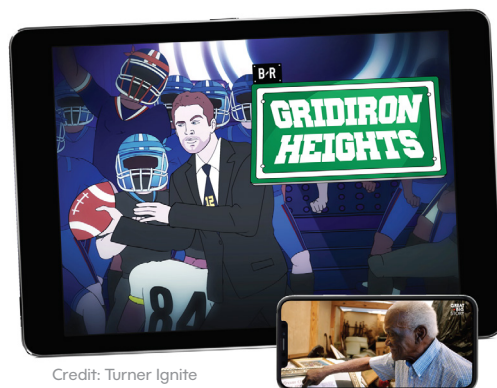


## WHY BRANDS SHOULD CARE ABOUT EMOTION ON SOCIAL MEDIA

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Credit: Turner Ignite

It's easy to get discouraged when scanning headlines about Facebook's News Feed algorithm changes. Beginning in 2018, content posted by friends takes priority over content posted by publishers and brands. What does this all mean?

The reality is these changes did not happen overnight. Facebook has modified its algorithm over a few years to refocus the user experience on personal connections and community. And with these changes, content that motivates people to love, share and comment is now more valued, meaning it's seen by more people.

This opens up opportunities for publishers and marketers who know how to connect with their fans on a deep, emotional level. Beyond bucking the algorithm, why is hitting a home run on emotion important? Marketing science shows that most purchase decisions are made with the heart, not the head. And emotion triggers engagement on social media, which leads to lifts in brand awareness, perception and purchase intent.

In particular, branded content published by media companies on behalf of marketing partners has emerged as a viable and growing strategy, capturing 29 percent year-over-year gains in engagement on Facebook, according to Shareablee.

And it's effective for marketers. Per ListenFirst, branded content published by media companies is delivering 12 times more social engagement than content posted by advertisers.

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Great branded content that reaches the right people can produce a powerful emotional response, which leads to engagement and results for marketers. But in today's world of distracted audiences, creating an emotional connection is easier said than done.

Turner and Canvs, the industry leader in measuring emotion, partnered to better understand the value of emotional reactions to branded content. As a starting point, Canvs analyzed all public branded content posts in Q4 2017 by two of the leading categories on Facebook: cultural news and sports publishers. For this analysis, Canvs focused on the primary Facebook page of each publisher. The data surfaced a few key takeaways.

Branded content from cultural sports and news publishers ranked by emotional engagement

| Cultural sports and news publishers |  | Total emotional reactions | Total shares | Total public posts |
|-------------------------------------|--|---------------------------|--------------|--------------------|
| Bleacher Report                     |  | 20,481                    | 154,500      | 274                |
| Great Big Story                     |  | 11,135                    | 244,686      | 131                |
| Upworthy                            |  | 7,583                     | 140,704      | 120                |
| NowThis                             |  | 7,282                     | 97,370       | 70                 |
| Mic                                 |  | 5,138                     | 48,443       | 114                |
| ESPN                                |  | 3,950                     | 18,712       | 62                 |
| SportsCenter                        |  | 3,569                     | 12,199       | 38                 |
| Vox                                 |  | 2,077                     | 37,792       | 11                 |
| Refinery29                          |  | 2,008                     | 8,747        | 130                |
| Complex                             |  | 1,871                     | 9,217        | 188                |
| Uproxx                              |  | 1,830                     | 19,504       | 65                 |
| Barstool Sports                     |  | 360                       | 670          | 16                 |
| SB Nation                           |  | 303                       | 3,191        | 13                 |
| BuzzFeed                            |  | 279                       | 1,849        | 17                 |
| Sports Illustrated                  |  | 203                       | 1,777        | 122                |
| Whistle Sports                      |  | 193                       | 4,411        | 64                 |
| Vice                                |  | 154                       | 448          | 16                 |
| Mashable                            |  | 20                        | 227          | 10                 |

Source: Facebook public branded content posts from leading cultural sports and news publishers, 4Q 2017. This analysis focuses on the primary Facebook page of each publisher.

