

Understanding engagement of Belarusian online media using Facebook social network

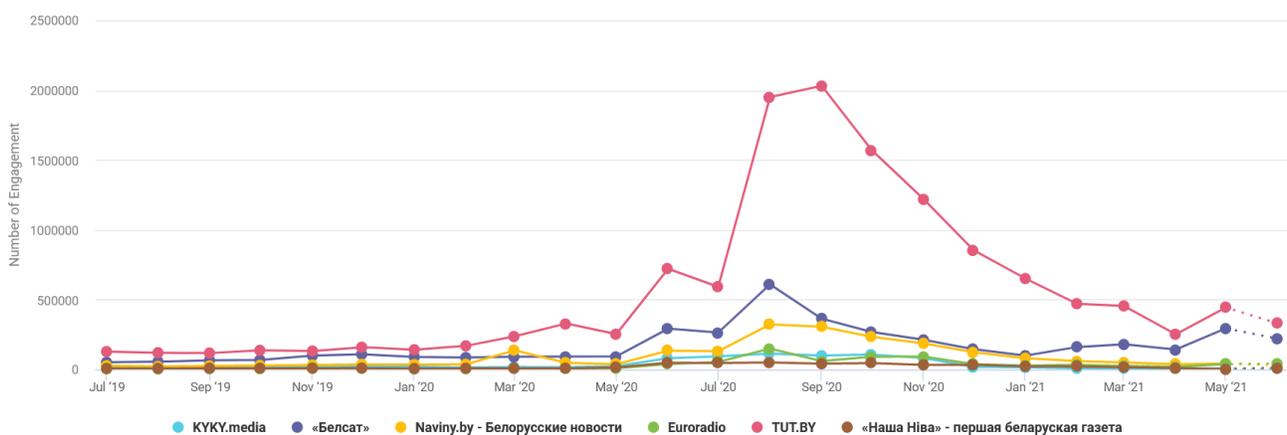
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A number of non-state Belarusian online media have experienced limiting of access to their internet resources and copies of those resources for Belarusian internet users by decisions of the Ministry of Information of the Republic of Belarus during 2020-2021. For example, a [decision to limit access to tut.by Internet resources](#) was published on May 18, 2021.

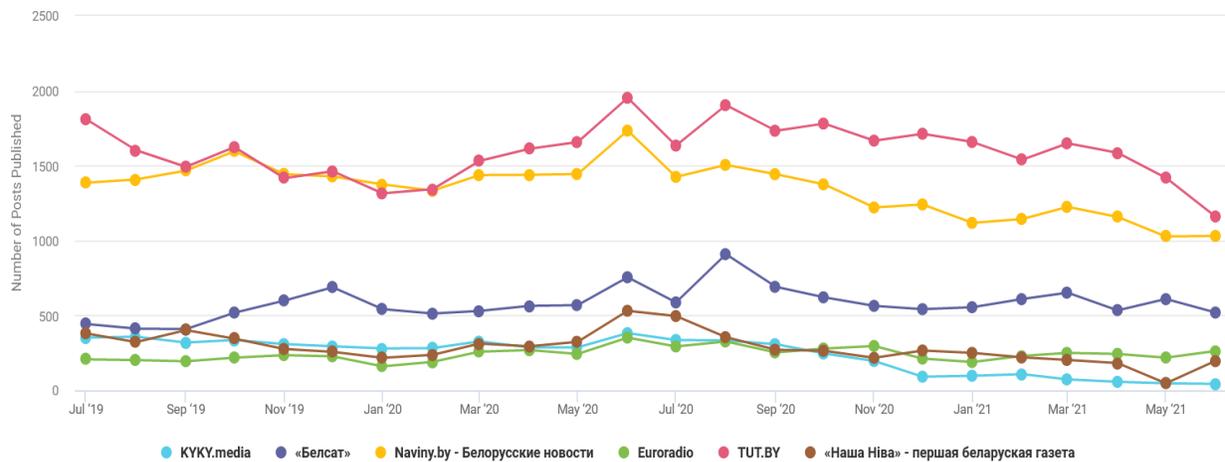
Over 30% of Belarusian Internet audience aged 15-74 years old was using Facebook.com social network, including mobile applications, according to the [“Use of Social Networks and Messengers” study](#) carried out in November, 2020.

Let’s consider facebook.com social network engagement of six blocked Belarusian online-resources: tut.by, kyky.org, belsat.eu, euroradio.fm, naviny.by, nn.by during the period from July 1, 2019, to June 30, 2021:



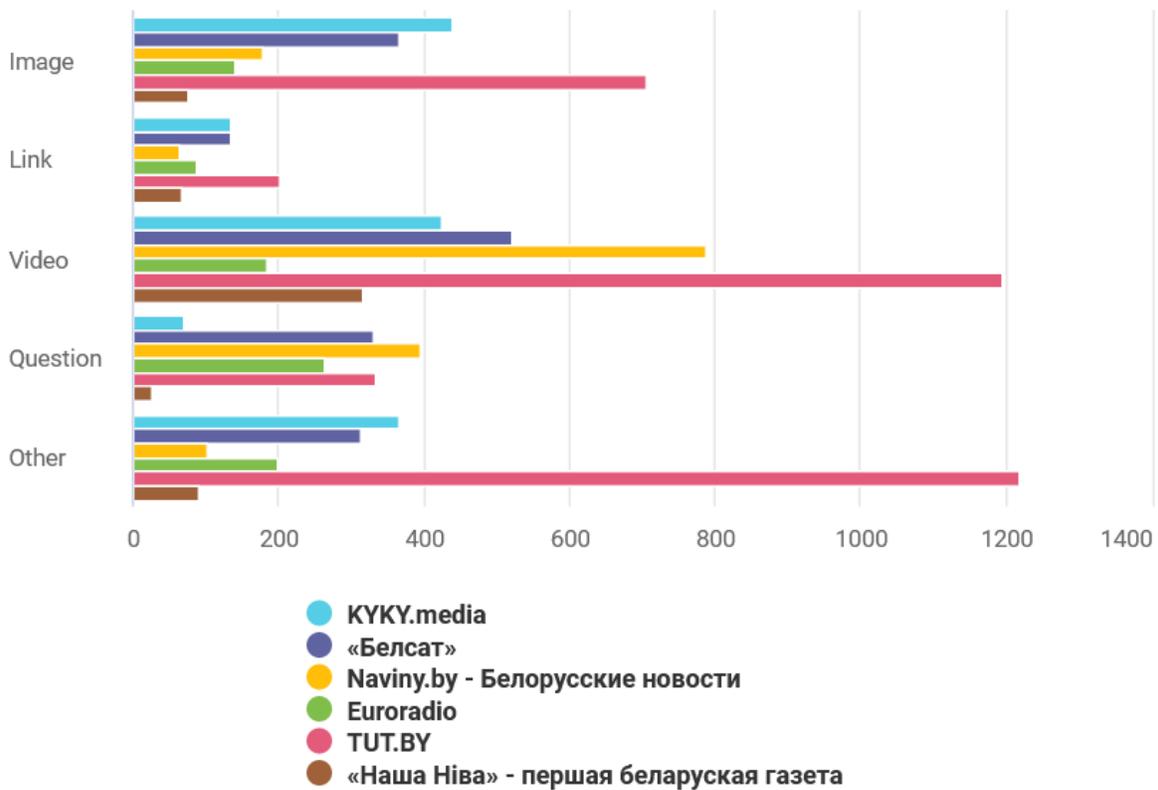
This chart shows the overall or average engagement for Facebook. Engagement refers to the number of times people have interacted with posts through likes, reactions, shares, comments.

Distribution by the number of published posts:



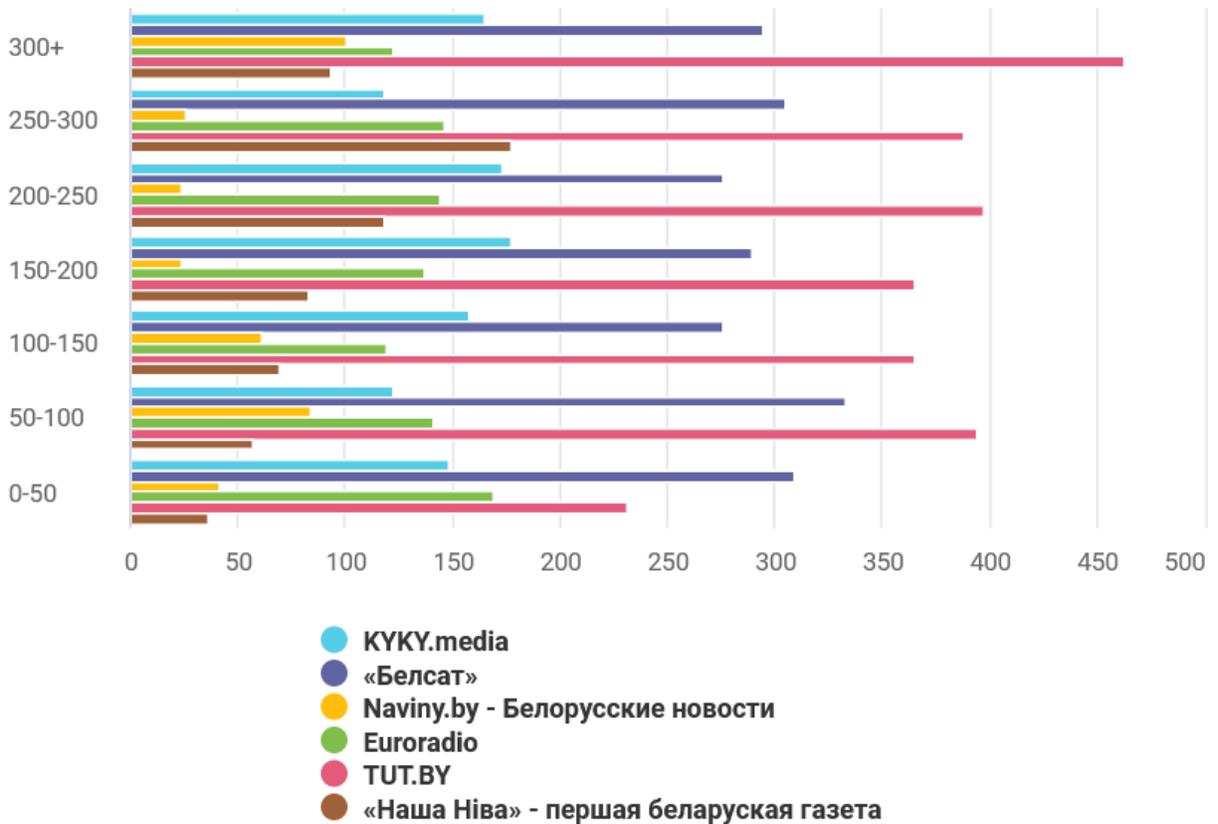
Interestingly, in the fall of 2019 - spring of 2020, the number of posts on facebook.com - naviny.by surpassed even the absolute news leader - tut.by

Engagement by post type:

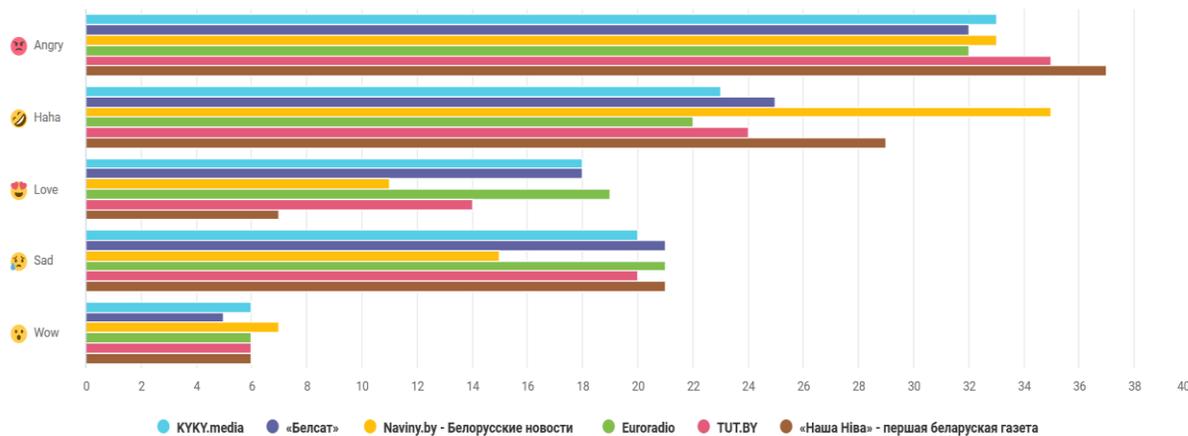


It can be seen here that it is impossible to say unequivocally that some types of posts (video, image, text or other) have greater engagement compared to others.

Engagement by post length:

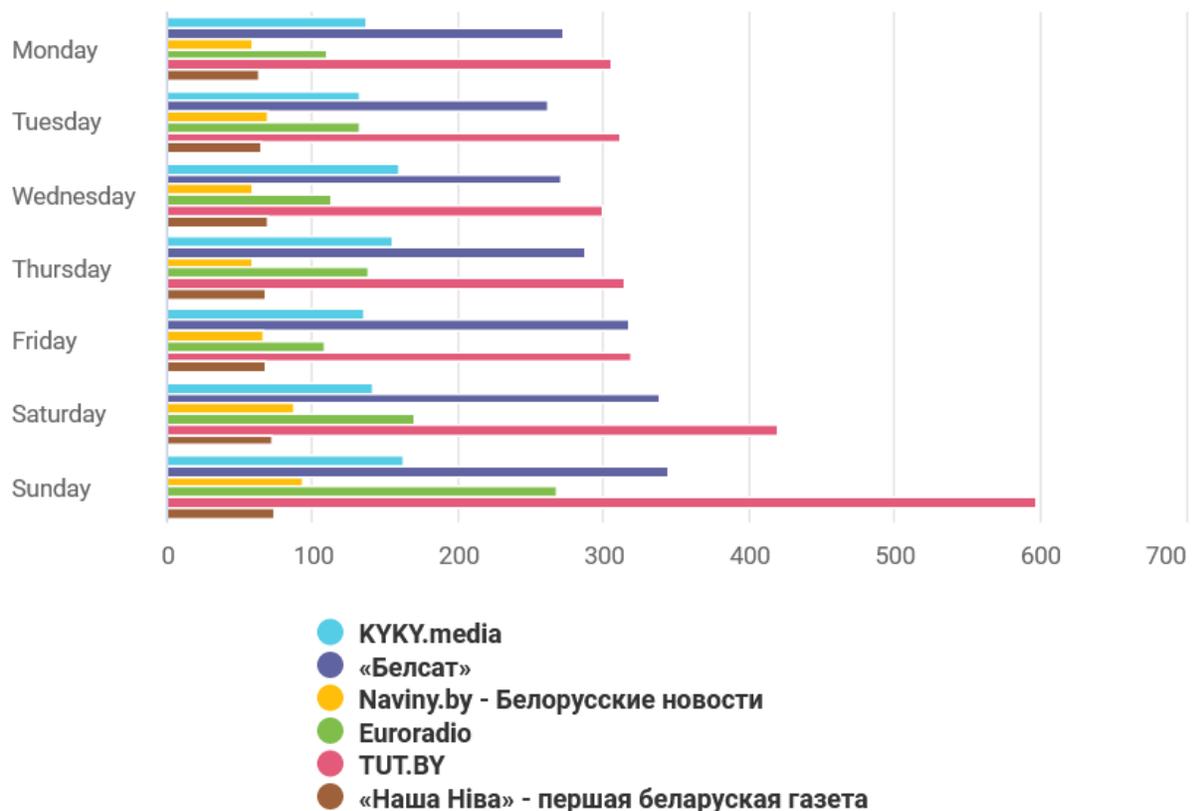


Another interesting distribution is by the reaction of Internet users to posts of online media:

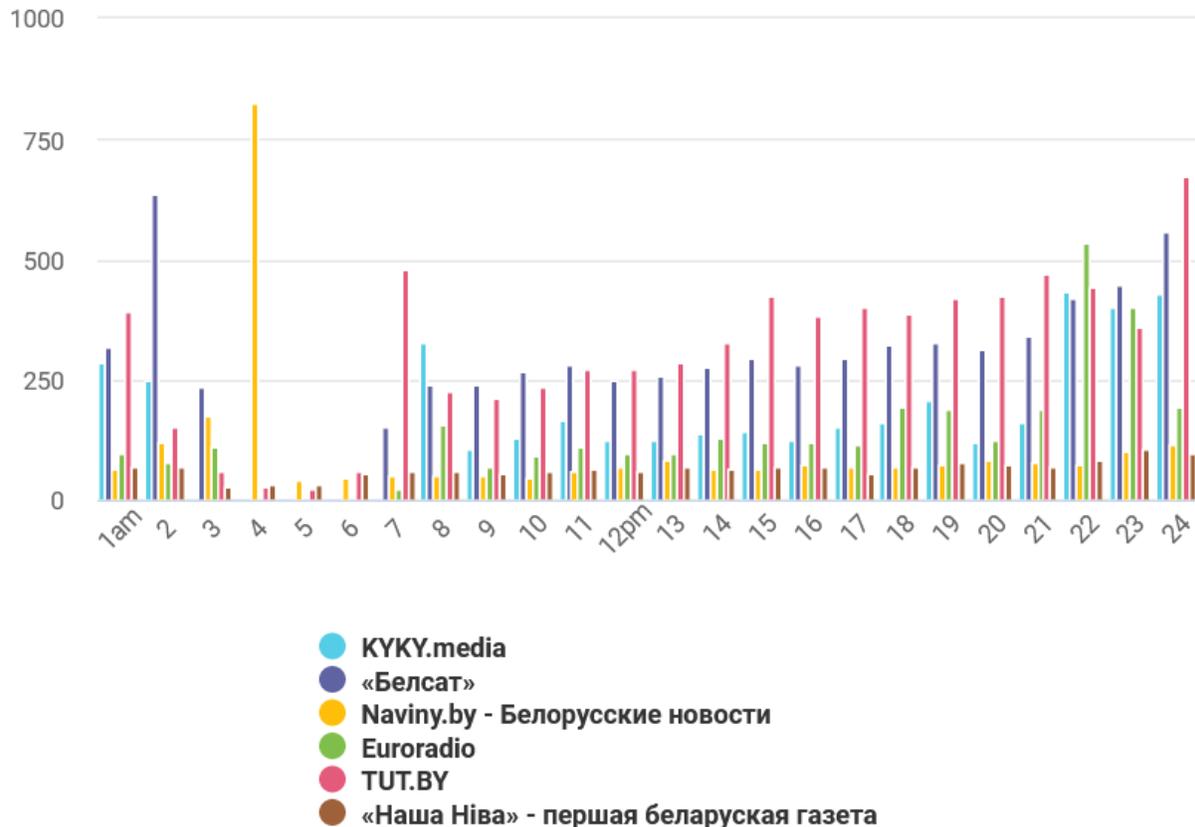


That people react not just in a negative way to the information received from the given news sources is the only good thing here.

Two other distributions can help media in their work. Engagement of the publication by weekday:



Engagement of posts by publication time:



Most of Belarusian Internet audience regularly uses social networks. For example, according to the [data](#) of the National Statistical Committee of the Republic of Belarus, Belarusian youth actively uses Internet: in 2020, the share of Internet users aged 14-30 was 97.9%, with 96.6% using Internet daily. Out of those, 97.4% used social networks to communicate. Online media are able to engage the audience using social media even in the environment of worsening ability to disseminate their own information using their own infrastructure (web sites, applications).

In conclusion:

Thus, online media are recommended to direct more attention towards social networks that are accessible and popular among Belarusian audience. Online media should aim to more actively work with their audience in the social networks using various engagement metrics instead of simply reposting links to their publications in other media channels.

Social media monitoring platform BuzzSumo was used for the analysis:

TUT.BY /tut.by

Posts Analyzed 38,263

Total Engagement 13,451,836

Avg Engagement 351

«Белсат» /belsat.tv

Posts Analyzed 13,936

Total Engagement 4,140,436

Avg Engagement 297

КУКУ.media /kyky.org

Posts Analyzed 5,748

Total Engagement 837,907

Avg Engagement 145

Euroradio /euroradio.fm

Posts Analyzed 5,807

Total Engagement 770,320

Avg Engagement 132

Naviny.by — Белорусские новости /navinyby

Posts Analyzed 32,403

Total Engagement 2,190,394

Avg Engagement 67

«Наша Ніва» — першая беларуская газета /nashaniva

Posts Analyzed 6,866

Total Engagement 466,634

Avg Engagement 67