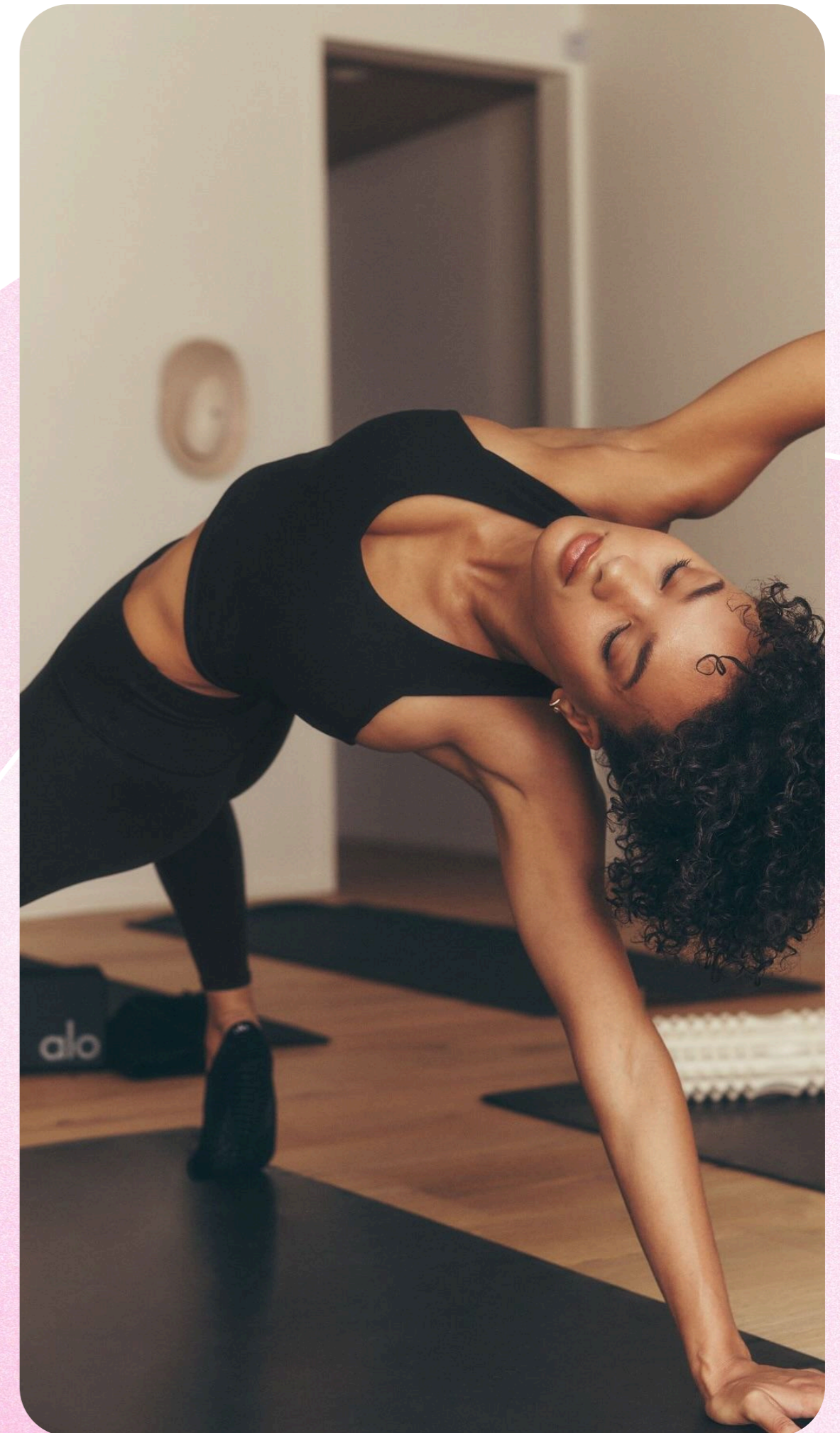


 **DASH SOCIAL**

# Social Media Benchmark Report

Wellness Industry



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Cover image: [@alo](#)

# 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 Wellness Industry

The Wellness industry includes health and fitness, nutrition and supplements, mental health and counseling services, wellness retreats, and spa and beauty services, all aimed at promoting individuals' and organizations' comprehensive physical, mental, and emotional well-being.

# 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

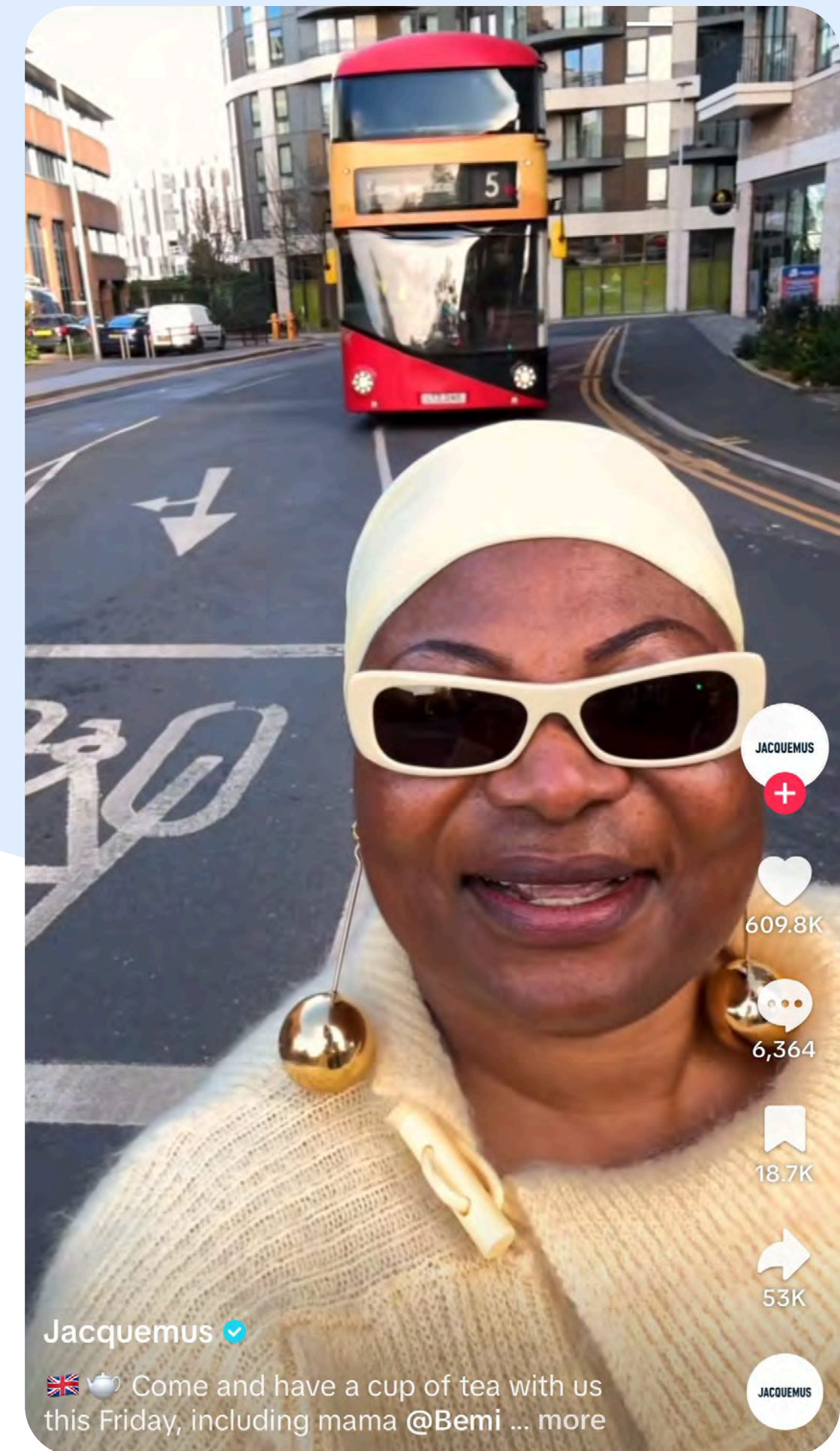
Brands grow an average of 4.7% per month. Growing brands lead with 9.2% monthly growth, while established (4.4%) and large brands (2.8%) expand at a slower rate.

## 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

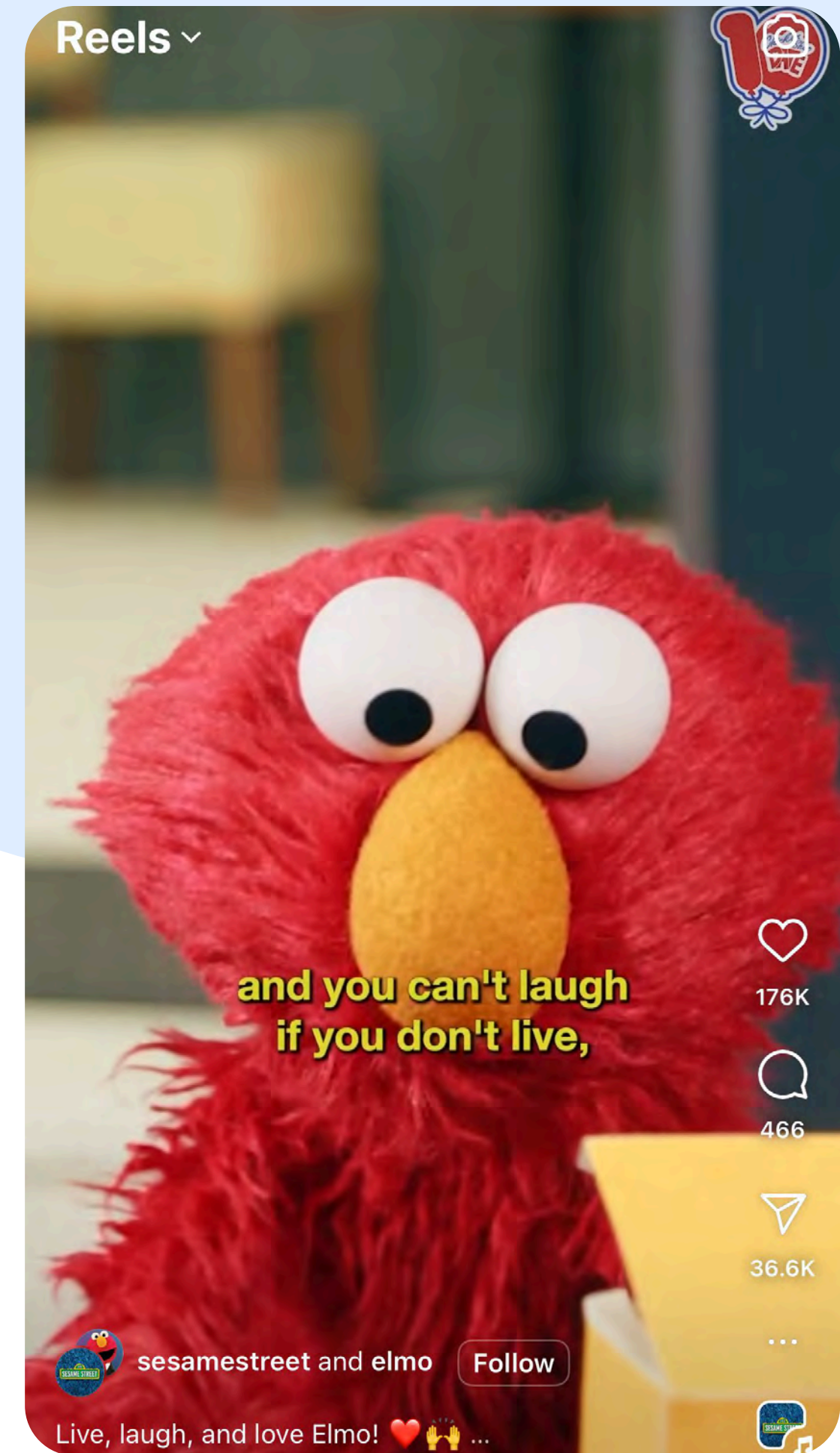
Brands favor static posts over Reels on Instagram, averaging five static posts for every four Reels per week.

## 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

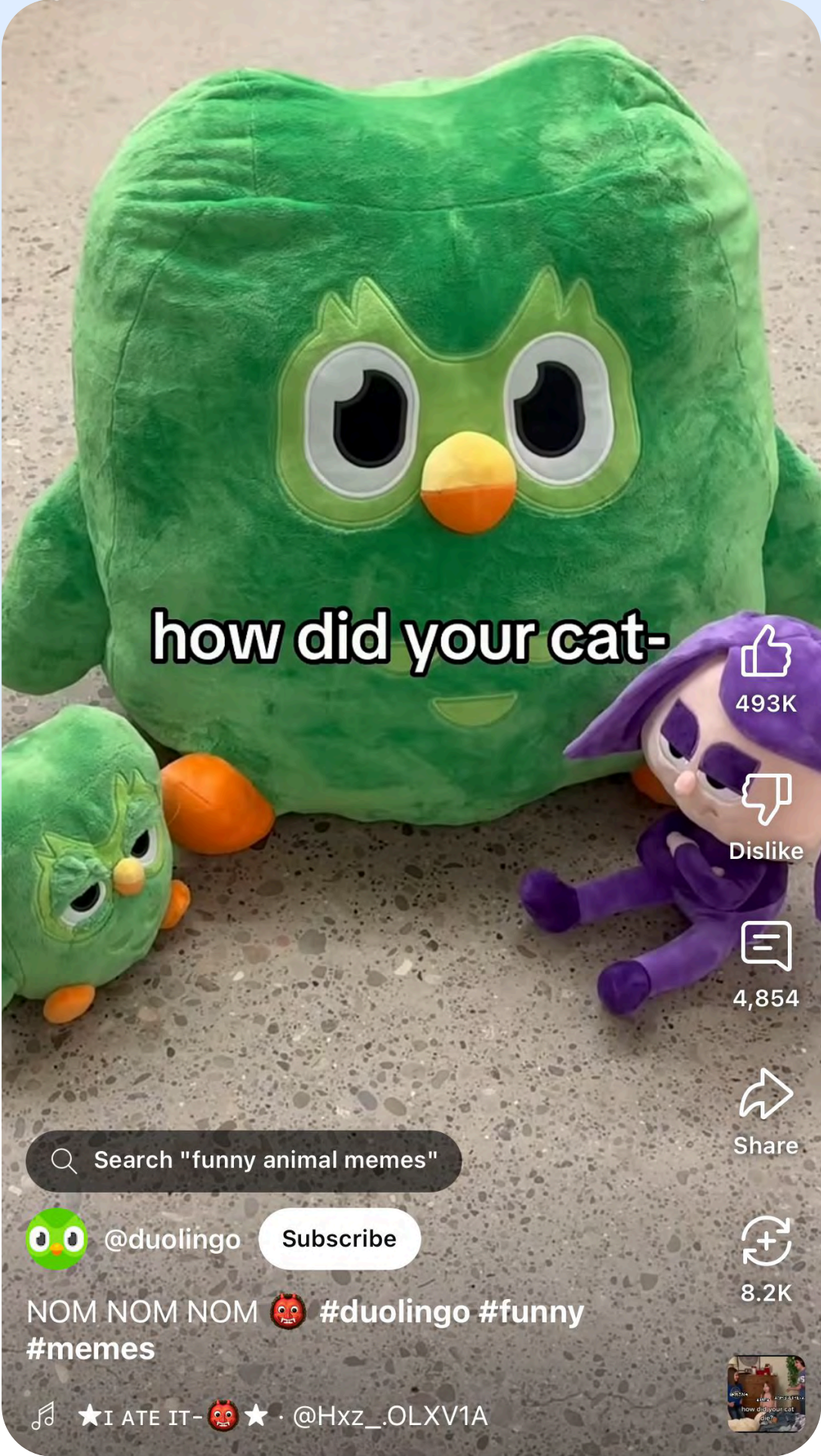
The average video views per post dropped from 89.5K in the first half of 2024 to 69.4K in second half of 2024. Shorts saw a significant decrease (45K vs. 81K), while On-Demand views remained steady (90.7K vs. 95.6K).

## 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.






# Wellness Brands Build Strong Connections on Instagram, but TikTok Engagement Lags Behind




 Wellness brands have an opportunity to improve engagement, as shares (42 per post), Entertainment Scores (3.3) and engagement rates (3.1%) are lower than those in other industries.

 Followers have grown in 2024 (680.8K to 715.6K), with content becoming more shareable (198 to 269 shares per post) and entertaining (3.6 to 3.8), indicating stronger audience connection.

 Fewer wellness brands are active on YouTube, posting twice weekly. Their videos average 79.2K views per post.

## Average Wellness Engagement Rate and Video Views Per Post

H1 2025

	 TikTok	 Instagram	 YouTube
Engagement Rate	<b>3.1%</b> -6%	<b>0.2%</b> no change	-
Video Views	<b>53.6K</b> -20%	<b>35.3K</b> 16%	<b>79.2K</b> +35%

Compared to H2 2024 benchmark report



1/5

4 easy ways to habit stack  
PM routine edition

Moon Juice

482

0

136

10

Los Angeles

Moon Juice Photo

easy habit stacking tips for nighttime 🙄  
TLDR: magnesium/bathtime, easy exer... more

Contains: Don't Smile - Sabrina Carpenter

The image shows a TikTok video player interface. At the top right, it says '1/5'. The video content features a woman in a white bathrobe standing in a room, with text overlay: '4 easy ways to habit stack' and 'PM routine edition'. On the right side of the video, there are icons for likes (482), comments (0), and shares (136). Below the video, the user profile 'Moon Juice' is shown with a verified badge and a 'Photo' icon. The caption reads 'easy habit stacking tips for nighttime 🙄' followed by 'TLDR: magnesium/bathtime, easy exer... more'. At the bottom, it says 'Contains: Don't Smile - Sabrina Carpenter'.

# 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.

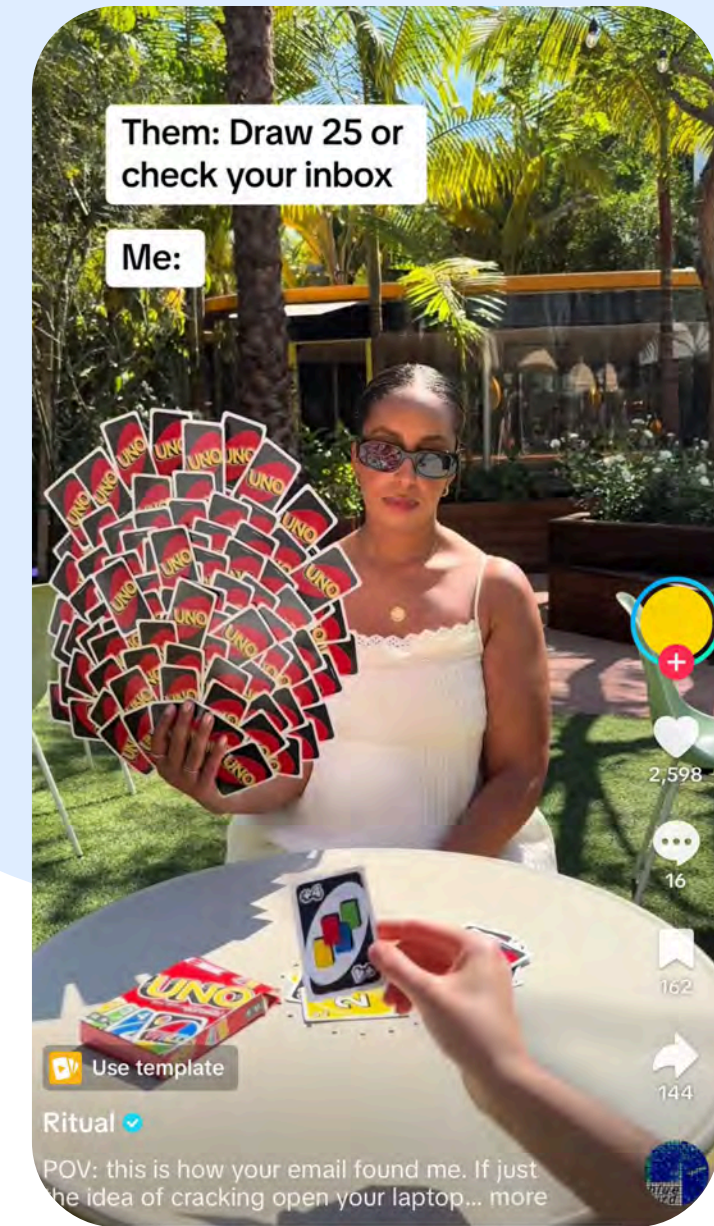
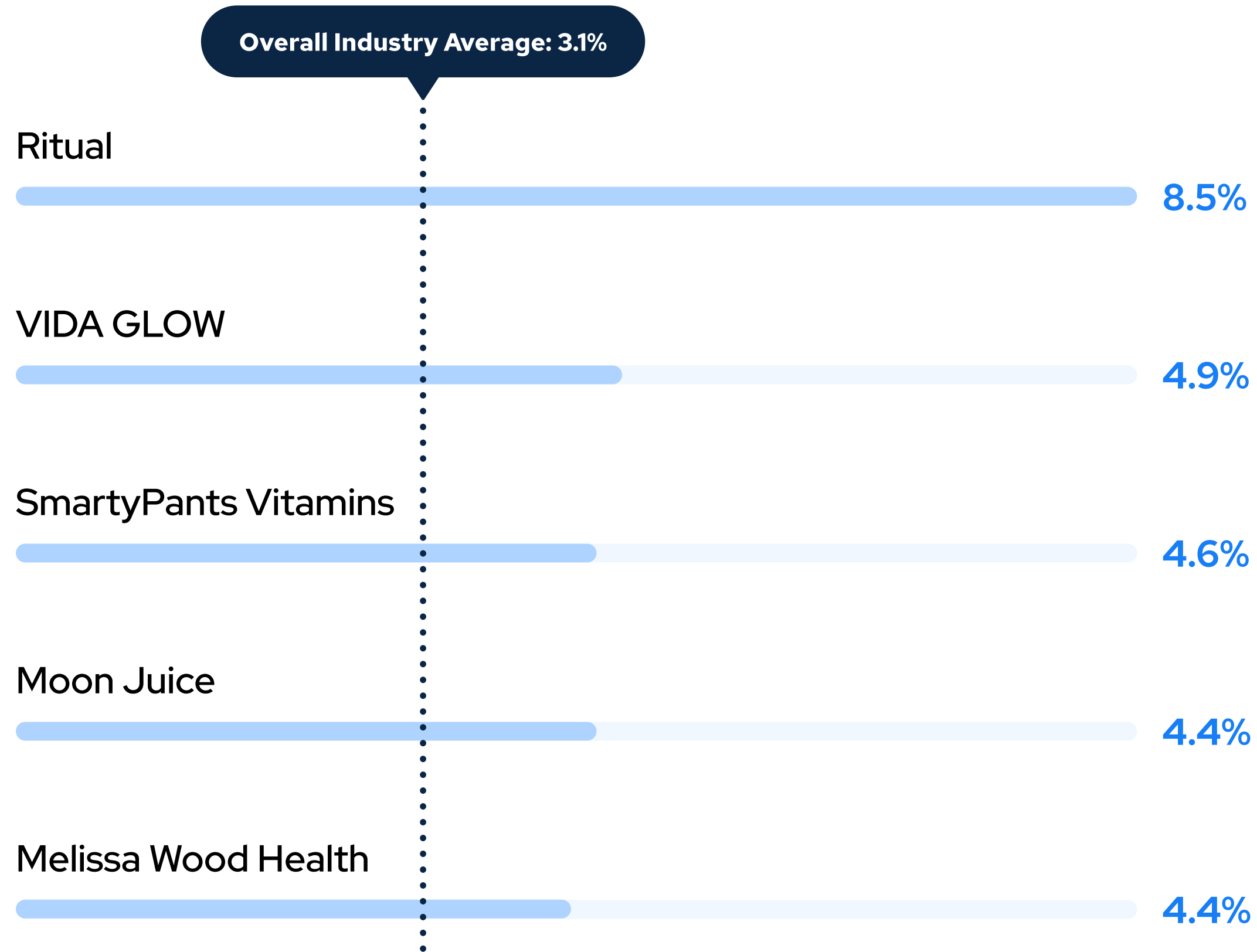
# Average TikTok Performance By Industry

	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

# Top Wellness Brands by Engagement Rate

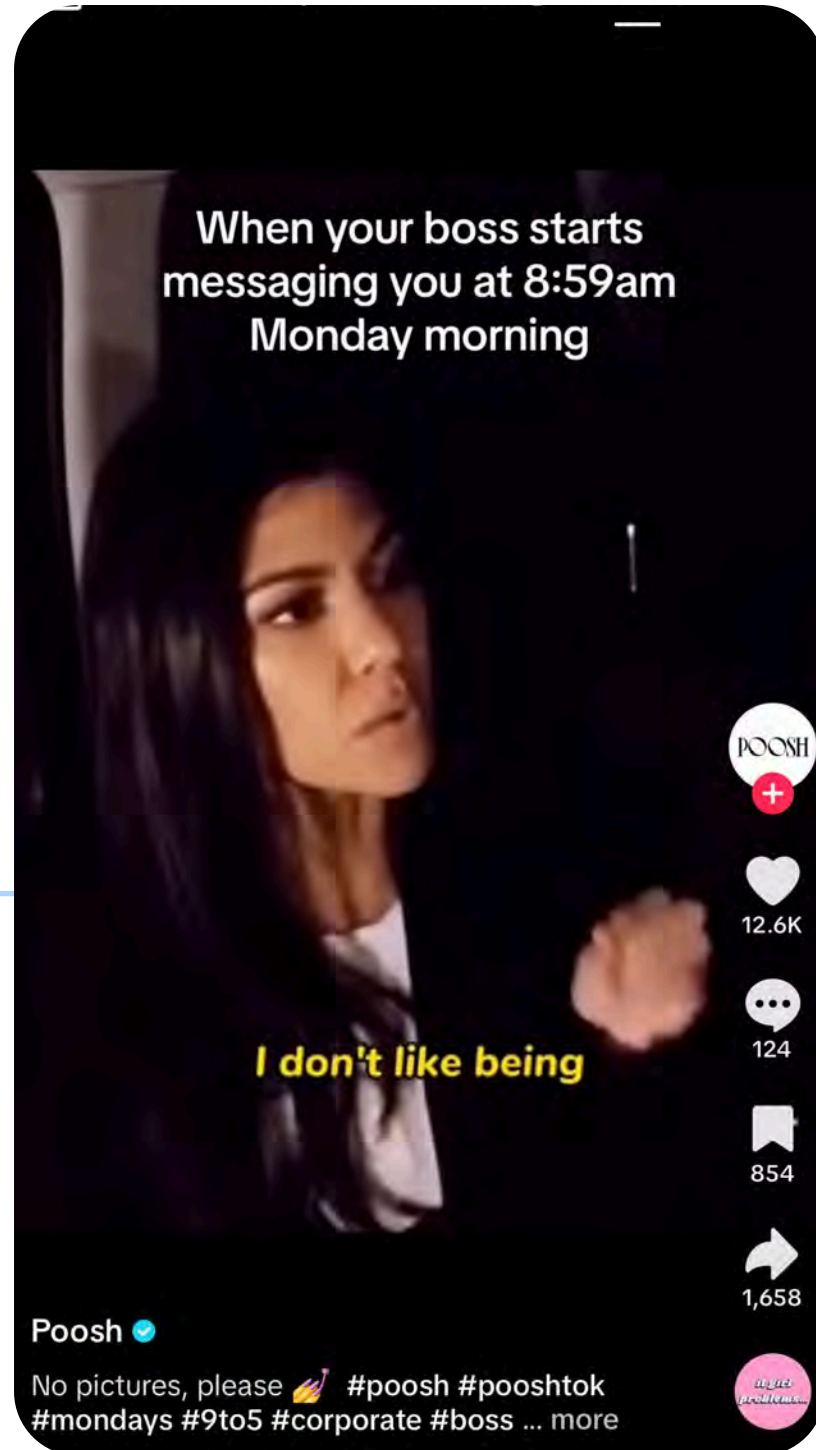


## Ritual

Ritual's TikTok strategy fuses approachable wellness tips with behind-the-scenes glimpses of product creation. Quick demos and lighthearted explainer videos simplify supplement knowledge for the everyday consumer. This transparency and warmth encourage comments and loyal followership.

**Ritual outperforms the average Engagement Rate for wellness brands by 174%.**

# 🎵 Winning Formulas for Creating Entertaining TikTok Content



## POOSH

Poosh entertains TikTok users by blending aspirational lifestyle segments with easily digestible wellness hacks. Appearances from the Kardashians, as well as fun self-referential humor, put an entertaining spin on modern wellness. The varied content and polished aesthetic result in a high Entertainment Score.

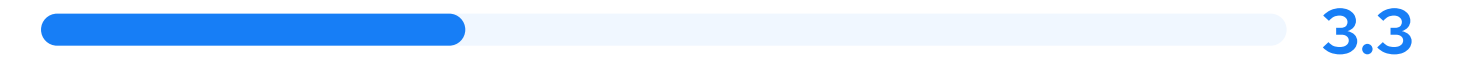
### Entertainment Score

**7.1/10**

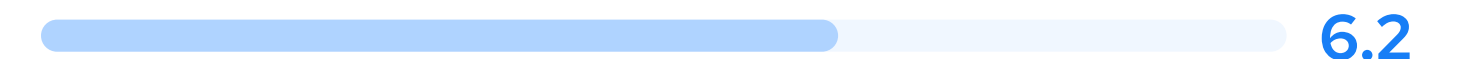
Compared to the wellness industry average of **3.3**, and Poosh's own average of **6.2**.

### Top Wellness Brands by Entertainment Score

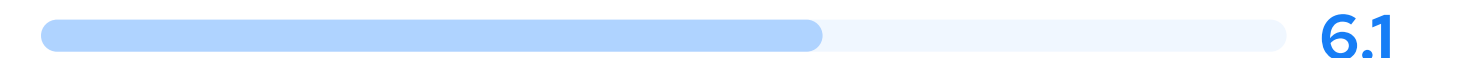
Overall Average



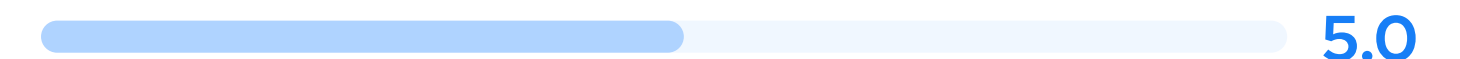
Poosh



Moon Juice



Ritual





# 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.



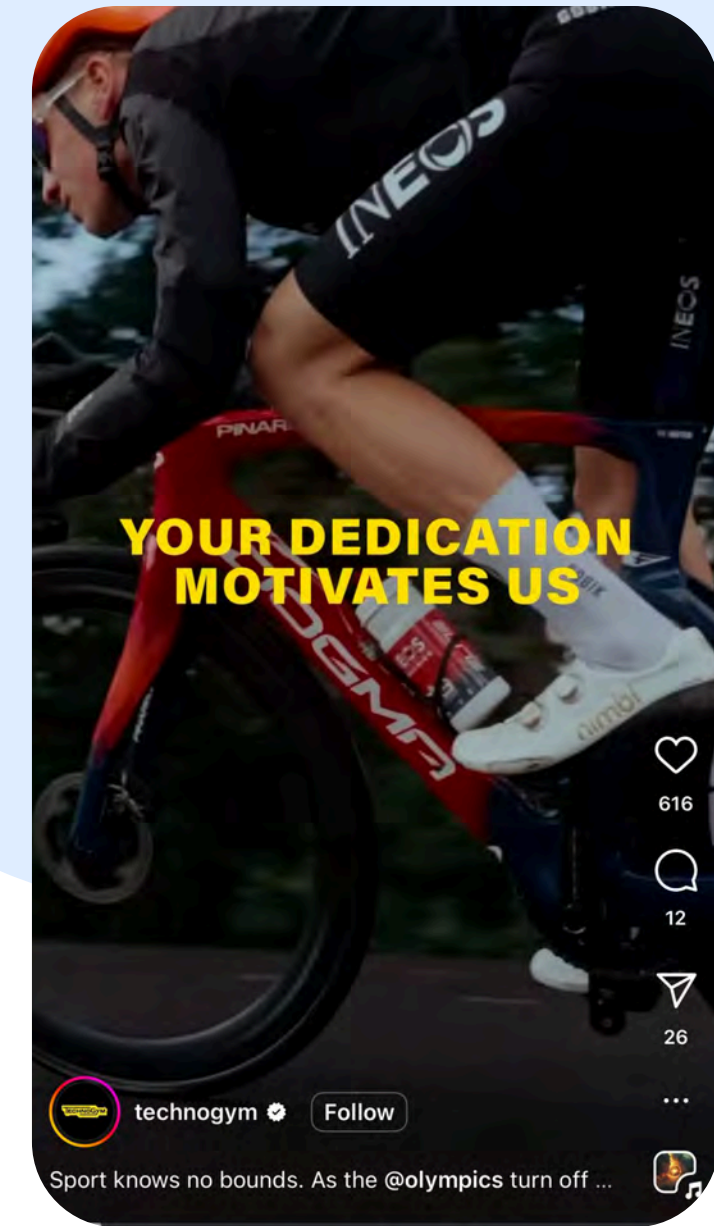
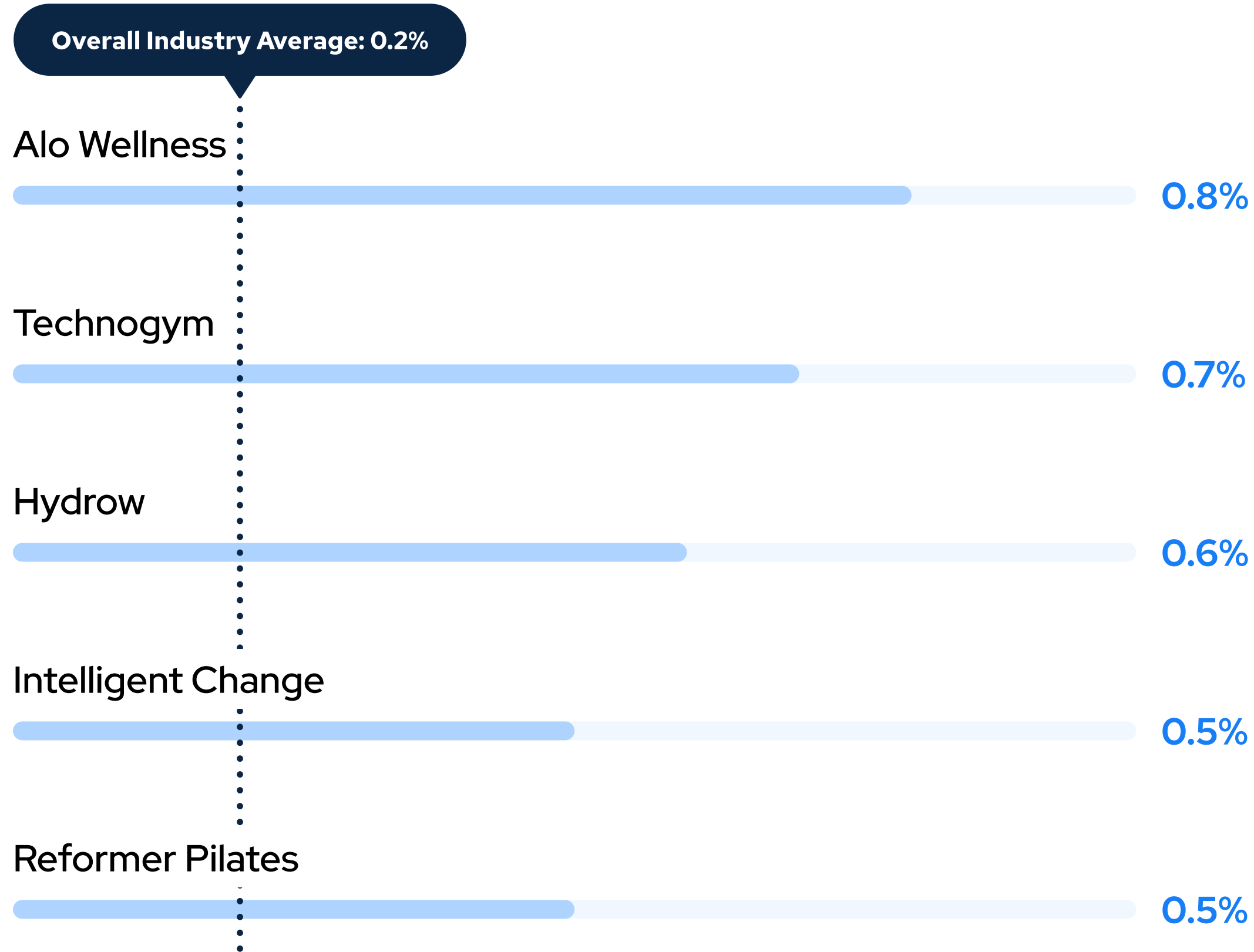
# Average Instagram Performance By Industry

	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

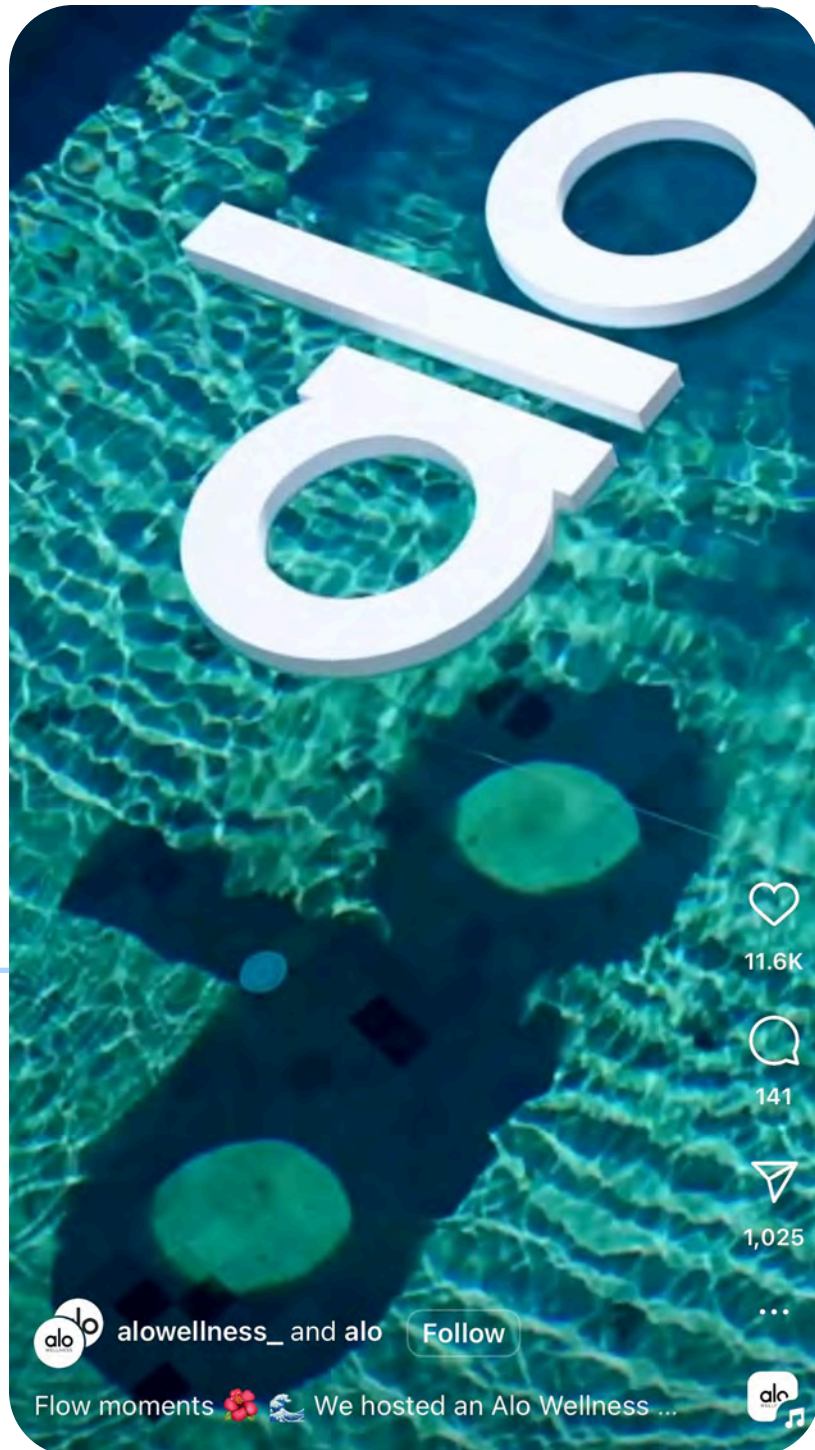
# Instagram Top Beauty Brands by Engagement Rate



Technogym inspires followers on Instagram with dynamic workout videos that cater to all fitness levels, showcasing everything from professional athletes to everyday enthusiasts. Its feed balances product highlights with motivational success stories, drawing consistent likes and comments. This inclusive approach elevates Technogym's engagement rate.

**Technogym outperforms the average Engagement Rate for wellness brands by 250%.**

# Winning Formulas for Creating Entertaining Reels Content



# alo

Alo Wellness offers a visually serene Instagram feed packed with yoga flows, guided meditations and soothing color palettes. The brand’s blend of influencer-led sessions and behind-the-scenes design notes keeps audiences intrigued. This continuous stream of calming, yet captivating visuals ensures a top-tier Entertainment Score.

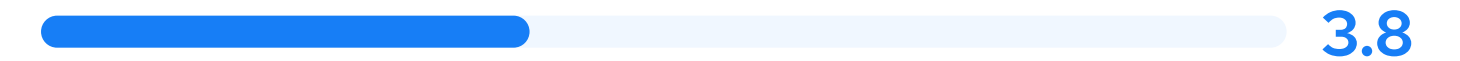
## Entertainment Score

# 9.1/10

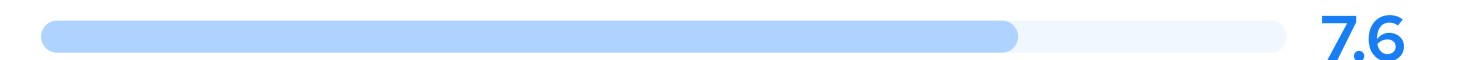
Compared to the wellness industry average of **3.8**, and Alo Wellness’s own average of **7.6**.

## Top Wellness Brands by Entertainment Score

Overall Average



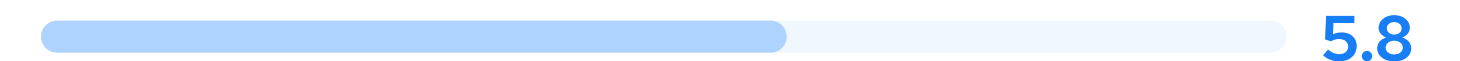
Alo Wellness

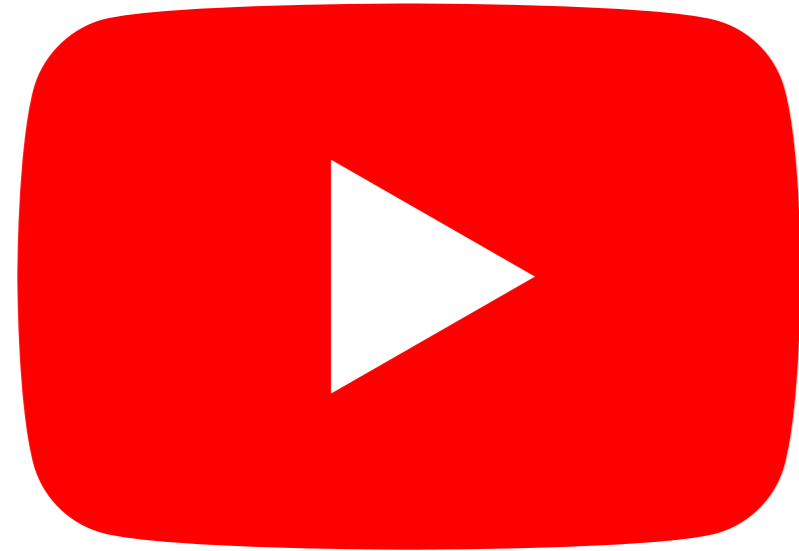


Mother Science



Beekeeper's Naturals





# 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

# Top Wellness Brands by Shorts Video Views

Overall Industry Average: 16.2K

BetterHelp

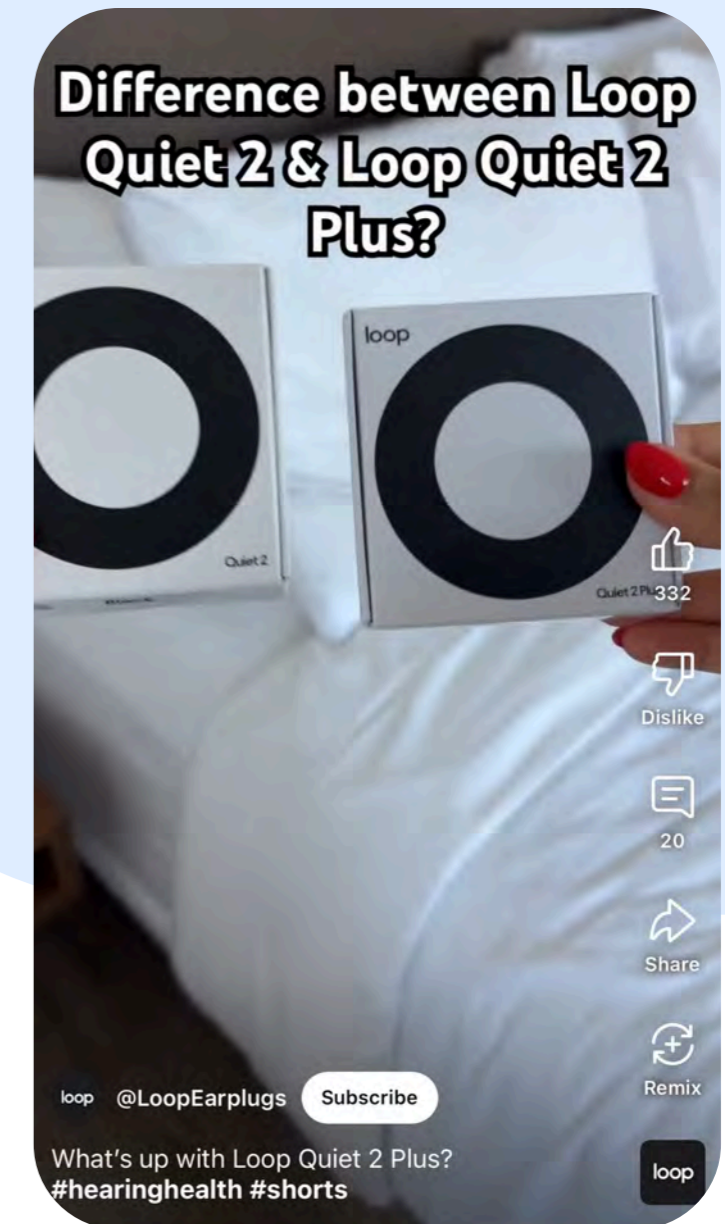
303.5K

AG1

35.2K

Loop Earplugs

27.3K



## loop earplugs

Loop Earplugs commands attention on YouTube with concise but impactful videos demonstrating earplugs in real-world scenarios. The brand spotlights everything from everyday city wear to music festivals, showing how Loop's stylish designs offer both protection and comfort in any scenario.

**Loops Earplugs outperforms the average video views for wellness brands by 67%.**

# What We Can Learn From Wellness Brands' Strategies

## Show the Human Side of Wellness

By featuring diverse real-life experiences, brands can develop stronger emotional ties with viewers.

## Blend Expertise With Accessibility

Short, easy-to-follow videos that simplify complex topics foster trust and repeat engagement.

## Deliver Calm, Consistent Branding

A cohesive visual style paired with a reassuring tone resonates in wellness spaces, driving watch times and shares.

### Featured Dash Social Customers

alo

Ritual

POOSH

hydrow

YR YOUR REFORMER



loop earplugs

MOTHER SCIENCE

willow



# 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 'Monthly Report' dashboard shows a grid of social media posts with their respective performance metrics. Below this, there is a 'Video Views' line chart showing trends over time. To the right, a 'Vision AI' chat window is open, displaying a question about top-performing TikTok videos and several video thumbnails. In the foreground, an email notification is shown, addressed to three team members, sharing the 'Ava's monthly social performance dashboard' and including 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
mod.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

### Vision AI

Today

What are my top performing videos for TikTok?

3:22pm

### Impressions

Total

1.54M

↑ 0.25%

### Video Views

Line chart showing video views from Mar 6 to Mar 26, with a peak around Mar 18.

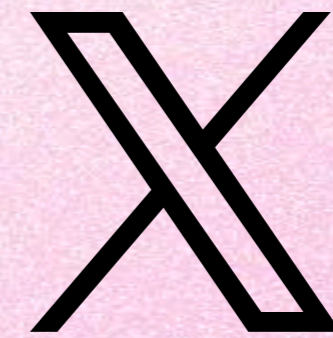
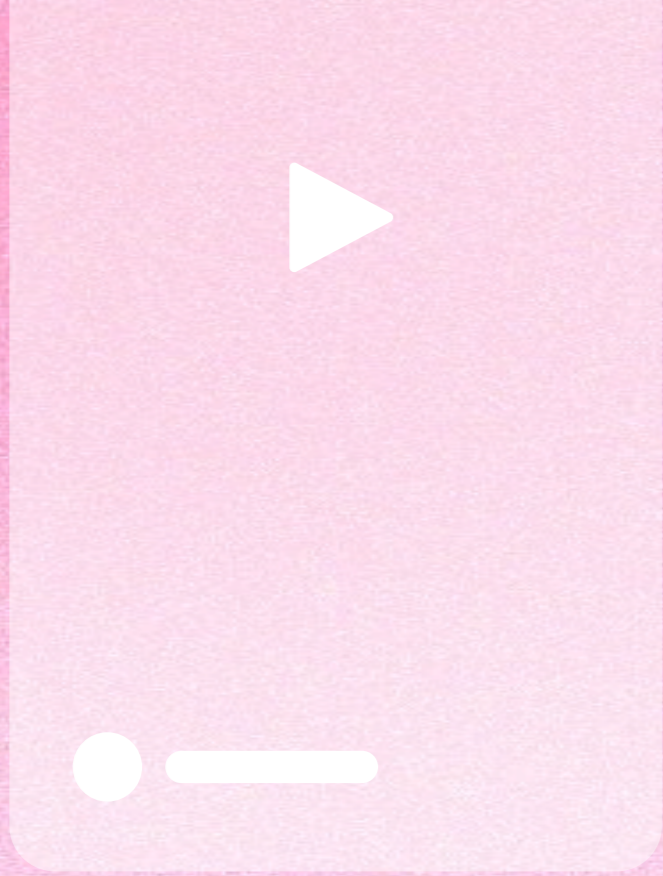
Ask any question

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.