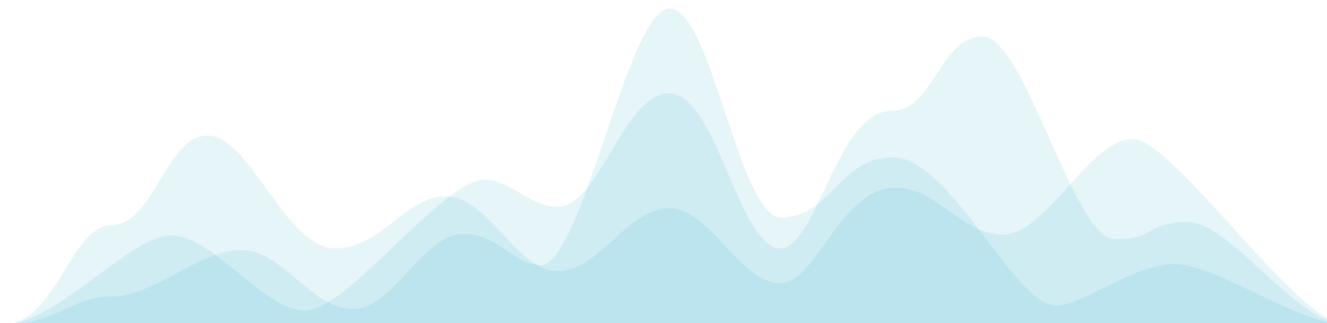




Post Types That Rules The Facebook News Feed

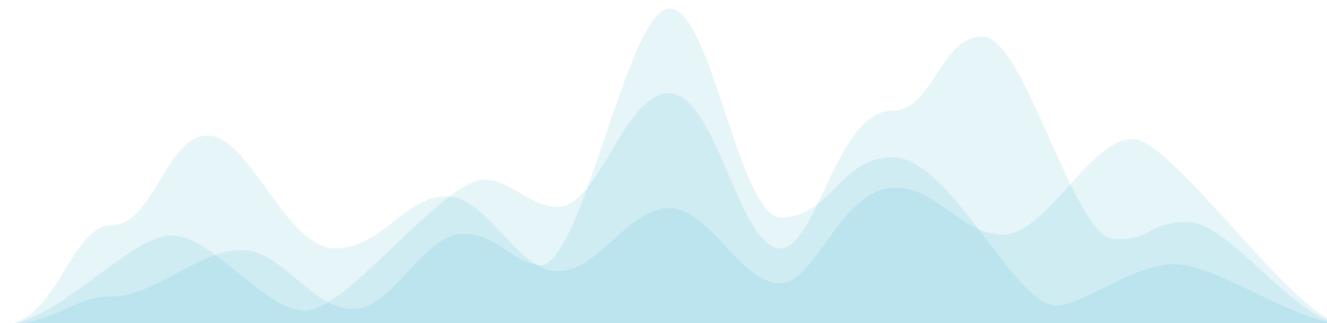
quintly analyzed **100,000 Facebook profiles** and more than 8 million posts from June 2014 to June 2015.





This study, conducted by social media analytics provider quintly, analyzed 100,000 Facebook profiles and more than 8 million posts over the period of 13 months, from June 2014 to end of June 2015. The results give insights into which Facebook post types are most predominant in the news feeds, the interaction fluctuation, and the development over time.

The study will help marketers understand the development of engagement in the past and identify potential trends for the future. With this knowledge marketers are able to optimize their posting patterns and drive higher engagement on their content marketing for Facebook.



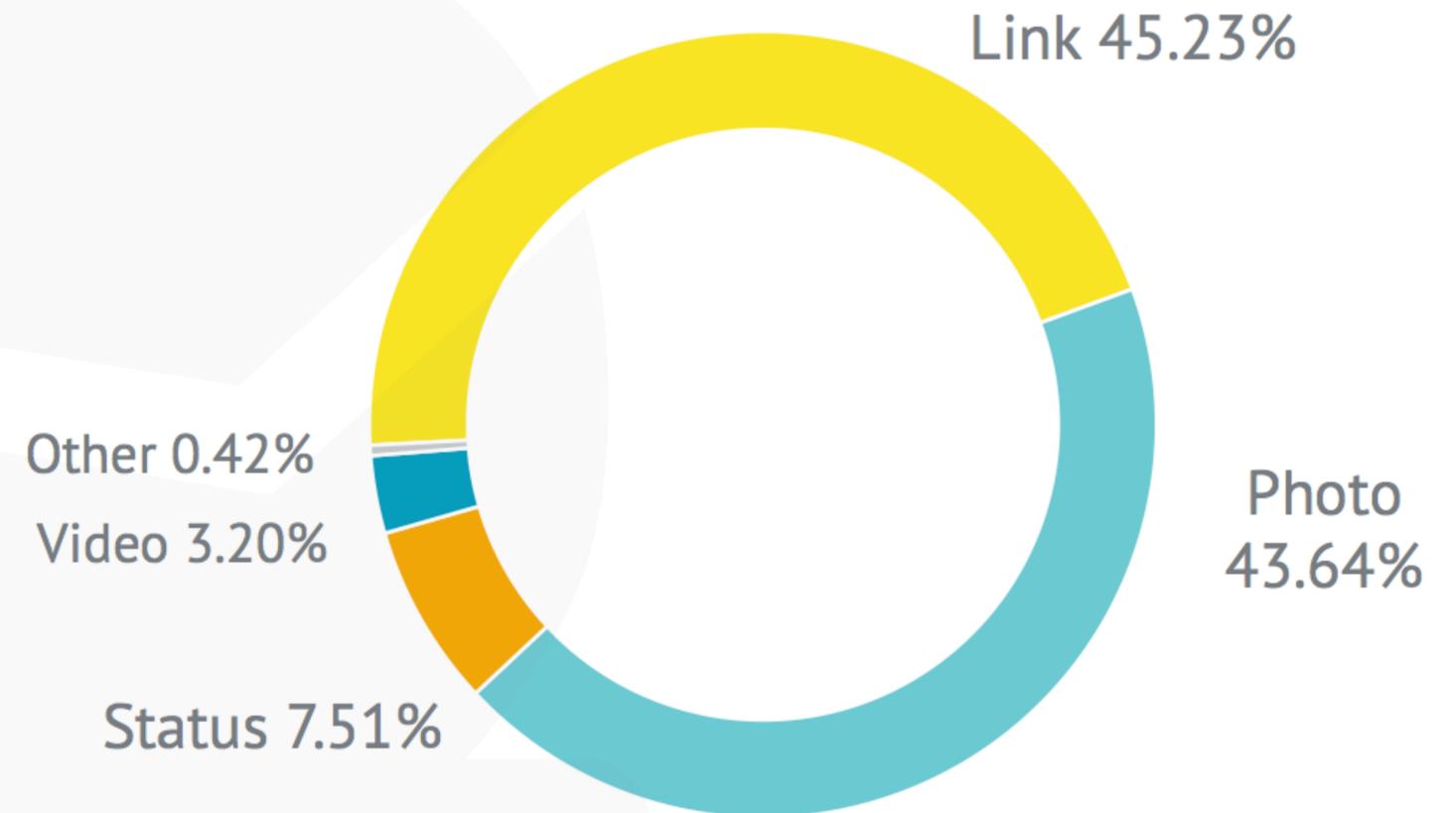
Links and image posts rule the newsfeed

@quintly

Businesses like to share their work, especially when content marketing is part of their marketing approach. In Facebook, still remaining the “top dog” in social media, marketers have the options to share a link, a photo, a video, status or in other formats.

These posts types are performing differently in each industry, so every company should be aware of their own posting patterns and, if necessary, adjust them.

Chart: Most popular post types used by 100k analyzed Facebook Pages from June 2014 - June 2015.



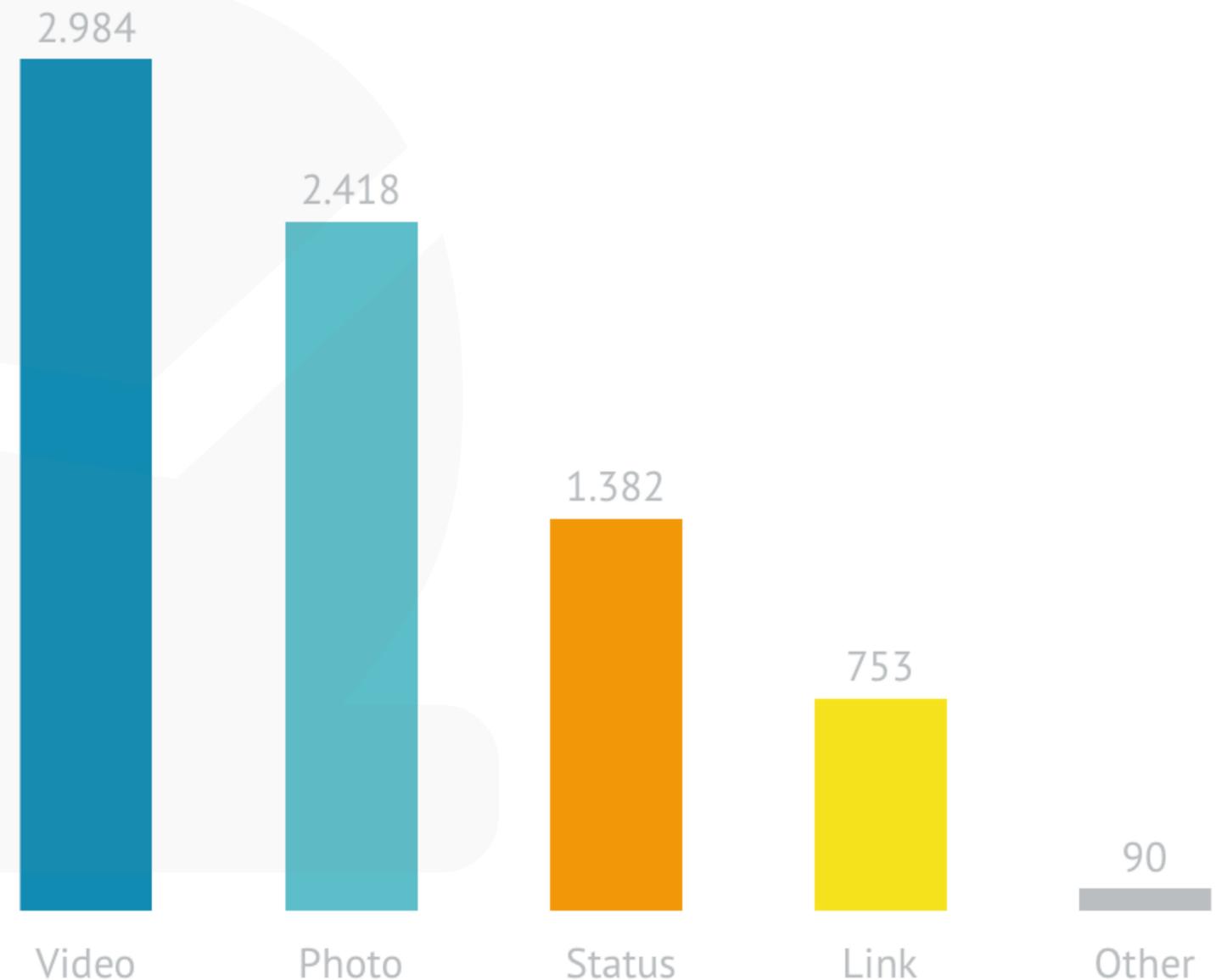
Video and image posts drive highest engagement

@quintly

Visual marketing strategies are considered to be more effective than relying on status or link updates. This metric underlines the importance of pictures and videos as part of every content marketing strategy.

Considering that the ultimate goal of social media marketing is to engage your fans and followers, it might be a wise decision to invest more resources to bring more visuals to the timeline of your fans.

Chart: Average interactions per post type





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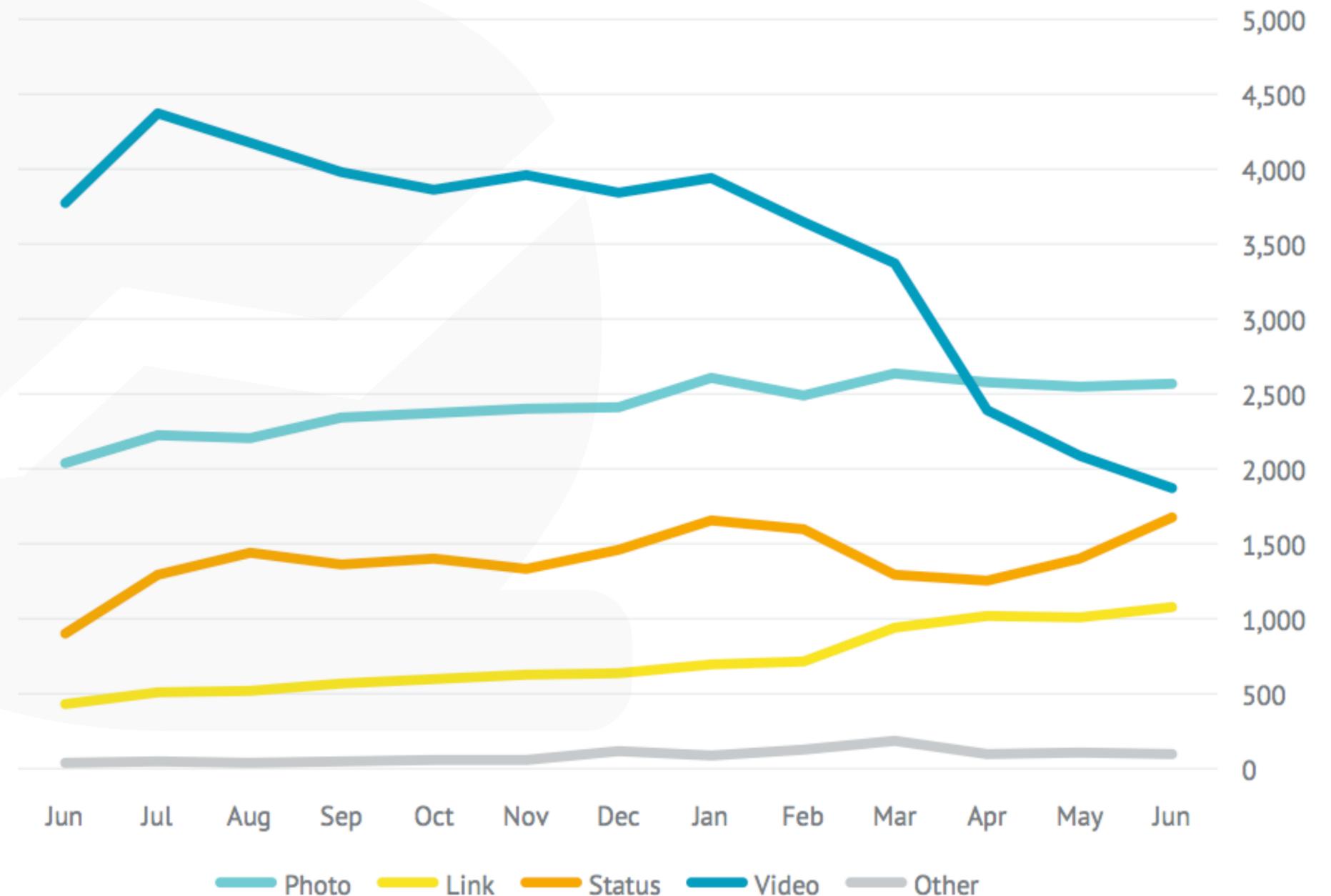
Photo post interactions steadily increasing

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Graph: Avg. interactions on post types broken down into months



Links and Photos are posted most frequently

@quintly

First it can be seen that the frequency of link posts is constantly increasing. Even though the interactions on visuals is tremendously higher than on other status updates, videos do not seem to play a crucial role for the average Facebook Page.

The previous chart showed, that interactions on photo posts are steadily increasing, whereas the post frequency stayed on the same level.

Graph: Avg. posts per type per page broken down into months to make developments visible

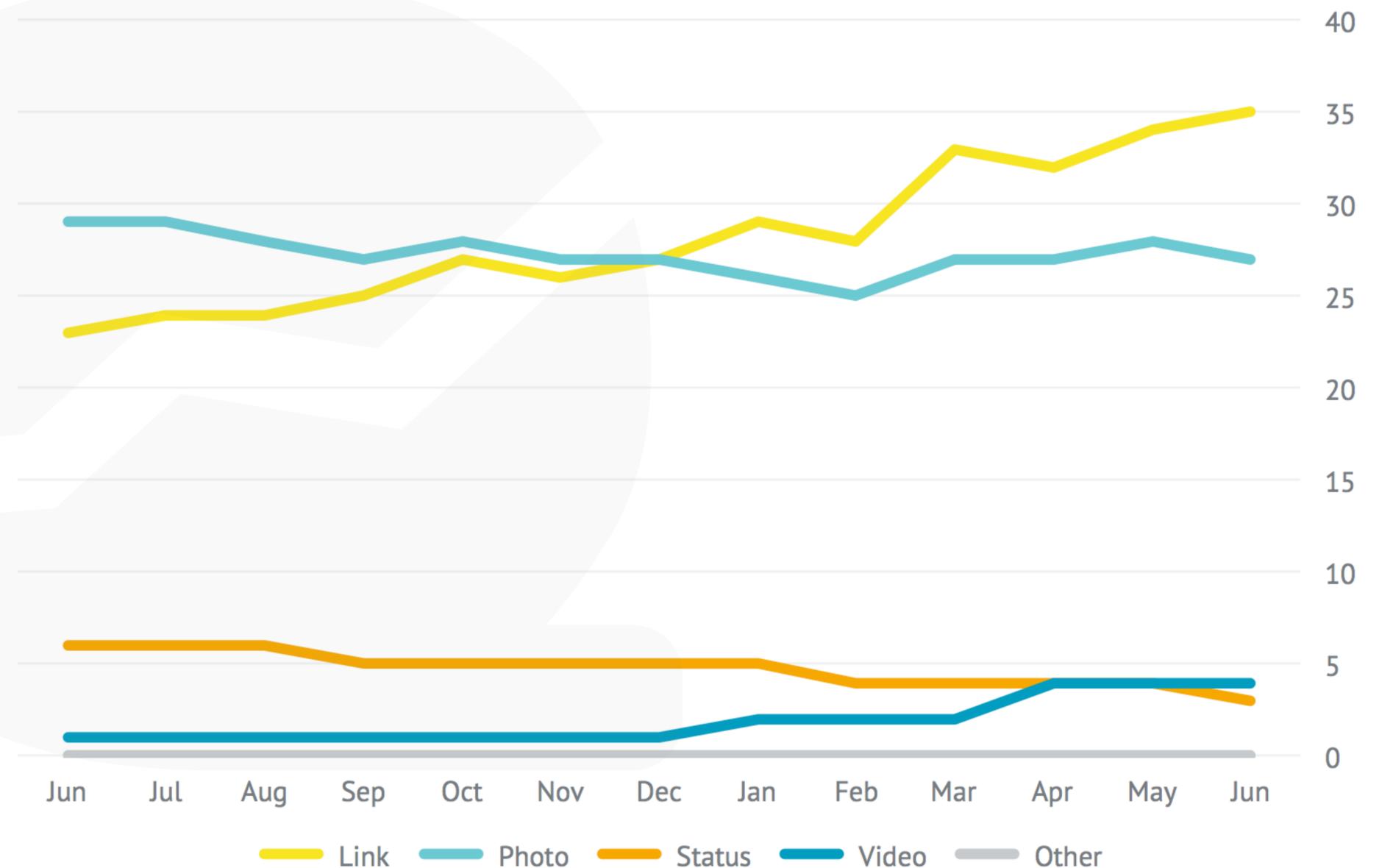


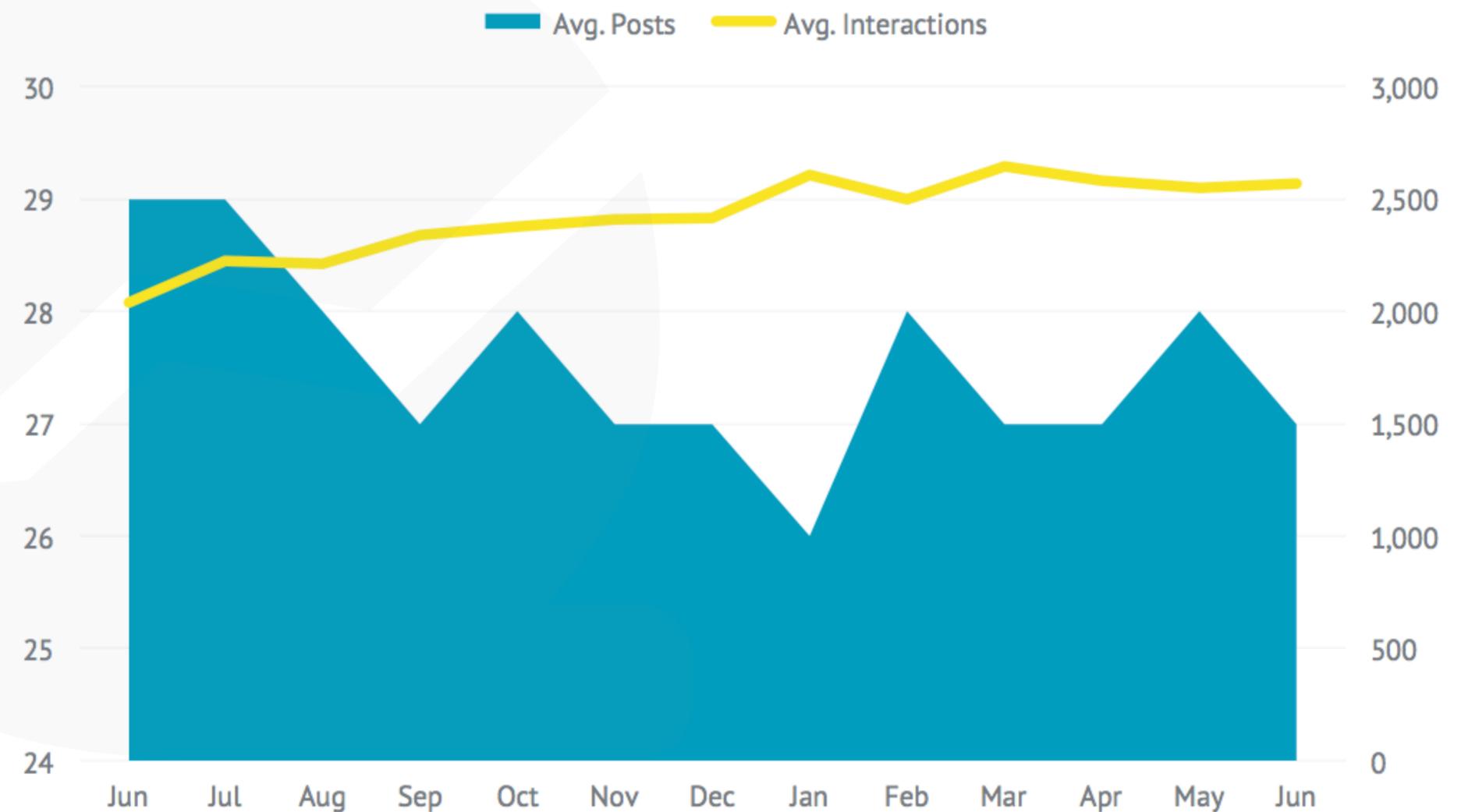
Photo post interactions are high and increasing

@quintly

During the last year the post frequency of an average Facebook Page decreased from 29 to 27 per month. Even so, or maybe caused by that, the average interactions are constantly increasing.

Knowing that, marketers might consider to be less cautious on posting too frequently and increase the spend on advertising to reach more people. Caused by the EdgeRank, organic reach is clearly decreasing, but nevertheless the intention to interact seems to be increasing.

Graph: The amount of avg. photo posts compared to interactions per month





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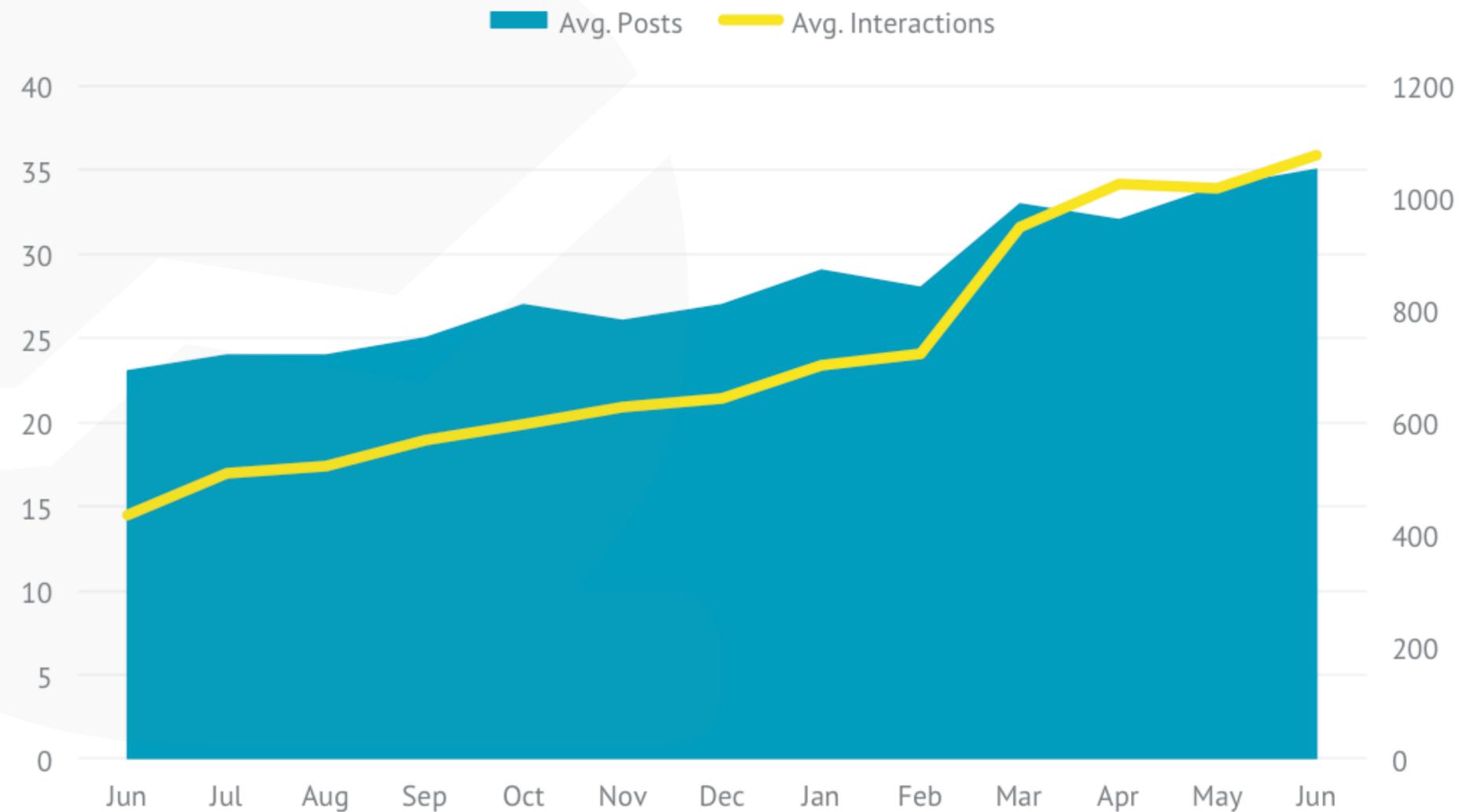
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Interaction on Link posts increasing

Link post frequency and the amount of interactions they had increased more than we have shown in photo posts over the last 12 months. Seen in previously shown graphs, interactions on link posts are lower than on visual posts - but increasing.

Links to your website, landing page, blog post or similar, can deliver great value to the fan, but remember that image posts, which tends to have higher engagement, can contain a link too.

Graph: Amount of avg. posts containing just links compared to the amount of interactions



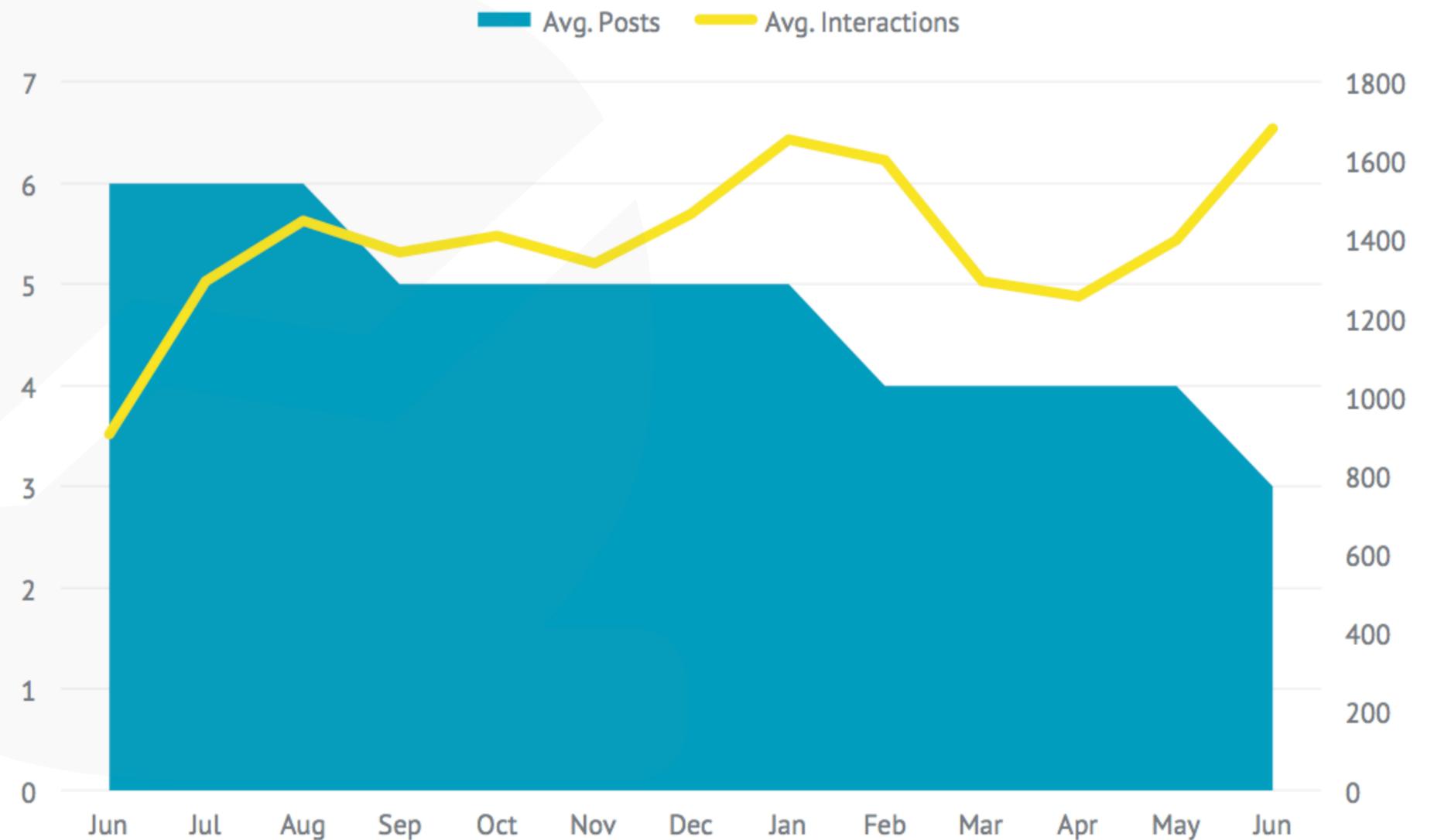
Number of status updates decreasing constantly

@quintly

Shown in this graph is the decrease of average posts of status updates and a volatile increase of its interactions.

The further the analysis goes, the more it becomes clear that interactions are increasing on most of the post types. Nevertheless, the overall charts showed in the beginning that despite the growth, visuals are performing better than non-visual posts.

Graph: The amount of avg. status posts compared to the amount of interactions

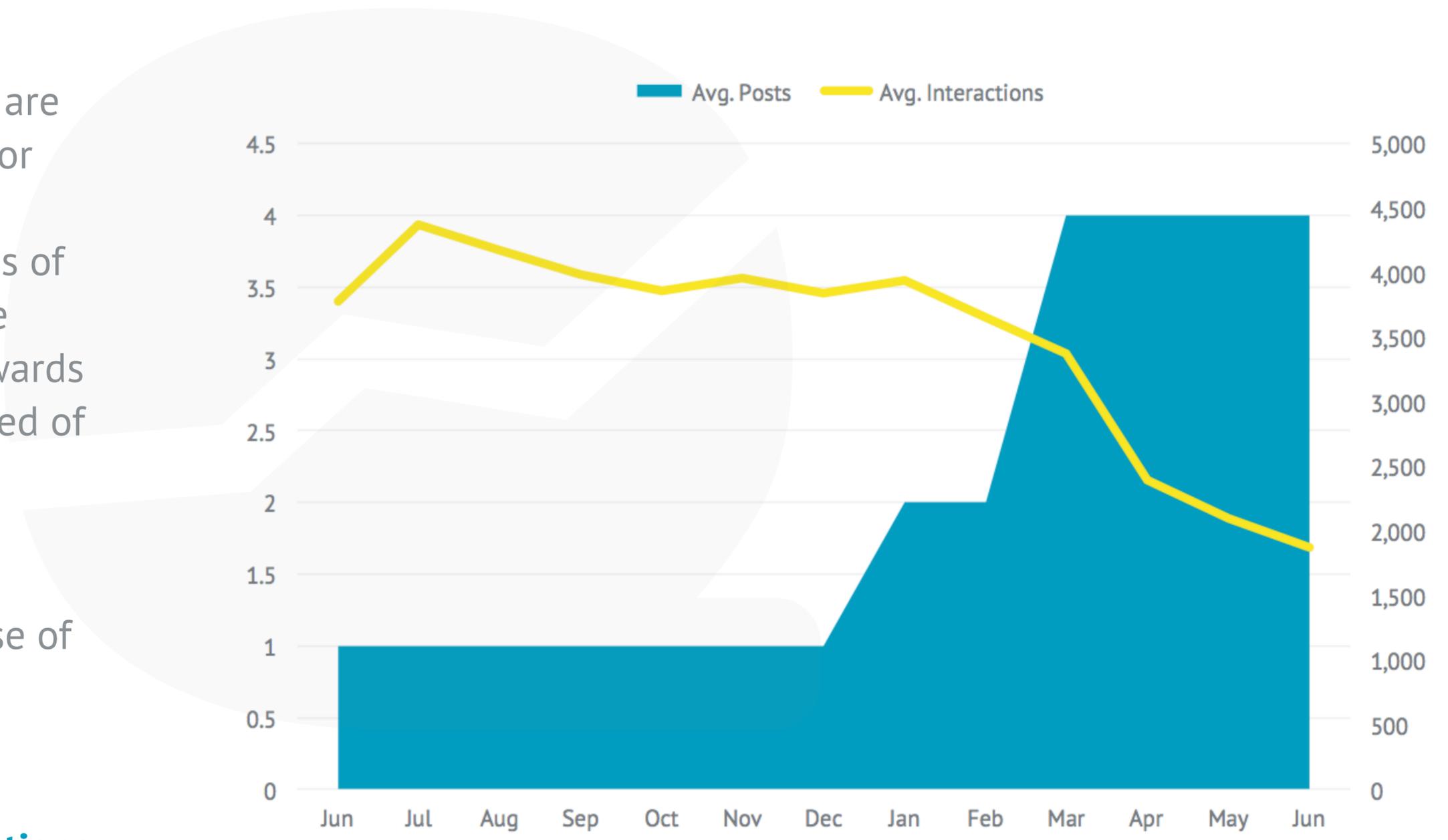


Frequency of Video posts increasing, interactions decreasing

Interesting to see that video posts are becoming increasingly important for the average Facebook Fanpage. Discussions about the effectiveness of visual marketing seem to influence numerous marketers switching towards more posted videos in the news feed of their fans.

This increasing amount of videos published might cause the decrease of average interactions per video.

Graph: Amount of avg. video posts compared to the amount of interactions





Happy Analyzing!

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Note: The absolute number of interactions per post in this study are depending on the specifics of our sample set. They should help comparing the different post types with each other and not make a statement about the absolute numbers.

