



Facebook Reactions Study

New Reactions picking up Pace!

Read full study: quintly.com/blog

New Facebook Reactions picking up pace!

The study analyzes 105,000 Facebook pages and gives insights on how the “new Facebook Reactions” are used by the Facebook community.

Main findings: Facebook Reactions make up 6% of all interactions, increasing by 22.4% from May to June; Positive Reactions are used more frequently; Video posts receive 60% more reactions than image posts.

Social media analytics provider [quintly](#), just [published their latest Facebook Reactions study](#) which analyzes 105,000 Facebook pages. The analytics company revealed that Facebook Reactions are picking up pace. Examining the change from May to June, quintly revealed a 22.4% increase in the share of new Facebook Reactions. In addition to that, the study uncovered that ‘love’ and ‘haha’ emoji’s are predominantly used, which shows that positive content stirs more emotions.

"The findings show that users are using Facebook Reactions more and more often. Especially video content seems to stir emotions users want to express with the new emoji's. These insights are highly beneficial for businesses and their content marketing activities."

— comments Alexander Peiniger CEO and Co-Founder of quintly

To make the study easy to follow, quintly went step by step deeper into the analysis. First, Reactions were compared to Shares and Comments to identify the share of the new way to express feelings. After splitting up the analyzed Facebook pages into differently sized groups, quintly looked at post types such as image and video posts.

This study presents that users slowly adapt to Facebook Reactions and use them especially when interacting with the largest Facebook pages. It will be particularly interesting to see how the use of Reactions will develop in the future. For marketers, the information that can be gathered from Reactions potentially can be highly beneficial since the deeper user understanding can help to further enhance posted content. For more information or a free quintly trial please visit: <https://www.quintly.com>



Julian Gottke

Communications Manager

julian@quintly.com

[Sjulian.gottke](https://www.linkedin.com/in/julian.gottke)

[@julian_gottke](https://www.twitter.com/julian_gottke)



Alexander Peiniger

Founder / CEO

alex@quintly.com

[Salexander.peiniger](https://www.linkedin.com/in/alexander.peiniger)

[@alexpeiniger](https://www.twitter.com/AlexPeiniger)

ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their performance against their competitors'. In this way customers can steadily optimize their social media strategy.

quintly was founded in Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is headquartered in Cologne, Germany now since 2012. Having started off as a duo with the name "AllFacebook Stats" it was renamed later on to "quintly" as more and more networks have been integrated. Now, quintlys' clients are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. The company now employs 25 people in **Germany**, **Brazil** and the **US**, has users in **183 countries** and serves paying clients in 60 countries. After three years in business, last year quintly expanded internationally and has

established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. With an international team quintly strives to share their analytics expertise with their clients and through excellent service help them excel in their social media strategies.



quintlynewsroom