



# Russian-speaking Users of Social Media's Activity Report



Researching of activity  
russian-speaking users  
relatively different types of content  
in Social Media for 2018



Based on [Popsters.us](https://popsters.us) data



# Methodology

The research is based on 460 million social media posts by 580 thousands different pages were analyzed by our users in 7 social media's for 2018:

VK, Facebook, OK, Instagram, Twitter, Telegram и YouTube.

Unrepresentative data were excluded from the final calculation

# Relative Activity by Days of Week



# §1

Relative Activity by Days of Week

## Methodology I

Average activity of  
published posts at specific  
day of week

=

Total of activity (reactions, shares, comments)  
at specific day of week

Count of posts such type

Percent of activity on  
average published posts at  
specific day of week

=

Average activity of published posts  
at specific day of week

Total of average activities of posts by all  
days of week

× 100 %

# §1

Relative Activity by Days of Week

## Methodology II

Aggregation of data by  
different pages

=

Total data by all analyzes at specific  
time

Count of nonzero values

Equalization of percent  
values accounting nonzero  
values

=

Average value for each day of week

Total of all average values

§1

Relative Activity by Days of Week

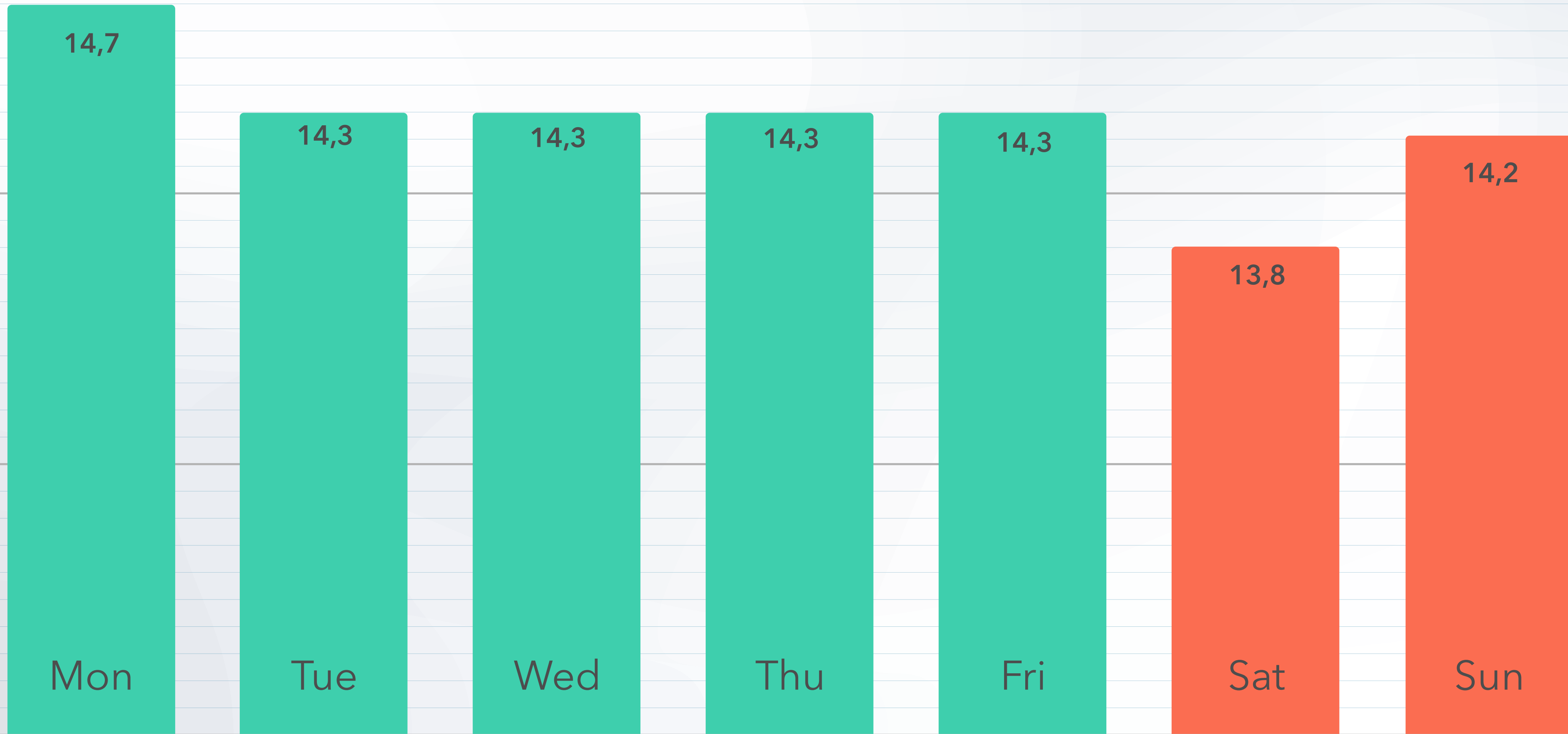
VK

15 %

14 %

13 %

12 %



§1

Relative Activity by Days of Week

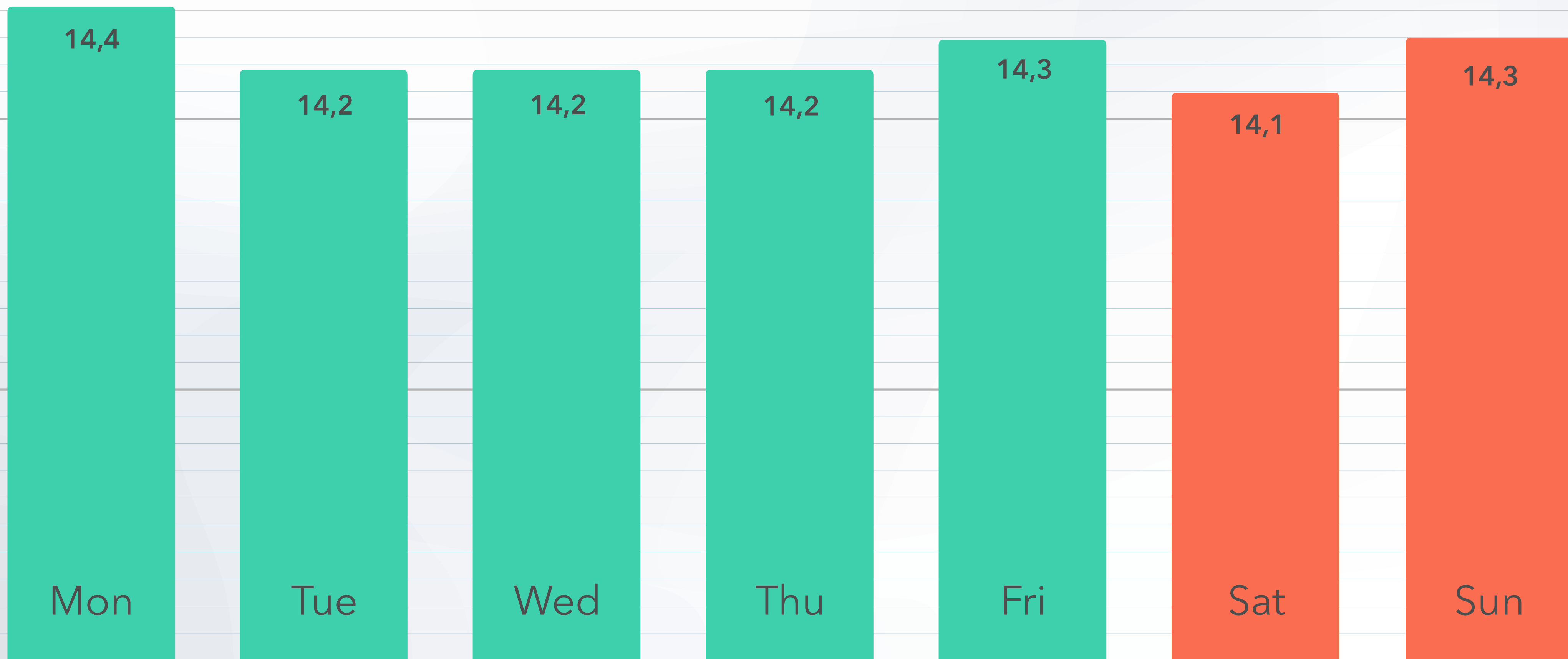
# Facebook

15 %

14 %

13 %

12 %



§1

Relative Activity by Days of Week

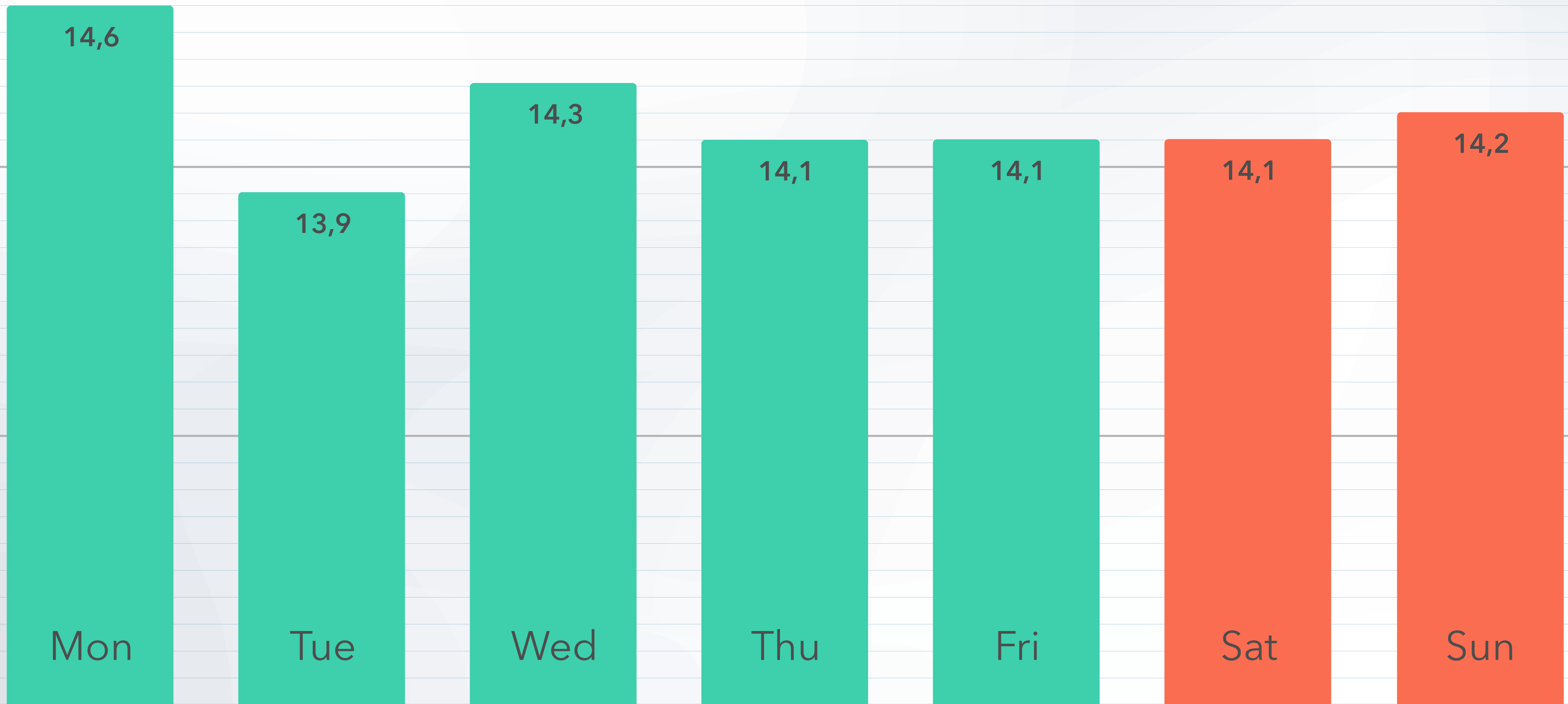
OK

15 %

14 %

13 %

12 %





§1

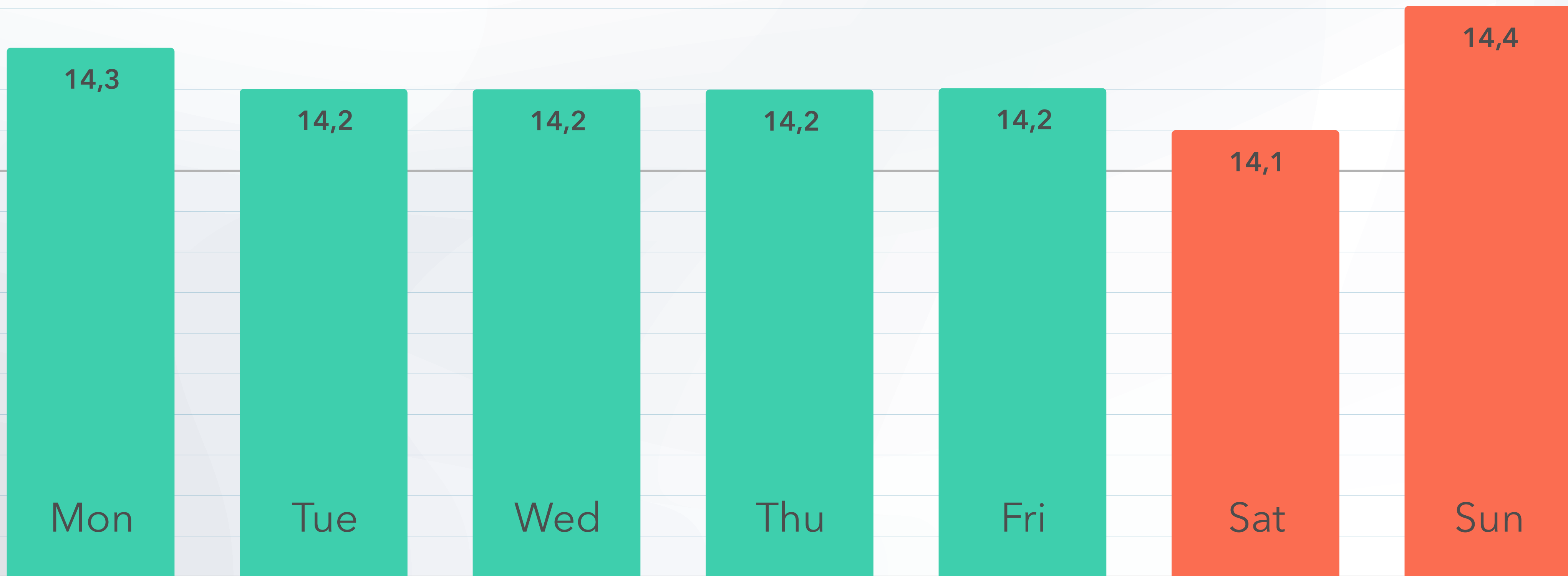
Relative Activity by Days of Week

# Instagram

15 %

14 %

13 %



§1

Relative Activity by Days of Week

10

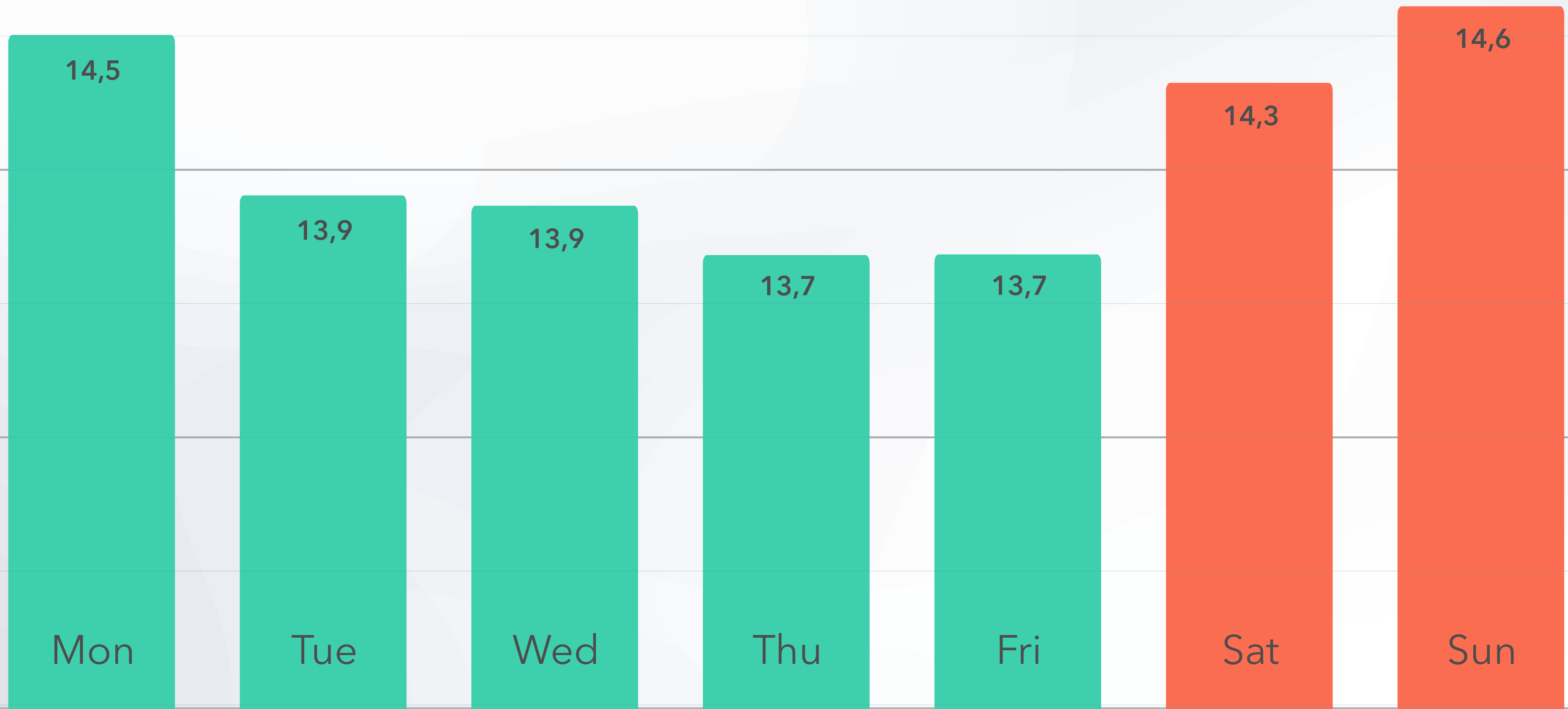
# Twitter

15 %

14 %

13 %

12 %



§1

Relative Activity by Days of Week

# Telegram

15 %

14 %

13 %



§1

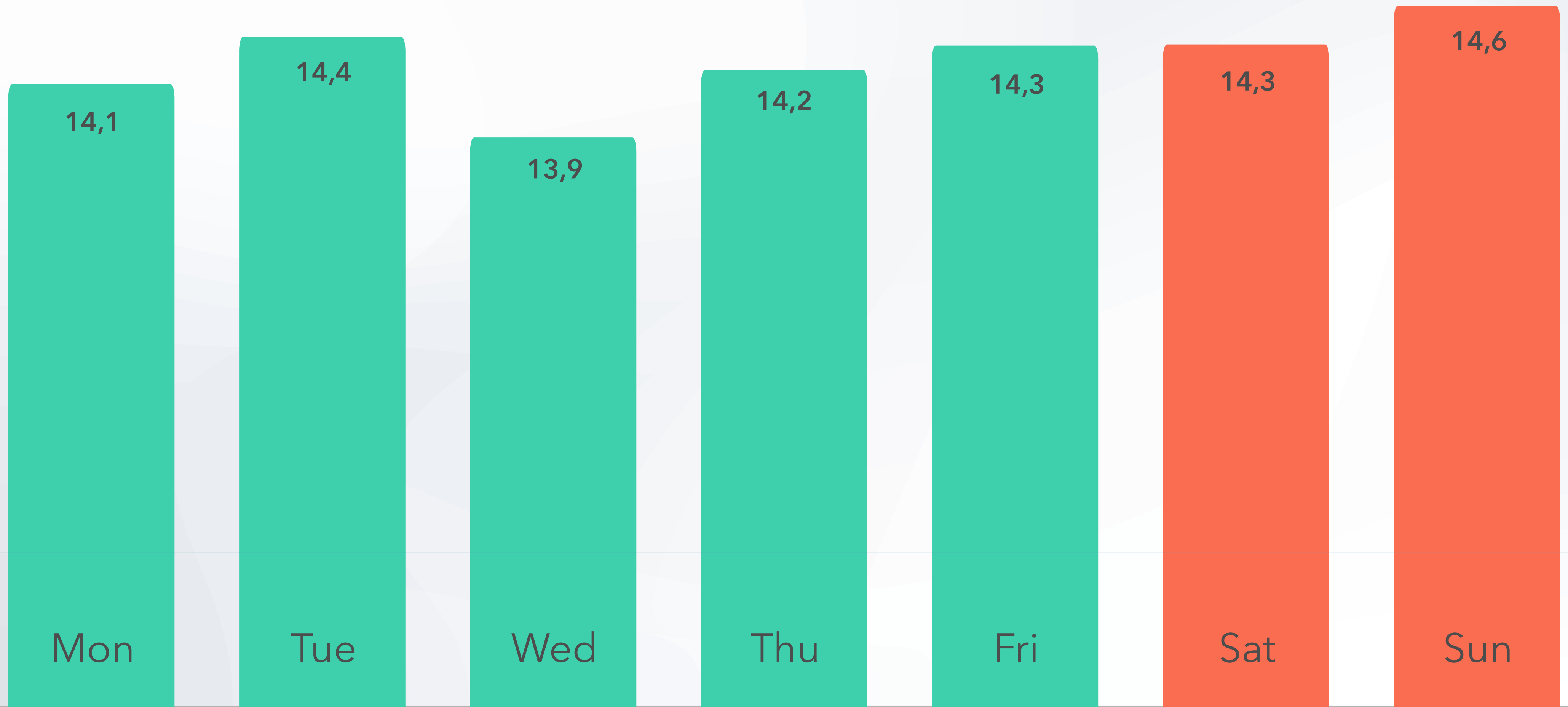
Relative Activity by Days of Week

11

# YouTube

15 %

10 %



§1

Relative Activity by Days of Week

# Average by All Social Media's

15 %

14 %

13 %

12 %





# Relative Activity by Hours of Day

# §2

Relative Activity by Hours of Day

## Methodology I

Average activity of published posts at specific hour of day

=

Total of activity (reactions, shares, comments) at specific day of week

Total of average activities of posts by all hours of day

Percent of activity on average published posts at hour of day

=

Average activity of published posts at specific hour of day

Total of average activities of posts by all hours of day

× 100 %

# §2

Relative Activity by Hours of Day

## Methodology II

Aggregation of data by  
different pages

=

Total data by all analyzes at specific  
time

---

Count of nonzero values

Equalization of percent  
values accounting nonzero  
values

=

Average value for each hour of day

---

Total of all average values



# § 2

Relative Activity by Hours of Day

## VK

5 %

4 %

3 %



# §2

Relative Activity by Hours of Day

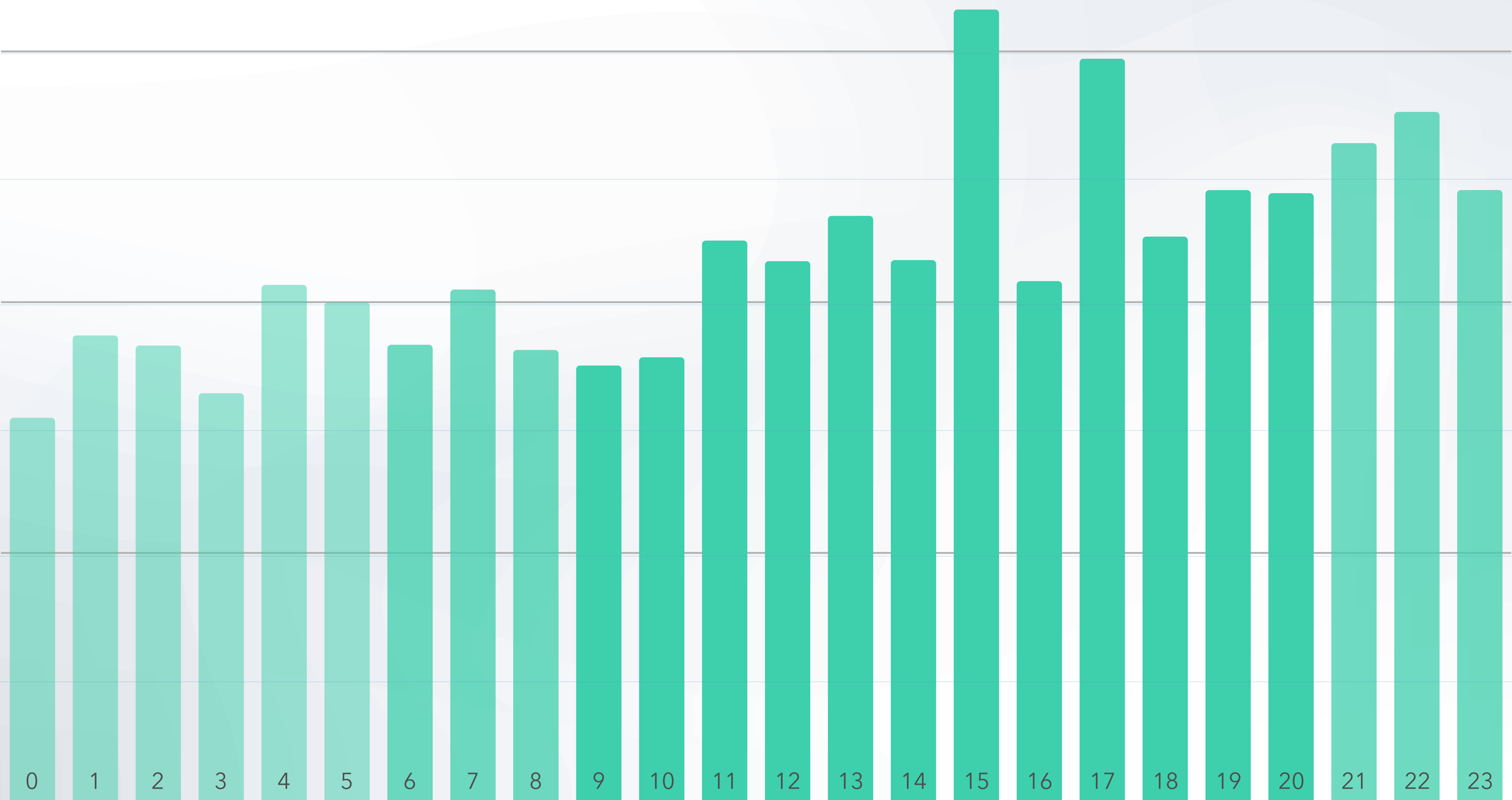
## Facebook

5 %

4 %

3 %

2 %



0

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

# § 2

Relative Activity by Hours of Day

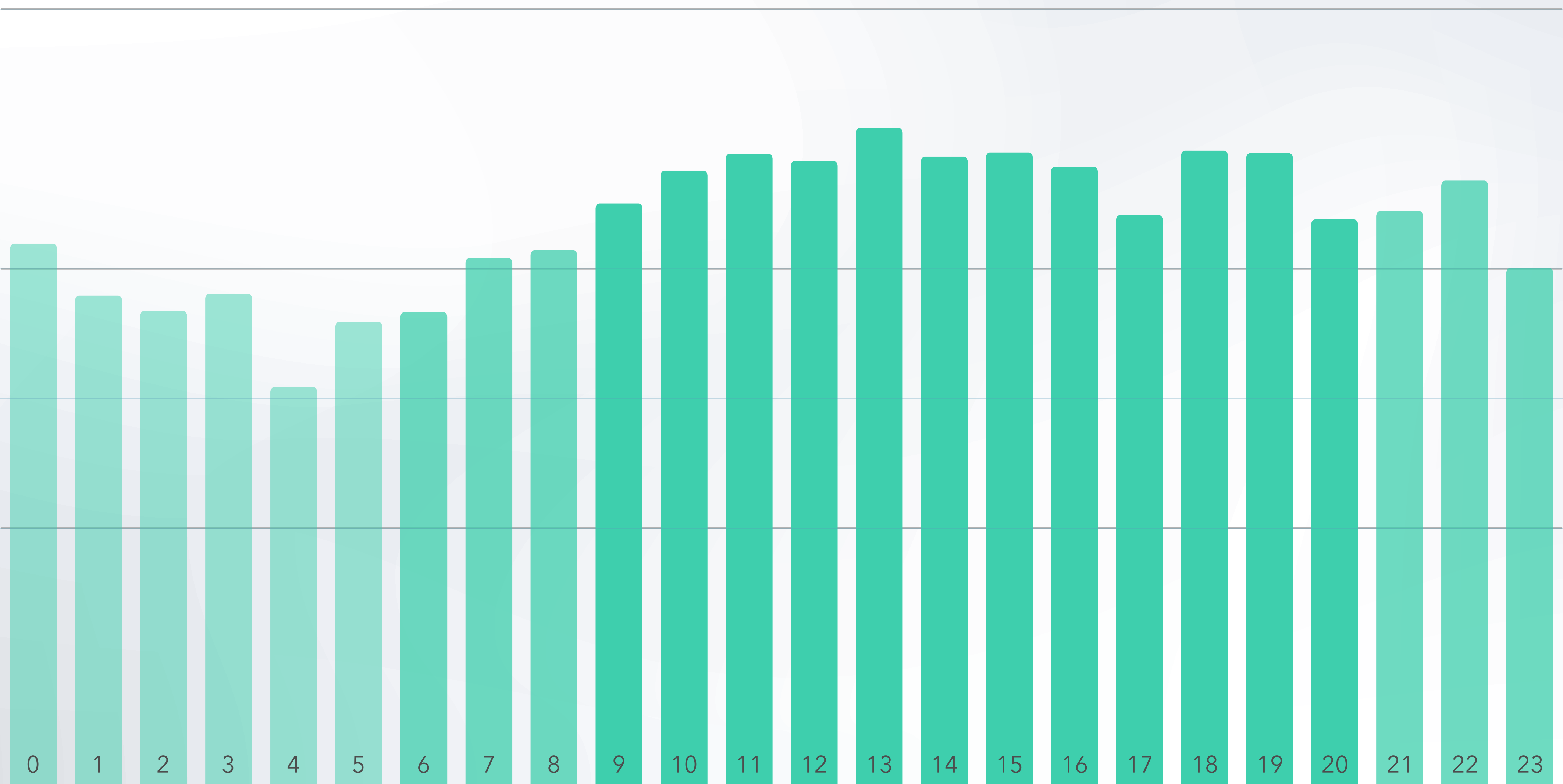
## OK

5 %

4 %

3 %

2 %



# § 2

Relative Activity by Hours of Day

## Instagram

5 %

4 %

3 %

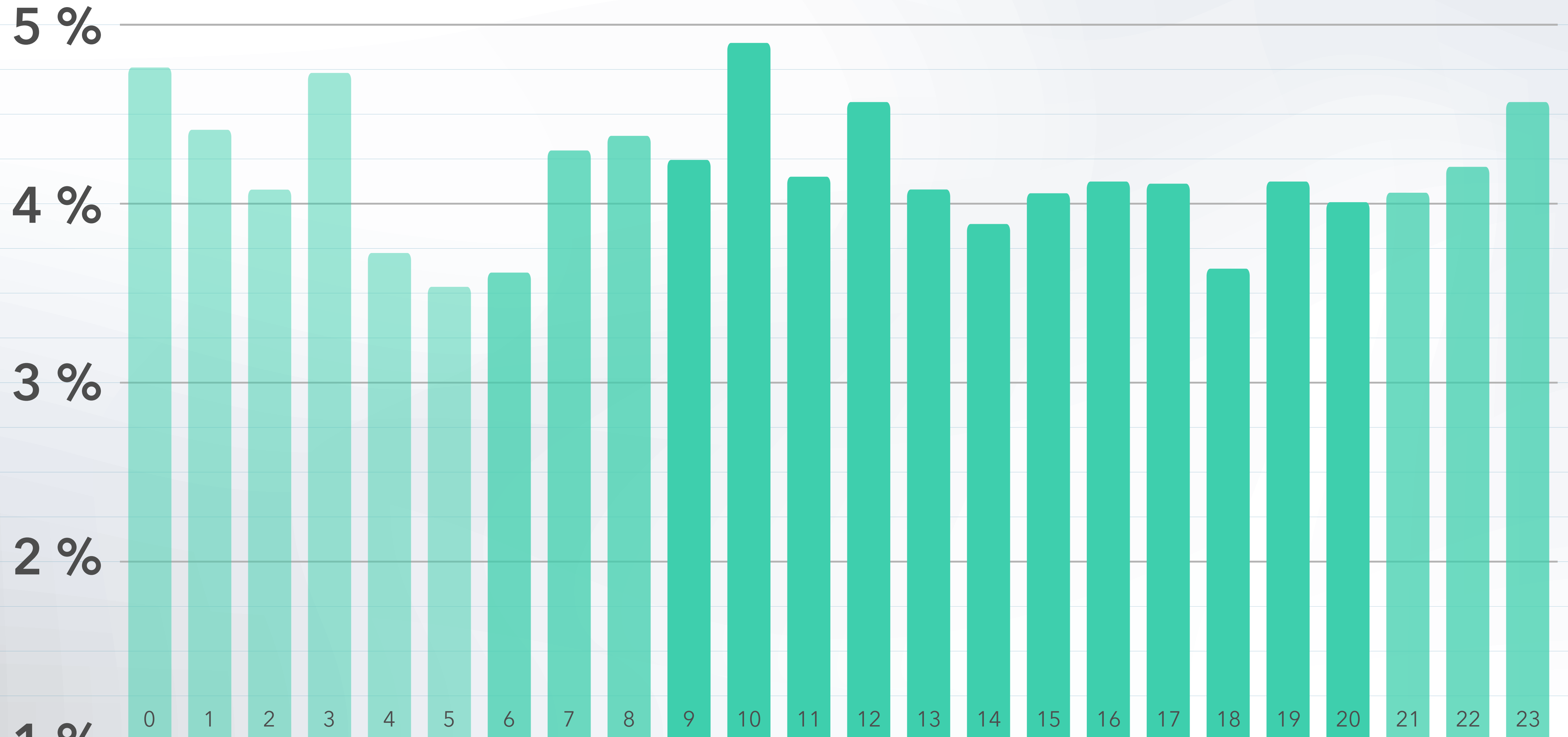
2 %



# § 2

Relative Activity by Hours of Day

## Twitter



# § 2

Relative Activity by Hours of Day

## YouTube

5 %

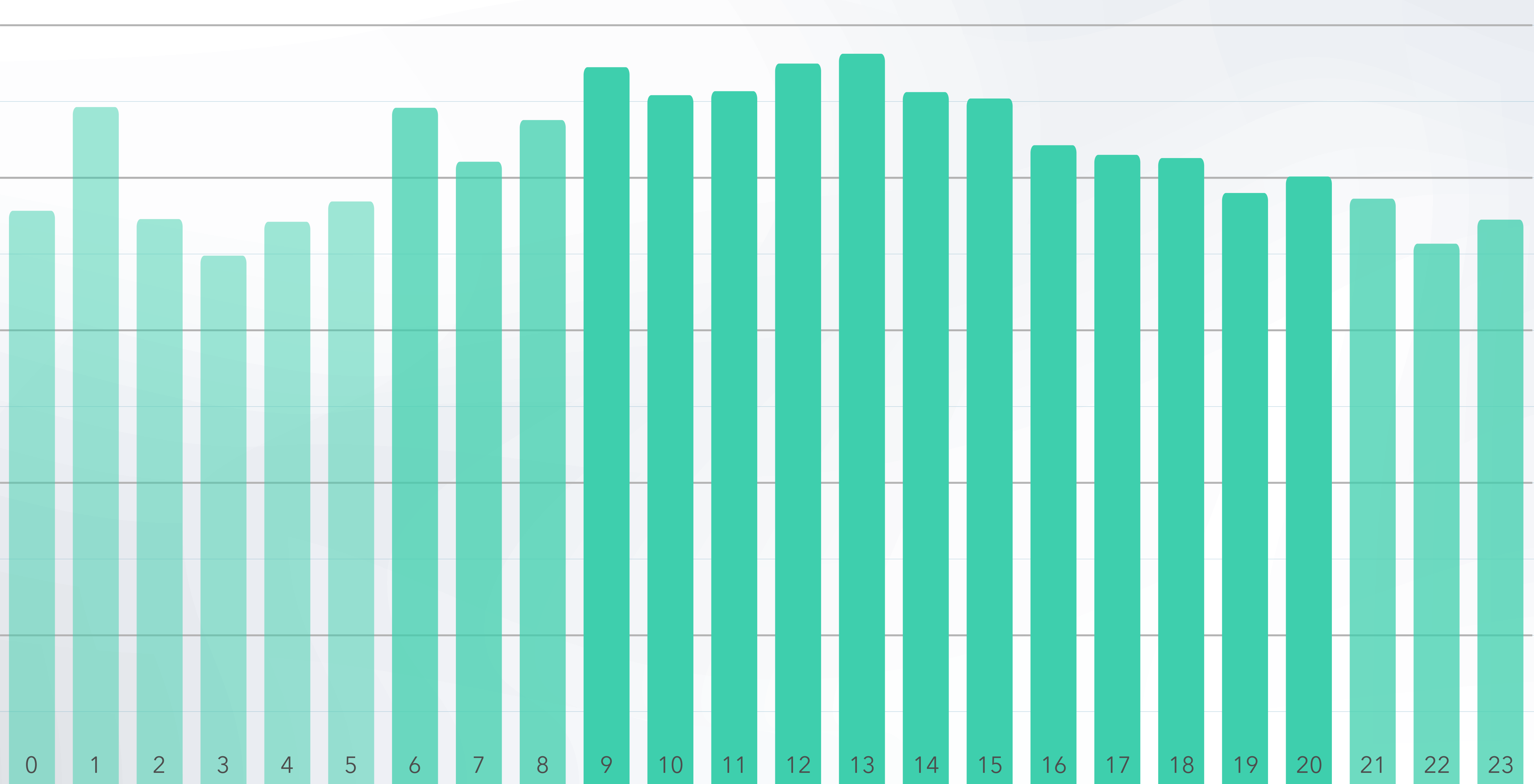
4 %

3 %

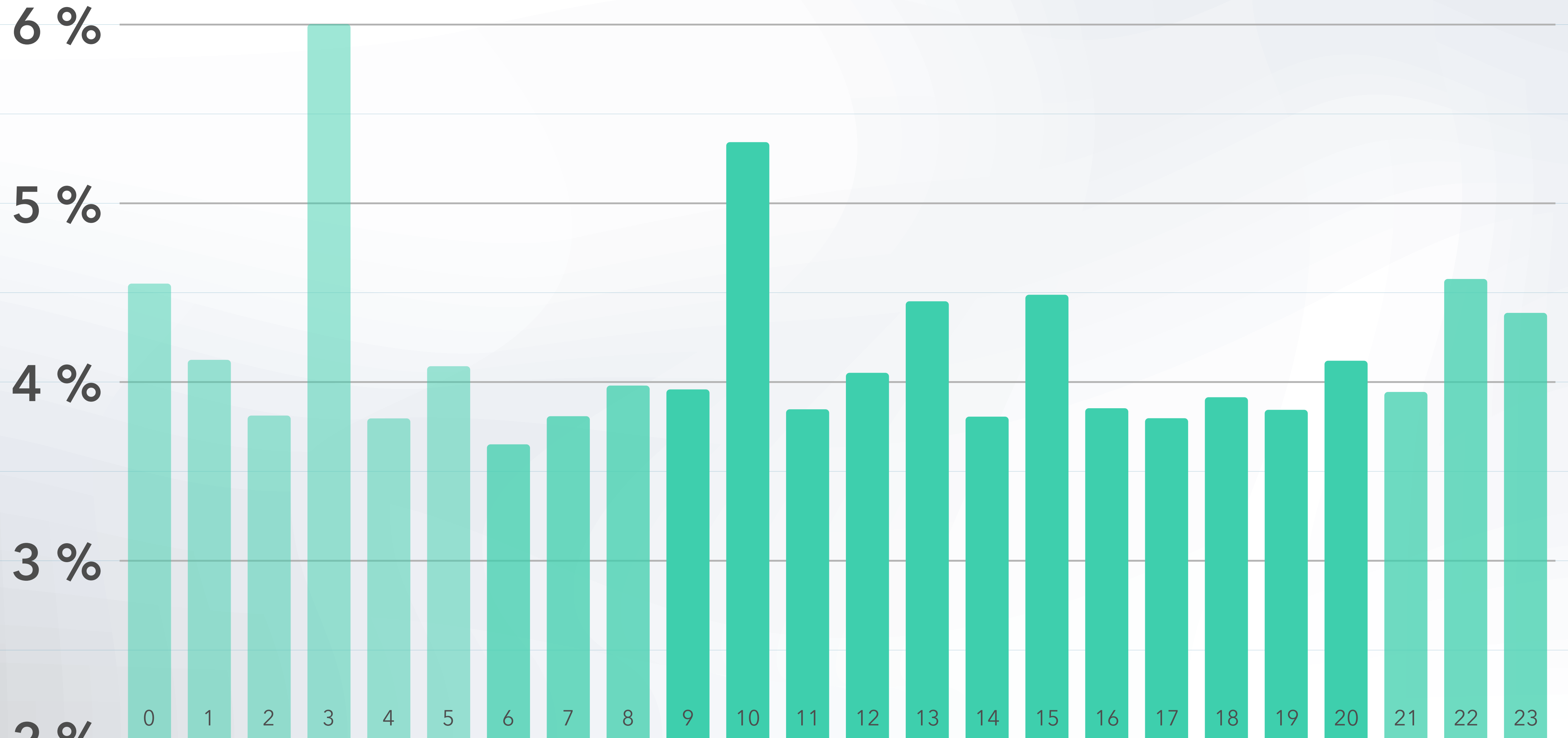
2 %

1 %

0 %



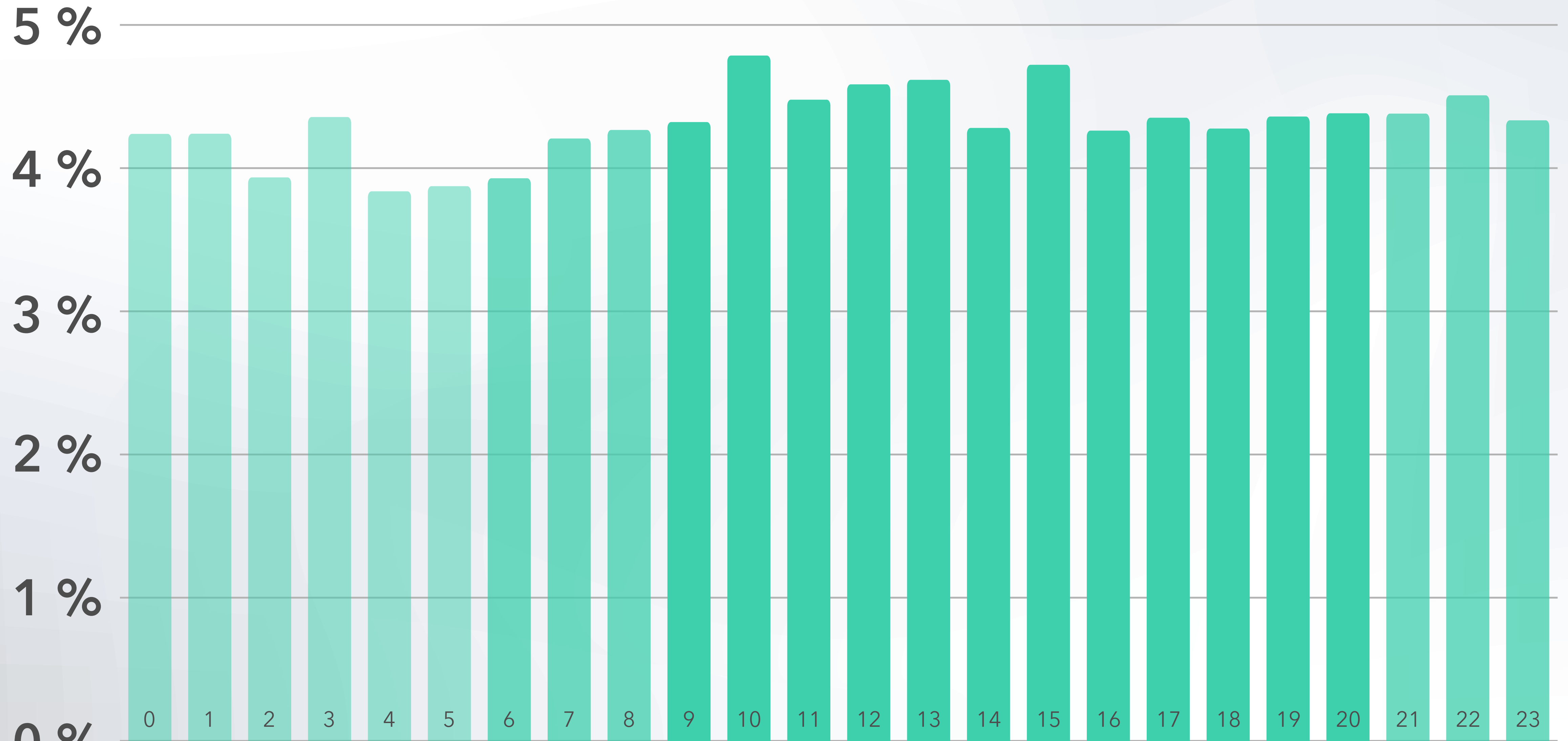
## Telegram



# § 2

Relative Activity by Hours of Day

## Average by All Social Media's





# Relative Activity by Text Length in Posts

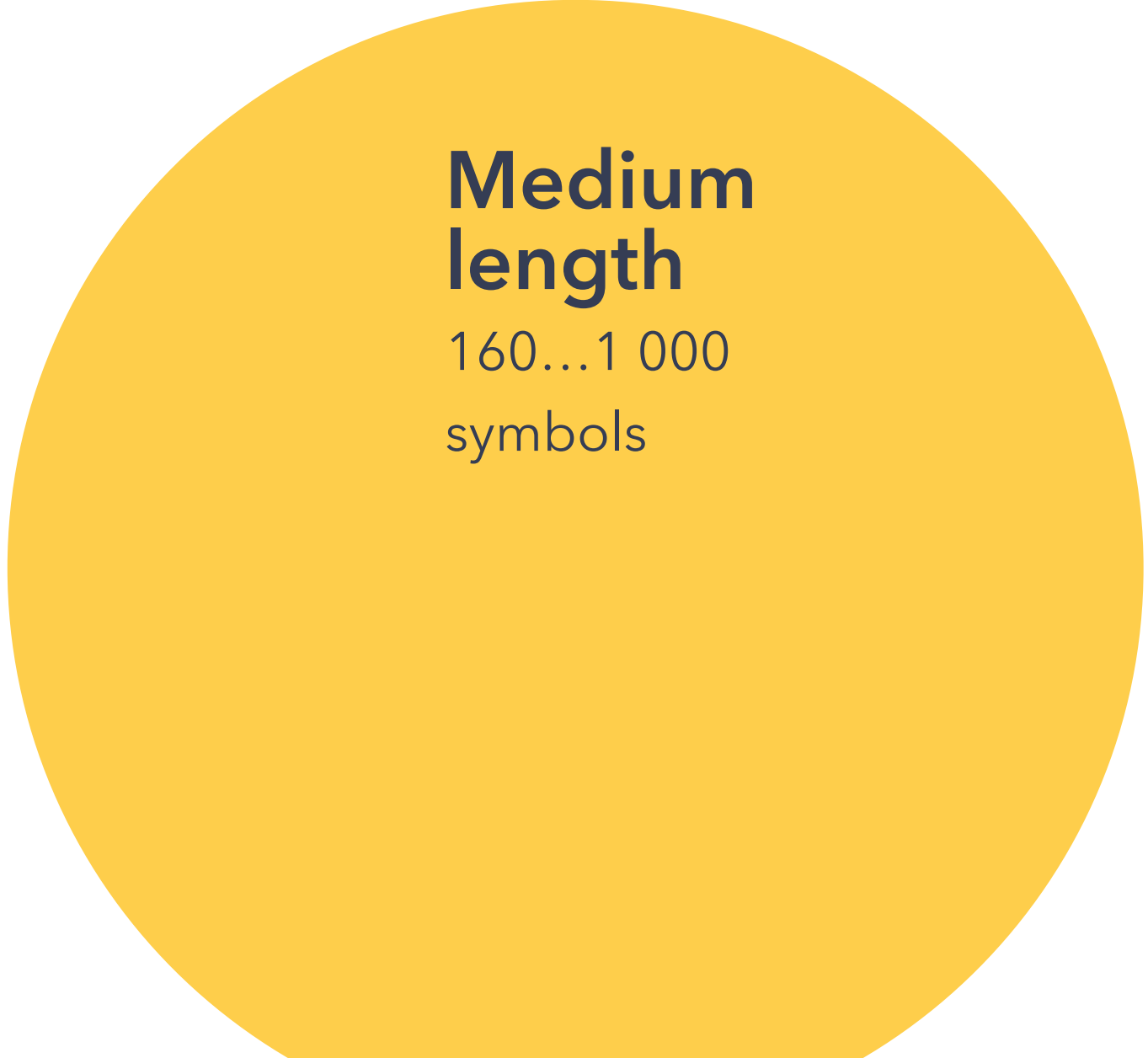


# Methodology I

Popsters automatically categorizes all posts on 3 types:



**Short length**  
up to 160 symbols



**Medium length**  
160...1 000  
symbols



**Long length**  
from 1 000 symbols

# Methodology II

Average activity of posts  
with text specific length

=

Total activities of posts with text specific length

Count of posts such type

Relative average activity of  
posts such type

=

Average activity of posts with text specific length

Total of all average values by all types

× 100 %

# Methodology III

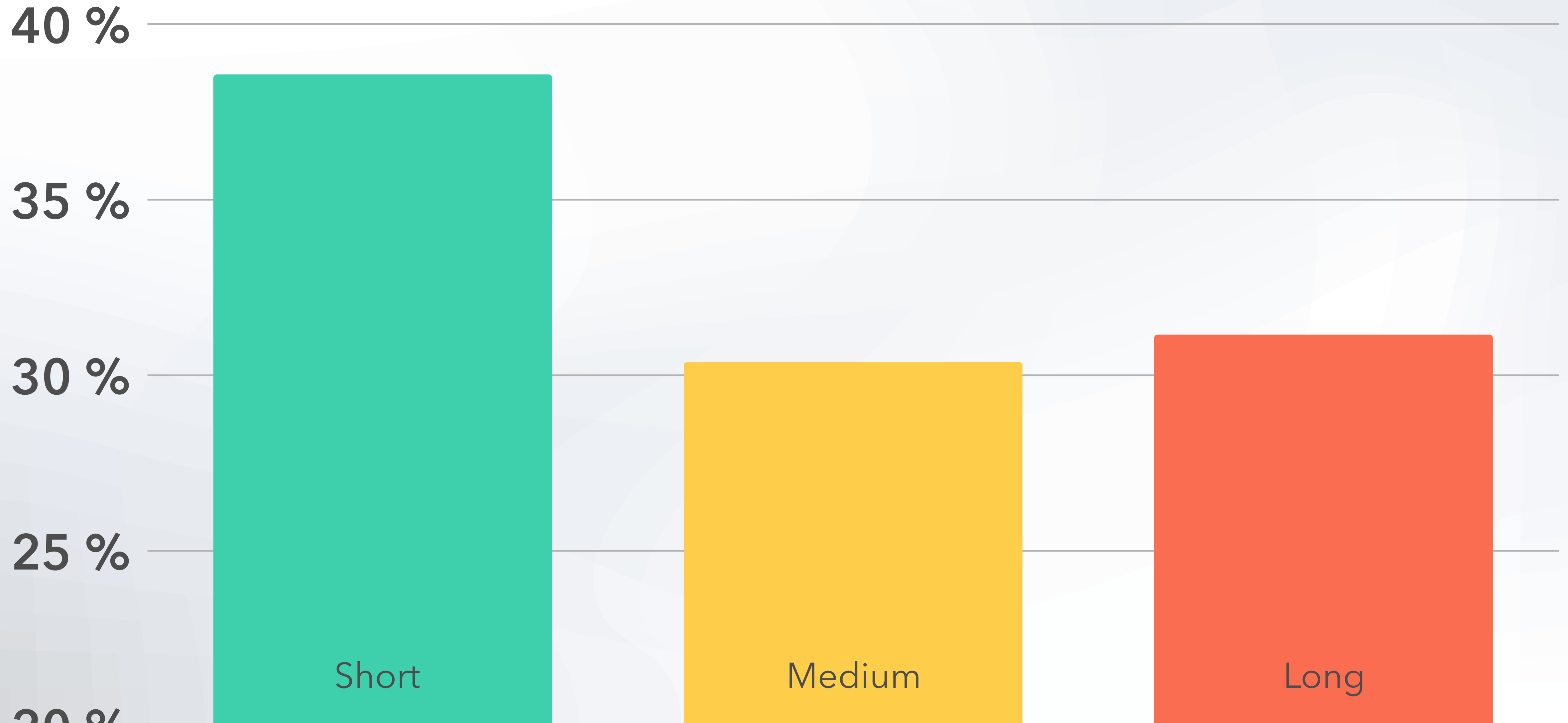
Aggregation of data by different pages =  $\frac{\text{Total data by all analyzes of activity by text length}}{\text{Count of nonzero values}}$

Equalization of percent values accounting nonzero values =  $\frac{\text{Average value of each type}}{\text{Total of all average values}}$

# §3

Relative Activity by Text Length in Posts

## VK



## Facebook

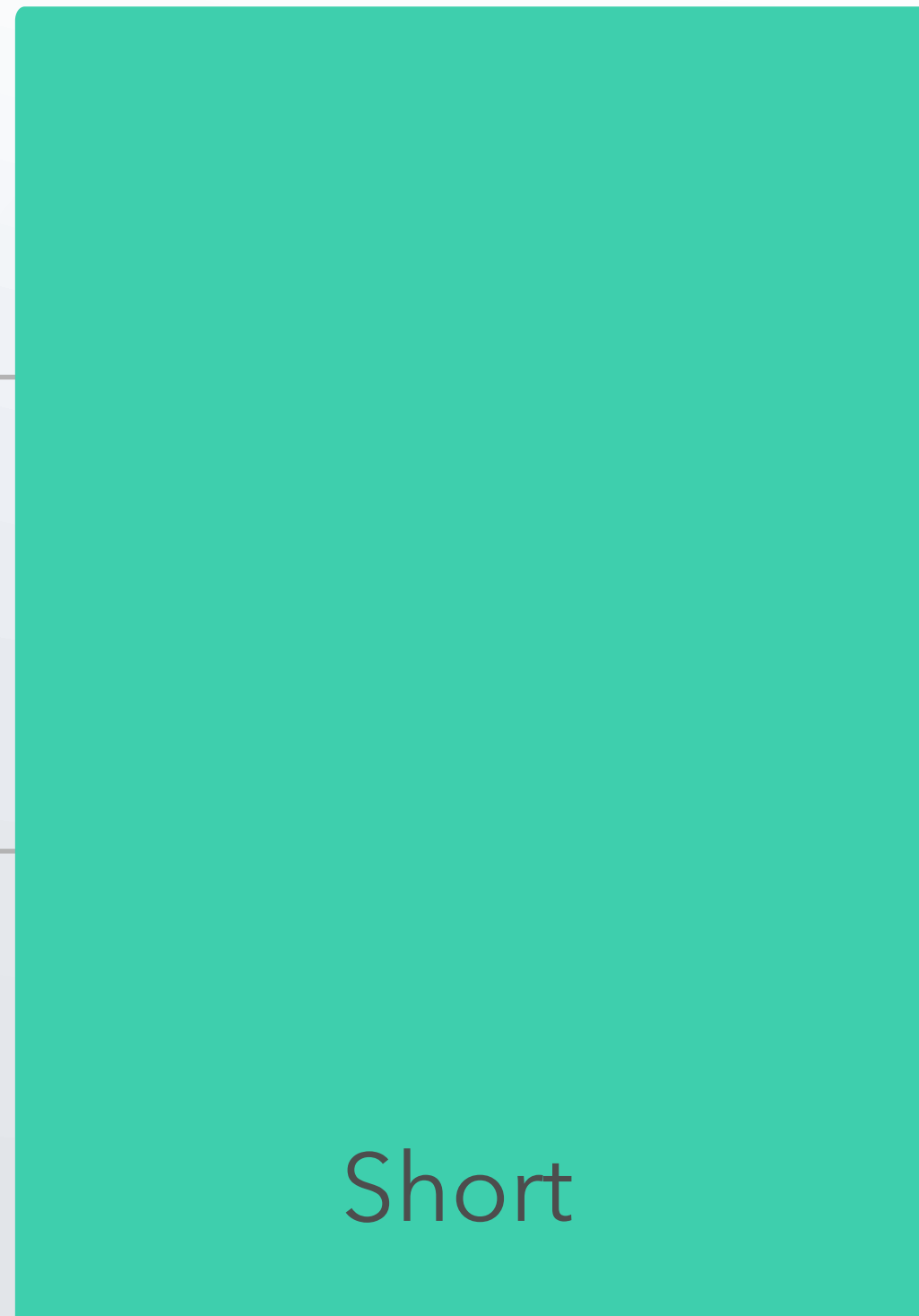
40 %

35 %

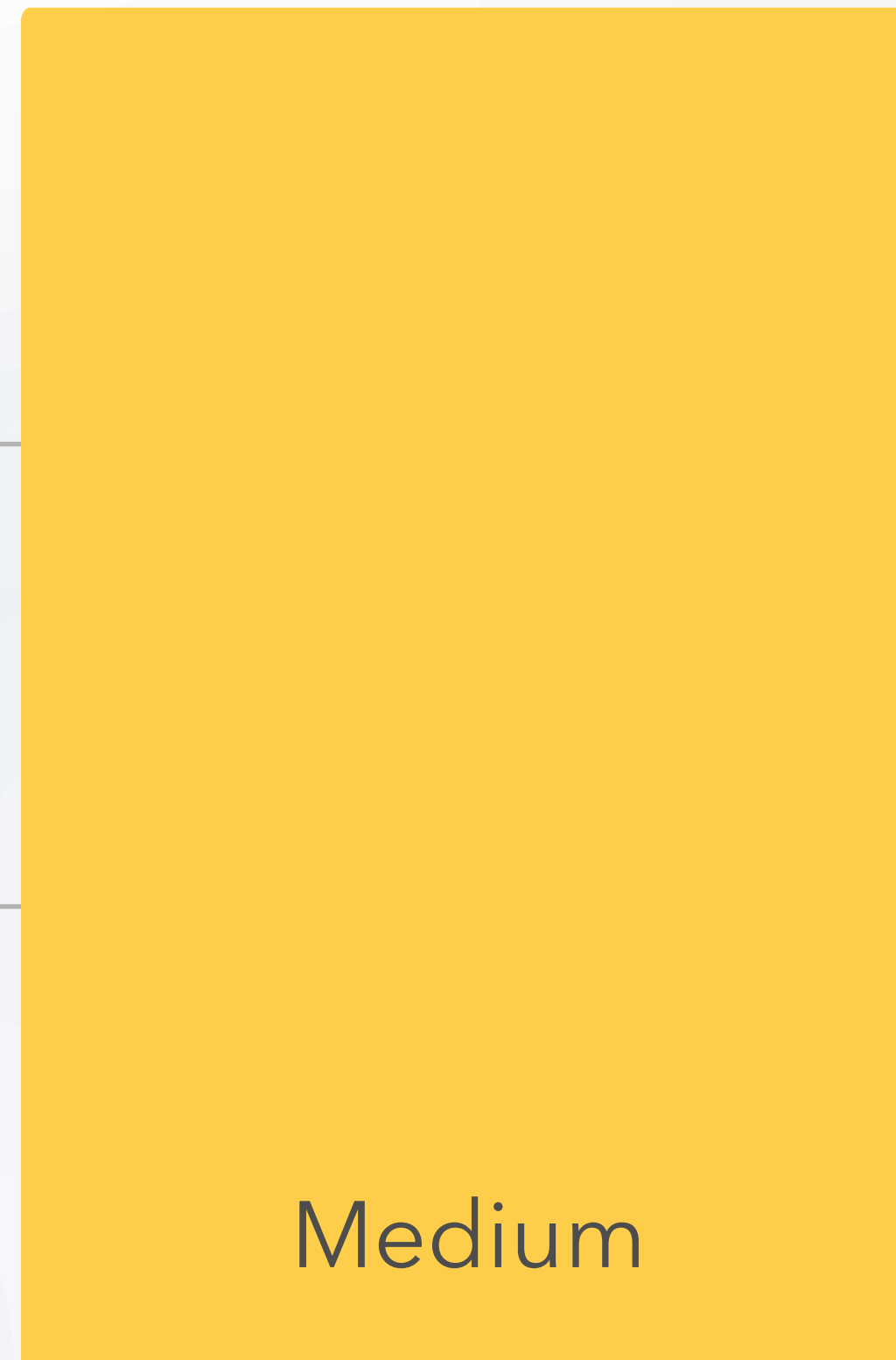
30 %

25 %

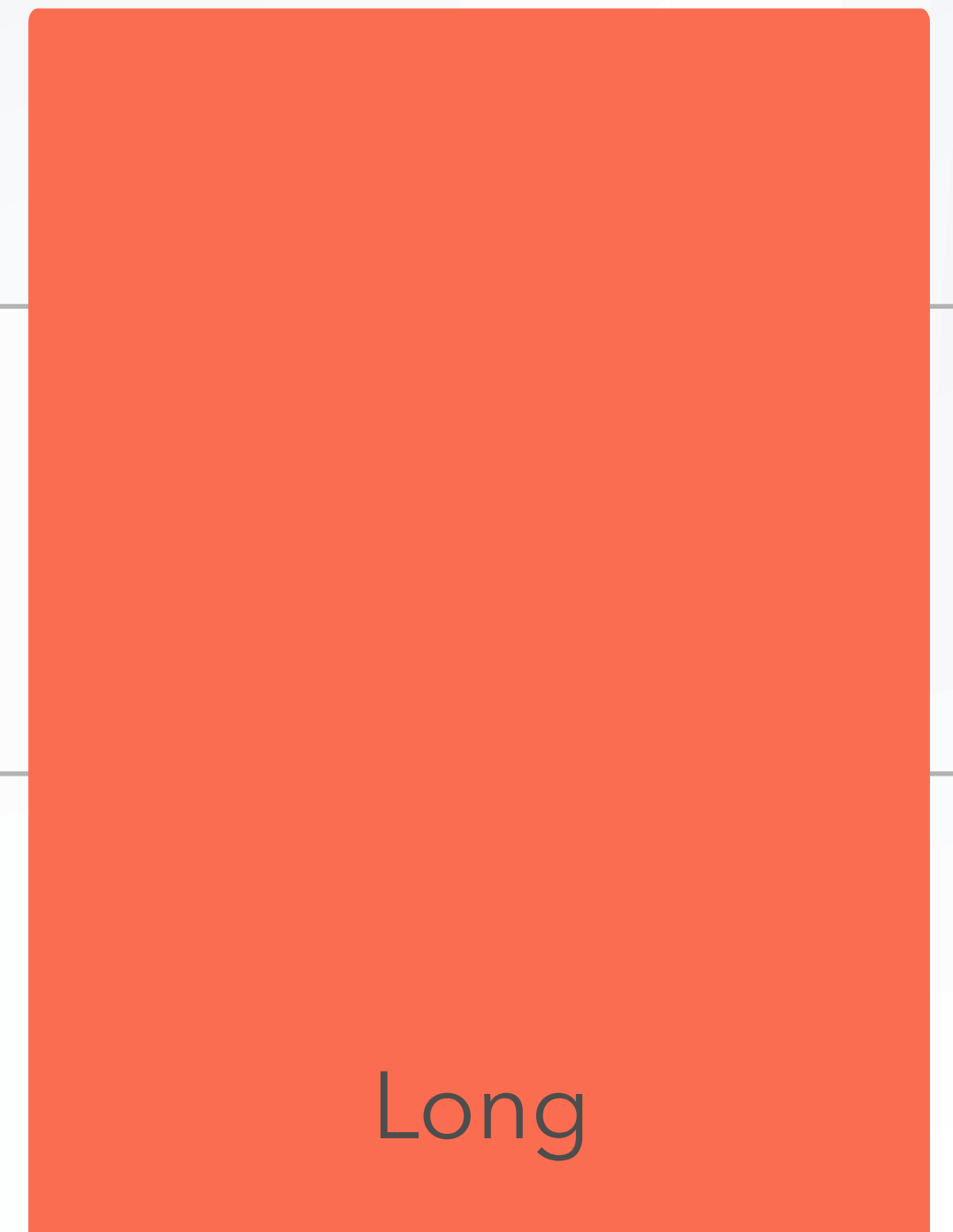
20 %



Short



Medium



Long

# §3

Relative Activity by Text Length in Posts

## OK

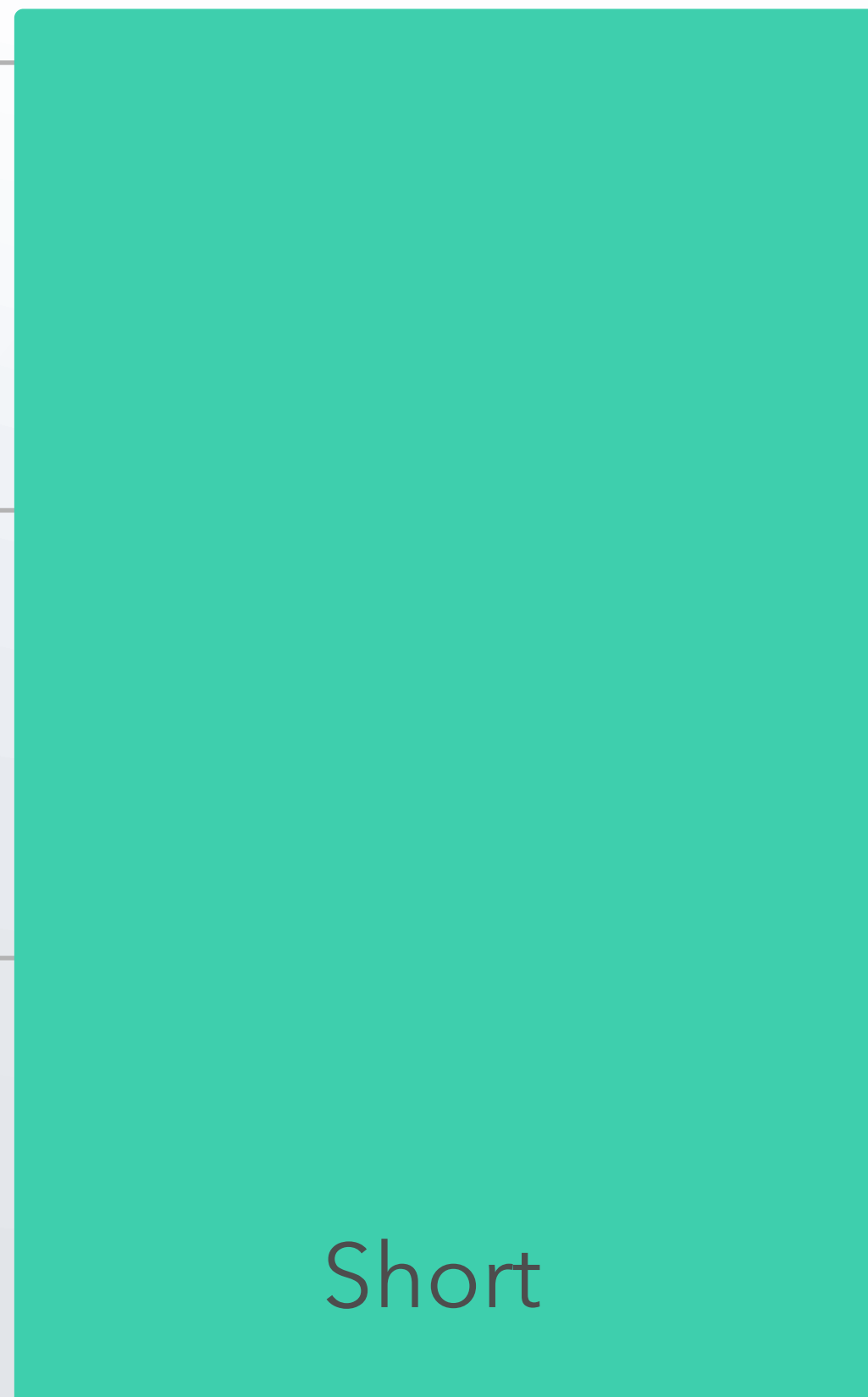
40 %

35 %

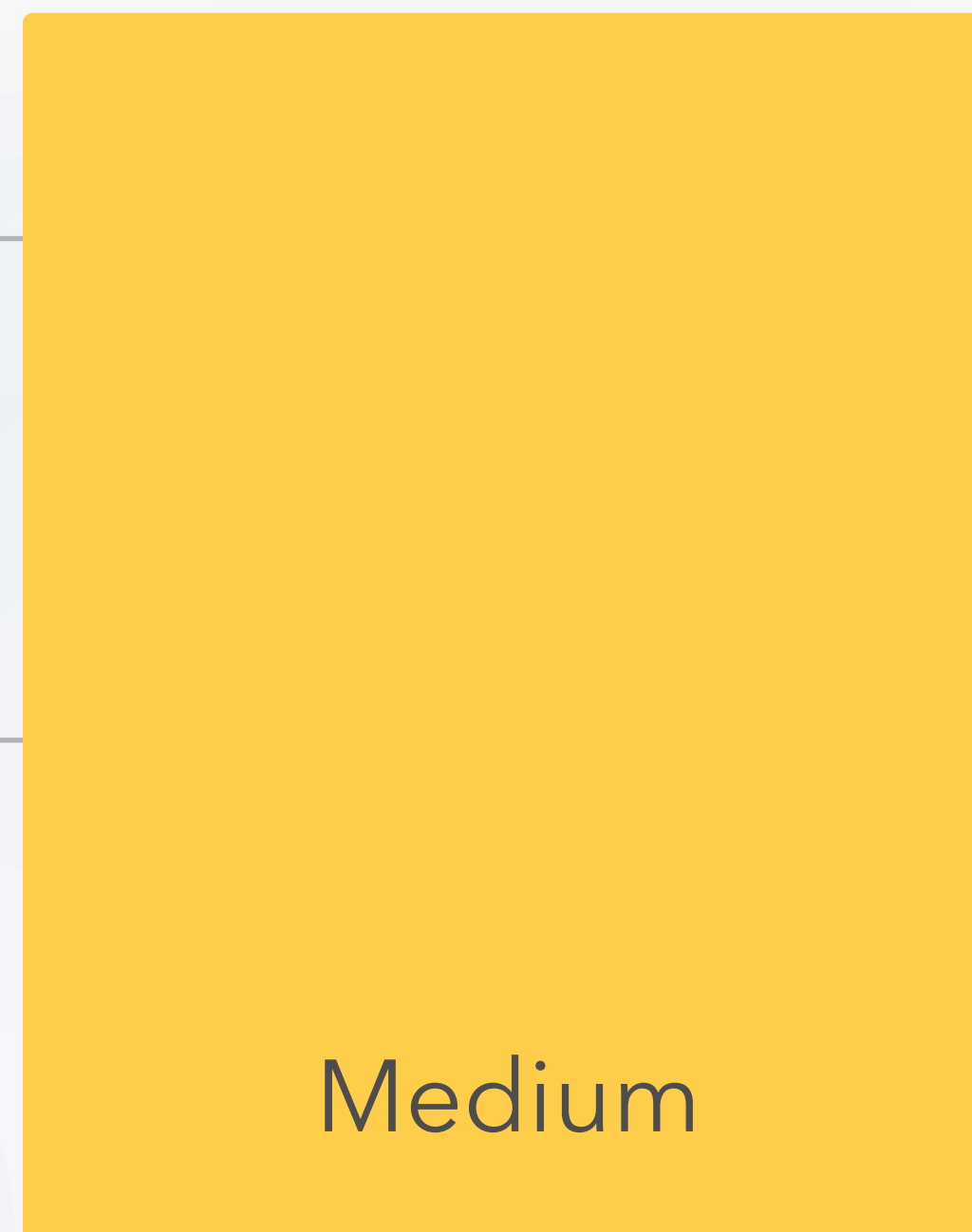
30 %

25 %

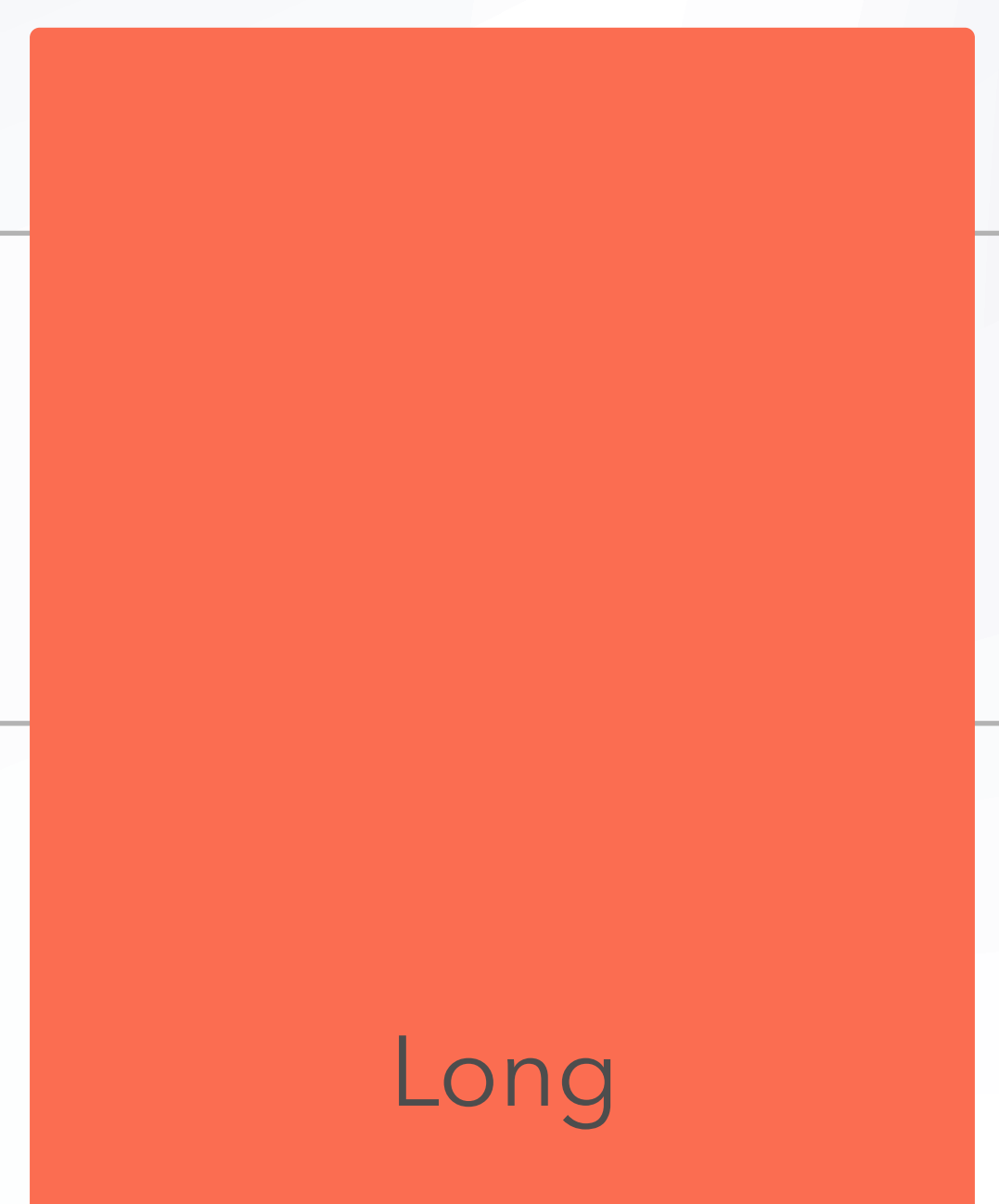
20 %



Short



Medium

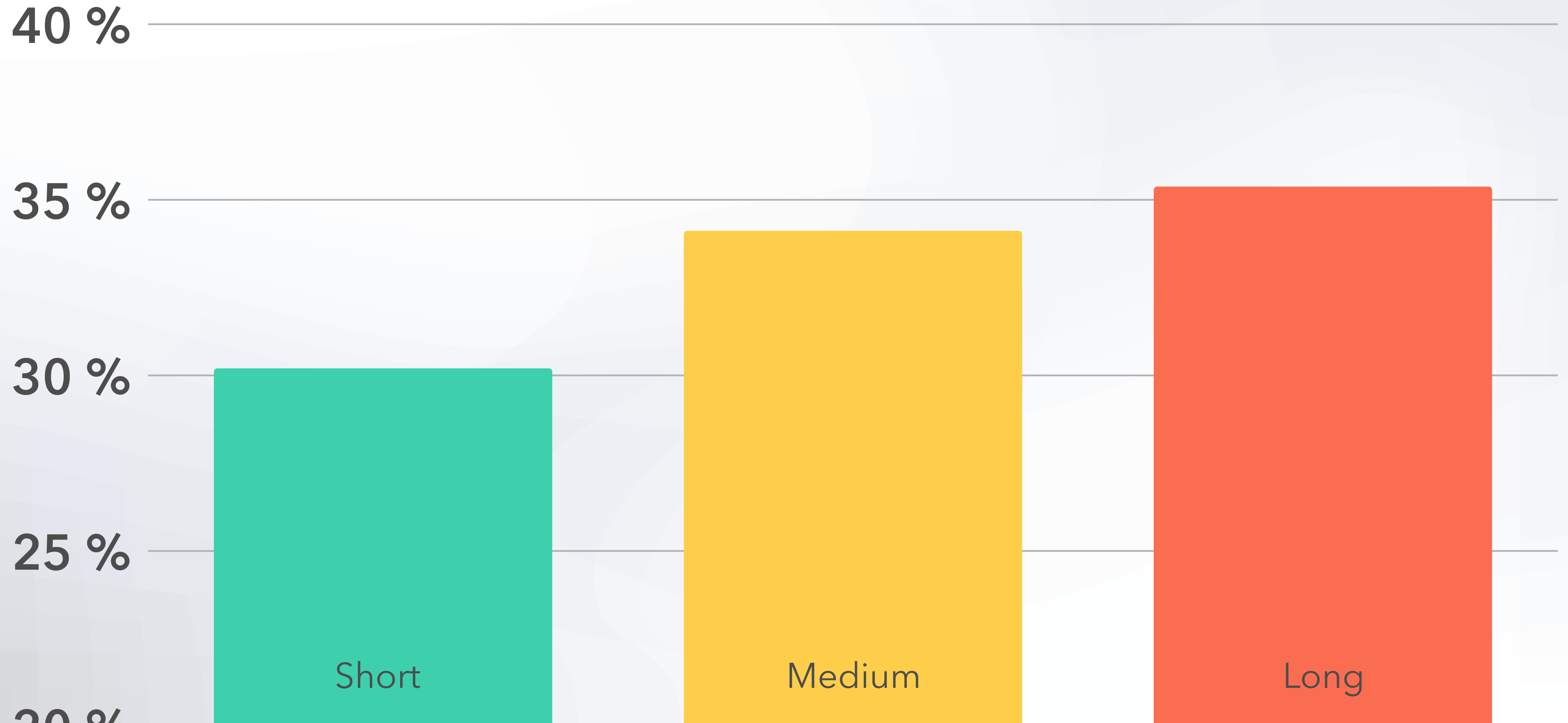


Long

# §3

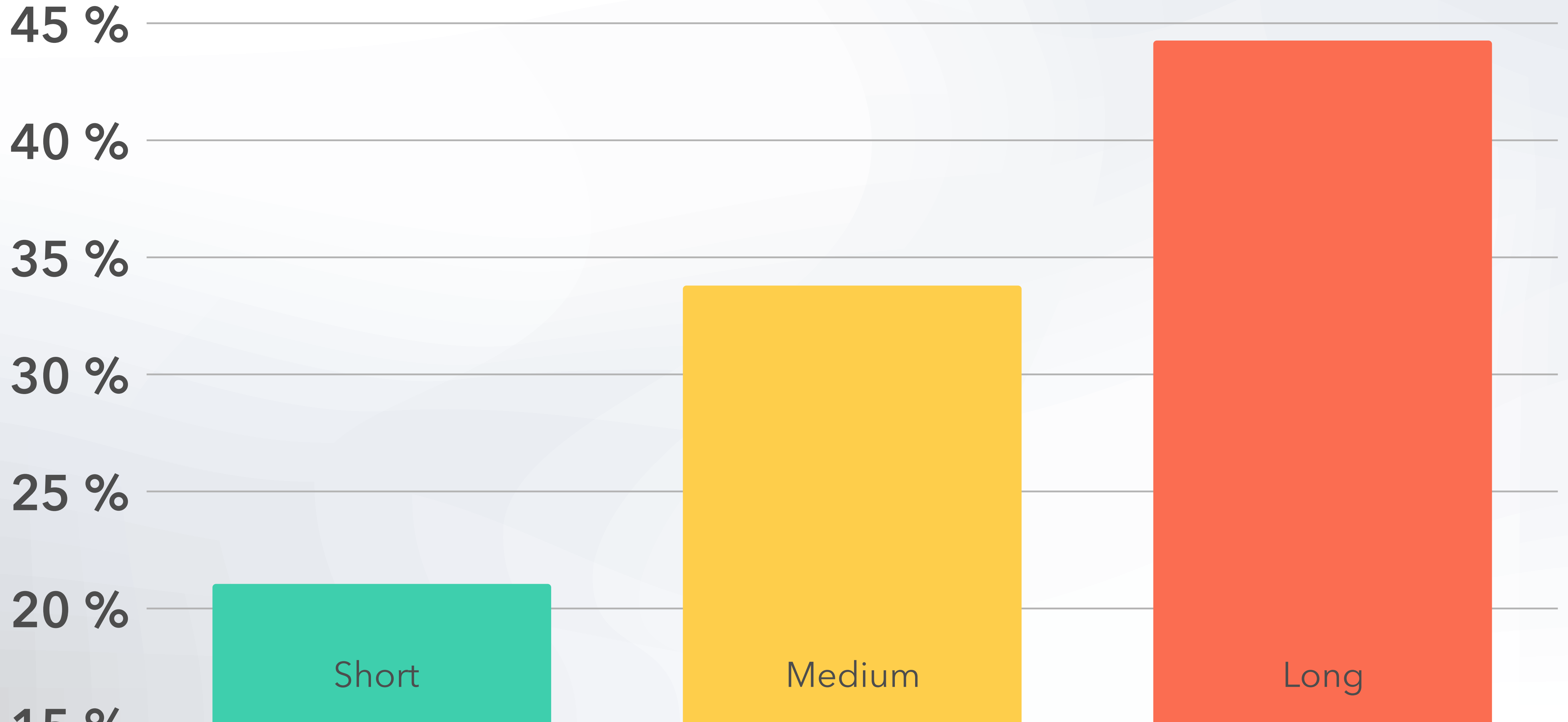
Relative Activity by Text Length in Posts

## Instagram

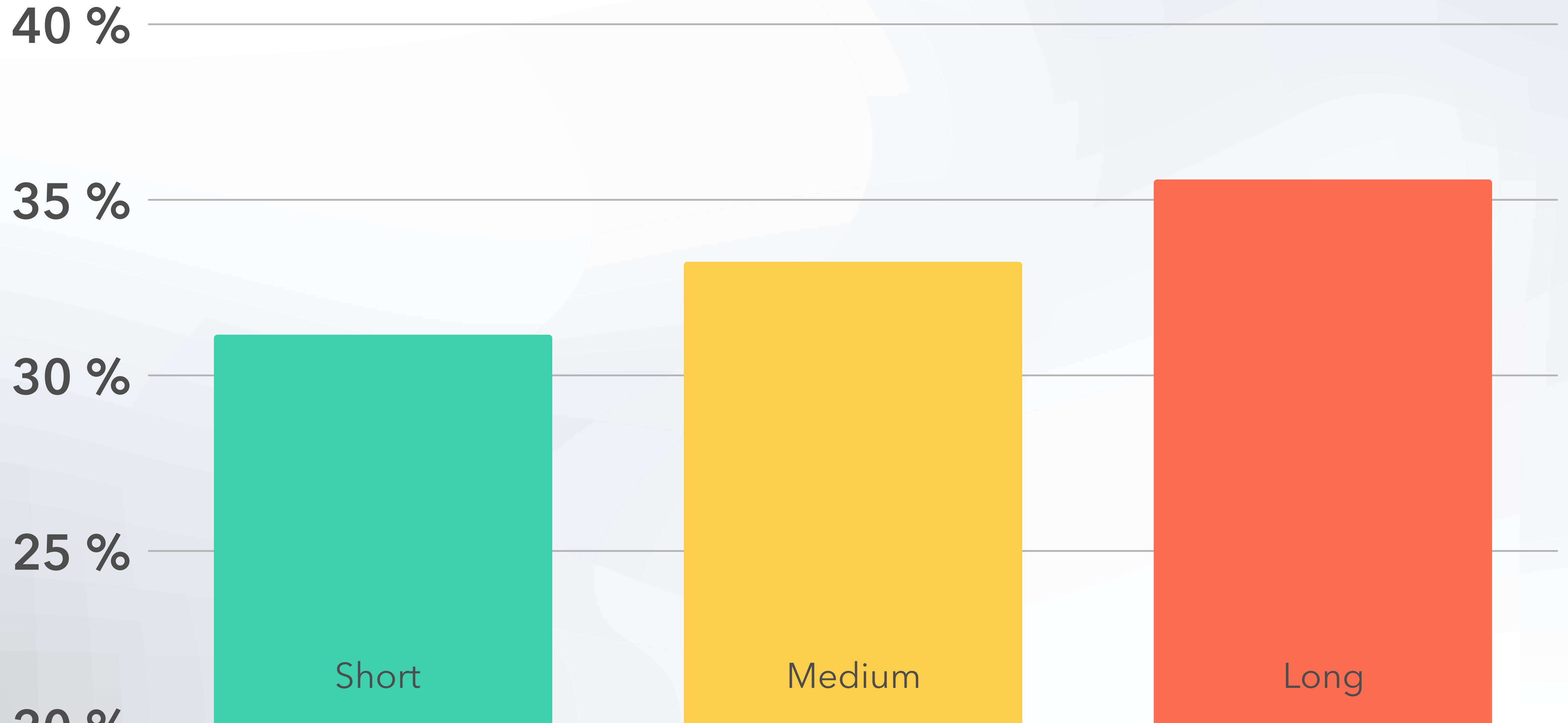




## YouTube



## Telegram



# §3

Relative Activity by Text Length in Posts

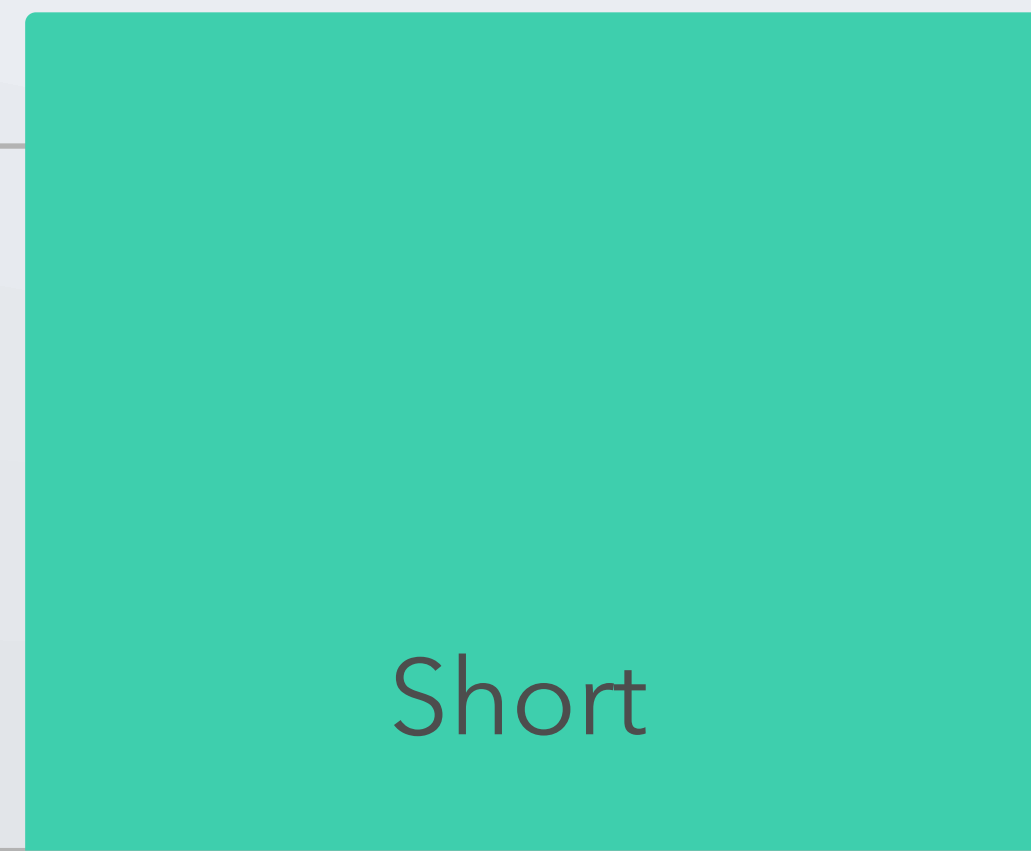
## Average by All Social Media's

40 %

35 %

30 %

25 %



Short

Medium

Long

# §3

## Relative Activity by Text Length in Posts

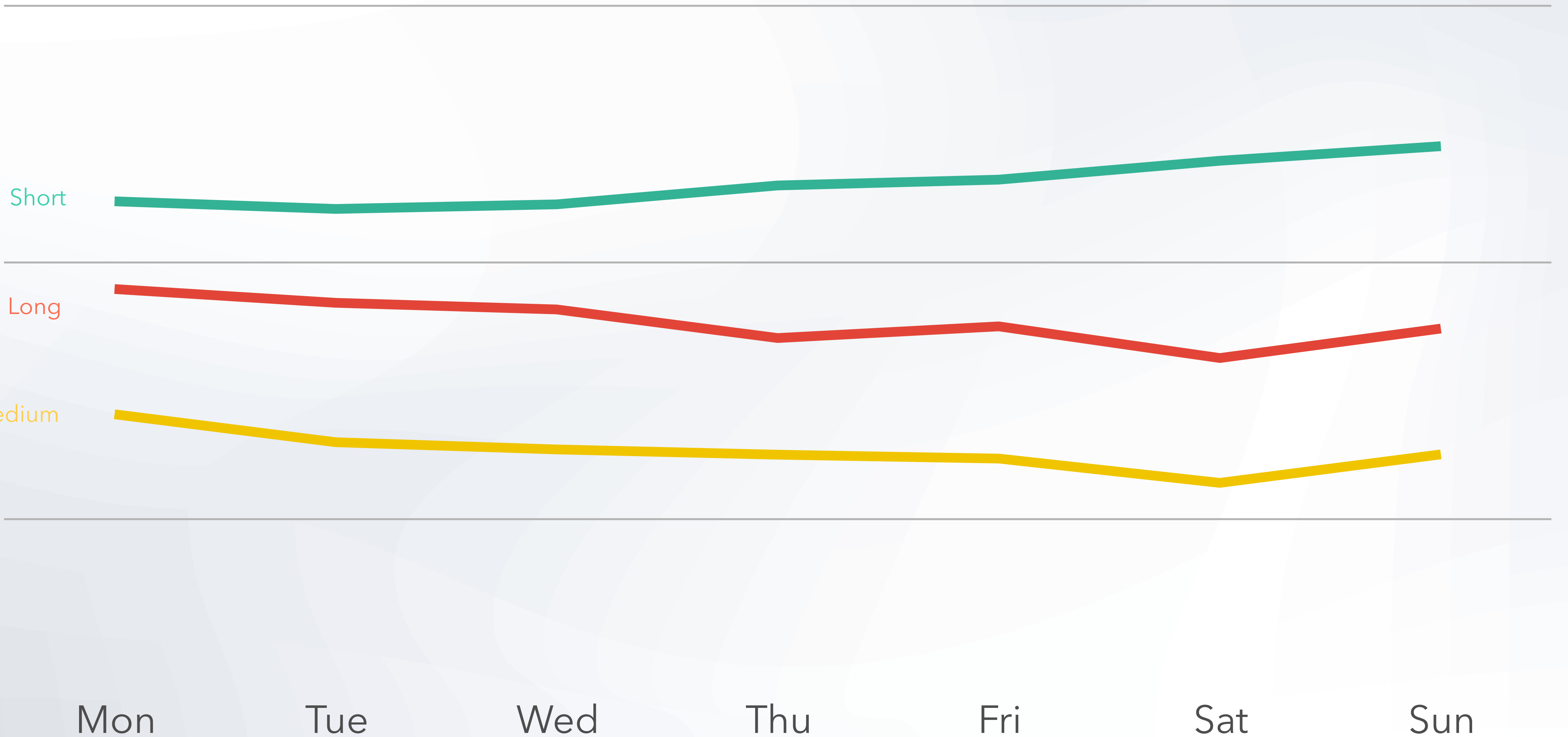
### VK

6 %

5 %

4 %

3 %



Short

Long

Medium

Mon

Tue

Wed

Thu

Fri

Sat

Sun

# §3

Relative Activity by Text Length in Posts

## Facebook

6 %

5 %

4 %

3 %

Long  
Short  
Medium

Mon

Tue

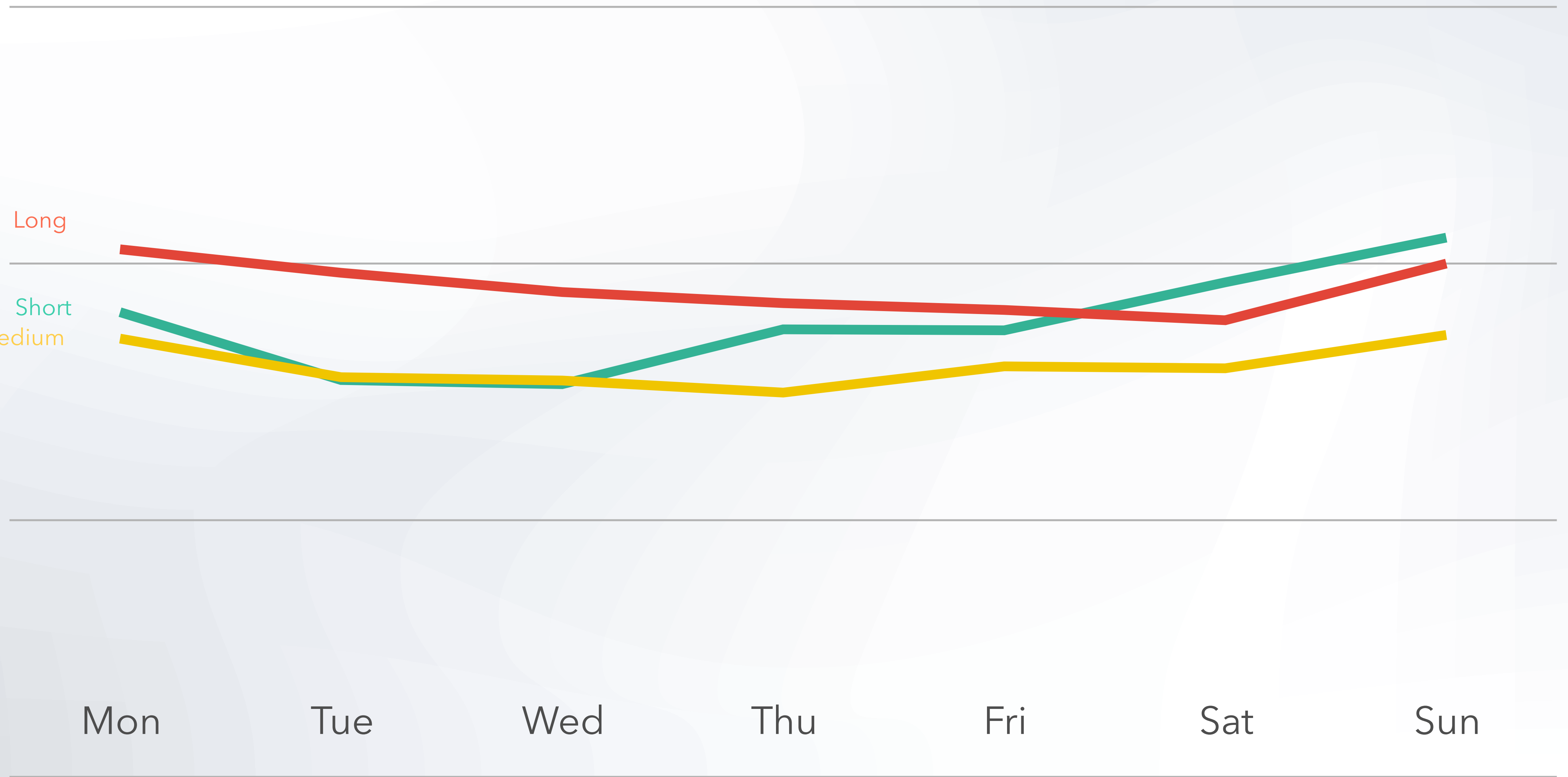
Wed

Thu

Fri

Sat

Sun



# OK

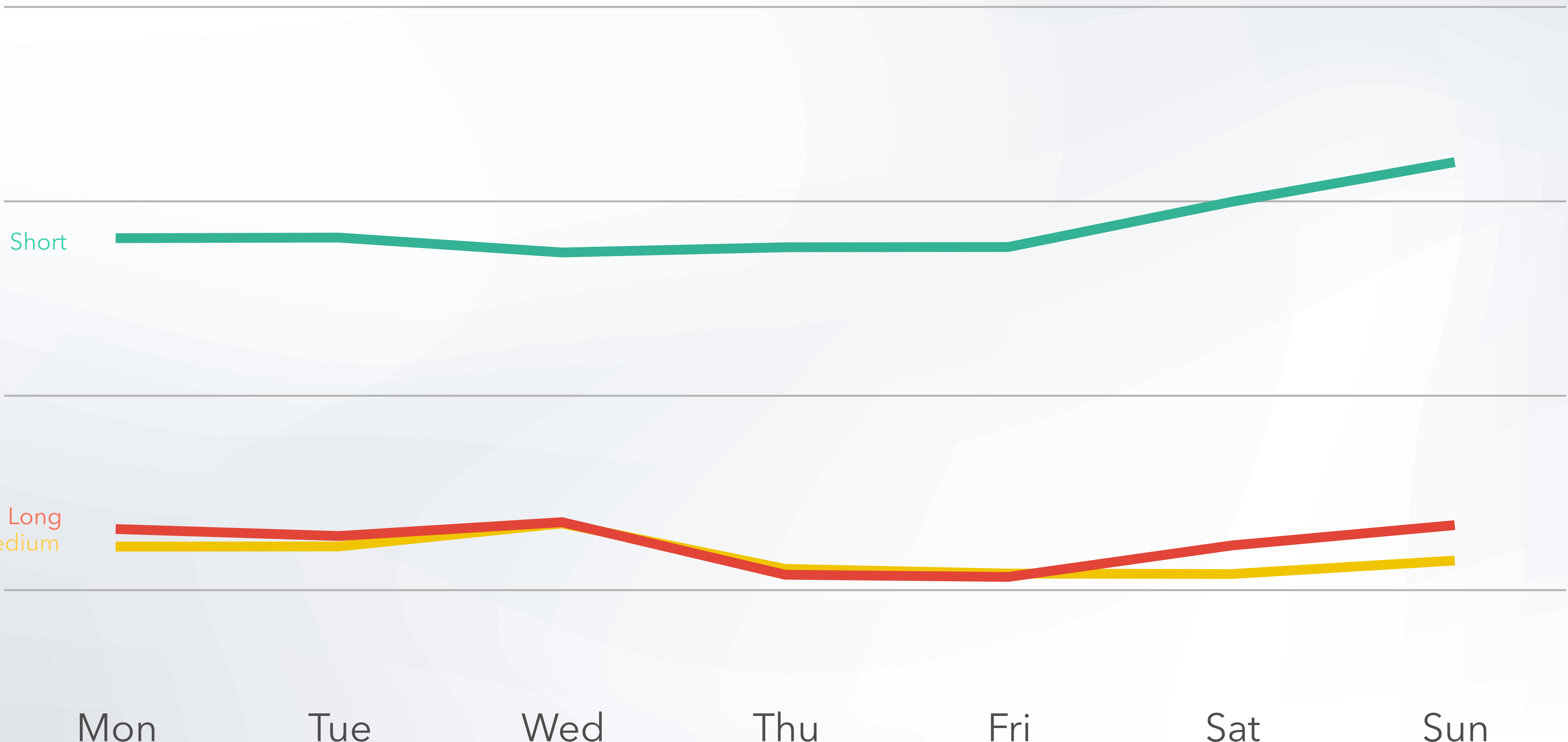
7 %

6 %

5 %

4 %

3 %



Short

Long  
Medium

Mon

Tue

Wed

Thu

Fri

Sat

Sun

# §3

Relative Activity by Text Length in Posts

## Instagram

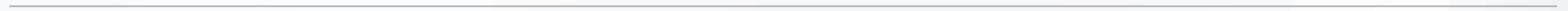
6 %



Long



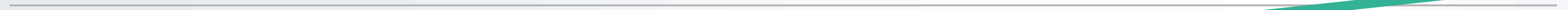
5 %



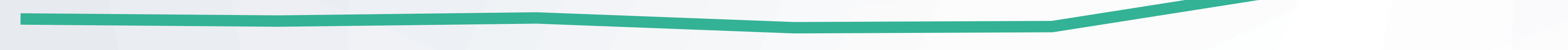
Medium



4 %



Short



Mon

Tue

Wed

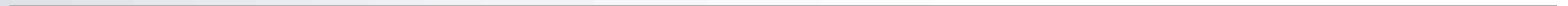
Thu

Fri

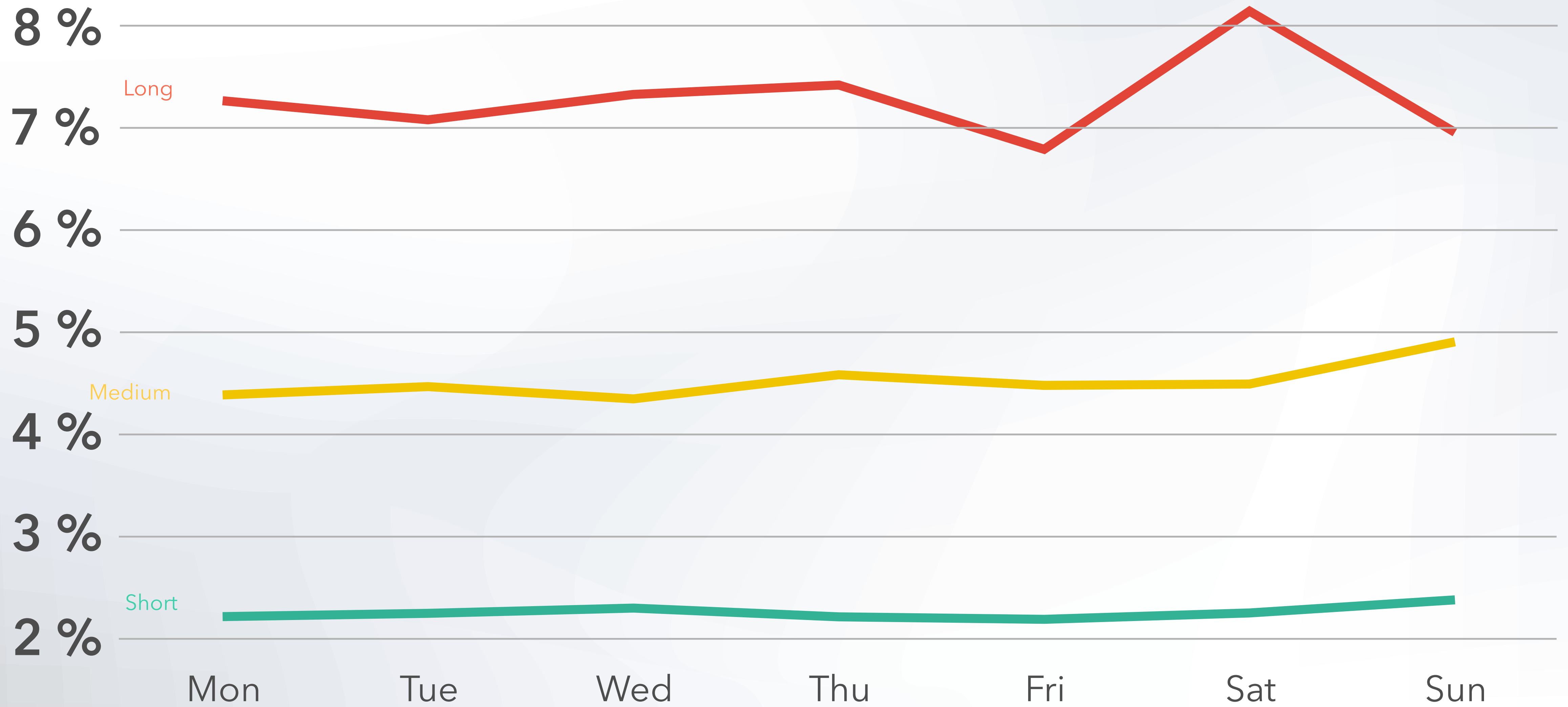
Sat

Sun

3 %



# YouTube





## Telegram

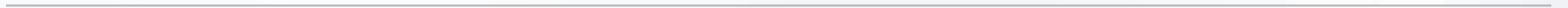
6 %



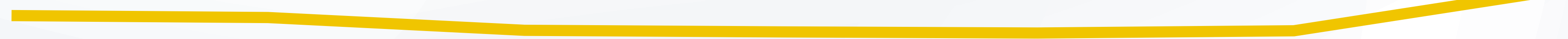
Long



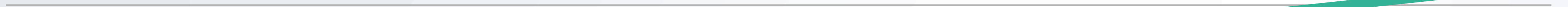
5 %



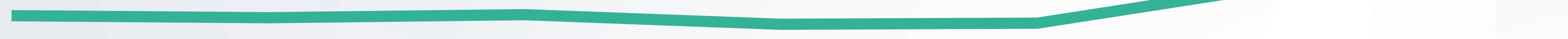
Medium



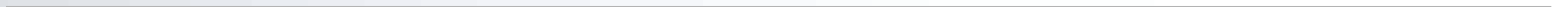
4 %



Short



3 %



Mon

Tue

Wed

Thu

Fri

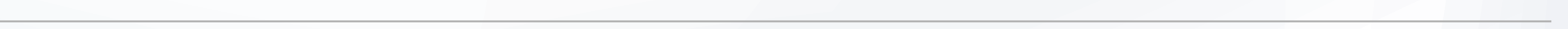
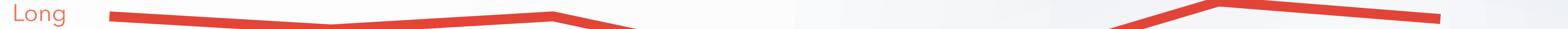
Sat

Sun

3 %

## Average for all Social Media's by Days of Week

6 %



5 %



4 %



Mon

Tue

Wed

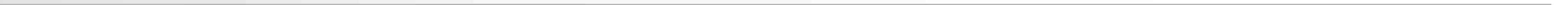
Thu

Fri

Sat

Sun

3 %



## Average for all Social Media's by Hours of Day

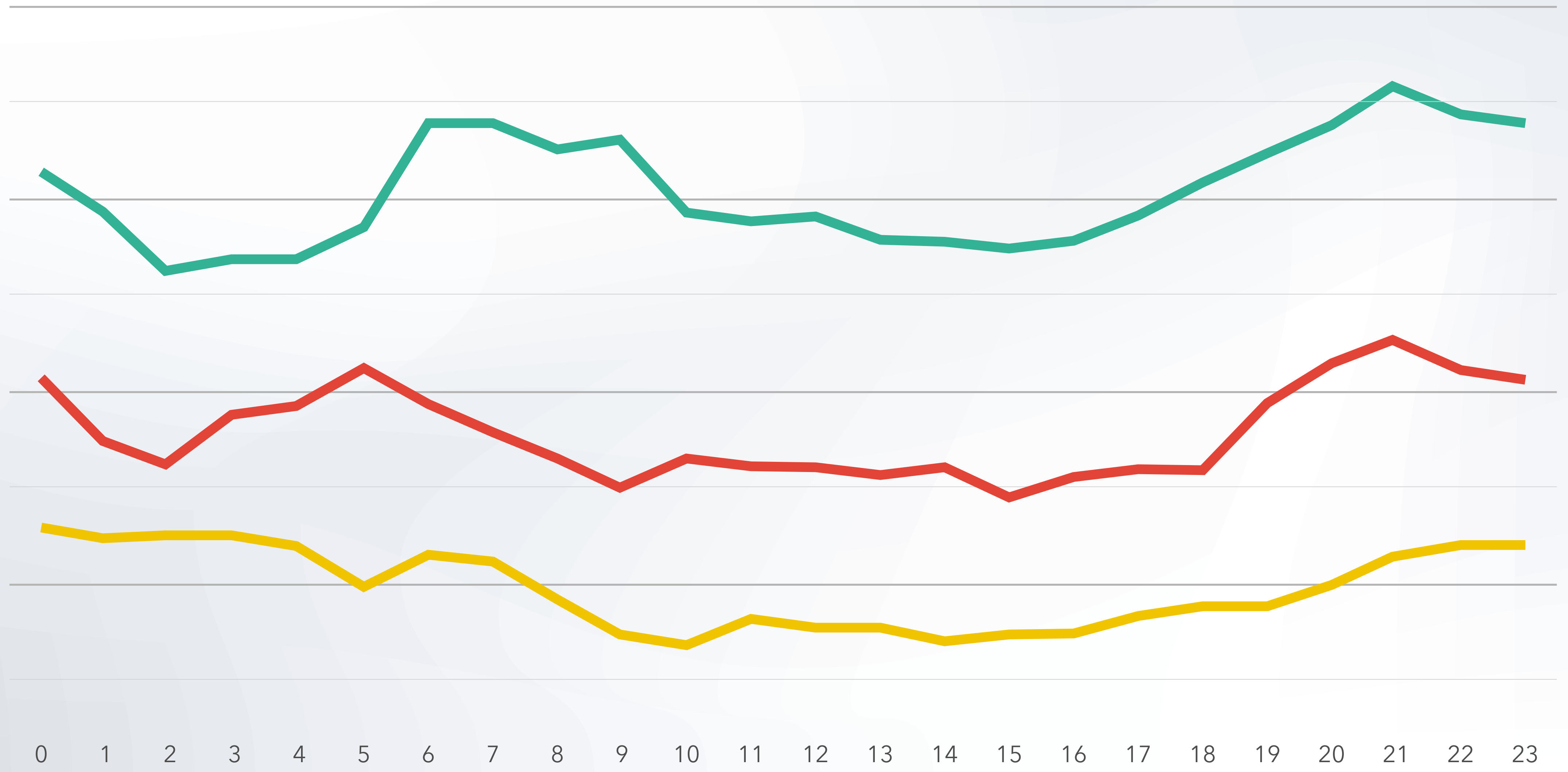
1,8 %

Short  
1,6 %

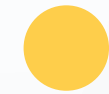
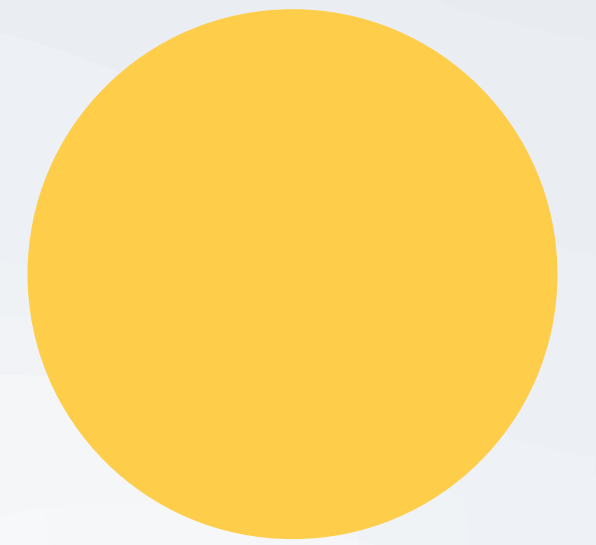
Long  
1,4 %

Medium  
1,2 %

1,0 %



# Relative Activity by Attachments in Posts

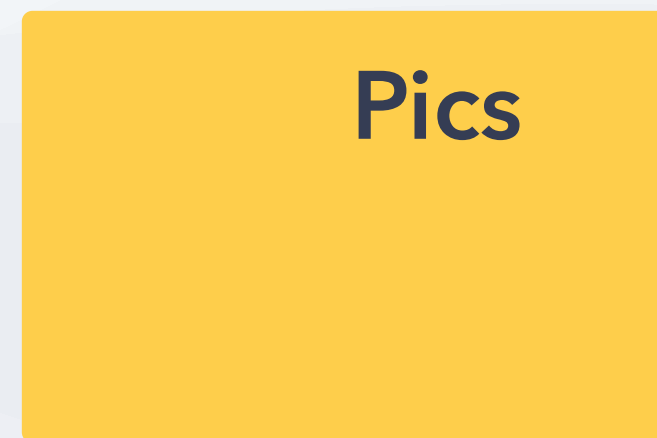


# §4

Relative Activity by Attachments in Posts

## Methodology I

Popsters automatically categorizes all posts on 4 types by attachments:



# §4

Relative Activity by Attachments in Posts

## Methodology II

Average activity of posts with specific attachments

=

Total activities of posts with specific attachments

Count of posts such type

Presence a few different types of attachments in a one post counted as a few different posts

Relative average activity of posts such type

=

Average activity of posts with specific

Total of all average values by all types

× 100 %

# §4

Relative Activity by Attachments in Posts

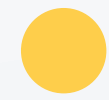
## Methodology III

Aggregation of data by  
different pages

=

Total data by all analyzes of activity by  
Attachments in Posts

Count of nonzero values



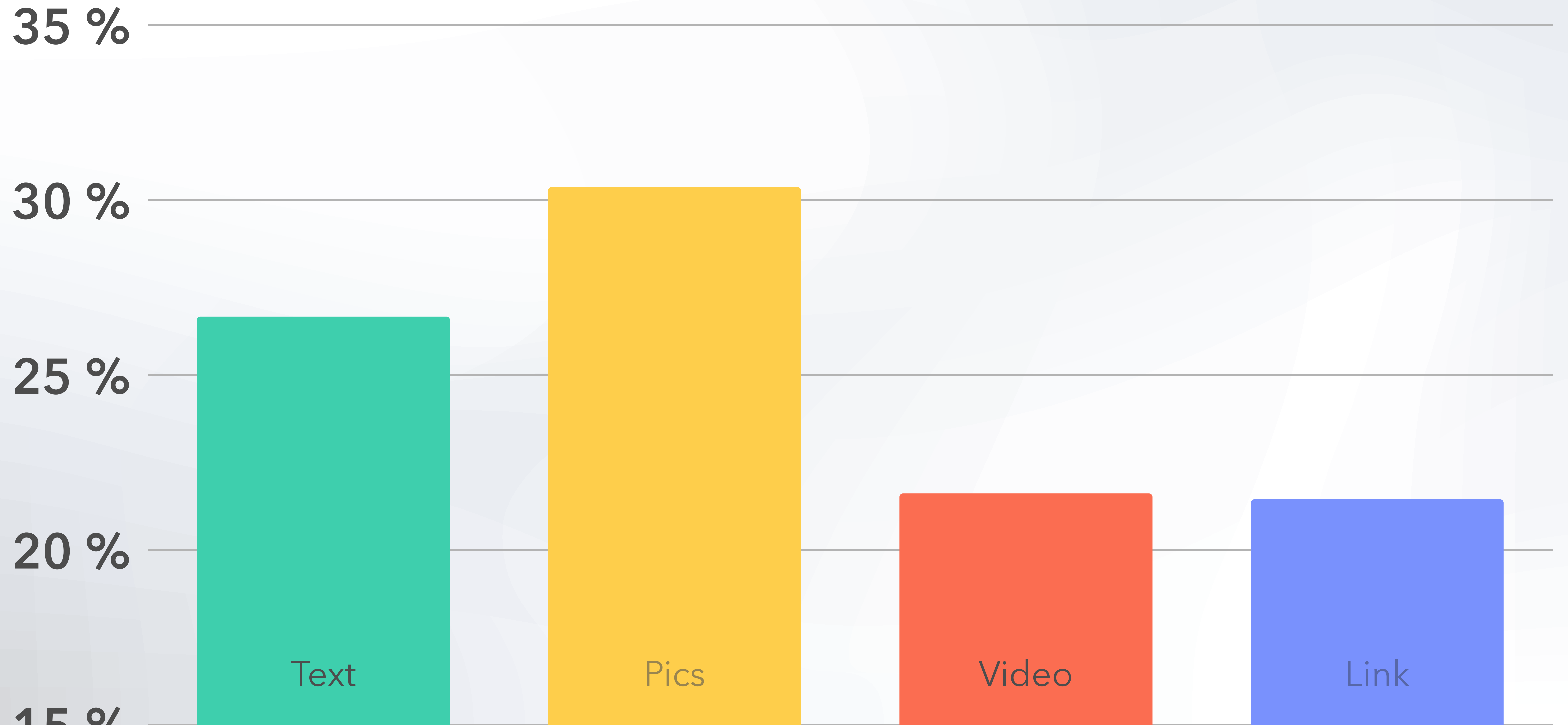
Equalization of percent  
values accounting nonzero  
values

=

Average value of each type

Total of all average values

# VK

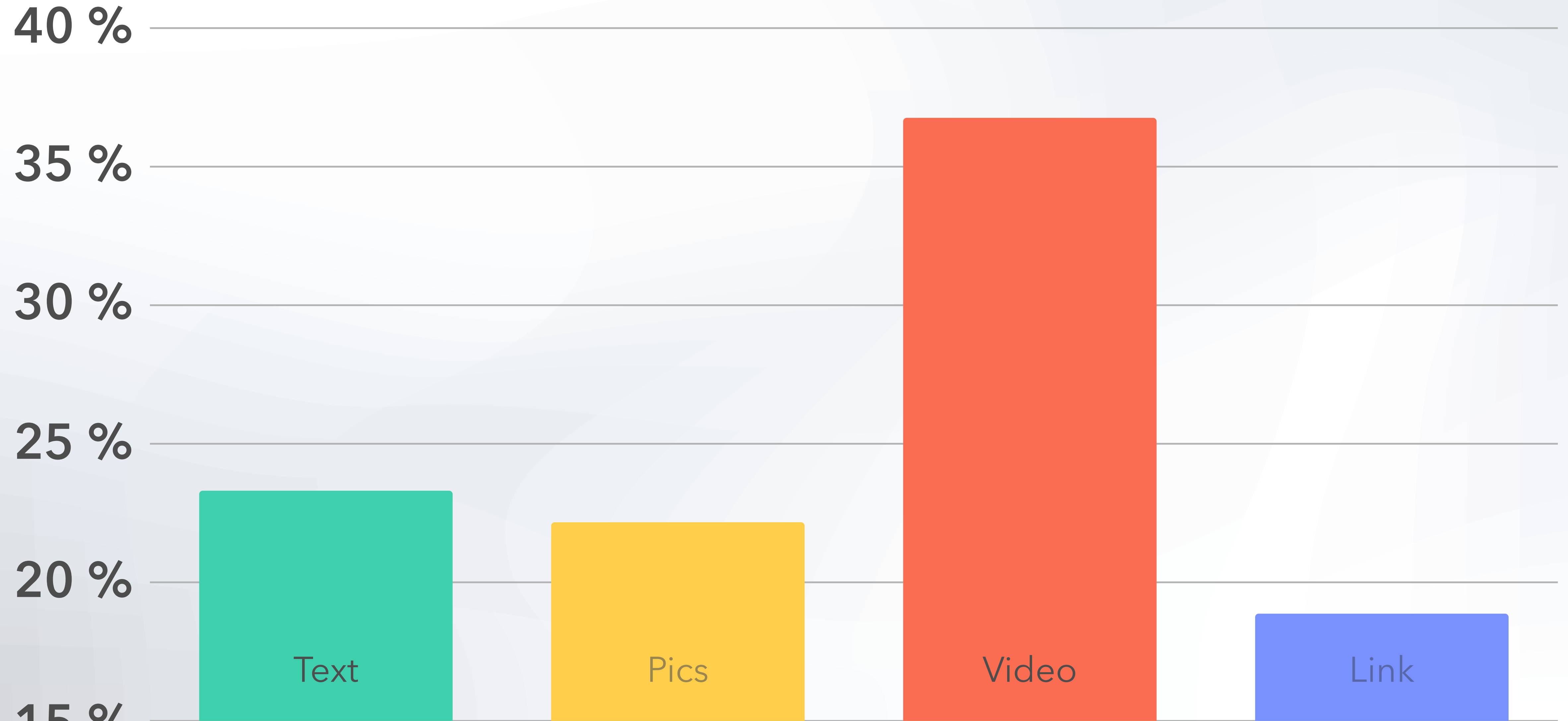




# §4

Relative Activity by Attachments in Posts

## Facebook



# §4

Relative Activity by Attachments in Posts

## OK

40 %

30 %

20 %

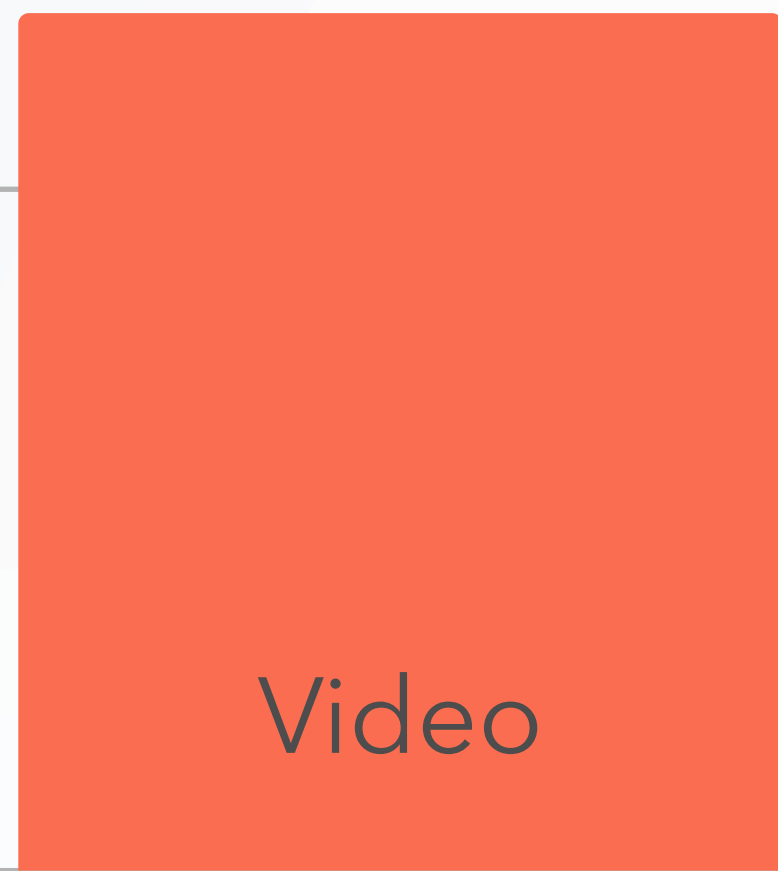
10 %



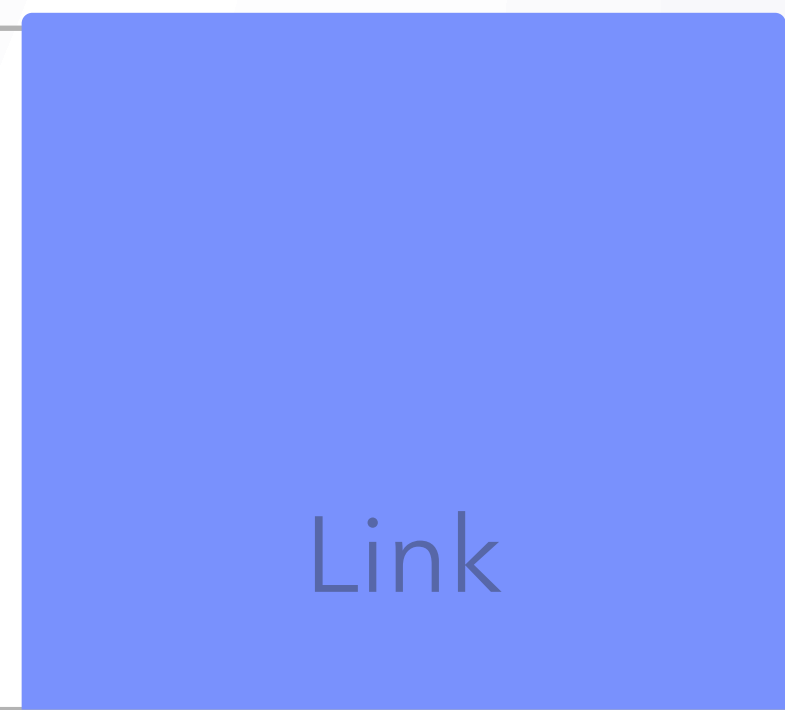
Text



Pics



Video

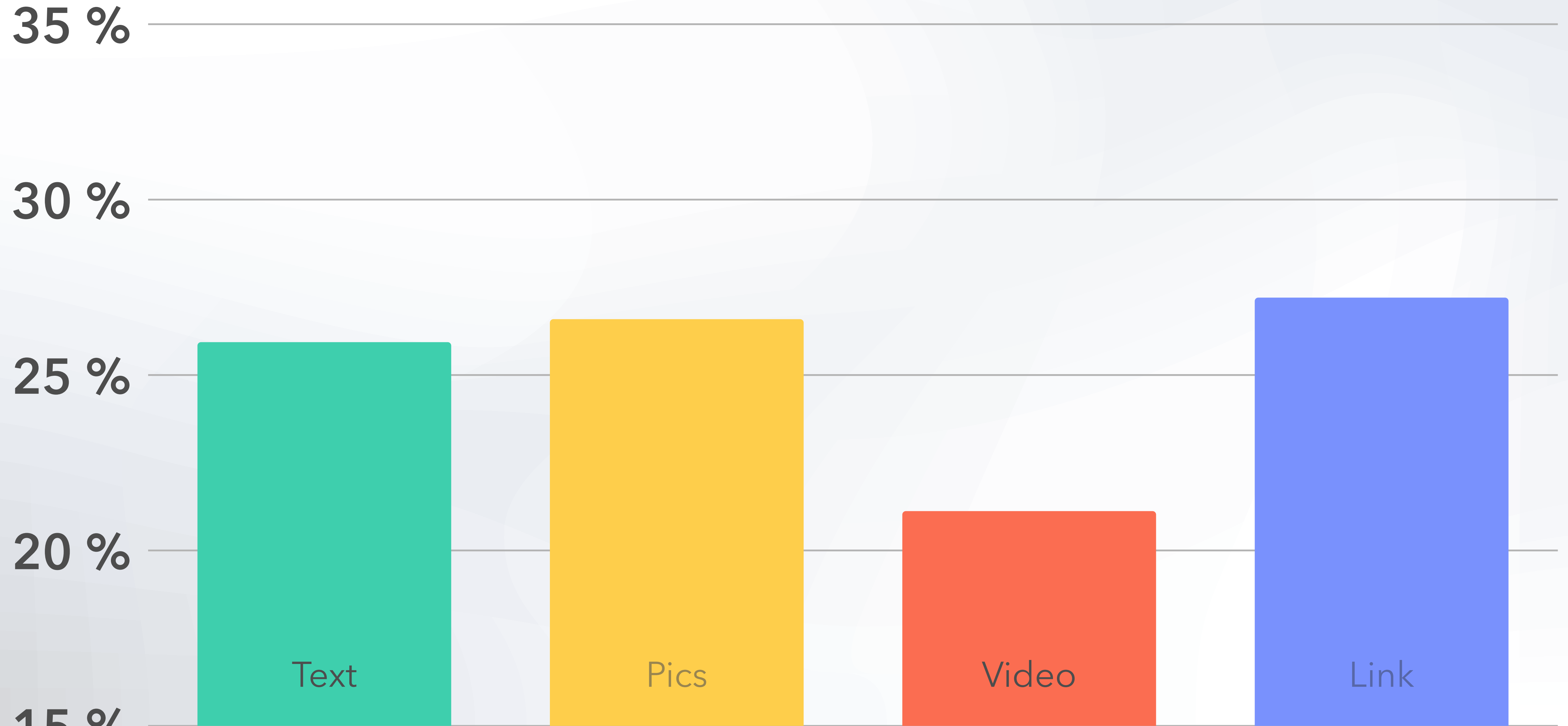


Link

# §4

Relative Activity by Attachments in Posts

## Instagram



# §4

Relative Activity by Attachments in Posts

## Twitter

35 %

30 %

25 %

20 %

15 %



Text

Pics

Video

Link

# §4

Relative Activity by Attachments in Posts

## Telegram

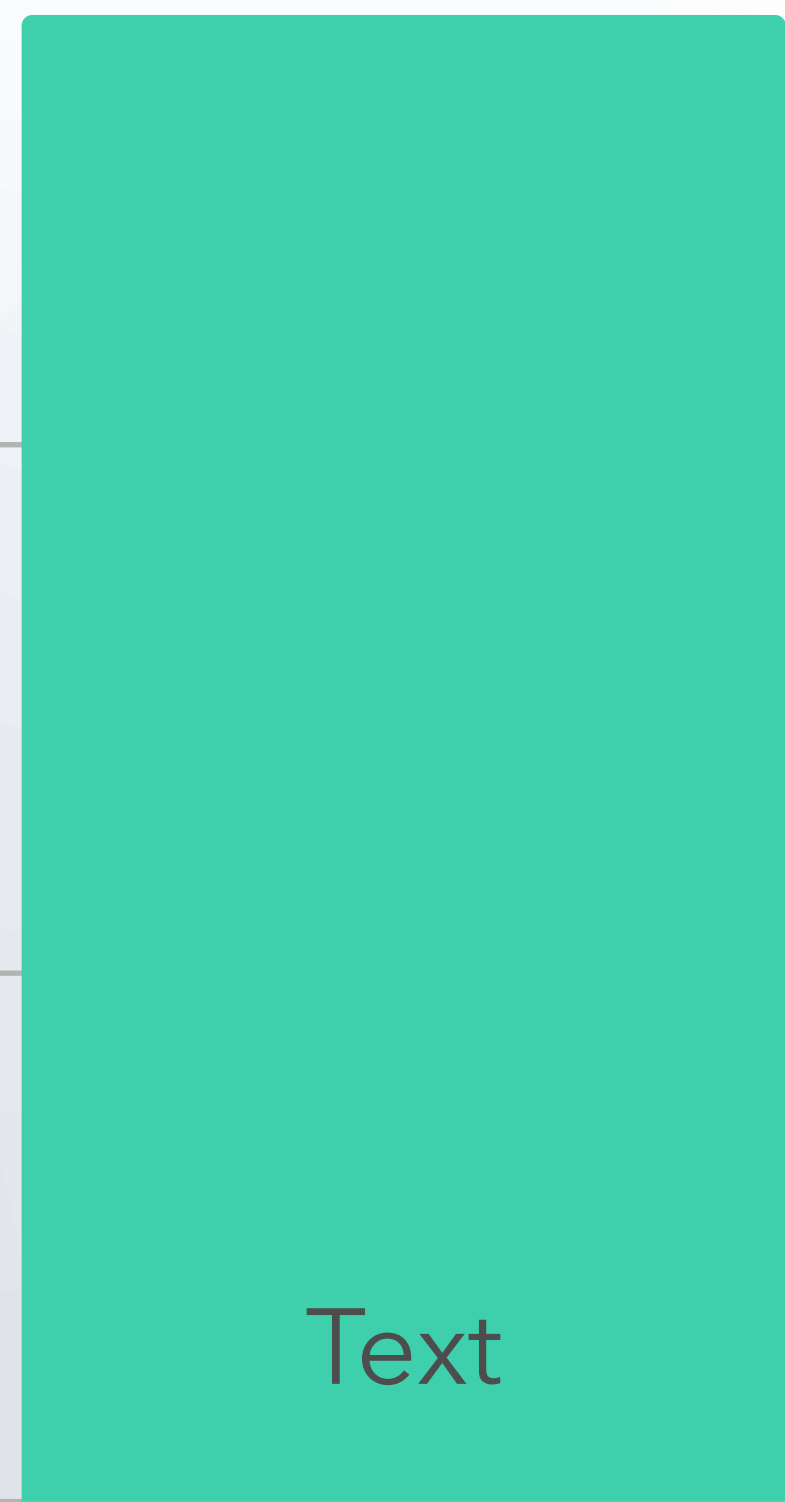
35 %

30 %

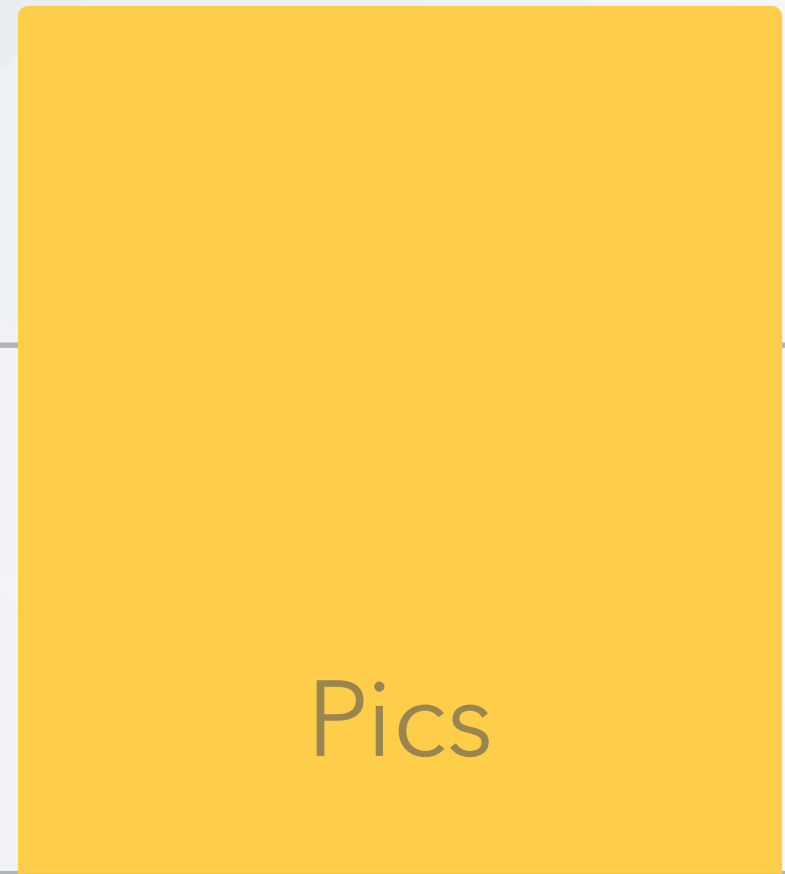
25 %

20 %

15 %



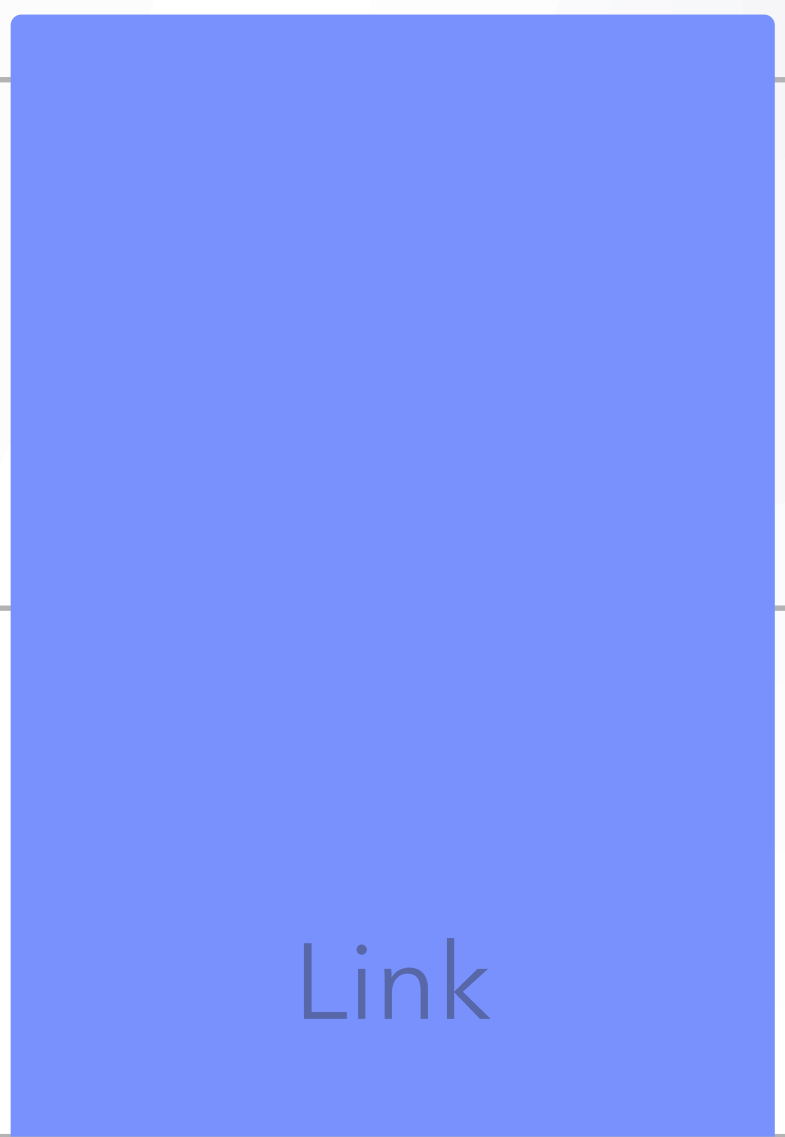
Text



Pics



Video

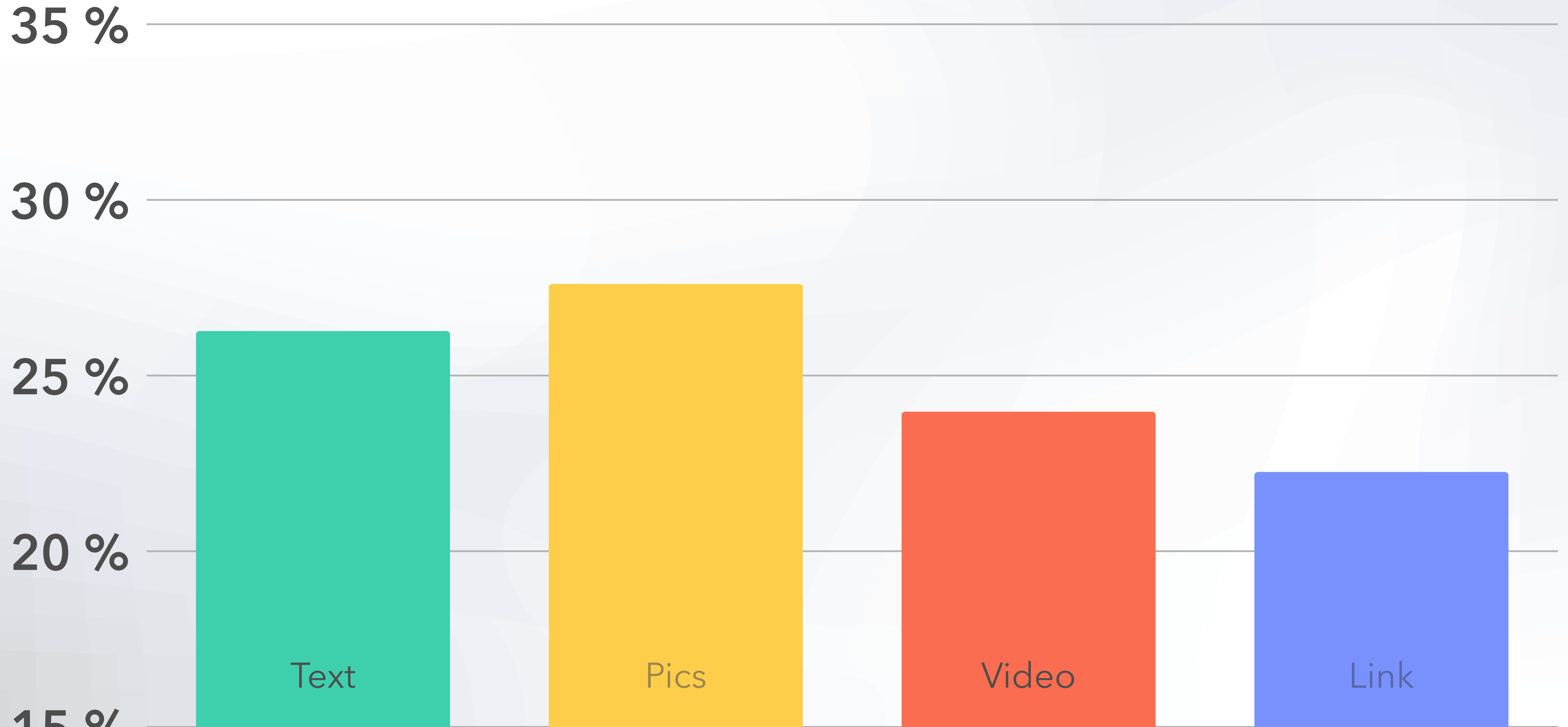


Link

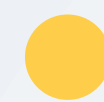
# §4

Relative Activity by Attachments in Posts

## Average by All Social Media's



# Average Engagement Rate of Pages by Count of Followers



# §5

Average Engagement Rate of Pages by Count of Followers

## Methodology I

### ER

(Engagement Rate) is a metric that demonstrates the percentage of followers that reacted, shared or commented on posts of the page. It shows how much people interact with the content.

For each page Popsters calculates two types of ER metric:

in terms of **the average post**  
& in terms of **the average day**

References: [trackmaven.com/marketing-dictionary/engagement-rate/](https://trackmaven.com/marketing-dictionary/engagement-rate/)  
[socialbakers.com/blog/1427-engagement-rate-a-metric-you-can-count-on](https://socialbakers.com/blog/1427-engagement-rate-a-metric-you-can-count-on)



# Methodology II

$$ER_{post} = \frac{\text{Total of all reactions for analyzing period} \\ \text{(likes, shares, comments, reactions for Facebook)}}{\left( \text{Count of posts such type} \right) \times \left( \text{Count of Followers} \\ \text{on the date} \right)} \times 100 \%$$

$$ER_{day} = \frac{\text{Total of all reactions for analyzing period} \\ \text{(likes, shares, comments, reactions for Facebook)}}{\left( \text{Count of days} \\ \text{in analyzing period} \right) \times \left( \text{Count of Followers} \\ \text{on the date} \right)} \times 100 \%$$

# §5

Average Engagement Rate of Pages by Count of Followers

## Methodology III

We categorized pages by 8 categories depending on count of followers:

> 1 000 000

> 500 000

> 200 000

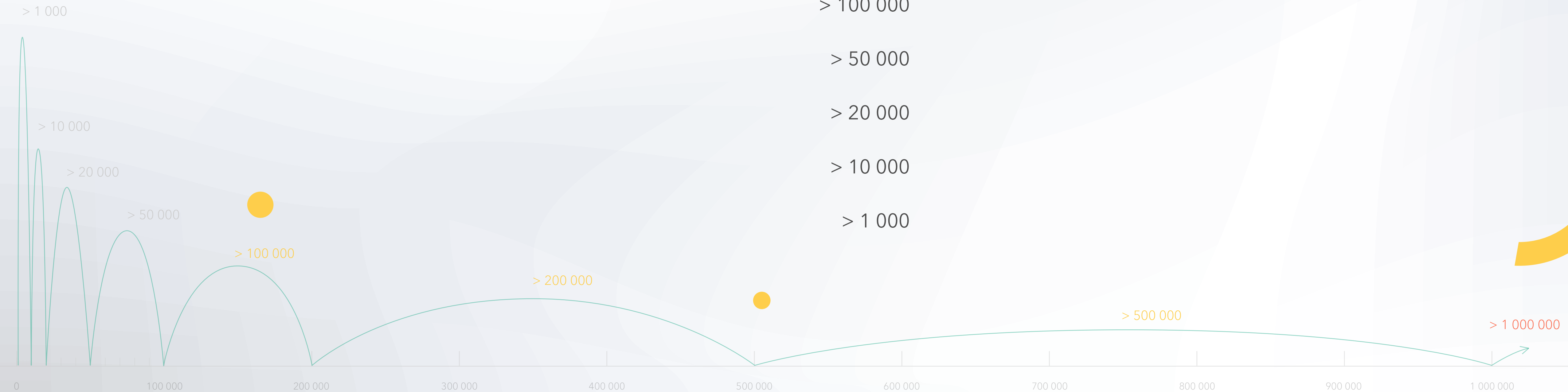
> 100 000

> 50 000

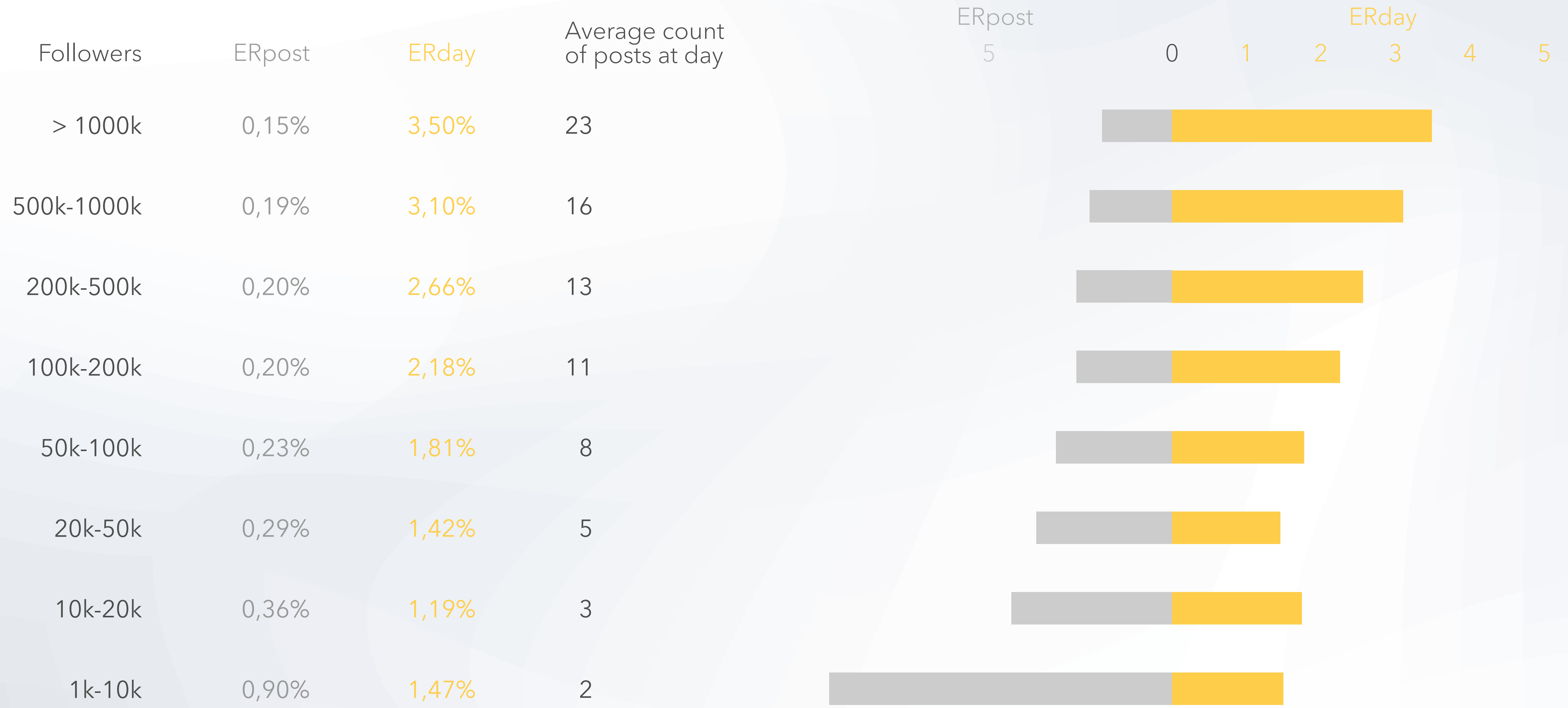
> 20 000

> 10 000

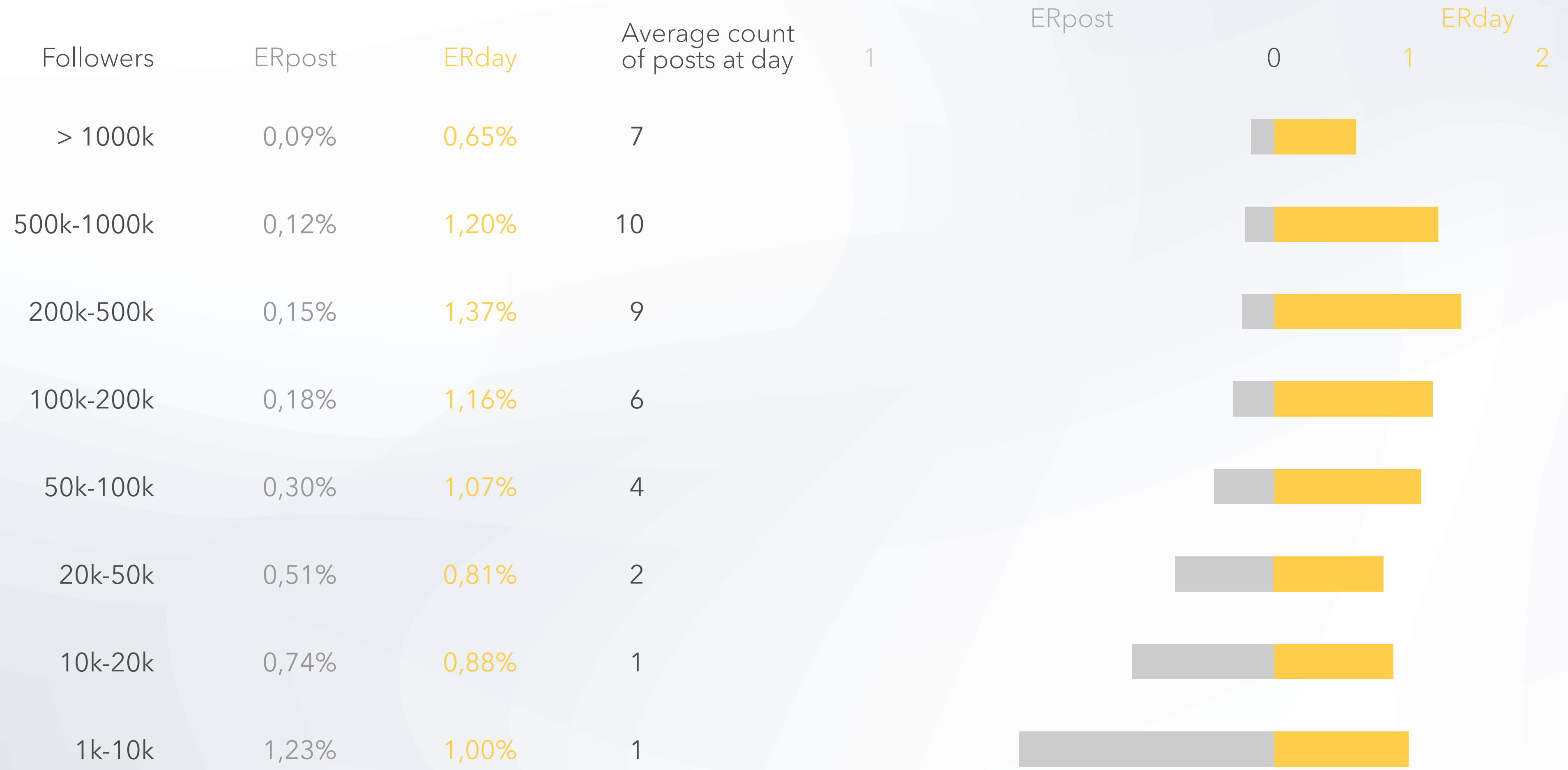
> 1 000



### VK



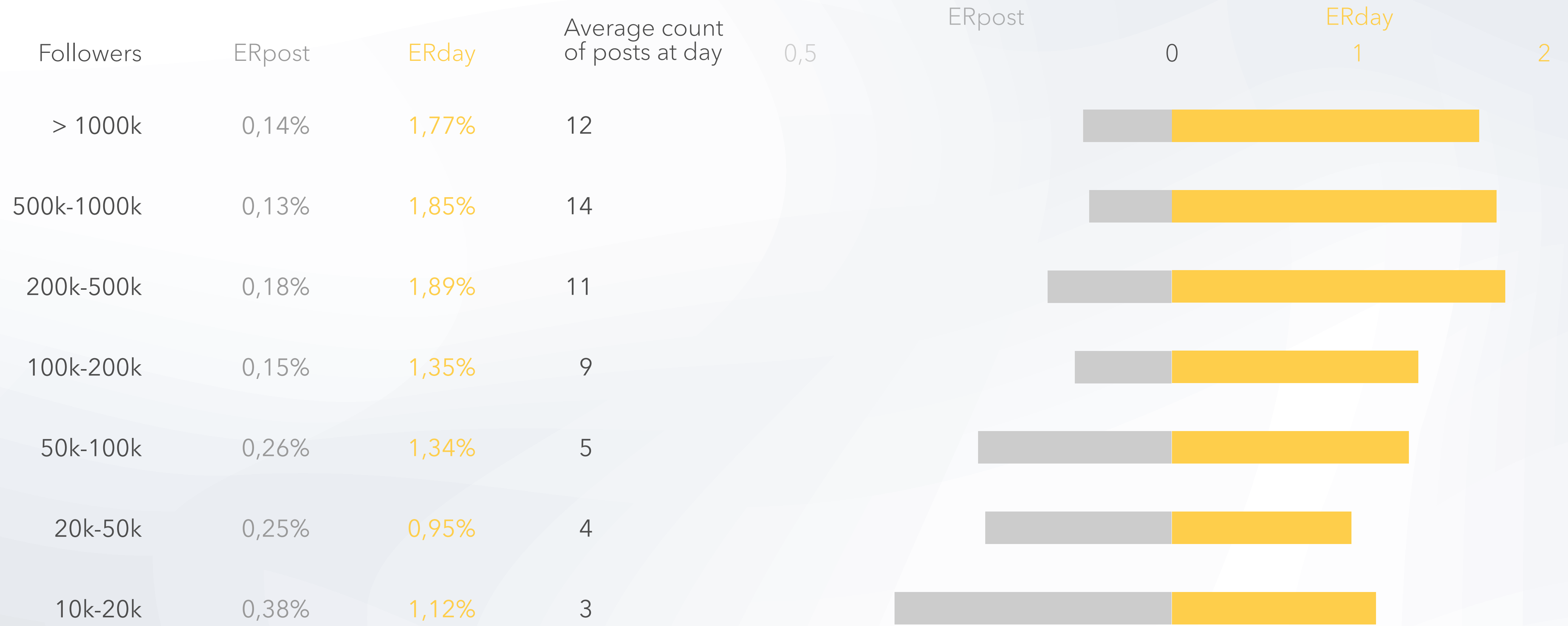
# Facebook



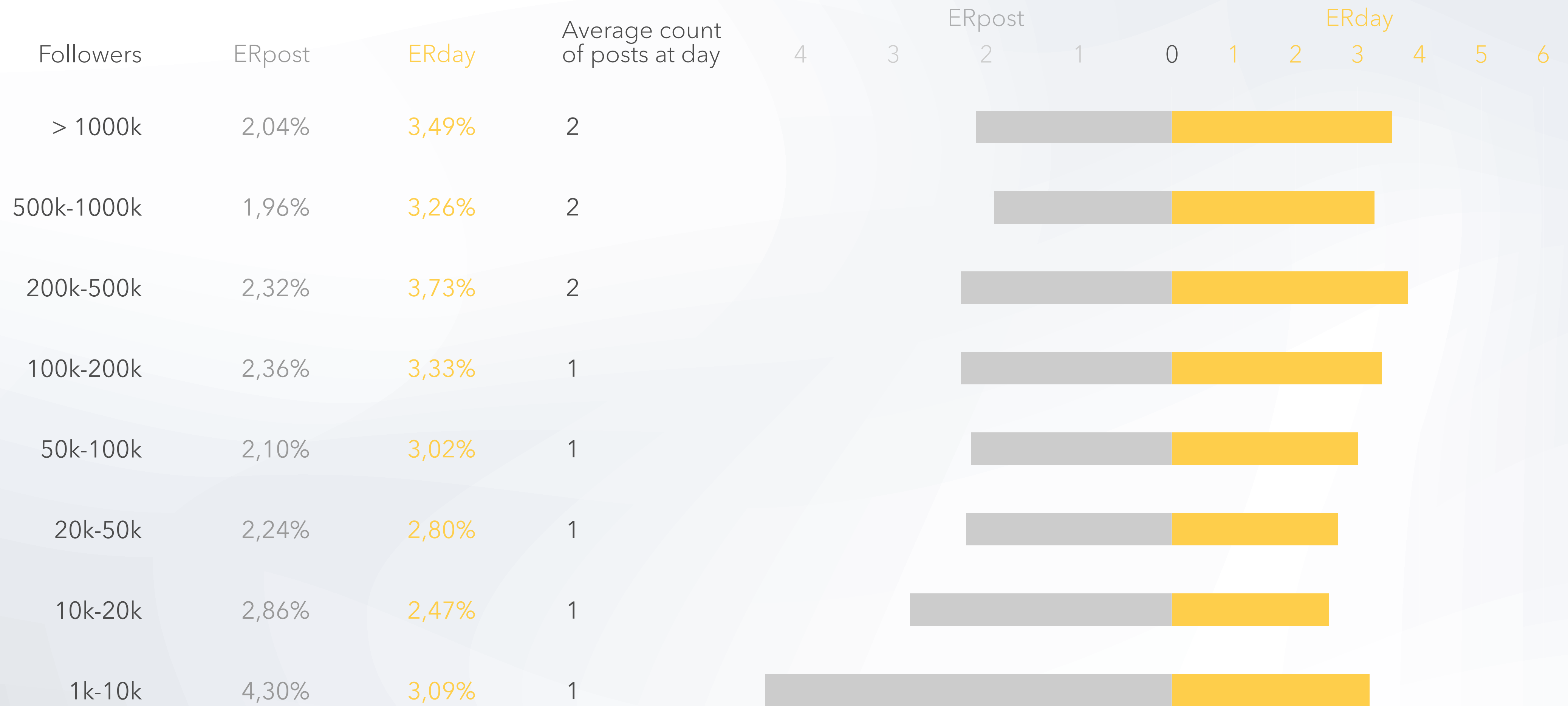
# §5

## Average Engagement Rate of Pages by Count of Followers

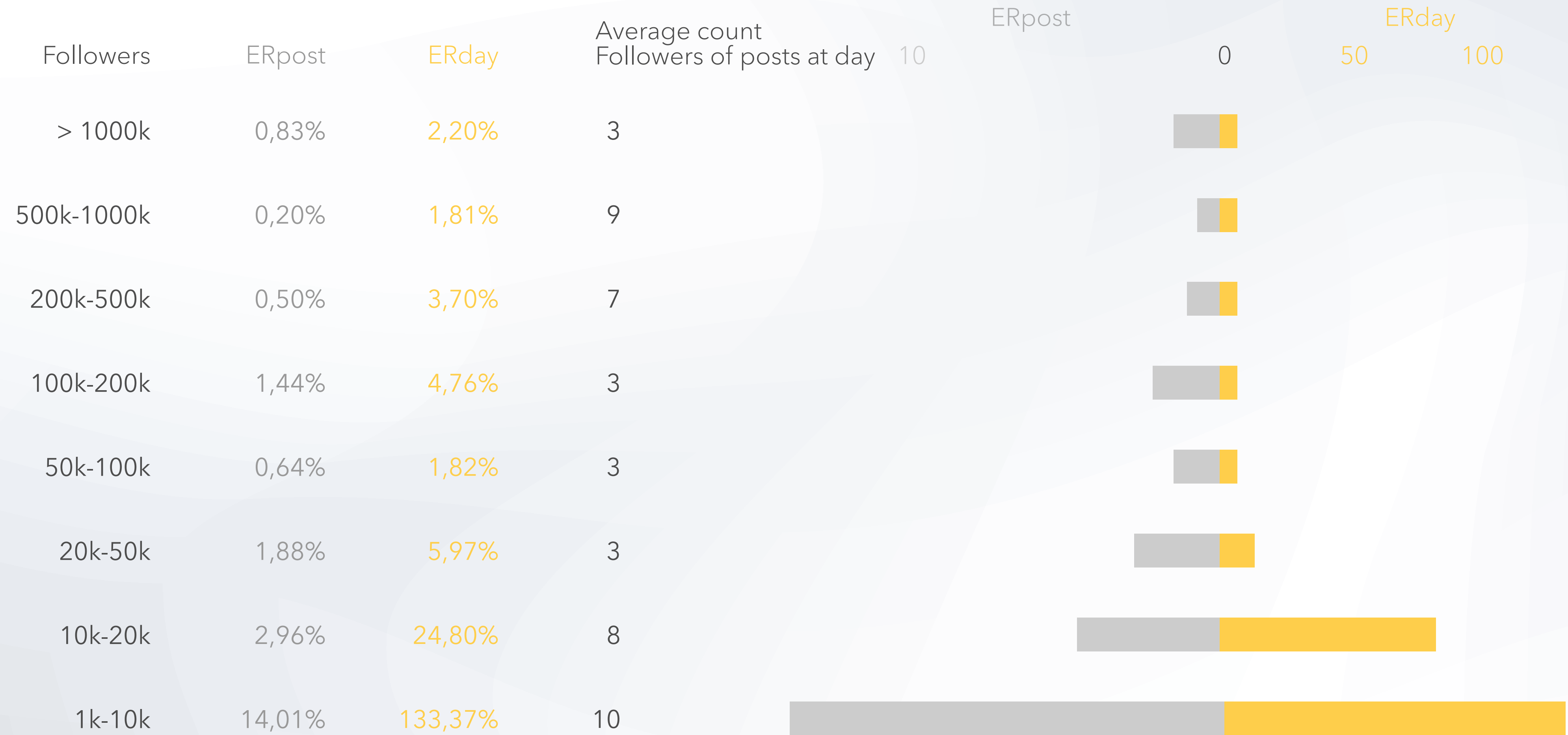
# OK



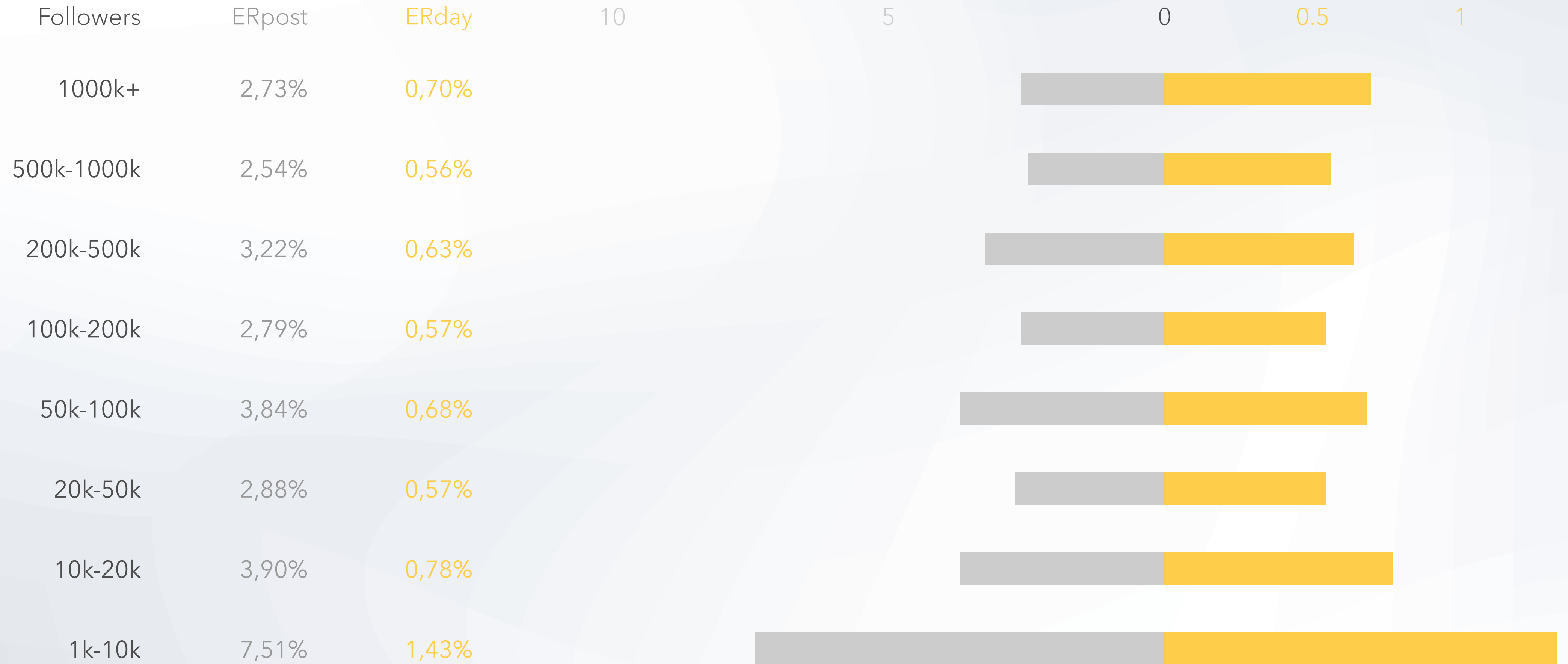
## Instagram



# Twitter



# YouTube







# Popsters

<https://popsters.us>