

Sharing Differences Between Industries

Social Sharing Activity by Content Category, Device and Channel

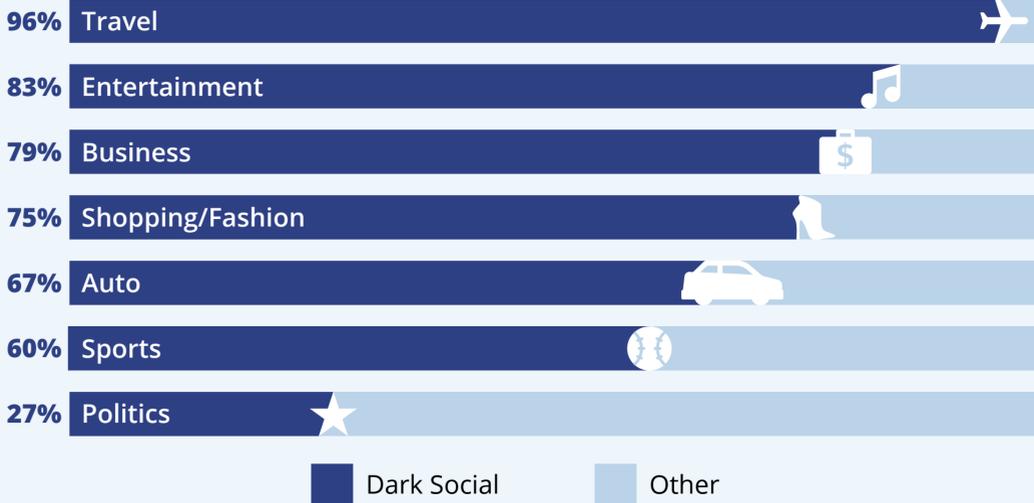


Today every brand and publisher is a player in the online content ecosphere. But the way content is shared varies from industry to industry. We analyzed social activity across different verticals to see how content is being shared and consumed in different industries.

Dark Social Sharing

Dark Social is the most common way that people share online. **69% of all online content sharing occurs via Dark Social.** It usually takes place through copying and pasting text or a URL.

Dark Social Sharing by Industry



The content subject matter influences how people share.



Travel Sharing is 96% Dark Social
Users share private messages directly to friends or family about personal travel plans and ideas.

vs



Political Sharing is 46% Facebook
Users look to a large forum to discuss and promote their political opinions.

The device they use also makes a difference.

Dark Social Sharing by Device



Desktop:
80%



iOS:
64%



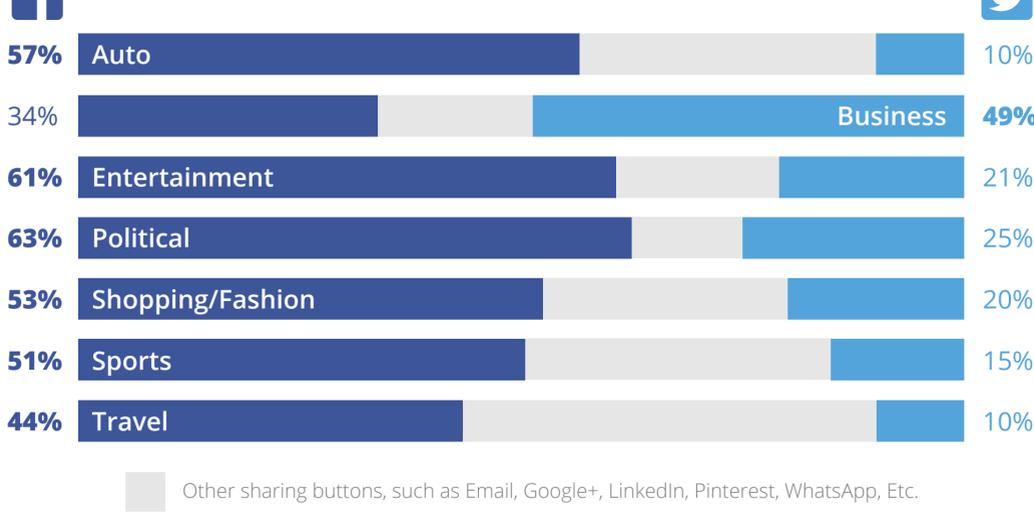
Android:
40%

Social Sharing Buttons

Of course people also share through social sharing buttons. Generally speaking, Facebook and Twitter are the most commonly used sharing buttons, **but each industry is divided differently.**

Sharing Button Activity by Industry

Facebook vs. Twitter



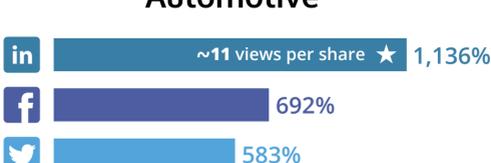
Social Virality by Industry

But how valuable is each share individually? To find out, it is best to look at **Social Virality**.

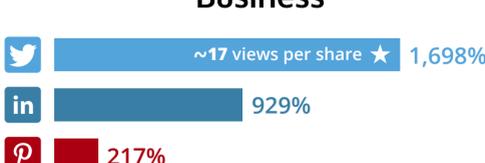
Social Virality is determined by the amount of click engagement per shared article. Say you have a 500% virality rate - That means for every one share that occurred within a channel, 5 people have engaged with that content.

Top 3 Networks for Social Virality Per Industry

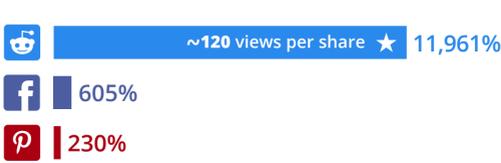
Automotive



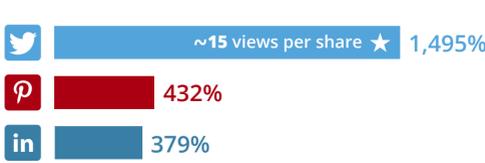
Business



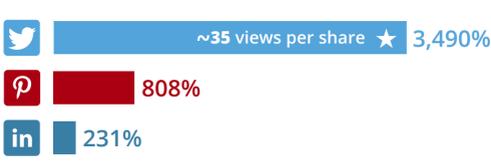
Entertainment



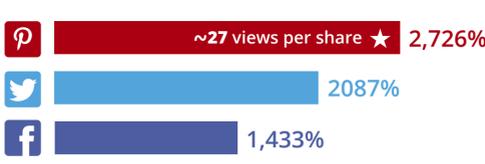
Politics



Shopping/Fashion



Sports



Even though certain social networks might see more total shares, the social virality might be higher on a different channel depending on the subject matter of the content.



It's important to **provide the right sharing options** for your type of content and constantly **track your social activity** to reach the largest possible audience.

Want to learn more about social sharing tools, Dark Social, and social virality?

Visit <http://po.st>