

Likes/Followers Analysis and Social Media Engagement Factors

DATA PROVIDED BY  **SOCIALFLOW**

 MPA THE ASSOCIATION OF **MAGAZINE MEDIA** magazine.org

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Social Media Report – Second Quarter 2018

— Overview —

The Magazine Media 360° Social Media Report complements MPA's Magazine Media Brand Audience Report by capturing and reporting brands' social media performance across networks, demonstrating the strong connections magazines have with online users who are passionate about their content.

Starting third quarter of 2017, a supplemental metric that measures consumer engagement was added to the quarterly Social Media Report. The Social Media Engagement Factor measures by brand, the relationship of audience reaction to the content posted by magazine media versus non-magazine media brands.

The only media industry to capture and report social media performance, the Social Media Report is based on data provided by SocialFlow and CrowdTangle, exclusively for MPA. The report tracks four leading social networks (Facebook, Twitter, Instagram and Pinterest) for about 30 media companies.

Social Media Report – Second Quarter 2018

— Likes/Followers Findings —

The Q2 2018 Social Media Report reveals that magazine brand Likes/Followers are up slightly (+2.4%) versus the prior quarter. In the last three months, Likes/Followers on the four tracked social networks increased 26 million to a total of **1.1 billion**.

Facebook remains the social media behemoth with the largest share of Likes/Followers and accounting for nearly half of the magazine brand industry's Fans. As the largest of the tracked social networks, Facebook consistently posts only modest growth rates.

Twitter and Instagram jockey for second place at approximately one-quarter each of industry Fans, with Instagram on the verge of solidifying its position as the second most Liked/Followed social network after Facebook. Over the past three years, Instagram has registered the highest growth rate of all four tracked networks. This quarter it reported growth at nearly 5%.

Pinterest has the lowest use among the four and has hovered at less than 1% growth each quarter.

Social Media Report – Second Quarter 2018

— Engagement Factor Findings —

Magazine brands have an undeniable connection with their consumers, resulting in higher levels of engagement than non-magazine brands. For second quarter 2018, magazine brands outperform non-magazine brands on social media engagement on three of the four platforms—Facebook, Instagram and Pinterest—establishing magazine media brands as significant social media influencers.

While Facebook has been the leading network for the magazine brand industry in terms of sheer volume of fans (approximately half of the Likes/Followers across the four measured networks), Instagram takes the lead in engagement with a media Engagement Factor of 3,073 versus 1,843 for non-magazine brands for second quarter.

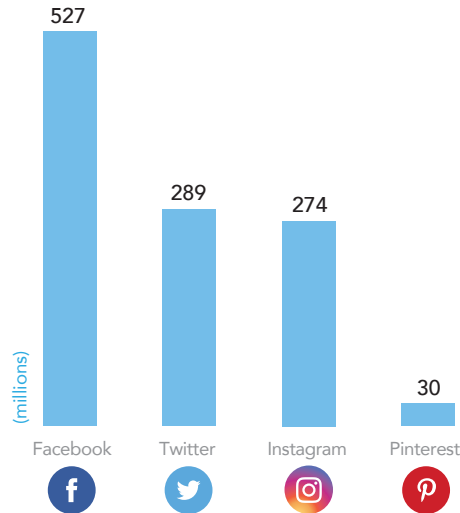
Facebook ranks second in Social Media Engagement Factor, with magazine brands coming in higher at 189 than non-magazine brands which post a 131 factor. Twitter has a far lower Engagement Factor than either Instagram or Facebook and is the one network where non-magazine brands perform better than magazine brands on engagement. This is largely due to the nature of the content shared on Twitter, which is geared toward real-time happenings and trending hashtags.

Pinterest has the lowest median Engagement Factor at only 6 for magazine brands, which is slightly ahead of non-magazine brands who come in at a 5.

Total Magazine Media Industry Likes/Followers by Social Network

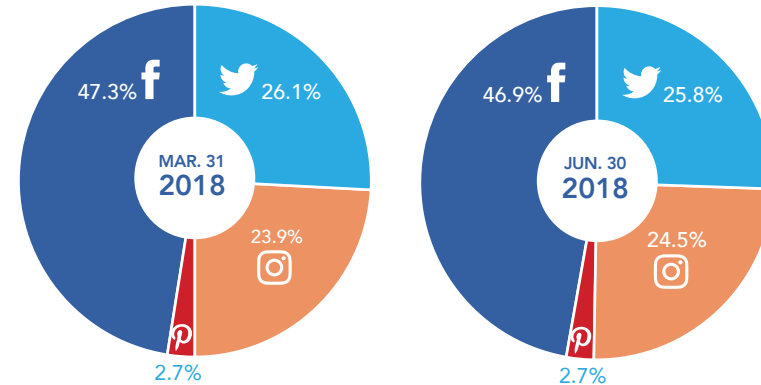
(as of June 30, 2018)

Total: 1.1 billion



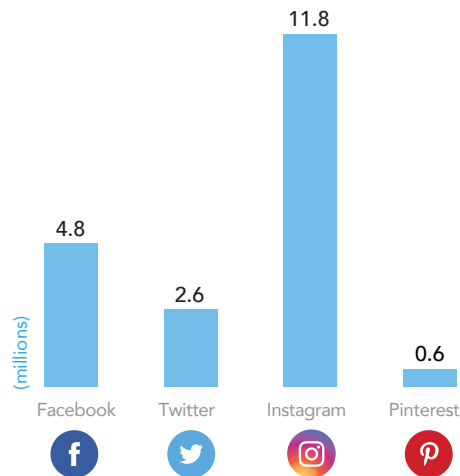
Social Network Share of Total Magazine Media Industry Likes/Followers

(Second Quarter 2018 vs First Quarter 2018)



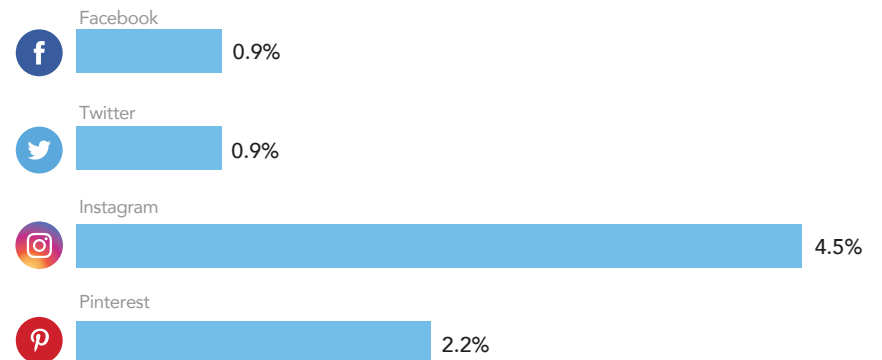
Growth in Number of Magazine Media Industry Likes/Followers by Social Network

(Second Quarter 2018 vs First Quarter 2018)



% Growth in Number of Magazine Media Industry Likes/Followers by Social Network

(Second Quarter 2018 vs First Quarter 2018)



Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on June 30, 2018 and total number of page likes/followers on March 31, 2018 for brands that were measured in both periods. **Magazine Media Industry:** Data shown are collected from about 230 magazine media brands from 31 companies. **Facebook Page Likes, Twitter Followers, Instagram Followers, Pinterest Followers:** Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, includes all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface). (Facebook, Twitter, and Instagram compiled from CrowdTangle, Pinterest compiled by SocialFlow.)

Top 25 Magazine Brands–Likes/Followers
(as of June 30, 2018)

MAGAZINE BRAND	TOTAL LIKES/FOLLOWERS (COMBINED NETWORKS)
1 Natl. Geographic Magazine	111,241,773
2 ESPN The Magazine	63,381,751
3 Vogue	42,409,130
4 National Geographic Traveler	35,877,799
5 Food Network Magazine	35,210,202
6 Time	34,118,165
7 The Economist	33,974,079
8 People	19,853,141
9 Elle	15,985,820
10 The New Yorker	15,186,415
11 Women’s Health	14,879,051
12 Men’s Health	14,831,362
13 Cosmopolitan	14,784,595
14 Wired	14,216,478
15 Harper’s Bazaar	13,696,174
16 Natl. Geographic Adventure	12,688,014
17 Entertainment Weekly	12,447,808
18 InStyle	11,989,472
19 Food & Wine	11,867,283
20 Vanity Fair	11,734,193
21 Travel + Leisure	10,803,416
22 Health	10,712,551
23 HGTV Magazine	10,338,320
24 House Beautiful	10,077,065
25 Architectural Digest	9,524,796

Top 10 Magazine Brands–Likes/Followers by Social Network (as of June 30, 2018)

MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER PAGE LIKES	MAGAZINE BRAND	INSTAGRAM PAGE LIKES	MAGAZINE BRAND	PINTEREST PAGE LIKES
1 Food Network Mag	28,919,510	1 ESPN The Magazine	34,239,958	1 Natl. Geographic Mag	88,941,375	1 Harper’s Bazaar	4,573,580
2 Natl. Geographic Mag	21,951,295	2 The Economist	23,474,822	2 Natl. Geographic Traveler	23,848,836	2 Better Homes and Gardens	1,683,650
3 ESPN The Magazine	18,927,108	3 Time	15,667,984	3 Vogue	18,971,298	3 Ski	1,556,678
4 Time	12,707,238	4 Vogue	13,765,034	4 ESPN The Magazine	10,174,882	4 HGTV Magazine	1,291,039
5 Cosmopolitan	10,379,064	5 Wired	10,561,432	5 Playboy	6,597,604	5 LIFE	1,022,859
6 Natl. Geo. Adventure	9,631,108	6 The New Yorker	8,628,979	6 Food Network Magazine	6,287,246	6 Martha Stewart Living	955,711
7 HGTV Magazine	9,005,538	7 People	7,885,248	7 Time	5,637,798	7 Smithsonian	923,252
8 Men’s Health	8,939,668	8 Elle	6,905,770	8 People	4,731,880	8 Real Simple	774,887
9 Vogue	8,912,731	9 Entertainment Weekly	6,826,470	9 GQ	4,193,127	9 Vogue	760,067
10 The Economist	8,685,787	10 Natl. Geographic Traveler	6,770,191	10 Vanity Fair	3,741,895	10 This Old House	675,418

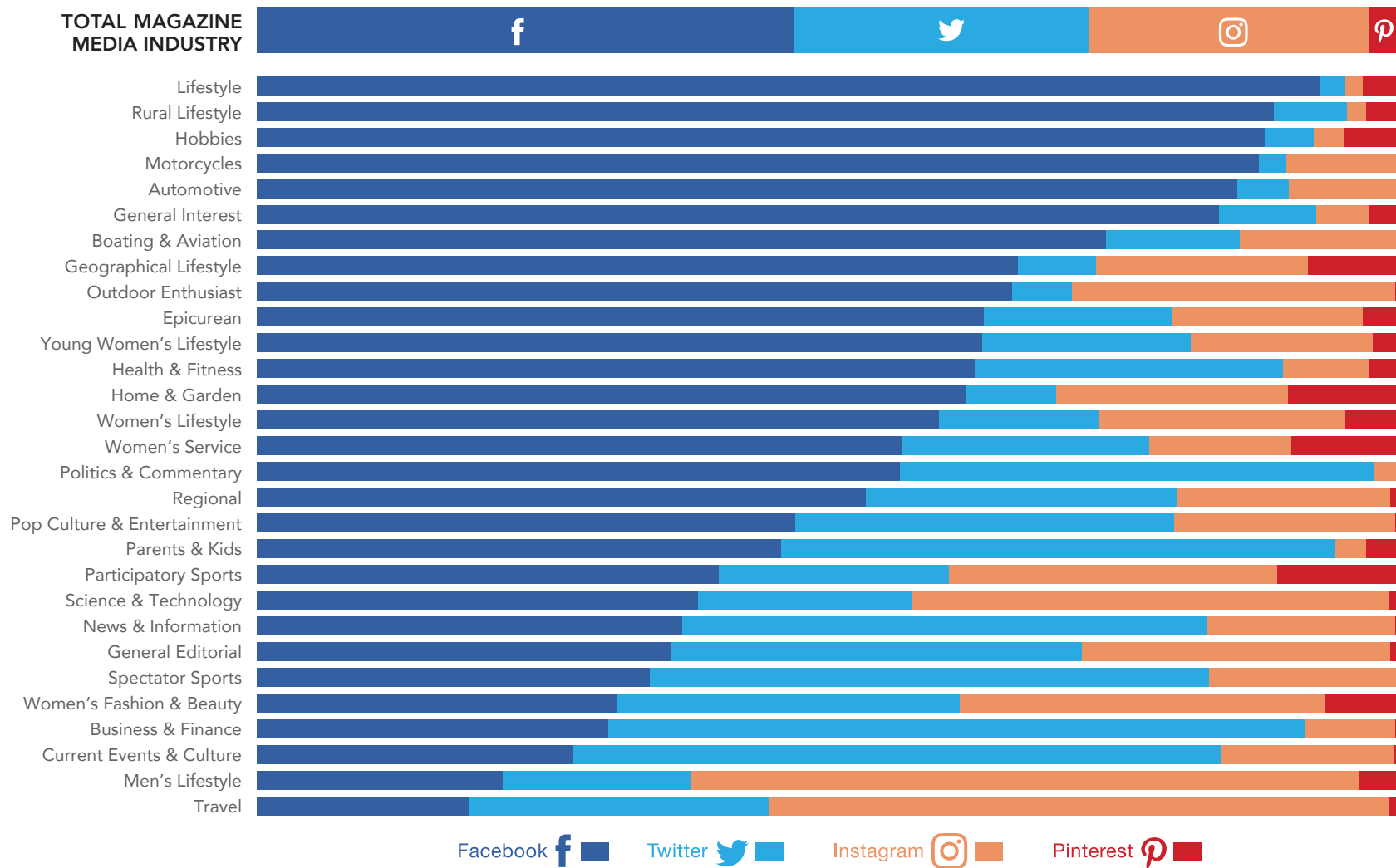
Top 10 Magazine Brands–% Growth by Social Network (Second Quarter 2018 vs First Quarter 2018)

MAGAZINE BRAND	FACEBOOK PAGE LIKES	MAGAZINE BRAND	TWITTER PAGE LIKES	MAGAZINE BRAND	INSTAGRAM PAGE LIKES	MAGAZINE BRAND	PINTEREST PAGE LIKES
1 Town & Country	405%	1 The Strategist	41%	1 Ski	107%	1 Golf Digest	12%
2 Ski	62%	2 Hot Rod	11%	2 Money	103%	2 Taste of Home	10%
3 Departures	41%	3 Louisiana Cookin’	10%	3 Country Gardens	93%	3 Southern Lady	10%
4 The Strategist	31%	4 The Cottage Journal	7%	4 The Family Handyman	55%	4 Domino	9%
5 Working Mother	14%	5 TeaTime	6%	5 The Atlantic	25%	5 Motorcycle Classics	9%
6 SI Planet Futbol	9%	6 National Geographic Magazine	4%	6 The Cottage Journal	25%	6 Allure	8%
7 Outside	7%	7 Select All	4%	7 Yachting	23%	7 People	8%
8 Southern Lady	4%	8 Jp	4%	8 Vulture	21%	8 Vogue	7%
9 National Geographic Traveler	4%	9 Super Chevy	4%	9 Consumer Reports	19%	9 TeaTime	7%
10 TIME Health	4%	10 The Family Handyman	4%	10 Guns & Ammo	18%	10 SI NBA / The Crossover	7%

Growth in number or % of page likes/followers: The absolute or % difference between total number of page likes/followers on June 30, 2018 and total number of page likes/followers on March 31, 2018 for brands that were measured in both periods. **Magazine Media Industry:** Data shown are collected from about 230 magazine media brands from 31 companies. **Facebook Page Likes, Twitter Followers, Instagram Followers, Pinterest Followers:** Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular s (page or handle). For Pinterest, includes all those following any or all “boards” on the publisher’s page. All statistics gathered on last day of month.

SOURCES: Facebook, Twitter, Instagram, Pinterest: Automatic collection through the social networks’ APIs (Application Program Interface). (Facebook, Twitter, and Instagram compiled from CrowdTangle, Pinterest compiled by SocialFlow.)

% Share by Network



Magazine Media Industry: Data shown is collected from about 230 magazine media brands from 31 companies. Facebook Page Likes, Twitter Followers, Instagram Followers, Pinterest Followers: Number of people who have opted in to receive messages (posts, tweets, or pins) from that particular social entity (page or handle). For Pinterest, incl all those following any or all "boards" on the publisher's page. All statistics gathered on last day of month. June 30, 2018

SOURCES: Facebook, Twitter, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface). (Facebook, Twitter, and Instagram compiled from CrowdTangle, Pinterest compiled by SocialFlow.)

Methodology for Measuring Audience Engagement

MPA's Social Media Engagement Factor for a brand is calculated by comparing Social Media Actions (likes, comments, favorites, retweets, repins, sharing, etc.) to Publisher Posts. Using this methodology, an average Social Media Engagement Factor is developed for each magazine and non-magazine brand on the four reported social media networks (Facebook, Twitter, Instagram and Pinterest), and a median Engagement Factor is reported by network and content category.

In order to be included in this analysis, both magazine brands and non-magazine brands must meet the following criteria: **1)** Qualify for measurement in the Likes/Followers section **2)** Have metrics for both Social Actions and Publisher Posts in the reported time period **3)** Have Publisher Posts of at least an average of 90 per quarter, or 1 per day **4)** Have Social Actions of at least an average of 900/quarter, or 10 per day.

METHODOLOGY

ENGAGEMENT FACTOR =



**Total Social
Actions**



**Total Publisher
Posts**

Social Media Engagement Overview by Social Network

What our analysis shows is that, not surprisingly, **Social Media Engagement varies a lot by social media network, by content category and by magazine brand.** Each network has its own characteristics that work to enhance the connections that magazine brands make with their audiences through the social media platform.



- **Facebook's** high number of posts comes from the huge popularity and size of this network, at 500 million fans of magazine brand pages
- The relatively lower engagement factor stands to reason when the size and potential dilution of the audience is considered
- Industry experts note that engagement tends to decline as fan size increases
- The tremendous volume of content on Facebook also has significant impact on engagement, with a notably greater pool of content for fans to react to
- Facebook's recent addition of Reaction emotions (angry, sad, etc.) have joined Likes, Comments and Shares as engagement opportunities
- Facebook is known to drive far more click traffic than any of the other three platforms

- **Twitter's** fast-paced, concise format makes it easy for a brand, or a person to connect
- Twitter engagement options are limited to two (favorite and retweet)
- Twitter's format serves as a 'ticker' of information, but people consume far more Tweets than they react to
- Celebrities and media figures have successfully leveraged Twitter's capacity to share timely content, fleeting information, topics, ideas and photos
- Twitter successfully connects strangers around information, rather than people with pre-established relationships
- Twitter's capacity to support real-time happenings and easily searchable hashtags supports content 'of the moment', demonstrated by its having the highest number of publishers posts

- **Instagram** accounts for the highest number of actions by far of the 4 networks measured, but the lowest number of posts
- Instagram's higher engagement rates are in part, due to high use of visuals and limited, user-friendly response icons
- A highly-visual platform rewards magazine media's highly curated content
- Instagram posts generally must be made from a mobile device, driving mobile usage, but limiting third-party applications and making it more labor-intensive to post
- Instagram generally does not permit click-through to a publisher's website, so monetization is more difficult

- **Pinterest** lends itself to rich visuals, based on product, tips/recipes and inspiring ideas, allowing users to curate content found on the internet
- Pinterest's dynamic of pulling in content from other places to collect in a grouping is in contrast to Instagram's pushing out of an individual user's content
- The Pinterest audience may click to buy or find out more about a product, leading to potential for commercial value
- Pinterest pages are far fewer for magazine brands than for the other social networks tracked

SOCIAL MEDIA ENGAGEMENT FACTORS BY SOCIAL NETWORK

Magazine Media Brands vs. Non-Magazine Media Brands

	Facebook	Twitter	Instagram	Pinterest	
MAGAZINE MEDIA	Total Likes/Followers % of Industry Likes/Followers	524,531,882 47%	287,218,301 26%	273,632,055 24%	30,233,632 3%
	Total Engagement Actions % of Industry Actions	164,185,561 15%	45,432,678 4%	920,311,014 81%	528,010 0%
	Total Publisher Posts % of Industry Posts	277,175 30%	334,389 56%	34,879 5%	67,058 9%
	Engagement Factor* (median)	189	26	3,140	6
NON-MAGAZINE MEDIA	Total Likes/Followers % of Industry Likes/Followers	623,945,953 61%	391,290,648 39%	990,721 0%	5,593 0%
	Total Engagement Actions % of Industry Actions	531,382,697 27%	214,786,152 11%	1,243,136,144 62%	648,188 0%
	Total Publisher Posts % of Industry Posts	521,377 35%	785,502 53%	61,139 4%	116,096 8%
	Engagement Factor* (median)	131	39	1,843	5

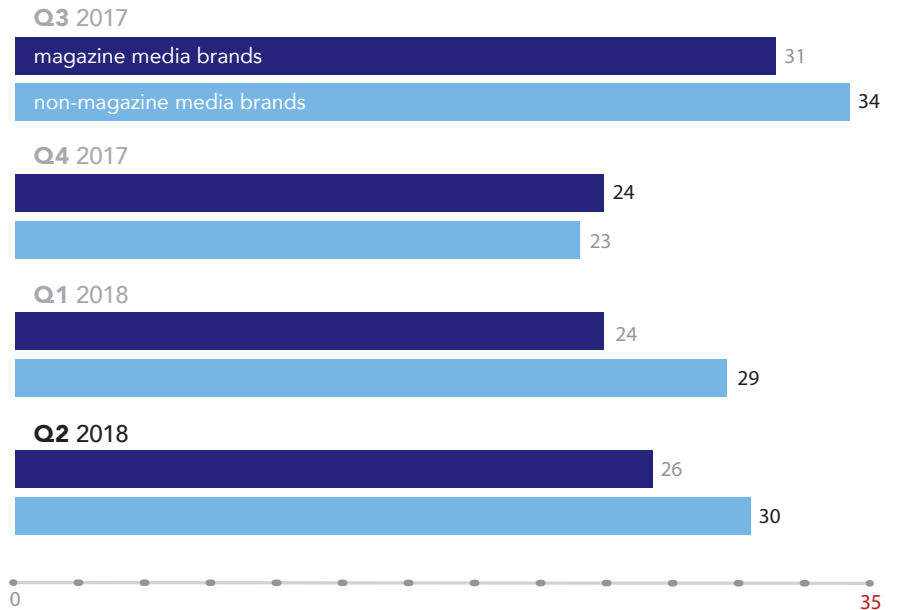
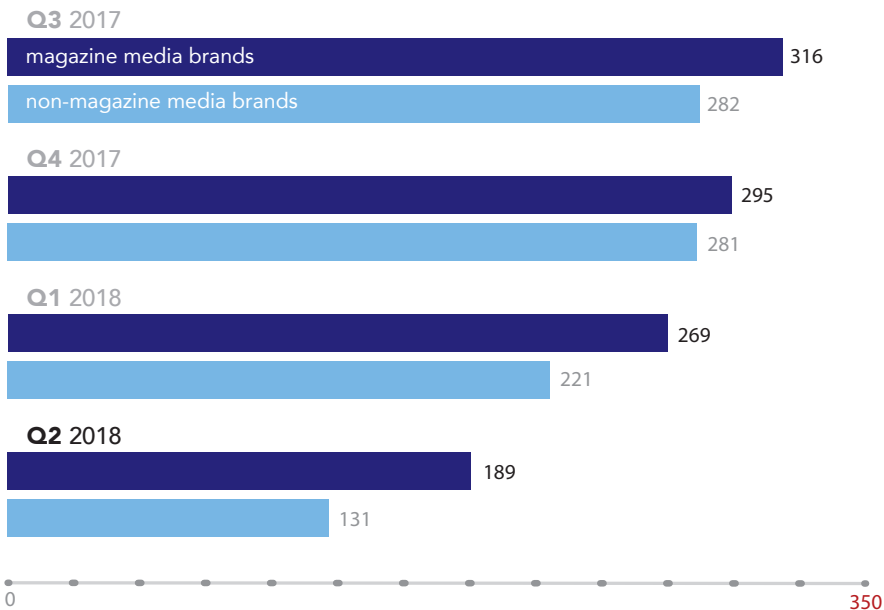
***SOCIAL MEDIA ENGAGEMENT FACTOR = SOCIAL MEDIA ACTIONS ÷ PUBLISHER POSTS**

ELIGIBILITY RULES: To be included in this report, both magazine brands and non-magazine brands must meet the following eligibility criteria: • Participate in the quarterly Social Media Report (measuring Likes/Followers) • Have reported metrics for BOTH Social Actions and Publisher Posts in a given time period • Have Publisher Posts of at least an average of 90 per quarter – basically 1 per day • Have Social Actions of at least an average of 900 per quarter – basically 10 per day.

Sources: Facebook, Twitter, Instagram, Pinterest: Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow and CrowdTangle.

Social Media Engagement Factor – Trend by Network

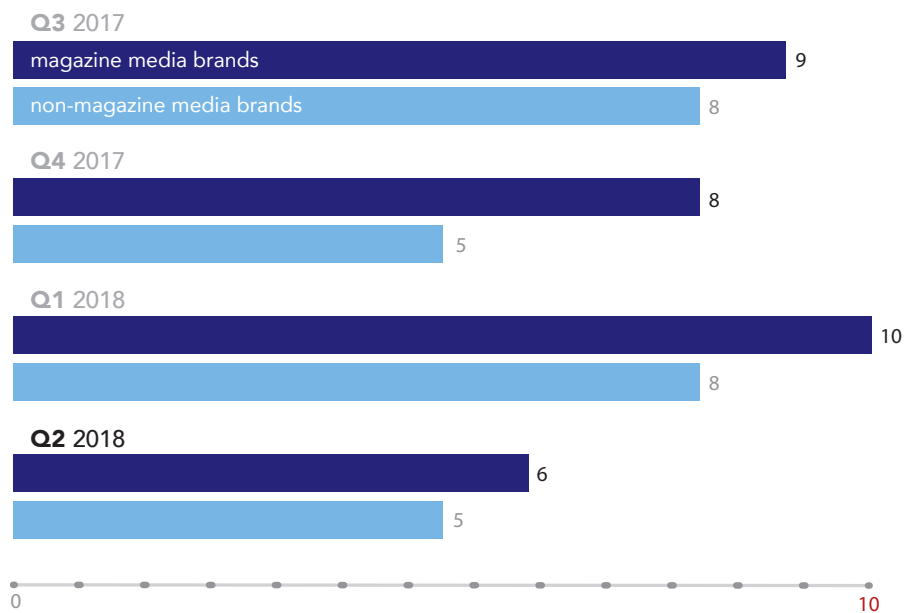
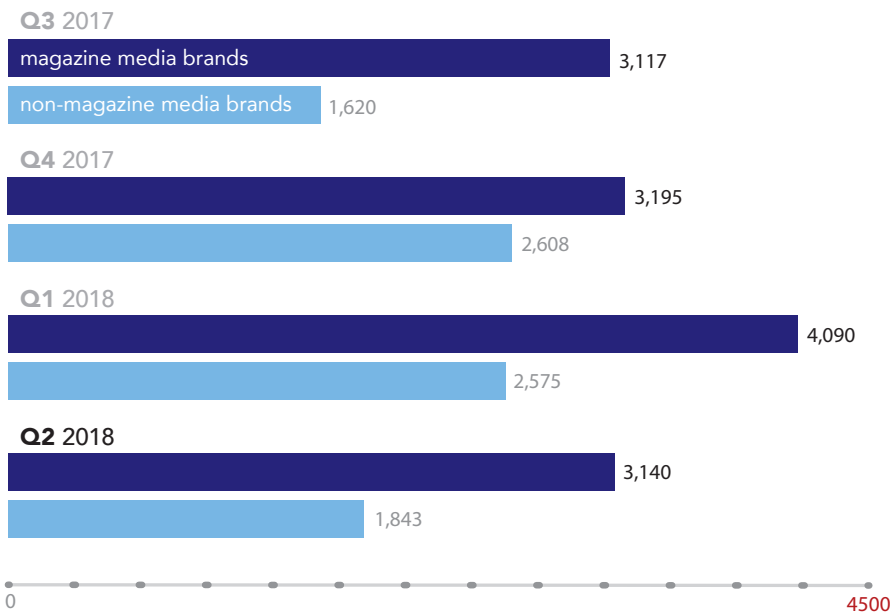
(Measured quarterly since Q3 2017 launch)



Source: Facebook Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow and CrowdTangle.





Social Media Engagement Factor – Trend by Network

(Measured quarterly since Q3 2017 launch)



Source: Facebook Automatic tabulation through social networks' APIs (Application Program Interface) collected by SocialFlow and CrowdTangle.

SOCIAL MEDIA REPORT | ENGAGEMENT FINDINGS BY CONTENT CATEGORY
Magazine Media Brands vs. Non-Magazine Media Brands

Content/Category	 Facebook	 Twitter	 Instagram	 Pinterest
Action and Adventure Enthusiast	√	√	√	n/a
Automotive (Specialty)	tie	tie	√	n/a
Business and Finance	√	√	√	n/a
Current Events and Political Commentary	tie	√	√	n/a
Epicurean	√	tie	tie	√
Health and Fitness	√	√	√	
Home and Garden	√	tie	√	tie
Men’s Fashion, Grooming and Lifestyle	√	√	√	n/a
News and Information			√	n/a
Parents and Kids	√	√	√	n/a
Popular Culture and Entertainment	√		√	n/a
Science, Technology and Exploration	√			n/a
Spectator Sports			√	n/a
Thought Leader			√	n/a
Travel	√	√	√	n/a
Women’s Fashion and Beauty	√	√		√
Women’s Service and Lifestyle	√	√	√	tie
All Magazine Brands	√		√	√