



Facebook Study Analyzes 105 Million Posts

quintly publishes insights which content performs best on Facebook.

Main findings: 55% of all post types are links; videos receive 258% more in interactions than link posts; weekend posts receive 13% more interactions.

Yesterday [quintly](#) released their most [comprehensive Facebook study](#), analyzing 105 million posts of 94,000 Facebook profiles and presenting surprising results.

The most interesting discovery - though links are the most frequently used post type, they aren't relevant when it comes to interactions. Link posts receive 72% fewer interactions than video posts. Besides that, quintly compared the interactions on weekdays and weekends and found out that interactions are 13% higher on weekend posts.

“It is something worth saying again and again: if you are aiming for high interaction rates on Facebook it is essential that you start producing and posting video content - keeping the right format in mind.”

– comments quintly's Digital Communications Specialist Justina Kowalski

Many more aspects such as fan distribution, length of posts and reaction usage are analyzed in the free study.

ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their social media performance against their competitors, empowering clients to take better data-based decisions and optimize their social media strategy.

quintly was founded in the small town of Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is now headquartered in Cologne, Germany since 2012. Having started off as a small team under the name “AllFacebook Stats” it was renamed later on to “quintly” as more and more networks have been integrated. quintly’s clients can track Instagram, Facebook, Twitter, LinkedIn, YouTube and Pinterest.

The company now employs 25 people in **Germany, Brazil** and the **US**, has users in **183 countries** and serves paying clients in over 60 countries. After three years in business, quintly expanded internationally in 2014 and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. Besides providing an advanced analytics tool, quintly’s international team also shares its expertise through publishing in-depth studies and social media data analyses regularly.

To find more information about the story behind quintly, please visit <https://www.quintly.com/about>.

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