PROMOTE

PUBLISH

SEO

SOCIAL
SHARING
TRENDS

A ClearVoice Data Study
Across 14 Industries

OPTIMIZE

MEASURE

CREATE

ClearVoice

We analyzed 630,000+ posts…

(to find where, when, and what people share most)

across 14 industries...

Business Finance Tech Home & Garden Real Estate Parenting Career Education & Nonprofit Beauty, Health & Wellness Travel Style & Fashion Design Arts & Entertainment Food, Drink & Hospitality

and here's
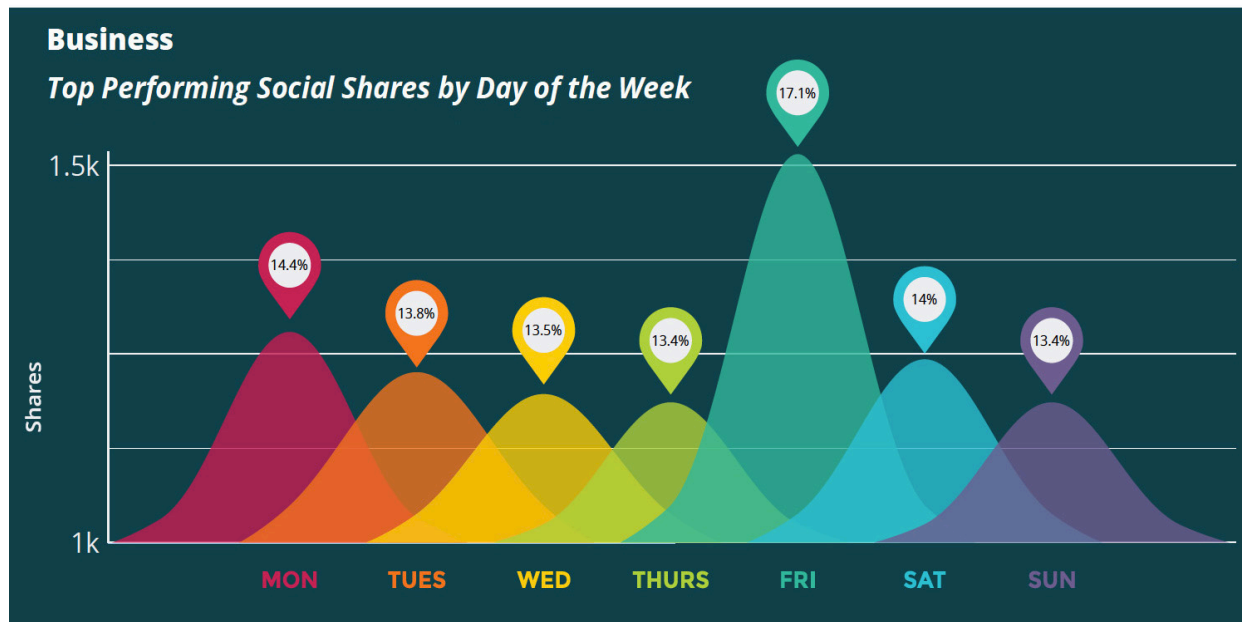# what we found.

(aside from a great excuse to make pretty charts)

___

BUSINESS

f 35.7%   **g+** 1.6%   **p** 1.6%   **in** 60.8%

After Analyzing 115,321 Posts...

LinkedIn was the clear winner for social channel, and Fridays had the most social shares for channels.

The two most shared content types were **infographic-listicle combos** and **long-form how-to articles**.

Business

Top Performing Social Shares by Day of the Week

Shares

1.5k

1k

MON — 14.4%
TUES — 13.8%
WED — 13.5%
THURS — 13.4%
FRI — 17.1%
SAT — 14%
SUN — 13.4%

Posts included those from Entrepreneur, Business Insider, Harvard Business Review, Fast Company, Forbes, VentureBeat and other industry leaders.
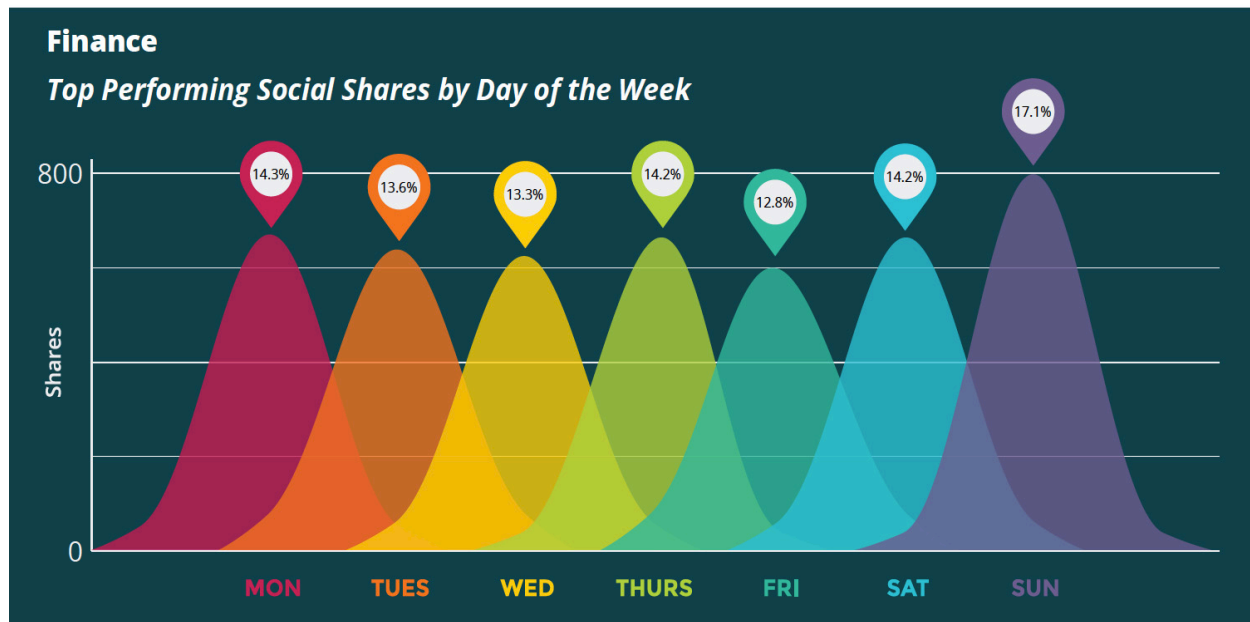
FINANCE

After Analyzing **133,589** Posts...

Facebook was the clear winner for social channel. We found no drastic difference in performance on any particular day, although Sunday performed best by a small margin.

The two most shared content types were **articles with an infographic** and **how-to listicle articles**.

Percentage of Total Social Shares

f 56.7%   **g+** 1.2%   **P** 0.6%   **in** 41.2%

Finance
Top Performing Social Shares by Day of the Week

Shares

800

0

14.3% MON
13.6% TUES
13.3% WED
14.2% THURS
12.8% FRI
14.2% SAT
17.1% SUN

Posts included those from Fortune, CNN Money, Bloomberg, Market Watch, Financial Times and other industry leaders.

TECH

Percentage of Total Social Shares

Facebook — **63.6%**
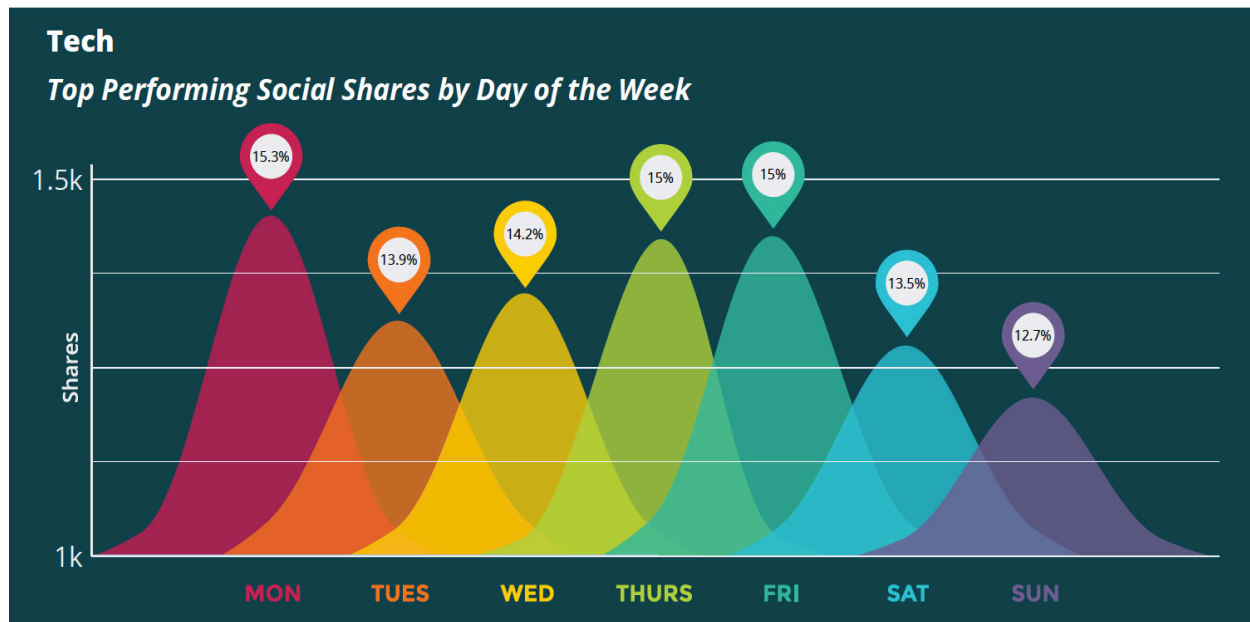Google+ — **2.7%**
Pinterest — **5.3%**
LinkedIn — **28.2%**

After Analyzing 69,311 Posts…

Facebook was the clear winner for social channel. Mondays performed best, while Sundays had the least engagement.

The two most shared content types were **how-to articles with infographics** and **listicles with infographics**.

Tech
Top Performing Social Shares by Day of the Week

	Shares	
1.5k		
1k		

- MON — 15.3%
- TUES — 13.9%
- WED — 14.2%
- THURS — 15%
- FRI — 15%
- SAT — 13.5%
- SUN — 12.7%

Posts included those from Wired, TechCrunch, Mashable, Gizmodo, Lifehacker and other industry leaders.
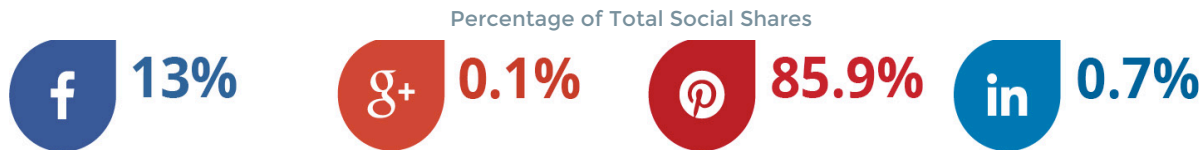
HOME & GARDEN

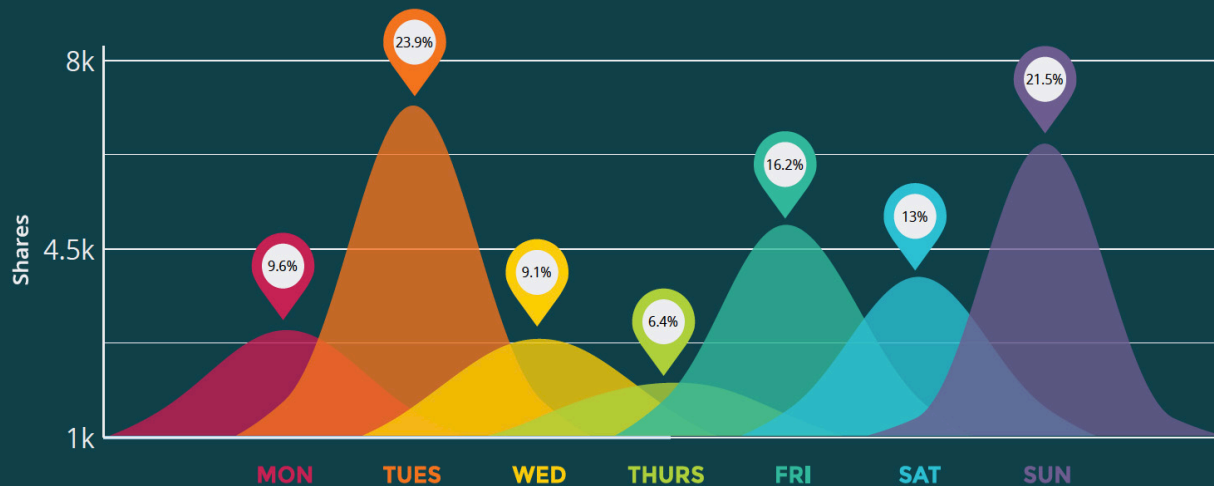**After Analyzing 5,379 Posts…**

Pinterest dominated as the primary social channel, with dramatic spikes in engagement on Tuesdays and Sundays.

The two most shared content types were **long-form listicle articles** and regular **longform articles**.

Percentage of Total Social Shares

f 13%   **g+** 0.1%   **P** 85.9%   **in** 0.7%

Home & Garden
Top Performing Social Shares by Day of the Week

Shares

8k

4.5k

1k

| 9.6% | 23.9% | 9.1% | 6.4% | 16.2% | 13% | 21.5% |

MON   TUES   WED   THURS   FRI   SAT   SUN

Posts included those from Martha Stewart Living, Better Homes and Gardens, Real Simple, Architectural Digest, Good Housekeeping and other industry leaders.

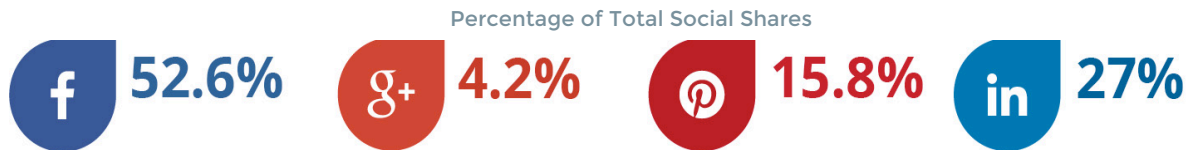# REAL ESTATE

f 52.6%   **g+** 4.2%   **P** 15.8%   **in** 27%
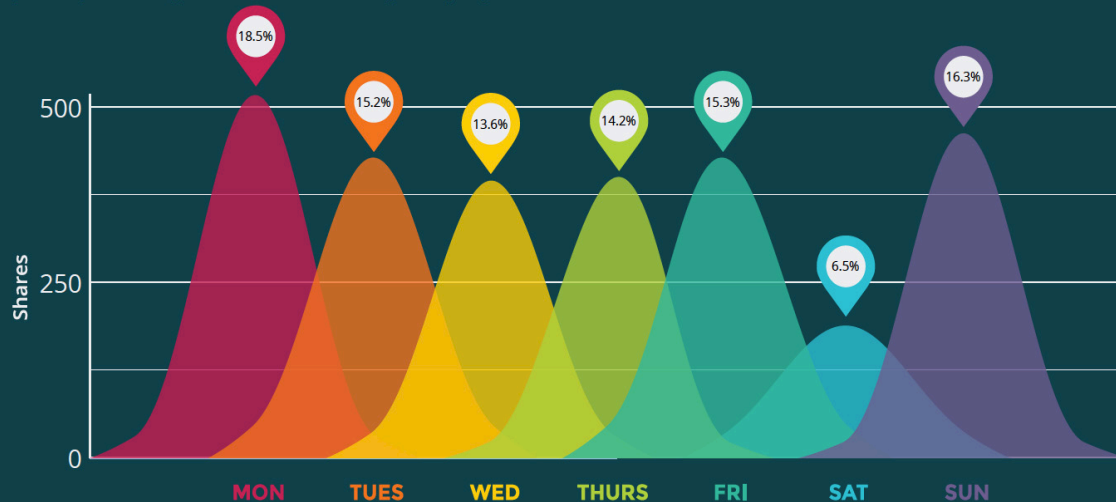
After Analyzing **15,583** Posts…

Facebook accounted for slightly more than half of the social channel share. Engagement was pretty even across the week, but Saturdays saw a steep drop-off.

The two most shared content types were **listicle articles with video** and **infographic-listicle combos.**

Real Estate

Top Performing Social Shares by Day of the Week

Shares

500

250

0

| 18.5% | 15.2% | 13.6% | 14.2% | 15.3% | 6.5% | 16.3% |

MON   TUES   WED   THURS   FRI   SAT   SUN

Posts included those from [The Real Deal](), [Realty Times](), [Brick Underground](), [Curbed.com](), [Zillow](), [Realtor Magazine]() and other industry leaders.
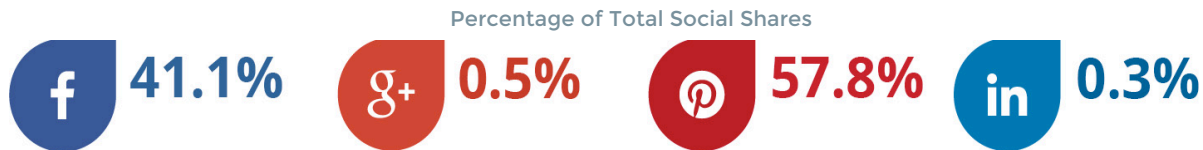
PARENTING

f 41.1%　　**g+** 0.5%　　**P** 57.8%　　**in** 0.3%
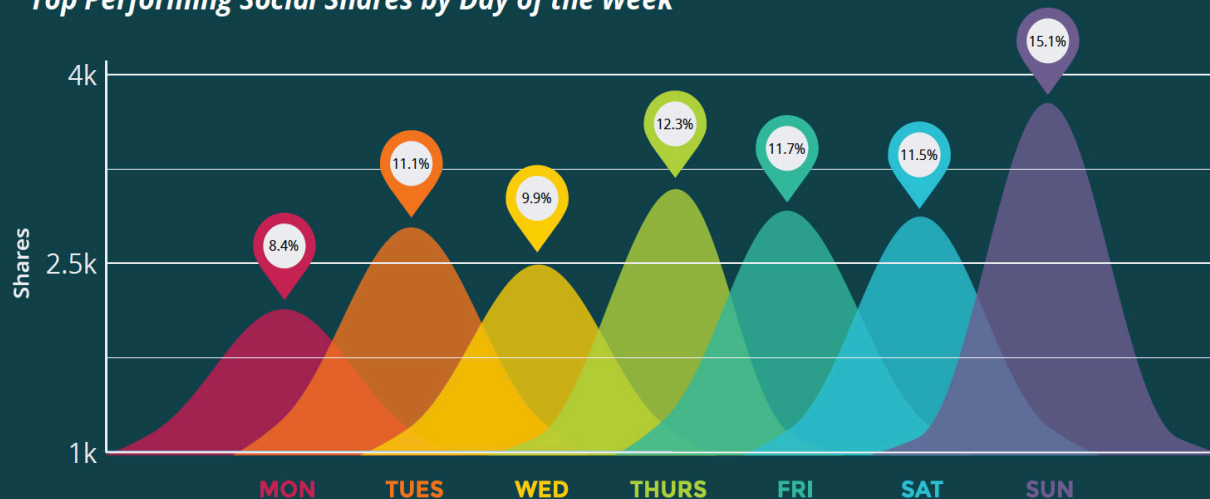
After Analyzing 33,684 Posts…

Pinterest received the most engagement, with Facebook not far behind. Sunday received the most engagement, and Monday the least by a substantial margin.

The two most shared content types were **articles with infographics** and **listicles**.

Parenting
Top Performing Social Shares by Day of the Week

8.4%	11.1%	9.9%	12.3%	11.7%	11.5%	15.1%

Shares: 4k, 2.5k, 1k

MON　TUES　WED　THURS　FRI　SAT　SUN

Posts included those from Working Mother, Thrifty Nifty Mommy, Positive Parenting Solutions, Babble, Cup of Jo, Mom Junction and other parenting publications.

CAREER

f 72.9%   **g+** 2%   **P** 1.6%   **in** 22.5%

After Analyzing 25,970 Posts…

Facebook was the clear winner for social channel. Mondays received the most engagement, with engagement gradually declining each following day in the week.
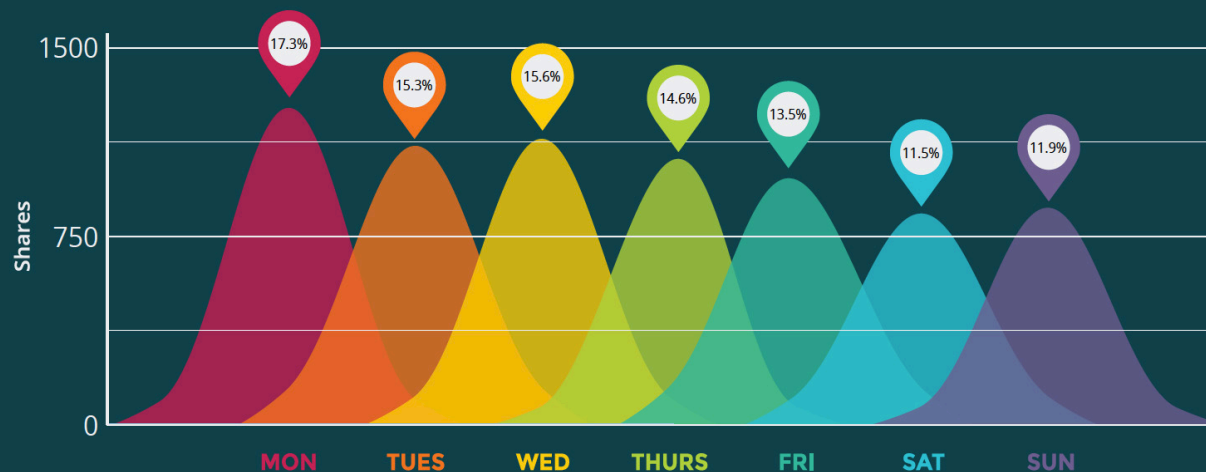
The two most shared content types were **longform listicles** and **long-form articles**.

Career

Top Performing Social Shares by Day of the Week

Shares

1500 — 17.3% (MON)
15.3% (TUES)
15.6% (WED)
14.6% (THURS)
13.5% (FRI)
11.5% (SAT)
11.9% (SUN)

750 —

0 —

MON   TUES   WED   THURS   FRI   SAT   SUN

Posts included those from Indeed, Monster, Business Know How, The Ladders, 80,000 Hours, Simply Hired and other industry leaders.
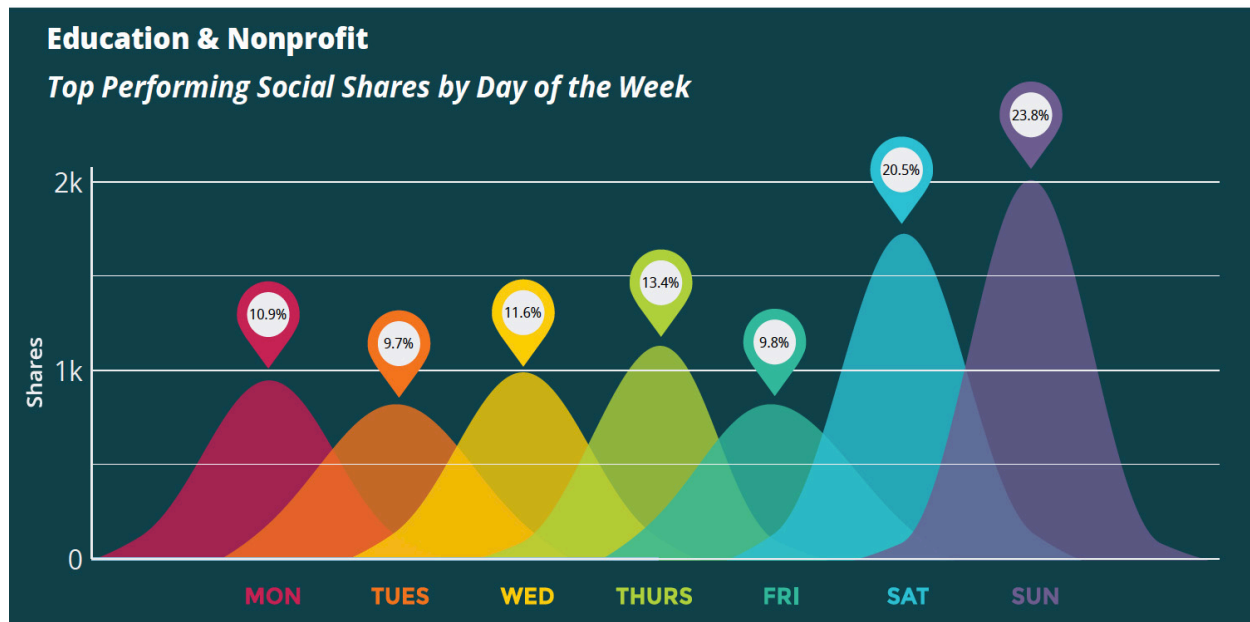
EDUCATION & NONPROFIT

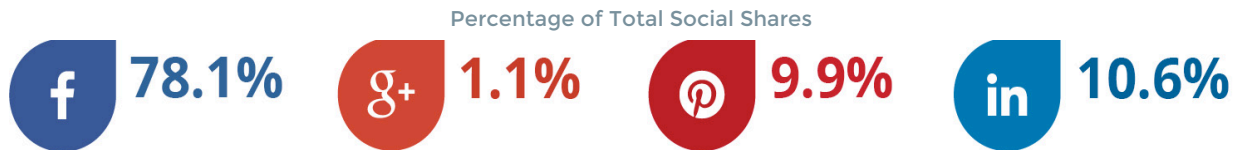**Percentage of Total Social Shares**

f **78.1%**   g+ **1.1%**   p **9.9%**   in **10.6%**

After Analyzing 11,572 Posts…

Facebook dominated as the leading social channel. Weekend days received much higher engagement than weekdays.

The two most shared content types were **listicle articles with infographics** and **long-form how-to articles with video**

Education & Nonprofit
Top Performing Social Shares by Day of the Week

Shares

2k — 23.8% (SUN), 20.5% (SAT)
1k — 10.9% (MON), 9.7% (TUES), 11.6% (WED), 13.4% (THURS), 9.8% (FRI)
0

MON   TUES   WED   THURS   FRI   SAT   SUN

Posts included those from Open Culture, TED, Knight Foundation, Edudemic, The Nonprofit Times, Nonprofit Quarterly and other publications for nonprofits and institutions.
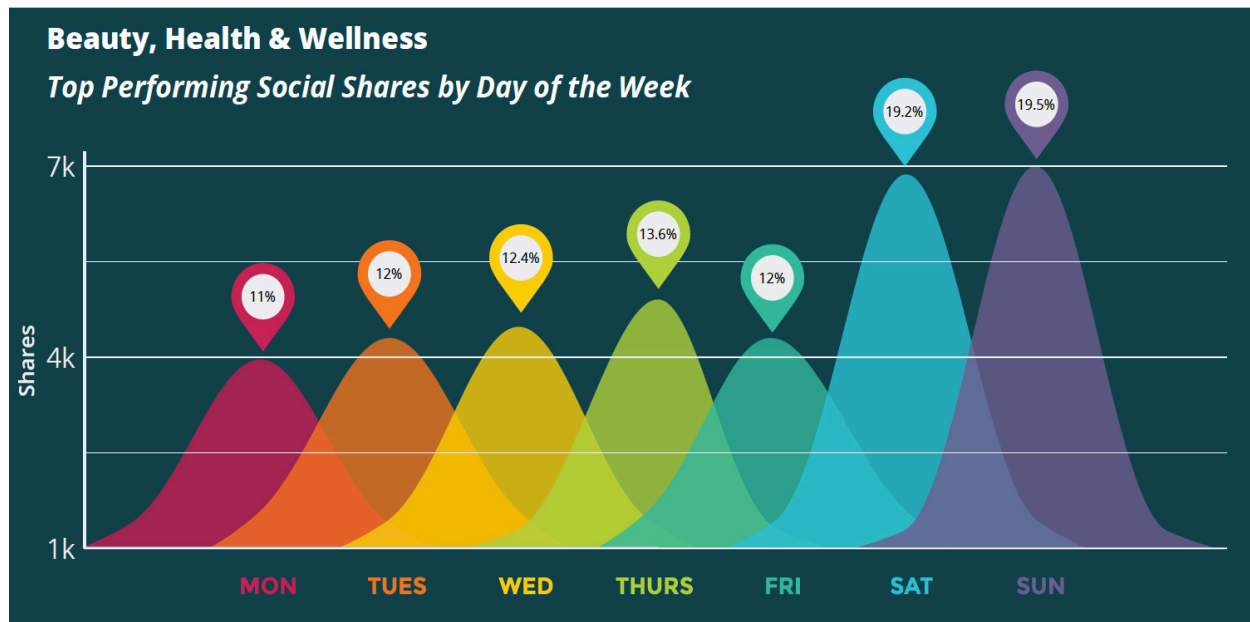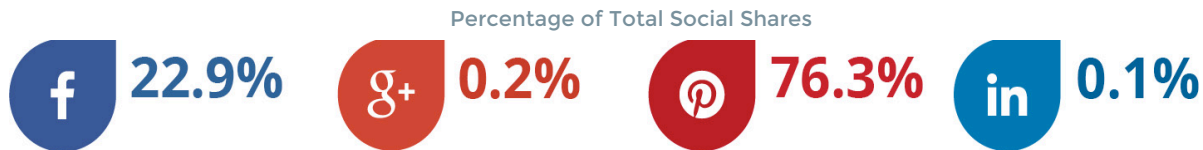
BEAUTY & HEALTH

After Analyzing 39,648 Posts…

Pinterest was the clear winner for social channel, with weekend days receiving significantly higher engagement than weekdays.

The two most shared content types were **long-form how-to articles** and **long-form how-to articles with videos**.

f 22.9% **g+** 0.2% **P** 76.3% **in** 0.1%

Beauty, Health & Wellness
Top Performing Social Shares by Day of the Week

Shares — 7k, 4k, 1k

MON 11% | TUES 12% | WED 12.4% | THURS 13.6% | FRI 12% | SAT 19.2% | SUN 19.5%

Posts included those from Self, Living Pretty Naturally, The Organic Beauty Blog, Wellness Mama, Alive, Health and other leaders in the industry.

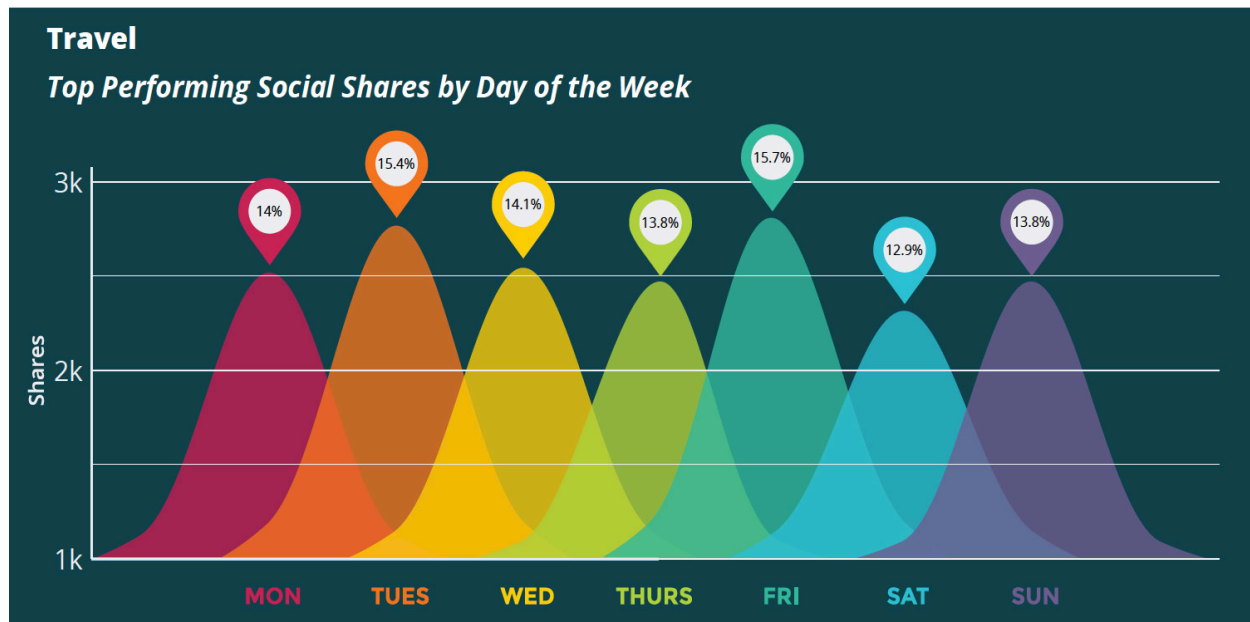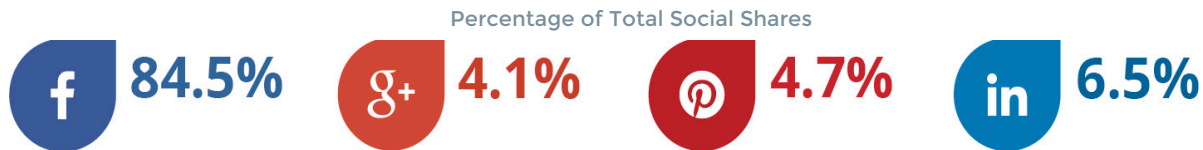# TRAVEL

f 84.5% **g+** 4.1% **p** 4.7% **in** 6.5%

After Analyzing 7,810 Posts...

Facebook dominated as the leading social channel. Social engagement was roughly the same regardless of the day of week.

The two most shared content types were **long-form articles** and **listicles**.

Travel
Top Performing Social Shares by Day of the Week

Shares

3k

2k

1k

| MON | TUES | WED | THURS | FRI | SAT | SUN |

14% 15.4% 14.1% 13.8% 15.7% 12.9% 13.8%

Posts included those from Travel and Leisure, National Geographic, Outside, Expedia, Kayak and other leaders in the industry.
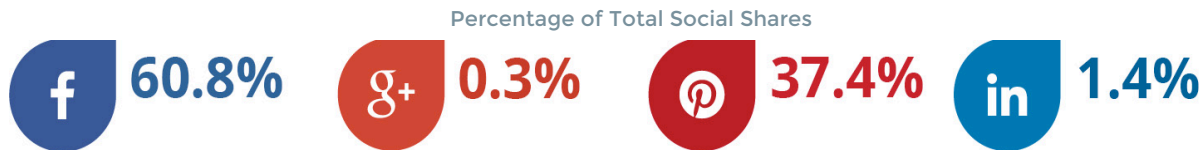
STYLE & FASHION

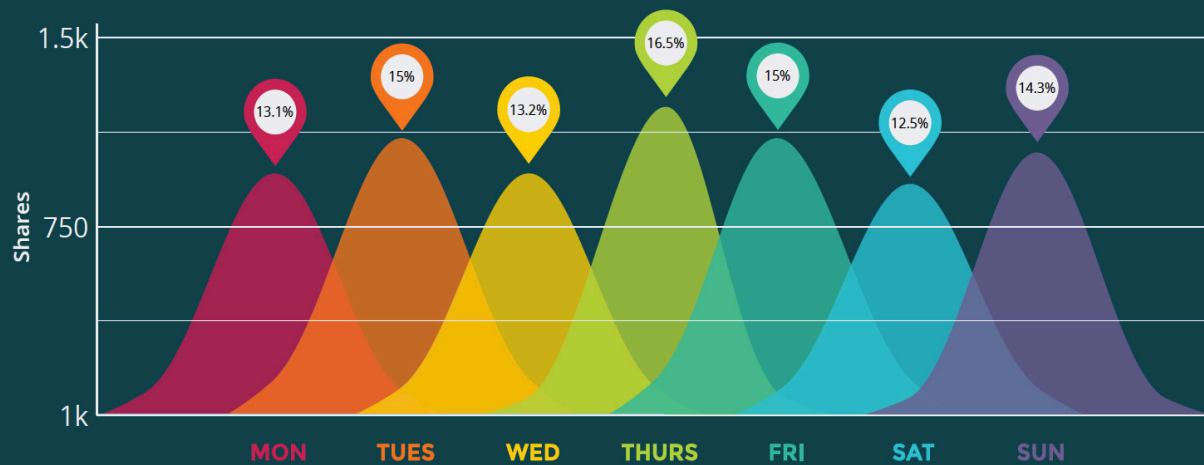**After Analyzing 43,548 Posts…**

Facebook and **Pinterest** shared about a 60/40 split respectively in social shares. There was no drastic difference in social engagement for any given day of the week.

The two most shared content types were **articles with infographics** and **long-form listicle articles**.

f 60.8%   **g+** 0.3%   **P** 37.4%   **in** 1.4%

Style & Fashion
Top Performing Social Shares by Day of the Week

13.1%	15%	13.2%	16.5%	15%	12.5%	14.3%
MON	TUES	WED	THURS	FRI	SAT	SUN

Shares — 1.5k / 750 / 1k

Posts included those from Fashionista, Hellogiggles, Vogue, The Blonde Salad, Glam Meets Glam, Fashion Toast and other leaders in the industry.

DESIGN

f 17%   **g+** 1.2%   **P** 75.3%   **in** 6.3%

After Analyzing 9,470 Posts...

Pinterest dominated as the leading social channel. Tuesdays led in engagement, with Saturdays slightly lagging behind all other days.
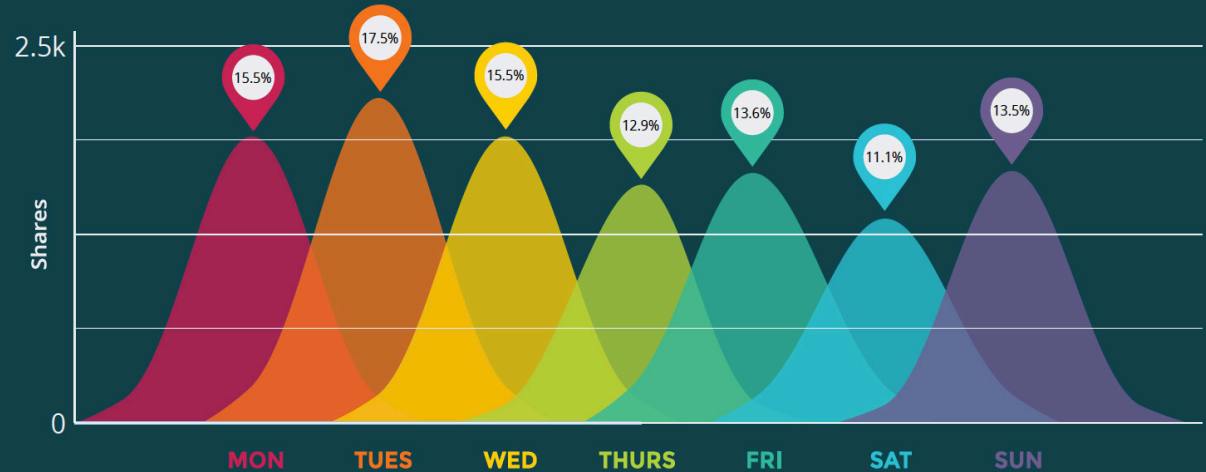
The two most shared content types were **listicles with infographics** and **long-form articles with infographics**.

Design
Top Performing Social Shares by Day of the Week

2.5k

Shares

15.5% 17.5% 15.5% 12.9% 13.6% 11.1% 13.5%

0

MON   TUES   WED   THURS   FRI   SAT   SUN

Posts included those from Fresh Home, Design Milk, Design Love Fest, Canva Design School, Wallpaper, The Design Blog, Graphic Design USA and other leaders in the industry.

ARTS & ENTERTAINMENT

Percentage of Total Social Shares
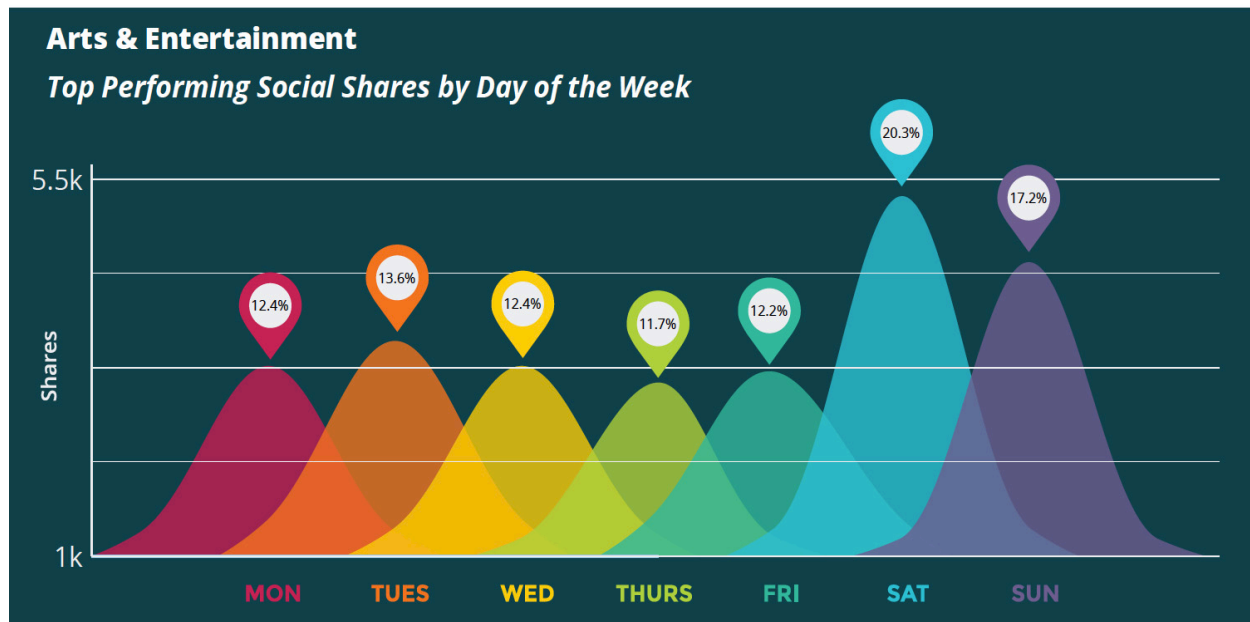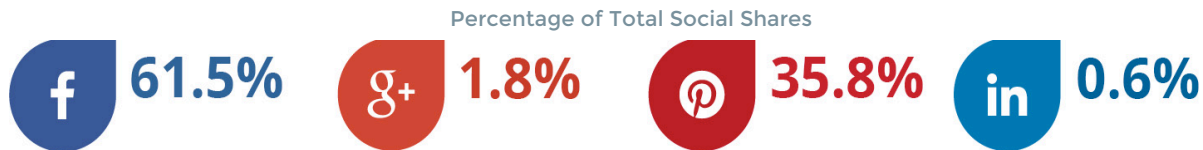
f 61.5%   **g+** 1.8%   **p** 35.8%   **in** 0.6%

After Analyzing 118,934 Posts...

Facebook was the clear winner for social channel, but Pinterest still had a substantial share of the pie. Saturdays, and weekends in general, led in engagement.

The two most shared content types were **how-to listicles** and **listicles**.

Arts & Entertainment
Top Performing Social Shares by Day of the Week

5.5k

Shares

1k

| MON | TUES | WED | THURS | FRI | SAT | SUN |

12.4%   13.6%   12.4%   11.7%   12.2%   20.3%   17.2%

Posts included those from BuzzFeed, People, Variety, Entertainment Weekly and other leaders in the industry.

FOOD & DRINK

f **9.1%**   g+ **0.1%**   P **89.9%**   in **0.04%**
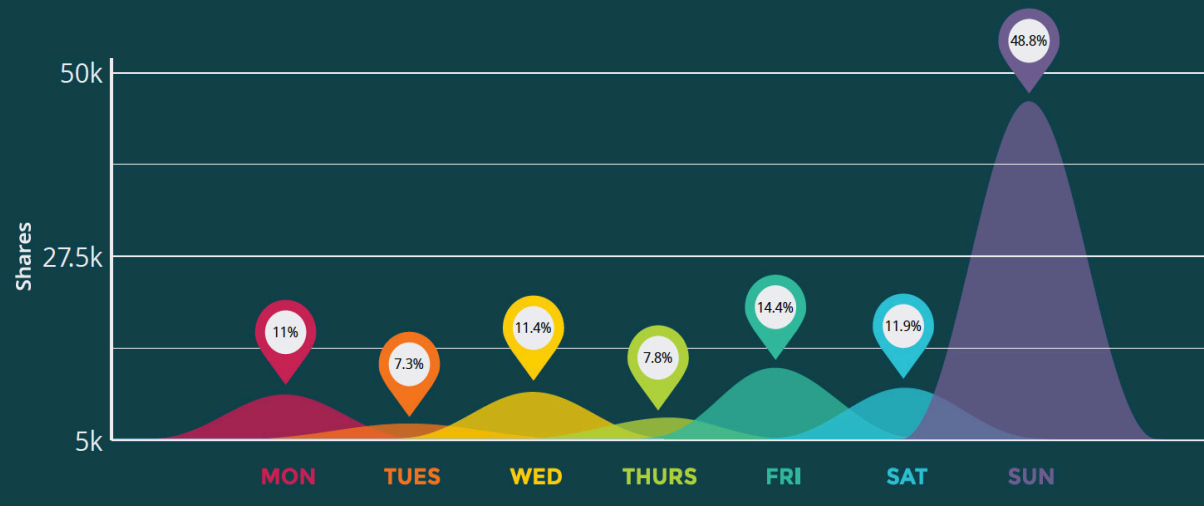
After Analyzing 4,144 Posts…

Pinterest clearly dominated as the top social channel. Sunday also dominated as the top day for sharing, accounting for nearly half of all engagement.

The two most shared content types were **how-to articles** and **listicle articles**.

Food, Drink & Hospitality

Top Performing Social Shares by Day of the Week

Shares

50k

27.5k

5k

11%	7.3%	11.4%	7.8%	14.4%	11.9%	48.8%
MON	**TUES**	**WED**	**THURS**	**FRI**	**SAT**	**SUN**

Posts included those from The Wannabe Chef, Food and Beverage Magazine, Serious Eats, Damn Delicious, Minimalist Baker, Smitten Kitchen and other publications in the industry.

OVERALL INDUSTRY SNAPSHOT

Which days receive the most social shares in your industry?

Percentage of total social shares in each industry by day of week

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Business	14.4%	13.8%	13.5%	13.4%	17.1%	14%	13.4%
Finance	14.3%	13.6%	13.3%	14.2%	12.8%	14.2%	17.1%
Tech	15.3%	13.9%	14.2%	15%	15%	13.5%	12.7%
Home & Garden	9.6%	23.9%	9.1%	6.4%	16.2%	13%	21.5%
Real Estate	18.5%	15.2%	13.6%	14.2%	15.3%	6.5%	16.3%
Parenting	8.4%	11.1%	9.9%	12.3%	11.7%	11.5%	15.1%
Career	17.3%	15.3%	15.6%	14.6%	13.5%	11.5%	11.9%
Education & Nonprofit	10.9%	9.7%	11.6%	13.4%	9.8%	20.5%	23.8%
Beauty, Health & Wellness	11%	12%	12.4%	13.6%	12%	19.2%	19.5%
Travel	14%	15.4%	14.1%	13.8%	15.7%	12.9%	13.8%
Retail	13.1%	15%	13.2%	16.5%	15%	12.5%	14.3%
Design	15.5%	17.5%	15.5%	12.9%	13.6%	11.1%	13.5%
Art & Entertainment	12.4%	13.6%	12.4%	11.7%	12.2%	20.3%	17.2%
Food, Drink & Hospitality	11%	7.3%	11.4%	7.8%	14.4%	11.9%	48.8%

ABOUT THE STUDY

To collect the data, we subscribed to feeds of top publishers and indexed new content as it was published. ClearVoice data scientists used proprietary algorithms to detect and extract the article body, title, and social sharing information for the article pages.

In analyzing 630,000+ posts, our team discovered a significant variance in the types of content. For example, there were articles, videos, infographics and many combinations thereof. To accurately identify and track content in our analysis, we created and applied the following content type definitions.

ARTICLE
Any post between 250-1,000 words

LONG FORM ARTICLE
Any post with more than 1,000 words

VIDEO
Includes an embedded video from YouTube, Vimeo, Wistia, etc.

INFOGRAPHIC
The word "infographic" is in the title or near an image

HOW TO
The words "how to" are in the title

LISTICLE
The post title starts with a number (no percentages) or has "the top X" in the title

TAKE CONTROL OF YOUR CONTENT

———

Easier workflow.
Better freelancers.
Greater returns.

WORKFLOW

FREELANCERS

RETURNS

Learn More at ClearVoice.com