

# Facebook Reaction Study

quintly analyzed 105,000 Facebook pages with different sizes in May and June 2016



After our popular Facebook Reaction Study, published in April, this follow up reveals important changes in the use of Facebook Reactions.

Facebook Reactions show how content is being perceived and the analyzed development in usage can be crucial for marketers to adjust social media activities.

## Important terms

### **Interactions**

Likes, comments, shares, love, haha, wow, sad, angry

### **Facebook Reactions**

Likes, love, haha, wow, sad, angry

### **New Facebook Reactions**

Love, haha, wow, sad, angry

# New Facebook Reactions\* are still less than 6% of all interactions

Likes, comments and shares make more than 94% of interactions.

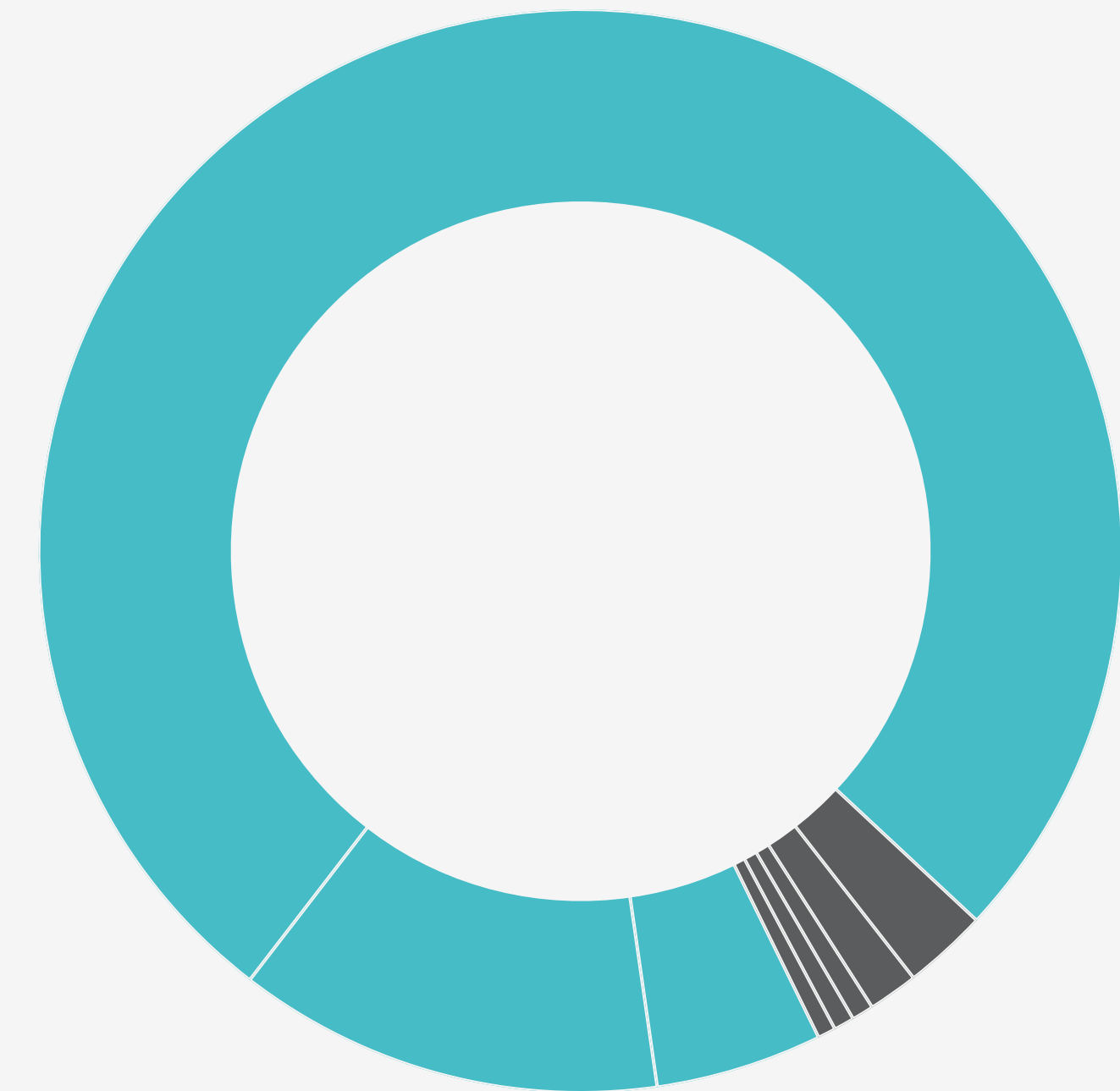
New Facebook Reactions\* give users the possibility to express their feelings differently than just with a “thumb up”. For marketers this information can be highly beneficial as it shows how content is being perceived.

In our first analysis in April we revealed that new Facebook Reactions\* are less than 3% of all interactions. This change might indicate that users are slowly adapting the new feature.

\* New Facebook Reactions do not include “Likes”.

Data Source: quintly analyzed 105,000 Facebook pages. Period: June 2016.

SHARE OF ALL INTERACTIONS ON POSTS  
JUN 2016



**94.2%**

LIKES, SHARES  
& COMMENTS

76.5% LIKES,  
12.7% SHARES,  
5% COMMENTS

**5.8%**

NEW FACEBOOK  
REACTIONS\*

2.5% LOVE, 1.5% HAHA,  
0.7% SAD, 0.6% WOW,  
0.5% ANGRY

# New Facebook Reactions\* gaining popularity

Decreasing share of likes, increasingly used new Facebook Reactions.

Excluding comments and shares the share of reactions gets more tangible.

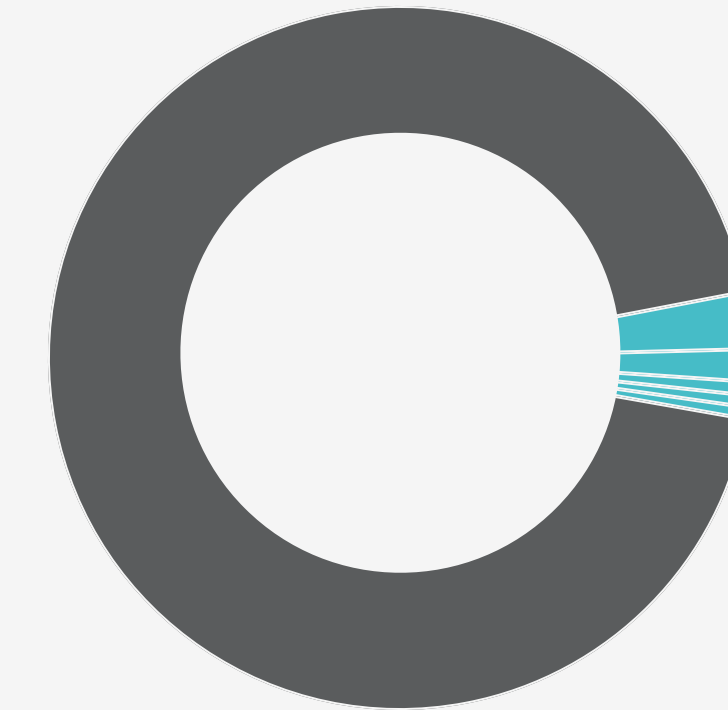
By comparing May and June 16 it gets clear that reactions slowly gain popularity. The increase of 1.3 percentage points seems to be low, but looking at the massive amount of given likes, the total number of Facebook Reactions\* increased significantly.

\* New Facebook Reactions do not include "Likes".

Data Source: quintly analyzed 105,000 Facebook pages. Period: June 2016.

SHARE OF ALL REACTIONS PER POST  
MAY 2016

94.2%  
LIKES

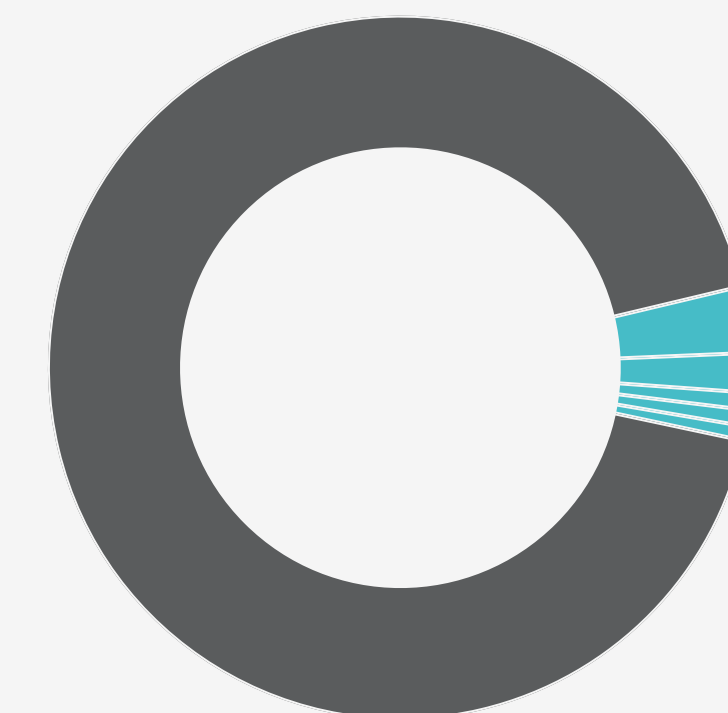


5.8%  
NEW FACEBOOK  
REACTIONS\*

2.6% LOVE, 1.5% HAHA,  
0.6% SAD, 0.5% WOW,  
0.5% ANGRY

SHARE OF ALL REACTIONS PER POST  
JUN 2016

92.9%  
LIKES



7.1%  
NEW FACEBOOK  
REACTIONS\*

3.1% LOVE, 1.8% HAHA,  
0.8% SAD, 0.7% WOW,  
0.7% ANGRY

# Strong increase of all new Facebook Reactions\*

Bad news stir negative emotions and users express them.

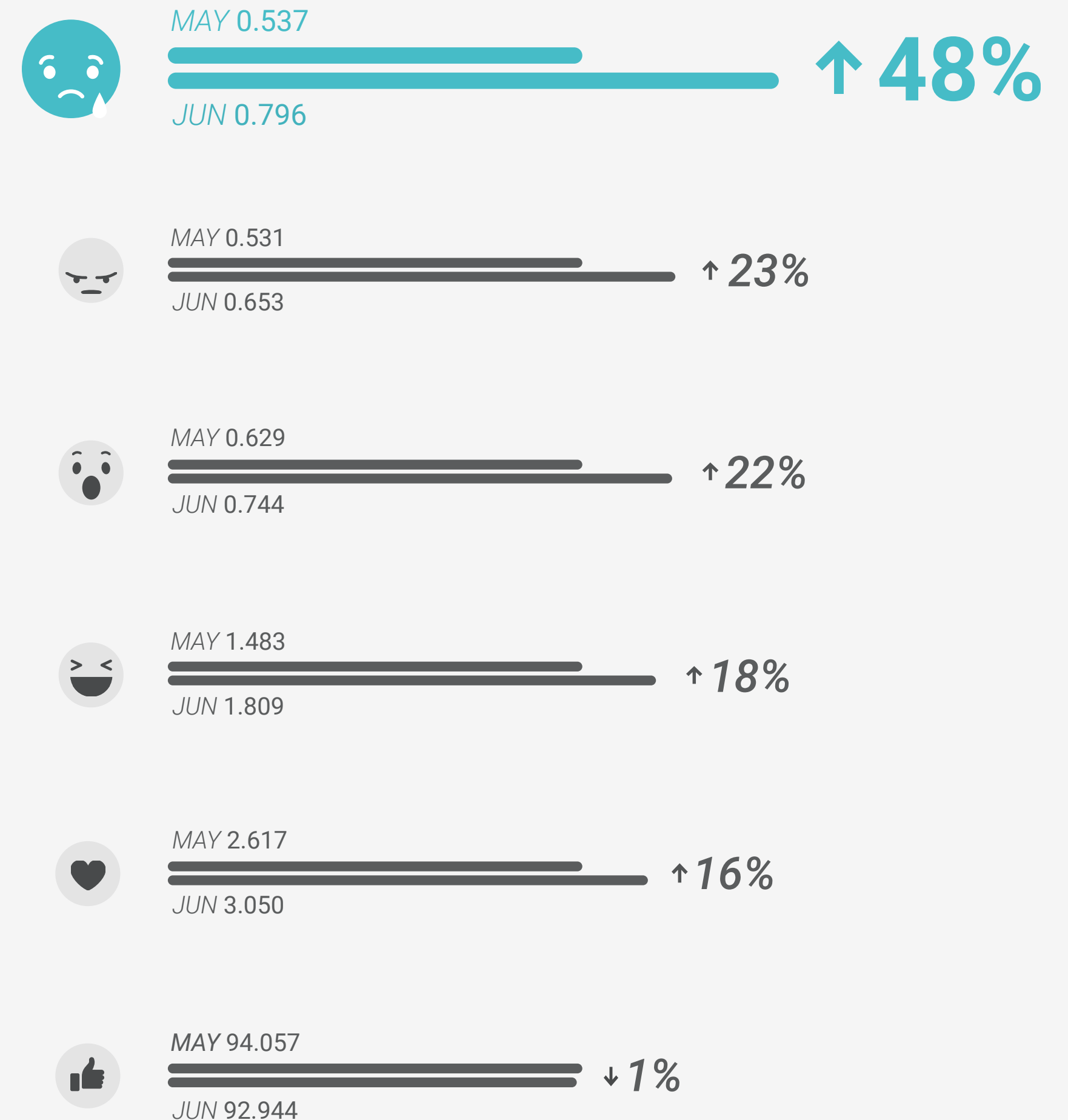
Analyzing the usage of the individual emotions that can be used to express feelings we were able to detect a increase in all dimensions. Just the share of likes decreased by 1%, making more room for new Facebook Reactions\*

So far, there has been a marked increase in usage of Facebook's "sad" emoji, which could likely be attributed to the high number of tragic events posted about on social media.

\* New Facebook Reactions do not include "Likes".

Data Source: quintly analyzed 105,000 Facebook pages. Period: June 2016.

## PERCENTAGE CHANGE OF SHARE OF REACTIONS OF ALL INTERACTIONS FROM MAY TO JUN 2016



# Find out how your page is performing!

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# “Love” and “Haha” predominantly used among new Facebook Reactions\*

Positive Reactions are you used more often.

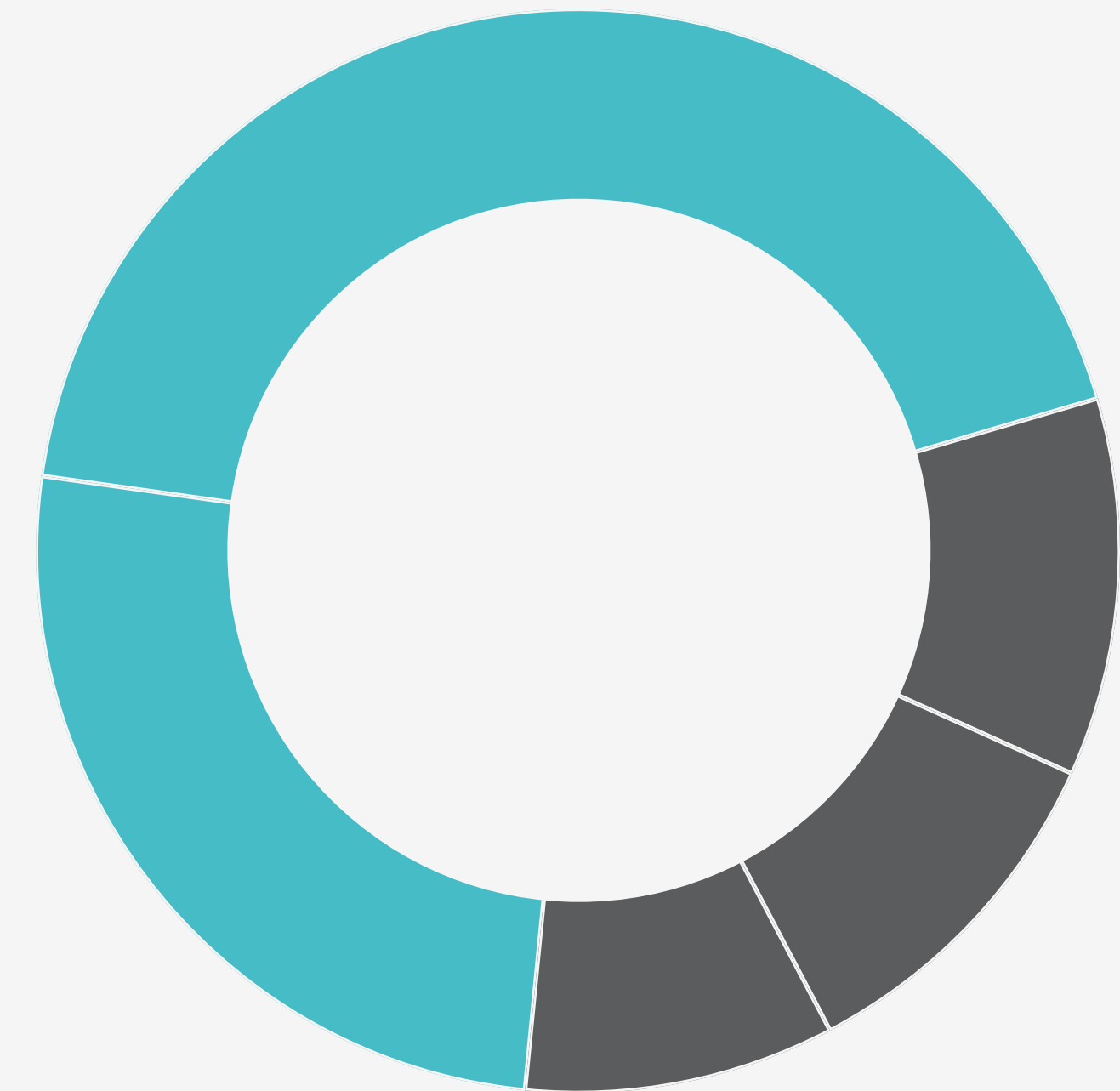
Among the new possibilities to express feelings users predominantly use the “love” and “haha” reaction. Comparing May and June we did not detect any drastic change. For the future it will be interesting to see if this share remains unchanged.

In this case users interacted more with content that generated positive emotions to them. All negative reactions are used less than positive ones.

\* New Facebook Reactions do not include “Likes”.

Data Source: quintly analyzed 105,000 Facebook pages. Period: June 2016.

SHARE OF ALL NEW REACTIONS\*  
JUN 2016



68.9%

 43.2%

 25.7%

 11.3%

 10.6%

 9.3%

# Biggest pages analyzed show 47% increase in new Facebook Reactions\*

## Usage of new Facebook Reactions\* increasing constantly

Looking at the numbers it gets clear that users tend to use new Facebook Reactions\* increasingly often. The new way of expressing feelings seems to pick up pace.

This phenomenon is most significant in the biggest page cluster. Facebook pages with more than 10 million likes experienced a strong increase of all new Facebook Reactions.

\* New Facebook Reactions do not include "Likes".

Data Source: quintly analyzed 105,000 Facebook pages. Period: June 2016.

## SHARE OF NEW FACEBOOK REACTIONS\* MAY & JUN 2016

Profile size / No. of Fans	Share of new Reactions* (%) MAY 2016	Share of new Reactions* (%) JUN 2016	Change (%) MAY / JUN
1-1k	2.35	2.74	16.41
1k-10k	3.30	3.70	12.11
10k-100k	4.76	5.53	16.08
100k-1m	5.92	6.82	15.29
1m-10m	4.87	5.53	13.46
10m+	3.95	5.82	47.42



# Find out how your page is performing!

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# Video posts receive more new Reactions\* than image posts

More than 60% higher amount of new Reactions\* on videos.

Here we can report the same finding as in our analysis in April. The tendency that videos receive a higher amount of love, wow, haha etc. remains unchanged since our last analysis.

Having said that, image posts receive more overall reactions as they receive a significantly higher amount of likes. When it comes to videos, users seem to be more likely to use the new way to express their feelings.

\* New Facebook Reactions do not include "Likes".

Data Source: quintly analyzed 105,000 Facebook pages. Period: June 2016.

## FACEBOOK REACTIONS PER PHOTO & VIDEO POSTS JUN 2016

Reaction type	Avg. amount of reactions per Video Post	Avg. amount of reactions per Image Post
Likes	1,462	1,940
Love	95	58
Wow	23	10
Haha	38	36
Sad	17	8
Angry	14	4

# Appendix

## SHARE OF NEW FACEBOOK REACTIONS\* MAY & JUN 2016

Profile size / No. of Fans	Interactions per Post	Likes per Post	New Reactions per Post	Share of new Reactions* (%) MAY 2016	Share of new Reactions* (%) JUN 2016	Change (%) MAY / JUN
1-1k	7	5	0.16	2.35	2.74	16.41
1k-10k	28	21	0.94	3.30	3.70	12.11
10k-100k	135	99	6.45	4.76	5.53	16.08
100k-1m	593	429	35.09	5.92	6.82	15.29
1m-10m	3,060	2,361	149.16	4.87	5.53	13.46
10m+	16,682	13,727	658.61	3.95	5.82	47.42

\* New Facebook Reactions do not include "Likes".

Data Source: quintly analyzed 105,000 Facebook pages. Period: May & June 2016