



LISTENFIRST

The State of Social Media

Media & Entertainment

2024 Recap



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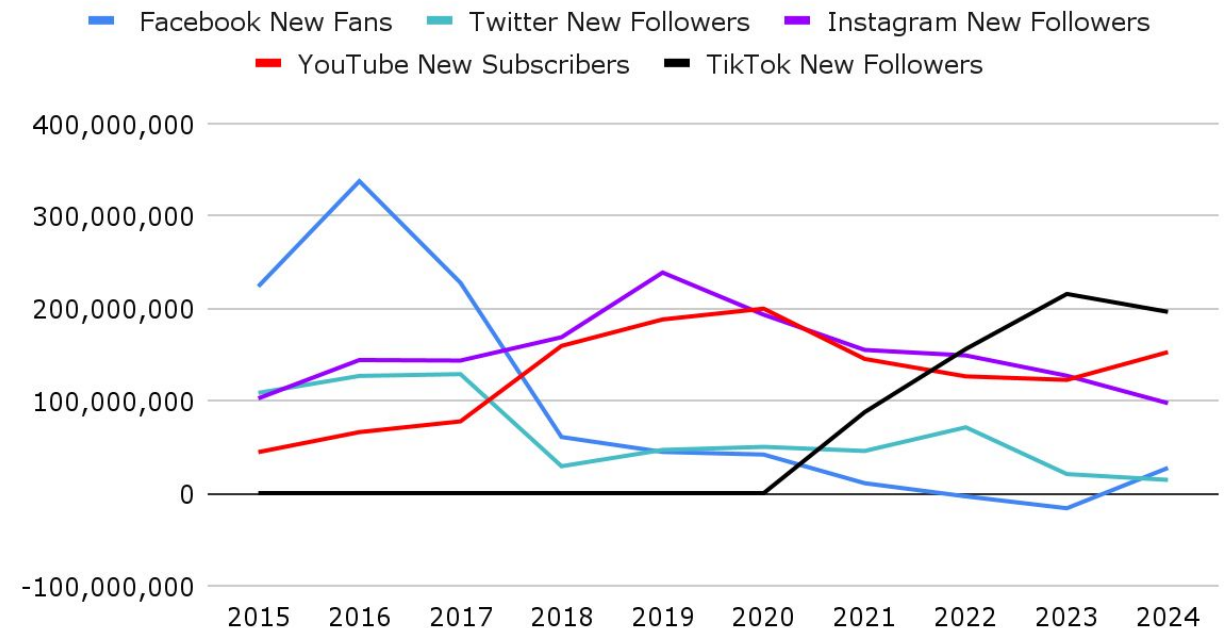
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YouTube Subscriber Growth On the Rise, TikTok Holds Lead

In 2024, nearly all platforms experienced a year-over-year decline in new follower growth—**except YouTube**, which outperformed expectations.

- **YouTube's Surge:** Initially projected to grow by +14%, it closed the year with an impressive **+25% growth**, solidifying its growing dominance in the video space.
- **TikTok's Slow Down:** While predictions anticipated a sharp -31% decline in growth momentum, the platform defied expectations, with an actualized delta of just **-9%**, reflecting greater resilience than forecasted.
- Mid-year data predictions accurately forecasted year-end trends across all platforms.

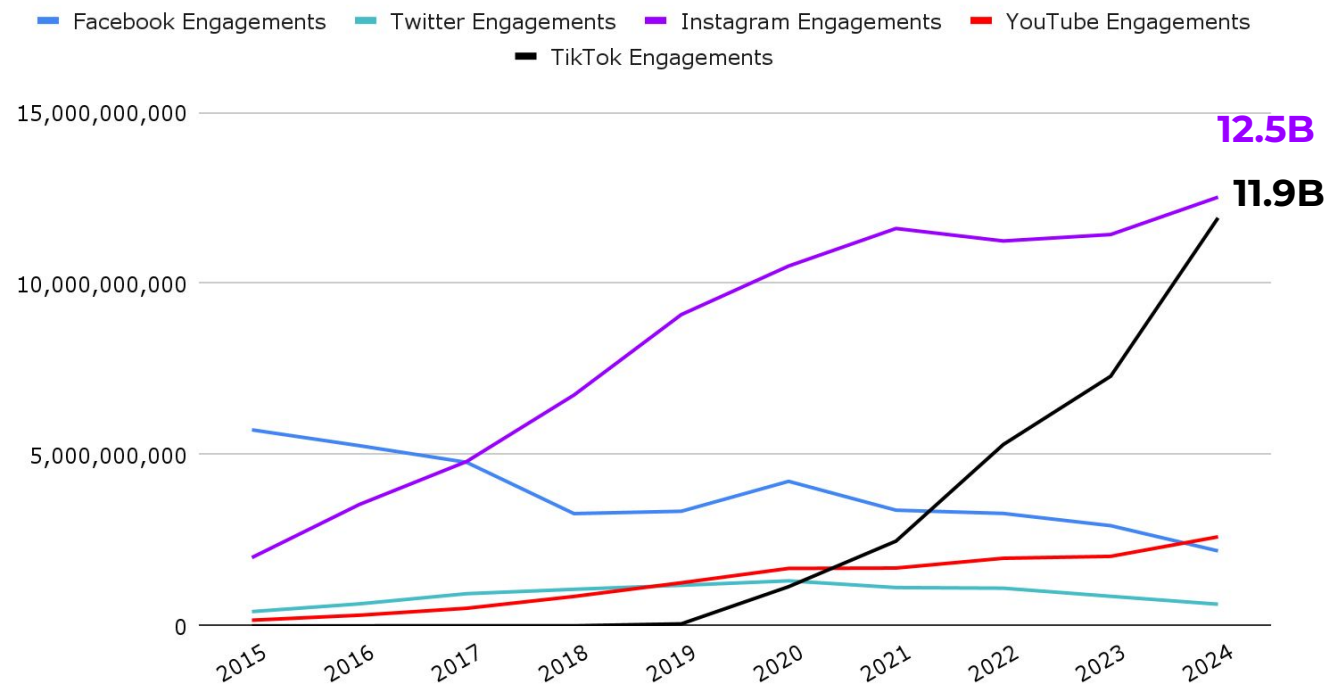
New Follower Growth Trends | 2024



Instagram Continues to Lead Engagement, TikTok Closing Gap

- As predicted in the first half of 2024, **engagement activity saw a YoY improvement of at least 10% across Instagram, TikTok, and YouTube.**
 - **TikTok delivered the strongest growth (63%) by the end of 2024, surpassing projections by 51% and further solidifying the platforms dominance in the social space.**
 - Twitter continues to face challenges in maintaining relevance, with engagement dropping 27% since 2023, extending a four-year downward trend.

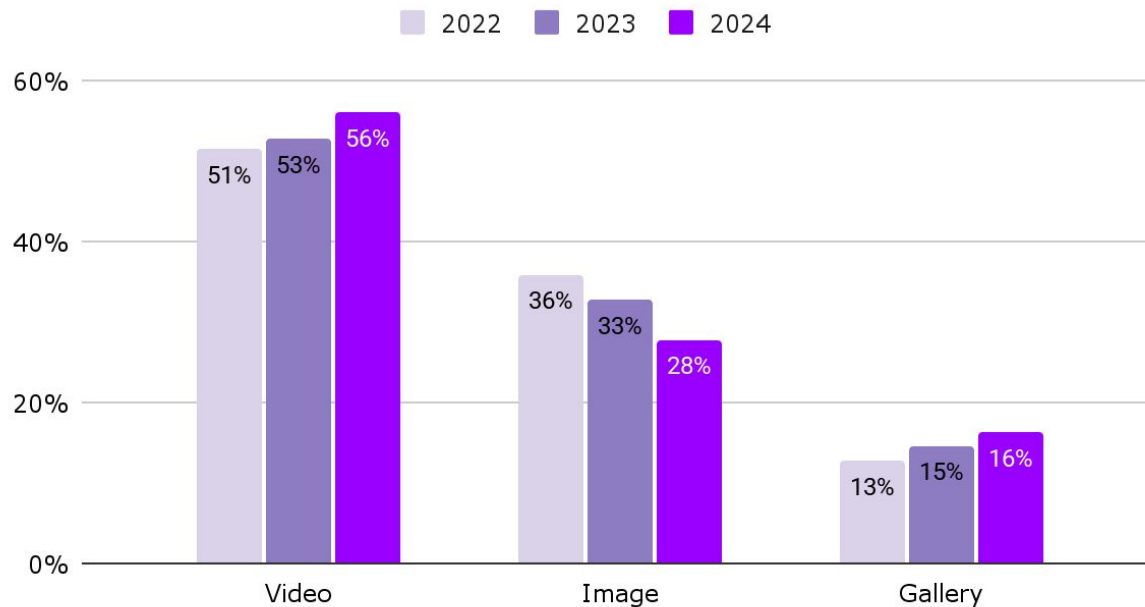
Engagement Trends | 2024



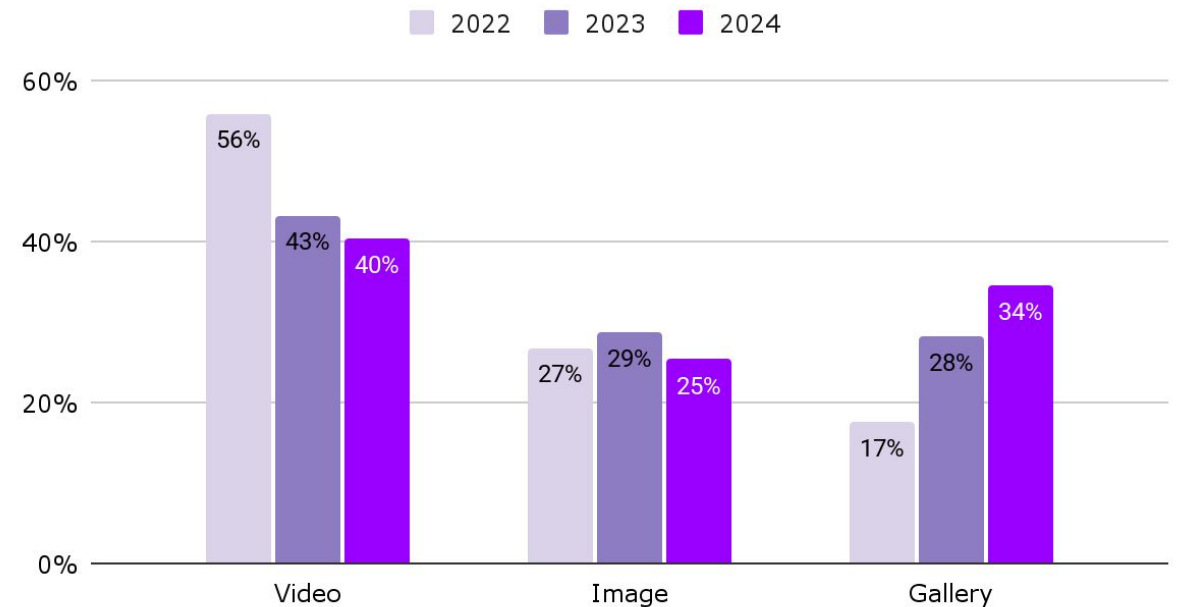
Gallery Posts Gaining, Video Still Dominates

- While **Gallery content has contributed only 16% of post volume in 2024, engagement contributes more than 34% of the Media and Entertainment total.**
 - Note, **video content now only hosts 40% share of engagement** in 2024, vs a 56% share in 2022.
- Over the last three years, the share of **engagement** in **video** content has **declined**, despite **post volume increasing** during the same time frame for this post type.
- Engagement earned on Images has remained relatively steady YoY, despite post volume decreasing.

Post Volume Share by Post Type [Instagram]



Engagement Share by Post Type [Instagram]

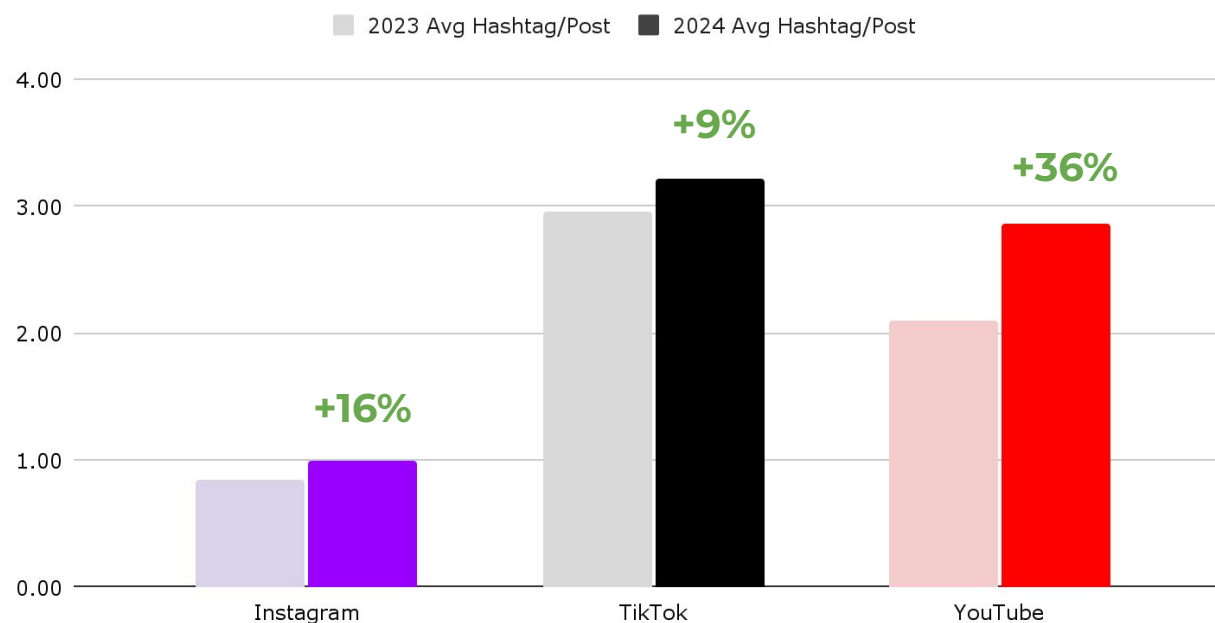


Average Hashtag Utilization Up on TikTok and YouTube

- After analyzing top content from ListenFirst's Media & Entertainment database, hashtag usage on Instagram is relatively steady YoY, tracking at 1 hashtag per post on average.
- **TikTok and YouTube have seen a significant increase since 2023**; these platforms track higher hashtag usage as it leads to video discovery and aids in algorithm recommendation.
- While Instagram uses hashtags to some extent, the platform relies more on its Explore page and user behavior ([likes, watch time and shares](#)) for discovery.

YoY Avg. Hashtags Per Post

Based on the Top 1,000 Most Engaging Posts in ListenFirst's Film & TV Universe, Twitter not included as its posts did not rank.

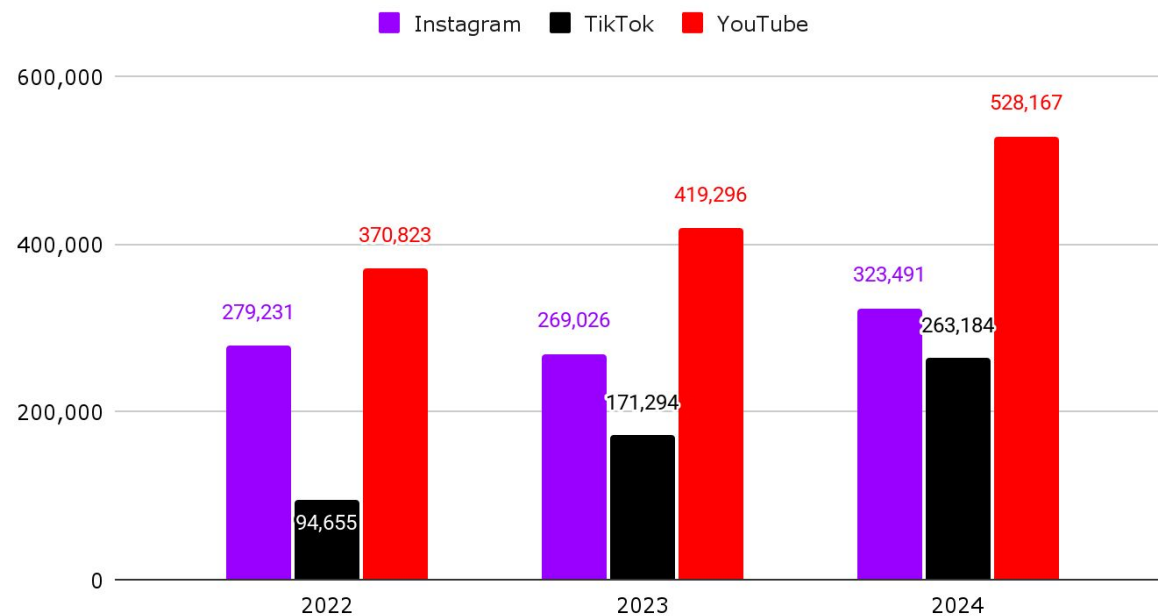


Based on the Top 1,000 Most Engaging Posts in ListenFirst's Film & TV Universe - Facebook & Twitter are excluded from this visualization as no post from the platform ranked. Counted manually, as hashtag count is not provided by any platform-specific API.

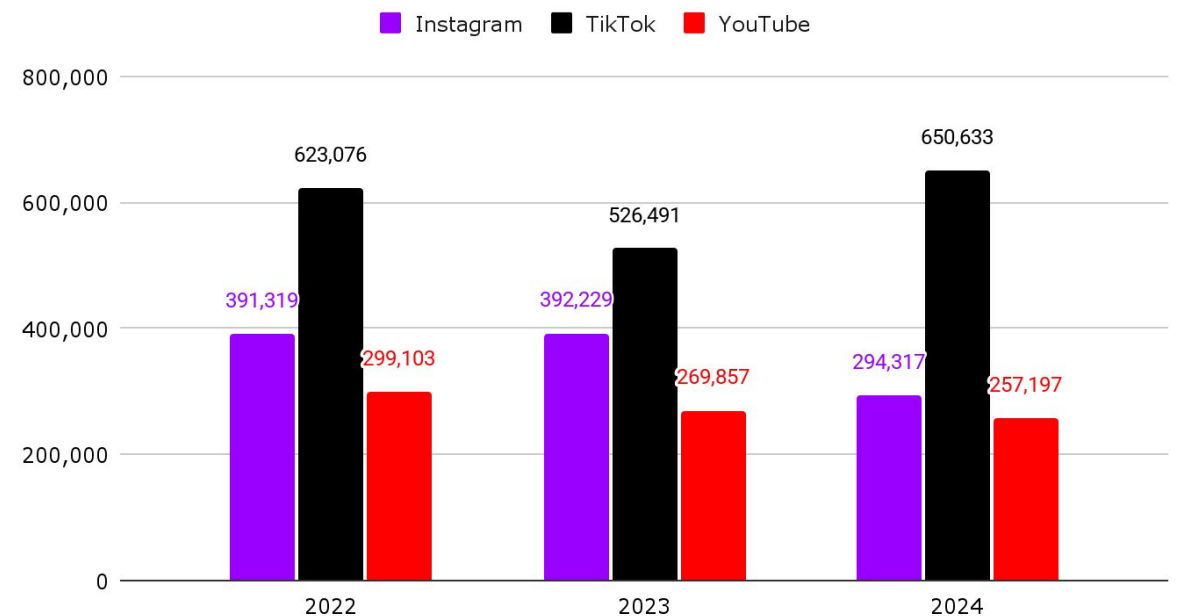
TikTok Leads the Way in Average Viewership

- **TikTok** has seen a significant **increase** in both post volume and average viewership, up +24% YoY, and now even surpassing activity earned in 2022.
- In contrast, **Instagram** and **YouTube** are experiencing **declines** in average viewership (-25% and -5% respectively), despite posting more content than in the past three years—indicating signs of oversaturation.

YoY Total Video Post Volume [Media & Entertainment]



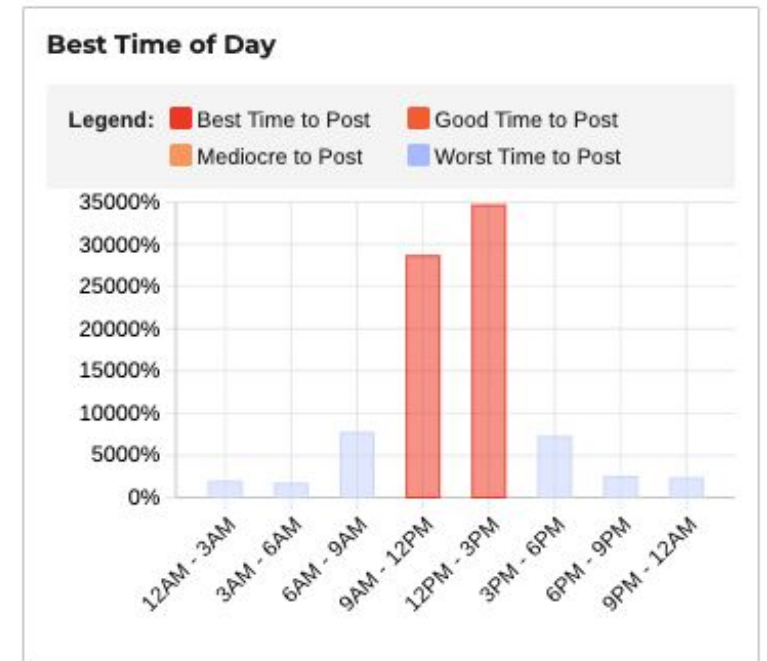
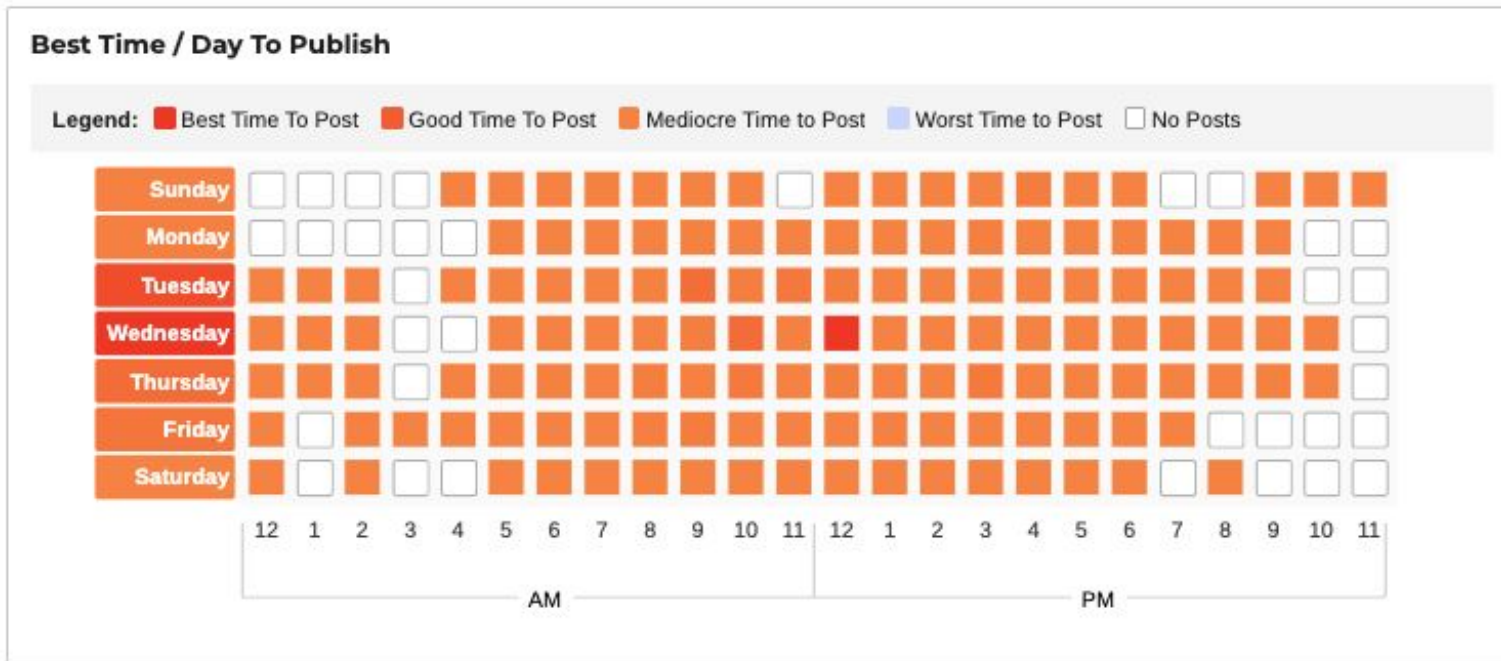
YoY Average Viewership Benchmark [Media & Entertainment]



Video data derived from ListenFirst's Media & Entertainment database, 2022 to-date.

Midday Posting is Crucial for Engagement

- The cross-channel response rate average indicates that posting between 9AM and 3PM PST is ideal to receive maximum returns on engagement this past year.
 - Mid-week is also a hot zone - Tuesday and Wednesday have seen the strongest response rates in 2024.
 - Going into 2025, it may be beneficial to test non-traditional days (e.g., Sunday afternoons) to capitalize on less crowded posting times.



Analyzing Top 1000 Posts from ListenFirsts Media & Entertainment Database YTD, all times are in PST.

TikTok's Potential Ban: What Could That Mean?

New Platforms Fill the Void

- Surge in adoption of Instagram Reels, YouTube Shorts, and Snapchat Spotlight.
- Emerging platforms like Triller, Rednote, BeReal may attract ex-TikTok creators.
- At the moment, brands are looking to hold steady on TikTok until they are forced to shift

Creator Economy Shifts

- Influencers redistribute across platforms, potentially reducing reach.
- Shift to Patreon, Substack, and direct brand collaborations for revenue.

Community-Based Growth

- Platforms like Discord and Reddit may grow as users prioritize deeper connections.

Privacy & Geopolitics

- Stricter app regulations and interest in decentralized platforms (e.g., Mastodon).

Short-Form Content Dominates

- All platforms double down on TikTok-like features: discovery-first algorithms and creator-friendly tools: [Instagram already developing Edits.](#)

Brands & Advertisers Pivot

- Budgets shift to Reels, Shorts, and emerging platforms targeting TikTok's audience.





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