

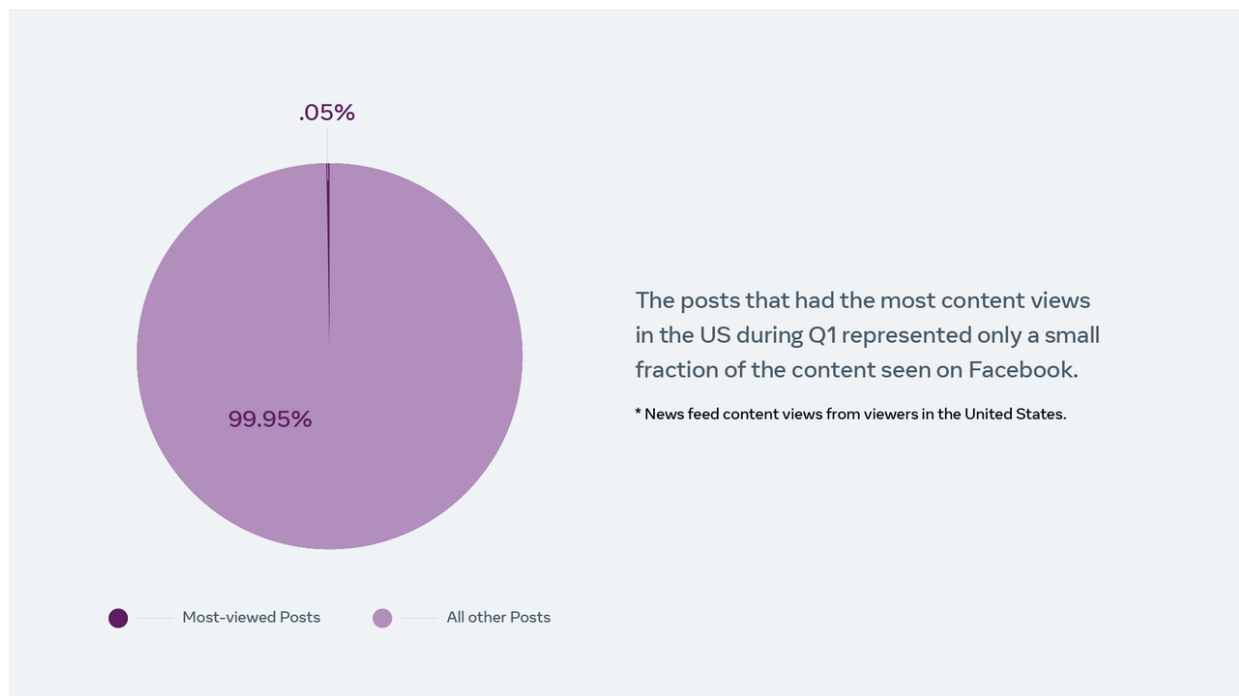
# Q1 Content Transparency Report V0 (US) - internal copy

## Widely-Viewed Content Report: What People See on Facebook

Transparency is an important part of everything we do at Facebook. In this first quarterly report, our goal is to provide clarity around what people see in their Facebook News Feed, the different content types that appear in their Feed and the most-viewed Pages, posts, links and domains on the platform during the quarter. We believe this new report, when paired with the engagement data available in CrowdTangle, represents a [more complete picture](#) of what people see on Facebook. This data is being presented as part of our efforts to be transparent about content that's widely viewed on Facebook.

### A few things to note:

- The report captures views of public content in News Feed, including recommended content, seen in the United States between January 1st, 2021 and March 31st, 2021.
- The report doesn't include ads or what people viewed outside of News Feed. For example on Watch, Marketplace or other places within the app.
- Data in these reports may include posts which have been subsequently taken down by the original content creator or by Facebook, or whose audience has changed.
- There's so much content on Facebook that even the most-viewed items mentioned in this report make up a small portion of the total number of views. To give a sense of the relative scale of the content in this report, content views on the posts in this report represent just 0.05% of all content views by US users during Q1. Given the [customized nature](#) of News Feed, *most* of what people see on Facebook is personalized to them specifically.



Caption: *The posts that had the most content views in the US in News Feed during Q1 represented only a small fraction of all content views in the US in News Feed.*

Report terminology

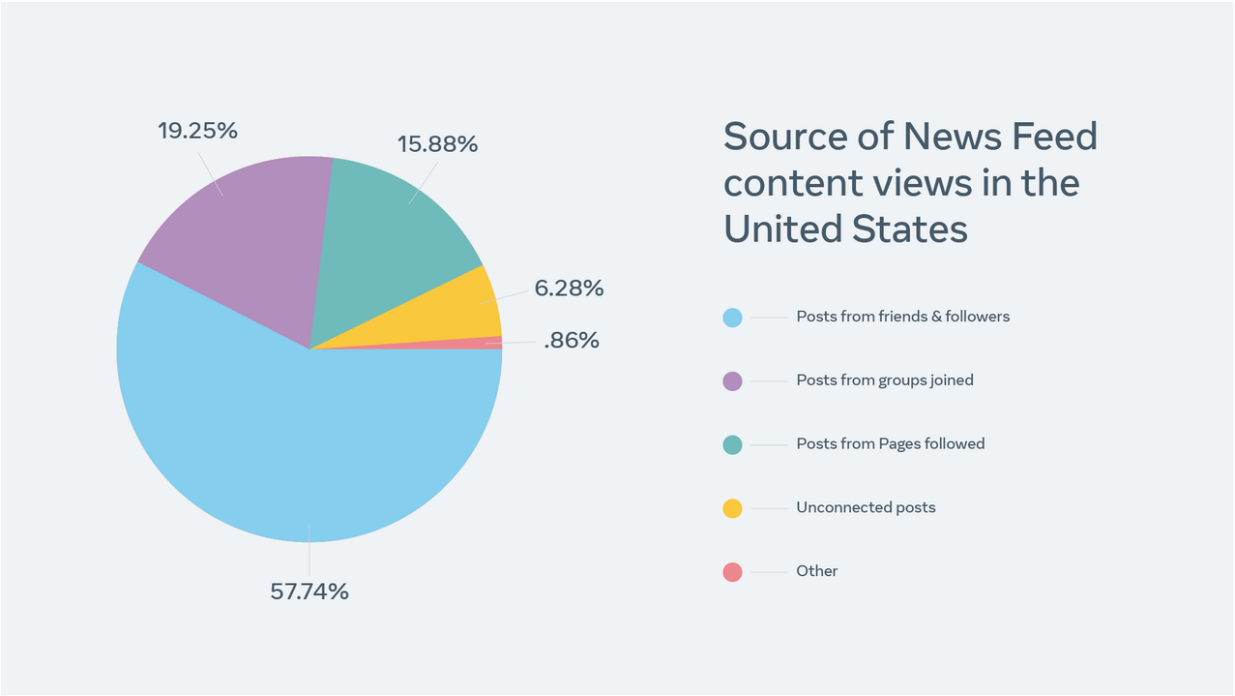
Here are some terms found in the report and what they mean:

- **News Feed** is the stream of posts people see when they open the Facebook app.
- **Page** refers to public pages created by businesses, brands, celebrities, media outlets and so on.
- **Posts with links** includes any post that has an external link included in it. The report does not consider email addresses to be links.
- **Content views** are counted whenever a piece of content appears in News Feed. If there are multiple pieces of content in a post, the view is assigned to the post.
- **Content viewers** are the number of accounts who viewed a piece of content on News Feed. This metric is [estimated](#).
- **Organic content** refers to any post that is not an advertisement.

What kinds of posts people are seeing in News Feed

The vast majority of content viewed in News Feed (85%) does not include a link to a source outside of Facebook, and most of those views come from posts shared by friends or Groups people are connected to (for example, people they've chosen to add as a friend, Groups they've joined, Pages they follow and so on). In fact, only about 6% of all content views come from content that's recommended to you by Facebook and not from Groups you're part of or friends.

Only 15% of content views that happen in News Feed in the US are on posts that contain links. Most of these links are in posts shared by Pages that people follow (this includes posts which may also have photos and videos, in addition to links). This means that the majority of content views that happen in News Feed in the US are on posts without links from content viewers' friends or from Groups they're connected to.



	Posts from Friends	Posts from Groups	Posts from Pages	Unconnected	Other	Grand Total
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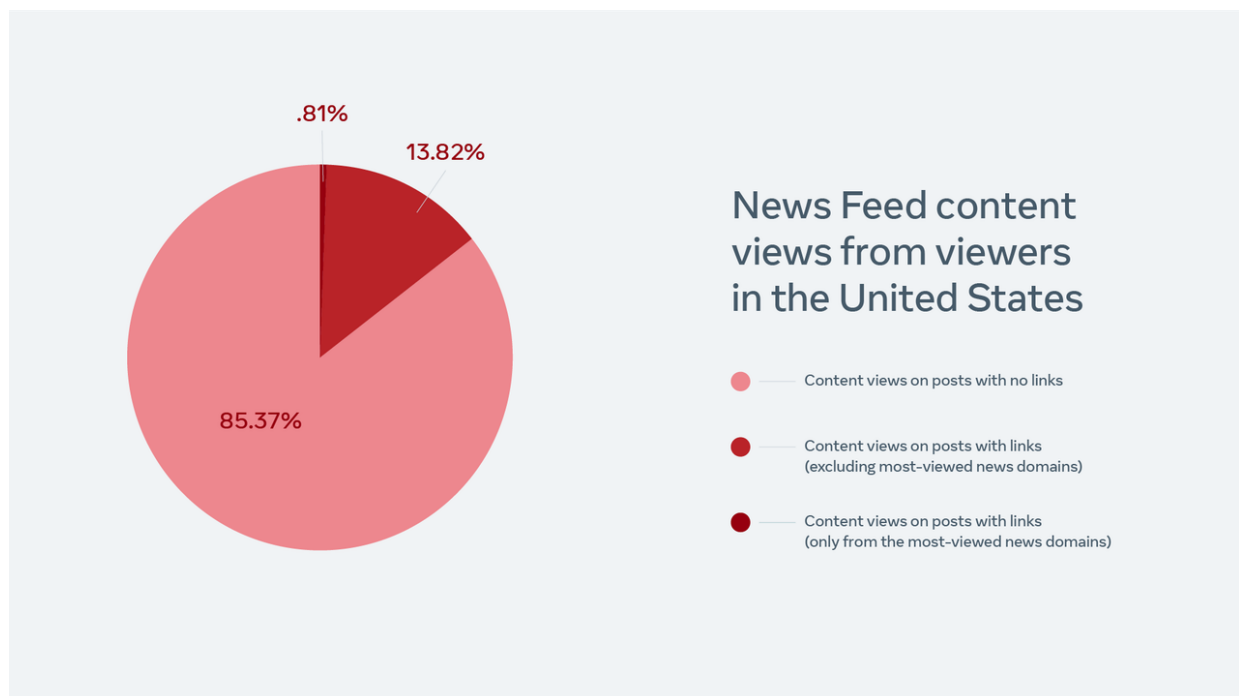
	and Followers	Groups joined	followed	Posts		
post with a link	3.09%	1.16%	7.60%	2.65%	0.13%	14.63%
post with no link	54.64%	18.09%	8.28%	3.63%	0.73%	85.37%
Grand Total	57.74%	19.25%	15.88%	6.28%	0.86%	100.00%

Caption: All organic News Feed content views by viewers in the US, broken down by whether the individual post contains a link to an external site or app.

The following sections include the domains, link posts, Pages and individual posts that were viewed by the most content viewers this quarter. We've previously shared how content is [recommended](#) in News Feed and shared how our [algorithms](#) try to predict what people want to see in their News Feed out of trillions of posts and using thousands of signals. While the total number of content viewers who saw content from these Pages, domains or posts is high—the content views that this content received comprises only a small fraction of the total content views in News Feed in the US that quarter.

### Most-viewed domains and links

Reflecting the wide variety of content people see on Facebook, the most popular links on Facebook ranged from COVID-19 news stories and UNICEF reports to GIFs and videos promoting fundraising pages. About half of the most-viewed domains are news publishers. The remaining domains were websites that publish GIFs and non-news websites. And again, as stated above, fewer than 15% of content views were on posts with links.



### Domains

The top 20 US domains seen here collectively accounted for 2.2% of all content views. This means, for example, that news domains in the list account for only 0.81% of all content views.

	A	B	C
1	Rank	Domain	Content Viewers
2	1	<a href="#">youtube.com</a>	180,007,429
3	2	<a href="#">unicef.org</a>	126,417,897
4	3	<a href="#">media1.tenor.co</a>	126,079,832
5	4	<a href="#">gofundme.com</a>	120,519,847
6	5	<a href="#">washingtonpost.com</a>	116,293,211
7	6	<a href="#">abcnews.go.com</a>	115,456,734
8	7	<a href="#">cnn.com</a>	114,227,467
9	8	<a href="#">nbcnews.com</a>	113,635,276
10	9	<a href="#">amazon.com</a>	109,603,009
11	10	<a href="#">twitter.com</a>	109,047,001
12	11	<a href="#">forbes.com</a>	107,896,189
13	12	<a href="#">m.tiktok.com</a>	103,807,807
14	13	<a href="#">nytimes.com</a>	100,523,724
15	14	<a href="#">foxnews.com</a>	98,227,922
16	15	<a href="#">thumbs.gfycat.com</a>	98,006,830
17	16	<a href="#">usatoday.com</a>	97,377,175
18	17	<a href="#">bit.ly</a>	96,376,754
19	18	<a href="#">nypost.com</a>	95,271,993
20	19	<a href="#">npr.org</a>	93,706,816
21	20	<a href="#">media2.giphy.com</a>	92,380,158

Caption: Top domains of link posts seen by US Content Viewers. Because this list focuses on non-Facebook links, it excludes domains from Facebook and Instagram. It also excludes logins from Gmail.

## URLs

The top 20 US URLs seen here collectively accounted for 0.057% of all content views.

	A	B	C
1	Rank	URL	Content Viewers
2	1	<a href="https://www.chicagotribune.com/coronavirus/fl-ne-miami-doctor-vaccine-death-20210107-afzysvqqjbgwnetcy5v6ec62py-story.html">https://www.chicagotribune.com/coronavirus/fl-ne-miami-doctor-vaccine-death-20210107-afzysvqqjbgwnetcy5v6ec62py-story.html</a>	53,815,255
3	2	<a href="https://www.unicef.org/parenting/health/four-things-you-can-do-support-your-teens-mental-health">https://www.unicef.org/parenting/health/four-things-you-can-do-support-your-teens-mental-health</a>	50,181,020
4	3	<a href="https://i.imgur.com/zKDIRY3.gif?noredirect">https://i.imgur.com/zKDIRY3.gif?noredirect</a>	46,280,300
5	4	<a href="https://www.unicef.org/ukraine/en/stories/families-suffer-seven-years-without-water-supply-eastern-ukraine">https://www.unicef.org/ukraine/en/stories/families-suffer-seven-years-without-water-supply-eastern-ukraine</a>	45,224,559
6	5	<a href="https://www.unicef.org/supply/stories/getting-covid-19-vaccines-west-and-central-africa">https://www.unicef.org/supply/stories/getting-covid-19-vaccines-west-and-central-africa</a>	39,660,247
7	6	<a href="https://abcnews.go.com/US/kidnapped-10-year-saved-sanitation-workers-pickup-route/story?id=75778051">https://abcnews.go.com/US/kidnapped-10-year-saved-sanitation-workers-pickup-route/story?id=75778051</a>	39,579,335
8	7	<a href="https://www.unicef.org/coronavirus/road-slowing-covid-19-south-africa">https://www.unicef.org/coronavirus/road-slowing-covid-19-south-africa</a>	39,103,198
9	8	<a href="https://www.washingtonpost.com/world/asia_pacific/india-coronavirus-school-closures/2020/12/23/7e80f628-3efc-11eb-b58b-1623f6267960_story.html">https://www.washingtonpost.com/world/asia_pacific/india-coronavirus-school-closures/2020/12/23/7e80f628-3efc-11eb-b58b-1623f6267960_story.html</a>	37,940,656
10	9	<a href="https://www.unicef.org/lac/en/stories/peruvian-amazon-loudspeakers-help-remote-learning-continue-indigenous-communities">https://www.unicef.org/lac/en/stories/peruvian-amazon-loudspeakers-help-remote-learning-continue-indigenous-communities</a>	37,365,727
11	10	<a href="https://www.doctorswithoutborders.org/covid-19-timeline-one-year">https://www.doctorswithoutborders.org/covid-19-timeline-one-year</a>	36,090,190
12	11	<a href="https://media.giphy.com/media/duosEWzA1hdIRIusHJ/giphy.gif">https://media.giphy.com/media/duosEWzA1hdIRIusHJ/giphy.gif</a>	33,678,608
13	12	<a href="http://www.yahoo.com/">http://www.yahoo.com/</a>	33,242,316
14	13	<a href="https://www.washingtonpost.com/politics/trump-raffensperger-call-georgia-vote/2021/01/03/d45acb92-4dc4-11eb-bda4-615aaefd0555_story.html">https://www.washingtonpost.com/politics/trump-raffensperger-call-georgia-vote/2021/01/03/d45acb92-4dc4-11eb-bda4-615aaefd0555_story.html</a>	32,986,659
15	14	<a href="https://myincrediblerecipes.com/">https://myincrediblerecipes.com/</a>	32,780,529
16	15	<a href="http://www.theguardian.com/artanddesign/gallery/2021/jan/18/mountain-trekking-to-catch-a-signal-online-learning-in-the-philippines">http://www.theguardian.com/artanddesign/gallery/2021/jan/18/mountain-trekking-to-catch-a-signal-online-learning-in-the-philippines</a>	32,550,858



17	16	<a href="https://abcnews.go.com/">https://abcnews.go.com/</a>	27,452,618
18	17	<a href="https://www.unicef.org/lac/en/stories/guatemala-search-cases-child-malnutrition-are-hidden-pandemic">https://www.unicef.org/lac/en/stories/guatemala-search-cases-child-malnutrition-are-hidden-pandemic</a>	31,021,534
19	18	<a href="https://abcnews.go.com/video">https://abcnews.go.com/video</a>	30,962,176
20	19	<a href="https://www.youtube.com/channel/UC0fvGpDXi7sv2hbgD-O47yw">https://www.youtube.com/channel/UC0fvGpDXi7sv2hbgD-O47yw</a>	30,461,265
21	20	<a href="https://www.nbcnews.com/pop-culture/pop-culture-news/britney-spears-father-loses-bid-retain-control-delegating-her-investments-n1257502">https://www.nbcnews.com/pop-culture/pop-culture-news/britney-spears-father-loses-bid-retain-control-delegating-her-investments-n1257502</a>	30,035,304
22			

Caption: Top link posts by US content viewers. Because this list focuses on non-Facebook links, it excludes domains from Facebook and Instagram. It also excludes logins from Gmail.

### Most-viewed Pages on Facebook

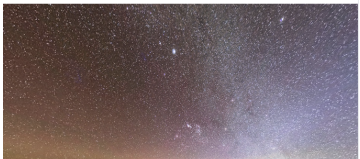
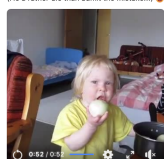
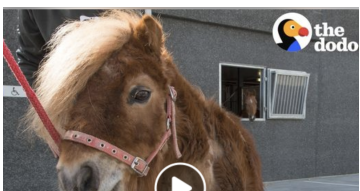
The most popular Pages on Facebook are viewed by a lot of people. However, even though these Pages are seen by many, the Pages with the most viewers don't actually make up a large portion of the total content viewed on Facebook. The top 20 Pages listed here collectively accounted for only 1.18% of all US content views. This goes to show just how many Pages there are, and just how much content there is on Facebook. It also shows that, even though it may *seem* like a page or post has extensive reach on the platform, that isn't the case when measured against the total amount of content available on the platform.





Rank	Page Link	Page Name	Content Viewers
1	<a href="https://facebook.com/68793499001">https://facebook.com/68793499001</a>	UNICEF	151,316,936
2	<a href="https://facebook.com/334191996715482">https://facebook.com/334191996715482</a>	The Dodo	124,188,882
3	<a href="https://facebook.com/199098633470668">https://facebook.com/199098633470668</a>	LADbible	115,625,616
4	<a href="https://facebook.com/102249858424590">https://facebook.com/102249858424590</a>	Story	108,123,375
5	<a href="https://facebook.com/164305410295882">https://facebook.com/164305410295882</a>	Daily Mail	106,767,348
6	<a href="https://facebook.com/964431440392422">https://facebook.com/964431440392422</a>	3am Thoughts	101,194,832
7	<a href="https://facebook.com/86680728811">https://facebook.com/86680728811</a>	ABC News	98,210,666
8	<a href="https://facebook.com/146505212039213">https://facebook.com/146505212039213</a>	UNILAD	97,007,966
9	<a href="https://facebook.com/788348771557632">https://facebook.com/788348771557632</a>	Woof Woof	96,849,535
10	<a href="https://facebook.com/197742143589940">https://facebook.com/197742143589940</a>	Kitchen Fun With My 3 Sons	93,991,672
11	<a href="https://facebook.com/210765842437704">https://facebook.com/210765842437704</a>	Keep the plug in the jug	88,723,573
12	<a href="https://facebook.com/77018529522">https://facebook.com/77018529522</a>	<a href="https://www.womenworking.com">Womenworking.com</a>	88,265,627
13	<a href="https://facebook.com/154163327962392">https://facebook.com/154163327962392</a>	World Health Organization (WHO)	86,602,680
14	<a href="https://facebook.com/100044463938319">https://facebook.com/100044463938319</a>	I Hate Shady People	85,340,459
15	<a href="https://facebook.com/147262525292598">https://facebook.com/147262525292598</a>	SportsCenter	85,254,849
16	<a href="https://facebook.com/1865887077017094">https://facebook.com/1865887077017094</a>	Petty Mayonnaise	84,787,533
17	<a href="https://facebook.com/104266592953439">https://facebook.com/104266592953439</a>	ESPN	83,802,204
18	<a href="https://facebook.com/15704546335">https://facebook.com/15704546335</a>	Fox News	81,701,636
19	<a href="https://facebook.com/1615635982023706">https://facebook.com/1615635982023706</a>	Trending World by The Epoch Times	81,466,366
20	<a href="https://facebook.com/100044618491034">https://facebook.com/100044618491034</a>	Justin Flom	80,948,677





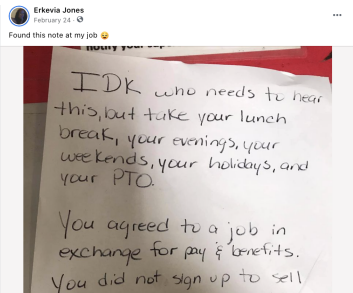
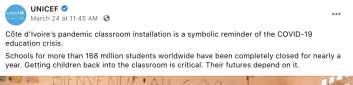
Caption: Top Pages on Facebook in the US by total US content viewers






## Most-viewed posts on Facebook


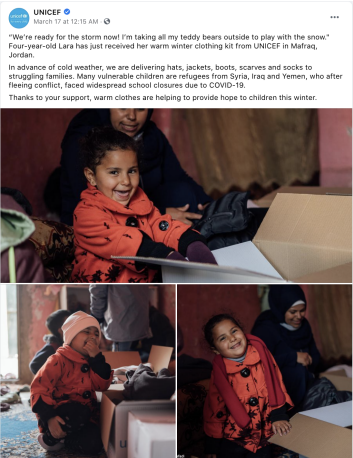
The most popular posts on Facebook (16 of the top 20) contain either a photo or video; 4 were posts with a link. And, similar to the most popular Pages, the top posts reached a lot of content viewers in News Feed but accounted for only a small share of content views. The top 20 posts seen here collectively accounted for only 0.05% of all US content views.

rank	Post Link	Post Image	Content Viewers
1	<a href="https://facebook.com/751879702136518">facebook.com/751879702136518</a>	<p>Instagram images were only meant to look so good.</p> <p>Disclaimer: the original photo does not have the full sky, I edited the sky to have a full 360 experience inside a VR headset like Oculus Quest 2. The sky does not represent the real sky from Mars.</p> <p>Credit: NASA/JPL-Caltech NASA Jet Propulsion Laboratory NASA's Perseverance Mars Rover #CountdownToMars</p> 	57,062,791
2	<a href="https://facebook.com/136436555005920">facebook.com/136436555005920</a>	<p>Story</p> <p>February 18</p> <p>Mom, can I eat this Apple?</p> <ul style="list-style-type: none"> <li>- No, it's an onion</li> <li>- It's an apple!</li> <li>- It's an onion</li> <li>- It's an apple!</li> <li>- Ok, if you insist, eat it...</li> </ul> <p>(He'd rather die than admit the mistake...)</p>  <p>Like Page Story Like Page</p> <p>180K 90K Comments 1M Shares</p>	53,985,724
3	<a href="https://facebook.com/10222210922808356">facebook.com/10222210922808356</a>	<p>Gail Ritter</p> <p>April 3, 2020</p> <p>If u call yourself my buddy, friend, or family; hit like, say hi, and share this to your status. (Watch, NO-ONE follows direction)</p> <p>40K 30K Comments 3.6M Shares</p> <p>Like Comment Share</p>	52,085,546
4	<a href="https://facebook.com/3041882292613092">facebook.com/3041882292613092</a>	<p>The Dodo</p> <p>January 5</p> <p>Pony kept indoors 10 years gets the most magical transformation</p>  <p>the dodo</p>	49,499,250

5	<a href="https://facebook.com/10158944059614253">facebook.com/10158944059614253</a>	<div> <div> <div>Adam Trent</div> <div>January 18</div> </div> <div> <div>cleaning lady GIFTED MASSIVE APT!</div> <div> <div>Notice of Transparency:</div> <div>All of the events that take place in this short-film video are purely fictitious. Any similarities to actual people or actual events are coincidences. This video's only purpose is entertainment.</div> </div> </div> </div> 	44,477,322
6	<a href="https://facebook.com/229760978870775">facebook.com/229760978870775</a>	No content Preview. content is not deleted but has since been marked as private	43,383,916
7	<a href="https://facebook.com/10159005860779002">facebook.com/10159005860779002</a>	<div> <div> <div>UNICEF</div> <div>January 12</div> </div> <div> <div>As COVID-19 vaccines become available, they must protect health workers, teachers and social workers as they support and care for children. They should also protect essential workers and people most at risk from COVID-19 complications. Bit by bit, COVID-19 vaccines will build a protective shield across whole communities.</div> <div>Some countries have started to roll out COVID-19 vaccines. Yet only when the poorest countries are protected, will the whole world be protected.</div> <div>That's why UNICEF is working with partners to make sure safe and effective vaccines are available to all.</div> </div> </div> 	43,081,897
8	<a href="https://facebook.com/3757304627680708">facebook.com/3757304627680708</a>	<div> <div> <div>Robin Covelli is in Winsted, Connecticut.</div> <div>March 27 at 7:57 PM</div> </div> <div> <div>For licensing and usage, contact: licensing@viralhog.com</div> </div> </div> 	42,815,670
9	<a href="https://facebook.com/10159197657604002">facebook.com/10159197657604002</a>	<div> <div> <div>UNICEF</div> <div>March 20 at 2:45 PM</div> </div> <div> <div>An empty classroom in Cameroon.</div> <div>Millions of children worldwide continue to face disruptions to their education due to COVID-19. Governments must spare no effort to reopen schools – and keep them open.</div> </div> </div> 	42,526,781

			
10	<a href="https://facebook.com/10159079153874002">facebook.com/10159079153874002</a>		41,991,962
11	<a href="https://facebook.com/10159028478394002">facebook.com/10159028478394002</a>		39,633,134
12	<a href="https://facebook.com/10159025985049002">facebook.com/10159025985049002</a>		39,099,583
13	<a href="https://facebook.com/5170142653027571">facebook.com/5170142653027571</a>		38,083,874
			

14	<a href="https://facebook.com/10159206810584002">facebook.com/10159206810584002</a>		37,971,352
15	<a href="https://facebook.com/10158981152864002">facebook.com/10158981152864002</a>	<p>UNICEF January 2</p> <p>For children like Jaysing who can't afford a smartphone, online learning is out of the question. She now spends her days fetching water, cooking meals and hauling cane. COVID-19 is endangering the future of India's most vulnerable students, especially girls - putting them at increased risk of child labour and child marriage. With schools closed, a crucial safety net is gone.</p>  <p>WASHINGTONPOST.COM Schools in India have been closed since March. The costs to children are mounting.</p>	37,928,153
16	<a href="https://facebook.com/264084661803572">facebook.com/264084661803572</a>	No content Preview. content is not deleted but has since been marked as private	37,469,460
17	<a href="https://facebook.com/10159069475574002">facebook.com/10159069475574002</a>	<p>UNICEF January 30</p> <p>Milen, 3, is eating a high energy biscuit to boost her nutrition levels at a make-shift camp for families displaced by violence in Ethiopia's Tigray region. Despite deep challenges caused by conflict and COVID-19, UNICEF is working with partners to deliver safe water, health and nutrition supplies. We offer months of blockages, it's only a fraction of what's needed. To save lives, we must have continued access into the region.</p> 	37,400,567
18	<a href="https://facebook.com/10159013696034002">facebook.com/10159013696034002</a>	<p>UNICEF January 19</p> <p>This is how UNICEF helped bring remote learning to students living in rural communities in the Peruvian Amazon with no internet or television signal during COVID-19.</p> 	37,335,445
19	<a href="https://facebook.com/8704572989589814">facebook.com/8704572989589814</a>	<p>LADbible posted a video to playlist Have You Seen This?</p> <p>LADbible February 23</p> <p>This sheep was found with five years-worth of its woolly coat that needed shearing off - what a transformation! 🐑👉👈</p> 	37,162,646

			
20	<a href="https://facebook.com/10159188543789002">facebook.com/10159188543789002</a>		36,622,949

Caption: Top posts on Facebook in the US by US content viewers

#### What's next

This is the first quarterly report sharing the most widely viewed content people see on Facebook. The report is one of several we publish with the goal of being transparent about what people experience on the platform. Future editions of this report will expand to cover most widely viewed content seen in other countries, and will appear in conjunction with our Community Standards Enforcement Report (CSER).