

The background features a stylized cityscape with various shades of blue and teal buildings. A large, multi-colored sun with concentric circles is in the top left. A grey road with white dashed lines curves across the middle, with a purple car driving on it. A billboard on the road shows a blue speech bubble icon. The overall scene is set against a dark blue background with some clouds and birds.

THE SALESFORCE MARKETING CLOUD SOCIAL ENGAGEMENT BENCHMARK REPORT

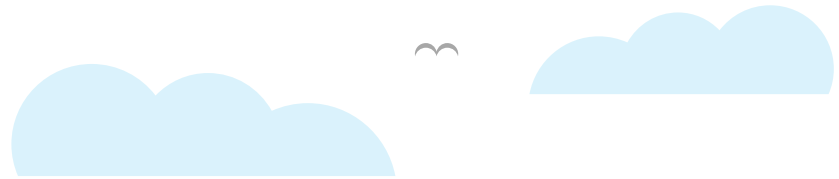
Metrics from **2+ Million Facebook*** Posts
Sent Through Our Platform



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Benchmark Data

Can you imagine a world without Facebook? Neither can your customers.

In 2014, Facebook celebrated 10 years as a social network. In those 10 years, the company evolved from a college-only website to a fully developed advertising and mass communication juggernaut—as well as an important stop along the digital customer journey. Check out these recent numbers and trends hinting at the tremendous growth that's yet to come from Facebook:

- As of June 2014, Facebook had an average of **829 million daily active users**.¹
- Facebook provides content to **1.32 billion monthly active users on mobile**.²
- **People spend an average of six hours, 35 minutes on Facebook each month, compared to three hours, 20 minutes on Google and two hours, seven minutes on Yahoo**.³
- **Google and Facebook dominate digital ad revenue**. Total media spending in the US is expected to see its largest increase in a decade in 2014, bolstered by the popularity of Facebook brand pages and advertising.⁴



Key Facebook Terms

We use these terms to describe data in this report.

Reach: The number of unique people who received a page post impression.

Likes (page likes): The number of people who have liked a Facebook page.

Average likes (post likes): The average number of likes per Facebook post.

Average comments: The average number of comments per Facebook post.

Average shares: The average number of shares per Facebook post.

Average links clicked: The average number of links clicked per Facebook post.

Overall engagement by reach: (volume of post likes / reach) + (volume of comments / reach) + (volume of shares / reach) + (volume of links clicked / reach)

The research conducted for this report confirms these trends, as marketers and consumers alike spend increasing time investing in Facebook. What's the status of Facebook marketing? Our data—based on 2+ million Facebook posts sent from the Marketing Cloud platform in 2013—revealed several key findings.

Although reach has significantly declined, engagement is on the rise. We've heard reports of Facebook reach dramatically falling as a result of new algorithms prioritizing 100,000 different indicators that choose relevant content for users. Our numbers certainly tracked a decline in reach, but as shown in the chart Average Facebook Engagement Rates by Month: All Industries, Facebook pages are also seeing a marked upturn in overall engagement. The algorithm tweaks seem to be successful at showing relevant posts to interested users, who are engaging with brands by liking, commenting, sharing, and clicking on links more frequently. It may be time for your brand to rethink your Facebook reach metrics and increase engagement goals.

Across industries, posts with photos and links generate the most engagement. For Facebook marketers who track engagement








rates, it may not come as a surprise that photo- and link-based posts receive the most likes, comments, shares, and links clicked from a page's total like base. Still, engagement rates fluctuate widely when comparing different industries, so focus on industry-specific data in this section when planning your full social publishing approach.

The customer journey goes beyond Monday through Friday, 9-5. Users are most engaged with Facebook content on weekends—which also happens to be when marketers are posting less content. If you aren't currently posting content over the weekend, start testing various post types on Sundays. Interestingly, we found that links are clicked more often than photos on Fridays and Saturdays, so consider this timeframe and post type.

Each business and audience is unique, so Facebook marketers must test the tone, content, length, time published, and visual design of posts to reach people best. The charts in this section depict Facebook engagement rates by day of week, month, time of day, and industry, including both paid and organic posts. For more detail on charts in this section, see "About the Data" on p. 24.



Facebook Engagement Rates per Post by Industry

	 CPG	 Media and Entertainment	 Financial Services	 Retail and E-Commerce	 Education and Non-Profit	 Tech and Manufacturing	 Travel and Hospitality
Average Likes	374.8	915.3	62.3	257.8	238.4	94.0	235.1
Average Comments	28.9	145.7	16.2	34.9	38.2	16.0	27.9
Average Shares	77.9	196.8	28.0	59.4	106.1	21.7	47.0
Average Links Clicked	78.0	412.0	71.2	87.4	198.5	37.3	71.9

Includes paid and organic posts

Facebook Post Volume by Industry

Each icon = 10 thousand Facebook posts.

58k



Consumer Packaged Goods (CPG)

212k



Education and Non-Profit

59k



Media and Entertainment

114k



Tech and Manufacturing

123k



Financial Services

177k



Travel and Hospitality

151k



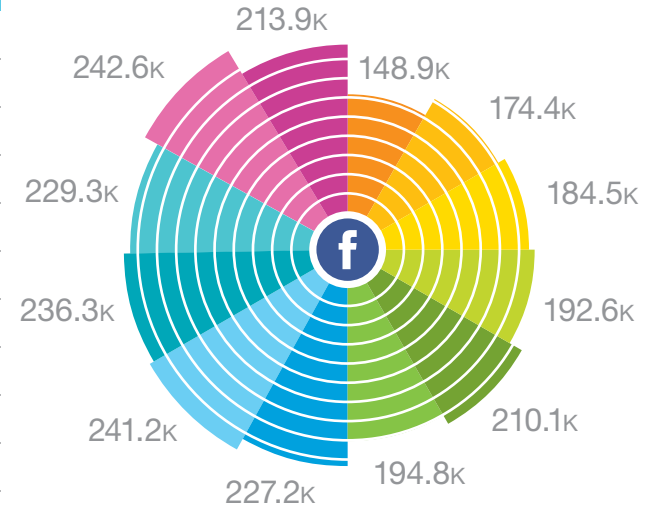
Retail and E-Commerce

Facebook Engagement Rates per Post by Month: All Industries

Post Volume by Month 

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
JAN	2.5B	3.46%	702.5	80.9	117.6	58.7
FEB	3.4B	3.39%	605.7	72.0	106.7	93.7
MAR	5.6B	1.76%	562.9	71.2	125.9	150.1
APR	4.4B	2.04%	503.6	56.1	111.5	143.6
MAY	4.6B	2.15%	514.9	50.4	110.1	145.7
JUN	4.6B	1.44%	402.4	44.4	89.5	146.2
JUL	3.8B	1.69%	356.7	39.4	74.8	123.7
AUG	4.9B	1.36%	382.8	42.3	69.5	122.8
SEP	5.4B	1.35%	428.3	46.3	80.0	122.0
OCT	3.8B	1.63%	424.3	45.2	75.4	162.3
NOV	2.1B	3.65%	432.7	45.5	76.8	195.7
DEC	628.3M	9.13%	397.6	49.4	71.5	185.3

Includes paid and organic posts

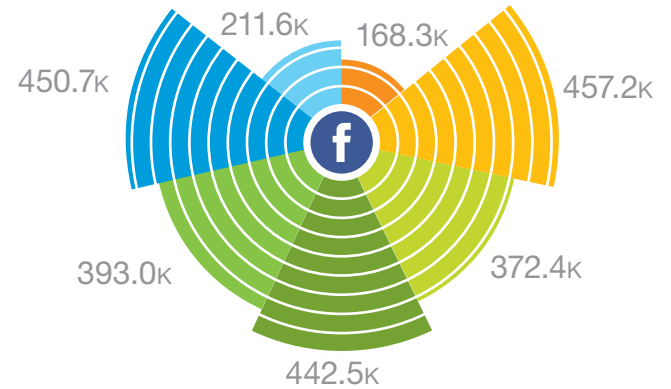


Facebook Engagement Rates per Post by Day of Week: All Industries

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
SUN	4.6B	2.75%	773.2	71.3	130.9	168.1
MON	7.4B	2.45%	468.4	51.5	93.3	136.4
TUE	7.1B	2.32%	445.7	51.9	87.6	142.0
WED	7.3B	2.31%	434.8	52.5	87.9	132.4
THU	7.4B	2.28%	435.7	52.2	86.1	131.8
FRI	5.0B	2.27%	405.4	47.7	86.1	128.7
SAT	4.6B	2.63%	548.3	56.9	98.3	154.9

Includes paid and organic posts


Post Volume by Day of Week 

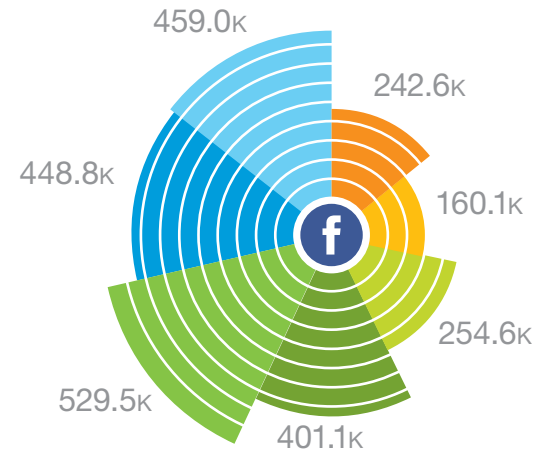


Facebook Engagement Rates per Post by Time of Day (CST): All Industries

	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
12 AM - 4 AM	629.7	62.5	105.5	181.7
4 AM - 8 AM	361.4	42.0	57.7	123.9
8 AM - 12 PM	451.4	46.2	62.2	87.5
12 PM - 3 PM	446.9	52.7	94.3	134.3
3 PM - 6 PM	480.4	51.5	99.9	138.9
6 PM - 9 PM	493.5	58.0	106.5	151.8
9 PM - 12 AM	424.4	56.2	102.2	154.8

Includes paid and organic posts

Post Volume by Time of Day 

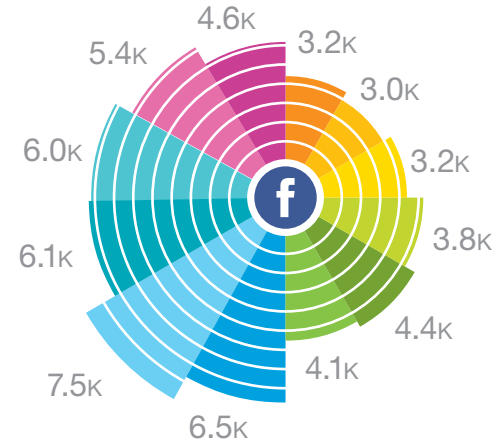


Facebook Engagement Rates per Post by Month: CPG

Post Volume by Month 

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
JAN	59.4M	3.49%	550.6	42.2	127.2	46.8
FEB	88.5M	3.54%	632.8	40.8	117.6	57.0
MAR	163.2M	1.52%	641.9	41.0	137.7	115.3
APR	134.7M	1.50%	439.5	29.7	93.6	73.5
MAY	109.0M	1.78%	351.0	24.1	75.9	76.5
JUN	182.0M	0.99%	395.5	26.4	66.4	99.2
JUL	109.2M	1.69%	367.9	26.8	66.1	83.5
AUG	123.4M	1.13%	268.9	26.3	51.3	70.6
SEP	95.1M	1.03%	204.2	20.7	39.1	52.1
OCT	65.6M	1.47%	248.0	19.4	46.3	52.2
NOV	44.1M	2.54%	272.0	22.8	75.4	47.1
DEC	17.5M	5.50%	296.0	28.7	50.4	29.8

Includes paid and organic posts

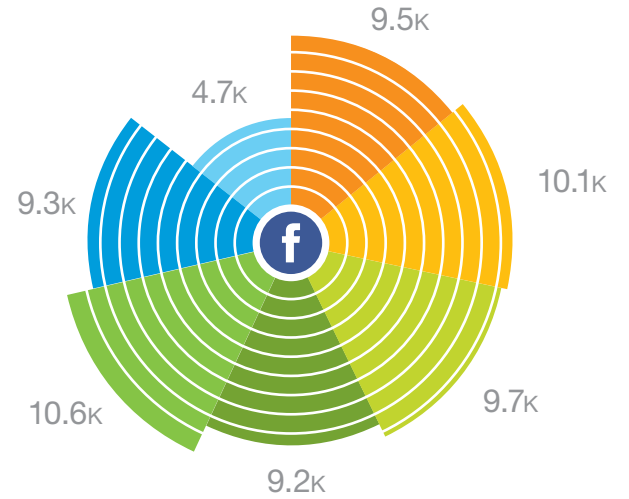


Facebook Engagement Rates per Post by Day of Week: CPG

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
SUN	99.0M	1.93%	493.7	31.7	105.0	70.4
MON	187.6M	1.91%	434.1	27.8	82.3	75.4
TUE	182.5M	1.59%	352.5	25.8	72.4	60.9
WED	208.2M	1.43%	350.3	33.8	77.9	63.7
THU	195.7M	1.51%	332.7	28.7	64.1	65.9
FRI	234.4M	1.39%	389.9	29.6	77.0	76.6
SAT	84.6M	2.48%	452.5	24.3	97.0	62.0

Includes paid and organic posts

Post Volume by Day of Week

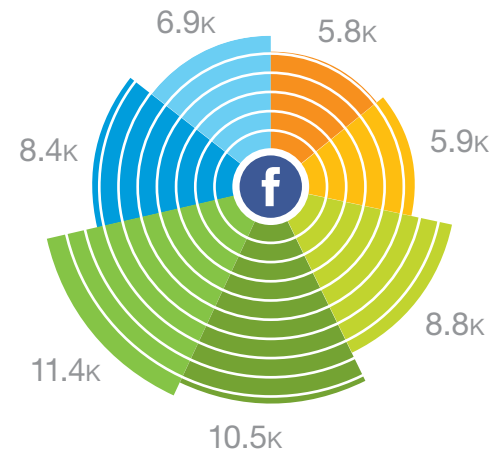


Facebook Engagement Rates per Post by Time of Day (CST): CPG

	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
12 AM - 4 AM	500.4	35.2	70.0	114.6
4 AM - 8 AM	166.4	21.9	25.5	20.7
8 AM - 12 PM	132.3	18.4	21.7	24.6
12 PM - 3 PM	272.3	24.0	65.4	72.1
3 PM - 6 PM	427.1	27.2	76.9	70.2
6 PM - 9 PM	676.7	37.1	148.3	109.4
9 PM - 12 AM	508.4	40.3	131.2	73.7

Includes paid and organic posts

Post Volume by Time of Day

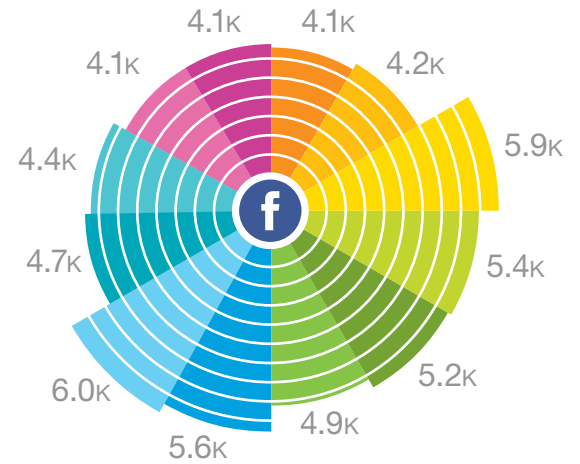


Facebook Engagement Rates per Post by Month: Media and Entertainment

Post Volume by Month 

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
JAN	219.9M	2.11%	1.1K	181.1	181.3	127.0
FEB	340.4M	2.80%	1.4K	215.2	304.0	344.9
MAR	598.2M	1.62%	1.6K	217.6	369.9	541.7
APR	294.6M	2.39%	1.2K	184.1	289.6	588.6
MAY	255.4M	2.08%	898.6	133.3	199.1	437.7
JUN	272.9M	2.07%	1.1K	182.1	255.0	620.5
JUL	170.9M	2.33%	745.8	120.5	157.1	361.9
AUG	183.3M	1.84%	674.4	133.0	120.7	314.1
SEP	172.8M	1.73%	705.8	130.8	141.8	404.9
OCT	81.9M	2.54%	539.9	100.9	127.7	297.9
NOV	19.2M	4.93%	255.4	26.4	41.4	200.3
DEC	3.6M	20.33%	260.6	28.1	27.7	58.0

Includes paid and organic posts

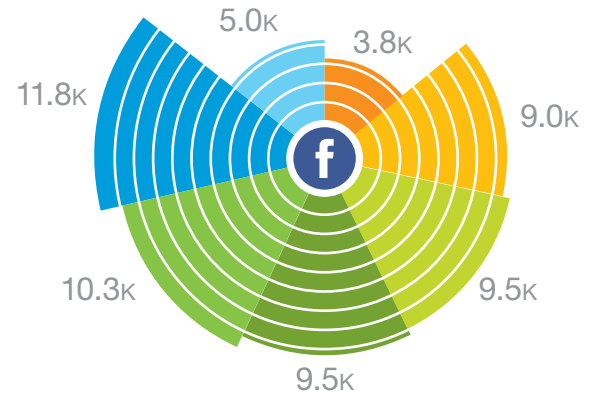


Facebook Engagement Rates per Post by Day of Week: Media and Entertainment

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
SUN	278.8M	1.87%	1.1K	191.0	207.1	546.9
MON	424.6M	1.94%	865.3	160.5	192.3	374.7
TUE	390.6M	2.06%	875.2	129.0	190.1	295.7
WED	411.2M	2.05%	852.9	154.3	190.1	314.5
THU	419.1M	2.06%	878.1	130.3	182.2	364.4
FRI	401.7M	2.18%	757.4	111.0	174.4	474.4
SAT	287.0M	1.84%	955.3	112.2	196.4	312.7

Includes paid and organic posts

Post Volume by Day of Week 

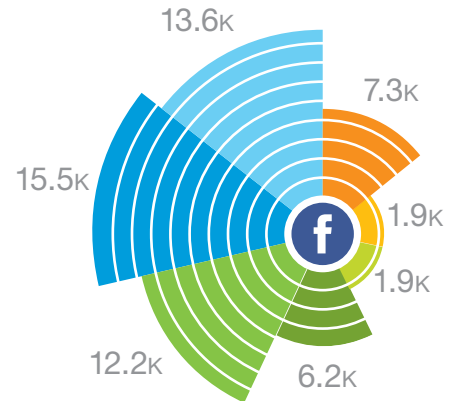


Facebook Engagement Rates per Post by Time of Day (CST): Media and Entertainment

	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
12 AM - 4 AM	866.0	149.3	219.8	411.8
4 AM - 8 AM	361.1	56.8	158.9	551.7
8 AM - 12 PM	971.1	140.0	150.8	233.9
12 PM - 3 PM	789.6	129.6	149.7	425.2
3 PM - 6 PM	969.1	115.6	194.2	297.2
6 PM - 9 PM	978.0	152.9	222.5	438.8
9 PM - 12 AM	716.9	157.0	147.7	313.2

Includes paid and organic posts

Post Volume by Time of Day 

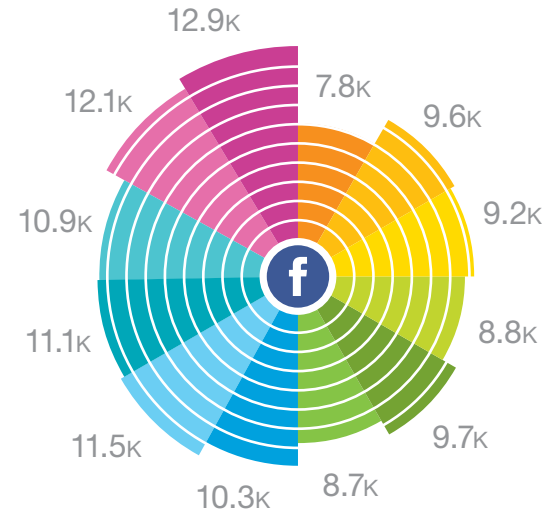


Facebook Engagement Rates per Post by Month: Financial Services

Post Volume by Month 

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
JAN	52.0M	1.35%	92.0	13.7	34.4	25.5
FEB	55.4M	1.63%	86.0	19.1	32.6	44.4
MAR	64.2M	0.87%	38.8	20.3	24.6	56.3
APR	109.4M	1.08%	110.7	30.9	73.7	51.9
MAY	87.0M	0.91%	62.8	22.1	24.9	60.9
JUN	150.0M	0.52%	76.7	15.3	26.6	111.8
JUL	87.6M	0.80%	58.0	13.6	25.1	136.0
AUG	98.7M	0.43%	41.7	10.0	19.8	74.1
SEP	145.1M	0.32%	53.8	10.3	21.9	70.3
OCT	92.5M	0.55%	53.2	12.1	22.5	110.0
NOV	41.4M	1.21%	42.6	13.1	15.3	97.3
DEC	11.9M	2.32%	26.3	12.5	12.2	65.7

Includes paid and organic posts

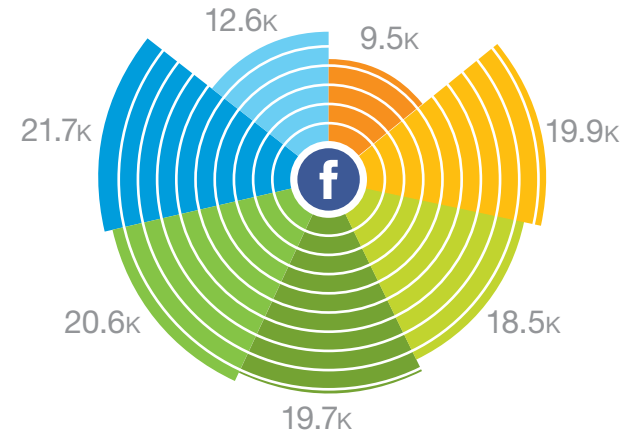


Facebook Engagement Rates per Post by Day of Week: Financial Services

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
SUN	110.0M	0.95%	115.3	21.7	40.5	139.5
MON	155.5M	0.88%	71.1	14.3	26.9	92.2
TUE	132.1M	0.73%	48.7	13.9	21.9	66.3
WED	193.3M	0.84%	73.7	20.0	47.7	95.7
THU	144.1M	0.67%	44.7	15.1	20.4	58.6
FRI	190.4M	0.61%	52.2	19.2	20.6	58.5
SAT	69.7M	0.88%	46.0	10.4	22.3	99.0

Includes paid and organic posts

Post Volume by Day of Week 

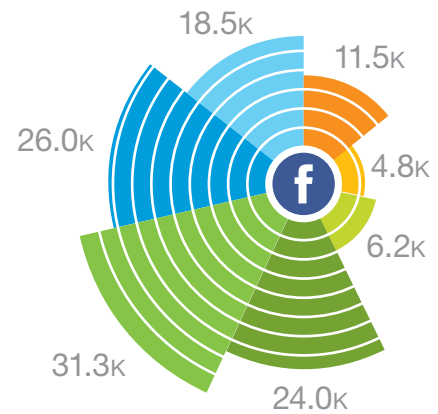


Facebook Engagement Rates per Post by Time of Day (CST): Financial Services

	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
12 AM - 4 AM	74.1	14.4	28.9	90.9
4 AM - 8 AM	73.3	25.1	26.2	121.9
8 AM - 12 PM	76.8	17.2	30.4	81.9
12 PM - 3 PM	39.0	16.4	19.8	47.7
3 PM - 6 PM	57.8	16.2	22.3	107.1
6 PM - 9 PM	57.5	12.9	24.3	58.2
9 PM - 12 AM	79.8	16.1	50.0	108.4

Includes paid and organic posts

Post Volume by Time of Day 

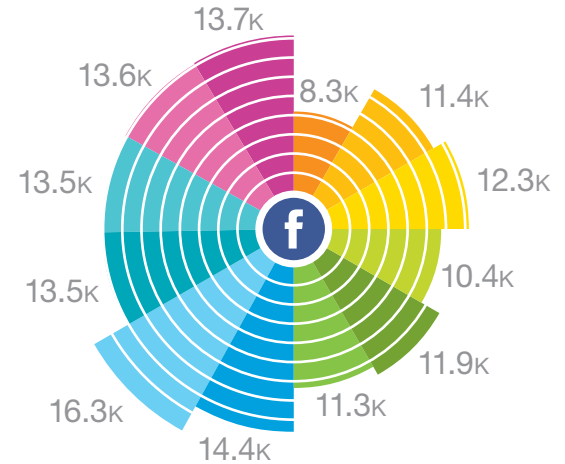


Facebook Engagement Rates per Post by Month: Retail and E-Commerce

Post Volume by Month 

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
JAN	301.3M	1.55%	529.6	66.2	94.5	79.6
FEB	361.1M	1.80%	455.3	75.6	117.9	84.2
MAR	443.0M	1.17%	362.0	71.8	99.5	126.2
APR	148.4M	1.59%	201.8	24.6	51.3	97.1
MAY	194.2M	1.37%	190.3	23.3	62.1	98.4
JUN	219.3M	1.23%	221.8	29.0	49.5	91.4
JUL	188.2M	1.81%	260.9	23.6	57.2	80.0
AUG	267.8M	1.16%	233.8	22.4	47.8	39.1
SEP	246.8M	0.92%	195.0	20.9	43.7	28.0
OCT	144.1M	1.37%	203.4	18.7	36.0	66.2
NOV	65.8M	3.23%	166.6	21.0	30.7	54.0
DEC	12.7M	13.65%	150.8	15.5	30.2	62.2

Includes paid and organic posts

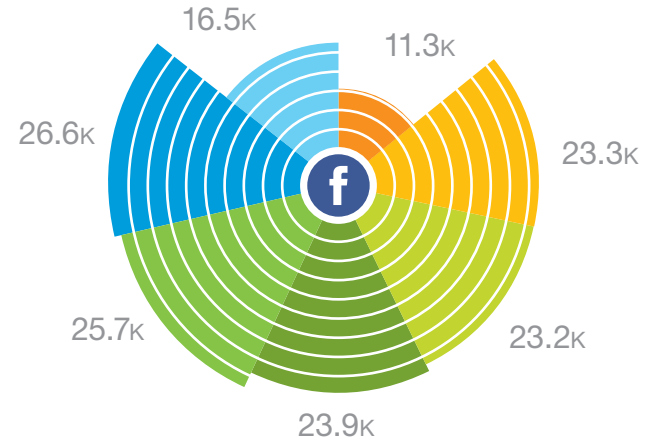


Facebook Engagement Rates per Post by Day of Week: Retail and E-Commerce

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
SUN	240.8M	1.50%	341.4	48.1	75.2	68.6
MON	460.8M	1.27%	271.2	29.9	64.3	74.0
TUE	395.9M	1.40%	247.6	31.1	58.0	67.1
WED	434.3M	1.33%	250.6	29.6	54.2	79.1
THU	426.1M	1.39%	246.8	37.5	59.1	73.6
FRI	349.1M	1.79%	229.9	34.6	60.5	111.6
SAT	285.7M	1.61%	297.8	40.5	55.3	68.3

Includes paid and organic posts

Post Volume by Day of Week

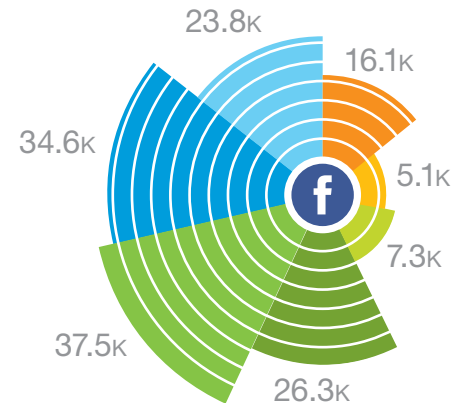


Facebook Engagement Rates per Post by Time of Day (CST): Retail and E-Commerce

	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
12 AM - 4 AM	357.8	36.2	60.6	68.1
4 AM - 8 AM	186.0	17.6	35.0	50.5
8 AM - 12 PM	517.8	43.2	64.7	170.3
12 PM - 3 PM	315.5	53.9	84.7	106.6
3 PM - 6 PM	221.5	29.1	54.9	74.6
6 PM - 9 PM	203.2	26.9	52.9	64.3
9 PM - 12 AM	265.3	33.8	56.9	67.1

Includes paid and organic posts

Post Volume by Time of Day

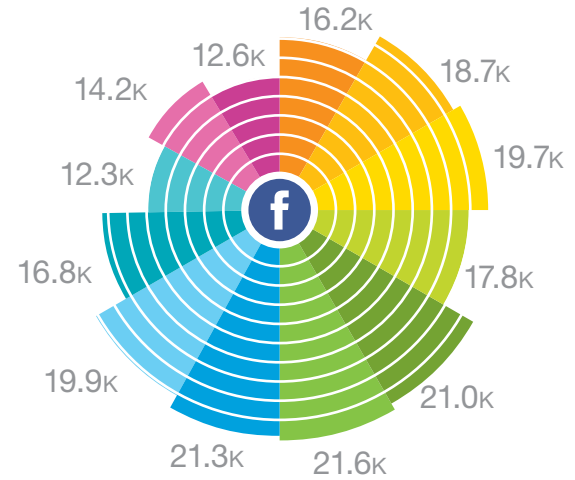


Facebook Engagement Rates per Post by Month: Education and Non-Profit

Post Volume by Month 

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
JAN	38.4M	5.13%	364.4	59.4	162.1	130.8
FEB	51.7M	4.45%	250.0	47.7	124.3	104.9
MAR	98.4M	2.15%	285.7	51.8	142.2	185.5
APR	82.8M	2.14%	263.6	57.3	129.9	162.2
MAY	93.9M	2.19%	241.9	38.7	113.5	249.4
JUN	82.7M	1.91%	209.0	30.2	95.1	290.4
JUL	77.1M	1.98%	187.4	24.6	117.9	300.0
AUG	78.9M	1.45%	215.6	28.5	63.1	319.4
SEP	66.9M	1.54%	200.8	24.5	69.5	240.7
OCT	50.1M	1.60%	181.9	24.3	54.6	191.6
NOV	18.5M	6.41%	255.1	27.8	105.2	120.0
DEC	3.0M	16.20%	151.4	18.0	47.1	54.0

Includes paid and organic posts

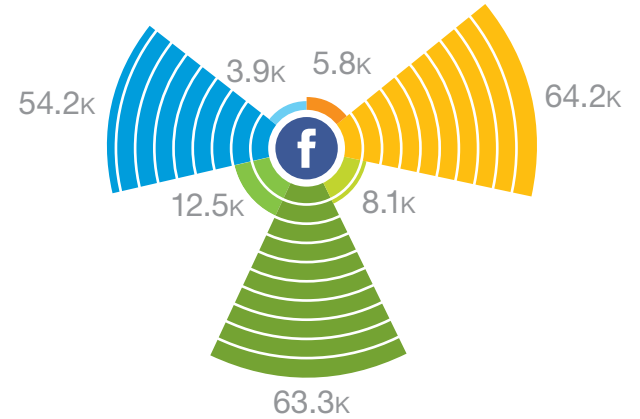


Facebook Engagement Rates per Post by Day of Week: Education and Non-Profit

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
SUN	64.5M	2.34%	431.9	47.8	112.8	239.0
MON	124.9M	2.32%	142.6	18.3	94.1	200.3
TUE	114.9M	2.26%	364.6	43.7	86.1	211.8
WED	110.5M	2.53%	169.3	35.0	81.1	229.3
THU	130.4M	2.35%	343.3	55.2	134.1	208.5
FRI	125.5M	2.39%	239.9	43.2	117.9	136.9
SAT	71.5M	2.11%	325.9	40.5	87.9	308.9

Includes paid and organic posts

Post Volume by Day of Week

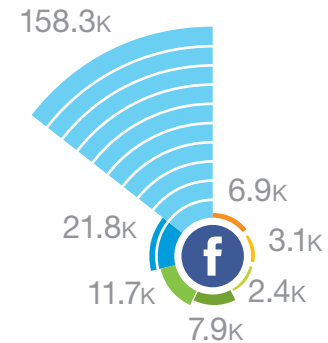


Facebook Engagement Rates per Post by Time of Day (CST): Education and Non-Profit

	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
12 AM - 4 AM	249.4	35.3	63.3	118.4
4 AM - 8 AM	111.6	40.4	35.8	541.0
8 AM - 12 PM	198.7	26.8	67.2	224.2
12 PM - 3 PM	362.8	38.1	110.5	205.6
3 PM - 6 PM	459.0	43.3	129.2	171.1
6 PM - 9 PM	438.2	54.5	129.1	155.1
9 PM - 12 AM	100.0	26.4	97.8	70.5

Includes paid and organic posts

Post Volume by Time of Day

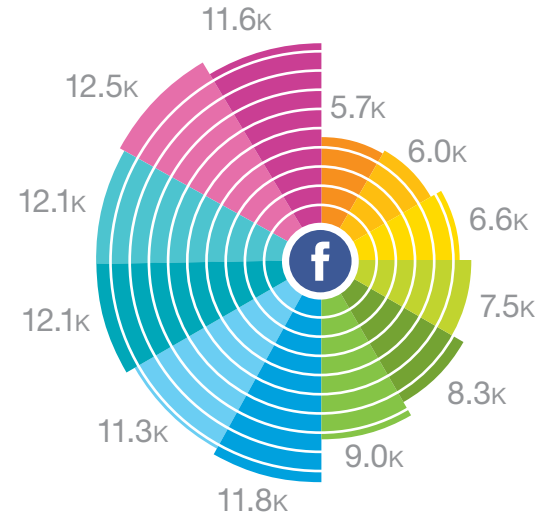


Facebook Engagement Rates per Post by Month: Technology and Manufacturing

Post Volume by Month 

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
JAN	51.4M	1.19%	98.6	15.7	17.6	23.6
FEB	72.6M	1.37%	101.4	19.1	19.4	45.4
MAR	117.3M	0.73%	99.3	18.7	23.3	48.9
APR	69.7M	1.12%	97.2	18.3	17.5	32.8
MAY	98.1M	1.05%	113.8	15.6	20.9	37.8
JUN	87.4M	0.82%	95.7	14.2	19.8	32.0
JUL	94.3M	0.98%	106.4	13.9	24.0	27.7
AUG	143.1M	0.50%	90.3	17.4	22.8	14.6
SEP	102.1M	0.64%	85.0	12.1	26.7	12.8
OCT	105.5M	0.58%	79.2	16.1	23.9	43.1
NOV	35.4M	1.85%	78.3	16.5	22.7	59.1
DEC	7.7M	5.75%	71.0	12.1	19.7	13.1

Includes paid and organic posts

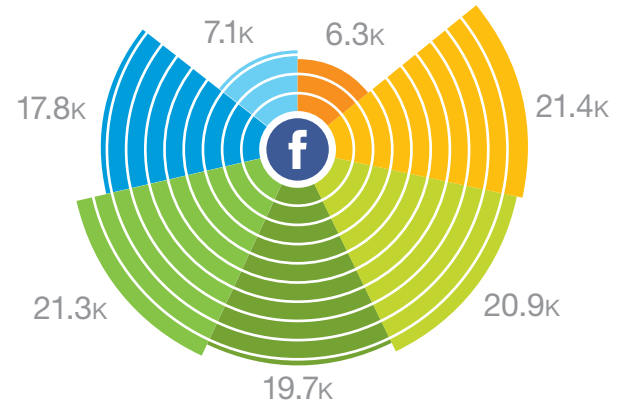


Facebook Engagement Rates per Post by Day of Week: Technology and Manufacturing

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
SUN	46.4M	1.29%	120.6	18.7	25.2	28.8
MON	181.2M	1.00%	106.5	14.5	25.7	53.0
TUE	180.4M	0.76%	85.2	15.0	19.4	34.4
WED	184.3M	0.77%	83.8	19.4	20.1	32.5
THU	162.3M	0.90%	87.6	14.6	18.7	32.8
FRI	170.1M	0.77%	83.4	14.8	19.5	28.6
SAT	59.9M	1.24%	122.8	16.9	27.9	33.3

Includes paid and organic posts

Post Volume by Day of Week

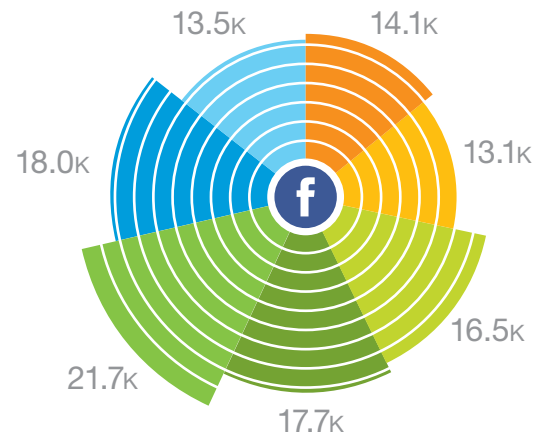


Facebook Engagement Rates per Post by Time of Day (CST): Technology and Manufacturing

	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
12 AM - 4 AM	89.8	16.8	17.6	27.4
4 AM - 8 AM	89.3	13.3	12.3	16.7
8 AM - 12 PM	57.3	9.1	8.6	19.6
12 PM - 3 PM	107.9	18.6	29.7	60.1
3 PM - 6 PM	102.9	17.0	27.8	52.8
6 PM - 9 PM	102.6	19.6	21.8	30.3
9 PM - 12 AM	90.2	13.5	19.2	52.4

Includes paid and organic posts

Post Volume by Time of Day

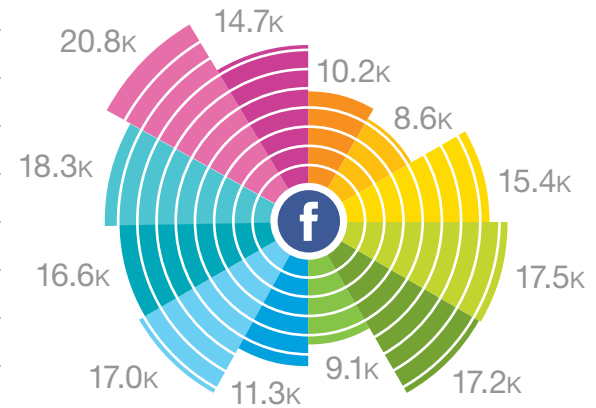


Facebook Engagement Rates per Post by Month: Travel and Hospitality

Post Volume by Month 

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
JAN	78.7M	5.66%	424.4	45.3	79.0	45.2
FEB	119.8M	5.37%	475.0	50.6	77.8	93.9
MAR	228.5M	1.64%	215.8	26.8	43.4	81.3
APR	125.9M	2.61%	172.3	23.7	40.9	61.9
MAY	129.4M	2.15%	138.6	19.4	35.2	69.8
JUN	128.5M	1.75%	239.3	21.2	44.4	69.6
JUL	138.7M	1.81%	222.2	32.4	43.9	83.4
AUG	144.9M	1.43%	206.9	23.9	35.7	42.3
SEP	157.7M	1.16%	184.6	24.3	41.1	54.2
OCT	103.6M	1.68%	211.7	21.2	42.5	72.9
NOV	55.3M	3.48%	222.0	24.1	42.5	87.5
DEC	14.7M	9.22%	265.6	28.3	54.1	65.9

Includes paid and organic posts

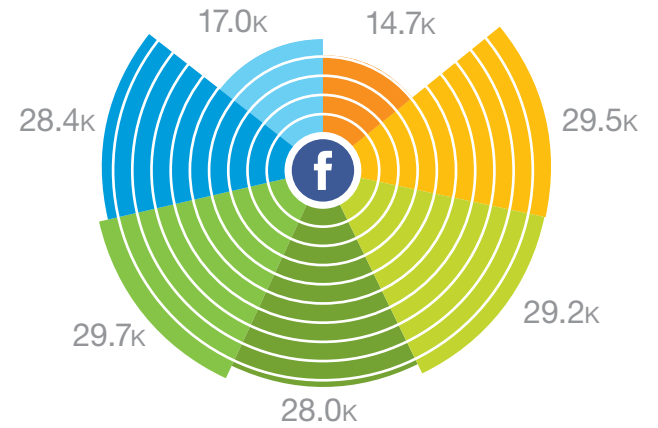


Facebook Engagement Rates per Post by Day of Week: Travel and Hospitality

	Reach	Engagement by Reach	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
SUN	133.3M	2.44%	319.0	30.8	65.6	95.3
MON	220.8M	2.31%	223.6	33.5	46.4	75.3
TUE	235.0M	2.32%	238.9	26.2	46.4	85.1
WED	255.4M	1.89%	212.6	24.4	43.1	66.4
THU	202.1M	2.35%	204.1	22.1	43.4	59.6
FRI	236.7M	2.21%	230.7	29.5	44.7	65.4
SAT	142.5M	2.49%	318.9	30.1	52.0	54.8

Includes paid and organic posts

Post Volume by Day of Week 

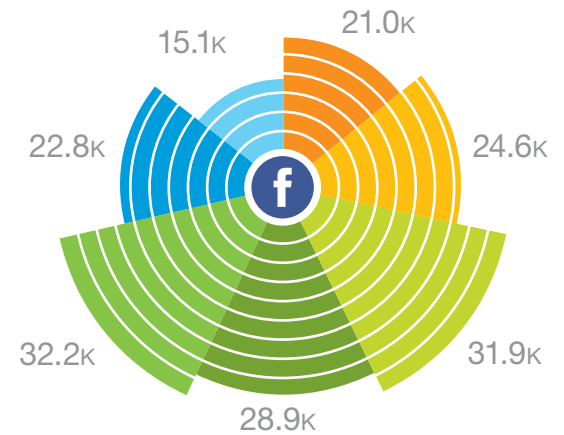


Facebook Engagement Rates per Post by Time of Day (CST): Travel and Hospitality

	Avg Likes	Avg Comments	Avg Shares	Avg Links Clicked
12 AM - 4 AM	347.9	27.2	56.8	80.0
4 AM - 8 AM	137.2	17.0	29.1	76.3
8 AM - 12 PM	175.7	17.9	28.6	58.7
12 PM - 3 PM	241.7	37.2	54.9	65.1
3 PM - 6 PM	267.6	32.7	56.5	96.7
6 PM - 9 PM	229.3	28.1	50.3	63.6
9 PM - 12 AM	293.1	41.3	70.7	61.0

Includes paid and organic posts

Post Volume by Time of Day 



Recommendations

Your Facebook strategy should be part algorithm, part art, and all about what's best for your customer journey.

To contextualize these charts and immediately begin activating this data in your marketing strategy, consider these recommendations.

Overall Recommendations

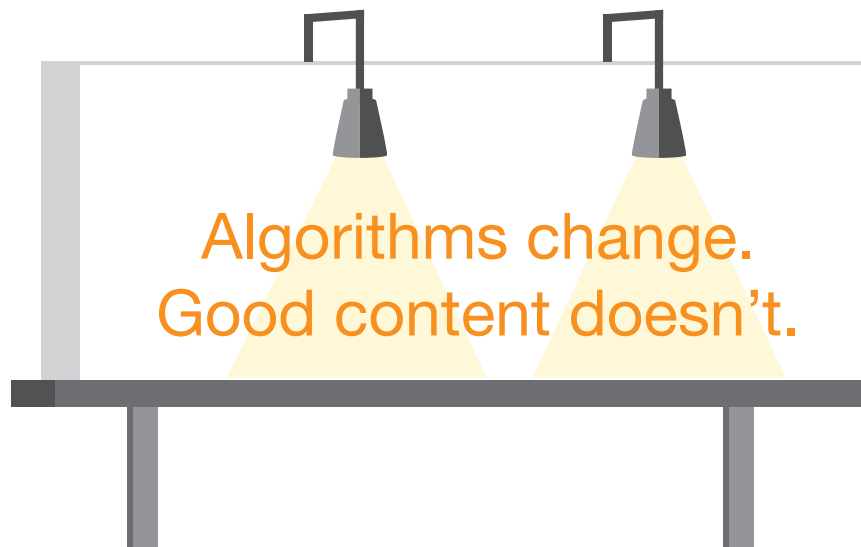
Test increased Facebook publishing on weekends. Marketers aren't spending much time on Facebook during weekends, even though consumers are. Facebook allows brand-page owners to schedule posts in advance, so even if you don't plan to be in the office checking Facebook all weekend, you can still make sure your brand is part of customers' News Feeds. However, note that you'll still want to check in on your published posts throughout the weekend, as few things appear worse for a Facebook page than unattended customer questions.

Algorithms change. Good content doesn't. Facebook marketers know that News Feed algorithms are subject to change, and Facebook does change them frequently to position the best content at the top of users' feeds. Our research saw a decline in overall Facebook reach throughout 2013 that coincided with algorithm updates. But we also found that overall engagement rates increased over 2013, which may indicate that Facebook is increasingly showing posts to the right fans—those most likely to engage with your brand and share your content with their networks. Thus, marketers' best bet is to post quality content at optimal times to reach those fans (see the next section for recommendations for your industry), and not too frequently. As Facebook puts it, "The bottom line is that your Page strategy should still stay the same: produce high quality content and optimize for engagement and reach."⁵

Recommendations by Industry

- **Consumer packaged goods (CPG):** Marketers have strong opportunities in the CPG industry, as overall engagement is strong every day of the week and the overall Facebook audience base for CPG grew 55% in 2013. Consider posting between 12:00 a.m. and 4:00 a.m., which is a high-performing time slot for CPG audience engagement. Your engagement rates will tend to be highest on Saturdays and Sundays, so pay attention to the weekend in your marketing strategy.
- **Media and entertainment:** Overall, the media and entertainment industry has excellent reach on Facebook; however, marketers struggle to consistently entice fans to like, comment, share, and click links. Media and entertainment marketers get the most engagement from 3:00 p.m. to 9:00 p.m. Within this industry, content lends itself especially well to visuals, videos, and up-to-the-minute news, so keep access to your Facebook page close at hand and make sure to post when something is relevant, even on weekends.
- **Financial services:** This industry ranked lower than other industries in terms of likes, comments, shares, and links. Your audience is most engaged on Sundays, Mondays, and Saturdays, so consider saving your most engaging content for these days to build and further engage your audience. Financial services companies posting outside of normal business hours are receiving the highest audience engagement. Discuss ways to spur deeper engagement—perhaps through polls, infographics, videos, or other engaging content formats—and reward customers for engaging with you.

- **Retail and e-commerce:** The retail and e-commerce sector sees high numbers of likes per post, but few comments, shares, and link clicks. Produce content that encourages your Facebook audience to share with friends and leave comments. Your posts may be especially well received on Fridays and Saturdays, when Facebook engagement rates for retail and e-commerce brands are at their peak. Additionally, marketers posting between 8:00 a.m. and 12:00 p.m. are garnering the highest rates of likes and links clicked.
- **Education and non-profit:** This industry performs higher than other sectors when it comes to engagement on Facebook. Interestingly, even though companies in this industry post most frequently on Mondays, Wednesdays, and Fridays, they receive the most likes and comments on Sundays, Tuesdays, and Thursdays. Your fans are most likely to share content between 3:00 p.m. and 9:00 p.m. and most likely to click links between 4:00 a.m. and 8:00 a.m.
- **Technology and manufacturing:** Test weekend engagement. Facebook users are highly engaged on weekends, but aren't being met with many posts from tech and manufacturing brands during this time. Tech and manufacturing brands posted 67% less frequently on Saturdays and Sundays, on average, than they did during the week, while still seeing similar numbers of likes, comments, and shares. The 3:00 p.m. to 9:00 p.m. time slot is your best opportunity to garner likes and link clicks.
- **Travel and hospitality:** Travel and hospitality marketers garner the most engagement on weekends, when fans are most likely to like or share your content. Although overall Facebook reach has dramatically declined, we see that likes, shares, and links clicked have stayed relatively consistent, hinting that Facebook posts are now better reaching brands' most engaged fans. Vary your posts throughout the day as your audience likes, comments, shares, and clicks on links at differing times.



About the Data

We collected the data in this report from the Salesforce Marketing Cloud platform according to the following specifications.

We extracted Facebook data from more than 2.4 million posts published in 2013 through our platform, combining both paid and organic posts. We added further social insights from the [2014 State of Marketing](#) report and third-party studies as noted.

Graphs combining overall industry data include these industries: Advertising and Consulting; Automotive; Clothing and Fashion; Consumer Packaged Goods; Media and Entertainment; Financial

Services; Food and Beverage; Retail and eCommerce; Health and Beauty; Education and Non-Profit; Publishing; Sports; Technology and Manufacturing; Telecommunications; and Travel and Leisure.

When reviewing pie-style charts in this report, note that numerical labels on pie charts show rounded values, and pie slices represent total values.



Appendix

- (1) newsroom.fb.com/company-info
- (2) newsroom.fb.com/company-info
- (3) facebook.com/business/power-of-advertising
- (4) marketingland.com/mobile-ad-revenue-surpass-newspapers-magazines-radio-forecast-90148
- (5) facebook.com/business/news/News-Feed-FYI-Showing-More-High-Quality-Content



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