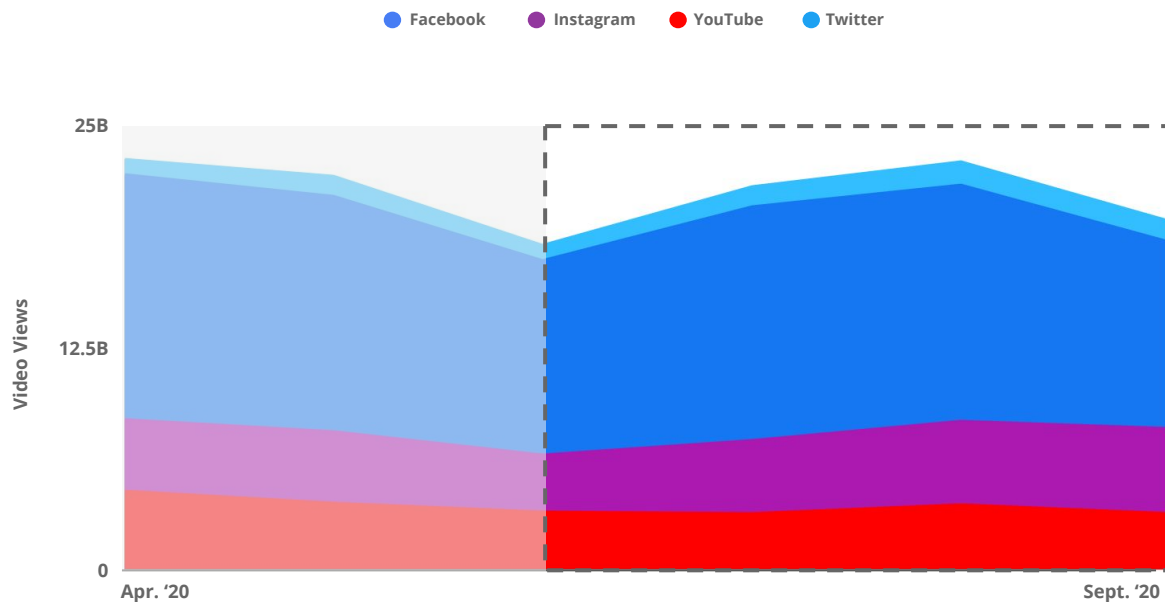




Top Social Content For Men
Activewear



Facebook consistently generates the highest volume of video views from profiles with <65% male audience, followed by **Instagram** and **YouTube**. Consumption has fluctuated since April with an average of 21 billion video views per month.

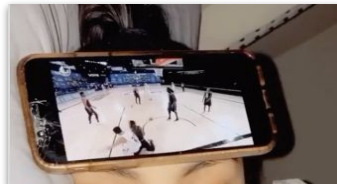


The top content on Instagram is...

Relationship & Dating Humour



[Top Post](#) 6.3M Views & 350K Eng.



[Top Post](#) 5.8M Views & 545K Eng.



[Top Post](#) 5.6M Views & 552K Eng.

Micro Topics:

Funny mishappenings while dating

TikTok trends reposted on IG reel

Pulling pranks on girlfriends

Sport Highlights



[Top Post](#) 7.6M Views & 1.4M Eng.



[Top Post](#) 7.1M Views & 1.4M Eng.



[Top Post](#) 6.7M Views & 832K Eng.

Micro Topics:

Impressive goals

Fights between athletes during games

Highlight reels of sport games

Sport Humour



[Top Post](#) 6.8M Views & 1M Eng.



[Top Post](#) 6M Views & 746K Eng.



[Top Post](#) 5.4M Views & 716K Eng.

Micro Topics:

Pro Athletes saying humorous things while mic'd up during games

Athletes dancing while training

Sport bloopers

IG Video Views Benchmark: 35K

Top 10 content creators with a male dominant* audience on Instagram are:



[WorldStar Hip Hop](#) - 605M Monthly Views & 26M Followers

WorldStar Hip Hop features exclusive music video premieres, comedy, behind the scenes, original series, and more.



[Barstool Sports](#) - 519M Monthly Views & 8.9M Followers

Sport and pop culture Instagram page covering the latest news and viral videos



[Snoop Dogg](#) - 288M Monthly Views & 53M Followers

American rapper & media personality.



[Bleacher Report](#) - 287M Monthly Views & 14M Followers

Bleacher Report is a sport journalist and blog covering the latest news in sports (NFL, MLB, NBA, NHL, MMA, & college sports).



[NBA](#) - 225M Monthly Views & 51M Followers

Official Instagram account of the National Basketball Association. Popular content includes short clips of game highlights, and celebration photos.



[FORMULA 1](#) - 217M Monthly Views & 10M Followers

Official Instagram account for FORMULA 1 racing - they upload videos featuring highlight reels, racing clips and interviews.



[UFC](#) - 178M Monthly Views & 22M Followers

Official Instagram page of Ultimate Fighting Championship. They upload video clips of fighting matches, interviews and upcoming fight schedules.



[NFL](#) - 145M Monthly Views & 18M Followers

Official Instagram page of the National Football League - they often post game highlights, action shots, and athlete spotlights.



[ESPN](#) - 140M Monthly Views & 17M Followers

ESPN is an American sports channel that covers the latest sport news, scores, highlights and commentary.



[Liverpool FC](#) - 135M Monthly Views & 28M Followers

Official Instagram page of the Liverpool Football Club - they often post celebratory photos, game highlights and athlete quotes.

*An account with more than <65% male followers. Monthly Views refer to August 2020

The top content on YouTube is...

Stunt Content & Vlogs

Dominated by [Mr. Beast](#) & [Dude Perfect](#)



[Top Post](#) 58.3M Views & 1.7M Eng.



[Top Post](#) 41.1M Views & 2.6M Eng.



[Top Post](#) 23.8M Views & 542K Eng.

Micro Topics:

Giving large sums of money away

Endurance challenges (i.e. 50 hours in solitary confinement)

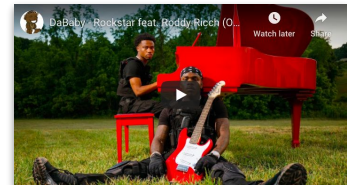
Game-show style challenges

Hip Hop Music

Dominated by [DaBaby](#)



[Top Post](#) 212M Views & 2.1M Eng.



[Top Post](#) 81.5M Views & 1.9M Eng.



[Top Post](#) 24.5M Views & 5K Eng.

Micro Topics:

Hip hop music videos

Audio only videos

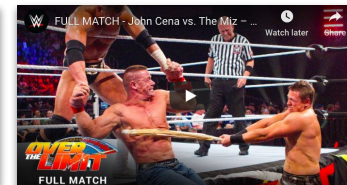
Lyric videos

Wrestling & UFC Highlights

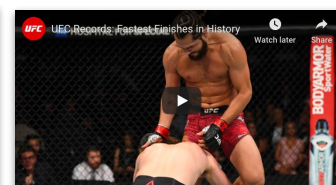
Dominated by [WWE](#)



[Top Post](#) 56.2M Views & 475K Eng.



[Top Post](#) 34.8M Views & 464K Eng.



[Top Post](#) 17.8M Views & 128K

Micro Topics:

Compilation of old fight highlights

Full fight recordings

"Best of" highlight reels

YT Video Views Benchmark: 23K

Top 10 content creators with a male dominant* audience on YouTube are:



[Movieclips](#) - 1.6B Monthly Views & 45M Subscribers

Largest collection of licensed movie clips on the web. This channel uploads the most popular movie scenes from all genres of film.



[WWE](#) - 1.5M Monthly Views & 68M Subscribers

Official channel of World Wrestling Entertainment. WWE uploads full matches as well as highlight reels.



[Mr. Beast](#) - 539M Monthly Views & 45M Subscribers

Jimmy Donaldson is an American YouTuber notable for his expensive stunts and philanthropy.



[Dude Perfect](#) - 270M Monthly Views & 54M Subscribers

Dude Perfect focuses on sports and comedy videos, and he is well known for stunt & trick shots.



[WorldStar Hip Hop](#) - 227M Monthly Views & 24M Subscribers

WorldStar Hip Hop features exclusive music video premieres, comedy, behind the scenes, original series, and more.



[Mr. Bean](#) - 184M Monthly Views & 24M Subscribers

The official channel of Mr. Bean who became well known for his comedy show featuring Rowan Atkinson.



[NBA](#) - 183M Monthly Views & 15M Subscribers

Official channel of the National Basketball Association. Popular videos include game highlights, "best of" series, and Top 10 lists.



[Ultra Music](#) - 177M Monthly Views & 25M Subscribers

Official Ultra Music channel is your destination for electronic dance music (chill, dance, indie, trap, and pop music).



[IGN](#) - 160M Monthly Views & 14M Subscribers

IGN provides the latest game reviews, trailers, and walkthroughs and is the leading source for gaming news on the net.



[FORMULA 1](#) - 144M Monthly Views & 4M Subscribers

Official channel for FORMULA 1 racing - they upload videos featuring highlight reels, racing clips and interviews.

*A channel with more than <65% male followers. Monthly Views refer to August 2020

The top content on Facebook is...

Top 15 Sport Moments



[Post Link](#) 34M Views & 385K Eng.



[Post Link](#) 34M Views & 467K Eng.



[Post Link](#) 24M Views & 197K Eng.

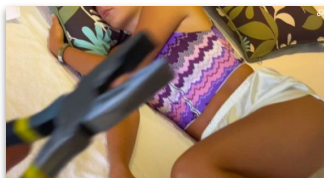
Micro Topics:

Insane soccer goals

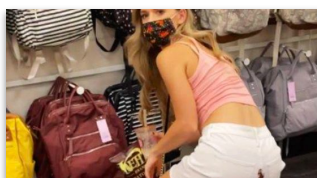
Long range basketball shots

Basketball trick shots

Prank Videos



[Post Link](#) 427M Views & 3.1M Eng.



[Post Link](#) 99M Views & 715K Eng.



[Post Link](#) 116M Views & 916K Eng.

Micro Topics:

Boyfriend vs. Girlfriend Pranks

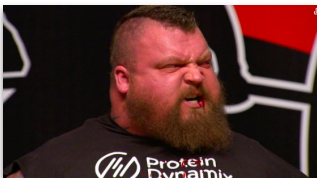
Pranking the public

Magic tricks & illusions

World Records



[Post Link](#) 109M Views & 8K Eng.



[Post Link](#) 60M Views & 1.1M Eng.



[Post Link](#) 42M Views & 1.9M Eng.

Micro Topics:

Videos of various people beating the Guinness world record (weight lifting, rubik's cube, walnut cracking, etc.)

FB Video Views Benchmark: **29K**

Top 10 content creators with a male dominant* audience on Facebook are:



[Julius Dein](#) - 1.7B Monthly Views & 15M Likes

Julius Dein is a magician and vlogger from London who is well known for his prank videos



[Mr. Bean](#) - 625M Monthly Views & 85M Likes

The official Facebook page of Mr. Bean who became well known for his comedy show featuring Rowan Atkinson.



[WWE](#) - 574M Monthly Views & 40M Likes

Official Facebook page of World Wrestling Entertainment. WWE uploads full matches as well as highlight reels.



[CuriosoBen](#) - 533M Monthly Views & 3.4M Likes

CuriosoBen posts videos that cover interesting facts about various topics such as travel, animals, science, and technology.



[Simon Wilson](#) - 493M Monthly Views & 3.2M Likes

Simon is a travel influencer who posts videos about his travel adventures, and is well known for his food travel videos.



[Gamology](#) - 391M Monthly Views & 8M Likes

Gamology covers the latest news in gaming, with react videos, gaming reviews, and gaming highlights.



[Zac Smith Fitness](#) - 388M Monthly Views & 2M Likes

Zac Smith is an online fitness coach based in Australia.



[Oh My Goal](#) - 352M Monthly Views & 7.5M Likes

Oh My Goal covers the latest news on football (soccer) and also focuses on humorous football-related videos and memes.



[Kristen Hanby](#) - 350M Monthly Views & 7.9M Likes

Kristen Hanby is an influencer well known for his couple prank videos with his girlfriend.



[ESPN](#) - 336M Monthly Views & 20M Likes

ESPN is an American sports channel that covers the latest sport news, scores, highlights and commentary.

*An account with more than <65% male followers. Monthly Views refer to August 2020

The top content on Twitter is...

BLM & other Movements in Sports



[Top Post](#) 40.2M Views & 431K Eng.



[Top Post](#) 10.7M Views & 68.3K Eng.



[Top Post](#) 9.2M Views & 82.2K Eng.

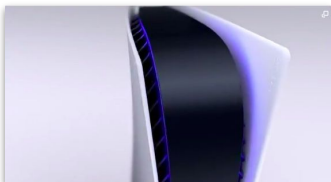
Micro Topics:

Clips of athletes sharing their thoughts on current events including BLM

News around game cancellations throughout different sports leagues

Brands creating video material showing unity against racism and various issues

Gaming



[Top Post](#) 4.7M Views & 404K Eng.



[Top Post](#) 4.2M Views & 187K Eng.



[Top Post](#) 3.8MM Views & 65.7K Eng.

Micro Topics:

Announcement of new consoles (i.e. Playstation 5)

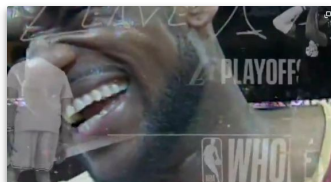
Launch of new seasons (Fortnite) as well as new game characters (Smash)

Brand collaborations (LEGO x Nintendo collaboration)

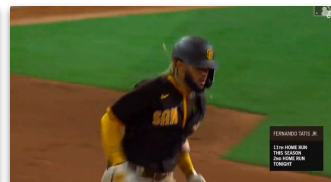
Sport Highlights



[Top Post](#) 10.9M Views & 62.2K Eng.



[Top Post](#) 7.2M Views & 19.1K Eng.



[Top Post](#) 6M Views & 7.9K Eng.

Micro Topics:

Announcement of leagues restarting the season or continuation of playoffs

Clips and/or player highlights (i.e. in-game highlights or record breakers)

Notable interview soundbites

TW Video Views Benchmark: 103K

Top 10 content creators with a male dominant* audience on **Twitter** are:



[Bleacher Report](#) - 176M Monthly Views & 9M Followers

Bleacher Report is a sport journalist and blog covering the latest news in sports (NFL, MLB, NBA, NHL, MMA, & college sports).



[NBA](#) - 159M Monthly Views & 31M Followers

Official Twitter account of the National Basketball Association. Popular content includes short clips of game highlights, and celebration photos.



[ESPN](#) - 129M Monthly Views & 36M Followers

ESPN is an American sports channel that covers the latest sport news, scores, highlights and commentary.



[MLB](#) - 89M Monthly Views & 8.6M Followers

Official Twitter account for Major League Baseball - they often post game highlights, and live game updates.



[PGA TOUR](#) - 62M Monthly Views & 2.4M Followers

Official Twitter account of the Professional Golf Association - they often repost golf articles from their blog and post game highlights.



[Barstool Sports](#) - 54M Monthly Views & 2.5M Followers

Sport and pop culture Twitter page covering the latest news and viral videos



[NBA on TNT](#) - 47M Monthly Views & 4M Followers

NBA on TNT often posts humorous video clips about basketball, memes, and celebratory wins.



[FORMULA 1](#) - 46M Monthly Views & 4.8M Followers

Official Twitter account for FORMULA 1 racing - they upload videos featuring highlight reels, racing clips and interviews.



[Mashable](#) - 36M Monthly Views & 9.6M Followers

Mashable is a media company that covers the latest news in entertainment, culture, tech, science and social media.



[NHL](#) - 36M Monthly Views & 6.2M Followers

Official Twitter account for the National Hockey League - they often post game highlight videos, team updates, and retweet news articles from nhl.com.

*An account with more than <65% male followers. Monthly Views refer to August 2020

Key Takeaways

From the Social Content Case Study

Focus Allocation — Facebook & Instagram: Facebook consistently generates the highest volume of video views for content catered towards males, followed by Instagram. Consumption of content on Facebook spiked during the early months of Covid, but has slowly decreased in August.

Social Content — Instagram: Relationship & Dating Humour, Sport Highlights and Sport Humour are top content buckets.

Social Content — YouTube: Stunts, Hip Hop Music, and UFC Highlights are top content buckets.

Social Content — Facebook: Top Sport Moment Lists, Prank Videos, and World Records are top content buckets.

Social Content — Twitter: BLM, Gaming Announcements, and Sport Highlights are top content buckets. Twitter was heavily dominated by sports content - 9 out of 10 top male-dominated Twitter accounts were related to sports.

Paid Tactic — Social Media: The content buckets above entice large, male-dominated audiences which presents an opportunity to reach them via display advertising or social media advertising. Potentially targeting the audiences of top creators with male-dominated audiences via paid social media channels is worth testing as well.

Content & Messaging — Social Media: Leverage the top-performing content buckets above for male-dominated audiences to better inform and refine your brand's social media content strategy across relevant platforms.

Partnership Tactic — Social Media: Consider developing a strategic partnership approach with the appropriate creators of the top-performing content buckets above.