Which publishers ARE WINNING at social engagement?

To find out, we analyzed:

2.6 billion **social media** shares
from 1 million articles
by 190 top publishers
on 5 platforms
over 6 months

and learned **more about trends in social networks, publishers, and online content** - and that these outlets are far from homogenous.
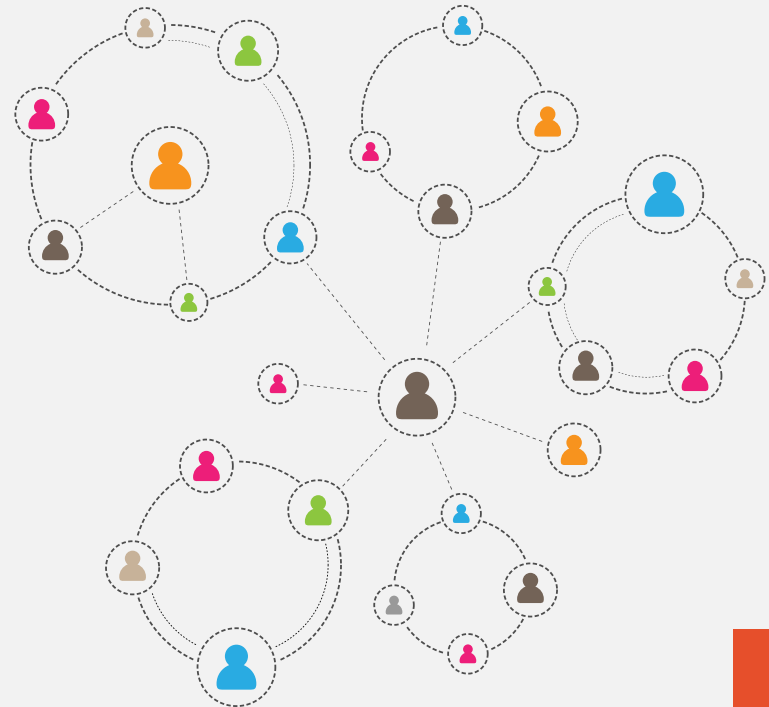
Which network is the **MOST POPULAR?**

Based on a 2013 survey by Pew Research Center's Internet Project, the most popular social media platforms, in order, are:

1. Facebook
2. LinkedIn
3. Pinterest
4. Twitter

(Google+ wasn't rated)

But is popularity the same as engagement?

Which network sees the most sharing?

Facebook emerged as both the largest and most-sharing of the social platforms, with more than 2.18 billion shares of the articles in our study.
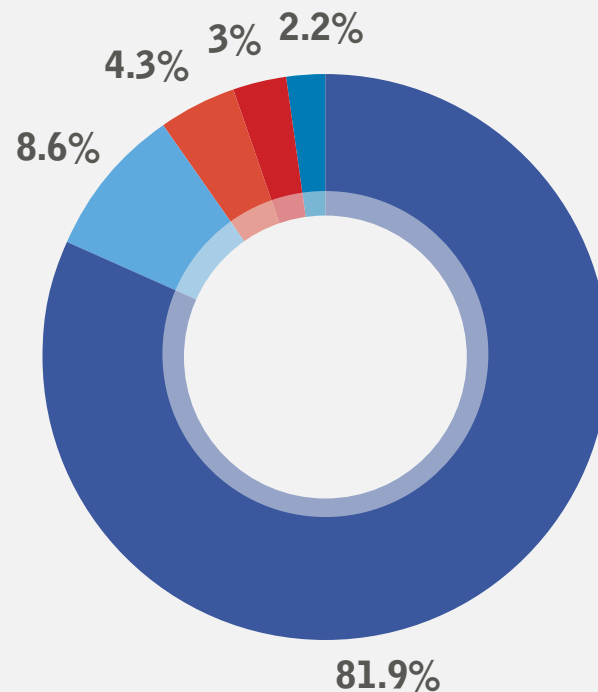
Facebook: **81.9%**
Twitter: **8.6%**
Google+: **4.3%**
Pinterest: **3%**
LinkedIn: **2.2%**

But Twitter, the least popular of the four platforms Pew ranked, sees almost 4x as much content sharing among users as the second most popular platform, LinkedIn.

2.2%
3%
4.3%
8.6%
81.9%

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Which emotions trend on which network?

When we applied the Alchemy API to the stories shared most on each social network, we found that:

- LinkedIn and Pinterest were the most positive of the social networks.
- Twitter and Google+ saw stories with a wide range of sentiments shared.
- Stories shared on Facebook in the last six months had **more neutral or negative, rather than positive, headlines.**
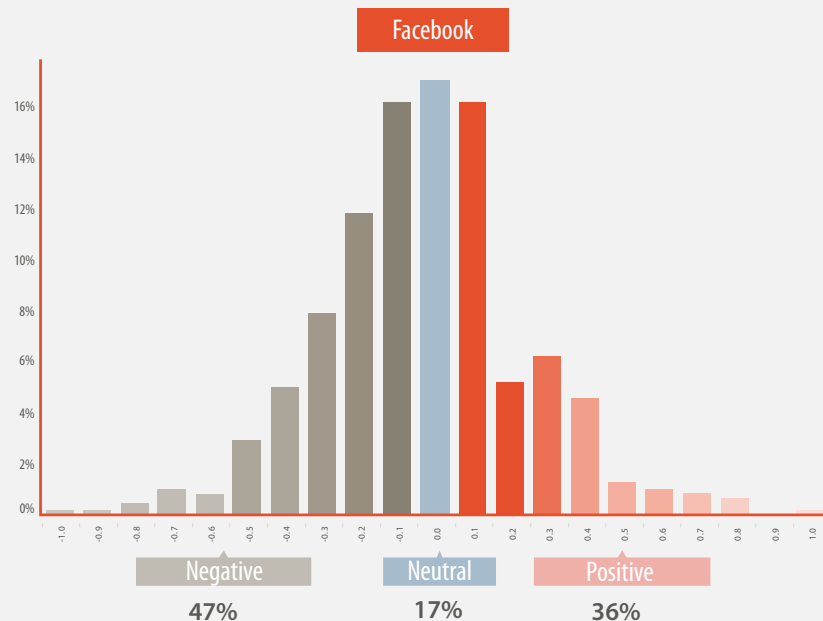
Does this mean that Facebook audiences are more negative, or Pinterest more positive?

Not necessarily. The emotional landscape of each network may be more a reflection of the publishers who are succeeding best at sharing on a particular platform.

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Which publishers are dominating social media?

Out of nearly 200 publishers, BuzzFeed earned 15% of the total shares we analyzed in this study, but only on 2 social media channels. In fact, no publisher has succeeded in having a strong presence on all 5 channels.

Some publishers were also extremely efficient at promoting their content, regardless of how many articles they produce or their share of social media presence.

Upworthy and ViralNova (neither of which ranked in the Top 5 of any social network) each garnered more than 60,000 shares-per-article - more than 5x that of BuzzFeed.

Which Publishers are Winning at Social Engagement?

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When we looked at the **top 5 publishers** on each social media platform, 18 brands rose to the top.

	Facebook	Twitter	Google+	Pinterest	LinkedIn
1	BuzzFeed	Mashable	MSN	BuzzFeed	Mashable
2	Huffington Post	BBC	Wall Street Journal	Women´s Health	Linkedin
3	CNN	NY Times	Mashable	The Kitchn	Forbes
4	NY Times	Forbes	Forbes	Greatist	Inc.
5	Daily Mail	CNN	NBC	Better Homes and Gardens	NY Times

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Most publishers in this study saw the bulk of their content shared on two or more platforms.

However, **6 of the top 20 publishers received more than 90% of their shares on a single network**, and both Upworthy and ViralNova received more than 99% of their total shares in the same place:

Facebook

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There is a huge sharing gap between the top 20 publishers and everyone else.

- Including Facebook activity
  - 94% of publishers earned less than 50 million total shares
  - 88% earned less than 25 million
- Excluding Facebook
  - 89% of publishers earned less than 5 million total shares
  - 60% earned less than 1 million

93% of publishers in this study received less than 5,000 shares per article.

Which articles were shared the most?

▶ The 9 Oddest Job Interview Questions Asked at Tech Companies in 2011 (via Mashable)

▶ What Kind Of Dog Are You (via BuzzFeed)

▶ How Y'all, Youse and You Guys Talk - Interactive Graphic (via New York Times)

▶ 2 People Described The Same Person To A Forensic Artist And This Is What Happened (via Upworthy)

▶ UNACCOUNTABLE: The High Cost of the Pentagon's Bad Bookkeeping (via Reuters)

▶ 10 Reasons Why Handheld Devices Should Be Banned for Children Under the Age of 12 (via Huffington Post)

▶ Miley Cyrus -- This Spread Eagle Should Be Extinct (via TMZ)

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Headlines that incorporated **surprise** and built on the reader's feelings of **curiosity** dominated the top 10, regardless of topic or content format.

We also applied the Alchemy API to determine whether other sentiments played a role in headline success.

! Key emotional finding:

Of the top 500 articles published by the top 20 publishers, most headlines covered topics that included a **range of emotions**, from negative to positive.

Want to see more of our research on the emotions that make content go viral? Check out http://blogs.hbr.org/2013/10/research-the-emotions-that-make-marketing-campaigns-go-viral/

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Most news publications, however, tended towards more negative tones overall-especially CNN, Daily Mail, Fox News, NY Times, the Blaze, the Guardian, USA Today, and the Washington Post.

Sentiment analysis of most-shared articles from news publishers

Positive   Neutral   Negative

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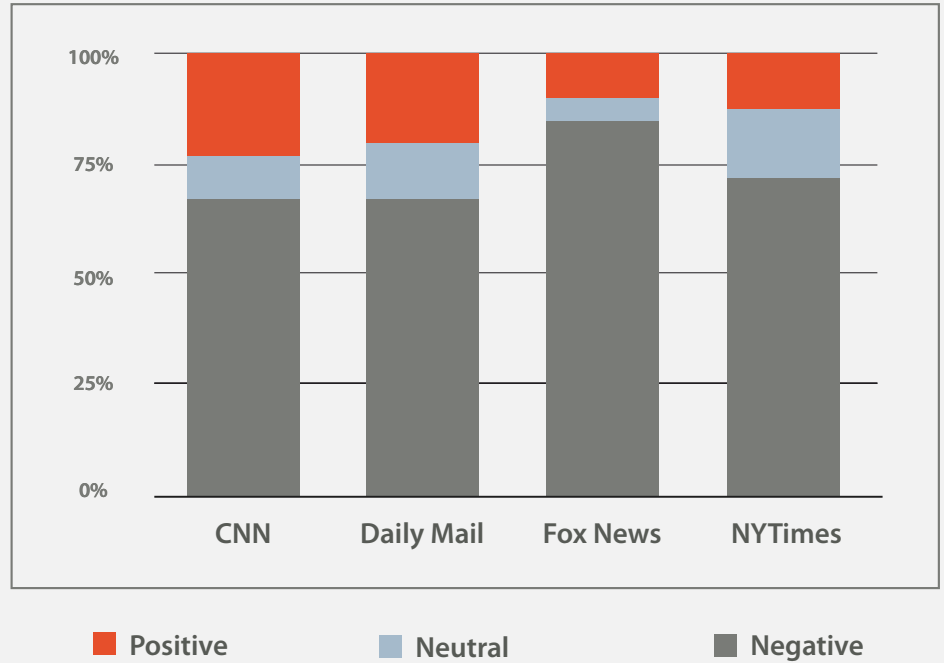
Three publishers were unique in their sentiment analysis:

- ■ **BuzzFeed and Upworthy's headlines were largely neutral.**

- ■ **Mashable published more positive headlines than any other site in the top 20.**
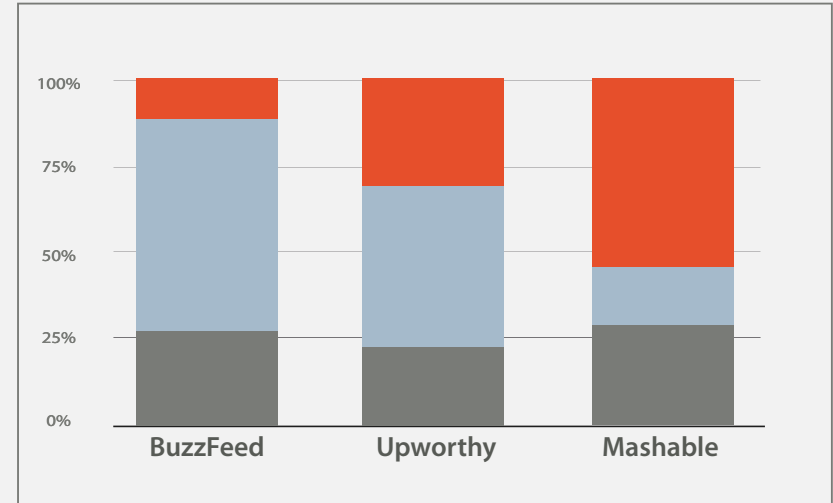
Positive ■ Neutral ■ Negative ■

We also looked at the most relevant key words of the top 10,000 headlines to see if any patterns emerged. While we found no overarching topics or angles across all headlines, we did see:

▶ Positive adjectives such as greatest, happiest, hilarious, and cutest were prevalent in the most-shared headlines.

▶ Some of the most common verbs were those that revolved intelligence; words like understand, know, prove, and believe occurred frequently.

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Language became more specific when we examined headlines by particular publishers.

Business Insider

BuzzFeed

Which Publishers are Winning at Social Engagement?

Key words were also more nuanced when we looked at each social media community:

Pinterest

LinkedIn

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Which Publishers are Winning at Social Engagement?

These language differences reinforce the fact that each publisher and online community is different. Each values specific verticals, story angles, and emotional touch points differently.

Takeaway for marketers: Don't take a shotgun approach to media outreach. Instead, learn the nuances of the publications and communities your brand wants to target and gear your campaign to appeal to them individually.

Want to see what 500 publishers told us about getting their attention?
See our survey results at
http://frac.tl/case-study/pitching-influencers/

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Facebook

- "What Career Should You Actually Have" (via BuzzFeed)

- "What State Do You Actually Belong In" (via BuzzFeed)

- "What Kind Of Dog Are You" (via BuzzFeed)

- "How Y'all, Youse and You Guys Talk - Interactive Graphic" (via NY Times)

- "2 People Described The Same Person To A Forensic Artist And This Is What Happened" (via Upworthy)

- "Which Decade Do You Actually Belong In" (via BuzzFeed)

- "What City Should You Actually Live In" (via BuzzFeed)

- "Which Classic Rock Band Are You" (via BuzzFeed)

- "Which 'Grease' Pink Lady Are You" (via BuzzFeed)

- "Bully Calls News Anchor Fat, News Anchor Destroys Him On Live TV" (via Upworthy)

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Which Publishers are Winning at Social Engagement?

Facebook excluding articles from BuzzFeed, Upworthy, and ViralNova

- "How Y'all, Youse and You Guys Talk - Interactive Graphic" (via NY Times)
- "UNACCOUNTABLE: The high cost of the Pentagon's bad bookkeeping" (via Reuters)
- "This Three Minute Commercial Puts Full-Length Hollywood Films to Shame" (via Gawker)
- "WestJet's Christmas Surprise for Travelers Will Make You Believe in Santa [VIDEO]" (via Mashable)
- "I Am Adam Lanza's Mother: A Mom's Perspective On The Mental Illness Conversation In America" (via Huffington Post)
- "10 Reasons Why Handheld Devices Should Be Banned for Children Under the Age of 12" (via Huffington Post)
- "The Day I Stopped Saying 'Hurry Up'" (via Huffington Post)
- "22 Maps That Show The Deepest Linguistic Conflicts In America" (via Business Insider)
- "What teachers really want to tell parents" (via CNN)
- "Why Generation Y Yuppies Are Unhappy" (via Huffington Post)

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Which Publishers are Winning at Social Engagement?

- "Best Song Of The Summer 2013 MTV Video Music Awards" (via MTV)

- "The Meat Industry Now Consumes Four-Fifths of All Antibiotics" (via Mother Jones)

- "N.C. School Shooting: Shots fired at a Winston-Salem high school; suspect in custody, report says" (via CBS News)

- "Best Male Video 2013 MTV Video Music Awards" (via MTV)

- "Check Out Buzzworthy's Favorite Breakthrough Artists Of 2013!" (via MTV)

- "Government officially acknowledges existence of Area 51, but not the UFOs" (via Washington Post)

- "Valentine's Day Message from Justin Bieber" (via Yahoo)

- "MTV Movie Brawl 2014" (via MTV)

- "NASCAR Drivers, Standings & News : NASCAR Sprint Cup Series" (via Nascar)

- "7 billion people and you: What's your number?" (via BBC)

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Which Publishers are Winning at Social Engagement?

Google+

- "Pushing for Sexual Equality in Jordan" (via Aljazeera)
- "Miley Cyrus -- This Spread Eagle Should Be Extinct" (via TMZ)
- "Obama's Recess Appointments Draw Supreme Court Scrutiny" (via Bloomberg.com)
- "World's 40 Richest Gain $29 Billion as Global Stocks Rise" (via Bloomberg.com)
- "China Ex-Rail Chief Given Suspended Death Sentence for Bribery" (via Bloomberg.com)
- "Ernst & Young to Pay $123 Million to End Tax-Fraud Probe" (via Bloomberg.com)
- "World Have Your Say: Upload Your Videos" (via BBC)
- "The Vineyard: Mannequins on the beach" (via Boston Globe)
- "Doorman on Newbury Street since 1947 retires" (via Boston Globe)
- "The #1 Thing to Do Before a Job Interview" (via Men's Health)

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- "31 Insanely Easy And Clever DIY Projects" (via BuzzFeed)

- "33 Meticulous Cleaning Tricks For The OCD Person Inside You" (via BuzzFeed)

- "25 Baked Alternatives To Potato Chips And French Fries" (via BuzzFeed)

- "35 Lifechanging Ways To Use Everyday Objects" (via BuzzFeed)

- "27 Ways To Make Your Groceries Last As Long As Possible" (via BuzzFeed)

- "39 Easy DIY Ways To Create Art For Your Walls" (via BuzzFeed)

- "22 Things You're Doing Wrong" (via BuzzFeed)

- "27 Ways To Rethink Your Bed" (via BuzzFeed)

- "27 Nail Hacks For The Perfect DIY Manicure" (via BuzzFeed)

- "Perfect Pitcher Drink Recipe: Sparkling White Peach Sangria The 10-Minute Happy Hour" (via The Kitchn)

- "Perfect Pitcher Drink Recipe: Sparkling White Peach Sangria The 10-Minute Happy Hour" (via The Kitchn)
- "Party Recipe: Bacon-Wrapped Potato Bites with Spicy Sour Cream Dipping Sauce" (via The Kitchn)
- "What to Prune When" (via Better Homes and Gardens)
- "Butt Workout: 20-Minute Glute Exercises" (via Women's Health Magazine)
- "20 Ways to Add Curb Appeal" (via Better Homes and Gardens)
- "The Best Workouts For Your Body Type" (via Women's Health Magazine)
- "Most Popular Photos" (via Beautylish)
- "Bake Protein-Packed Bacon Omelet Bites" (via Men's Health)
- "8 Moves to Perk Up Your Boobs: Workouts" (via SELF)
- "Recipe of the Week: Pinterest-Found Cauliflower Buffalo 'Wings'" (via SELF)

- "The 9 Oddest Job Interview Questions Asked at Tech Companies in 2011" (via Mashable)

- "11 Simple Concepts to Become a Better Leader" (via LinkedIn)

- "9 Qualities Of Truly Confident People" (via LinkedIn)

- "8 Things Productive People Do During the Workday" (via LinkedIn)

- "Five top tips to starting a successful business" (via LinkedIn)

- "How I Hire: Focus On Personality" (via LinkedIn)

- "Mentally Strong People: The 13 Things They Avoid" (via Forbes)

- "The One Thing Successful People Never Do" (via LinkedIn)

- "World Has Lost a Great Man in Nelson Mandela" (via LinkedIn)

- "Three Things I've Learned From Warren Buffett" (via LinkedIn)

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- "The 9 Oddest Job Interview Questions Asked at Tech Companies in 2011" (via Mashable)

- "Mentally Strong People: The 13 Things They Avoid" (via Forbes)

- "10 Things Extraordinary Bosses Give Employees" (via Inc.)

- "Leadership Is About Emotion" (via Forbes)

- "10 Reasons Your Top Talent Will Leave You" (via Forbes)

- "10 Things Extraordinary People Say Every Day" (via Inc.)

- "Recruiting: 8 Qualities Your Best Employees Should Have" (via Inc.)

- "9 Keys to Business & Career Success" (via Inc.)

- "How to Be Happier at Work: 10 Tips" (via Inc.)

- "People Don't Leave Companies - They Leave Leaders" (via Huffington Post)

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Fractl

We leverage the science behind great content.

Our Mission: To produce the **most engaging** and **emotional experiences** on the web.

Fractl is a full-service digital marketing agency that specializes in content marketing, social media, and lead generation. Fractl focuses on the high impact of viral content marketing as it relates to SEO, rankings, and online growth. Fractl is a team with a broad set of talents and skill sets. Most notably, we maintain a highly talented team of programmers, writers, editors, PR professionals, technical search engine talent, animators, graphic designers, project managers, producers, and creative thinkers. Find out how our superior results can increase your bottom line today.

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