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Social Media Benchmark Report

Publishing Industry



What Stars Wore The Night Before the Oscars

Contents

Trends

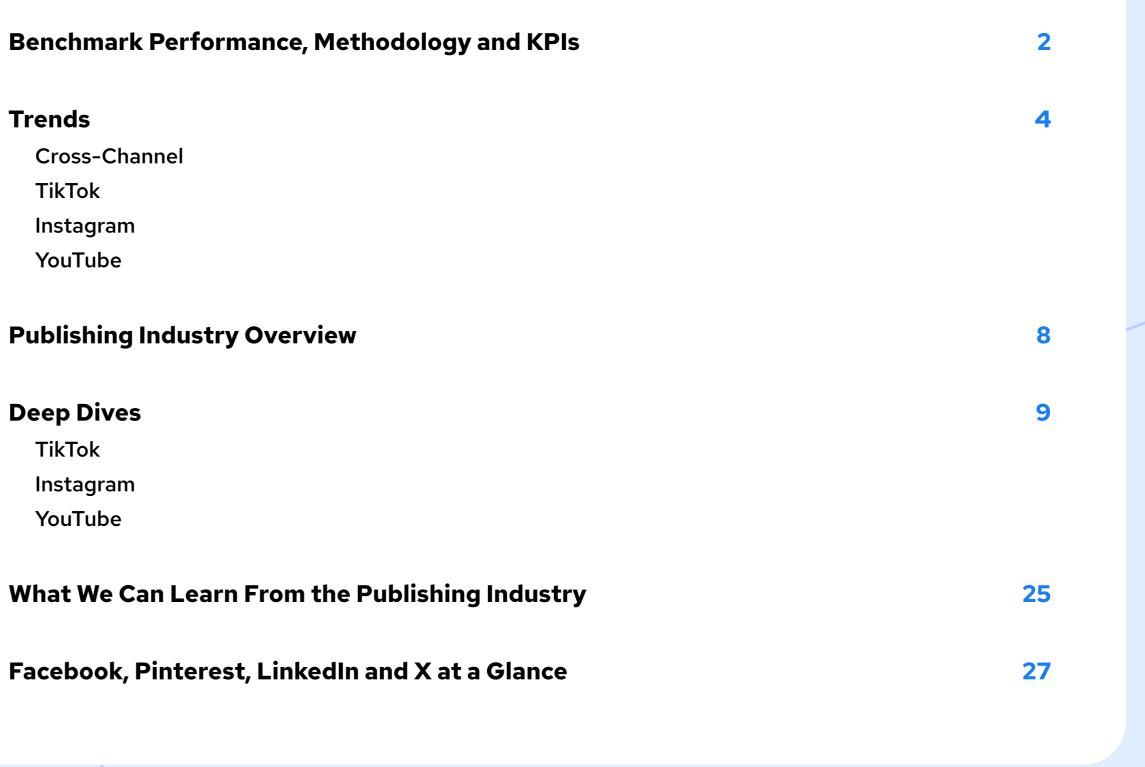
Cross-Channel TikTok Instagram YouTube

Publishing Industry Overview

Deep Dives

TikTok Instagram YouTube





Cover image: <u>@voguemagazine</u>

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.



(n=30).

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Defining the Publishing Industry

The publishing industry includes brands that produce and distribute written content such as books, magazines, and digital articles. We analyzed the following number of publishing brands per platform: TikTok (n=139), Instagram (n=229), and YouTube

KPIs

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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 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 Re

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

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

Average Engagement Rate

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

Why It Matters: It helps brands understand the rate at which the industry is growing 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.
ng and how	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.
age	Why It Matters : Users watching video more often have a higher likelihood of remembering brand messages or products.
	Average Shares Per Post
Reels)	The average number of times each piece of content is shared.
against a	Why It Matters: Shares indicate that content resonates with users and is deemed 'shareable'.
ikTok or	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.
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ng and how	
)	
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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.

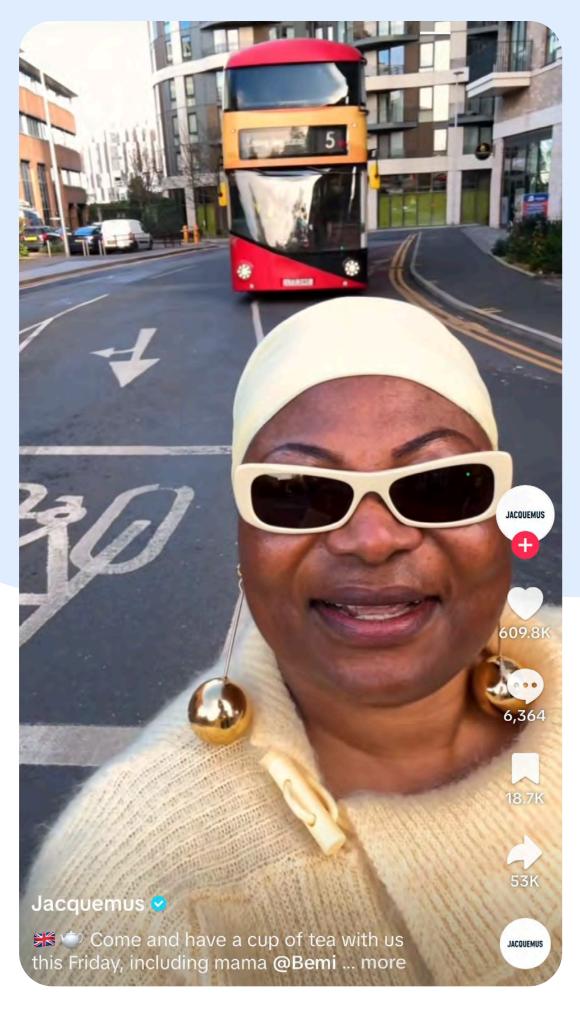
Brands Are Reaching More People

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

O 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.

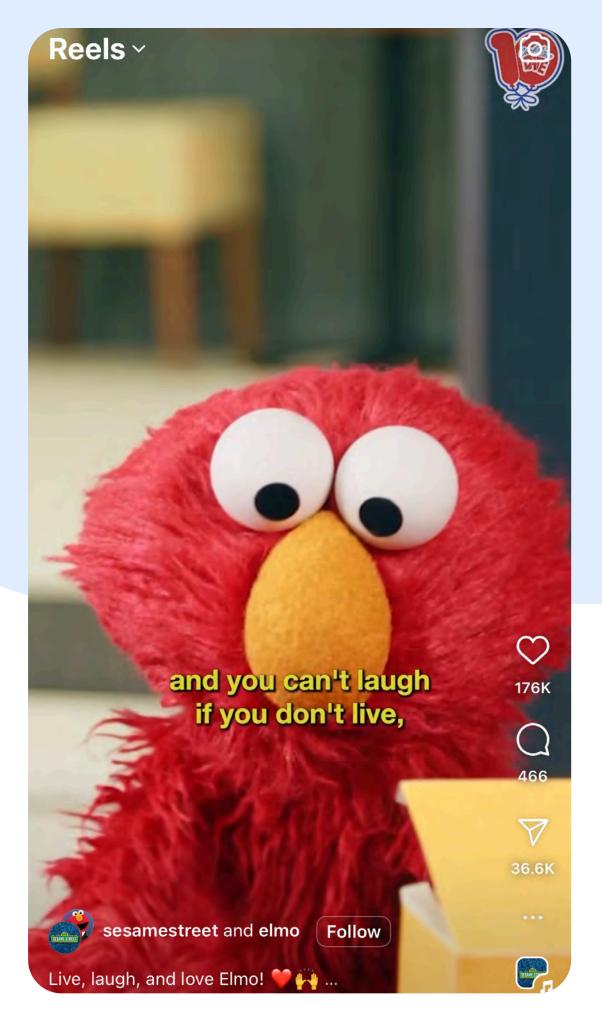
Follower Growth Stalls, Making Engagement Key

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 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).

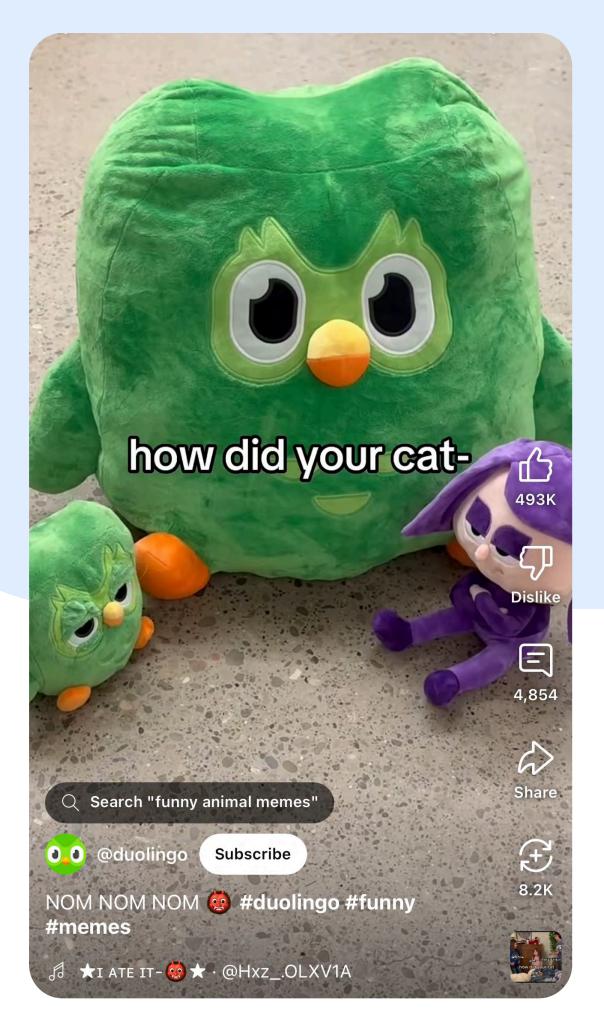
Longform Content Continues To Receive More Views Than Shorts

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

Instagram Delivers Greater Reach for Publishing Brands Than TikTok

- Across 12 industries, Publishing brands lead TikTok with the highest engagement rate (5.1%) and Entertainment Score (4.0), indicating toptier content.
- **O** Brands prioritize static over video content on Instagram, which drives an impressive reach (240.6K per post) compared to what is achieved on TikTok (141.4K).
- Publishing brands post 13 times weekly on YouTube, generating 28K views per post. Standard videos outperform Shorts, averaging 31.3K vs. 22.5K views per post.

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Average Publishing Engagement Rate and Video Views Per Post

H12025

	👌 TikTok	O Instagram	YouTube
Engagement Rate	5.1%	0.3%	-
Video Views	167.0K	161.8K	28.0K







Average TikTok Performance Across All Industries

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

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



Entertainment Score*	Engagement Rate
3.6	4.0 %
3.3	3.3%
3.3	3.4%
3.7	4.3%

O 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 Publishing Industry

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*
Overall	577.6K	10	5.5%	167.0K	415	141.5K
Growing Brands (0 – 11.5K Followers)	4.3 K	4	13.5 %	6.6K	21	5.6K
Established Brands (11.5K – 110K Followers)	50.4K	15	6.6 %	79.0K	131	49.4K
Large Brands (110K+ Followers)	1.0M	13	2.9%	198.3K	507	173.0K

*Customer data only



Entertainment Score*	Engagement Rate
4.0	5.1%
3.9	4.3 %
3.9	4.5 %
4.1	5.3%



Top Publishing Brands by Engagement Rate Overall Industry Average: 5.1% Teen Vogue 9.5% Vanity Fair 8.7% Vogue 8.2% Esquire UK 8.1% Motherly 8.1%

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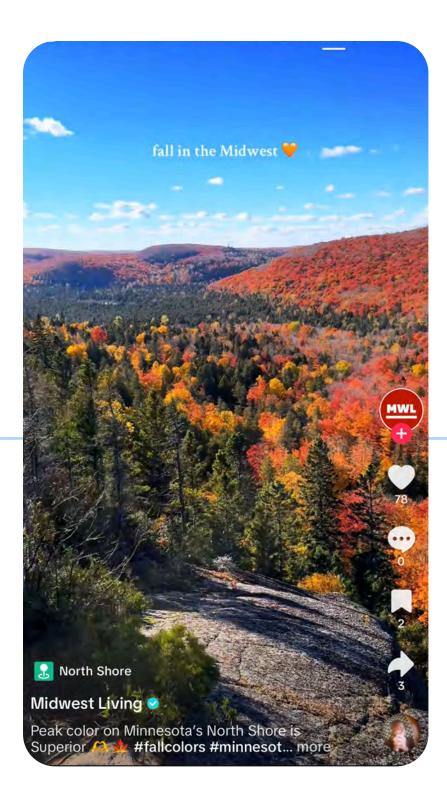


TeenVOGLE

Teen Vogue's TikTok sparkles with Gen Z-focused pop culture commentary, spirited fashion how-tos and empowering social messages. Fast-paced editing and inclusive storytelling invite a diverse young audience to interact. By spotlighting timely issues and style trends, the brand secures a strong engagement rate.

Teen Vogue outperforms the average Engagement Rate for publishing brands by 86%.

Winning Formulas for Creating Entertaining TikTok Content



MidwestLiving

Midwest Living delights TikTok users with heartwarming slices of Midwestern culture including cozy regional recipes and road trip highlights. The calm narration paired with charming visuals offers a comforting digital escape.

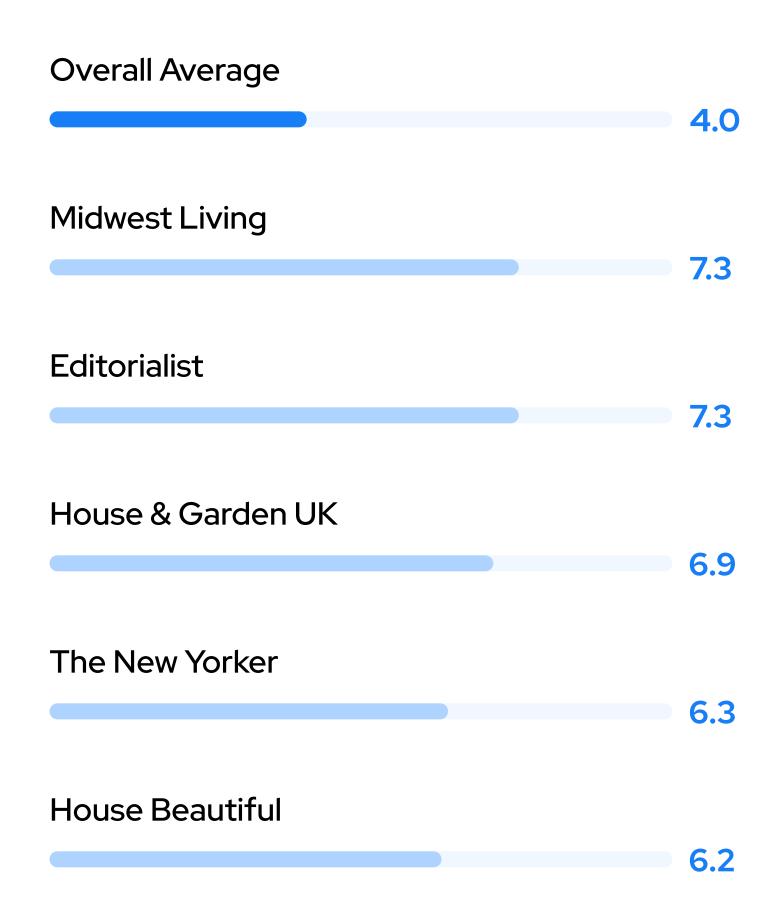
Entertainment Score

7.0/10

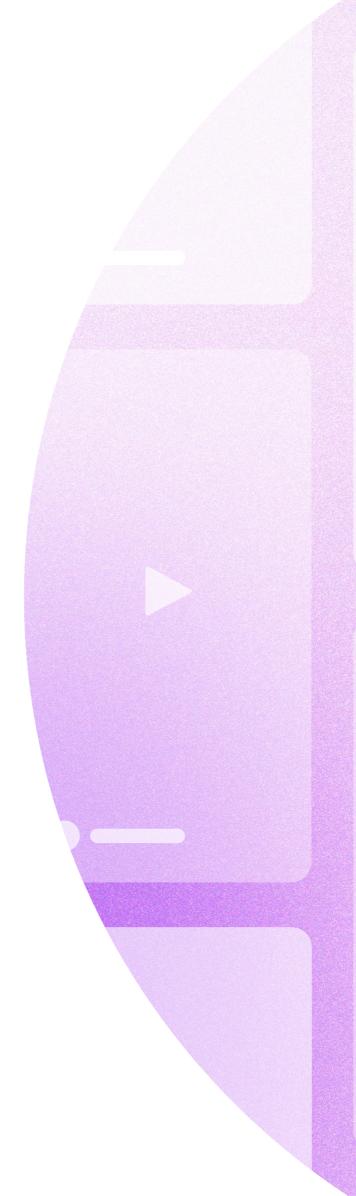
Compared to the publishing industry average of **4.0**, and Midwest Living's own average of **7.3**.



Top Publishing Brands by Entertainment Score







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O 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 (0 – 190K Followers)	89.9K	2	2	0.8%	7.6K	31	7.6K	4.4	14.7 %	0.3%
Established Brands (190K - 1.1M Followers)	497.9K	3	4	0.6 %	37.9K	153	36.5K	4.2	13.6 %	0.3%
Established Brands (1.1M+ Followers)	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



O Dash Social Insight

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

O 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%	O.1%	0.3%	O.1 %	0.2%	0.4%	0.3%	O.1 %	0.3%	0.4%	0.2%

*Customer data only

**Limited data available





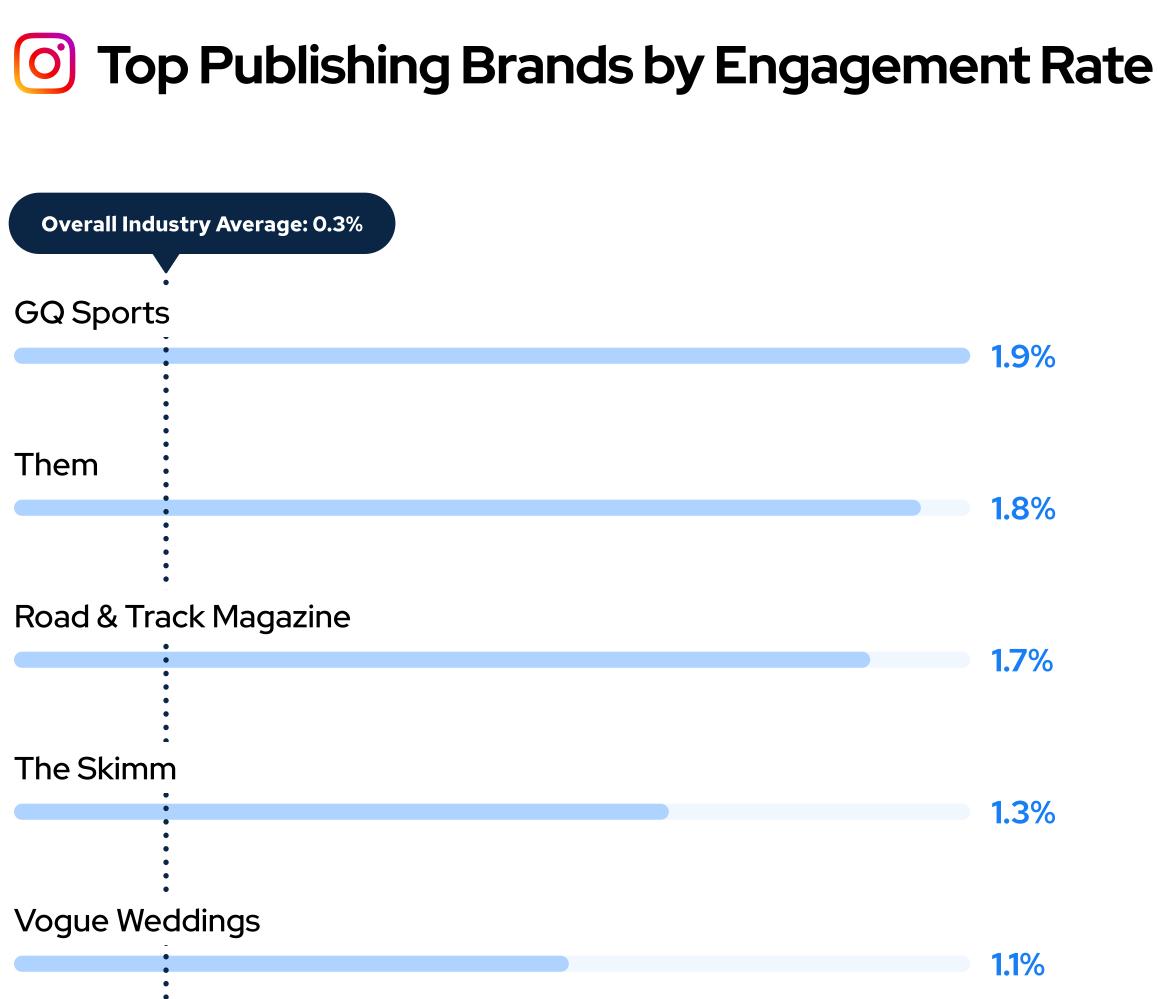
O Average Instagram Performance Across Publishing Industry

	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	5.5M	7	17	0.5%	240.6K	656	161.8K	4.7	10.4%	0.3%
Growing Brands (0 – 190K Followers)	101.6K	3	7	0.7 %	13.4K	54	1.5K	3.6	14.1%	0.4%
Established Brands (190K - 1.1M Followers)	568.6K	5	12	0.7 %	54.2K	234	56.5K	4.2	16.0 %	0.4%
Established Brands (1.1M+ Followers)	7.9M	11	25	0.3%	347.8K	910	231.1K	5.0	7.6 %	0.2%

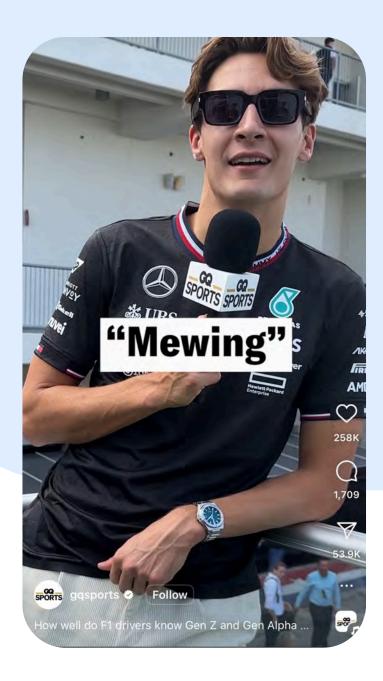
*Customer data only







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GQ SPORTS

GQ Sports transforms athletic stories into slick, style-savvy Instagram posts and Reels. High-profile athlete interviews, pre-game fashion looks and editorial photography keep fans hooked. The blend of sports and lifestyle coverage sparks lively comment threads and consistent audience likes.

GQ Sports outperforms the average Engagement Rate for publishing brands by 533%.

Winning Formulas for Creating Entertaining Reels Content

This banana is arguably the most expensive fruit in the world.

850 - 900.000

The New York Times

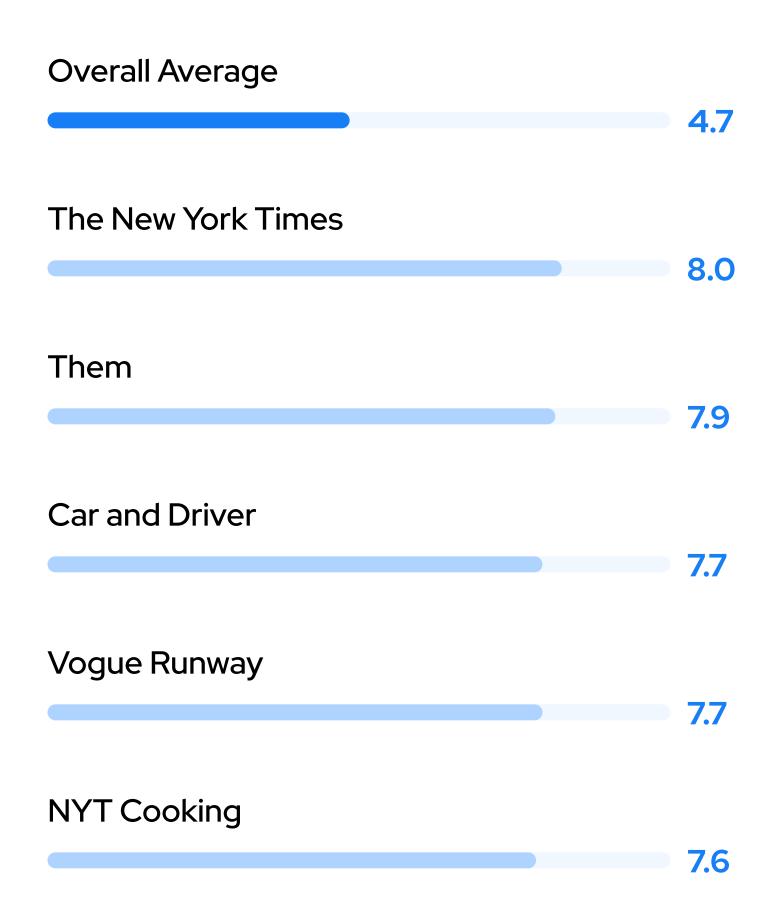
The New York Times captivates Instagram audiences with short-form narrative slideshows, quick news reels and eyecatching infographics. Whether reporting on global events or lighthearted culture pieces, the brand's storytelling remains front and center. This compelling format awards them a high Entertainment Score on a largely visual platform.

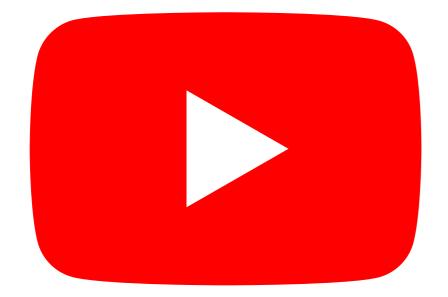
Entertainment Score

9.9/10

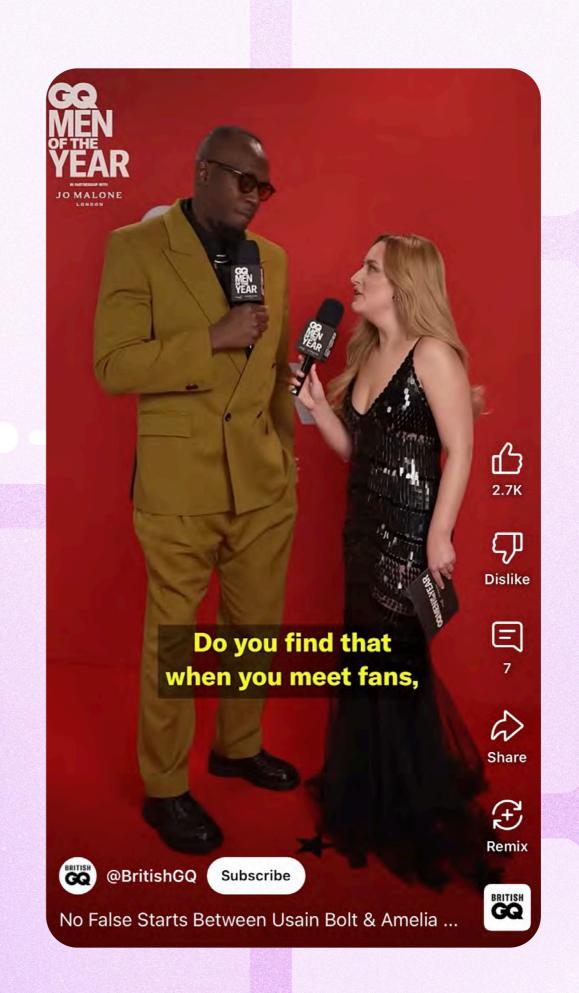
Compared to the publishing industry average of **4.7**, and The New York Times's own average of **8.0**.

Top Publishing Brands by Entertainment Score









Average YouTube Performance Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate*	Likes Per Post	Shares Per Post
Overall	1.1M	5	1.9%	1.3K	75
Growing Brands (0 – 20K Followers)	6.1K	2	2.9%	95	4
Established Brands (20K – 150K Followers)	68.8K	4	1.7 %	190	7
Large Brands (150K+ Followers)	2.9M	9	1.2%	1.9K	130

*Customer data only

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Percentage Viewed*	Video Views Per Post
64%	69.4K
83%	26.4K
59 %	35.7K
61%	91.9K

O 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.OM	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

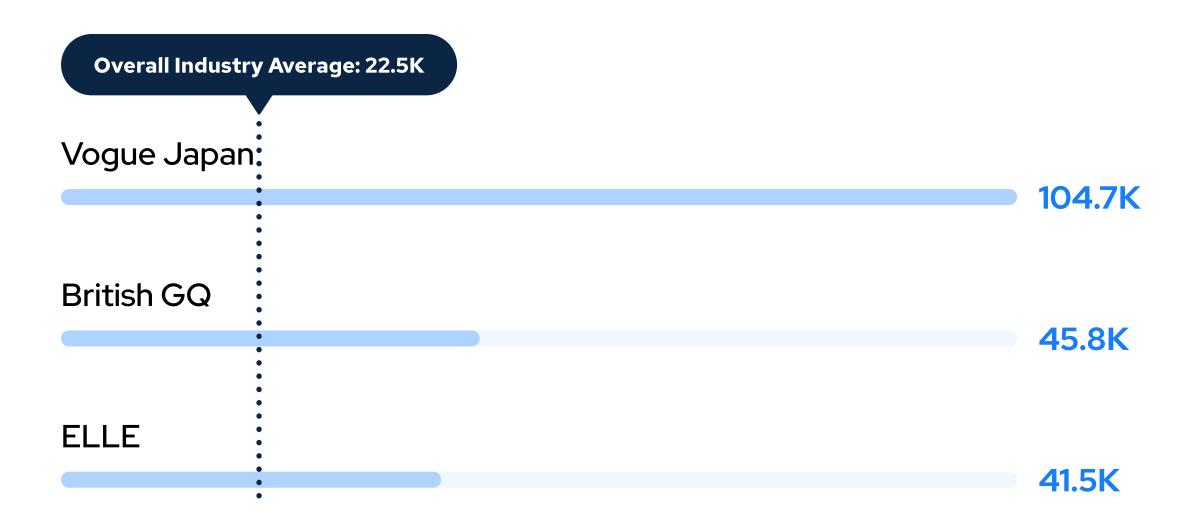
*Customer data only

**Limited data available













VOOR GUE

Vogue Japan harnesses YouTube Shorts to preview behind-the-scenes interviews with its cover stars. The brand's creative flair in short-form video garners significant global viewership from fashion enthusiasts.

Vogue Japan outperforms the average video views for publishing brands by 365%.

What We Can Learn From Publishing Brands' Strategies

Intersect Content With Culture

Combining fashion, lifestyle or regional flair with storytelling can significantly boost engagement.

Make Complex Topics Accessible

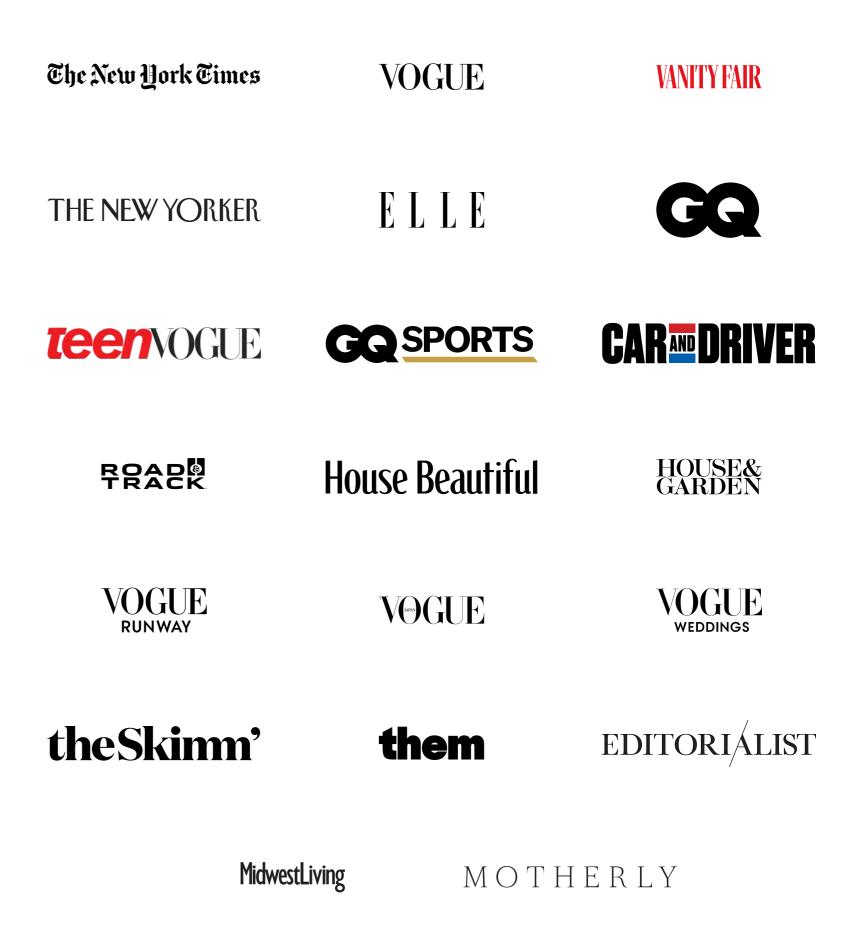
Short, visually appealing infographics or quick slideshows can turn heavy subjects into must-click content.

Adapt Editorial Content to Video

Translating traditional publishing insights into short, eye-catching video allows for broader audience reach.



Featured Dash Social Customers



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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.

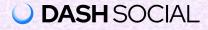
- Manage multiple social media accounts across channels \checkmark
- Easily discover, manage and measure influencer partnerships \checkmark
- Leverage AI to increase speed and make better decisions \checkmark
 - Maximize the power of community

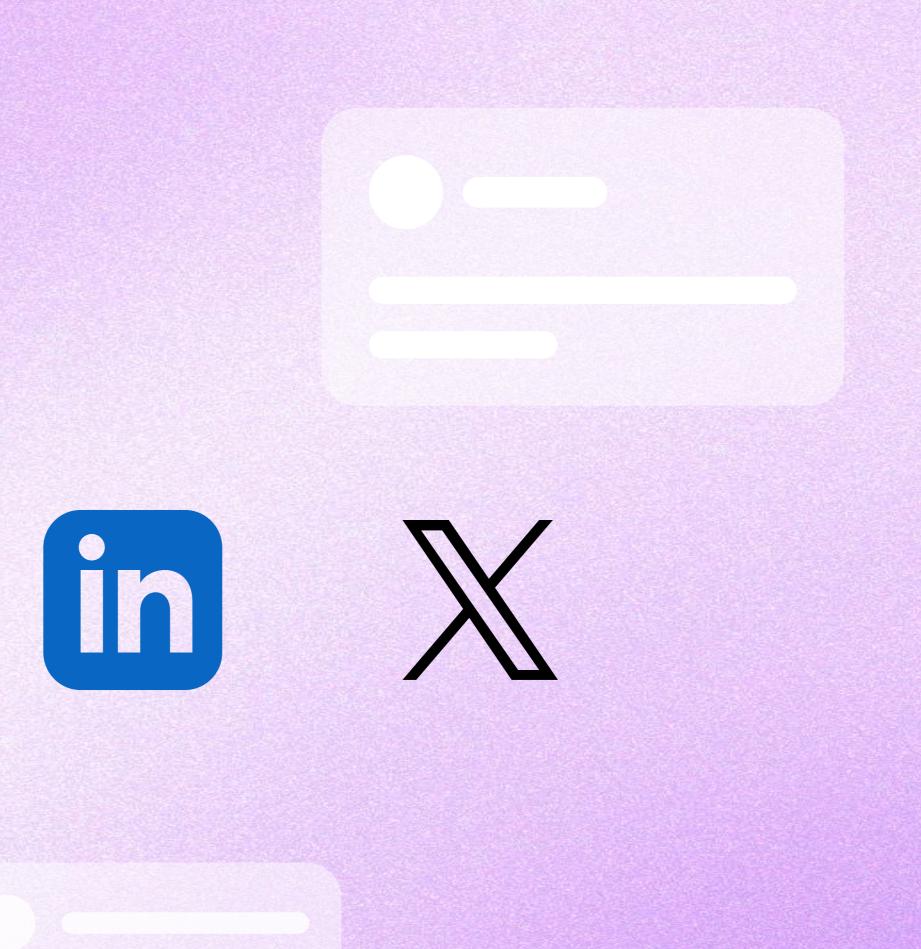


View in Dash Social

Get a Demo









	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 (0 – 100K Followers)	36.8K	4	0.7 %	4.0K	3.9%	12.2 %
Established Brands (100K – 850K Followers)	346.3K	21	0.2%	14.9K	4.2%	8.0%
Large Brands (850K+ Followers)	3.5M	67	0.03%	45.9K	4.5 %	8.4%

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



O Dash Social Insight

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



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

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



O Dash Social Insight

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

in Average LinkedIn Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions	Likes
Overall	85.0K	2	2.4 %	10.7K	127
Growing Brands (0 – 12K Followers)	4.7K	1	2.4%	1.5K	30
Established Brands (12K – 50K Followers)	26.5K	2	1.4 %	3.2K	46
Large Brands (50K+ Followers)	222.6K	3	0.9%	16.9K	192

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



Clicks	Engagement Rate*
693	6.0%
117	8.3%
206	6.3%
1.1K	5.3%

O 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 (0 – 12.5K Followers)	5.8K	8	-0.3%	3.7K	5	16	3.8%
Established Brands (12.5K – 200K Followers)	70.5K	41	-0.2%	3.8K	16	68	2.7%
Large Brands (200K+ Followers)	2.1M	176	-0.1%	15.7K	36	231	1.6%

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



O 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.