



# Social Media Benchmark Report

Retail 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 Retail Industry

The retail industry is the bustling sector of retail experiences, including brick and mortar stores and e-commerce destinations from a variety of industries. We analyzed the following number of retail brands per platform: TikTok (n=98), Instagram (n=236), and YouTube (n=52).

# 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

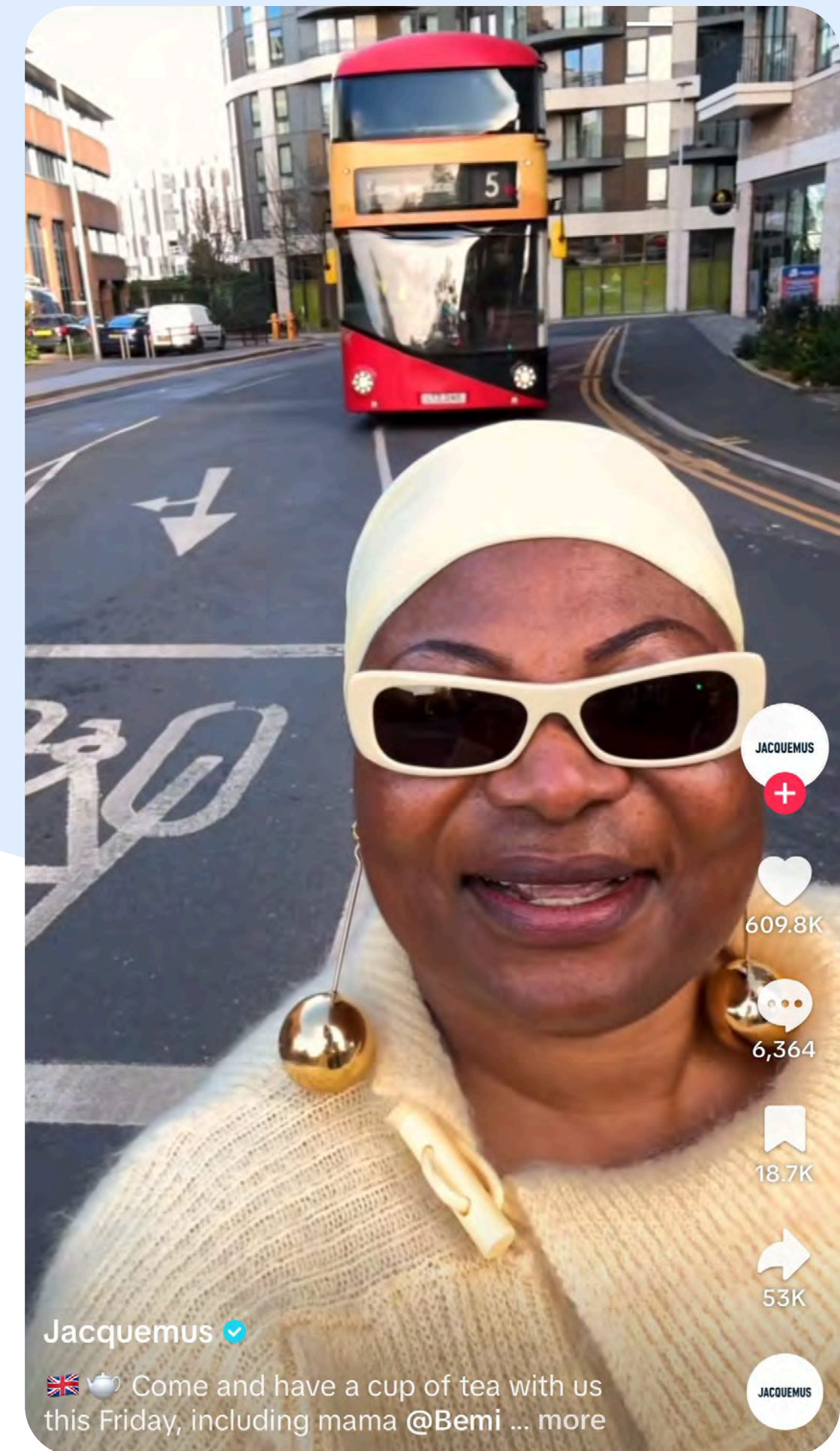
Brands grow an average of 4.7% per month. Growing brands lead with 9.2% monthly growth, while established (4.4%) and large brands (2.8%) expand at a slower rate.

## 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

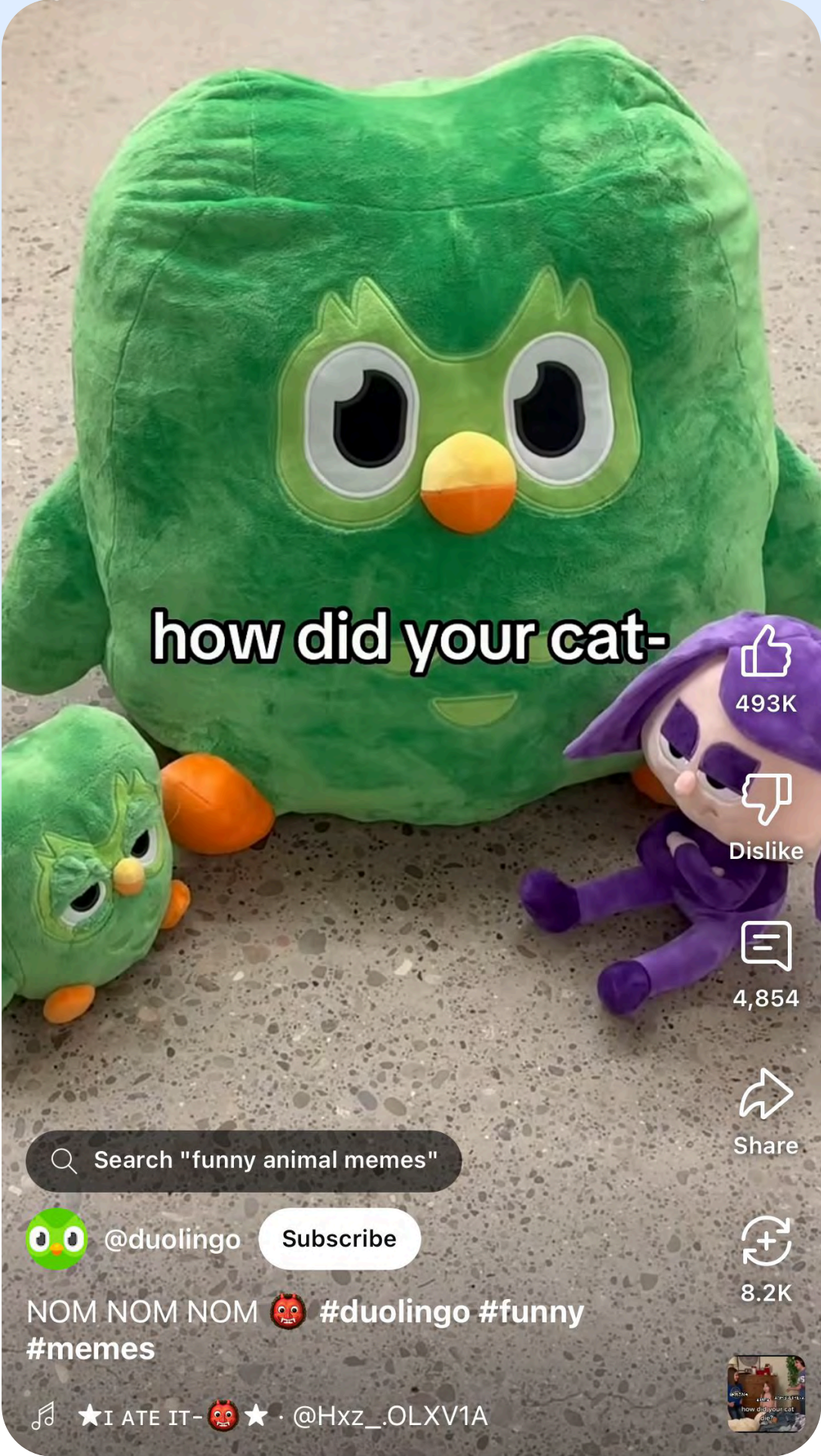
The average video views per post dropped from 89.5K in the first half of 2024 to 69.4K in second half of 2024. Shorts saw a significant decrease (45K vs. 81K), while On-Demand views remained steady (90.7K vs. 95.6K).

## 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.








# Retail Brands Maintain Steady Growth but Struggle to Engage Audiences Effectively

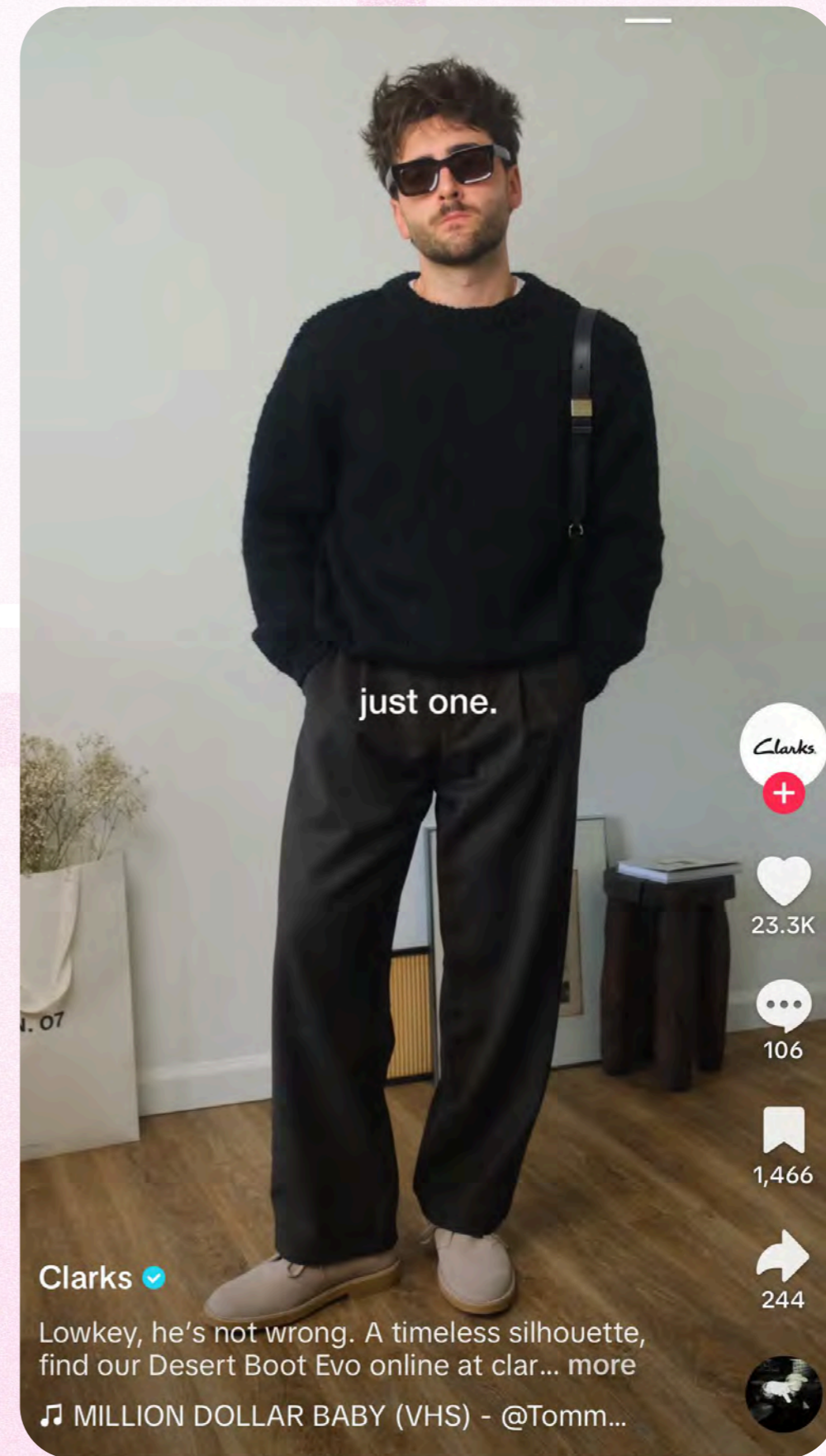
-  Retail brands on TikTok see steady monthly growth (6.0%) but lower engagement (3.1%) and Entertainment Scores (3.0).
-  Despite a consistent posting cadence (4 static posts, 4 reels per week), content has a lower Entertainment Score (3.5), reach (55.3K per post), and shares (102 per post) compared to other industries).
-  Retail brands see strong YouTube performance, with standard videos (188.4K views) far outperforming Shorts (34K). Campaign-driven content and high production quality likely drive this gap, with viewer retention at 75%.

## Average Retail Engagement Rate and Video Views Per Post

H1 2025

	 TikTok	 Instagram	 YouTube
Engagement Rate	<b>3.1%</b> -3%	<b>0.1%</b> no change	-
Video Views	<b>148.0K</b> +5%	<b>57.9K</b> -4%	<b>113.0K</b> +37%

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> <small>(0 – 11.5K Followers)</small>	<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> <small>(11.5K – 110K Followers)</small>	<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> <small>(110K+ Followers)</small>	<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

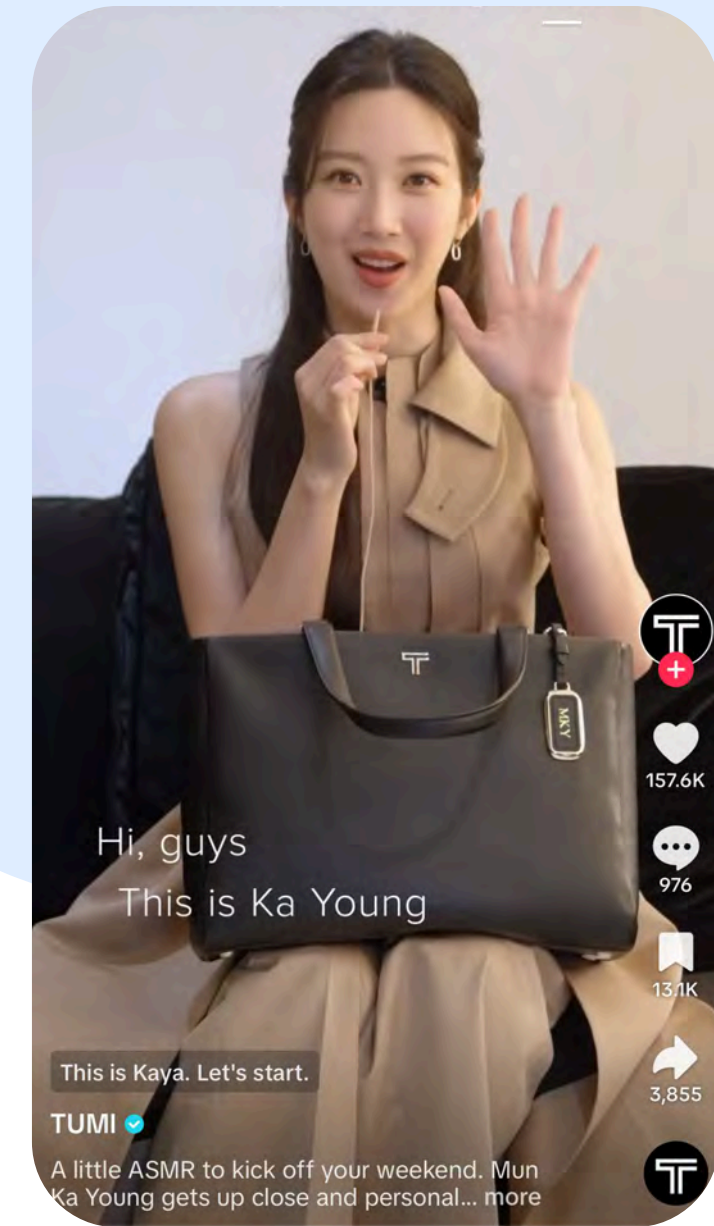
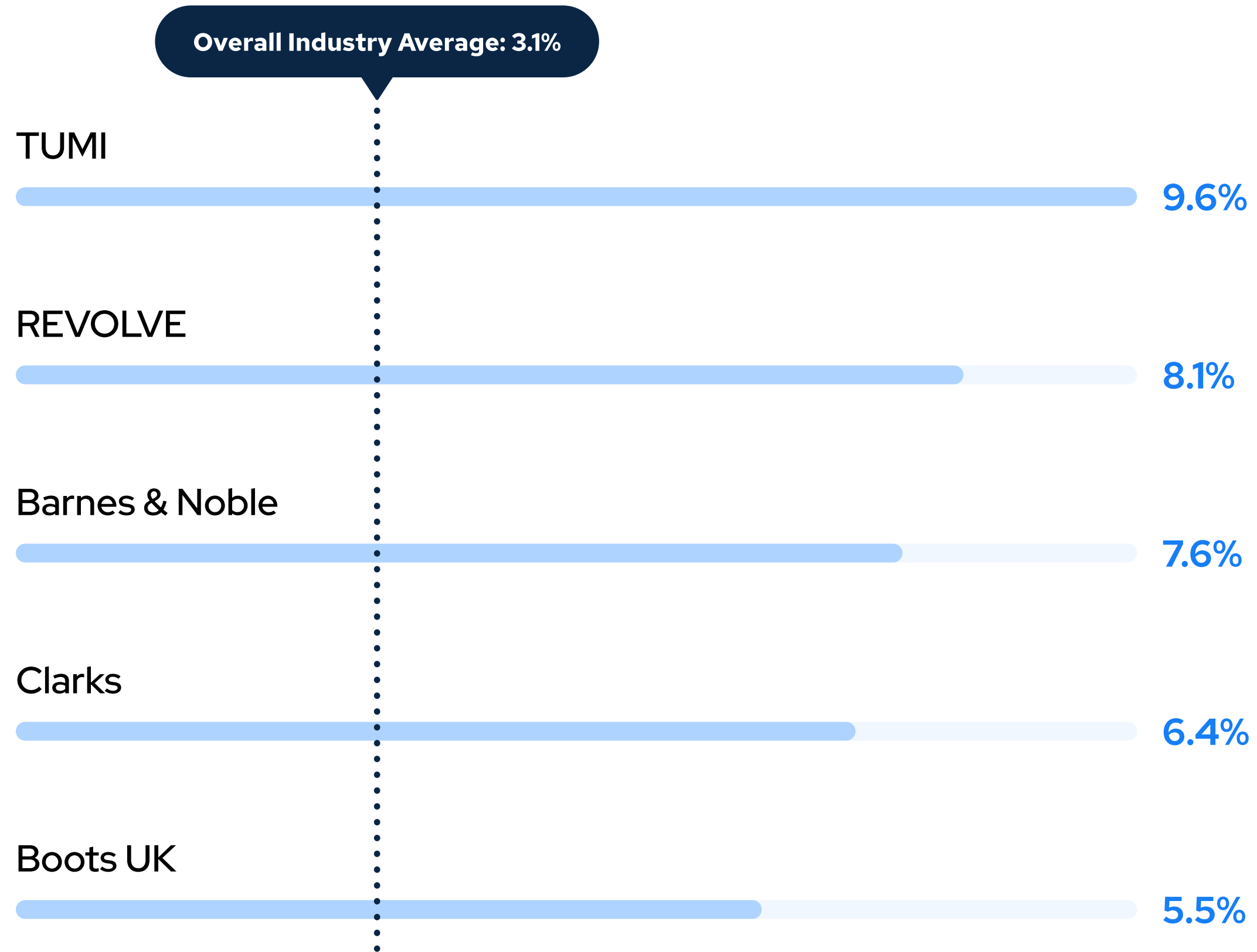
\*\*Limited data available

# Average TikTok Performance Across Retail 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>368.5K</b>	<b>4</b>	<b>6.0%</b>	<b>148.0K</b>	<b>123</b>	<b>85.0K</b>	<b>3.0</b>	<b>3.1%</b>
<b>Growing Brands</b> <small>(0 – 11.5K Followers)</small>	<b>4.7K</b>	<b>2</b>	<b>11.0%</b>	<b>8.8K</b>	<b>5</b>	<b>4.5K</b>	<b>2.5</b>	<b>2.5%</b>
<b>Established Brands</b> <small>(11.5K – 110K Followers)</small>	<b>45.4K</b>	<b>3</b>	<b>5.4%</b>	<b>74.3K</b>	<b>35</b>	<b>42.5K</b>	<b>3.2</b>	<b>3.3%</b>
<b>Large Brands</b> <small>(110K+ Followers)</small>	<b>832.1K</b>	<b>6</b>	<b>3.6%</b>	<b>206.1K</b>	<b>185</b>	<b>121.5K</b>	<b>3.1</b>	<b>3.1%</b>

\*Customer data only

# Top Retail Brands by Engagement Rate

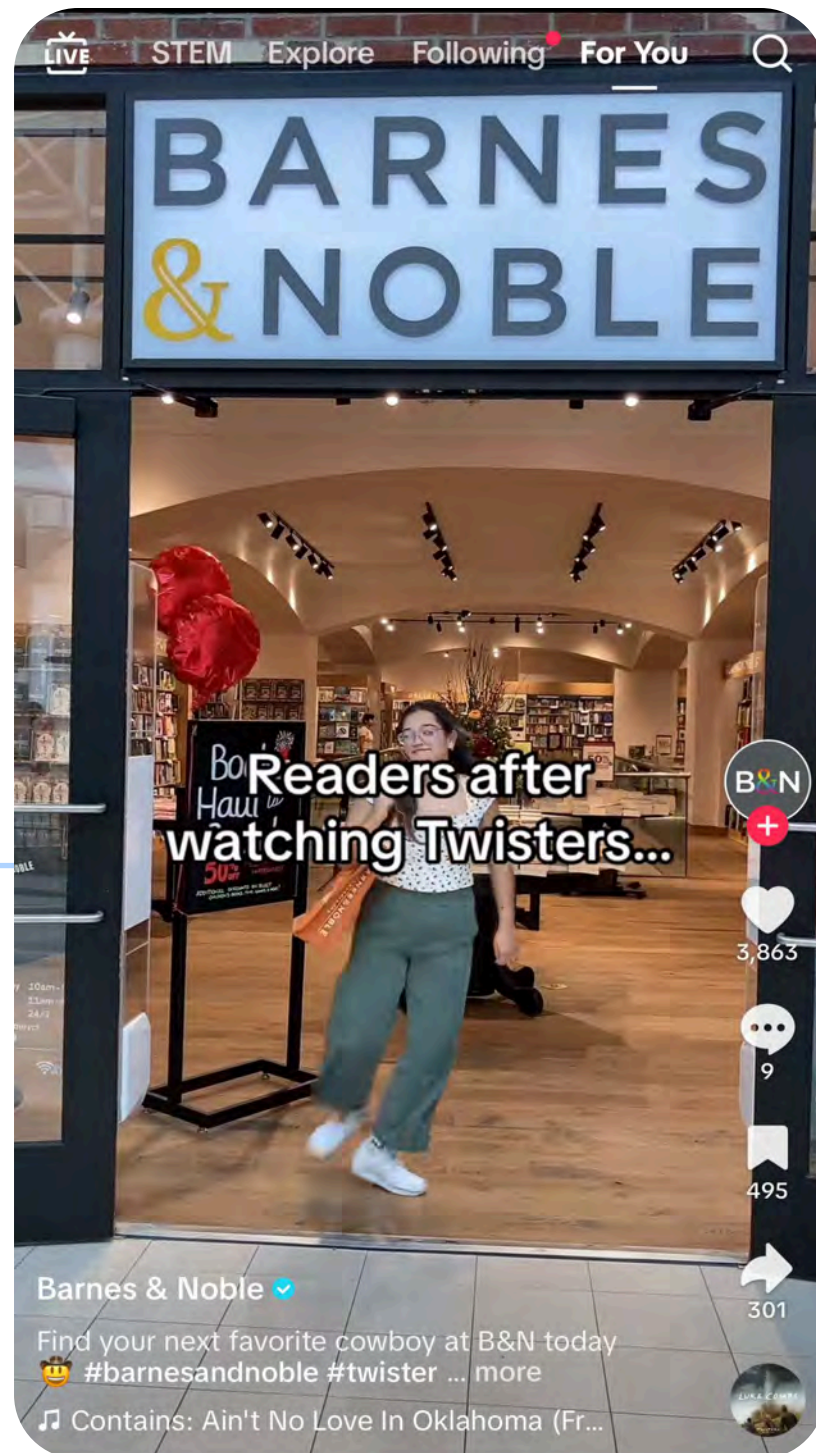


## TUMI

TUMI connects with TikTok audiences by spotlighting the durability and functionality of its travel bags in relatable, real-life scenarios. Snappy packing tips, quick trips to scenic locales and cameo appearances by travel-savvy influencers generate lively comments. This approachable content strategy yields a high engagement rate.

**TUMI outperforms the average Engagement Rate for retail brands by 210%.**

# Winning Formulas for Creating Entertaining TikTok Content



## BARNES & NOBLE

Barnes & Noble enchants book lovers on TikTok with “shelf tours,” reading challenges and employee-recommended picks. Its short, cozy vignettes appeal to both casual readers and die-hard bibliophiles. This warm, inclusive approach keeps Entertainment Scores high, especially among those seeking community-driven reading experiences.

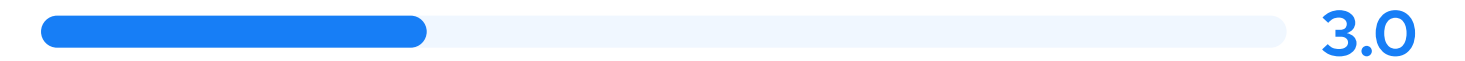
### Entertainment Score

**8.6/10**

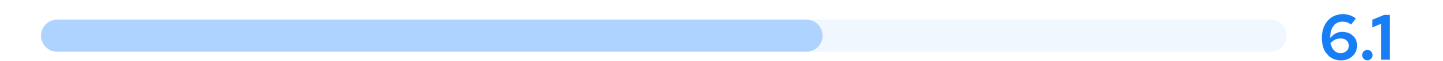
Compared to the retail industry average of **3.0**, and Barnes & Noble’s own average of **6.1**.

## Top Retail Brands by Entertainment Score

Overall Average



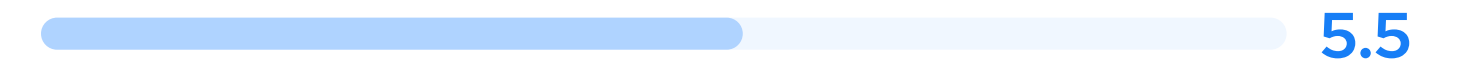
Barnes & Noble



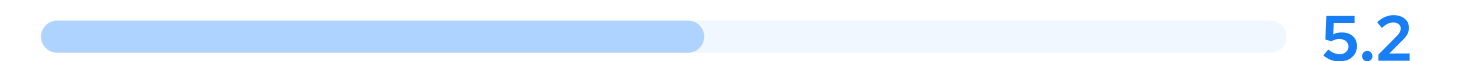
Clarks Originals



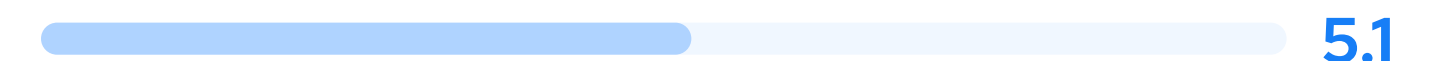
Backcountry



Victoria’s Secret



French Connections







# 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

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
<b>Follower Count</b>	2.4M	2.4M	3.6M	1.6M	998.9K	7.4M	7.1M	5.5M	3.4M	189.2K	1.6M	715.6K
<b>Weekly Posts</b> (Reels)	6	2	3	3	2	2	15	7	4	3	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%	0.6%	1.0%	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%	0.1%	0.3%	0.4%	0.2%

\*Customer data only

\*\*Limited data available

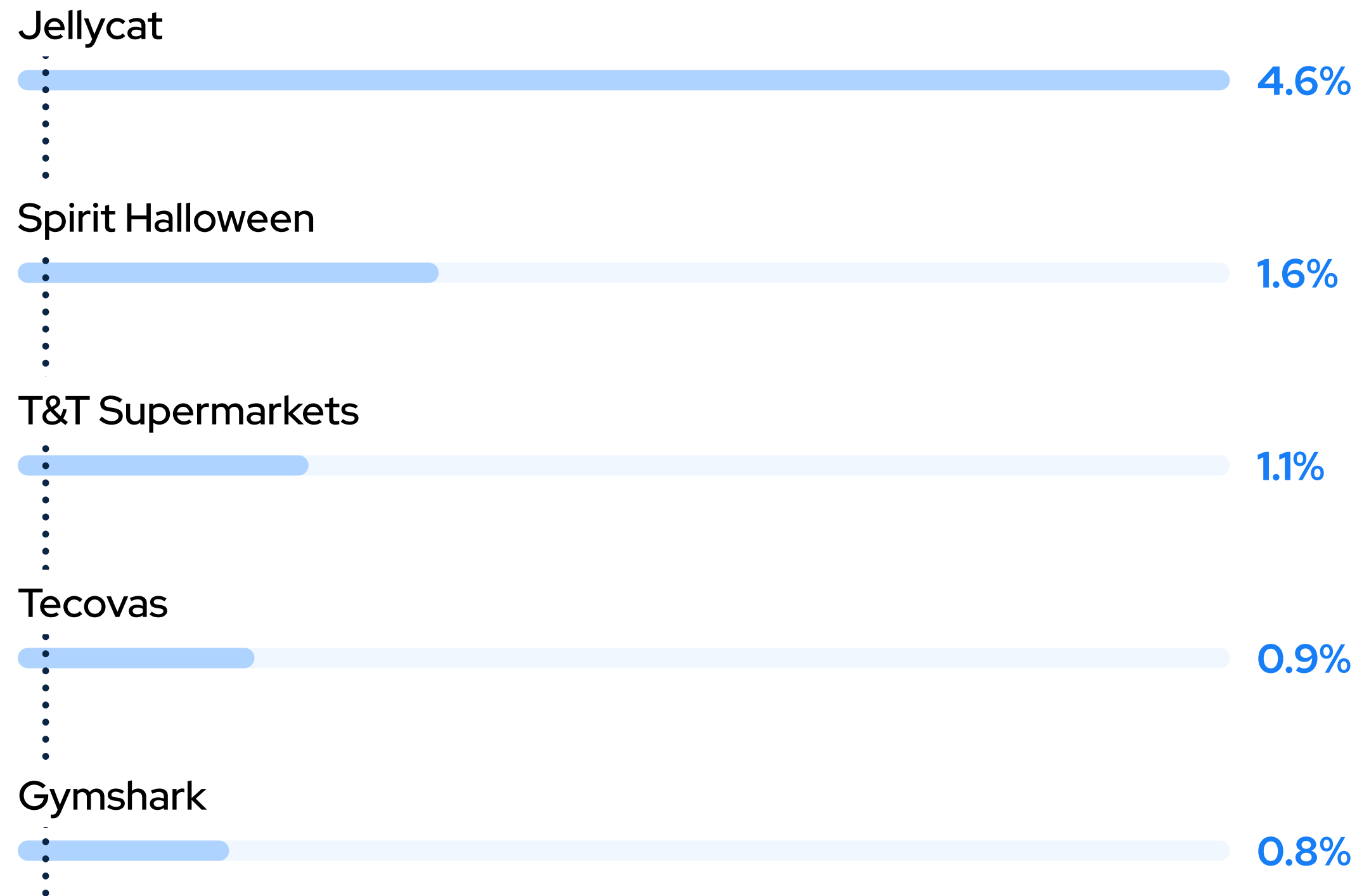
# Average Instagram Performance Across Retail Industry

	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>	3.4M	4	4	0.6%	55.3K	102	57.9K	3.5	8.5%	0.1%
<b>Growing Brands</b> <small>(0 - 190K Followers)</small>	115.8K	3	3	0.8%	6.5K	18	8.2K	3.5	14.3%	0.2%
<b>Established Brands</b> <small>(190K - 1.1M Followers)</small>	569.0K	3	4	0.6%	23.8K	55	26.5K	3.0	9.1%	0.1%
<b>Established Brands</b> <small>(1.1M+ Followers)</small>	6.7M	4	5	0.4%	107.4K	183	119.6K	3.9	5.6%	0.1%

\*Customer data only

# Instagram Top Retail Brands by Engagement Rate

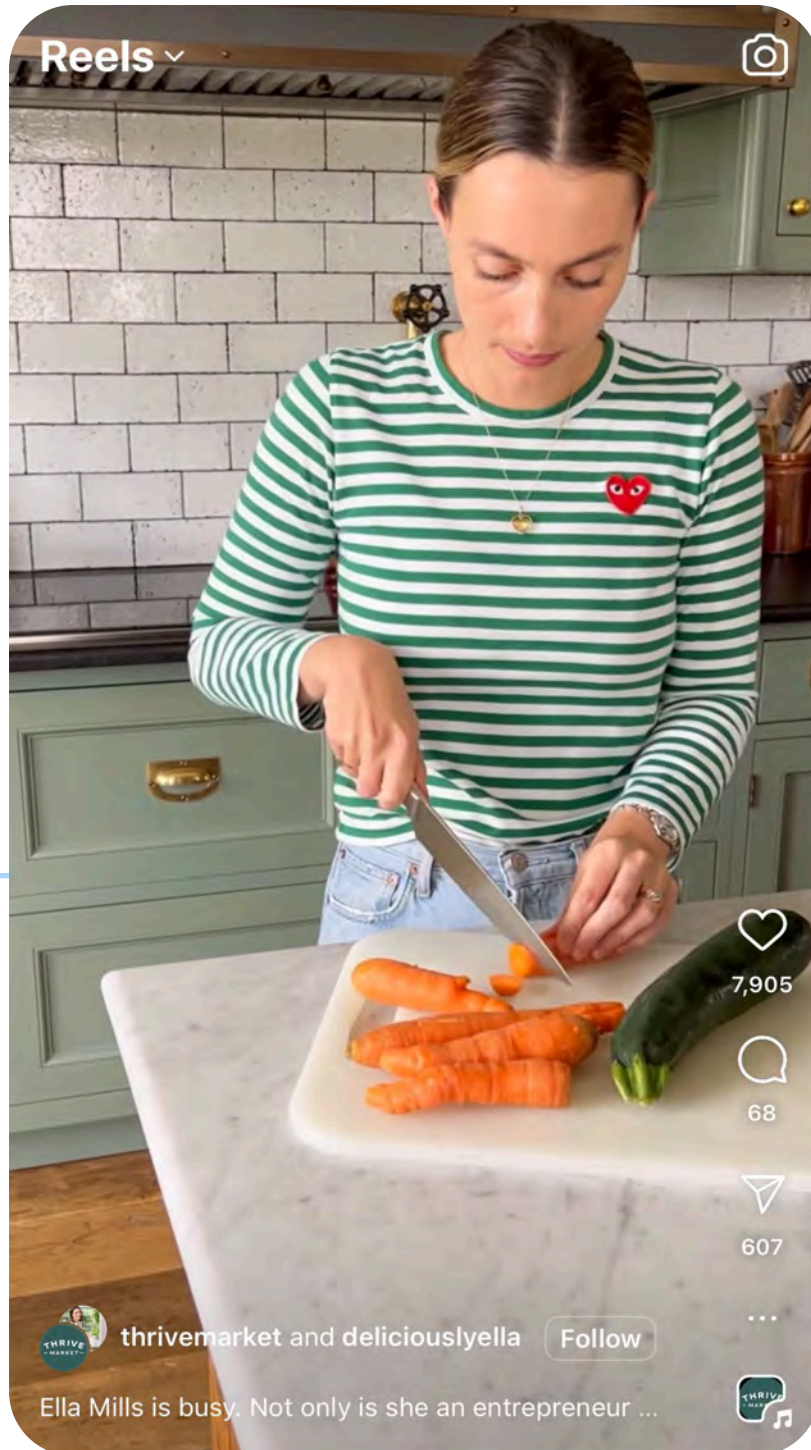
Overall Industry Average: 0.1%



Jellycat's whimsical plush showcases continue to make waves on Instagram. Brightly colored backdrops and lovable characters appear in playful scenes that encourage user submissions and photos. This sense of creativity, combined with brand-led community hashtags, drives impressive engagement rates from collectors and parents alike.

**Jellycat outperforms the average Engagement Rate for retail brands by 4,500%.**

# Winning Formulas for Creating Entertaining Reels Content



## THRIVE - MARKET -

Thrive Market weaves entertainment into health-conscious Instagram posts, featuring quick meal hacks, snack unboxings and behind-the-scenes peeks into sourcing. Each piece of content provides both fun and function, helping viewers discover new recipes or products.

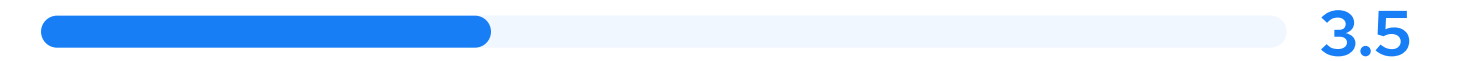
### Entertainment Score

**9.7/10**

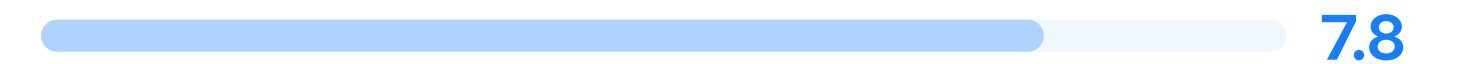
Compared to the retail industry average of **3.5**, and Thrive Market's own average of **7.8**.

## Top Retail Brands by Entertainment Score

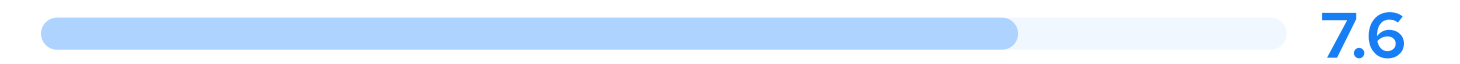
Overall Average



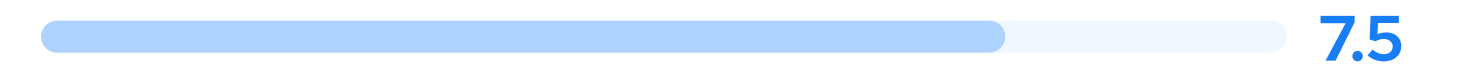
Thrive Market



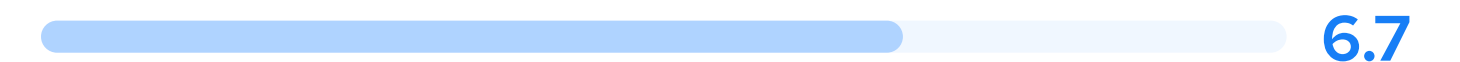
Bloomingdales



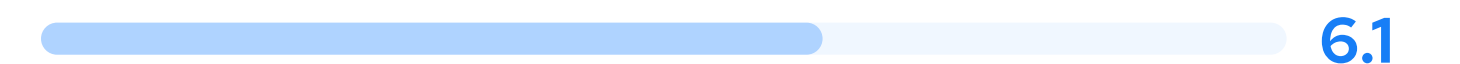
ZIMMERMANN

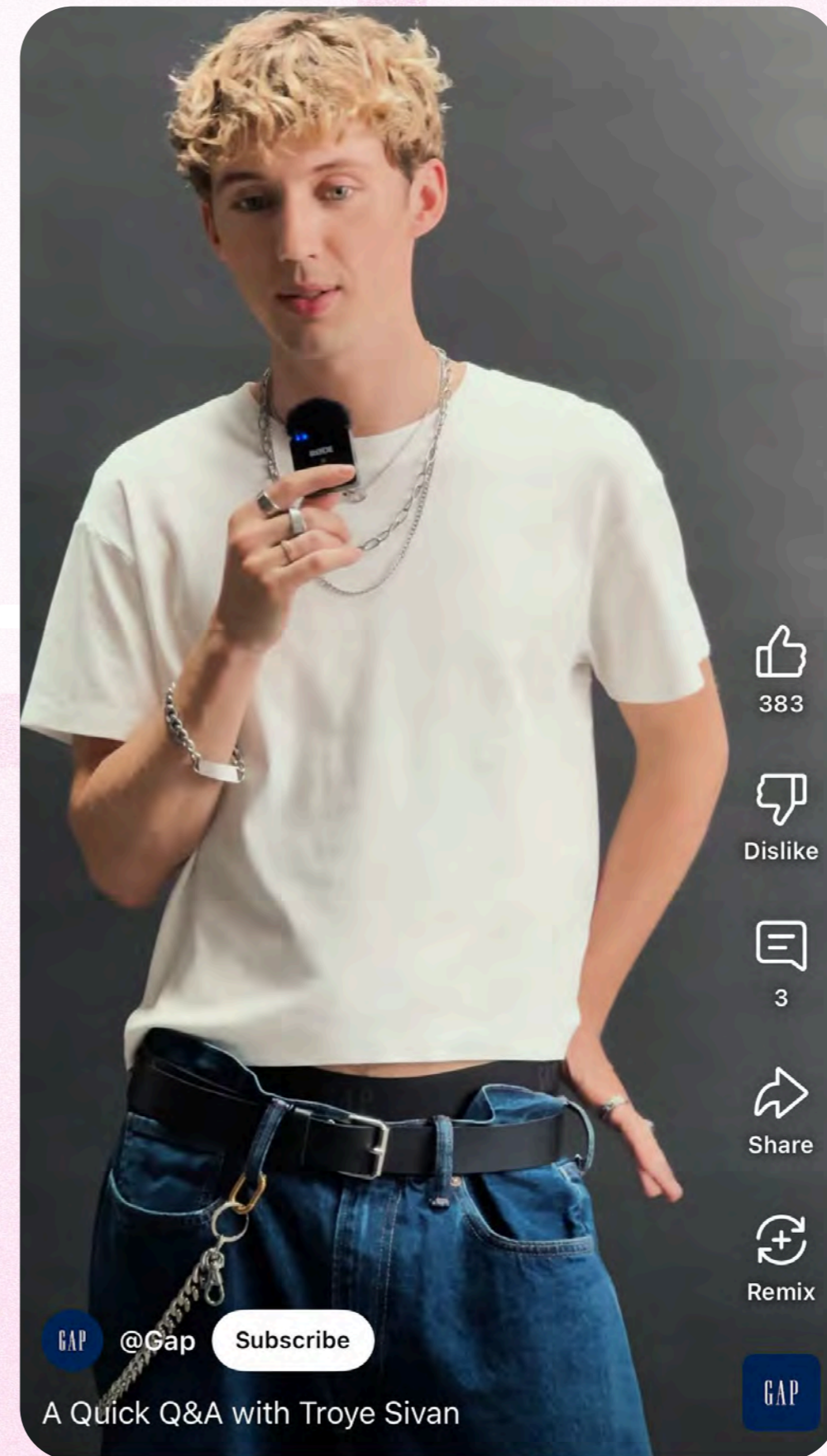
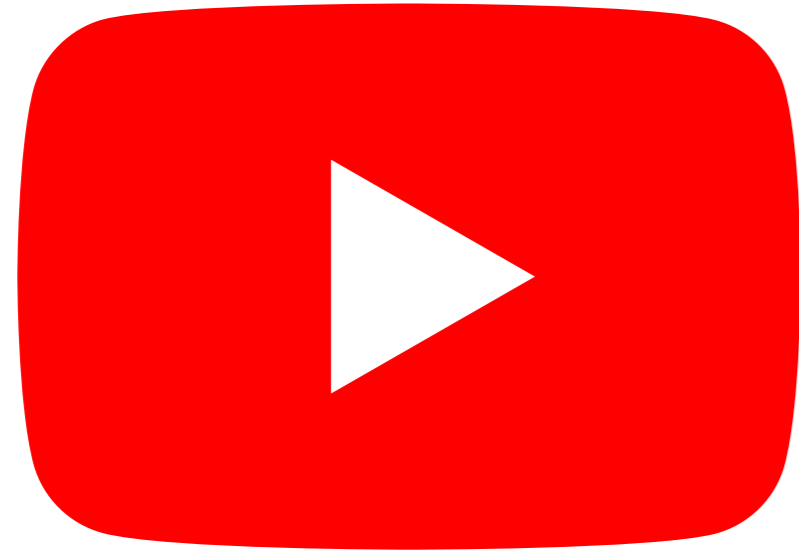


PetSmart



Harrods





# 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%	75%	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	33.0K	113.0K	16.6K	79.2K

\*Customer data only

\*\*Limited data available

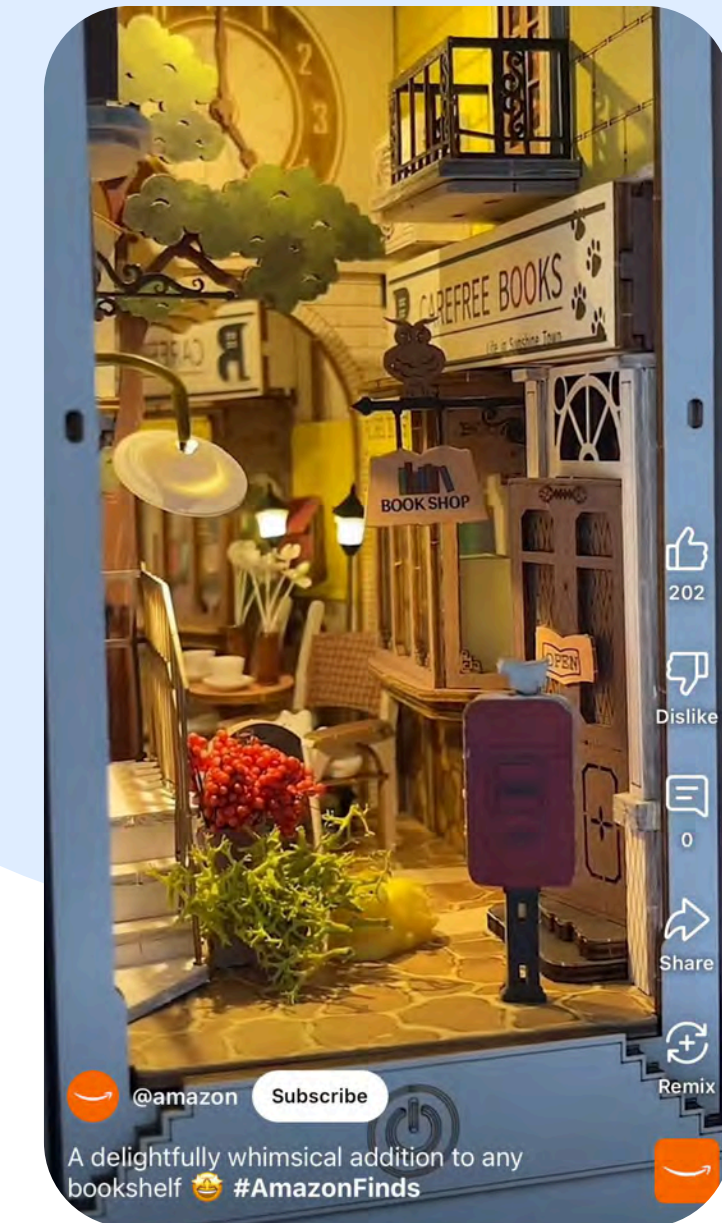
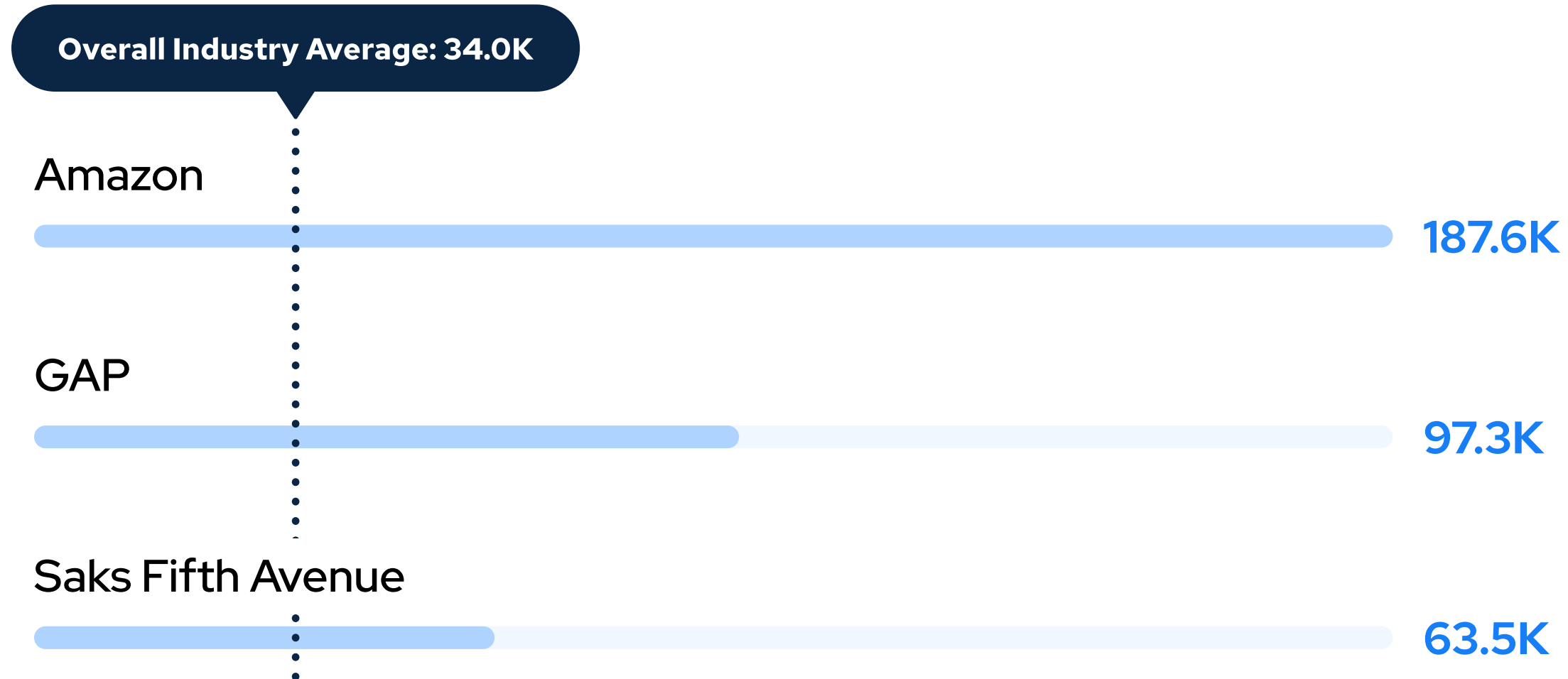


# Average YouTube Performance Across Retail Industry

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes Per Post	Shares Per Post	Video Views Per Post
<b>Overall</b>	<b>487.6K</b>	<b>4</b>	<b>1.4%</b>	<b>338</b>	<b>14</b>	<b>113.0K</b>
<b>Growing Brands</b> <small>(0 – 20K Followers)</small>	<b>7.5K</b>	<b>1</b>	<b>1.6%</b>	<b>216</b>	<b>3</b>	<b>55.1K</b>
<b>Established Brands</b> <small>(20K – 150K Followers)</small>	<b>71.4K</b>	<b>2</b>	<b>1.4%</b>	<b>246</b>	<b>9</b>	<b>52.9K</b>
<b>Large Brands</b> <small>(150K+ Followers)</small>	<b>1.9M</b>	<b>8</b>	<b>1.4%</b>	<b>480</b>	<b>25</b>	<b>194.0K</b>

\*Customer data only

# Top Retail Brands by Shorts Video Views



**amazon**

Amazon dominates YouTube Shorts with a wide array of UGC featuring unboxings, top product finds and convenient shopping tips. Its short, snappy format encourages viewers to explore new products.

**Amazon outperforms the average video views for retail brands by 452%.**

# What We Can Learn From Retail Brands' Strategies

## Emphasize Everyday Relevance

Show how products fit into daily routines or personal passions to foster stronger customer connection.

## Curate Community Interaction

Book clubs or unboxing reactions can turn casual viewers into brand advocates.

## Keep Content Snackable and Current

highlights and timely trends help retail brands stay on audiences' radars.

### Featured Dash Social Customers

VICTORIA'S  
SECRET



BARNES & NOBLE



bloomingdales

Harrods

Clarks®

TUMI

REVOLVE

ZIMMERMANN



THRIVE  
- MARKET -

GRAILED

FRENCH CONNECTION

TECOVAS



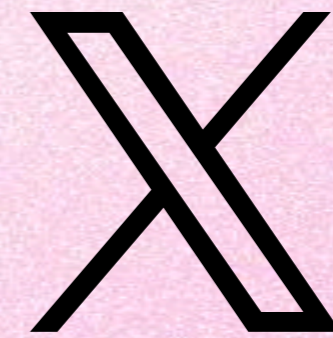
# Outsmart Social

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 screenshot displays the Dash Social interface. At the top, a 'Monthly Report' dashboard shows a grid of social media posts from various users like 'ava', 'mad.a.line', and 'sara.inecity'. Each post includes engagement metrics such as 'Eng. Rate', 'Effectiveness', 'Engagements', and 'Reach'. 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. Below the main dashboard, a 'Video Views' line graph shows performance over time from March 6th to March 26th. In the bottom left, a chat message is shown, addressed to three team members, with the text: 'Hey team, 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
<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.