comscore

UNITED STATES / 2021

The State of Social Media

POWERED BY SHAREABLEE

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The State of Social Media in the U.S. 2021

As marketers and business leaders continue to embrace social media and use it to drive business growth, it is crucial to understand the overall landscape to make the most of your social strategy. Social media data not only helps to inform and build that strategy, but also sheds insight into consumer behavior both online and offline.

The State of Social Media 2021 explores the platforms, categories, brands, and content steering the growth of the social media universe and internet culture and unpacks for marketers the key drivers of engagement.

About Comscore & Shareablee

Comscore is a trusted partner for planning, transacting, and evaluating media across platforms. With transformative data science and vast audience insights across digital, linear TV, over-the-top (OTT), and theatrical viewership, we are a powerful third-party source for reliable measurement of cross-platform audiences.

Shareablee, now a part of Comscore, is the leader in audience-based social media measurement for media publishers, agencies, and brands that want to plan and measure the impact and effectiveness of their cross-platform social media campaigns. Measuring over 1 million brands and 15 million creators in 65+ countries globally, Shareablee is the destination for enterprises who wish to leverage the intelligence of the entire universe of social media to drive critical business decisions.

Learn more at comscore.com

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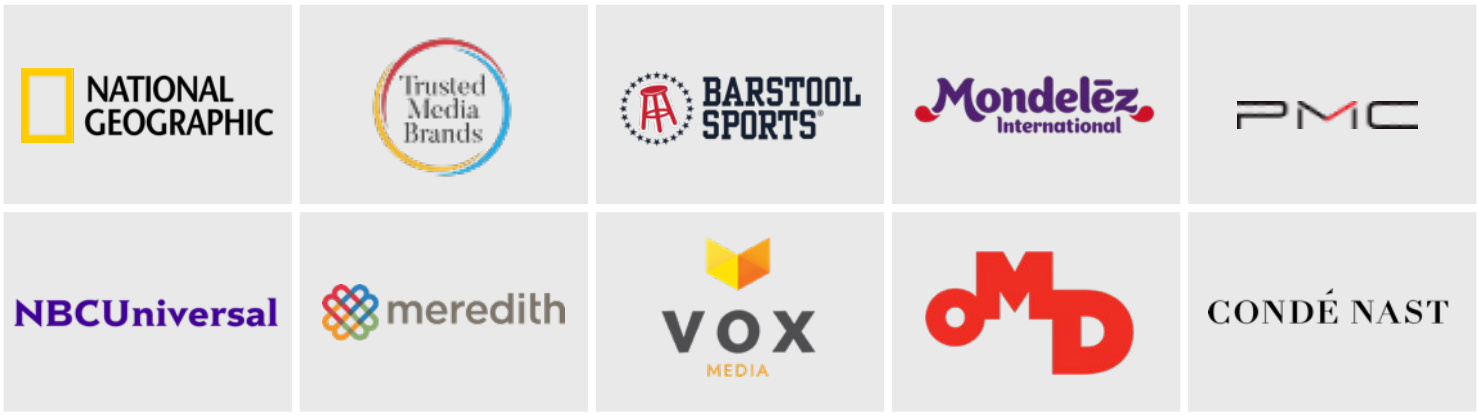

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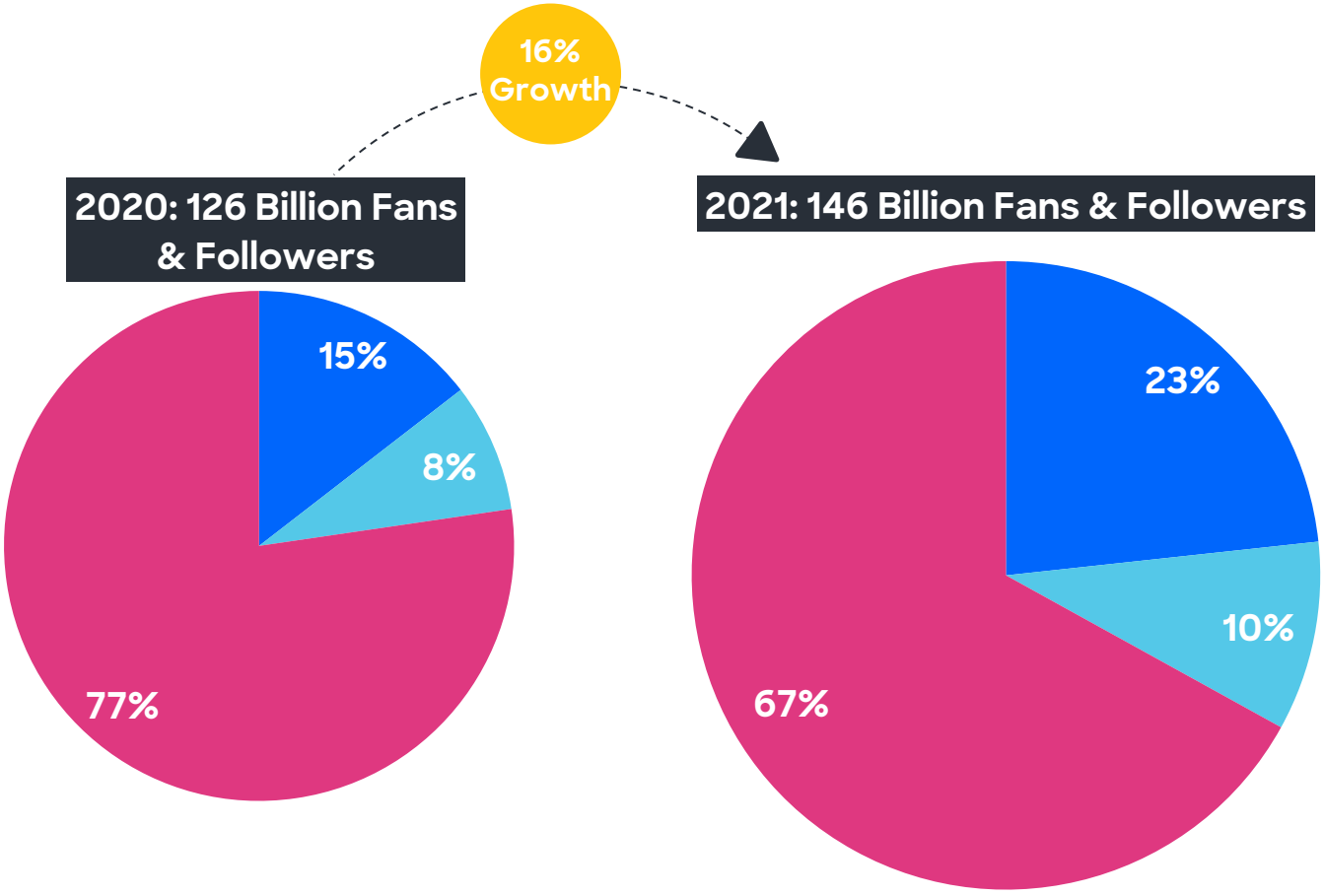
OVERALL GROWTH

Overall Shifts of Brands, Publishers, and Influencers on Social Media

Social audiences grew in large numbers in 2021, even as the amount of content posted stayed consistent. The largest growth was in influencer followers with a 27% increase on Facebook and a 21% increase on Instagram.



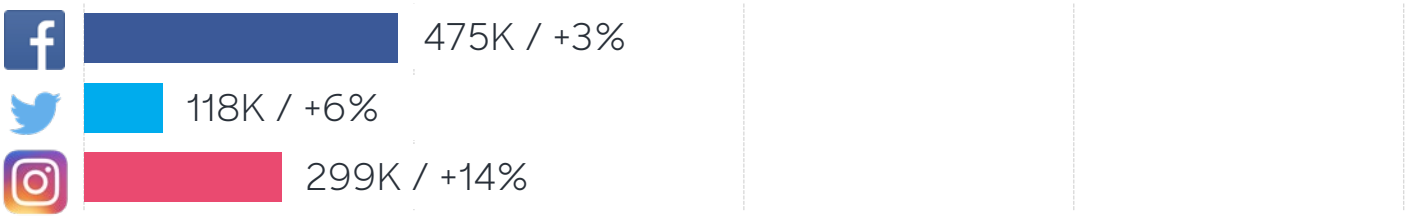
INSTAGRAM FACEBOOK TWITTER

OVERALL GROWTH

Individual Platform Growth

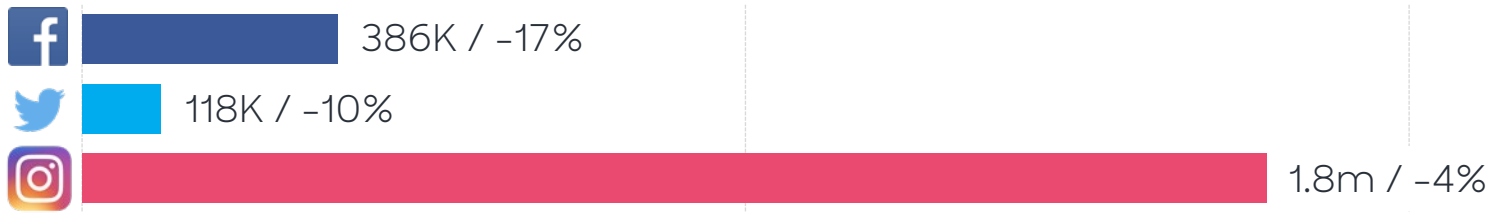
From Jan – Dec 2021 / Shown in percentage of growth Y/Y

BY AVERAGE AUDIENCE PER BRAND



BY AVERAGE POSTS PER BRAND

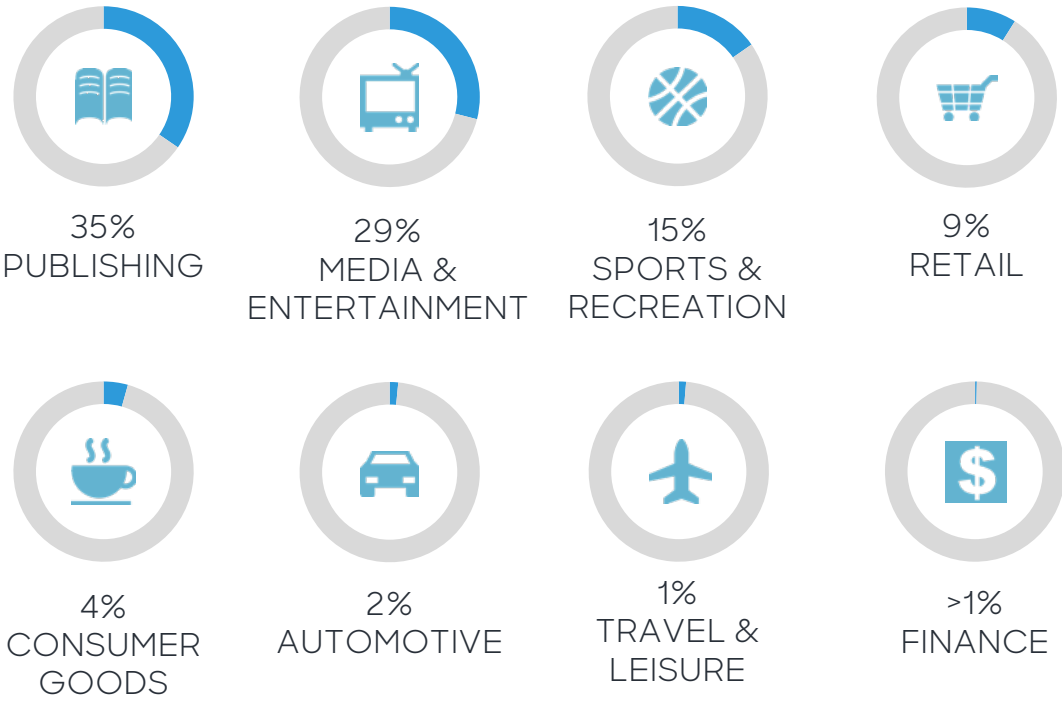
BY AVERAGE ACTIONS PER BRAND



BY AVERAGE VIDEO ACTIONS PER BRAND

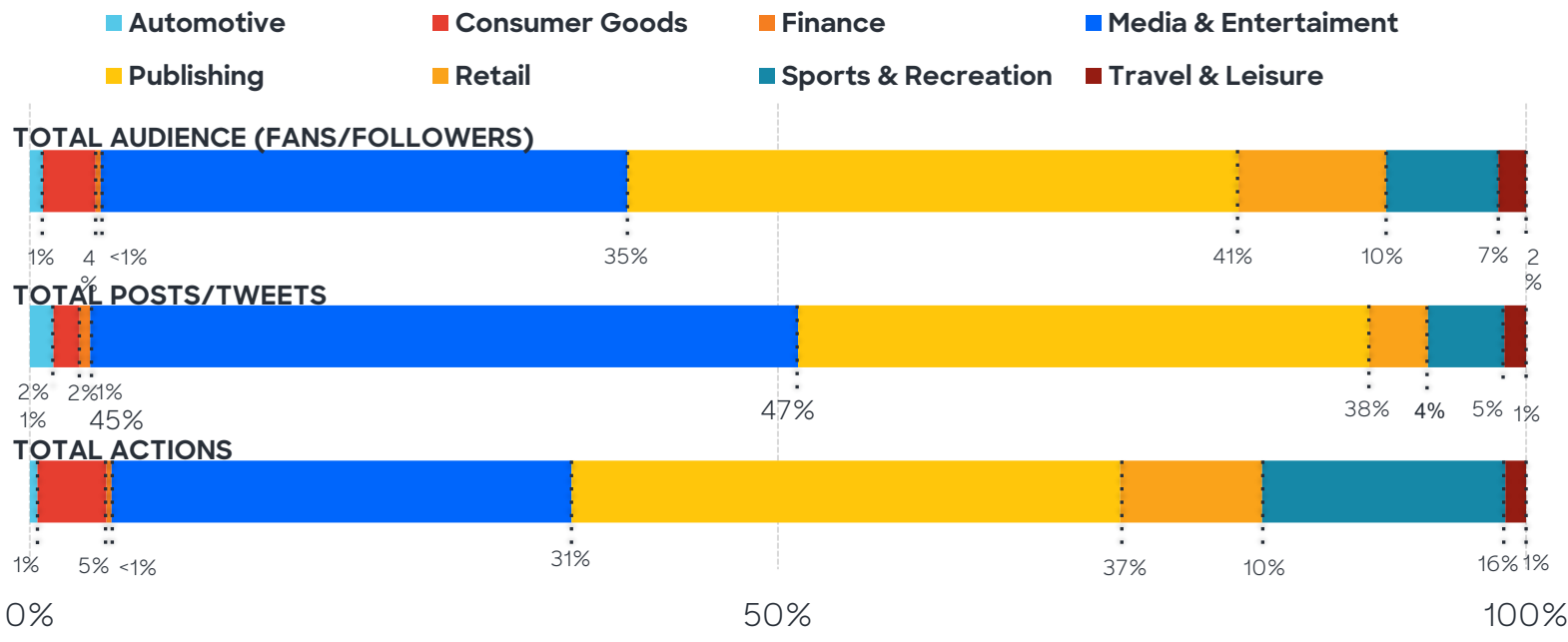
CATEGORY KILLERS

Cross-Platform Actions: Share of Voice



*5% -US Business Services, Education, Government, Health, Industrial, Online Media, Public Services, Telecommunications

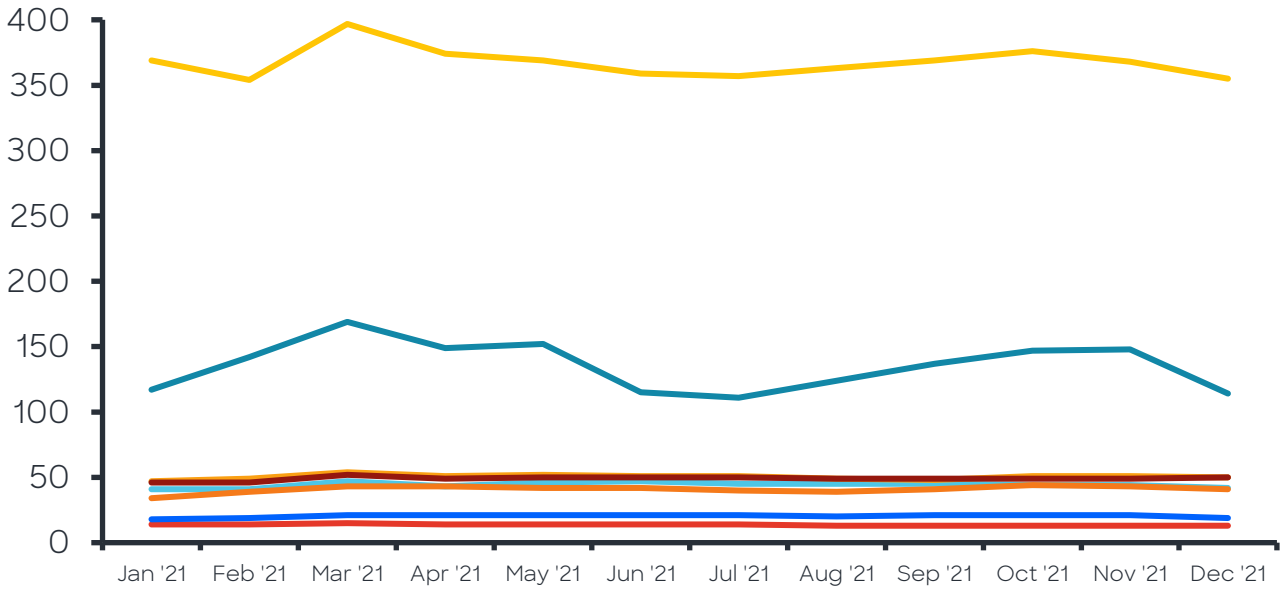
Share of Voice by Industry



CATEGORY KILLERS

Industry Trends: Average Cross-Platform Content

Facebook, Twitter, Instagram
Finance and Travel & Leisure drove the most growth.



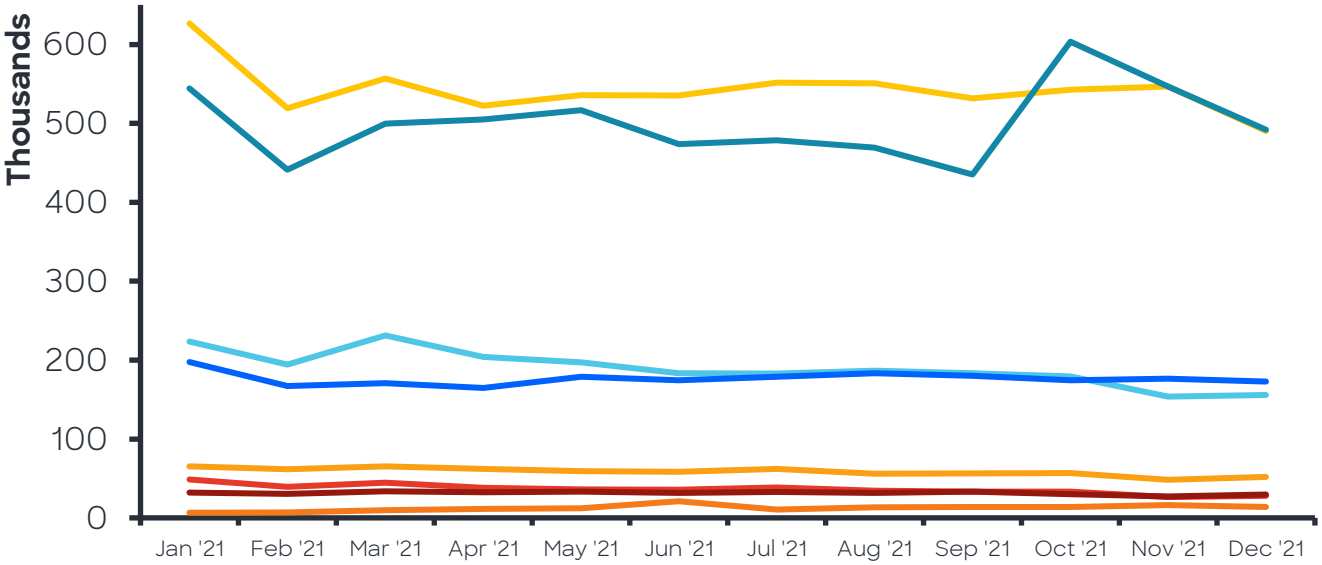
Growth % Since Jan'21

- Publishing: -4%
- Sports & Recreation: -3%
- Retail: +6%
- Travel & Leisure: +9%
- Automotive: +2%
- Finance: +21%
- Media & Entertainment: -9%
- Consumer Goods: -3%

Click to add text

Industry Trends: Average Cross-Platform Actions

Facebook, Twitter, Instagram
Finance drove the most growth.



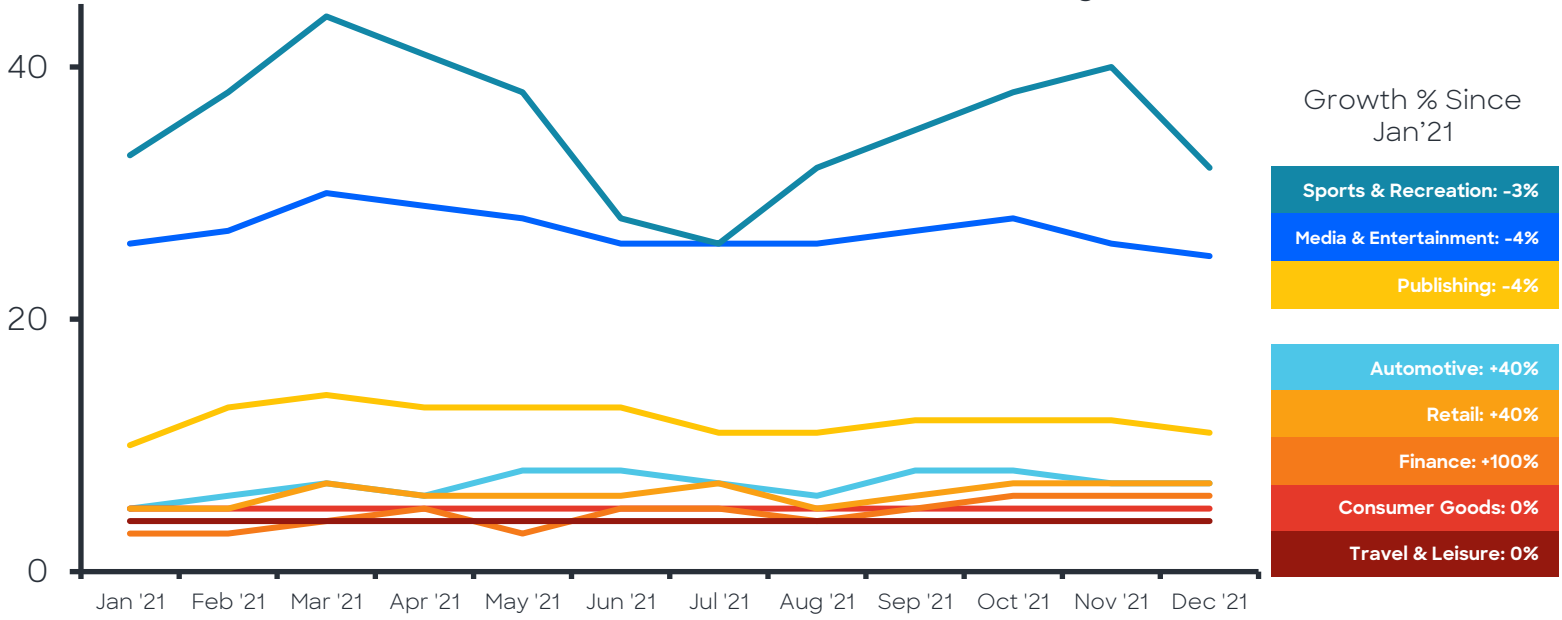
Growth % Since Jan'21

- Publishing: -22%
- Sports & Recreation: -10%
- Automotive: -30%
- Media & Entertainment: -13%
- Retail: -20%
- Consumer Goods: -42%
- Travel & Leisure: -8%
- Finance: +108%

CATEGORY KILLERS

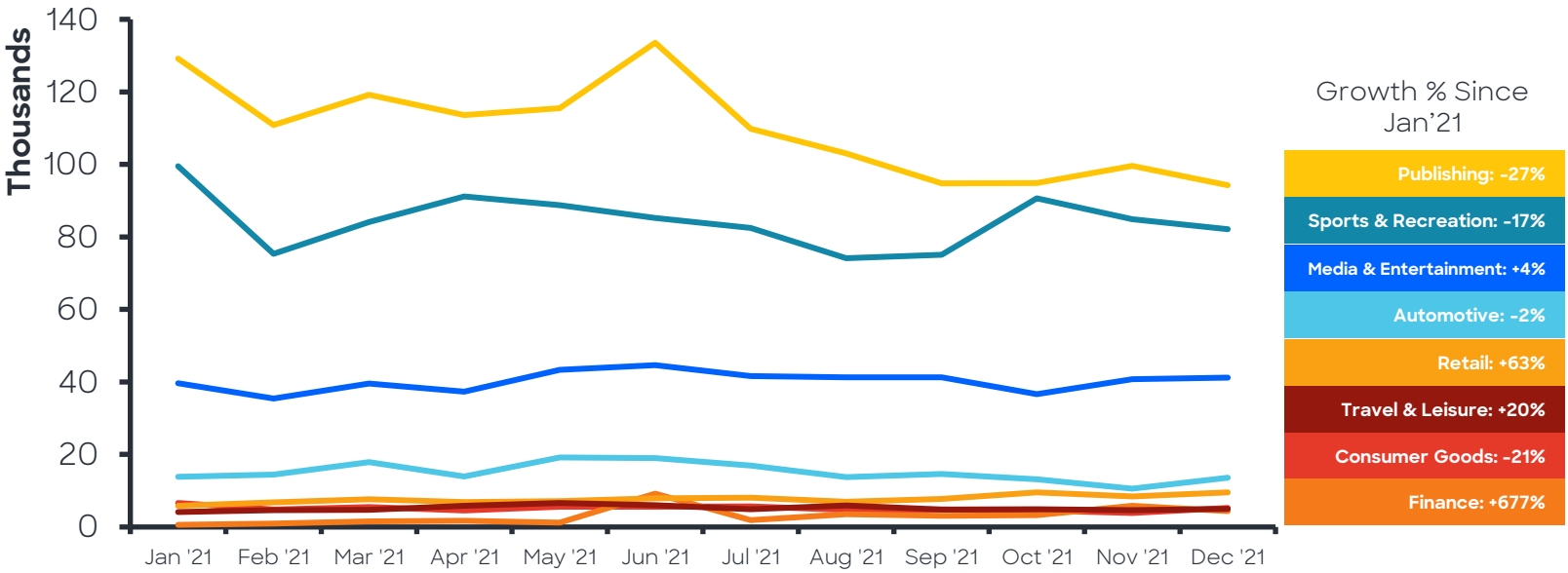
Industry Trends: Average Cross-Platform Video Content

Facebook, Twitter, Instagram
Finance, Retail, and Automotive drove the most growth.



Industry Trends: Average Cross-Platform Video Actions

Facebook, Twitter, Instagram
Retail & Finance drove the most growth.



*Does not include Video Views

THE BIG LIST

Top 100 Social Brands of 2021

Ranked by total cross-platform actions in 2021 (Reactions, Comments, Shares, Retweets and Likes on owned content published by brands on Facebook, Twitter, Instagram)

RANK	BRAND	ACTIONS
1	The Shade Room	3.5 Billion
2	NBA	1.9 Billion
3	Bleacher Report	1.7 Billion
4	House of Highlights	1.3 Billion
5	NFL & ESPN	1.1 Billion
6	Complex	942.6 Million
7	WWE	722.4 Million
8	E! News	671.3 Million
9	Fox News	647.1 Million
10	MLB	630.6 Million
11	Ultimate Fighting Championship - UFC	527.5 Million
12	National Geographic	491.1 Million
13	HoodClips	456.2 Million
14	ESPN FC	440.5 Million
15	Worldstar Hip Hop	416.6 Million
16	The Dodo	416.5 Million
17	Marvel Studios	400.1 Million
18	Marvel	393.2 Million
19	CNN	369.1 Million
20	Netflix	350.3 Million
21	The Shade Room Teens	345.2 Million
22	Overtime	333.1 Million
23	People	311.8 Million
24	B/R Gridiron	304.1 Million
25	Barstool Sports	283.2 Million

RANK	BRAND	ACTIONS
26	NHL	258.6 Million
27	Hollywood Unlocked	250.8 Million
28	IGN	250.5 Million
29	The New York Times	238.1 Million
30	Newsmax	234.4 Million
31	Vogue	217.8 Million
32	Ballislife	217.2 Million
33	Billboard	215.9 Million
34	National Geographic Travel	213.7 Million
35	Baller Alert	191.3 Million
36	5-Minute Crafts	185.3 Million
37	ESPN MMA	181.4 Million
38	Upworthy	180.6 Million
39	FTBL	178.3 Million
40	Washington Post	165.9 Million
41	XXL Magazine	163.5 Million
42	PGA TOUR	162.5 Million
43	Fashion Nova	158.3 Million
44	Soompi	153.4 Million
45	ABC News	148.4 Million
46	Comicbook.com	146.5 Million
47	allkpop	137.6 Million
48	Instagram	135.1 Million
49	NPR	132.7 Million
50	CBS Sports	131.6 Million

*These rankings exclude sports team, TV shows and public figures

THE BIG LIST

Top 100 Social Brands of 2021 - Continued

Ranked by total cross-platform actions in 2021 (Reactions, Comments, Shares, Retweets and Likes on owned content published by brands on Facebook, Twitter, Instagram)

RANK	BRAND	ACTIONS
51	CBS Sports	131.6 Million
52	The Berrics	129.8 Million
53	Dior	124.4 Million
54	CNN en Español	122.6 Million
55	Crunchyroll	122.4 Million
56	NBA TV	120.2 Million
57	ESPN Deportes	119.5 Million
58	Crafty Panda	118.8 Million
59	FIFA World Cup	115.9 Million
60	NBA Memes	112.7 Million
61	Lamborghini	112.3 Million
62	FaZe Clan	108.4 Million
63	Entertainment Tonight	106.7 Million
64	NBC News	106.6 Million
65	The Hill	105.2 Million
66	sneakernews.com	104.7 Million
67	CBS News	102.8 Million
68	BuzzFeed	102.8 Million
69	MTV	102.2 Million
70	Daily Wire	97.9 Million
71	Reuters	91.6 Million
72	NowThis	90.3 Million
73	The Onion	88.0 Million
74	Scary Mommy	87.5 Million
75	The Daily Caller	86.9 Million

RANK	BRAND	ACTIONS
76	The Dad	86.5 Million
77	Porsche	85.8 Million
78	Tasty	85.5 Million
79	Humans of New York	84.0 Million
80	NTD Taste Life	79.8 Million
81	TMZ	79.1 Million
82	ATP Tour	78.5 Million
83	Men's Humor	76.5 Million
84	YouVersion	76.3 Million
85	Architecture & Design	75.2 Million
86	Forbes	75.1 Million
87	ABC7	74.9 Million
88	Telemundo	74.0 Million
89	BMW M	73.8 Million
90	MSNBC	72.6 Million
91	Disney+	72.4 Million
92	ColourPop	72.0 Million
93	Wizarding World	72.0 Million
94	UberFacts	69.5 Million
95	Weird Facts	69.2 Million
96	NBC Olympics	67.8 Million
97	SLAM Magazine	67.7 Million
98	Bloomberg Business	67.5 Million
99	Billboard Charts	67.1 Million
100	The Checkdown	67.0 Million

*These rankings exclude sports team, TV shows and public figures

THE BIG LIST

Top 50 Brands by Cross-Platform Video Actions

Ranked by total cross-platform Video Actions in 2021 (Reactions, Comments, Shares, Retweets and Likes on owned video content published by brands on Facebook, Twitter, Instagram)

RANK	BRAND	VIDEO ACTIONS
1	The Shade Room	1.2 Billion
2	The Dodo	355.3 Million
3	HoodClips	298.2 Million
4	Complex	219.6 Million
5	Barstool Sports	186.4 Million
6	5-Minute Crafts	173.1 Million
7	Marvel Studios	171.8 Million
8	Worldstar Hip Hop	170.0 Million
9	Marvel	153.4 Million
10	Overtime	141.6 Million
11	Bleacher Report	137.5 Million
12	People	127.4 Million
13	Baller Alert	125.4 Million
14	Ultimate Fighting Championship - UFC	124.3 Million
15	Crafty Panda	110.9 Million
16	NHL	98.7 Million
17	E! News	97.9 Million
18	The Berrics	94.2 Million
19	Cats Of Instagram	92.8 Million
20	MLB	84.6 Million
21	The Pet Collective	81.6 Million
22	NBA	77.2 Million
23	Fortnite	76.8 Million
24	Netflix	73.1 Million
25	CBS News	72.9 Million

RANK	BRAND	VIDEO ACTIONS
26	The Shade Room Teens	71.9 Million
27	Newsmax	70.8 Million
28	Ballislife	70.6 Million
29	Fox News	69.4 Million
30	Hollywood Unlocked	67.1 Million
31	Tasty	66.2 Million
32	NTD Taste Life	61.7 Million
33	ESPN	54.5 Million
34	Upworthy	49.7 Million
35	NowThis	49.4 Million
36	ABC News	48.0 Million
37	DIY & Crafts	46.8 Million
38	World Surf League	39.8 Million
39	Vogue	39.7 Million
40	National Geographic	36.9 Million
41	WLWT	36.6 Million
42	NTD Television	35.7 Million
43	NowThis Politics	35.5 Million
44	Instagram	35.5 Million
45	CNN	31.3 Million
46	BuzzFeed Video	30.2 Million
47	FIFA World Cup	30.1 Million
48	PlayStation	29.7 Million
49	ESPN Deportes	29.5 Million
50	Red Bull	28.9 Million

*These rankings exclude sports team, TV shows and public figures

THE BIG LIST

Top 25 Facebook Brands

Ranked by total Facebook Actions in 2021
(post-level Reactions, Comments and Shares)

RANK	BRAND	ACTIONS
1	The Dodo	391.5 Million
2	Fox News	349.4 Million
3	Newsmax	168.7 Million
4	CNN	152 Million
5	ESPN FC	137.3 Million
6	People	137.3 Million
7	Crafty Panda	118.9 Million
8	WWE	118.2 Million
9	The Pet Collective	114.5 Million
10	The New York Times	95.6 Million
11	NPR	92.3 Million
12	5-Minute Crafts	89.8 Million
13	Weird History	87.3 Million
14	ABC News	87.1 Million
15	allkpop	84 Million
16	NTD Taste Life	79.8 Million
17	NBC News	78.2 Million
18	The Hill	76.9 Million
19	CBS News	72.6 Million
20	Soompi	70.4 Million
21	WLWT	65.6 Million
22	ESPN	64.3 Million
23	Bleacher Report	64.2 Million
24	NBA	59.7 Million
25	Washington Post	59.2 Million

Top 25 Twitter Brands

Ranked by total Twitter Actions in 2021
(post-level Retweets and Likes)

RANK	BRAND	ACTIONS
1	Bleacher Report	148.8 Million
2	Soompi	81.7 Million
3	ESPN FC	80.8 Million
4	Barstool Sports	66.4 Million
5	Billboard Charts	56.1 Million
6	allkpop	53.3 Million
7	ESPN	50.2 Million
8	Billboard	49.2 Million
9	WWE	38.6 Million
10	IGN	37 Million
11	NBA	34.6 Million
12	XXL Magazine	33.3 Million
13	MLB	31.1 Million
14	The New York Times	28.5 Million
15	NFL	27.3 Million
16	The Onion	24.8 Million
17	MTV	24 Million
18	Rolling Stone	22.9 Million
19	Overtime	21.3 Million
20	Crunchyroll	20.2 Million
21	Marvel Studios	20.2 Million
22	Samsung Global	18.6 Million
23	Variety	18.3 Million
24	B/R Gridiron	18.3 Million
25	iHeartRadio	17.1 Million

*These rankings exclude sports team, TV shows and public figures

THE BIG LIST

Top 25 Instagram Brands

Ranked by total Instagram Actions in 2021
(post-level Likes and Comments)

RANK	BRAND	ACTIONS
1	The Shade Room	3.5 Billion
2	NBA	1.8 Billion
3	Bleacher Report	1.5 Billion
4	House of Highlights	1.3 Billion
5	NFL	1.1 Billion
6	ESPN	1 Billion
7	Complex	920 Million
8	E! News	609 Million
9	MLB	578 Million
10	WWE	566 Million
11	National Geographic	473 Million
12	HoodClips	437 Million
13	Worldstar Hip Hop	413 Million
14	Marvel	377 Million
15	Marvel Studios	358 Million
16	The Shade Room Teens	345 Million
17	Netflix	302 Million
18	Fox News	285 Million
19	B/R Gridiron	272 Million
20	Overtime	268 Million
21	Hollywood Unlocked	250 Million
22	NHL	242 Million
23	ESPN FC	222 Million
24	National Geographic Travel	211 Million
25	Vogue	207 Million

Top 25 Brands on YouTube

Ranked by Total YouTube Actions in 2021
(video-level Likes and Comments)

RANK	BRAND	ACTIONS
1	WWE	3.5 Billion
2	SportsNation	3.2 Billion
3	Fox News	3.1 Billion
4	5-Minute Crafts	2.0 Billion
5	MSNBC	1.7 Billion
6	NBA	1.5 Billion
7	IGN	1.6 Billion
8	ViralHog	1.5 Billion
9	5-Minute Crafts Family	1.3 Billion
10	CNN	1.3 Billion
11	NBC News	1.2 Billion
12	ESPN	1 Billion
13	Netflix	982 Million
14	NBC Sports	895 Million
15	Samsung Global	880 Million
16	NFL	860 Million
17	The Dodo	841 Million
18	Fanta	705 Million
19	Crunchyroll Collection	692 Million
20	Marvel	675 Million
21	ABC News	642 Million
22	Tasty Plus	614 Million
23	A&E	525Million
24	Smile Squad	537 Million
25	House of Highlights	546 Million

*These rankings exclude sports team, TV shows and public figures

THE BIG LIST

Top 25 Branded Content Advertisers on Facebook

Ranked by total Facebook Actions in 2021 (post-level Reactions, Comments and Shares)

RANK	BRAND	ACTIONS
1	GEICO	4.4 Million
2	Gatorade	2.1 Million
3	Invisalign	1.3 Million
4	Blue Buffalo	1.4 Million
5	PUMA	1 Million
6	Zenni Optical	834 Thousand
7	Frost	843 Thousand
8	Mountain Dew	759 Thousand
9	Michelob ULTRA	738 Thousand
10	Smirnoff	827 Thousand
11	Nissan	639 Thousand
12	Capital One	792 Thousand
13	Bose	596 Thousand
14	AT&T	550 Thousand
15	Budweiser	545 Thousand
16	Walmart	696 Thousand
17	Kia Motors America	590 Thousand
18	Google Cloud	511 Thousand
19	Chime	498 Thousand
20	Under Armour Basketball	518 Thousand
21	Lenovo	471 Thousand
22	BASF	646 Thousand
23	Hyundai	844 Thousand
24	Lay's	522 Thousand
25	FedEx	466 Thousand

Top 25 Branded Content Publishers on Facebook

Ranked by total Facebook Actions in 2021 (post-level Reactions, Comments and Shares)

RANK	BRAND	ACTIONS
1	The Dodo	5.7 Million
2	Golden State Warriors	2.3 Million
3	NBA	1.5 Million
4	MLB	1.4 Million
5	San Antonio Spurs	1.3 Million
6	CBS	1.2 Million
7	WWE	1.2 Million
8	Green Bay Packers	1 Million
9	NFL	948 Thousand
10	Chicago Bulls	928 Thousand
11	Bleacher Report	838 Thousand
12	Buffalo Bills	837 Thousand
13	Pittsburgh Steelers	819 Thousand
14	Los Angeles Lakers	785 Thousand
15	So Yummy	777 Thousand
16	NBC Sports Boston	569 Thousand
17	FilterCopy	563 Thousand
18	Foodbeast	499 Thousand
19	Tech Insider	471 Thousand
20	Blossom	456 Thousand
21	Dallas Mavericks	438 Thousand
22	US Open Tennis Championships	371 Thousand
23	Tasty	355 Thousand
24	Boston Bruins	351 Thousand
25	Dallas Cowboys	336 Thousand

*These rankings exclude sports team, TV shows and public figures

THE BIG LIST

Top 25 Branded Content Advertisers on Instagram

Ranked by total Instagram Actions in 2021 (post-level Likes and Comments)

RANK	BRAND	ACTIONS
1	PUMA	19 Million
2	Invisalign	16.5 Million
3	American Eagle	16.1 Million
4	Chevrolet	13.8 Million
5	Lexus	11.1 Million
6	Google Cloud	8.2 Million
7	Samsung Camera	8.1 Million
8	State Farm	7.4 Million
9	GEICO	7.4 Million
10	Tissot	7.2 Million
11	Mastercard	6.7 Million
12	Beats by Dre	6.4 Million
13	Google	5.8 Million
14	Hotels.com	5.7 Million
15	Mercedes-Benz USA	5.1 Million
16	Tiffany & Co.	4.8 Million
17	Bliss	4.6 Million
18	Fabletics	4.4 Million
19	American Express	4.4 Million
20	Morphe Brushes	4 Million
21	Bad Habit Beauty	3.8 Million
22	Nike Baseball	3.7 Million
23	EA SPORTS Madden NFL	3.7 Million
24	Bose	3.6 Million
25	YouTube	3.6 Million

Top 25 Branded Content Publishers on Instagram

Ranked by total Instagram Actions in 2021 (post-level Likes and Comments)

RANK	BRAND	ACTIONS
1	MLB	56.7 Million
2	NFL	55.2 Million
3	NBA	30.5 Million
4	Bleacher Report	20.9 Million
5	Golden State Warriors	20.5 Million
6	Ultimate Fighting Championship	15.4 Million
7	Marvel	12.5 Million
8	Los Angeles Lakers	11.6 Million
9	Boston Celtics	10.4 Million
10	House of Highlights	8.8 Million
11	Green Bay Packers	7.3 Million
12	Chicago Bulls	4.2 Million
13	Dallas Mavericks	4.1 Million
14	The Dodo	4.0 Million
15	NHL	3.9 Million
16	Dallas Cowboys	3.4 Million
17	Milwaukee Bucks	3.2 Million
18	Philadelphia 76ers	3.0 Million
19	National Geographic	2.7 Million
20	ESPN	2.7 Million
21	Brooklyn Nets	2.6 Million
22	Buffalo Bills	2.5 Million
23	Houston Rockets	2.3 Million
24	Pittsburgh Steelers	2.3 Million
25	Charlotte Hornets	2.1 Million

*These rankings exclude sports team, TV shows and public figures

THE BIG LIST

Top 10 Media Publishing Companies

Ranked by Total Cross-Platform Actions in 2021

1	The Walt Disney Company	**7.3 Billion** Actions
2	WARNERMEDIA	**4.7 Billion** Actions
3	NBA	**4 Billion** Actions
4	TSR THE SHADE ROOM	**3.9 Billion** Actions
5	NFL	**2.4 Billion** Actions
6	COMCAST	**2.4 Billion** Actions
7	Paramount A VIACOM COMPANY	**1.7 Billion** Actions
8	FOX	**1.7 Billion** Actions
9	COMPLEX	**1.2 Billion** Actions
10	group nine media	**794.5 Million** Actions

THE BIG LIST

Top 10 Media Publishing Brands

Ranked by Total Cross-Platform Actions in 2021

1	TSR THE SHADE ROOM	**3.5 Billion** Actions
2	B/R BLEACHER REPORT	**1.7 Billion** Actions
3	H/H	**1.3 Billion** Actions
4	COMPLEX	**942.6 Million** Actions
5	E! NEWS	**671.3 Million** Actions
6	NATIONAL GEOGRAPHIC	**491.1 Million** Actions
7	HOODCLIPS	**456.2 Million** Actions
8	WORLDSTAR HIP HOP	**416.6 Million** Actions
9	the dodo	**416.5 Million** Actions
10	TSR teens	**345.2 Million** Actions

THE BIG LIST

Top 10 Fastest Growing Media Brands

Ranked by Growth in Total Cross-Platform Actions Year over Year

1	coindesk	**1079%** Growth in Actions
2	VentureBeat	**443%** Growth in Actions
3	motorsport NETWORK	**393%** Growth in Actions
4	NTVB MEDIA	**274%** Growth in Actions
5	ACTION	**213%** Growth in Actions
6	gameinformer	**125%** Growth in Actions
7	SNY	**109%** Growth in Actions
8	FANDOM	**108%** Growth in Actions
9	EBONY	**102%** Growth in Actions
10	tv	**101%** Growth in Actions

THE BIG LIST

Top 10 TV Networks

Ranked by Total Cross-Platform Actions in 2021

1	ESPN	**4.2 Billion** Actions
2	FOX NEWS	**854 Million** Actions
3	NETFLIX	**780.1 Million** Actions
4	E!	**692.8 Million** Actions
5	NBC	**645.3 Million** Actions
6	abc	**599.7 Million** Actions
7	CBS	**439.1 Million** Actions
8	CNN	**418.9 Million** Actions
9	FOX SPORTS	**339.4 Million** Actions
10	TELEMUNDO	**329.7 Million** Actions

THE BIG LIST

Top 10 Linear TV Shows

Ranked by Total Cross-Platform Actions in 2021

1.

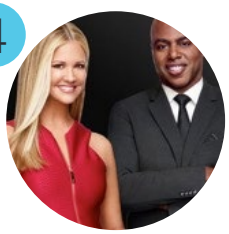
SPORTSCENTER
1.6 Billion Actions

2.

GREY'S ANATOMY
167 Million Actions

3.

HANNITY
132 Million Actions

4. 

ENTERTAINMENT TONIGHT
107 Million Actions

5.

TODAY SHOW
107 Million Actions

6.

RIVERDALE
104 Million Actions

7.

THE DAILY SHOW
94.8 Million Actions

8.

THE ELLEN DEGENERES SHOW
92.9 Million Actions

9.

FRIENDS
63 Million Actions

10.

GOOD MORNING AMERICA
59.9 Million Actions

THE BIG LIST

Top 10 Streaming TV Shows

Ranked by Total Cross-Platform Actions in 2021

1.
SEX EDUCATION
51.6 Million Actions

2.
STRANGER THINGS
28.3 Million Actions

3.
GET ORGANIZED WITH THE HOME EDIT
26.1 Million Actions

4.
LUCIFER
25.1 Million Actions

5.
NANATSU NO TAIZAI
23.5 Million Actions

6.
BRIDGERTON
20.1 Million Actions

7.

COBRA KAI
19.5 Million Actions

8.
SHADOW AND BONE
18.2 Million Actions

9.
YOU
18 Million Actions

10.
THE WITCHER
14.9 Million Actions

THE BIG LIST

Top 10 Sports Media Companies

Ranked by Total Cross-Platform Actions in 2021

1	ESPN	**4.3 Billion** Actions
2	BLEACHER REPORT	**3.7 Billion** Actions
3		**729 Million** Actions
4		**449.2 Million** Actions
5	VIACOMCBS	**423.6 Million** Actions
6		**395.7 Million** Actions
7		**378.1 Million** Actions
8	FOX	**339.4 Million** Actions
9	NBCUniversal	**306.2 Million** Actions
10	theScore	**241.1 Million** Actions

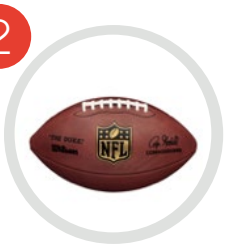
THE BIG LIST

Top 10 Sports & Recreation Brands

Ranked by Total Cross-Platform Actions in 2021

1.

NBA
1.9 Billion Actions

2. 

NFL
1.1 Billion Actions

3.

WWE
722.4 Million Actions

4.

MLB
630.6 Million Actions

5.

UFC
527.5 Million Actions

6.

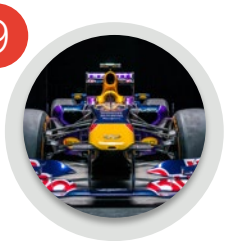
LOS ANGELES LAKERS
363.2 Million Actions

7.

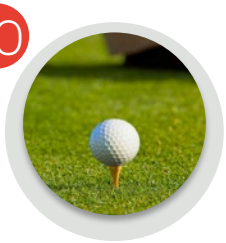
GOLDEN STATE WARRIORS
320 Million Actions

8.

NHL
258.6 Million Actions

9. 

RED BULL RACING
220.7 Million Actions

10. 

PGA TOUR
162.5 Million Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Global Esports Teams

Ranked by Total Cross-Platform Actions in 2021

1. **FAZE CLAN**
   108.4 Million Actions
2. **LOUD GAMING**
   101.6 Million Actions
3. **BIGETRON ESPORTS**
   79.5 Million Actions
4. **EVOS ESPORTS**
   71.4 Million Actions
5. **REX REGUM QEON**
   46.8 Million Actions
6. **TEAM SECRET**
   27.1 Million Actions
7. **G2 ESPORTS**
   23.7 Million Actions
8. **NRG**
   19.1 Million Actions
9. **PAIN GAMING**
   17.5 Million Actions
10. **OG ESPORTS**
    15.3 Million Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Food & Beverage Brands

Ranked by Total Cross-Platform Actions in 2021

1.

RED BULL
42.6 Million Actions

2.

G FUEL
30.2 Million Actions

3.

SLIM JIM
26.4 Million Actions

4.

MONSTER ENERGY
21.6 Million Actions

5.

BLACK RIFLE COFFEE
11.5 Million Actions

6.

BEN & JERRY'S
7.9 Million Actions

7.

OREO
5.8 Million Actions

8.

BUSCH
3.4 Million Actions

9.

BUDWEISER
3.2 Million Actions

10.

BUD LIGHT
2.6 Million Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Beauty Brands

Ranked by Total Cross-Platform Actions in 2021

1.
DIOR
124 Million Actions

2.
COLOURPOP
72 Million Actions

3.

KYLIE COSMETICS
65.3 Million Actions

4.
CHANEL
61.7 Million Actions

5.
FENTY BEAUTY
45.9 Million Actions

6.
RARE BEAUTY
41.5 Million Actions

7.
MAC COSMETICS
36.2 Million Actions

8.
MORPHE BRUSHES
30 Million Actions

9.
HUDA BEAUTY
29.1 Million Actions

10.

SEPHORA
25.7 Million Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Petcare Brands

Ranked by Total Cross-Platform Actions in 2021

1.

CHEWY.COM
806 Thousand Actions

2.

STELLA & CHEWY'S
727 Thousand Actions

3.

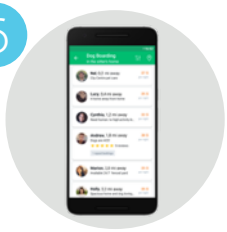
PETSAFE
665 Thousand Actions

4.

THE HONEST KITCHEN
531 Thousand Actions

5.

KONG
306 Thousand Actions

6. 

ROVER.COM
270 Thousand Actions

7.

DIAMOND PET FOODS
254 Thousand Actions

8.

DR. ELSEY'S PRECIOUS CAT PRODUCTS
173 Thousand Actions

9.

HORSE HEALTH PRODUCTS
173 Thousand Actions

10.

REDBARN PREMIUM
157 Thousand Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Retail Brands

Ranked by Total Cross-Platform Actions in 2021

1

FASHION NOVA
158.3 Million Actions

2

CHANEL
61.7 Million Actions

3

VICTORIA BECKHAM
54.7 Million Actions

4

PLAYSTATION
52.9 Million Actions

5

VICTORIA'S SECRET
49.3 Million Actions

6

XBOX
45.7 Million Actions

7

GOPRO
38.3 Million Actions

8

H&M
35.7 Million Actions

9

APPLE
35.2 Million Actions

10

FOOT LOCKER
33 Million Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Luxury Brands

Ranked by Total Cross-Platform Actions in 2021

1

CHANEL
61.7 Million Actions

2

VICTORIA BECKHAM
54.7 Million Actions

3

OSCAR DE LA RENTA
14.5 Million Actions

4

BALENCIAGA
13 Million Actions

5

CHRISTIAN SIRIANO
10.5 Million Actions

6

CAROLINA HERRERA
10.4 Million Actions

7

MICHAEL KORS
10.2 Million Actions

8

GIORGIO ARMANI
8.7 Million Actions

9

TOM FORD
6.4 Million Actions

10

CHRISTIAN LOUBOUTIN
6.3 Million Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Automotive Brands

Ranked by Total Cross-Platform Actions in 2021

1

LAMBORGHINI
112 Million Actions

2

PORSCHE
85.8 Million Actions

3

BMW-M
73.8 Million Actions

4

MERCEDES-AMG
58.8 Million Actions

5

MASERATI
28.8 Million Actions

6

ASTON MARTIN
28.4 Million Actions

7

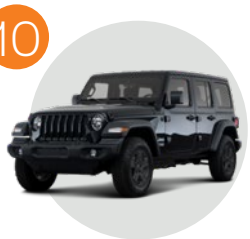
ROLLS-ROYCE
26.4 Million Actions

8

BENTLEY MOTORS
23.8 Million Actions

9

DODGE
21.7 Million Actions

10


JEEP
19.5 Million Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Financial Services Brands

Ranked by Total Cross-Platform Actions in 2021

1	venmo	**12.6 Million** Actions
2	Cash App	**8.1 Million** Actions
3	HAGERTY	**6.8 Million** Actions
4	EV ELLEVEST	**3.1 Million** Actions
5	chime	**2.4 Million** Actions
6	Veterans United Home Loans	**840 Thousand** Actions
7	Robinhood	**820 Thousand** Actions
8	StateFarm	**772 Thousand** Actions
9	THE WORLD BANK	**701 Thousand** Actions
10	NYSE	**674 Thousand** Actions

*Only includes primary brand pages

THE BIG LIST

Top 10 Cryptocurrency Brands

Ranked by Total Cross-Platform Actions in 2021

1	BINANCE	**24.8 Million** Actions
2	COINTELEGRAPH	**6.9 Million** Actions
3	bitcoin	**2.2 Million** Actions
4	AXIE INFINITY	**2 Million** Actions
5	Trust Wallet	**1.5 Million** Actions
6	ripple	**1.5 Million** Actions
7	Blockfolio	**1.4 Million** Actions
8	coinbase	**1.4 Million** Actions
9	kraken	**1.3 Million** Actions
10	Chainlink	**1 Million** Actions

*Only includes primary brand pages

TOP CONTENT

Top 10 Facebook Posts by Brands

Nick Jr.
Post Type: Video
Total Actions: 4.7M
Views: 57.9M

The Dodo
Post Type: Status
Total Actions: 3.5M

Crafty Panda
Post Type: Video
Total Actions: 3.5
Views: 204.5M

Crafty Panda
Post Type: Video
Total Actions: 3.3M
Views: 239.4M

WINK News
Post Type: Video
Total Actions: 3.1M
Views: 88.5M

ViralHog
Post Type: Video
Total Actions: 2.9M
Views: 56.2M

NTD News
Post Type: Video
Total Actions: 2.9M
Views: 27.2M

IMPACT Wrestling
Post Type: Video
Total Actions: 2.7M
Views: 409.4M

The Epoch Times
Post Type: Video
Total Actions: 2.6M
Views: 93.5M

The Epoch Times
Post Type: Video
Total Actions: 2.6M
Views: 77.3M

Videos continued to dominate Facebook in 2021, mainly featuring DIY and heartwarming content. Crafty Panda's posts demonstrate how much engagement DIYs and crafts gain on Facebook while The Dodo, WINK News, ViralHog, NTD News, and The Epoch Times' successes fit in with the trend of animal content driving actions and views. Nick Jr. had the top performing post, using nostalgia to connect with Blues Clues fans.

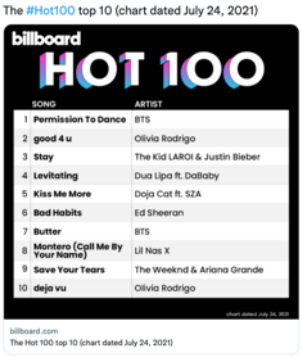
*Ranked by Engagement

TOP CONTENT

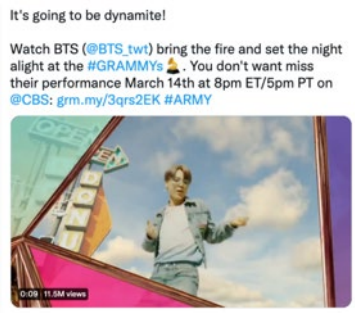
Top 10 Tweets Posts by Brands

Twitter
Post type: Status
Total Actions: 3.9M

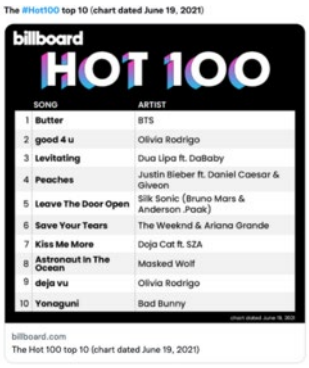
Nick Jr.
Post Type: Video
Total Actions: 2.6M



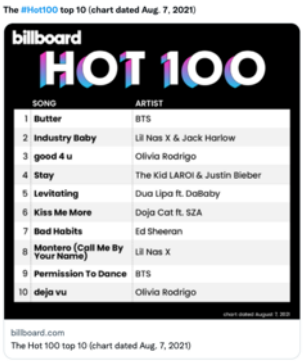
Billboard Charts
Post Type: Status
Total Actions: 1.9M



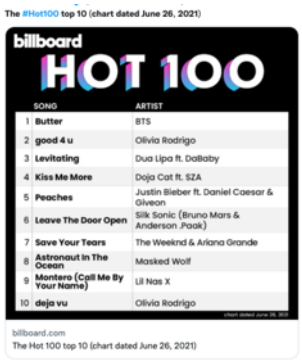
Recording Academy/GRAMMYS
Post type: Video
Total Actions: 1.9M



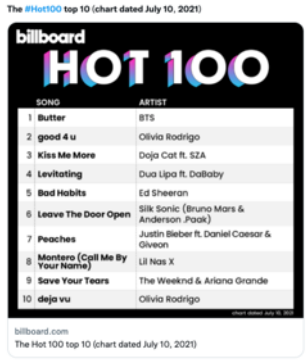
Billboard Charts
Post Type: Status
Total Actions: 1.8M



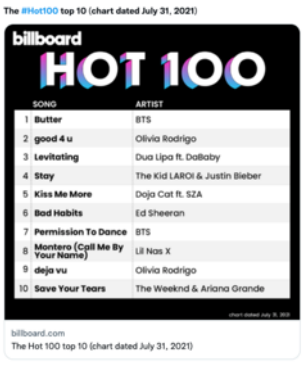
Billboard Charts
Post Type: Status
Total Actions: 1.7M



Billboard Charts
Post Type: Status
Total Actions: 1.7M



Billboard Charts
Post Type: Status
Total Actions: 1.7M



Billboard Charts
Post Type: Status
Total Actions: 1.6M

Spider-Man Movies
Post Type: Video
Total Actions: 1.5M

Billboard Charts had a great year on Twitter, taking 6 of the top 10 spots in 2021. Much of their engagement was driven by fan communities that have a strong presence on the platform, including the BTS Army. BTS fans also showed their support for the Grammys' top post. Fan communities for TV and movies were also very active on Twitter, propelling Nick Jr.'s video of Steve and the *Spider-Man: Far From Home* trailer into the top 10. Twitter itself took the top tweet spot, bringing a bit of humor when several other social platforms experienced outages.

*Ranked by Engagement

TOP CONTENT

Top 10 Instagram Posts by Brands

Marvel
Post Type: Carousel
Total Actions: 7.4M

Calvin Klein
Post Type: Image
Total Actions: 6.5M

Marvel
Post Type: IGTV
Total Actions: 4.5M

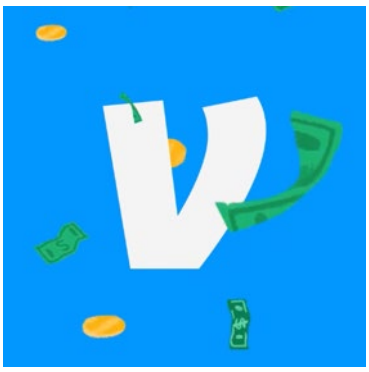
Marvel
Post Type: Image
Total Actions: 4M

Marvel
Post Type: Carousel
Total Actions: 3.5M

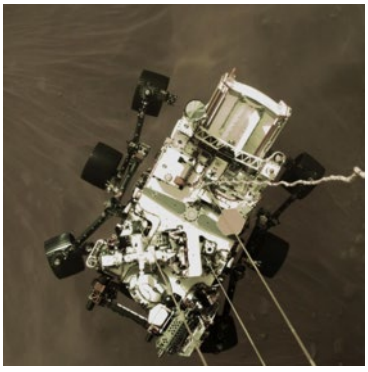
NASA
Post Type: Carousel
Total Actions: 3.4M

Marvel
Post Type: Image
Total Actions: 3.2M

FRIENDS
Post Type: Image
Total Actions: 3.2M



Venmo
Post Type: Video
Total Actions: 3.2M



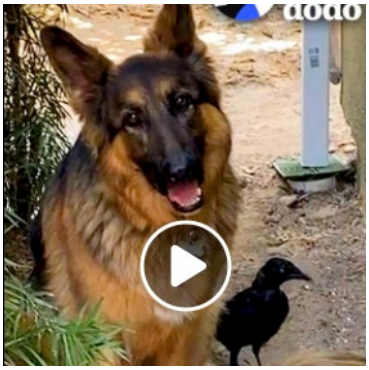
NASA
Post Type: Carousel
Total Actions: 3.1M

The Marvel universe took half of the top 10 spots on Instagram this year, with Spider-Man breaking box office records as well as topping the social media charts. NASA also captivated Instagram audiences with views from space, perfect for a platform that relies heavily on visuals. A variety of different formats performed well on Instagram, with carousels, videos, and images all represented here.

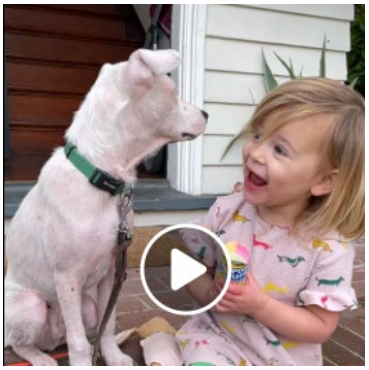
*Ranked by Engagement

TOP CONTENT

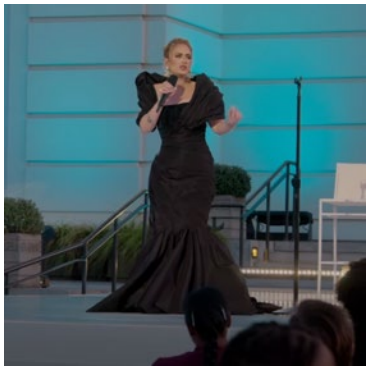
Top 10 Branded Posts on Facebook



The Dodo
Partner: Netflix
Total Actions: 649K



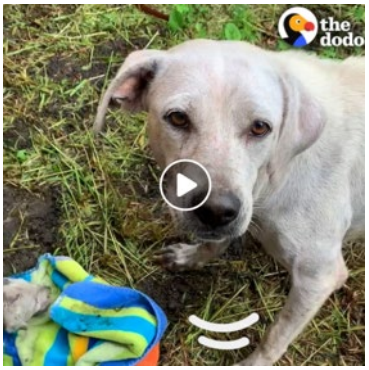
The Dodo
Partner: GEICO
Total Actions: 636K



CBS
Partner: Smirnoff
Total Actions: 532K

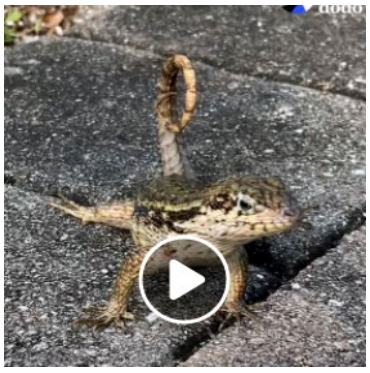
Tech Insider
Partner: BASF
Total Actions: 471k

The Dodo
Partner: Blue Buffalo
Total Actions: 416k



The Dodo
Partner: GEICO
Total Actions: 373k

The Dodo
Partner: GEICO
Total Actions: 320k



The Dodo
Partner: Netflix
Total Actions: 295k

The Dodo
Partner: discovery+
Total Actions: 283k

NBA
Partner: Mountain Dew
Total Actions: 264k

The Dodo had a successful year for branded content, using their heartwarming animal video series to partner with brands. Every one of these top branded posts was a video, showing the power of video to engage audiences and amplify a partner's brand.

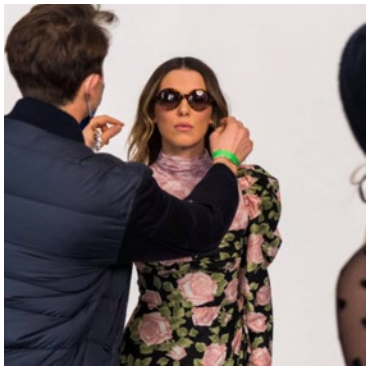
*Ranked by Engagement

TOP CONTENT

Top 10 Branded Posts on Facebook

Selena Gomez
Partner: PUMA
Total Actions: 5.9M

Addison Rae
Partner: American Eagle
Total Actions: 3.7M

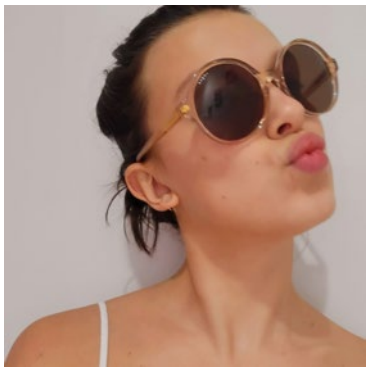


Millie Bobby Brown
Partner: Vogue Eyewear
Total Actions: 3.5M

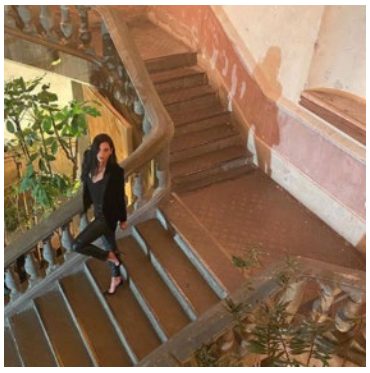
Millie Bobby Brown
Partner: Samsung
Total Actions: 3.3M

Selena Gomez
Partner: Netflix
Total Actions: 3.3M

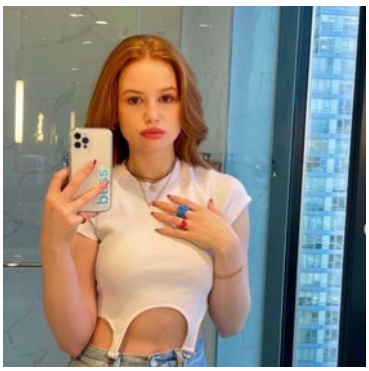
Chris Hemsworth
Partner: BOSS
Total Actions: 3.1M



Millie Bobby Brown
Partner: Vogue Eyewear
Total Actions: 2.9M



Dua Lipa
Partner: YSL Beauty
Total Actions: 2.7M



Madelaine Petsch
Partner: Bliss
Total Actions: 2.7M

Dua Lipa
Partner: PUMA
Total Actions: 2.6M

While publishers dominated the branded posts for Facebook, influencers took the top spots for Instagram. Major brands from a variety of industries who worked with these big names saw huge payoffs for engagement, with over 33 million actions on just these 10 posts. With a few exceptions, most of these images are informal and required very little production besides a cell phone camera.

*Ranked by Engagement

Comscore Metrics Definitions

Actions: The sum of all reactions, likes, comments, shares, retweets or favorites received on content posted by a property on Facebook, Twitter or Instagram.

Actions Per Post: The average number of actions received by a single piece of content posted by a property.

Amplification: The sum of all shares and retweets on posts and tweets published by a property on Facebook and Twitter.

Content: The total number of posts, tweets and media published on Facebook, Twitter and Instagram by a property during a defined time period.

Cross-Platform Actions (i.e., Engagement): The sum of all post-level likes, comments, shares, retweets, and favorites that a property or category received on Facebook, Twitter and Instagram in 2021.

Fans: The number of people who have opted in to a property's content. This is calculated as an average of the number of fans over the defined time period.

Followers: The number of people who have opted in to a property's content on Twitter or Instagram. This is calculated as an average of the number of followers over the defined time period.

Growth (%): A property or category's total actions from a date range compared to the number of total actions from a previous date range.

Impressions: The number of times a property's content is displayed on a social network.

Share of Voice (Brand): The share of average fans or followers acquired by, total content posted by, or total actions received by a property relative to other properties measured within a category.

Share of Voice (Category): The share of average fans or followers acquired by, total content posted by, or total actions received by all the properties in a category relative to other categories being measured.

Video Engagement: The sum of all likes, comments, shares, retweets, and favorites received by videos posted by a property on Facebook, Twitter and Instagram during a defined time period.

YoY: The comparison of a property or category's growth year over year.