

FAST FACTS

2026 Labour Day on Social Media

The social buzz surrounding Labour Day week surged for Malaysian content YoY in 2026.

Social Engagement across Malaysian Media, Brands and Influencers for Labour Day-Related Content

+136%
Total Actions

147.5K

62.4K

2025

April 28 – May 4

2026

April 27 – May 3

Note: "Actions" is an engagement metric that refers to interactions such as reactions, comments, shares, reposts, likes and hearts.

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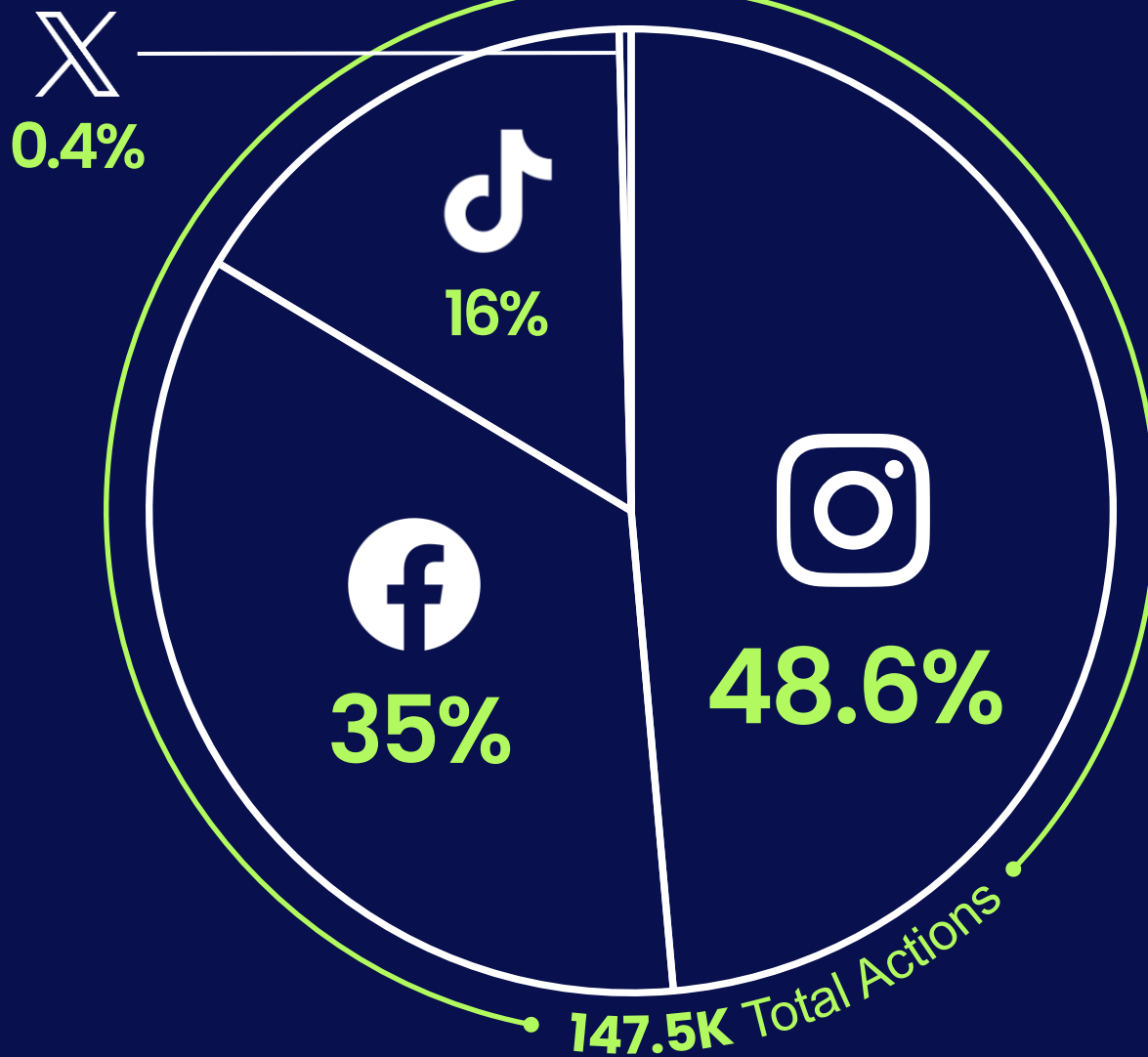
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ASSOCIATION**

Source: Comscore Social, Content Pulse, Facebook, Instagram, X and TikTok, Industries: MY - Influencers - All and MY*All Max. result 5000, content contains: "Labour day" or "Labourday", April 28 - May 4 2025 / April 27 - May 3, 2026.
Data extraction date: May 11, 2026.

FAST FACTS

The Engagement Distribution by Main Social Platforms

Labour Day-related content



Note: "Actions" is an engagement metric that refers to interactions such as reactions, comments, shares, reposts, likes and hearts.

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Source: Comscore Social, Content Pulse, Facebook, Instagram, X, and TikTok, Industries: MY - Influencers - All and MY*All Max. result 5000, content contains: "Labour day" or "Labourday", April 27 - May 3, 2026. Data extraction date: May 11, 2026.

FAST FACTS

Top 3 Malaysian Media Brands on Social by Engagement

Labour Day-related content

#1

**Astro
Ulagam**

24.3K

Total Actions

across 9
Total Posts

#2

The Star

19.3K

Total Actions

across 24
Total Posts

#3

**World of
Buzz**

15.5K

Total Actions

across 2
Total Posts

Note: "Actions" is an engagement metric that refers to interactions such as reactions, comments, shares, reposts, likes and hearts.

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Source: Comscore Social, Content Pulse, Facebook, Instagram, X, and TikTok, Industries: MY* All selected brands, Max. result 5000, content contains: "Labour day" or "Labourday", April 27 - May 3, 2026. Data extraction date: May 11, 2026.

FAST FACTS

Labour Day-related Topics across Malaysian Social Content

% of engagement from Labour Day-related content also mentioning:

Rain Rave **24%**

Discount **11%**

Tourism **21%**

Progress **4%**

If you would like to explore this data further, or analyse other events through social media measurement, please contact us:

learnmore@comscore.com