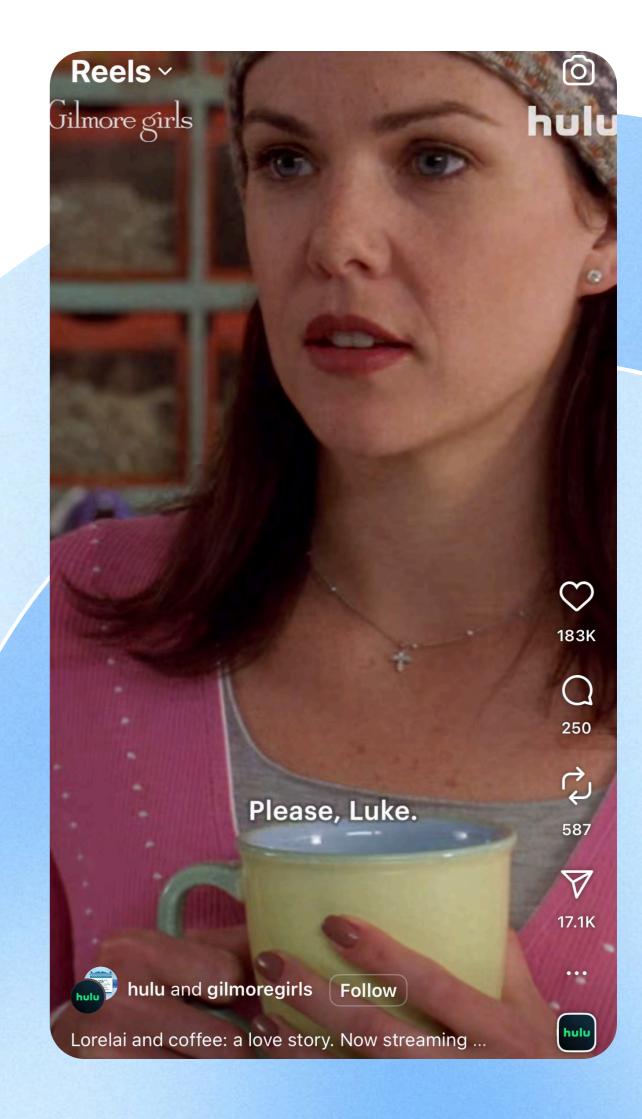


# Social Media Benchmark Report

Media and Entertainment Industry



















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Cover image: <u>@hulu</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 Issue 2 2025 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=970), Instagram (n=2,967), and YouTube (n=630), analyzing their activity between January 1, 2025 – June 30, 2025, 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, CPG, children and baby, fashion, food and beverage, health and wellness, home, luxury, media and entertainment, publishing, retail, and travel and hospitality.



#### **Defining the Media and Entertainment Industry**

The media and entertainment industry includes news outlets, digital publishers, and entertainment platforms that shape culture and distribute content.



### **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 / 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 Leads in Engagement.

Using the same engagement rate calculation, TikTok (5.0%) leads Instagram (3.6%) and YouTube (3.4%) in engagement.

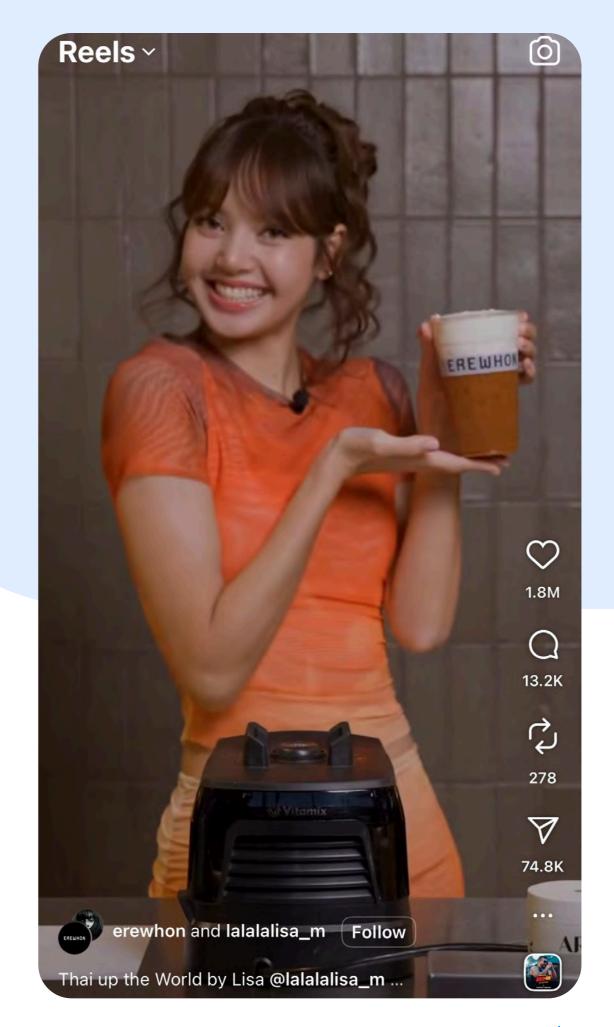
Engagement Rate is calculated using (Likes+Comments+Shares)/Reach for TikTok and Instagram, and Video Views for YouTube.

#### Instagram Drives the Greatest Reach.

On average, Instagram drives +42% more reach than TikTok.

## YouTube Has a Strong Subscriber Base but Lower Engagement.

YouTube has a large audience (1.2M average) but lower engagement and views than other channels, especially for Shorts.



@erewhon





#### Viewership Is Trending Up.

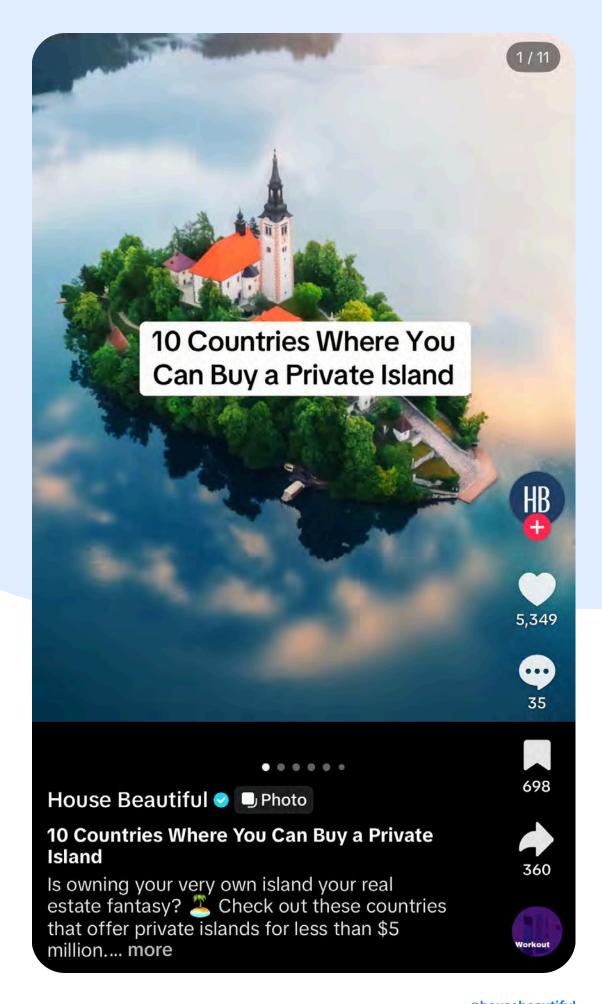
Despite uncertainty around TikTok's future in the United States, viewership continues to grow. Over the past six months, reach grew +25%, shares +31%, and views +26%, signaling stronger audience interaction.

#### Follower Growth Slows, Indicating Shift in Behavior.

Brands grew at an average rate of +3.4% per month, the slowest rate since tracking began. The slowdown could reflect changing user behavior and a move away from following accounts.

#### Most Users Do Not Finish Videos.

On average, only 10% of users watch a full TikTok. Viewers typically consume about 30% of a video, suggesting shorter, higher-impact content may better capture attention.



@housebeautiful



## **O** Instagram Trends

#### Carousels Lead in Both Reach and Engagement.

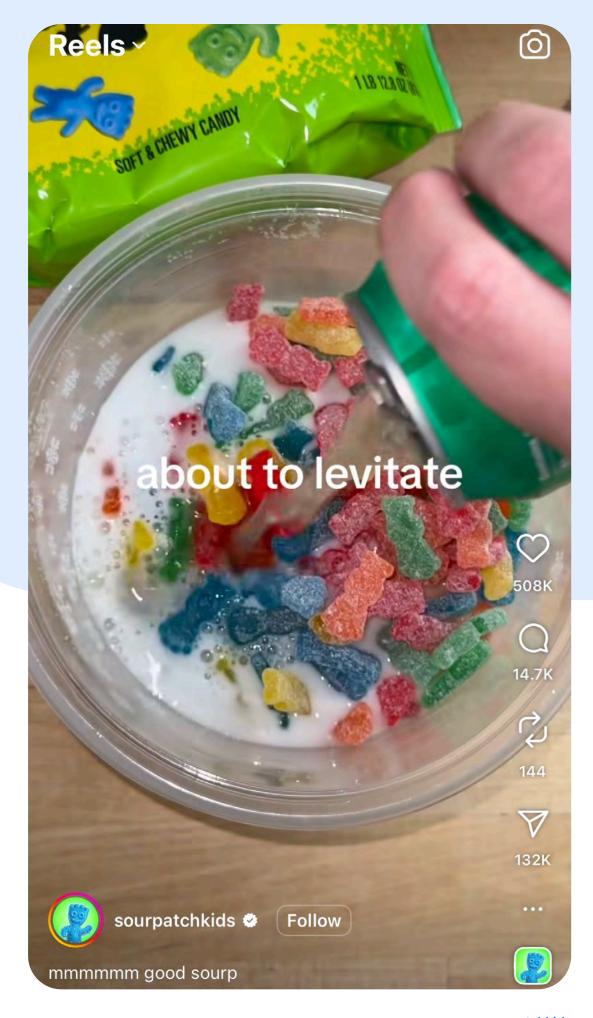
Carousels deliver the strongest results across formats (2.9%, 363.3K per post), outperforming single images (2.3%, 337.3K) and Reels (2.7%, 289.5K).

#### **Shares Have Doubled.**

The average number of shares per post has increased by +86% in six months, showing that shareable content fuels interaction and is one of the main ways people engage on Instagram.

#### **Quality Over Quantity.**

Reach and views are rising while engagement remains steady, demonstrating that posting more does not make audiences more engaged. Brands like Elmo and Sour Patch Kids post two to three times a week yet achieve stronger results with higher-quality, engaging content.



<u>@sourpatchkids</u>



#### YouTube Trends

#### On-Demand Video Views Rise, Shorts Decline.

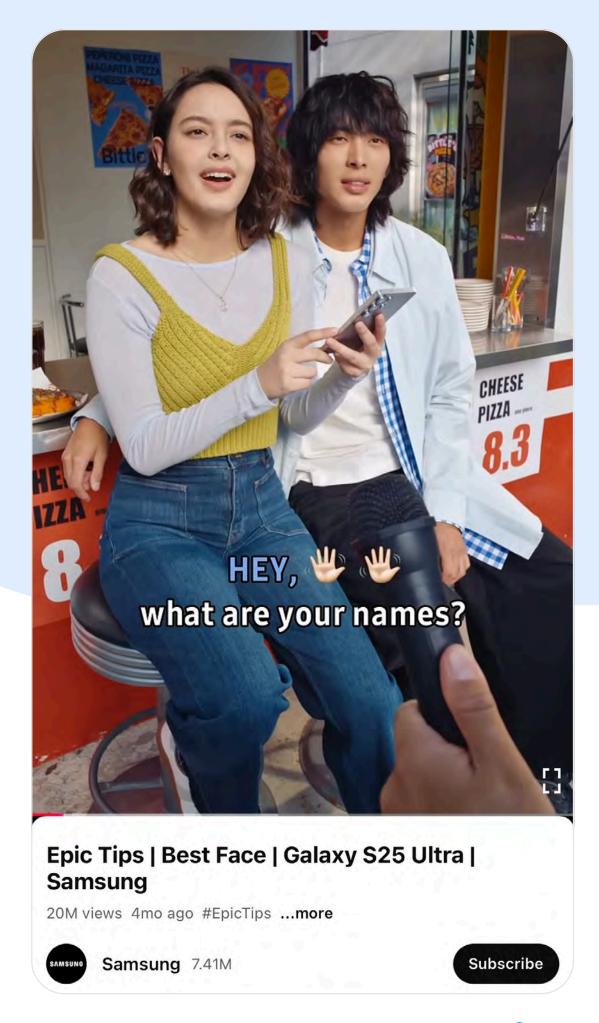
Average views per post are up +121% for On-Demand video and down -20% for Shorts compared to six months ago.

#### Users Are Watching Longer.

Average watch time per video has increased from 64% to 86%, with retention at 99% for Shorts and 65% for On-Demand.

#### On-Demand Drives Reach, Shorts Drive Engagement.

On-Demand videos generate nearly six times more views than Shorts. While Shorts see fewer views but significantly more likes, comments, and shares.



@Samsung



## Industry Leads on Reels as Shorts Adoption Expands

- Video views, reach, and engagement rate are steady versus six months ago, maintaining strong visibility and interaction.
- Media and Entertainment leads Reels performance with the highest Entertainment Score, 5.7, and averages 568.0K views per post.
- Based on a limited sample of brands, Shorts adoption is high, with 11 posts weekly averaging 45K views and 71% retention.

#### Dash Social Insight

Performance is steady across key metrics. Keep using formats that consistently drive views and aim to increase interaction through entertaining content.

## Average Media and Entertainment's Engagement Rate and Video Views Per Post

H2 2025

|   | <b>♂</b> TikTok               | O Instagram                   | <b>▶</b> YouTube |
|---|-------------------------------|-------------------------------|------------------|
| Engagement Rate   | <b>4.5%</b> -4%               | 2.9% no tracking available    | -                |
| Video Views   | <b>284.2K</b><br>-2%          | 568.0K  no tracking available | 104.2K<br>+23%   |
| Compared to H2 2024 benchmark report  Engagement Rate Formulas  TikTok: Engagements/Video Views   Instagr | <b>am</b> : Engagements/Views |                               |                  |









## Average TikTok Performance Across All Industries

|  | Follower Count | Weekly Posts | Monthly Follower<br>Growth Rate* | Video Views<br>Per Post | Shares Per<br>Post | Reach Per<br>Post* | Engagements Per<br>Post | Entertainment<br>Score | Engagement<br>Rate |  |
|--|----------------|--------------|----------------------------------|-------------------------|--------------------|--------------------|-------------------------|------------------------|--------------------|--|
| Overall                                      | 498.4K         | 6            | 3.4%                             | 209.7K                  | 380                | 145.2K             | 8.5K                    | 3.7                    | 4.0%               |  |
| <b>Growing Brands</b> (0 - 40K Followers)    | 13.6K          | 3            | 5.6%                             | 31.1K                   | 32                 | 18.2K              | 439                     | 3.4                    | 3.3%               |  |
| Established Brands<br>(40K - 230K Followers) | 109.0K         | 5            | 2.8%                             | 104.9K                  | 82                 | 61.1K              | 1.6K                    | 3.3                    | 3.3%               |  |
| Large Brands (230K+ Followers)               | 1.4M           | 11           | 1.6%                             | 306.0K                  | 612                | 219.4K             | 13.8K                   | 4.0                    | 4.5%               |  |

Engagement Rate = (Likes + Comments + Shares) / Video Views Engagements = Likes + Comments + Shares



#### Dash Social Insight

User behavior is evolving: engagement is on the rise, growth is slower, and completion rates are low. To keep making an impact, brands need to adapt with stronger hooks, punchier content, and focus on quality over volume.

## Average TikTok Performance By Industry

|                                | Beauty       | Children and<br>Baby | CPG    | Fashion | Food and<br>Beverage | Health and<br>Wellness | Home   | Luxury | Media and<br>Entertainment | Publishing | Retail | Travel and<br>Hospitality |
|--------------------------------|--------------|----------------------|--------|---------|----------------------|------------------------|--------|--------|----------------------------|------------|--------|---------------------------|
| Follower Count                 | 489.4K       | 176.9K               | 534.4K | 269.9K  | 609.0K               | 85.0K                  | 171.1K | 647.7K | 1.4M                       | 566.3K     | 411.6K | 237.8K                    |
| Weekly Posts                   | 6            | 4                    | 4      | 5       | 3                    | 3                      | 3      | 3      | 20                         | 11         | 5      | 3                         |
| Monthly Follower  Growth Rate* | <b>1.7</b> % | 4.5%                 | 4.2%   | 3.4%    | 2.2%                 | 2.6%                   | 5.0%   | 4.7%   | 2.7%                       | 4.6%       | 4.5%   | 4.6%                      |
| Video Views Per Post           | 171.5K       | 71.3K                | 159.2K | 168.1K  | 220.8K               | 74.1K                  | 96.1K  | 502.7K | 284.2K                     | 220.8K     | 175.7K | 182.8K                    |
| Shares Per Post                | 139          | 172                  | 230    | 117     | 218                  | 73                     | 125    | 343    | 832                        | 606        | 108    | 266                       |
| Reach Per Post*                | 105.2K       | 43.9K                | 101.2K | 96.2K   | 132.9K               | 42.7K                  | 55.0K  | 241.7K | 244.7K                     | 186.8K     | 93.0K  | 64.8K                     |
| Engagements Per Post           | 3.5K         | 1.7K                 | 3.9K   | 2.6K    | 2.5K                 | 685                    | 1.1K   | 9.6K   | 17.0K                      | 15.8K      | 1.9K   | 3.5K                      |
| Entertainment Score*           | 3.6          | 3.4                  | 3.7    | 3.1     | 3.2                  | 3.6                    | 3.0    | 3.2    | 3.9                        | 4.4        | 2.8    | 3.4                       |
| Engagement Rate                | 3.9%         | 3.2%                 | 3.4%   | 3.0%    | 3.2%                 | 3.3%                   | 2.7%   | 3.6%   | 4.5%                       | 5.2%       | 2.7%   | 3.5%                      |

\*Customer data only

Engagements = Likes + Comments + Shares



## Average TikTok Performance Across Media and Entertainment Industry

|  | Follower Count | Weekly Posts | Monthly Follower<br>Growth Rate* | Video Views<br>Per Post | Shares Per<br>Post | Reach Per<br>Post* | Engagements<br>Per Post | Entertainment<br>Score* | Engagement Rate |  |
|--|----------------|--------------|----------------------------------|-------------------------|--------------------|--------------------|-------------------------|-------------------------|-----------------|--|
| Overall                                      | 1.4M           | 20           | 2.7%                             | 284.2K                  | 832                | 244.7K             | 17.0K                   | 3.9                     | 4.5%            |  |
| <b>Growing Brands</b> (0 - 40K Followers)    | **             | **           | **                               | **                      | **                 | **                 | **                      | **                      | **              |  |
| Established Brands<br>(40K - 230K Followers) | 83.1K          | 10           | 6.2%                             | 86.2K                   | 202                | 75.5K              | 4.7K                    | 3.5                     | 3.9%            |  |
| Large Brands (230K+ Followers)               | 1.9M           | 22           | <b>1.7</b> %                     | 306.2K                  | 900                | 263.5K             | 18.3K                   | 3.9                     | 4.6%            |  |



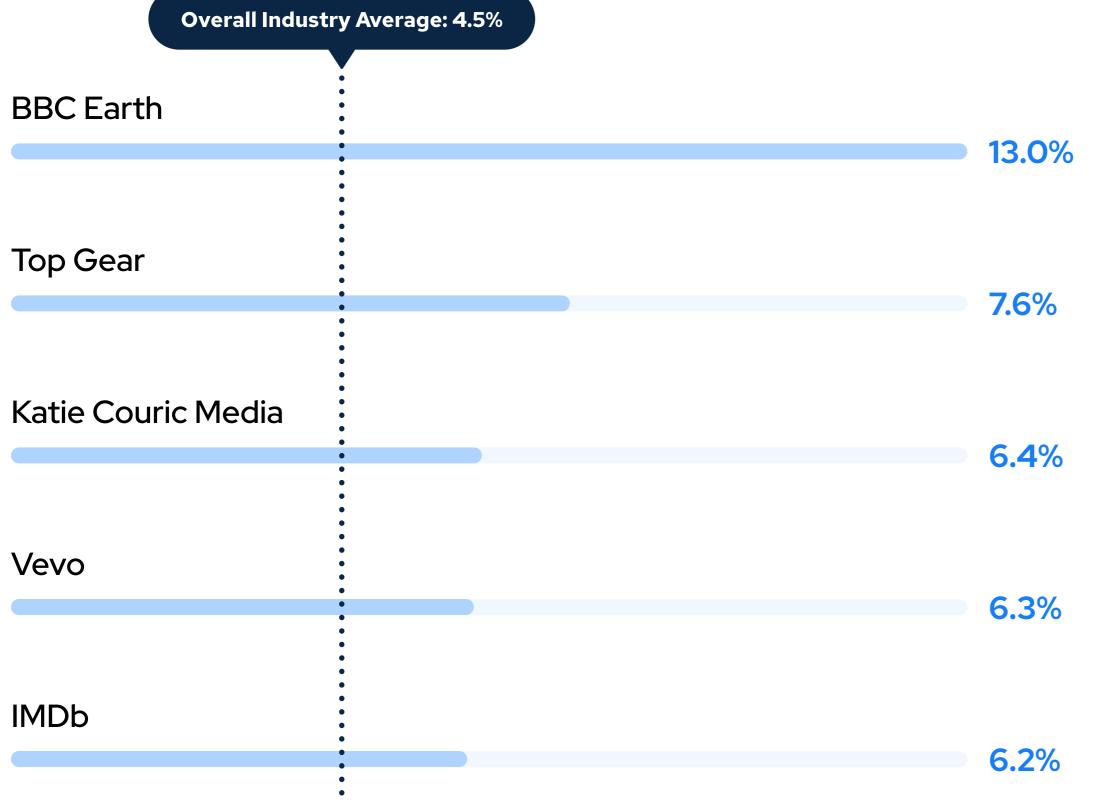
<sup>\*</sup>Customer data only

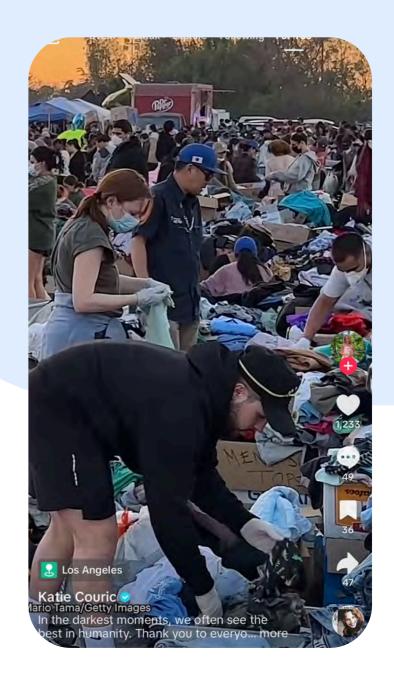
<sup>\*\*</sup>Limited data

Engagement Rate = (Likes + Comments + Shares) / Video Views

Engagements = (Likes + Comments + Shares)

## Top Media and Entertainment Brands by Engagement Rate





#### KATIE COURIC MEDIA

Katie Couric Media anchors TikTok with crisp explainers and interviews that feel like having a smart friend in your feed. The mix of timely commentary and approachable delivery makes journalism on TikTok easy to digest.



## Winning Formulas for Creating Entertaining TikTok Content





Sports Direct brings arena energy to TikTok with sports action and interviews. Its content is energetic, perfectly keeping pace with TikTok audiences.

#### **Entertainment Score**

8.3/10

Compared to the media and entertainment industry average of **3.9**, and Sports Direct's own average of **6.4**.

#### Top Media and Entertainment Brands by Entertainment Score

| Overall Average  |     |
|------------------|-----|
|                  | 3.9 |
| Sports Direct UK |     |
|                  | 6.4 |
| The Athletic     |     |
|                  | 5.5 |
| Page Six         |     |
|                  | 5.5 |
| The Kardashians  |     |
|                  | 5.4 |
| HISTORY          |     |
|                  | 5.1 |







## O Average Instagram Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Follower<br>Growth Rate | Reach Per<br>Post* | Shares Per<br>Post* | Saves Per<br>Post* | Effectiveness<br>Rate* | Entertainment Score* (Reels) | Engagement<br>Rate / Views* | Engagement<br>Rate / Followers |
|---|----------------|--------------|---------------------------------|--------------------|---------------------|--------------------|------------------------|------------------------------|-----------------------------|--------------------------------|
| Overall                                       | 2.3M           | 9            | 0.6%                            | 222.6K             | 1.0K                | <b>521</b>         | 3.9%                   | 4.7                          | 2.7%                        | 0.3%                           |
| <b>Growing Brands</b> (0 - 190K Followers)    | 93.4K          | 4            | 0.8%                            | 12.0K              | 88                  | 48                 | 4.3%                   | 4.3                          | 2.9%                        | 0.5%                           |
| Established Brands<br>(190K - 1.1M Followers) | 499.8K         | 7            | 0.6%                            | 47.4K              | 247                 | 168                | 4.0%                   | 4.1                          | 2.7%                        | 0.4%                           |
| Established Brands (1.1M+ Followers)          | 7.3M           | 17           | 0.5%                            | 376.1K             | 1.7K                | 843                | 3.8%                   | 5.2                          | 2.6%                        | 0.3%                           |

Engagement Rate (Views) = (Likes + Comments + Saves + Shares) - (Unlikes + Unsaves + Deleted Comments) / Views

#### **Content Format Performance**

|          | Engagement<br>Rate / Views* | Views Per Post* |
|----------|-----------------------------|-----------------|
| lmage    | 2.3%                        | 337.3K          |
| Reels    | 2.7%                        | 289.5K          |
| Carousel | 2.9%                        | 363.3K          |

#### Dash Social Insight

While carousels earn similar views to other formats, they consistently deliver more engagement. Format choice and content quality matter more than posting frequency.



Engagement Rate (Followers) = (Likes + Comments) / Followers

## O Average Instagram Performance By Industry

|                              | Beauty | Children and<br>Baby | CPG   | Fashion      | Food and<br>Beverage | Health and<br>Wellness | Home  | Luxury | Media and<br>Entertainment | Publishing | Retail | Travel and<br>Hospitality |
|------------------------------|--------|----------------------|-------|--------------|----------------------|------------------------|-------|--------|----------------------------|------------|--------|---------------------------|
| Follower Count               | 2.6M   | 1.2M                 | 2.7M  | 3.7M         | 2.0M                 | 792.0K                 | 1.OM  | 8.1M   | 7.6M                       | 6.4M       | 3.4M   | 1.6M                      |
| Weekly Posts                 | 9      | 5                    | 4     | 8            | 5                    | 5                      | 5     | 6      | 34                         | 26         | 7      | 5                         |
| Monthly Follower Growth Rate | 0.5%   | 0.5%                 | 0.7%  | 0.5%         | 0.7%                 | 0.9%                   | 0.5%  | 0.5%   | 1.0%                       | 0.7%       | 0.5%   | 1.0%                      |
| Reach Per Post*              | 97.3K  | 44.1K                | 77.1K | 54.1K        | 72.2K                | 45.9K                  | 46.4K | 151.1K | 489.6K                     | 305.2K     | 60.7K  | 68.9K                     |
| Shares Per Post*             | 237    | 627                  | 451   | 114          | 637                  | 364                    | 220   | 288    | 2.7K                       | 1.2K       | 183    | 505                       |
| Saves Per Post*              | 243    | 152                  | 302   | 169          | 268                  | 260                    | 272   | 331    | 1.1K                       | 671        | 131    | 289                       |
| Effectiveness Rate*          | 4.7%   | 3.3%                 | 4.6%  | 3.2%         | 5.1%                 | 3.3%                   | 3.8%  | 4.8%   | 4.0%                       | 3.7%       | 3.0%   | 4.4%                      |
| Entertainment Score* (Reels) | 4.7    | 3.8                  | 4.8   | 3.2          | 5.2                  | 3.9                    | 3.9   | 5.1    | 5.7                        | 5.1        | 3.2    | 5.0                       |
| Engagement Rate / Views*     | 3.0%   | 2.2%                 | 3.1%  | 2.0%         | 3.5%                 | 2.2%                   | 2.5%  | 3.1%   | 2.9%                       | 2.6%       | 1.9%   | 2.9%                      |
| Engagement Rate / Followers  | 0.2%   | 0.2%                 | 0.4%  | <b>0.1</b> % | 0.4%                 | 0.2%                   | 0.1%  | 0.2%   | 0.5%                       | 0.3%       | 0.2%   | 0.4%                      |

\*Customer data only



## O Average Instagram Performance Across Media and Entertainment Industry

|   | Follower Count | Weekly Posts | Monthly Follower<br>Growth Rate | Reach Per<br>Post* | Shares Per<br>Post* | Saves Per<br>Post* | Effectiveness<br>Rate | Entertainment<br>Score*<br>(Reels) | Engagement<br>Rate / Views | Engagement<br>Rate / Followers |
|---|----------------|--------------|---------------------------------|--------------------|---------------------|--------------------|-----------------------|------------------------------------|----------------------------|--------------------------------|
| Overall                                       | <b>7.6M</b>    | 34           | 1.0%                            | 489.6K             | 2.7K                | 1.1K               | 4.0%                  | <b>5.7</b>                         | 2.9%                       | 0.5%                           |
| <b>Growing Brands</b><br>(0 – 190K Followers) | 109.6K         | 14           | 1.2%                            | **                 | **                  | **                 | **                    | **                                 | **                         | 1.4%                           |
| Established Brands<br>(190K - 1.1M Followers) | 573.1K         | 21           | <b>1.2</b> %                    | 109.9K             | 806                 | 331                | 5.0%                  | 5.2                                | 3.6%                       | 0.7%                           |
| Established Brands (1.1M+ Followers           | 10.M           | 46           | 0.8%                            | 621.8K             | 3.4K                | 1.3K               | 3.7%                  | 5.8                                | 2.7%                       | 0.4%                           |

\*Customer data only

\*\*Limited data

Engagement Rate (Followers) = (Likes + Comments) / Followers

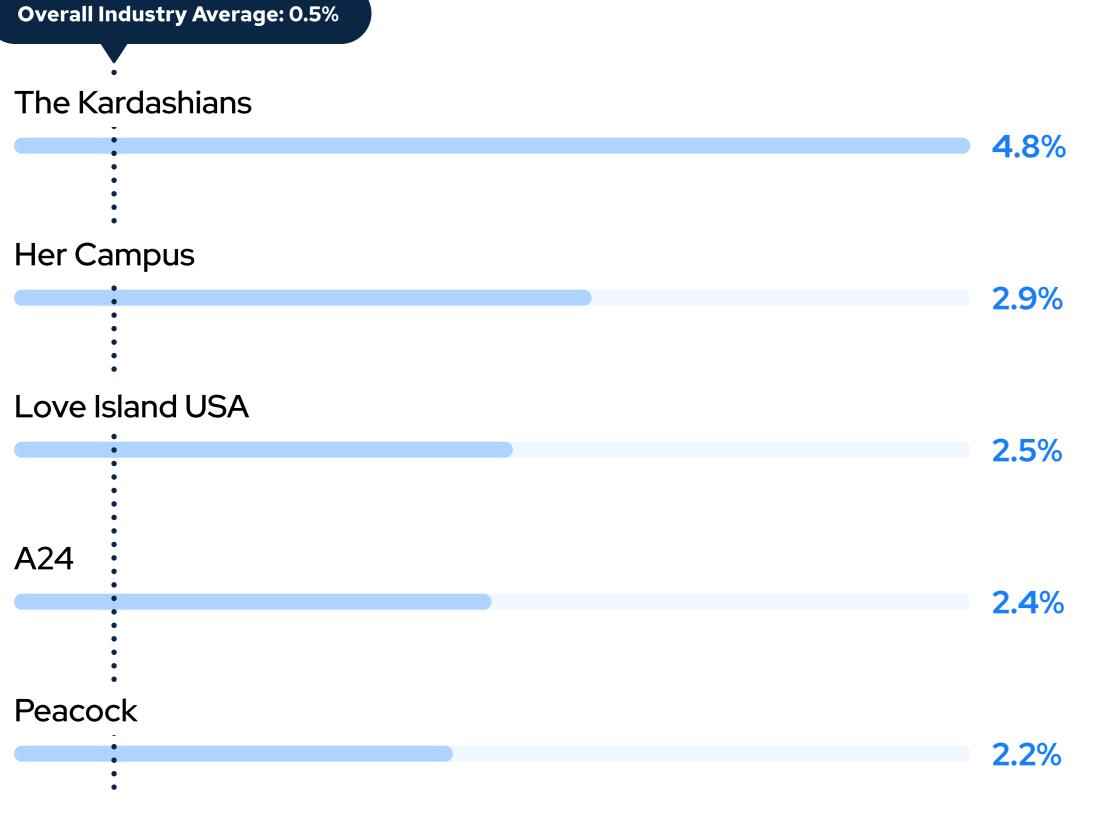
Engagement Rate (Views) = (Likes + Comments + Saves + Shares) - (Unlikes + Unsaves + Deleted Comments) / Views



#### **Content Format Performance**

|        | Engagement<br>Rate / Views | Views Per Post* |  |  |
|--------|----------------------------|-----------------|--|--|
| Static | 2.5%                       | 676.9K          |  |  |
| Video  | 3.2%                       | 568.0K          |  |  |

## Top Media and Entertainment Brands by Engagement Rate (Followers)





#### HER CAMPUS™

Her Campus has a blend of humor, pop culture savvy and practical tips that feels like following a friend's feed, leading to exceptional engagement.

## Winning Formulas for Creating Entertaining Reels Content





USA Network keeps fans buzzing with star-studded clips and tantalizing episode teases. Each post inspires viewers to keep on watching, and it earns high Entertainment scores as a result.

#### **Entertainment Score**

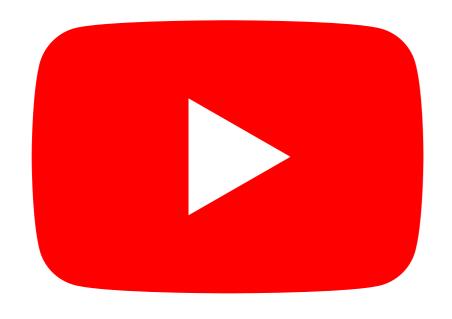
9.8/10

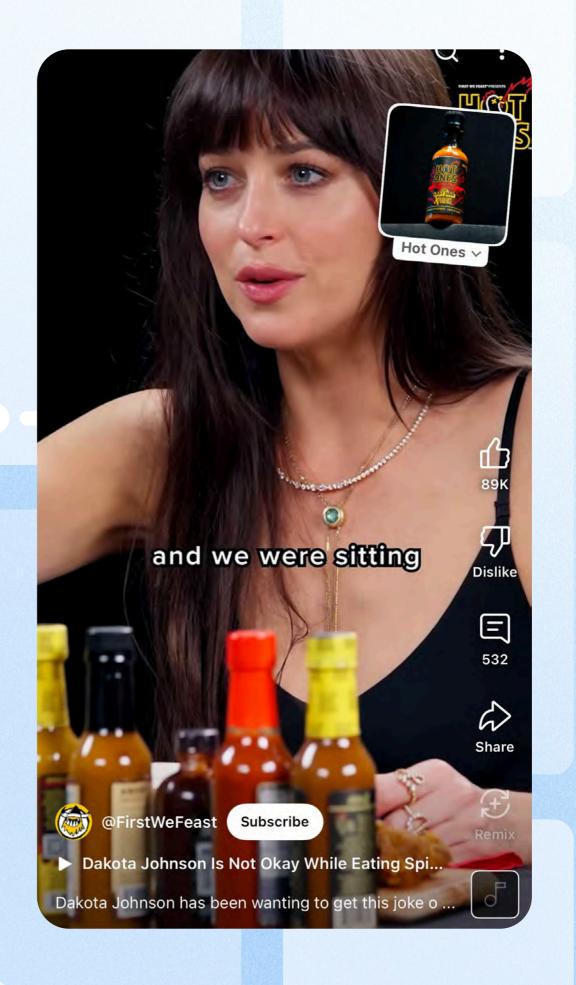
Compared to the media and entertainment industry average of **5.7**, and USA Network's own average of **7.6**.

#### Top Media and Entertainment Brands by Entertainment Score

| Overall Average | <b>5</b> 7 |
|-----------------|------------|
|                 | 5.7        |
| Love Island USA | 9.1        |
| The Shade Room  |            |
| THE SHAUE ROOM  | 9.0        |
| USA Network     |            |
|                 | 7.6        |
| Rotten Tomatoes |            |
|                 | 7.6        |
| Fandango        | 7.6        |
|                 | 7.0        |









### Average YouTube Performance Across All Industries

|  | Subscriber Count | Weekly Videos | Monthly Follower<br>Growth Rate* | Likes Per Post | Comments Per Post | Percentage Viewed* | Video Views<br>Per Post |
|--|------------------|---------------|----------------------------------|----------------|-------------------|--------------------|-------------------------|
| Overall                                      | <b>1.2M</b>      | 6             | 1.4%                             | 752            | 29                | 86%                | 97.6K                   |
| <b>Growing Brands</b> (0 – 20K Followers)    | 6.8K             | 2             | 2.2%                             | 128            | 4                 | 86%                | 46.6K                   |
| Established Brands<br>(20K – 150K Followers) | 70.7K            | 5             | 1.2%                             | 213            | 5                 | 93%                | 93.0K                   |
| Large Brands (150K+ Followers)               | 3.2M             | 11            | 1.0%                             | 1.8K           | 71                | <b>79</b> %        | 151.0K                  |

\*Customer data only

#### **Content Format Performance**

|           | Video Views Per<br>Post | Engagement<br>Rate |
|-----------|-------------------------|--------------------|
| Shorts    | 36K                     | 3.6%               |
| On-Demand | 200.5K                  | 2.9%               |

#### Dash Social Insight

On-Demand videos excel at reach, while Shorts foster stronger engagement and retention. Together, a dual-format strategy maximizes visibility and audience interaction.



### Average YouTube Performance By Industry

|                              | Beauty | Children and<br>Baby | CPG    | Fashion | Food and<br>Beverage | Health and<br>Wellness | Home        | Luxury | Media and<br>Entertainment | Publishing | Retail | Travel and<br>Hospitality |
|------------------------------|--------|----------------------|--------|---------|----------------------|------------------------|-------------|--------|----------------------------|------------|--------|---------------------------|
| Subscriber Count             | 135.4K | 572.2K               | 1.3M   | 61.4K   | 297.4K               | 276.6K                 | 111.6K      | 479.3K | 5.9M                       | 1.1M       | 512.5K | 276.6K                    |
| Weekly Videos                | 4      | 2                    | 2      | 5       | 3                    | 2                      | 2           | 2      | 22                         | 17         | 5      | 2                         |
| Monthly Follower Growth Rate | 1.5%   | 1.0%                 | 2.0%   | 1.3%    | 0.6%                 | 1.4%                   | 2.6%        | 1.2%   | 1.0%                       | 1.2%       | 1.0%   | 1.4%                      |
| Likes Per Post               | 424    | 43                   | 1.8K   | 173     | 554                  | 201                    | 103         | 741    | 1.5K                       | 648        | 452    | 201                       |
| Comments Per Post            | 7      | 1                    | 43     | 3       | 19                   | 3                      | 3           | 20     | 101                        | 27         | 3      | 3                         |
| Percentage Viewed*           | 104%   | **                   | 99%    | 94%     | **                   | **                     | <b>71</b> % | **     | **                         | 58%        | **     | **                        |
| Video Views Per Post         | 63.6K  | 10.6K                | 240.4K | 93.4K   | 323.2K               | 46.5K                  | 54.2K       | 82.9K  | 104.2K                     | 20.6K      | 129.0K | 66.4K                     |

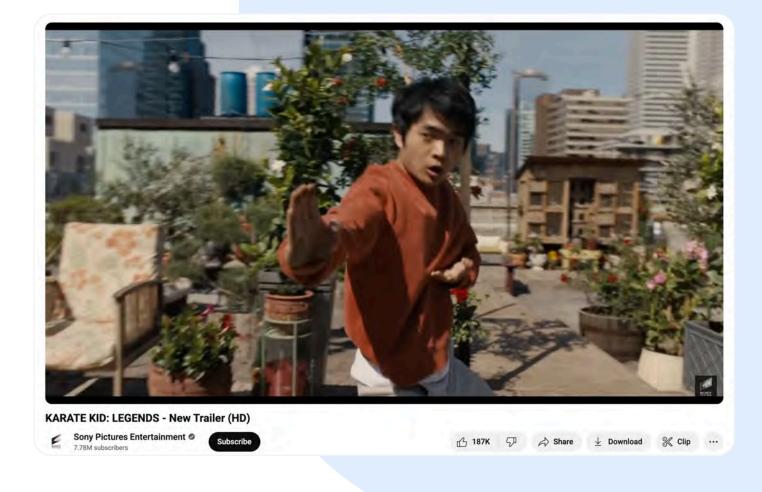
\*Customer data only



<sup>\*\*</sup>Limited data available

## Top Media and Entertainment Brands by Video Views

Overall Industry Average: 104.2K Sony Pictures Entertainment 1.5M Hulu 675.6K **Universal Pictures** 306.9K First We Feast 283.4K National Geographic 281.0K



#### **SONY PICTURES**

Sony Pictures Entertainment drives YouTube video views with bold blockbuster trailers and cast-led set previews. The studio's focus on exclusive content and the behind-the-scenes of film production keeps audiences on the edge of their seats.

# What We Can Learn From Media and Entertainment Brands' Strategies

#### **Lead With Characters**

Put recognizable faces or distinct voices up front to grab attention fast.

#### **Audiences Love Clips**

Tightly edits clips of show highlights encourage shares and repeat views.

#### **Timing Matters**

Align posts to cultural moments, and don't miss an opportunity to jump on unexpected trends.

#### **Featured Dash Social Customers**





























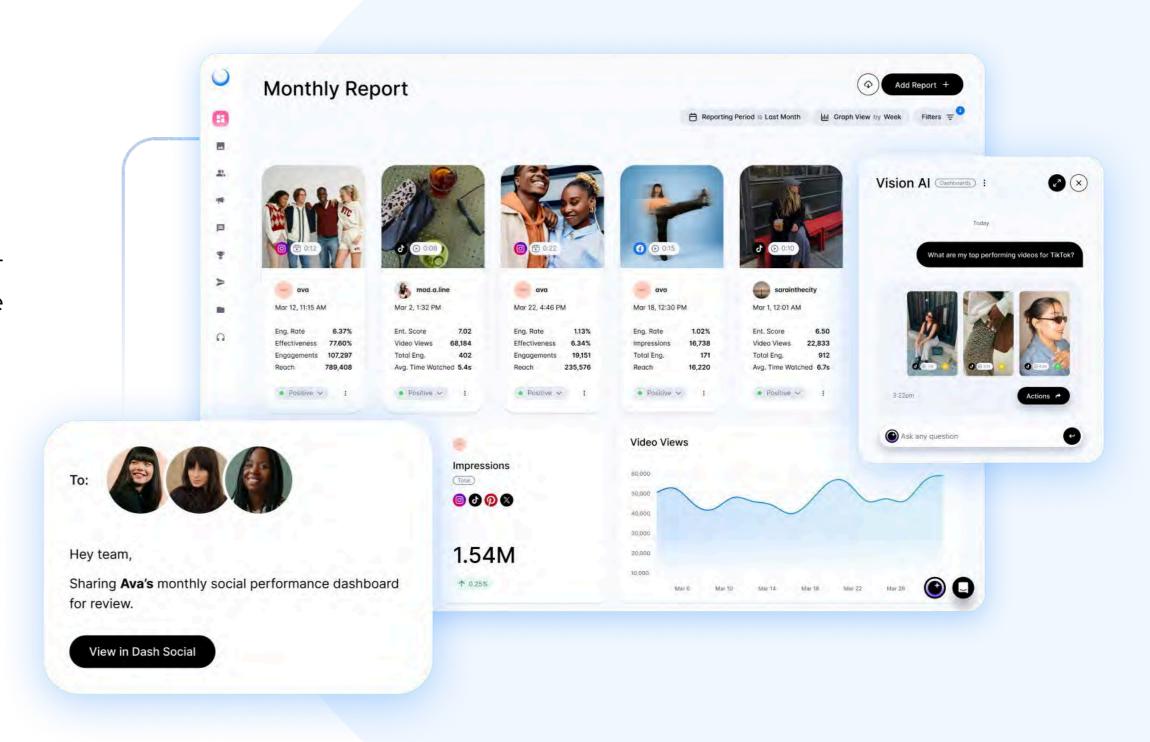


## **Outsmart Social**

A social media management platform built for how social works today – uniting your full footprint across owned, creator, and paid with real-time intelligence and streamlined workflows.

- Always know your best move
- Performance you can prove
- ✓ Work smarter, scale faster

Get a Demo





## Average Facebook Performance Across All Industries

|  | Follower Count | Weekly Posts | Monthly Growth<br>Rate | Impressions<br>Per Post | Reactions<br>Per Post | Engagement<br>Rate* |
|--|----------------|--------------|------------------------|-------------------------|-----------------------|---------------------|
| Overall                                    | <b>1.2M</b>    | 28           | 0.5%                   | 27.0K                   | 257                   | 8.5%                |
| <b>Growing Brands</b> (0 – 100K Followers) | 37.8K          | 4            | 1.1%                   | 3.9K                    | 51                    | 4.3%                |
| Established Brands (100K – 850K Followers) | 337.0K         | 19           | 0.2%                   | 17.9K                   | 224                   | 4.6%                |
| <b>Large Brands</b> (850K+ Followers)      | 3.7M           | 67           | 0.04%                  | 64.7K                   | 530                   | 6.2%                |



#### Dash Social Insight

Large brands post the most and have the highest average engagement rate despite nearly flat growth.

 $<sup>\</sup>hbox{\bf *Calculation:} \ (\hbox{Reactions + Comments + Shares + Post Clicks}) \ / \ \hbox{Impressions}$ 

## Average Pinterest Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Growth<br>Rate | Impressions<br>Per Post | Engagement Rate | Pin Clicks<br>Per Post | Saves Per Post |
|---|----------------|--------------|------------------------|-------------------------|-----------------|------------------------|----------------|
| Overall                                     | 295.6K         | 32           | 0.3%                   | 1.0K                    | 1.5%            | 26                     | 4              |
| <b>Growing Brands</b> (0 – 8K Followers)    | 3.1K           | 11           | 0.8%                   | 729                     | 2.3%            | 32                     | 5              |
| Established Brands<br>(8K – 105K Followers) | 39.5K          | 21           | 0.2%                   | 1.0K                    | 1.8%            | 36                     | 5              |
| Large Brands (105K+ Followers)              | 788.9K         | 61           | 0.04%                  | 1.0K                    | 1.3%            | 22                     | 3              |



#### Dash Social Insight

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

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

### in Average LinkedIn Performance Across All Industries

|   | Follower Count | Weekly Posts | Monthly Growth<br>Rate | Impressions | Likes | Clicks | Engagement<br>Rate* |
|---|----------------|--------------|------------------------|-------------|-------|--------|---------------------|
| Overall                                     | 134.8K         | 2            | 1.5%                   | 8.0K        | 101   | 694    | 7.9%                |
| <b>Growing Brands</b> (0 – 12K Followers)   | 5.6K           | 1            | 2.3%                   | 580         | 16    | 37     | 8.3%                |
| Established Brands<br>(12K – 50K Followers) | 28.6K          | 1            | 1.4%                   | 1.5K        | 35    | 127    | 11.4%               |
| Large Brands (50K+ Followers)               | 358.1K         | 3            | 1.0%                   | 11.9K       | 142   | 1.0K   | 6.6%                |



#### Dash Social Insight

Established brands on
LinkedIn have the highest
engagement rate despite
modest impressions and
posting only once weekly.
Large brands dominate in
reach but have a lower
engagement rate than
Growing brands.

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

## X Average X Performance Across All Industries

|  | Follower Count | Weekly Posts | Monthly Growth<br>Rate | Impressions | Likes | Total<br>Engagements | Engagement<br>Rate* |
|--|----------------|--------------|------------------------|-------------|-------|----------------------|---------------------|
| Overall  | 1.0M           | 91           | -0.1%                  | 13.7K       | 32    | 243                  | 2.2%                |
| <b>Growing Brands</b> (0 – 12.5K Followers)    | 5.9K           | 7            | <b>O.1</b> %           | 3.8K        | 9     | 49                   | 5.6%                |
| Established Brands<br>(12.5K – 200K Followers) | 70.7K          | 47           | -0.1%                  | 3.6K        | 11    | 48                   | 3.4%                |
| Large Brands (200K+ Followers)                 | 2.3M           | 149          | -O.1%                  | 16.4K       | 47    | 295                  | 1.9%                |



#### Dash Social Insight

Despite posting the most,
large brands on X have the
lowest engagement rate.
Growing brands struggle to
gain momentum with negative
follower growth.

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

### **Average Threads Performance Across All Industries**

|  | Followers | Weekly Posts | Monthly Growth<br>Rate | Weekly Profile<br>Views | Engagments<br>Per Post | Likes<br>Per Post | Replies<br>Per Post |
|--|-----------|--------------|------------------------|-------------------------|------------------------|-------------------|---------------------|
| Overall                                    | 493.9K    | <b>17</b>    | 0.7%                   | 361.7K                  | 85                     | 78                | 4                   |
| Growing Brands (0 – 100K Followers)        | 45.9K     | 18           | 0.6%                   | 291K                    | 21                     | 19                | 1                   |
| Established Brands (100K – 300K Followers) | 190.4K    | 15           | 0.9%                   | 238.5K                  | 80                     | 74                | 3                   |
| Large Brands (300K+ Followers)             | 1.3M      | 17           | 0.7%                   | 850.6K                  | 163                    | 148               | 7                   |



#### Dash Social Insight

Large brands on Threads lead in all performance metrics.

Despite posting slightly more, growing brands trail in engagements per post.

Notably, all brands experience a similar growth trajectory.

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