

# Top Brands on Facebook: Content, Tactics & Engagement

*A Study of the Interbrand Top 100 Brands on Facebook*

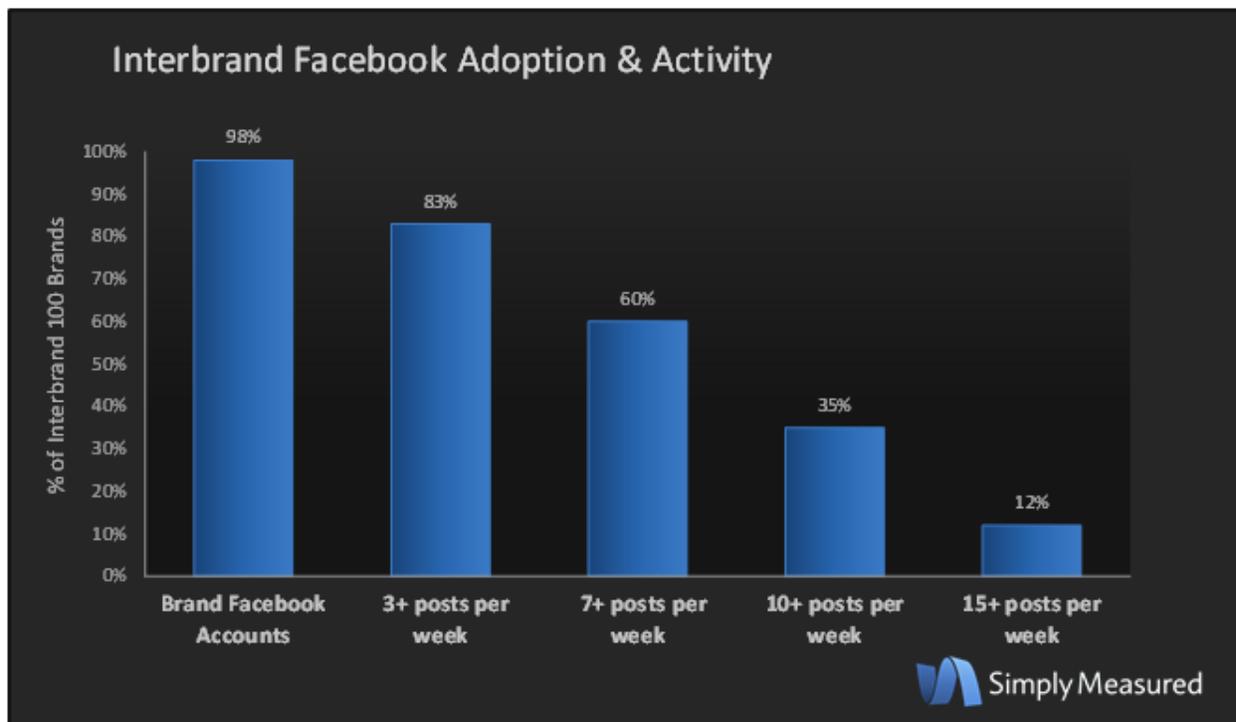
Facebook has made big changes to the way that brands and users interact. Over the past few months, they've redesigned the News Feed to improve how visual content is displayed, and introduced clickable hashtags, allowing users to give context to their posts.

These changes have impacted not only how users can discover content but the tactics brands can use to drive engagement on their pages.

This study looks at the Interbrand Top 100 Brands on Facebook from May 1st to June 30th, 2013. The analysis is focused on how brands are using Facebook to drive engagement with fans, which industries are the most successful at keeping audiences engaged, and how well leading brands have performed in recent months.

The data and analysis come from Simply Measured's [industry-leading social media analytics and reporting platform](#). Simply Measured helps marketers report on their own social media analytics and engagement in context with competitors across all of their social channels.

## Brand Adoption and Activity on Facebook:

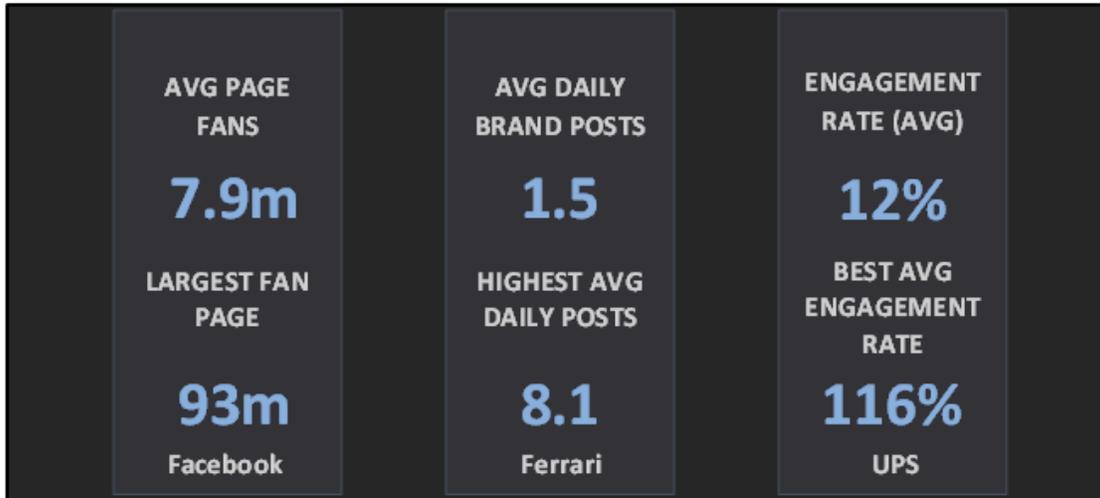


Nearly all of the Interbrand Top 100 brands have well-established Facebook pages: 98% of brands have a fan page and 60% average at least one post per day. Facebook is not a new network for the top brands; for most, Facebook is the hub of social marketing efforts, and Facebook fans make up brands' largest social audience segment.

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Brands average 1.5 posts per day, but some post much more frequently and are still able to maintain strong engagement rates. For example, Ferrari has one of the most engaging brand pages: it averages eight posts per day, but still has an engagement rate of 43%, nearly 3x the Interbrand average.



The number of posts brands send on a daily basis varies greatly. Some average less than one post per day, while others, like Ferrari, post much more frequently. Total brand engagement doesn't appear to be closely tied to a brand's average number of daily posts, which suggests that there is no hard and fast rule for how frequently brands should post.

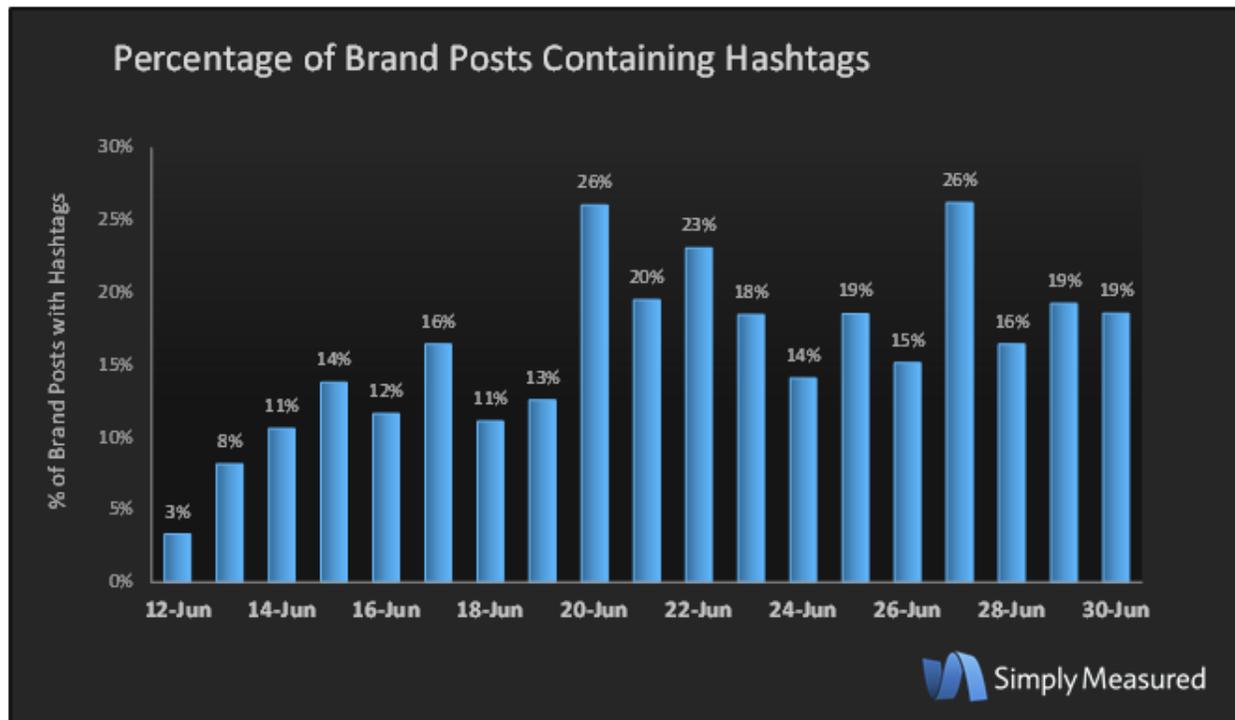
More important than the number of times brands posts, is the effectiveness of their content strategies. The key for brands is to ensure that per post engagement remains high. The Interbrand 100 Top Brands average 7,259 engagements per post.

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## Analyzing Brand Post Tactics:

Since Facebook rolled out clickable hashtags on June 12th, brands have been incorporating the tags in posts. By the end of June, hashtag usage had increased to nearly 20% of all posts.



So far, brand posts containing hashtags are not driving additional engagement, but are performing at the same level as posts without hashtags, suggesting that people are not yet discovering brand posts by their tags.

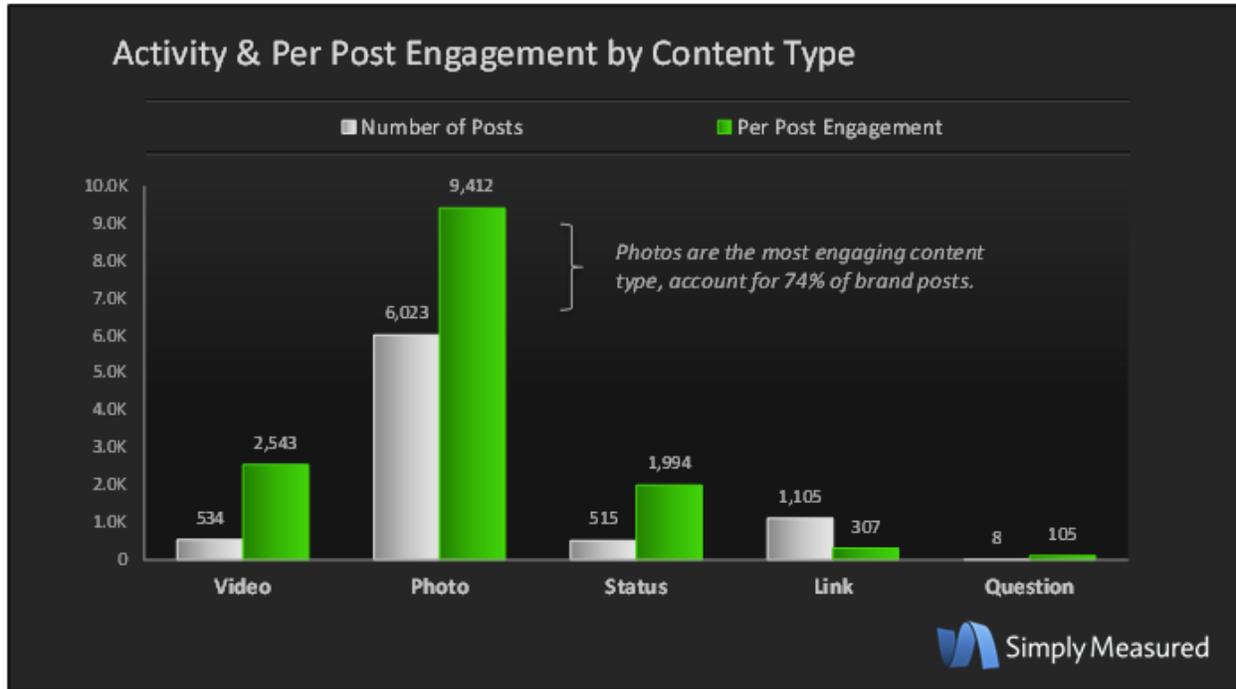
As brands integrate more Facebook hashtags in social campaigns, and Facebook users become more familiar with discovering content through hashtags, post engagement will indicate whether including hashtags is an effective brand tactic.

## Top Performing Content:

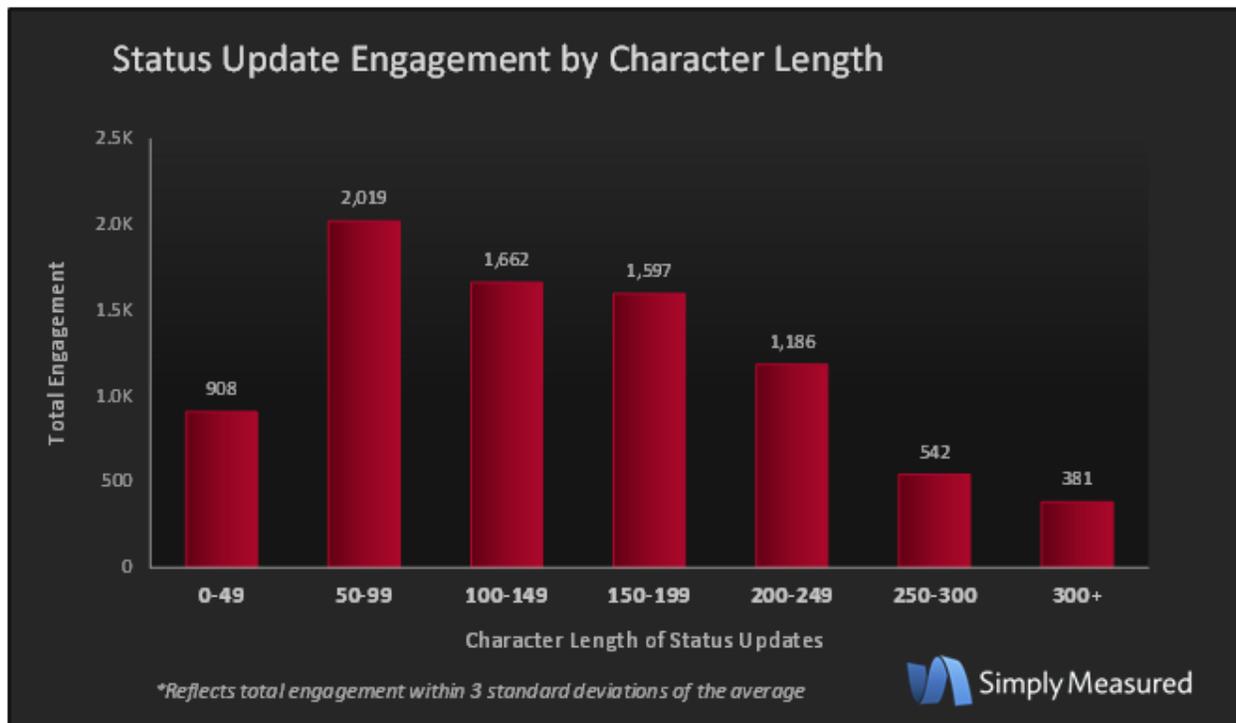
During May and June 2013, photos accounted for 74% of brand posts on Facebook and received 95% of total engagement on brand posts. Photos posted by the top brands averaged more than 9,400 engagements per post, making them by far the most engaging type of content.

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Visual content is the primary driver of engagement on Facebook. After photos, videos are the second most engaging content type, averaging more than 2,500 engagements per post. Brands have recognized the power of visual content: together, photos and videos account for more than 80% of brands posts.



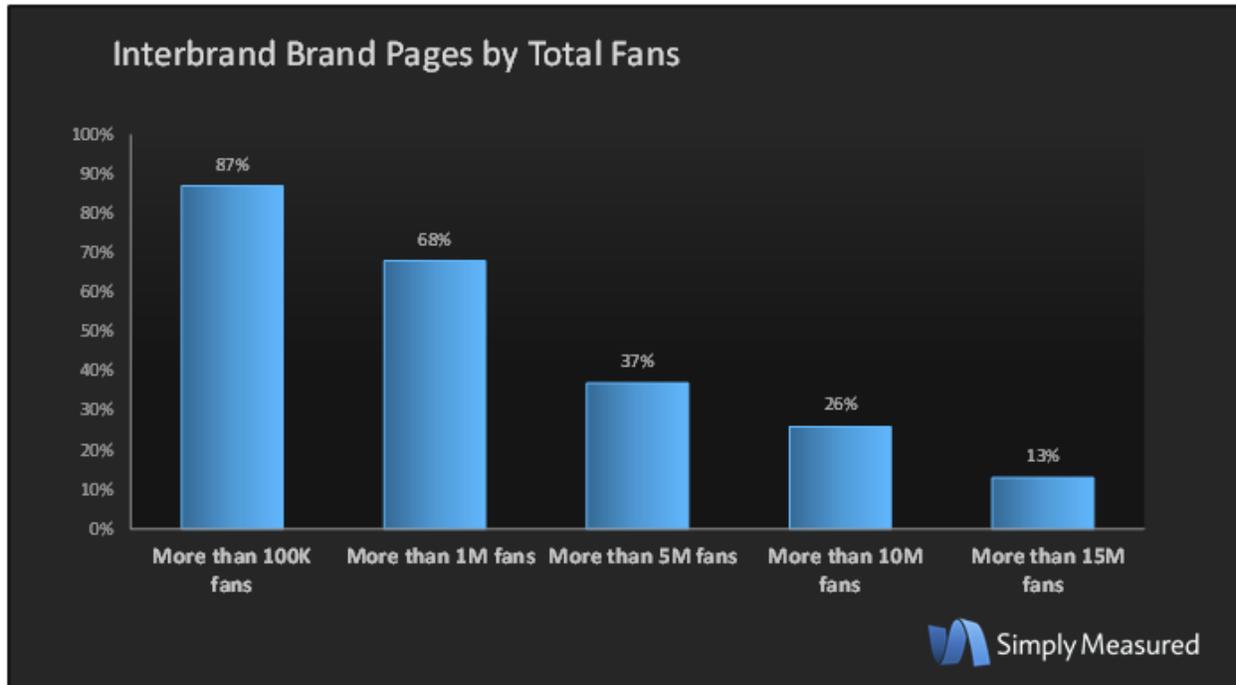
Although status updates trail photos and videos, they rank third in terms of per post engagement. Analysis of over 500 status updates from the top brands shows that the longer a status update is, the

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less engagement it typically receives. However, if a status update is too short (less than 50 characters) it may not be long enough to capture viewers' attention or provide the necessary context to drive engagement.

## Brand Audience Growth:



Interbrand Top 100 Brand pages average 7.9 million fans, although only a quarter of brands have more than 10 million fans. This is because a handful of brand pages have been able to grow enormous fan bases. Facebook itself tops the list with 93 million fans, followed by Coca-Cola and MTV with 68.6 million and 45.8 million fans respectively.

The top brands average 5.5% monthly fan growth; however, the majority of brands average only 1% to 2% monthly growth. This is because monthly growth can pale in comparison to the large fan totals of many well established brand pages.

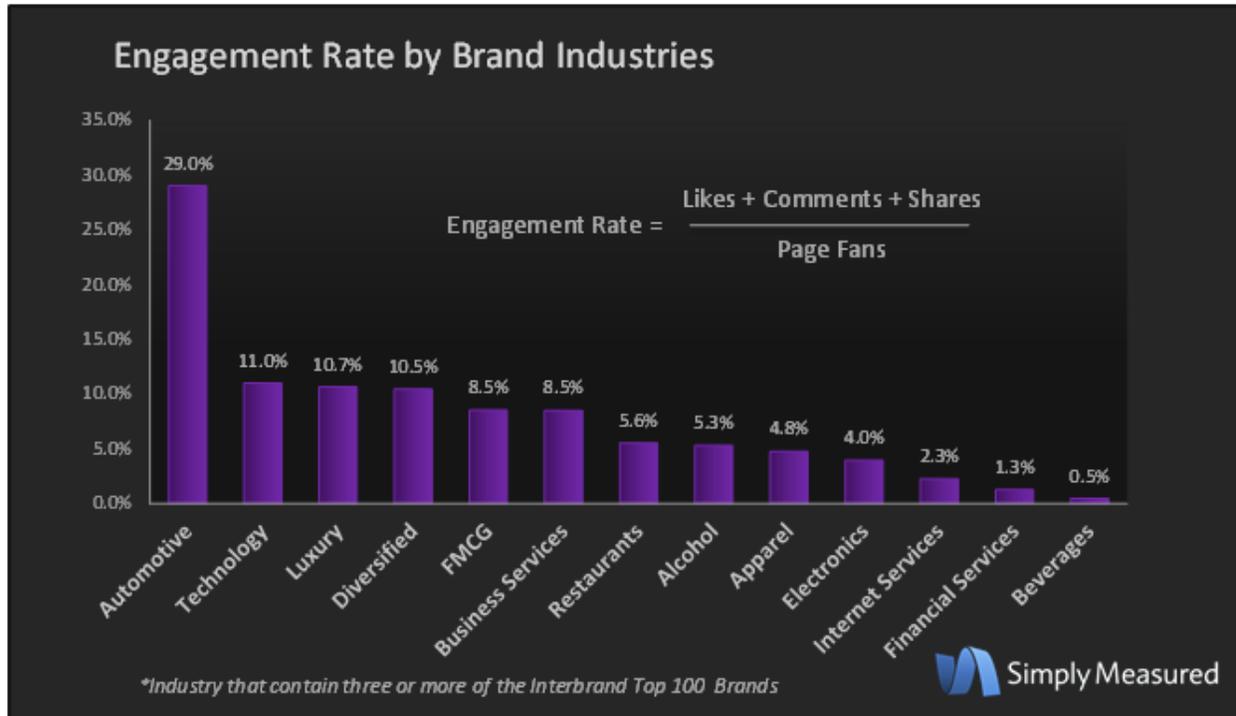
## Audience Engagement by Industry:

Engagement rate represents a brands' ability to engage their page fans. Top brands average an engagement rate of 12%, and when viewed by industry, it's clear that automotive brands are outperforming other industry verticals.

Taking a closer look, automotive brands receive nearly twice the Interbrand average per-post engagement, post more frequently (avg. 2.1 posts per day), and share a higher percentage of photos (84% compared to the Interbrand average of 74%). Automotive brands are able to sustain more engagement with high quality photos of the cars their fans love.

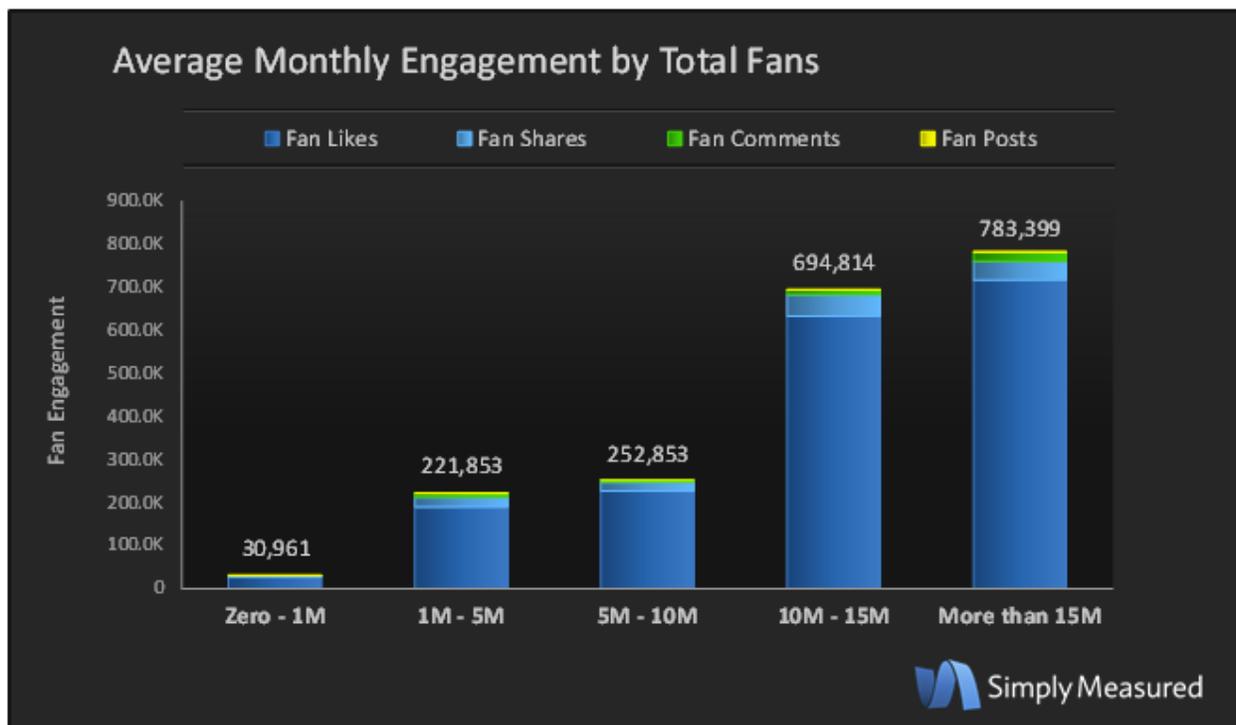
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## Brand Engagement Averages:

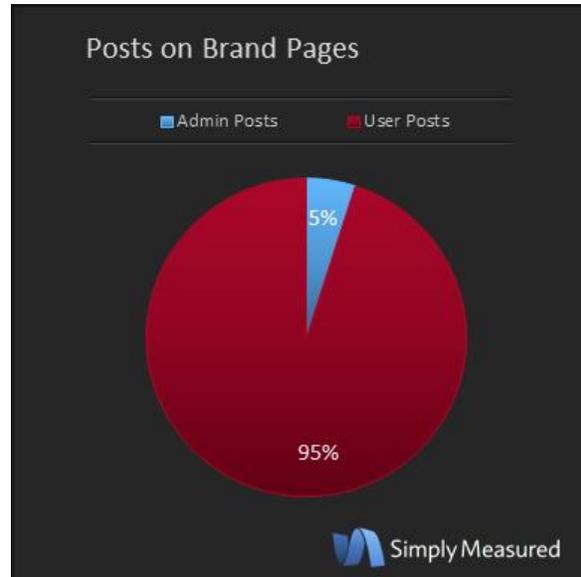
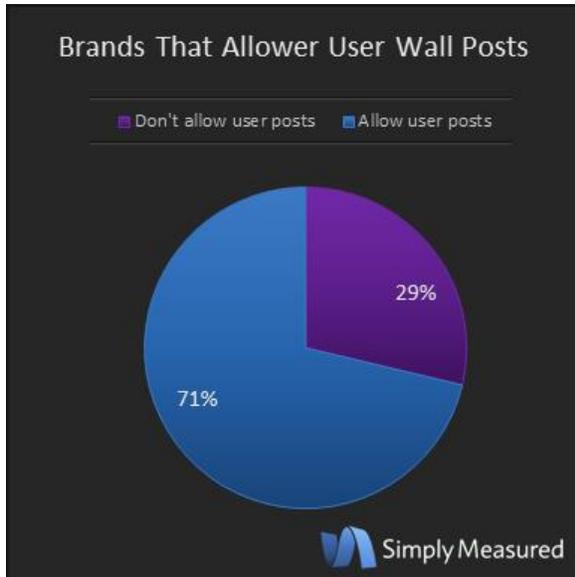
Average monthly engagement for top brands is 300k fan posts, comments, shares and likes. However, the volume of monthly engagement brands can expect to receive depends on audience size.



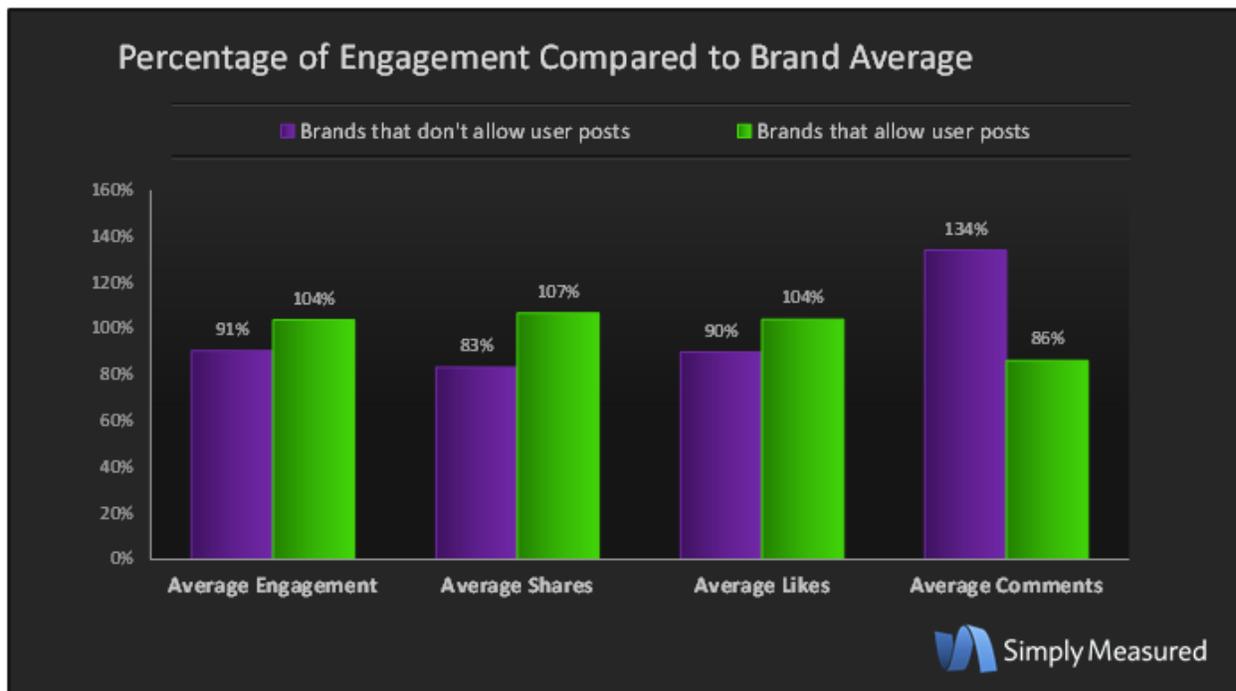
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Not all brands allow users to post on their walls. In fact, 29% of the top brands don't allow users to post on their wall. For these brands, that means that engagement on their page is limited to likes, comments and shares on brand posts.



Admin posts account for 5% of all posts on brand pages, but are responsible for 98% of engagement. So what is the impact upon brands that choose to limit their pages to brand posts?



Brands that don't allow user posts on their page averaged 15% less engagement than brands that do allow user posts. This occurred despite the fact that brands that don't allow user posts averaged 71% more fans.

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Although brands that don't allow user posts received less total engagement, they did receive more comments. This might indicate that users are more likely to voice themselves in post comments when they can't create their own posts on a brand page.

## The Leading Brands on Facebook:

Top 10 Brands by Engagement		Simply Measured			
Account Name	Page Fans	Total Engagement	Average Brand Posts/Day	Per Post Engagement	Engagement Rate
Disney	44,666,735	6,780,692	1.4	83,712	15%
Ferrari	11,899,840	5,119,201	8.1	10,599	43%
Intel	20,688,561	4,369,846	0.9	79,452	21%
Mercedes-Benz	10,570,751	4,057,025	2.3	29,399	38%
BMW	13,861,682	3,852,590	1.0	67,589	28%
Harley-Davidson	4,693,933	2,842,813	3.2	14,730	61%
Tiffany & Co.	4,314,323	2,050,113	1.3	25,626	48%
Starbucks	34,782,162	1,977,160	0.7	49,429	6%
Audi USA	7,019,131	1,951,531	1.1	29,569	28%
MTV	45,796,309	1,845,200	5.8	5,318	4%

The top 10 brands average 19.8 million fans—more than twice the 7.9 million brand average—and 2.5 posts per day. A large variance exists in the number of times brands posts, demonstrating the different approaches brands take to serving content.

Each of the top brands are forced to view content performance differently based on the size and level of engagement of their audiences. For example, the top 10 brands average 39,500 engagements per post; nearly five and half times the Interbrand average.

## Conclusion:

Although Facebook is the social media hub for most well-established brands, it is a network that continues to evolve. As fans are introduced to new ways to discover content, it is important to monitor how brands tactics change. The top brands serve as a benchmark for understanding audience engagement, monthly growth, and which tactics brands are implementing to drive their success.

Simply Measured's Facebook reports help brands measure and analyze their Facebook data as part of a complete suite of social media analytics and reporting. To see how Simply Measured can help you measure your Facebook performance, try our [Free Facebook Fan Page Report](#), and for updates on studies and other social media analysis, become a fan of [Simply Measured](#) on Facebook.