SIX MYTHS OF

SOCIAL SHARING

1

MYTH

Most content sharing activities happen over social networks like **FACEBOOK AND TWITTER**

FACT

72%

Copy
Paste

OVER 72% OF ALL SHARES come from copy and paste activity with some rates doubling between **THE HOURS OF 7PM TO 10PM**

This behavior translates to mobile devices with **THE MAJORITY OF COPY AND PASTE** deriving from **iOS DEVICES**

2

MYTH

Digital consumers click on **SOCIAL LINKS AT AN EQUAL RATE** regardless of the type of URL shared

FACT

Brands that use shortened URLs with a "vanity domain" **EXPERIENCE AN AVERAGE INCREASED CLICK VOLUME OF 25%** compared to long original links or shortened links via a general URL shortening service

http://vanity.domain

25% more clicks

3

MYTH

http://short.url
http://short.url
http://short.url

Content shared through **SHORTENED URLS** has a **SIMILAR LIFESPAN** regardless of when it was initially posted

FACT

The lifespan of shortened links actually increases the later in the week a link is shared, with **SHARED LINK LIFESPAN PEAKING ON THURSDAY**

THURSDAY (PEAK) | FRIDAY | SATURDAY

This means that content shared on **THURSDAYS IS MORE LIKELY TO HAVE** users still engaging with it many days after being posted

4

MYTH

SATURDAY

SUNDAY

Content and brand engagement **PEAKS OVER THE WEEKEND** when internet users have more **FREE TIME**

FACT

49% more

People engage with shared content **49% MORE ON WEEKDAYS**

MONDAY | TUESDAY | VS | SATURDAY

4X more

Sports content is clicked on **4X MORE ON MONDAYS & TUESDAYS** vs. Saturdays, with Saturdays having the lowest click rates for sports content

THURSDAY | VS | SATURDAY

10X more

Users are **10X MORE** likely to click on food content **ON THURSDAYS VS. SATURDAYS**

5

MYTH

Millennials

MILLENNIALS and young people engage and **SHARE BRANDS' CONTENT** the most

FACT

USERS AGES 55-64 engage with brands' content the most, regardless of using iOS, Android or desktop

Baby Boomers — 41%

Boomers are more likely to engage, with **41% SHARING (VS. 19% OF MILLENNIALS)** regardless of gender

Millennials — 19%

In fact, **MILLENNIALS** are the **LEAST LIKELY GENERATIONAL GROUP** to engage with shared content from brands

6

MYTH

FACEBOOK offers the best referral traffic

FACT

TWITTER OFFERS MORE referral traffic per share than Facebook

To learn more, contact us at feedback@po.st

Po.st is a sharing platform owned and operated by RadiumOne.

Po.ST by radiumone