Social Media Trends Report

Q1 2020
The Social Media Trends Report for Q1 2020 further details the impact of COVID-19 on marketing trends that Socialbakers first highlighted in a special report. It outlines the data that reflects crucial market shifts and also highlights how brands reacted to the pandemic.

This report reveals the key changes in paid advertising around the world, which have created certain opportunities and do provide some optimism when looking at regions that have started to contain the spread of the virus. It shows how cost per click, cost per thousand impressions, and ad spend changed by industry and region.

On the organic side, the audience size of the top 50 biggest brands on Instagram grew even bigger, and there was an increased reliance on organic content because of the overall decrease in ad spend.

Another result of the pandemic is the increased amount of time people spent online, which created opportunities for brands to increase their reach or engagement. All of these insights and more, including sentiment around the coronavirus and the latest in influencer marketing, can be found in this report.

“The social media trends we have seen in Q1 aren’t something we could have predicted. Marketers around the world are being forced to adapt in real time to the impact of COVID-19 on their business. But the news isn’t all bad. As people are forced to take social distance at home, they are spending more time on social media consuming content, therefore the demand for digital content is increasing. On the other hand, as businesses in COVID-affected regions started taking stock they started to hold, or even decrease their spend on ads, therefore demand for ads decreased. These two forces are driving ad costs down.

Social media data shows that savvy brands should be using this window of opportunity to stay close to their customers by taking advantage of the lower cost of ads. The combination of the lower cost of ads and the fact that users are spending more time on social presents a unique opportunity for brands to increase their reach and engagement at a lower cost.”

Yuval Ben-Itzhak, CEO, Socialbakers
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Advertising
Ad Spend Recovers in Many Regions

In the first three weeks of April, ad spend increased by 32.3% compared to where it stood amid the pandemic at the end of March. This increase helped the regions rebound back to their pre-pandemic spend levels.

Looking at specific regions, when compared from the end of March, ad spend increased by 47.3% in Northern America, 41.6% in Latin America, and 35.7% in Southeast Asia. Based on the timeline of East Asia’s paid advertising figures returning to their pre-pandemic levels, we expected other regions to similarly bounce back once they got the coronavirus under control.

While it’s far too early to say that COVID-19 is behind us, it’s been largely contained in many areas and worldwide there’s a confidence that things will return to something close to normal.
In the first three weeks of April, worldwide Facebook cost per click increased by 10% compared to where it was at the end of March.

Looking at some specific regions compared to the end of March, Facebook CPC increased by 20.6% in Western Europe and 16.2% in Southern Europe. This followed East Asia’s increase of 30.7% during March, which indicated that other regions would start to recover as they gained control of the pandemic.
The cost to advertise was much lower for every industry that Socialbakers analyzed because of a decrease in the CPC on Facebook.

Industries typically experience the lowest CPC right after the new year. The average for all industries, for example, was at $0.110 during that time. But then during March, when the pandemic really started to show its effect on worldwide economies, all brands decreased by 38% ($0.121 to $0.075).

Looking at some specific industries during that same timeframe, Ecommerce decreased by 37.8% ($0.098 to $0.061), Beauty decreased by 37.2% ($0.172 to $0.108), and Finance decreased by 41.4% ($0.152 to $0.089).

Because of this situation, the CPC is a lot lower than those post-holiday costs. That means that one of the opportunities for brands that have the budget is to make their message go to a wider audience than it normally would.
The CPM in East Asia bounced back to nearly the same level that it was at seven months ago. However, the other regions Socialbakers examined, which are still in the midst of the pandemic, have steadily declined in the new year.

For example, Northern America reached a 7-month high of $8.39 at the end of November before the expected holiday downturn. However, once the region really started feeling the impact of COVID-19, the numbers kept decreasing as the region experienced a 30.6% decline during the month of March ($5.34 to $3.71).

The other regions experienced similar decreases starting in February or March, depending on when the virus started to make an impact. So far, East Asia is the only one to get past that trend and increase in a meaningful way.
Pandemic Affects CPM Across All Industries

Looking at the cost per thousand impressions across industries, the trend lines look quite normal until mid-February or March. The expected holiday downturn happened, and then most industries started to rise back up to their expected levels.

At that point, though, the impact of the pandemic can be seen as there was a decrease in CPM across the board of all industries that Socialbakers analyzed.

Over the course of March, the average for all brands decreased by 37.2% ($1.167 to $0.733) while Accommodation decreased by 49.4% ($1.075 to $0.544).
In a key metric, for the first time in a long time there was a shift from spending on the main feed on Instagram to Facebook. The percentage changes weren’t major, but it’s a shift from the marketing trends of the last couple of years.

In Q1 2020, the ad spend for Facebook News Feed climbed up to its highest point since September 2019 while the spend on Instagram Feed decreased to its lowest percentage since January 2019. Facebook News Feed reached 60.1% of total ad spend while Instagram Feed decreased slightly to 19.4%.
Cost per Click Decreases 26%

The cost per click for all brand ad accounts in March 2020 was 26% lower than it had been in March 2019, according to Socialbakers data.

The latest CPC was at $0.094, which is the lowest it's been since at least January 2019.

The click-through rate was also at its lowest point in the last 15 months, but the difference was much smaller. The CTR in March 2020 was 1.053%, which is a decrease of 9.2% from March 2019.

That's a relatively small change for CTR, which suggests that while costs have decreased significantly the engagement is still there.
In Q1 2020, Instagram Explore increased to take up 1.70% of total ad spend, according to Socialbakers data.

This placement has risen steadily since becoming an option in August 2019, and if brands are able to use it to take advantage of the increased social commerce capabilities on Instagram it could become even more important in the future.
The most notable change in ad objectives on Facebook and Instagram, which could be related to the pandemic, was the increase in reach. It was already a top three objective on both platforms, but compared to Q4 2019, reach increased by 13.5% on Facebook and 15.8% on Instagram.

With ad spend lower across regions and industries, brands that do have budget to spend have had the ability to be seen by a larger audience and that seems to be what many have tried to achieve.
Looking at paid impressions for all ad accounts, 94.0% were seen on mobile apps while an additional 1.9% were seen on mobile web pages. That left only 4.1% that were seen on desktop, which is in line with where the breakdown has been for at least the past year.
Cost per Click by Device Platform

The cost to advertise was lower in Q1 2020 no matter what device was targeted.

The cost per click on mobile apps ($0.099) and mobile web pages ($0.086) was about half the CPC on desktop ($0.187).

Compared to Q4 2019, when the desktop CPC was $0.29 and mobile CPC was $0.15, the cost was much cheaper. That's due, at least partially, to the impact of the pandemic.
According to Socialbakers data, Facebook News Feed received 60.1% of the relative ad spend in Q1 2020. The next two channels were Instagram Feed and Instagram Stories, which combined to receive 28.7% of the relative ad spend.

Of the top five placements according to relative ad spend, Facebook News Feed had the highest click-through rate at 1.8%. Facebook Video Feeds and Instream Video were at 0.77% and 0.46%, respectively, while both of the Instagram positions were under 0.3%.
Facebook News Feed Costs Decrease

Looking at the top 5 placements by relative ad spend in Q1 2020 vs. Q1 2019, Facebook News Feed saw a 24% decrease in CPC ($0.079 vs. $0.104) and a 29.9% decrease in CPM ($1.318 vs. $1.880).

While most of the placements decreased, Facebook Instream Video was actually more expensive compared to last year. Its CPC increased by 13.9% ($0.180 vs. $0.158) and its CPM increased by 3.8% ($1.688 vs. $1.569).
The overall reach for brand pages on Facebook went down starting in mid-March. However, brands that supported their posts by taking advantage of the lower ad costs saw a 28.6% increase in page reach from March 13-April 13.
Almost a quarter of all promoted posts (24.3%) were graded as D content in Q1 2020, which was a slight increase from Q4 2019 (23.4%).

By using MarTech or AI to help choose the right posts to boost, marketers can significantly improve their ROI on social media.

In Q1 2020, more than 60% of promoted posts were A+ or A quality.

The Socialbakers’ Post Grading AI

The Socialbakers AI automatically grades all Facebook and Instagram content based on a number of engagement indicators and scores the post quality ranging from A+ to D.

The variance in boosting an A+ vs. a D grade post is significant. According to Socialbakers data, promoting A+ posts leads to 50% lower CPC, 20% lower CPM, and 2.3x more interactions with the same reach.
Paid Takeaways

While it’s impossible to specifically state all of the ways that COVID-19 has impacted social media marketing, it’s clear that some of the overall trends are related to the global pandemic.

Traditional metrics like cost per click, cost per thousand impressions, and ad spend all saw significant decreases across regions and industries, with timelines that tie closely to the spread of the virus. That has created an opportunity for well-positioned brands to take advantage of the lower costs and increase their reach and engagement.

But for brands overall it will be a positive sign when things return mostly to normal, and in the trends we can see that that has largely happened in East Asia, which was on an earlier pandemic timeline than the other regions. While every region and industry is going to have to overcome the coronavirus in its own time, there are signs that things can settle into a new version of normal after that.
Organic Engagement
Organic Followers, Posts, Interactions – Top 50 Brands

Continuing a trend from Q4 2019, the total audience size on Instagram was larger than it was on Facebook for the top 50 biggest brand profiles on both platforms. The gap grew larger, too, as the audience size on Instagram was about 28% bigger than on Facebook compared to just a slight advantage at the end of last year.

Instagram is stronger in engagement as well as the total interactions were more than 16 times higher on that platform.

However, brands still posted more content on Facebook. Looking at both platforms, almost 60% of all brand posts from the 50 biggest profiles were published on Facebook.
As the pandemic spread throughout the world, many people were forced to stay indoors and, as a result, spent more time online.

Looking at fans of Facebook Brand pages in Europe, the amount of time spent on Facebook increased in March for every day of the week and every waking hour compared to previous months.

The peak time every day was 8 p.m., and the difference was most stark on nights when many people had normally been out of the house. For example, the peak usage time on March Friday nights compared to February increased by 13.2% and on Saturday nights it increased by 14.8%.
Organic Engagement

**Facebook Reactions to Coronavirus Content**

Around the same time that Facebook brand pages started posting more about the coronavirus, users began reacting with Love 😊 much more often.

This is likely related to the fact that many of those posts were about what brands were doing to help their communities or employees during the crisis.

There was also an interesting shift in Haha 😄 reactions to coronavirus content. From February 22 to March 3, the volume of Haha reactions increased from 0.8% to 2.1%, as people or brands seemed to make light of the situation.

That started quickly as the percentage dropped through mid-March, and since March 18 the usage of Haha reactions to coronavirus content was lower the Haha reactions to other topics.
The majority of user reactions to coronavirus related posts by Facebook brand pages have had a neutral sentiment. Among these could be people asking basic follow-up questions or expressing mild support.

Looking at the relationship between positive and negative sentiments, negative was more prevalent most of the time, peaking at 38% on March 12. From that point on, though, it decreased while positive comments increased and surpassed negative comments before the end of the month.

Facebook sentiment was measured over six languages: English, German, Spanish, Portuguese, Arabic, and Czech.
Distribution of Interactions Across Industries

Looking at worldwide Brand profiles, Ecommerce received the highest percentage of interactions on Facebook and the second highest number of interactions on Instagram, behind only Fashion. Those top positions remained unchanged from Q4 2019, but on Instagram, Ecommerce’s interactions increased by 12.7% while Beauty’s decreased by 11.1%.

Most of the distributions didn’t change much over the last six months. One exception was the Services category on Facebook, which didn’t rank in the top eight in Q3 2019 and then moved into fourth in Q4.

This time Services again saw the biggest increase of any category (15.4%) and surpassed Fashion in interactions on Facebook. Services includes Housing, Mail & Shipping, Transportation, Wellness, Agencies, and others like lawyers and hairdressers.
Over the last two quarters, the relative post interactions for the top 50 biggest Facebook brand pages increased by 107.9%. The sharp increase in 2020 can likely be attributed to the coronavirus pandemic, as people turned to the platform for information and updates during the time of crisis.

On Instagram, the interactions were more or less the same in Q1 2020, and really they haven’t changed significantly in the past 15 months.
Distribution of Post Types on Facebook and Instagram

Looking at worldwide brand profiles, images make up about 71% of all content on both platforms.

On Instagram, videos and carousel posts, which can include images and/or videos, are used about the same amount.

On Facebook, video is the second most common post type (15.9%), followed by links and status updates. Facebook Live videos, which actually garner the highest number of organic post interactions (see next slide), are used only 0.5% of the time.
In Q1 2020, Facebook Live was the most engaging format on the platform, by far, with double the median post interactions (31) as regular video (15). Image was the next closest post type with 17 median post interactions.

On Instagram, carousel was the most engaging format with 135 median post interactions. Carousel posts, which can contain both photos and videos, has consistently outperformed image and video and this was the highest engagement it achieved in the last year.

All of these organic interactions increased compared to the end of 2019, which is a reasonable expectation coming out of the holiday season.
Top Performing Pages on Facebook and Instagram

In Q1 2020, the top performing brand page on Facebook was Etihad Airways, with more than 12 million interactions on 49 posts. A lot of that was certainly related to people seeking answers about upcoming travel changes due to the pandemic.

On Instagram, the top brand was Netflix, which ranked first with its US account and fifth with its France account, amassing more than 130 million interactions between the two.

Mercedes-Benz was the only brand to rank in the top 6 on both platforms.

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### Top Performing Pages on Facebook

<table>
<thead>
<tr>
<th>Rank</th>
<th>Page</th>
<th>Fans</th>
<th>Posts</th>
<th>Interactions</th>
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</thead>
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<tr>
<td>1</td>
<td>Etihad Airways</td>
<td>49</td>
<td>12,763,358</td>
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<td>TOYOTA</td>
<td>14,194,617</td>
<td>58</td>
<td>12,707,798</td>
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<td>Aurora Borealis Obsc...</td>
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<td>12,636,987</td>
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<td>Zwei Hitit Gold &amp; Jewe...</td>
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<td>11,201,558</td>
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<td>5</td>
<td>boohoo.com</td>
<td>1,615</td>
<td>9,763,627</td>
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<td>6</td>
<td>Mercedes-Benz</td>
<td>21,067,935</td>
<td>314</td>
<td>8,872,109</td>
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### Top Performing Profiles on Instagram

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<th>Followers</th>
<th>Posts</th>
<th>Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Netflix US</td>
<td>21,436,216</td>
<td>227</td>
<td>94,062,349</td>
</tr>
<tr>
<td>2</td>
<td>Mercedes-Benz</td>
<td>26,360,063</td>
<td>458</td>
<td>82,701,976</td>
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<tr>
<td>3</td>
<td>BMW</td>
<td>26,647,778</td>
<td>267</td>
<td>70,433,249</td>
</tr>
<tr>
<td>4</td>
<td>Kylie Cosmetics</td>
<td>23,781,355</td>
<td>313</td>
<td>47,000,709</td>
</tr>
<tr>
<td>5</td>
<td>Netflix France</td>
<td>4,805,163</td>
<td>237</td>
<td>40,037,082</td>
</tr>
<tr>
<td>6</td>
<td>ColourPop Cosmetics</td>
<td>9,381,504</td>
<td>549</td>
<td>39,243,362</td>
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</tbody>
</table>
The Most Engaging Facebook Posts

According to Socialbakers data, two posts from Toyota received the most interactions during Q1 2020. They were both images of the company’s Land Cruiser out in the wild, and combined they received more than 5.7 million interactions.

The third most engaging post was from 7-Eleven’s Thailand account, which showed a video of a teacher going above and beyond to help sick children as part of a campaign to raise money for a teacher’s fund.

The total interactions include both organic interactions and those from paid promotion.
The Most Engaging Instagram Posts

Video game fans got some exciting news in Q1 2020 as PlayStation’s post announcing its upcoming gaming console, the PS5, received by far the most interactions on Instagram. And third place was another exciting announcement from Netflix with a mini trailer for the fourth season of its series Stranger Things.

The second most interactions went to a somber post from Nike, which honored NBA Hall of Famer Kobe Bryant after he died in a helicopter crash on Jan. 26.

The total interactions include both organic interactions and those from paid promotion.
According to Socialbakers data that looked at six regions that have most felt the impact of the coronavirus pandemic, Brands across all the regions gradually posted fewer pieces of paid content in 2020. Not all of it can be attributed to COVID-19, but it’s clear the tightening of budgets at least correlates to the virus’ spread.

As a result, organic posts have increased slightly across all regions since the start of the year. This trend is expected to continue as many businesses must look for less costly alternatives to engage their audiences.

As seen on slide 19, the reach for organic content has gone down, so those that can afford to do paid advertising may win during this period.
Organic Takeaways

Considering the overall decrease in the cost of paid advertising in Q1, it’s an opportunity for brands in good position to take advantage of the landscape with post promotion. But for those that are struggling, it’s more important than ever to have a solid organic strategy.

Because of all the self-isolation, there was a growing audience spending more time online. And towards the end of the quarter that actually resulted in a higher level of relative interactions on Facebook than Instagram, possibly from people seeking updates and information about the pandemic from the platform.

Looking at a trend that started well before the pandemic, the audience size on Instagram for the top 50 brands grew to be 28% bigger than on Facebook. Those had been similar sizes the past few quarters, but Instagram made a clear move into the lead at the global level.
Influencer Marketing
The number of influencers using #ad in their posts declined significantly in 2020, and that was likely tied closely to the worldwide pandemic.

In March 2020, 11,341 Instagram influencers cooperating with brands used #ad, which was the lowest since August 2019.

The Socialbakers data factors in regional and other sponsored hashtags, including #sp, #paid, and #promo, as well as #ad usage.
In Q1 2020, the top influencers mentioning brands on Instagram were sara, Christine Philippa | Self Love, and aka Léna Situations.

None of the influencers on this list were in the top 6 in Q4 2019.

The Socialbakers influencer score measures their effectiveness based on their interactions per 1,000 followers, the number of followers, and their posting activity.

Check any influencer’s score using the Socialbakers AI platform.
In Q1 2020, iDeal Of Sweden moved past Walmart as the top brand Instagram profile in the world associated with influencers. The online retailer paired with a lot more influencers (1,304 compared to 412 in Q4 2019) and received 1,813 mentions.

Walmart was pushed to second place with 814 mentions from 548 influencers, and other profiles with successful influencer partnerships included Netflix US and Daniel Wellington.

Find influencers for your industry in seconds with the Socialbakers platform

**Brands Mentioned by the Most Influencers**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Profile</th>
<th># Mentions</th>
<th># Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>iDeal Of Sweden</td>
<td>1,813</td>
<td>1,304</td>
</tr>
<tr>
<td>2</td>
<td>Walmart</td>
<td>814</td>
<td>548</td>
</tr>
<tr>
<td>3</td>
<td>Netflix US</td>
<td>309</td>
<td>291</td>
</tr>
<tr>
<td>4</td>
<td>Daniel Wellington</td>
<td>376</td>
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<td>5</td>
<td>NA-KD.com</td>
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<tr>
<td>6</td>
<td>Quest Nutrition</td>
<td>519</td>
<td>243</td>
</tr>
</tbody>
</table>
**Effective Influencer Campaigns**

The Instagram brand profile worldwide that had the best influencer marketing efficiency in Q1 2020 was *BioMundo - Produtos Naturais*, which had a cooperation efficiency of 188,802.48x and only 3.39% of the overall posts featured by influencers. Other profiles that did well in this area include *Betsson Perú*, *Otribebe*, and *Serasa Consumidor*.

**Cooperation Efficiency** is the ratio of average interactions on an influencer’s post mentioning the brand compared to a post published by the brand itself.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Profile</th>
<th>Influencers’ Interactions %</th>
<th>Influencers’ Posts %</th>
<th>Cooperation Efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BioMundo - Produtos ...</td>
<td>99.98%</td>
<td>3.39%</td>
<td>188,802.48x</td>
</tr>
<tr>
<td>2</td>
<td>Betsson Perú</td>
<td>100.00%</td>
<td>50.00%</td>
<td>171,507.10x</td>
</tr>
<tr>
<td>3</td>
<td>Otribebe</td>
<td>100.00%</td>
<td>16.67%</td>
<td>142,452.18x</td>
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<tr>
<td>4</td>
<td>Serasa Consumidor</td>
<td>99.96%</td>
<td>2.22%</td>
<td>118,278.22x</td>
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<tr>
<td>5</td>
<td>Sabonete Francis</td>
<td>100.00%</td>
<td>16.67%</td>
<td>100,644.07x</td>
</tr>
<tr>
<td>6</td>
<td>Aussie Hair France</td>
<td>99.98%</td>
<td>5.88%</td>
<td>85,158.71x</td>
</tr>
</tbody>
</table>
Influencer Takeaways

Likely related to the reduced spending overall, we saw the use of #Ad in partnerships with Instagram influencers decrease for the first time since the summer.

That didn’t apply to all brands, though, as iDeal of Sweden significantly increased its influencer partnerships compared to previous quarters. And as always, the cooperation efficiency metric shows that brands of all sizes can benefit from working with the right influencers for their audience.
Socialbakers is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry,

Socialbakers’ unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes. With over 2,500 clients across 100 countries, Socialbakers is the leading social media management platform.

Socialbakers has been a Facebook Marketing Partner since 2011, a Pinterest Marketing Partner since 2017, and a LinkedIn Marketing Partner since 2017. Socialbakers was named in the 2018 Inc. 5000 list of the fastest-growing private companies in Europe.

www.socialbakers.com
Methodology and Glossary

The Socialbakers quarterly trends report reflects the state of the Socialbakers database during the quarter analyzed in the report (or if an extended period is used - the state during that period). The data is collected only once for the defined period.

The minimum threshold for the report to be generated is 50 Profiles on Instagram and 50 Pages on Facebook for any given category.

Additional thresholds are applied for specific data sets:

- Total interactions distribution at a minimum of 300
- Internal Ads-Benchmarks at a minimum of 200 active benchmarks for a region or industry
- #AD hashtags at a minimum of 10 #AD hashtags per month in the influencer section
Methodology and Glossary

Reactions:
The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook.

Interactions:
Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

Median interactions in time:
Median value for profiles (pages) in the sample. The value is the sum of Interactions gathered on posts published in a given month.

Relative median interactions in time:
Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

Median weekly value:
Calculated as median weekly ad account spend. Per each account we look at weekly spend value and from all of these ad accounts in one category we calculate median value.

SOCIAL MEDIA LANDSCAPE

Audience size:
Sum of all Followers (or Fans) of the profiles in the sample

Activity volume:
Sum of all posts published in given time period (stories are not included)

User engagement:
Sum of all interactions on posts published in a given time period. The bubble sizes are calculated for each metric separately in order to compare each pair of metrics between platforms

ADS
Organic means not promoted (not paid to be shown in the feed). We use Socialbakers’ internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) or Impressions by Device Platform:
Median of given metric for all available Ad Accounts. As an Ad Account can be used on Facebook, Instagram in Messenger or Audience Network, data is for all platforms together.
**Methodology and Glossary**

**Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:**
Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

**Relative Spend by Platform Position:**
Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

**Click-Through Rate (CTR) by Platform Position:**
CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.

**Post grade:**
Post grade is a metric provided exclusively by Socialbakers for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

**INFLUENCERS**

**Influencer:**
Instagram business profile of a person followed by more than 1000 profiles.

**Evolution of #AD Usage:**
The total number of distinct Influencers who have posted #AD (or available local equivalent) aggregated by month. To be included, the post must contain both the #AD hashtag and a mention of a profile from the given region and category.

**Influencer's score:**
The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

**Top Influencers Mentioning {category} Profiles:**
Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.
Influencer Marketing Efficiency:
Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts_Express) to be displayed in the report (transportation brands in the UK).

APPENDIX

% Comments: the percentage of total interactions on comments

% Reactions: the percentage of total interactions on reactions

% Shares: the percentage of total interactions on shares

% Live Video: the percentage of all posts on live video posts

% Other Than Like: shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% Paid Media: percentage of all posts on promoted posts

Activity:
Average posts published by a profile on the platform in a given time period.

Community Size:
Average Fans/Followers/Subscribers count on the platform

Interactions:
Average Interactions per page received on posts published in the given time period

#AD Usage:
The total number of influencers who used #AD (or available local equivalent) in Instagram posts Extended glossary available on Socialbakers website

Reach (Total):
The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)
Paid Reach:
The number of people who had any content from your Page or about your Page enter their screen through paid distribution such as an ad. (Unique Users)

Organic Reach:
The number of people who had any content from your Page or about your Page enter their screen through unpaid distribution. This includes posts, stories, check-ins, social information from people who interact with your Page and more. (Unique Users)
Have a question regarding any of the data in the report?

Contact us at ask@socialbakers.com