

# 122

# Social Media Recap

**wishpond** &  **planable**

# Methodology

- Data was collected from Planable users and their use of social media through the platform.

A total of over **3.2 million posts** created by over **42K users** were analyzed.

- For the sections analyzing the number of characters and emojis used in social media posts, we selected a random sample of **20,000 posts**.
- Our primary data has been supplemented by secondary research from **DataReportal, Statista, Browser Media, Smart Insights**, and others.



# Contents

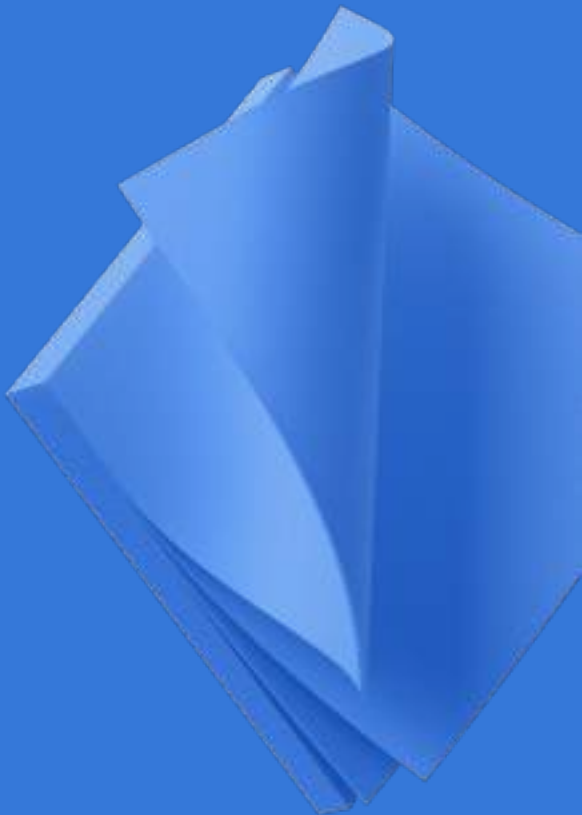
**Methodology 1**

**The Rundown 3-29**

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- > 2. Creation: hashtag popularity
- > 3. Collaboration: reviewing and approving social media content

**Platforms 30-79**

- |                 |                               |
|-----------------|-------------------------------|
| ————> Facebook  | ————> YouTube                 |
| ————> Instagram | ————> TikTok                  |
| ————> Twitter   | ————> Google Business Profile |
| ————> LinkedIn  |                               |





# A rundown of social media marketing in 2022





# A rundown of social media marketing in 2022

2022 was an exciting year for social media. It was the year TikTok upset the balance enough to cause the old guard to **shift their focus to video** to catch up. 2022 also saw brands experimenting with new features and adopting formerly experimental channels into their roster of marketing tools.

These major industry-wide shifts played out against the backdrop of growing social media adoption. **4.5 billion people use social media worldwide**. To put that number into perspective, that's more than half (59%) of the world's population. And brands strived to reach as many of those people as possible.

This first chapter will **examine brands' social media activity** in 2022. We'll start with **analyzing** the amount of content brands have published and the most popular days of the week to post it. Afterward, we will look at the **type of media** these posts contained — images, gifs, videos, thumbnail links, etc. — average **caption length**, and **popular emojis**.

As this report aims to be a valuable resource to the marketers who made 2022 as exciting as it was with their amazing content, we've made extra sure to explore the behind-the-scenes of social media marketing. So we rolled our sleeves, took a peek under the hood, and analyzed reviewing processes, team sizes, and how they vary depending on the brand's social media following.

# A rundown of social media marketing in 2022

'22 Social Media Recap

wishpond x planable

The Rundown **5**

“

My biggest lesson on social media this year was definitely to make time to experiment and keep on top of latest updates.

Being flexible enough to adapt with the new behaviours and habits of our audience has paid off. We often forget that platforms and features, change UX, and even user experience for our audience, which means formats and trends will come and go in having the flexibility to adapt your strategy, based on that more often that you think can be a really powerful asset .



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Fab Giovanetti, Head teacher and founder | Alt Marketing School

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The biggest social media lesson I've learned personally, and seen across platforms in 2022 is that authenticity (excuse the buzzword!) is absolute key.

Not only are pretty much all trend forecasts pointing to the future of successful social media marketing being all about personality, vulnerability and relatability - but as Gen Z grow up and continue to dominate the internet, keeping it real is something they really value and look for in who they choose to support and raise to the top.

Being authentic online can be tricky, because you don't want it to be forced. The best way I make sure my content and Pretty Little Marketer's content aligns authentically with me is to ask myself "does this sound like me?". Would my friends and family recognise this is written by me? Is this bringing my offline-self online? Am I representing my values and who I am as a person?

If the answers are yes - great! If not, how can you inject a little more you into it? Is it your favourite emojis? Perhaps some of your day-to-day slang or a cheeky dash of your witty banter to wrap up?

It's all about just being you!



Sophie Miller, Founder | Pretty Little Marketer



# 1. Planning: the most popular channels for brands



# The most popular channels for brands

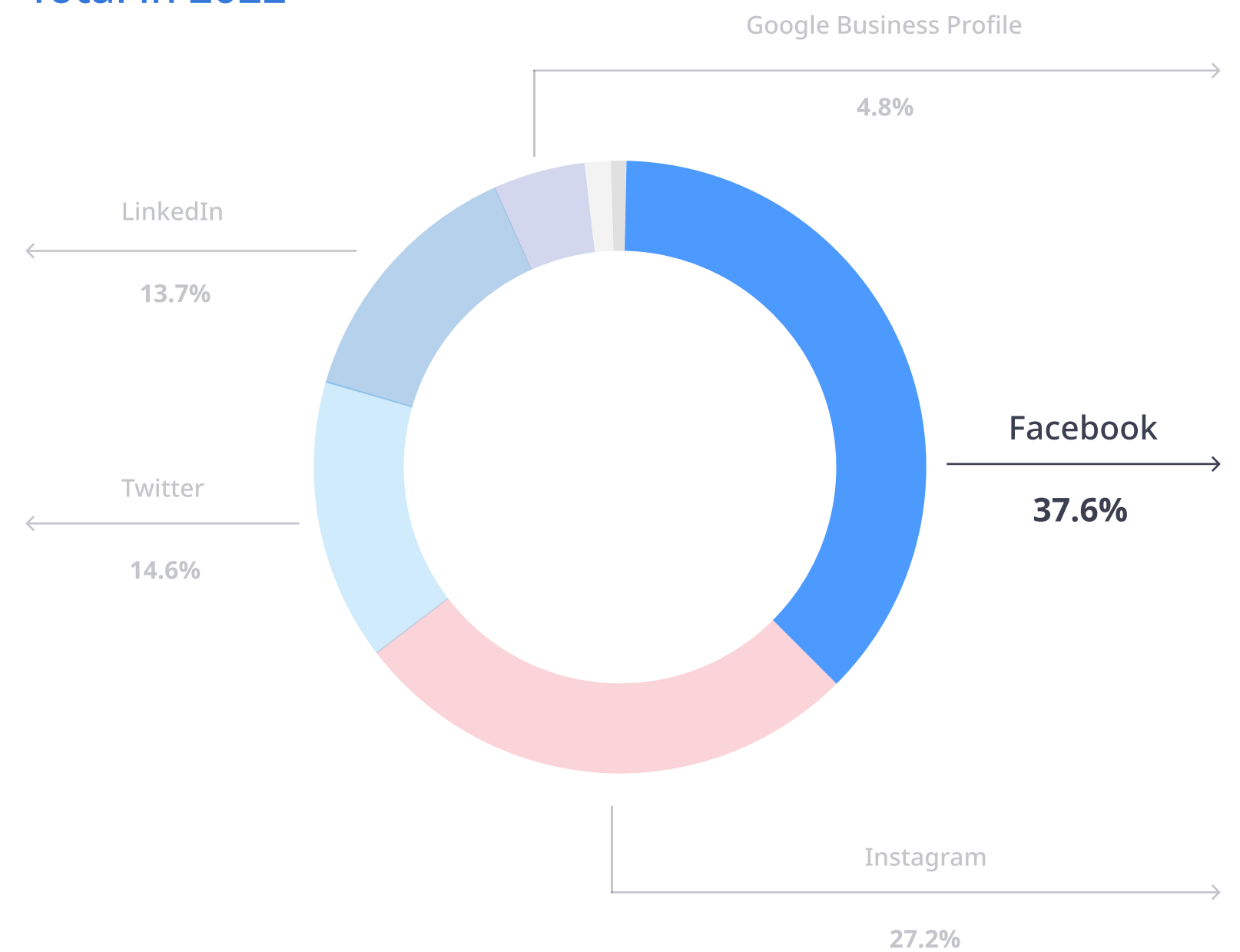
Many say Facebook is dying — but the numbers tell a different story. There were 1.14M Facebook posts created in Planable in 2022 — which represented 37% of all posts created.



**1.14M**

Facebook posts

## Total in 2022



# The most popular channels for brands

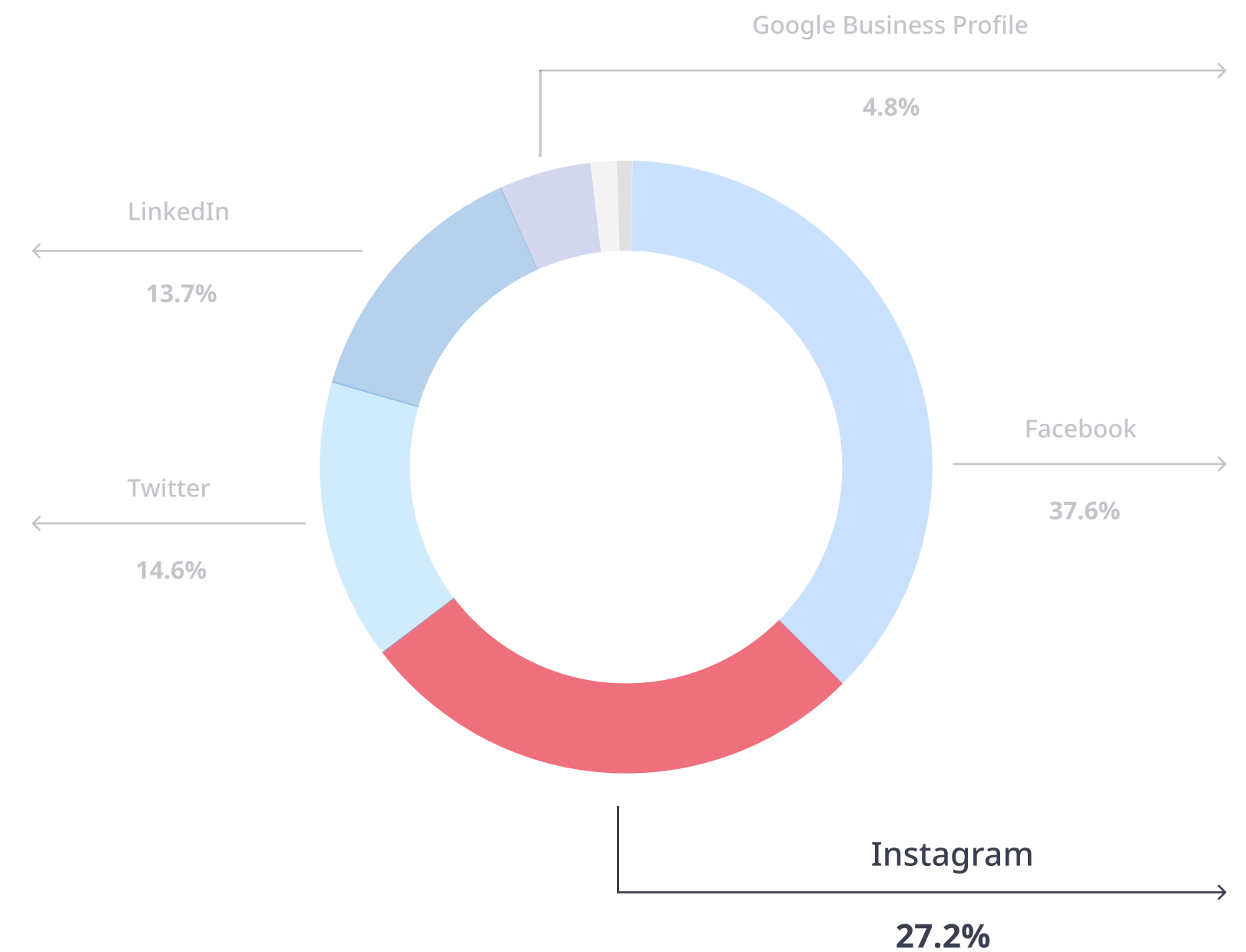
Instagram placed second with 27% of posts created for this platform in Planable (824K). The number of Instagram posts (including Reels) increased by 92% in 2022.



**824K**

Instagram posts

## Total in 2022





# The most popular channels for brands

“

This is a small example, but it still makes me laugh. It was a recent post we shared adapting White Lotus stills to social media manager frustrations and adding pop culture to the mix.

Being on top of trending movies, tv-series and pop culture can truly help shake things up.

I think what really worked for us was to spot a trend very early on and then think about how we could adapt that based on some of the frustrations and pains of social media managers and marketers.

We had 41 saves and 33 shares from this, which is insane for the kind of post it is!



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Fab Giovanetti, Head teacher and founder | Alt Marketing School



# The most popular channels for brands

Twitter saw an incredible growth of 128% more tweets in 2022 created in Planable. 443.7K tweets in total, amounting to 14.6% of all posts.

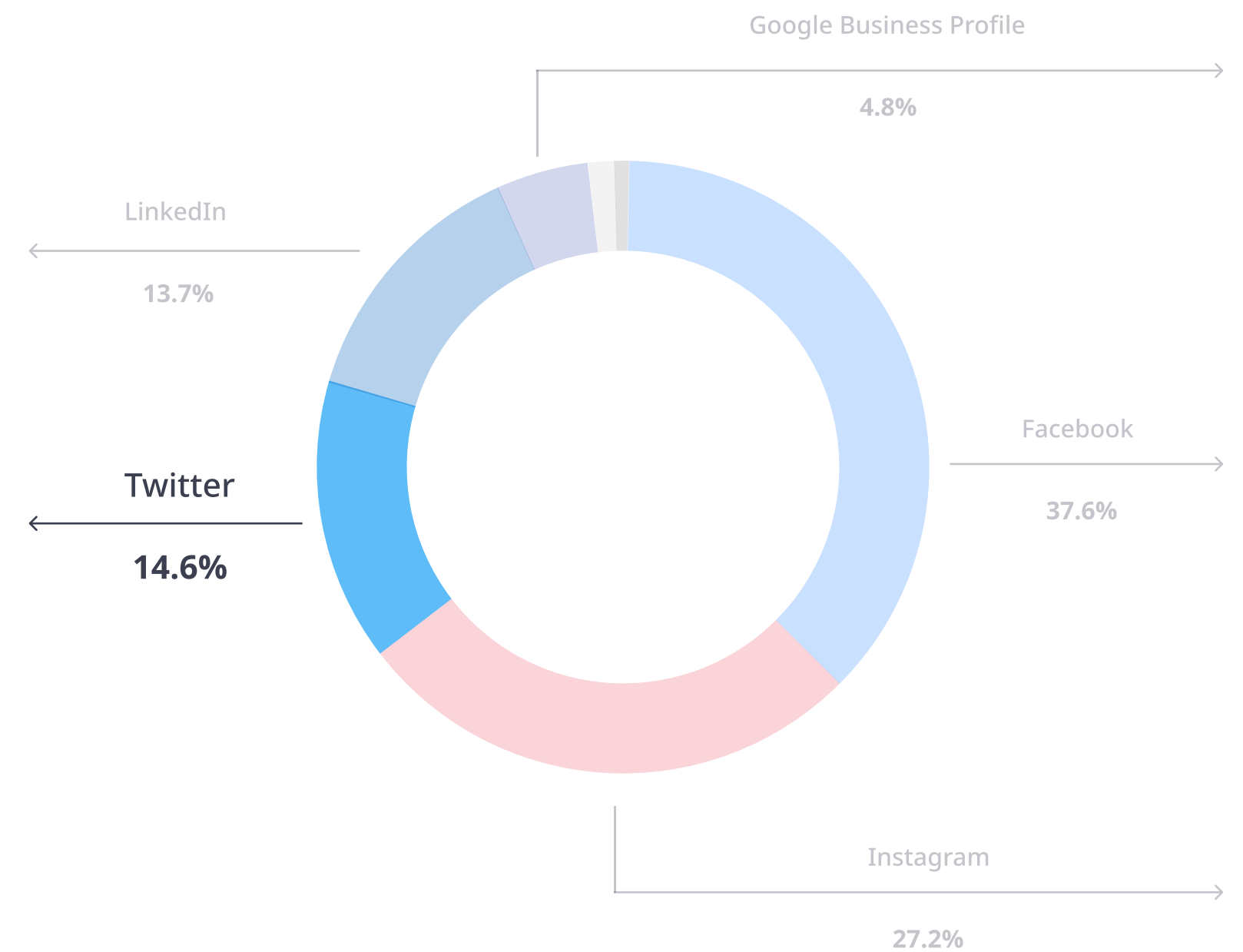


**443.7K**

Twitter posts



## Total in 2022



# The most popular channels for brands

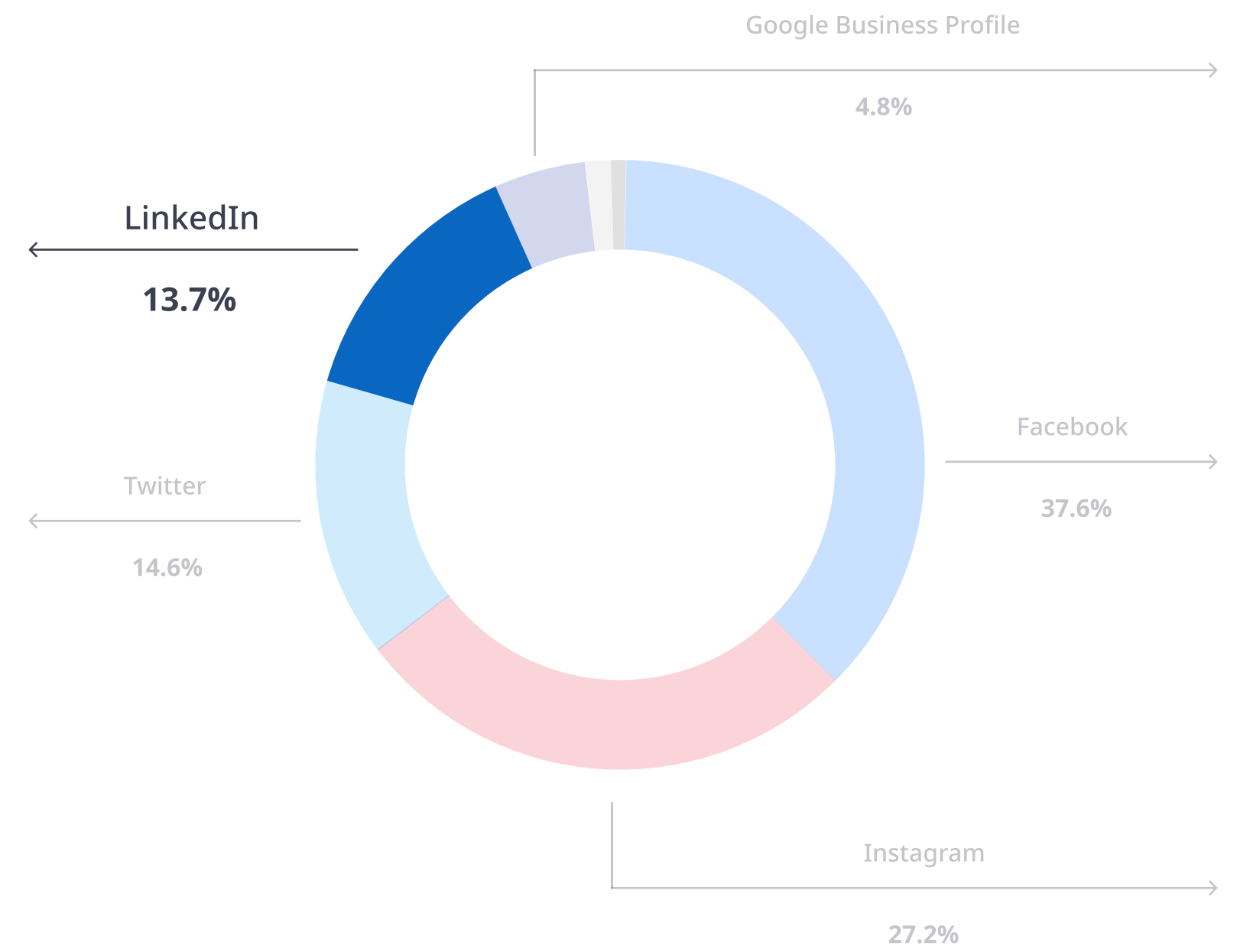
LinkedIn's numbers are almost identical to Twitter's: 13.7% of the total published posts went live on LinkedIn, an increase of 110% compared to 2021.



**425K**

LinkedIn posts

## Total in 2022





# The most popular channels for brands

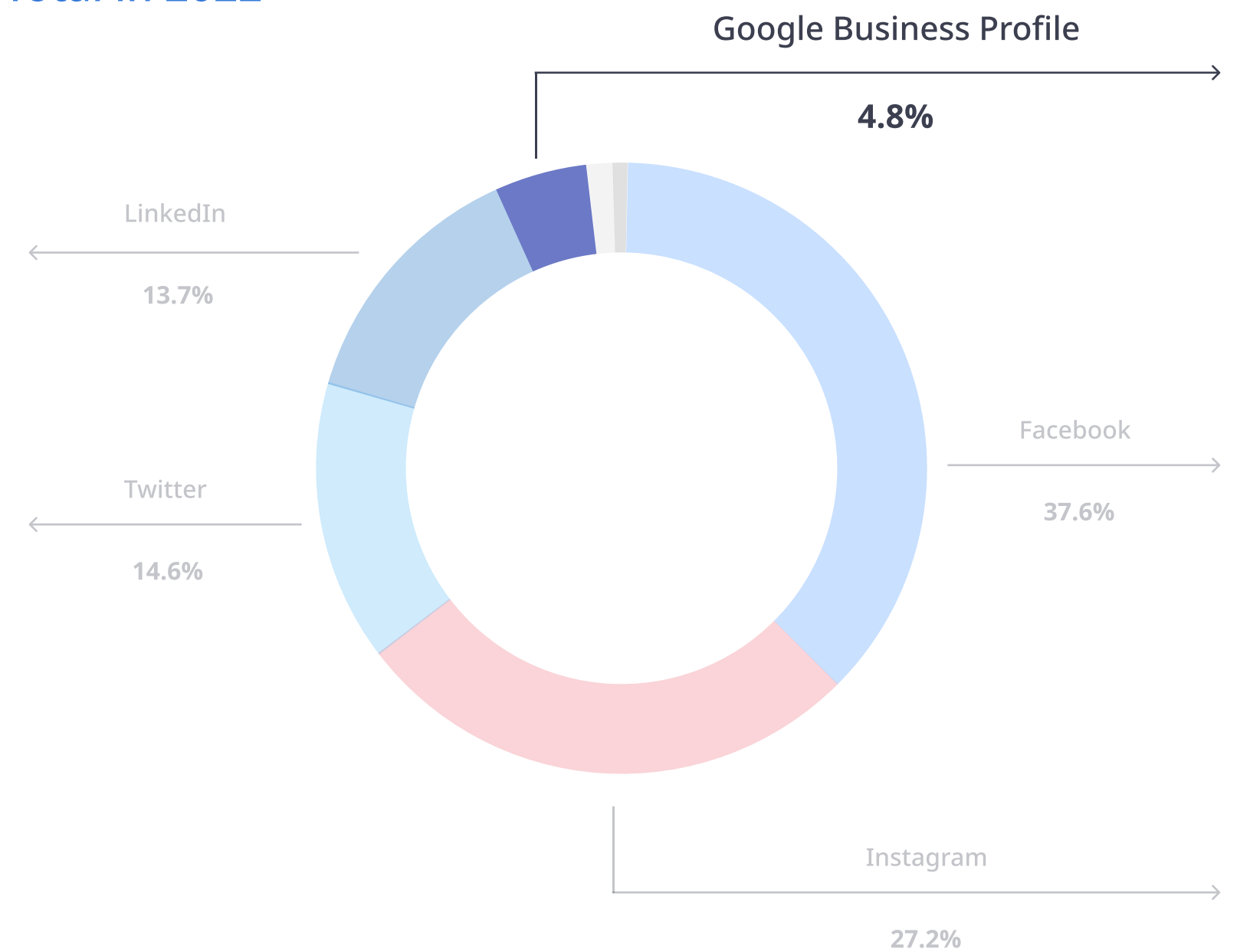
Google Business Profile increased by 225% in 2022, as brick & mortar businesses started focusing once again on bringing in foot traffic following the pandemic. 4.7% of the total posts created in Planable were for Google Business Profile.



**158K**

Google Business Profile posts

Total in 2022



## A rundown of social media marketing in 2022

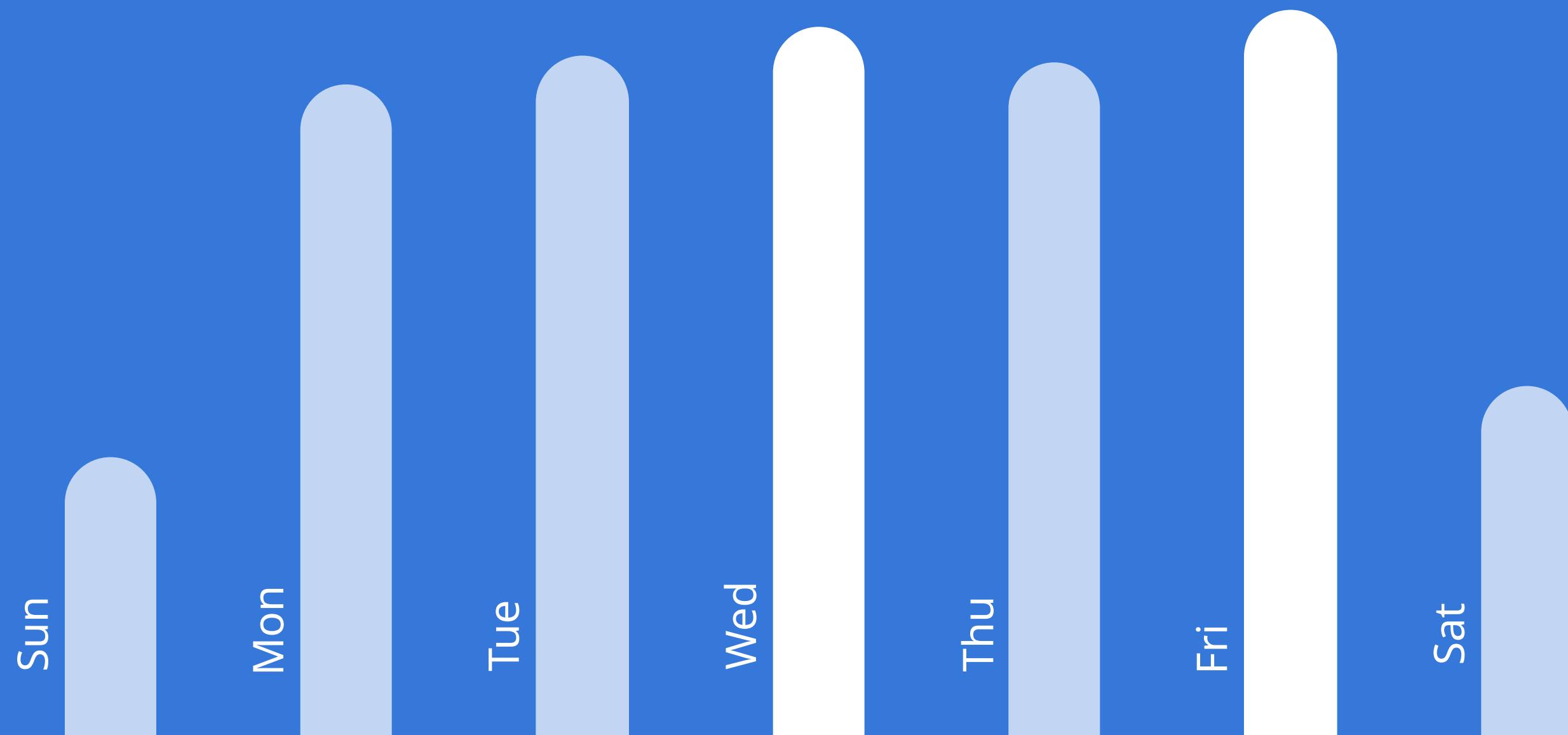
# 1. Planning: brands' publishing habits



## Most popular days for publishing

Most posts go live on Friday and Wednesday while the weekends are quite unpopular for brand posts, as expected.

### Published Posts

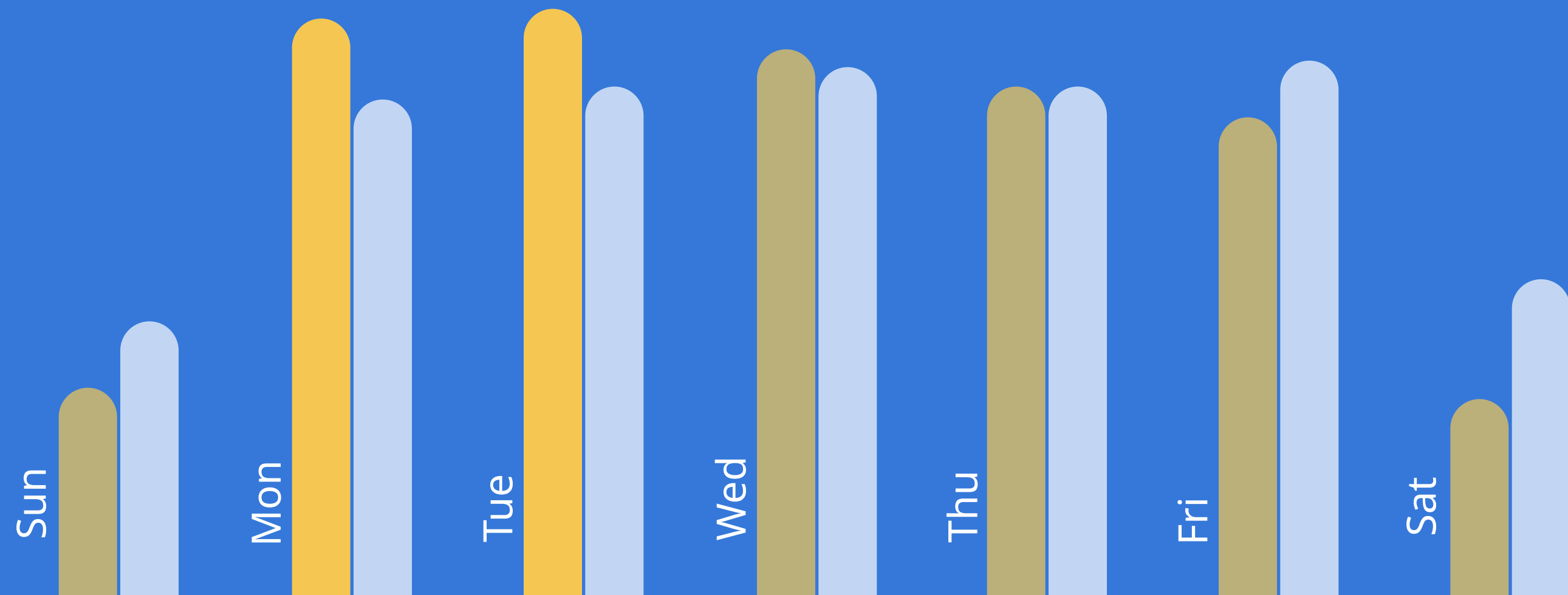




## Most popular days for publishing

But social media managers create most posts on Monday and Tuesday.

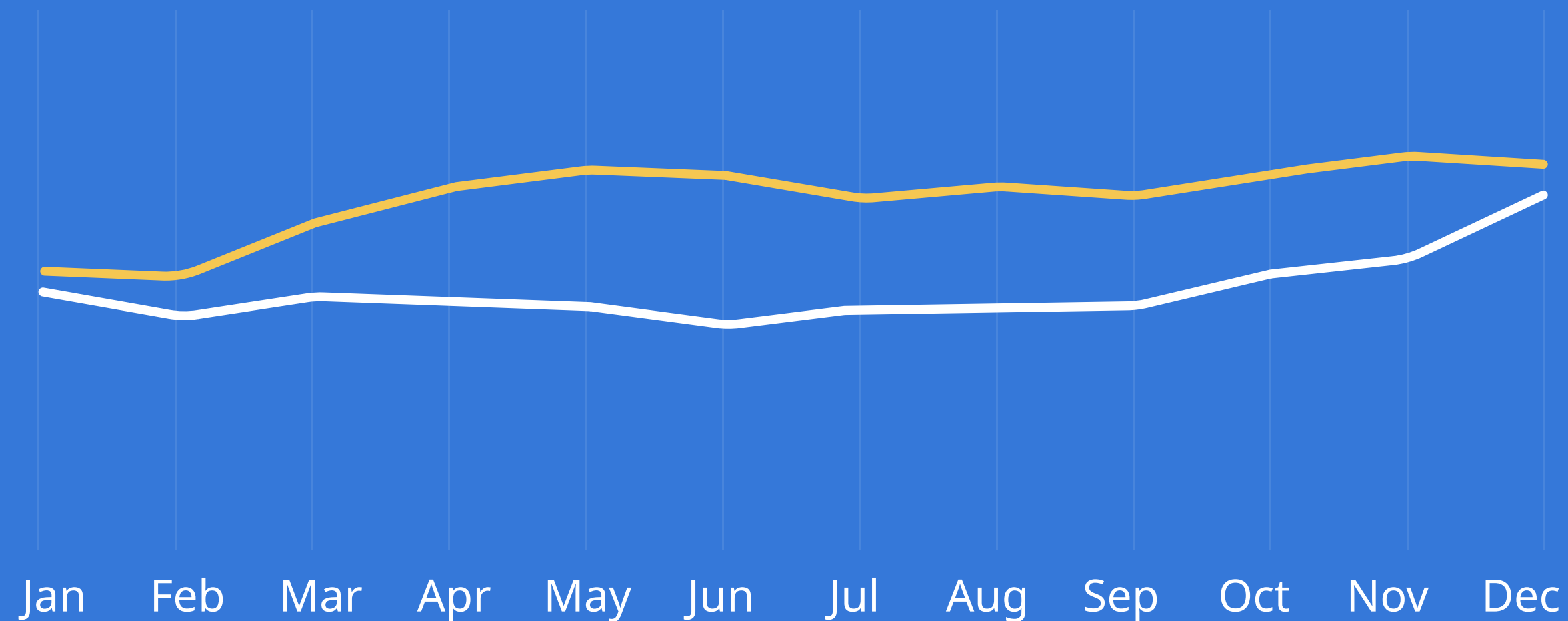
Created & Published ● Created ● Published



## Most popular months for publishing

Other than a slight dip during the Summer and an uptick in published posts between October and December, we haven't noticed any seasonal trends. The uptick is most likely caused by Holiday campaigns.

Per Month — ● Posts per user 2021 ● Posts per user 2022



## 2. Creation: the type of media included in posts



# The type of media included in posts

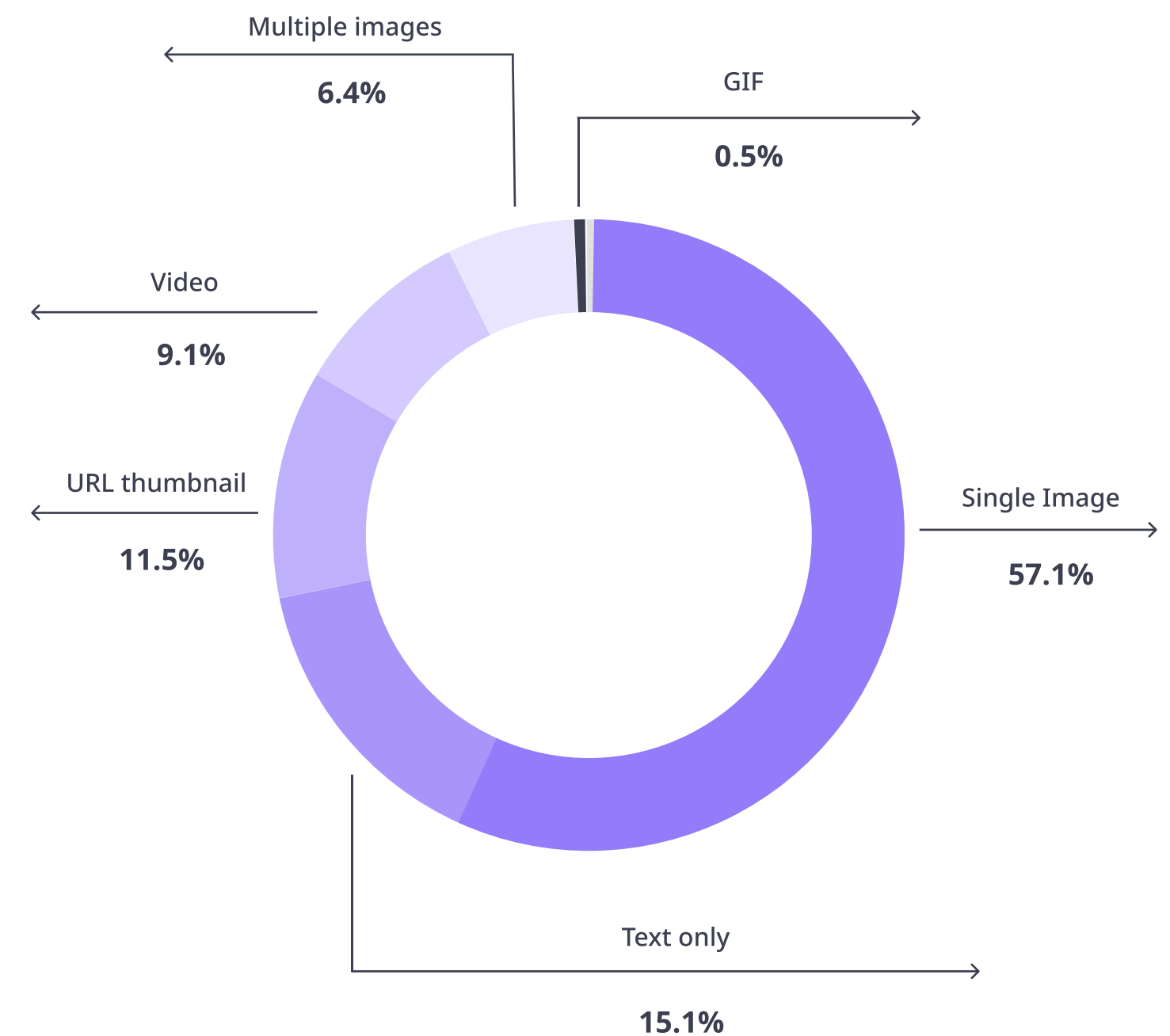
Single image is by far the most popular type of social media post. Surprisingly, text-only posts placed second, representing 15.1% of all posts published in 2022.

Could that be the result of the increasing trend in zero-click content? LinkedIn long posts and Twitter threads could be shining more and more.



## Single Img

most popular type of content





# The type of media included in posts

“

In the restaurant industry, pictures of staff, rather than pictures of food seemed to outperform everything else. Before, we were posting generic pictures of food and the restaurant interior. We didn't see it garner engagement or reactions. Since we started featuring staff members, it has attracted the attention of the local community again.



Joseph Hall, Brand Manager | The Deck Group



The type of media included in posts

“

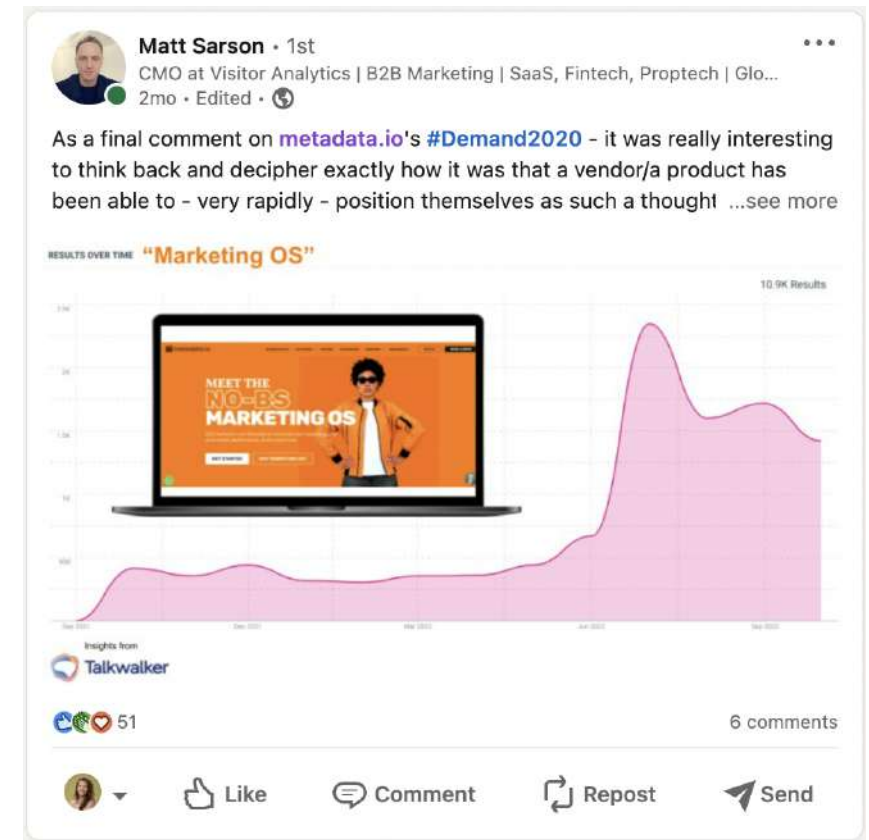
Leverage events/summits!

We attended and shared thoughts on various talks at Metadata's Demand 22 event. The result was many interactions with Metadata & their speakers, and lots of new connections with potential partners.

I also posted a brief write up of Ryan Neu's, CEO Vendr, excellent presentation at Web Summit 22 (Lisbon). I attended the talk, and shared my interpretation on social media. This post received 6,997 impressions, 103 likes, and was shared 5 times (mainly by members of the Vendr team).



Matt Sarson, CMO | Visitor Analytics



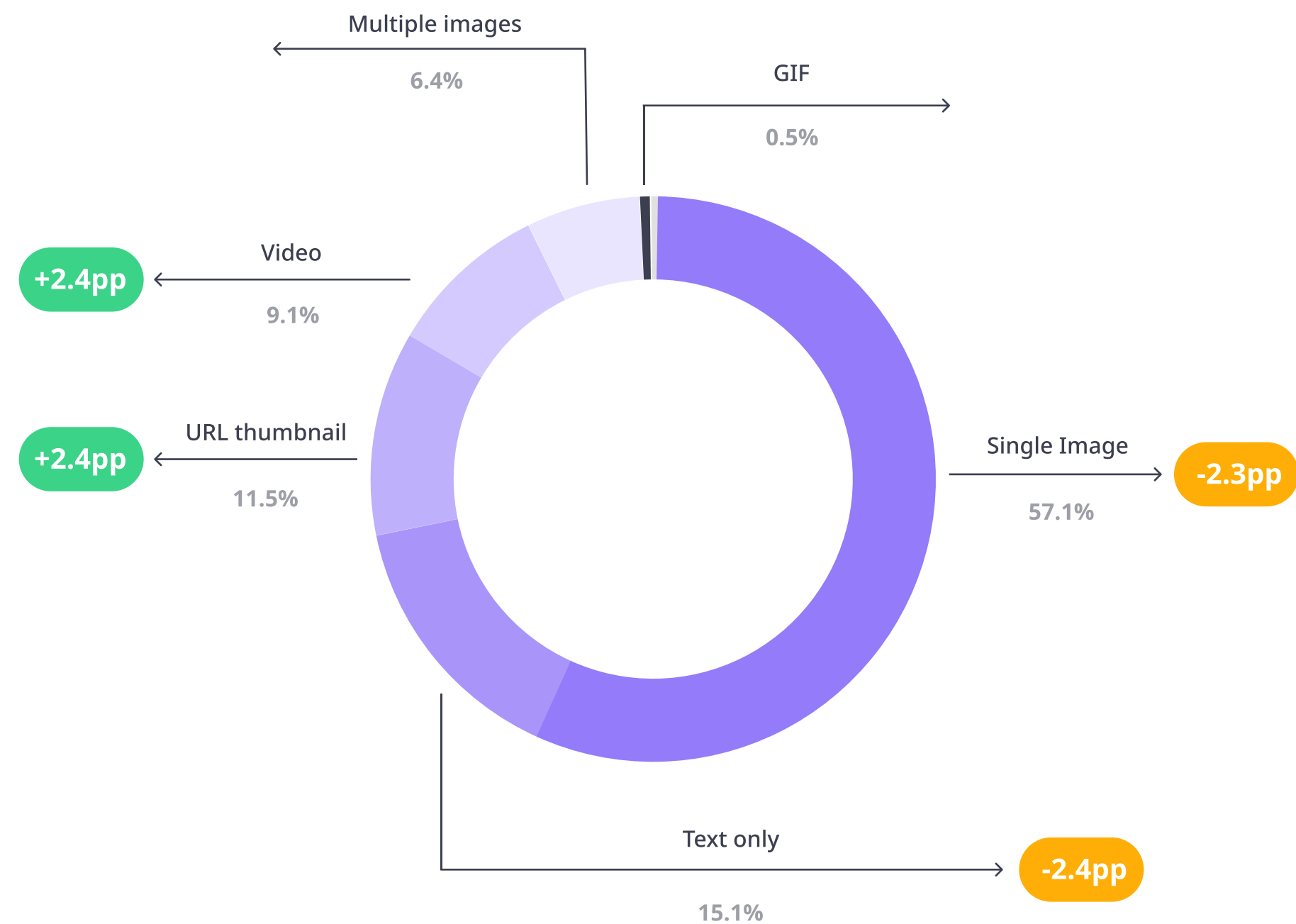
The type of media included  
in posts

Interestingly, URL thumbnail and video increased in popularity in 2022 compared to 2021.



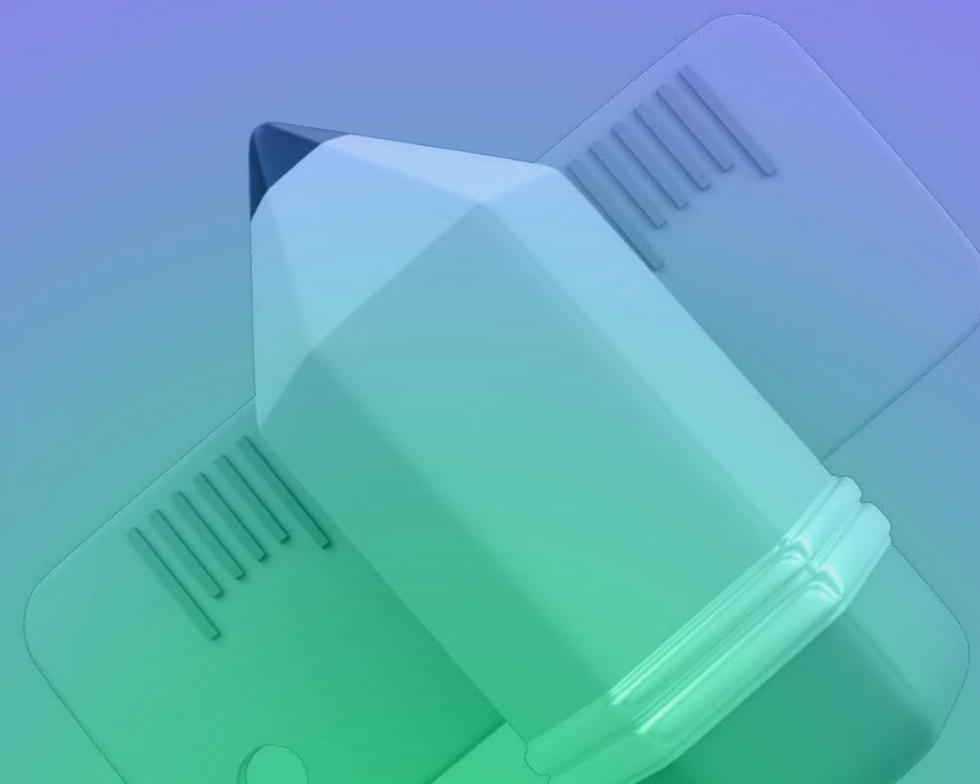
## URL thumbnail & video

increased popularity in 2022





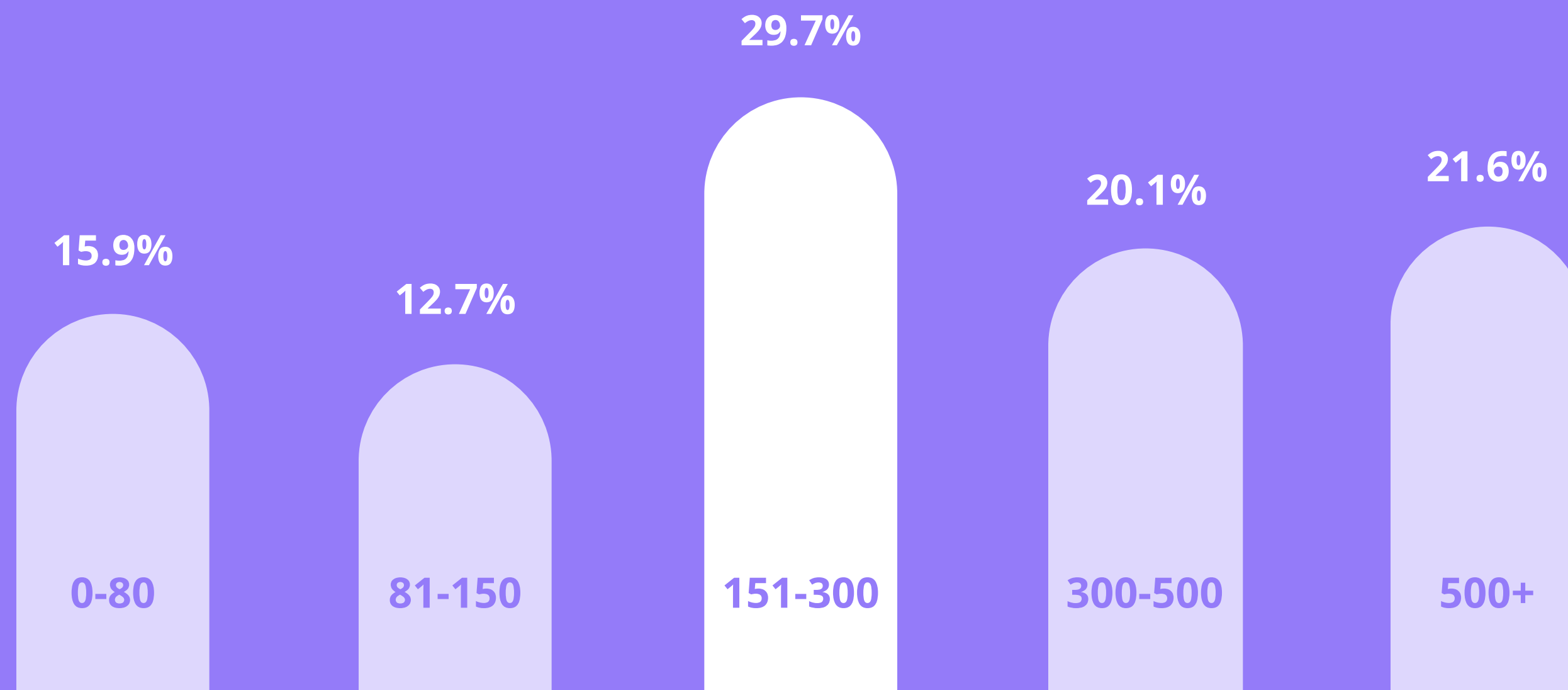
## 2. Creation: post length





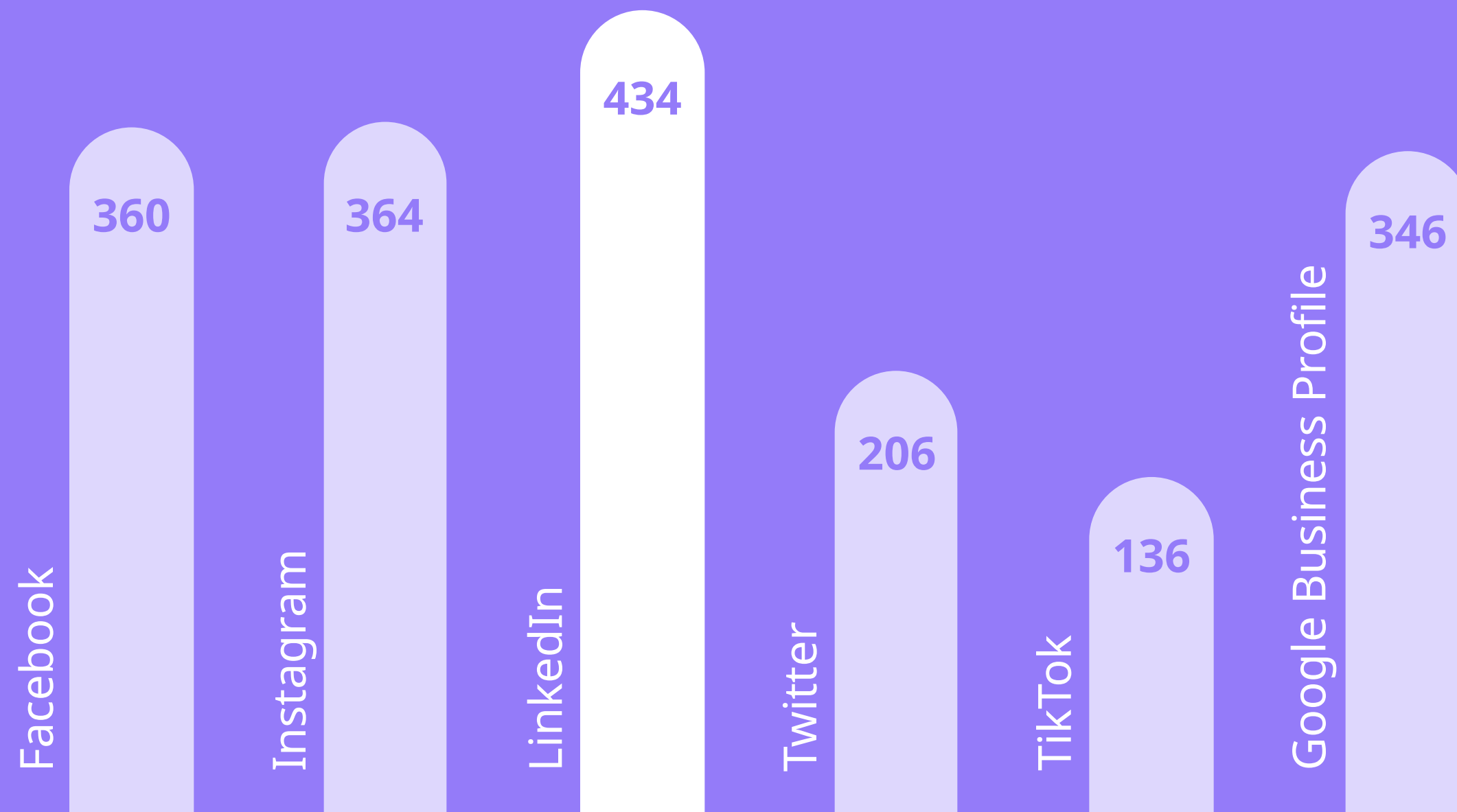
On average, posts were about **351 characters** long. 29% of the posts were between 150 and 300 characters, and 21% were above 500 characters.

### Number of characters



As expected, LinkedIn is the number one choice for long-form captions. Facebook, Instagram, and Google Business Profile average around 350 characters per post.

Number of characters per platform



Post Length

## 2. Creation: emoji popularity in posts



# Emoji popularity in posts

79%

of posts contained at least one emoji

Backhand Index Pointing Right 🙌 was by far the most popular one, followed by Sparkles ✨ and Red Heart ❤️.

## Popular Emojis

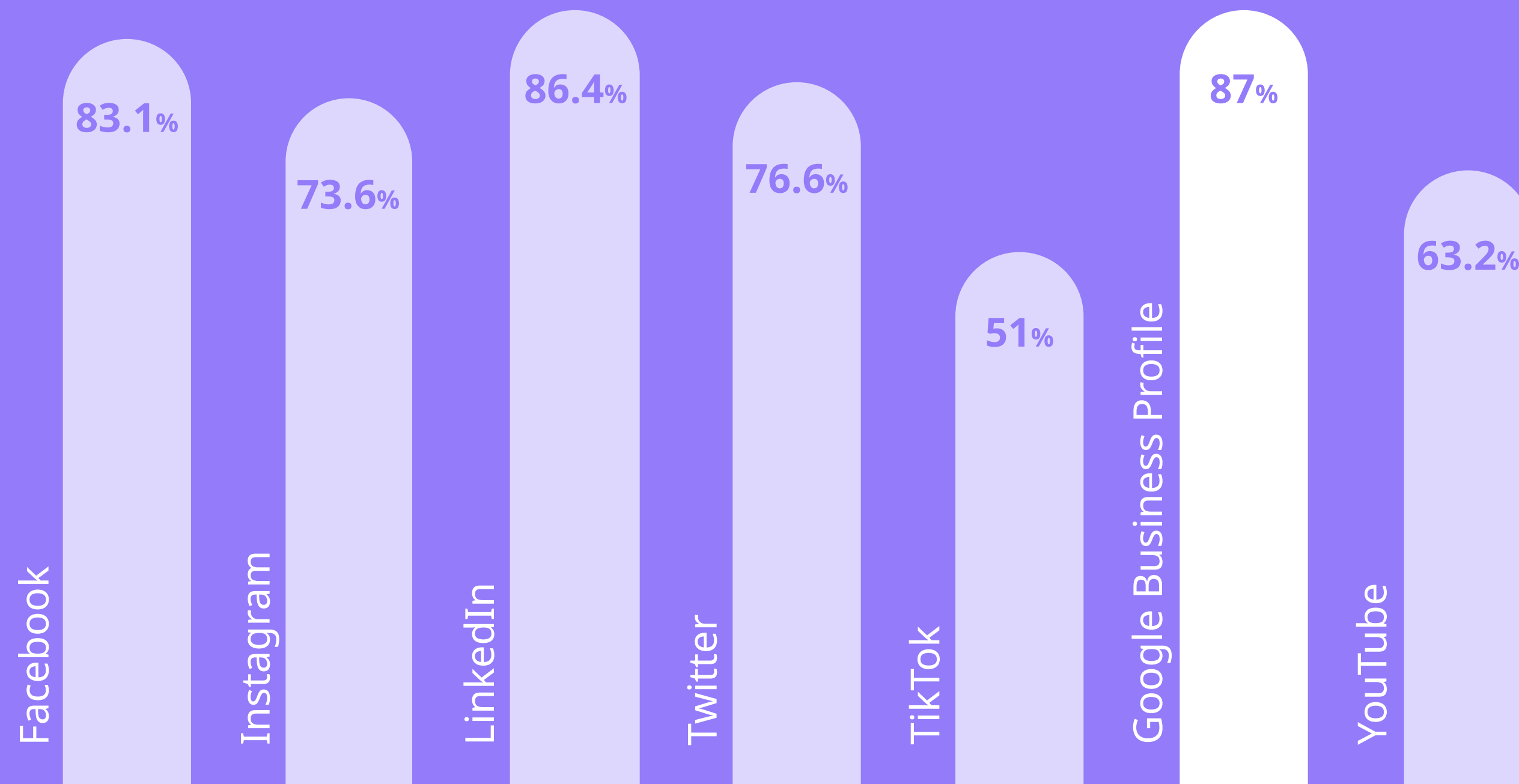




# Emoji popularity in posts

Although Instagram and TikTok are considered the most informal social media platforms, Google Business Profile, LinkedIn, and Facebook posts had the highest amount of emojis.

Emojis per platform



## 2. Creation: hashtag popularity



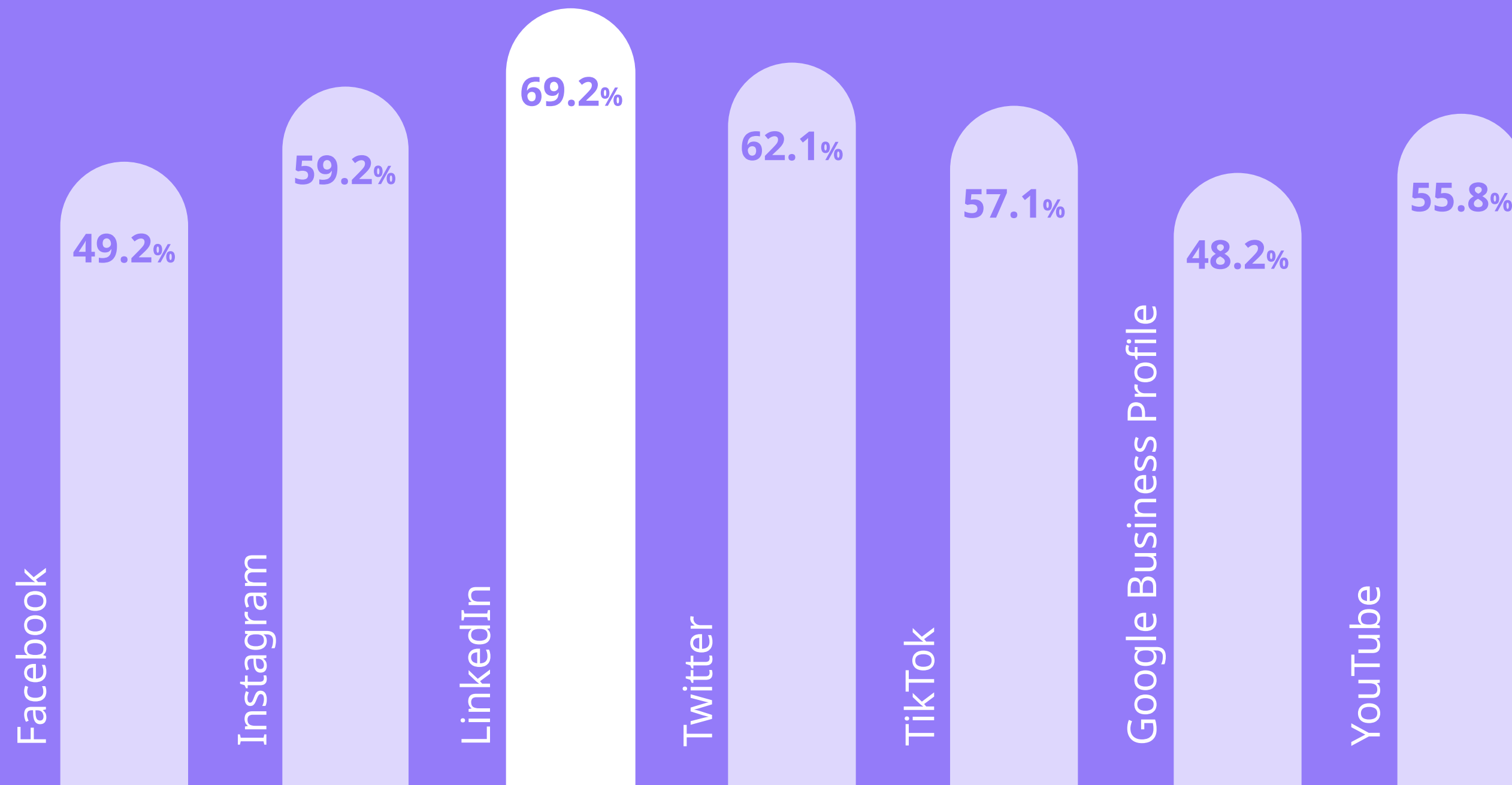
# Emoji popularity in posts

57%

of all posts contained at least one hashtag

69% of LinkedIn posts had at least one hashtag. Twitter came in second with 62% of tweets having hashtags.

## Hashtags per platform



# 3. Collaboration: reviewing and approving social media content





# Reviewing and approving social media content



**27%**

of all published posts were  
approved before going live



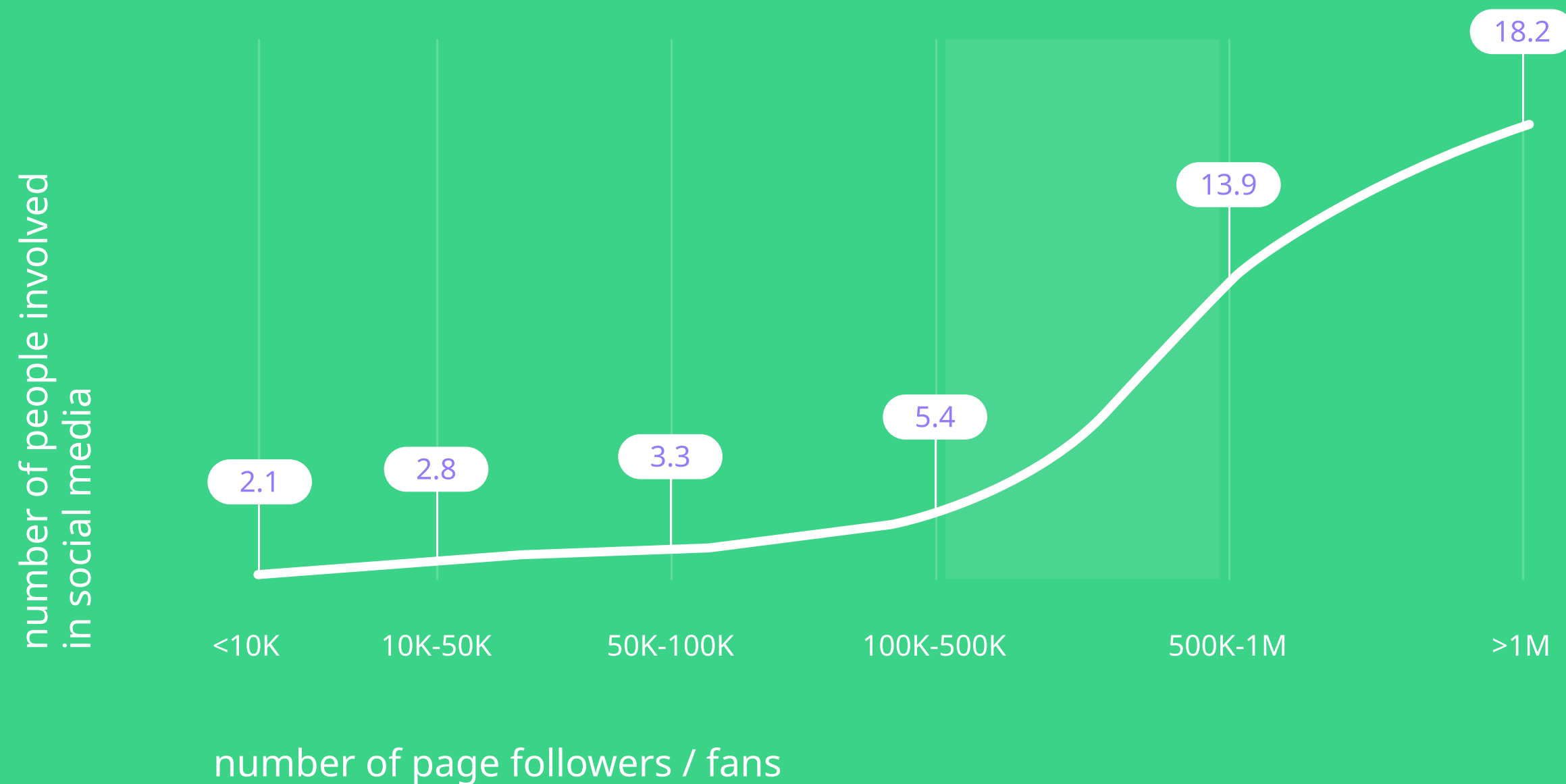
**1.83**

it took an average of 1.83 pieces of feedback  
(comments) to get a post approved.

# Reviewing and approving social media content

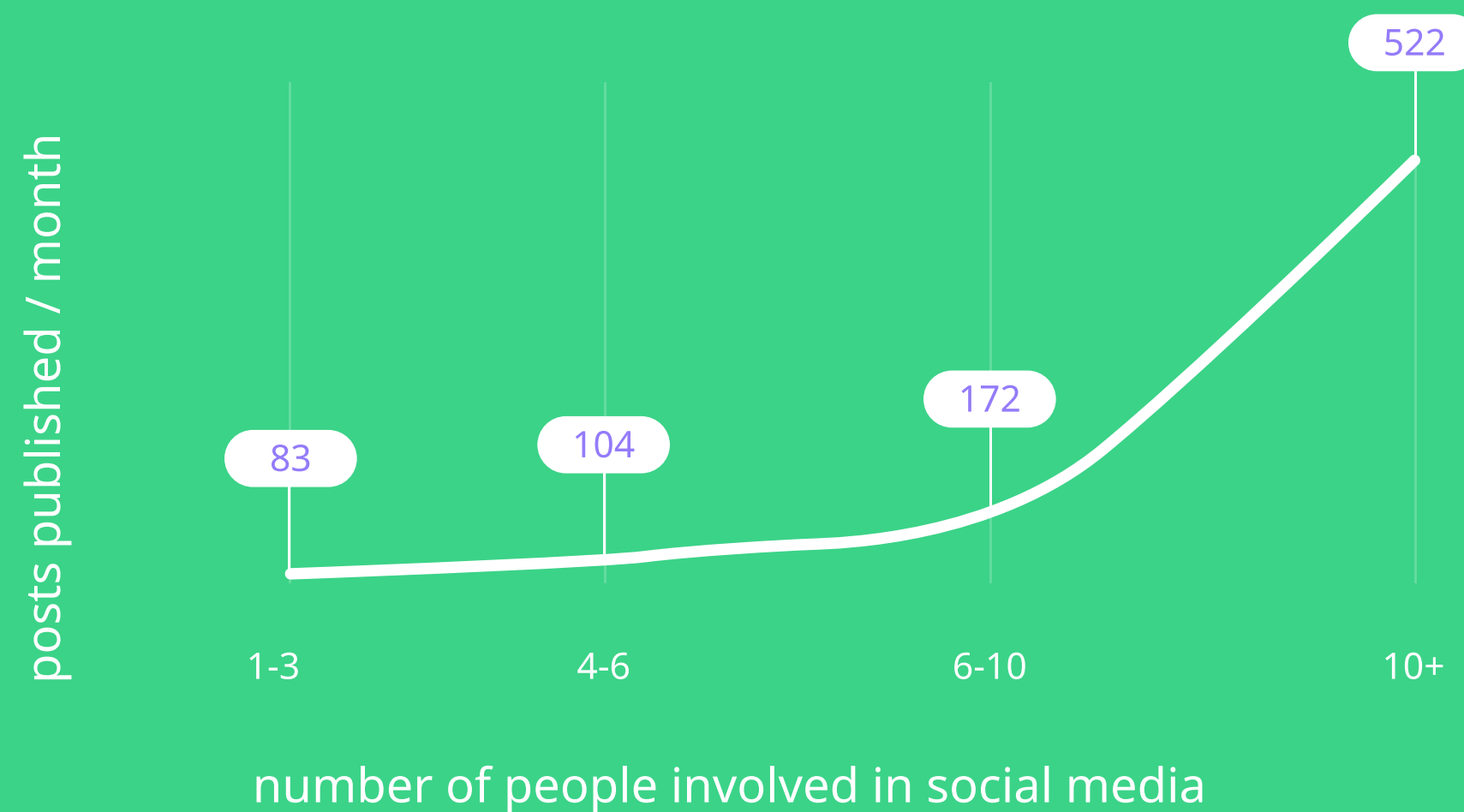
## Size of the teams involved vs pages managed

The number of people involved in the social media management process is directly proportional to the page's following. Notice the sharp increase in team size once a page surpasses 500K followers.



## Amount of content vs size of teams involved

Each company published an average of 190 posts per month. We again see a clear correlation between team size and the average number of published posts. The bigger the team, the more content it creates. Teams of over 10 people publish over 522 posts on average per month.



# Platforms. Or how to leverage the right channel

Whatever business you run, the first essential step in developing your social media marketing strategy is choosing the proper channels.

Your aim should be leveraging channels that offer your brand the most potential. This means choosing social networks where your audience is most active and where you have the most opportunities to connect with new customers.

Start by understanding your target audience — research their interests, demographic data, and online activity. Then, align the data with the most relevant channels to develop a realistic social media marketing plan.

Because everyone is on social media, your ideal audience is likely spread thin between various platforms. To account for that, you must understand the specifics of each channel and the unique audience behaviors associated with each network.

So, let's take each platform individually and explore some key insights from 2022.



“

Pretty Little Marketer's seen some awesome engagement this year, and a few viral hits on TikTok! The most successful piece of content is the one with the most saves and shares ever.

That piece of content was this carousel from early December, all about Lush Cosmetic's year in review since they quit social media in 2021.

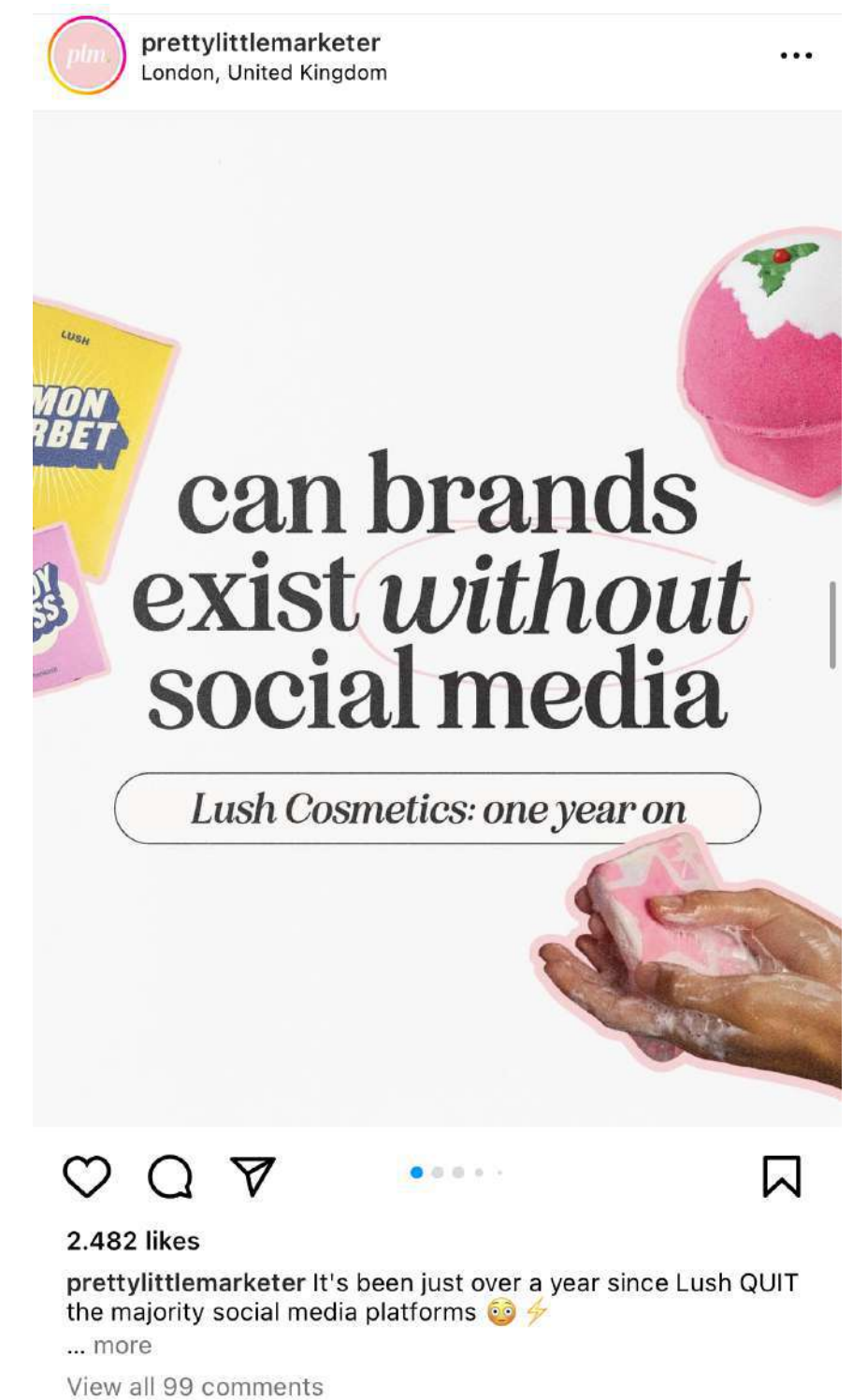
I love learning about the industry at large, and learning from brands and marketers much more knowledgeable than me is something I hugely enjoy. And it appears the PLM community does, too, hence the success of this post!

I think the reason this post performed so well is because it's a real-life case study, of a brand we all recognize. The topic is something we all have an opinion on, and in the community setting, we feel confident sharing - whether that's in the comment section, or reshared to individual networks or Instagram stories.

Creating conversation is a great community builder, and giving people the tools to make a great one (such as a case study, or thought-provoking post) is a super way to light that fire!



Sophie Miller, Founder | Pretty Little Marketer



# Facebook



## Number of users

With 2.9 billion monthly active users, Facebook remains the most popular social media network by a long way. It's the first choice for most businesses and where you'll find the most diverse global audience. No matter your target demographic, they will most likely be on Facebook.



# 2.9 Billion

monthly active users

Facebook





## Demographics



**31.5%**

are between the **ages of 25 and 34**,  
the platform's largest age group.



**57%**

of Facebook users are male

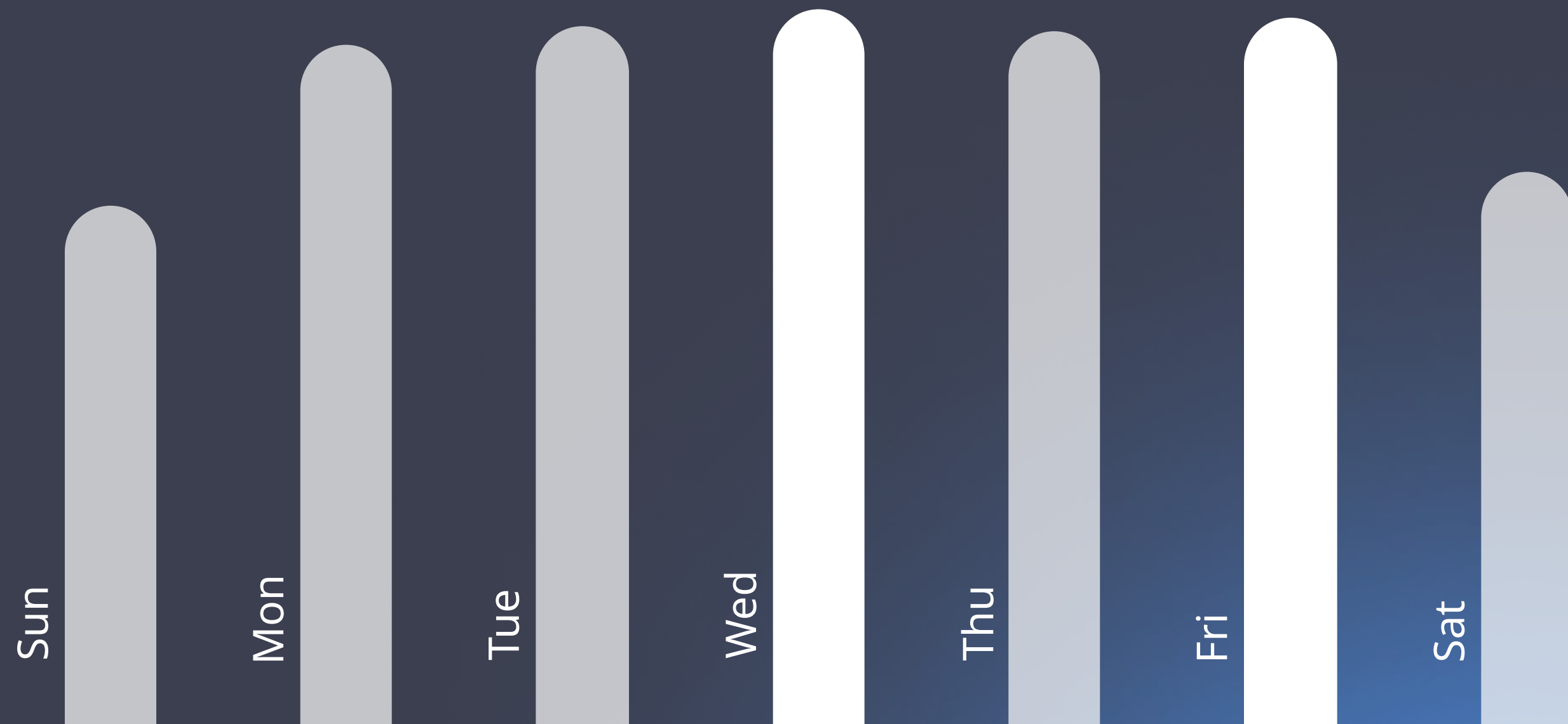
Facebook



## Most popular days to publish content on Facebook

The most popular days to publish on Facebook are Wednesdays and Fridays. Interestingly, out of all platforms, Facebook is the most well-balanced in terms of popular days to publish content. 🤔

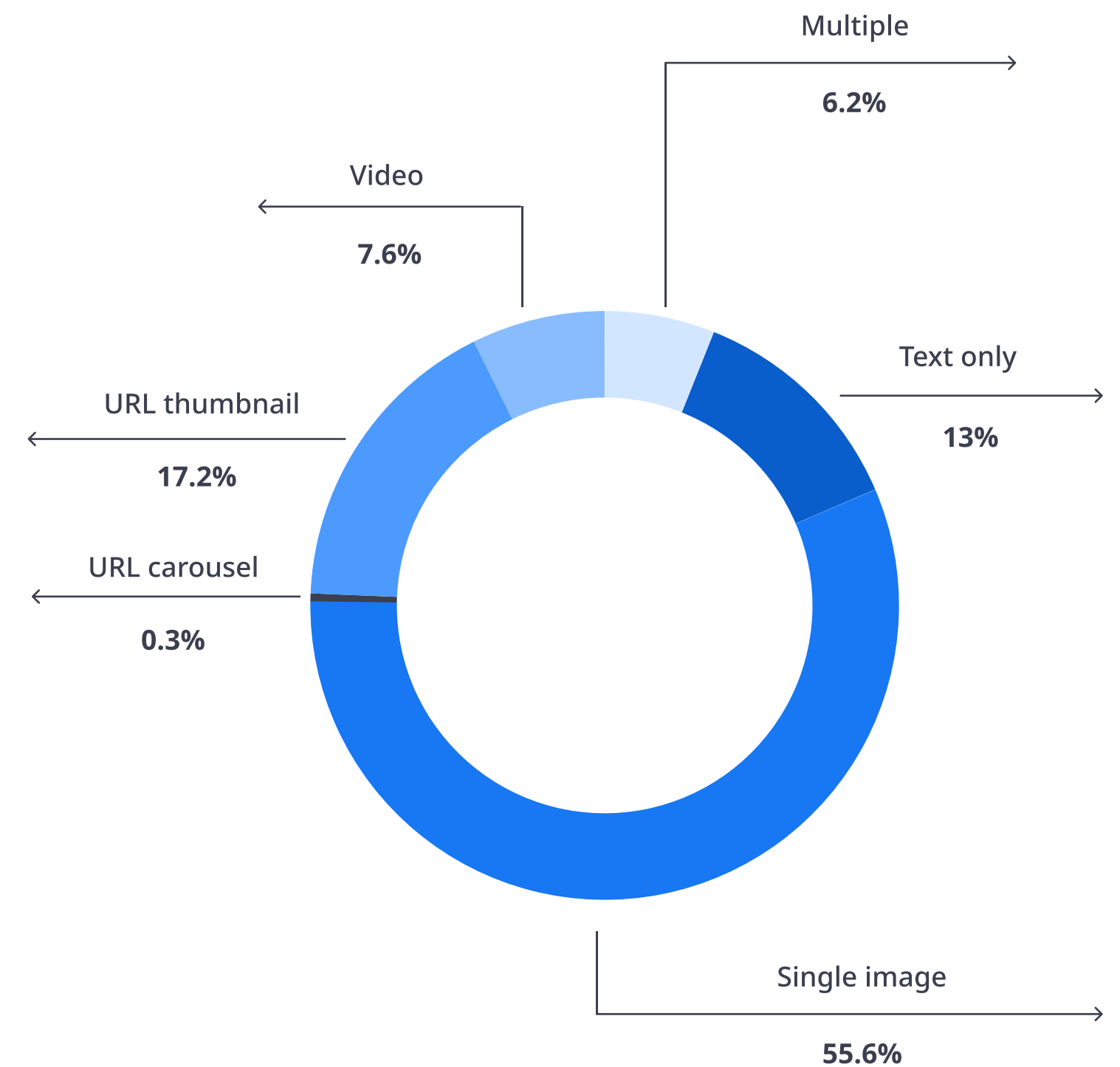
### Facebook





## The type of media included in Facebook posts

Single image, URL thumbnail, and text-only posts saw the highest numbers on Facebook.



“

On Facebook, multiple photo uploads outperform single photo uploads. Also, portrait videos on Facebook are officially dead, no matter what the content is.

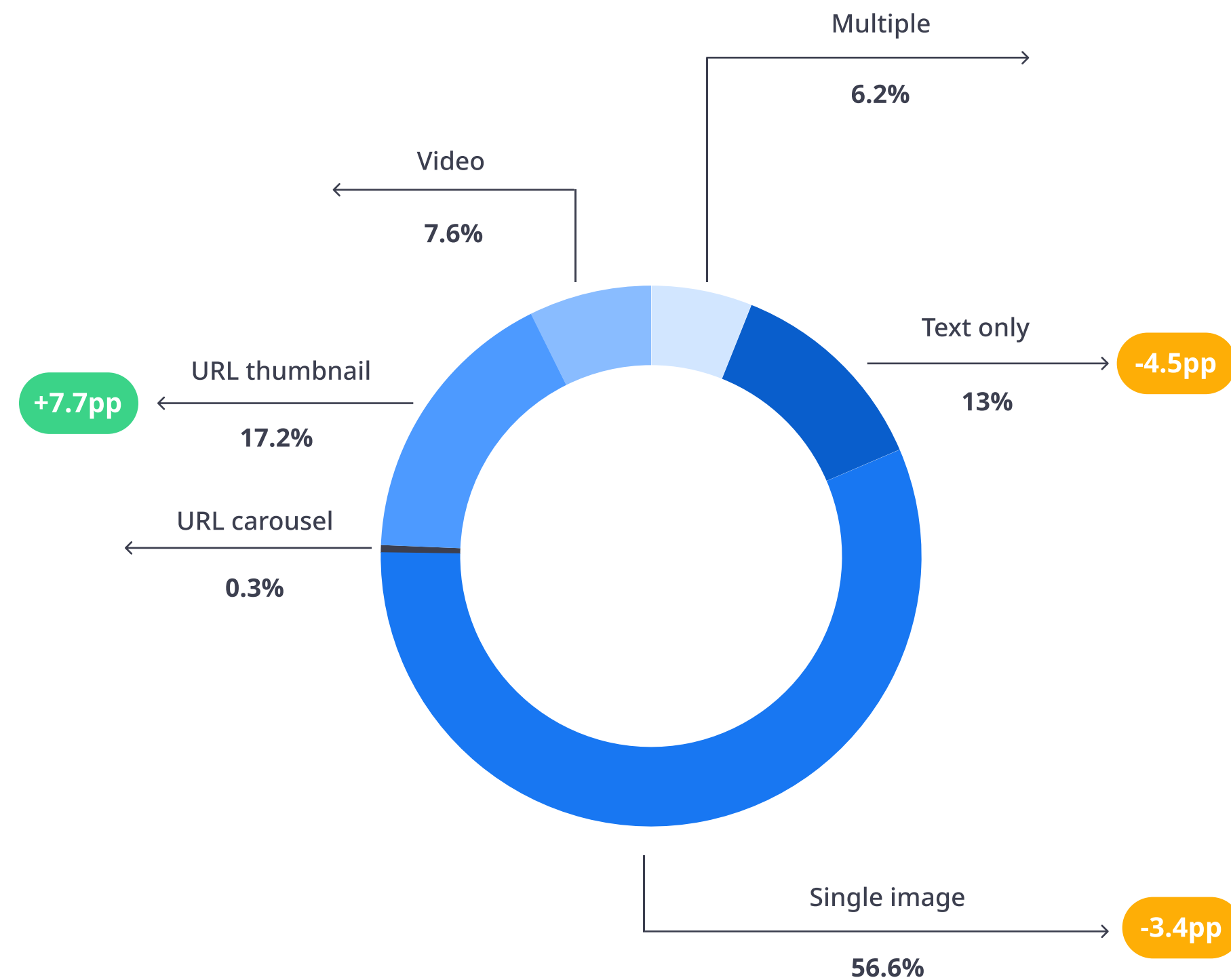
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Joseph Hall, Brand Manager | The Deck Group

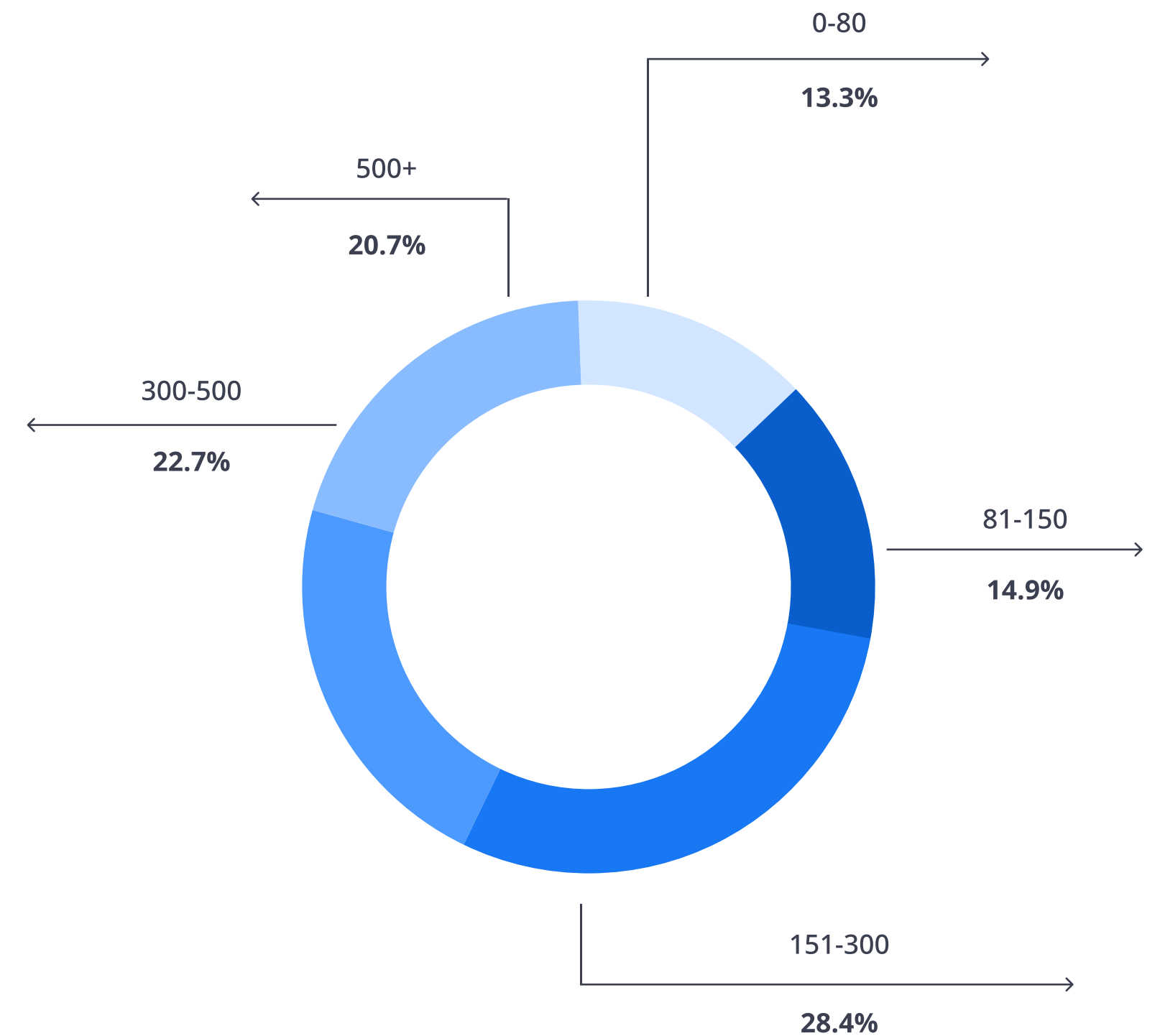
## The type of media included in Facebook posts

Compared to 2021, URL thumbnail saw a significant increase in popularity.



## Facebook post length

On average, posts were about 360 characters long. 28% of posts were between 150 and 300 characters, and 43% were above 300 characters.



**83%**

of all Facebook posts  
contained at least  
one emoji

In 3rd place, we see Backhand Index Pointing Down  
— most likely used to point towards links or images  
in the post.

### Emoji popularity on Facebook





# Instagram



## Number of users

Instagram is a social media heavyweight with a diverse monthly active user base of around 1.4 billion. There's a lot you can do on this visual platform, making it an ideal place for brands to connect directly with their audience.



# 1.4 Billion

monthly active users

Instagram



## Demographics

31.2% of Instagram users are between the ages of 18 and 24, the platform's largest age group. Surprisingly, Instagram has the same largest age group as Facebook, and most users are male (52.8%), indicating that these two platforms may have more in common than we thought. However, Instagram still has a significant audience of young professionals, with the 25-34 age group very close behind at 30%.



### 31.2%

are between the **ages of 18 and 24**, the platform's largest age group.



### 52.8%

of Instagram users are male

## Growth Rate

Instagram has always been a popular social media network. With a growth rate of 32% in 2022, it's not that far behind TikTok. This growth rate is most likely a direct result of Instagram's proactivity in developing new features to compete with other social networks.



**32%**

growth rate in 2022

Instagram

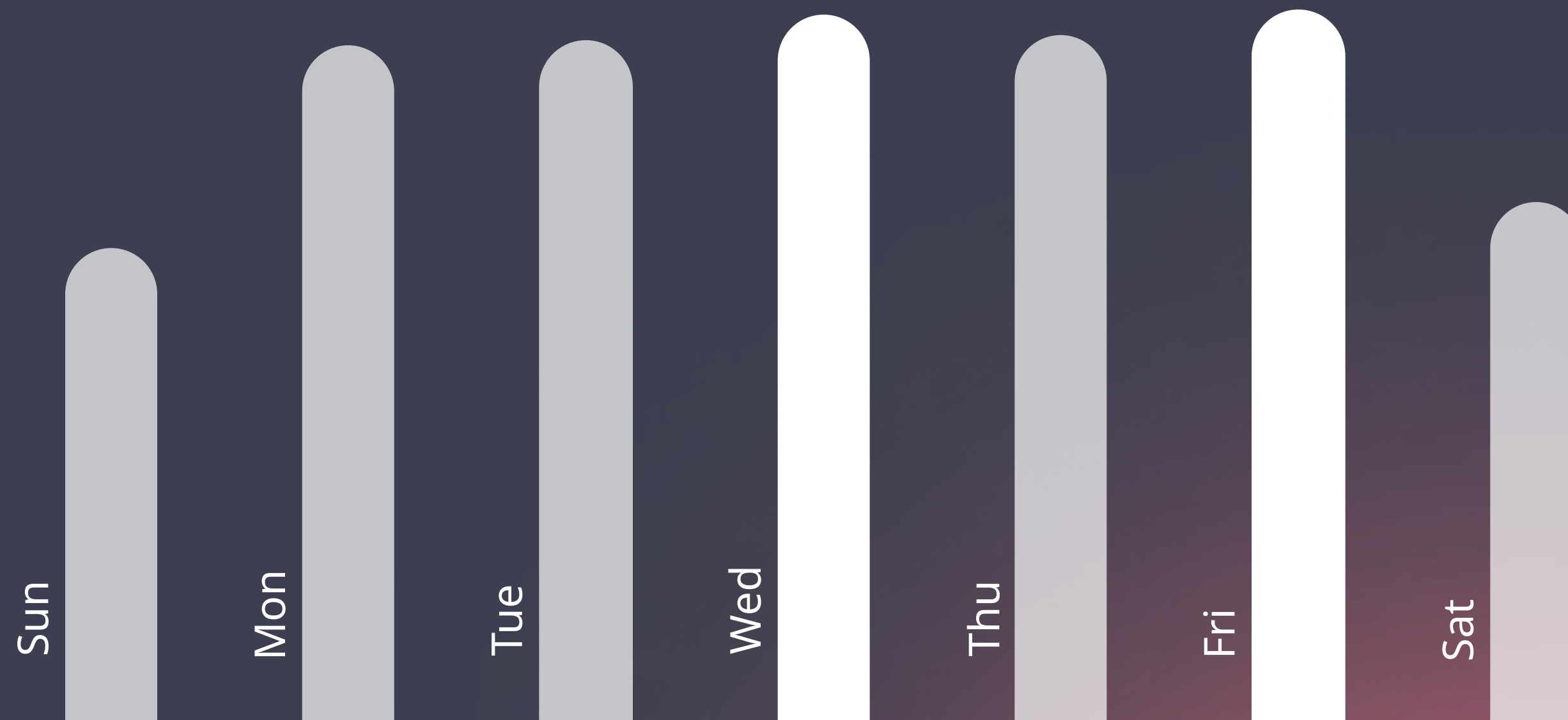


## Most popular days to publish content on Instagram

Instagram's chart is almost identical to Facebook's — Wednesdays and Fridays are the most popular days to publish posts for brands.

### Instagram

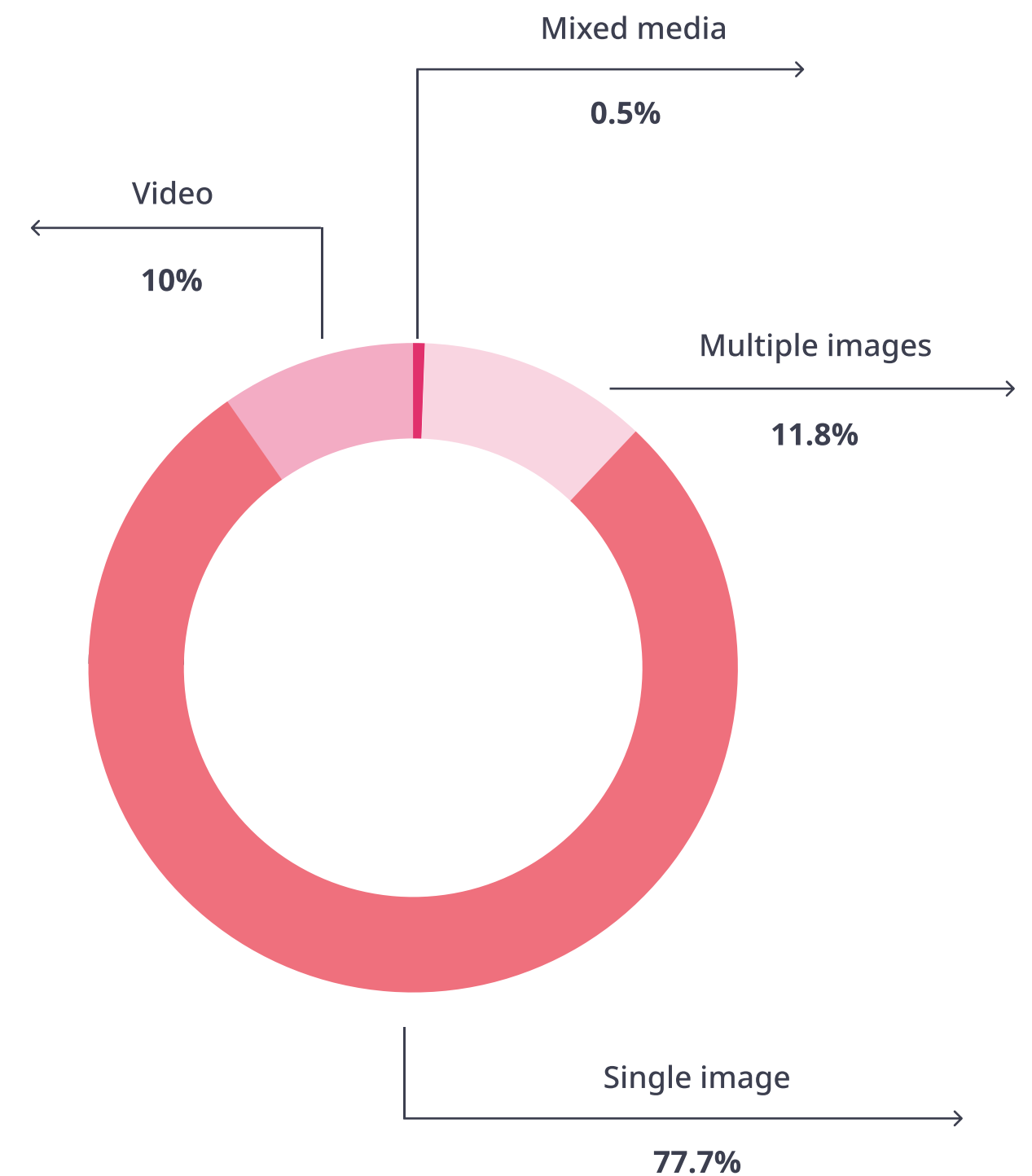
Instagram





## The type of media included in Instagram posts

Single image made up a staggering 77% of all posts published on Instagram.



“

While 'reels' are seemingly popular, if you don't post them as part of your feed, they don't get much engagement. Instead, they reach a lot of 'non-followers'. In spite of the added visibility, this doesn't result in automatic increase in followers.

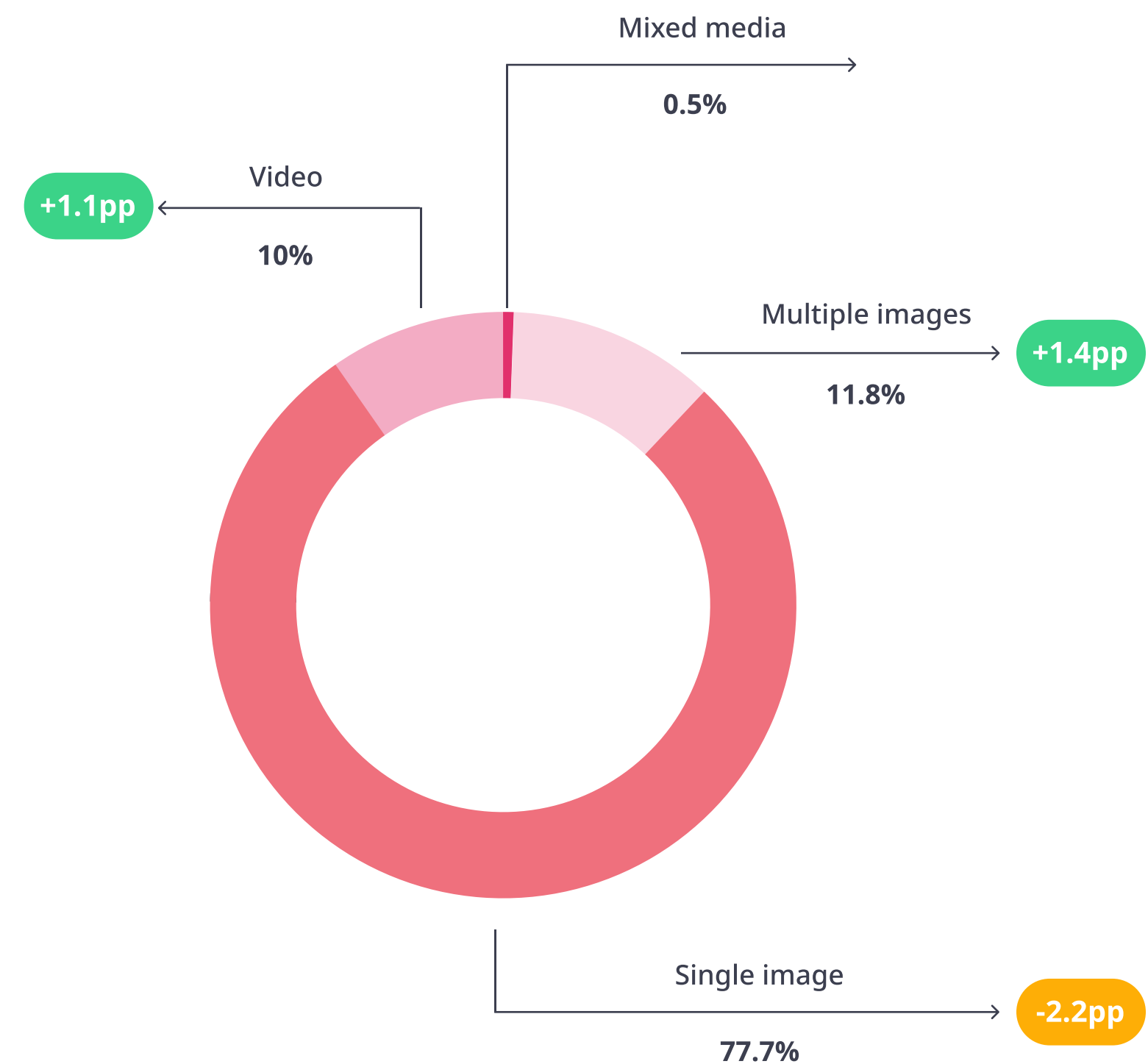
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Joseph Hall, Brand Manager | The Deck Group

## The type of media included in Instagram posts

You can notice a slight decrease of 2.2 percentage points in single-image posts compared to 2021. Multiple images and video posts were slightly more popular in 2022 compared to 2021.



“

Instagram stories featuring the 'brand' don't seem to perform as well as those featuring UGC. In fact, the story content which always attracts the most reach and sticker taps is uploading 4 pieces of UGC with the 4 square layout.

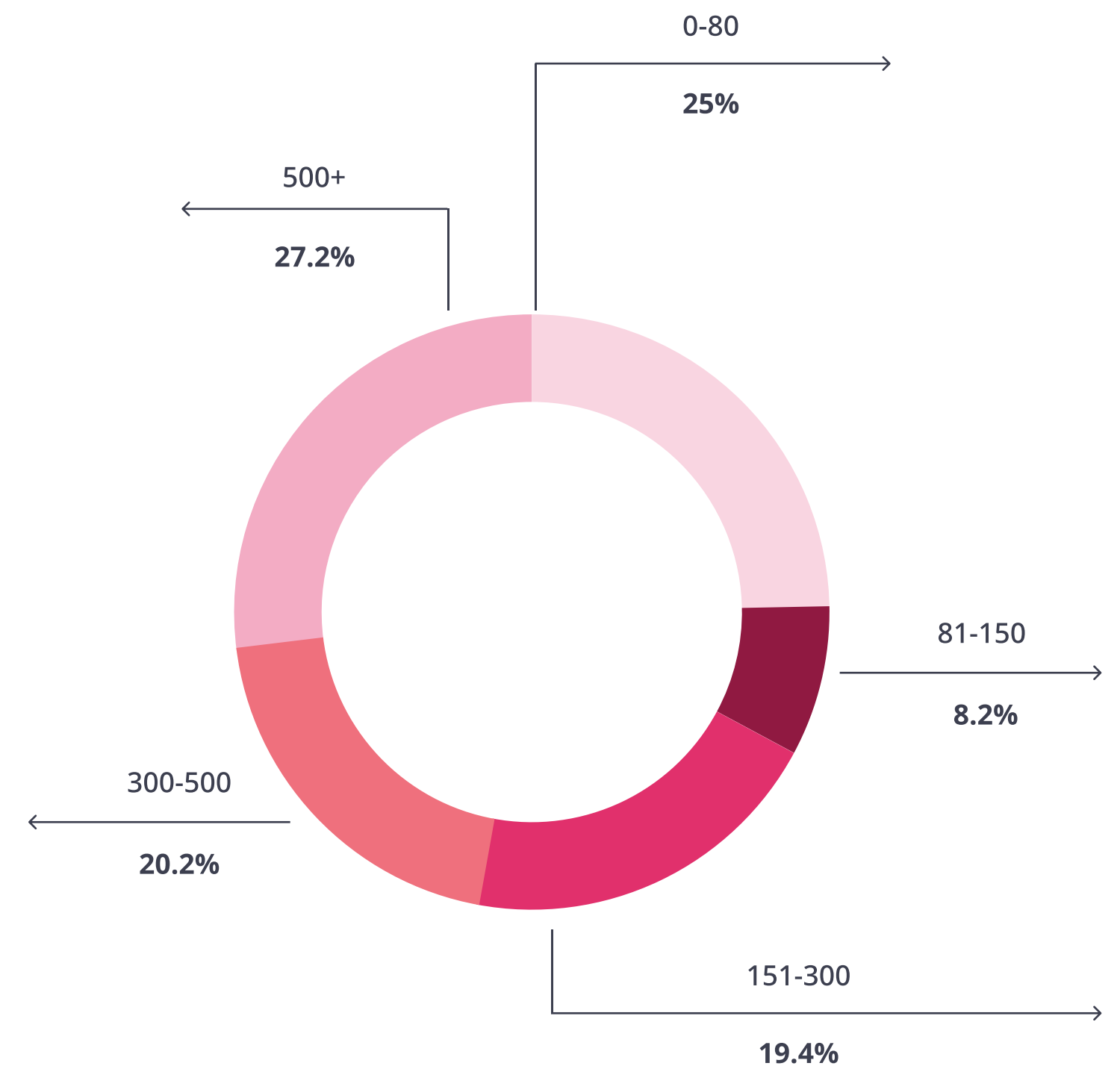
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Joseph Hall, Brand Manager | The Deck Group

## Instagram post length

On average, posts were about 364 characters long. 27% of the posts were above 500 characters, and 25% were below 80 characters.





**73%**

of all Instagram posts  
contained at least one emoji

We see the Sparkles emoji ✨ take the lead, followed  
by 🙌 and ❤️.

### Emoji popularity on Instagram



# Twitter



## Demographics

Although smaller than other social media giants, Twitter has seen some solid growth recently. Twitter's largest age group is relatively young (18 - 29), amounting to 42% of the platform's users. Most Twitter users are male (61.6%).



**42%**

are between the **ages of 18 and 29**,  
the platform's largest age group.



**61.6%**

of Twitter users are male

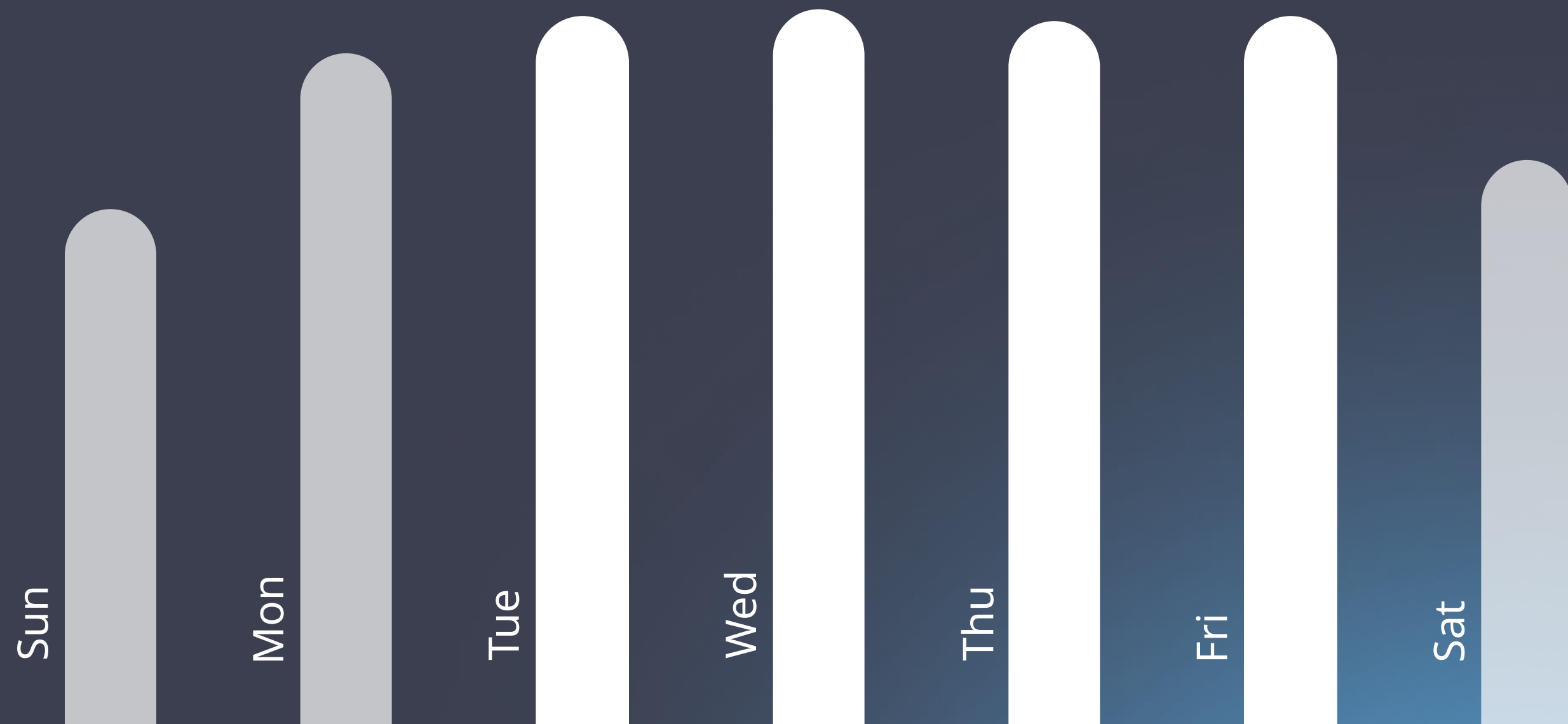
Twitter



## Most popular days to share content on Twitter

Weekday trends level up quite a bit when we look at Twitter. Monday is the only day when brands are noticeably less active.

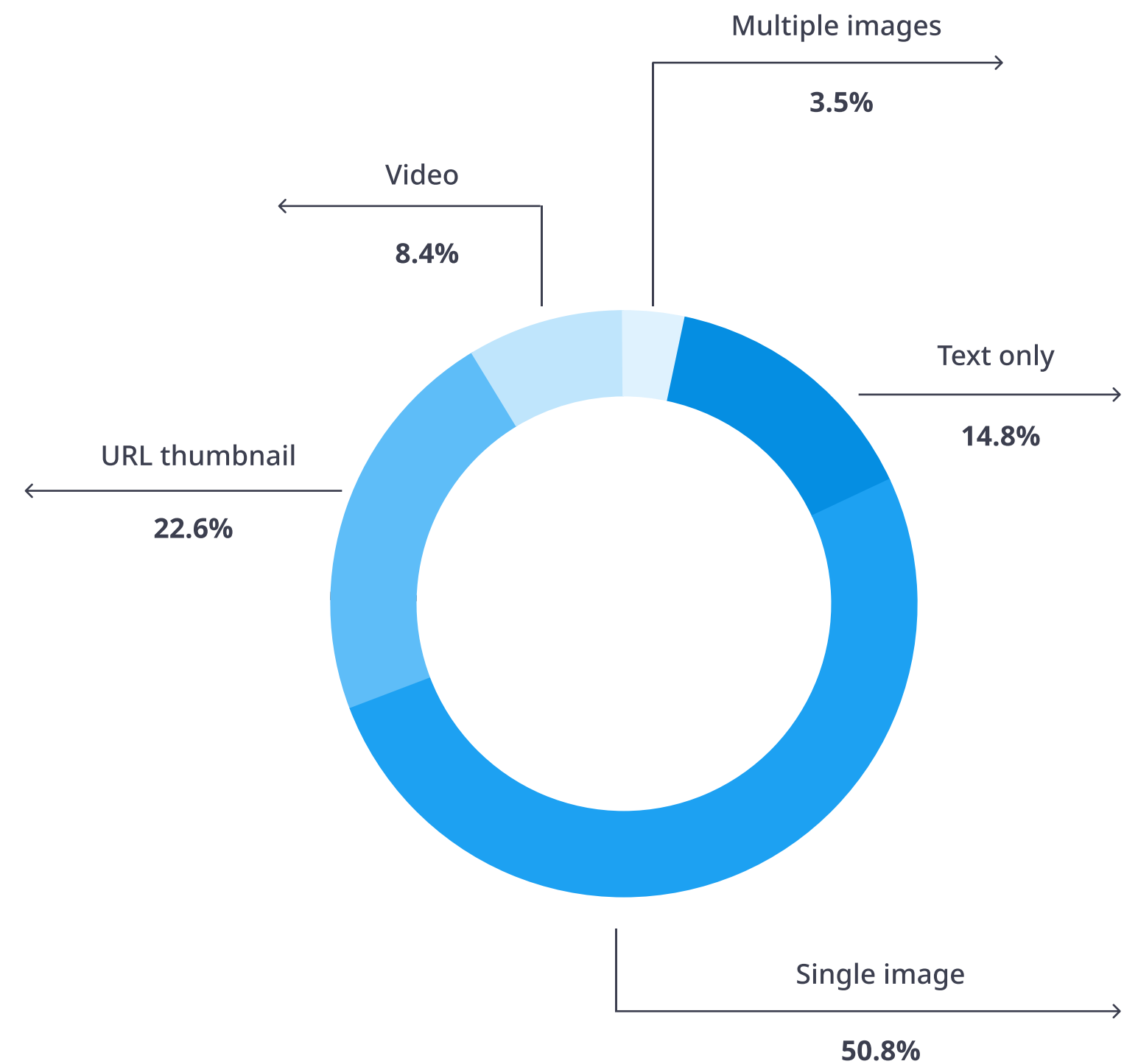
Twitter



Twitter

## The type of media included in tweets

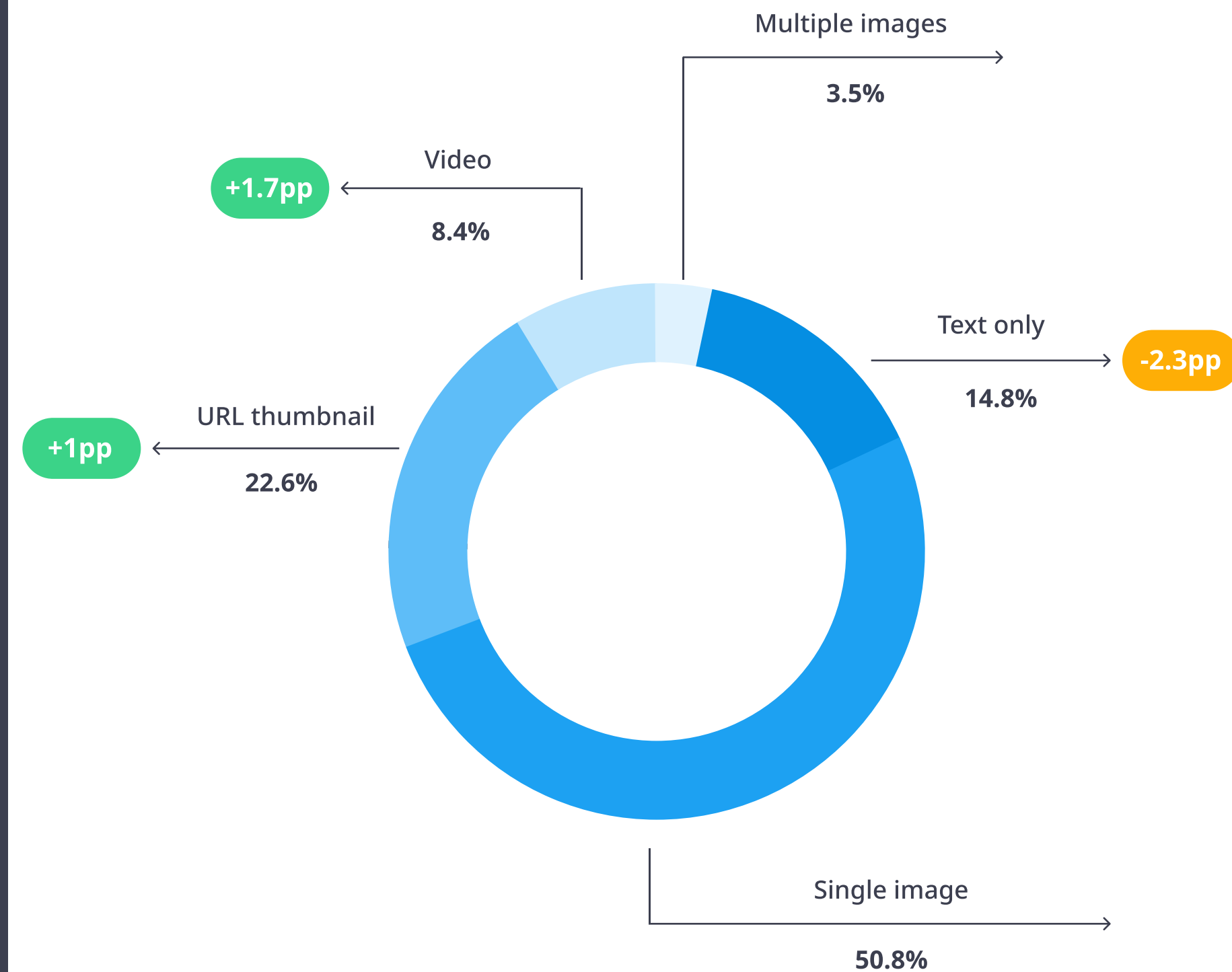
Single image made for 50% of the published posts on Twitter, followed by URL thumbnail, representing 22% of tweets.





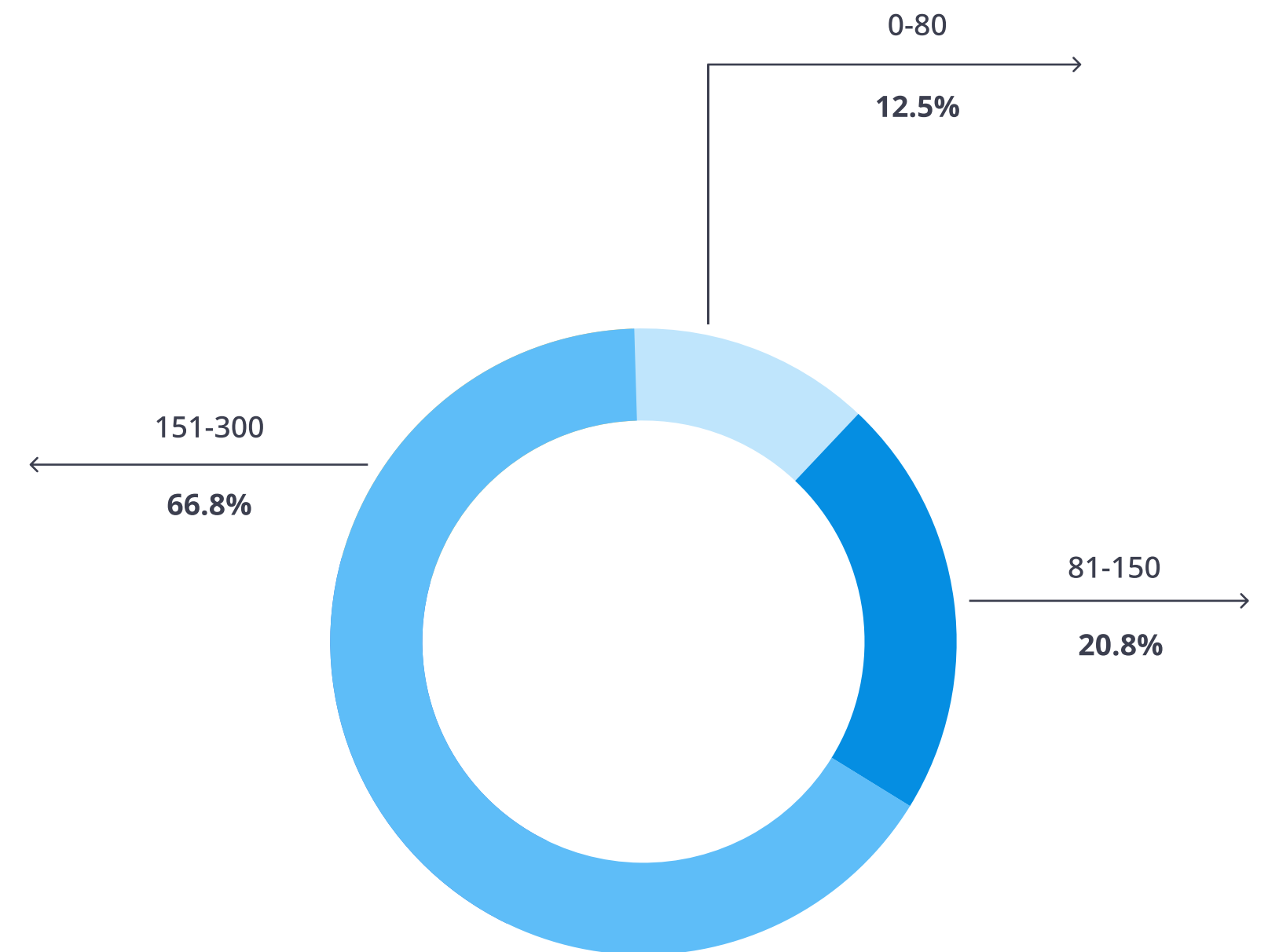
## The type of media included in tweets

Compared to 2021, text-only tweets saw the most significant decrease – 2.2 percentage points. We also noticed a slight uptick in video posts this year.



## Tweet length

On average, posts were about 206 characters long. 66% of posts were between 150 and 300 characters.

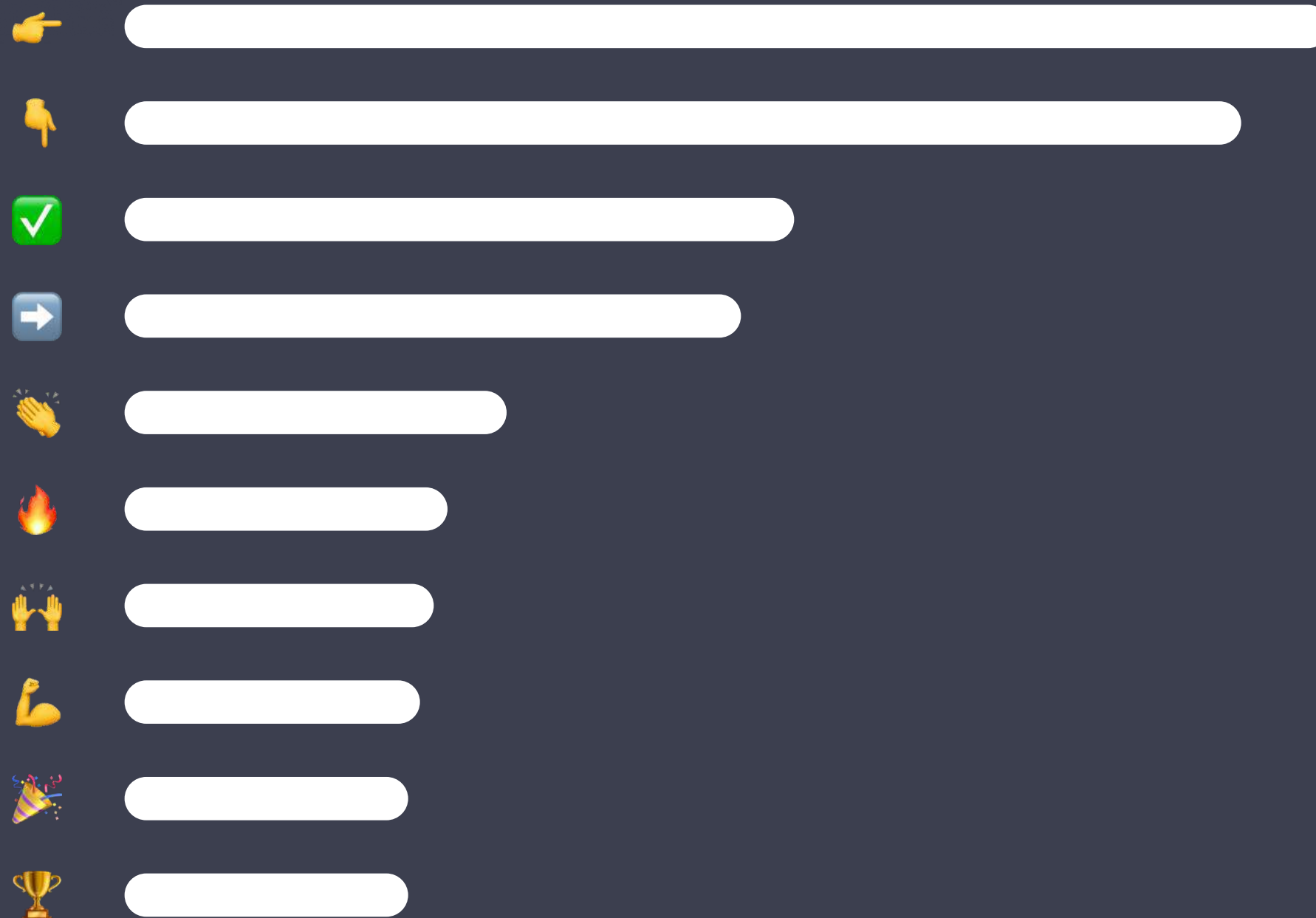


# 76%

of all tweets contained at least one emoji

Sparkles and Red Heart emojis are definitely not as popular on Twitter. 💔

## Emoji popularity on Twitter



# LinkedIn



## Demographics



**58.4%**

LinkedIn users fall under the  
**25 - 34 age** range



**52%**

of LinkedIn users are male

LinkedIn



## Growth Rate

LinkedIn has seen a 28% growth rate in 2022, right after YouTube. The platform's steady growth coincides with the advent of LinkedIn influencers. It will be interesting to see whether the rising popularity of LinkedIn influencers in 2022 heralded the platform's ascension to the big league.



**28%**

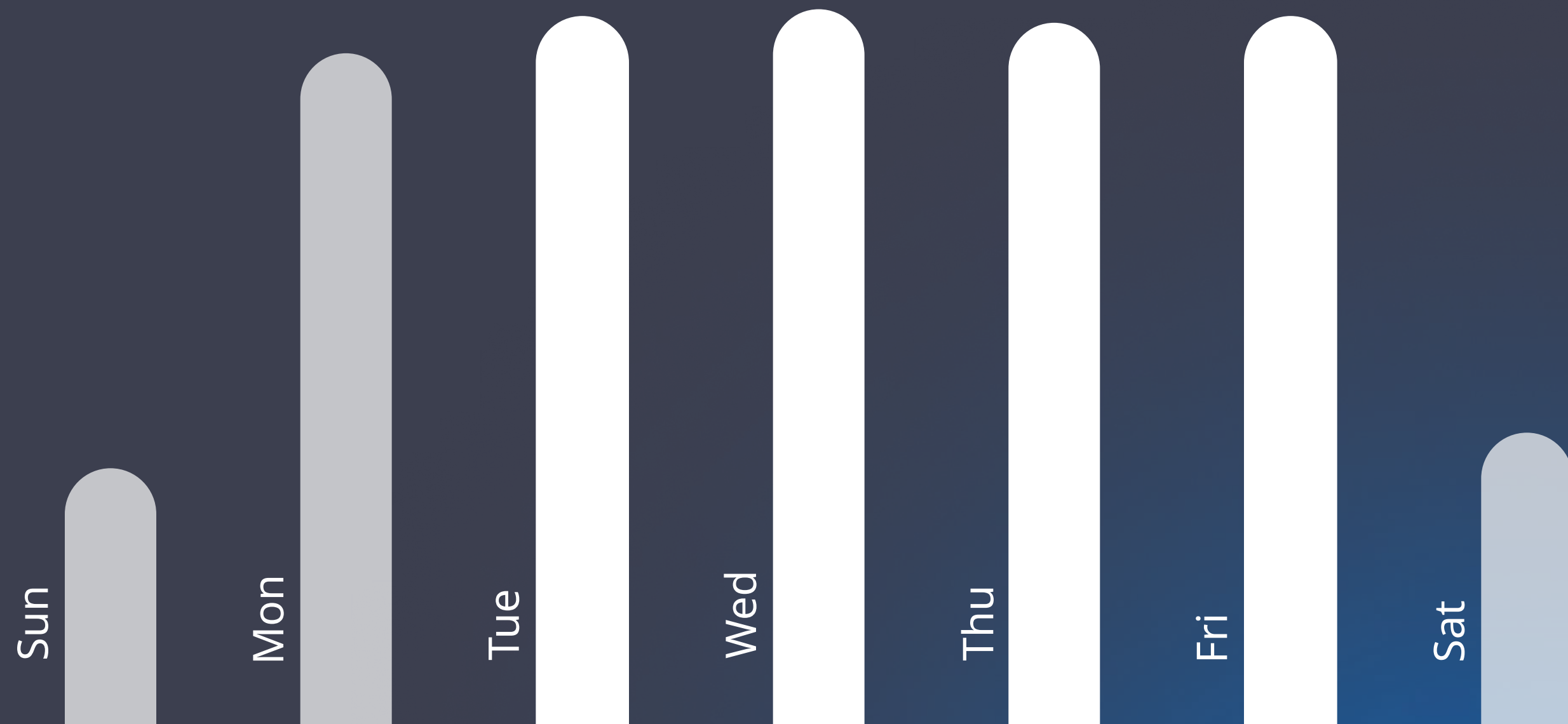
growth rate in 2022

LinkedIn

## Most popular days to share content on LinkedIn

LinkedIn shows the most drastic difference between weekdays and weekends. Since LinkedIn content is mostly work-related, it's understandable why it gets little traction during weekends.

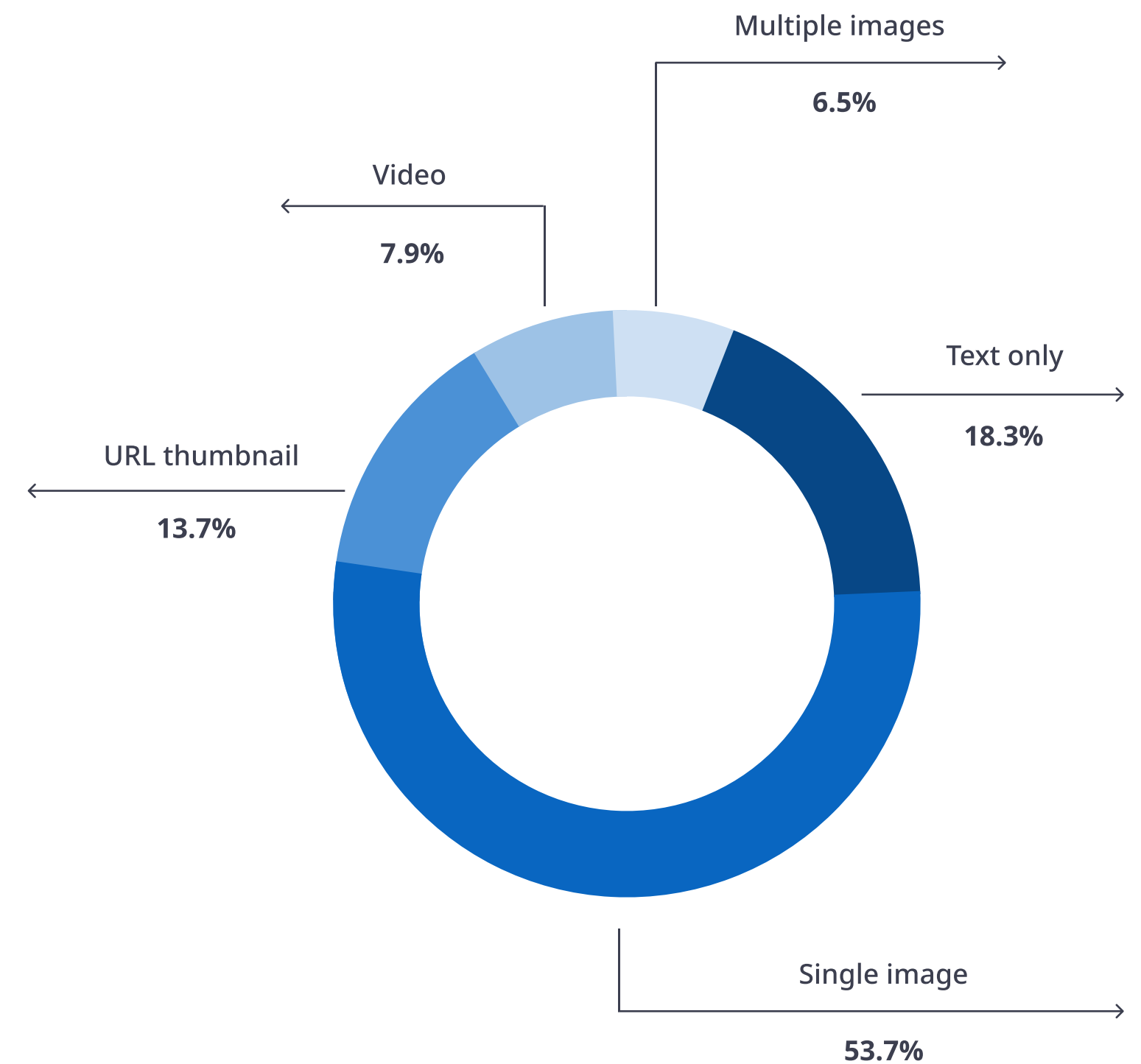
LinkedIn



LinkedIn

## The type of media included in LinkedIn posts

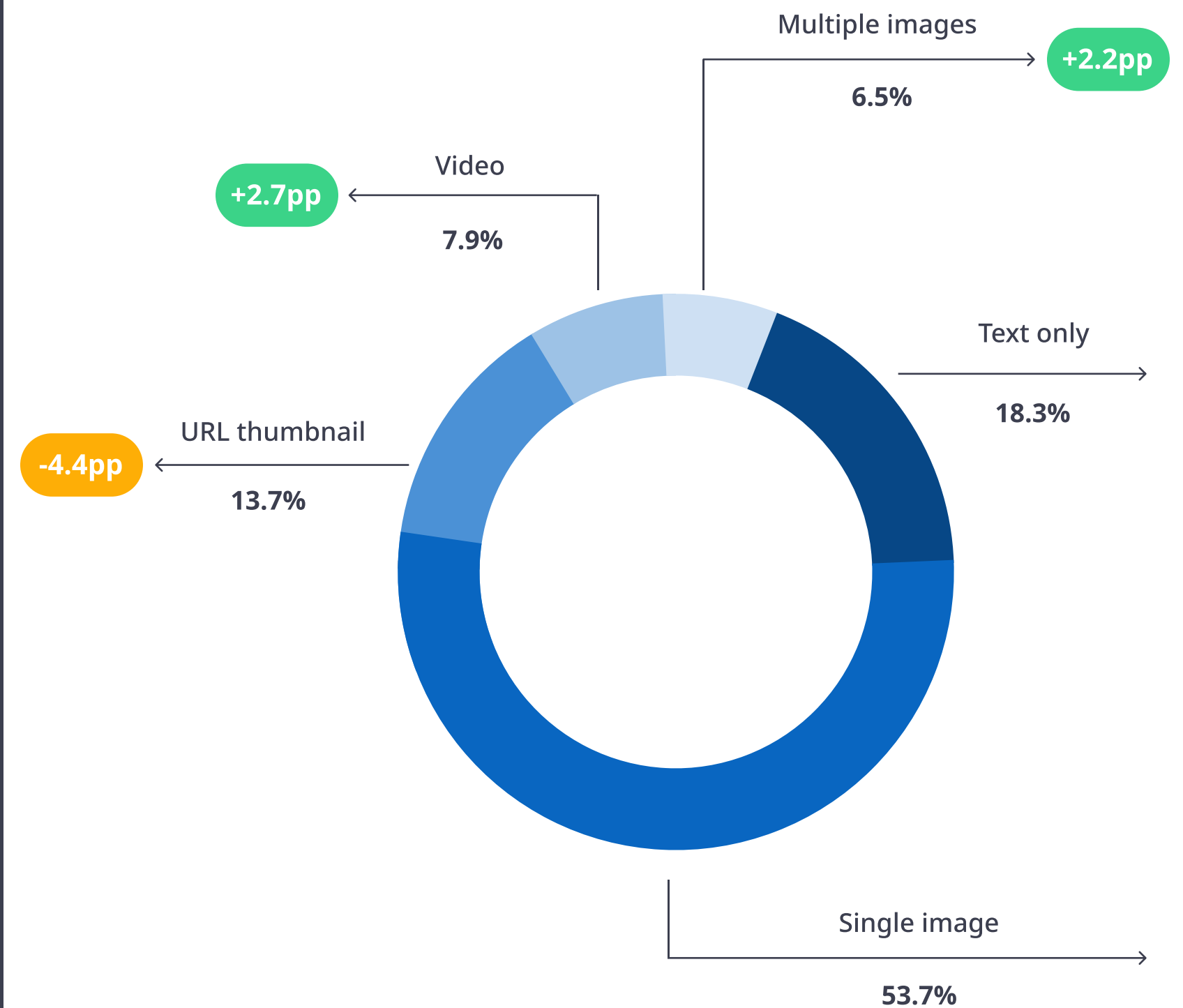
Single image made for almost 54% of the published posts on LinkedIn, followed by Text only posts which represented 18% of posts.



## The type of media included in LinkedIn posts

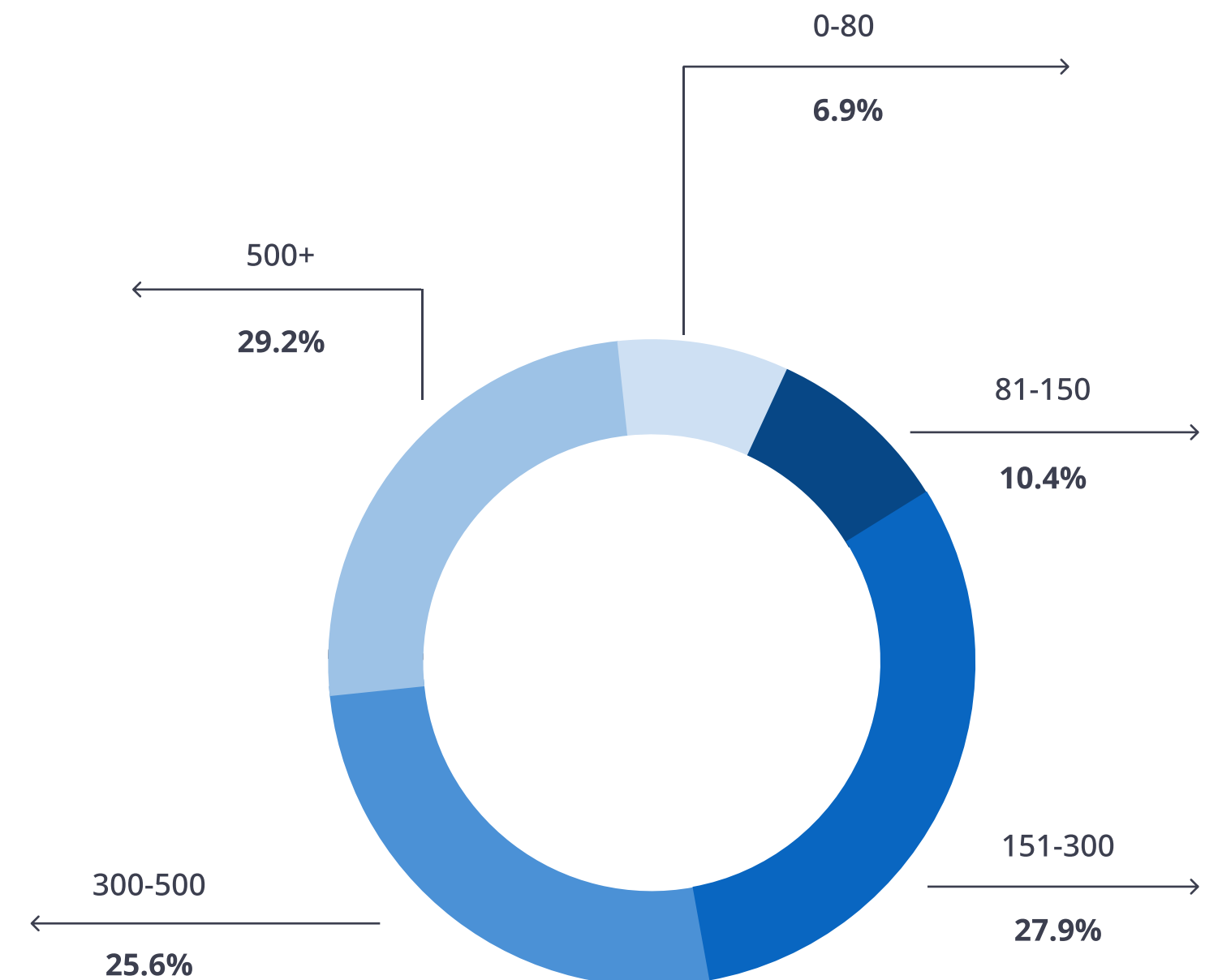
URL thumbnails were much less popular compared to 2021, with a decrease of 4.4 percentage points.

Video and multiple images both rose by more than 2 percentage points.



## LinkedIn posts length

On average, posts were about 434 characters long. 54% of the posts were over 300 characters.





86%

of all LinkedIn posts  
contained at least one emoji.

We noticed a decrease in "emotion emojis" usage  
and a preference for functional ones, a trend that  
LinkedIn shares with Twitter.

### Emoji popularity on LinkedIn



# YouTube



## Number of users

Although YouTube is often seen as just a type of search engine, it's very much an active social media platform. And with 2.48 billion monthly active users, it's a massive place to reach an audience. YouTube works slightly differently from other social networks, as it's all about publishing high-quality video content. If you want to implement an effective video content marketing strategy in 2022, then you cannot overlook YouTube.



# 2.48 Billion

monthly active users

YouTube

## Demographics



**20.5%**

are between the **ages of 25 and 34**,  
the platform's largest age group.



**54%**

of YouTube users are male

YouTube

## Growth Rate

With a 29% growth rate compared to the previous year, YouTube is consistently one of the most popular social channels. YouTube's popularity has been steadily rising across the world thanks to a rise in online video streaming popularity.



**29%**

growth rate in 2022

YouTube



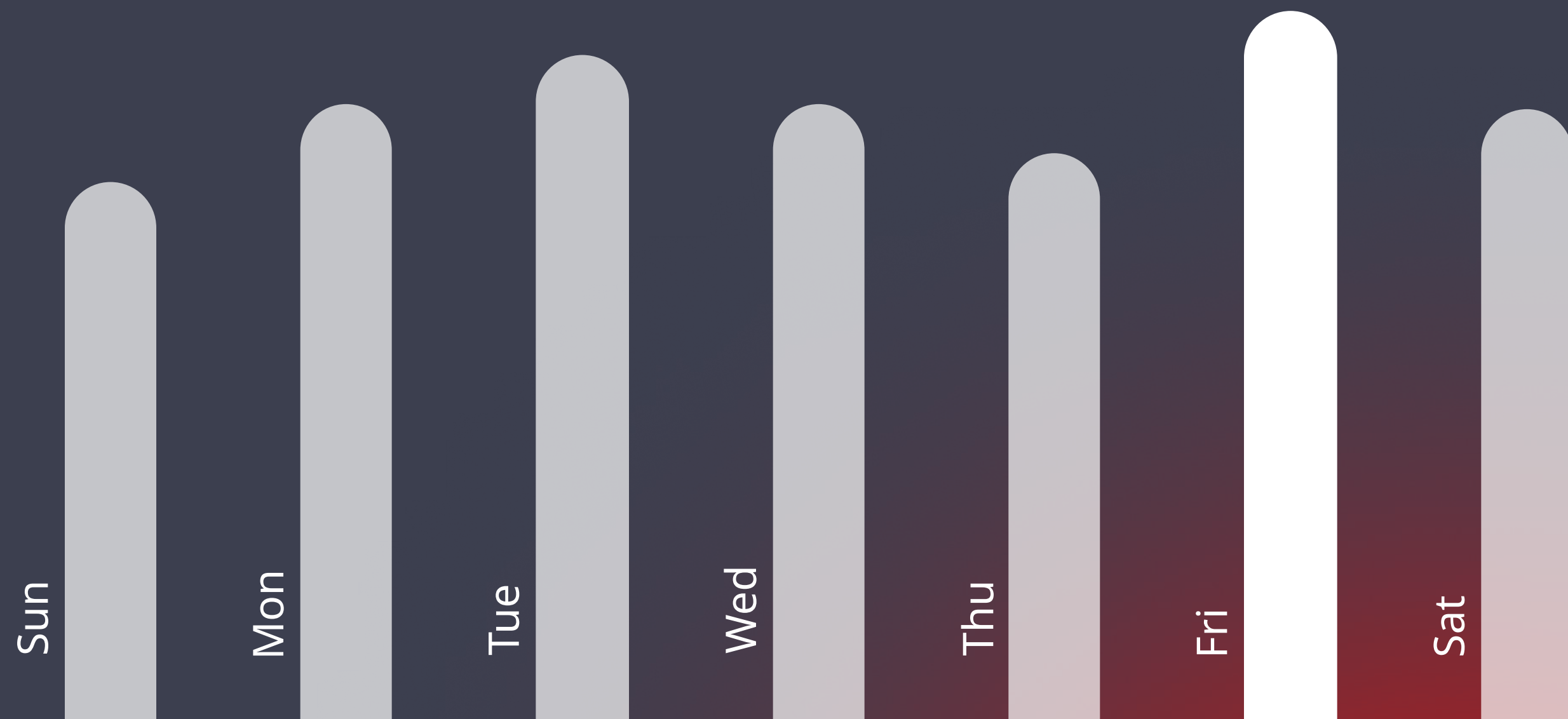


## Most popular days to share content on YouTube

Brands mostly publish on YouTube on Fridays. At the same time, Thursday is when brands publish the least amount of content.

YouTube

YouTube



# TikTok



## Number of users

The new kid on the block, the dark horse that took the social media world by storm, TikTok is one of the most exciting platforms in 2022, reaching 1 billion users.

Many see it as a social network that caters exclusively to the younger Gen Z demographic. But nowadays, TikTok is home to a wide range of demographics and communities. TikTok has changed the face of social media through its snappy short-form video content – something we can expect to see a lot of in the future.



# 1 Billion

users reached in 2022

TikTok

## Demographics

TikTok is well-known as *the* social media hangout for younger people.



**39.8%**

are between the **ages of 18 and 24**,  
the platform's largest age group.



**56.2%**

of TikTok users are female

TikTok

## Growth Rate

TikTok is the fastest-growing social media platform, with growth skyrocketing in 2022 by 40%. As a result, loads of brands across different industries have jumped aboard the TikTok train.



**40%**

growth rate in 2022

TikTok



“

To be a successful brand on TikTok, you have to let your social media team go rogue!

TikTok users speak in a unique language made up of trends and inside jokes, which means that company TikTok accounts need to push brand boundaries in order to entertain and engage this particular platform's audience.

Envato's TikTok had 5,500 followers when I started managing the account in June of 2022. With a refreshed strategy and content plan, the account now stands at 392,000 followers just 6 months later - that's an almost 7000% uplift in followers. The only way this growth was able to happen was by being empowered and trusted by my leaders to make niche content that didn't require approvals.

Be original, be adventurous, and explain the trend once it's already live.

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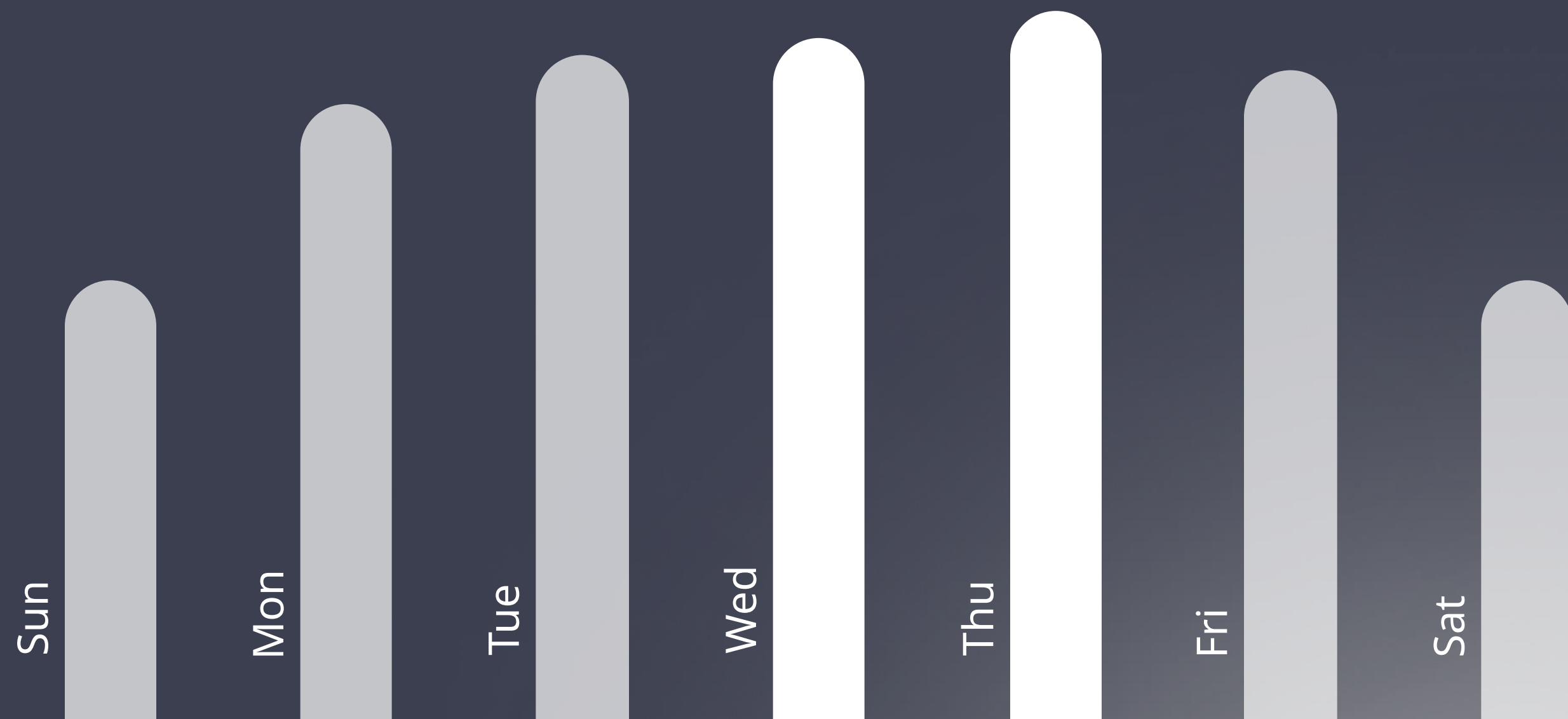


Hannah Copeland, Senior Social Media Specialist | Envato

## Most popular days to share content on TikTok

Regarding the amount of content published by day of the week, TikTok saw the largest spikes midweek, on Wednesdays and Thursdays.

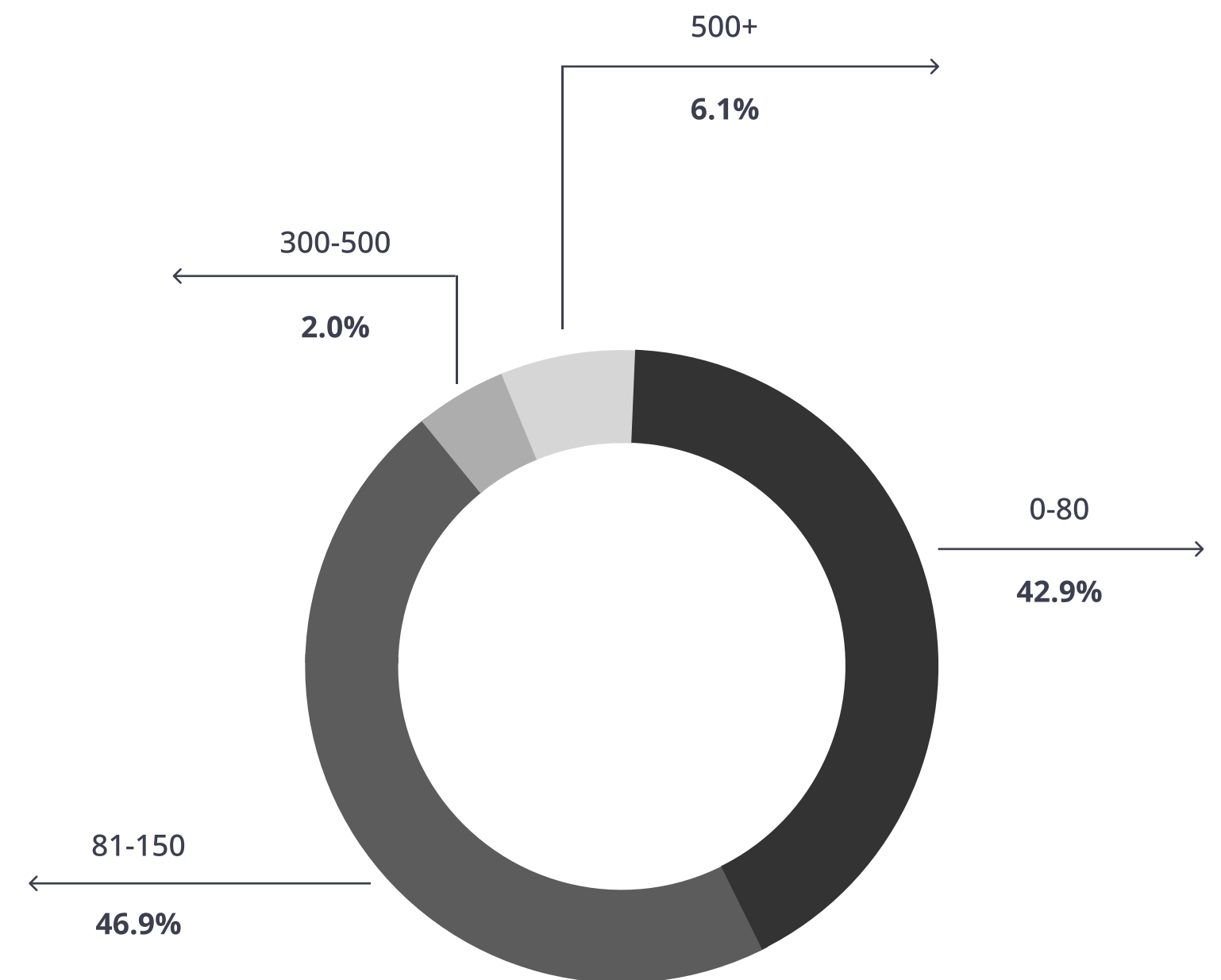
TikTok



TikTok

## TikTok caption length

On average, posts were about 136 characters long. 47% of the posts were between 80 and 150 characters.



# Google Business Profile



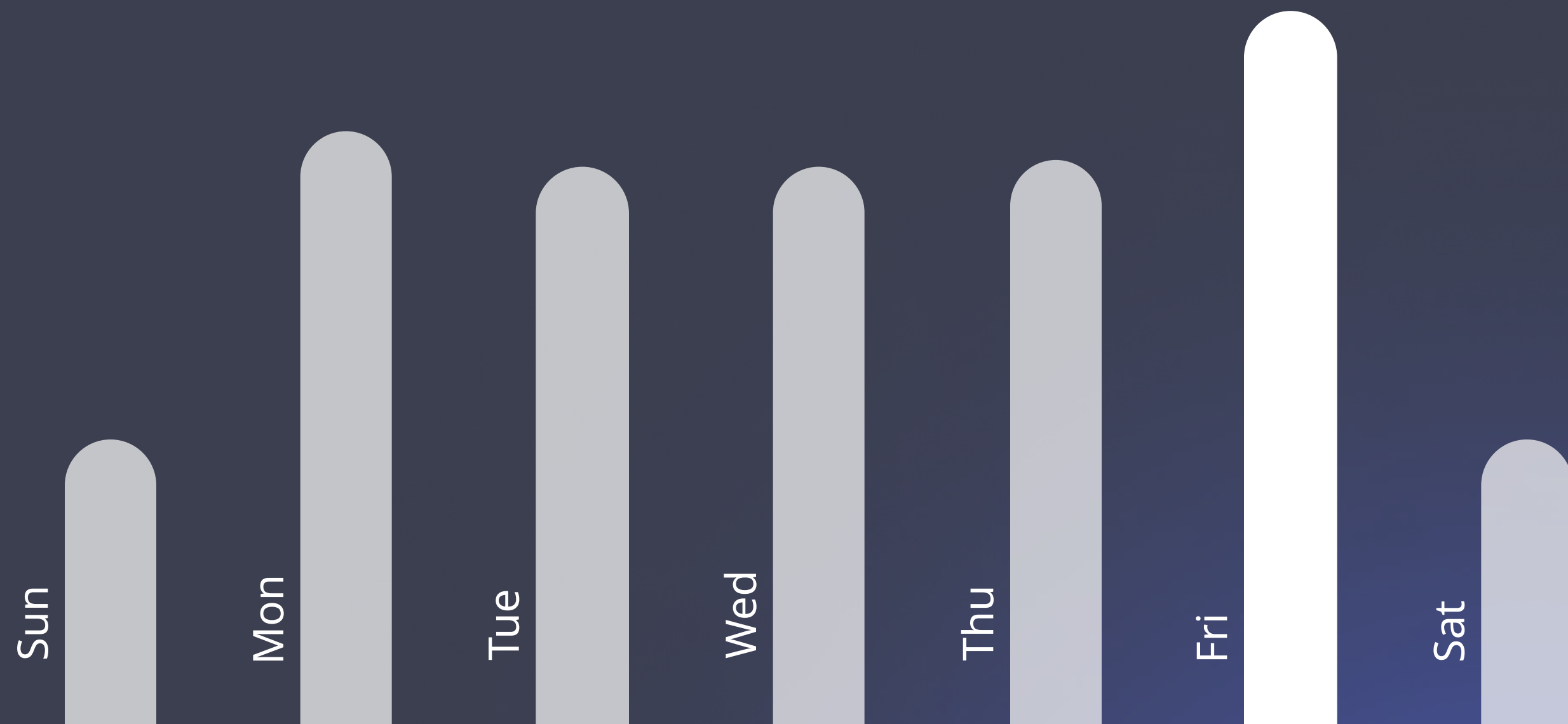


## Most popular days to share content on Google Business Profile

Behavior on Google Business Profile is quite distinctive from other platforms. Friday is by far the most popular day for publishing posts. Intuition points towards businesses trying to catch people's attention as they make weekend plans.

### Google Business Profile

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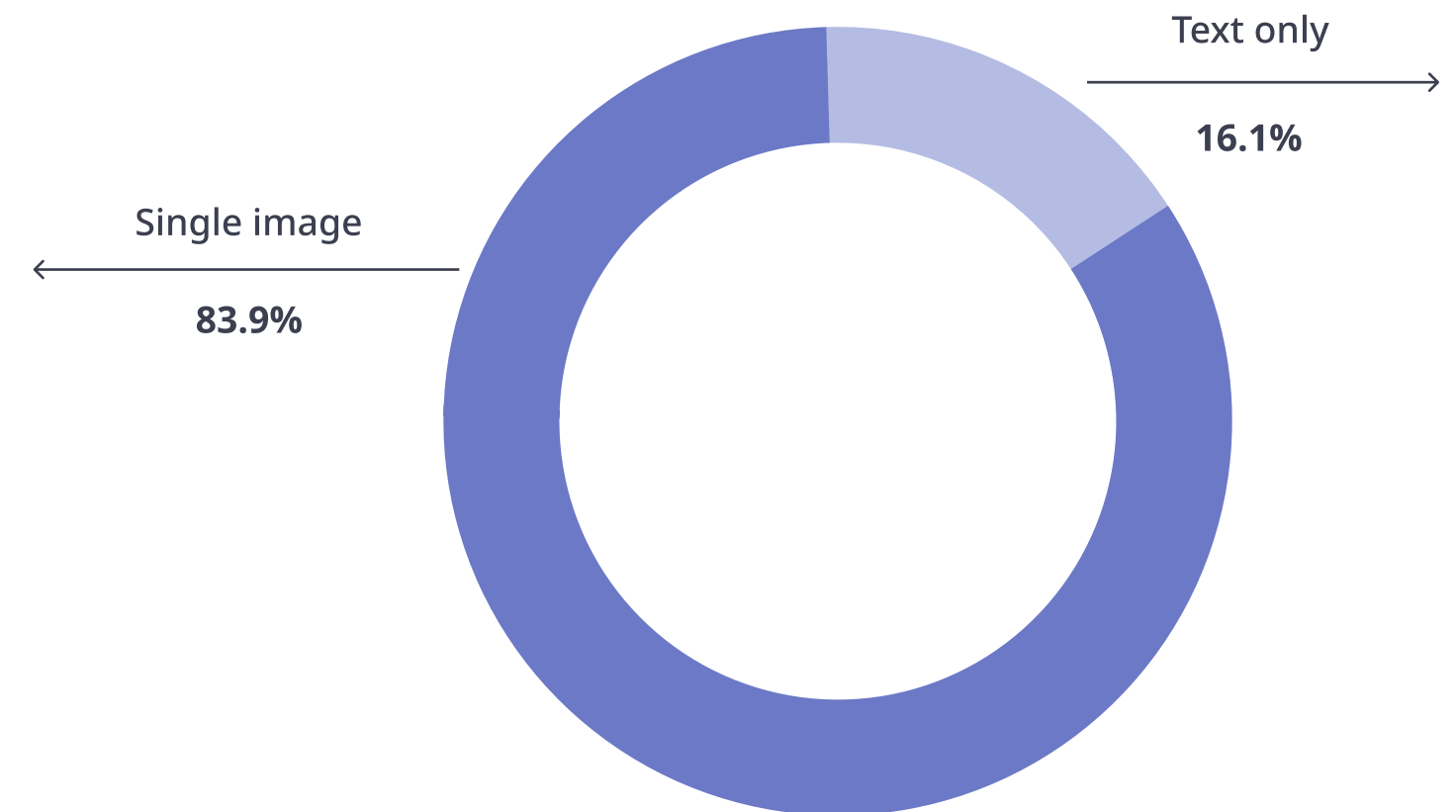




# Google Business Profile

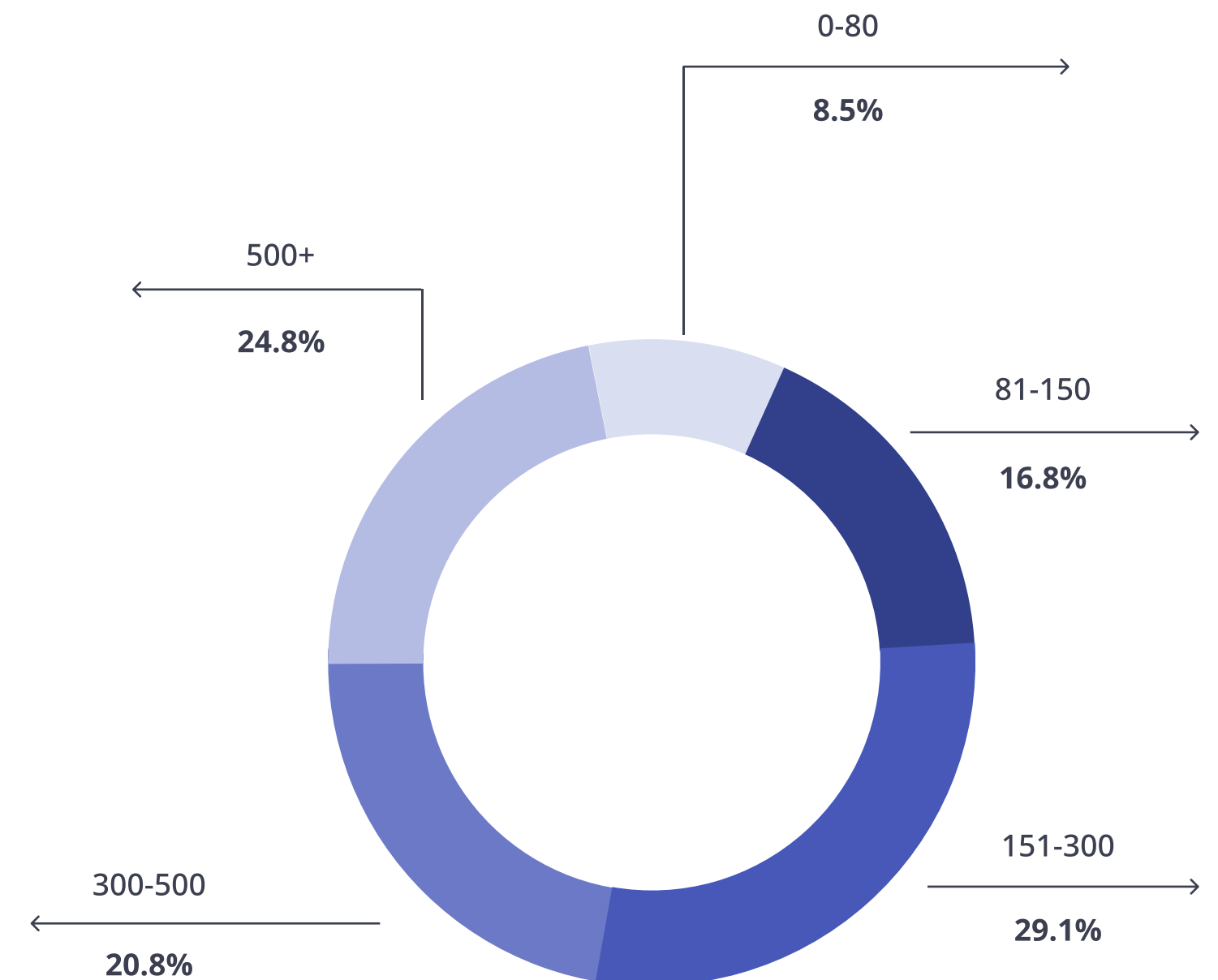
## The type of media included in Google Business Profile posts

Most posts (84%) published on Google Business Profile were Single image.



## Google Business Profile post length

On average, posts were 346 characters long. 29% of the posts were between 150 and 300 characters.



87%

of all Google Business Profile posts contained at least one emoji.

The emojis differ quite a bit from the other platforms. Emojis lean towards a more conversational tone of voice, aiming to attract attention.

Emoji popularity on Google Business Profile



# I 22

# Social Media Recap

This report was created by Planable and Wishpond.



Planable is the social media collaboration platform for marketers looking to work better and faster together.

Create, plan, review, approve, and schedule social media content in Planable. No spreadsheets and task managers involved.

[Give it a try here →](#)

Your first 50 posts are on us



Wishpond offers an “all-in-one” marketing suite that provides companies with marketing, promotion, lead generation, and sales conversion capabilities on one integrated platform.

Wishpond’s vision is to become the leading provider of digital marketing solutions that empower entrepreneurs to achieve success online.

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