



# Social Media Benchmark Report

CPG Industry



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# Benchmarking Performance

Understanding your brand's social media performance starts with knowing what's typical in your industry. This report explores comprehensive benchmarks across key metrics and social channels, including TikTok, Instagram and YouTube. These insights help set clear goals, strengthen content strategy and support faster audience growth.

## About the Data

For the H1 2025 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,170), Instagram (n=2,978), and YouTube (n=644), analyzing their activity between July 1, 2024 – December 31, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include organic, boosted, and promoted content but exclude paid ads. They apply to handles with at least 1K followers, covering both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media, publishing, CPG, food and beverage, retail, home, travel, wellness, and real estate.



## Defining the CPG Industry

CPG is the broad landscape of consumer-packaged products. We analyzed the following number of CPG brands per platform: TikTok (n=49), Instagram (n=234), and YouTube (n=42).

# 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.

## Average Reach Per Post

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

The average engagement each post receives. Each platform calculates engagement rate differently.

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

## Average Effectiveness Rate (Instagram and Facebook)

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

**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 week.

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

## Average Video Views

The average number of views each video receives, this includes rewatches.

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

## Average Shares Per Post

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 Per Post

The average number of comments that each post receives.

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



# Cross-Channel Trends

## TikTok Is Still the Most Engaging Platform

When measured using the same calculation, TikTok (4.7%) leads Instagram (4.0%) and YouTube (3.6%) in engagement.

## Brands Prioritize TikTok for Short-Form Video, and It Drives Strong Views

With 6 posts a week, averaging 166.5K views, brands are prioritizing short-form video—surpassing Instagram Reels (4 posts, 108.9K views) and YouTube Shorts (3 posts, 45K views).

## Shares Continue to Increase on TikTok and Instagram

Shares have doubled on TikTok (142 to 289 avg. per post) and increased on Instagram (363 to 552) over six months, solidifying their role in engagement.



@allrecipes



# TikTok Trends

## Growth Continues Across All Brand Sizes

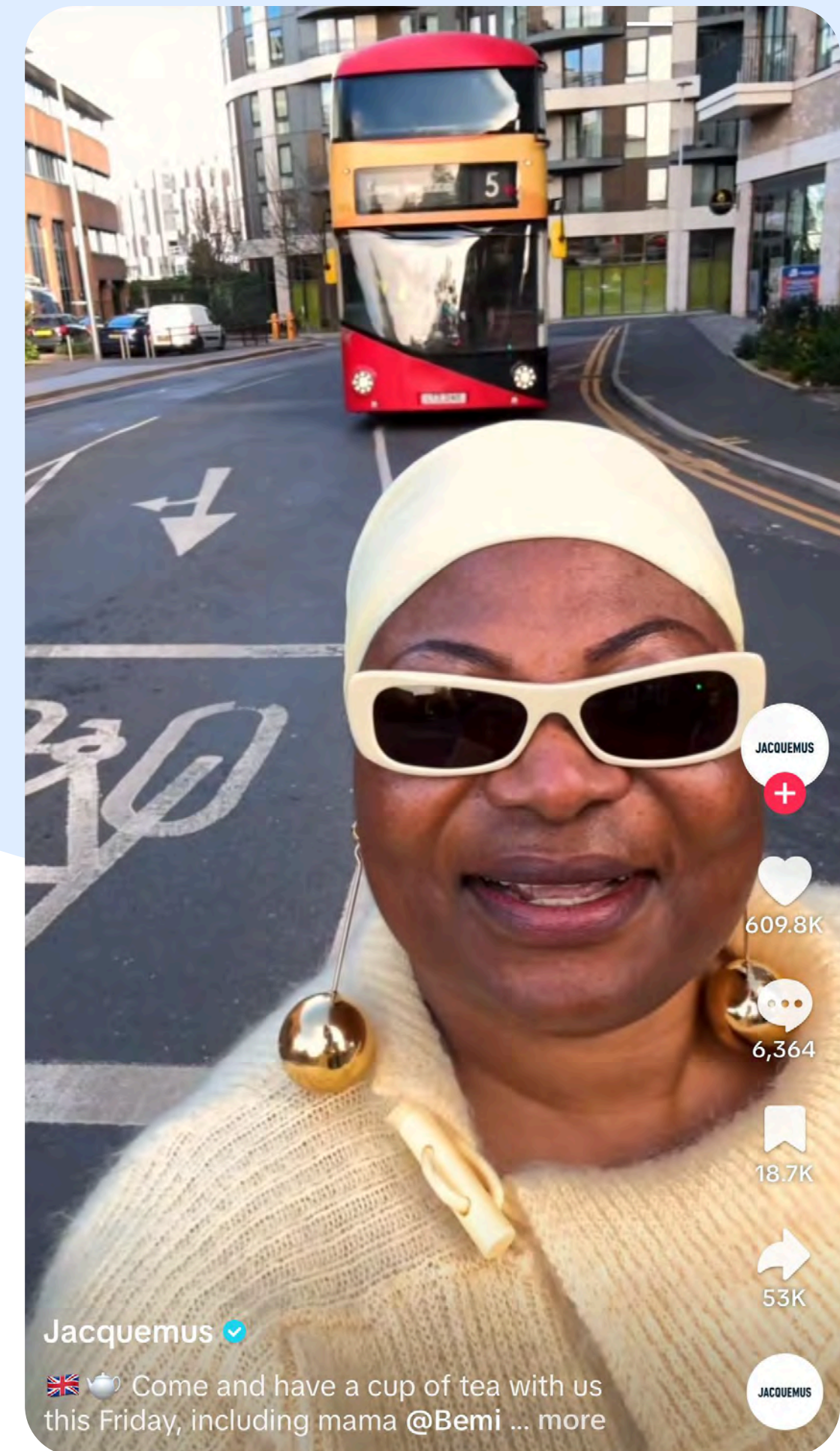
Brands grow an average of 4.7% per month. Growing brands lead with 9.2% monthly growth, while established (4.4%) and large brands (2.8%) expand at a slower rate.

## Brands Are Reaching More People

Compared to six months ago, brands see higher video views (+26%), increased reach (+10%) and more shares (+68%) on average.

## More Posts, Higher Engagement – Especially for Large Brands

Large brands post more frequently and see higher engagement rates. Smaller brands post less, which may impact their engagement. Consistent posting could be a key factor in driving interactions.



[@jacquemus](#)



# Instagram Trends

## Brands Post More Static Content Than Reels

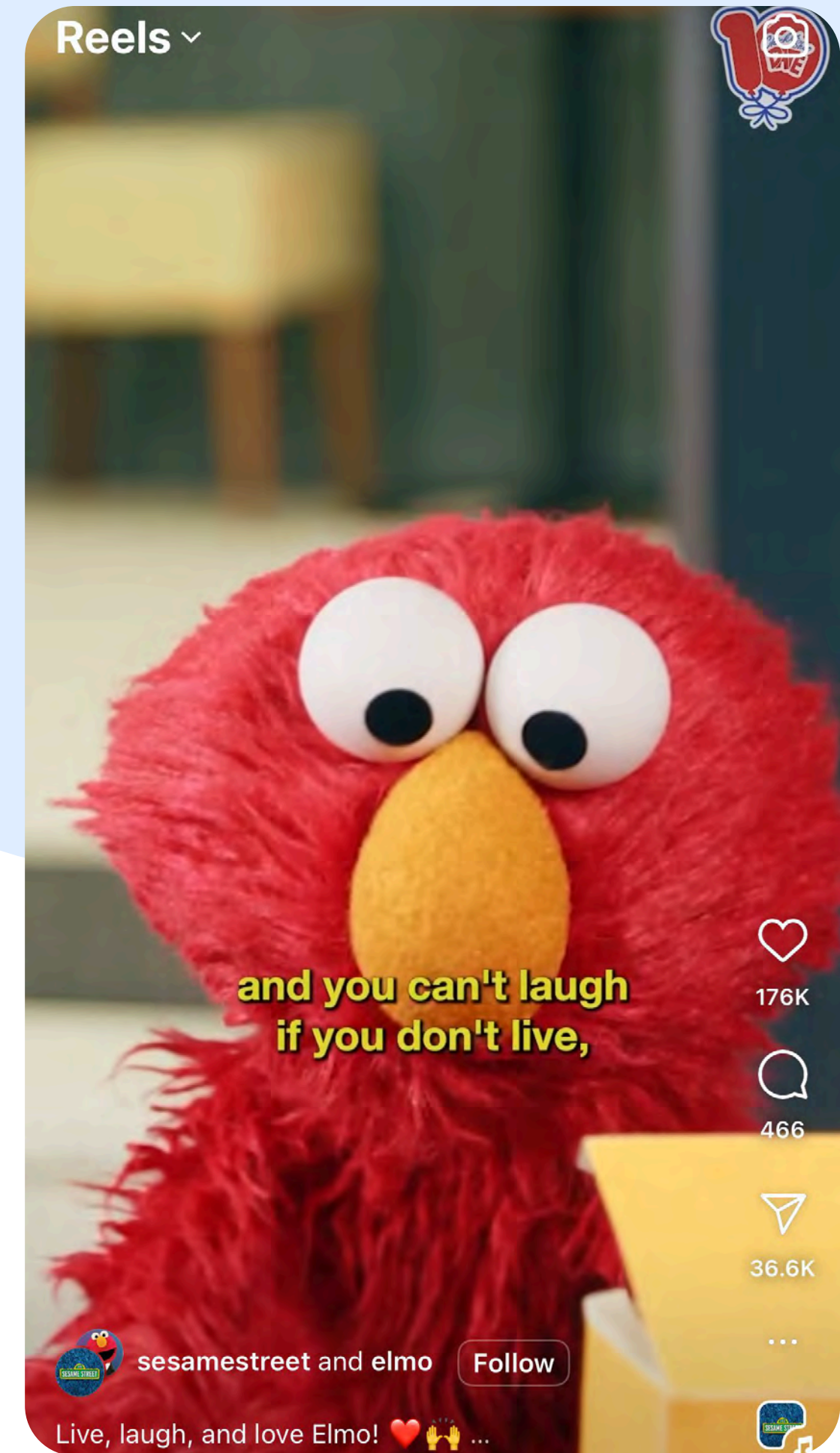
Brands favor static posts over Reels on Instagram, averaging five static posts for every four Reels per week.

## Follower Growth Stalls, Making Engagement Key

With brands seeing just 0.6% monthly follower growth – unchanged over the past year – engagement and impressions have come into focus as the metrics to optimize.

## Engagement Rate by Impressions Shows Platform Activity

Measuring engagement based on impressions (4.0%) rather than followers (0.3%) provides a clearer view of audience activity, highlighting an engaged and active platform.



[@elmo](#)



# YouTube Trends

## YouTube Video Views Have Declined Over the Past Six Months, Driven by Shorts

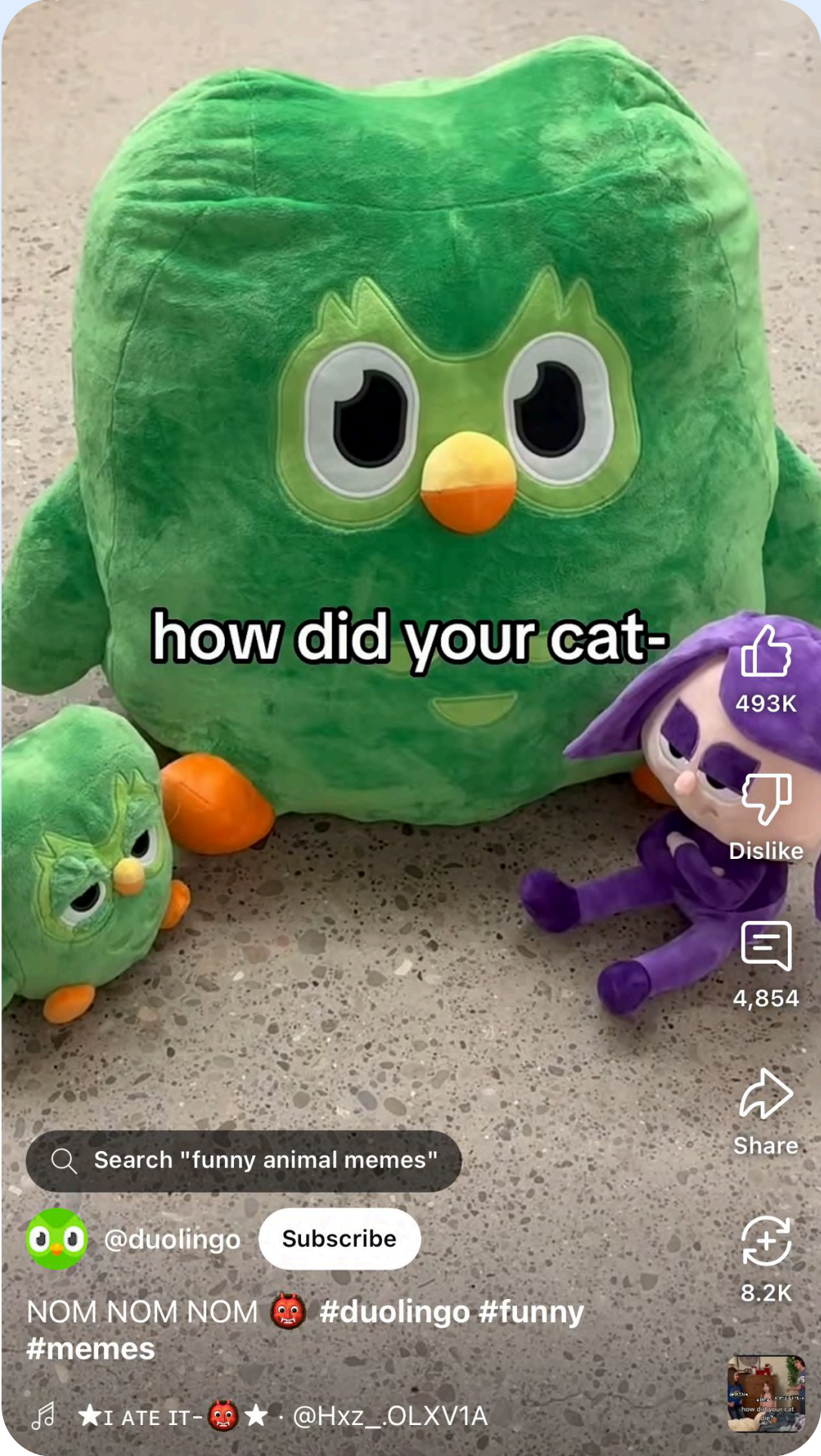
The average video views per post dropped from 89.5K in the first half of 2024 to 69.4K in second half of 2024. Shorts saw a significant decrease (45K vs. 81K), while On-Demand views remained steady (90.7K vs. 95.6K).

## Longform Content Continues To Receive More Views Than Shorts


Longform content drives more views than Shorts, with On-Demand videos averaging 90.7K views compared to 45K for Shorts.


## Media Brands Generate the Highest Video Views


Unsurprisingly, the top-ranking brands for video views belong to the media industry, reinforcing YouTube's role as an entertainment platform rather than a hub for brand communities.



# CPG Brands Face Engagement Dips on TikTok but Thrive on Instagram




 CPG brands on TikTok maintain a steady posting cadence (4 posts per week), but face declines in entertainment (3.8 vs. 3.9) and engagement (3.4% vs. 3.6%) compared to six months ago.

 Despite posting less frequently (2 static posts, 2 reels per week), CPG brands achieve one of the high Entertainment Scores (4.8) and Effectiveness Rate (13.6%).

 Fewer CPG brands are active on YouTube, posting just twice a week. Despite this, they maintain one of the largest follower bases, averaging 1M subscribers and 80.5K views per post.

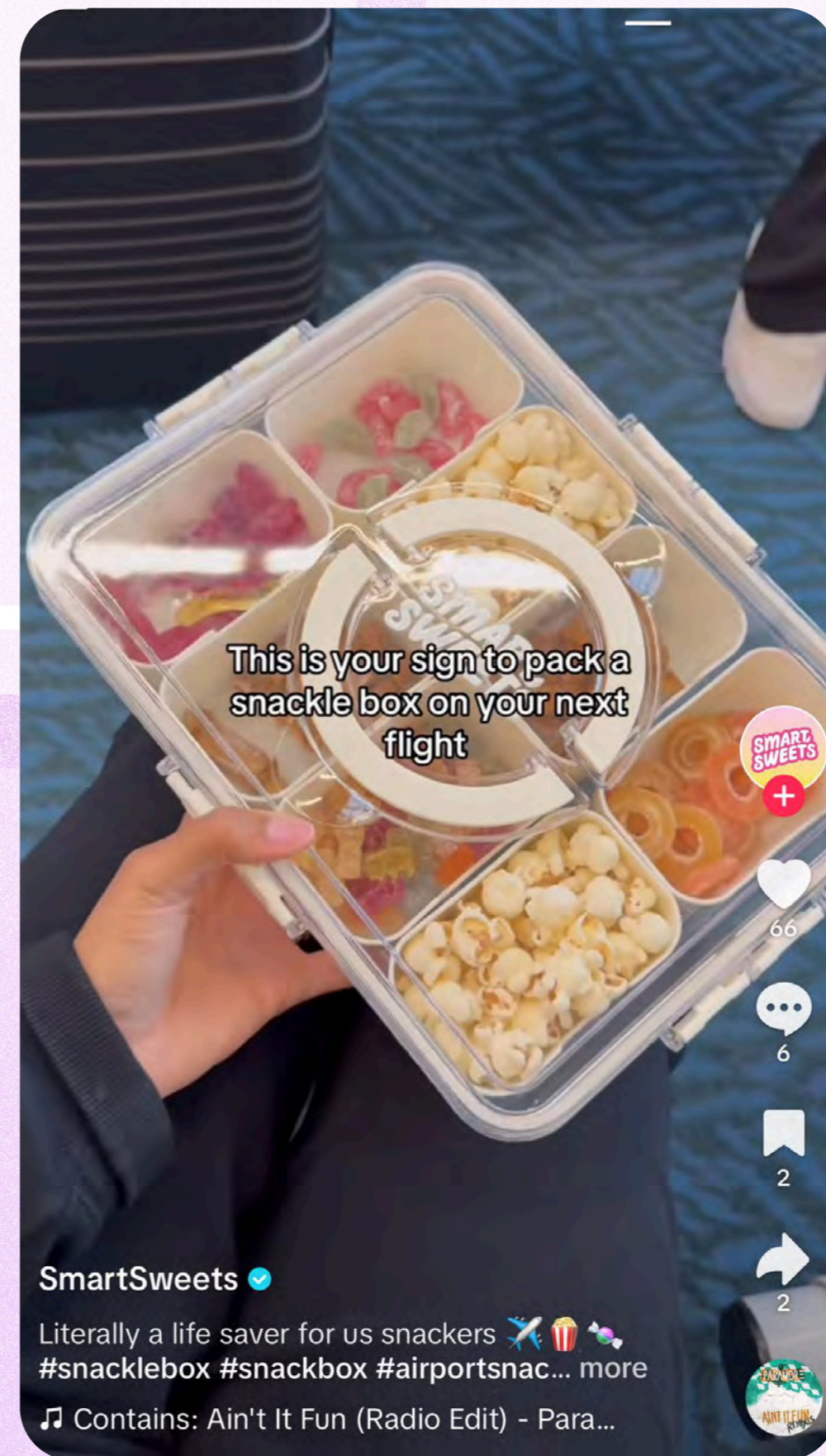
## Average CPG Engagement Rate and Video Views Per Post

H1 2025

	 TikTok	 Instagram	 YouTube
Engagement Rate	<b>3.4%</b> -6%	<b>0.3%</b> -25%	-
Video Views	<b>131.2K</b> -11%	<b>55.8K</b> +104%	<b>80.5K</b> -68%

Compared to H2 2024 benchmark report







# Average TikTok Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate
<b>Overall</b>	<b>455.2K</b>	<b>6</b>	<b>4.7%</b>	<b>166.5K</b>	<b>289</b>	<b>116.6K</b>	<b>3.6</b>	<b>4.0%</b>
<b>Growing Brands</b> (0 – 11.5K Followers)	<b>4.3K</b>	<b>2</b>	<b>9.2%</b>	<b>14.9K</b>	<b>11</b>	<b>8.4K</b>	<b>3.3</b>	<b>3.3%</b>
<b>Established Brands</b> (11.5K – 110K Followers)	<b>46.9K</b>	<b>4</b>	<b>4.4%</b>	<b>69.0K</b>	<b>47</b>	<b>40.0K</b>	<b>3.3</b>	<b>3.4%</b>
<b>Large Brands</b> (110K+ Followers)	<b>1.0M</b>	<b>8</b>	<b>2.8%</b>	<b>229.1K</b>	<b>432</b>	<b>164.4K</b>	<b>3.7</b>	<b>4.3%</b>

\*Customer data only  
Engagement Rate = (Likes + Comments + Shares) / Video Views

## Dash Social Insight

Brands are growing and reaching more people. Smaller brands grow faster, but large brands post more and see higher engagement. Consistent posting may drive visibility and interactions.

# Average TikTok Performance By Industry

	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Real Estate	Retail	Travel	Wellness
<b>Follower Count</b>	435.7K	451.9K	235.5K	742.3K	153.8K	605.2K	1.2M	577.6K	52.4K	368.5K	258.4K	73.9K
<b>Weekly Posts</b>	6	4	5	2	3	3	14	10	2	4	2	3
<b>Monthly Follower Growth Rate*</b>	3.0%	3.9%	3.6%	2.9%	10.4%	8.1%	6.6%	5.5%	**	6.0%	4.1%	4.0%
<b>Video Views Per Post</b>	113.8K	131.2K	126.4K	205.6K	96.2K	339.4K	290.9K	167.0K	99.8K	148.0K	245.9K	53.6K
<b>Shares Per Post</b>	101	187	100	340	108	228	810	415	75	123	282	42
<b>Reach Per Post*</b>	71.2K	73.5K	75.2K	117.1K	58.4K	154.5K	250.5K	141.5K	**	85.0K	52.9K	33.5K
<b>Entertainment Score*</b>	3.6	3.8	3.2	3.5	3.4	3.3	3.6	4.0	**	3.0	3.6	3.3
<b>Engagement Rate</b>	3.9%	3.4%	3.2%	3.7%	3.3%	3.7%	4.7%	5.1%	3.1%	3.1%	3.7%	3.1%

\*Customer data only

\*\*Limited data available

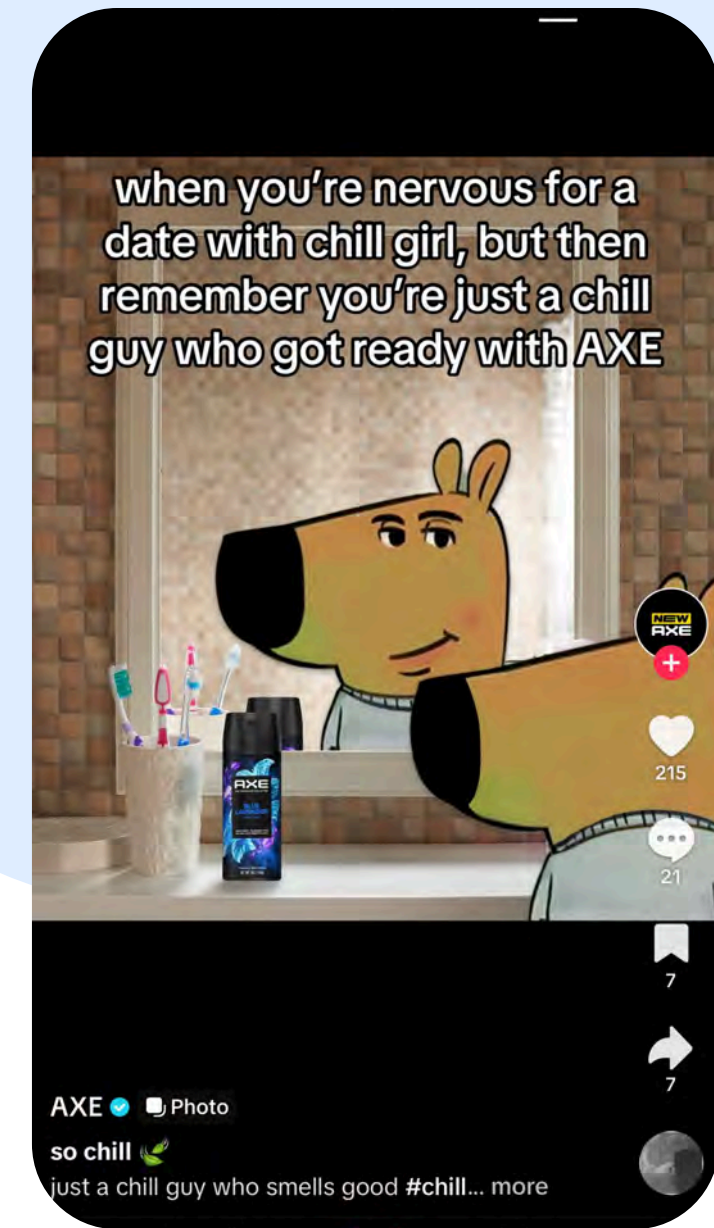
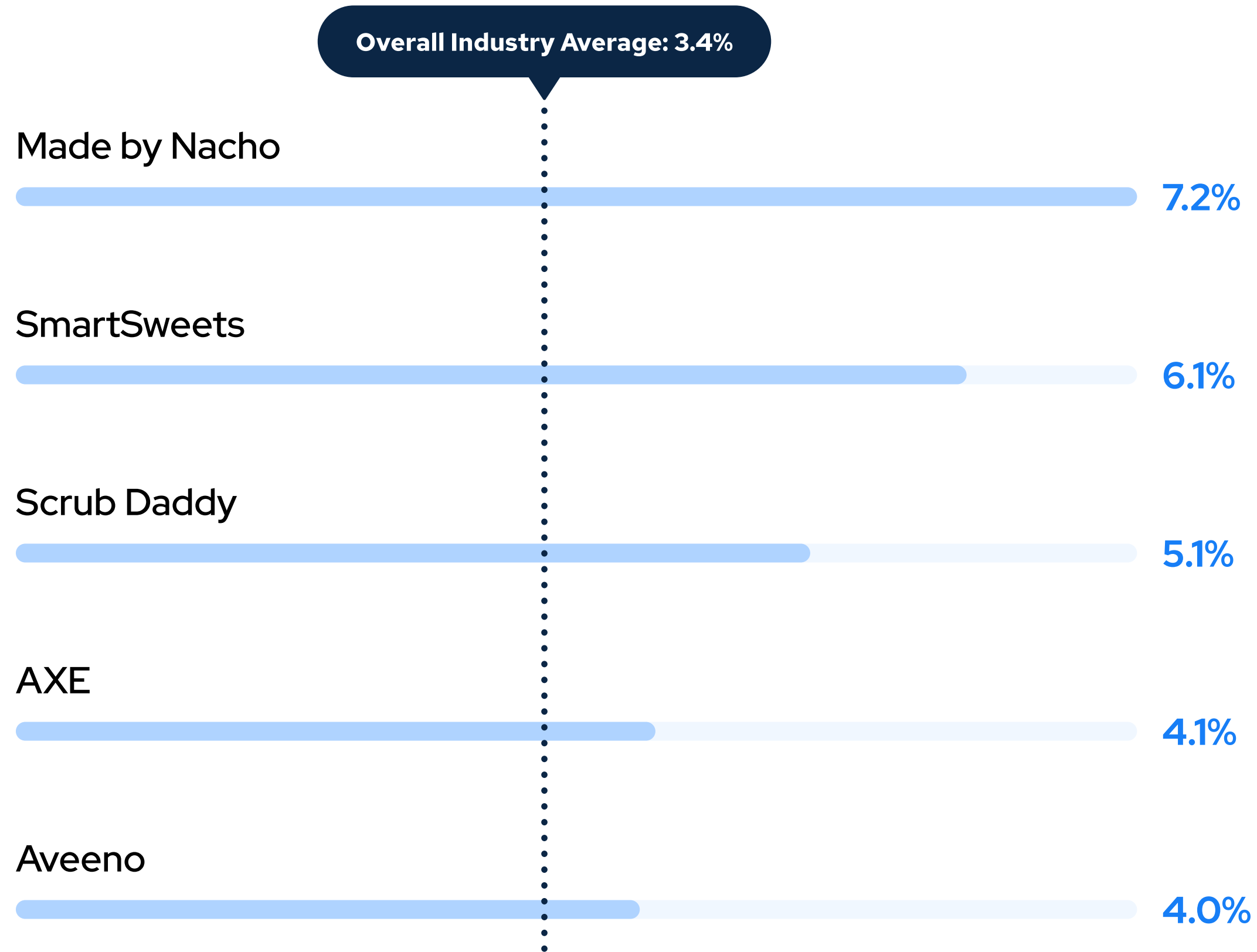
# Average TikTok Performance Across CPG Industry

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate
<b>Overall</b>	<b>451.9K</b>	<b>4</b>	<b>3.9%</b>	<b>131.2K</b>	<b>187</b>	<b>73.5K</b>	<b>3.8</b>	<b>3.4%</b>
<b>Growing Brands</b> <small>(0 – 11.5K Followers)</small>	<b>5.7K</b>	<b>2</b>	<b>**</b>	<b>18.2K</b>	<b>31</b>	<b>**</b>	<b>**</b>	<b>2.8%</b>
<b>Established Brands</b> <small>(11.5K – 110K Followers)</small>	<b>52.0K</b>	<b>4</b>	<b>5.5%</b>	<b>71.6K</b>	<b>20</b>	<b>37.6K</b>	<b>3.1</b>	<b>2.9%</b>
<b>Large Brands</b> <small>(110K+ Followers)</small>	<b>1.2M</b>	<b>5</b>	<b>**</b>	<b>227.3K</b>	<b>427</b>	<b>**</b>	<b>**</b>	<b>4.1%</b>

\*Customer data only



# Top CPG Brands by Engagement Rate

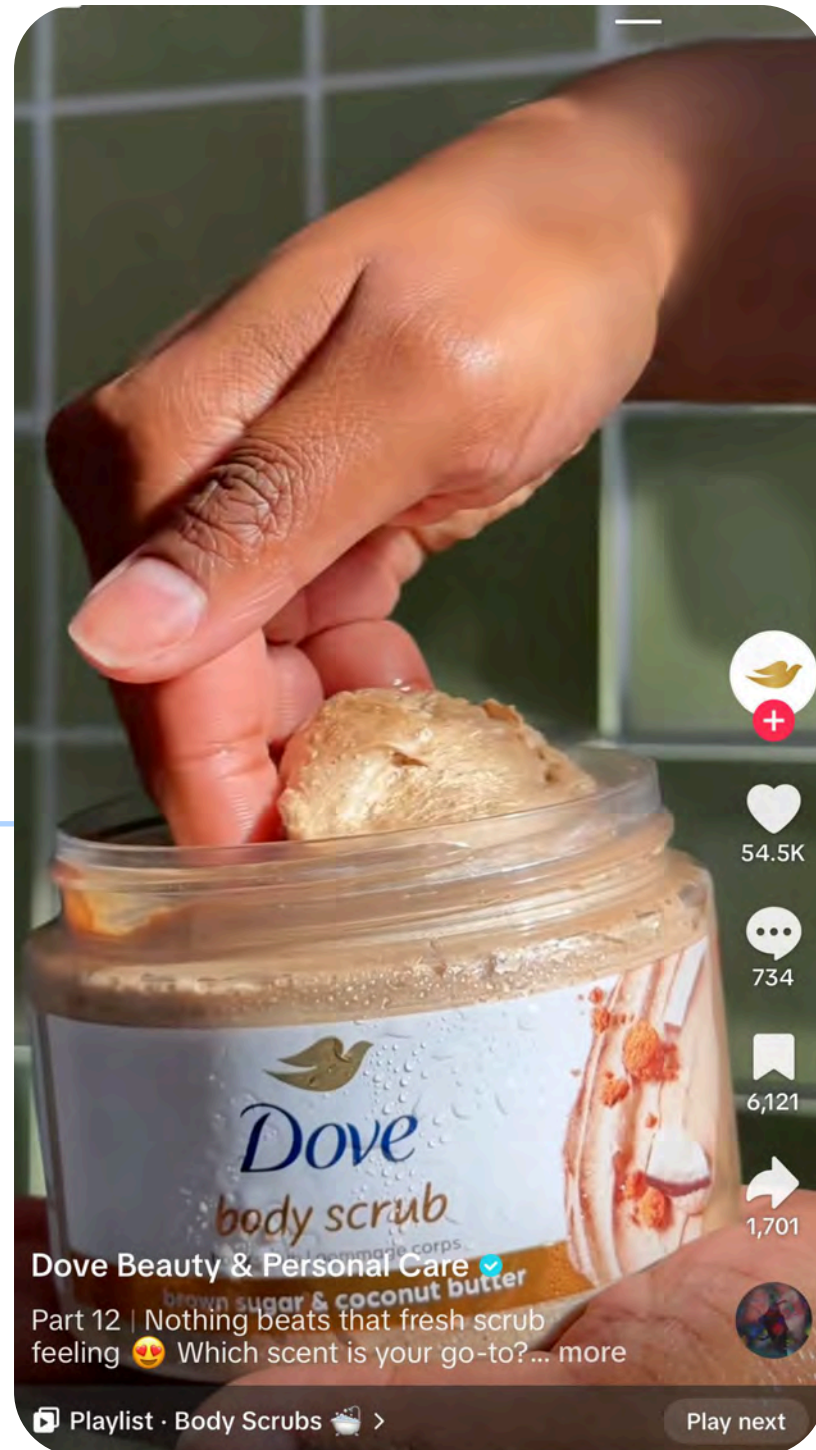


## AXE

AXE takes a humorous approach to TikTok, delighting audiences with its topical memes and sharp wit, often paired with lo-fi images. By not showing up as a brand, AXE is able to kickstart conversations and outperform the industry.

**AXE outperforms the average Engagement Rate for CPG brands by 21%.**

# 🎵 Winning Formulas for Creating Entertaining TikTok Content



Dove captivates TikTok users with its relatable, witty and affirmative content. The brand's realistic approach to self care allows it to connect with audiences on a deeper level, leading to a top-tier Entertainment Score.

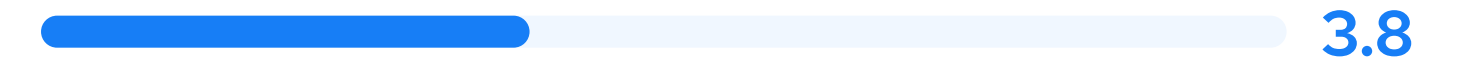
## Entertainment Score

**8.1/10**

Compared to the CPG industry average of **3.8**, and Dove's own average of **5.7**.

## Top CPG Brands by Entertainment Score

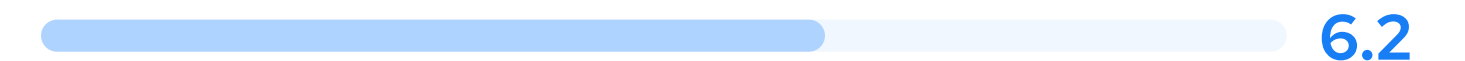
Overall Average



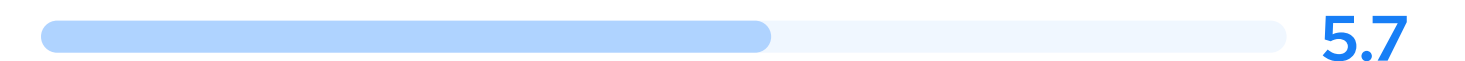
Made by Nacho



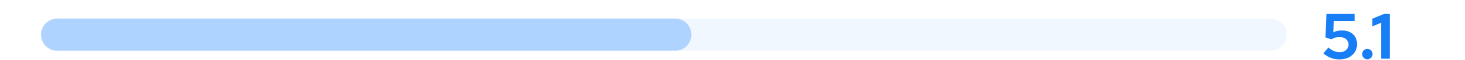
SmartSweets



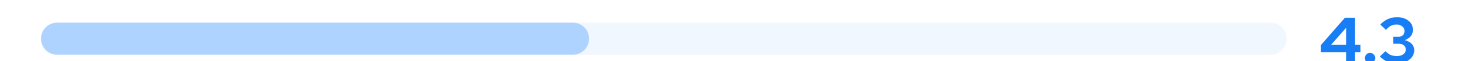
Dove



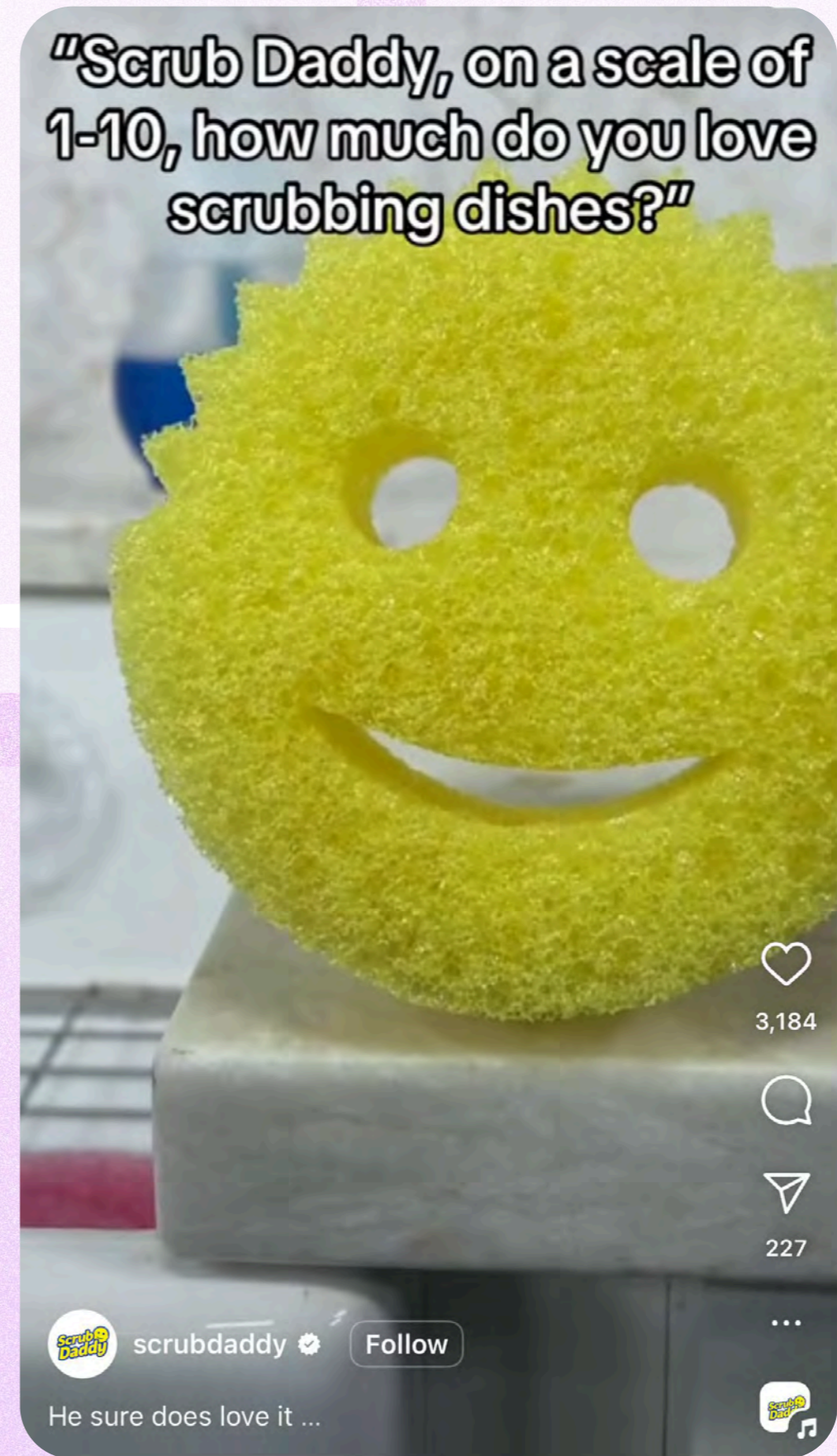
Degree



Coterie









# Average Instagram Performance Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach Per Post*	Shares Per Post*	Video Views Per Post* (Reels)	Entertainment Score* (Reels)	Effectiveness Rate*	Engagement Rate
<b>Overall</b>	<b>2.2M</b>	<b>4</b>	<b>5</b>	<b>0.6%</b>	<b>172.9K</b>	<b>552</b>	<b>108.8K</b>	<b>4.6</b>	<b>11.6%</b>	<b>0.3%</b>
<b>Growing Brands</b> (0 - 190K Followers)	<b>89.9K</b>	<b>2</b>	<b>2</b>	<b>0.8%</b>	<b>7.6K</b>	<b>31</b>	<b>7.6K</b>	<b>4.4</b>	<b>14.7%</b>	<b>0.3%</b>
<b>Established Brands</b> (190K - 1.1M Followers)	<b>497.9K</b>	<b>3</b>	<b>4</b>	<b>0.6%</b>	<b>37.9K</b>	<b>153</b>	<b>36.5K</b>	<b>4.2</b>	<b>13.6%</b>	<b>0.3%</b>
<b>Established Brands</b> (1.1M+ Followers)	<b>7.3M</b>	<b>7</b>	<b>10</b>	<b>0.5%</b>	<b>326.6K</b>	<b>1.0K</b>	<b>207.5K</b>	<b>5.1</b>	<b>9.1%</b>	<b>0.3%</b>

\*Customer data only

\*\*Limited data available

## Dash Social Insight

Building community is key as audience growth slows. Brands should prioritize content that sparks engagement.



# Average Instagram Performance By Industry

	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Real Estate	Retail	Travel	Wellness
<b>Follower Count</b>	2.4M	2.4M	3.6M	1.6M	998.9K	7.4M	7.1M	5.5M	189.2K	3.4M	1.6M	715.6K
<b>Weekly Posts</b> (Reels)	6	2	3	3	2	2	15	7	3	4	2	2
<b>Weekly Posts</b> (Carousel and Image)	4	2	5	2	4	4	16	17	4	4	3	3
<b>Monthly Follower Growth Rate</b>	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%	0.5%	1.0%	0.6%	1.0%	0.8%
<b>Shares Per Post*</b>	141	177	87	326	153	165	1.6K	656	**	102	301	269
<b>Entertainment Score*</b> (Reels)	4.8	4.8	3.6	5.3	4.0	5.0	5.7	4.7	**	3.5	5.3	3.8
<b>Reach Per Post*</b>	75.1K	53.2K	52.9K	62.8K	50.4K	101.4K	435.1K	240.6K	**	55.3K	56.5K	41.7K
<b>Effectiveness Rate*</b>	11.3%	13.4%	8.0%	13.6%	9.4%	9.4%	15.7%	10.4%	**	8.5%	14.6%	12.4%
<b>Engagement Rate</b>	0.2%	0.3%	0.1%	0.3%	0.1%	0.2%	0.4%	0.3%	0.3%	0.1%	0.4%	0.2%

\*Customer data only

\*\*Limited data available

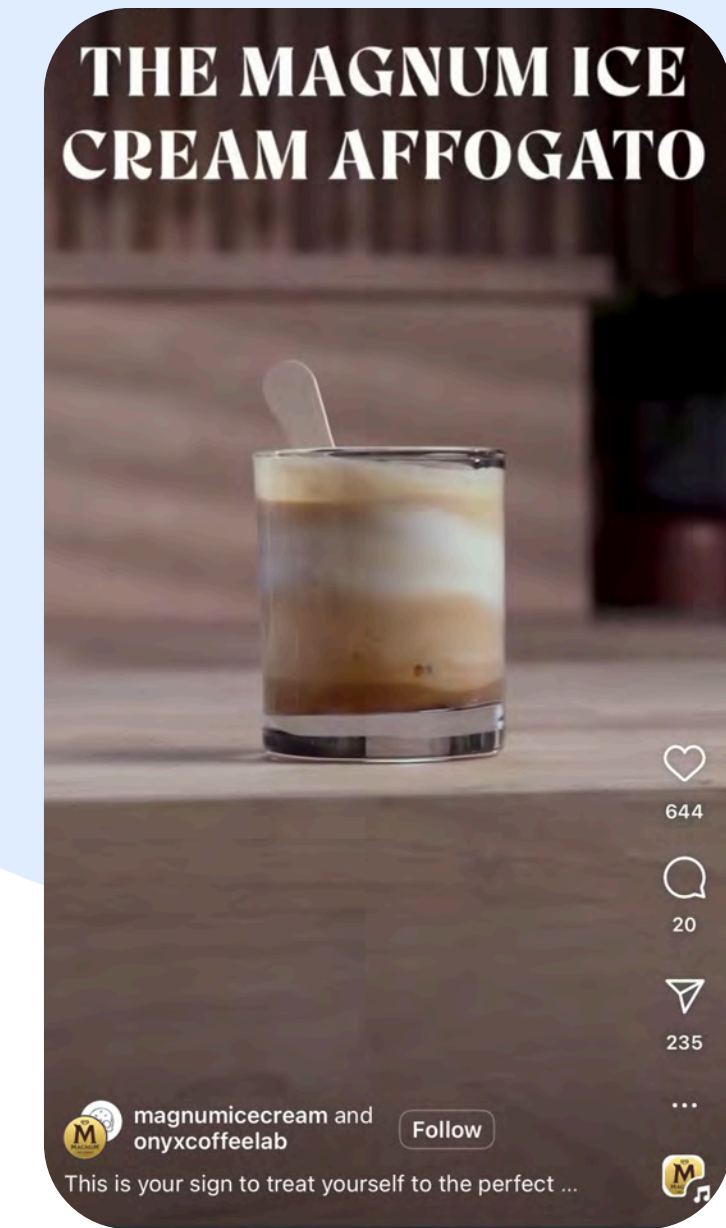
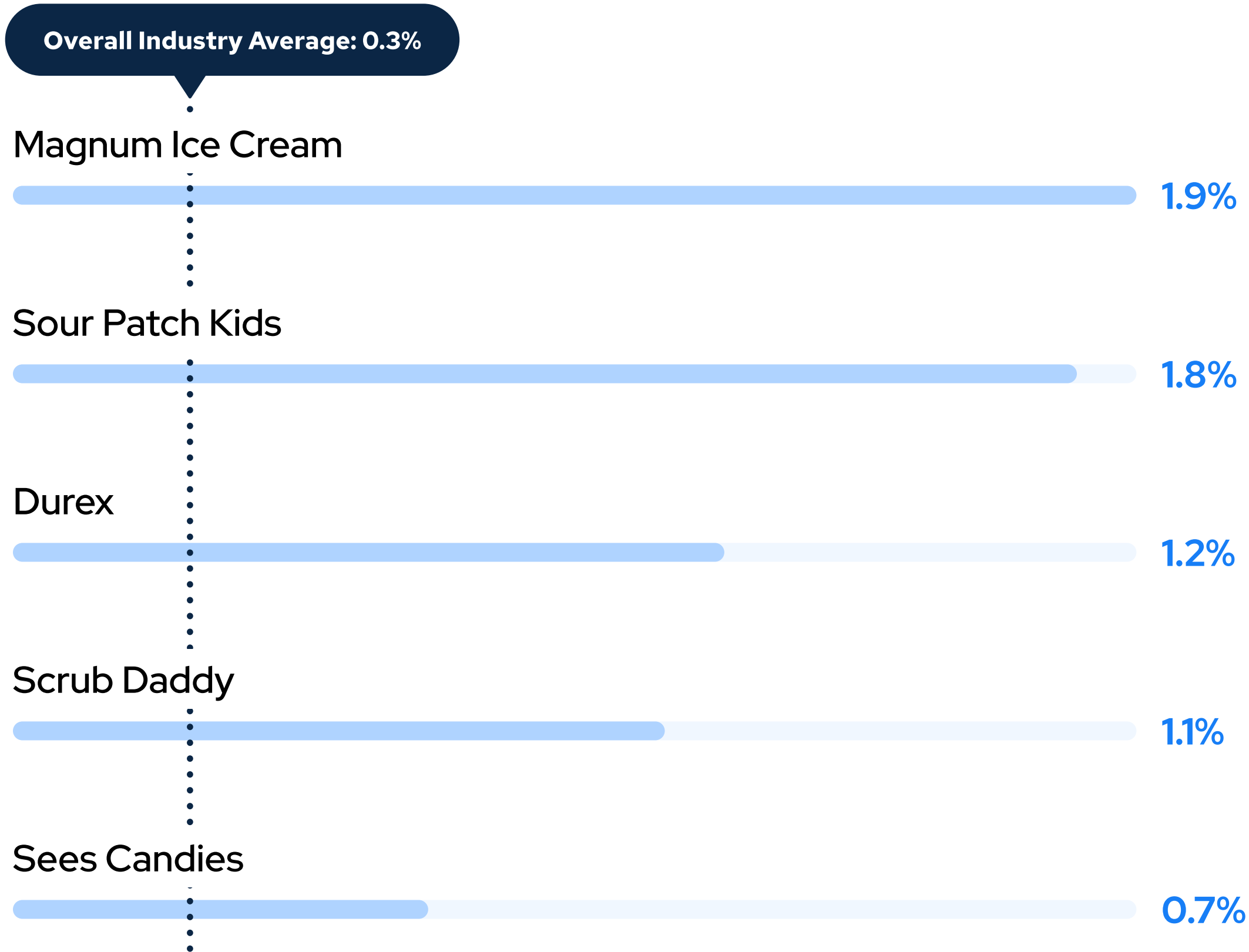
# Average Instagram Performance Across CPG Industry

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach Per Post*	Shares Per Post* (Reels)	Video Views Per Post* (Reels)	Entertainment Score* (Reels)	Effectiveness Rate	Engagement Rate
<b>Overall</b>	2.4M	2	2	0.6%	53.2K	177	55.8K	4.8	13.4%	0.3%
<b>Growing Brands</b> <small>(0 - 190K Followers)</small>	101.0K	1	1	0.8%	5.0K	30	5.5K	5.3	14.2%	0.3%
<b>Established Brands</b> <small>(190K - 1.1M Followers)</small>	498.7K	2	2	0.5%	31.5K	165	34.6K	4.5	14.1%	0.3%
<b>Established Brands</b> <small>(1.1M+ Followers)</small>	6.5M	4	3	0.5%	**	**	**	**	**	0.3%

\*Customer data only

\*\*Limited data available

# Top CPG Brands by Engagement Rate



Magnum Ice Cream entices Instagram scrollers with decadent imagery, tempting them to pause and engage. Its feed consistently features cinematic videos that emphasize the indulgent cracking of chocolate shells and silky smooth ice cream. This mouthwatering presentation, along with interactive polls and flavor spotlights, ensures a robust engagement rate.

**Magnum Ice Cream outperforms the average Engagement Rate for CPG brands by 533%.**



# Winning Formulas for Creating Entertaining Reels Content



*Goody*

Goody's Instagram is a haven of spirited hairstyle tutorials and quick-fix styling hacks. Colorful graphics and fun transitions keep the energy high, encouraging viewers to save and share.

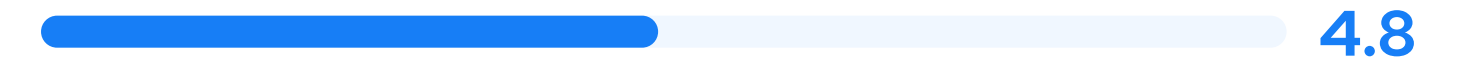
## Entertainment Score

**8.3/10**

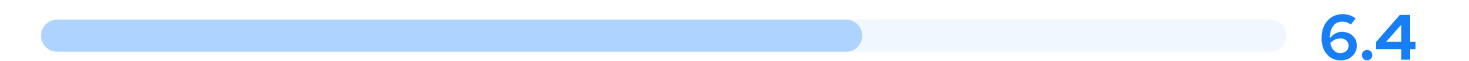
Compared to the CPG industry average of **4.8**, and Goody own average of **6.4**.

## Top CPG Brands by Entertainment Score

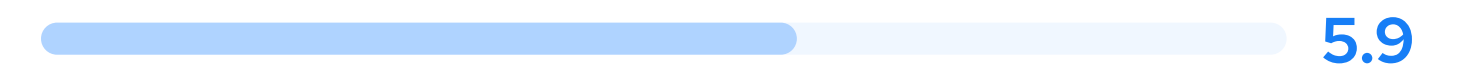
Overall Average



Goody



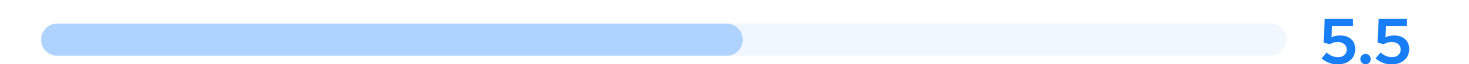
Dove



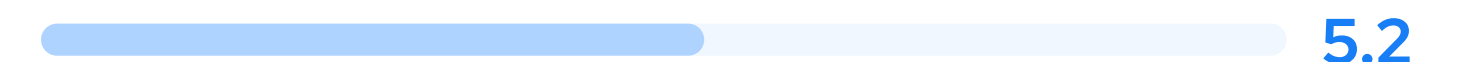
Seventh Generation



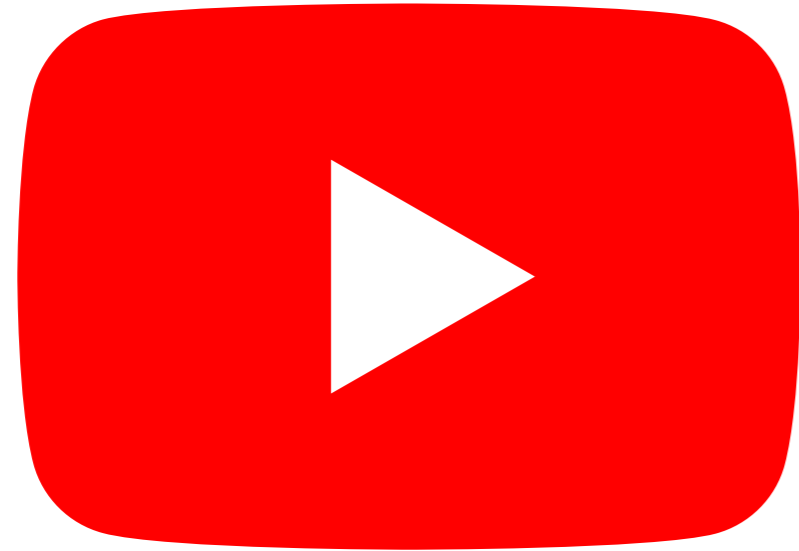
Athena Club



Fujifilm Instax







**HOW TO:**  
**Clean Your Shower with Clorox Disinfecting Bleach**

\*Use as directed.

@clorox **Subscribe**

How to Clean Your Shower with Clorox Disinfecting Bleach ...

Endless Sunday 🎵 [Chillhop / instrumental beats]

160  
Dislike  
3  
Share  
41K

The image shows a YouTube video player interface. The video content is a bathroom scene with a bathtub, toilet, and shower. A blue towel is hanging on the wall. The video title is "HOW TO: Clean Your Shower with Clorox Disinfecting Bleach". There is a text overlay that says "\*Use as directed.". The video is from the channel "@clorox" and has a "Subscribe" button. The video description is "How to Clean Your Shower with Clorox Disinfecting Bleach ...". The background music is "Endless Sunday" by Chillhop / instrumental beats. The video has 160 likes, 3 dislikes, and 41K views. The video player interface includes icons for like, dislike, comment, share, and a plus sign for more options.



# YouTube Average YouTube Performance Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate*	Likes Per Post	Shares Per Post	Percentage Viewed*	Video Views Per Post
<b>Overall</b>	<b>1.1M</b>	<b>5</b>	<b>1.9%</b>	<b>1.3K</b>	<b>75</b>	<b>64%</b>	<b>69.4K</b>
<b>Growing Brands</b> <small>(0 – 20K Followers)</small>	<b>6.1K</b>	<b>2</b>	<b>2.9%</b>	<b>95</b>	<b>4</b>	<b>83%</b>	<b>26.4K</b>
<b>Established Brands</b> <small>(20K – 150K Followers)</small>	<b>68.8K</b>	<b>4</b>	<b>1.7%</b>	<b>190</b>	<b>7</b>	<b>59%</b>	<b>35.7K</b>
<b>Large Brands</b> <small>(150K+ Followers)</small>	<b>2.9M</b>	<b>9</b>	<b>1.2%</b>	<b>1.9K</b>	<b>130</b>	<b>61%</b>	<b>91.9K</b>

\*Customer data only

### Dash Social Insight

Focus on creating high-quality content to maximize video views on YouTube, especially for brands outside the media industry looking to compete in an entertainment-driven platform.

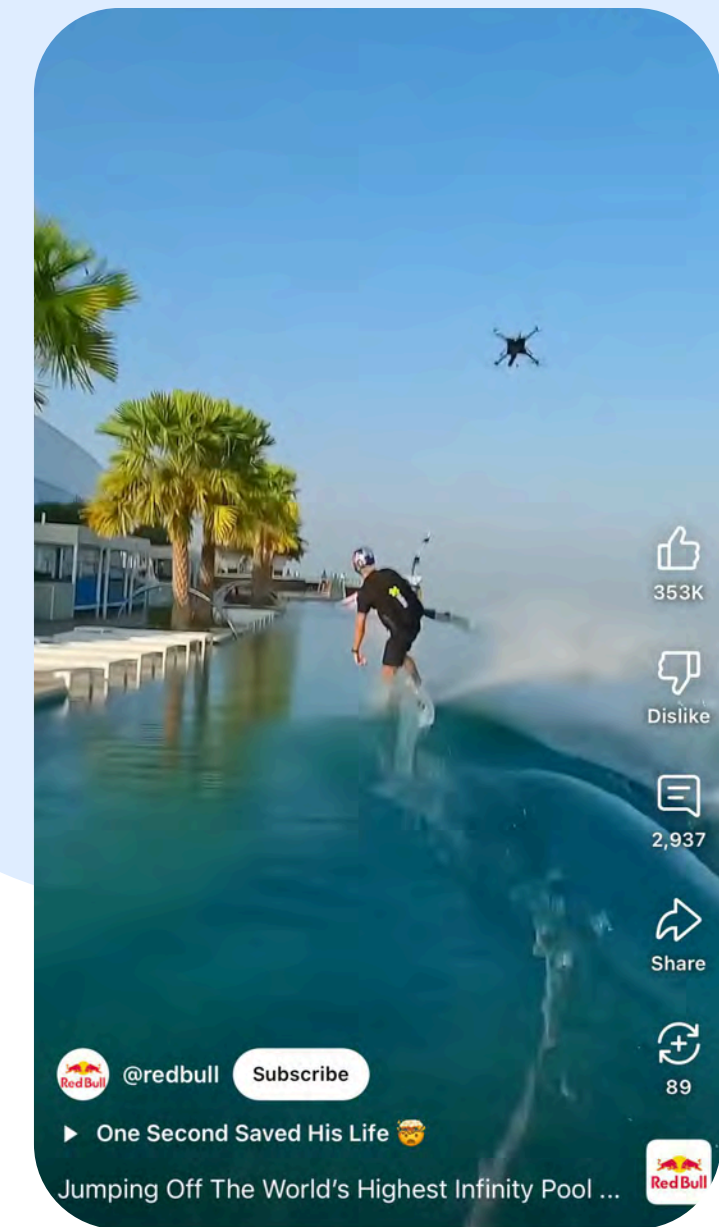
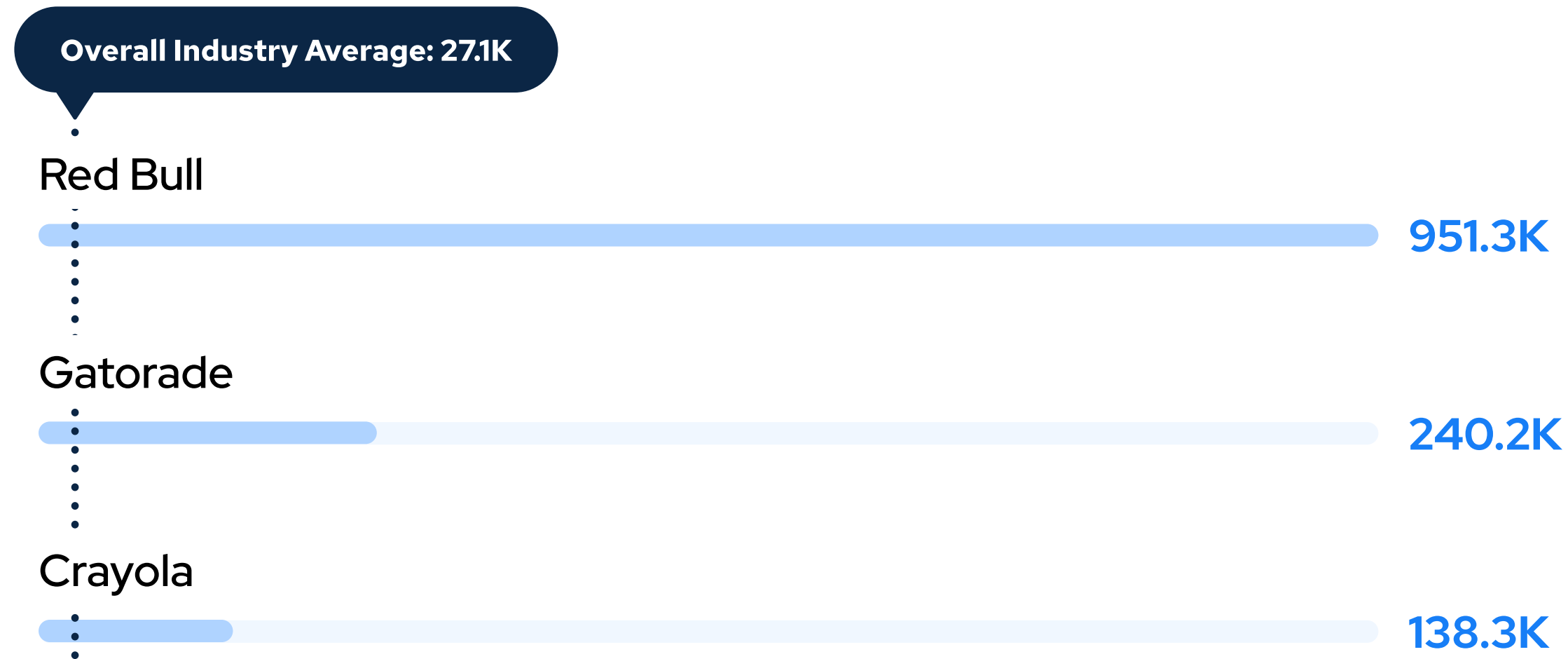
# Average YouTube Performance By Industry

	Beauty	CPG	Fashion	Food and Beverage	Home	Luxury	Media	Publishing	Real Estate	Retail	Travel	Wellness
<b>Subscriber Count</b>	123.1K	1.0M	59.4K	270.4K	99.1K	465.4K	5.9M	933.6K	33.0K	487.6K	193.8K	296.8K
<b>Weekly Videos</b>	4	2	5	2	2	2	19	13	1	4	7	2
<b>Monthly Follower Growth Rate</b>	1.9%	3.0%	1.4%	0.6%	3.8%	1.8%	1.2%	1.7%	2.8%	1.4%	1.2%	3.0%
<b>Likes Per Post*</b>	872	791	175	299	156	701	1.8K	618	96	338	24	312
<b>Shares Per Post*</b>	18	13	5	37	18	32	155	122	2	14	3	15
<b>Percentage Viewed*</b>	92%	**	82%	**	**	**	50%	58%	**	75%	**	**
<b>Video Views Per Post</b>	54.1K	80.5K	54.9K	49.5K	40.5K	79.1K	84.7K	28.0K	10.1K	113.0K	16.6K	79.2K

\*Customer data only  
 \*\*Limited data available



# Top CPG Brands by Shorts Video Views



Red Bull capitalizes on YouTube Shorts with thrilling clips of extreme sports, stunning stunts and fast-paced athletic highlights. Each video feels like a mini-adrenaline rush, perfectly suited to short-form viewing.

**Red Bull outperforms the average video views for CPG brands by 3,410%.**

# What We Can Learn From CPG Brands' Strategies

## Embrace Visual Drama

High-impact visuals – whether comedic or jaw-dropping – can reel in audiences quickly.

## Highlight Community Involvement

Featuring fans, pets or extreme sports enthusiasts fosters a sense of inclusion and invites engagement.

## Transform Mundane Moments

Even everyday subjects, like hair care or candy, can become compelling content through creative storytelling and presentation.

### Featured Dash Social Customers







# Outsmart Social

The social media management platform for owned, earned and paid content, with insights and workflow tools that save time – so you and your team can get back to marketing.

- ✓ Manage multiple social media accounts across channels
- ✓ Easily discover, manage and measure influencer partnerships
- ✓ Leverage AI to increase speed and make better decisions
- ✓ Maximize the power of community

[Get a Demo](#)

The image displays the Dash Social interface. The main dashboard is titled "Monthly Report" and shows a grid of social media posts with their respective performance metrics. Below the posts is a "Video Views" line chart. To the right, a "Vision AI" chat window is open, displaying a question: "What are my top performing videos for TikTok?" and three video thumbnails. In the foreground, an email notification is shown, addressed to three team members, with the subject "Sharing Ava's monthly social performance dashboard for review." and a "View in Dash Social" button.

**Monthly Report**

Reporting Period: Last Month | Graph View: by Week | Filters

Post	Eng. Rate	Effectiveness	Engagements	Reach
ava (Mar 12, 11:15 AM)	6.37%	77.60%	107,297	789,408
mad.a.line (Mar 2, 1:32 PM)	7.02	68,184	402	5.4s
ava (Mar 22, 4:46 PM)	1.13%	6.34%	19,151	235,576
ava (Mar 18, 12:30 PM)	1.02%	16,738	171	16,220
sarainthecity (Mar 1, 12:01 AM)	6.50	22,833	912	6.7s

**Video Views**

Impressions: 1.54M (↑ 0.25%)

**Vision AI**

Today

What are my top performing videos for TikTok?

3:22pm | Actions

Ask any question

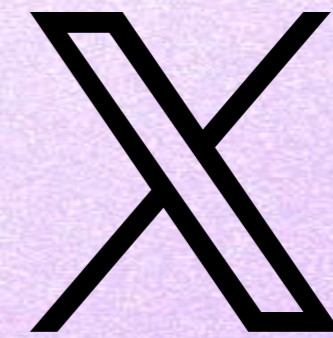
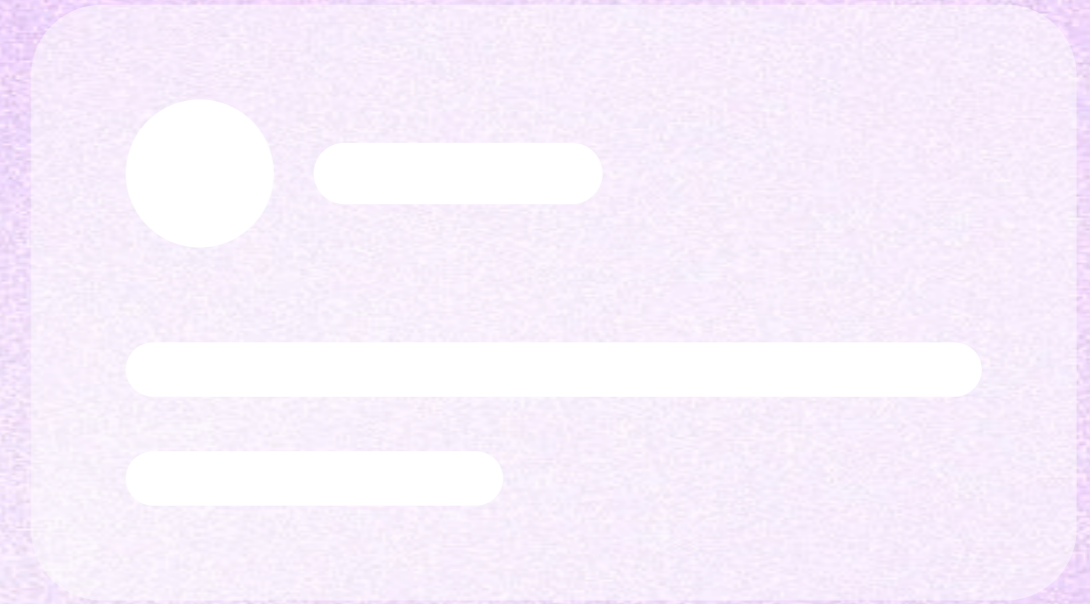
To: [Three team members]

Hey team,

Sharing **Ava's** monthly social performance dashboard for review.

[View in Dash Social](#)







# Average Facebook Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Engagement Rate*	Effectiveness Rate
<b>Overall</b>	<b>1.1M</b>	<b>28</b>	<b>0.3%</b>	<b>34.8K</b>	<b>4.4%</b>	<b>8.5%</b>
<b>Growing Brands</b> <small>(0 – 100K Followers)</small>	<b>36.8K</b>	<b>4</b>	<b>0.7%</b>	<b>4.0K</b>	<b>3.9%</b>	<b>12.2%</b>
<b>Established Brands</b> <small>(100K – 850K Followers)</small>	<b>346.3K</b>	<b>21</b>	<b>0.2%</b>	<b>14.9K</b>	<b>4.2%</b>	<b>8.0%</b>
<b>Large Brands</b> <small>(850K+ Followers)</small>	<b>3.5M</b>	<b>67</b>	<b>0.03%</b>	<b>45.9K</b>	<b>4.5%</b>	<b>8.4%</b>

\*Calculation: (Reactions + Comments + Shares + Post Clicks) / Impressions

## Dash Social Insight

Smaller brands grow faster and achieve higher effectiveness with fewer posts, while larger brands maintain reach through higher posting frequency.

# Average Pinterest Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate
<b>Overall</b>	<b>252.8K</b>	<b>24</b>	<b>0.7%</b>
<b>Growing Brands</b> <small>(0 – 8K Followers)</small>	<b>2.7K</b>	<b>8</b>	<b>1.4%</b>
<b>Established Brands</b> <small>(8K – 105K Followers)</small>	<b>39.4K</b>	<b>17</b>	<b>0.5%</b>
<b>Large Brands</b> <small>(105K+ Followers)</small>	<b>737.9K</b>	<b>48</b>	<b>0.2%</b>

\*Calculation: (Outbound Clicks + Saves + Pin Clicks) / Impressions

## Dash Social Insight

Smaller brands grow faster, while larger brands gain more video views but have lower engagement.



# Average LinkedIn Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions	Likes	Clicks	Engagement Rate*
<b>Overall</b>	<b>85.0K</b>	<b>2</b>	<b>2.4%</b>	<b>10.7K</b>	<b>127</b>	<b>693</b>	<b>6.0%</b>
<b>Growing Brands</b> <small>(0 – 12K Followers)</small>	<b>4.7K</b>	<b>1</b>	<b>2.4%</b>	<b>1.5K</b>	<b>30</b>	<b>117</b>	<b>8.3%</b>
<b>Established Brands</b> <small>(12K – 50K Followers)</small>	<b>26.5K</b>	<b>2</b>	<b>1.4%</b>	<b>3.2K</b>	<b>46</b>	<b>206</b>	<b>6.3%</b>
<b>Large Brands</b> <small>(50K+ Followers)</small>	<b>222.6K</b>	<b>3</b>	<b>0.9%</b>	<b>16.9K</b>	<b>192</b>	<b>1.1K</b>	<b>5.3%</b>

\*Calculation: (Clicks + Reactions + Comments + Reposts) / Impressions

## Dash Social Insight

Large brands achieve greater reach on LinkedIn, while smaller brands see stronger engagement, indicating that audience size alone does not determine impact.

# X Average X Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions	Likes	Total Engagements	Engagement Rate*
<b>Overall</b>	<b>876.1K</b>	<b>91</b>	<b>-0.2%</b>	<b>13.3K</b>	<b>32</b>	<b>198</b>	<b>1.8%</b>
<b>Growing Brands</b> <small>(0 – 12.5K Followers)</small>	<b>5.8K</b>	<b>8</b>	<b>-0.3%</b>	<b>3.7K</b>	<b>5</b>	<b>16</b>	<b>3.8%</b>
<b>Established Brands</b> <small>(12.5K – 200K Followers)</small>	<b>70.5K</b>	<b>41</b>	<b>-0.2%</b>	<b>3.8K</b>	<b>16</b>	<b>68</b>	<b>2.7%</b>
<b>Large Brands</b> <small>(200K+ Followers)</small>	<b>2.1M</b>	<b>176</b>	<b>-0.1%</b>	<b>15.7K</b>	<b>36</b>	<b>231</b>	<b>1.6%</b>

\*Calculation: (Reposts + Replies + Likes + Clicks) / Impressions

## Dash Social Insight

Brand growth is declining, and impressions remain low relative to audience size. However, engagement rates indicate that the audience reached is interacting with the content.