



# Popsters

## Social Networks Users Activity Report

The research of users activity for various types  
of content in Social Networks for 2019

# Data source

The research is based on 604 million social media posts by 934 thousands different pages were analyzed by Popsters users in 11 social networks for 2019:

Instagram, Facebook, Ok, VK, Twitter, Telegram, Coub, Tumblr, YouTube, Flickr and TikTok.

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

x 100%

## 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

## Facebook

15%

14,3

14,0

14,0

14,2

14,2

14,3

15,0

14%

13%

12%

Mon

Tue

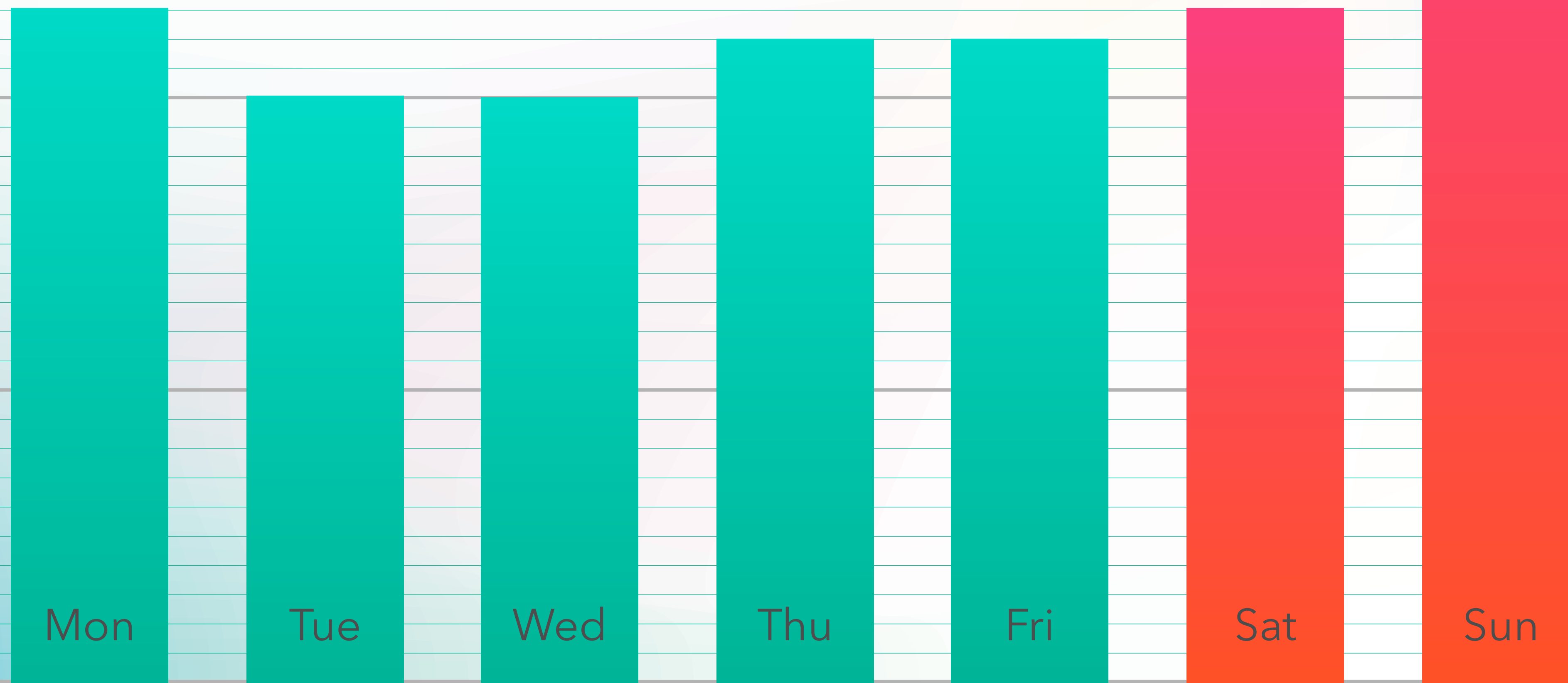
Wed

Thu

Fri

Sat

Sun



# §1

Relative Activity by Days of Week

## Instagram

15%

14,5

14,3

14,3

14,2

14,3

14,1

14,3

14%

13%

12%

Mon

Tue

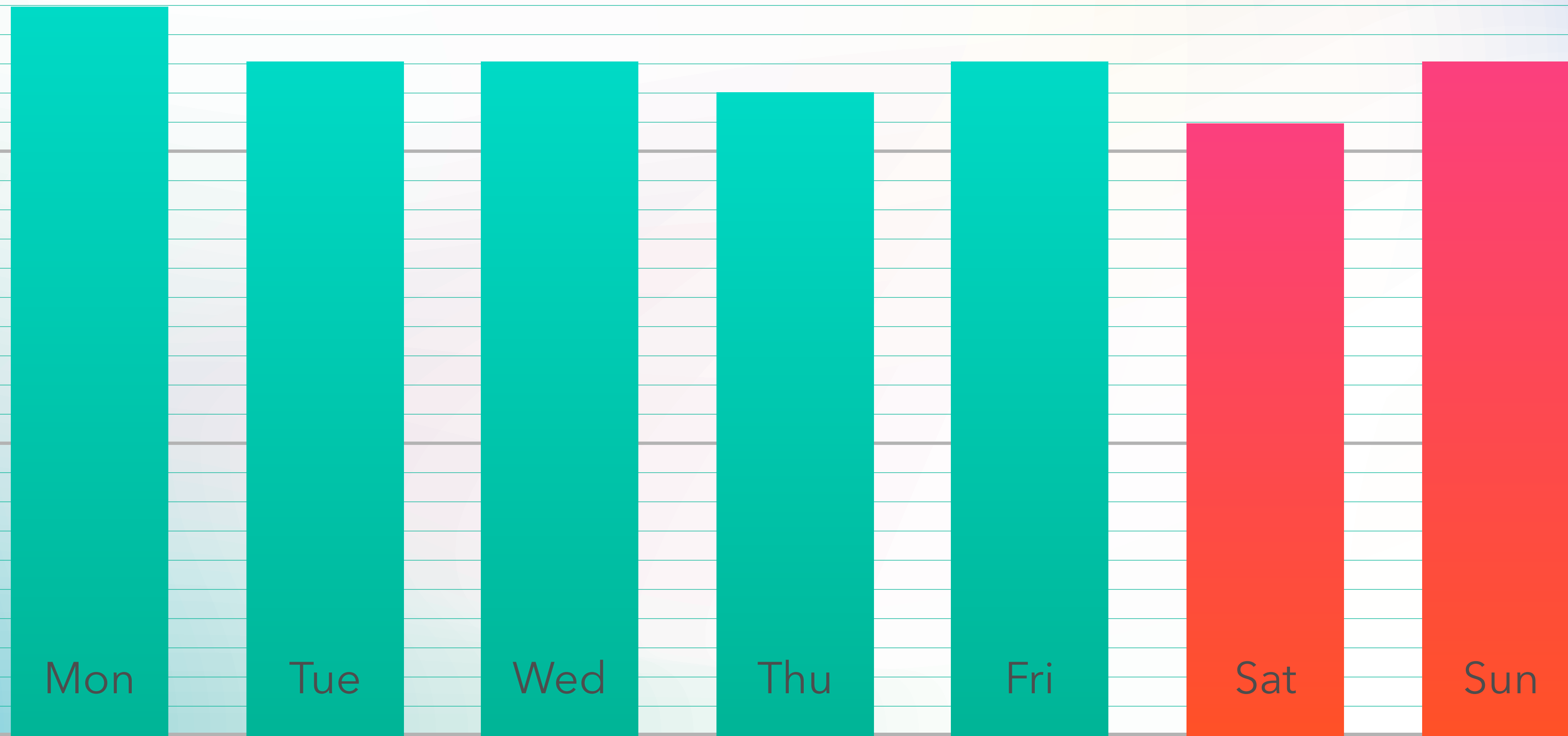
Wed

Thu

Fri

Sat

Sun



# §1

Relative Activity by Days of Week

## Twitter

18%

13,6

13,2

14,3

13,1

13,1

15,2

17,6

16%

14%

12%

Mon

Tue

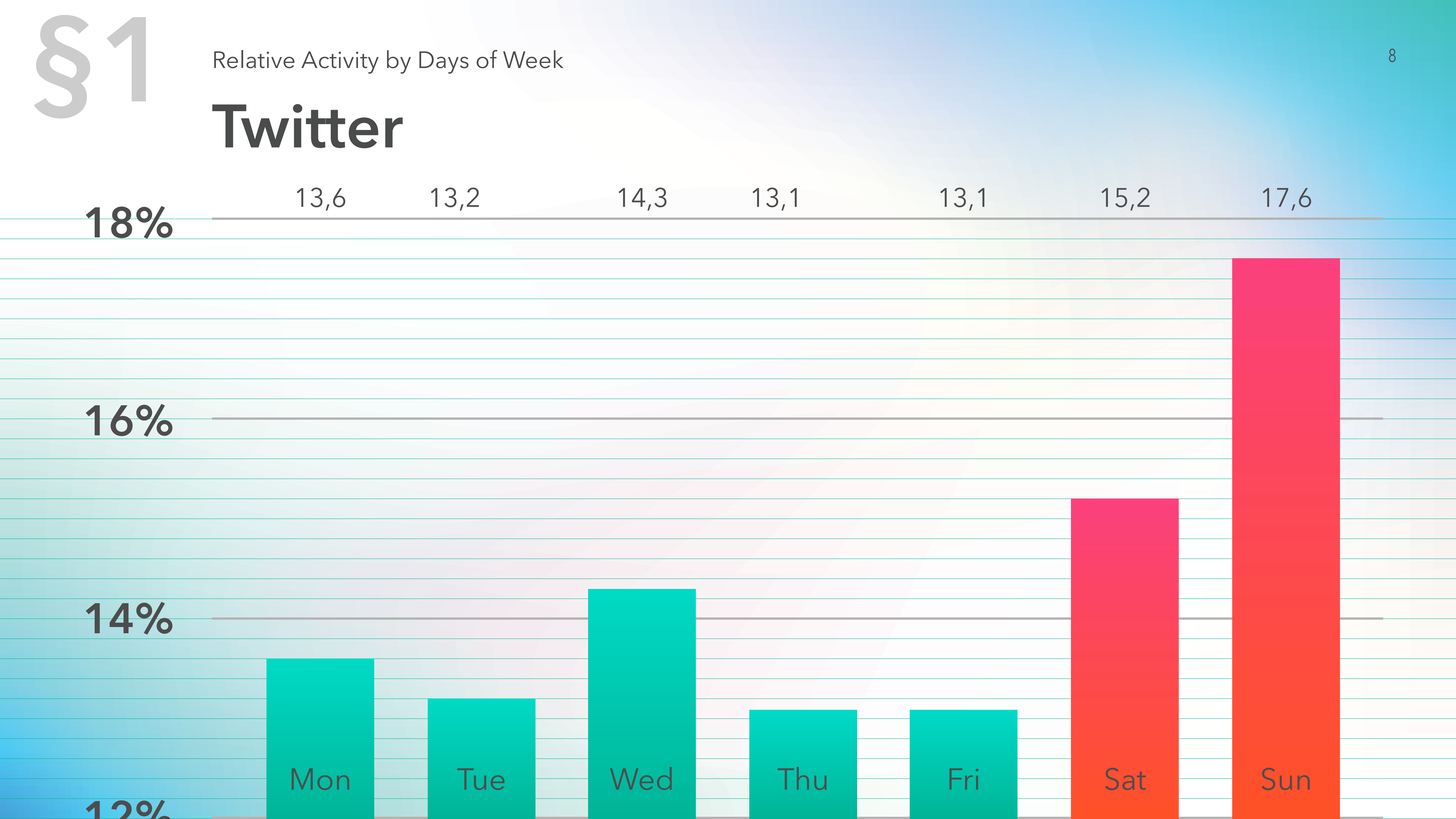
Wed

Thu

Fri

Sat

Sun





# §1

Relative Activity by Days of Week

## YouTube

15%

13,8

14,0

14,2

14,5

14,3

14,5

14,6

14%

13%

12%

Mon

Tue

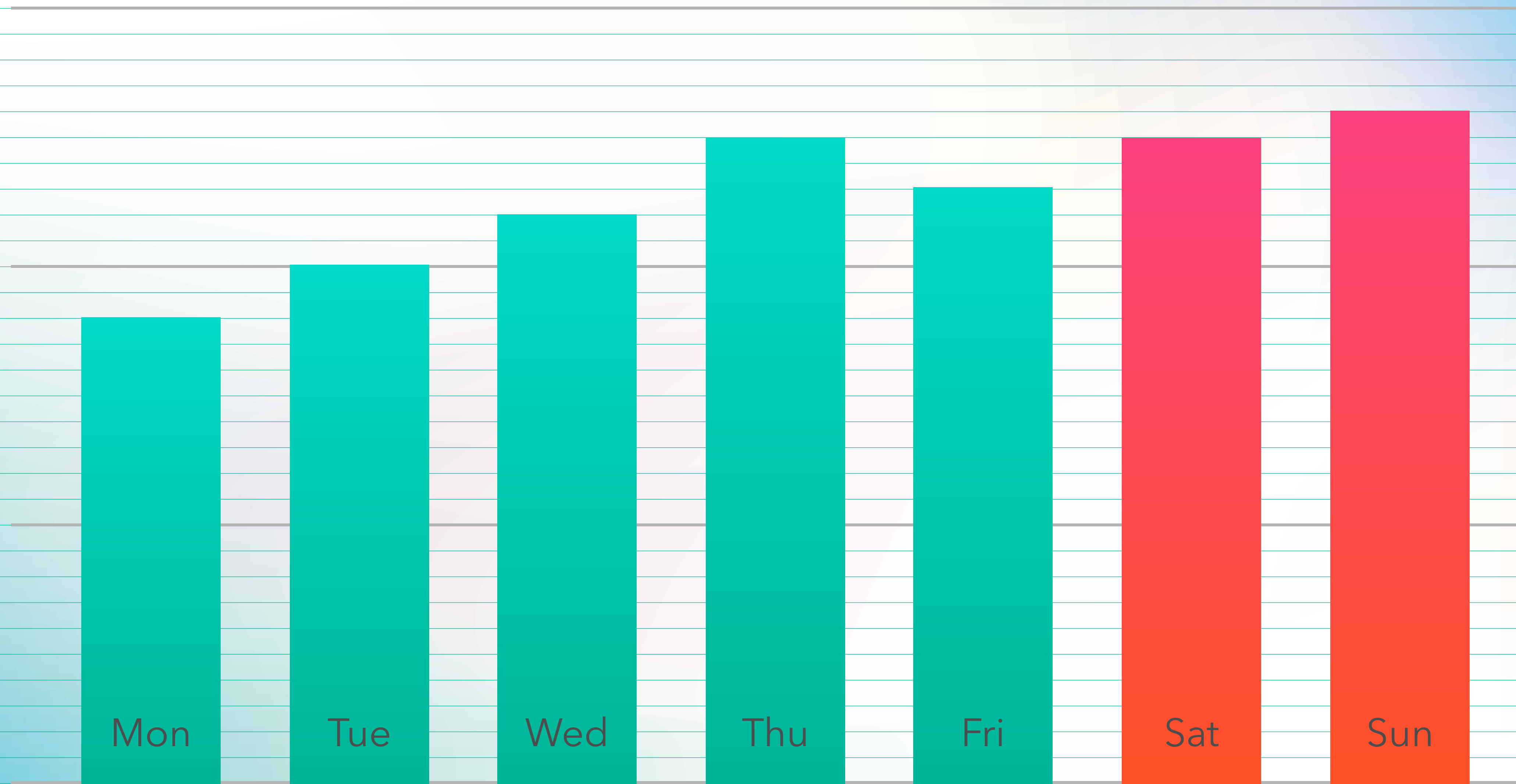
Wed

Thu

Fri

Sat

Sun



# §1

Relative Activity by Days of Week

10

## Tumblr

20%

14,2

14,0

14,0

17,3

12,9

16,0

11,5

16%

12%

8%

Mon

Tue

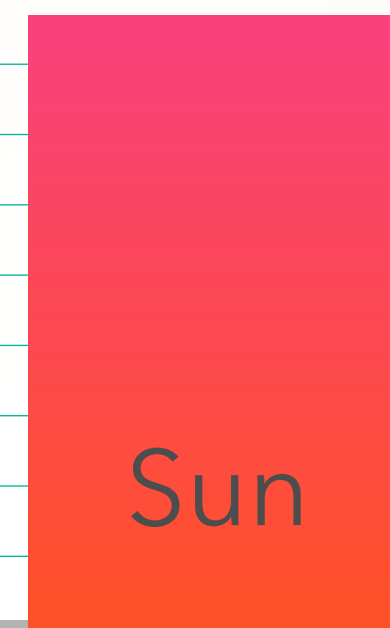
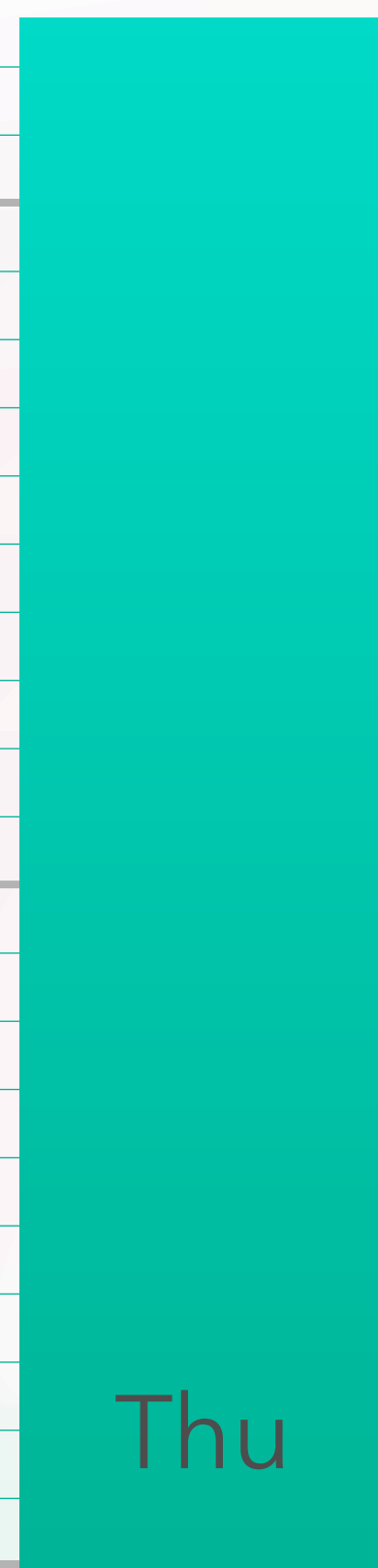
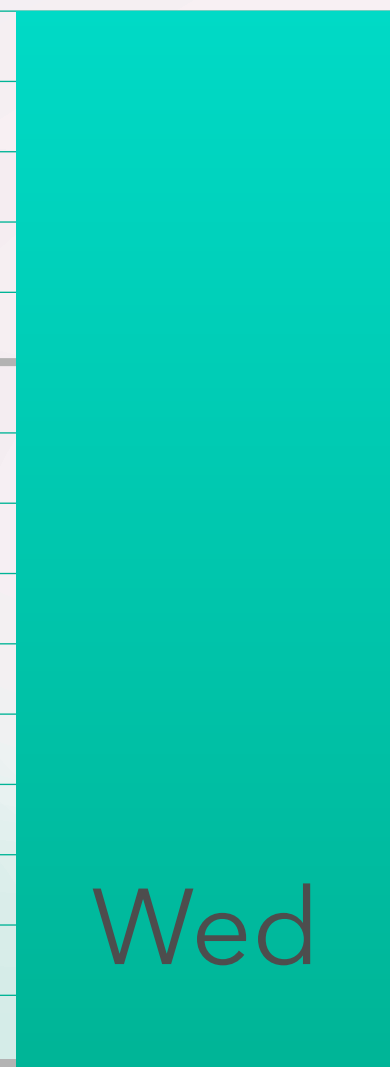
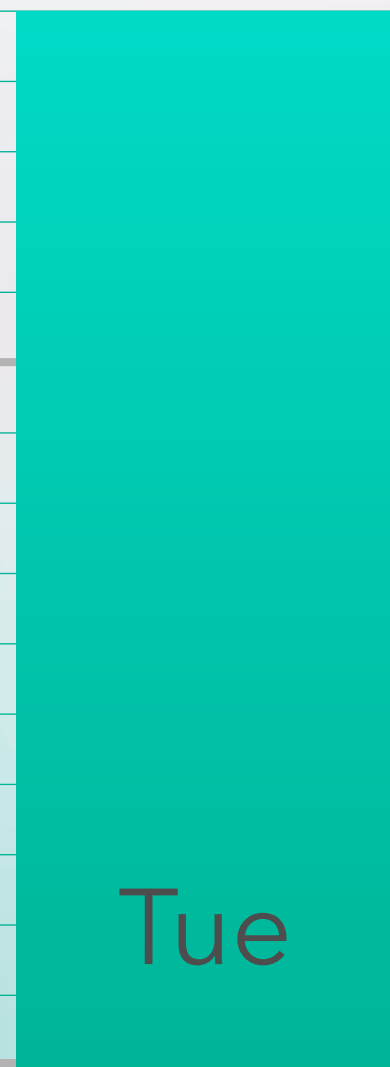
Wed

Thu

Fri

Sat

Sun



# §1

Relative Activity by Days of Week

## TikTok

16%

13,8

14,0

13,6

14,9

12,7

15,5

15,5

14%

12%

10%

Mon

Tue

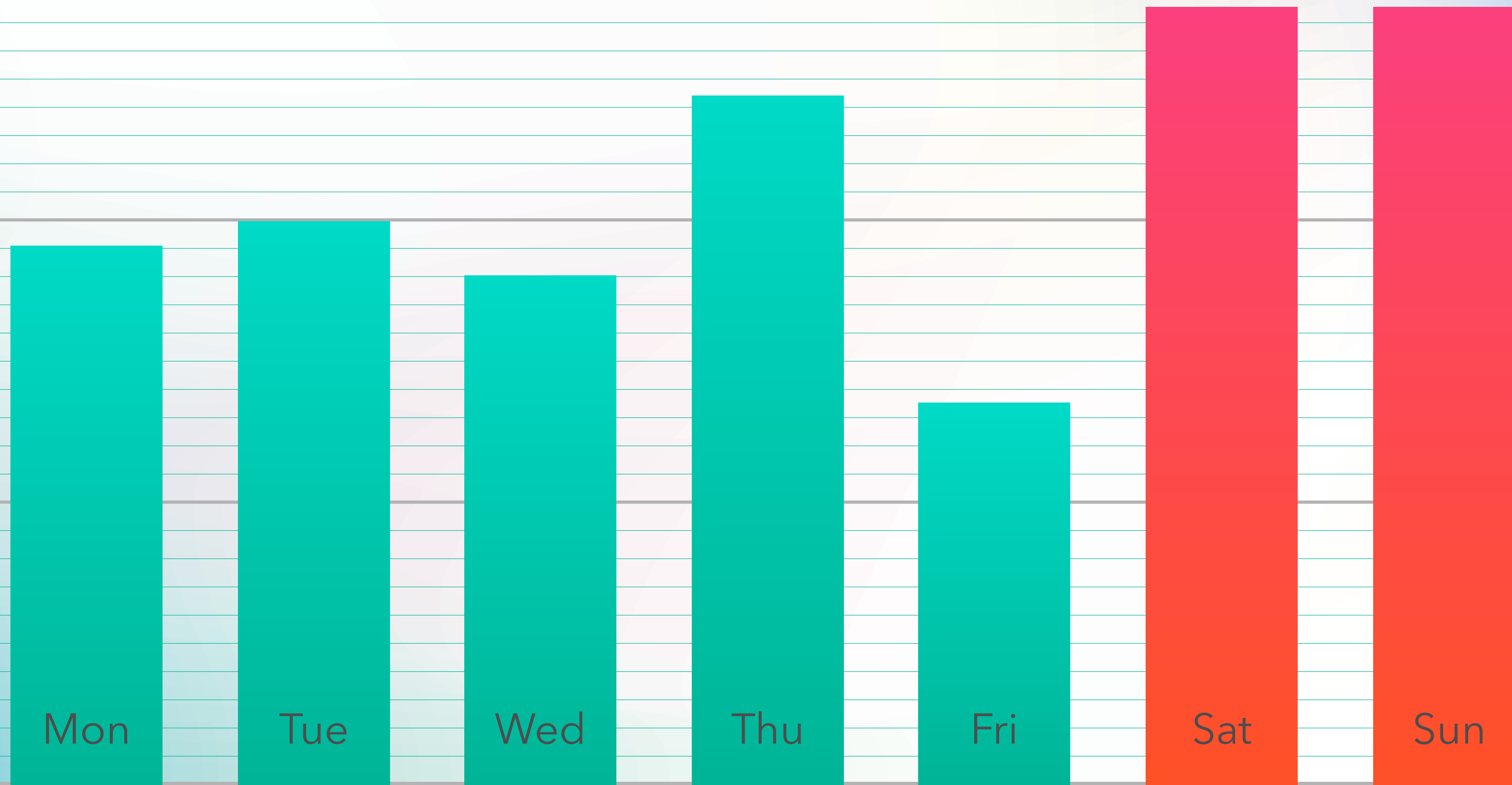
Wed

Thu

Fri

Sat

Sun



# §1

## Relative Activity by Days of Week

12

### VK

15%

14,6

14,3

14,3

14,2

14,3

14,0

14,3

14%

13%

12%

Mon

Tue

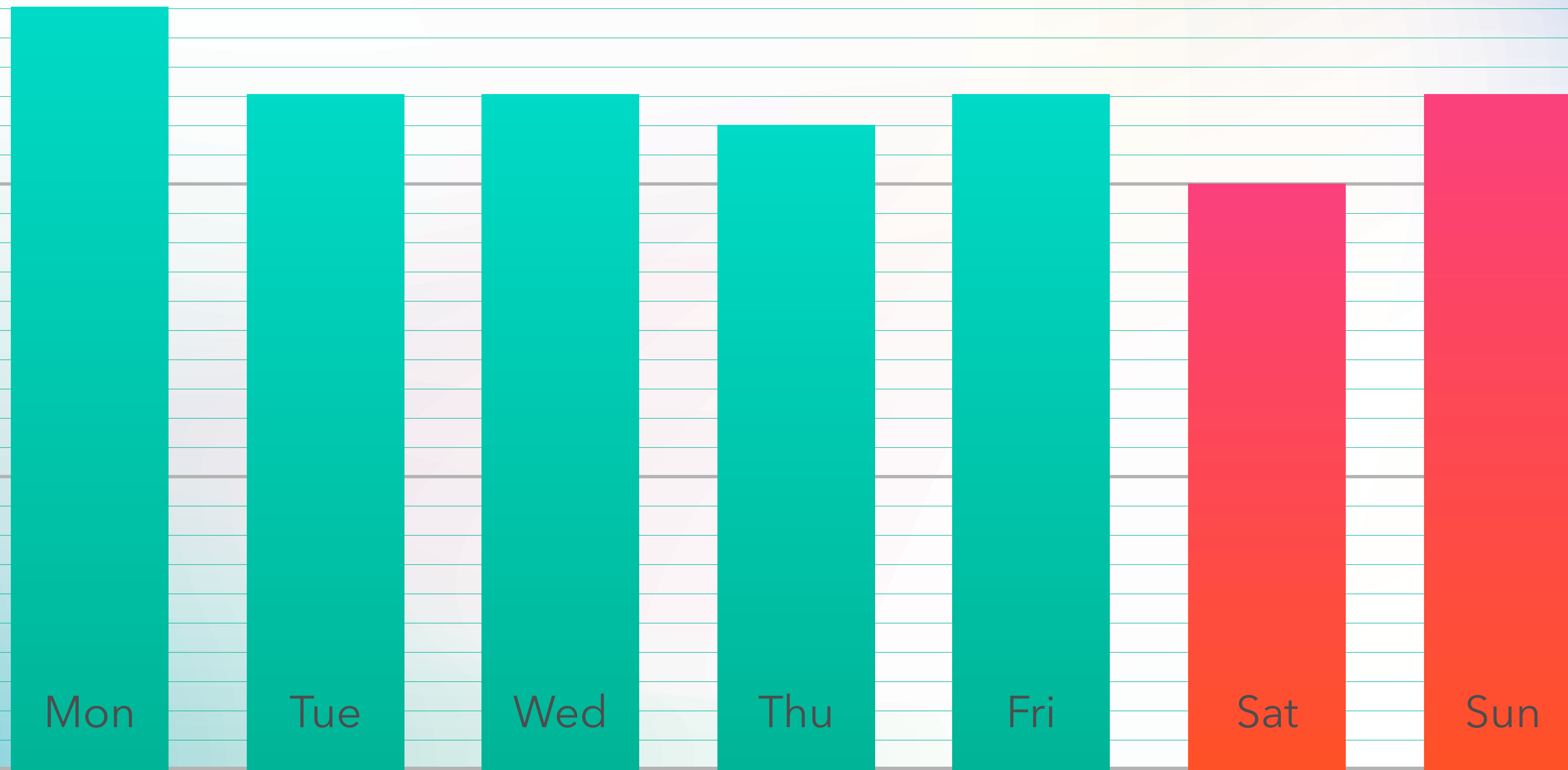
Wed

Thu

Fri

Sat

Sun



# §1

## Relative Activity by Days of Week

# OK

15%

14,7

14,5

14,2

14,2

14,6

13,7

14,1

14%

13%

12%

Mon

Tue

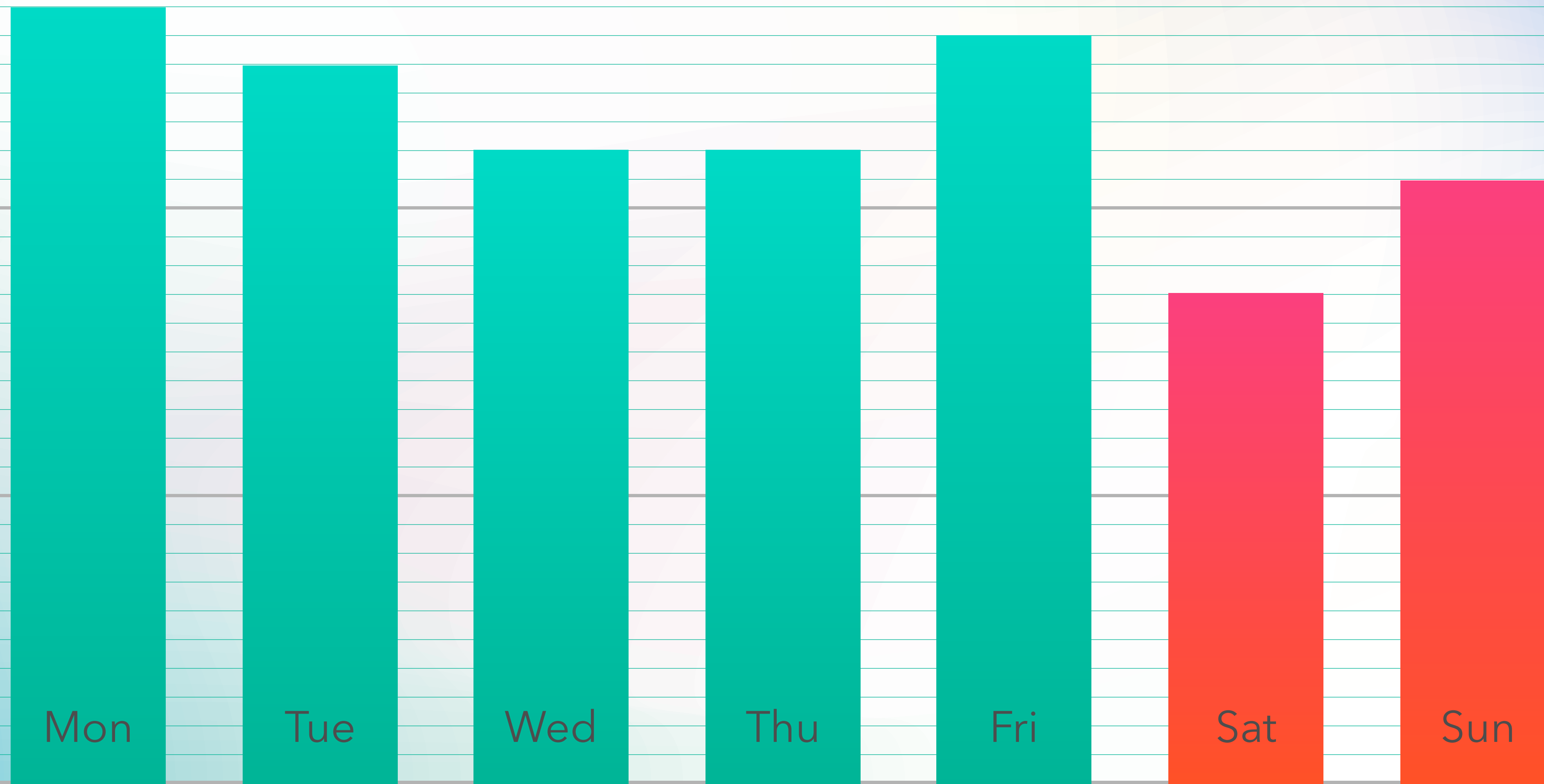
Wed

Thu

Fri

Sat

Sun



# §1

Relative Activity by Days of Week

14

## Telegram

15%

14,3

13,8

14,1

14,1

14,7

14,9

14,1

14%

13%

12%

Mon

Tue

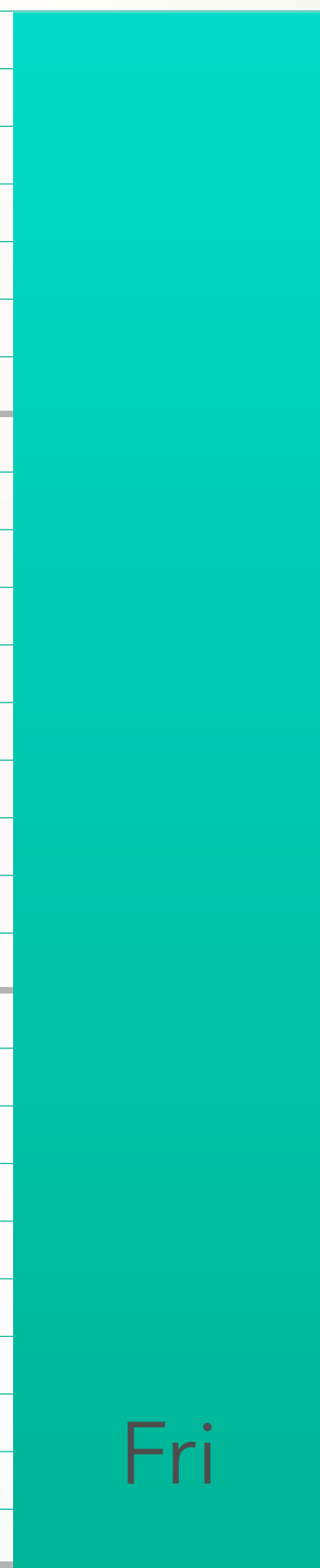
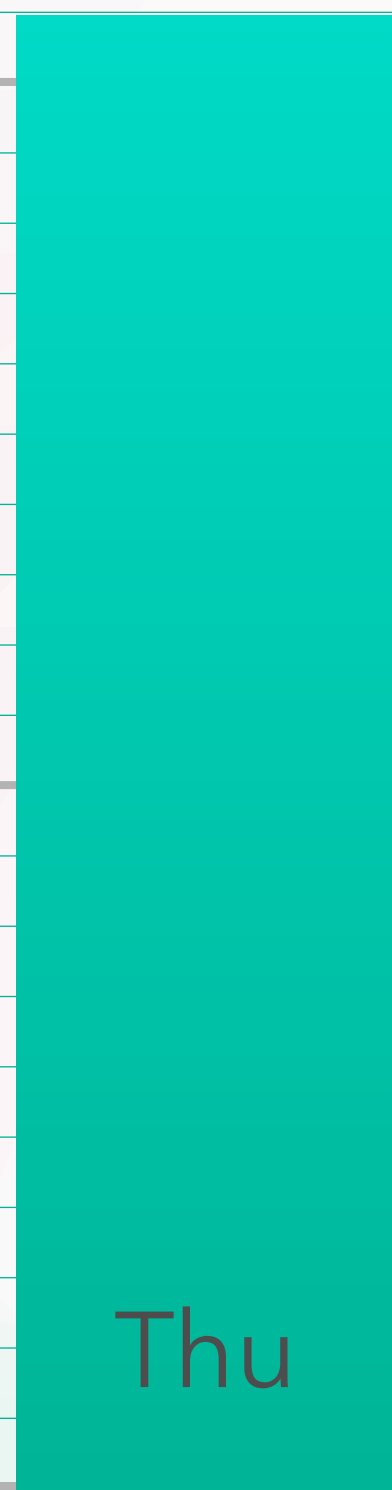
Wed

Thu

Fri

Sat

Sun



# §1

Relative Activity by Days of Week

15

## Flickr

20%

16,1

12,9

11,2

18,1

11,5

12,8

17,4

16%

12%

8%

Mon

Tue

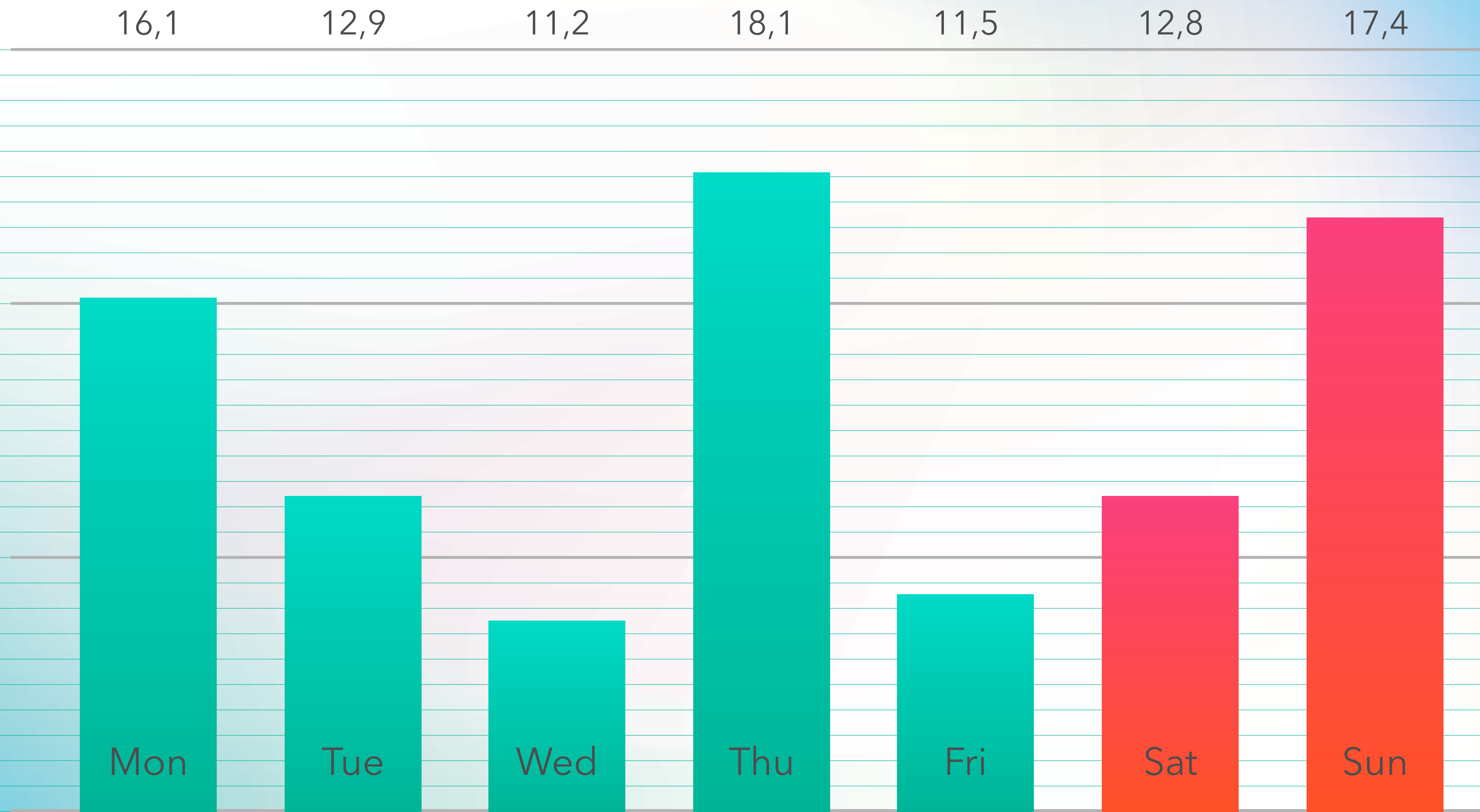
Wed

Thu

Fri

Sat

Sun



# §1

Relative Activity by Days of Week

## Coub

20%

14,9

11,5

14,6

11,6

14,5

16,2

16,8

16%

12%

8%

Mon

Tue

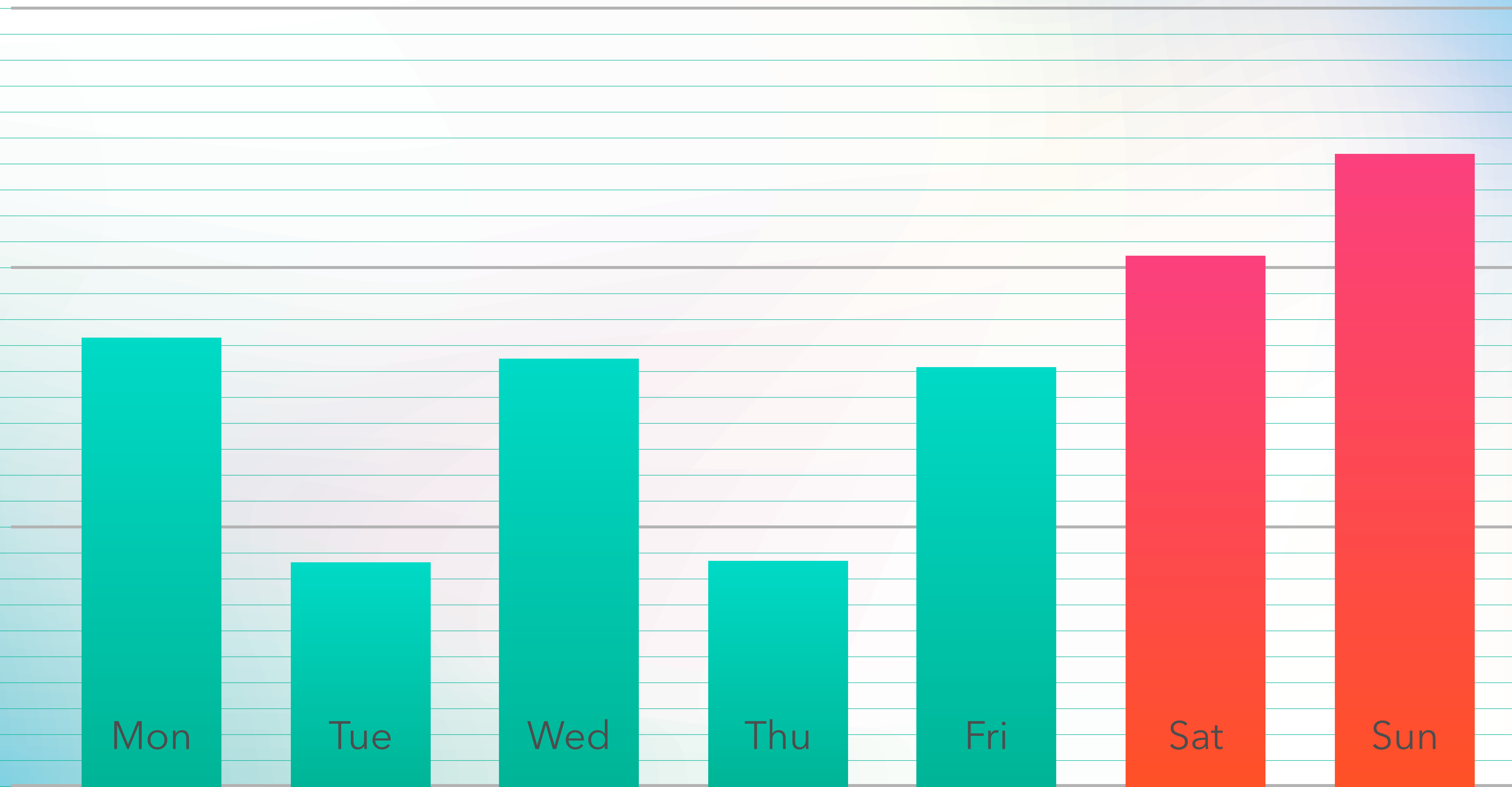
Wed

Thu

Fri

Sat

Sun

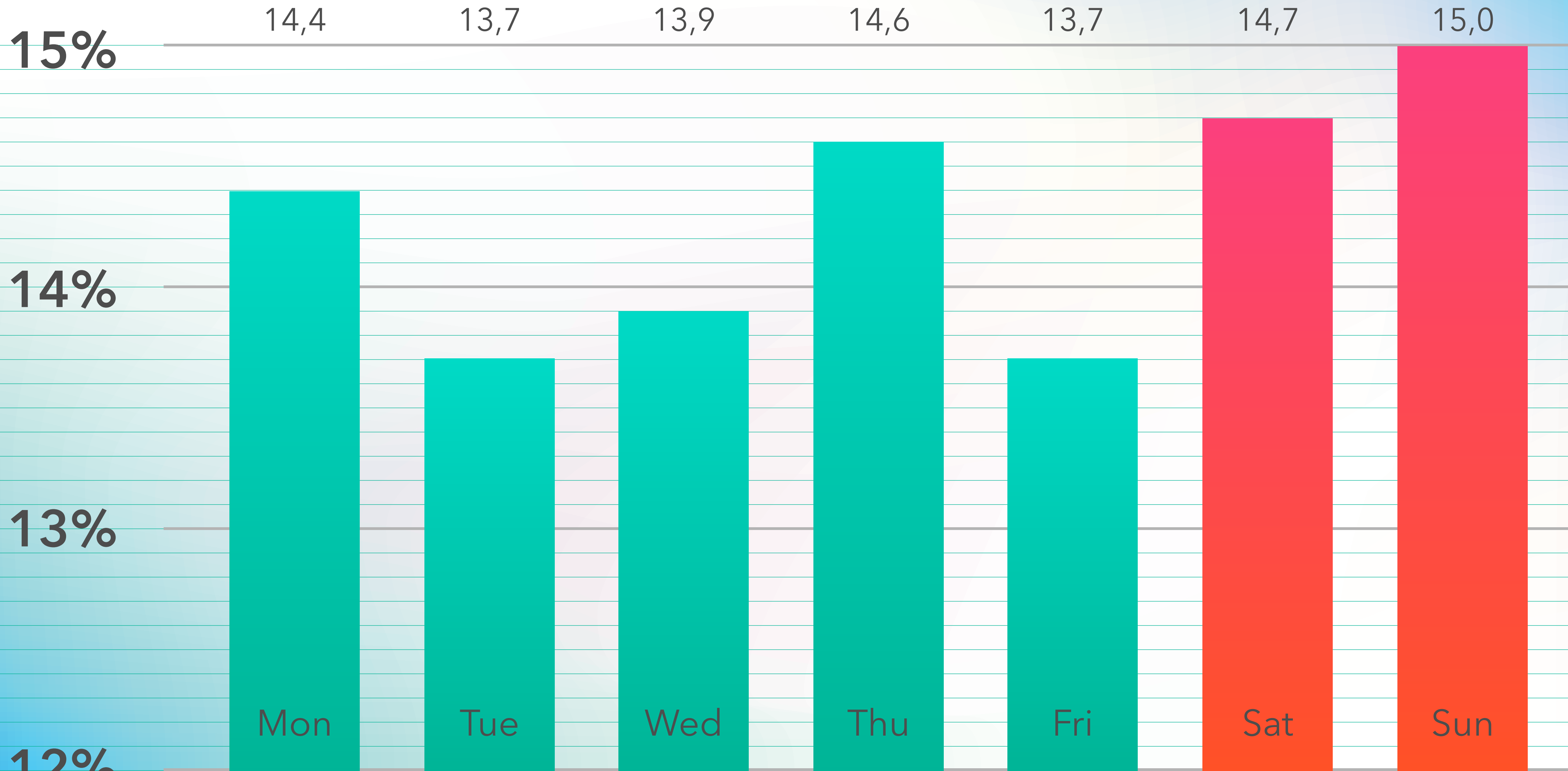




§1

Relative Activity by Days of Week

# Average by All Social Networks



# 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

x 100%

## 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

## Facebook

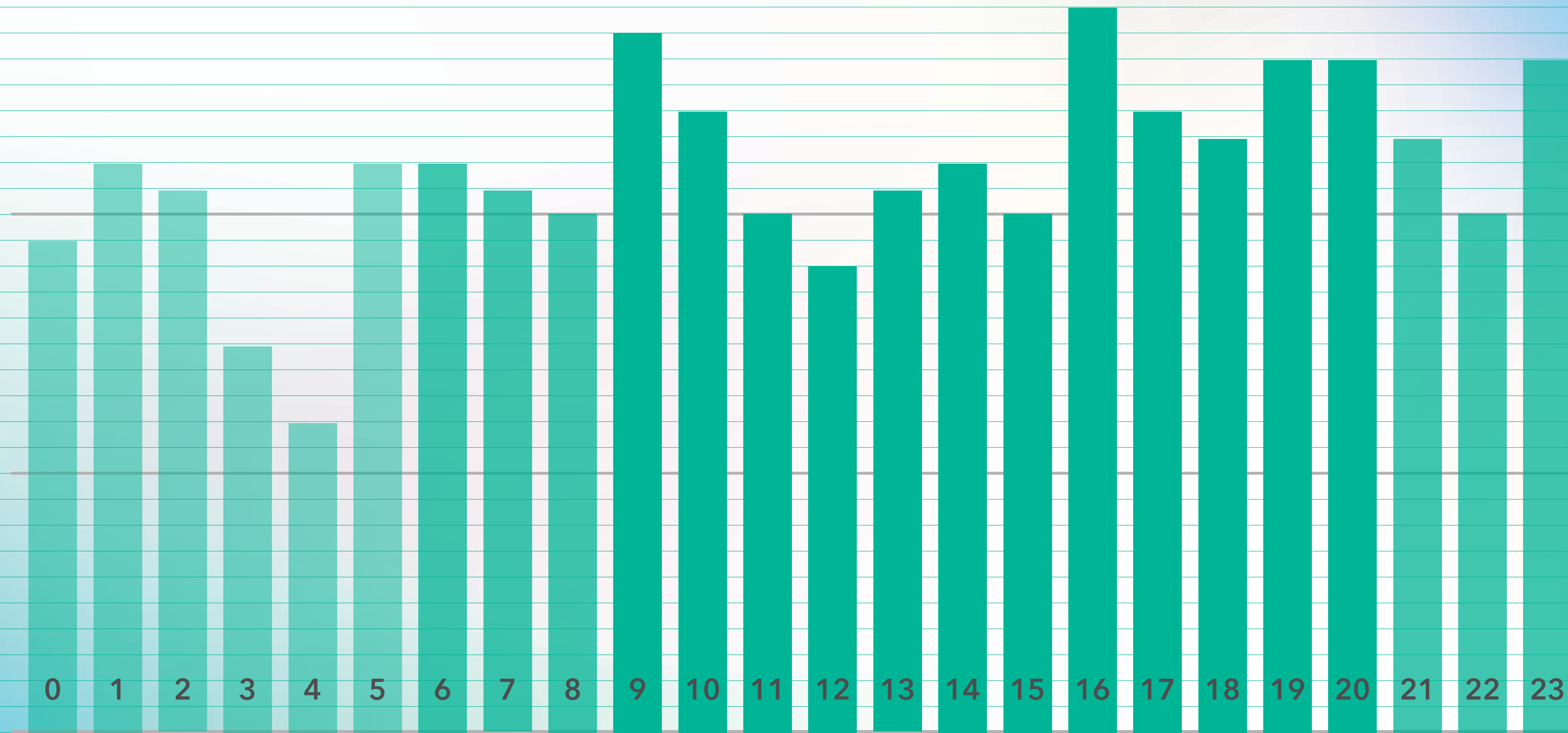
0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
3,9	4,2	4,1	3,5	3,2	4,2	4,2	4,1	4,0	4,7	4,4	4,0	3,8	4,1	4,2	4,0	4,8	4,4	4,3	4,6	4,6	4,3	4,0	4,6

5%

4%

3%

2%



# § 2

Relative Activity by Hours of Day

## Instagram

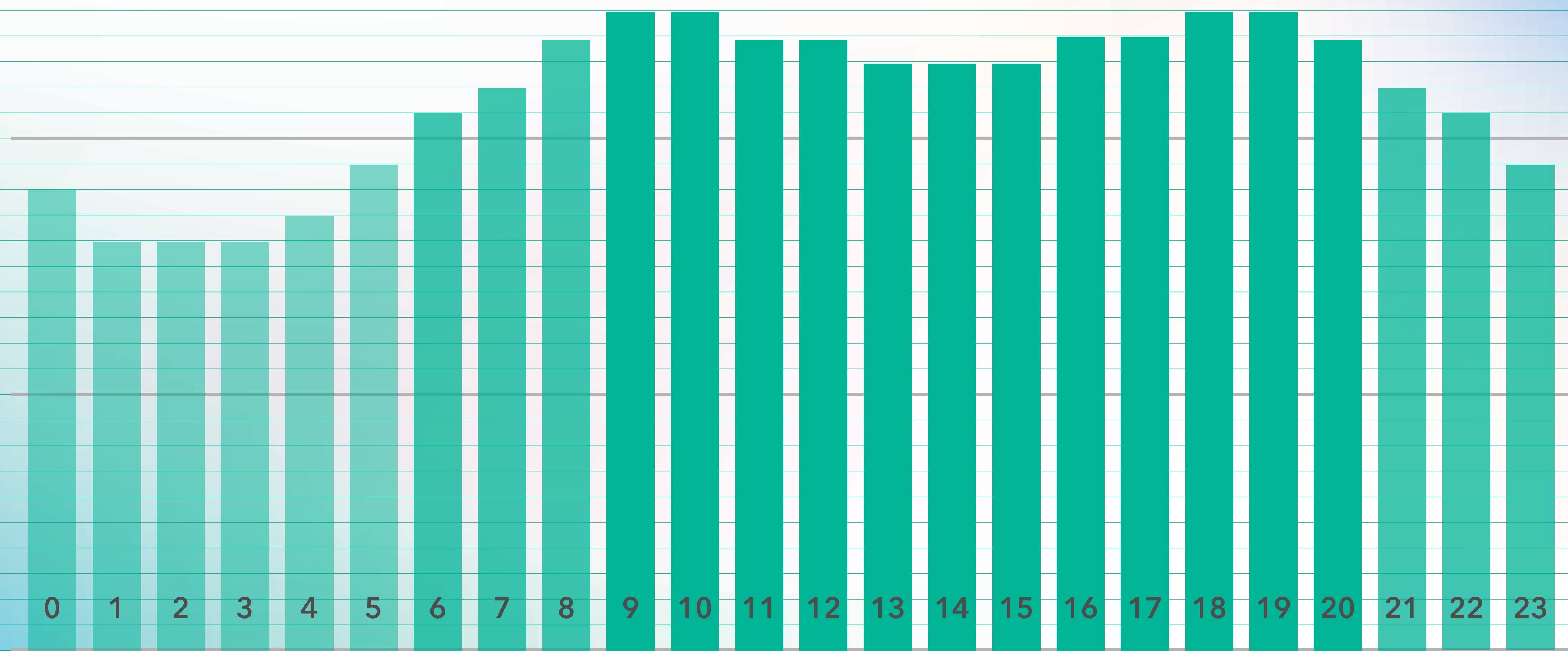
0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
3,8	3,6	3,6	3,6	3,7	3,9	4,1	4,2	4,4	4,5	4,5	4,4	4,4	4,3	4,3	4,3	4,4	4,4	4,5	4,5	4,4	4,2	4,1	3,9

5%

4%

3%

2%



# § 2

Relative Activity by Hours of Day

## Twitter

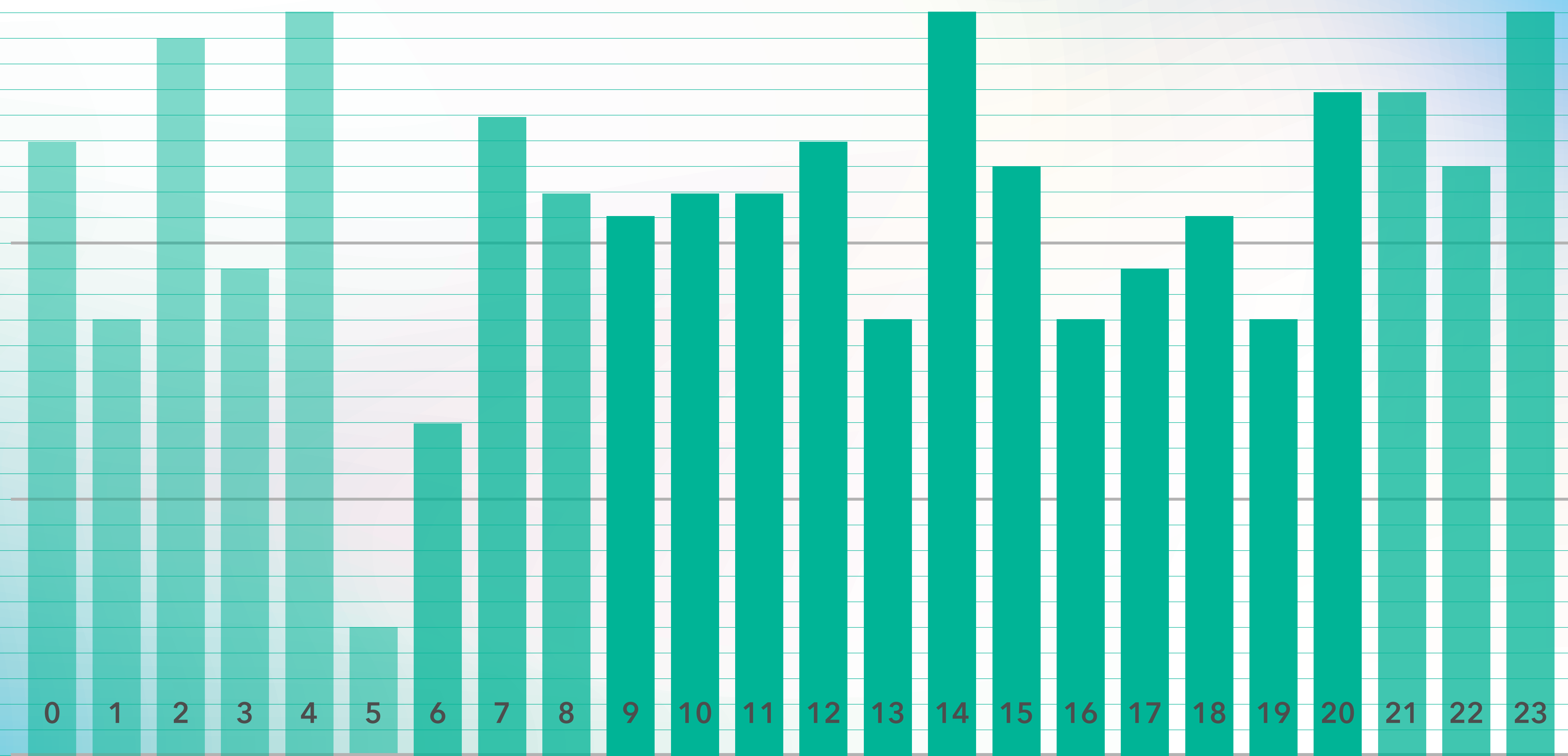
0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
4,4	3,7	4,8	3,9	4,9	2,5	3,3	4,5	4,2	4,1	4,2	4,2	4,4	3,7	4,9	4,3	3,7	3,9	4,1	3,7	4,6	4,6	4,3	4,9

5%

4%

3%

2%



# §2

Relative Activity by Hours of Day

## YouTube

0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
3,6	3,7	3,8	4,0	4,2	4,4	4,3	4,2	4,2	4,3	4,6	4,2	4,3	4,3	4,3	4,3	4,6	4,5	4,3	4,5	4,2	3,9	3,8	3,6

5%

4%

3%

2%





# §2

Relative Activity by Hours of Day

## Tumblr

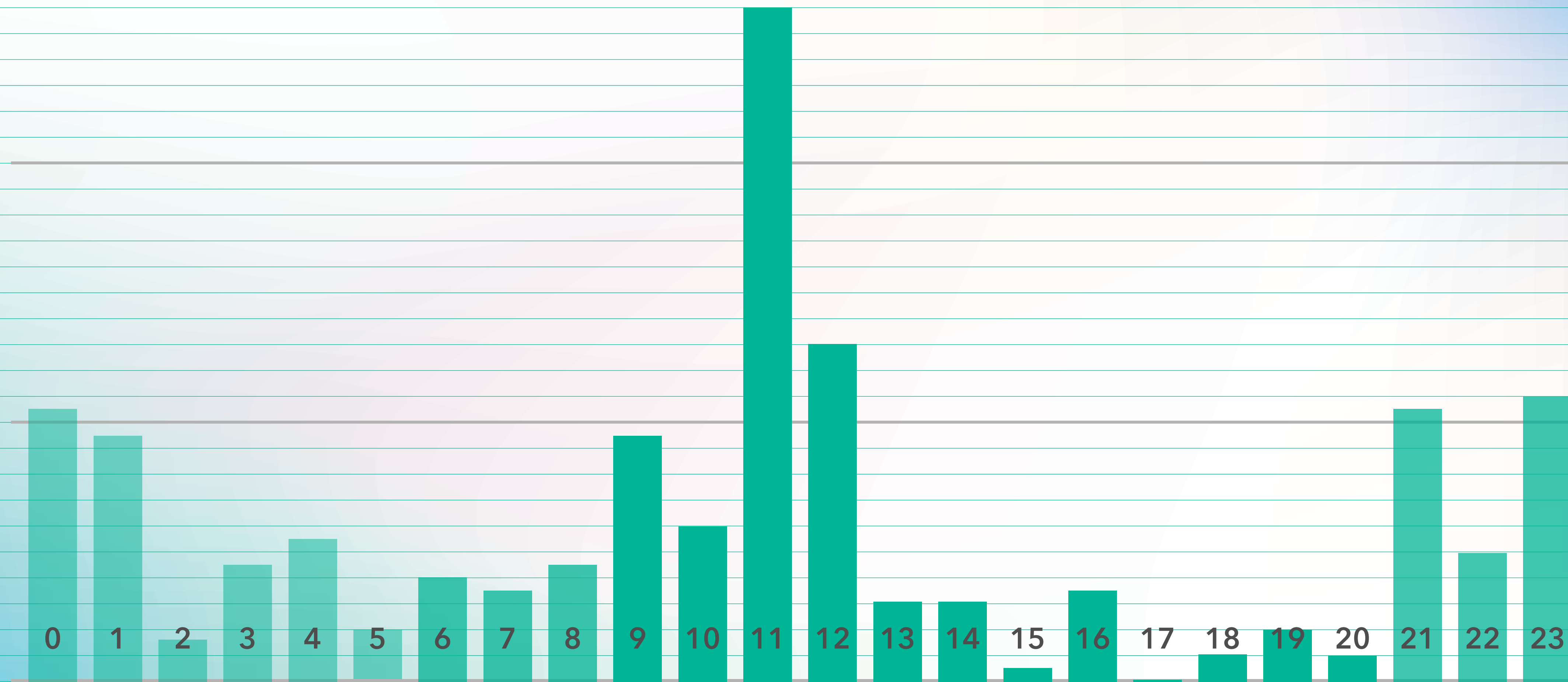
0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
5,1	4,9	3,3	3,9	4,1	3,4	3,8	3,7	3,9	4,9	4,2	8,2	5,6	3,6	3,6	3,1	3,7	3,0	3,2	3,4	3,2	5,1	4,0	5,2

9%

7%

5%

3%



# § 2

## Relative Activity by Hours of Day

### VK

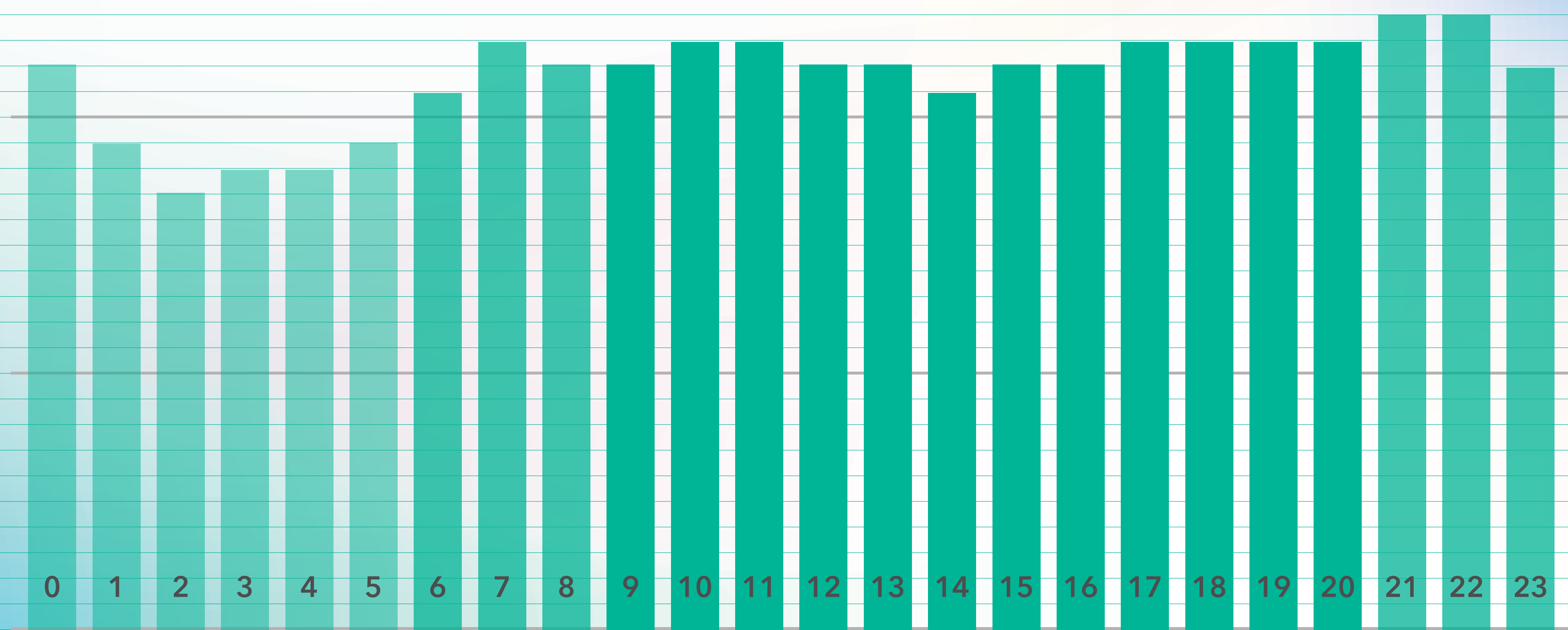
0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00	
4,2	3,9	3,7	3,8	3,8	3,9	4,1	4,3	4,2	4,2	4,3	4,3	4,2	4,2	4,1	4,2	4,2	4,3	4,3	4,3	4,3	4,3	4,4	4,4	4,2

5%

4%

3%

2%



# § 2

## Relative Activity by Hours of Day

# OK

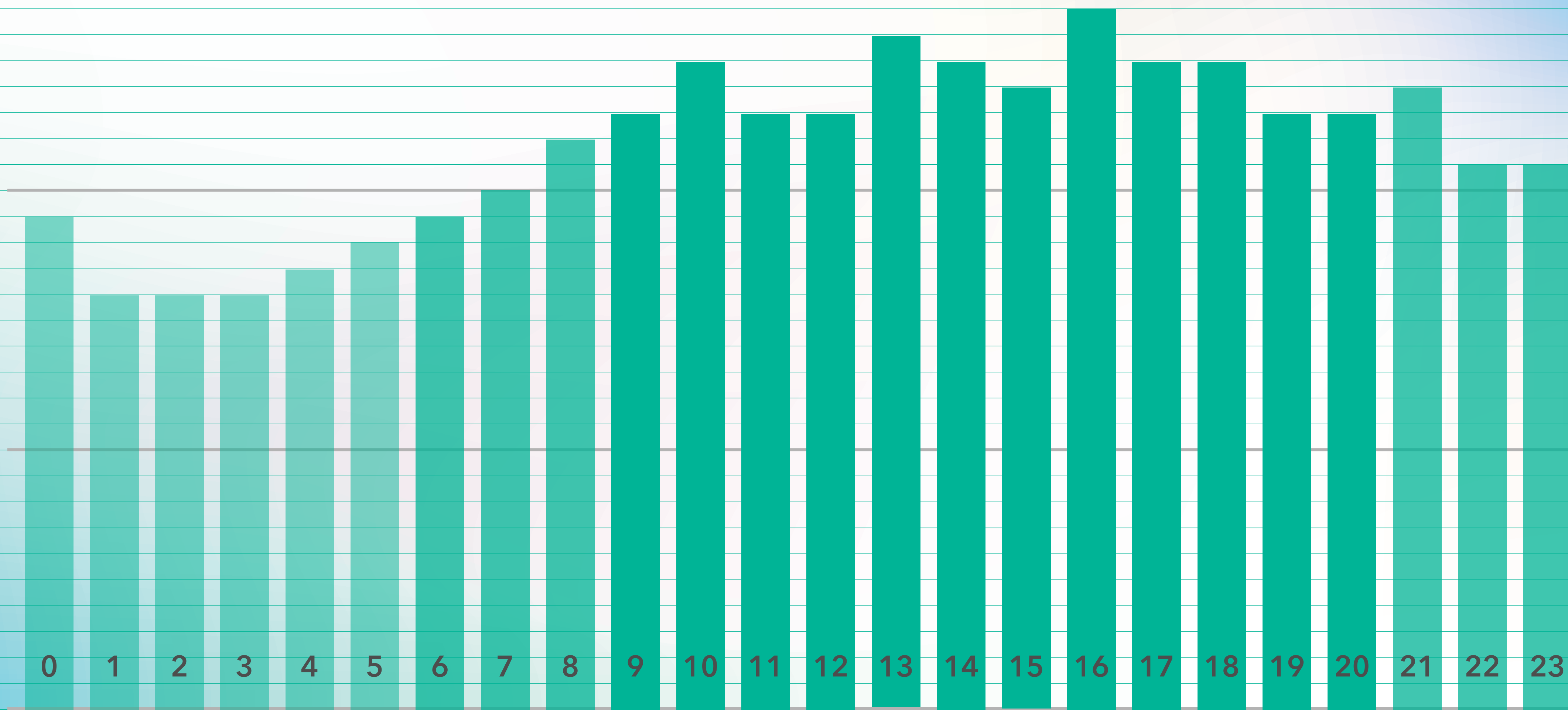
0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
3,9	3,6	3,6	3,6	3,7	3,8	3,9	4,0	4,2	4,3	4,5	4,3	4,3	4,6	4,5	4,4	4,7	4,5	4,5	4,3	4,3	4,4	4,1	4,1

5%

4%

3%

2%



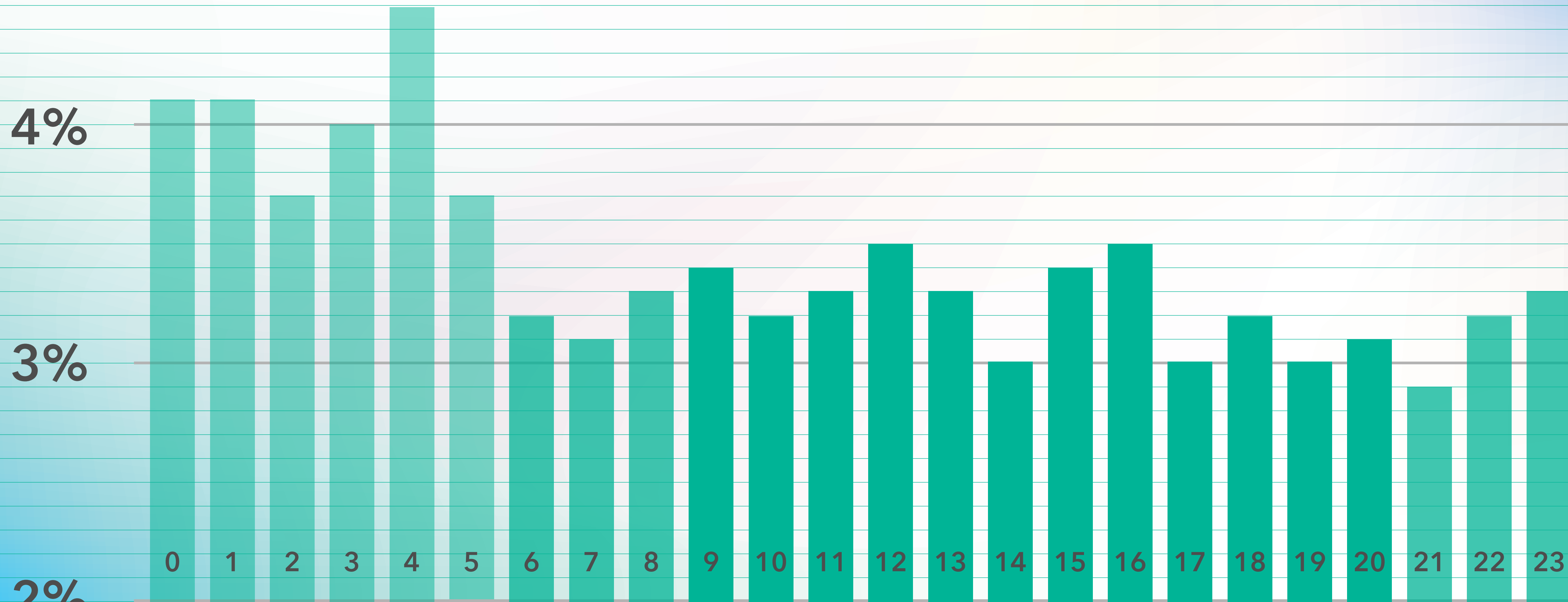
# § 2

Relative Activity by Hours of Day

## Telegram

0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
4,1	4,1	3,7	4,0	4,5	3,7	4,2	4,1	4,3	4,4	4,2	4,3	4,5	4,3	4,0	4,4	4,5	4,0	4,2	4,0	4,1	3,9	4,2	4,3

5%



# §2

Relative Activity by Hours of Day

## Flickr

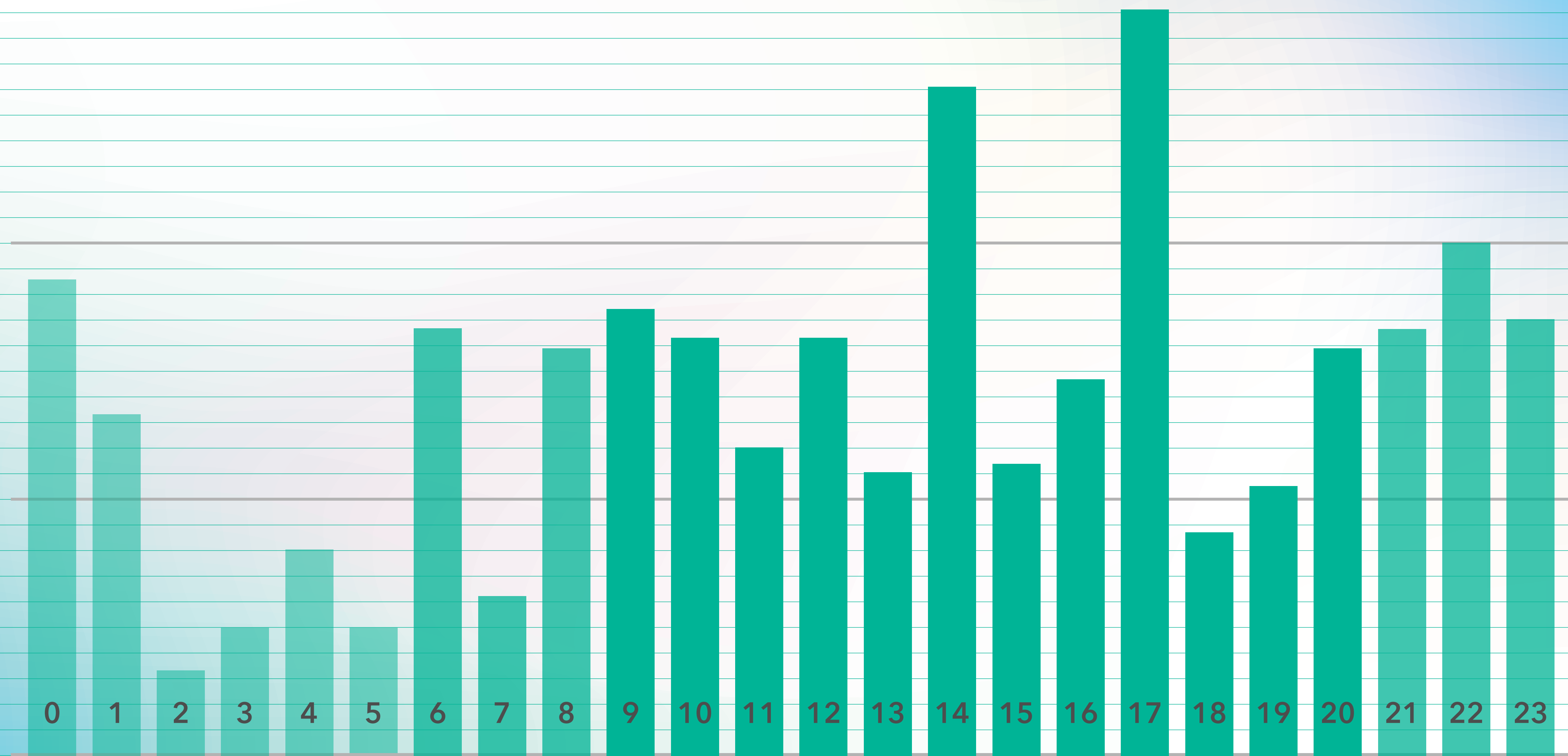
0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
5,6	4,0	1,0	1,5	2,3	1,5	5,0	1,8	4,7	5,2	4,9	3,6	4,8	3,3	7,7	3,4	4,4	8,7	2,6	3,1	4,7	5,0	6,0	5,1

9%

6%

3%

0%



# § 2

Relative Activity by Hours of Day

## Average by All Social Networks

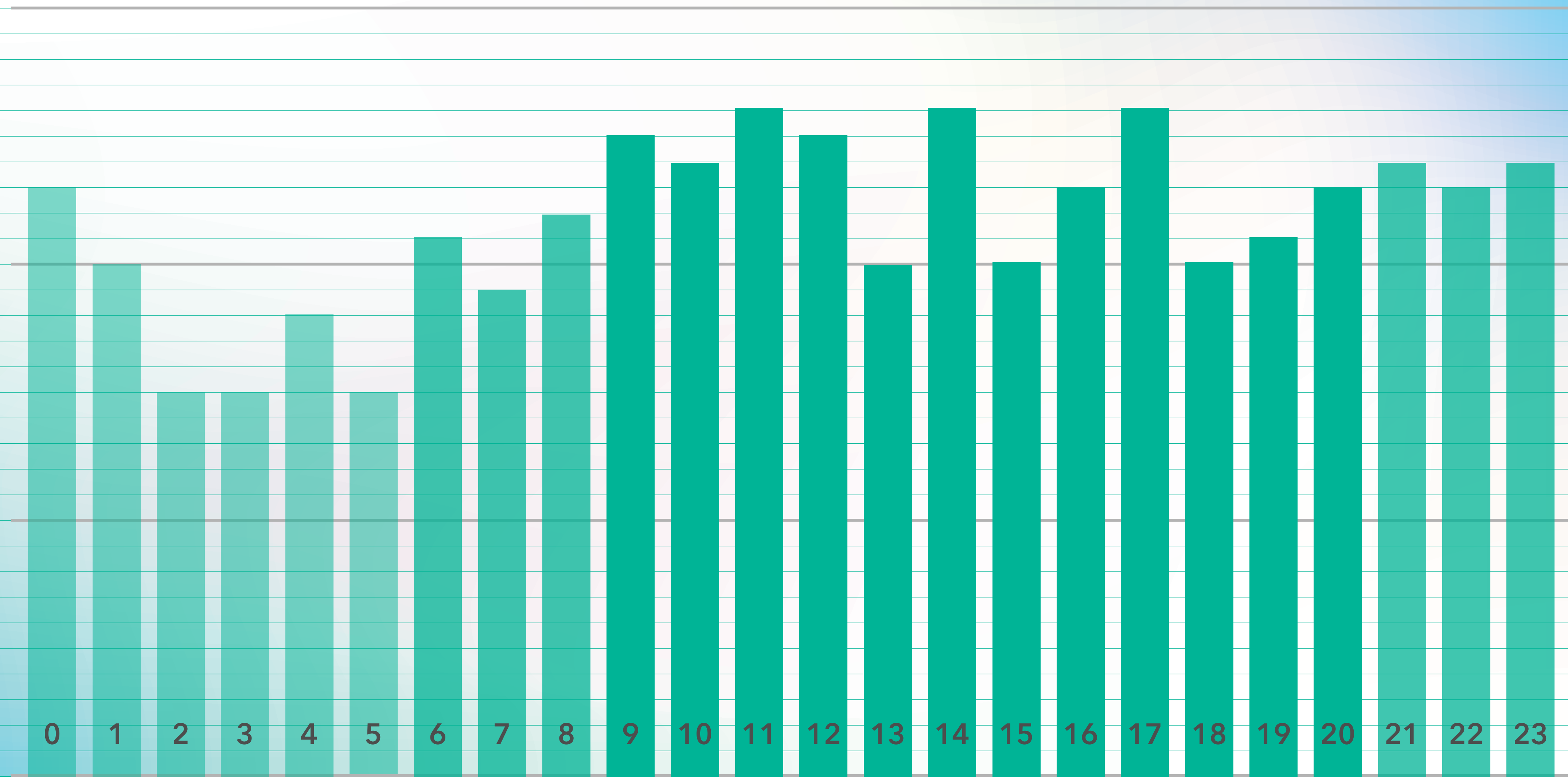
0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
4,3	4,0	3,5	3,5	3,8	3,5	4,1	3,9	4,2	4,5	4,4	4,6	4,5	4,0	4,6	4,0	4,3	4,6	4,0	4,1	4,3	4,4	4,3	4,4

5%

4%

3%

2%



# 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

x 100%

## Methodology III

Aggregation of data by  
different pages



Total data by all analyzes of activity by text length

Count of nonzero values

Equalization of percent  
values accounting nonzero  
values



Average value of each type

Total of all average values

# §3

Relative Activity by Text Length in Posts

## Facebook

34%

32,8

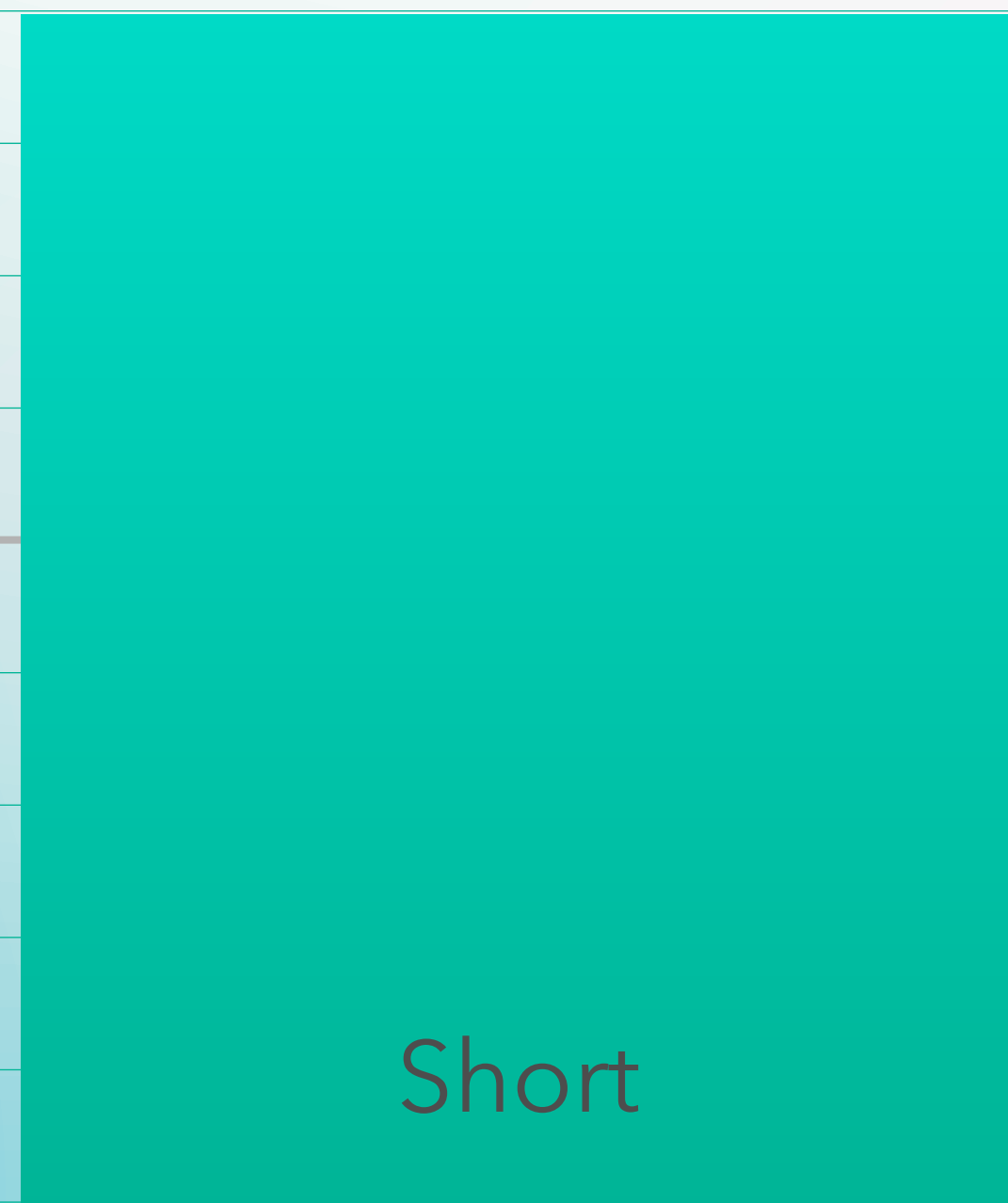
33,9

33,3

33%

32%

31%



Short



Medium

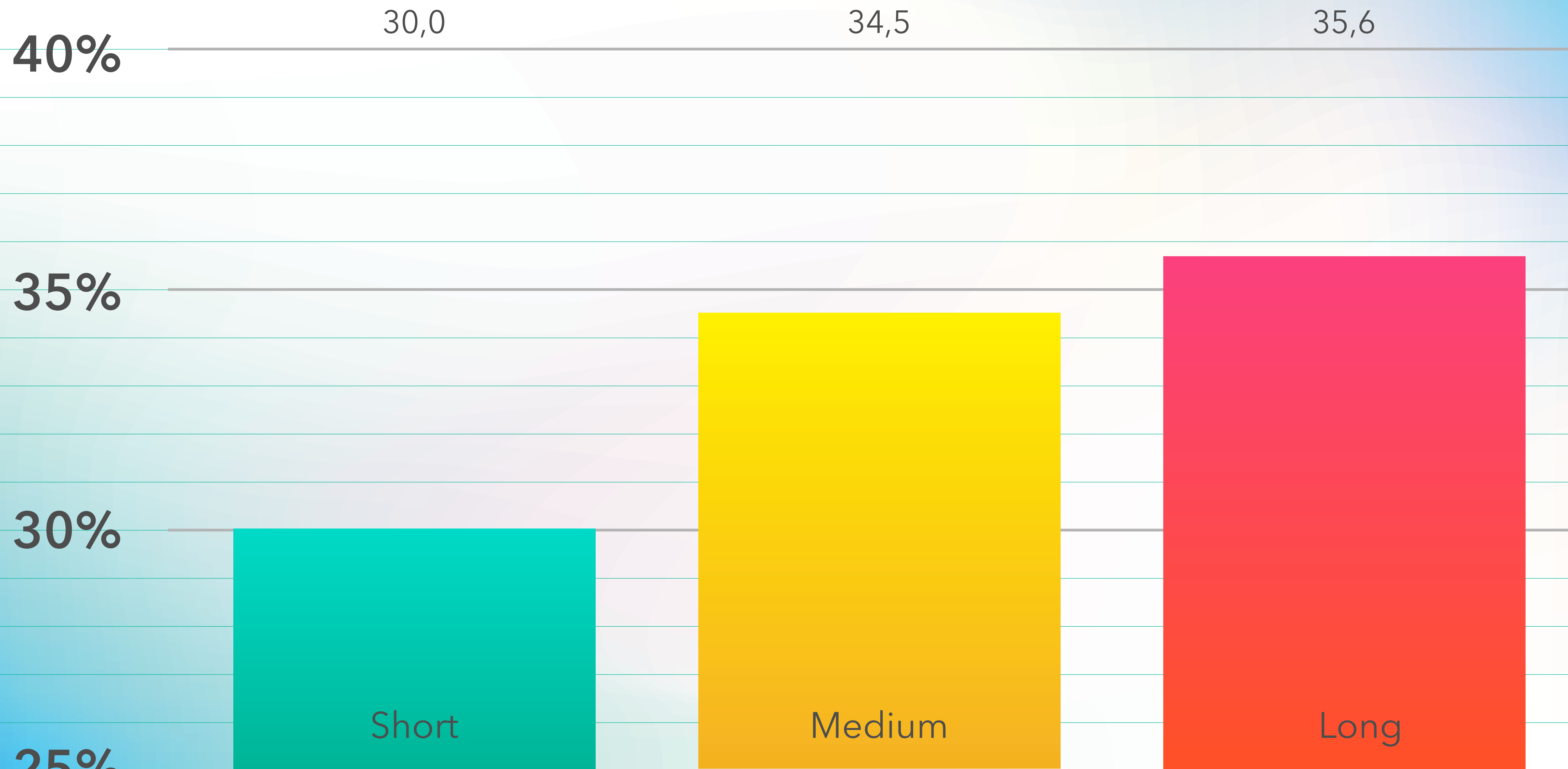


Long

# §3

Relative Activity by Text Length in Posts

## Instagram



# §3

Relative Activity by Text Length in Posts

## YouTube

50%

24,5

33,7

41,8

40%

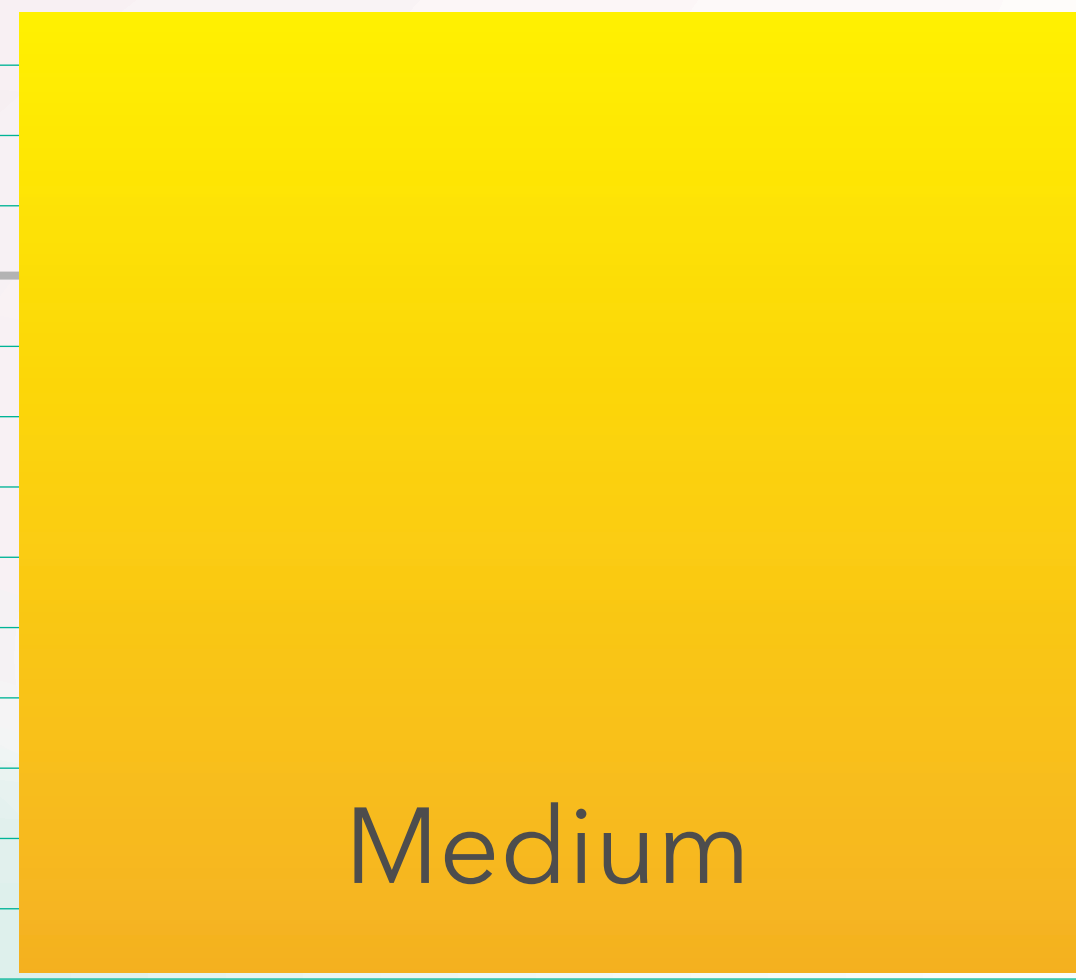
30%

20%

Short

Medium

Long



# §3

Relative Activity by Text Length in Posts

## Tumblr

40%

36,2

32,5

31,4

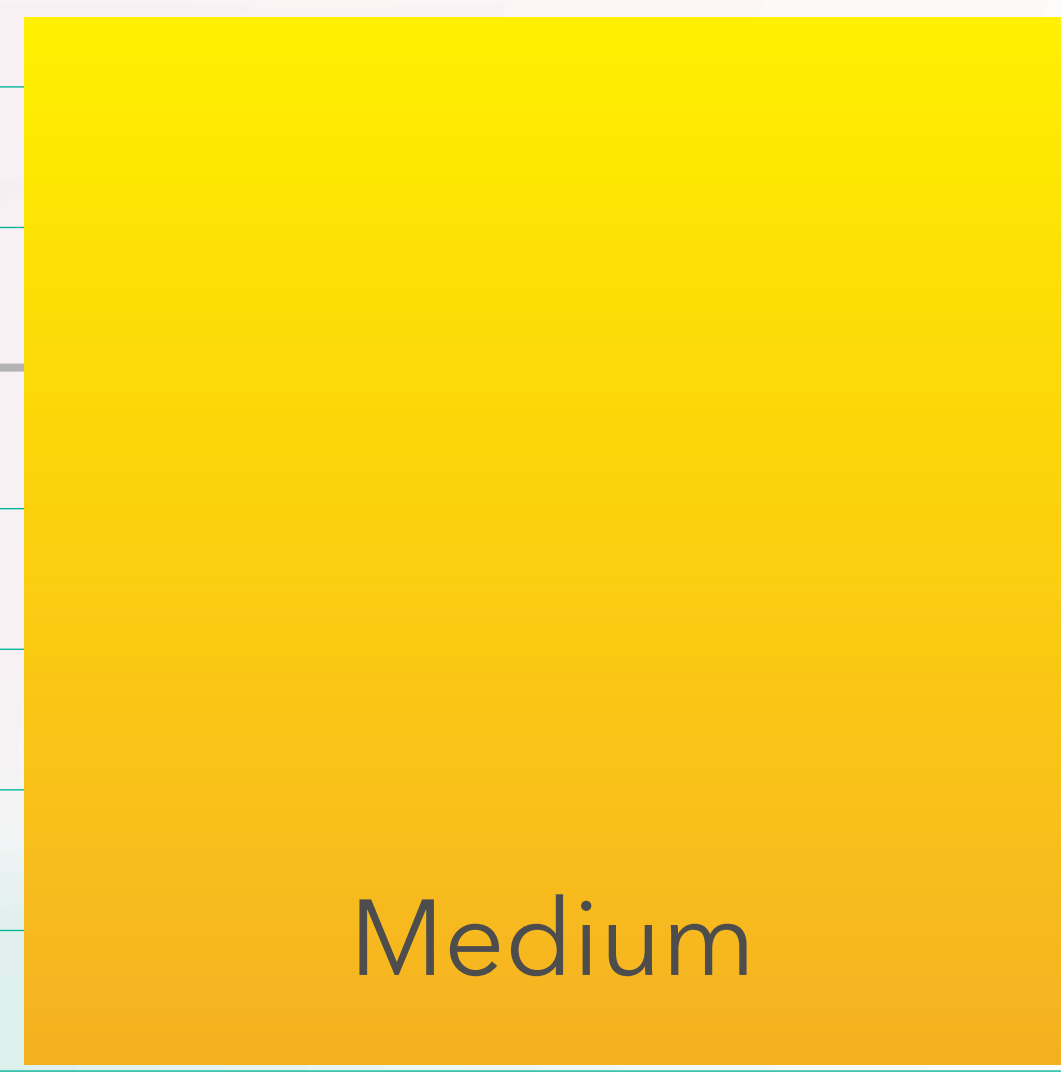
35%

30%

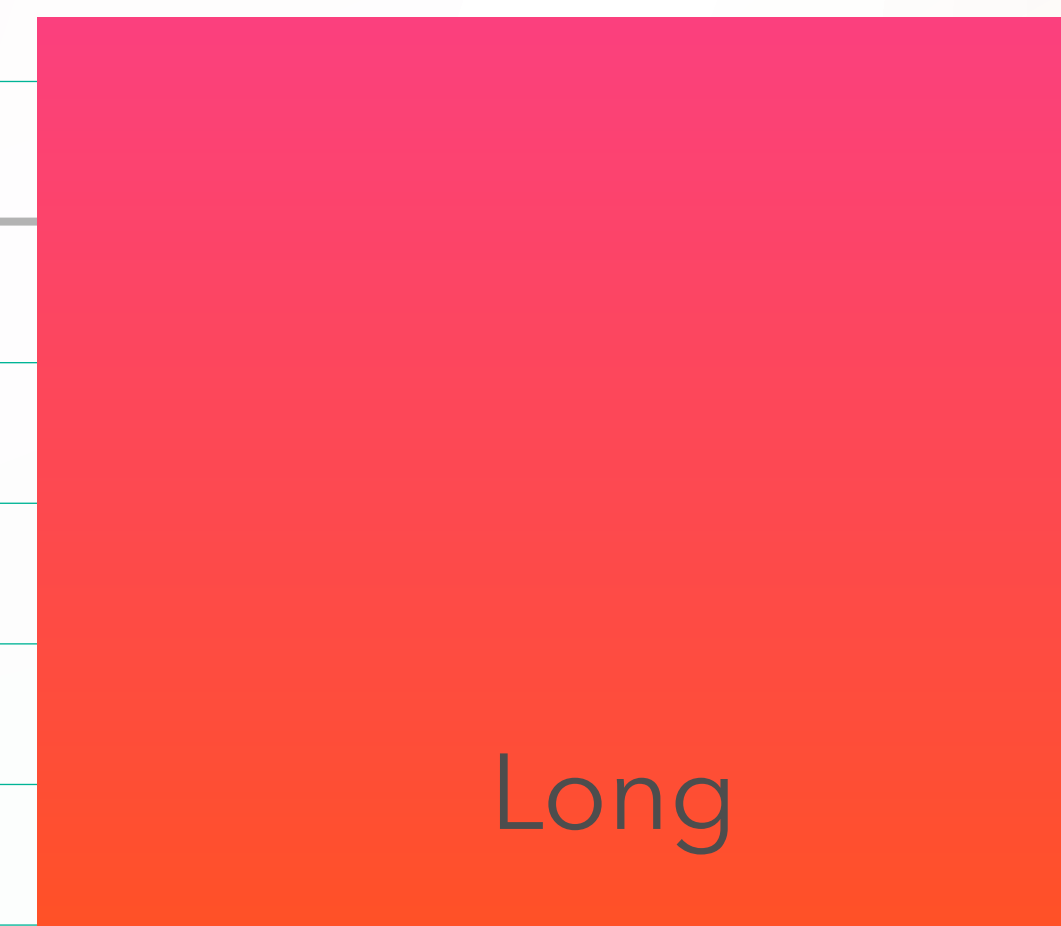
25%



Short



Medium



Long

# §3

Relative Activity by Text Length in Posts

## VK

40%

37,1

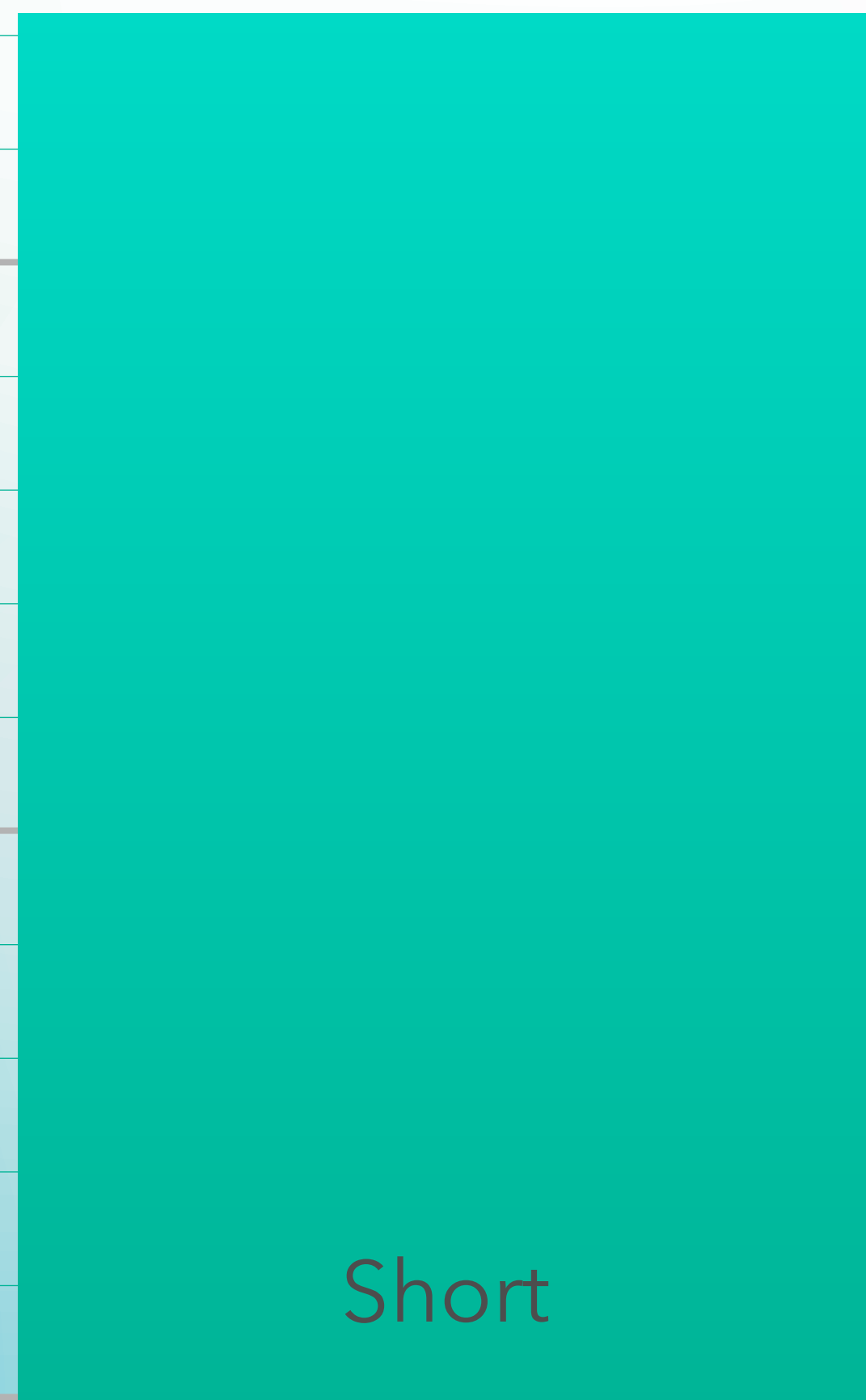
31,5

31,5

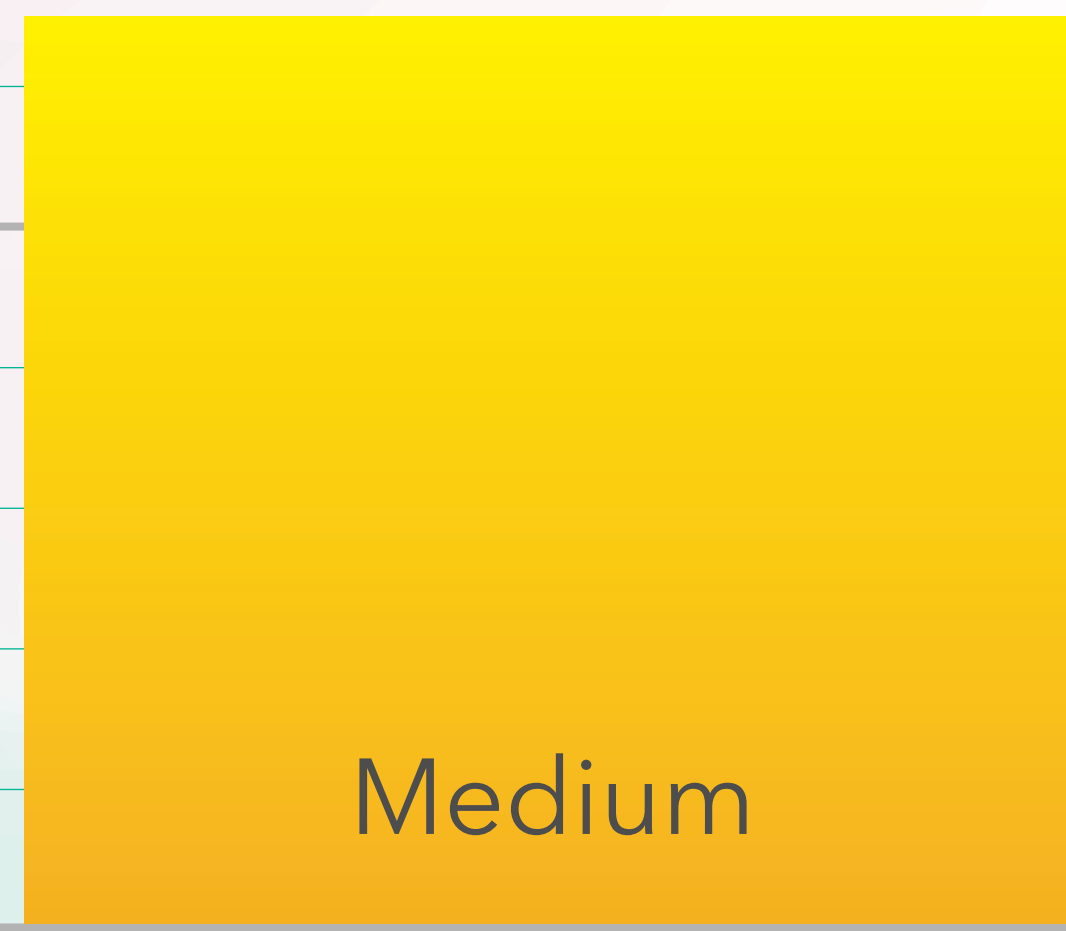
35%

30%

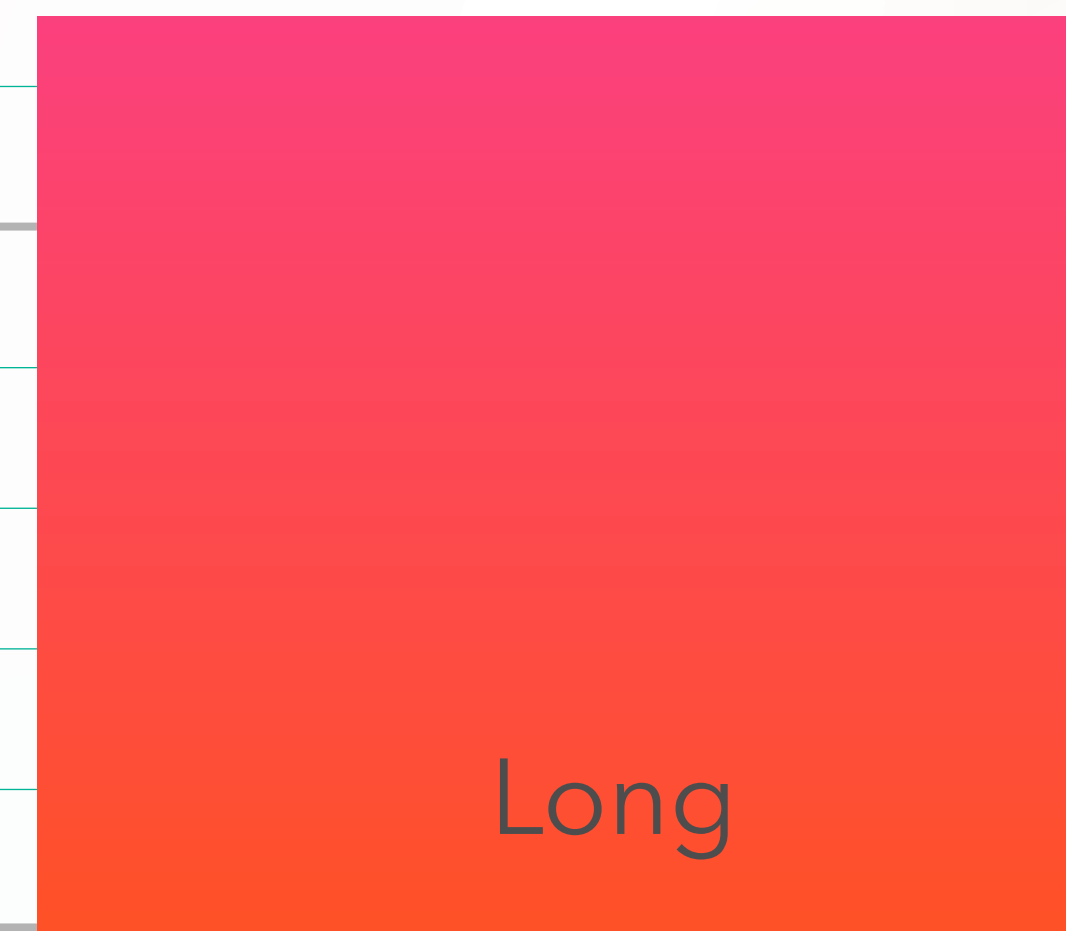
25%



Short



Medium



Long

# §3

## Relative Activity by Text Length in Posts

# OK

35%

34,3

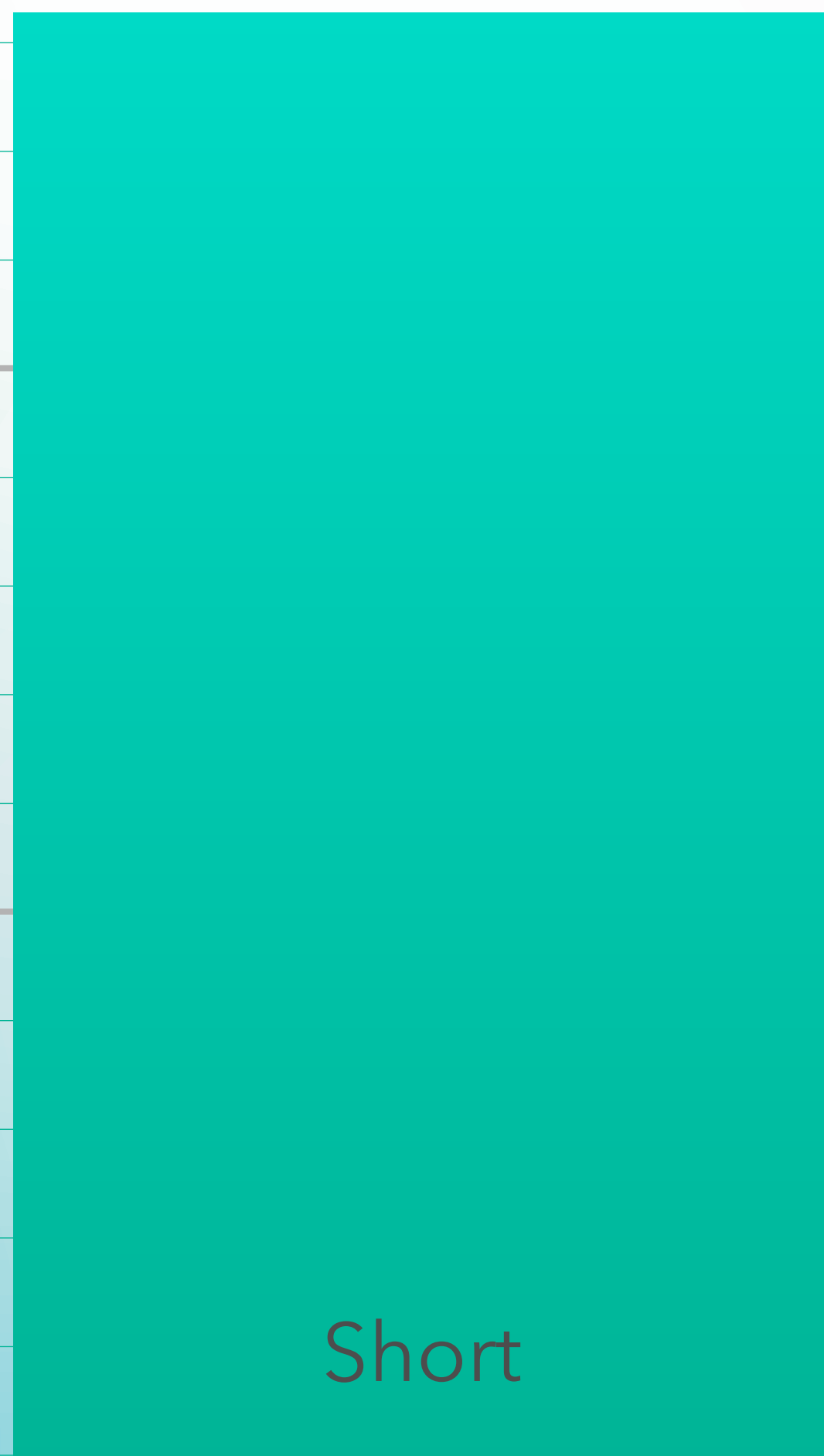
33,6

32,1

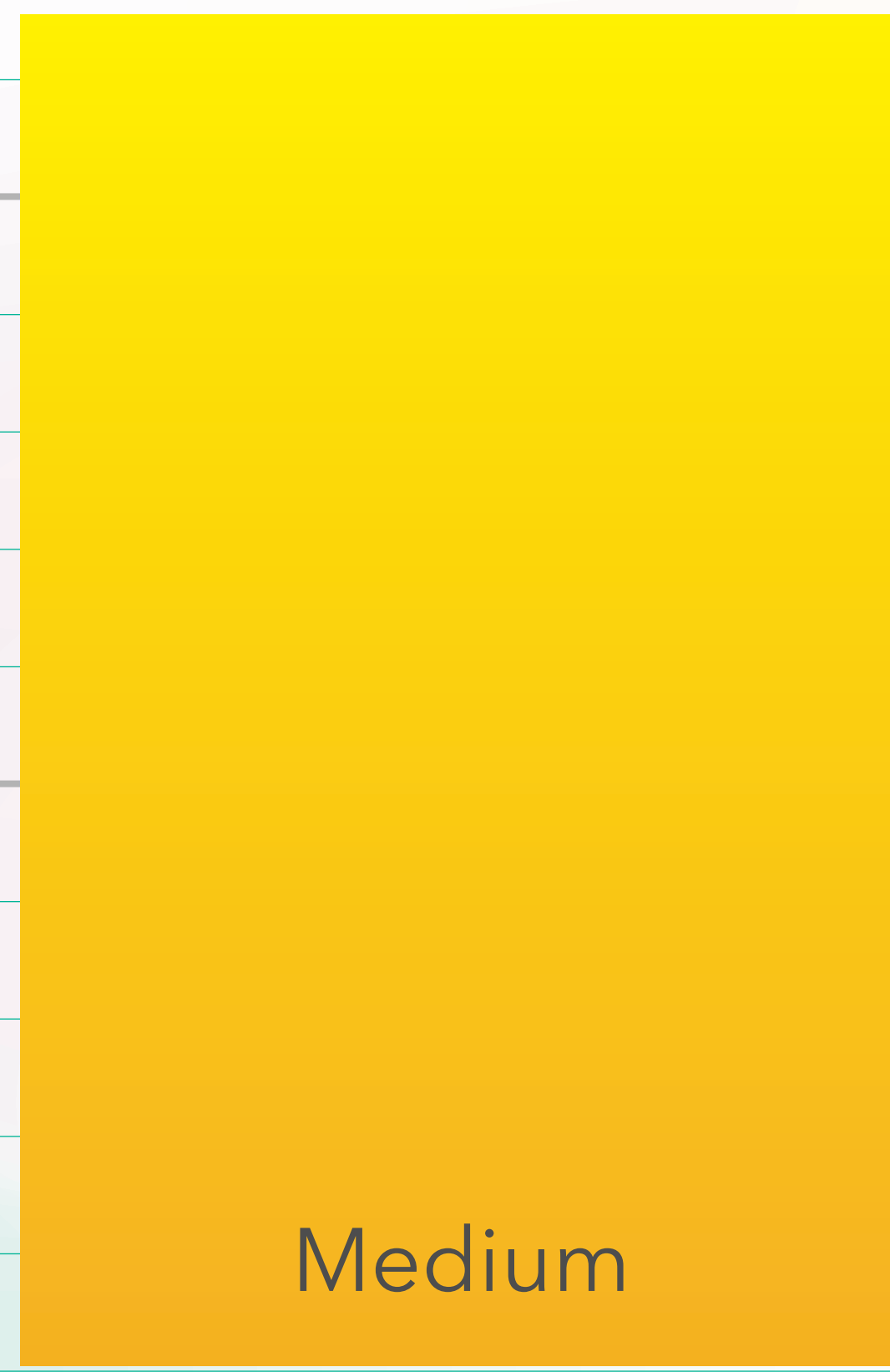
33%

31%

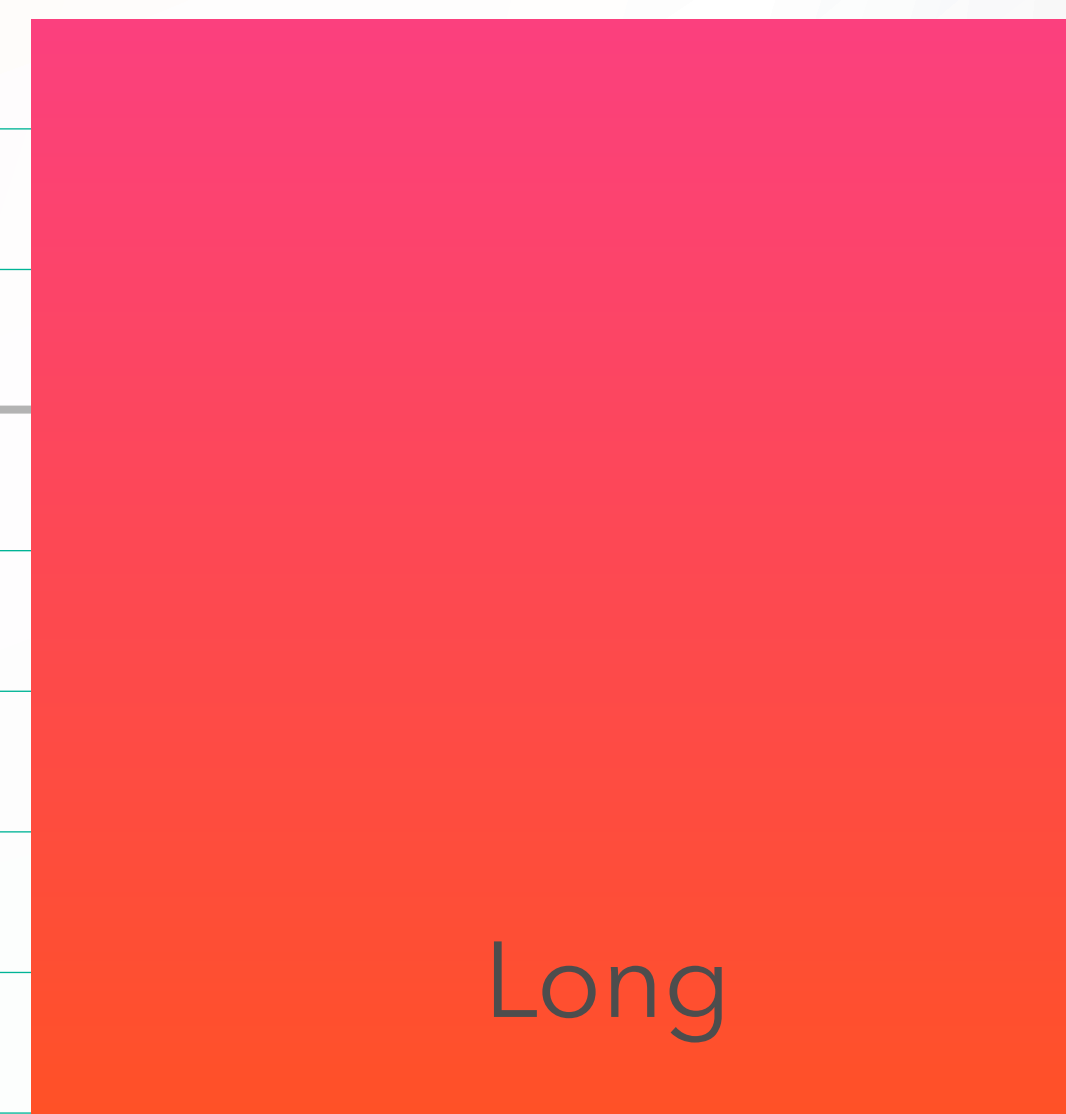
29%



Short



Medium



Long



# §3

Relative Activity by Text Length in Posts

## Telegram

40%

30,1

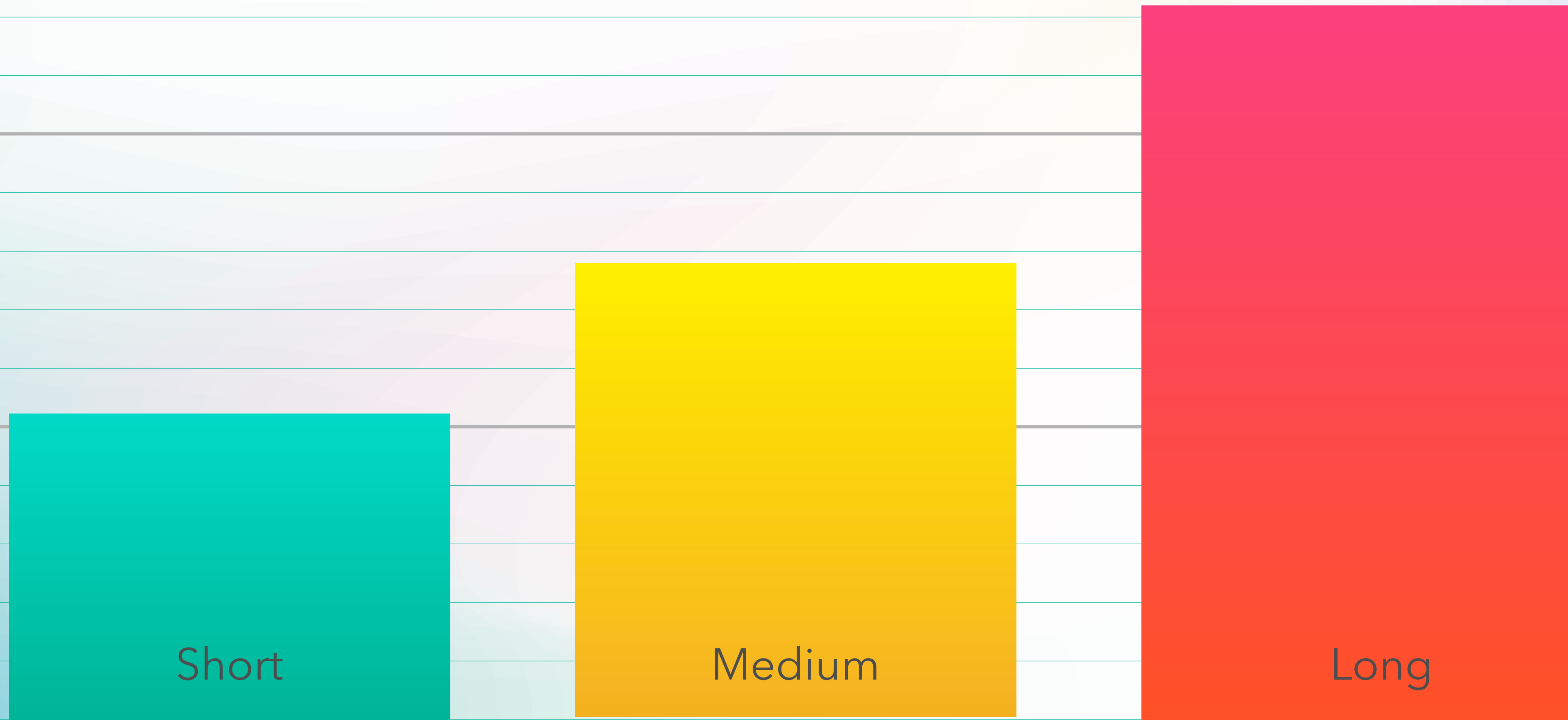
32,8

37,1

35%

30%

25%



Short

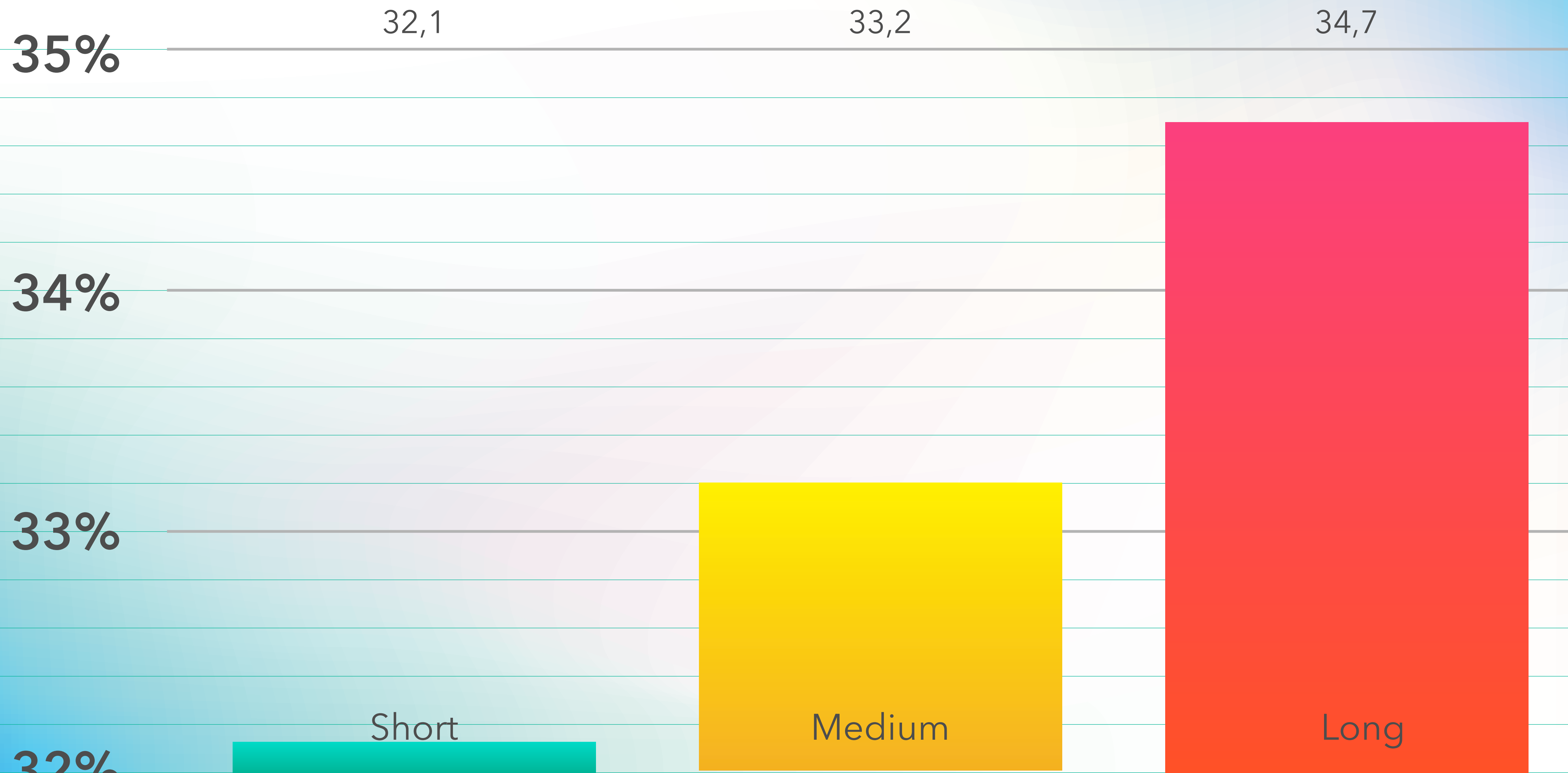
Medium

Long

# §3

Relative Activity by Text Length in Posts

## Average by All Social Networks



# Relative Activity by Text Length in Posts by Time of Publish



# §4

Relative Activity by Text Length in Posts by Days of Week

## Facebook

6%

5%

4%

3%

LONG

SHORT

MEDIUM

Mon

Tue

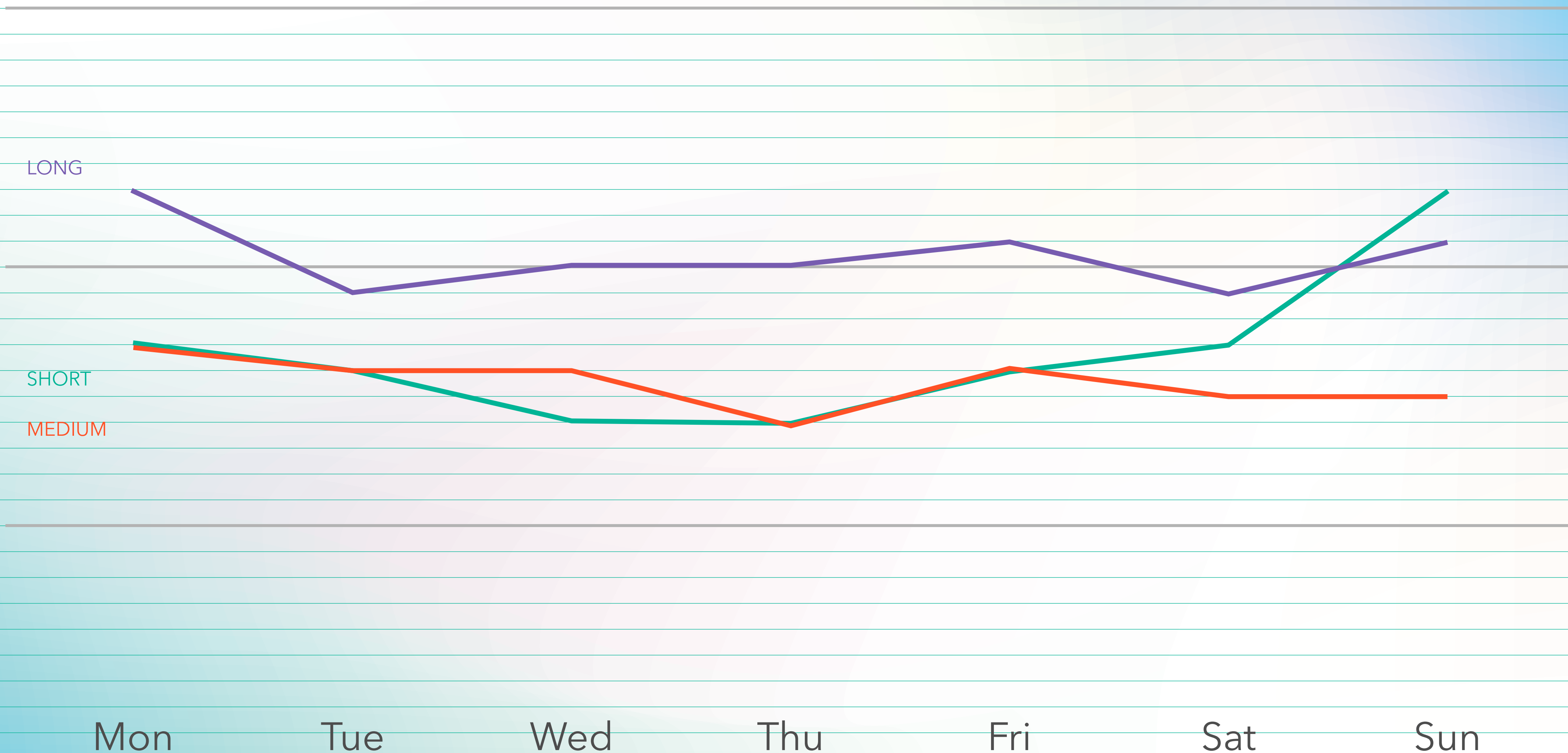
Wed

Thu

Fri

Sat

Sun



# §4

Relative Activity by Text Length in Posts by Days of Week

## Instagram

6%

LONG

5%

MEDIUM

4%

SHORT

Mon

Tue

Wed

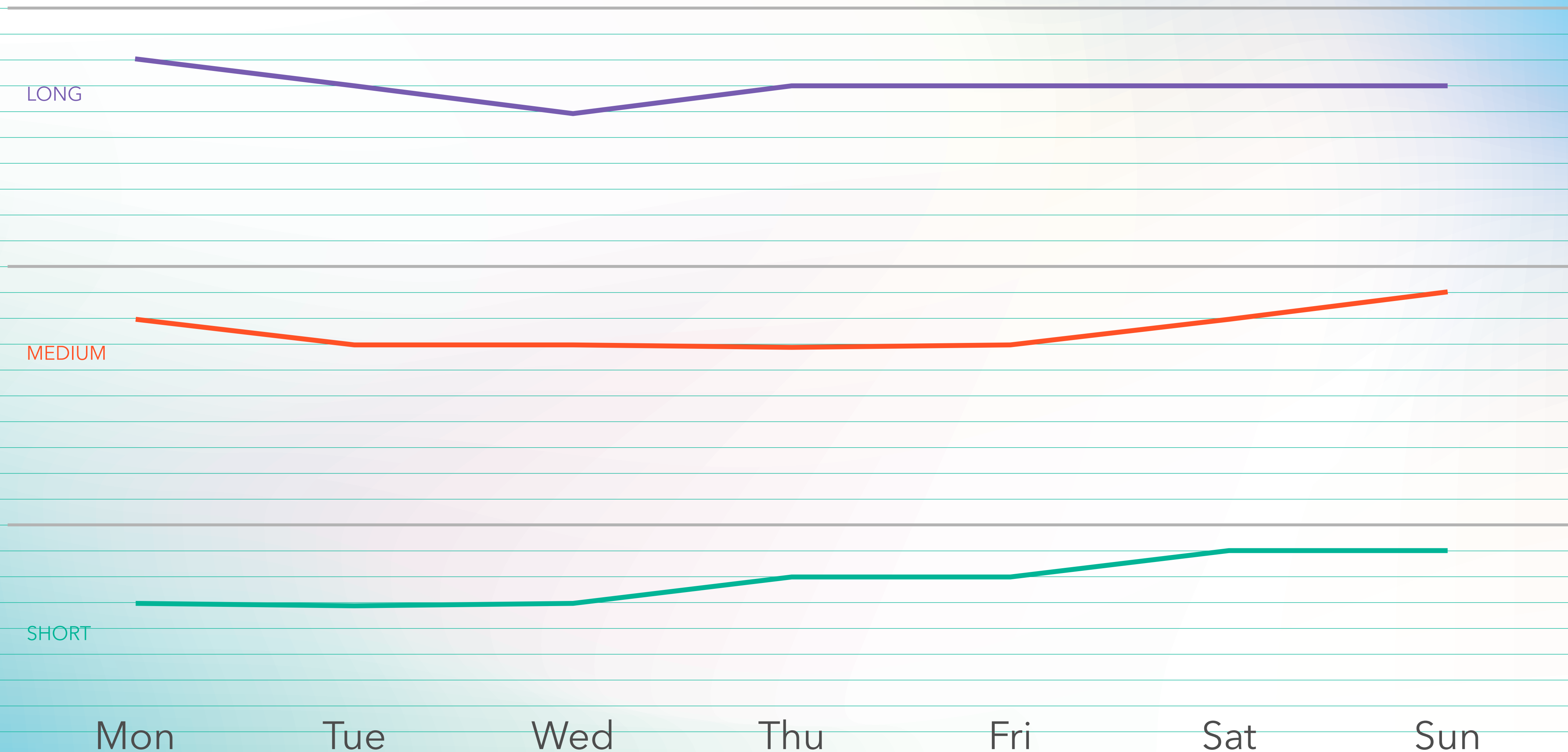
Thu

Fri

Sat

Sun

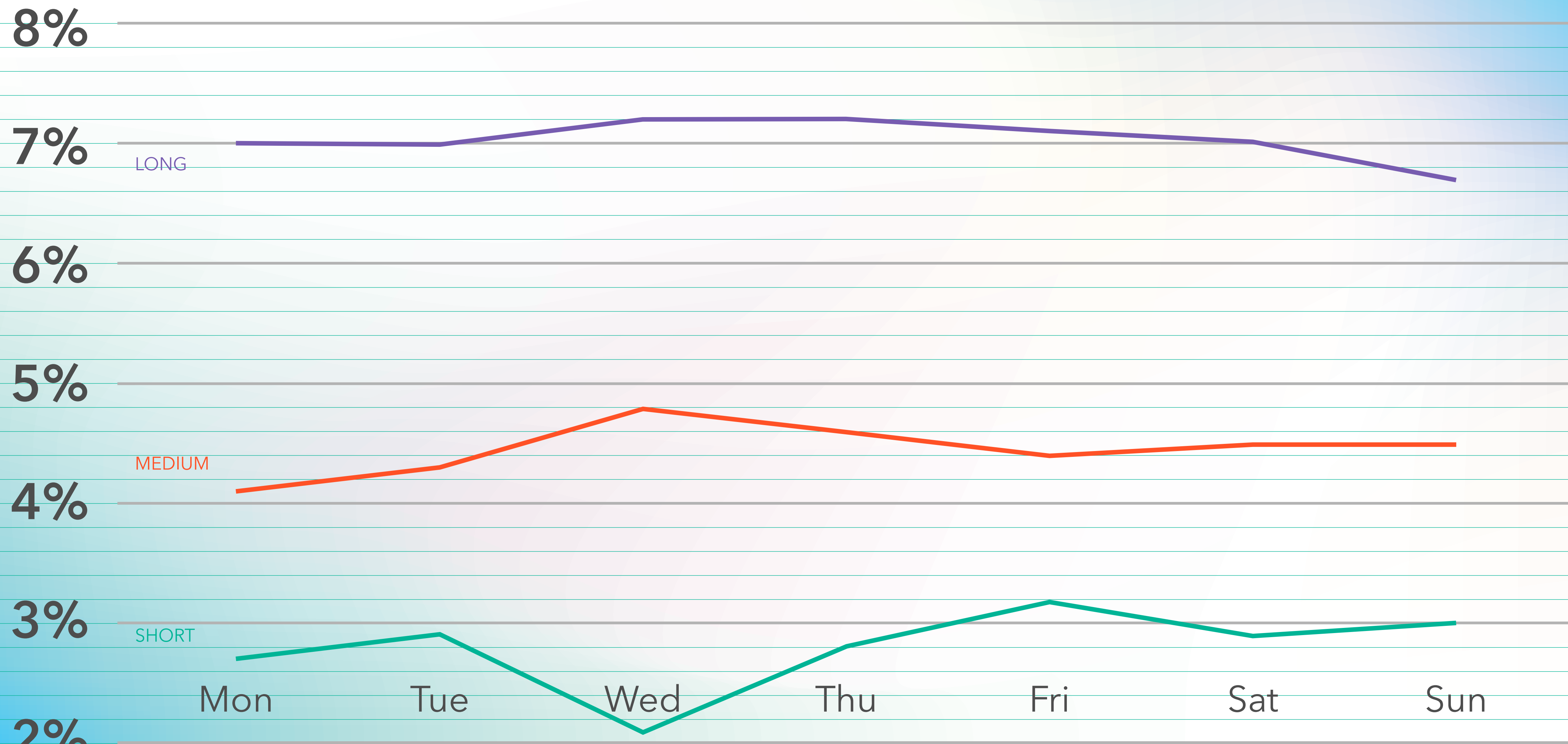
3%



# §4

Relative Activity by Text Length in Posts by Days of Week

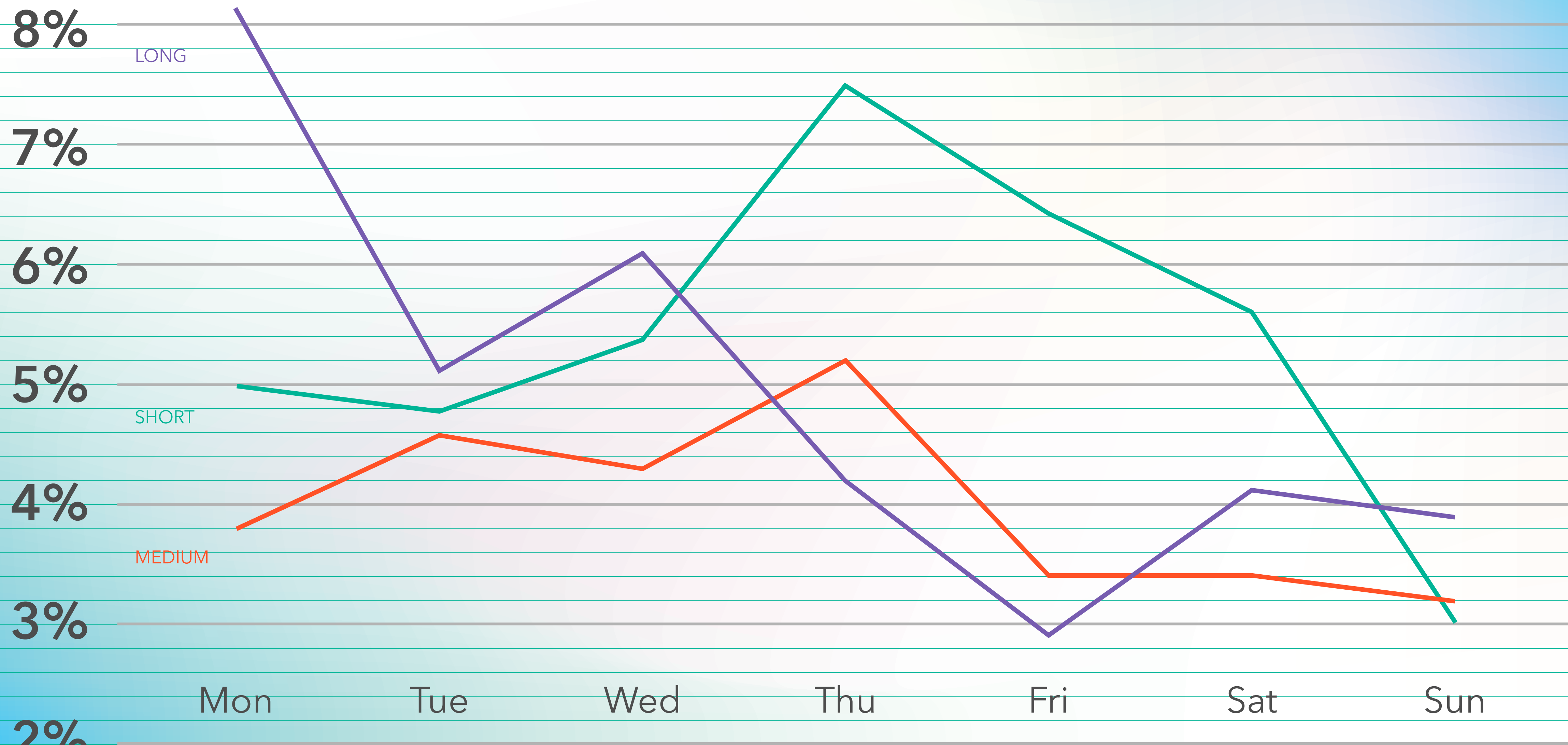
## YouTube



# §4

Relative Activity by Text Length in Posts by Days of Week

## Tumblr



# §4

## Relative Activity by Text Length in Posts by Days of Week

### VK

6%

5%

4%

3%

LONG

SHORT

MEDIUM

Mon

Tue

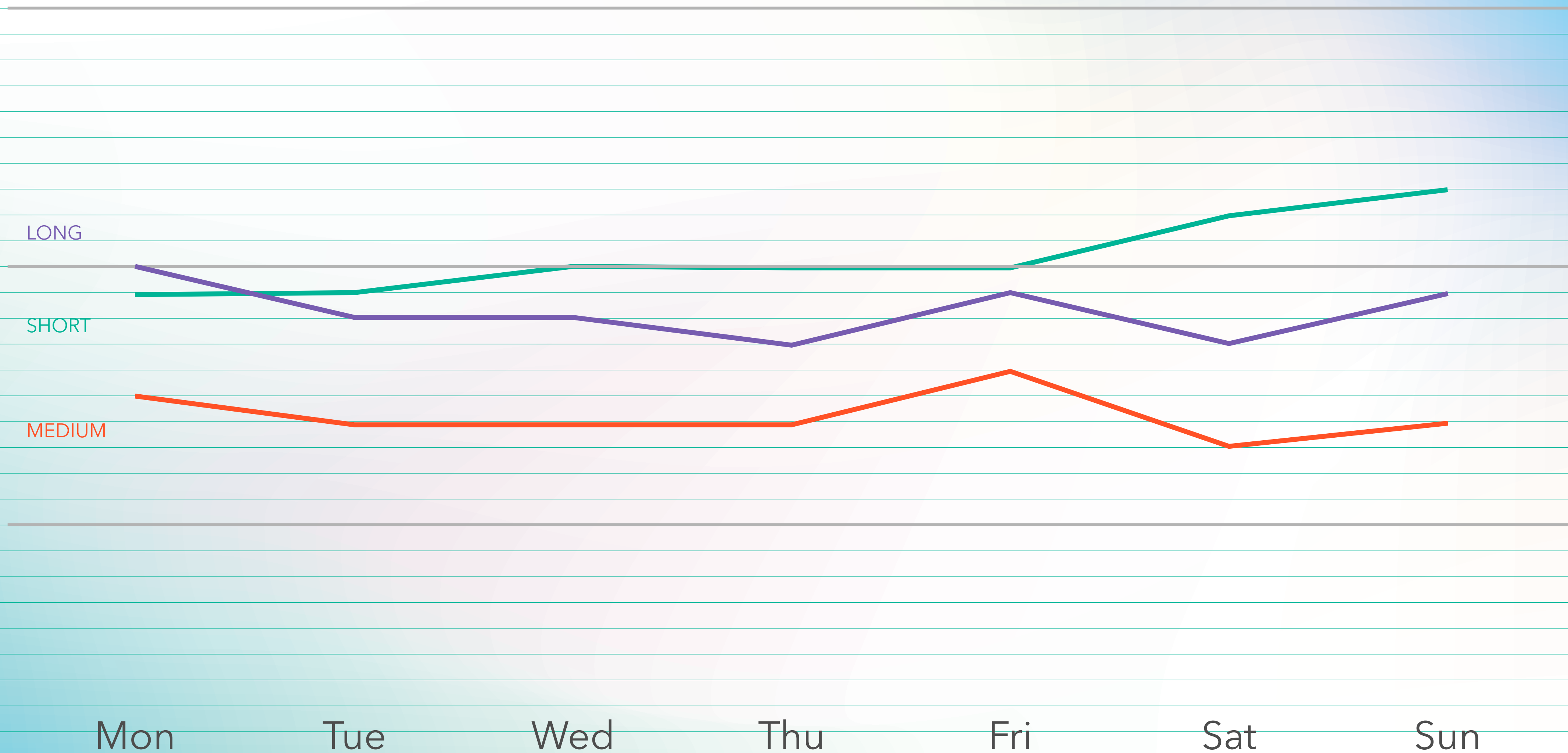
Wed

Thu

Fri

Sat

Sun

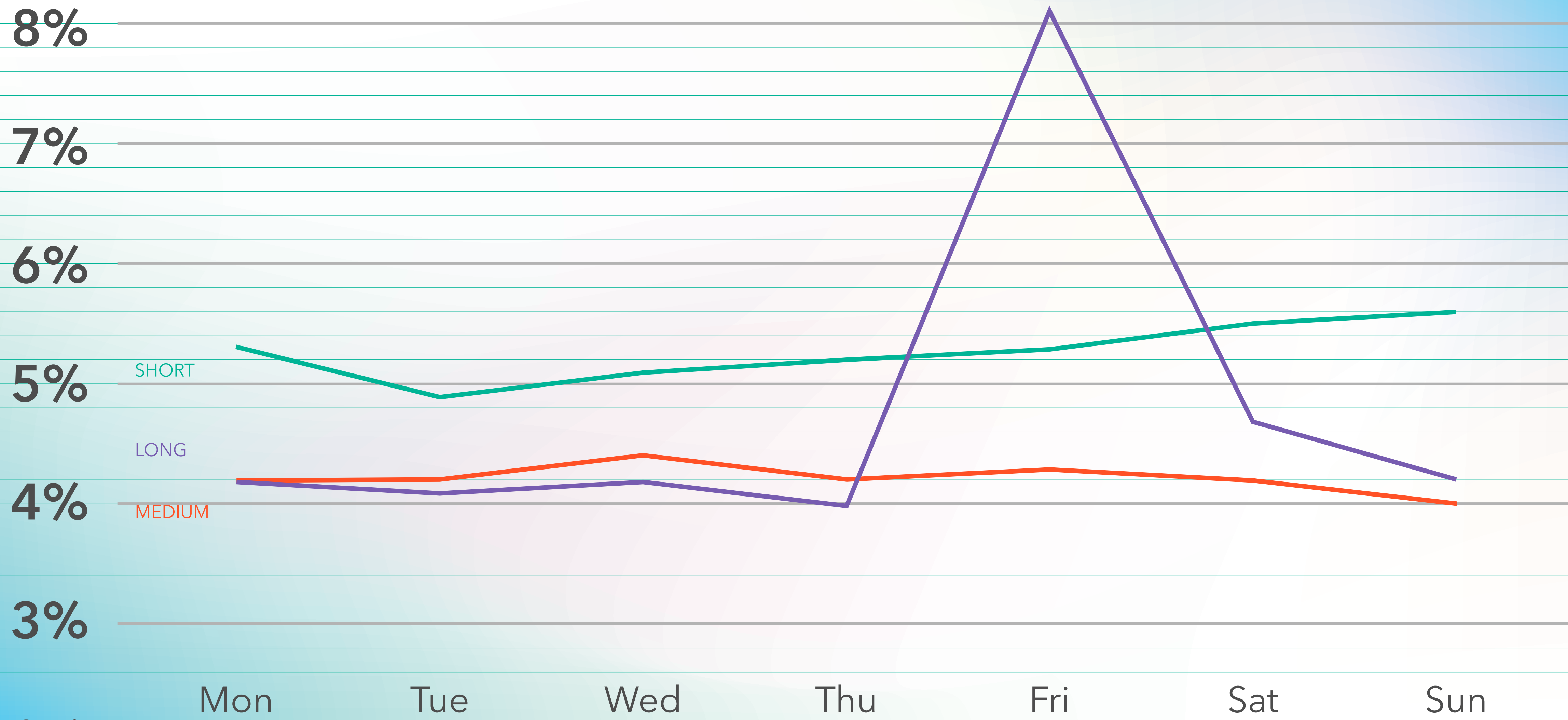




# §4

## Relative Activity by Text Length in Posts by Days of Week

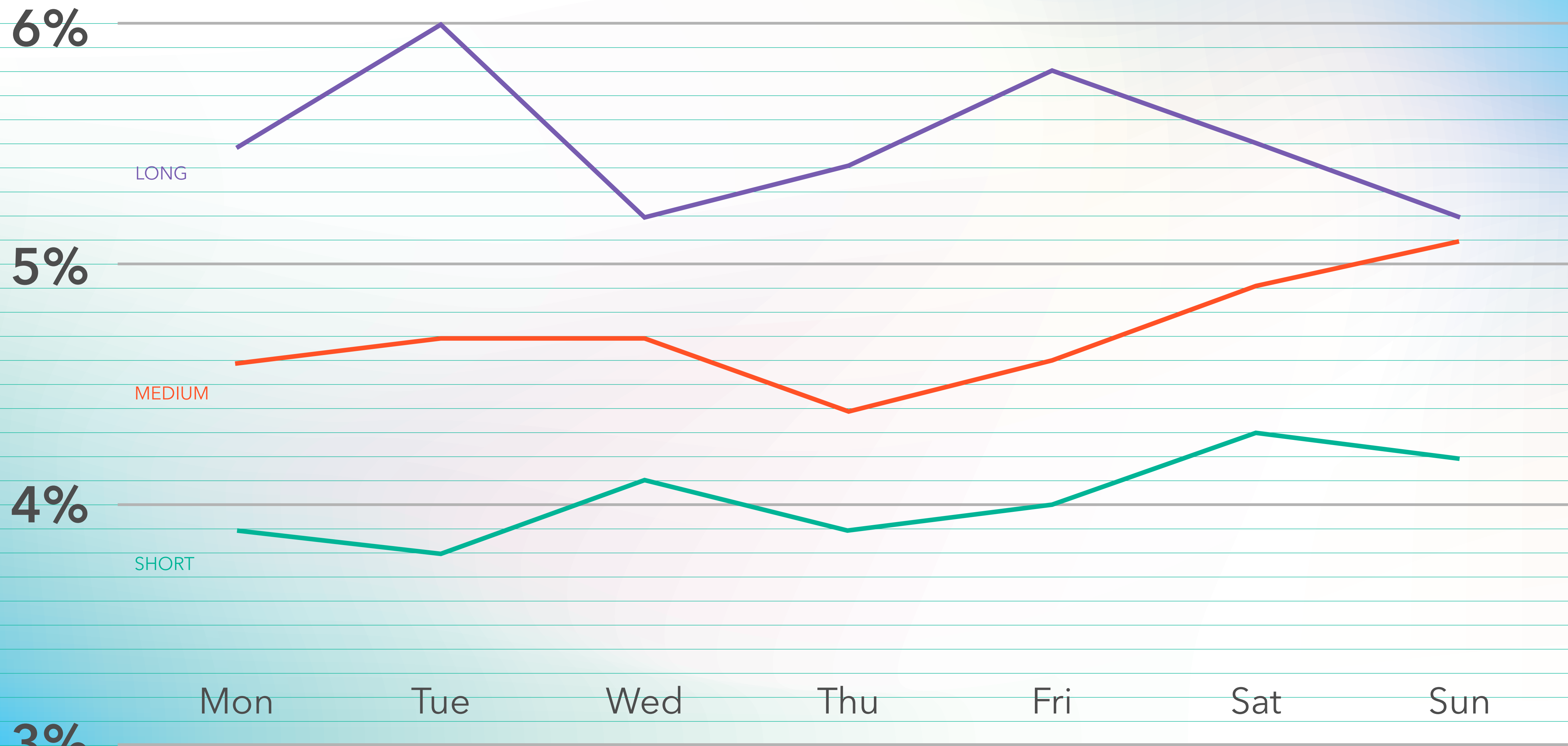
# OK



# §4

Relative Activity by Text Length in Posts by Days of Week

## Telegram

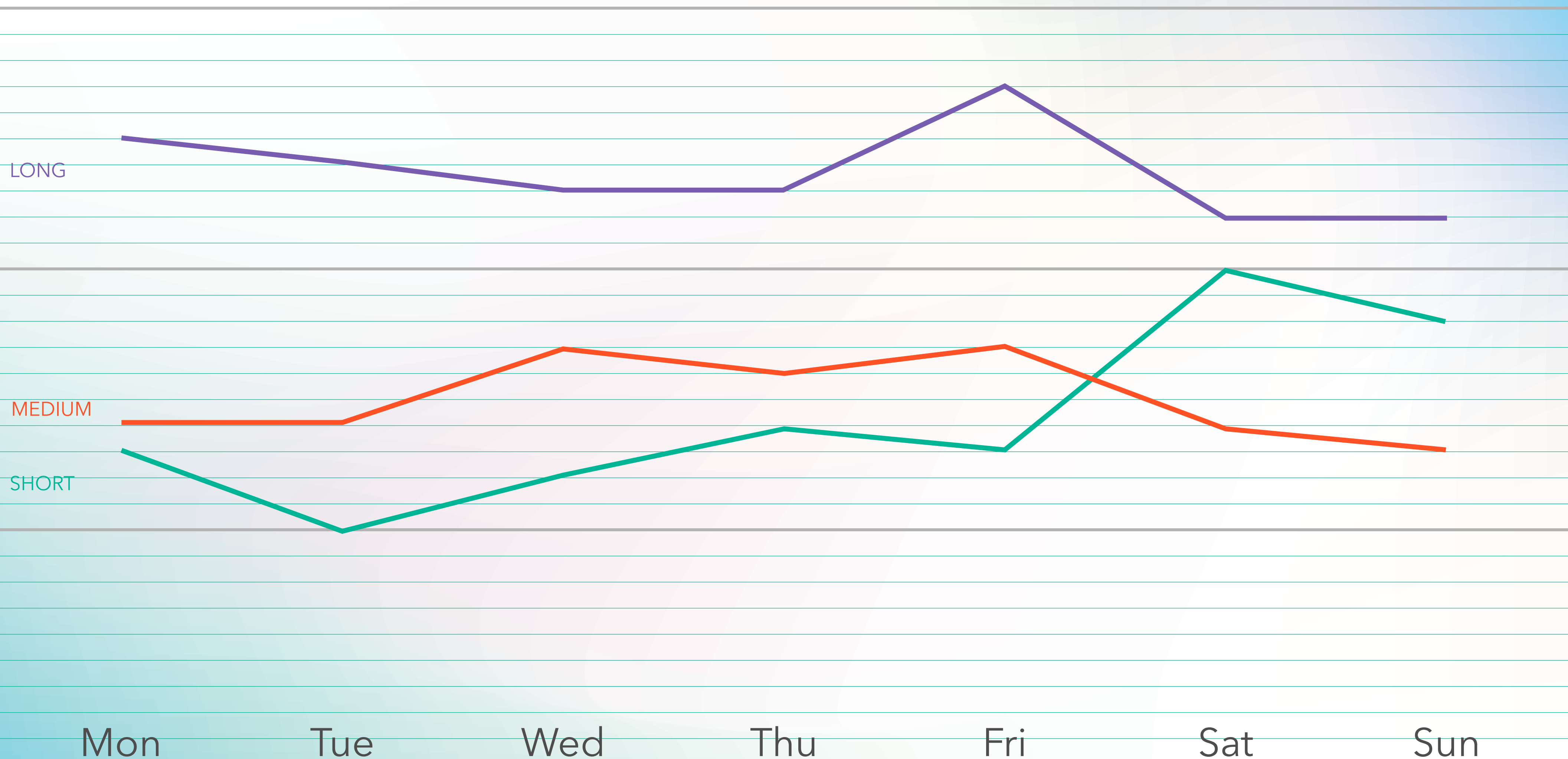


# §4

Relative Activity by Text Length in Posts by Days of Week

## Average by All Social Networks

6%



LONG

MEDIUM

SHORT

5%

4%

3%

Mon

Tue

Wed

Thu

Fri

Sat

Sun

# §4

Relative Activity by Text Length in Posts by Hours of Day

## Facebook

3%

2%

1%

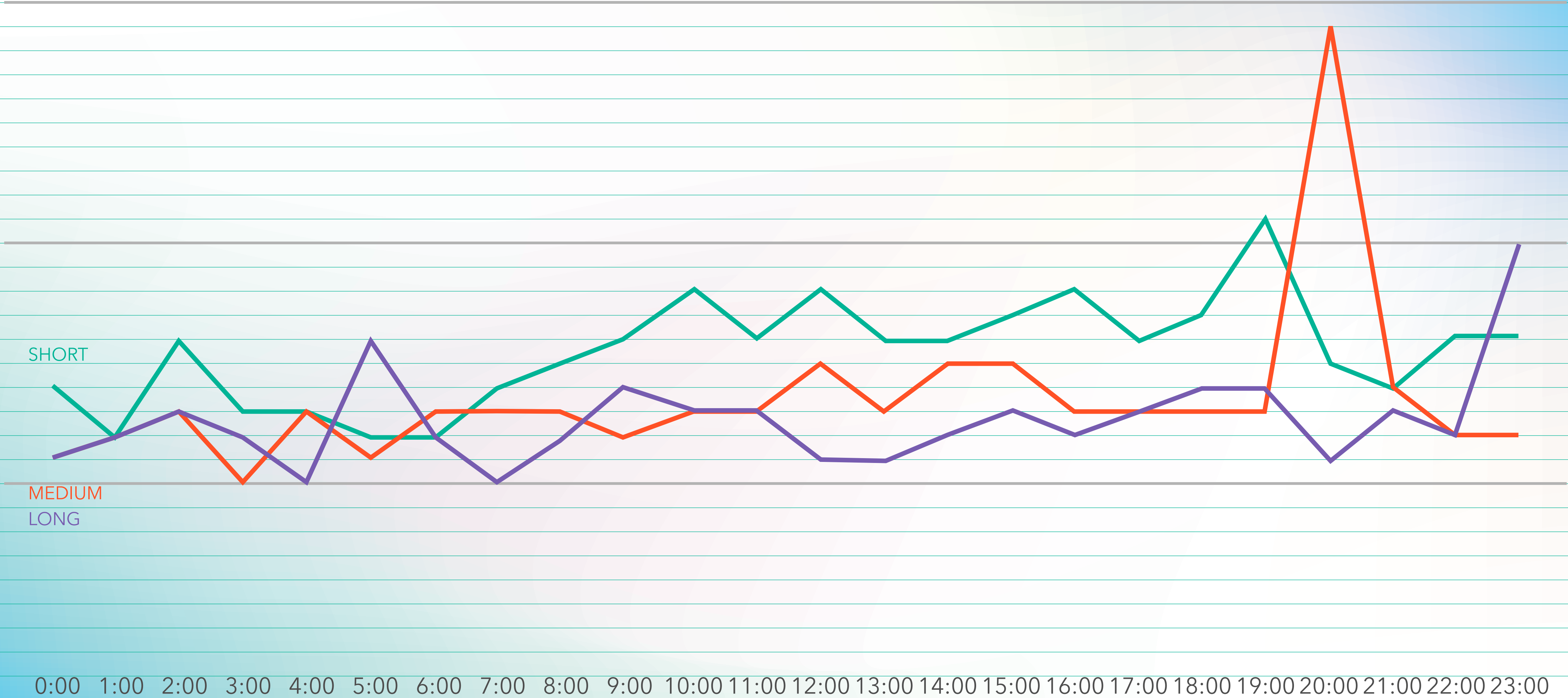
0%

SHORT

MEDIUM

LONG

0:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00



# §4

Relative Activity by Text Length in Posts by Hours of Day

## Instagram

3%

2%

1%

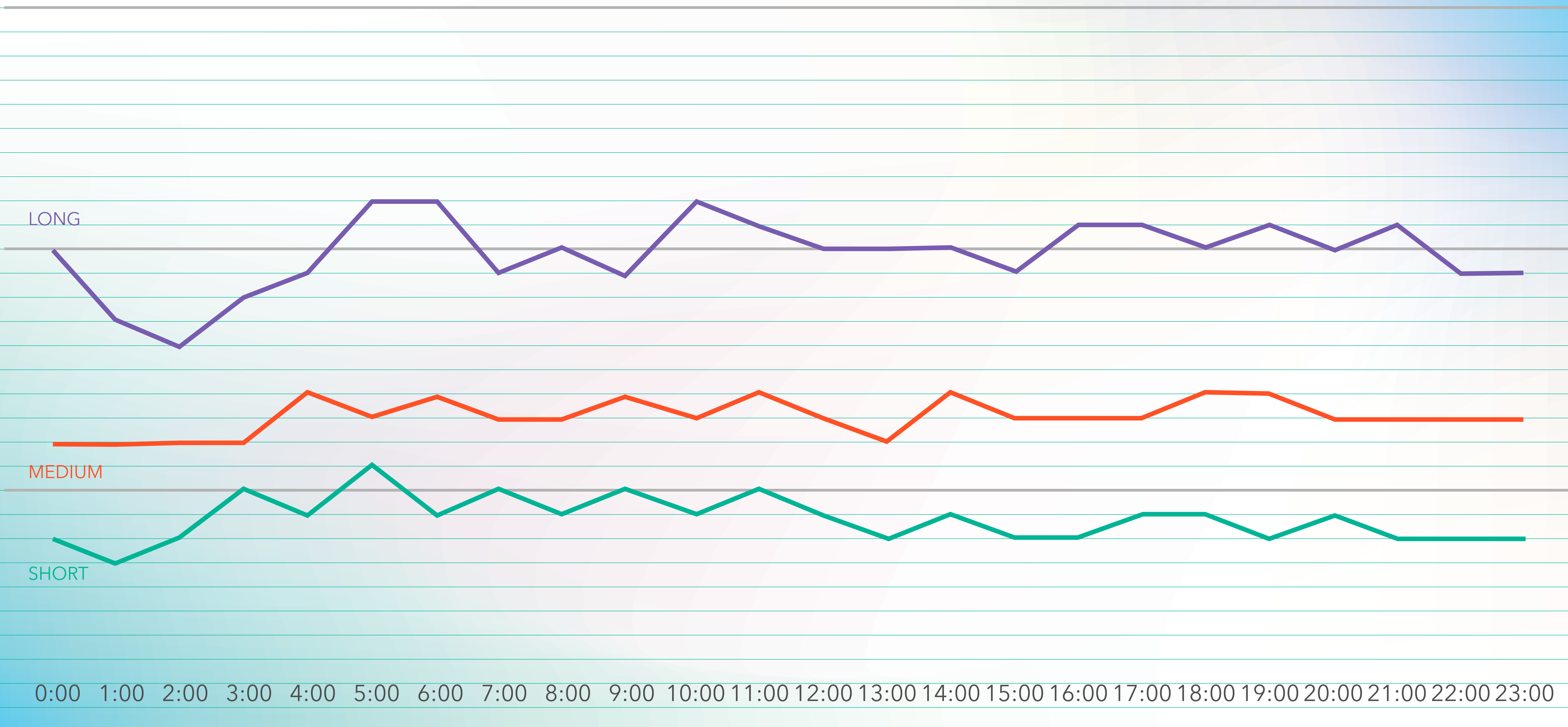
0%

LONG

MEDIUM

SHORT

0:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00



# §4

Relative Activity by Text Length in Posts by Hours of Day

## YouTube

6%

4%

2%

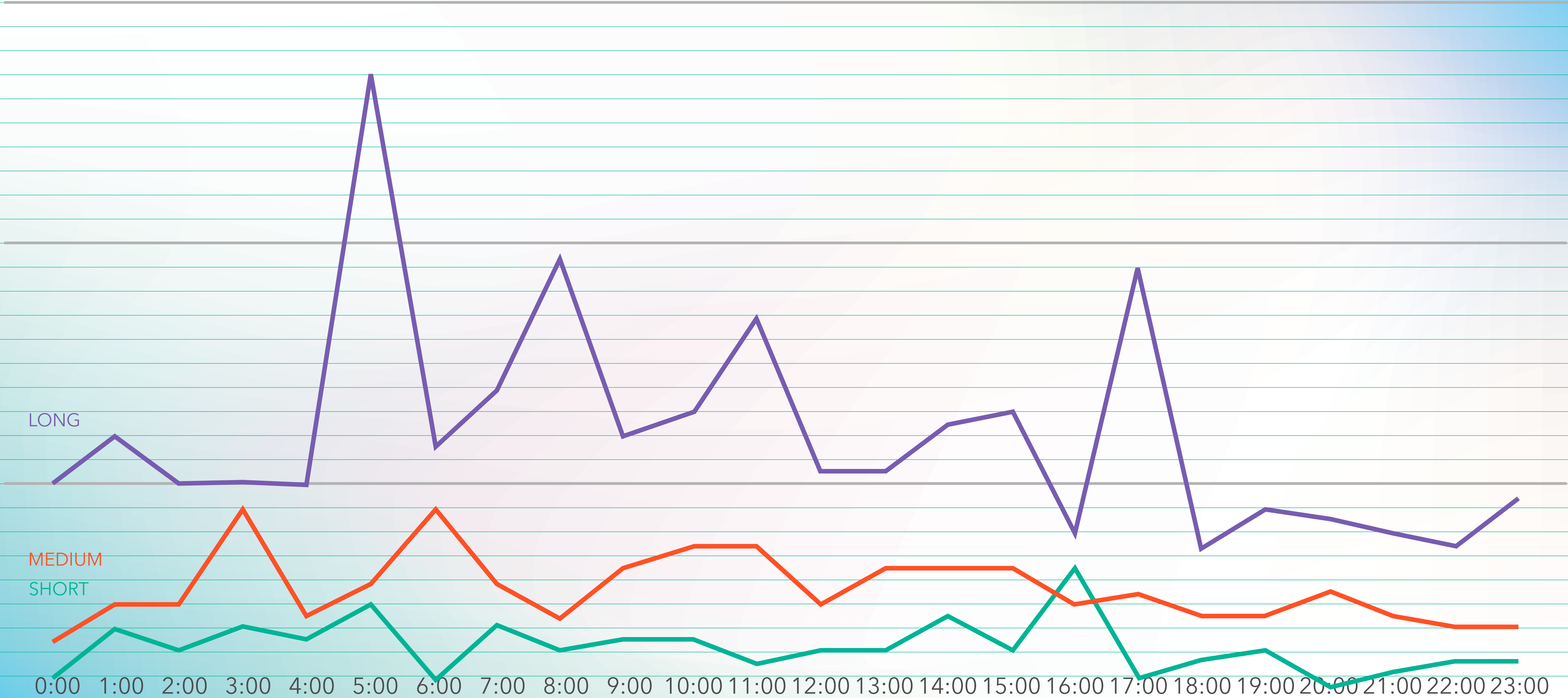
0%

LONG

MEDIUM

SHORT

0:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00



# §4

## Relative Activity by Text Length in Posts by Hours of Day

### VK

2%

1,5	1,5	1,4	1,5	1,4	1,5	1,6	1,6	1,6	1,6	1,6	1,6	1,5	1,5	1,5	1,5	1,5	1,5	1,6	1,6	1,6	1,6	1,6	1,6
1,2	1,2	1,2	1,2	1,2	1,2	1,3	1,3	1,3	1,2	1,2	1,2	1,2	1,2	1,2	1,2	1,2	1,2	1,2	1,3	1,2	1,3	1,3	1,3
1,5	1,4	1,4	1,3	1,4	1,5	1,4	1,5	1,5	1,4	1,4	1,4	1,3	1,4	1,4	1,4	1,3	1,3	1,4	1,4	1,4	1,5	1,5	1,4

SHORT

LONG

MEDIUM

0:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

1%



# §4

## Relative Activity by Text Length in Posts by Hours of Day

OK

3%

2%

1%

0%

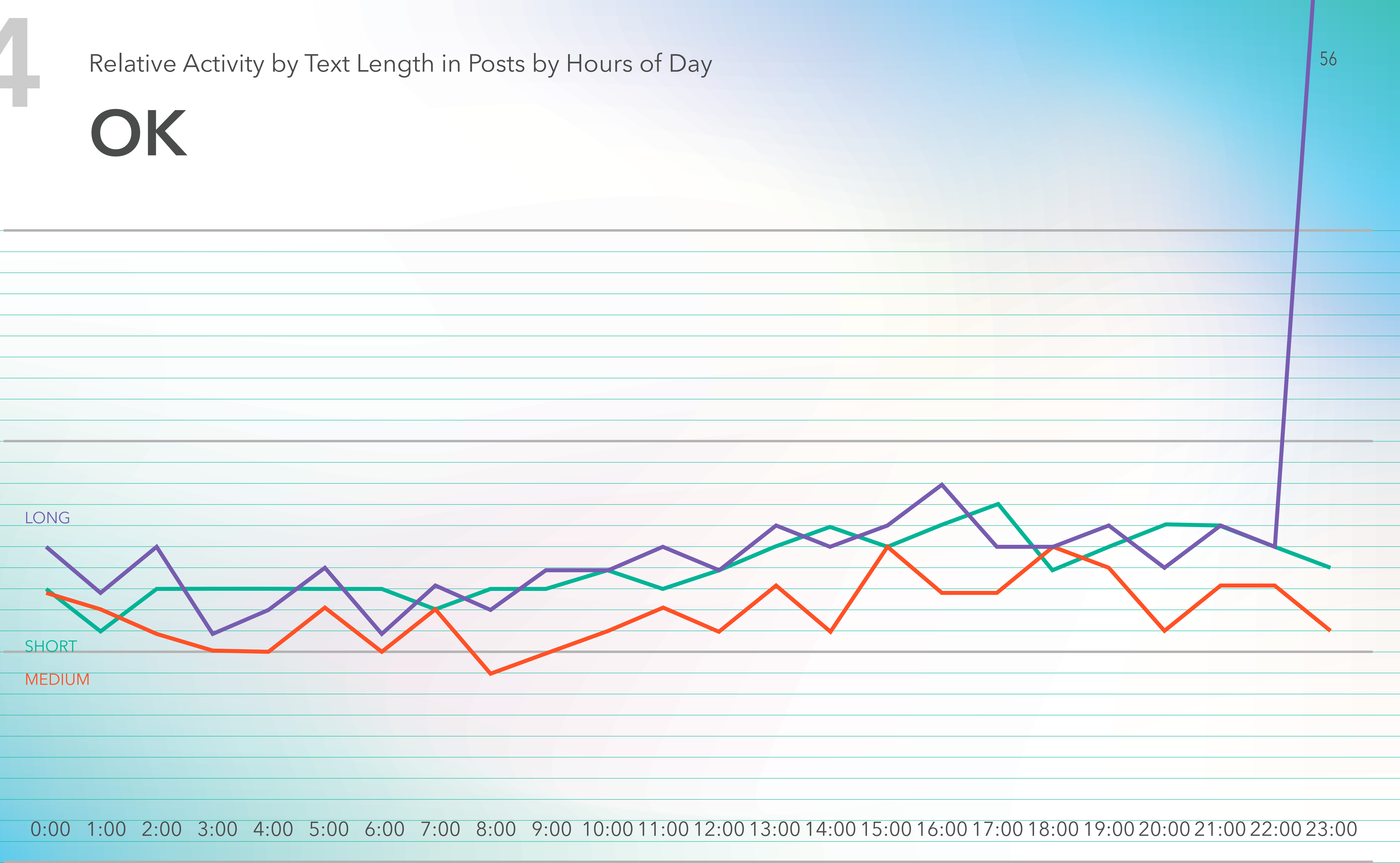
56

LONG

SHORT

MEDIUM

0:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00





# §4

Relative Activity by Text Length in Posts by Hours of Day

## Telegram

3%

2%

1%

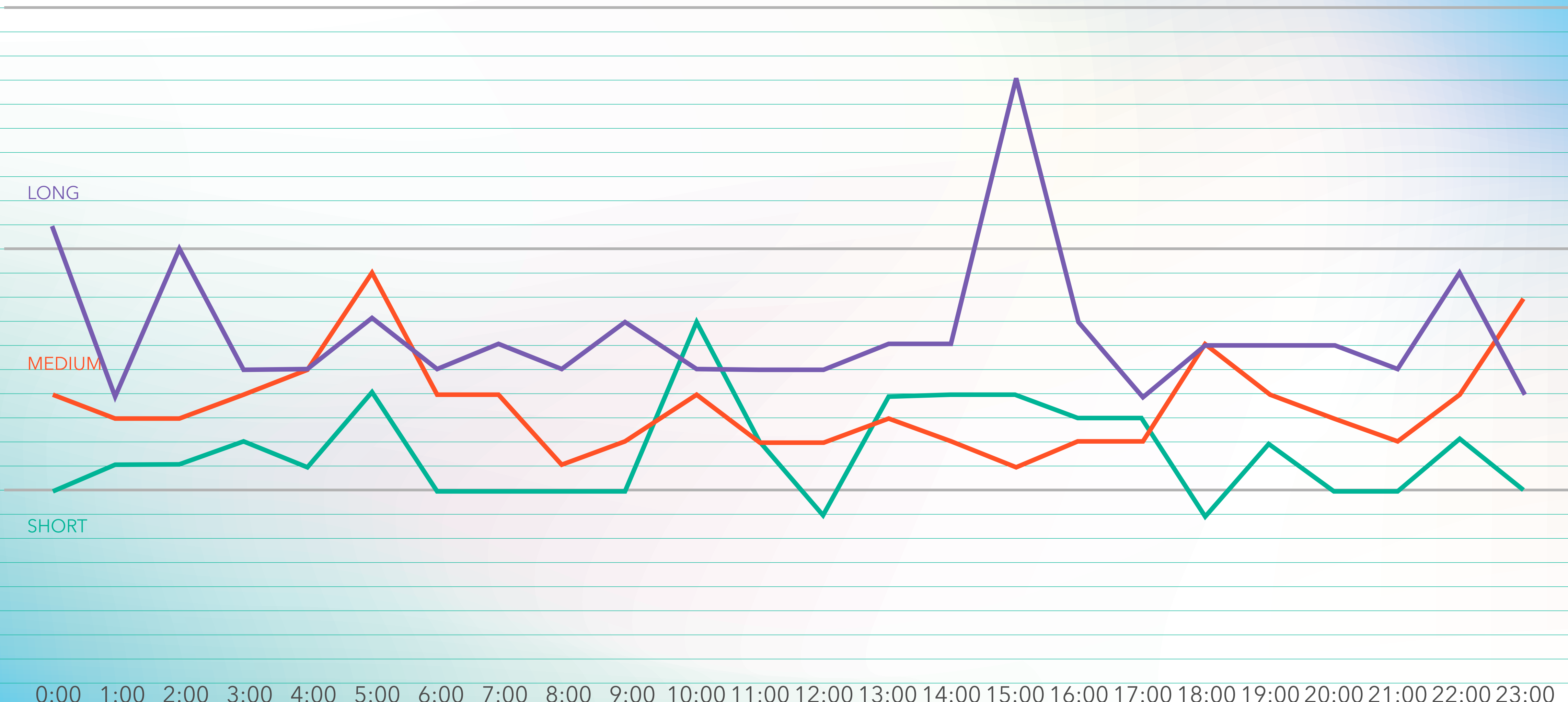
0%

LONG

MEDIUM

SHORT

0:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00



# §4

Relative Activity by Text Length in Posts by Hours of Day

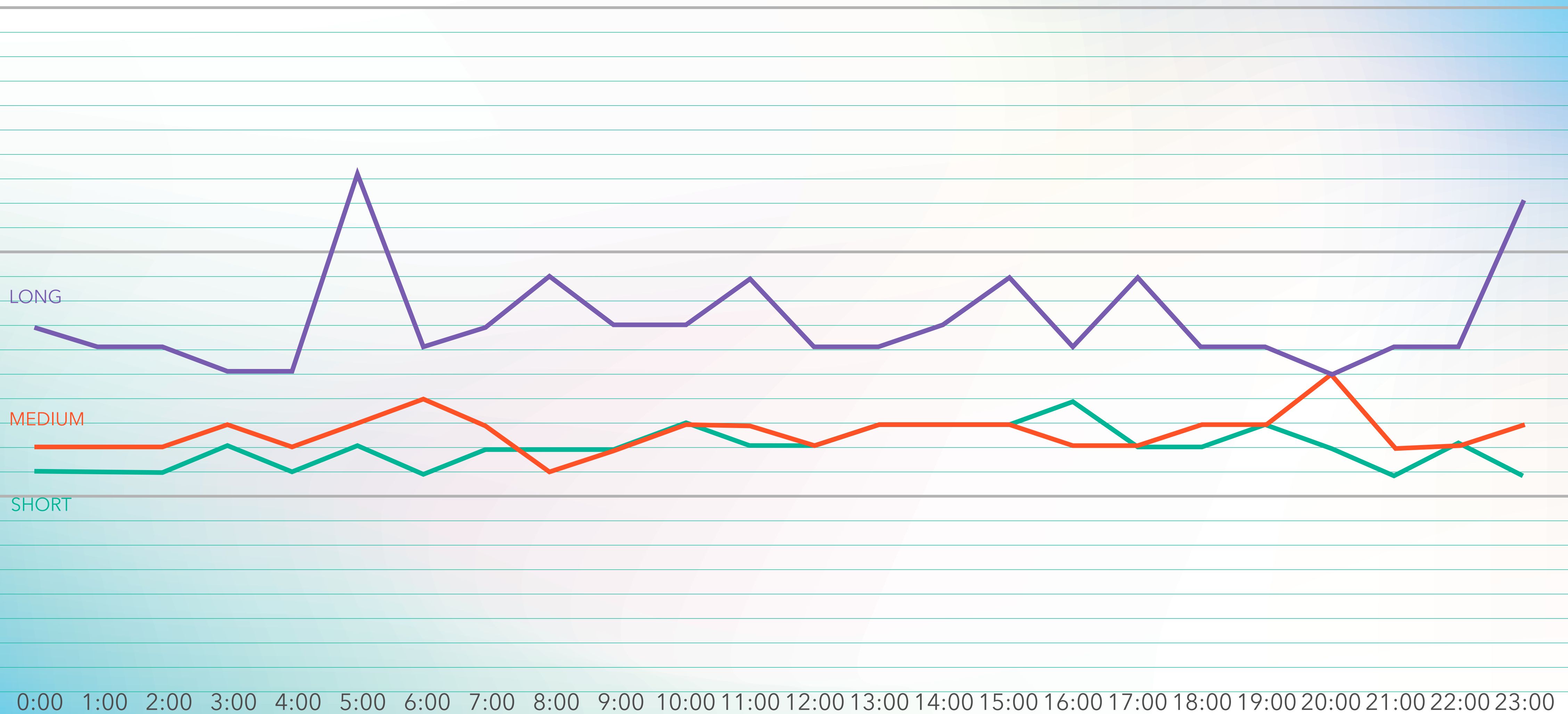
## Average by All Social Networks

3%

2%

1%

0%



# Relative Activity by Attachments in Posts

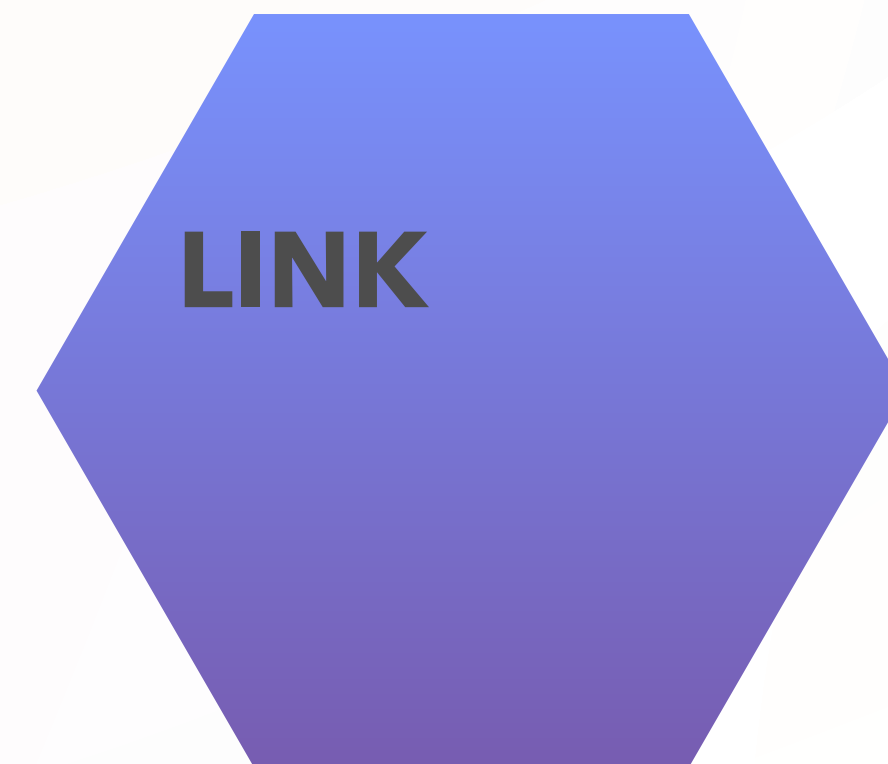
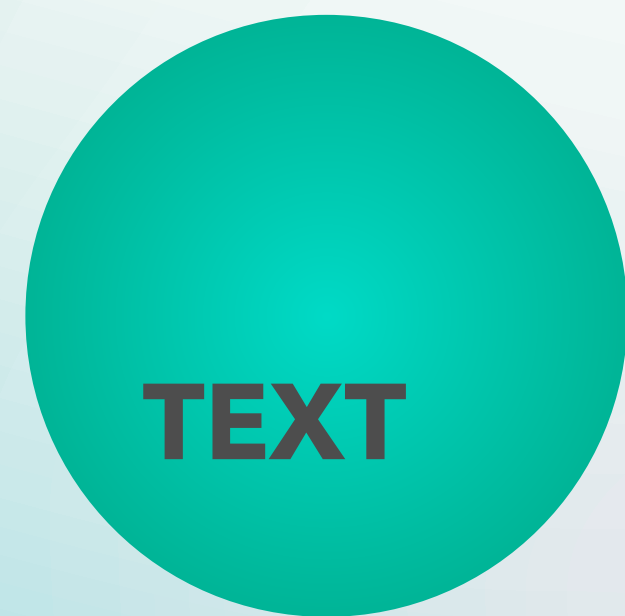


# §5

Relative Activity by Attachments in Posts

## Methodology I

Popsters automatically categorizes all posts on 4 types by attachments:



# §5

Relative Activity by Attachments in Posts

## Methodology II

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

Average activity of posts with specific attachments

=

Total activities of posts with specific attachments

Count of posts such type

Relative average activity of posts such type

=

Average activity of posts with specific

Total of all average values by all types

x 100%

## 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



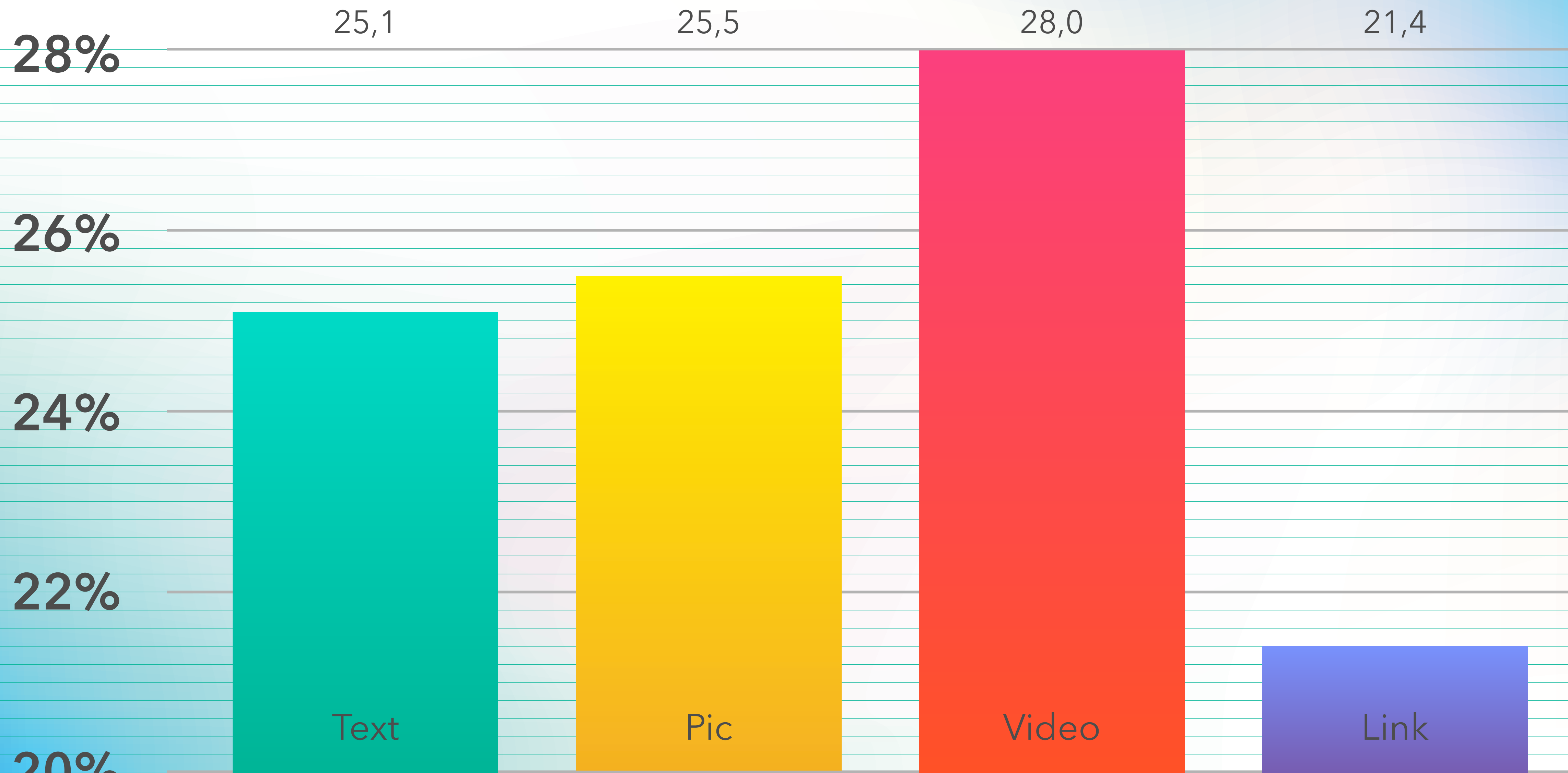
Average value of each type

Total of all average values

§5

Relative Activity by Attachments in Posts

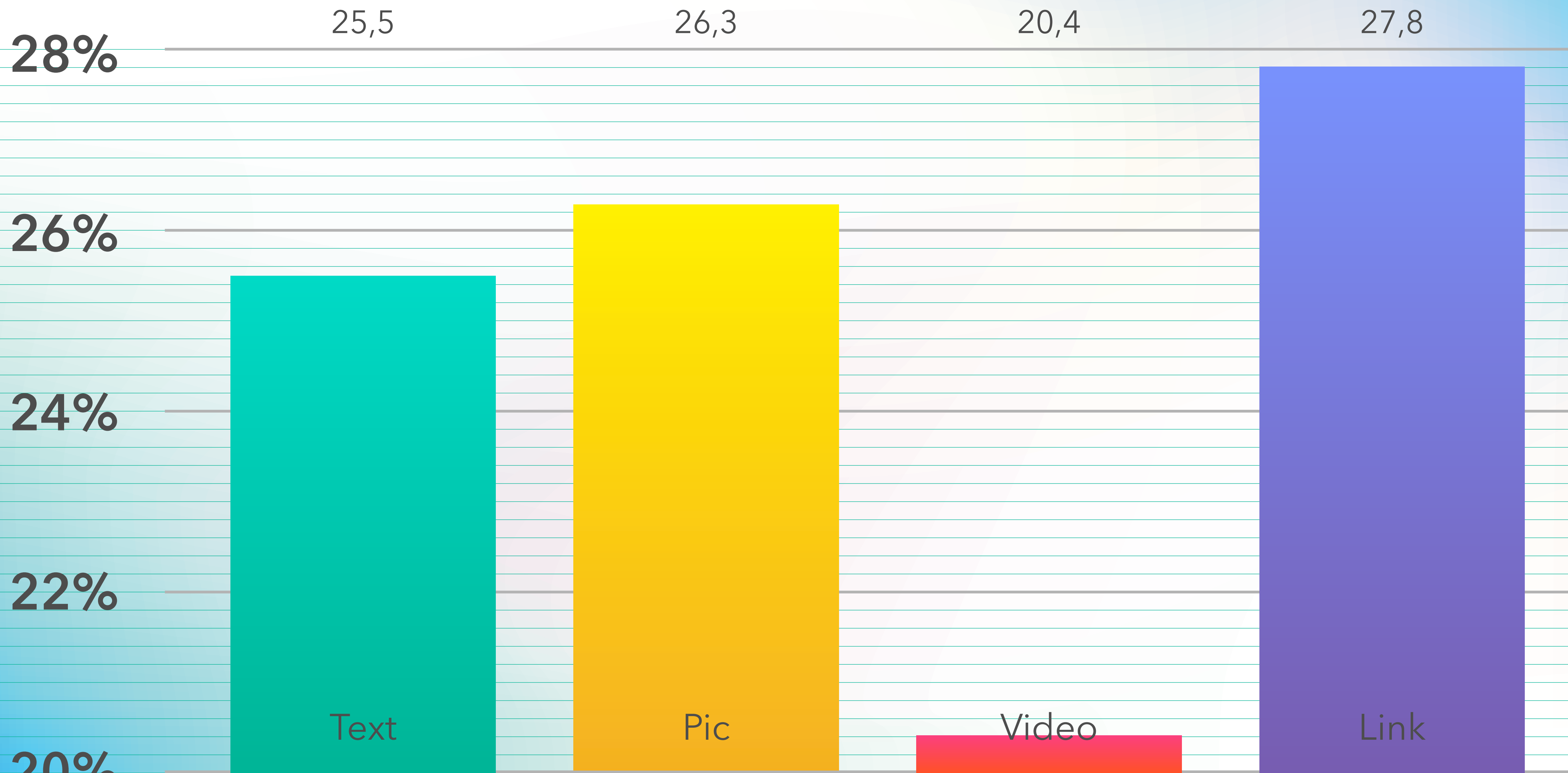
# Facebook



# §5

Relative Activity by Attachments in Posts

## Instagram



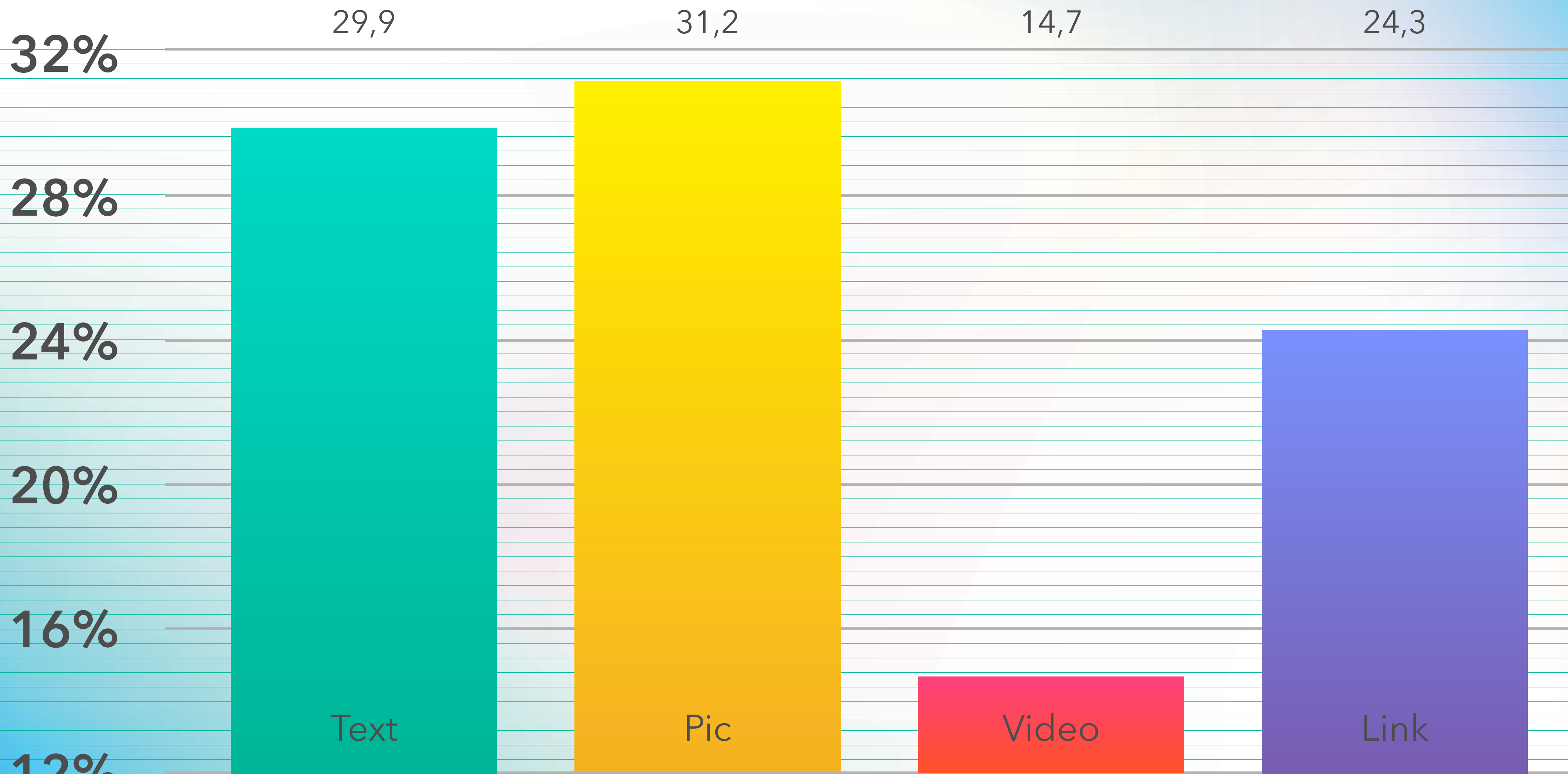


# §5

Relative Activity by Attachments in Posts

65

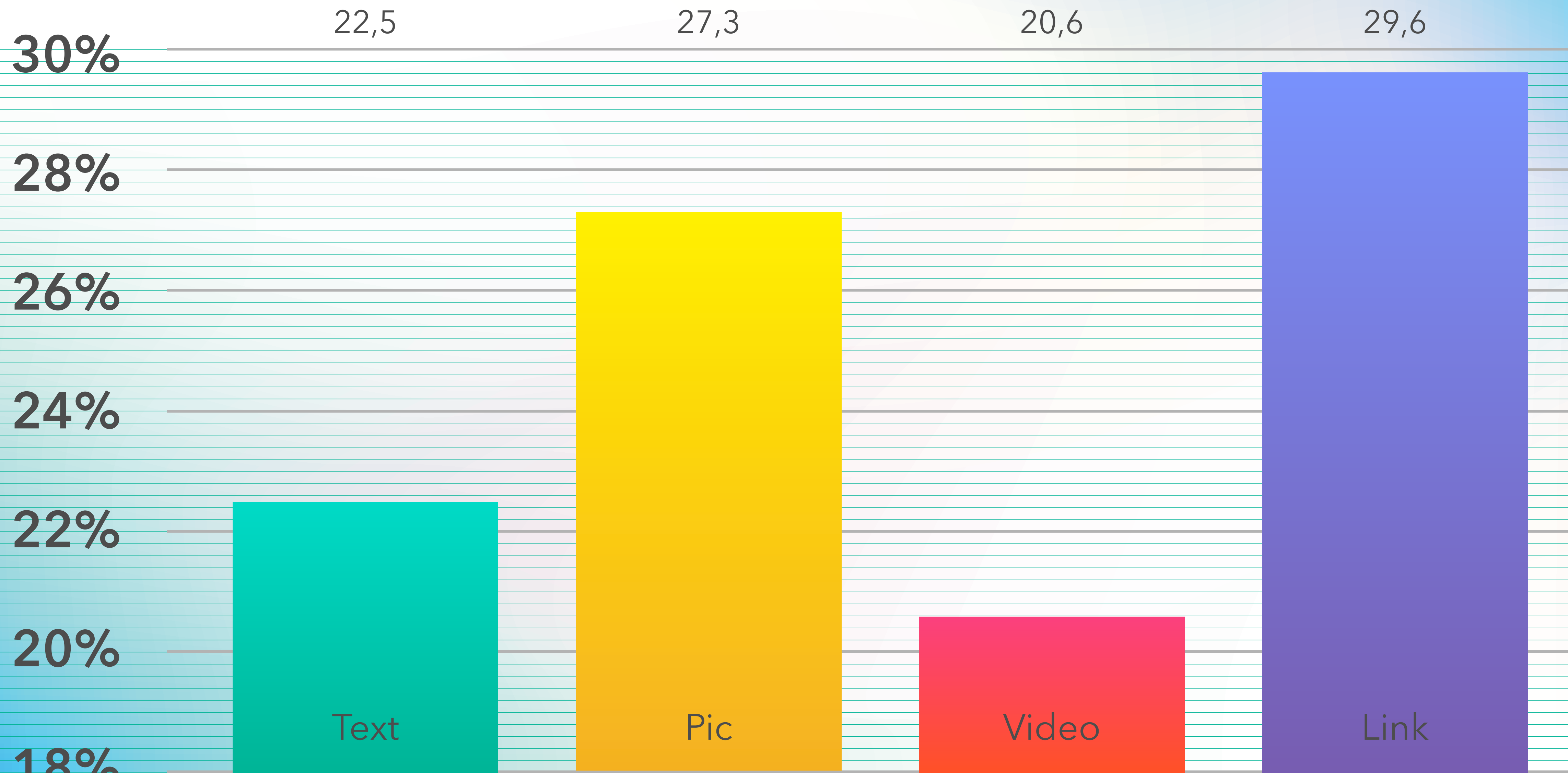
## Twitter



# §5

Relative Activity by Attachments in Posts

## Tumblr

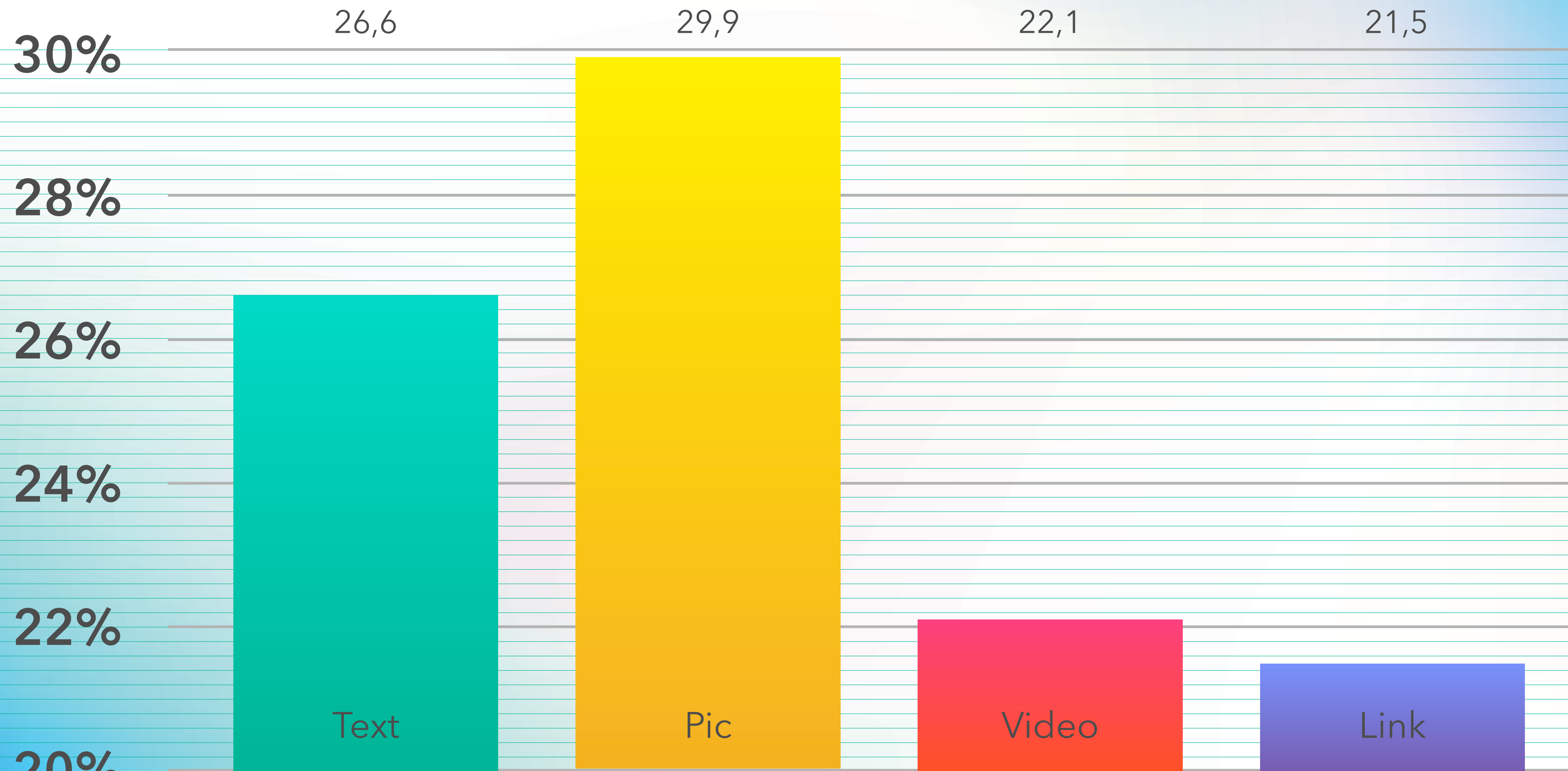


# §5

## Relative Activity by Attachments in Posts

67

### VK



# §5

## Relative Activity by Attachments in Posts

# OK

28%

27,4

27,1

24,1

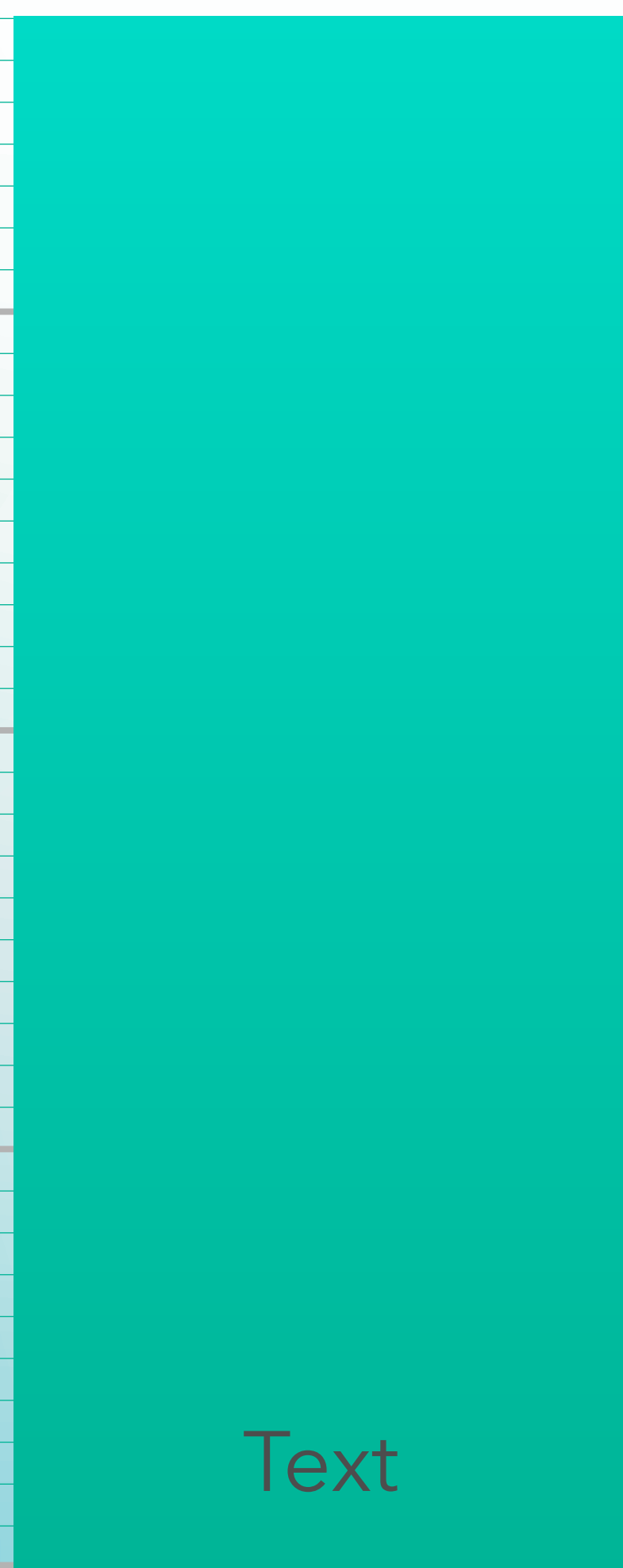
21,5

26%

24%

22%

20%



Text

Pic

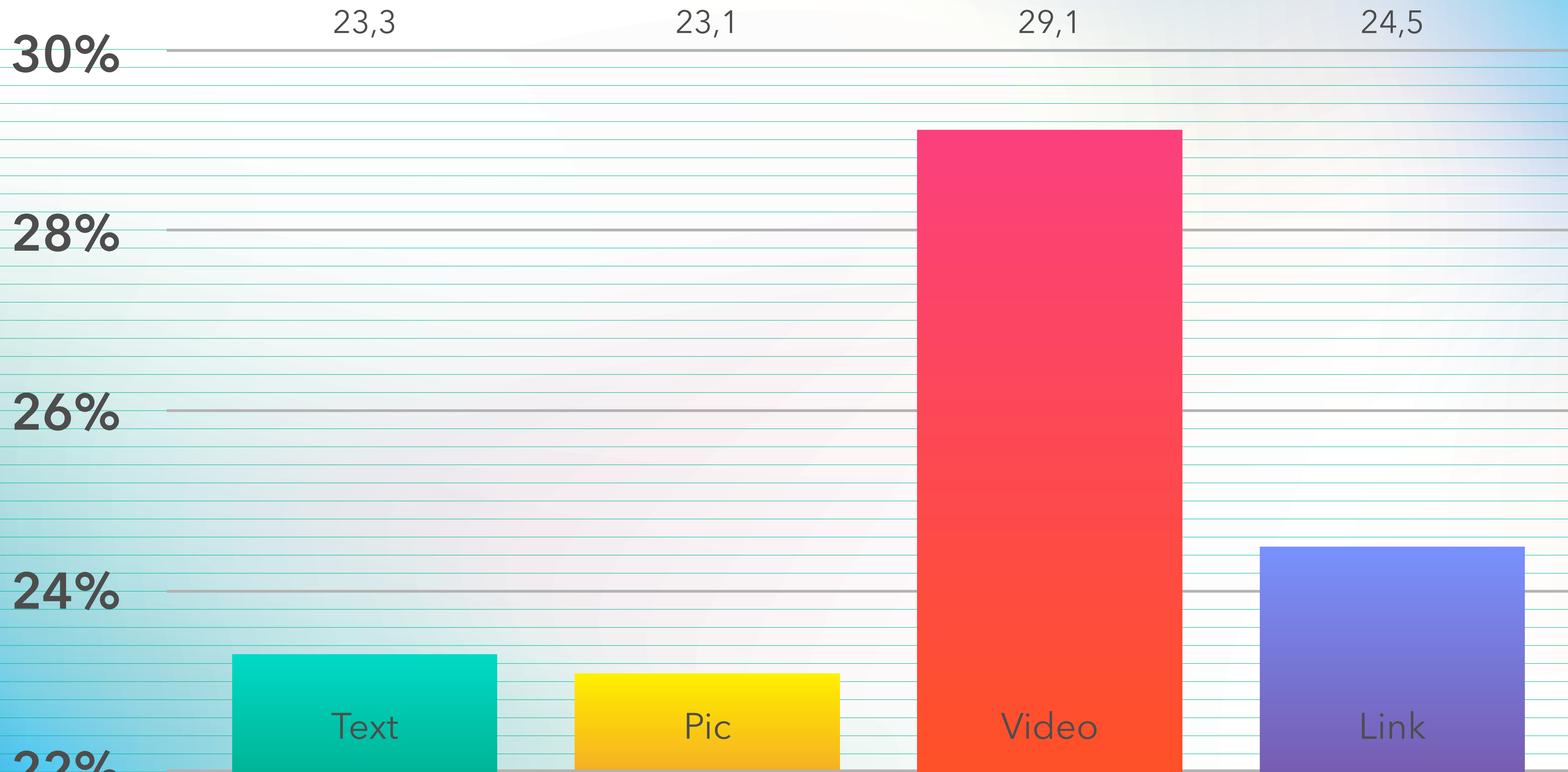
Video

Link

§5

Relative Activity by Attachments in Posts

# Telegram

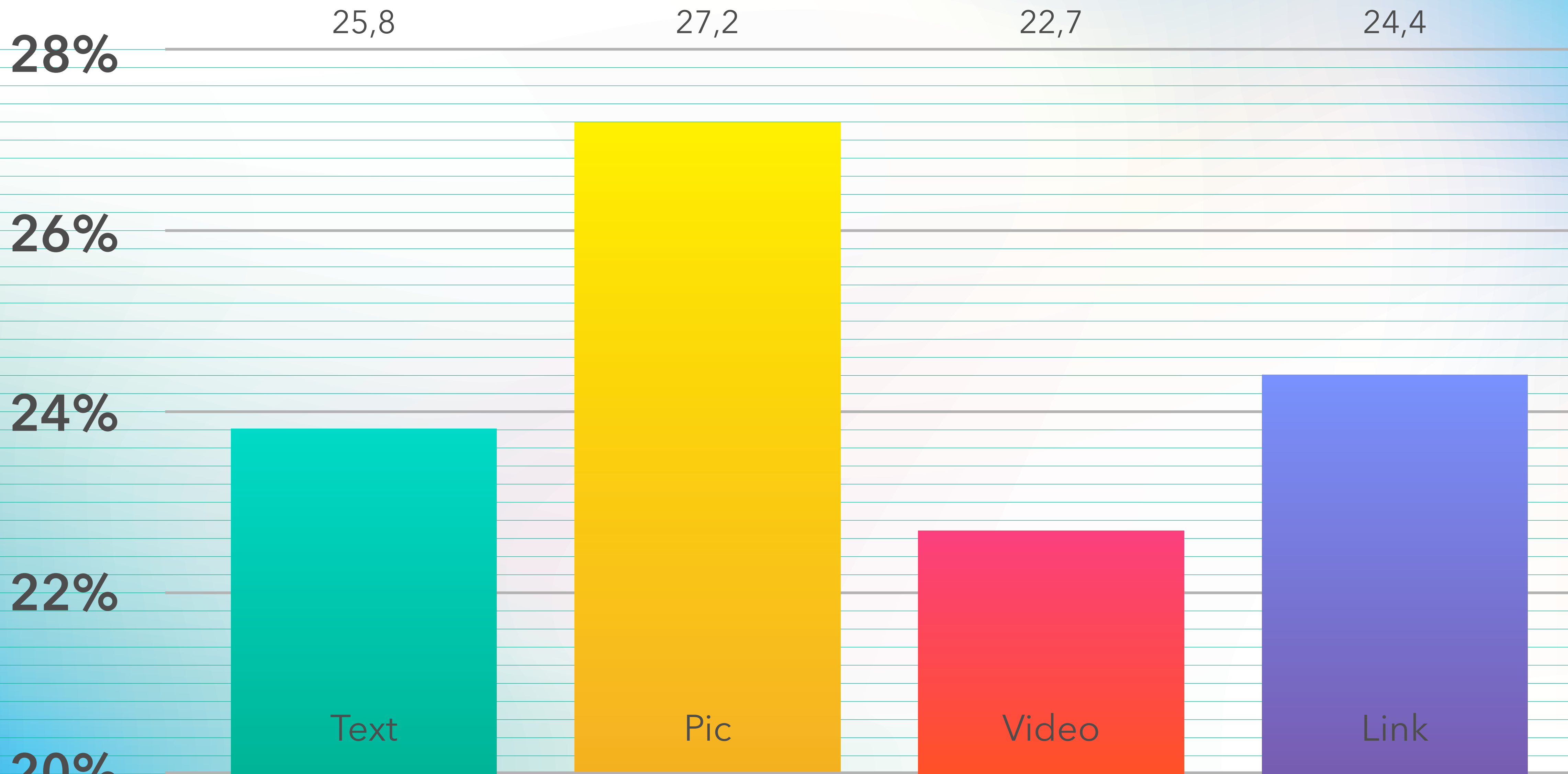


§5

Relative Activity by Attachments in Posts

70

# Average by All Social Networks



# 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)  
[popsters.us/blog/post/er-how-to-calculate-engagement-rate](https://popsters.us/blog/post/er-how-to-calculate-engagement-rate)



## Methodology II

**ERpost** = 
$$\frac{\text{Total of all reactions for analyzing period} \text{ (likes, shares, comments, reactions for Facebook; + dislikes for YouTube)}}{\text{Count of posts such type} \times \text{Count of Followers on the date}} \times 100\%$$

**ERday** = 
$$\frac{\text{Total of all reactions for analyzing period} \text{ (likes, shares, comments, reactions for Facebook; + dislikes for YouTube)}}{\text{Count of days in analyzing period} \times \text{Count of Followers on the date}} \times 100\%$$

## Methodology III

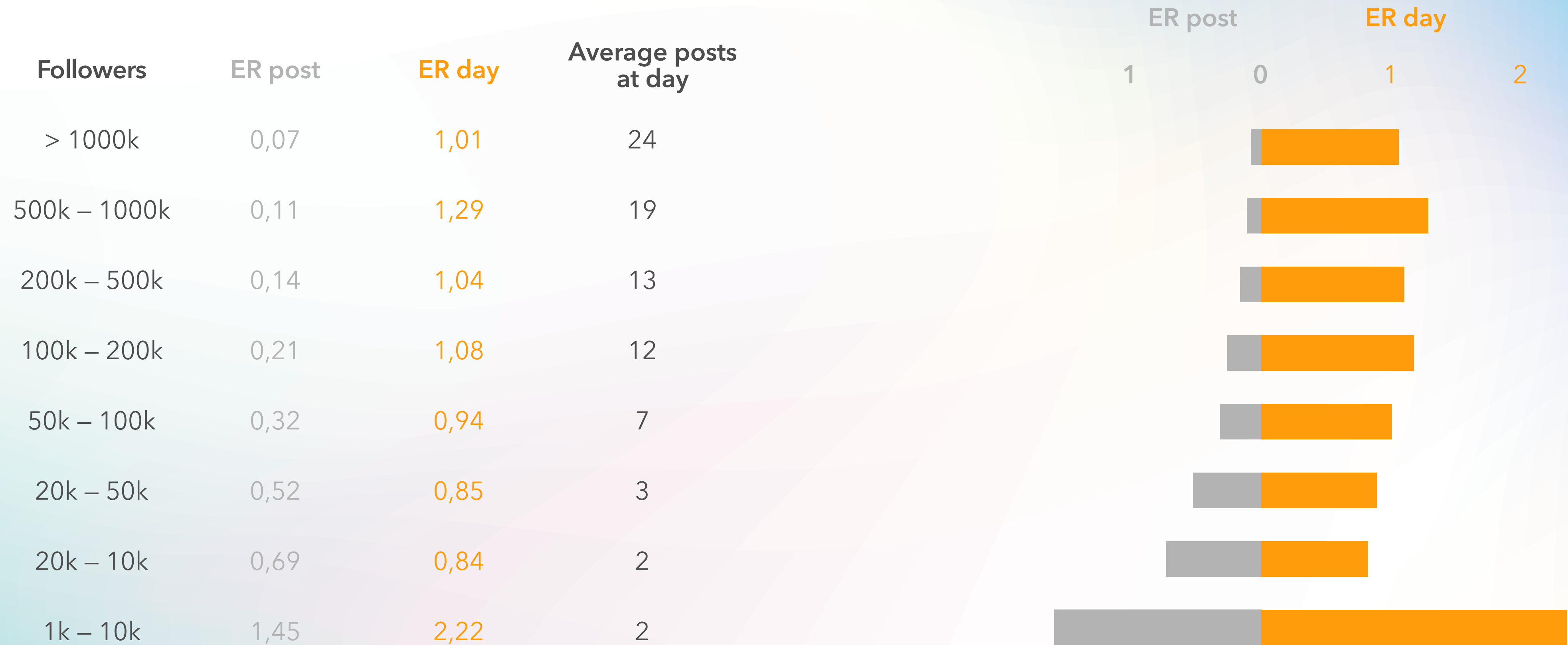
We categorized pages by 8 categories depending on count of followers:

- > 1 000 000
- > 500 000
- > 200 000
- > 100 000
- > 50 000
- > 20 000
- > 10 000
- > 1 000

# §6

Average Engagement Rate of Pages by Count of Followers

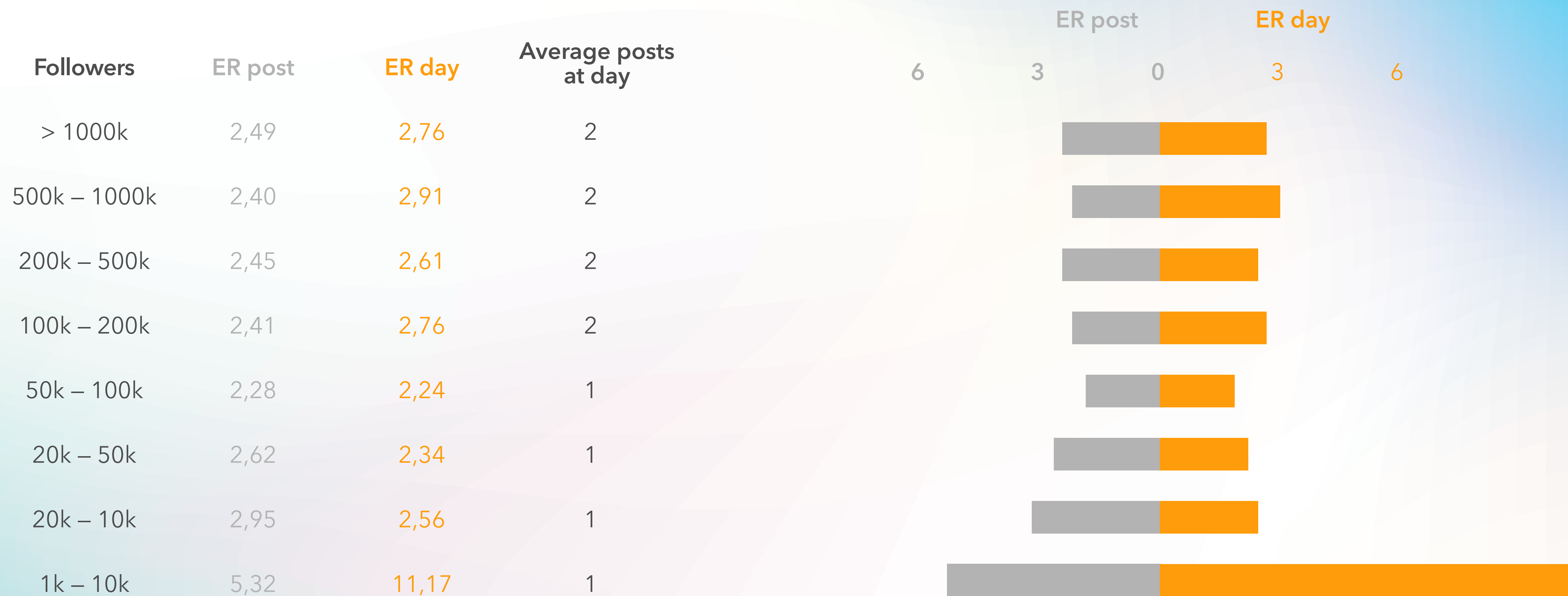
## Facebook



# §6

Average Engagement Rate of Pages by Count of Followers

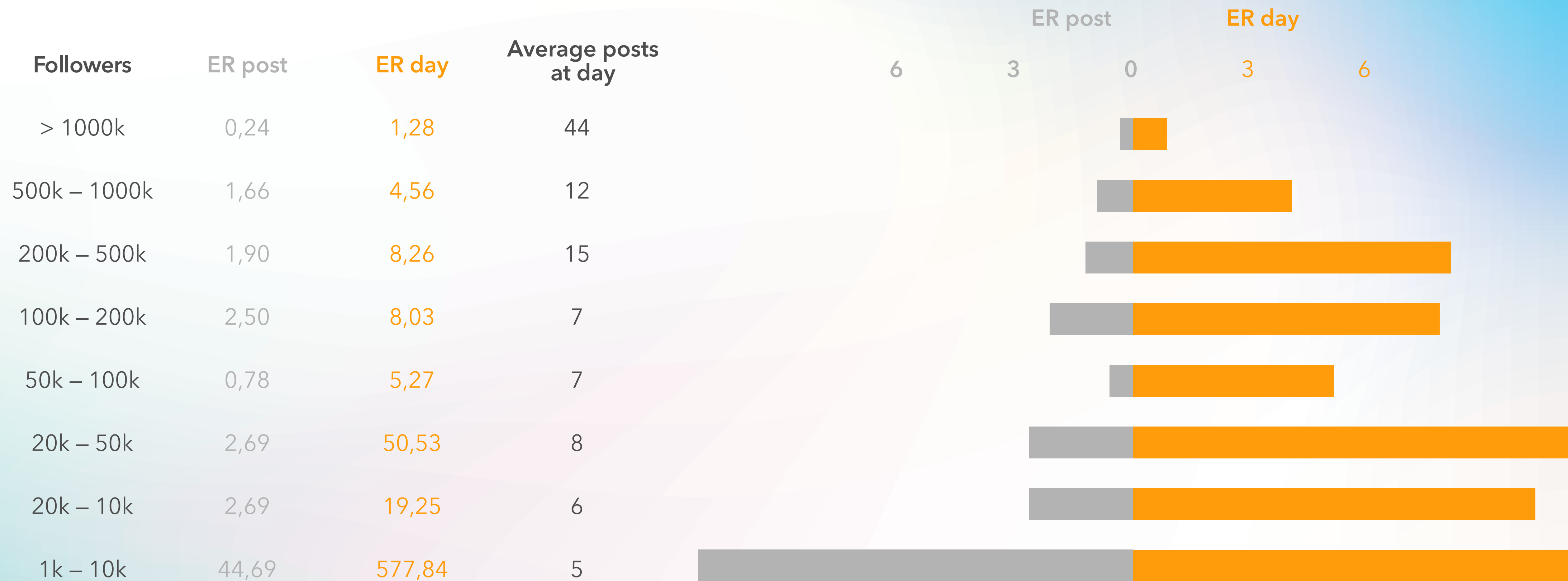
## Instagram



# §6

## Average Engagement Rate of Pages by Count of Followers

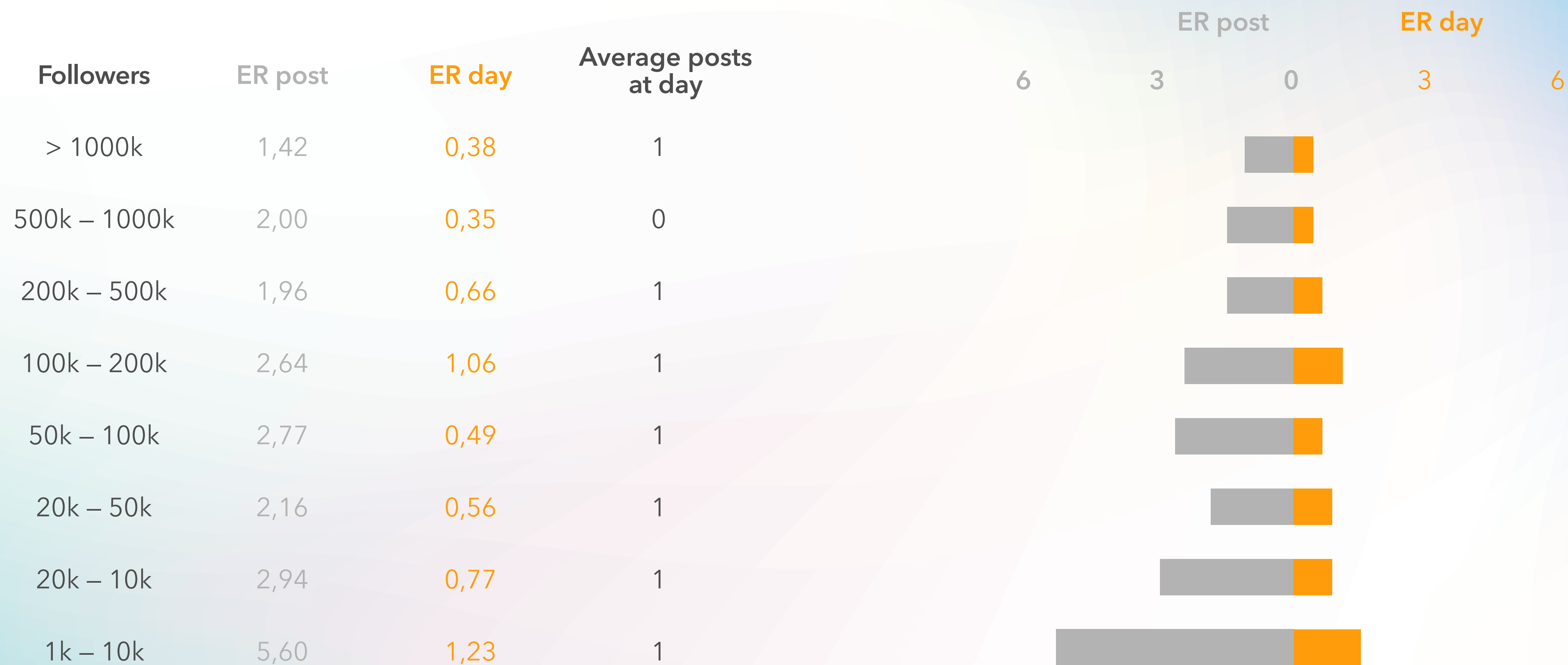
# Twitter



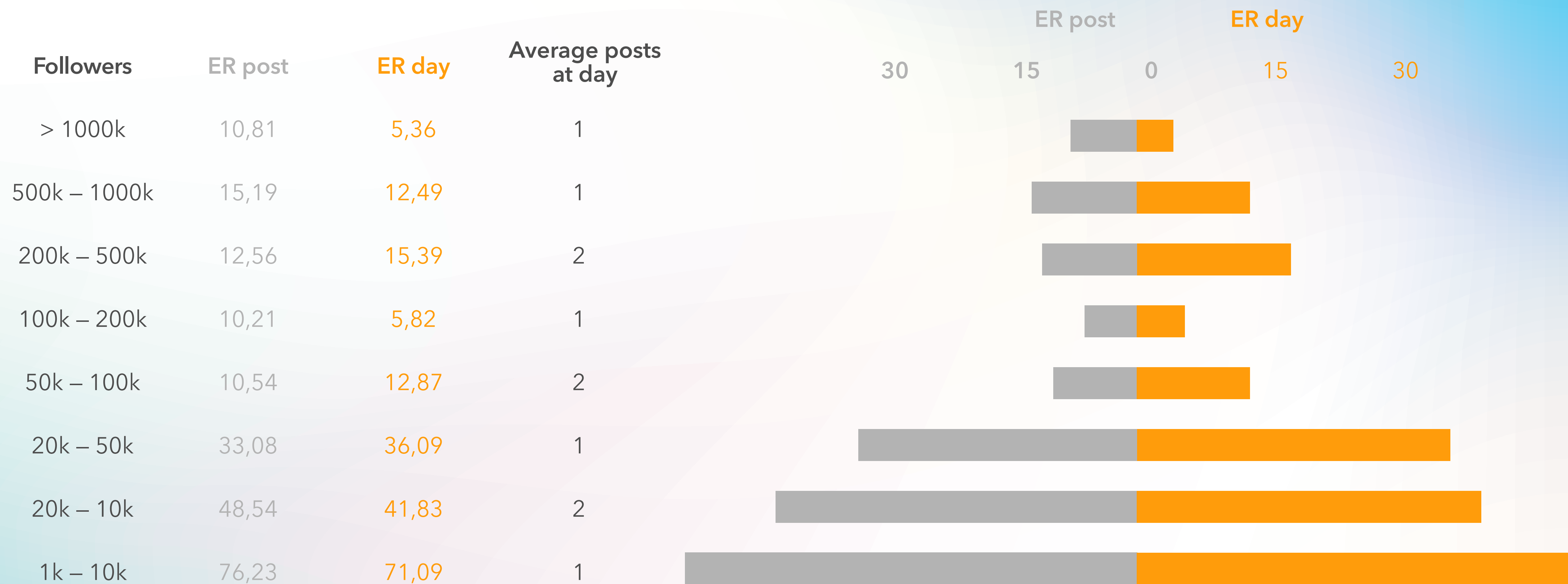
# §6

## Average Engagement Rate of Pages by Count of Followers

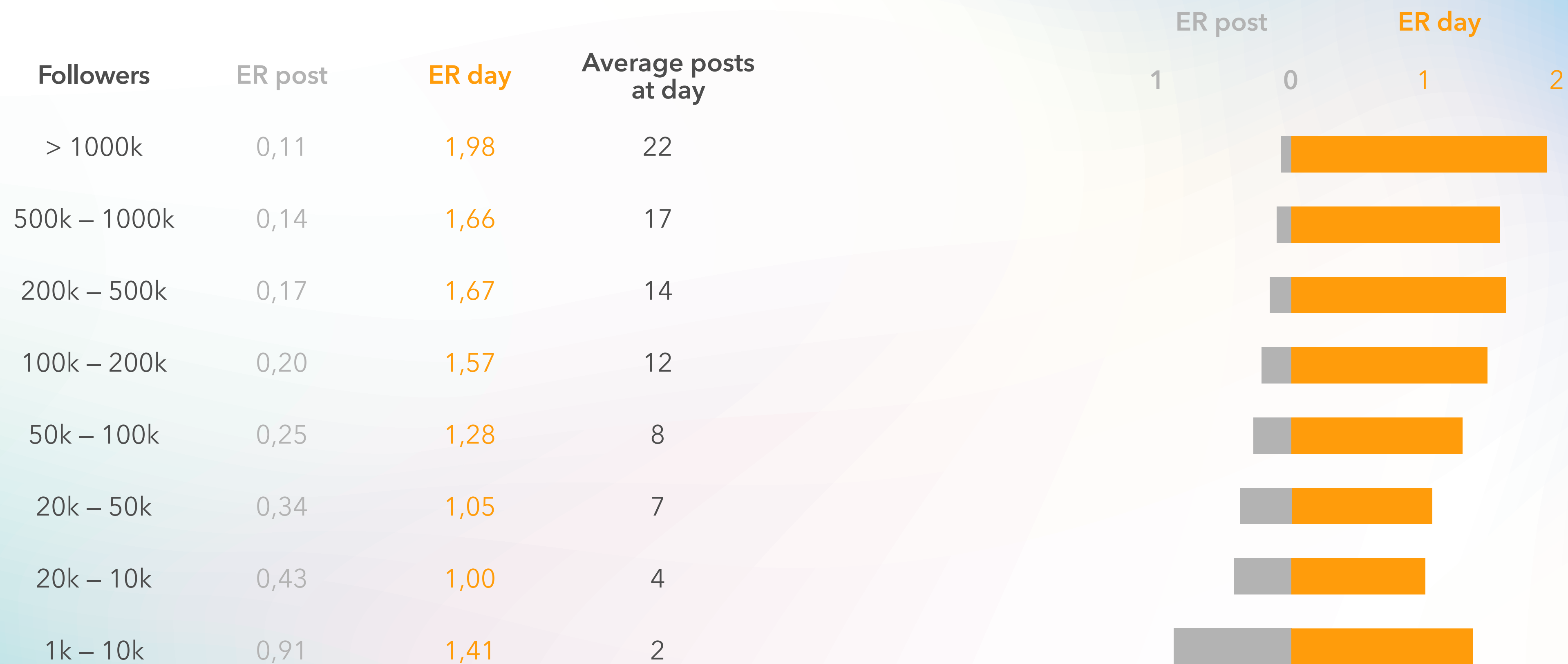
# YouTube



# TikTok



### VK

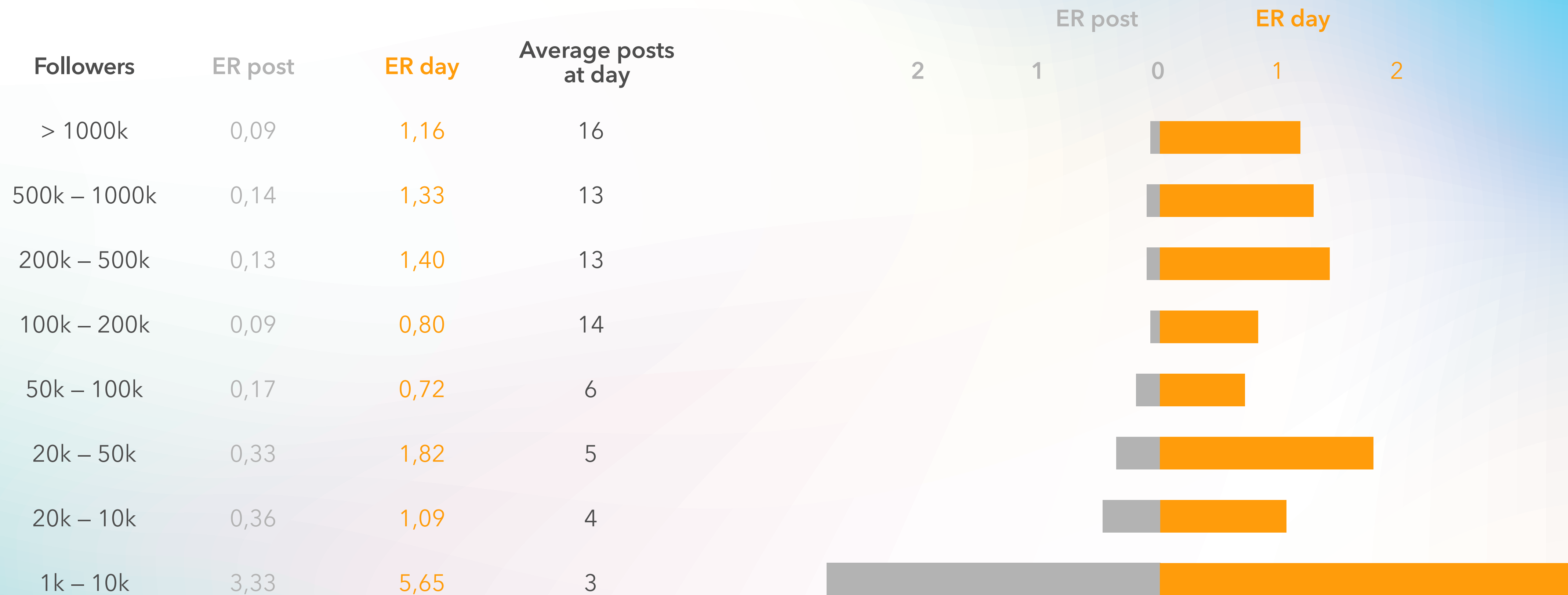




# §6

## Average Engagement Rate of Pages by Count of Followers

# OK





**Popsters**

[popsters.com](http://popsters.com)