



Social Media Benchmark Report

Media Industry



Contents

Benchmark Performance, Methodology and KPIs	2
Trends	4
Cross-Channel	
TikTok	
Instagram	
YouTube	
Media Industry Overview	8
Deep Dives	9
TikTok	
Instagram	
YouTube	
What We Can Learn From the Media Industry	25
Facebook, Pinterest, LinkedIn and X at a Glance	27

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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 Media Industry

The media industry includes news outlets, digital publishers, and entertainment platforms that shape culture and distribute content. We analyzed the following number of media brands per platform: TikTok (n=52), Instagram (n=178), and YouTube (n=66).

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

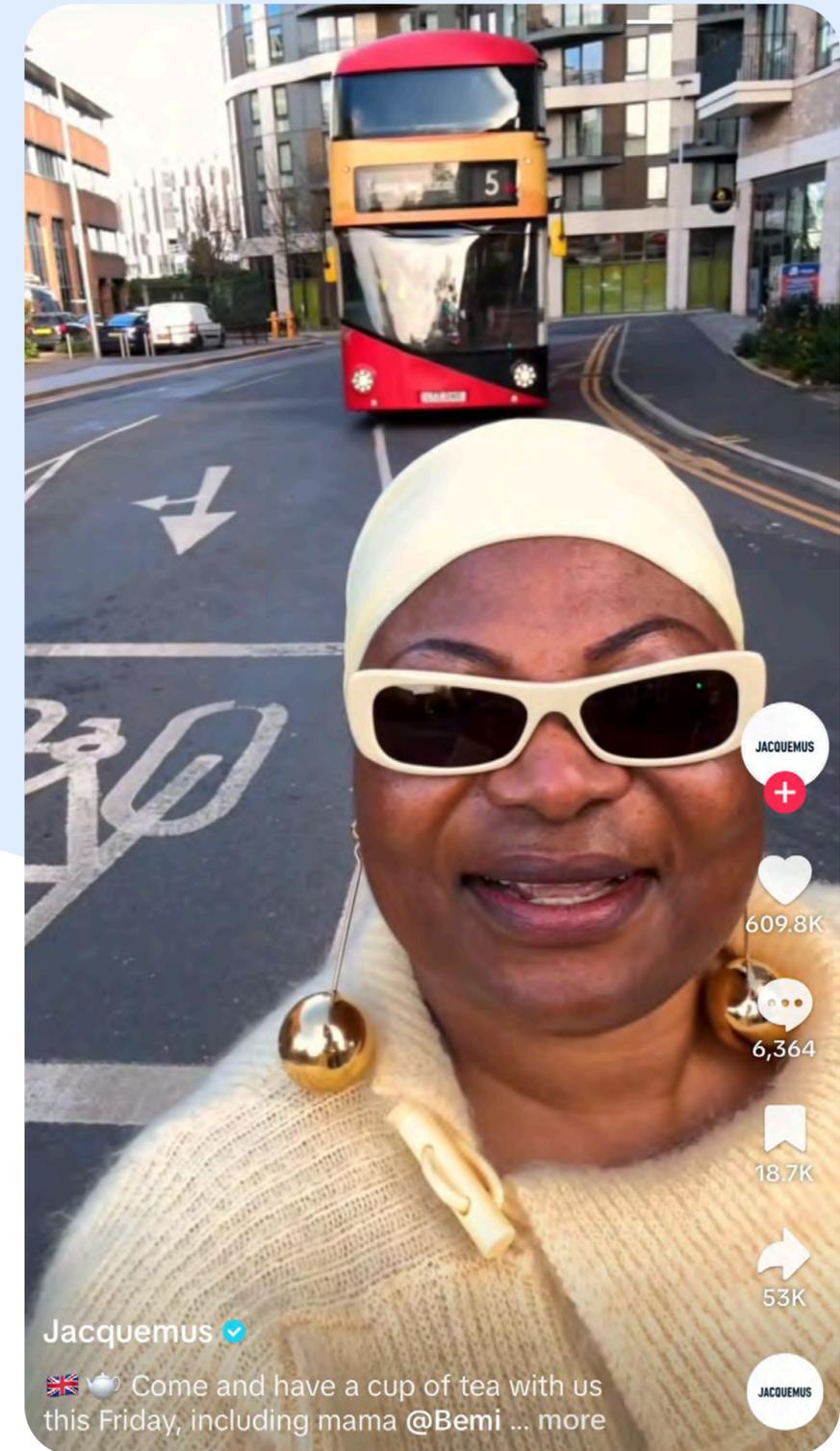
Brands grow an average of 4.7% per month. Growing brands lead with 9.2% monthly growth, while established (4.4%) and large brands (2.8%) expand at a slower rate.

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

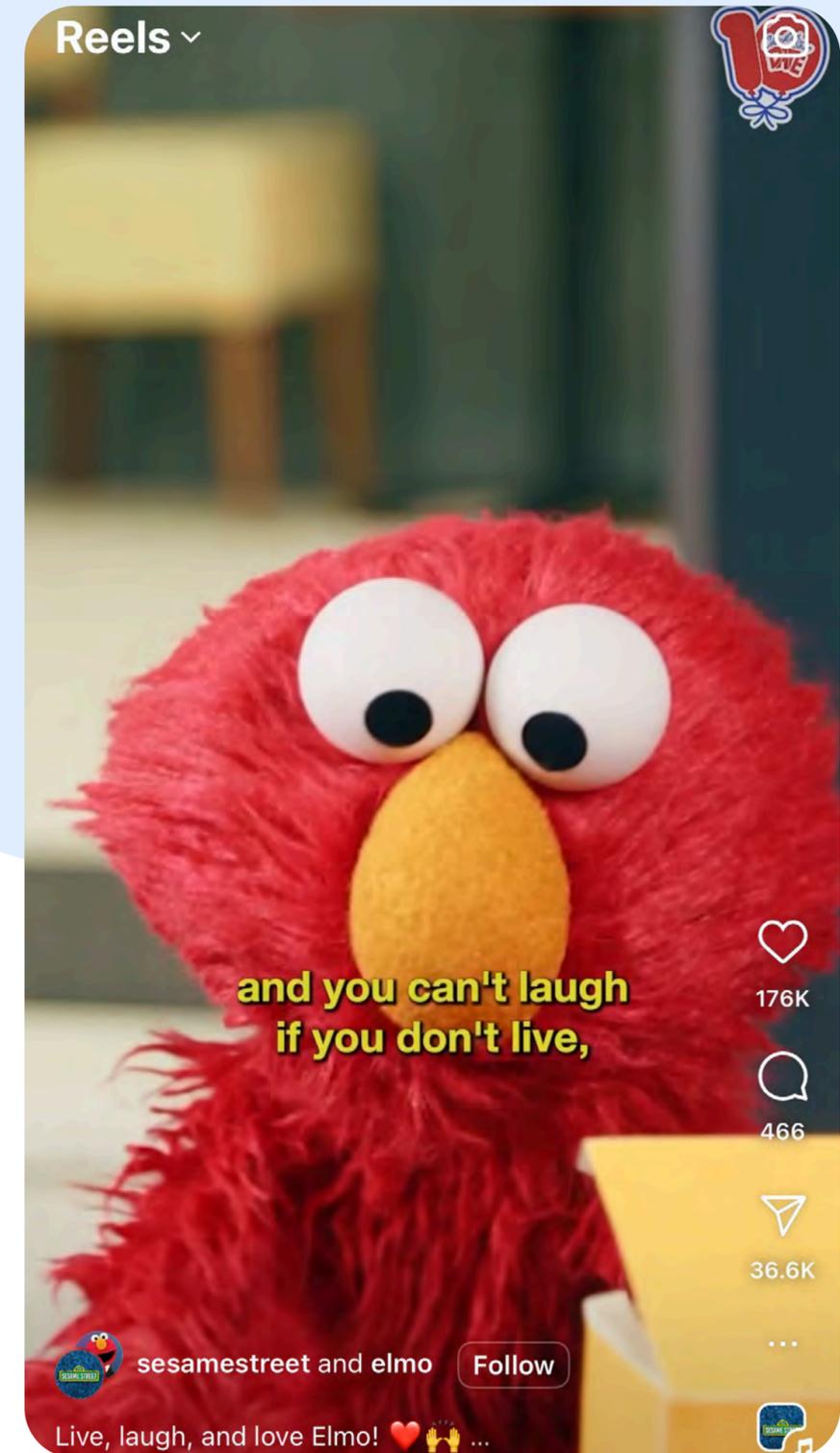
Brands favor static posts over Reels on Instagram, averaging five static posts for every four Reels per week.

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

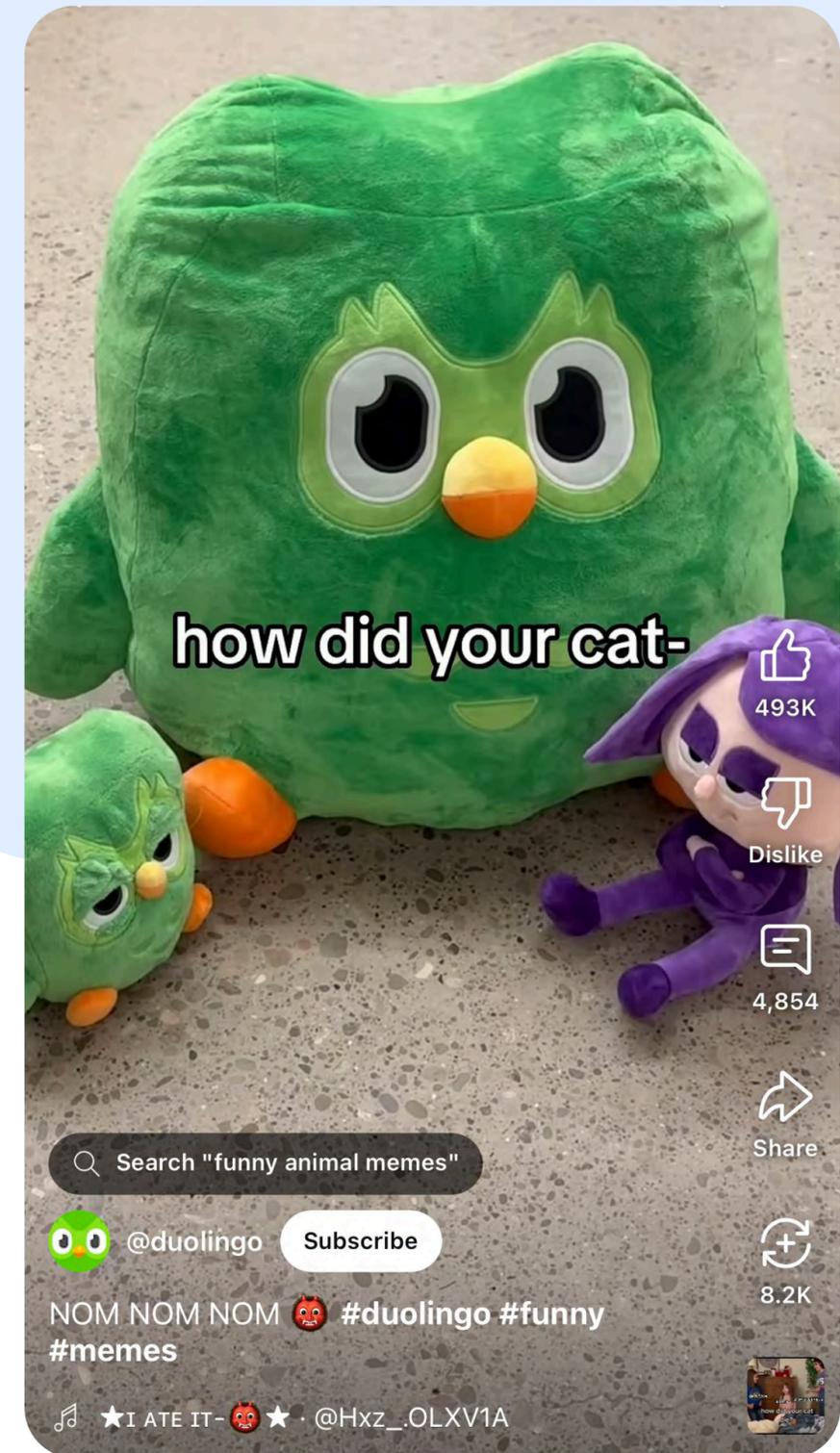
The average video views per post dropped from 89.5K in the first half of 2024 to 69.4K in second half of 2024. Shorts saw a significant decrease (45K vs. 81K), while On-Demand views remained steady (90.7K vs. 95.6K).

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.



@duolingo

Media Brands Lead With High Reach and Engagement Across Channels

 Across 12 industries, Media brands lead on TikTok with the highest follower count (1.2M), reach (250.5K per post) and shares (810 per post).

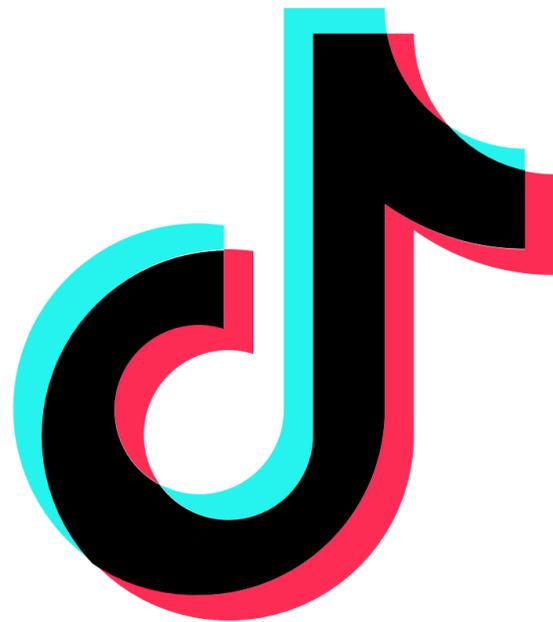
 On Instagram, Media brands have large followings (7.1M) and post four times more than most industries, resulting in strong effectiveness (15.7%) and high Entertainment Scores (5.7).

 Media brands lead YouTube with the highest posting frequency (19 posts per week) and strong viewership (84.7K views per post). Shorts are closing the gap with standard videos, averaging 76.8K vs. 88.7K views per post.

Average Media Engagement Rate and Video Views Per Post

H1 2025

	 TikTok	 Instagram	 YouTube
Engagement Rate	4.7%	0.4%	-
Video Views	290.9K	214.7K	84.7K



**McLaren W1:
Race Mode** 🏁

Top Gear ✓

McLaren W1's retractable wing is 🔥 #TG
#McLaren #McLarenW1 #Hypercar ... more

145.1K
569
11.2K
11.9K

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
Overall	455.2K	6	4.7%	166.5K	289	116.6K	3.6	4.0%
Growing Brands <small>(0 – 11.5K Followers)</small>	4.3K	2	9.2%	14.9K	11	8.4K	3.3	3.3%
Established Brands <small>(11.5K – 110K Followers)</small>	46.9K	4	4.4%	69.0K	47	40.0K	3.3	3.4%
Large Brands <small>(110K+ Followers)</small>	1.0M	8	2.8%	229.1K	432	164.4K	3.7	4.3%

*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
Follower Count	435.7K	451.9K	235.5K	742.3K	153.8K	605.2K	1.2M	577.6K	52.4K	368.5K	258.4K	73.9K
Weekly Posts	6	4	5	2	3	3	14	10	2	4	2	3
Monthly Follower Growth Rate*	3.0%	3.9%	3.6%	2.9%	10.4%	8.1%	6.6%	5.5%	**	6.0%	4.1%	4.0%
Video Views Per Post	113.8K	131.2K	126.4K	205.6K	96.2K	339.4K	290.9K	167.0K	99.8K	148.0K	245.9K	53.6K
Shares Per Post	101	187	100	340	108	228	810	415	75	123	282	42
Reach Per Post*	71.2K	73.5K	75.2K	117.1K	58.4K	154.5K	250.5K	141.5K	**	85.0K	52.9K	33.5K
Entertainment Score*	3.6	3.8	3.2	3.5	3.4	3.3	3.6	4.0	**	3.0	3.6	3.3
Engagement Rate	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

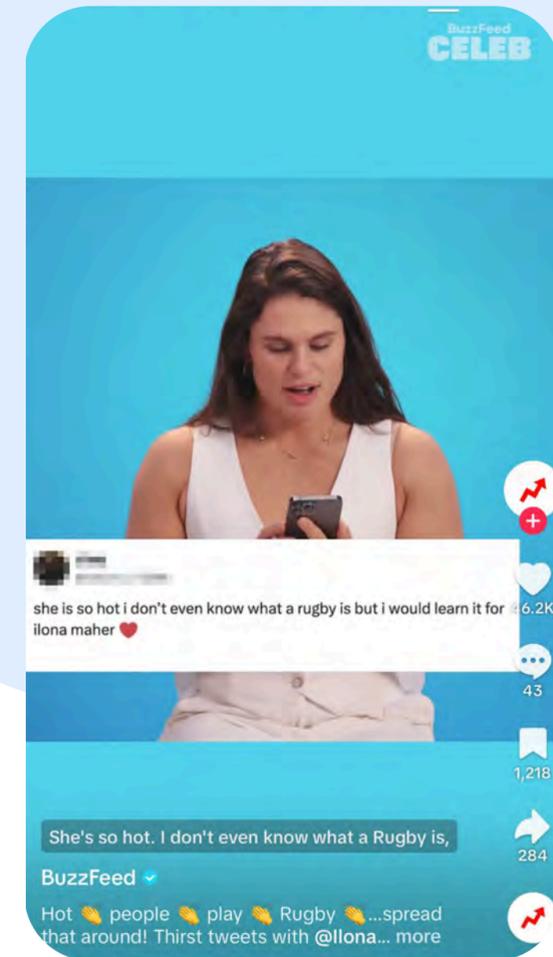
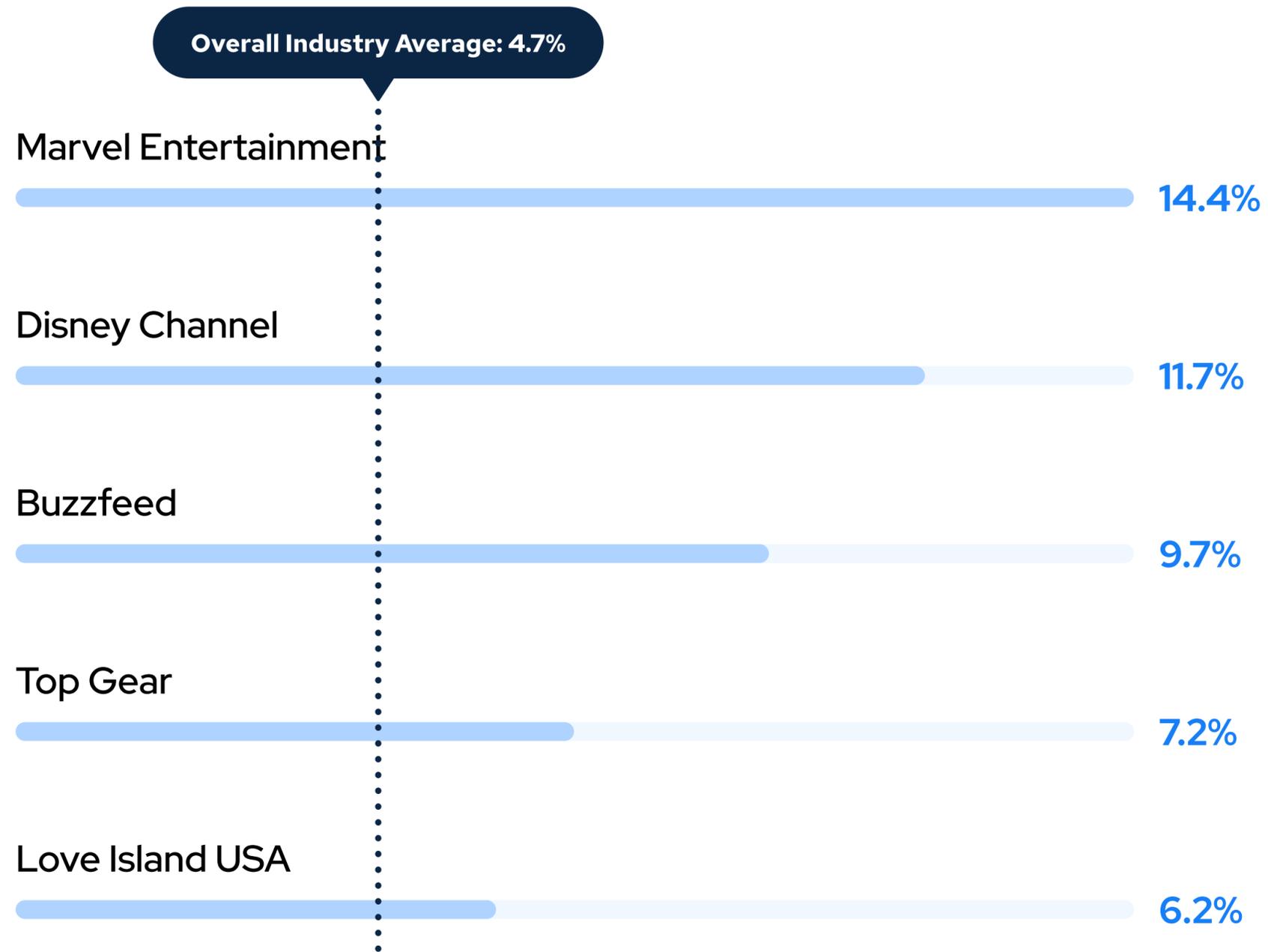
Average TikTok Performance Across Media Industry

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate
Overall	1.2M	14	6.6%	290.9K	810	250.5K	3.6	4.7%
Growing Brands (0 – 11.5K Followers)	**	**	**	**	**	**	**	**
Established Brands (11.5K – 110K Followers)	50.8K	5	**	77.1K	200	**	**	4.0%
Large Brands (110K+ Followers)	1.8M	17	2.9%	313.2K	874	270.7K	3.6	4.7%

*Customer data only

**Limited data available

Top Media Brands by Engagement Rate

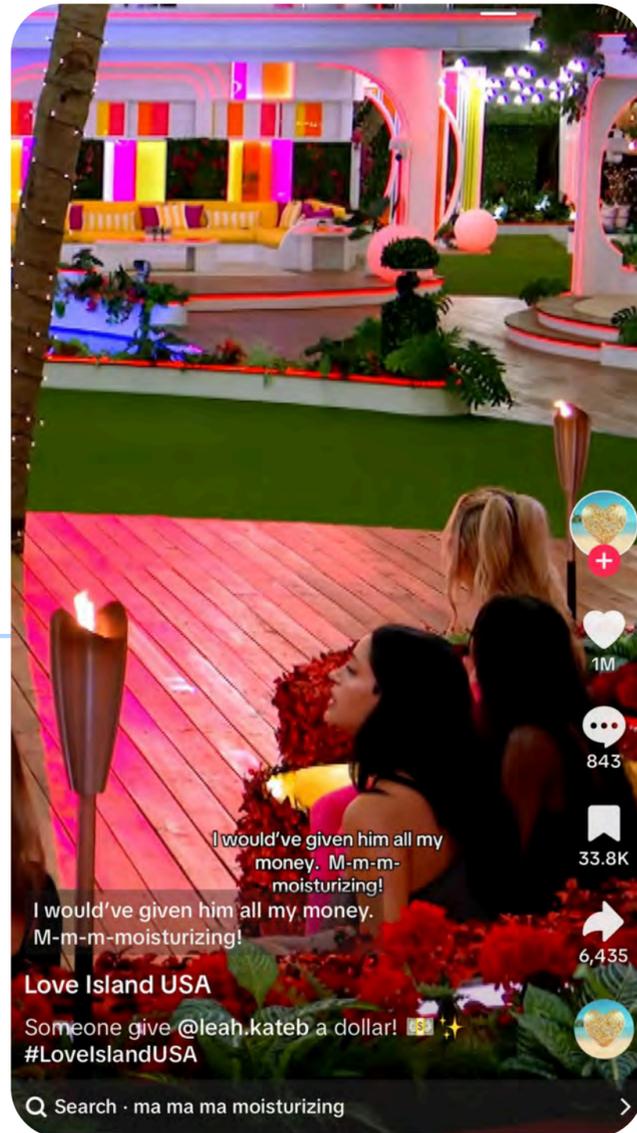


BuzzFeed

Buzzfeed thrives on TikTok with short, snappy videos that often prompt immediate viewer interaction, from guess-the-outcome style clips to comedic sketches. The brand's knack for tapping into viral trends and pop culture moments ensures consistently high engagement.

Buzzfeed outperforms the average Engagement Rate for media brands by 106%.

Winning Formulas for Creating Entertaining TikTok Content



loveisland 

Love Island USA entertains its TikTok audience with dramatic recaps and hilarious outtakes that spark discussion. By condensing reality TV intensity into digestible clips, the show keeps fans buzzing about episodes long after they air.

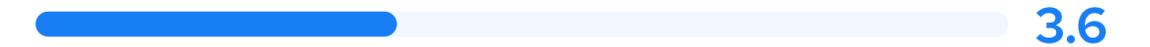
Entertainment Score

9.8/10

Compared to the media industry average of **3.6**, and Love Island USA's own average of **6.0**.

Top Media Brands by Entertainment Score

Overall Average



Only Murders in the Building on Hulu



Love Island USA



Her Campus



E! Insider



The HISTORY Channel





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
Overall	2.2M	4	5	0.6%	172.9K	552	108.8K	4.6	11.6%	0.3%
Growing Brands <small>(0 - 190K Followers)</small>	89.9K	2	2	0.8%	7.6K	31	7.6K	4.4	14.7%	0.3%
Established Brands <small>(190K - 1.1M Followers)</small>	497.9K	3	4	0.6%	37.9K	153	36.5K	4.2	13.6%	0.3%
Established Brands <small>(1.1M+ Followers)</small>	7.3M	7	10	0.5%	326.6K	1.0K	207.5K	5.1	9.1%	0.3%

*Customer data only

Engagement Rate = (Likes + Comments) / Followers

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

*Customer data only

**Limited data available

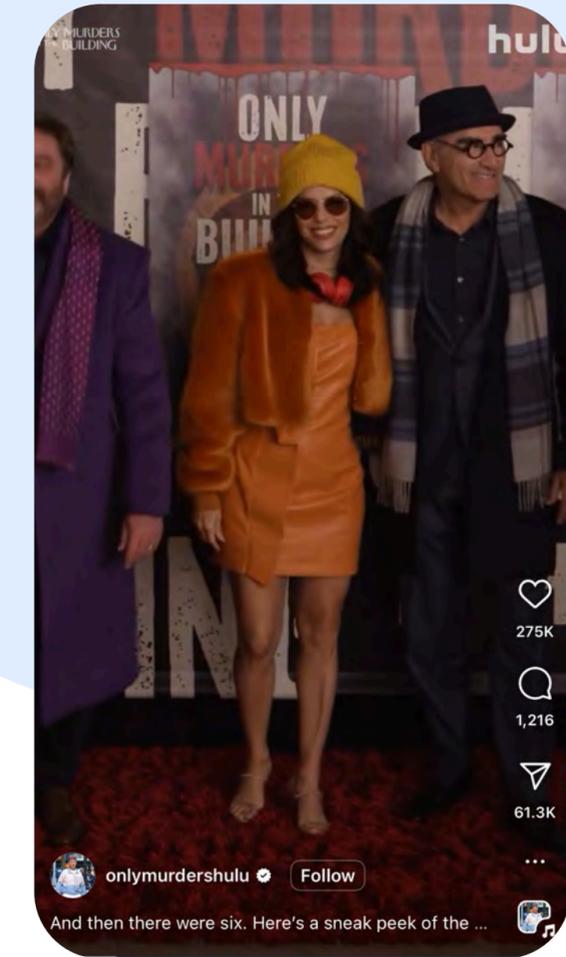
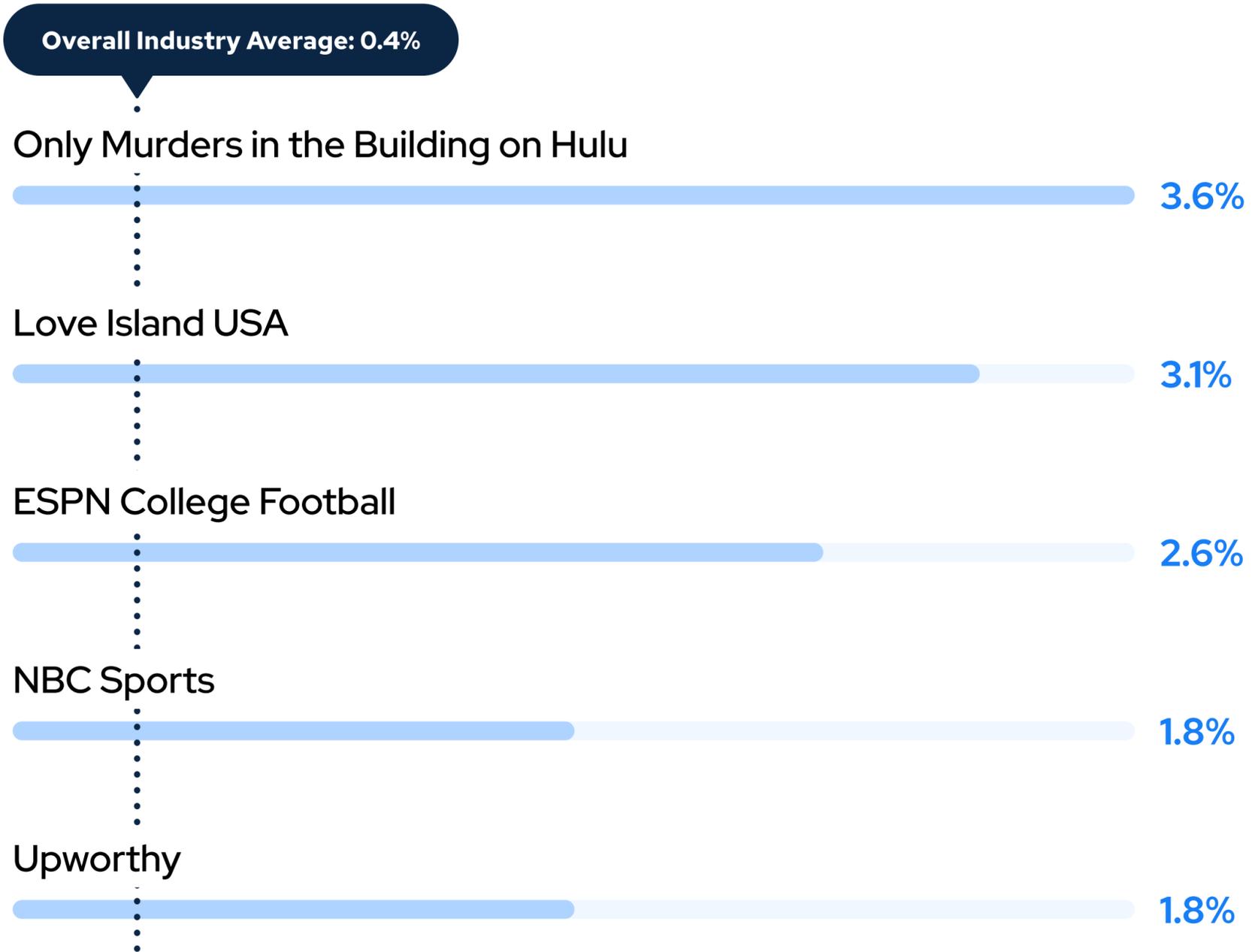
Average Instagram Performance Across Media Industry

	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
Overall	7.1M	15	16	0.7%	435.1K	1.6K	214.7K	5.7	15.7%	0.4%
Growing Brands <small>(0 - 190K Followers)</small>	94.4K	5	6	0.9%	**	**	**	**	**	0.6%
Established Brands <small>(190K - 1.1M Followers)</small>	517.8K	11	11	0.9%	70.4K	357	54.3K	5.2	21.5%	0.6%
Established Brands <small>(1.1M+ Followers)</small>	9.7M	20	21	0.5%	611.8K	2.3K	301.8K	6.0	12.6%	0.4%

*Customer data only

**Limited data available

Top Media Brands by Engagement Rate



Only Murders in the Building on Hulu sustains robust Instagram engagement by offering fun cast interactions. The show's witty captions and behind-the-scenes content encourage fans to comment, tag friends and speculate about what's to come.

Only Murders in the Building outperforms the average Engagement Rate for media brands by 800%.

Winning Formulas for Creating Entertaining Reels Content



The View on ABC delivers high entertainment value across its digital channels by repurposing the show's spirited debates, hot-topic discussions and humorous banter for online audiences.

Entertainment Score

8.8/10

Compared to the media industry average of **5.7**, and The View's own average of **8.2**.

Top Media Brands by Entertainment Score

Overall Average



Bleacher Report



The Shade Room



The View ABC

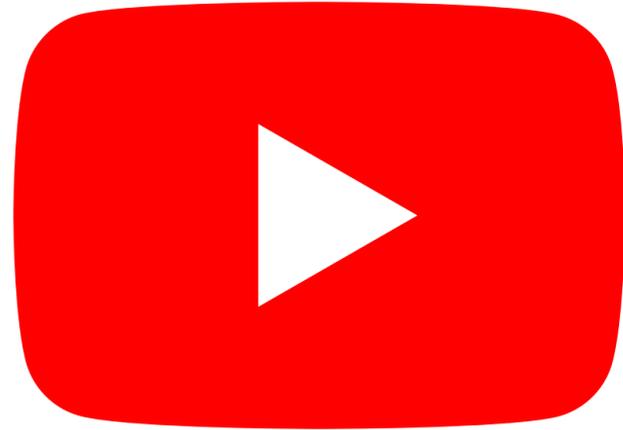


BBC Earth



Rotten Tomatoes





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
Overall	1.1M	5	1.9%	1.3K	75	64%	69.4K
Growing Brands <small>(0 – 20K Followers)</small>	6.1K	2	2.9%	95	4	83%	26.4K
Established Brands <small>(20K – 150K Followers)</small>	68.8K	4	1.7%	190	7	59%	35.7K
Large Brands <small>(150K+ Followers)</small>	2.9M	9	1.2%	1.9K	130	61%	91.9K

*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.

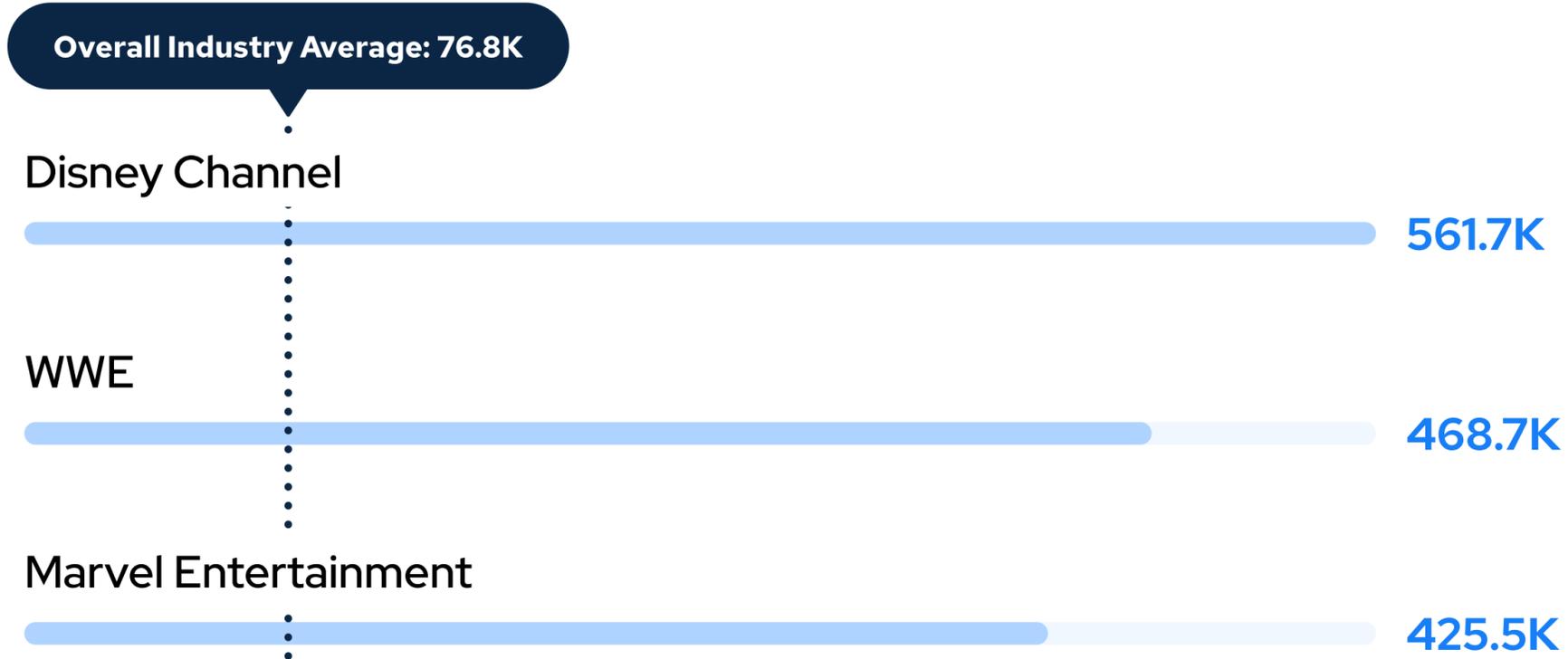
Average YouTube Performance By Industry

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

*Customer data only

**Limited data available

Top Media Brands by Shorts Video Views



Disney Channel leverages YouTube Shorts for catchy snippets of its shows that resonate with both kids and nostalgic adults. This steady pipeline of charming clips keeps view counts climbing.

Disney Channel outperforms the average video views for media brands by 631%.

What We Can Learn From Media Brands' Strategies

Adapt Signature Formats to Social

Repurposing well-loved content (like quizzes or recaps) in short, mobile-friendly videos can revitalize interest.

Hype Up Community Interaction

Encouraging audiences to solve mysteries or share theories sustains engagement and word-of-mouth buzz.

Channel Emotions and Memes

Infusing humor, drama or nostalgia in posts ensures broad appeal and higher watch time across platforms.

Featured Dash Social Customers





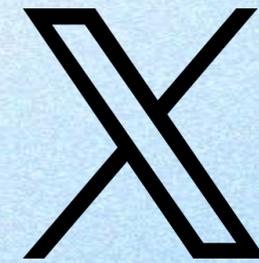
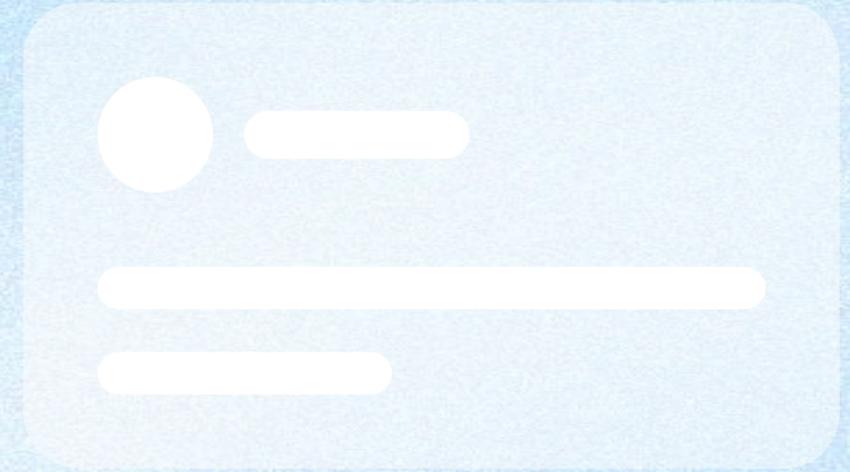
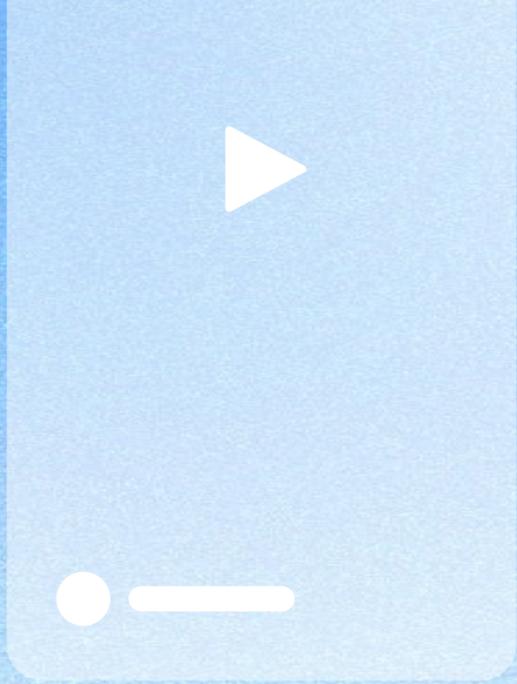
Outsmart Social

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 a comprehensive social media management dashboard. The main section is titled "Monthly Report" and features a grid of five video performance cards. Each card includes a video thumbnail, the creator's name, a timestamp, and a list of key metrics: Engagement Rate, Effectiveness, Total Engagements, Reach, Ent. Score, Video Views, Total Eng., and Avg. Time Watched. A "Positive" sentiment indicator is shown at the bottom of each card. To the right, a "Vision AI" chat window is open, displaying a query: "What are my top performing videos for TikTok?" and three video thumbnails with "Actions" buttons. Below the main report, a "Video Views" line graph shows performance over time from March 6th to 26th. 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.



Average Facebook Performance Across All Industries

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

*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
Overall	252.8K	24	0.7%
Growing Brands <small>(0 – 8K Followers)</small>	2.7K	8	1.4%
Established Brands <small>(8K – 105K Followers)</small>	39.4K	17	0.5%
Large Brands <small>(105K+ Followers)</small>	737.9K	48	0.2%

*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*
Overall	85.0K	2	2.4%	10.7K	127	693	6.0%
Growing Brands <small>(0 – 12K Followers)</small>	4.7K	1	2.4%	1.5K	30	117	8.3%
Established Brands <small>(12K – 50K Followers)</small>	26.5K	2	1.4%	3.2K	46	206	6.3%
Large Brands <small>(50K+ Followers)</small>	222.6K	3	0.9%	16.9K	192	1.1K	5.3%

*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*
Overall	876.1K	91	-0.2%	13.3K	32	198	1.8%
Growing Brands <small>(0 – 12.5K Followers)</small>	5.8K	8	-0.3%	3.7K	5	16	3.8%
Established Brands <small>(12.5K – 200K Followers)</small>	70.5K	41	-0.2%	3.8K	16	68	2.7%
Large Brands <small>(200K+ Followers)</small>	2.1M	176	-0.1%	15.7K	36	231	1.6%

*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.