



16MM
TOTAL SOCIAL ENGAGEMENTS
 2MM more than Allrecipes*

HIGHLY SOCIAL & ENGAGED COMMUNITY



22.0MM
 Facebook



3.1MM
 Instagram



6.4MM
 Pinterest



1.2MM
 YouTube



439K
 TikTok

SOURCE: SOCIAL COMP REPORT AUGUST 2023; *LISTEN FIRST JANUARY-DECEMBER 2022

delish