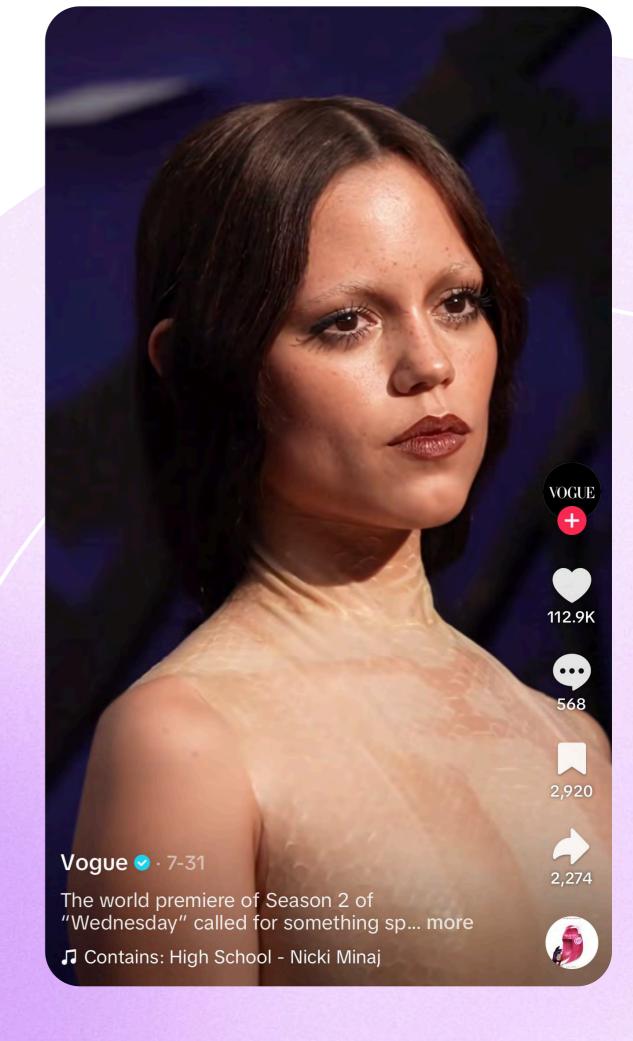


# Social Media Benchmark Report

Publishing Industry



















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Cover image: @voguemagazine



## 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 Publishing Industry**

The publishing industry includes brands that produce and distribute written content such as books, magazines, and digital articles.



### **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.

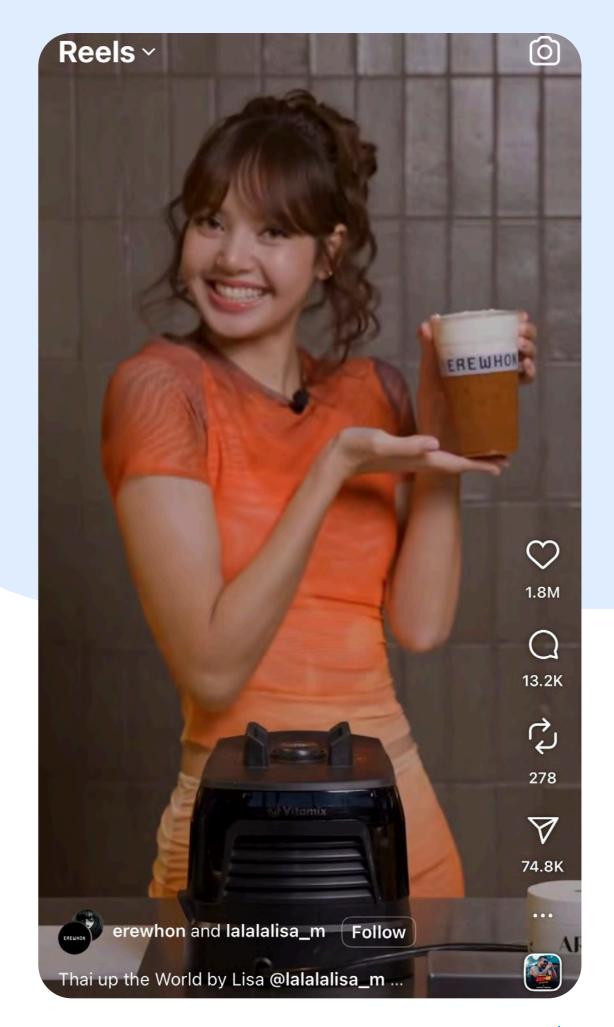
Engagement Rate is calculated using (Likes+Comments+Shares)/Reach for TikTok and Instagram, and Video Views for YouTube.

#### 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.

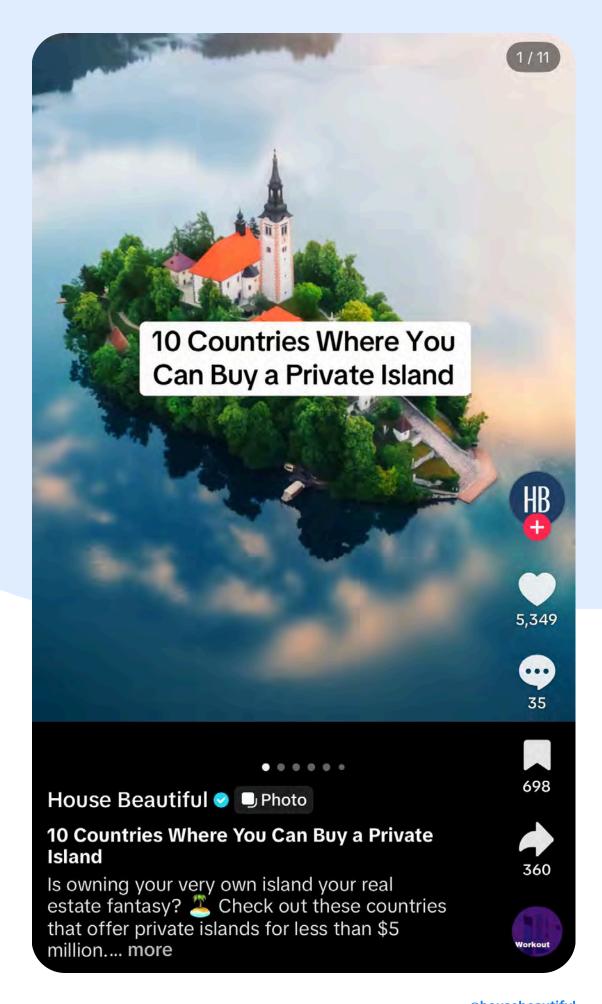
Despite uncertainty around TikTok's future in the United States, viewership continues to grow. Over the past six months, reach grew +25%, shares +31%, and views +26%, signaling stronger audience interaction.

#### 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.

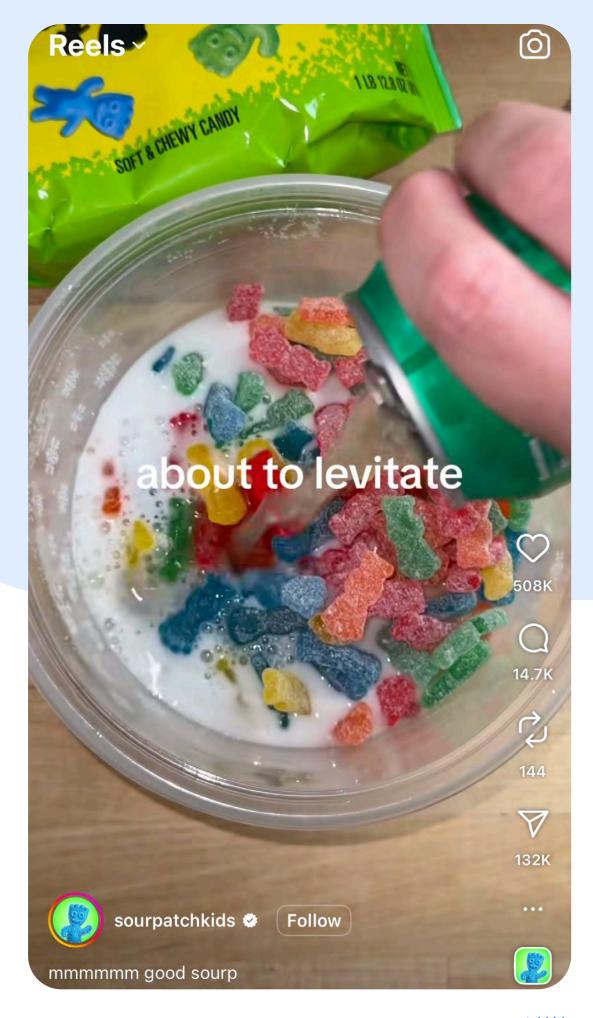
Carousels deliver the strongest results across formats (2.9%, 363.3K per post), outperforming single images (2.3%, 337.3K) and Reels (2.7%, 289.5K).

#### **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.

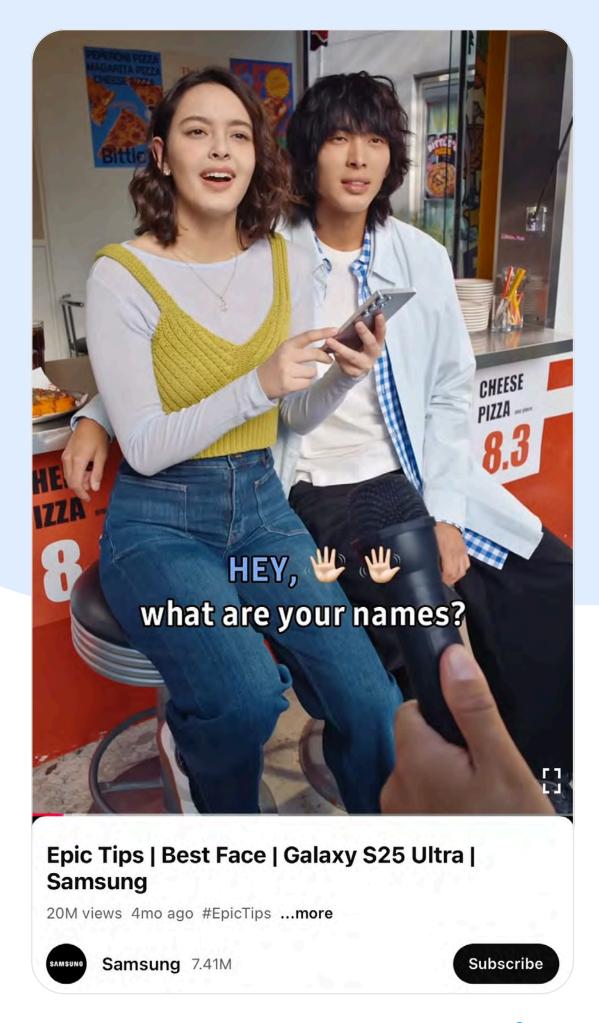
Average views per post are up +121% for On-Demand video and down -20% for Shorts compared to six months ago.

#### 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 TikTok but Struggles With YouTube Views

- Engagement rates rose from 5.1% to 5.2% over six months. Reach is up +26%, and video views are up +32%.
- Static posts are used more than Reels, but Reels drive higher engagement rates at 2.7% versus 2.0%.
- Despite averaging 1.2 million subscribers and 17 weekly posts, video views are low for both On-Demand and Shorts, suggesting audiences favor other channels.

#### Dash Social Insight

Short-form video is driving the most engagement, indicating that brands are getting better at making content in this format and it warrants more investment.

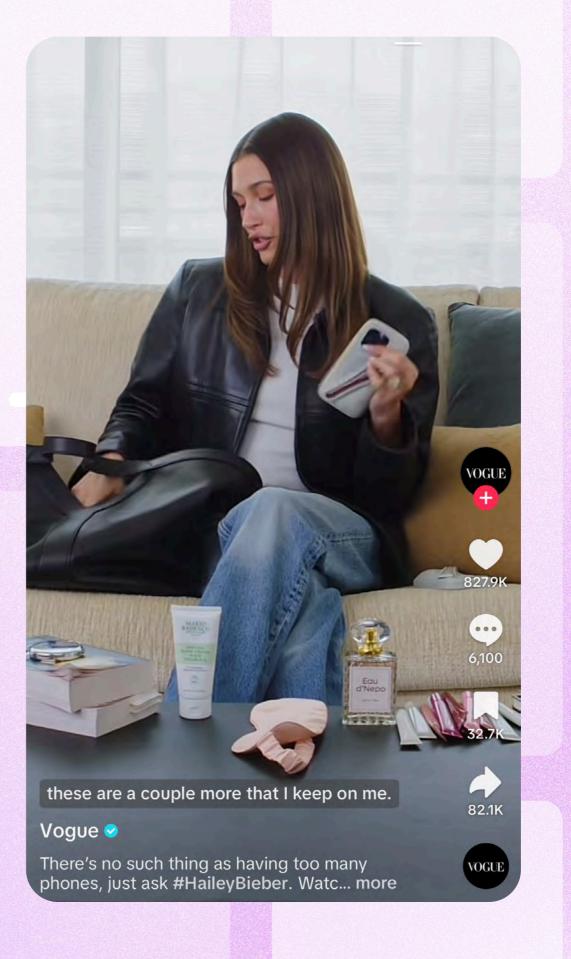
## Average Publishing Engagement Rate and Video Views Per Post

H2 2025

	<b>♂</b> TikTok	O Instagram	<b>□</b> YouTube
Engagement Rate	<b>5.2%</b> +2%	2.6% no tracking available	-
Video Views	<b>220.8K</b> +32%	453.0K no tracking available	<b>20.6K</b> -26%
Compared to H2 2024 benchmark report  Engagement Rate Formulas  TikTok: Engagements/Video Views   Instagra	<b>m</b> : Engagements/Views		









## Average TikTok Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Engagements Per Post	Entertainment Score	Engagement 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 (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 Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home	Luxury	Media and Entertainment	Publishing	Retail	Travel and 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 Publishing Industry

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Engagements Per Post	Entertainment Score*	Engagement Rate
Overall	566.3K	11	4.6%	220.8K	606	186.8K	15.8K	4.4	<b>5.2</b> %
<b>Growing Brands</b> (0 - 40K Followers)	14.0K	4	7.5%	25.4K	95	20.1K	1.4K	4.1	4.6%
<b>Established Brands</b> (40K - 230K Followers)	115.0K	6	<b>5.1</b> %	88.7K	234	70.0K	4.7K	3.9	4.3%
Large Brands (230K+ Followers)	1.2M	19	2.6%	271.4K	745	230.8K	19.8K	4.6	5.4%

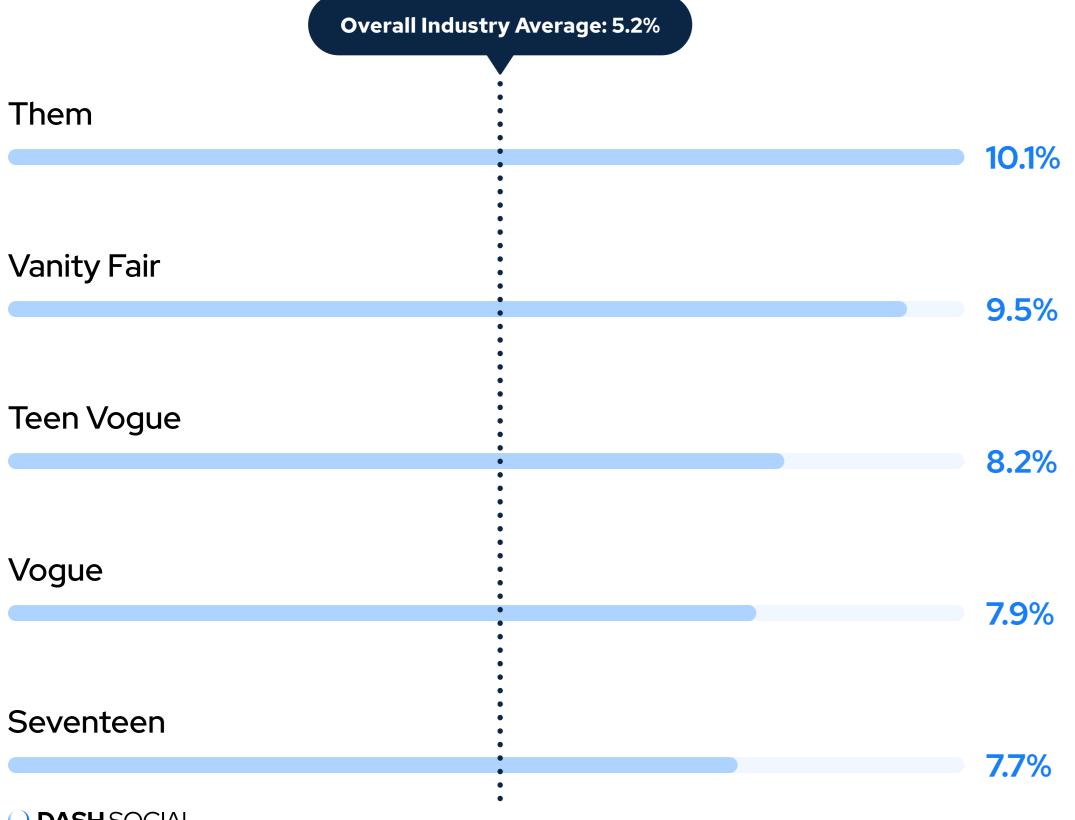


<sup>\*</sup>Customer data only

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

Engagements = (Likes + Comments + Shares)

## Top Publishing Brands by Engagement Rate

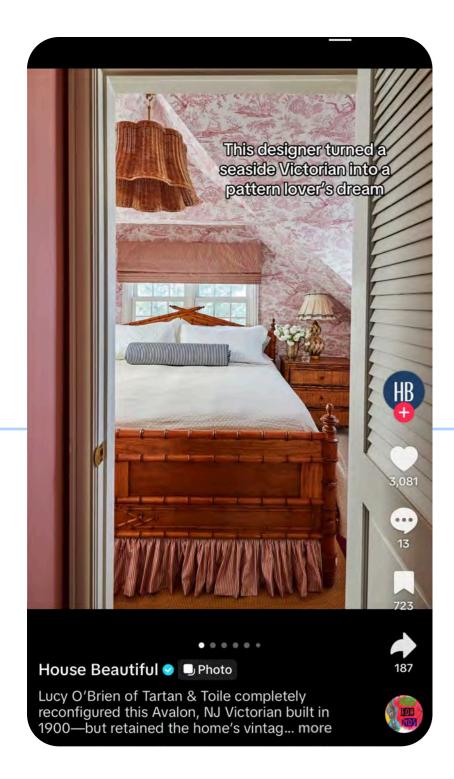




### them

Them leads on TikTok with clips that invite conversation. The brand's blend of buzzy pop culture moments and its own personality makes each post a standout in the algorithm.

## Winning Formulas for Creating Entertaining TikTok Content



#### House Beautiful

House Beautiful makes design feel doable with satisfying before-and-after reveals and home inspo. The transformation-driven format in particular hooks viewers early and keeps them watching for the final reveal.

#### **Entertainment Score**

9.8/10

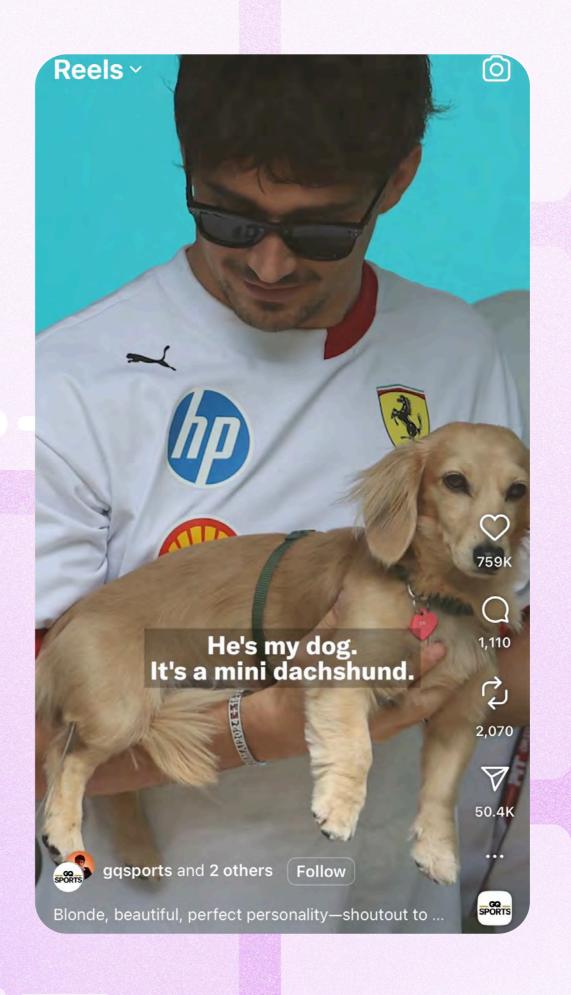
Compared to the publishing industry average of **4.4**, and House Beautiful's own average of **8.3**.

#### Top Publishing Brands by Entertainment Score

Overall Average	4.4
House Beautiful	
	8.3
The New Yorker	
	8.1
Midwest Living	7.3
House & Garden	
	7.1
Seventeen	6.7









## O Average Instagram Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Reach Per Post*	Shares Per Post*	Saves Per Post*	Effectiveness Rate*	Entertainment Score* (Reels)	Engagement Rate / Views*	Engagement 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 (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 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 Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	2.6M	1.2M	2.7M	3.7M	2.0M	<b>792.0K</b>	1.0M	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%	<b>0.1</b> %	0.2%	0.5%	0.3%	0.2%	0.4%

\*Customer data only



## O Average Instagram Performance Across Publishing Industry

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Reach Per Post*	Shares Per Post*	Saves Per Post*	Effectiveness Rate	Entertainment Score* (Reels)	Engagement Rate / Views	Engagement Rate / Followers
Overall	6.4M	26	0.7%	305.2K	1.2K	671	<b>3.7</b> %	5.1	2.6%	0.3%
<b>Growing Brands</b> (0 – 190K Followers)	104.8K	11	1.0%	22.5K	106	70	3.6%	3.9	2.5%	0.9%
Established Brands (190K - 1.1M Followers)	564.5K	15	<b>0.7</b> %	75.7K	323	289	3.9%	4.1	2.7%	0.4%
Established Brands (1.1M+ Followers	8.4M	39	0.5%	397.8K	1.5K	836	3.6%	5.5	2.6%	0.2%

\*Customer data only

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

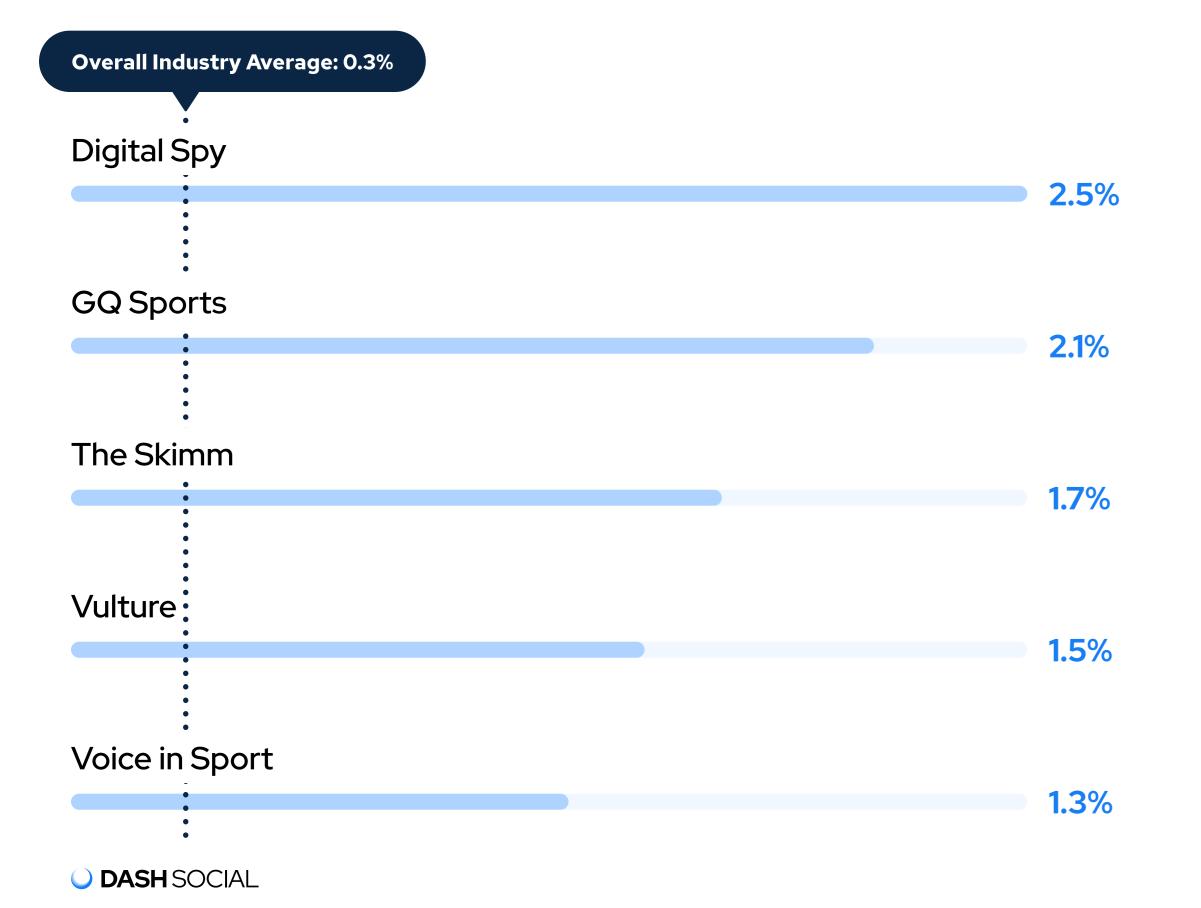
Engagement Rate (Views) = (Likes + Comments + Saves + Shares) - (Unlikes + Unsaves + Deleted Comments) / Views

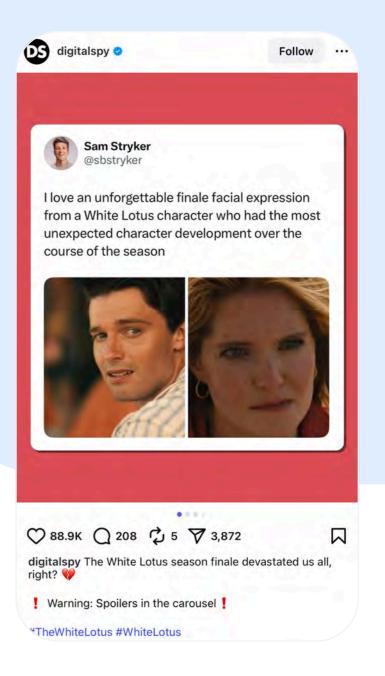


#### **Content Format Performance**

	Engagement Rate / Views	Views Per Post*		
Static	2.0%	406.6K		
Video	2.7%	453.0K		

## Top Publishing Brands by Engagement Rate (Followers)





#### **Digital Spy**

Digital Spy packages Hollywood memes, clips, and interviews into posts that stand out in feeds. The brand succeeds through its focus on visual storytelling and witty captions, usually within the visuals themselves.

## Winning Formulas for Creating Entertaining Reels Content



#### allrecipes

Allrecipes keeps viewers engaged with fast recipe loops, delicious thumbnails, and tight editing that suits audiences' attention spans. Each video is easy to follow and worth rewatching for cooking inspiration.

#### **Entertainment Score**

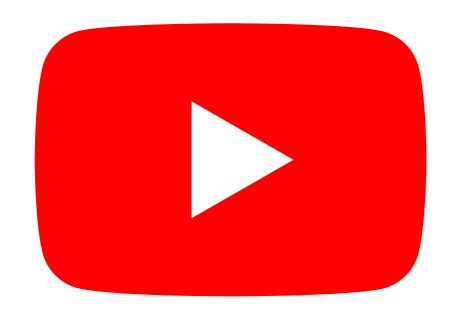
9.9/10

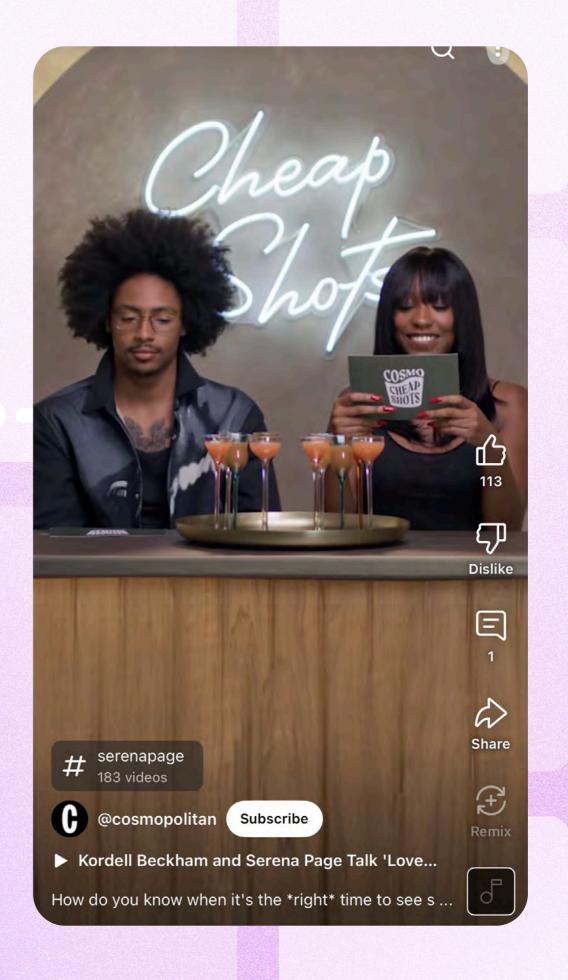
Compared to the publishing industry average of **5.1**, and Allrecipe's own average of **8.4**.

#### Top Publishing Brands by Entertainment Score

Overall Average	5.1
	3.1
New York Times	8.8
Allrecipes	
	8.4
The Washington Post	8.0
Southern Living	
Southern Living	7.8
Architectural Digest	
	7.7









### Average YouTube Performance Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate*	Likes Per Post	Comments Per Post	Percentage Viewed*	Video Views Per Post
Overall	<b>1.2M</b>	6	<b>1.4</b> %	752	29	86%	97.6K
Growing Brands (0 – 20K Followers)	6.8K	2	2.2%	128	4	86%	46.6K
Established Brands (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 Post	Engagement 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

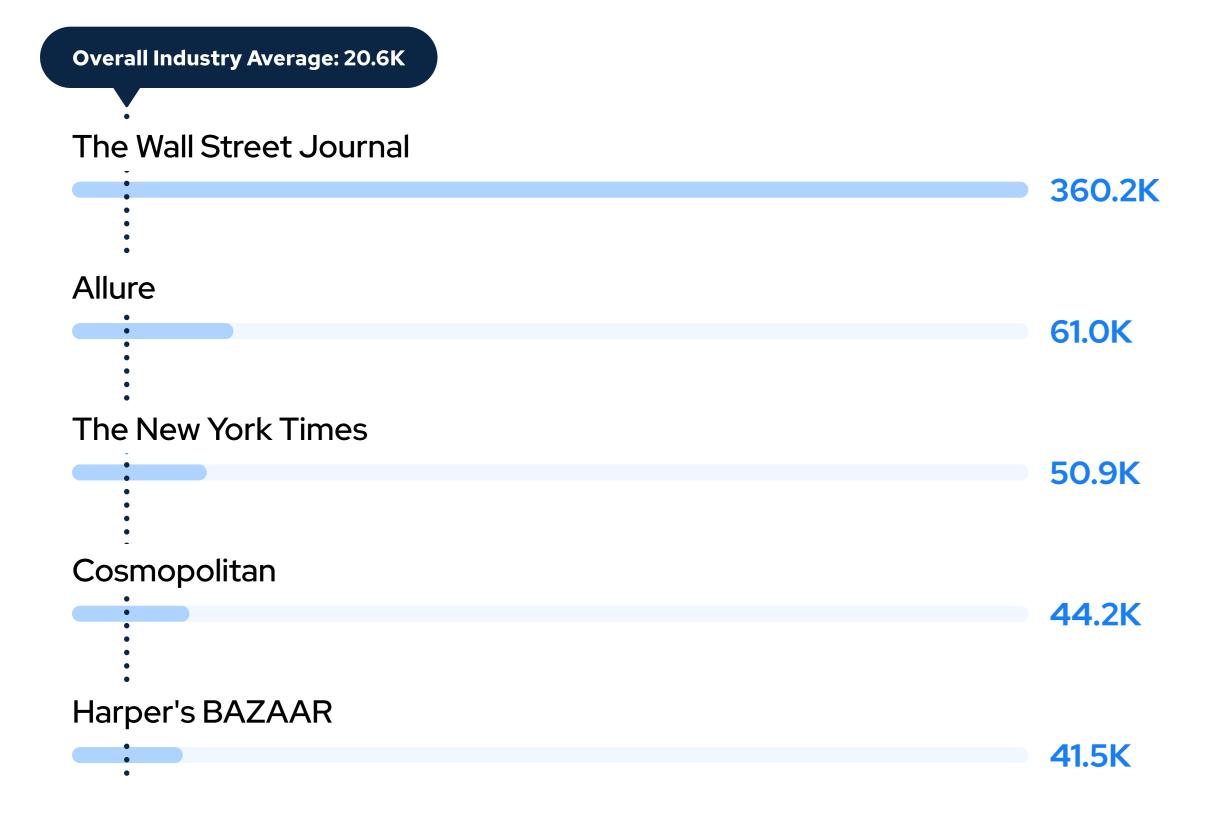
	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Subscriber Count	135.4K	572.2K	1.3M	61.4K	297.4K	276.6K	111.6K	479.3K	5.9M	1.1M	512.5K	276.6K
Weekly Videos	4	2	2	5	3	2	2	2	22	17	5	2
Monthly Follower 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

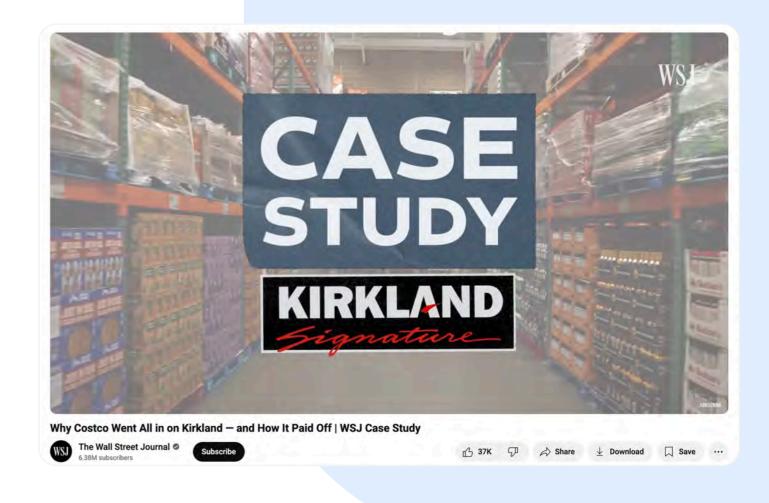
<sup>\*</sup>Customer data only



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

### Top Publishing Brands by Video Views





#### THE WALL STREET JOURNAL.

The Wall Street Journal drives strong views with in-depth explainers about world events, as well as simpler videos that answer questions audiences may have about businesses. Its concise, well-paced storytelling turns complex topics into content viewers can quickly understand.

## What We Can Learn From Publishing Brands' Strategies

#### First Impressions Matter

Open with a strong hook to receive more traction in the algorithm.

#### **Make Information Scannable**

Use concise on-screen cues, captions and visual hierarchy so ideas land fast.

#### **Build Series, Not One-Offs**

Repeatable formats create recognition and attract repeat viewers.

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

allrecipes	allure	AD
Digital Spy	GQ SPORTS	HOUSE& GARDEN
House Beautiful	MidwestLiving	THE NEW YORKER
<i>seventeen</i>	Southern Living	<b>Teen</b> VOGUE
The New York Times	theSkimm'	them
VANITY FAIR	VOGUE	The Washington Post



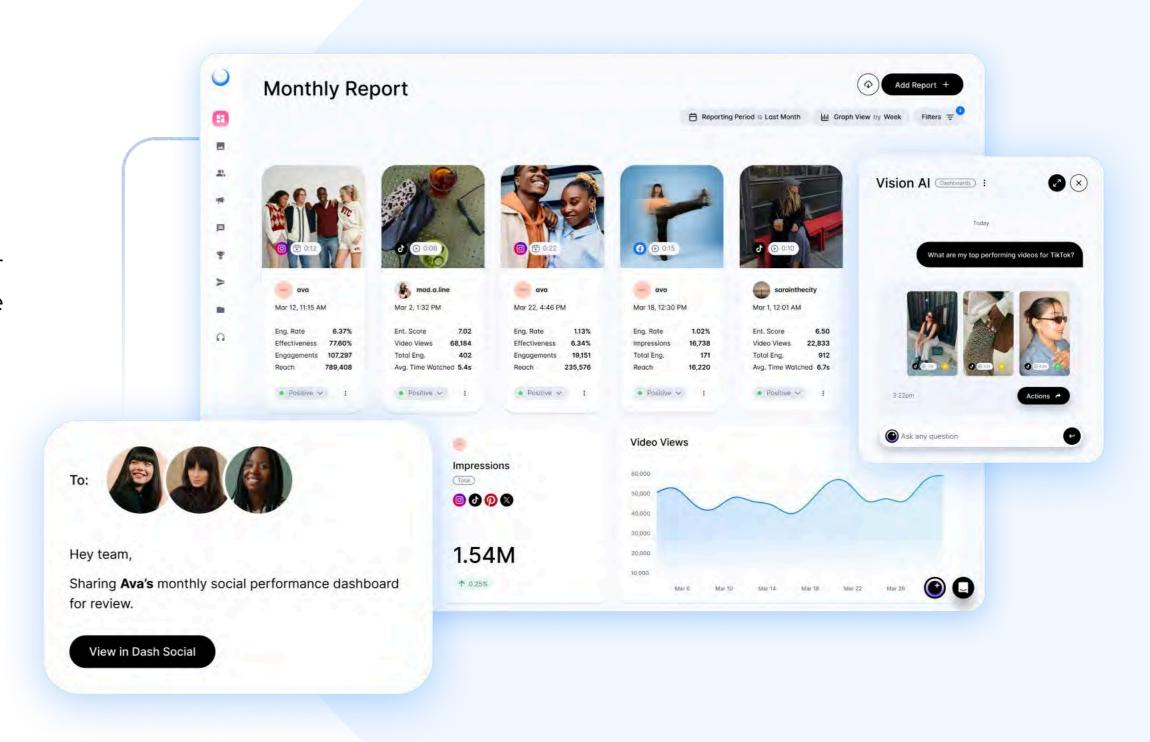


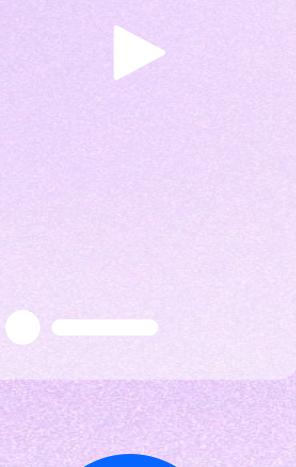
## **Outsmart Social**

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

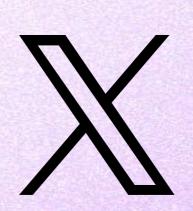


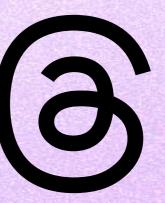














## Average Facebook Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Reactions Per Post	Engagement 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 Rate	Impressions Per Post	Engagement Rate	Pin Clicks 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 (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 Rate	Impressions	Likes	Clicks	Engagement 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 (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 Rate	Impressions	Likes	Total Engagements	Engagement Rate*
Overall	<b>1.0M</b>	91	-0.1%	13.7K	32	243	2.2%
<b>Growing Brands</b> (0 – 12.5K Followers)	5.9K	7	<b>0.1</b> %	3.8K	9	49	5.6%
Established Brands (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 Rate	Weekly Profile Views	Engagments Per Post	Likes Per Post	Replies Per Post
Overall	493.9K	<b>17</b>	0.7%	361.7K	85	78	4
<b>Growing Brands</b> (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