SOCIAL SHARING TRENDS

A ClearVoice Data Study Across 14 Industries
We analyzed 630,000+ posts...
(to find where, when, and what people share most)
across 14 industries...
and here’s what we found.

(aside from a great excuse to make pretty charts)
After Analyzing 115,321 Posts...

LinkedIn was the clear winner for social channel, and Fridays had the most social shares for channels.

The two most shared content types were infographic-listicle combos and long-form how-to articles.
After Analyzing 133,589 Posts...

Facebook was the clear winner for social channel. We found no drastic difference in performance on any particular day, although Sunday performed best by a small margin.

The two most shared content types were articles with an infographic and how-to listicle articles.

Posts included those from Fortune, CNN Money, Bloomberg, Market Watch, Financial Times and other industry leaders.
After Analyzing 69,311 Posts...

Facebook was the clear winner for social channel. Mondays performed best, while Sundays had the least engagement.

The two most shared content types were how-to articles with infographics and listicles with infographics.

Posts included those from Wired, TechCrunch, Mashable, Gizmodo, Lifehacker and other industry leaders.
After Analyzing 5,379 Posts...

Pinterest dominated as the primary social channel, with dramatic spikes in engagement on Tuesdays and Sundays.

The two most shared content types were long-form listicle articles and regular longform articles.

Posts included those from Martha Stewart Living, Better Homes and Gardens, Real Simple, Architectural Digest, Good Housekeeping and other industry leaders.
After Analyzing 15,583 Posts...

Facebook accounted for slightly more than half of the social channel share. Engagement was pretty even across the week, but Saturdays saw a steep drop-off.

The two most shared content types were listicle articles with video and infographic-listicle combos.

Posts included those from The Real Deal, Realty Times, Brick Underground, Curbed.com, Zillow, Realtor Magazine and other industry leaders.
After Analyzing 33,684 Posts...

Pinterest received the most engagement, with Facebook not far behind. Sunday received the most engagement, and Monday the least by a substantial margin.

The two most shared content types were articles with infographics and listicles.

Posts included those from Working Mother, Thrifty Nifty Mommy, Positive Parenting Solutions, Babble, Cup of Jo, Mom Junction and other parenting publications.
After Analyzing 25,970 Posts...

Facebook was the clear winner for social channel. Mondays received the most engagement, with engagement gradually declining each following day in the week.

The two most shared content types were longform listicles and long-form articles.

Posts included those from Indeed, Monster, Business Know How, The Ladders, 80,000 Hours, Simply Hired and other industry leaders.
After Analyzing 11,572 Posts...

Facebook dominated as the leading social channel. Weekend days received much higher engagement than weekdays.

The two most shared content types were listicle articles with infographics and long-form how-to articles with video.

Posts included those from Open Culture, TED, Knight Foundation, Edudemic, The Nonprofit Times, Nonprofit Quarterly and other publications for nonprofits and institutions.
After Analyzing 39,648 Posts...

Pinterest was the clear winner for social channel, with weekend days receiving significantly higher engagement than weekdays.

The two most shared content types were long-form how-to articles and long-form how-to articles with videos.

Posts included those from Self, Living Pretty Naturally, The Organic Beauty Blog, Wellness Mama, Alive, Health and other leaders in the industry.
After Analyzing 7,810 Posts...

**Facebook** dominated as the leading social channel. Social engagement was roughly the same regardless of the day of week.

The two most shared content types were **long-form articles** and **listicles**.

Posts included those from [Travel and Leisure](https://www.travelandleisure.com), [National Geographic](https://www.nationalgeographic.com), [Outside](https://www.outsideonline.com), [Expedia](https://www.expedia.com), [Kayak](https://www.kayak.com) and other leaders in the industry.
After Analyzing 43,548 Posts...

Facebook and Pinterest shared about a 60/40 split respectively in social shares. There was no drastic difference in social engagement for any given day of the week.

The two most shared content types were articles with infographics and long-form listicle articles.

Posts included those from Fashionista, Hellogiggles, Vogue, The Blonde Salad, Glam Meets Glam, Fashion Toast and other leaders in the industry.
After Analyzing 9,470 Posts...

Pinterest dominated as the leading social channel. Tuesdays led in engagement, with Saturdays slightly lagging behind all other days.

The two most shared content types were listicles with infographics and long-form articles with infographics.

Posts included those from Fresh Home, Design Milk, Design Love Fest, Canva Design School, Wallpaper, The Design Blog, Graphic Design USA and other leaders in the industry.
After Analyzing 118,934 Posts...

Facebook was the clear winner for social channel, but Pinterest still had a substantial share of the pie. Saturdays, and weekends in general, led in engagement.

The two most shared content types were how-to listicles and listicles.

Posts included those from BuzzFeed, People, Variety, Entertainment Weekly and other leaders in the industry.
After Analyzing 4,144 Posts...

Pinterest clearly dominated as the top social channel. Sunday also dominated as the top day for sharing, accounting for nearly half of all engagement.

The two most shared content types were how-to articles and listicle articles.

Posts included those from The Wannabe Chef, Food and Beverage Magazine, Serious Eats, Damn Delicious, Minimalist Baker, Smitten Kitchen and other publications in the industry.
## Overall Industry Snapshot

Which days receive the most social shares in your industry?

<table>
<thead>
<tr>
<th>Industry</th>
<th>Mon</th>
<th>Tues</th>
<th>Wed</th>
<th>Thurs</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>14.4%</td>
<td>13.8%</td>
<td>13.5%</td>
<td>13.4%</td>
<td>17.1%</td>
<td>14%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Finance</td>
<td>14.3%</td>
<td>13.6%</td>
<td>13.3%</td>
<td>14.2%</td>
<td>12.8%</td>
<td>14.2%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Tech</td>
<td>15.3%</td>
<td>13.9%</td>
<td>14.2%</td>
<td>15%</td>
<td>15%</td>
<td>13.5%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td>9.6%</td>
<td>23.9%</td>
<td>9.1%</td>
<td>6.4%</td>
<td>16.2%</td>
<td>13%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>18.5%</td>
<td>15.2%</td>
<td>13.6%</td>
<td>14.2%</td>
<td>15.3%</td>
<td>6.5%</td>
<td>16.3%</td>
</tr>
<tr>
<td>Parenting</td>
<td>8.4%</td>
<td>11.1%</td>
<td>9.9%</td>
<td>12.3%</td>
<td>11.7%</td>
<td>11.5%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Career</td>
<td>17.3%</td>
<td>15.3%</td>
<td>15.6%</td>
<td>14.6%</td>
<td>13.5%</td>
<td>11.5%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Education &amp; Nonprofit</td>
<td>10.9%</td>
<td>9.7%</td>
<td>11.6%</td>
<td>13.4%</td>
<td>9.8%</td>
<td>20.5%</td>
<td>23.8%</td>
</tr>
<tr>
<td>Beauty, Health &amp; Wellness</td>
<td>11%</td>
<td>12%</td>
<td>12.4%</td>
<td>13.6%</td>
<td>12%</td>
<td>19.2%</td>
<td>19.5%</td>
</tr>
<tr>
<td>Travel</td>
<td>14%</td>
<td>15.4%</td>
<td>14.1%</td>
<td>13.8%</td>
<td>15.7%</td>
<td>12.9%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Retail</td>
<td>13.1%</td>
<td>15%</td>
<td>13.2%</td>
<td>16.5%</td>
<td>15%</td>
<td>12.5%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Design</td>
<td>15.5%</td>
<td>17.5%</td>
<td>15.5%</td>
<td>12.9%</td>
<td>13.6%</td>
<td>11.1%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Art &amp; Entertainment</td>
<td>12.4%</td>
<td>13.6%</td>
<td>12.4%</td>
<td>11.7%</td>
<td>12.2%</td>
<td>20.3%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Food, Drink &amp; Hospitality</td>
<td>11%</td>
<td>7.3%</td>
<td>11.4%</td>
<td>7.8%</td>
<td>14.4%</td>
<td>11.9%</td>
<td>48.8%</td>
</tr>
</tbody>
</table>

Percentage of total social shares in each industry by day of week.
ABOUT THE STUDY

To collect the data, we subscribed to feeds of top publishers and indexed new content as it was published. ClearVoice data scientists used proprietary algorithms to detect and extract the article body, title, and social sharing information for the article pages.

In analyzing 630,000+ posts, our team discovered a significant variance in the types of content. For example, there were articles, videos, infographics and many combinations thereof. To accurately identify and track content in our analysis, we created and applied the following content type definitions.

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTICLE</td>
<td>Any post between 250-1,000 words</td>
</tr>
<tr>
<td>LONG FORM ARTICLE</td>
<td>Any post with more than 1,000 words</td>
</tr>
<tr>
<td>VIDEO</td>
<td>Includes an embedded video from YouTube, Vimeo, Wistia, etc.</td>
</tr>
<tr>
<td>INFOGRAPHIC</td>
<td>The word “infographic” is in the title or near an image</td>
</tr>
<tr>
<td>HOW TO</td>
<td>The words “how to” are in the title</td>
</tr>
<tr>
<td>LISTICLE</td>
<td>The post title starts with a number (no percentages) or has “the top X” in the title</td>
</tr>
</tbody>
</table>

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