



Social Media Benchmark Report

Home Industry



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Benchmarking Performance

Given the expense and effort required to consistently produce high-quality social content, it's critical that brands understand what truly resonates with their audiences to maximize ROI and achieve lasting success. While metrics like follower count and growth rate remain important, brands are looking to measures such as engagement, owned reach, and posting cadence to gain a deeper understanding of how content is received. Learn why the following KPIs are critical to brands' social strategy.

Methodology

For the 2H 2024 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,150), Instagram (n=2,956), and YouTube (n=631), analyzing their activity between January 1, 2024 – June 30, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include handles with a minimum of 1K followers, from both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media and publishing, CPG, food and beverage, retail, home, baby and children, wellness, B2B and sports.



Defining the Home Industry

The home industry is the sector for lifestyle products and decor for consumers looking for inspiration to transform their living space.

KPIs

Average Monthly Growth Rate

The average number of followers added on a monthly basis.

Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.

Cross-Channel Engagement Rate

The Cross-Channel Engagement Rate is a metric that was created to compare each platform's short-form video offering equally.

TikTok and Instagram: (Likes + Comments + Shares) / Reach.

YouTube: (Likes + Comments + Shares) / Video Views.*

*As Reach is not an available metric for YouTube, Video Views was used.

Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.

Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

Why It Matters: It helps brands understand the number of unique people its message reaches. This is important because it provides insight into brand awareness.

Average Entertainment Score (TikTok and Instagram Reels)

The Entertainment Score is a proprietary Dash Social metric and is scored against a global database of industry benchmarks.

Why It Matters: It helps brands understand how entertained its audience is by a TikTok or Reel.

Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.

TikTok Engagement Rate = (Likes + Comments + Shares) / Video Views.

Instagram Engagement Rate = (Likes + Comments) / Followers.

*This TikTok calculation differs from what is used in Dash Social's platform. Video Views is used instead of Reach in order to include brands that are not customers.

Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.

Average Effectiveness Rate

A Dash Social metric that includes video views as a way to understand video performance.

Effectiveness Rate = Likes + Comments + Saves + Video Views / Est. Reach.

Why It Matters: It helps brands understand how posts were received by those who saw it, rather than the brand's total Followers.

Average Number of Weekly Posts

The average number of posts brands share per grouping and industry.

Why It Matters: It helps determine the right cadence for posting.

Average Video Views

The average number of views each video receives.

Why It Matters: Users watching video more often have a higher likelihood of remembering brand messages or products.

Average Shares

The average number of times each piece of content is shared.

Why It Matters: Shares indicate that content resonates with users and is deemed 'shareable'.

Average Comments

The average number of comments that each post receives.

Why It Matters: Comments signify community and suggest that users connect with the video.

Retention Rate (TikTok)

The percentage of a video that people watched.

Retention Rate = average time watched / video duration.

*This number can be over 100% if viewers rewatch a video.

Why It Matters: Understanding how long audiences stay engaged is key to figuring out what types of content work on TikTok.

Cross-Channel Trends

TikTok Is Still the Best Platform for Engagement

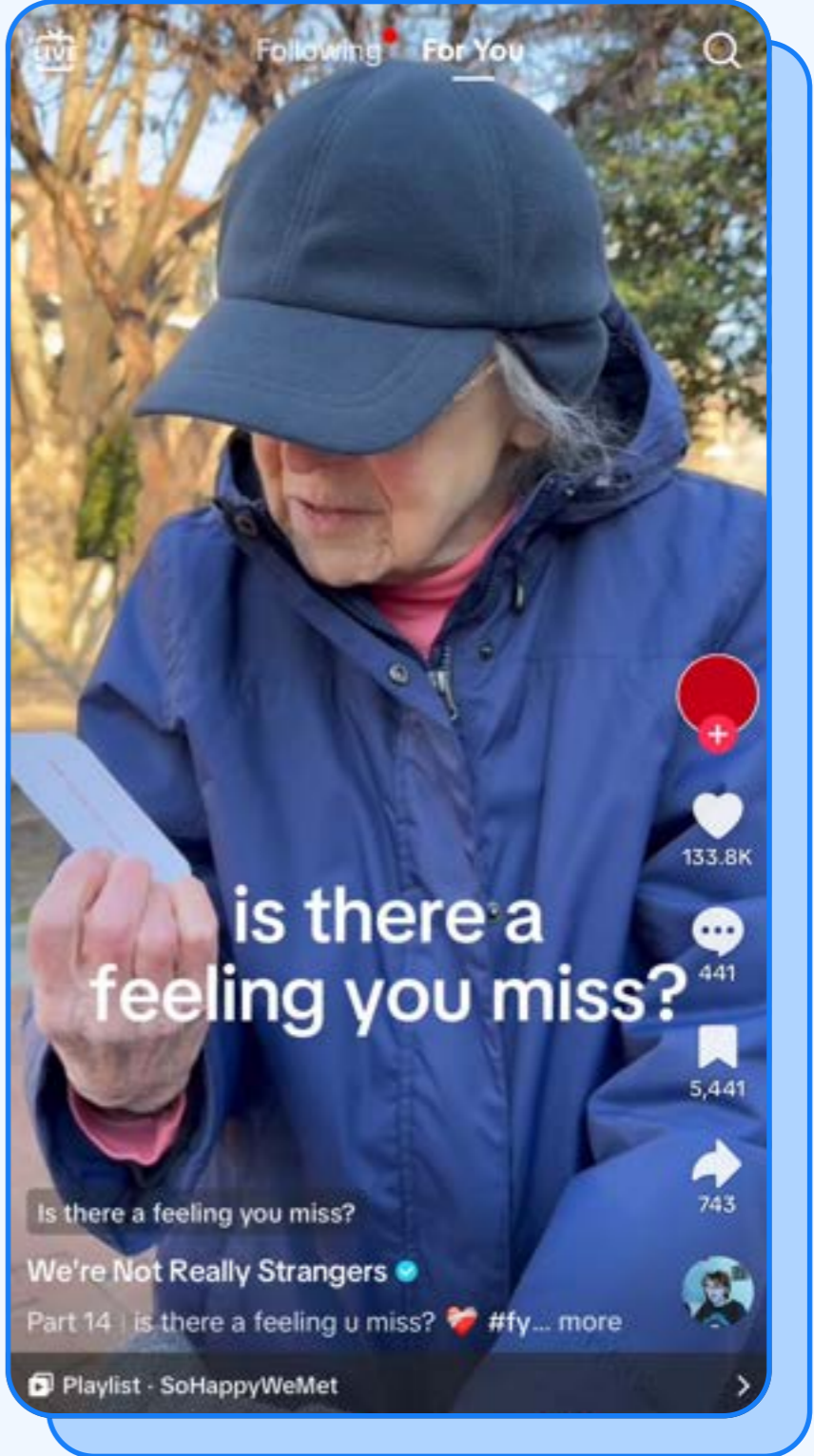
When using a common metric to compare engagement across all channels (cross-channel engagement rate), TikTok leads with 4.5%, followed by Instagram with 4.0% and YouTube with 2.8%. This indicates that TikTok has superior user interaction. This trend continues in short-form content, with TikTok leading at 4.5%, followed by Instagram Reels at 3.6% and YouTube Shorts at 3.4%. These figures underscore TikTok's effectiveness in captivating and engaging its audience, while brands see lower engagement in Reels than Instagram overall.

TikTok Has Caught up to Instagram Reels in Reach

Historically, Instagram Reels has outperformed TikTok due to its seniority and built-in user base. However, this recent analysis shows the gap is narrowing. Instagram now only leads by 4%. This highlights TikTok's growing influence and the strength of its algorithm, especially considering how brands often have fewer followers on TikTok than Instagram.

“Shares” Become the Metric To Watch

All three platforms have seen a significant increase in shares compared to six months ago. This trend underscores the growing importance of creating shareable content as more conversations are moving into direct messages. The rise in shares highlights that regardless of user behavior changing, share-worthy content from brands still sees meaningful engagement.



@werenotreallystrangers

Dash Social Insight

Create highly engaging, shareable content across TikTok, Instagram and YouTube to boost interaction, reach and conversations. Take advantage of each platform's growing engagement and capitalize on trendy content to grow your community.

TikTok Trends

TikTok Continues to Experience Rapid Growth and Widespread Popularity

Brands on TikTok still see momentum, with 6% monthly follower growth. Brands are more invested in the channel than ever, increasing their posting cadence to 6 times a week, up from 5 times a week over the past year. This consistent growth and increased posting frequency highlight how TikTok is a key focus for both brands and users.

Brands Are Producing Better Content and Seeing Better Results

Average Entertainment Scores have grown from 3.6 to 3.8, shares from 111 to 146 and overall reach by 5%. Brands have gotten better at creating the entertaining, highly shareable content that users are most likely to engage with, and the algorithm is rewarding them. This also highlights how competition for creating great content is heating up, and brands need to get good at becoming entertainers to grow their social channels.

Brands With Higher Engagement Rates Attract More Followers

As an algorithm-based platform, the objective for TikTok is to make engaging content, not grow follower count. However, follower growth is one indicator that brands are succeeding. This trend can be visualized as the circle of engagement: create good content, drive engagement, gain followers, and in turn, these followers contribute to even more engagement. As a result, large brands (4.3%) outperform established (3.6%) and growing (3.3%) brands in engagement rate.



@gisou

Dash Social Insight

Brands that post more often have increased Entertainment Scores and shares. Focus on creativity and consistency to maximize reach and audience engagement.

Instagram Trends

Engagement Sees an Uptick While Reach Remains Flat

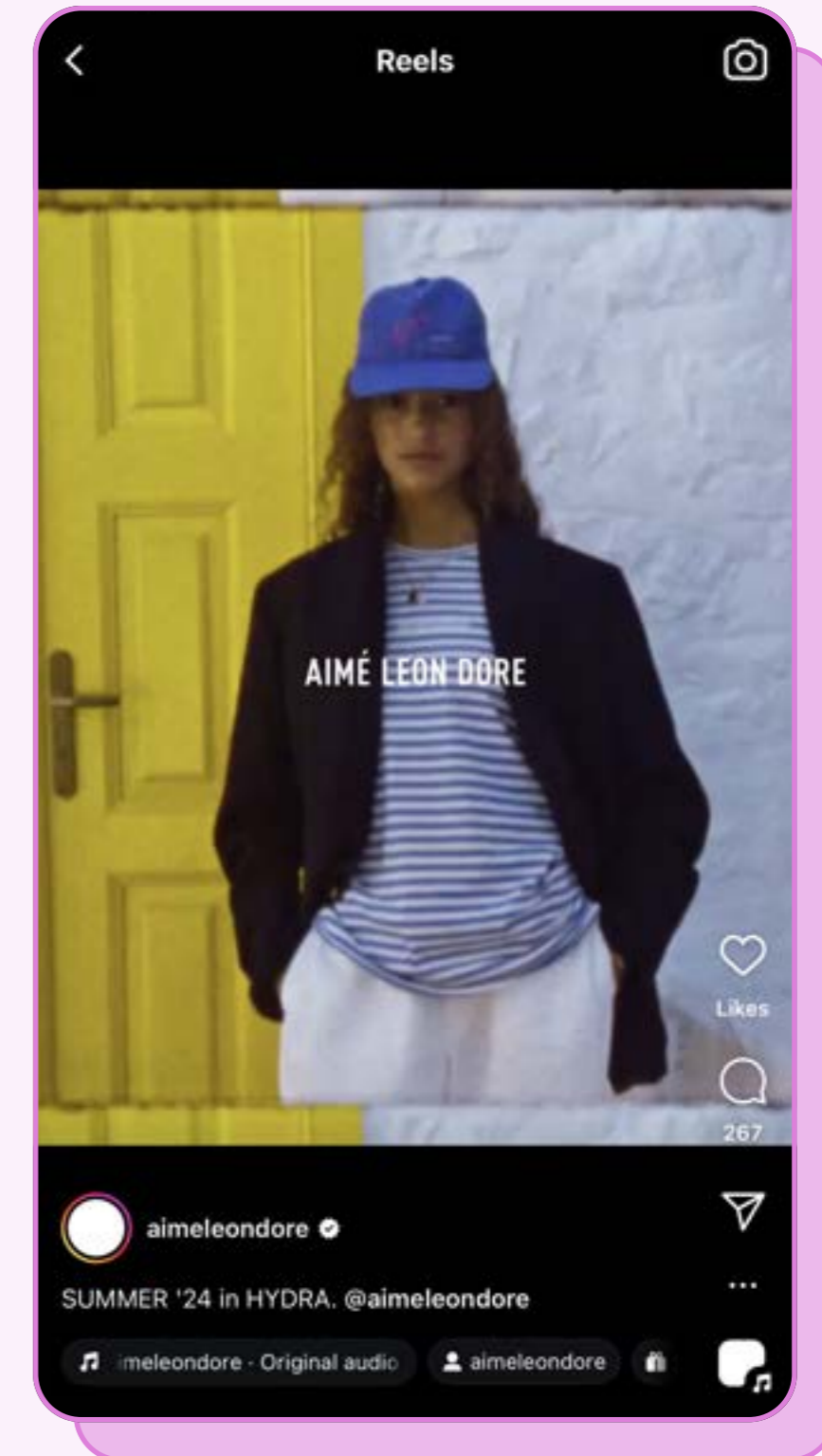
The cross-channel engagement rate has seen an increase in the second half of 2024 for Instagram, while overall brand reach remains flat.

Images and Carousels Drive Greater Reach Than Reels

On average, single images (188.6K average reach) and carousel content (149.9K average reach) achieve greater reach than Reels (109.4K average reach).

Instagram Stories Continue to Drive Strong User Engagement

Instagram Stories continue to be a powerful tool for engagement, as demonstrated by impressive reach (14.1K) and completion rates (92%) that are high regardless of follower count. These metrics highlight the effectiveness of Stories in connecting with audiences and driving forward momentum, making them an essential part of any social media strategy.



@aimeleondore

Dash Social Insight

Single images and carousels can drive higher reach, yet Reels and Stories remain crucial tools for brand engagement and visibility.

YouTube Trends

Shorts See Substantial Increase in Views, While On-Demand Declines

Compared to six months ago, YouTube Shorts video views have increased by 153%, suggesting that the short-form offering continues to gain traction. Meanwhile, On-Demand video views dropped by 15%.

Shorts Drive Higher Engagement Compared to On-Demand

YouTube Shorts receive three times more likes than On-Demand, differentiating the format as more engagement-driven. Users' tendency to comment on and participate in whatever they're watching is beneficial to brands looking to build community.

YouTube Has Higher Viewer Retention Compared to TikTok

YouTube's role as a search engine significantly contributes to its higher viewer retention rates, with users completing an average of 67% of videos, compared to TikTok's 25%-30%. Unlike TikTok's infinite scroll, YouTube leverages Google's advanced discoverability tools to help users find content tailored to their interests. For brands, optimizing YouTube content like blog posts ensures it reaches and engages the right audience effectively.






@realmadrid

Dash Social Insight

YouTube Shorts has experienced significant growth in video views yet remains a largely untapped opportunity for brands.




Across All Industries

TikTok, Instagram and YouTube (Average)

	 TikTok	 Instagram	 YouTube
Followers/Subscribers	357K +7%	2.1M -2%	791K +13%
Monthly Follower/Subscriber Growth Rate	5.8%* -25%	0.8% +14%	1.2% No change
Weekly Posts	6 +20%	9 No change	7 +17%
Cross-Channel Engagement Rate	4.5%* -2%	4.0%* +14%	2.8%* -28%
Reach	105K* +5%	158K* -10%	Reach is not available through Dash Social

*Customer data only
Compared to six months prior

TikTok, Reels and Shorts (Average)

	 TikTok	 Instagram Reels	 YouTube Shorts
Weekly Posts	6 +20%	4 No change	4 No change
Cross-Channel Engagement Rate	4.5%* -2%	3.6%* +20%	3.4%* -15%
Video Views	128K -2%	117K* -5%	81K +17%
Reach	105K +5%	109K -7%	Reach is not available through Dash Social
Shares	142 +28%	408 +36%	51 +9%

Cross-Channel Engagement Rate is a metric designed specifically for this report. It allows for an equal comparison across TikTok, Instagram, and YouTube by applying the same calculation across all three platforms.

Calculation: TikTok and Instagram = (Likes + Comments + Shares) / Reach | YouTube = (Likes + Comments + Shares) / Video Views

Home Brands Can Expand Reach and Engagement With Fun, Relatable Content

Home Industry Sees High Growth on TikTok but Faces Engagement Challenges

The industry is experiencing strong growth on TikTok, with a notable 7.5% monthly follower increase. However, despite this rising interest, Entertainment Scores and engagement rates remain low, highlighting a significant opportunity for brands. With consistent posting and content that better resonates with users, there is potential to boost engagement and fully capitalize on the growing audience interest in this sector.

Brands on Instagram Achieve Modest Reach, Presenting Growth Opportunities

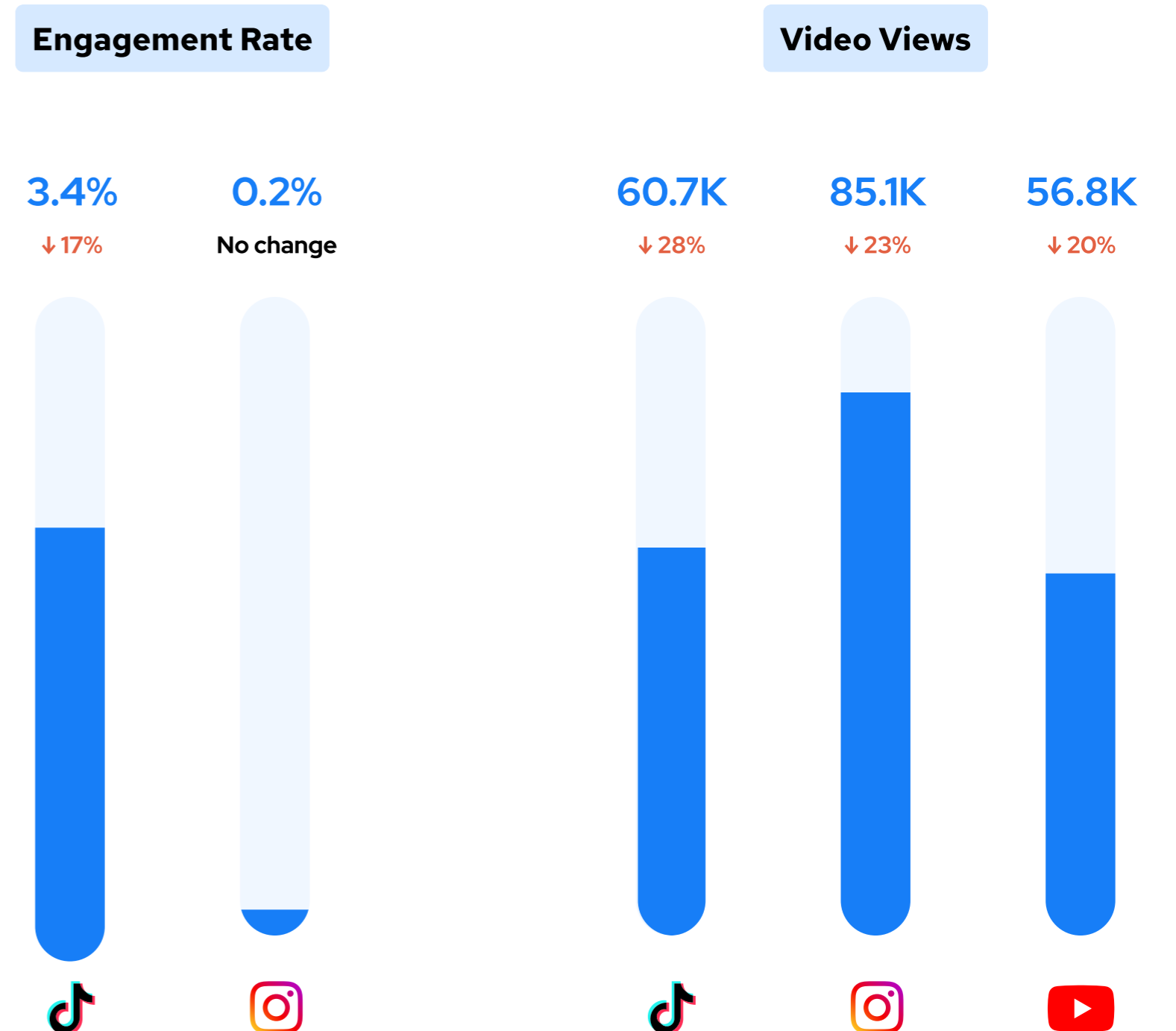
Home brands on Instagram are smaller than those in the beauty and fashion industry, resulting in a more modest reach of 58K. However, brands like Coming Soon New York and Matilda Goad excel in creating engaging content that attracts attention beyond their follower counts, highlighting an opportunity for home brands to refine their content strategies and expand their reach.

Brands Find Potential in Infrequent but Impactful Posts

Home brands on YouTube post less frequently but achieve significant viewership, with 104.4K views for On-Demand content. This indicates strong potential for reaching audiences, suggesting that even infrequent, high-quality posts can effectively engage viewers and drive substantial brand awareness

Average Home Engagement Rate and Video Views

H2 2024



Percentage change compared to six prior

TikTok

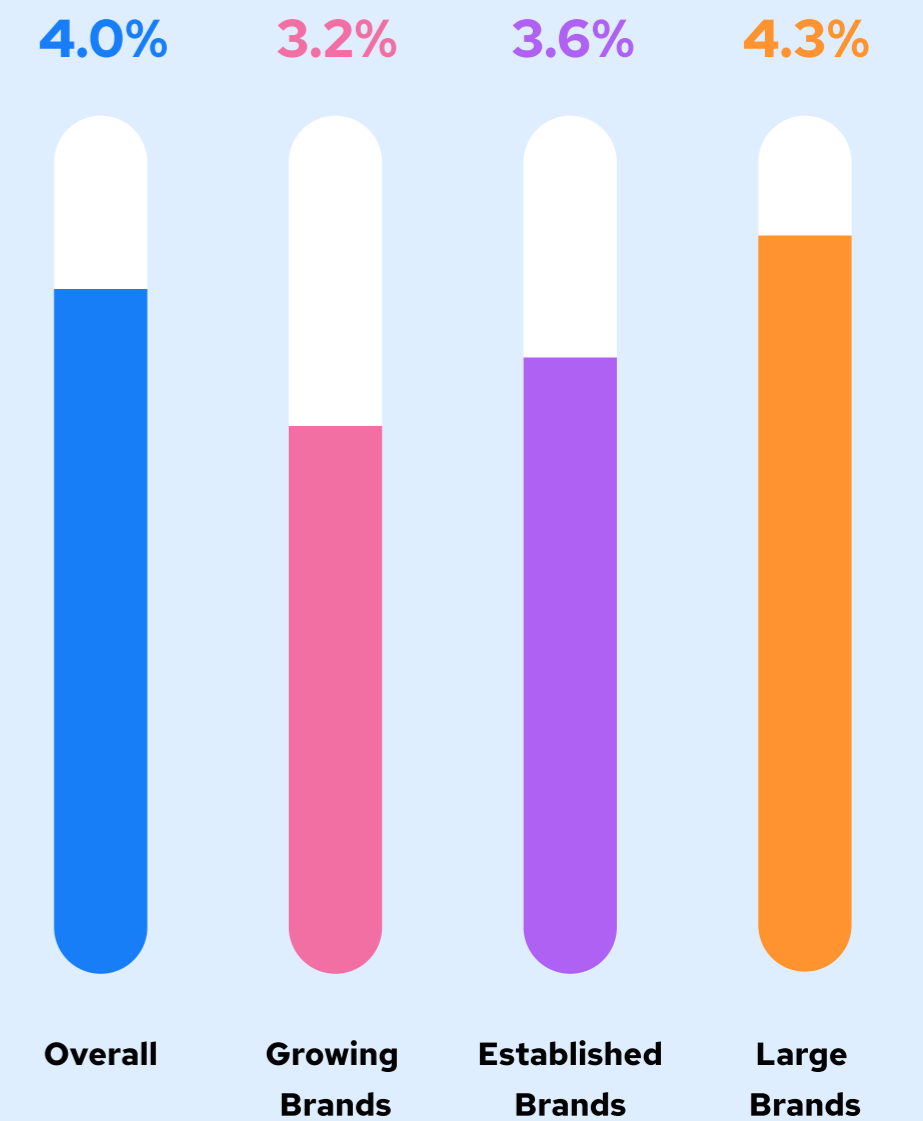


Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Overall	357K	6	5.8%	128.1K	142	105K	3.8
Growing Brands (0 - 11.5K Followers)	4.1K	3	7.6%	19.3K	9	12.9K	3.4
Established Brands (11.5K - 110K Followers)	44.7K	5	6.8%	61.8K	36	47.4K	3.6
Large Brands (110K+ Followers)	894.6K	9	3.5%	177.8K	216	145.6K	3.9

*Customer data only

Engagement Rate



Engagement Rate: (Likes+Comments+Shares) / Video Views

By Industry

	Home	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Follower Count	121.3K	339.7K	252.3K	200.6K	514.9K	329.9K	564.5K	676.9K	208.2K	193.9K	110K	604.6K	139K
Weekly Posts	3	6	4	5	4	4	3	11	3	8	4	5	3
Monthly Follower Growth Rate*	7.5%	4.7%	4.0%	4.9%	5.8%	5.1%	5.0%	9.3%	4.1%	**	6.8%	**	5.6%
Video Views	60.7K	96.3K	141K	107.1K	207.2K	146.6K	161.5K	159.9K	99.9K	125.3K	66.7K	168.3K	151.7K
Shares	50	66	71	55	127	121	164	269	98	105	47	178	128
Reach	48.8K	79.3K	107K	86.6K	154.7K	121.4K	120.8K	138K	54.9K	**	54K	**	96.3K
Entertainment Score*	3.7	3.9	3.4	3.4	3.8	3.9	3.8	4.0	3.6	**	3.3	**	3.4
Engagement Rate	3.4%	4.0%	3.3%	3.2%	4.2%	3.6%	3.5%	4.7%	3.9%	2.4%	3.3%	5.6%	3.7%

*Customer data only

** Limited data available

Home Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
Home Overall	121.3K	3	7.5%	60.7K	50	48.8K	3.7
Growing Brands (0 - 11.5K Followers)	3.3K	2	12.8%	8.8K	10	8.1K	4.0
Established Brands (11.5K - 110K Followers)	40.1K	3	2.3%	40.8K	18	**	**
Large Brands (110K+ Followers)	465.2K	6	1.9%	122.1K	110	**	**

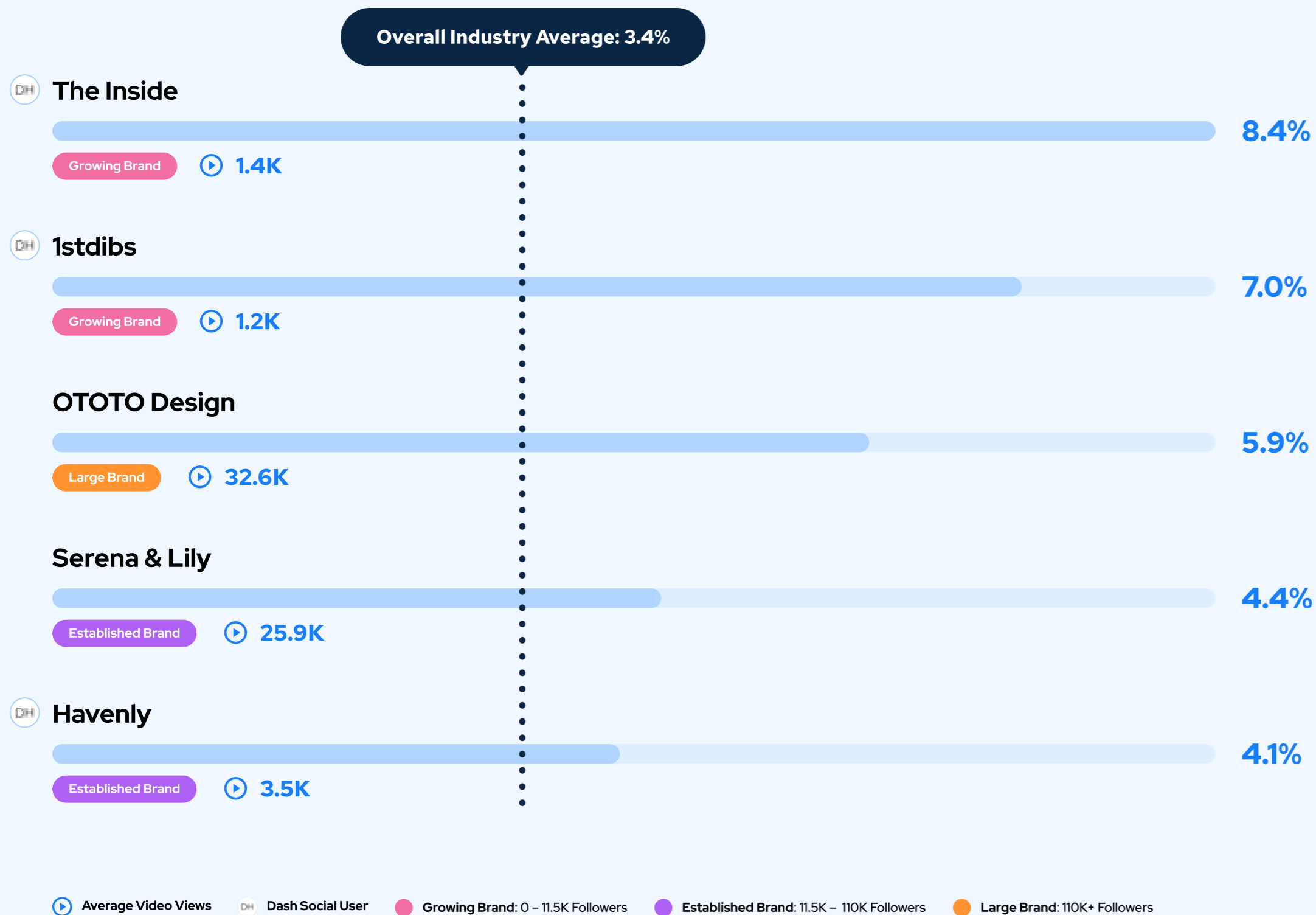
*Customer data only
**Limited data available

Engagement Rate



Engagement Rate: (Likes+Comments+Shares) / Video Views

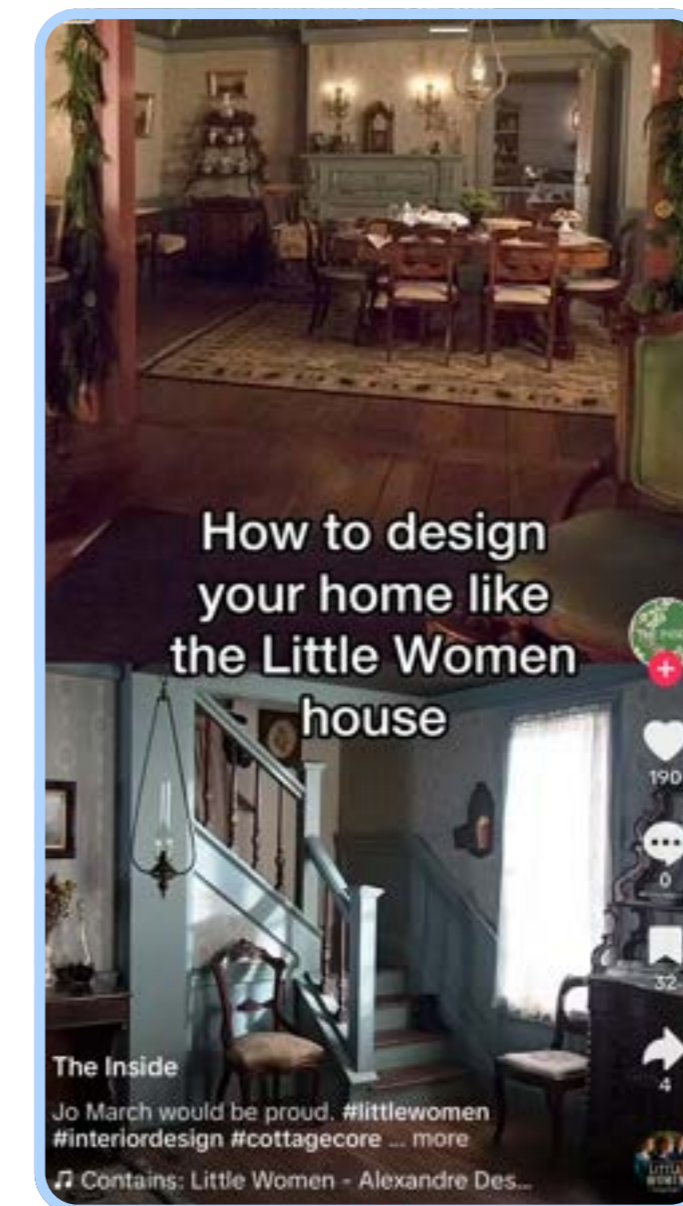
Top Home Industry Performers by Engagement Rate



Deep Dive Into Top Performing Home Brand

THE INSIDE

The Inside uses TikTok to showcase styles, tips and finishing touches to obtain the dreamy aesthetics TikTok scrollers dream of. Its focus on personalization and bold statement pieces resonate strongly with TikTok’s home decor audience, who have an affinity for the extraordinary. As a brand in the growing category, The Inside exemplifies the fact that great content matters more than follower count.



The Inside outperforms the average Engagement Rate for home brands by 85%.



Winning Formulas for Creating Entertaining TikTok Content

1stDIBS

1stdibs' high Entertainment Score is fueled by its exquisite curation of luxurious items. The brand turns TikTok's slideshow format into dynamic catalogs for beautiful homes, proving that content doesn't have to be high-energy to entertain audiences. TikTok's home decor inspiration demographic values deep dives into aesthetics.

Entertainment Score: 6.5/10

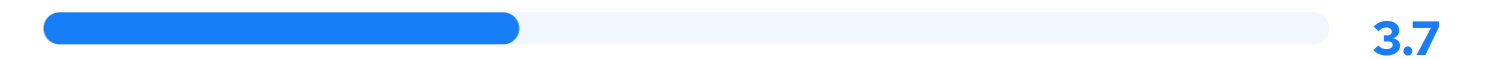
Compared to the home industry average of **3.7**, and 1stdibs' own average of **7.1**.



Top Home Industry Performers by Entertainment Score

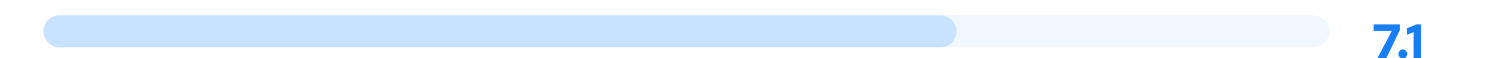
 Average Retention Rate

Overall Average



 28%

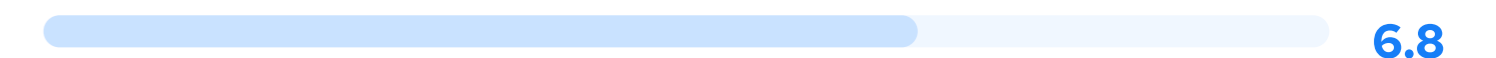
 1stdibs



Growing Brand

 9%

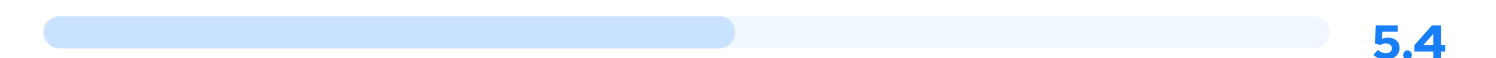
 The Inside



Growing Brand

 33%

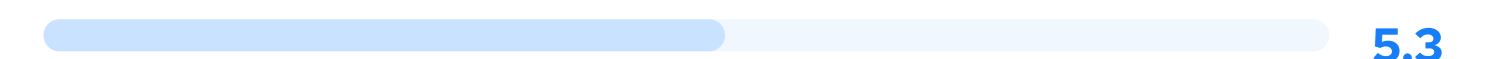
 The Tile Shop



Growing Brand

 31%

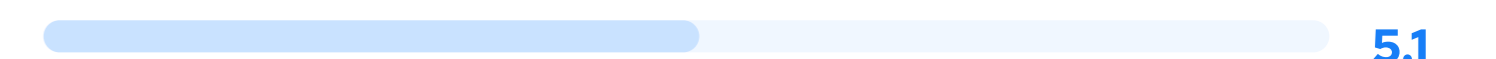
 The Citizenry



Established Brand

 28%

 Studio McGee



Large Brand

 29%

Instagram

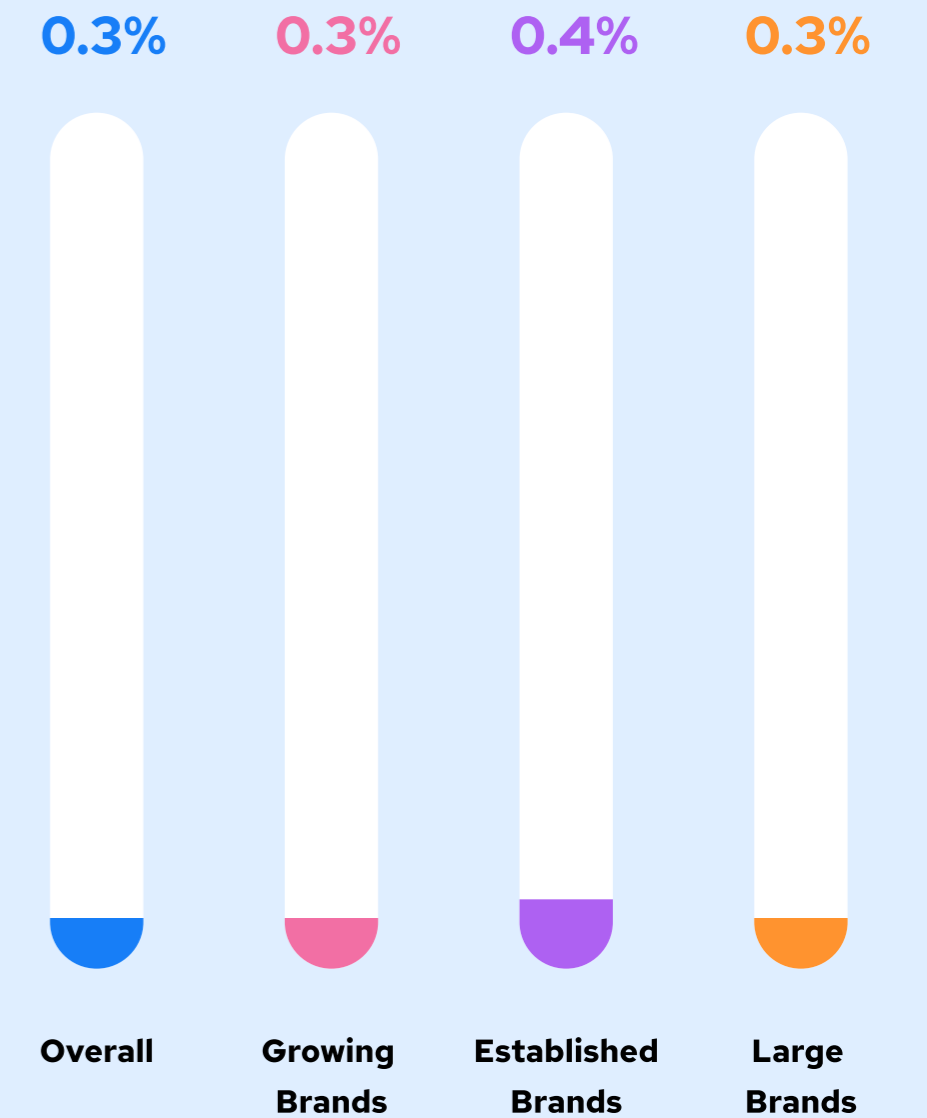


Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels)	Effectiveness Rate*	Shares
Overall	2.1M	4	5	0.8%	158.2K	4.6	14.7%	363
Growing Brands (0 - 190K Followers)	87.5K	2	3	1.1%	9.9K	4.5	21.1%	34
Established Brands (190K - 1.1M Followers)	497.3K	3	4	0.7%	40.5K	4.1	16.6%	140
Large Brands (1.1M+ Followers)	7.4M	7	10	0.5%	304.8K	5.1	10.9%	658

*Customer data only

Engagement Rate

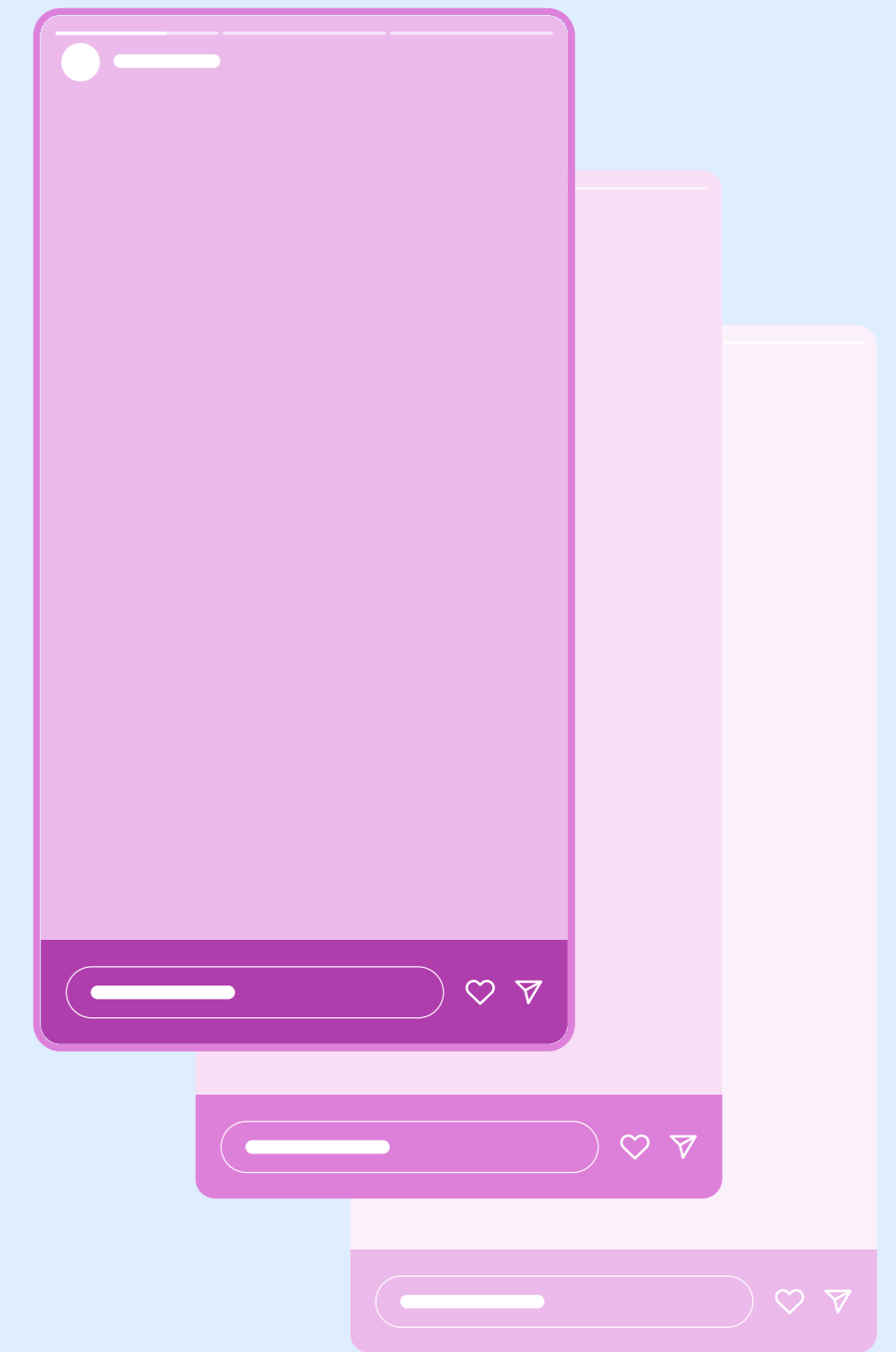


Engagement Rate: (Likes + Comments) / Followers

Across All Industries

	Daily Posts	Post Completion Rate	Post Exit Rate	Reach	Impressions	Tap Forwards	Tap Backwards
Overall	3	92%	8%	14.1K	14.3K	11.9K	632
Growing Brands <small>(0 - 190K Followers)</small>	2	91%	8%	903	914	772	39
Established Brands <small>(190K - 1.1M Followers)</small>	3	92%	7%	4.1K	4.1K	3.6K	171
Large Brands <small>(1.1M+ Followers)</small>	4	93%	6%	35.8K	35.8K	29.6K	1.6K

**Customer data only*



By Industry

	Home	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Follower Count	1M	2.5M	3.2M	3.6M	8M	1.5M	1.6M	6.2M	989.6K	418.1K	680.8K	28.2M	1.5M
Weekly Posts (Reels)	2	6	4	3	2	2	2	12	2	2	3	6	2
Weekly Posts (Carousel and Image)	4	5	5	6	5	2	3	19	3	2	3	12	4
Monthly Follower Growth Rate	0.6%	0.8%	0.5%	0.6%	0.7%	0.9%	0.9%	0.8%	0.7%	1.6%	1.0%	1.1%	1.0%
Shares*	109	119	79	60	127	165	313	688	257	**	198	**	213
Entertainment Score* (Reels)	3.7	4.9	3.4	3.6	4.9	4.9	5.4	5.1	3.6	**	3.6	**	5.3
Reach*	58K	81.2K	64K	68.8K	136.6K	31.3K	72.6K	284.7K	40.5K	**	47.4K	**	60.8K
Effectiveness Rate*	10.2%	15.6%	9.8%	9.4%	11.4%	19.8%	17.8%	15.3%	14.4%	**	16.2%	**	17.5%
Engagement Rate	0.2%	0.2%	0.1%	0.2%	0.3%	0.4%	0.3%	0.4%	0.2%	0.4%	0.2%	0.9%	0.4%

*Customer data only

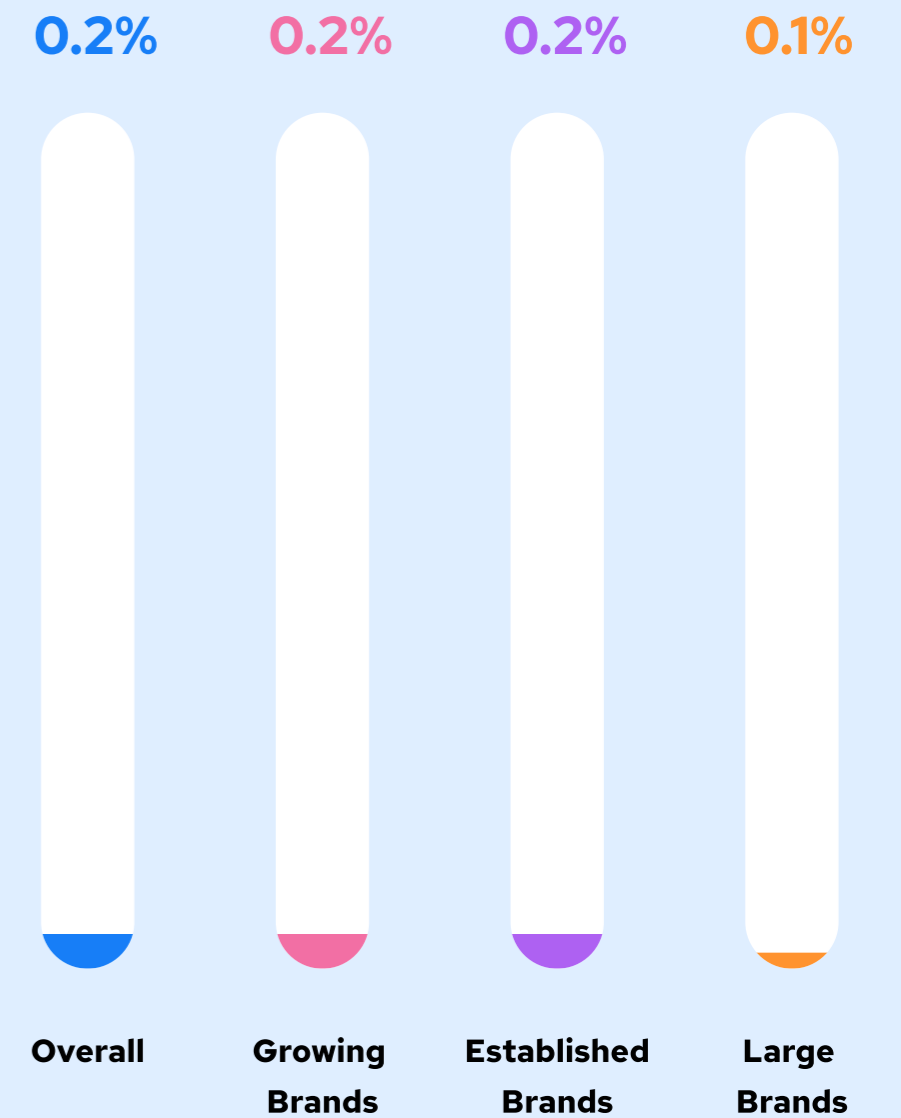
** Limited data available

Home Brands Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
Home Overall	1M	2	4	0.6%	109	3.7	58K	10.2%
Growing Brands (0 - 190K Followers)	100.9K	1	3	0.8%	13	4.1	4.8K	11.8%
Established Brands (190K - 1.1M Followers)	490.8K	2	4	0.5%	32	2.7	30.2K	8.7%
Large Brands (1.1M+ Followers)	2.7M	4	7	0.3%	345	**	**	**

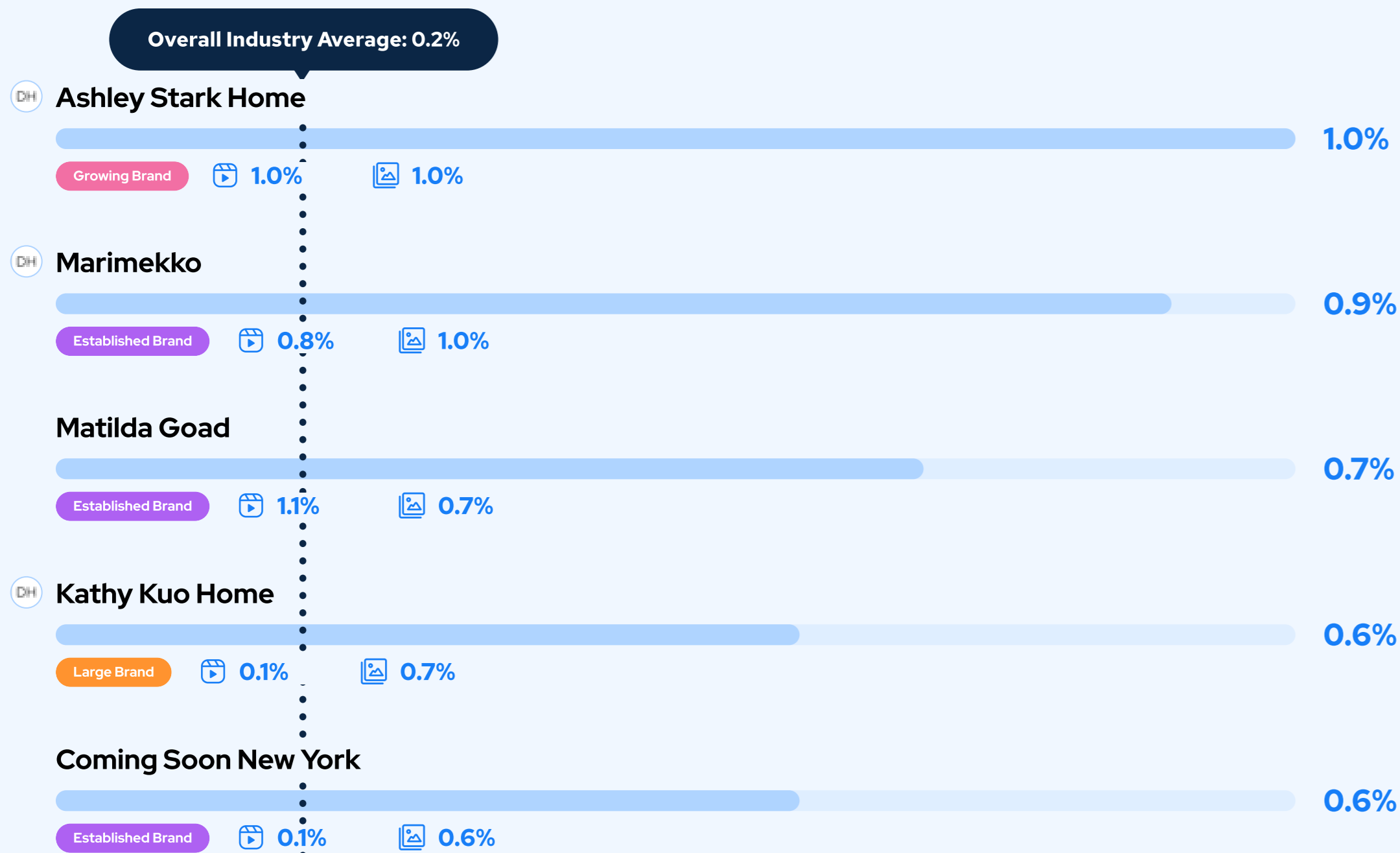
*Customer data only
**Limited data

Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

Top Home Industry Performers by Engagement Rate



 Average Engagement Rate (Reels) | Industry Average: 0.1%  Average Engagement Rate (Static and Carousel) | Industry Average: 0.2%  Dash Social User

 Growing Brand: 0 – 190K Followers  Established Brand: 190K – 1.1M Followers  Large Brand: 1.1M+ Followers

Deep Dive Into Top Performing Home Brand

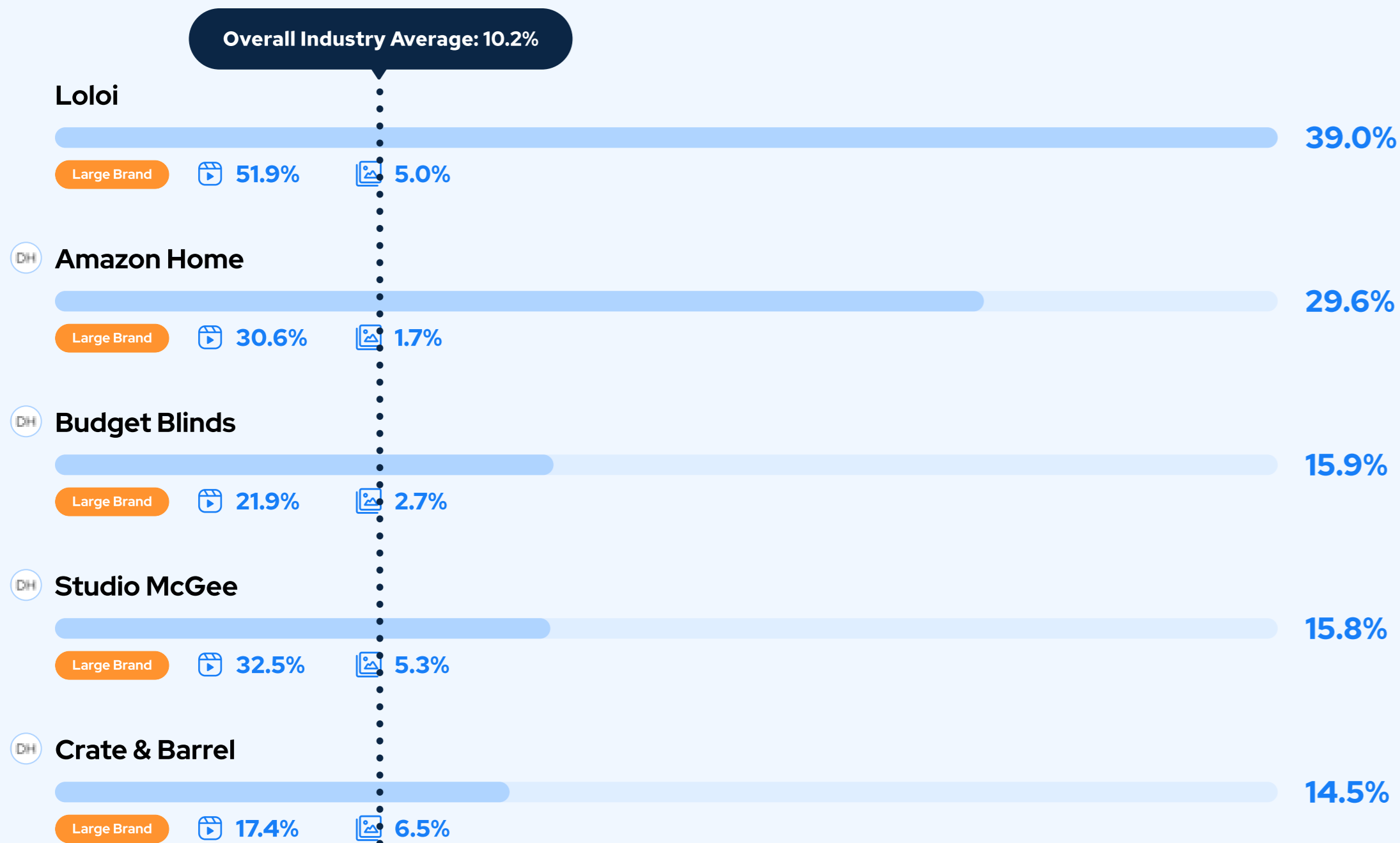
MATILDA GOAD & CO

Matilda Goad thrives on Instagram with high engagement rates. Its elegant, yet timeless aesthetic succeeds in engaging those looking to discover their next purchase. Its Reels give a peek into the home and style of founder Matilda, which adds a flair of familiarity to the brand that helps with building a community.




Matilda Goad outperforms the average Engagement Rate for home brands by **111%**.

Top Home Industry Performers by Effectiveness Rate



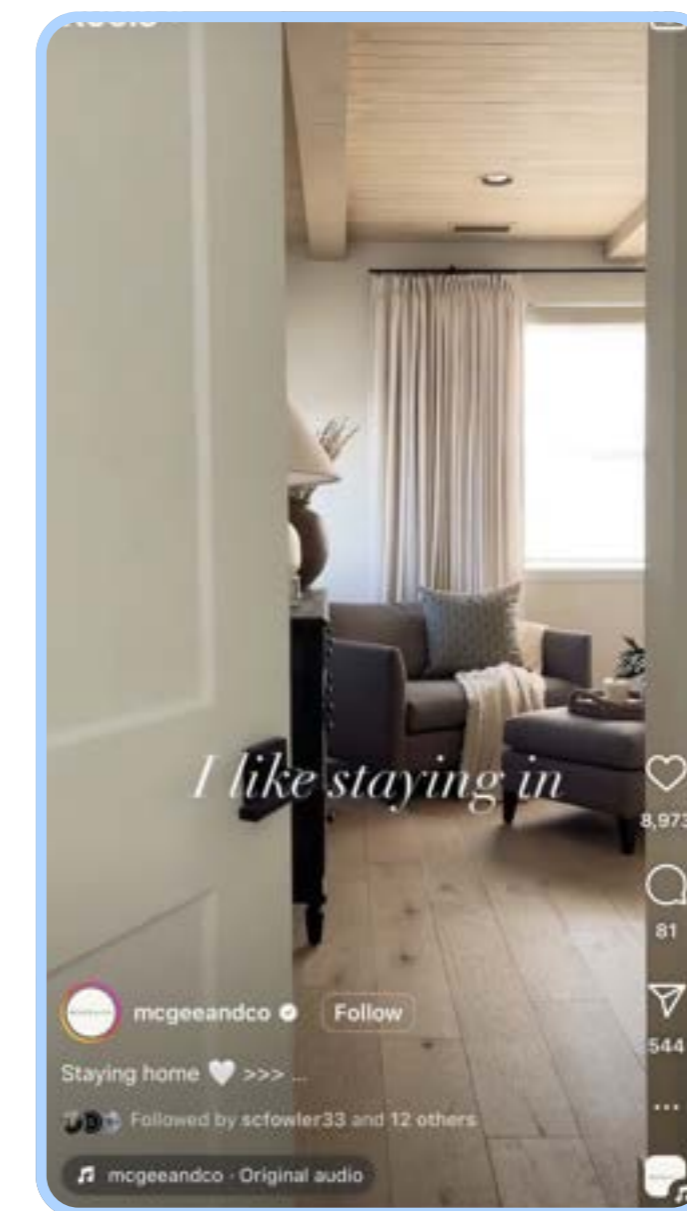
 Average Effectiveness Rate (Reels) | Industry Average: 21.8%  Average Effectiveness Rate (Static and Carousel) | Industry Average: 4.3%  Dash Social User

 Growing Brand: 0 – 190K Followers  Established Brand: 190K – 1.1M Followers  Large Brand: 1.1M+ Followers

Deep Dive Into Top Performing Home Brand

STUDIO MCGEE

Studio McGee achieves an outstanding Instagram Effectiveness Rate by consistently delivering crisp, clean design inspiration that turns viewers into an engaged community. Its posts always receive extraordinary attention, with a feed of comments asking “what is that?” and “where can I get it?”



Studio McGee outperforms the average Effectiveness Rate for home brands by **43%**.

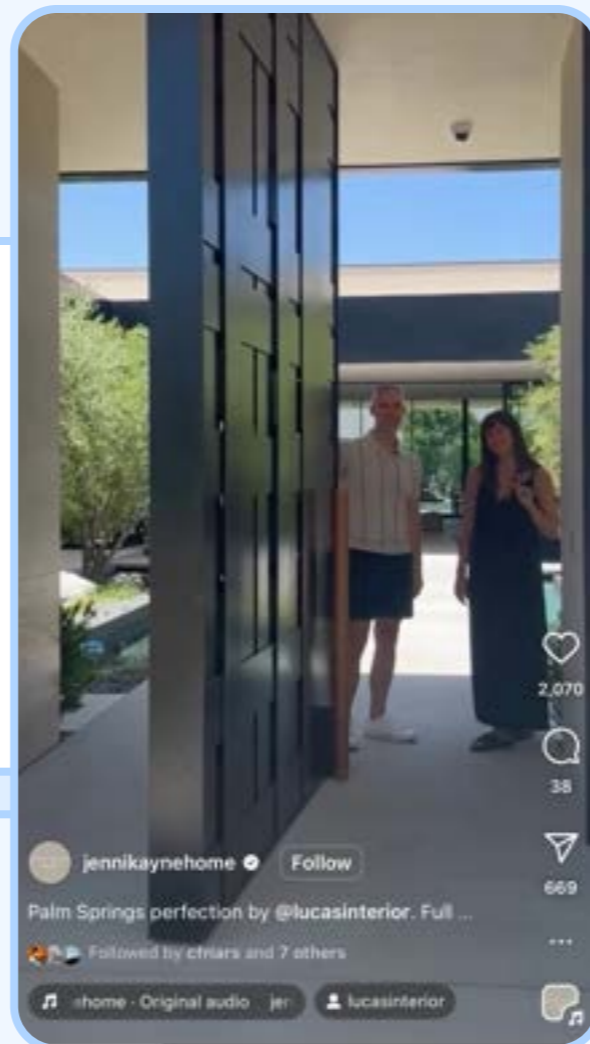
Winning Formulas for Creating Entertaining Reels Content

jennikaynehome

Jenni Kayne Home earns a high Entertainment Score on Instagram with serene and inviting glimpses into luxury homes. Its posts offer helpful tips and details so the audience can achieve their own dream abode, making its Instagram feed a regular source of inspiration. The brand also incorporates a link-in-bio so viewers can quickly find relevant information.

Entertainment Score: 8.7/10

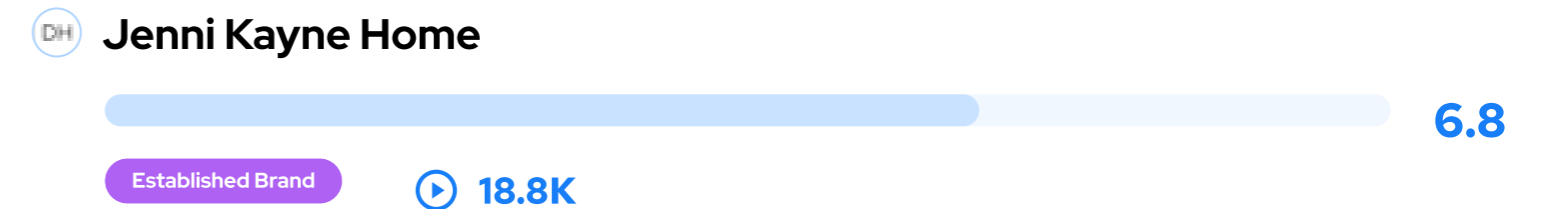
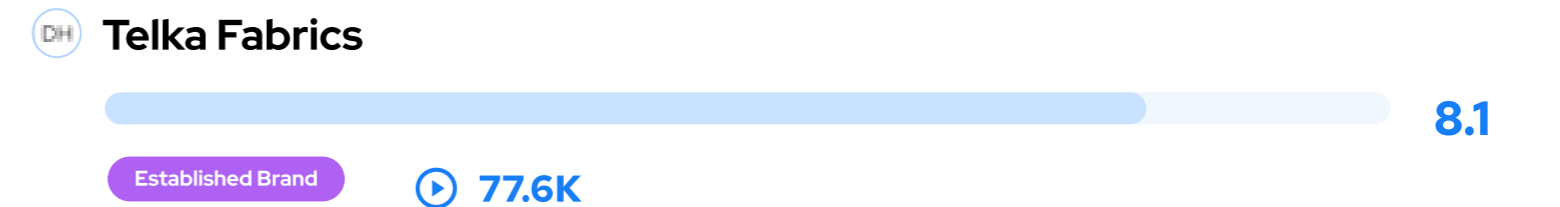
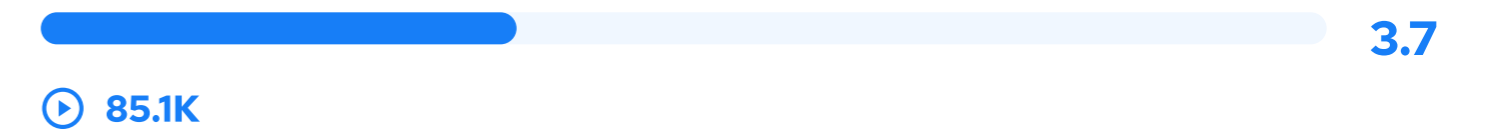
Compared to the home industry average of **3.7**, and Jenni Kayne Home's own average of **6.8**.



Top Home Industry Performers by Entertainment Score (Reels)

 Average Video Views

Overall Average



YouTube



 Average YouTube Performance

Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares	Percentage Viewed
Overall	791.2K	7	1.2%	2.1K	84	67%
Growing Brands (0 - 20K Followers)	5.8K	3	1.6%	201	7	86%
Established Brands (20K - 150K Followers)	70K	5	0.9%	236	8	68%
Large Brands (150K+ Followers)	2.7M	17	0.9%	3K	156	60%

*Customer data only

Overall Video Views



By Industry

	Home	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Media and Publishing	Baby and Children	B2B	Wellness	Sports	Travel
Subscriber Count	94K	98.2K	343.4K	48.2K	312.6K	714.3K	622.2K	3.7M	335.4K	192.3K	200.1K	1.6M	132.8K
Weekly Videos	3	8	7	9	4	4	3	35	4	3	5	15	6
Monthly Follower Growth Rate	1.4%	1.3%	0.5%	0.9%	1.1%	1.1%	1.0%	1.5%	0.8%	1.4%	1.4%	1.4%	1.6%
Likes*	151	1.3K	368	247	1.3K	3.2K	3.6K	2.4K	592	135	355	4.5K	146
Shares*	15	34	6	4	36	12	24	188	17	2	34	35	6
Percentage Viewed*	74%	88%	59%	68%	100%	64%	64%	57%	73%	**	**	**	**
Overall Video Views	56.8K	72.5K	77.7K	45.9K	118.8K	163.2K	163.7K	90K	55.9K	33.9K	55.8K	135.2K	30.3K

*Customer data only

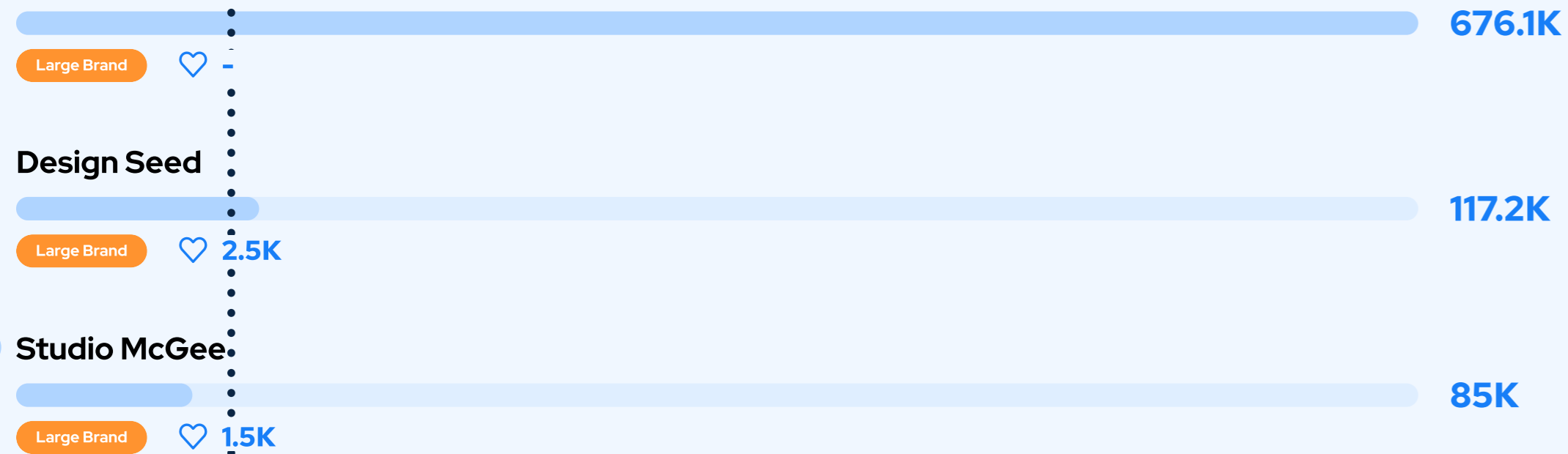
** Limited data available




 Average On-Demand Video Views and Industry Leaders

Top Home Industry Performers by On-Demand Video Views

Overall Industry Average: 104.2K

Living Spaces



 Average Likes | Industry Average: 104 |  Dash Social User |  Growing Brand: 0 – 20K Followers |  Established Brand: 20K – 150K Followers |  Large Brand: 150K+ Followers

Deep Dive Into Top Performing Home Brand

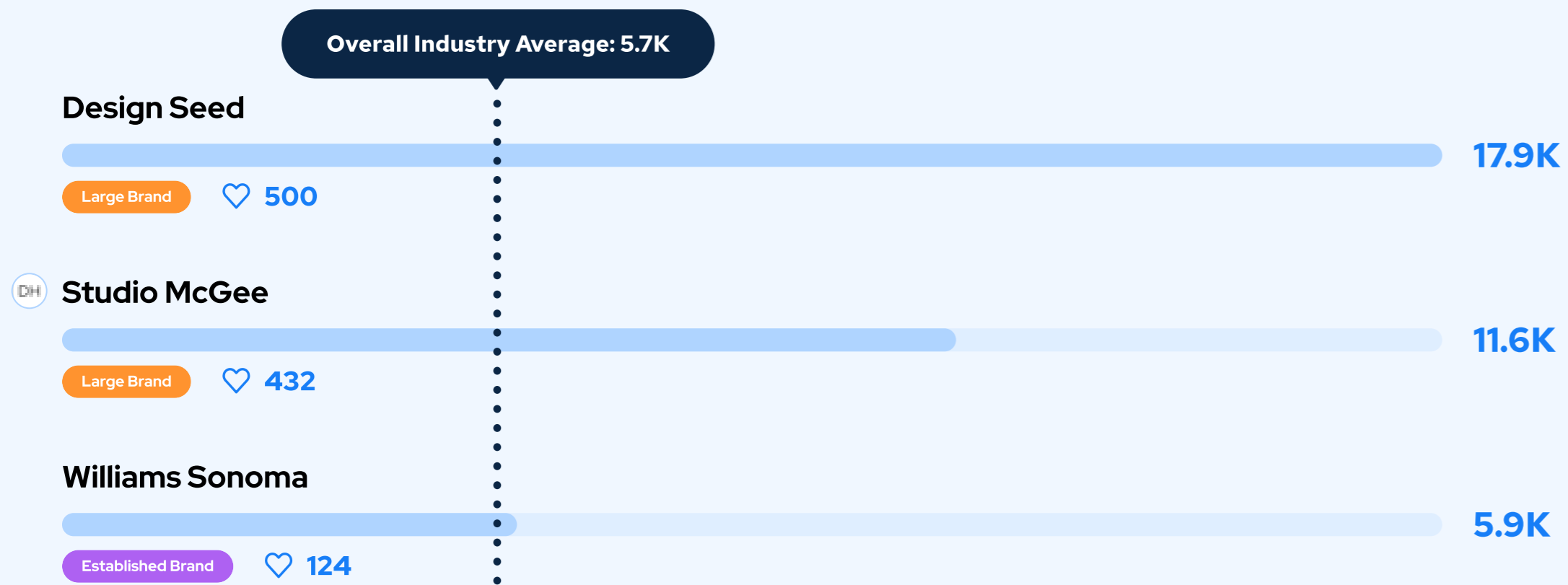


Design Seed gives YouTube audiences long-form tours of some of the most beautiful homes in the world. Its videos often feature makeovers or transformations, creating a compelling narrative for curious viewers. Practical design tips from interior designers makes the channel a valuable resource for both professionals and amateurs alike.

Design Seed outperforms the average Video Views for home brands by 12%.



Top Home Industry Performers by Shorts Video Views



 Average Likes | Industry Average: 156  Dash Social User

 Growing Brand: 0 – 20K Followers  Established Brand: 20K – 150K Followers  Large Brand: 150K+ Followers

Deep Dive Into Top Performing Home Brand

WILLIAMS SONOMA

Williams Sonoma's YouTube Shorts soar in views by featuring quick, easy-to-follow culinary tips and recipes that fit perfectly into the bite-sized format. Its effective use of seasonal themes, such as refreshing watermelon drinks in the summer or tasty peppermint lattes in the winter, means that its content always finds the right place in the algorithm.



Williams Sonoma outperforms the average Shorts Video Views for home brands by 4%.



What We Can Learn From Home Brands' Strategies



Showcase Unique Aesthetics

Highlight personalization and statement pieces that resonate with niche audiences, especially on platforms like TikTok where unique home decor styles can capture substantial interest.

Leverage Platform Strengths

Use the specific strengths of each platform, such as Instagram's ability to foster community through design inspiration and YouTube's format for detailed home tours, to maximize engagement and effectiveness.

Provide Practical Insights

Offer valuable tips and practical advice to help viewers achieve their desired home aesthetics, ensuring content is both inspirational and actionable across social media channels.



Outsmart Social

Dash Social is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Social enables brands to create content that entertains, engages, and drives consistent business results. To discover how Dash Social empowers brands to outsmart social, visit dashsocial.com.



Scan the QR code to sign up for a free demo of Dash Social.

The screenshot displays the Dash Social interface for a 'Brand - Weekly Report'. It features a 'Followers' section with a line graph and statistics: Net New: 3,124, Total: 125,051, and Avg. per day: 631. An 'Average Engagement Rate' table compares the brand's performance against an industry average. Below these are 'Top Performing Videos' with five video thumbnails.

Brand	Reporting Period	Comparison Period	Change
Industry Average			↑
			↑
			↑
			↓

Andie Social Media Manager
Hey team! Sharing our weekly social performance dashboard for review.

At a Glance

Facebook, Pinterest and X

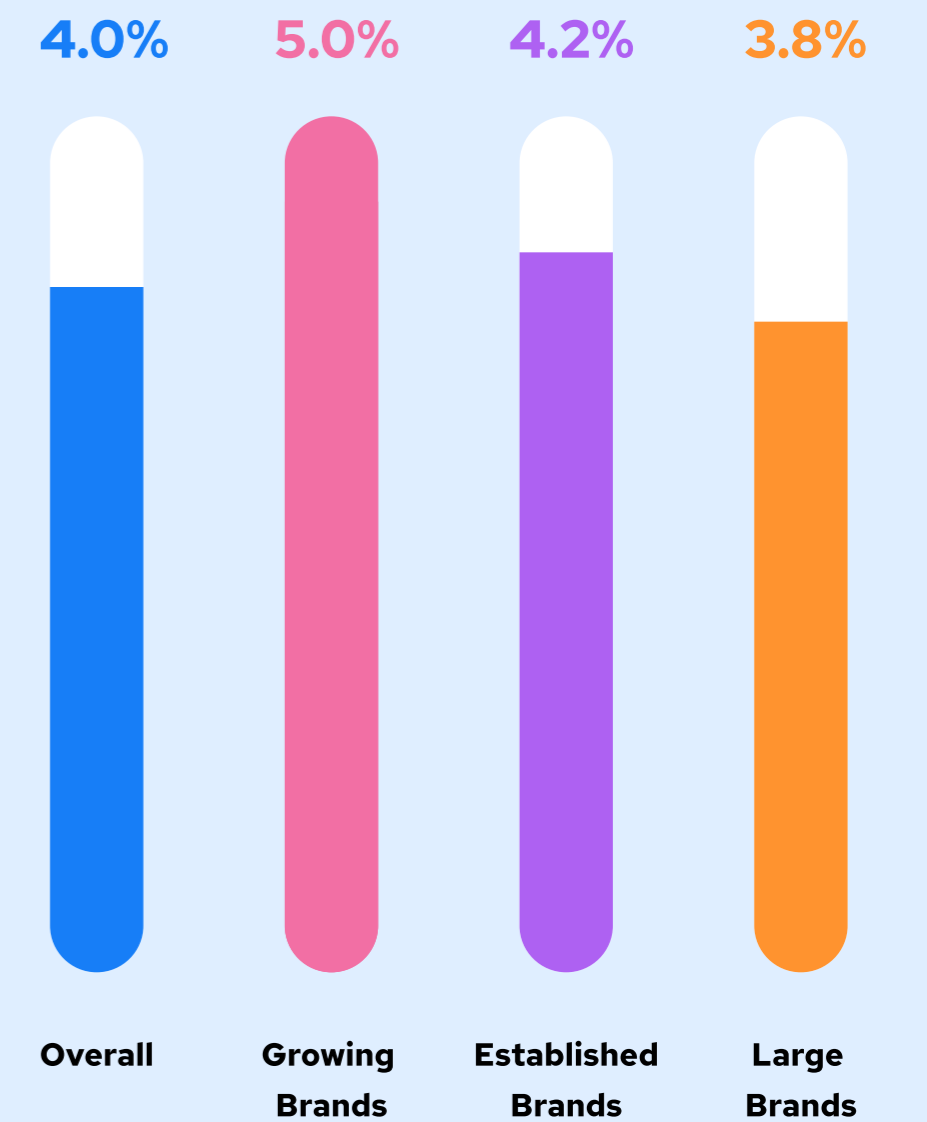


Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
Overall	927.1K	8	0.5%	63.5K	9.7%
Growing Brands (0 - 100K Followers)	29.3K	2	1.0%	5.1K	12.3%
Established Brands (100K - 850K Followers)	337.3K	7	0.2%	26.6K	9.1%
Large Brands (850K+ Followers)	3.5M	20	0.1%	89.8K	7.4%

Customer data only

Engagement Rate



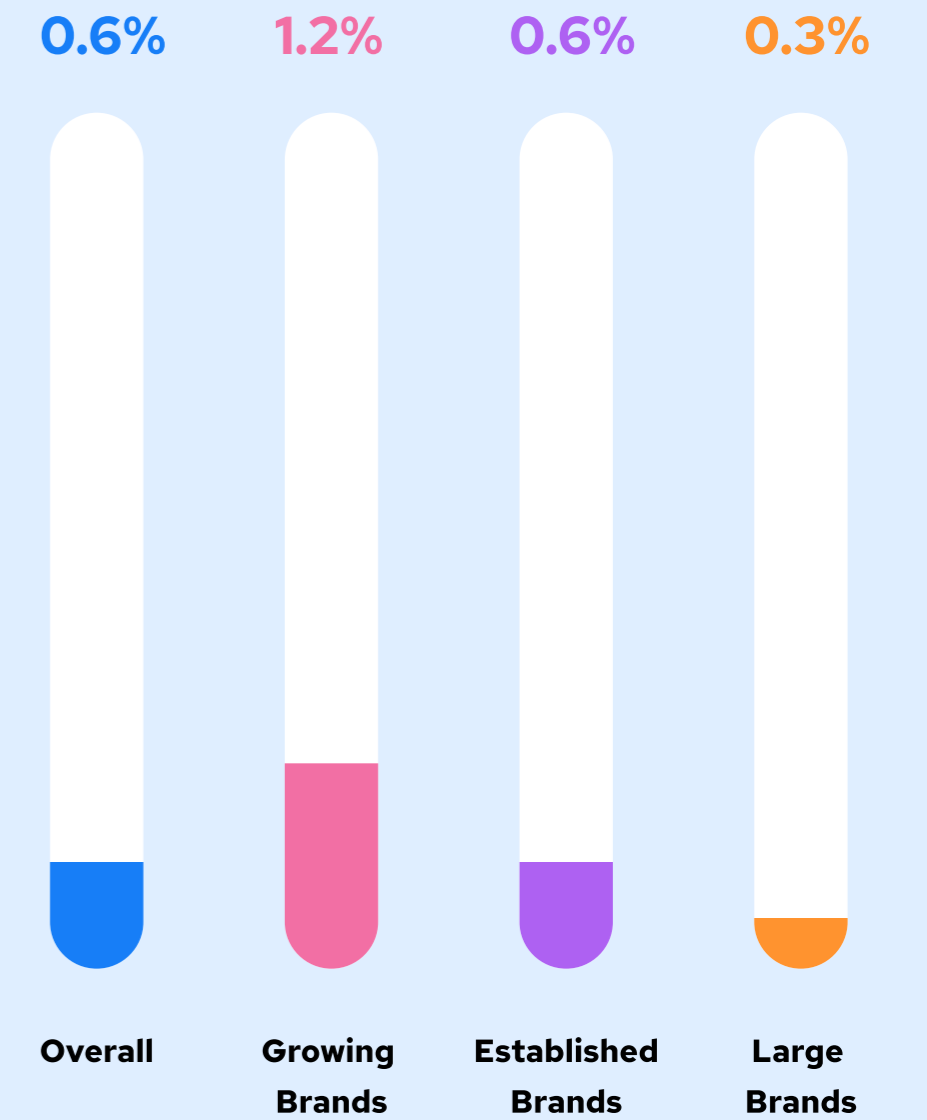
Engagement Rate: (Total Engagements) / Impressions

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Video Views
Overall	235.4K	22	1.3%	845
Growing Brands <small>(0 – 8K Followers)</small>	2.7K	9	2.5%	285
Established Brands <small>(8K – 105K Followers)</small>	37.9K	18	1.1%	850
Large Brands <small>(105K+ Followers)</small>	769.5K	43	0.3%	4.4K

Customer data only

Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements	Retweets
Overall	813.1K	48	0.1%	16.4K	38	258	8
Growing Brands (0 – 12.5K Followers)	5.1K	6	0.2%	818	7	23	5
Established Brands (12.5K – 200K Followers)	70K	21	0.04%	3.3K	18	90	6
Large Brands (200K+ Followers)	2.0M	100	-0.03%	17.9K	40	284	10

Customer data only