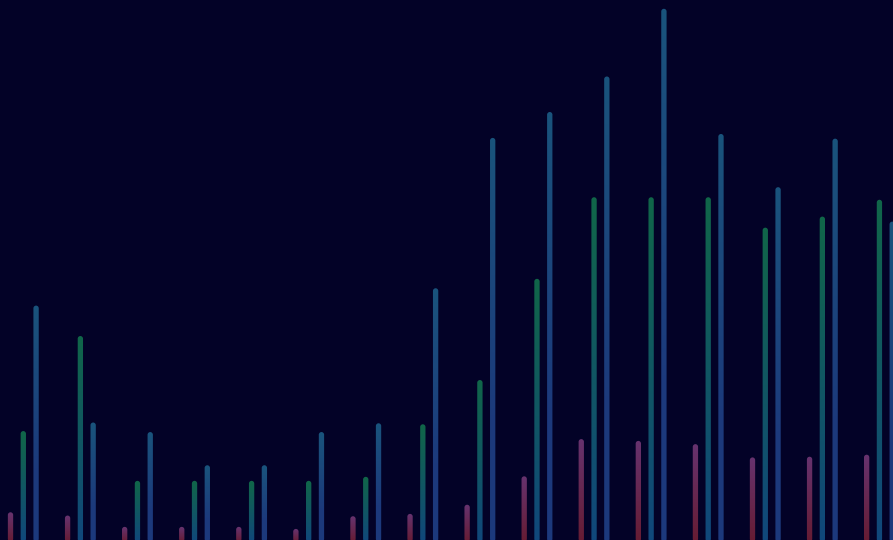




# Social Media Users Activity Report

The global research of users activity for various types  
of content in Social Media

# 2023



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# Data Source

The research is based on **240 million** social media posts by **937 thousands** different pages were analyzed by **Popsters** users in **8 social networks** for 2023:

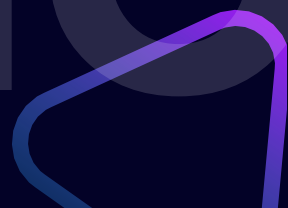
Instagram, Facebook, OK, VK, Twitter, Telegram, YouTube and TikTok



# Methodology

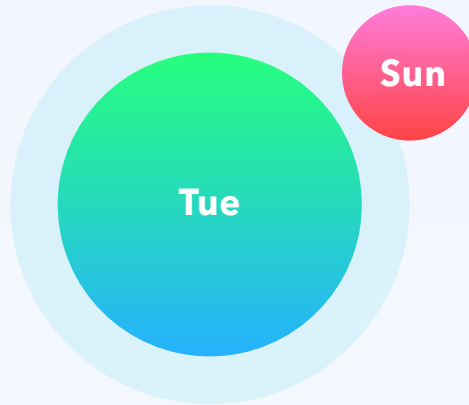


METHOD



# Methodology

## Relative Activity by Days of Week



### Average activity of published posts at specific day of week

$$\text{Total of activity (reactions, shares, comments) at specific day of week} \div \text{Count of posts such type}$$

### Percent of activity on average published posts at specific day of week

$$\text{Average activity of published posts at specific day of week} \div \text{Total of average activities of posts by all days of week} \times 100\%$$

### Aggregation of data by different pages

$$\text{Total data by all analyzes at specific time} \div \text{Count of nonzero values}$$

### Equalization of percent values accounting nonzero values

$$\text{Average value for each day of week} \div \text{Total of all average values}$$

## Methodology

### Relative Activity by Hours of Day



#### Average activity of published posts at specific hour of day

$$\text{Total of activity (reactions, shares, comments) at specific hour of day} \div \text{Count of posts such type}$$

#### Percent of activity on average published posts at hour of day

$$\text{Average activity of published posts at specific hour of day} \div \text{Total of average activities of posts by all hours of day} \times 100\%$$

#### Aggregation of data by different pages

$$\text{Total data by all analyzes at specific time} \div \text{Count of nonzero values}$$

#### Equalization of percent values accounting nonzero values

$$\text{Average value for each hour of day} \div \text{Total of all average values}$$

## Methodology

### Relative Activity by Text Length in Posts

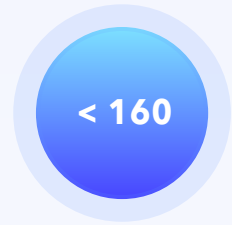
Popsters automatically categorizes all posts on 3 types by count of symbols:



LONG LENGTH



MEDIUM LENGTH



SHORT LENGTH

#### Average activity of posts with text specific length

Total activities of posts with text specific length  $\div$  Count of posts such type  $\times$  100%

#### Relative average activity of posts such type

Average activity of posts with text specific length  $\div$  Total of all average values by all types

#### Aggregation of data by different pages

Total data by all analyzes of activity by text length  $\div$  Count of nonzero values

#### Equalization of percent values accounting nonzero values

Average value of each type  $\div$  Total of all average values

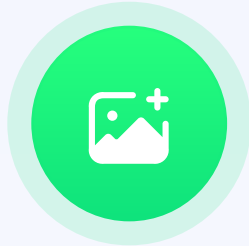
# Methodology

## Relative Activity by Attachments in Posts

Popsters automatically categorizes all posts on 4 types by attachments:



TEXT



IMAGE



VIDEO



LINK

### Average activity of posts with specific attachments

Total activities of posts with specific attachments



Count of posts such type

### Relative average activity of posts such type

Average activity of posts with specific attachments



Total of all average values by all types



100%

### Aggregation of data by different pages

Total data by all analyzes of activity by attachments in posts



Count of nonzero values

### Equalization of percent values accounting nonzero values

Average value of each type



Total of all average values



# Methodology

## Average Engagement Rate of Pages by Count of Followers

ER

Engagement Rate is a metric that demonstrates the percentage of followers that reacted, shared or commented on posts of the page. It shows how much people interact with the content.

For each page Popsters calculates two types of ER metric:

- In terms of the average post (ERpost)
- In terms of the average day (ERday)

### References:

<https://www.skyword.com/marketing-dictionary/engagement-rate/>

<https://popsters.com/blog/post/er-how-to-calculate-engagement-rate>

### ERpost

Total of all reactions for analyzing period (likes, shares, comments, reactions for Facebook; + dislikes for YouTube)

$$\div \left( \text{Count of posts} \times \text{Count of followers on the date} \right) \times 100\%$$

### ERday

Total of all reactions for analyzing period (likes, shares, comments, reactions for Facebook; + dislikes for YouTube)

$$\div \left( \text{Count of days in analyzing period} \times \text{Count of followers on the date} \right) \times 100\%$$

We categorized pages by 8 categories depending on count of followers:

1 000 000 👤 > 500 000 👤 > 200 000 👤 > 100 000 👤  
50 000 👤 > 20 000 👤 > 10 000 👤 > 1 000 👤

The text refers to a Popsters study with data about 2021. The full text can be found at - <https://popsters.com/blog/post/social-media-audience-activity-global-research-2021>



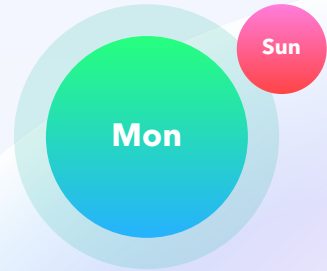
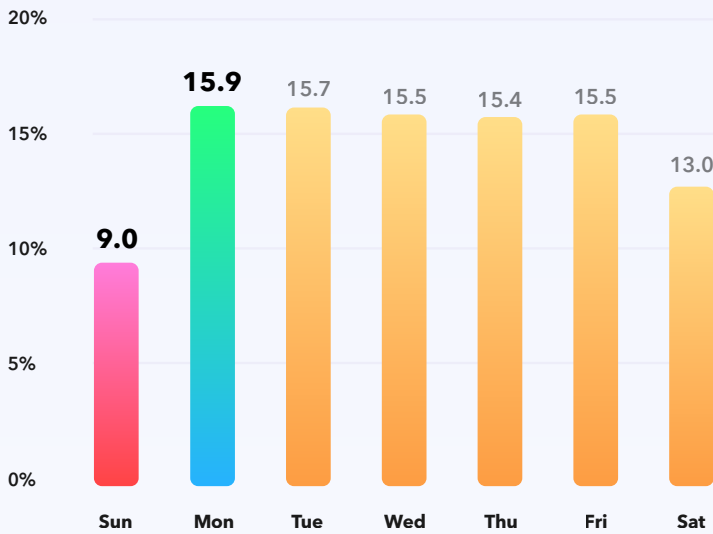
**Facebook**



**FACEBOO**



### Relative Activity by Days of Week



Monday activity is **77%** more than on Sunday

### INSIGHT

The data suggests that in 2021, the average relative activity of Facebook users was lower on Sundays (11.4%) compared to weekdays (15.1%-15.7%). In 2022, the average relative activity on Sundays decreased further to 9.0%, while the activity on weekdays remained relatively stable (15.4%-15.9%). The difference in activity between weekends (Saturday and Sunday) and weekdays in 2022 was around 29%, which represents a significant change.

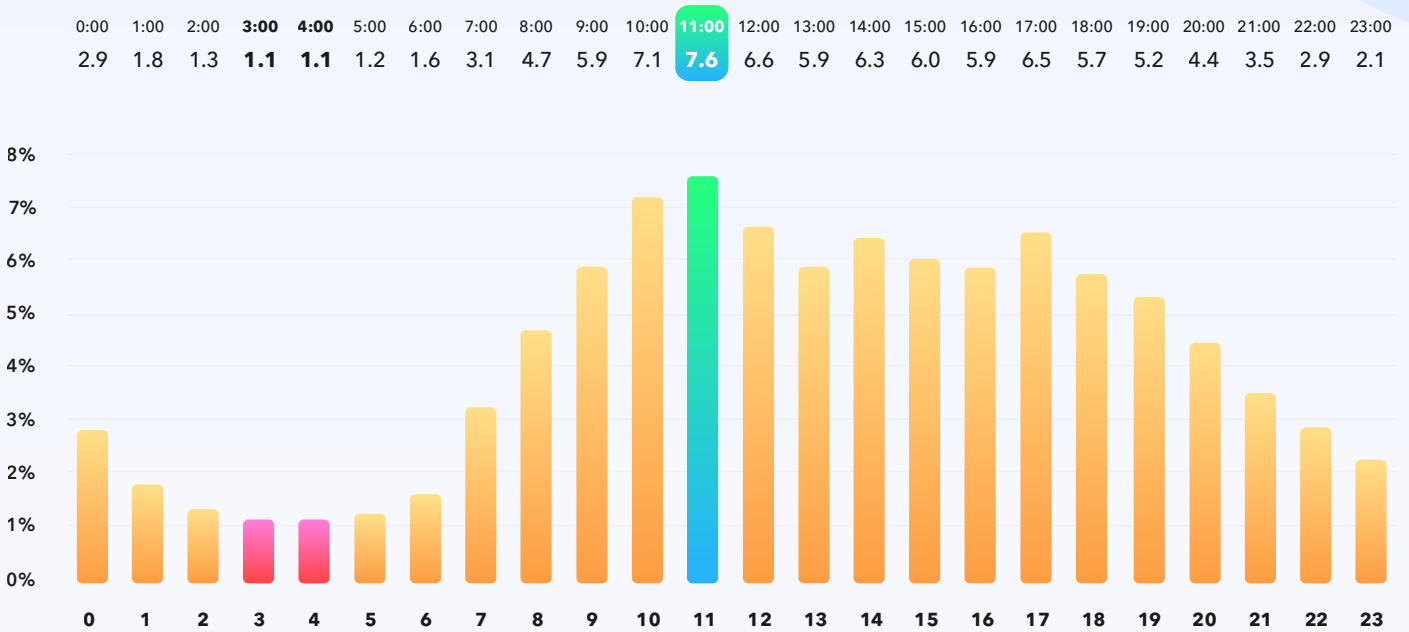
### Relative Activity by Text Length in Posts



Short is **298.9%** more than on Long



### Relative Activity by Hours of Day

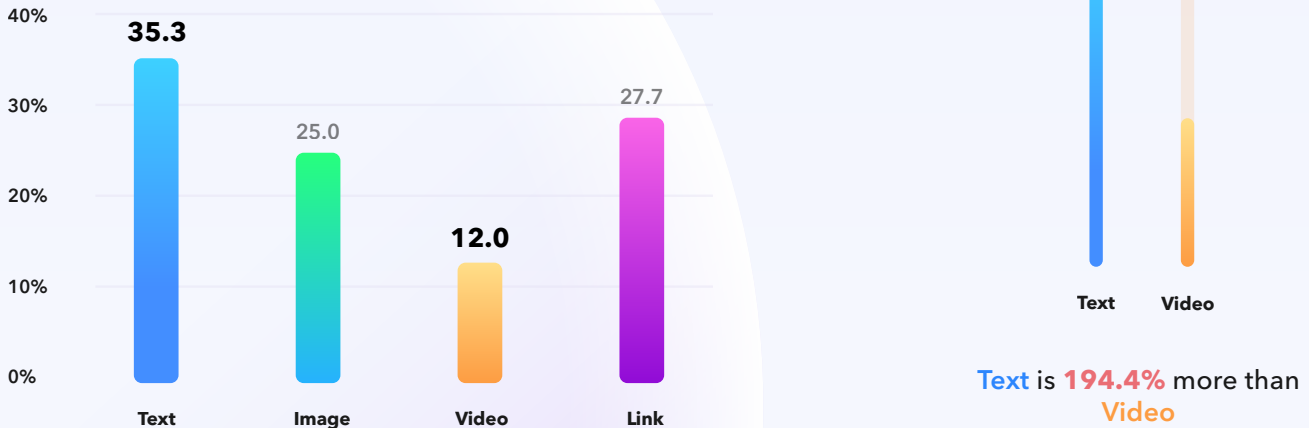


This shift in activity patterns can be attributed to various factors, such as changes in users' daily routines, schedules, or habits. For instance, users might be devoting more time to other activities on Sundays, such as spending time with family or engaging in leisure activities, resulting in decreased activity on the platform. Additionally, some users might take a digital detox day on Sundays, which could also contribute to lower activity on the platform.



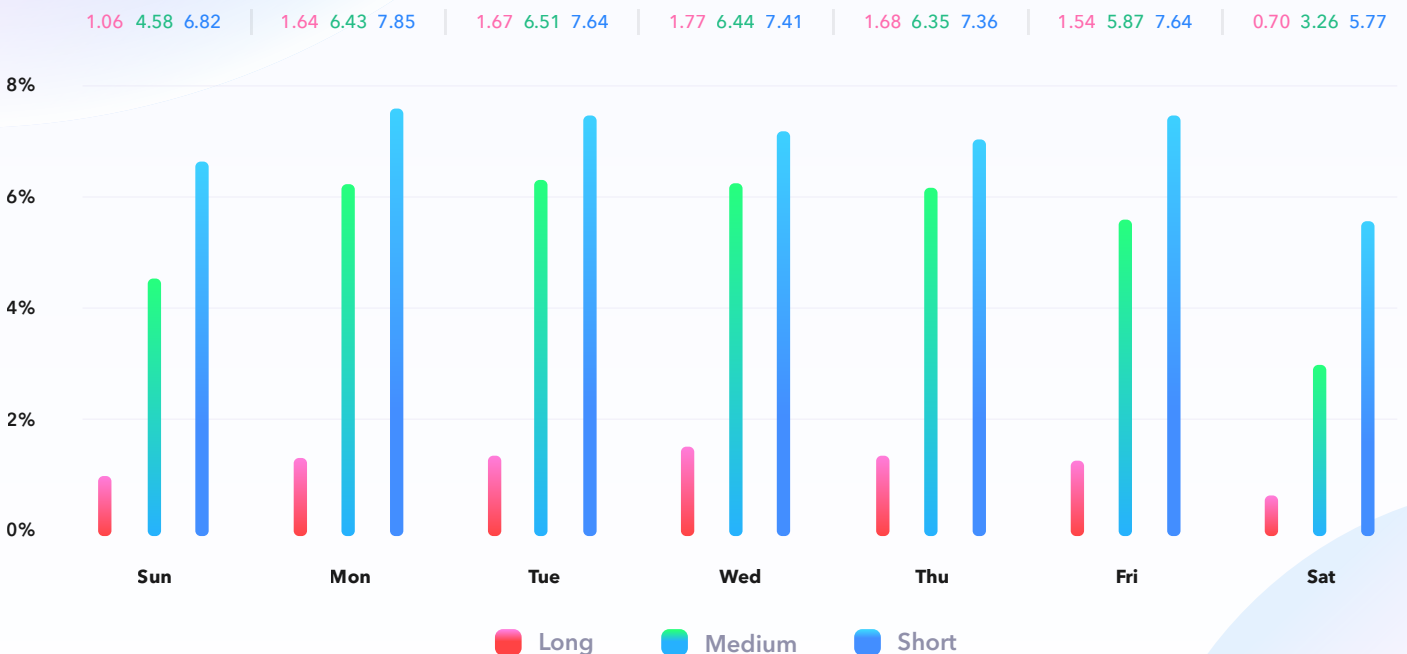
Activity at **11:00** is **618%** more than at **3:00-4:00**

### Relative Activity by Attachments in Posts



In 2022, the average Engagement Rate for Facebook pages increased significantly compared to 2021 across all categories of audience size. The Engagement Rate for pages with less than 1000 followers rose from 5.52% in 2021 to 9.82% in 2022, representing a relative increase of 78%. Likewise, the Engagement Rate for pages with audience size between 1k-10k increased from 1.43% in 2021 to 1.70% in 2022, a relative increase of 19%. The Engagement Rate for pages with audience size between 10k-20k increased from 0.74% in 2021 to 1.42% in 2022, a relative increase of 91%. The Engagement Rate for pages with a large audience size (greater than 1 million followers) increased the least, from 0.05% in 2021 to 0.08% in 2022, a relative increase of 60%. Despite this increase, it remains challenging to engage the audience and increase post activity for large audience-size pages.

### Relative Activity by Text Length in Posts by Days of Week



### Relative Activity by Text Length in Posts by Hours of Day

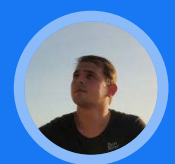


It's important to highlight the changes made to the social network's news feed. According to Facebook representatives, while at the beginning of 2023 the proportion of recommended content from pages you aren't followed to in the feed was at 15%, by the end of the year they plan to double that percent. Additionally, the performance of Reels recommendation algorithms has improved, resulting in a 15% increase in the average time spent watching video content in the news feed.

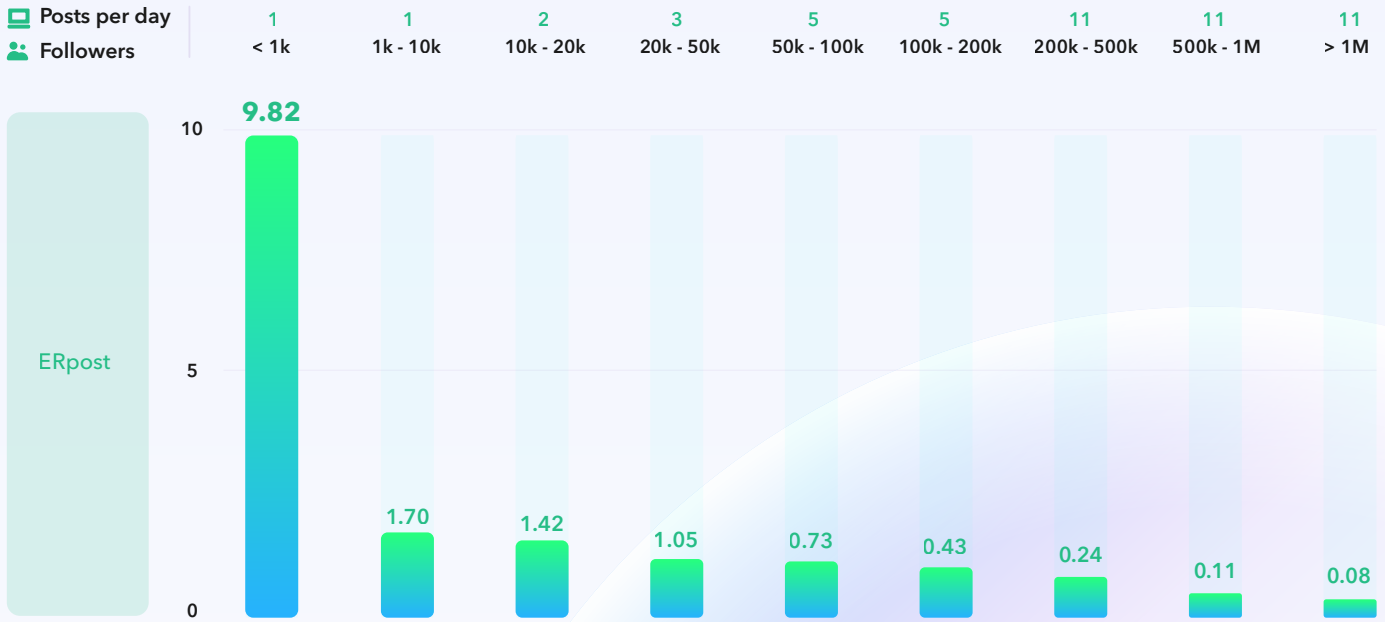
According to Hootsuite data, only 54.9% of the audience are following to or somehow interact with brand or company pages. In the context of increasing recommendations, improving algorithms, and low audience reach, focusing on content quality and utilizing new formats can significantly boost your page's performance. Additionally, for business pages, it's important to consider that Gen Z prefers chat forms over phone calls for consultation. Utilizing Facebook Messenger can greatly impact audience conversion into customers.

**Arseniy Kushnir**  
CEO Popsters

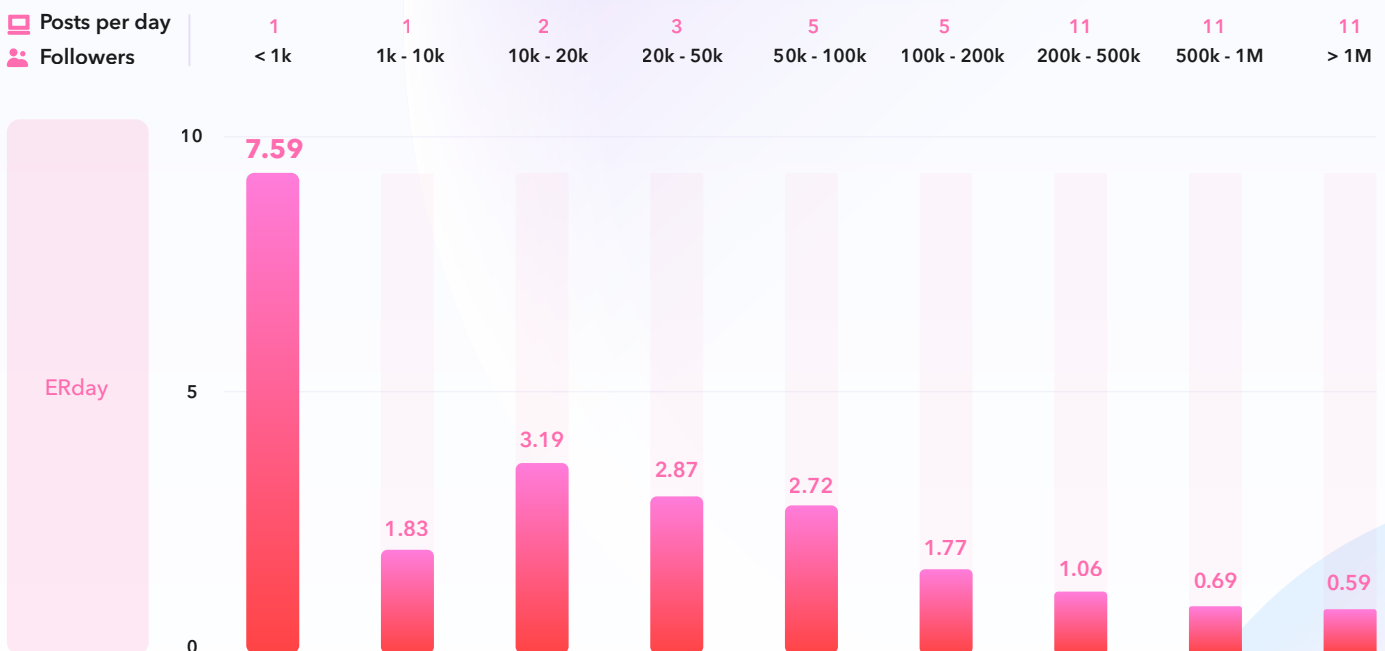
 [View Source](#)



### Average Engagement Rate of Pages by Count of Followers



Engagement Rate growth across all categories may be attributed to several factors: one probable reason is a decrease in the volume of content posted on Facebook (average posting frequency has decreased by 30%), which has lowered the level of competition for reader attention. It is also likely that the Facebook algorithm has changed, resulting in posts with better matching user interests. Finally, the increase in average user activity time on Facebook has also influenced the average ER of posts.

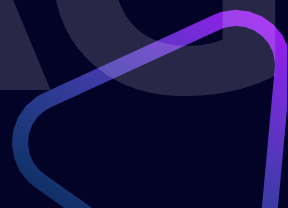




**Instagram**

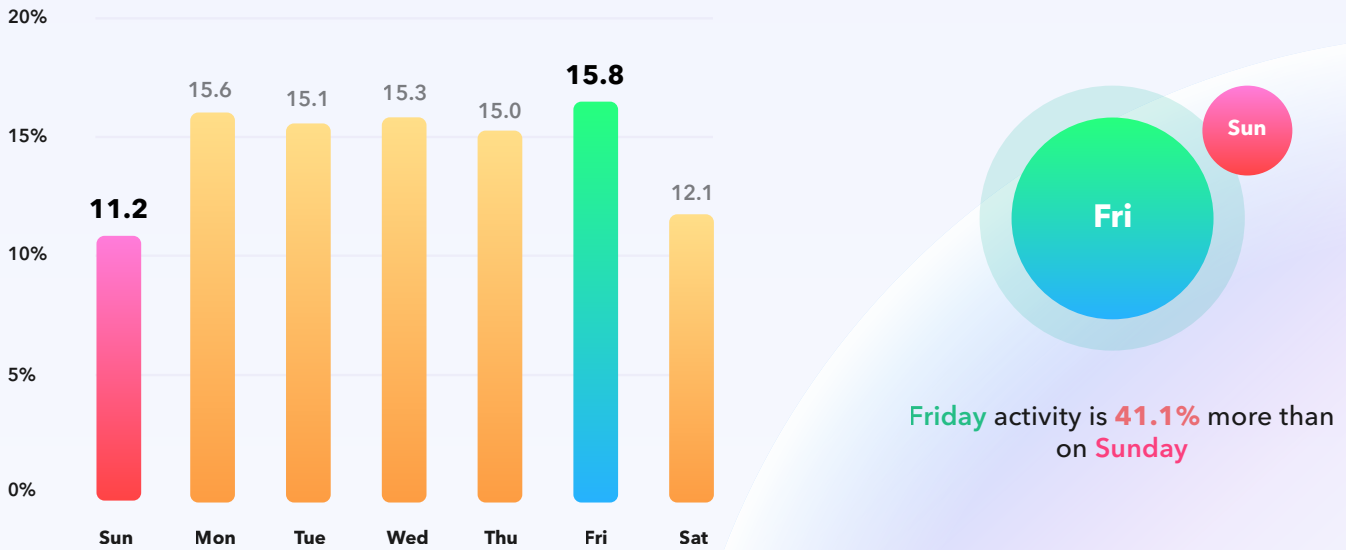


**INSTAGRAM**





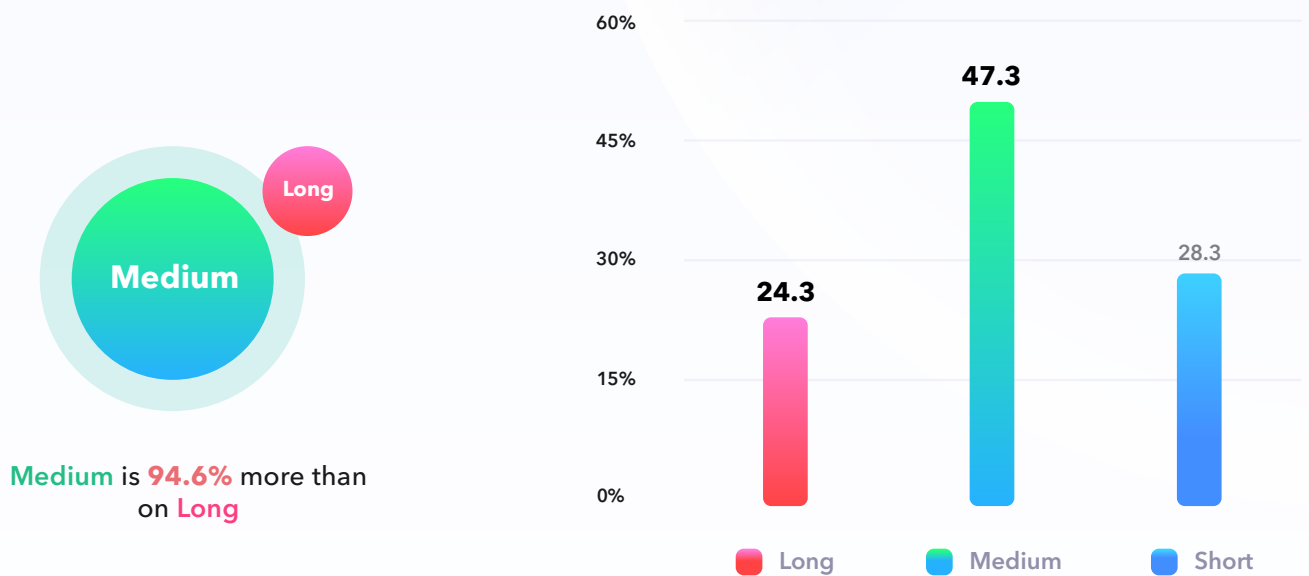
### Relative Activity by Days of Week



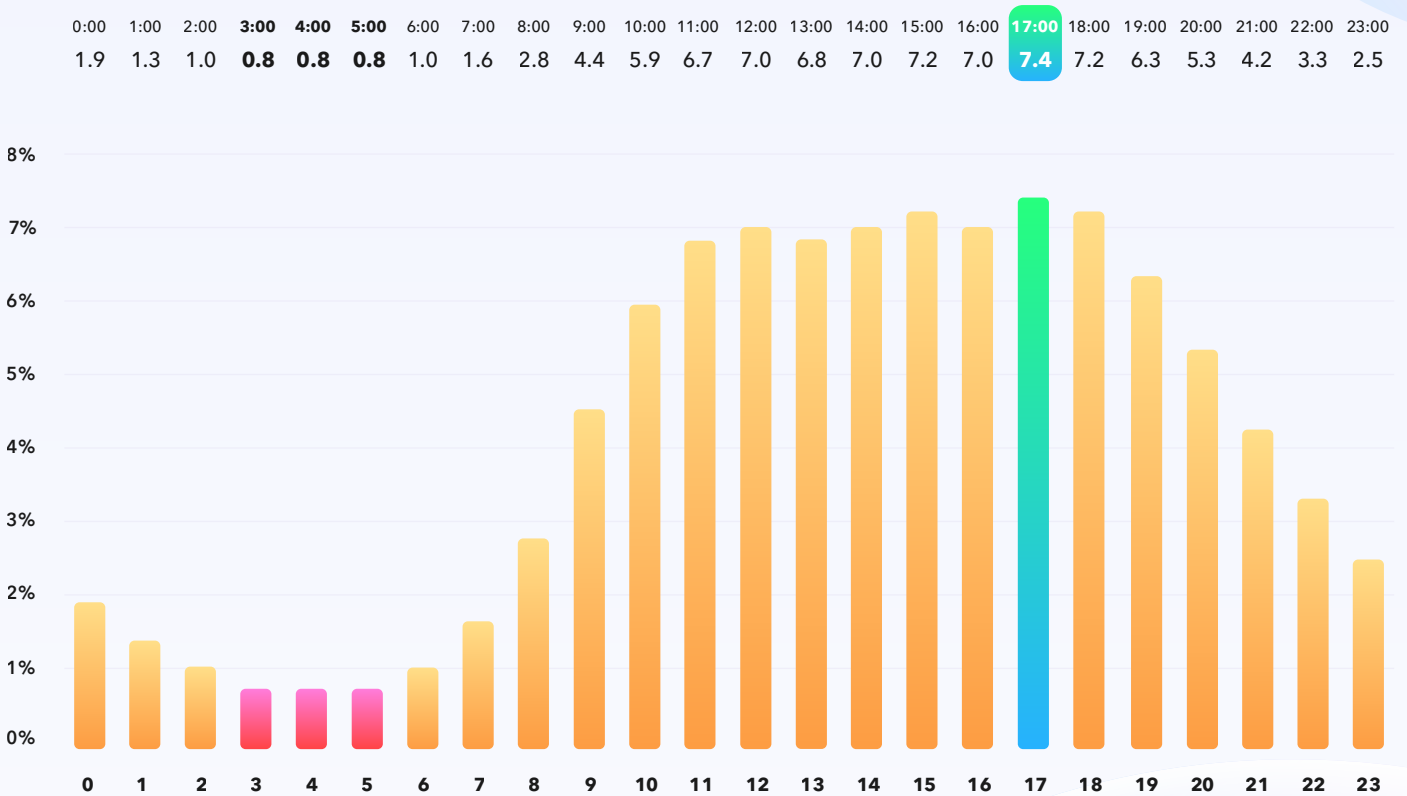
### INSIGHT

Instagram users activity in 2021 showed peak engagement between 10:00 am and 8:00 pm, with the highest concentration at 10:00 am. The least active time for users was between 12:00 am and 5:00 am. In 2022, the most active time for users shifted to between 8:00 am and 7:00 pm, with peak engagement occurring around 8:00 am and 5:00 pm, and the least active time being between 12:00 am and 3:00 am.

### Relative Activity by Text Length in Posts



### Relative Activity by Hours of Day

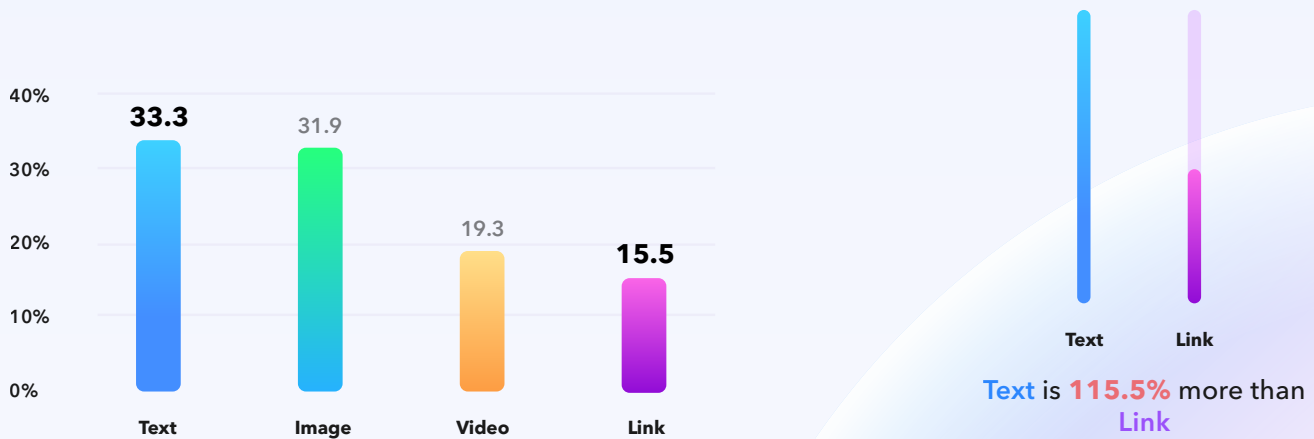


It is notable that there was an increase in activity during nighttime hours, particularly between 0:00 and 2:00 am, in 2022. This shift could be due to users spending more time on their phones before bed or changes in daily habits. The shift in peak activity from 10:00 am in 2021 to 8:00 am in 2022 could suggest a change in the average wake-up time of Instagram users, which could be attributed to a return to working and daily routines post-pandemic.



Activity at 17:00 is **884%** more than at 3:00-5:00

### Relative Activity by Attachments in Posts

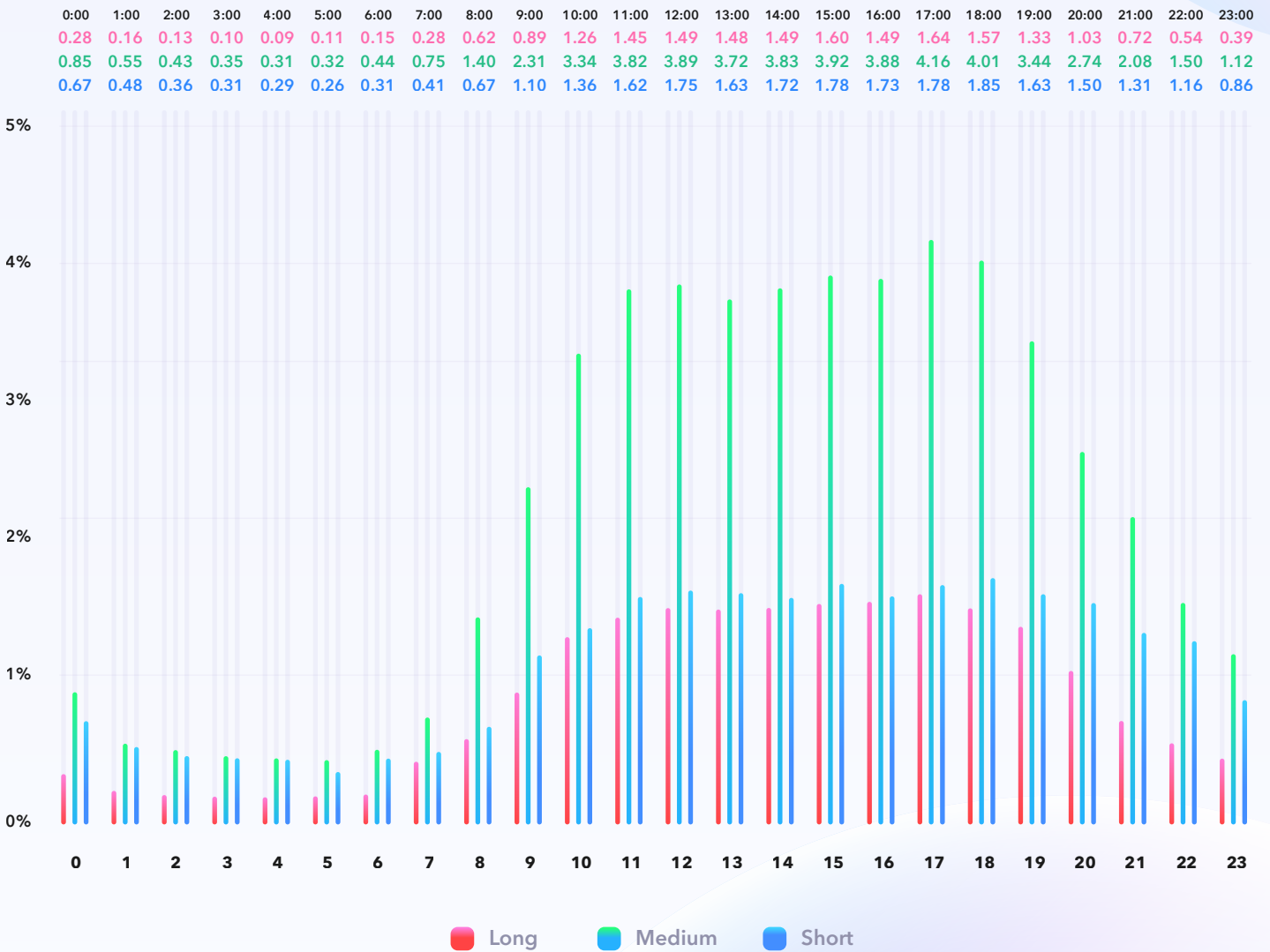


Despite a consistent pattern of audience engagement and little change in trends since 2021, Instagram continues to be a dynamic platform for users, brands, and businesses. The Engagement Rate of the average Instagram page has remained largely unchanged. Posts with medium-length text have maintained high engagement, with an average relative activity rate of 47.3%. Image attachments also continue to be highly engaging, with a relative activity rate of 31.9%. Videos have a lower Engagement Rate on the platform, attracting only 19.3% relative engagement, with image posts receiving 60% more reactions on average than videos.

### Relative Activity by Text Length in Posts by Days of Week



### Relative Activity by Text Length in Posts by Hours of Day



In recent years, Instagram has effectively integrated its video platform IGTV with Reels by creating a separate feed for them, adding recommendations in the regular posts feed, and enabling seamless scrolling from recommended Reels to videos from other sources that the user has not followed to. This has led to a 22% increase in the average Engagement Rate for videos compared to 2021, likely resulting in a positive effect on the average app usage duration.

However, the increase in the share of recommended content has decreased the share of brand posts in the feed (non-promoted content), resulting in a 4% decrease in the average Engagement Rate per post and a 7% decrease in the average daily Engagement Rate.

### Average Engagement Rate of Pages by Count of Followers

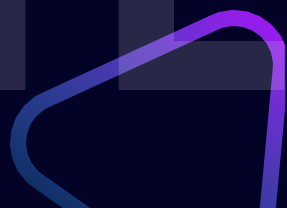




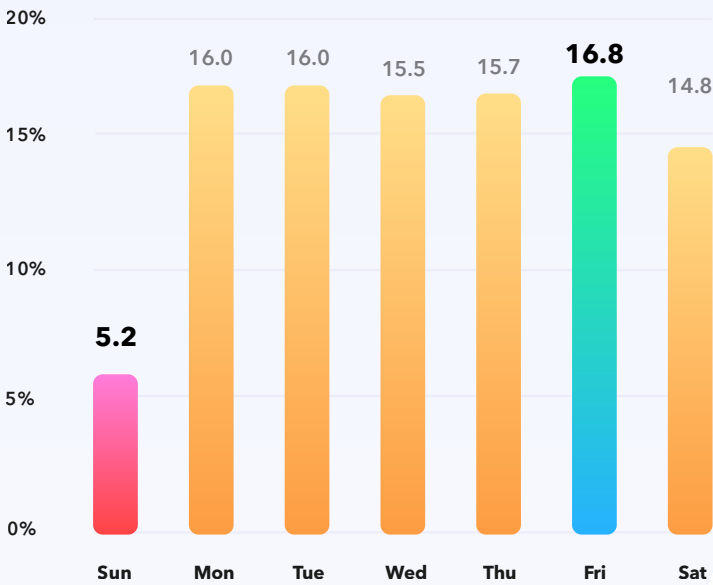
**Twitter**



**TWITTER**



### Relative Activity by Days of Week



### INSIGHT

The analysis of the Relative Activity across different days of the week shows that Twitter activity is most prominent during the conventional workweek and experiences a significant decline over the weekend. This is likely because many individuals use the platform during their workday to keep abreast of current events, network and share information. They may have limited time to engage with the platform over the weekend.

Twitter activity saw a decline during the early morning hours (midnight to 6am) in 2022, compared to 2021. However, there was a slight increase in activity observed during the afternoon and early evening hours (3pm to 8pm) in 2022.

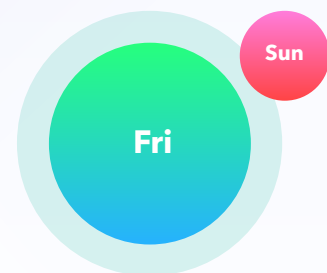
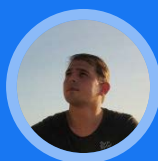
With each passing year, Twitter is losing more and more video activity. Such tweets are gaining fewer views compared to other social media platforms, making it the lowest among them. Probably, this is due to the growing competition from TikTok, Instagram Reels, and YouTube Shorts.

On the other hand, posts with any kind of links attract more attention than on any other platform, with a noticeable 12% increase from last year. Additionally, the average posting frequency is significantly higher on this platform, which can be convenient for text-based broadcasts, audience communication, and creative mechanics. I think, the platform remains the most effective for any media and personal recommendations.

**Arseniy Kushnir**

CEO Popsters

[Website](#)



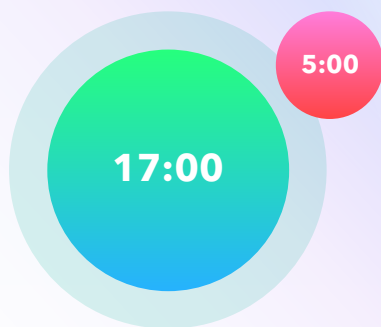
Friday activity is **222.4%** more than on Sunday

### Relative Activity by Hours of Day



An examination of activity by hour of the day reveals a pattern of activity rising throughout the morning and afternoon, reaching a peak at 7pm, with 5.6% of average posts relative activity at that time, before declining in the evening. The least active hour was 5am, with 2.1% of relative activity level for posts.

Despite Twitter increased the maximum length of tweets, short-text posts remain the most active. The activity by content type is similar to that of the previous year, with video posts having a low level of activity, but posts with links having the highest engagement among all social media networks.



Activity at 17:00 is 173% more than at 5:00

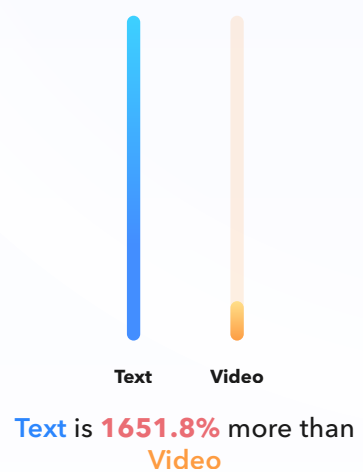
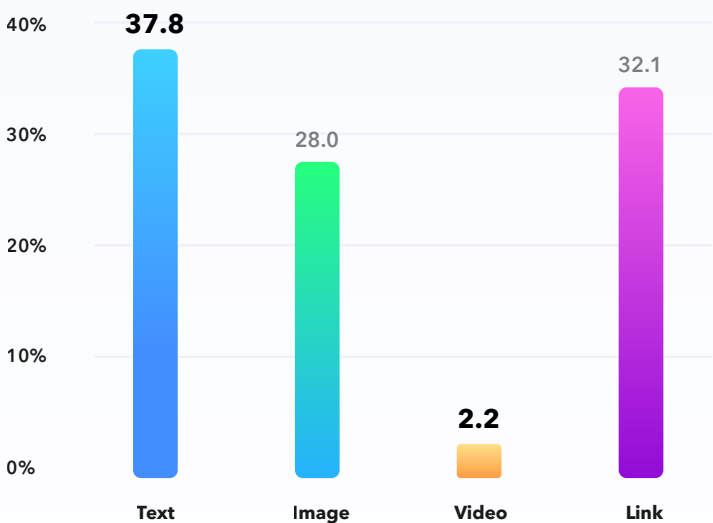


### Relative Activity by Text Length in Posts



The frequency of postings has increased in nearly all categories by almost 2 times compared to 2021, with the exception of pages with an audience of 10,000 to 20,000 subscribers, while the overall average engagement rate of the network has risen by 52%. All of this may indicate a growth in audience activity, as well as an increase in the number of active Twitter users. Interestingly, the frequency of posting is proportional to the size of the audience. This may mean that smaller accounts are usually more active in terms of personalization and content quality, while larger pages may focus more on reach, audience feedback, and promotion.

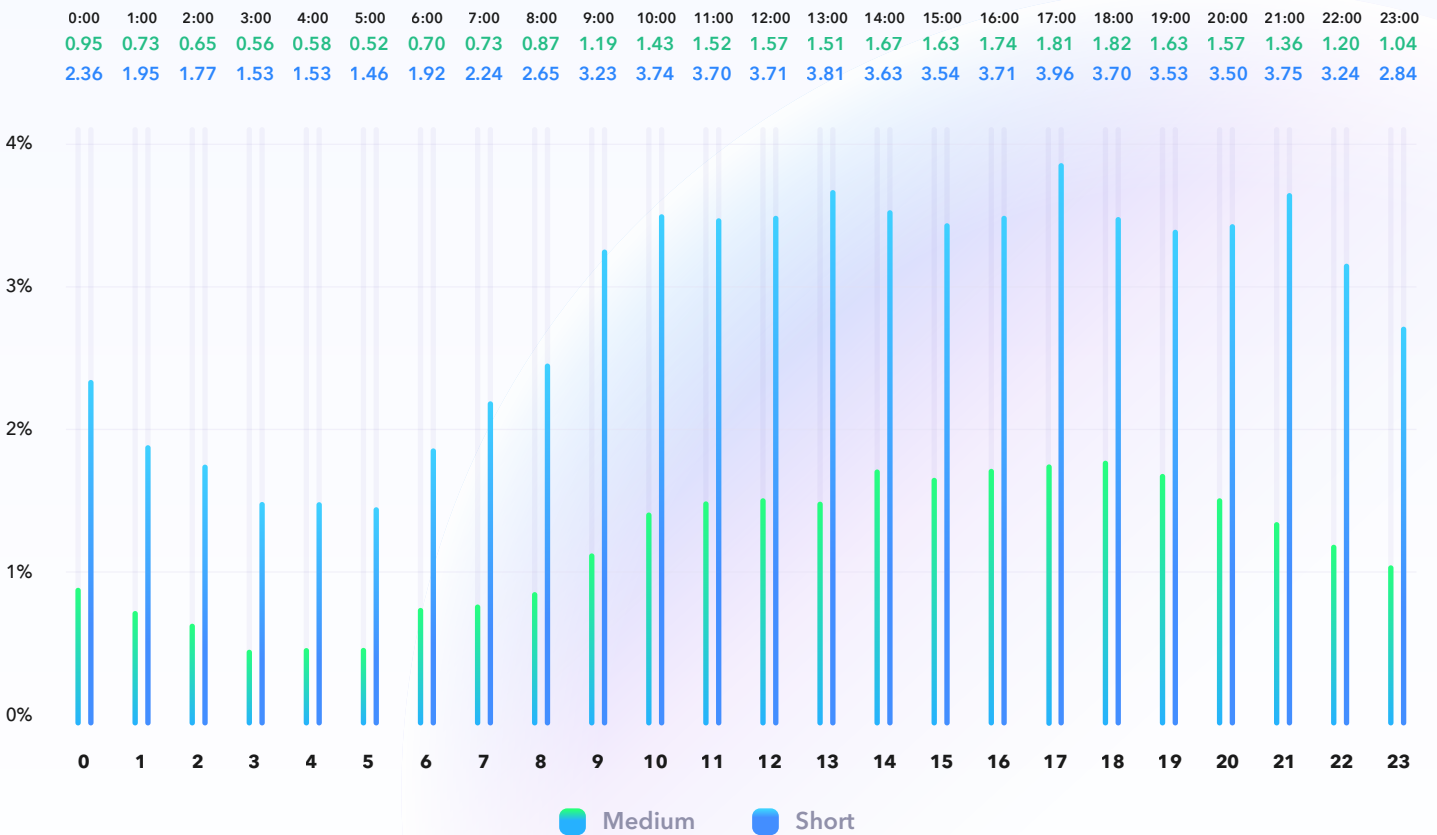
### Relative Activity by Attachments in Posts



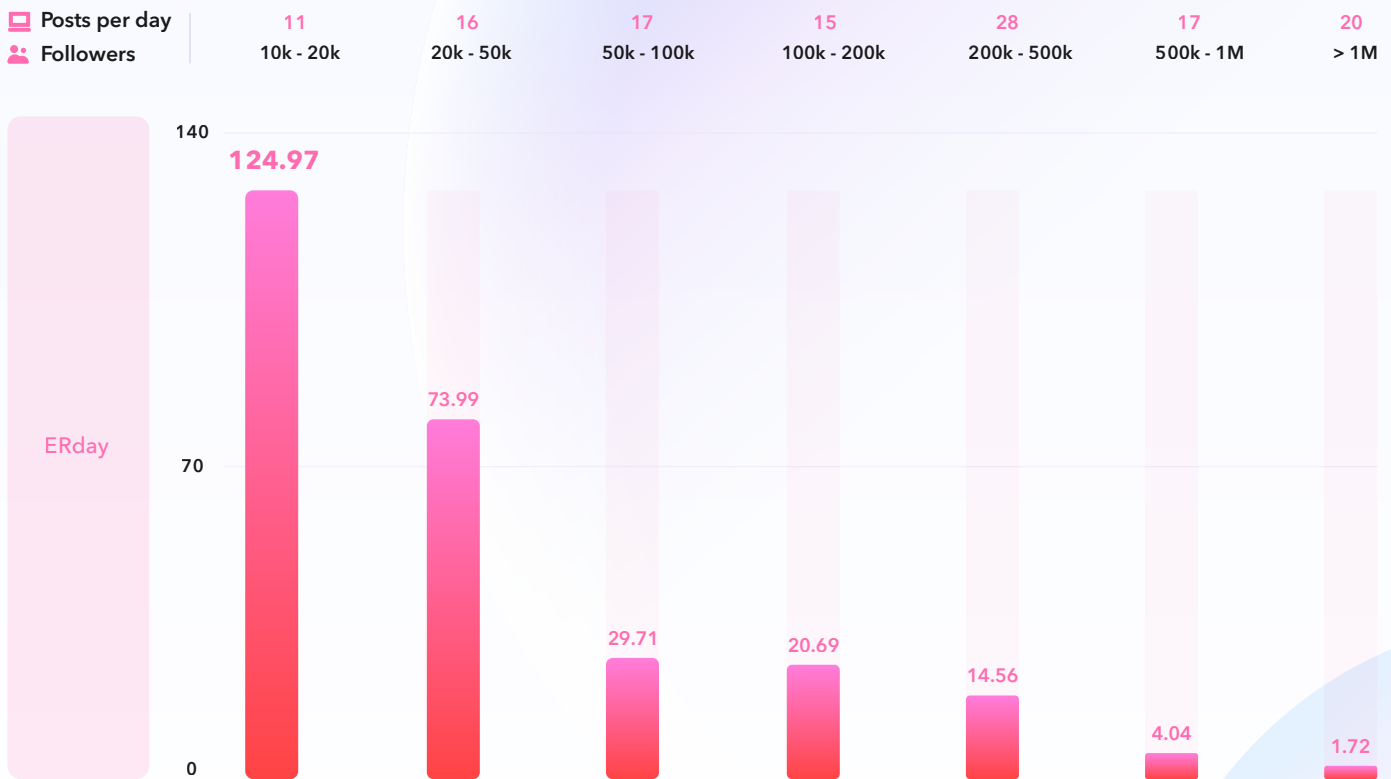
### Relative Activity by Text Length in Posts by Days of Week



### Relative Activity by Text Length in Posts by Hours of Day



### Average Engagement Rate of Pages by Count of Followers

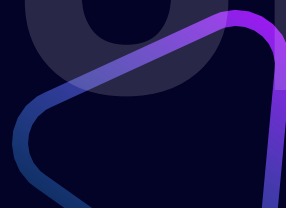




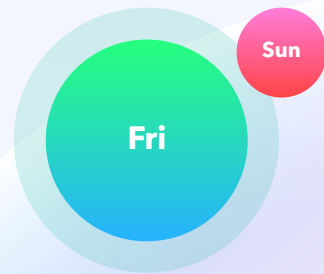
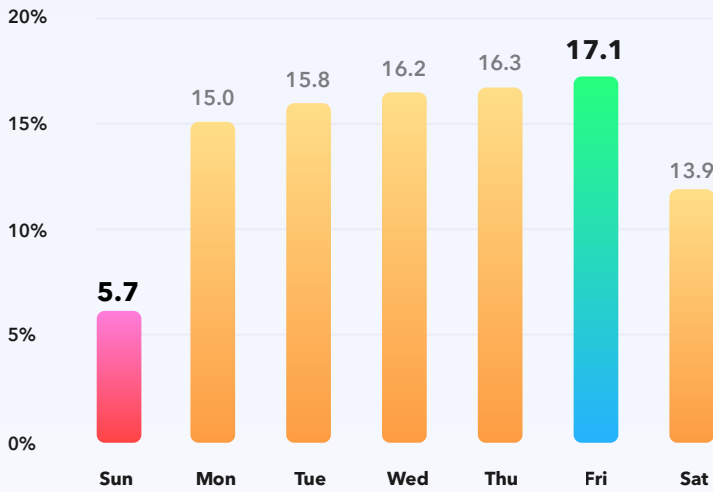
**YouTube**



**YOUTUBE**



### Relative Activity by Days of Week



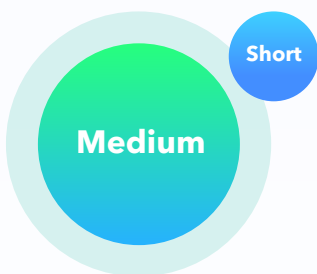
Friday activity is **199.8%** more than on Sunday

### INSIGHT

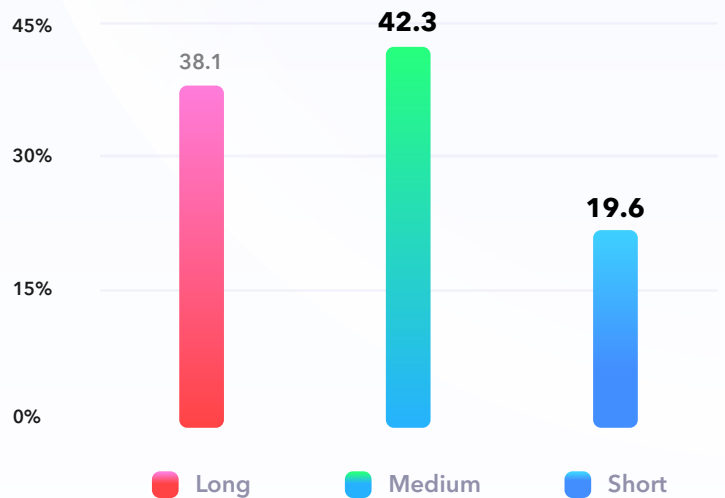
The analysis of the relative activity of videos published on different days of the week in 2022 compared to 2021 indicates a decrease in engagement on Sundays and a slight change in the distribution of audience engagement on weekdays. It can be noted that there is a gradual increase in activity from Monday to Friday, from 15% at the beginning of the week to 17.1% by Friday.

In terms of relative activity by hours, there was a decline in engagement during late-night and early-morning hours in 2022 compared to 2021, with an increase during daytime and early evening hours.

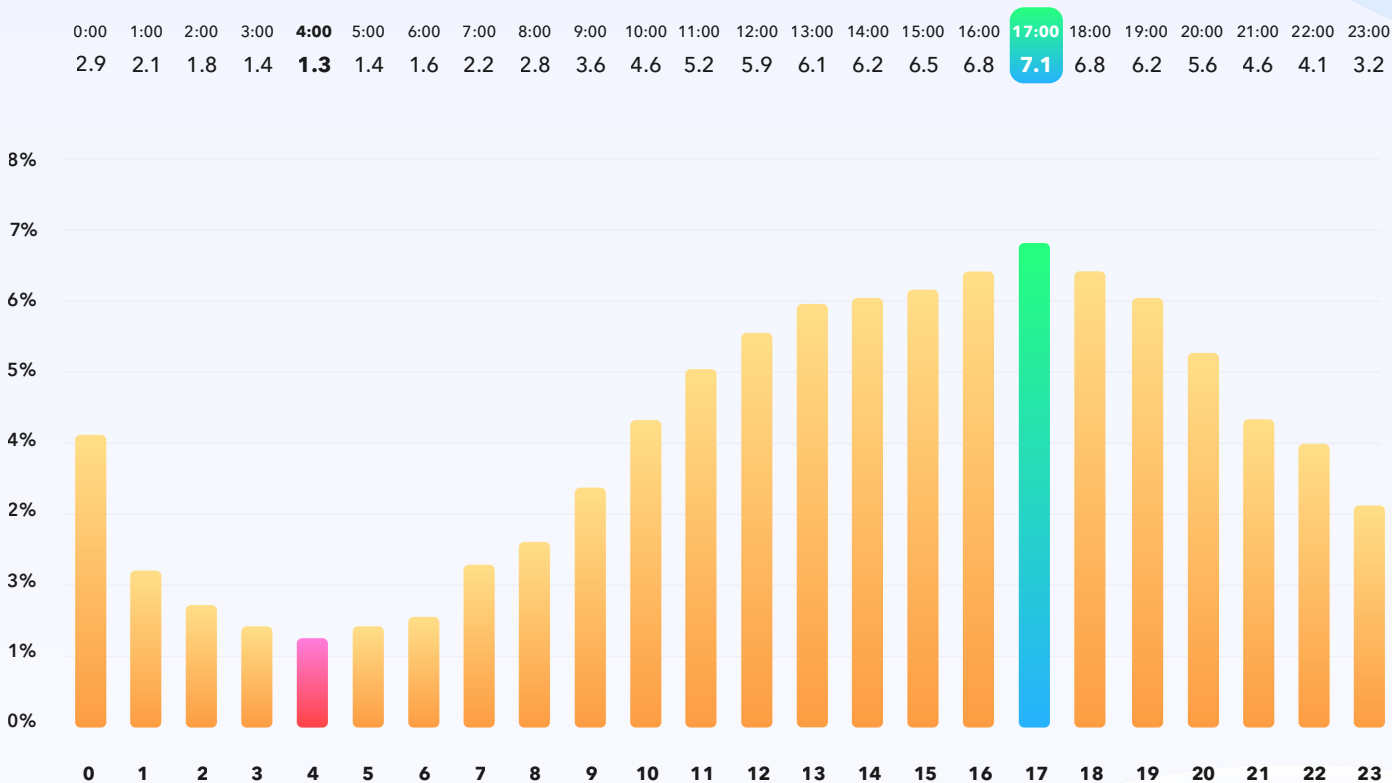
### Relative Activity by Text Length in Posts



Medium is **115.8%** more than on Short



### Relative Activity by Hours of Day



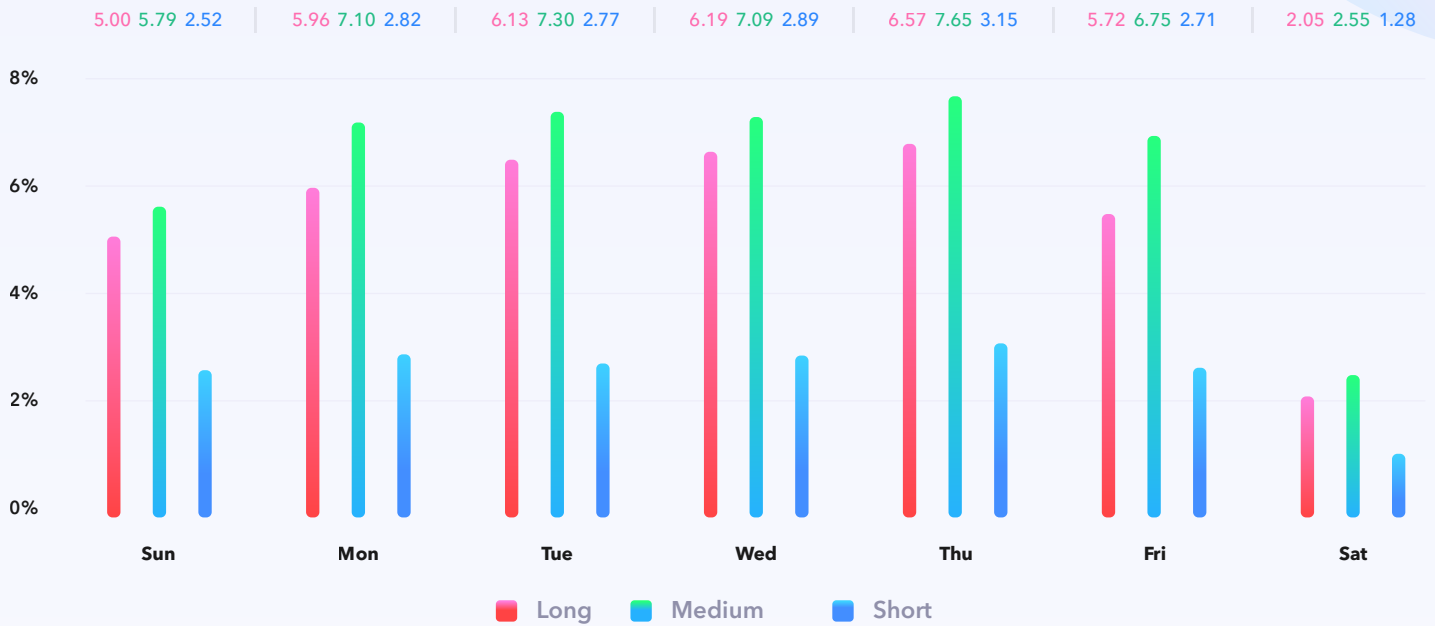
Videos with medium-length descriptions tend to have the highest relative audience engagement in 2022. There are also noticeable patterns in audience engagement levels based on the day and time of day. Engagement tends to be higher during weekdays and during mid-day, with a peak in engagement around 2-3pm. Conversely, engagement levels are significantly lower on Sundays.

YouTube shows a significant increase in activity towards the end of the workday and at the end of the workweek, indicating a higher percentage of working individuals among the platform's audience. This trend may also suggest that users turn to YouTube after completing a substantial portion of their work tasks.



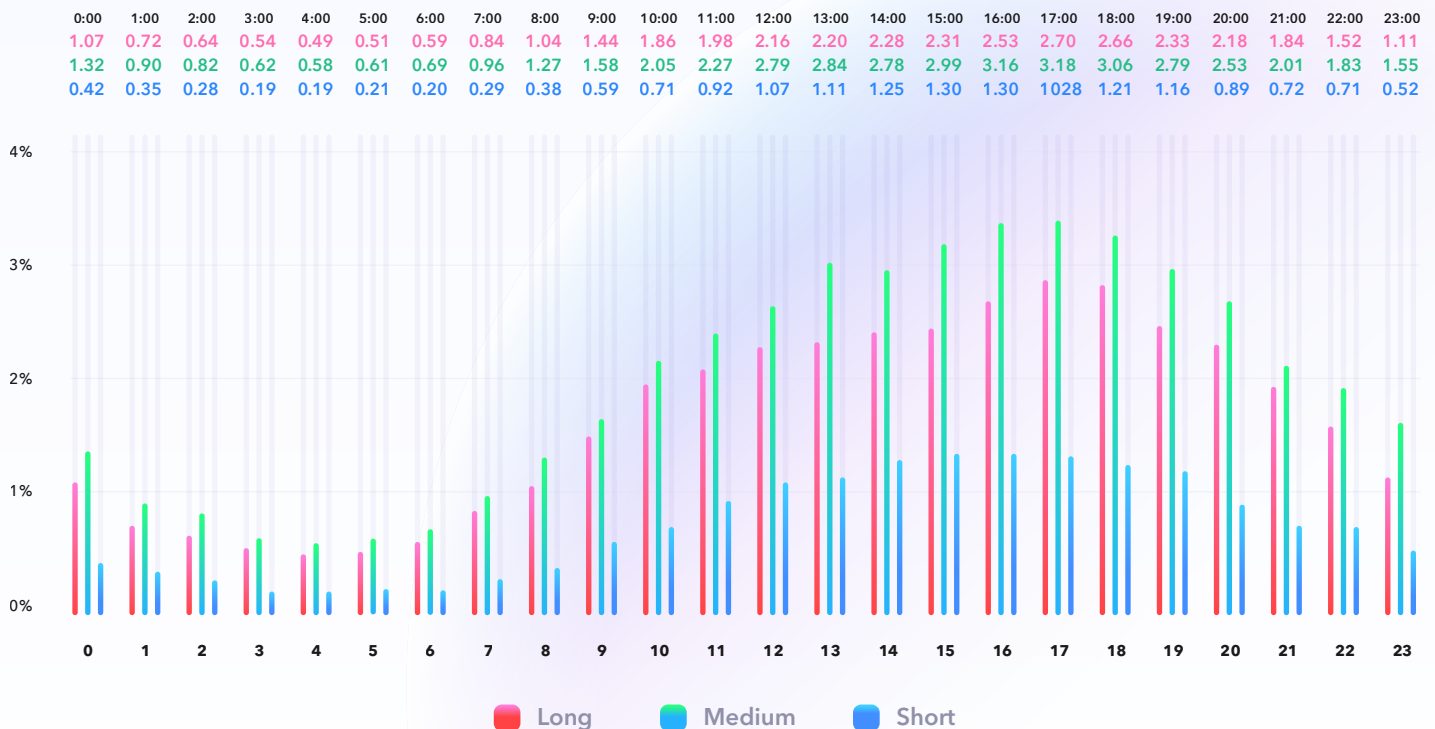
Activity at 17:00 is 438% more than at 4:00

### Relative Activity by Text Length in Posts by Days of Week



Videos with descriptions of medium to long length have the highest level of activity, underscoring the importance of proper video descriptions. This is likely to impact video search results and is taken into account by the network's recommendation system.

### Relative Activity by Text Length in Posts by Hours of Day

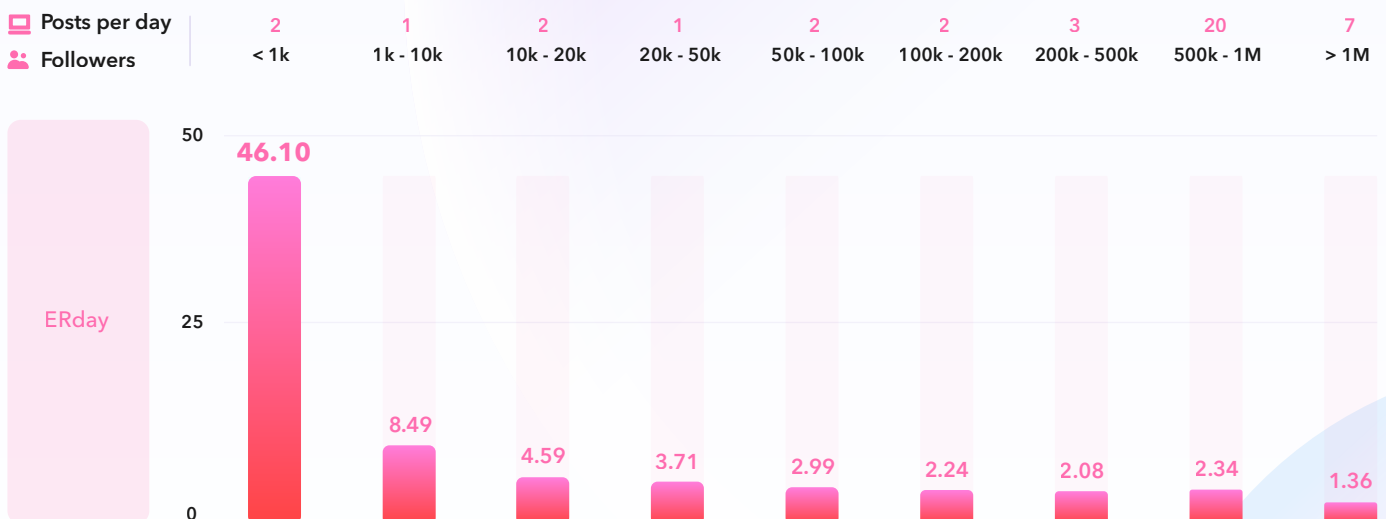


### Average Engagement Rate of Pages by Count of Followers



The Engagement Rate increased for most categories and the posting frequency also saw a rise, with the highest increase seen for pages with more than 500,000 followers. This could be attributed to the active use of Shorts - large channels often use this format as teasers for upcoming videos or as compilations of the best moments from previous ones.

Furthermore, an interesting observation is that Shorts on smaller channels have demonstrated considerable success in gaining visibility within the recommendation feed. Therefore, for those who are in the process of launching a new channel, it may be worthwhile to consider incorporating Shorts content into their strategy to help boost initial visibility and engagement.



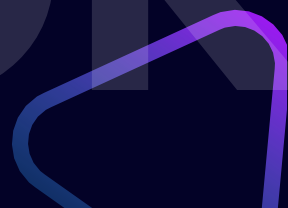




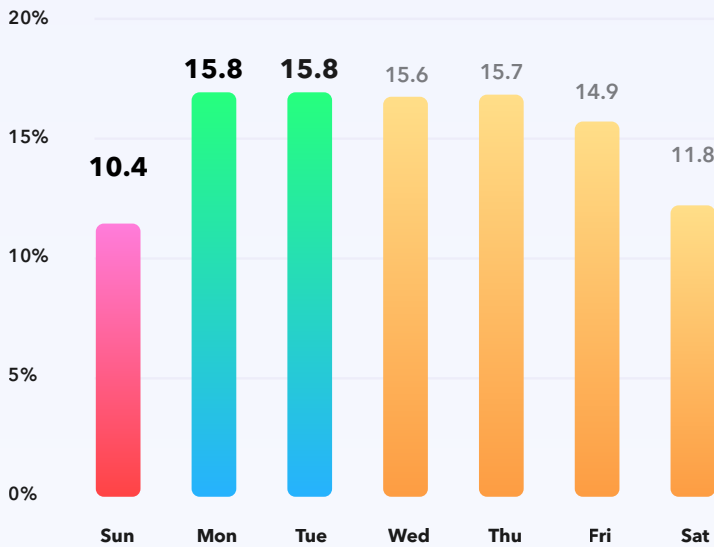
TikTok



TIKTOK



Relative Activity by Days of Week



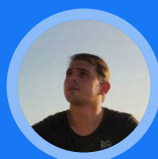
TikTok, like Instagram, is predominantly a mobile social network. According to HypeStat, the audience of mobile devices is more than 83%, which makes it a direct competitor to Instagram in the field of video, and competition with Reels in 2022-2023 could negatively affect activity.

However, the music platform TikTok is implemented much better, and the average age of the audience is younger (data differs from various sources, but it is about 64% of users under 30, compared to 52% on Instagram), which positively affects trends formation. According to our assumptions, the main video memes and themes on Instagram migrate from TikTok.

Arseniy Kushnir

CEO Popsters

[Website](#)

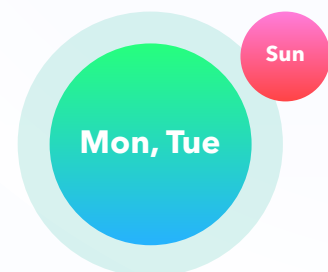


INSIGHT

The behavior of TikTok users has undergone slight changes over the past year. On average, the relative activity on videos posted on weekdays has increased, while that on videos posted on weekends (Saturday and Sunday) has decreased. The activity on videos posted on Monday and Tuesday has noticeably increased compared to the previous year.

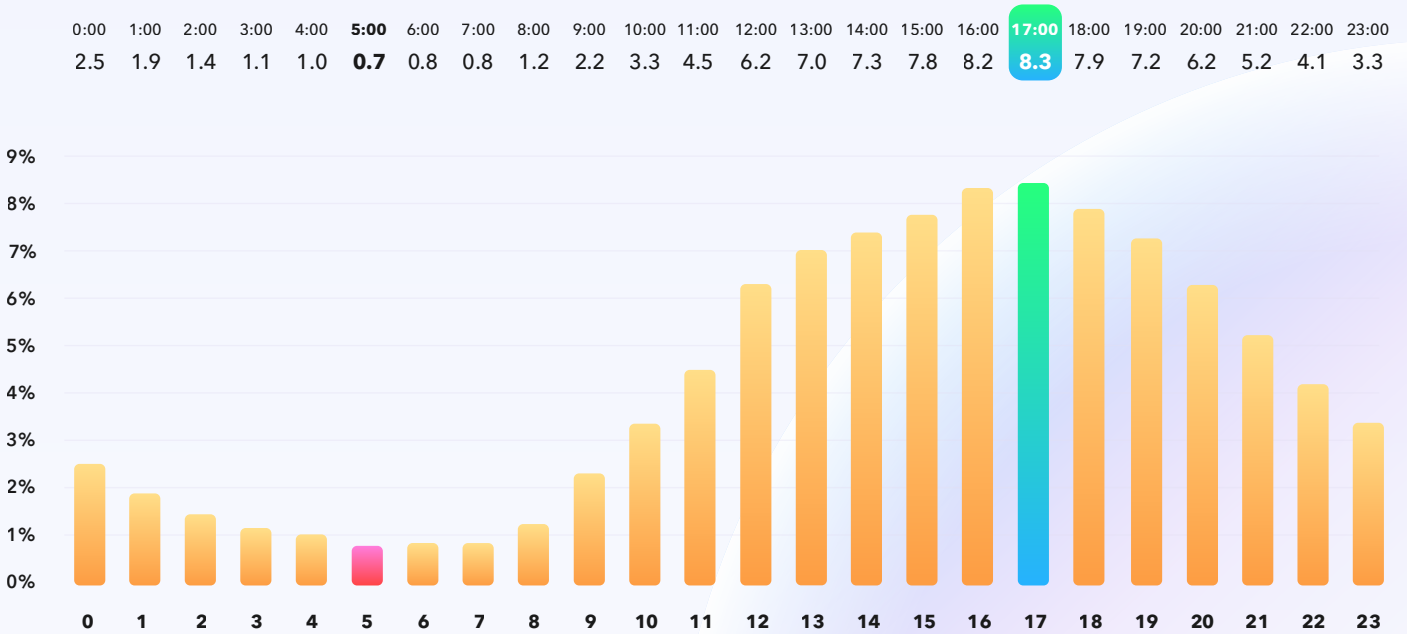
An analysis of activity during different hours of the day reveals a decrease in activity during early morning hours (1-5 a.m.) and an increase during daytime and evening hours.

Interesting patterns are also evident in the data. The highest activity on TikTok is observed during daytime and evening hours, with a peak around 6 p.m. This suggests that TikTok is used as a leisure activity during free time. In contrast, activity levels consistently remain lower between midnight and 3 a.m., implying that this is not a prime time for content engagement.



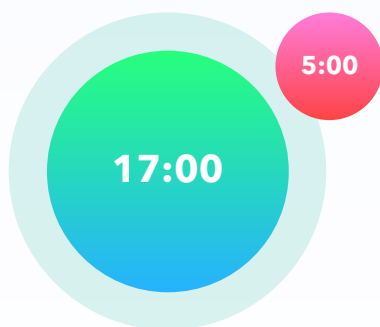
Monday, Tuesday activity is **51.7%** more than on Sunday

### Relative Activity by Hours of Day



In 2022, the TikTok audience showed lower Engagement Rates compared to 2021, regardless of audience size. Pages with an audience size less than 1k had the highest average Engagement Rate of 46.45%, while pages with an audience size larger than 1 million had the lowest average of 2.27%. The number of posts per day also decreased in 2022, with the highest average of 2 posts per day for pages with an audience size less than 1k and the lowest average of 1 post per day for all other audience sizes.

The decrease in Engagement Rates from 2021 to 2022 can be attributed to various factors, including increased competition on the platform as TikTok becomes more popular and more users post content. Changes in algorithms determining which posts are shown to users can also impact Engagement Rates, as well as changes in user behavior, such as decreased time spent on the app or changes in content engagement preferences.

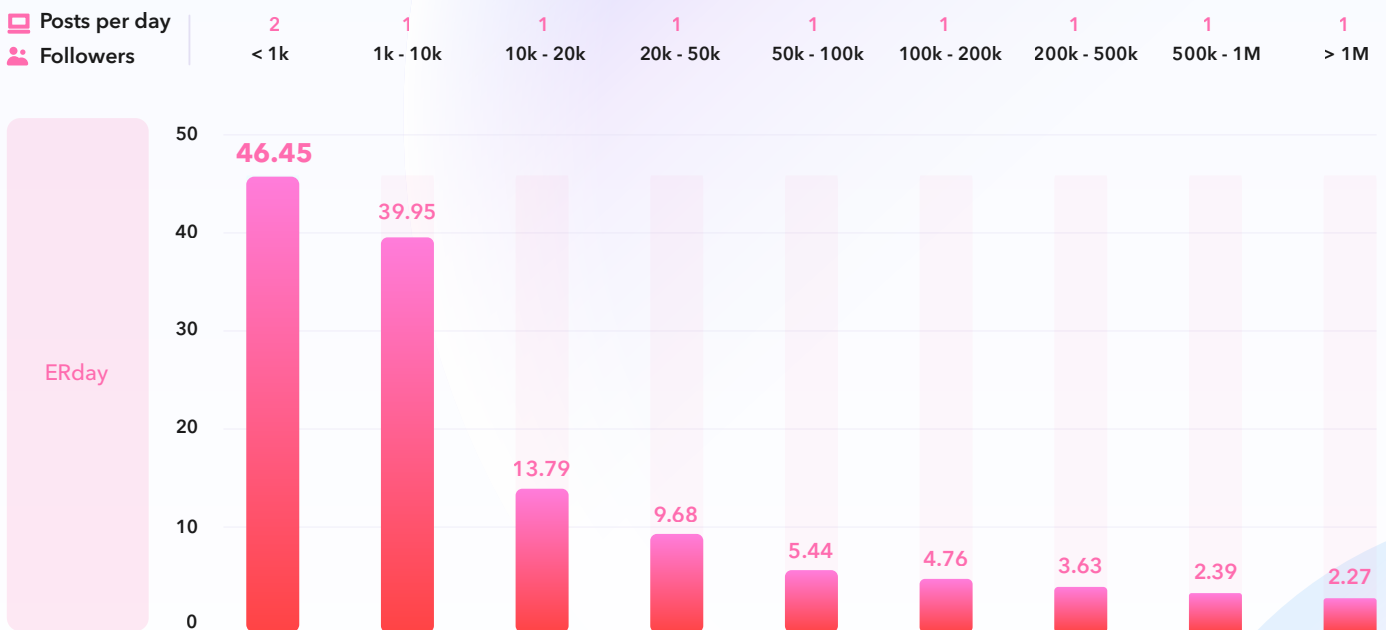


Activity at 17:00 is 1023% more than at 5:00

### Average Engagement Rate of Pages by Count of Followers



These findings underscore the significance of understanding the behavior of TikTok users in order to reach and effectively engage with this audience. The changes in activity levels and patterns emphasize the need for content creators and advertisers to continually adapt and refine their strategies to reach their target audience.

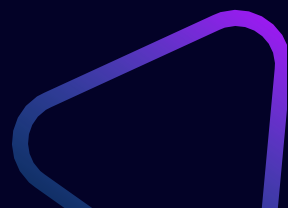




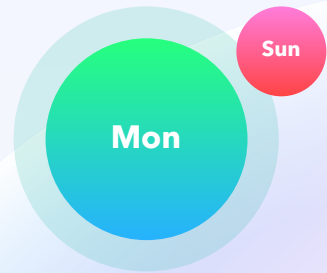
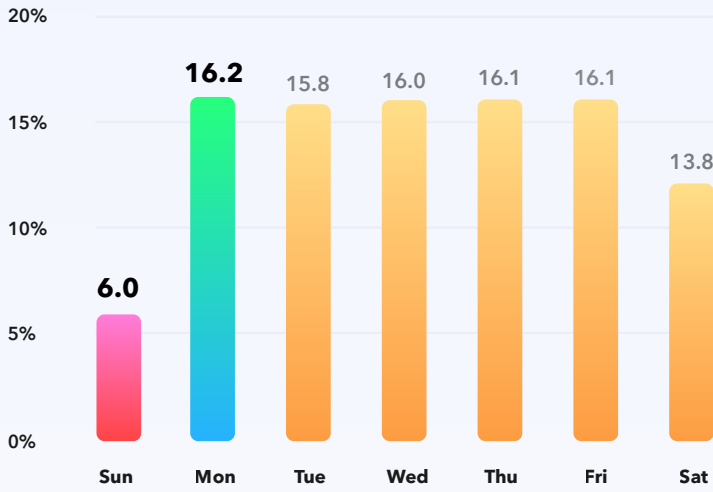
VK



VK



### Relative Activity by Days of Week

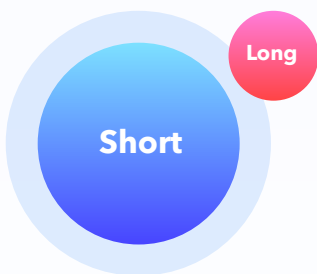


Monday activity is **170.8%** more than on Sunday

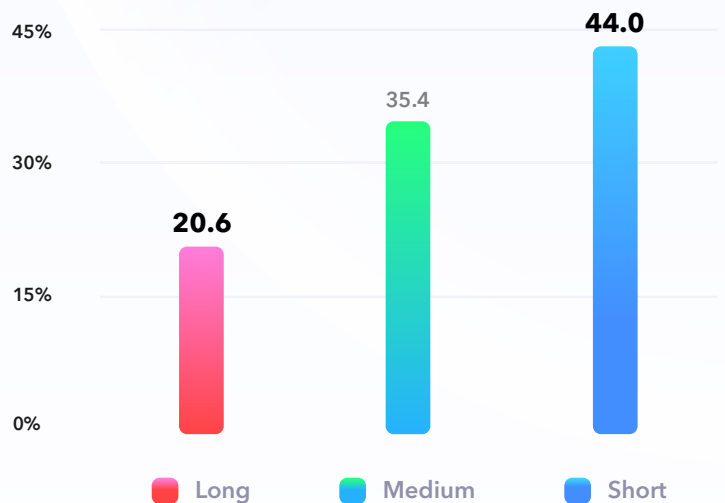
### INSIGHT

The data analysis reveals that there has been a decline in the relative audience engagement on VK on Sundays, which decreased from 12.5% in 2021 to 6.0% in 2022, resulting in a 52% decrease in activity. Conversely, there has been a rise in the relative audience engagement on weekdays (Monday to Friday) from 14.8% to 16.1% in 2022. The relative audience engagement on Saturdays in 2021 was 12.8%, while in 2022 it increased to 13.8%, marking an 8% rise in activity compared to the previous year.

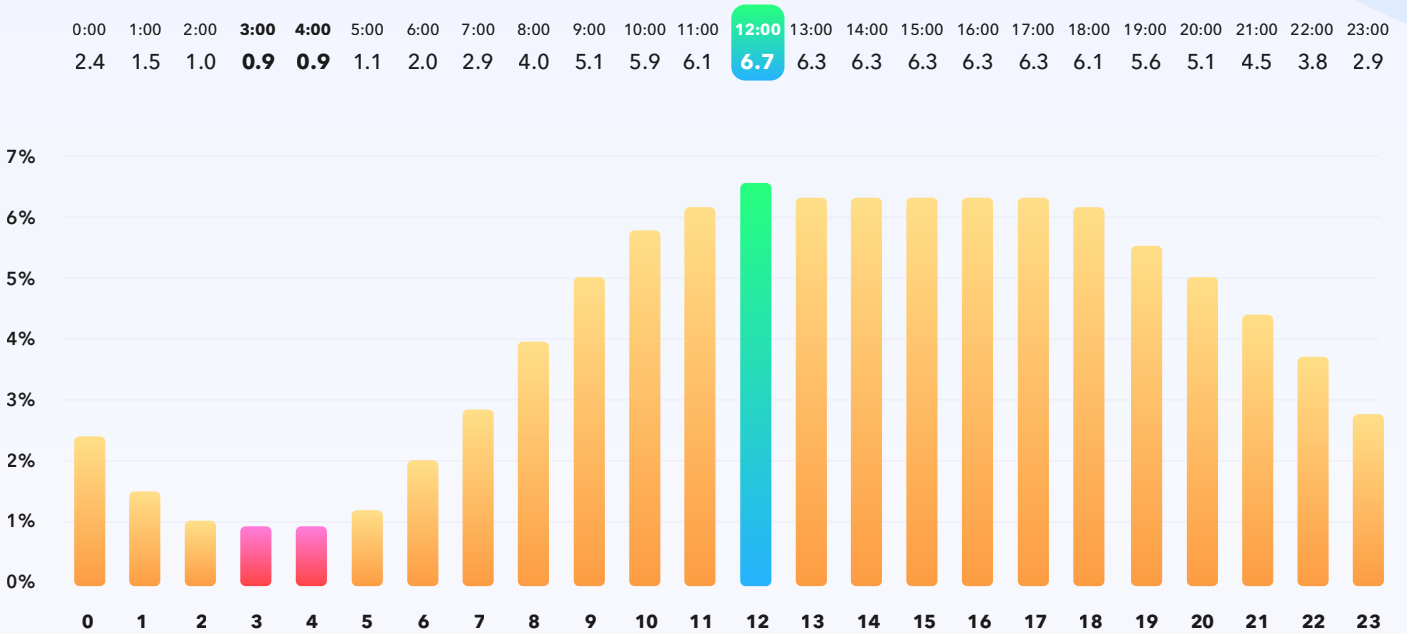
### Relative Activity by Text Length in Posts



Short is **112.9%** more than on Long



### Relative Activity by Hours of Day



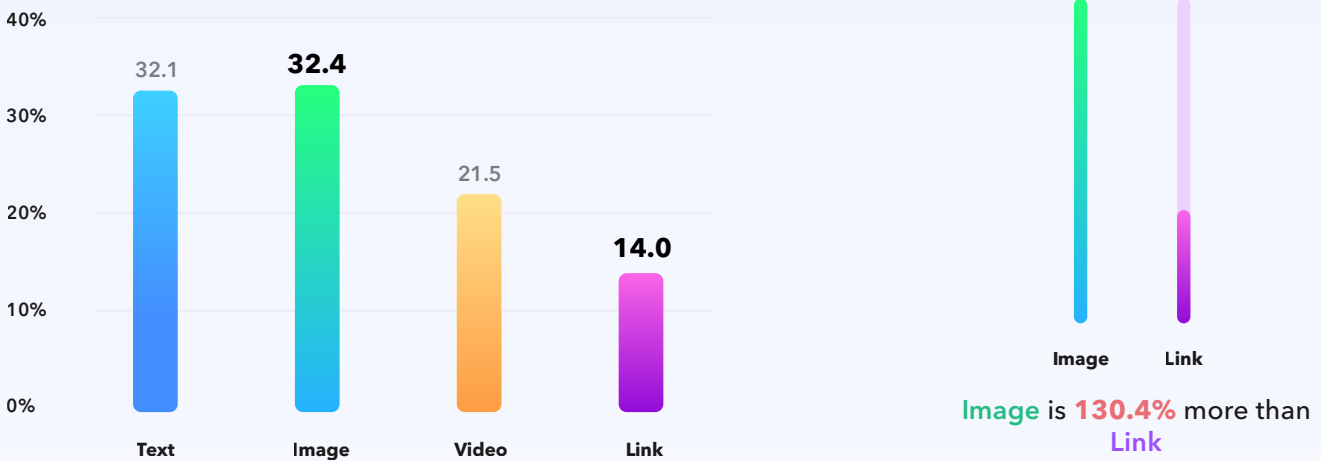
The analysis of relative audience engagement by text length in posts on VK reveals an increase in activity for posts with shorter text and a decrease in activity for posts with longer text. Furthermore, the analysis of relative audience engagement by attachments in posts shows a slight increase in activity for posts with images and a decrease in activity for posts with videos. These changes in user behavior could reflect a preference for more visually-driven content and concise information.

The activity patterns of VK users by time of day have demonstrated a high degree of similarity to those of Facebook users. In terms of content engagement, the average activity for video posts on VK has increased compared to the previous year, while the average activity for advertising posts has decreased. Despite these fluctuations, the average Engagement Rate for pages across different categories on VK has remained largely unchanged since 2021.



Activity at 12:00 is 661% more than at 3:00-4:00

### Relative Activity by Attachments in Posts



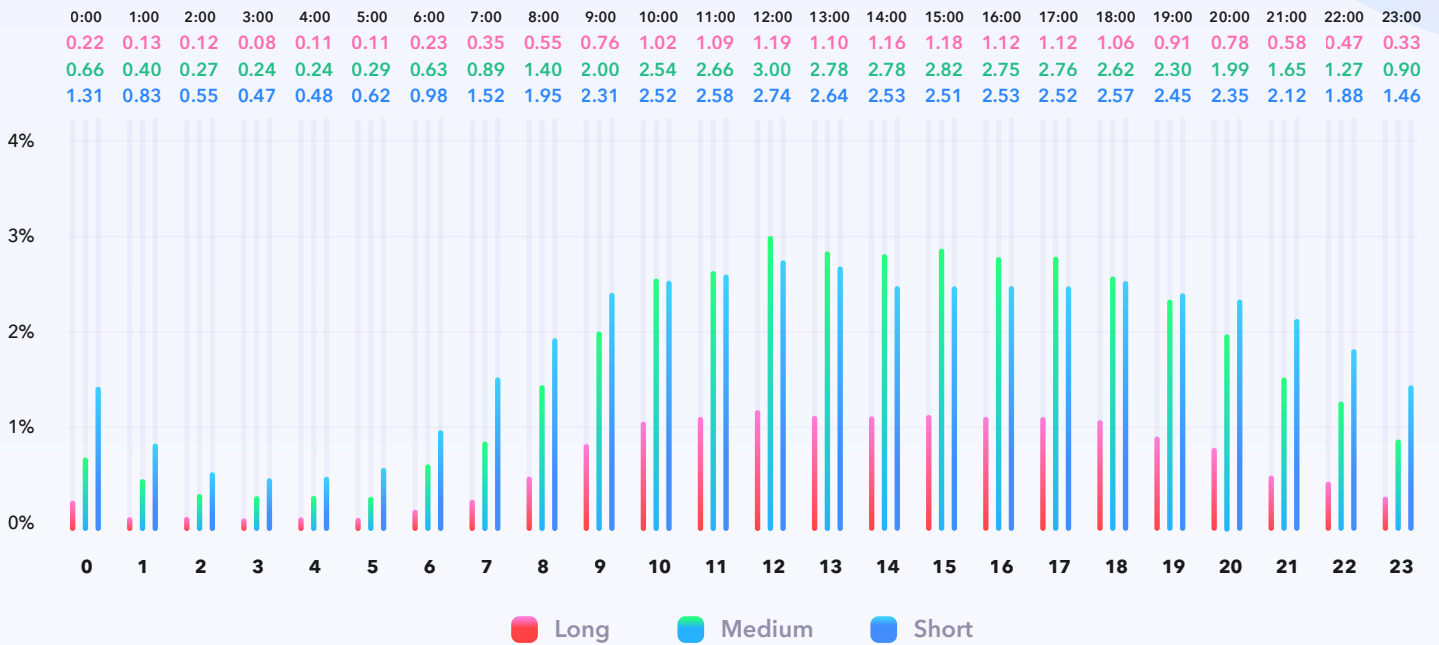
After analyzing the data, we observed a minor increase in the frequency of posts in VK, accompanied by an increase in both daily Engagement Rate (ERday) and per-post Engagement Rate (ERpost) for most categories of pages. The observed increase in competition within the feed and an increase in the Engagement could be indicative of a noteworthy rise in social network traffic and average user online time.

### Relative Activity by Text Length in Posts by Days of Week





### Relative Activity by Text Length in Posts by Hours of Day



In 2022, VK released over 250 product and technology updates. For example, we extensively updated key sections of the app, such as the feed, communities, profile, and other products. All changes were driven by the growth of media content consumption, audience demand for fast access to content, and maximum UX simplification. Thanks to these innovations, all key social network indicators grew. For instance, in January-February 2023, the number of views in the feed increased by 46% year over year, and the number of comments on the platform increased by 43%.

The number of authors and content on VK is also growing overall. In 2022, over 6.3 billion pieces of content were published on the platform, including posts, clips, articles, videos, music, and other formats. As competition grows, content makers need to engage the audience from the first lines and pixels, use bright visual content, experiment with different posting and communication formats - from chats and calls to clips and NFT.

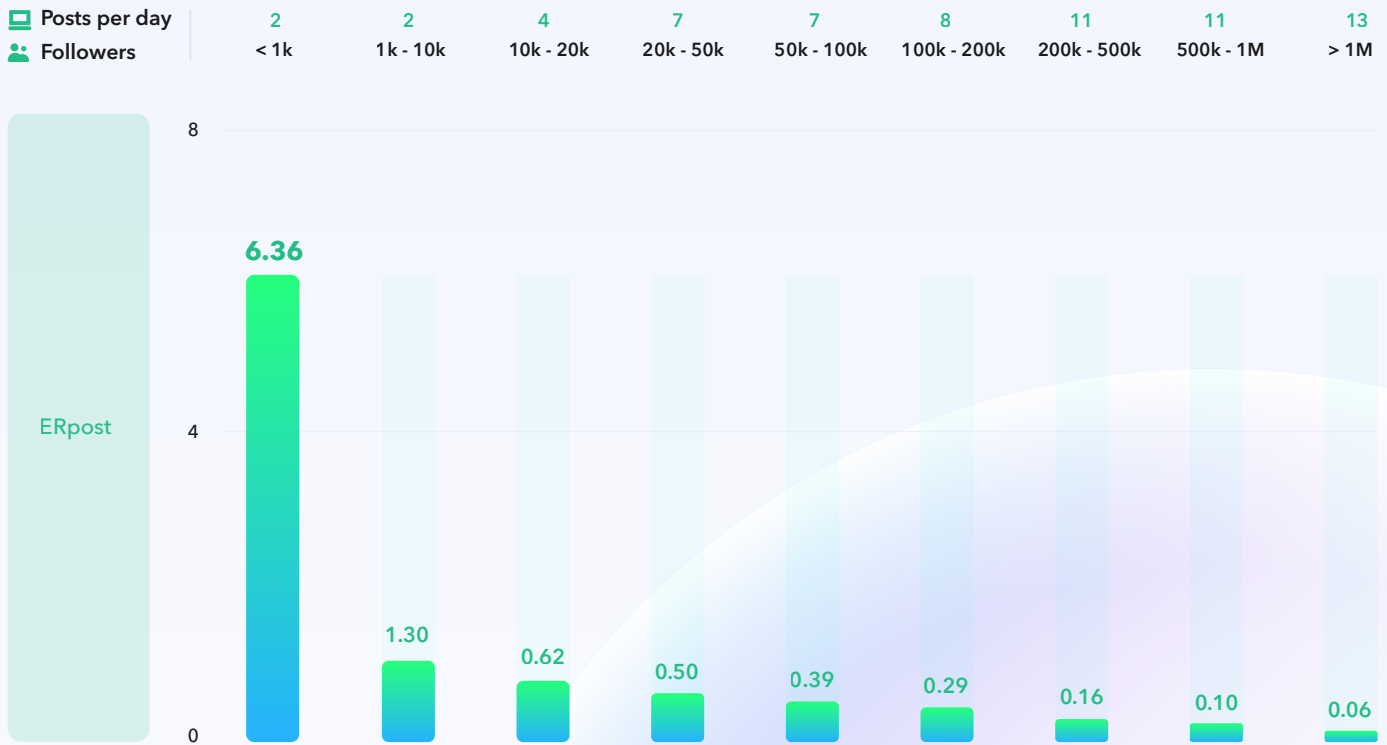
We also significantly improved the quality of recommendations in VK Clips in January, which alone allowed us to increase the time users spend watching clips by 30% and the number of views by 17%. Overall, in February, views in VK Clips increased 2.5 times compared to the previous year, and time spent increased 3.2 times.

VK Press Team

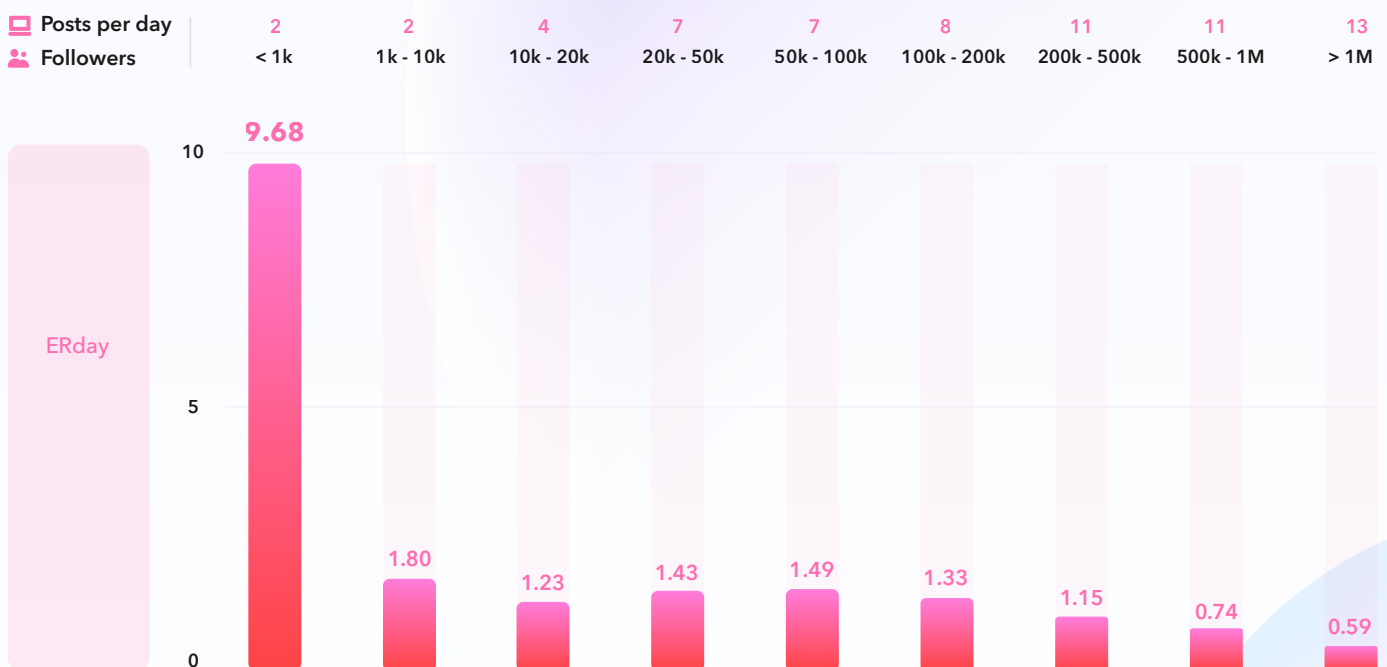
Website



### Average Engagement Rate of Pages by Count of Followers



For pages with an audience of 1000+ followers, the average ERpost increased by 34%, and the number of posts in the feed increased by 14% (post frequency statistics do not show fractional values in the table). Overall, the activity of the audience on VK increased by 52%. These changes could be attributed to the introduction of VK clips and the migration of part of the audience from other social networks.





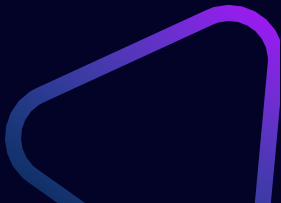
OK



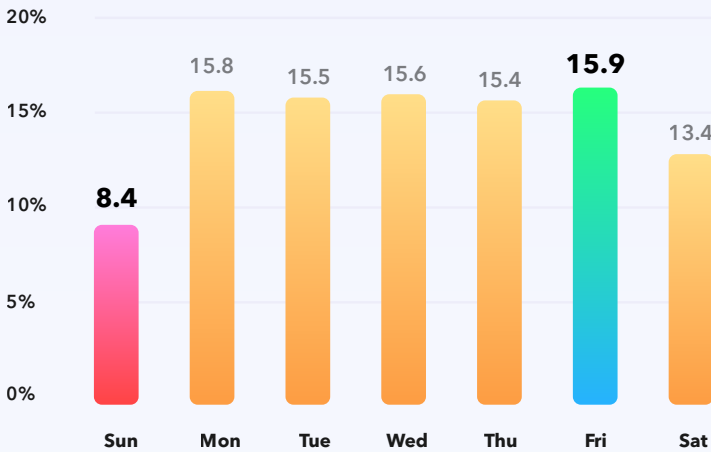
OK



OK



### Relative Activity by Days of Week



Friday activity is **87.9%** more than on Sunday

The key trends of 2022 in OK, which smoothly transitioned into 2023, include users spending significantly more time in the feed for content viewing (+30%), and the diversity of this content is growing - primarily due to the work of OK with unique authors and media.

Over the year, more than 60,000 unique authors have come to OK, and the coverage of author content has increased by one and a half times: we have increased the share of groups in users' feeds from 31% to 46%. In 2023, we plan to continue to increase this indicator, to give authors and all high-quality groups in the social network more opportunities to interact with the audience.

For us, it is important to support authors and create tools that meet their needs and make their path of development in the social network productive. To do this, last year we launched the "Lightning" algorithm. The algorithm selects the best new groups in OK and helps them increase the reach of publications and gain the first loyal follower base. As a result, over six months, about 3,000 new authors passed through "Lightning".

Reach in OK now can be converted into money thanks to two new monetization programs: both in video format and in any other format in the social network's news feed. In addition to this, authors value personal support and the opportunity to ask questions when necessary. Therefore, a separate team is working in OK that is constantly in touch with authors and answers all their questions.

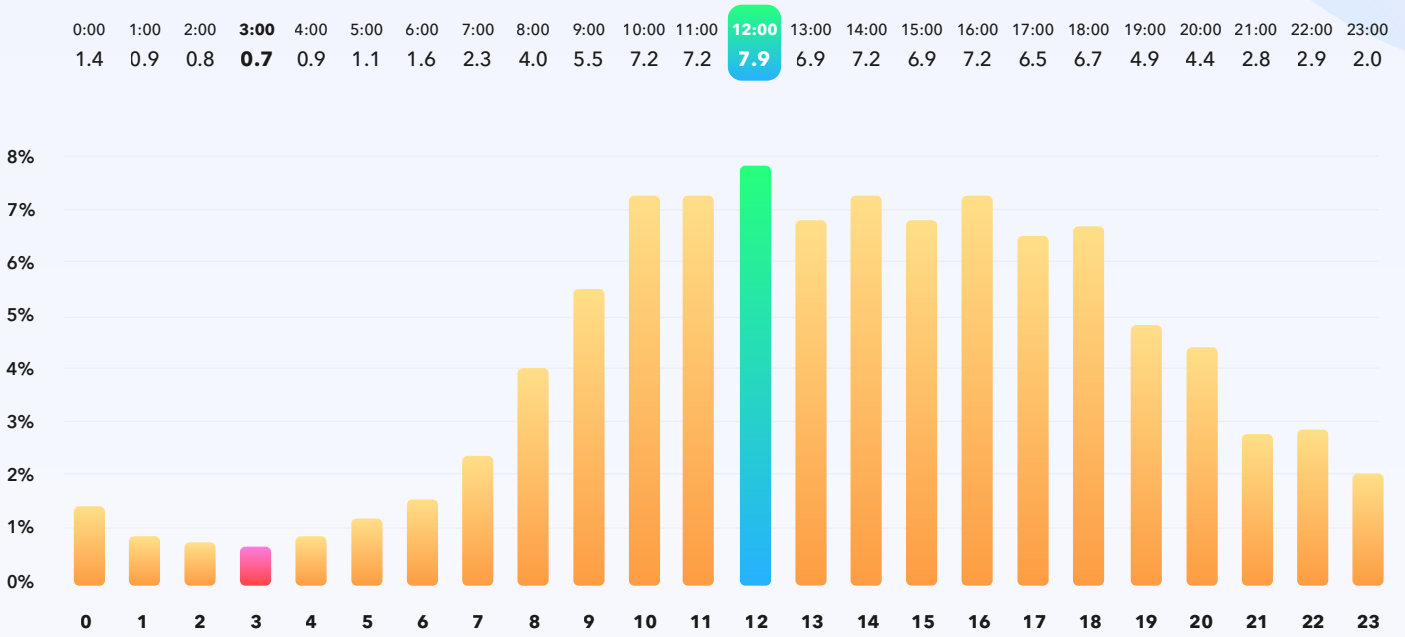
**Pavel Borisov**

Manager of Strategic Development at OK

[Website](#)



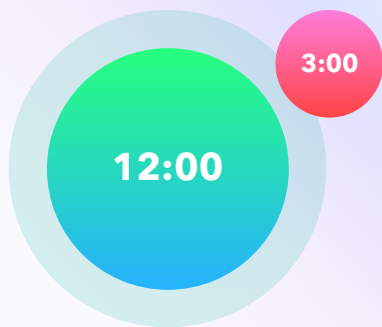
### Relative Activity by Hours of Day



### INSIGHT

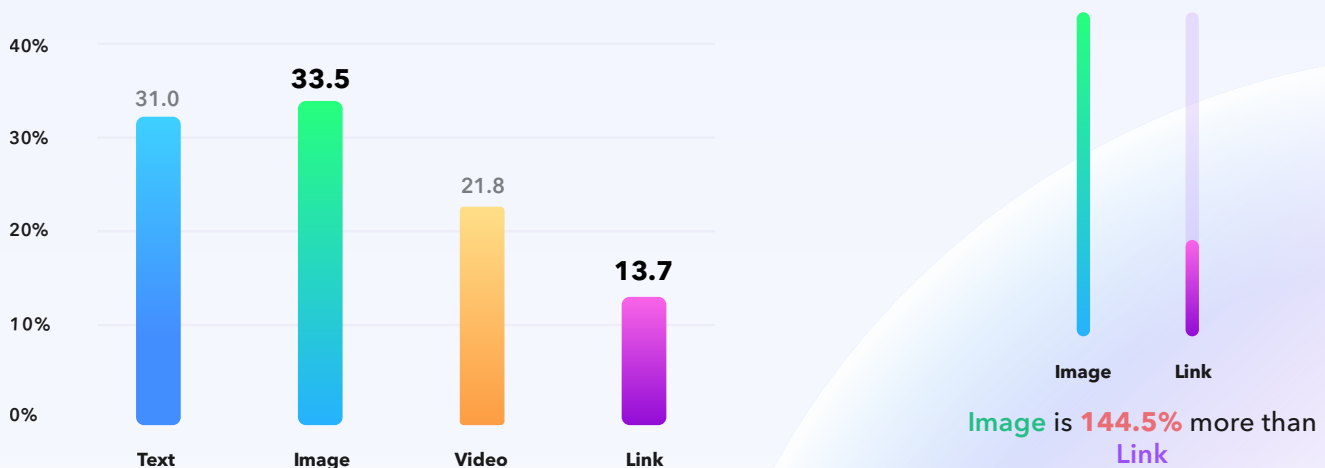
The statistics show a shift in the average relative activity of OK social media users in 2022 compared to 2021. Sundays are now associated with a lower average relative activity (8.4%) compared to 2021 (11.4%). Conversely, Monday and Friday show an increase in activity, reaching 15.8% and 15.9% respectively.

The data also suggests an increased engagement in the morning and early afternoon hours of 2022, with a peak at 10am, compared to the previous year. However, activity levels in the evenings and late night hours have decreased.



Activity at 12:00 is **1002%** more than at 3:00

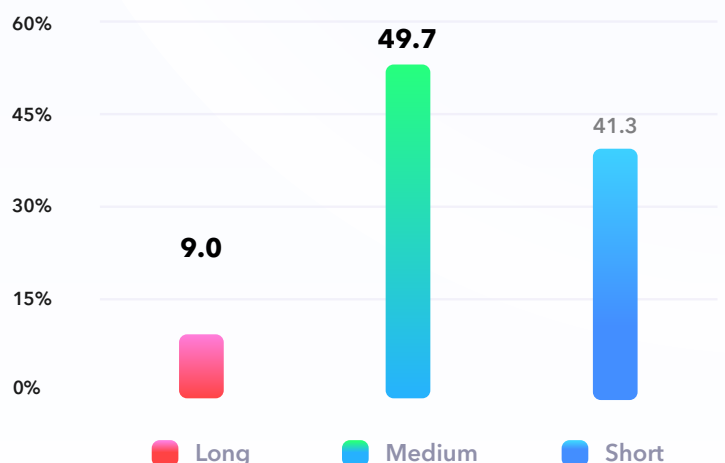
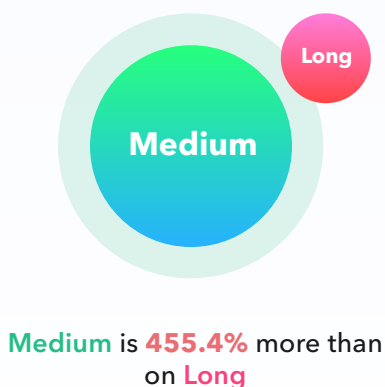
### Relative Activity by Attachments in Posts



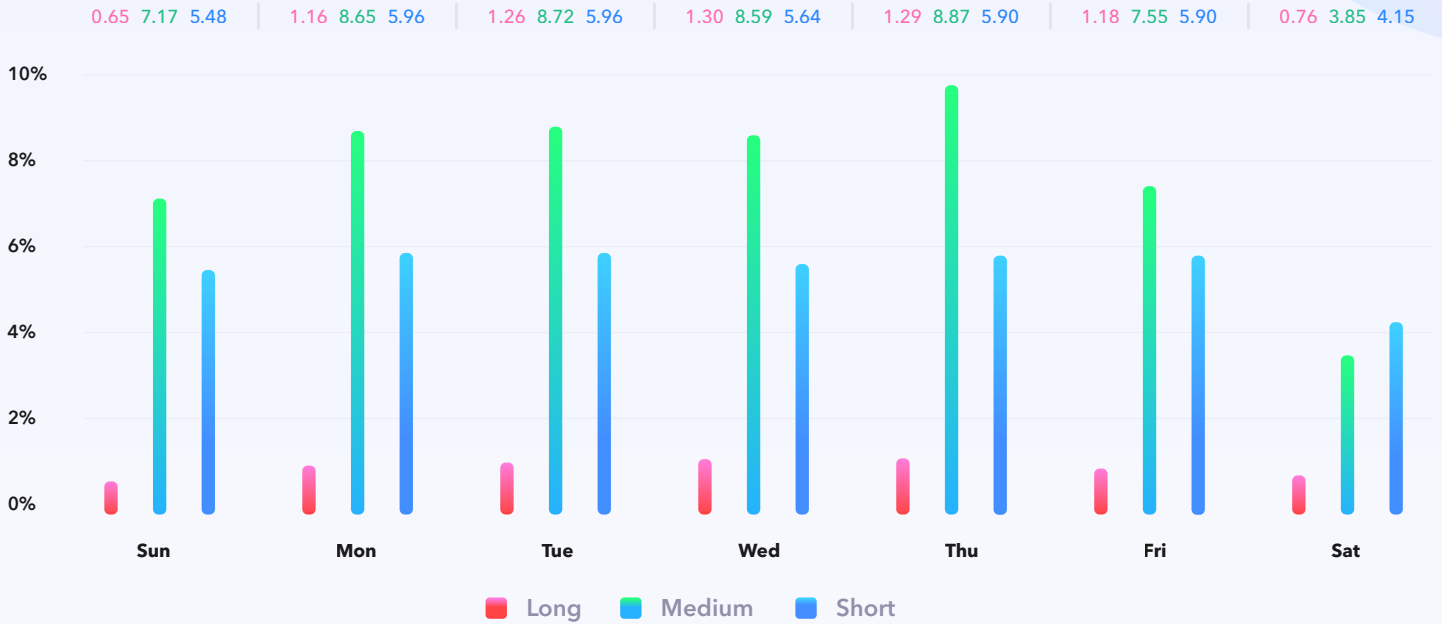
The length of text and type of attachments in posts have also impacted user engagement patterns. Posts with medium-length text have experienced a significant increase in relative activity (49.7%) compared to 2021 (40.8%), while long-text posts have seen a decrease (9.0% in 2022, 20.8% in 2021). Similarly, there has been a decrease in the relative activity of posts with link attachments (13.7% in 2022, 14.4% in 2021) and image attachments (33.5% in 2022, 35.6% in 2021).

These changes may be attributed to various factors such as changes in user preferences or new platform features, or increased selectivity in content engagement. During weekdays (Monday-Friday), medium-text posts have the highest relative activity, with Thursday showing the maximum. Conversely, on weekends (Saturday and Sunday), higher relative activity is presented by short-texts. During daytime and early evening hours (8am-6pm), medium-text posts have higher engagement level, peaking at 12pm. Meanwhile, short-text posts are more efficient during early morning and late night hours (12am-7am).

### Relative Activity by Text Length in Posts

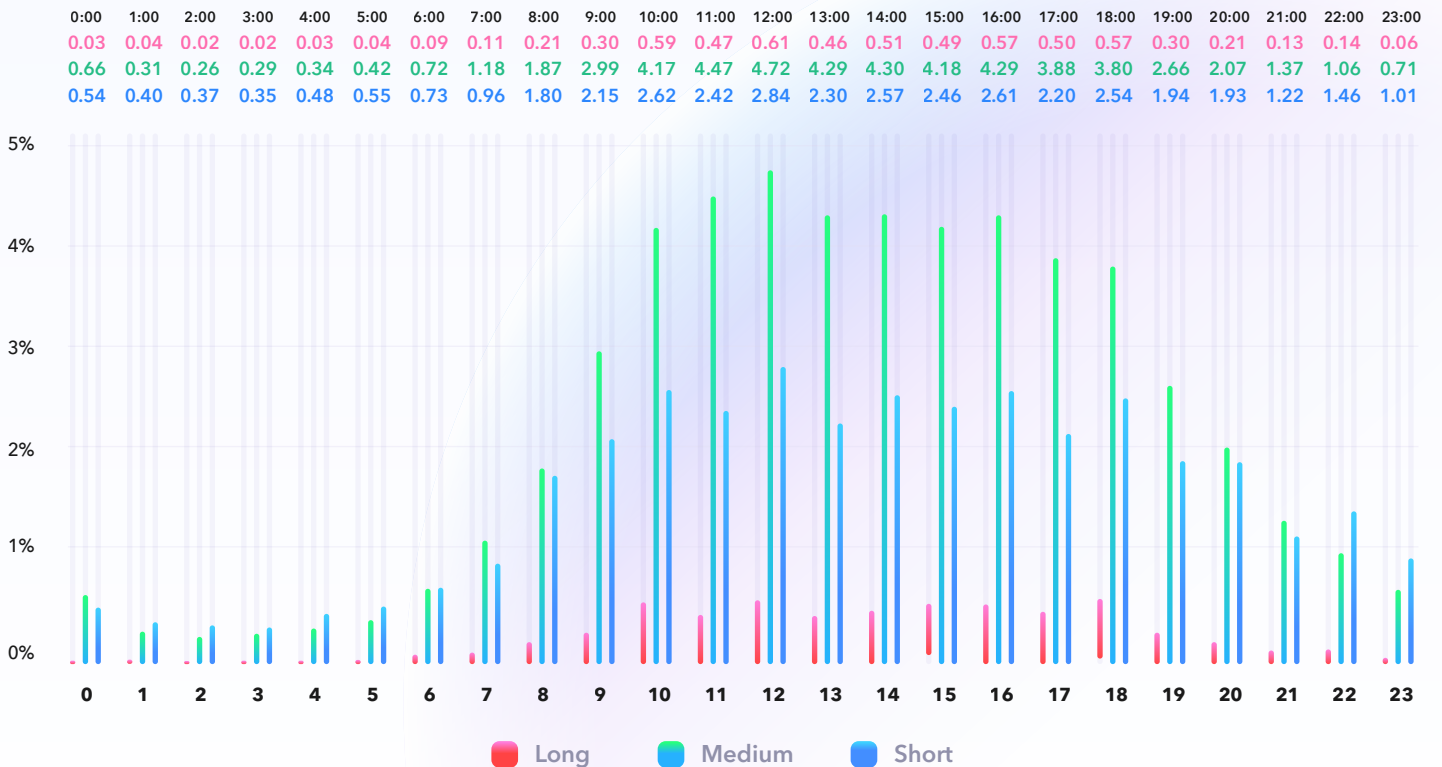


### Relative Activity by Text Length in Posts by Days of Week



The data also indicates an overall increase in Engagement Rates and posting frequencies for all categories in 2022 compared to 2021. The <1k category shows the highest increase in Engagement Rate, from 3.25% in 2021 to 5.27% in 2022, followed by the 1k-10k category, which increased from 0.56% in 2021 to 0.78% in 2022.

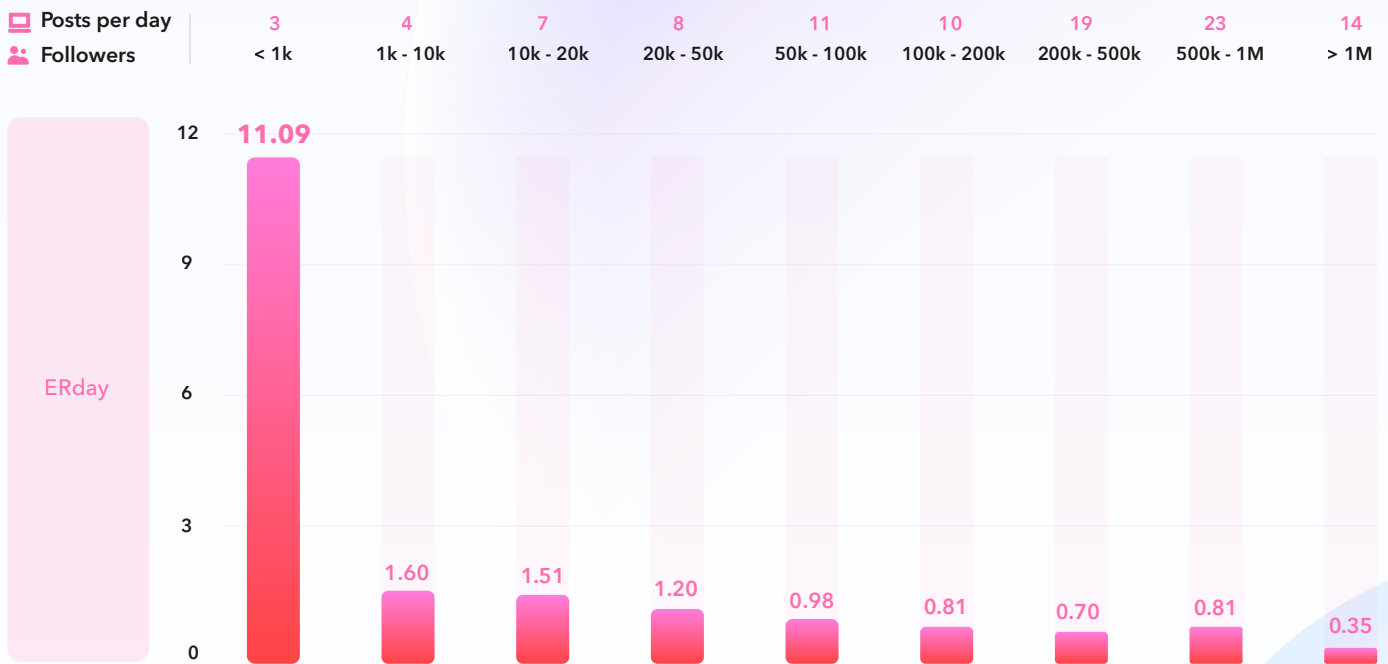
### Relative Activity by Text Length in Posts by Hours of Day



### Average Engagement Rate of Pages by Count of Followers



An increase in the average Engagement Rate of OK pages can be attributed to the growth in the total audience size and their increased activity on the platform. A larger audience leads to a higher number of interactions and engagement with posts, resulting in an increased Engagement Rate.



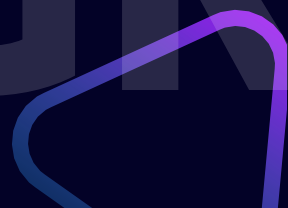




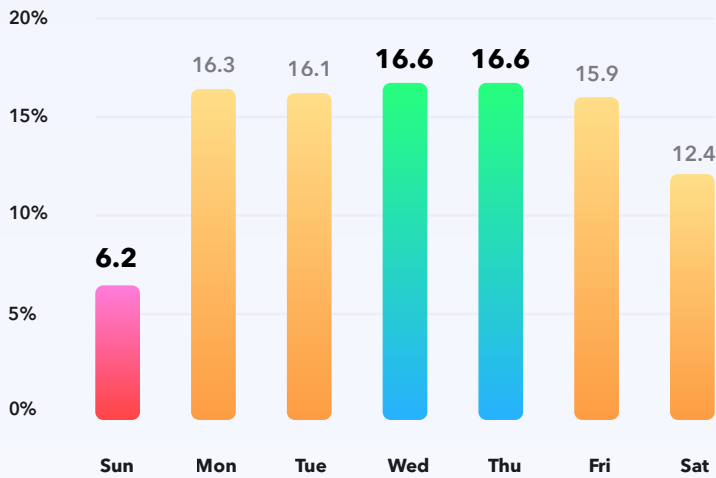
**Telegram**



**TELEGRAM**



### Relative Activity by Days of Week



### INSIGHT

The Activity by Days of Week of the Telegram audience has exhibited a relatively stable trend comparing to 2021, except for a decline observed on Sundays.

In 2022 the activity during weekdays was generally higher, with the highest levels observed on Wednesday and Thursday. Conversely, weekends exhibit relatively lower Engagement Rates, with the lowest being on Sundays.

Throughout the day, the level of activity reduces, reaching its peak during the morning and early afternoon, while the minimum levels occur in the early morning.

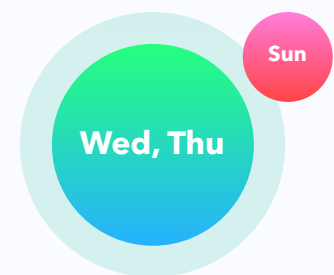
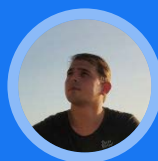
According to Statista, the Telegram audience grew to 700 million in 2023, compared to 500 million the previous year. Additionally, the average monthly online time increased by 33% from 2022, reaching 3 hours and 57 minutes (Datareportal data). Despite a drop in the average level of involvement, the increase in audience size suggests significant competition among channels, and users are increasingly using Telegram as a messenger. For comparison, WhatsApp's average online time per month is 17 hours and 20 minutes, a 6% decrease from the previous year. While Telegram has not yet reached the same level of activity, the addition of new features suggests a positive trend in its favor.

In our opinion, Telegram is currently the most underestimated platform for publishing and promoting content.

**Arseniy Kushnir**

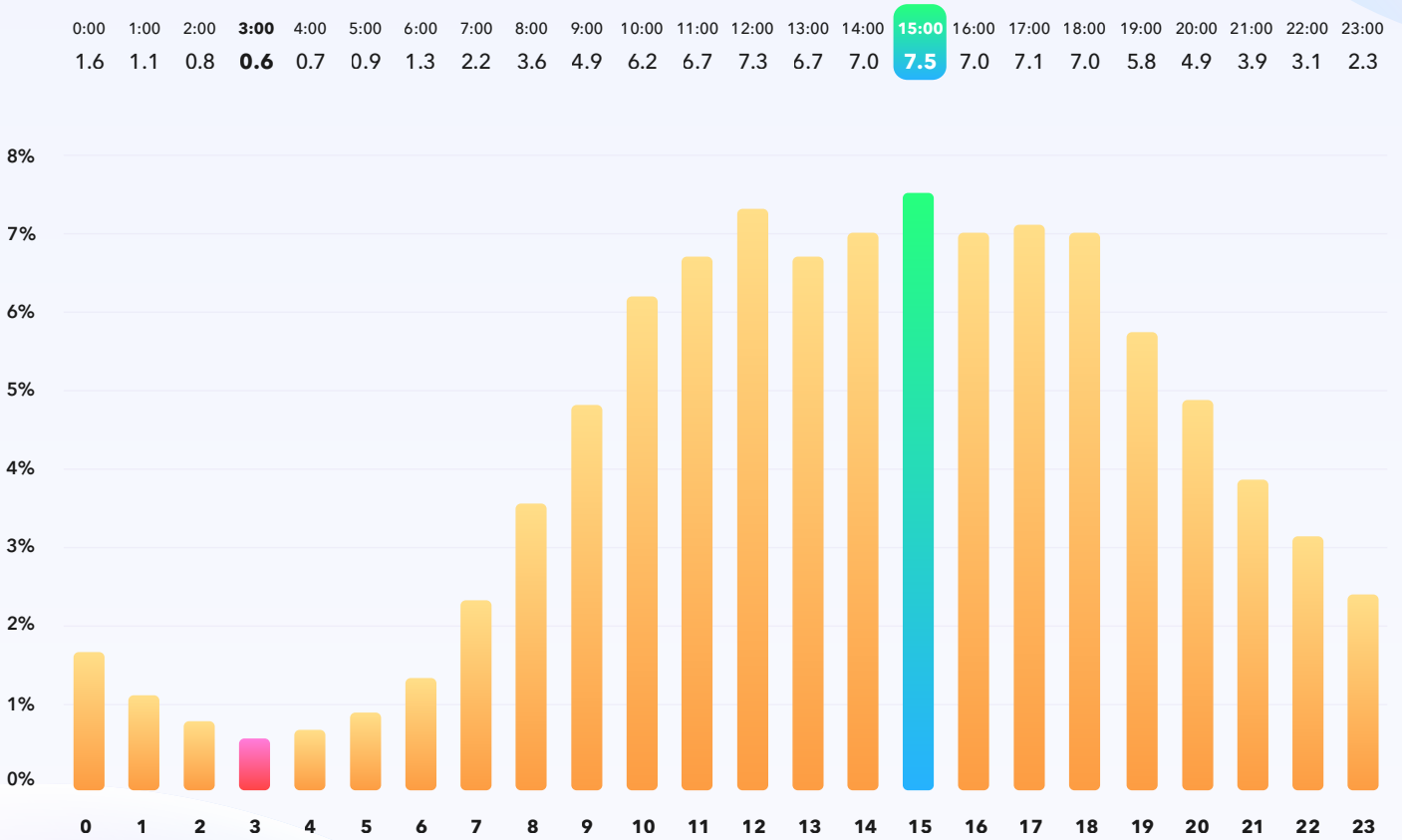
CEO Popsters

 Website



Wednesday, Thursday activity is **167.5%** more than on Sunday

### Relative Activity by Hours of Day

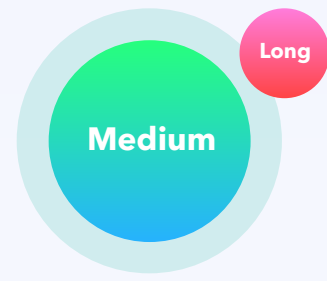
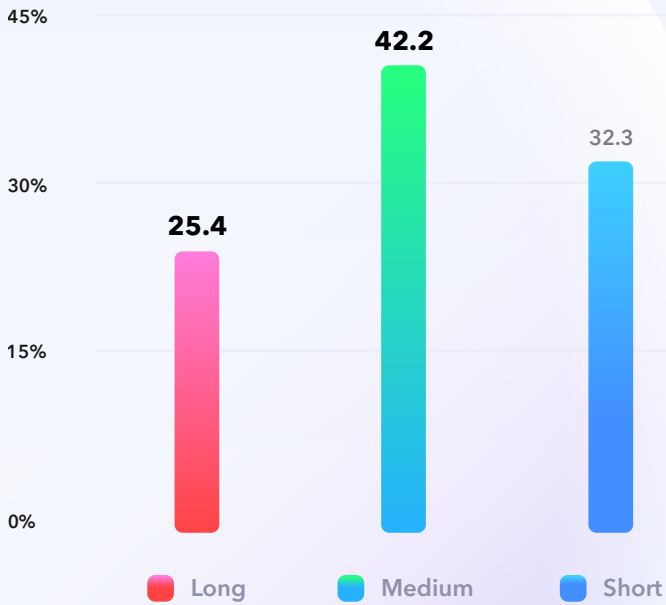


Unlike VK and other social networks, Telegram exhibits the lowest level of activity for posts published during early morning hours, and conversely, the highest level of activity after 1:00 pm. This suggests that the Telegram audience is more actively engaged with the platform during working hours and is likely used frequently for work-related communications.



Activity at 15:00 is **1130%** more than at 3:00

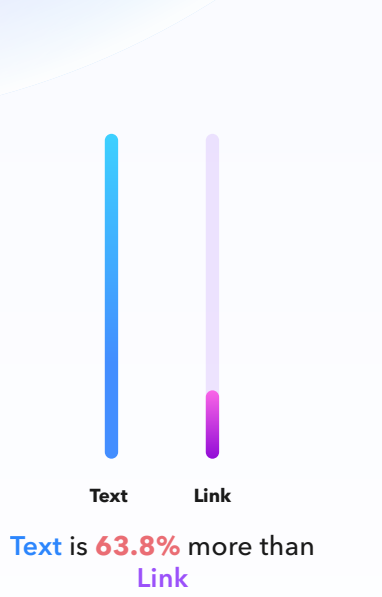
### Relative Activity by Text Length in Posts



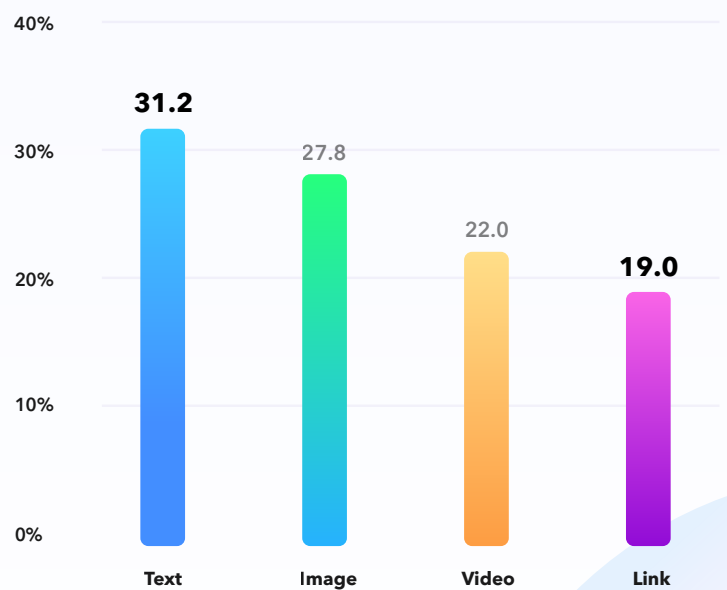
Medium is **93.3%** more than on Long

In 2022, engagement level on posts with images was the highest, at 27.8%, compared to 26.1% in 2021. Video post engagement increased from 18.8% in 2021 to 22.0% in 2022, while engagement on link/ad posts decreased from 24.5% in 2021 to 19.0% in 2022. This suggests that the Telegram audience may be showing increasing interest in posts with visual content, such as images and videos.

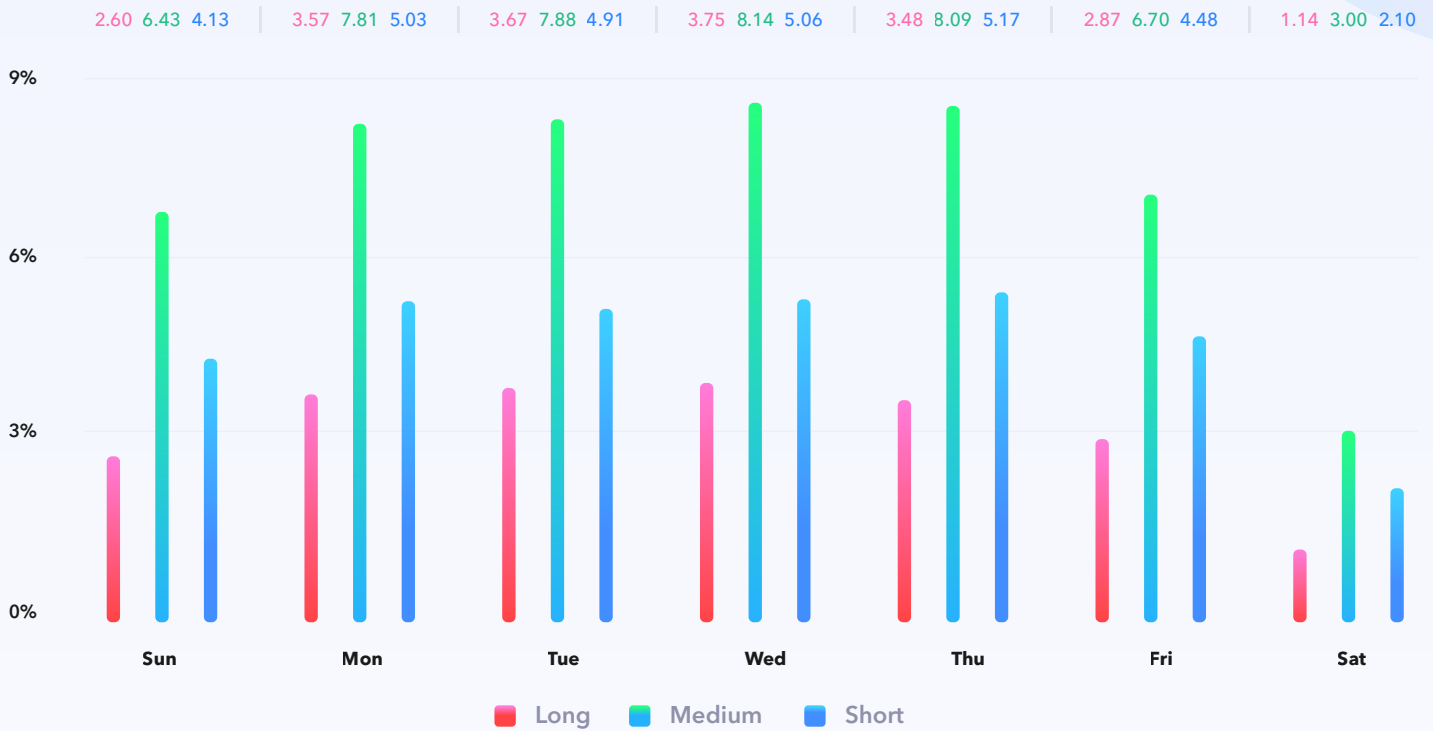
### Relative Activity by Attachments in Posts



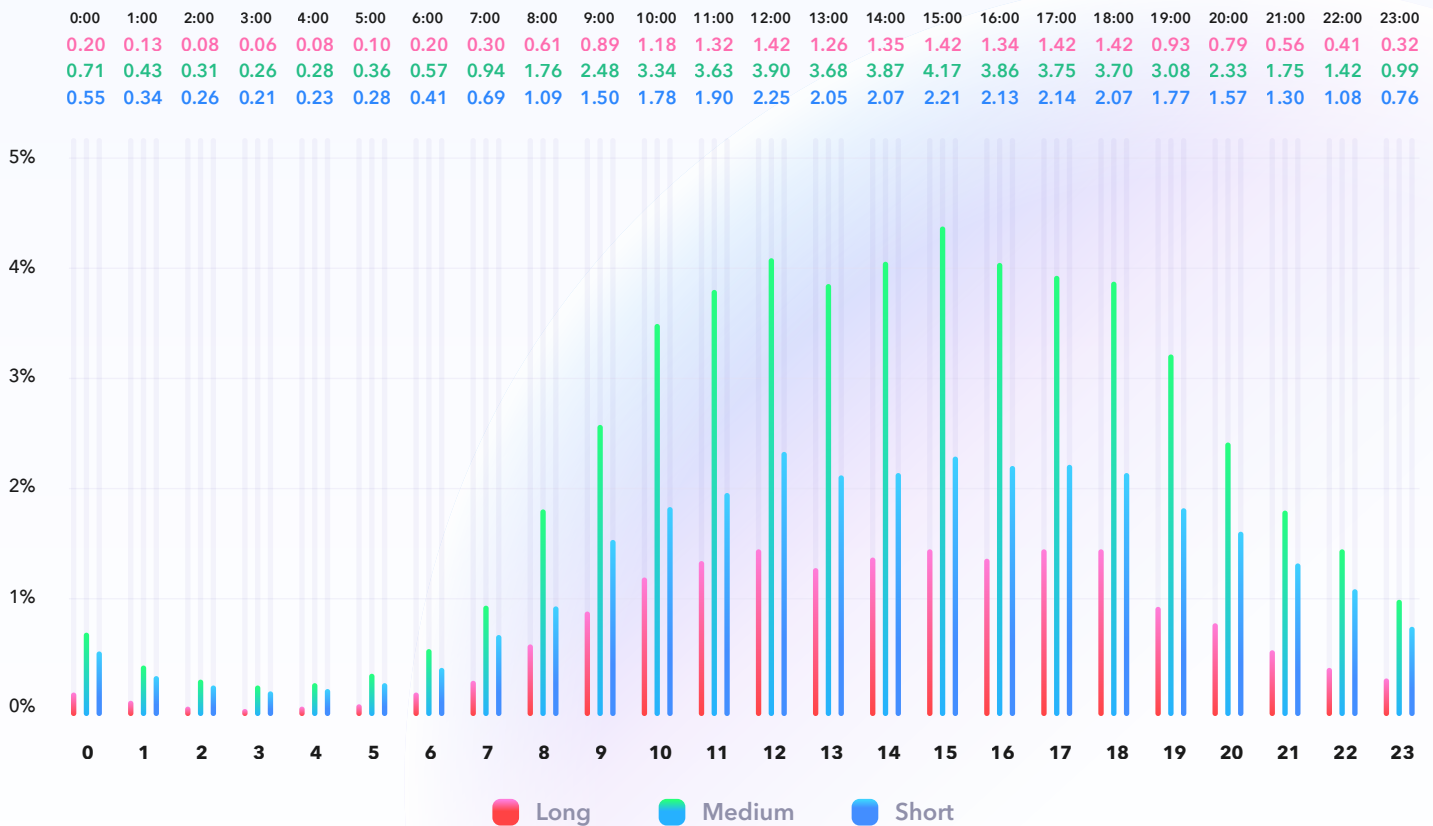
Text is **63.8%** more than Link



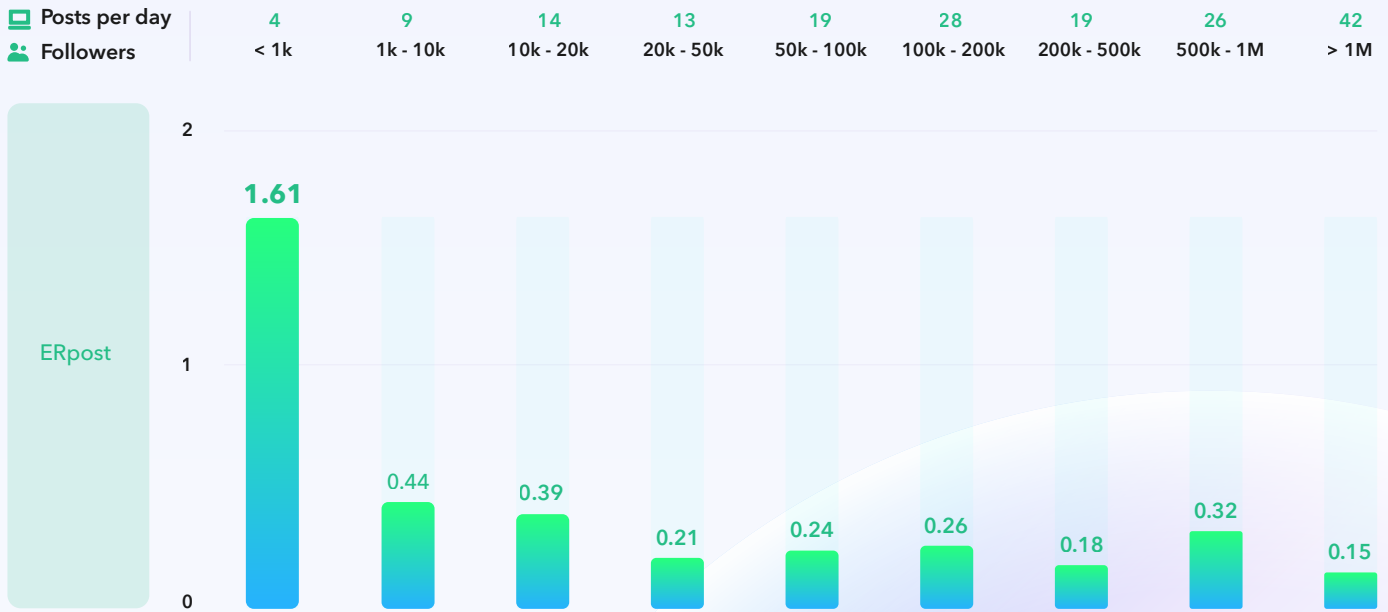
### Relative Activity by Text Length in Posts by Days of Week



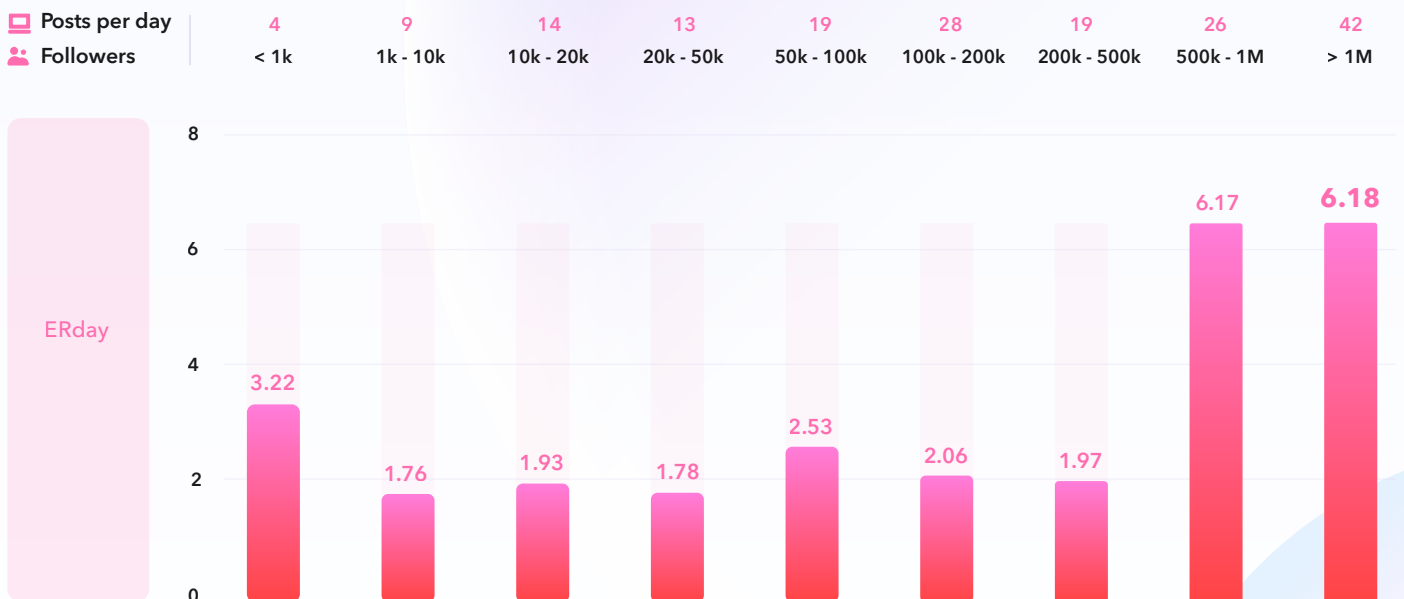
### Relative Activity by Text Length in Posts by Hours of Day



### Average Visibility Rate of Pages by Count of Followers



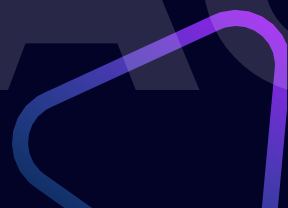
While the metric used for measuring engagement level on Telegram is called the "Visibility Rate" (VR) indicator, it functions similarly to an "Engagement Rate" (ER). Telegram's VR is relatively low, reaching 1.61% for small channels and declining to below 0.5% for all categories of pages as the audience size increases. This is likely due to Telegram's app structure, which lacks a dedicated feed of publications and requires users to open the channel or have posts forwarded to chats for viewing. Despite this, Telegram has an extremely high publication frequency, with the average channel posting at least 9 posts per day, positively affecting the overall VR on an average day.



**Average**

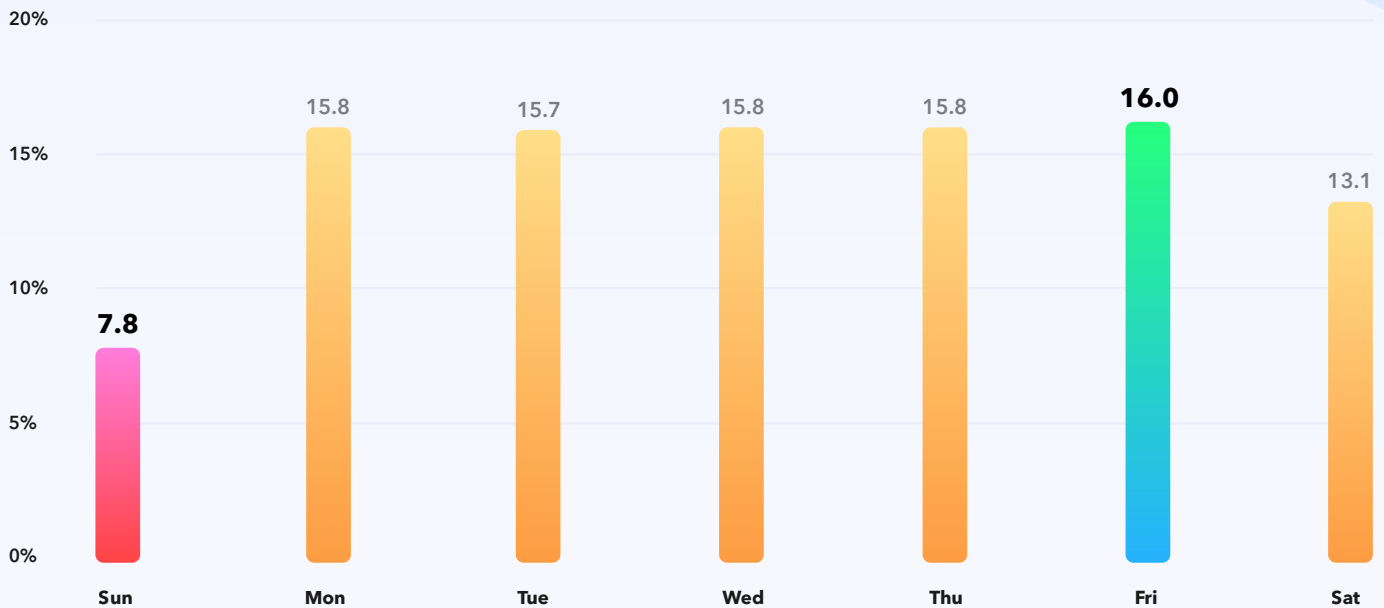


**AVERAGE**



## Average

### Relative Activity by Days of Week



### INSIGHT

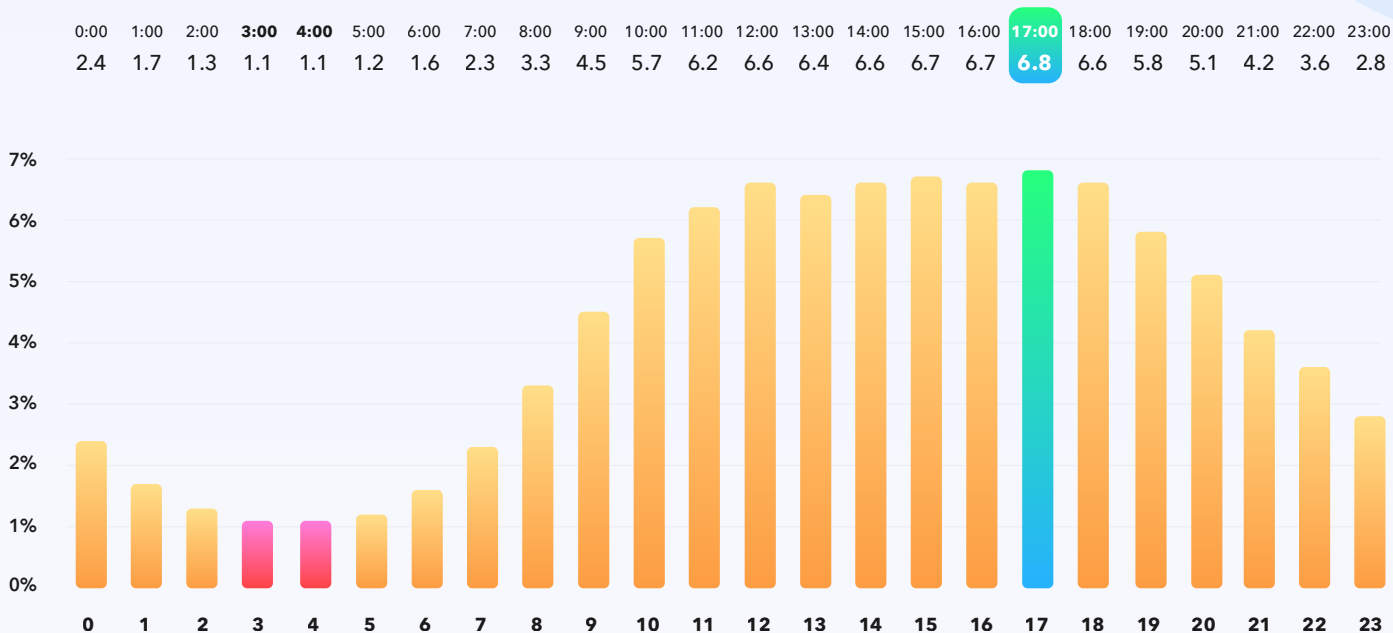
Based on the provided statistics, there is a slight difference in the average relative user activity on posts published on different days of the week across all socials from 2021 to 2022. The highest relative average user activity was recorded on Friday, and the lowest was on Sunday. There is a decline in the relative average user activity on Sunday from 11.8% in 2021 to 7.8% in 2022. On the other hand, there was an increase in the relative average user activity on Monday, Tuesday, Wednesday, Thursday, and Friday from 2021 to 2022. The increase was most noticeable on Friday, with a growth from 15.1% in 2021 to 16.0% in 2022.

It is important to note that the COVID-19 pandemic has had a significant impact on audiences behaviour and schedules, which could potentially affect the activity levels on social media platforms. In 2021, as the pandemic was still ongoing, many countries were under restrictions such as lockdowns and quarantine measures, which could have resulted in more people staying at home and spending more time on social media, leading to higher activity levels on weekends. However, since 2022, as the pandemic situation improved, more countries opened up and people started to return to their pre-pandemic routines and activities, users are spending more time on other activities on Sundays, such as spending time with family or engaging in leisure activities, which results in lower activity on the platforms. Furthermore, some users may be taking a digital detox day on Sundays, which could also result in decreased activity on social media networks.



# Average

## Relative Activity by Hours of Day



There is a trend of increased engagement during the mid-morning and early evening hours across all social media platforms. The activity peaks around 9-10 am and again at 6-7 pm, and a drop in engagement during late night hours.

Comparing TikTok and YouTube as a video platforms, TikTok shows a higher engagement during the early morning hours, while YouTube has a higher engagement during the mid-morning and early evening. Comparing data across the socials, we can observe some differences in the patterns of activity on each platform. For instance, TikTok and Instagram tend to have higher levels of activity during evenings and weekends, while platforms like VK and OK tend to have a more even distribution of activity throughout the week.

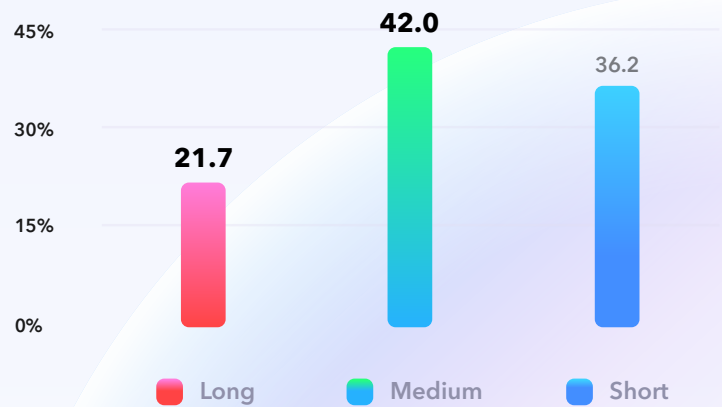
A typical user may use different social media platforms at different times of the day. For example, they may use TikTok in the early morning for entertainment and start using YouTube for educational or work-related purposes in the mid-morning, and switch to more personal platforms like Facebook or Instagram in the evening to connect with friends and family.

Talking about content preferences there are significant differences in engagement levels across social media platforms. For instance, Facebook has a higher engagement level with posts that are short in length and contain links, while Instagram and VK have higher engagement levels with medium-length text posts and images.

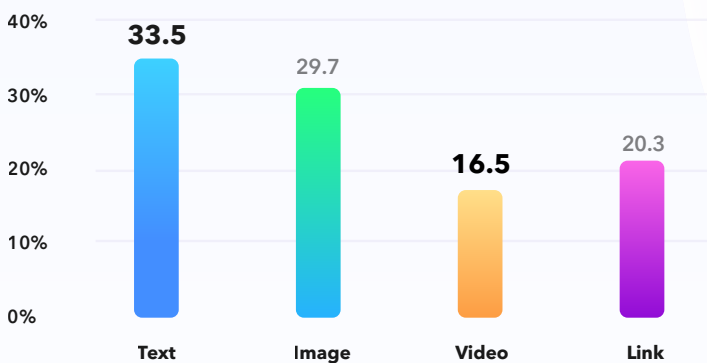
## Average

It is clear that the preferences of the audience in terms of text length and attachment type differ significantly across social media platforms. It is important for content creators to consider these differences when creating posts for a specific platform to maximize their engagement levels with their audience.

Totally, despite the continued high activity of text and image content on "classic" social media, there is a trend towards video. The average Engagement Rate for video posts has increased on all platforms except Twitter. However, video platforms demonstrate 2-3 times higher Engagement Rates on publications than other networks.



Relative Activity by Text Length in Posts

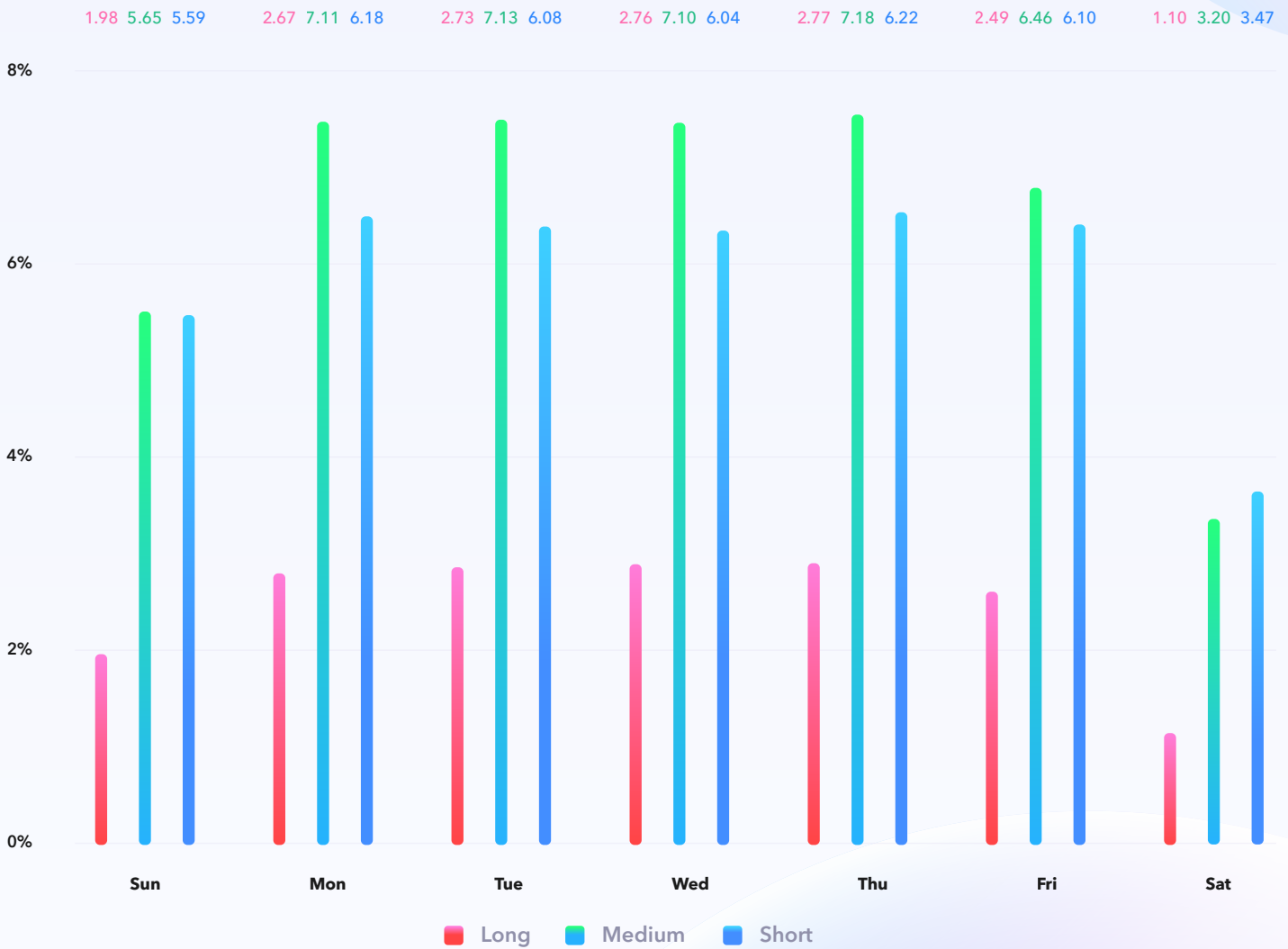


Relative Activity by Attachments in Posts

The introduction of the new video platform VK Video, which combines video from OK and VK, emergence of new content creators on it, development of video monetization, purchase of some Internet shows, as well as the explicit promotion of these features, is likely to greatly affect the video activity on these social media.

# Average

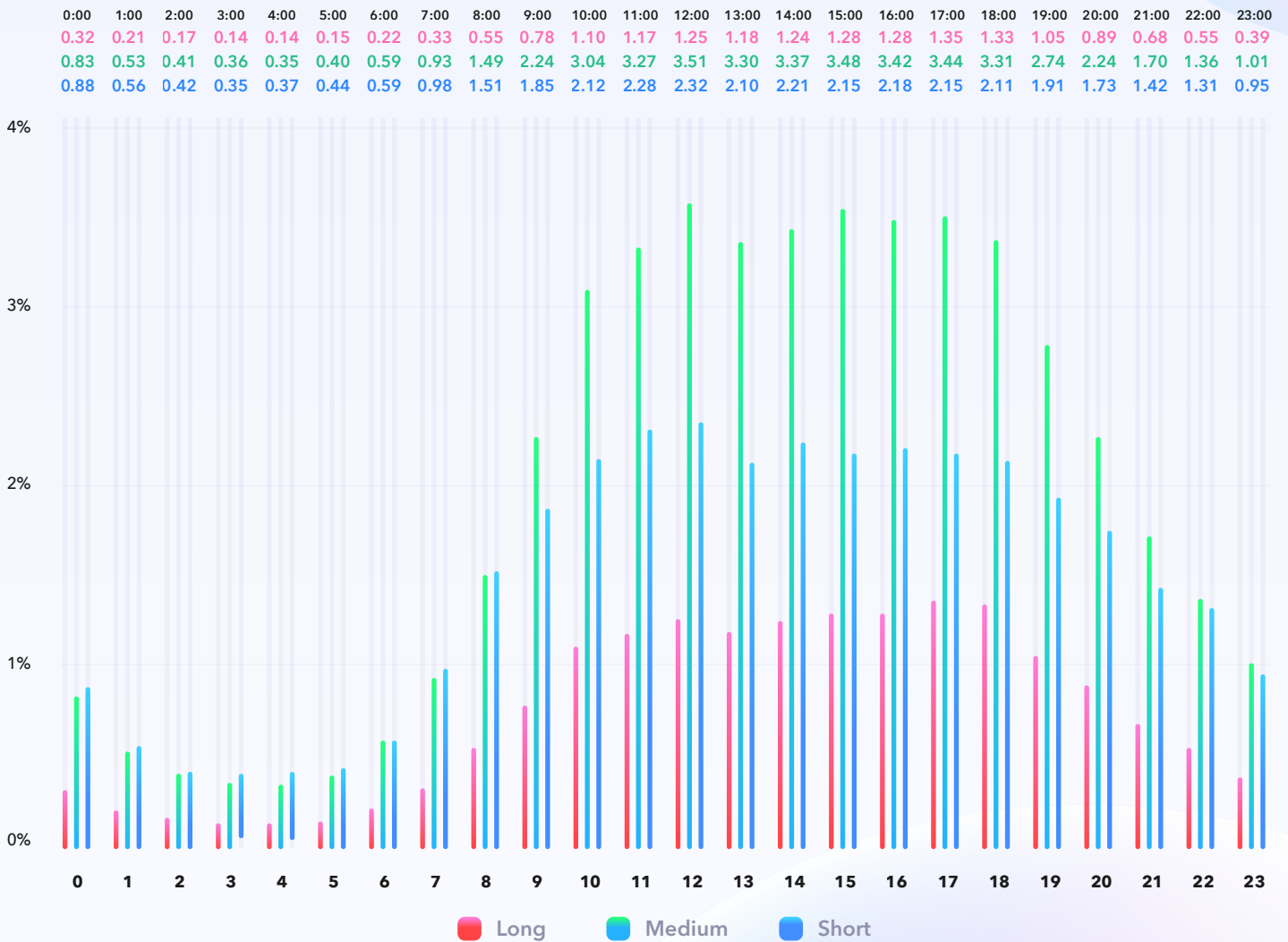
## Relative Activity by Text Length in Posts by Days of Week



With the development of blogging, the emergence of Stories, and then Clips/Reels/Shorts, on the one hand, the benchmark levels of video quality have increased (the quality of video production by the largest bloggers), and on the other hand, the minimum level of entry into video content generation has decreased - editing has significantly simplified, numerous new formats that do not require high labor costs have emerged, and with the advent of AI tools, stock preparation takes even less time. Therefore, for commercial companies, working with video can be a highly rational investment. YouTube Shorts, TikTok, Instagram Reels, and VK Clips have a separate highlighted feed, appear in recommendations in the main feed, can be highlighted in Stories, and have viral potential from the very beginning, as social media recommend such content even to non-followers of the page. These formats are already very effective tools (from an engagement standpoint) and are likely to continue to develop as a trend in the future.

# Average

## Relative Activity by Text Length in Posts by Hours of Day



Unfortunately, this study does not cover data on video streams, their engagement, and their impact on page promotion. However, public data from social networks since 2021 indicate the immense popularity of the format, with over 52% of network users watching some form of live stream at least once a month. Video streaming is now present on almost all platforms, and it is used for contests, shows, product presentations, gaming streams, and is also frequently promoted in users' feeds. For example, live recordings on Instagram and VK are among the first in the Stories block, the first in YouTube search results, the main content in Twitch feeds, or appear directly among publications in the TikTok feed. This format offers additional opportunities, such as real-time fundraising (or donations), engaging viewers, and instant feedback, which can be highly beneficial for any commercial page.

Most likely, 2023 is the year of video content, and analytics, strategic planning, data collection, and competition comparison will help quickly identify current trends and leverage all opportunities to gain practical benefits from social media marketing.

# Thank You

