

# Benchmarking Study

## Q3 2016

quintly analyzed 220,000 social media profiles of different sizes during Q3 2016



# Introduction

**This study, conducted by the social media analytics provider, quintly, analyzes over 220,000 profiles for Facebook, Twitter and Instagram.**

The numbers will give insights into specific details of the usage and strategy of these channels.

Presented in clusters of key performance metrics, this study will serve as a benchmarking reference to any digital marketer in order to compare between their own performance and the global averages delivered by quintly.



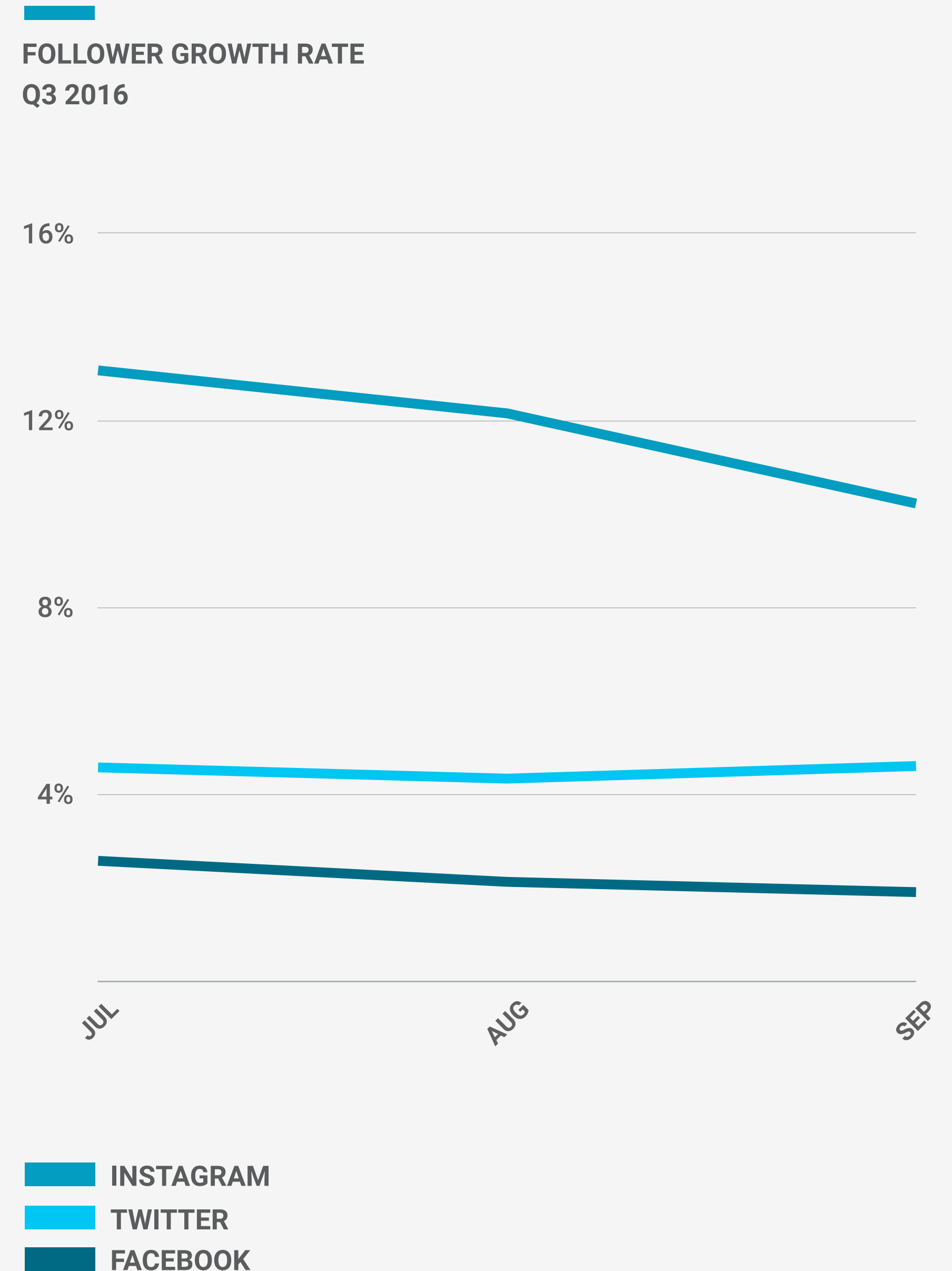
# Instagram profiles growing fast but slowed in September

**“Saturated” networks Facebook and Twitter were more stable.**

Taking a look at the three months analyzed, it becomes clear that Instagram profiles were growing significantly faster than Twitter and Facebook. However, the growth slowed down in September.

As Twitter and Facebook are already more established, their follower growth is more or less stable. Twitter data currently shows a slightly increasing trend, while the growth rate on Facebook is decreasing. However, all three networks offer businesses room to grow their audience.

Data Source: quintly analyzed 220k social media profiles.  
Period: Q3 of 2016.



# Small profiles growing fast in third quarter of 2016

Lowest growth rates on Facebook while Twitter remains strong. Meanwhile, Instagram shows rapid growth.

There is a similarity among all network clusters: small profiles grow the fastest. Especially on Instagram, accounts less than 100k followers achieved growth rates of over 10% month to month.

Relative to their averages, all three networks seem to offer small businesses lots of room to grow quickly, especially when they are just starting out with a low follower count.

Data Source: quintly analyzed 220k social media profiles.  
Period: Q3 of 2016.

FOLLOWER GROWTH IN DIFFERENT CLUSTERS  
Q3 2016

	FACEBOOK	TWITTER	INSTAGRAM
1-1k	2.80%	5.58%	15.83%
1k-10k	2.43%	4.65%	12.05%
10k-100k	2.21%	4.17%	10.33%
100k-1m	1.53%	3.72%	8.91%
1m-10m	1.01%	2.53%	6.25%
10m+	0.65%	1.42%	4.90%

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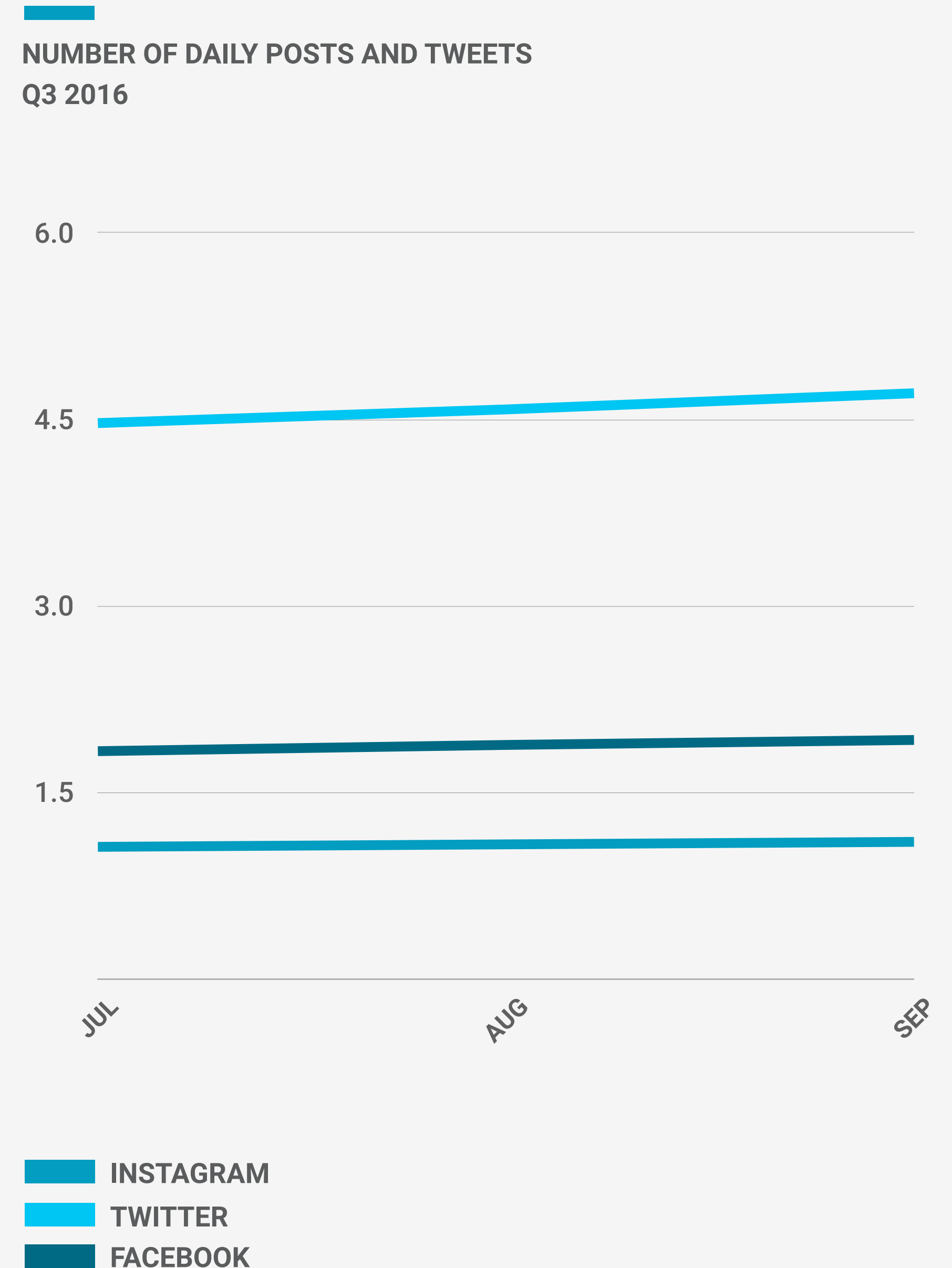
# Own Post frequency stable but highest on Twitter

Twitter also shows a slight increase over the Q3 period.

On Instagram and Facebook, businesses seem to have found their ideal post frequency. The amount of daily posts remains more or less unchanged in the analyzed period. On Twitter, a slight tendency for an increasing post frequency can be seen.

This tendency is most likely to be a normal change within a year. In our Twitter study of H1 2016, we revealed a consistent flow of 4.5 own tweets per day on average.

Data Source: quintly analyzed 220k social media profiles.  
Period: Q3 of 2016.



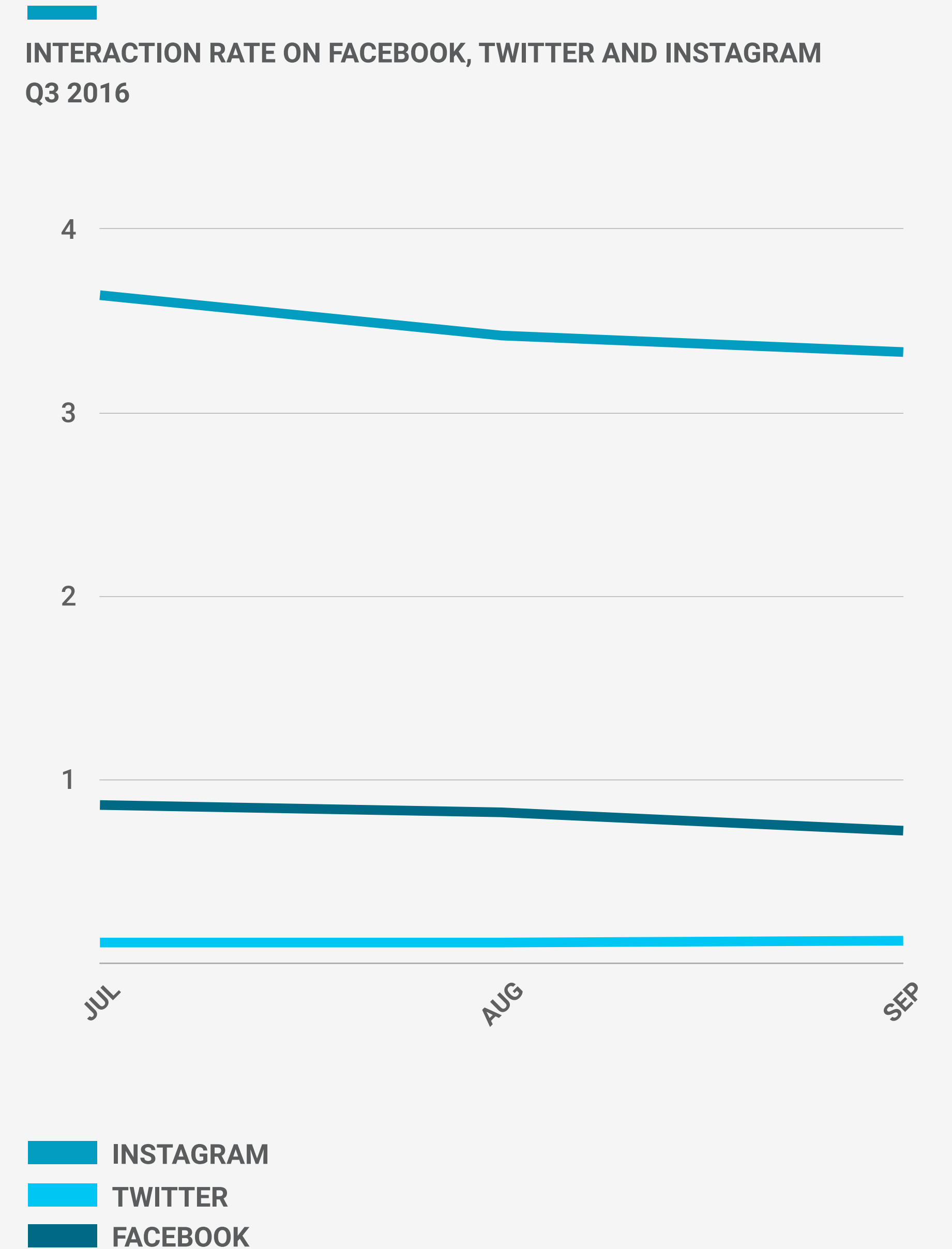
# Instagram remains the “King of Engagement”

Interactions on Instagram outperform Facebook and Twitter by a large margin.

Individual posts on Instagram still receive a much higher number of interactions than on Facebook or Twitter.

In 2015, the Interaction Rate for Instagram decreased significantly. However, this year, it has been more stable, hovering around 3.5. It remains on a higher level than the other networks.

Data Source: quintly analyzed 220k social media profiles.  
Period: Q3 of 2016.



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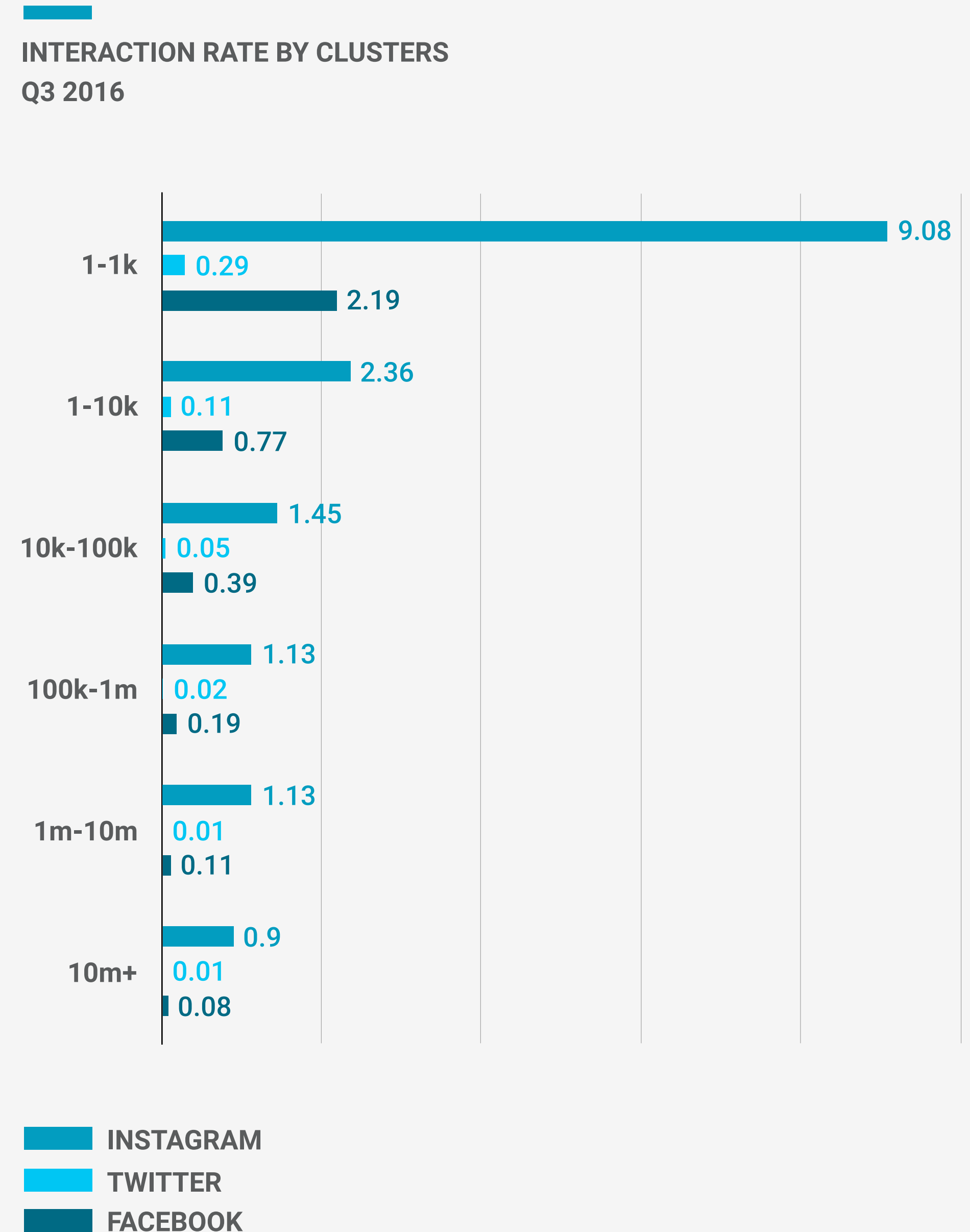
# Substantial Interaction Rates on Instagram

Small profiles in particular receive high interaction rates in the analyzed networks.

One fact holds true for all networks: the smallest profiles reach the highest Interaction Rates. This makes sense as popular pages with high follower counts tend to also attract less engaged users.

The formula behind the Interaction Rate favors smaller profiles. If a profile has a rather small fan base but a relatively high amount of interactions, the rate grows even more. Nevertheless, Instagram still dwarfs all other networks with interactions received.

Data Source: quintly analyzed 30 of the biggest brands on Facebook.  
Period: First half of 2016.



# Big profiles post significantly more than smaller ones

Post frequency varies more on Facebook and Twitter but less on Instagram.

The amount of average daily posts increases the bigger the profiles get. This indicates a dedicated strategy.

In order to profit from the networks, smaller profiles should consider to increase the amount of content being shared. This holds true when you consider the high Interaction Rates from the previous slides.

Data Source: quintly analyzed 30 of the biggest brands on Facebook.  
Period: First half of 2016.

AVERAGE DAILY POSTS  
Q3 2016

	FACEBOOK	TWITTER	INSTAGRAM
1-1k	0.20	0.81	0.26
1k-10k	0.63	2.14	0.64
10k-100k	1.53	4.34	1.32
100k-1m	3.99	11.44	2.38
1m-10m	8.71	23.69	2.84
10m+	8.20	12.80	2.91

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