

The art of Facebook: 30 of its biggest brands analysed

 By [Andy Walker](#)

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For personal use, Facebook is an excellent way to communicate with friends, keep up to date with event lists, and of course, sneak around others' personal lives. But how do some of the world's biggest brands use the social network?



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A study, conducted by analytics firm Quintly, aims to do just that, looking at 30 of the world's biggest brands and their unique uses of Facebook in the first half of 2016.

These brands include the likes of Monster Energy, Intel, BMW, Zara and Skittles, to name but a few.

In total, these brands have a combined 38.5-million likes (which incidentally, has grown by around 400 000 since January 2016). Facebook itself, has around 1.13-billion active daily users, and 1.7-billion active monthly users as of June 2016...

Click through to the [full article on Memeburn](#) and [here](#) for the full study by Quintly.

ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Memeburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

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