

## A New Report From MPA Measuring Audience Engagement

**Starting third quarter of 2017**, a supplemental metric that measures consumer engagement has been added to the quarterly Magazine Media 360° Social Media Report. The Social Media Engagement Factor measures, by brand, the relationship of audience reaction to the content posted by magazine media and non-magazine media brands.

**What does the Engagement Factor analysis show?** Numbers support the claim that magazine brands have an undeniable connection with their consumers, resulting in a higher level of engagement. Magazine brands outperform non-magazine brands on three of the four networks tracked, establishing magazine media brands as significant social media influencers. The implication may be that editorial integrity, authority and inspiration create a unique connection that successfully translates across print and digital platforms to social media communities. In fact, the connection that

magazine brands have with their social media following is so strong that, in the majority of cases, it surpasses the ties that social media followers have with even the most popular non-magazine brand sites.

**About Magazine Media 360°** The report extends the view of audience size and vitality provided by MPA's Magazine Media 360° Brand Audience and Social Media Reports, which measure audiences across multiple magazine media platforms and formats. Using data from leading third-party providers and social media applications, the Brand Audience and Social Media Reports measure consumer demand for magazine media content. Over its four-year period, Magazine Media 360° has shown consistent growth across platforms and proved that audiences follow magazine brands into a 360° multimedia offering, including social media platforms.

### METHODOLOGY

#### ENGAGEMENT FACTOR =



**Total Social Actions** ÷ **Total Publisher Posts**

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.

## 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 nearly 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 significantly 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

- **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'

- **Instagram** accounts for the highest number of actions 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

## SOCIAL MEDIA ENGAGEMENT FACTORS BY SOCIAL NETWORK

Magazine Media Brands vs. Non-Magazine Media Brands

	 Facebook	 Twitter	 Instagram	 Pinterest	
<b>MAGAZINE MEDIA</b>	<b>Total Likes/Followers</b>	492,656,948	287,573,531	235,341,885	21,303,172
	% of Industry Likes/Followers	47%	28%	23%	2%
	<b>Total Engagement Actions</b>	209,227,052	53,853,803	917,516,479	1,005,096
	% of Industry Actions	18%	5%	77%	0%
<b>NON-MAGAZINE MEDIA</b>	<b>Total Likes/Followers</b>	613,429,315	321,751,505	84,181,565	20,982,576
	% of Industry Likes/Followers	59%	31%	8%	2%
	<b>Total Engagement Actions</b>	435,366,776	152,142,968	740,809,099	1,241,557
	% of Industry Actions	33%	13%	63%	1%
<b>MAGAZINE MEDIA</b>	<b>Total Publisher Posts</b>	230,067	405,700	36,801	92,377
	% of Industry Posts	30%	53%	5%	12%
	<b>Engagement Factor*</b> (median)	<b>316</b>	31	<b>3,117</b>	<b>9</b>
	<b>NON-MAGAZINE MEDIA</b>	<b>Total Publisher Posts</b>	316,455	604,833	42,344
% of Industry Posts		30%	47%	4%	9%
<b>Engagement Factor*</b> (median)		282	<b>34</b>	1,620	8

**\*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

NOTE: For Q3 2017, all Facebook social media engagement data (Engagement Actions, Publisher Posts, Engagement Factors) is based on the two months of July and August because the Facebook API was not working during September.

SOURCES: Facebook, Twitter, Instagram, Pinterest: Automatic collection through the social networks' APIs (Application Program Interface).

## Social Media Report | Engagement Findings

The 3rd Quarter 2017 Social Engagement Factor analysis supports the claim that magazine brands have undeniable connections with their consumers—ties that more often than not surpass those of brands based on other media platforms. **Magazine brands dramatically outperform non-magazine brands on social media engagement on Instagram and Facebook, the two most important platforms. In total, magazine brands win on three of the four networks tracked, and, on the fourth (Twitter), magazine brands and non-magazine brands are comparable.**

### SOCIAL MEDIA ENGAGEMENT FACTORS (median)

	 Instagram	 Facebook	 Twitter	 Pinterest
<b>Magazine Media Brands</b>	<b>3,117</b>	<b>316</b>	<b>31</b>	<b>9</b>
<b>Non-Magazine Brands</b>	<b>1,620</b>	<b>282</b>	<b>34</b>	<b>8</b>

#### Findings

**Instagram followers of the social media content of magazine brands are strongly engaged with those pages.** While Facebook has been the leading network for the magazine brand industry in terms of sheer volume of fans (approximately 50% of the Likes/Followers across the four measured networks), **Instagram takes the lead in engagement**, with a median Engagement Factor of 3,117 — Social Media Actions per Publisher Post — versus 1,620 for non-magazine brands.

Engagement on **Facebook**, on the other hand, is driven by fairly high numbers of Publisher Posts (the 2nd highest among the four networks measured) as well as of Engagement Actions (also 2nd highest among the four networks). While not measured in this report, it should also be noted that Facebook is known to drive far more click traffic than any of the other three platforms. **Facebook ranks at #2 in Social Media Engagement Factor** at a median of 316 for 3rd Quarter 2017. This Social Media Engagement Factor is higher than that of non-magazine brands which post a median of only 282.

At a median of 31 (versus 34 for non-magazine brands), **the industry Engagement Factor for Twitter is far lower than for either Instagram or Facebook** — but with logical reason. Twitter's value is skewed more towards real-time happenings and towards events or causes that carry a clearly searchable hashtag. So it will perform best for magazine brands whose content is most timely.

**Pinterest, by far, has the lowest median Engagement Factor** at only 9. This is on par with non-magazine brands who come in at 8. A virtual “visual search engine,” Pinterest suits brands with graphically-rich content as well as those with e-commerce. While many magazine brands may continue to find success on Pinterest, it's not for every brand. Very few of the magazine brands participating in the Social Media Report have developed Pinterest pages to the level that there would be plethora of social media engagement data.