Smashing Success on Social

YOUTUBE

1.1K videos published

66.1K views per video

144.6 million video views

24.6 million hours of video viewed

192.3K new subscribers (up 11.7%)

TOUTAIO

6.19K new followers (up 76.6%)

FACEBOOK

159.4K new likes (up 23.5%)

2.3K posts

4.3K interactions per post

392.4 million video views (up 66.9%)

1.4K videos posted

282.5 million minutes viewed (up 76.1%)

12.1 million engagements on video

88 million complete video views

WEIBO

1.76K posts

1.76 million new followers (up 47.7%)

INSTAGRAM

1.19K videos posted

70.6 million video views

207.8K new followers (up 87.62%)

1.8K posts

17.1 million interactions

WECHAT

1.76K posts

230.4K reads

2.9K new followers (up 20.5%)

DOUYIN

344 videos

65.9 million video views

75.5K new followers (up 83.7%)

2.31 million engagements

TWITTER

20K new followers (up 12.4%)

3.4 million minutes of video viewed

72.07 million impressions

8.26 million video views

2.1K posts