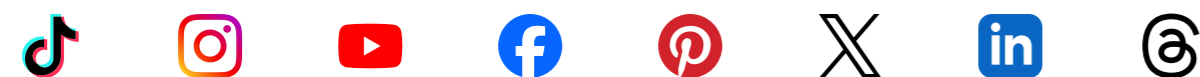




Social Media Benchmark Report

All Industries



Contents

Benchmark Performance, Methodology and KPIs	2
Trends	4
Cross-Channel	
TikTok	
Instagram	
YouTube	
Total Social Impact Overview	9
Deep Dives	11
TikTok	
Instagram	
YouTube	
What We Can Learn From Brands' Strategies	26
Facebook, Pinterest, LinkedIn, Threads and X at a Glance	28

Cover image: [@farfetch](#)

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 1 2026 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across TikTok (n=1,361), Instagram (n=3,363), and YouTube (n=616), analyzing their activity between July 1, 2025 – December 31, 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 goods, luxury, media and entertainment, publishing, retail, and travel and hospitality.

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.

Total Social Impact

Total Social Impact Score (TSI) is Dash Social's proprietary metric that measures your brand's full presence across modern social.

Why It Matters: Identify which content and channels have the biggest impact.

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

Every Platform Has a Strategic Role

TikTok leads in engagement rate, Instagram is becoming a stronger discovery channel with 25% more reach per post than TikTok, and YouTube continues to lead in sustained attention, with an average view rate of 90%. For brands, performance isn't driven by showing up everywhere, it's done by leveraging each platform for what it does best.

Discovery Is Growing Faster than Engagement

Views are growing on TikTok (+3%) and Instagram (+27%), putting more content in front of more people than ever before. When that happens, engagement rates dip, and that's okay. Wider reach doesn't always lead to a deeper connection. The key is being more intentional as your audience grows. Focus on making content that resonates. The brands winning right now aren't chasing engagement rates, they're creating content that earns attention at scale.

Measuring Success on Each Platform is not Apples to Apples

On TikTok, likes, comments, shares, and watch time indicate if content is resonating. On Instagram, engagement shows up in shares and saves, which extend reach. On YouTube, views and watch time are the clearest signs that content is holding attention. What works on one platform will not always work on another, and content should feel native to each channel.

Dash Social Insight

Platform strategies aren't interchangeable. TikTok sparks conversation and visible engagement. Instagram is becoming a stronger engine to extend reach and drive shares. YouTube is where attention lasts longer. Build your strategy around what each platform does best.



TikTok Trends

TikTok Continues to Lead in Engagement

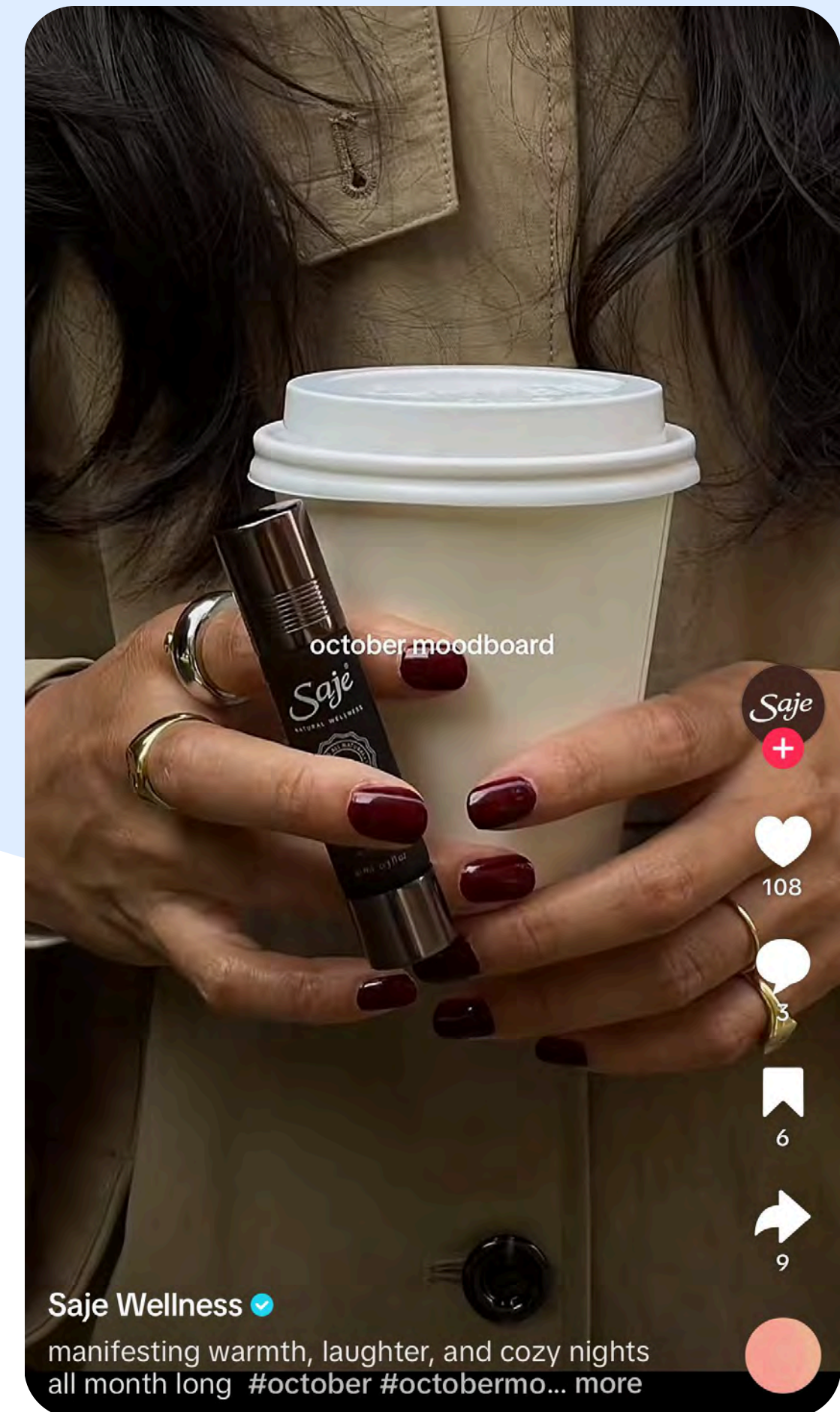
Even with a dip from 3.9% to 3.4%, TikTok remains the strongest platform for engagement across channels. This shift aligns with a 3% increase in views. Pointing to the fact that as content reaches a larger audience, maintaining the same level of connection becomes harder

Posting More Doesn't Mean Better Performance

Brands now post eight times per week on average, the highest level on record. But our latest Social Media Trends report shows that brands posting fewer than six times per week see 93% higher engagement. More posting does not drive better results. Intentional posting does.

Top TikTok Content Wins on More Than One Metric

Top performers show that it's possible to drive awareness and connection at the same time. The data shows that large brands lead in reach, engagement, and Entertainment Score. Prioritizing all three metrics together drives better results.



@sajewellness

Instagram Trends

Reels Drive the Strongest Performance

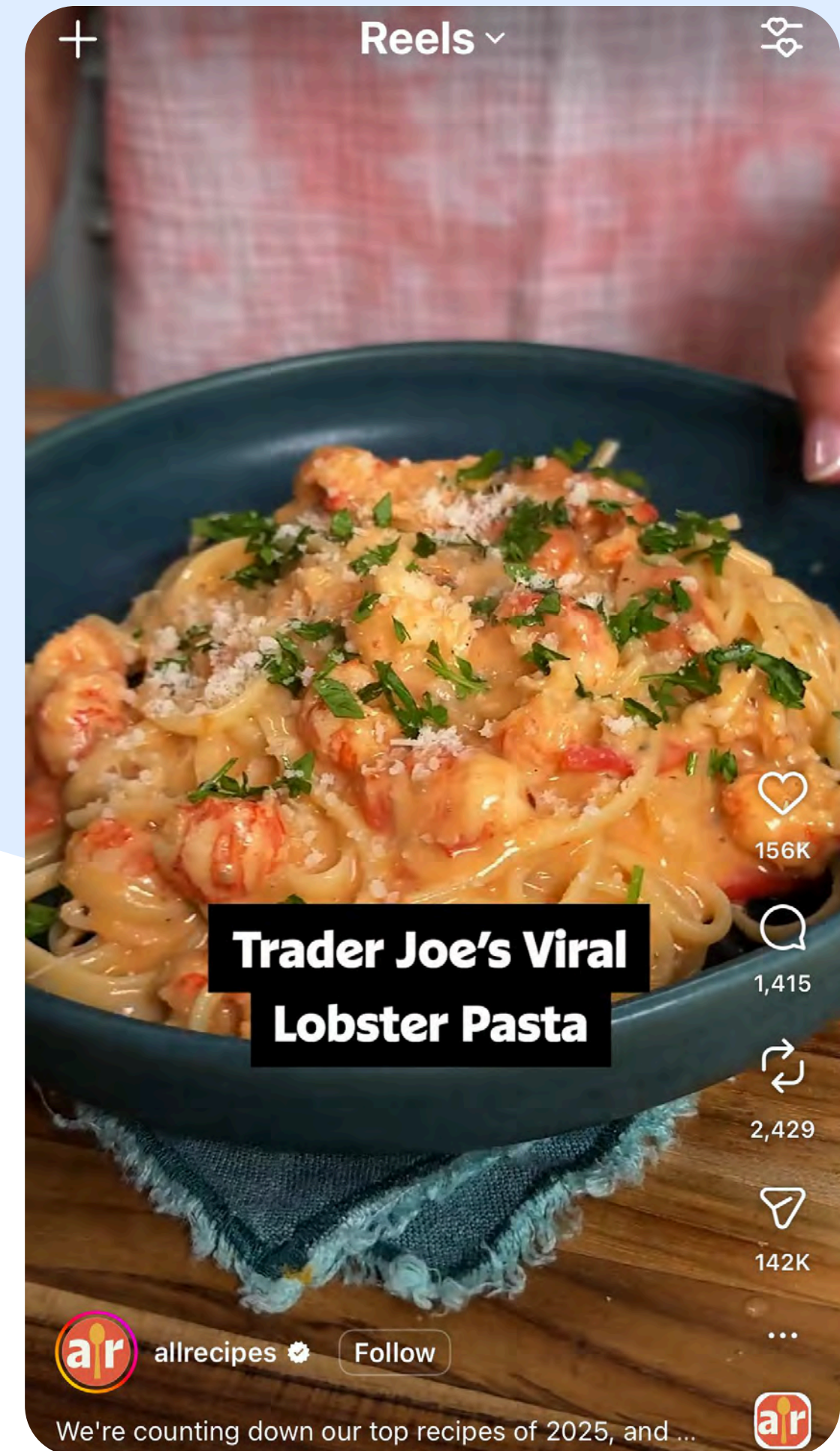
With a 2.7% engagement rate, Reels generate nearly double the performance of carousel posts (1.4%) and static images (1.3%). For brands looking to drive deeper connection, Reels are the clearest format to prioritize.

The Best Content Travels Beyond the Feed

On average, brand posts generate 1.1K shares (+9%), showing that strong content keeps working after it's published. Instagram is more discoverable than ever, and posts aren't limited to a single moment. They build momentum over time.

Attention is Won in the First 4 Seconds

Users watch a Reel for an average of four seconds before they move on. Open with a clear hook to keep them watching.



[@allrecipes](#)

YouTube Trends

More People are Watching, and They're Watching Longer

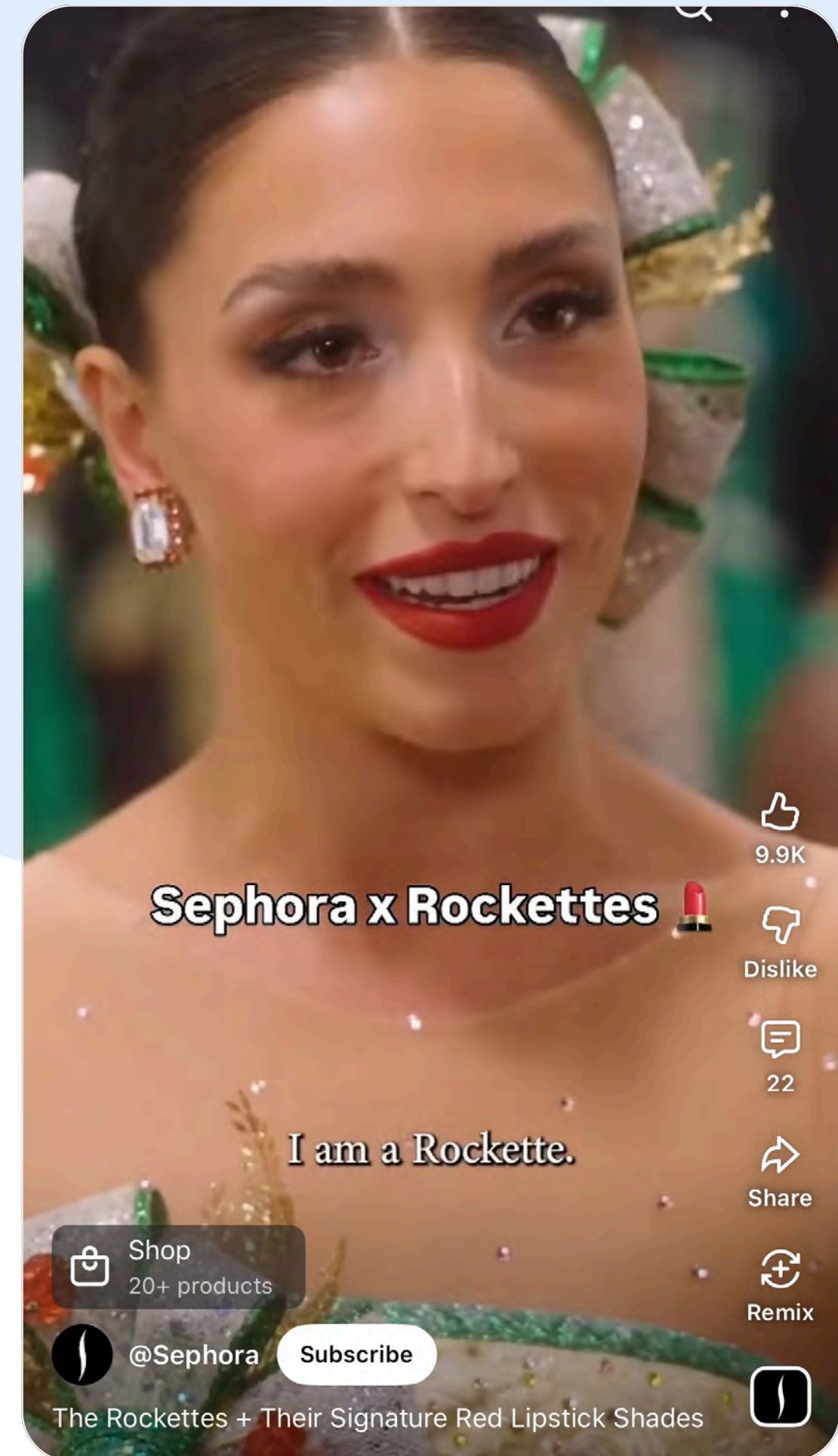
Across formats, video views are up 30%, with an average completion rate of 90% highlight that YouTube is built for retention. Success is less about interaction and more about watch time, and keeping people on the platform.

Shorts Accelerates Viewership

Shorts views have jumped 109%, but on-demand videos are up just 14%. This shows a growing preference for short-form content on the platform, and a clear opportunity for brands looking to grow their YouTube strategy.

Shorts and On-Demand Play Distinct Roles in Capturing Attention

Shorts are driving more engagement, averaging 502 interactions per video compared to 402 for on-demand. On-demand leads in reach, with 229.4K views per video versus 75.9K for Shorts. Success on YouTube doesn't hinge on one format. Each plays its own role in earning attention.



[@sephora](#)

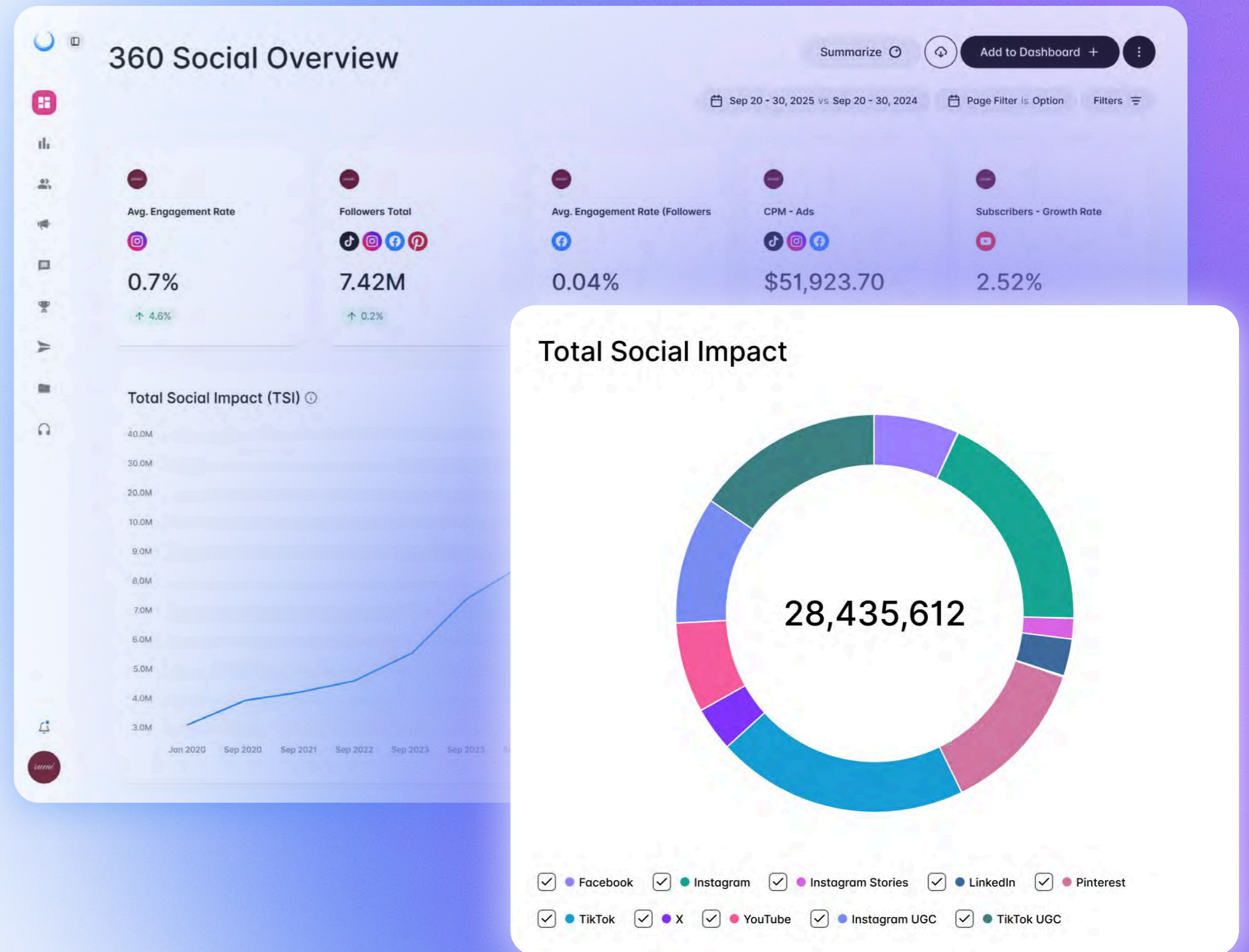
Social Is Not One-Size-Fits-All

Every channel, format, and metric tells a different story, making the full picture harder to see.

There's no universal playbook, only diverse paths to impact. As this shift accelerates, performance becomes harder to read, with impact spread across fragmented KPIs.

Total Social Impact (TSI) brings clarity to that complexity by showing which channels drive the largest share of overall impact and revealing what's accelerating performance and what's slowing it down.

TSI is Dash Social's proprietary metric that quantifies cross-channel performance by weighting and balancing dozens of data points into one consistent, normalized score.



Top Brands by Total Social Impact

Overall Industry Average: 1.3B

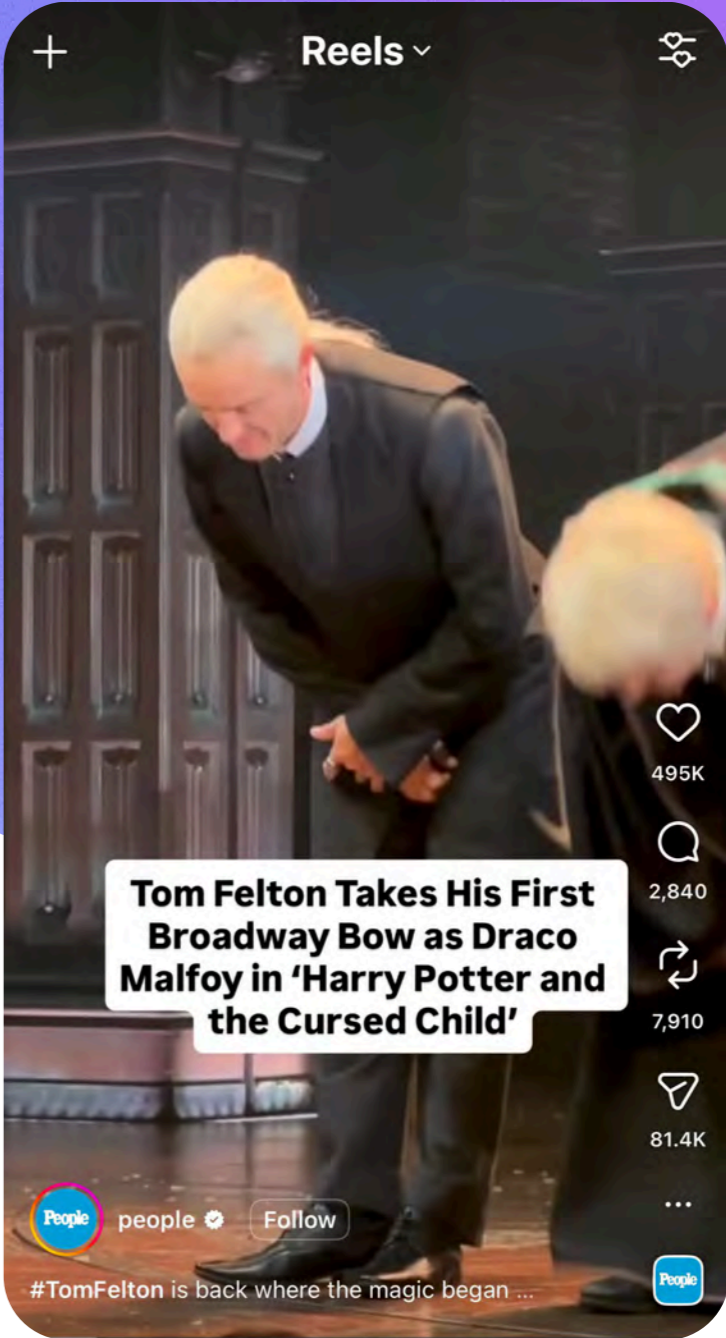
The Shade Room

The Dodo

E! News

People

ABC News



People

Like magazines at checkout, People uses bold headlines, quotes, and timely influencer moments to match how audiences skim feeds. Making stories easy to take in and gives viewers a reason to read more, watch, or tap the link in bio.



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 (Views)	Engagement Rate (Reach)*
Overall	559.4K	8	5.0%	231.5K	305	150.4K	6.3K	3.3	3.4%	4.4%
Growing Brands <small>(0 – 40K Followers)</small>	13.8K	4	10.2%	62.1K	25	32.2K	313	3.0	2.9%	4.9%
Established Brands <small>(40K – 230K Followers)</small>	111.6K	7	2.6%	143.5K	78	83.0K	1.5K	2.8	2.7%	3.1%
Large Brands <small>(230K+ Followers)</small>	1.5M	13	1.9%	327.5K	509	224.1K	10.7K	3.7	4.0%	4.9%

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

Dash Social Insight

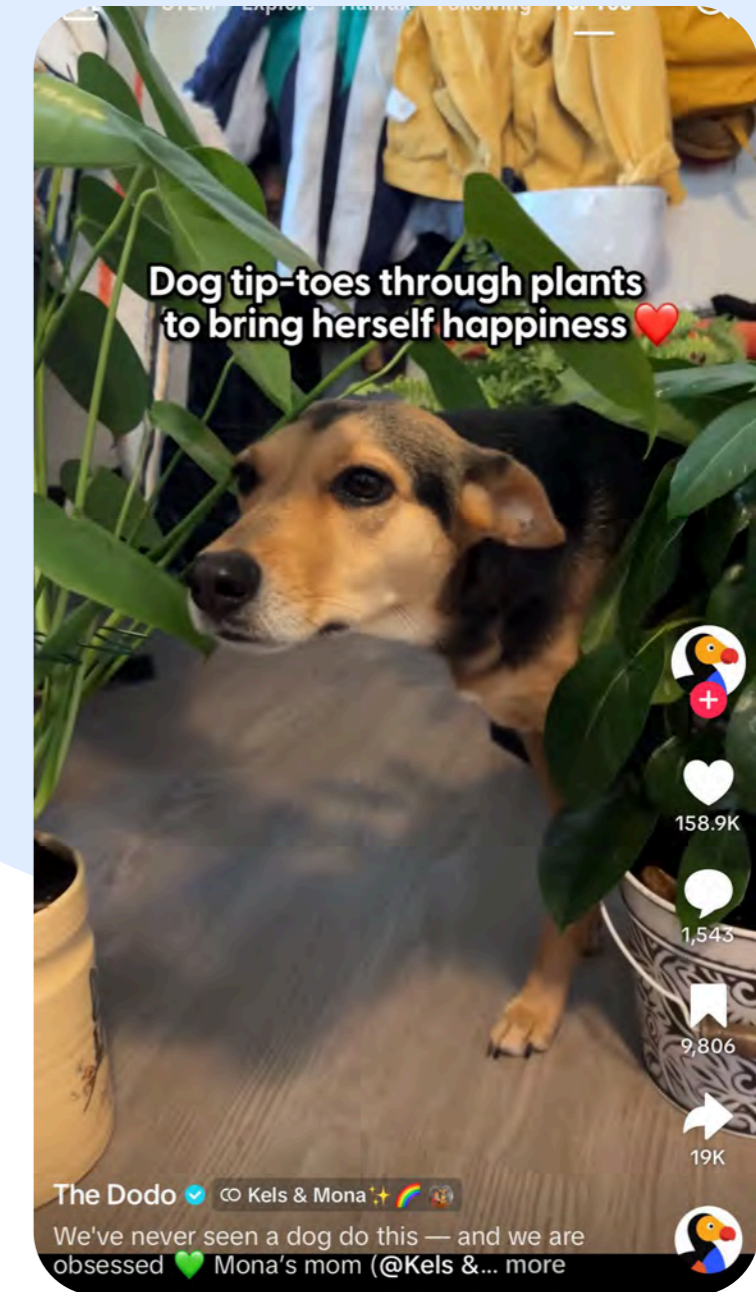
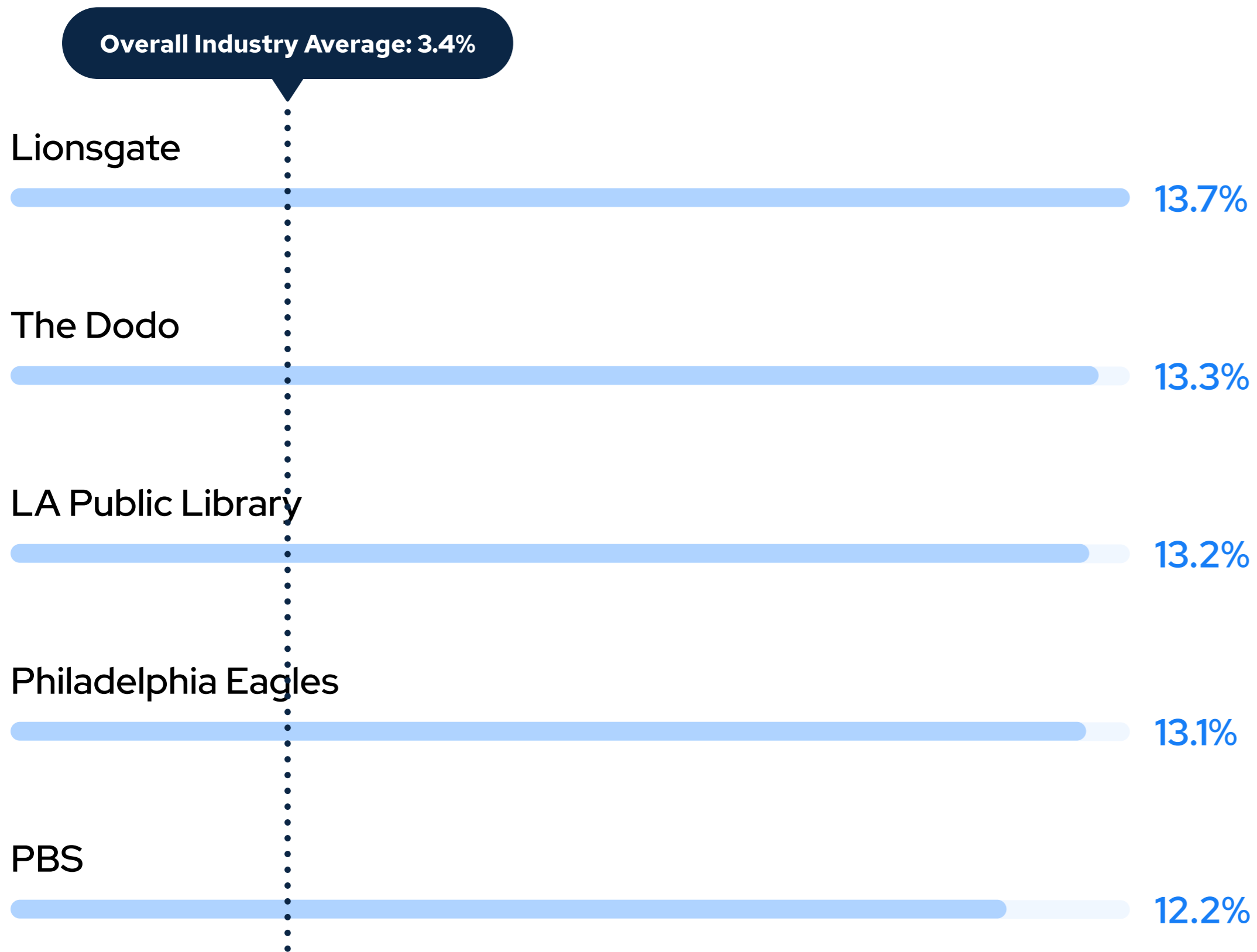
TikTok is the strongest lever for engagement. Track metrics like Entertainment Score, shares, and retention rate to learn what connects with your audience, then build from there.

Average TikTok Performance By Industry

	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home Goods	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	411.9K	165.0K	540.7K	362.3K	647.4K	133.7K	154.0K	714.7K	1.8M	582.5K	366.1K	415.5K
Weekly Posts	8	6	5	8	4	6	7	4	18	11	7	4
Monthly Follower Growth Rate*	3.3%	3.8%	3.5%	7.1%	7.6%	4.3%	4.8%	3.6%	4.1%	6.5%	6.1%	12.5%
Video Views Per Post	228.9K	120.6K	281.5K	214.1K	326.8K	219.2K	119.4K	538.6K	267.3K	211.3K	243.3K	233.8K
Shares Per Post	75	81	132	81	298	46	50	130	796	553	101	285
Reach Per Post*	122.7K	64.7K	190.7K	113.3K	193.9K	111.6K	60.2K	260.2K	231.8K	173.5K	136.5K	88.2K
Engagements Per Post	2.0K	1.1K	2.0K	1.7K	3.0K	760	580	3.1K	15.3K	13.4K	2.6K	3.8K
Entertainment Score*	2.9	2.8	3.1	2.7	2.9	2.7	2.0	2.6	4.0	4.5	2.7	3.5
Engagement Rate (Views)	2.8%	2.3%	3.0%	2.4%	3.1%	2.3%	1.4%	2.2%	4.8%	5.3%	2.6%	3.7%
Engagement Rate (Reach)*	4.1%	2.7%	3.4%	4.0%	3.4%	2.9%	1.5%	2.3%	5.1%	6.1%	3.5%	4.2%

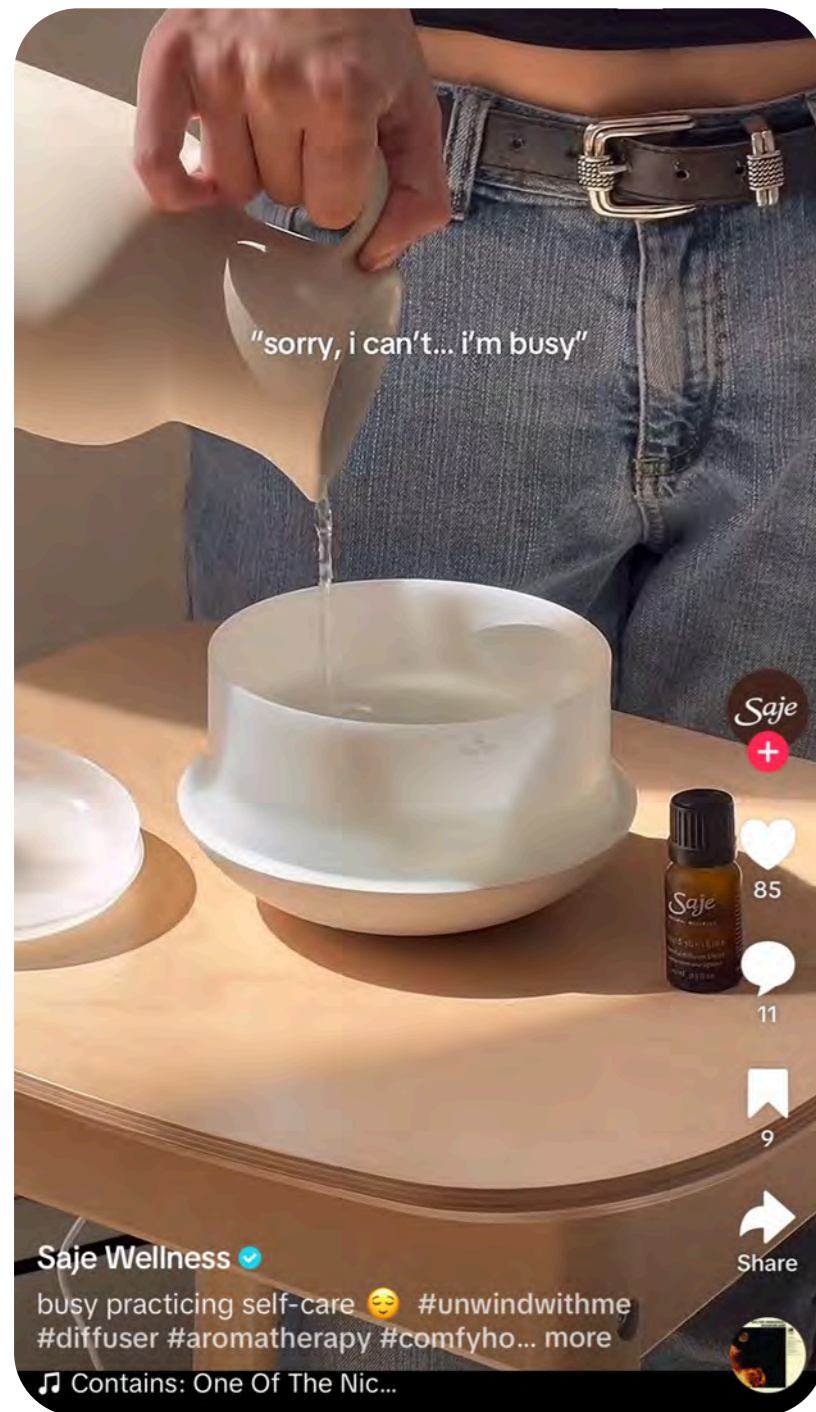
*Customer data only

Top Brands by Engagement Rate (Views)



The Dodo shares short-form videos highlighting animal stories that pull at the heart strings, keeping audiences hooked and invested.

🎵 Winning Formulas for Creating Entertaining TikTok Content



Saje

Some feeds feel calming at first glance, and Saje Wellness is one of them. By mixing comedy with muted colors, soothing music, and peaceful visuals, the brand creates content that pulls people in. Proof that you don't need to do the most to make an impact.

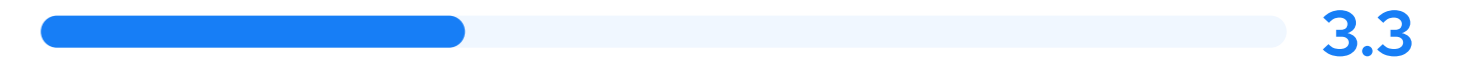
Entertainment Score

10/10

Compared to the industry average of **3.3**, and Saje Wellness' own average of **9.3**.

Top Brands by Entertainment Score

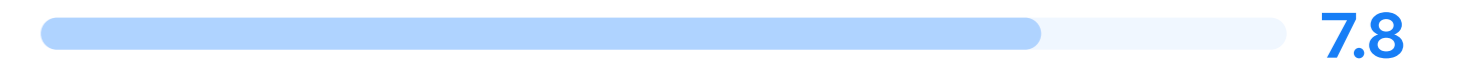
Overall Average



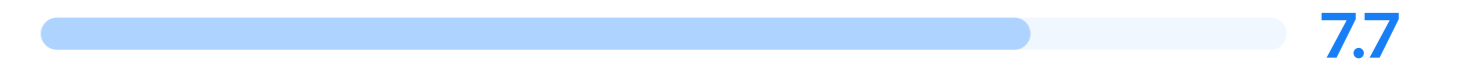
Saje Wellness



NYC Ferry



Pingu



The New Yorker



Farfetch





Average Instagram Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Reach Per Post*	Views Per Post*	Shares Per Post*	Saves Per Post*	Entertainment Score* (Reels)	Engagement Rate (Views)*	Engagement Rate (Followers)
Overall	2.2M	9	0.7%	188.8K	388.1K	1.1K	480	4.4	1.9%	0.4%
Growing Brands <small>(0 - 190K Followers)</small>	90.5K	4	1.0%	13.4K	32.9K	128	46	3.9	2.0%	0.5%
Established Brands <small>(190K - 1.1M Followers)</small>	500.4K	7	0.6%	44.5K	102.1K	343	160	3.7	1.8%	0.4%
Established Brands <small>(1.1M+ Followers)</small>	7.2M	17	0.4%	333.8K	677.8K	1.8K	814	5.0	1.9%	0.3%

*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*	Average Reach Per Post*
Image	1.3%	215.7K
Reels	2.7%	181.8K
Carousel	1.4%	177.0K

Dash Social Insight

Reels drive performance, and for brands, they're the biggest opportunity to boost it. Start strong in the first four seconds, then deliver something worth sharing. Create content that makes people say, "I've got to show you this."

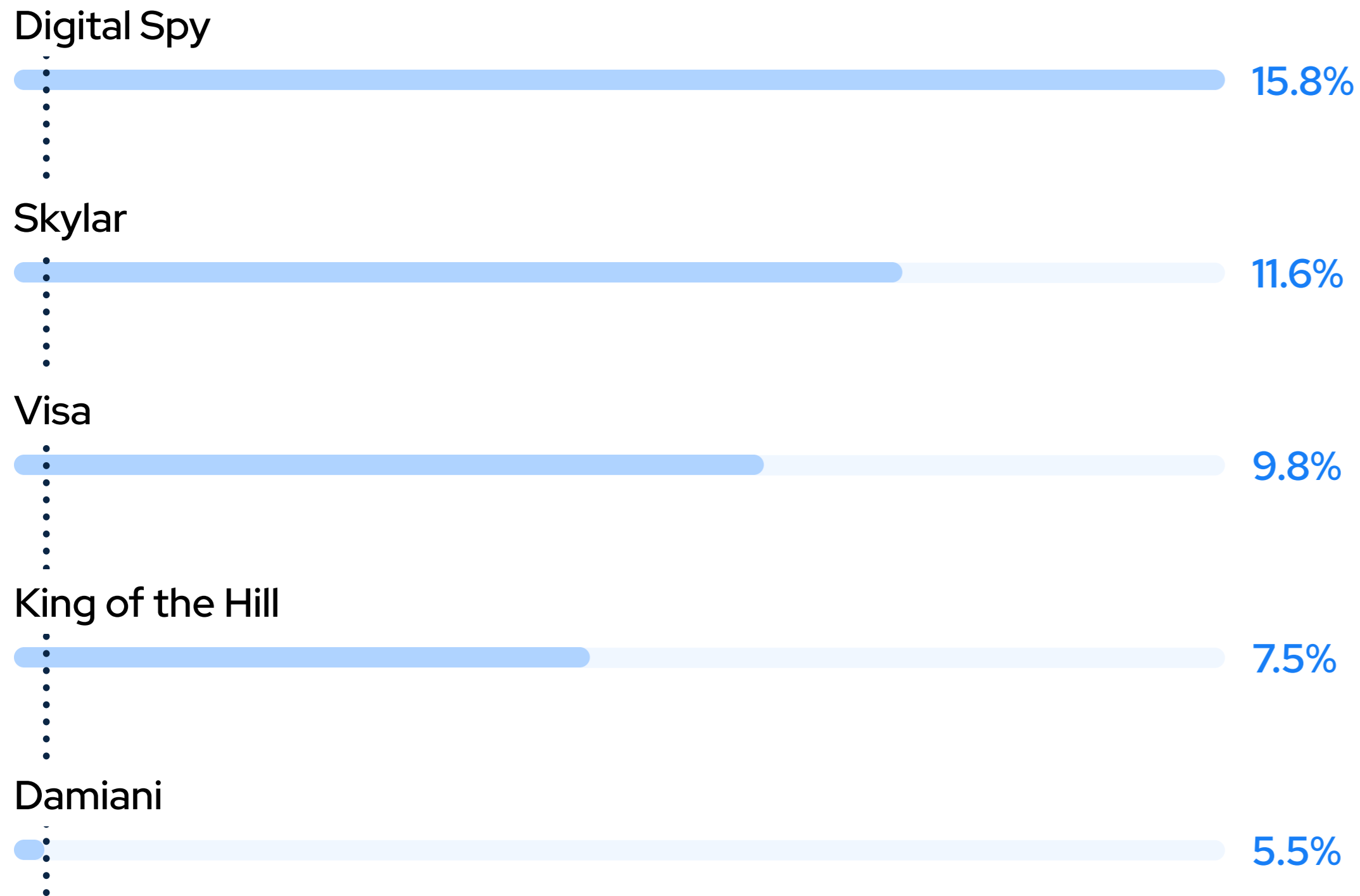
Average Instagram Performance By Industry

	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home Goods	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	2.2M	1.2M	2.6M	3.4M	1.9M	761.7K	1.1M	6.7M	7.4M	6.5M	3.1M	1.7M
Weekly Posts	5	5	4	8	5	5	5	6	31	25	8	5
Monthly Follower Growth Rate	0.7%	0.6%	0.7%	0.5%	0.5%	0.8%	0.6%	0.5%	1.3%	0.8%	0.5%	1.3%
Reach Per Post*	74.0K	38.4K	57.0K	48.6K	70.7K	39.8K	46.2K	128.8K	393.1K	275.7K	61.9K	58.4K
Views Per Post*	171.0K	77.6K	131.0K	139.9K	158.1K	89.6K	104.3K	360.3K	772.8K	529.8K	152.6K	114.2K
Shares Per Post*	256	572	473	212	679	306	256	470	2.5K	1.4K	267	489
Saves Per Post*	202	126	202	161	290	201	235	290	922	669	143	256
Entertainment Score* (Reels)	4.3	3.3	4.7	3.1	5.0	3.7	3.6	4.7	5.3	4.9	3.2	4.7
Engagement Rate (Views)*	2.1%	1.6%	2.6%	1.3%	2.5%	1.8%	1.5%	1.8%	2.3%	1.9%	1.5%	2.1%
Engagement Rate (Followers)	0.2%	0.2%	0.4%	0.1%	0.4%	0.2%	0.1%	0.2%	0.5%	0.4%	0.2%	0.4%

*Customer data only

Top Brands by Engagement Rate (Followers)

Overall Industry Average: 0.4%



Digital Spy

Digital Spy cements itself as the go-to feed when you can't make it to the big screen. Its content resonates emotionally, comedically, and creates a sense of exclusivity with BTS content from popular media and entertainment events that play into fandom culture to usher in engagement.

Winning Formulas for Creating Entertaining Reels Content



L'ANZA

Hair inspiration, tutorials, and product shots that give viewers a sensory experience on L'ANZA's feed. Before-and-after transformations add an entertaining layer, while giving stylists and shoppers fresh ideas, new products, and looks to try.

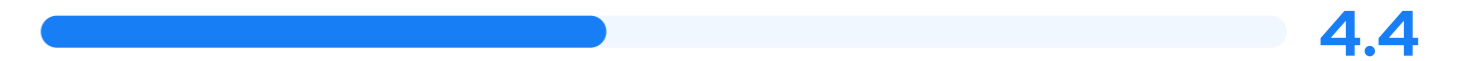
Entertainment Score

9.7/10

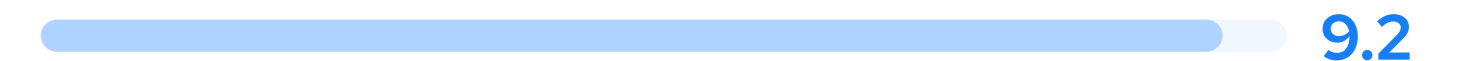
Compared to the industry average of **4.4**, and L'ANZA's own average of **9.2**.

Top Brands by Entertainment Score

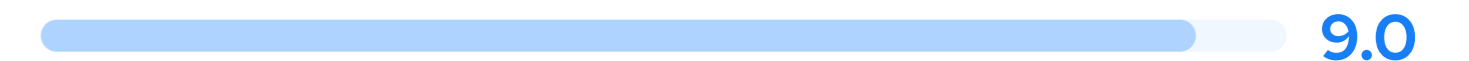
Overall Average



L'ANZA



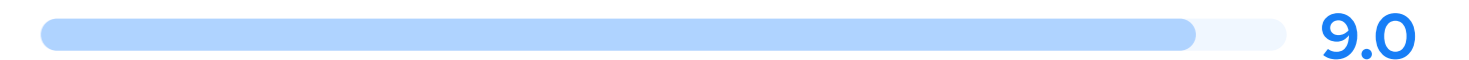
Balmain Beauty



Aimé Leon Dore



Bluey



Allrecipes





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	1.2M	6	1.3%	629	24	90%	126.7K
Growing Brands <small>(0 – 20K Followers)</small>	6.7K	3	1.4%	58	1	97%	80.4K
Established Brands <small>(20K – 150K Followers)</small>	70.1K	5	1.4%	185	4	95%	141.7K
Large Brands <small>(150K+ Followers)</small>	3.2M	8	1.0%	1.5K	60	75%	155.3K

*Customer data only

Content Format Performance

	Video Views Per Post	Engagements Per Post
Shorts	75.6K	502
On-Demand	229.4K	400

Dash Social Insight

YouTube keeps users watching longer than any other platform. Use Shorts to build connections, and on-demand content to reach more viewers. You don't win on YouTube by picking a format. Growth comes from using both together.

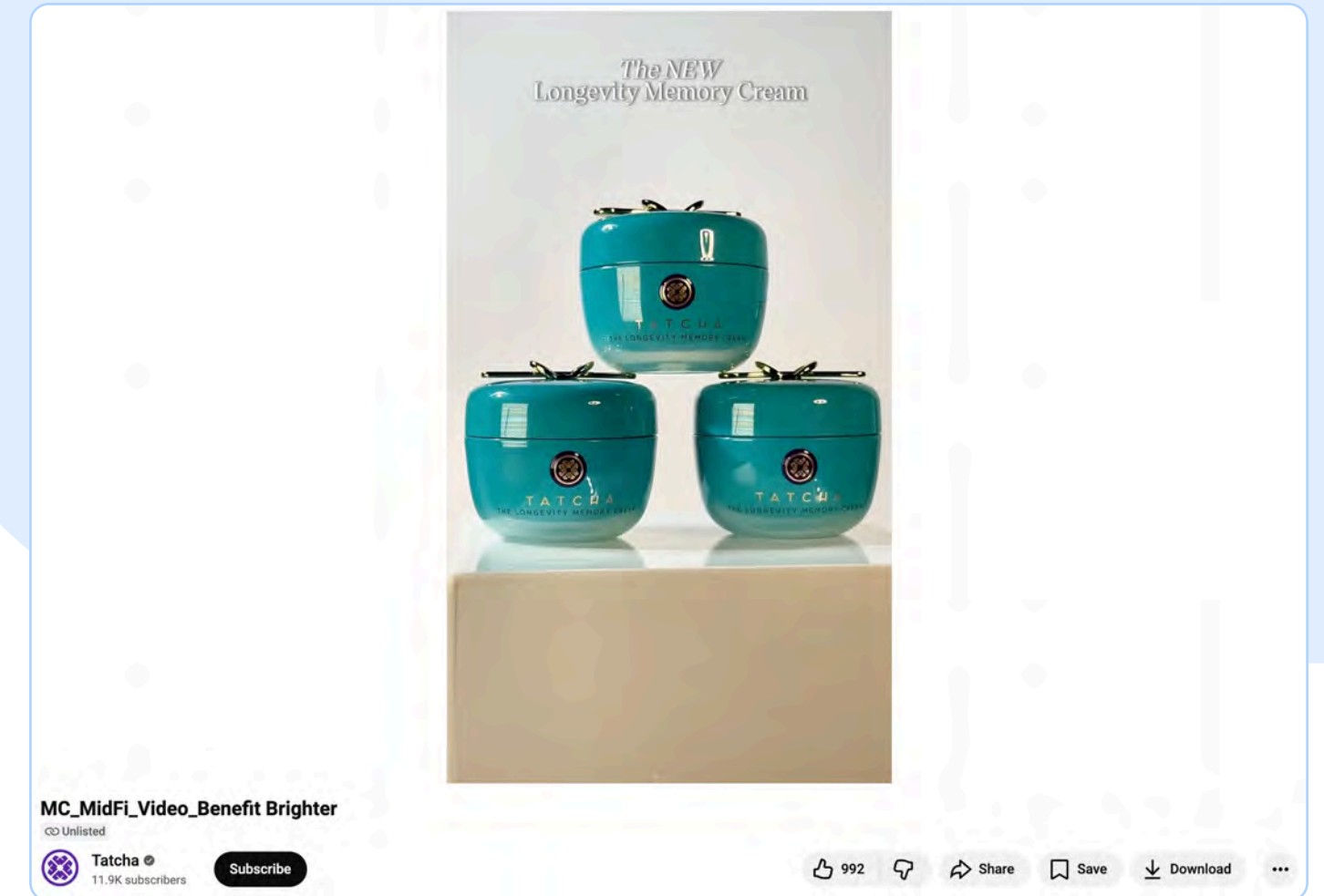
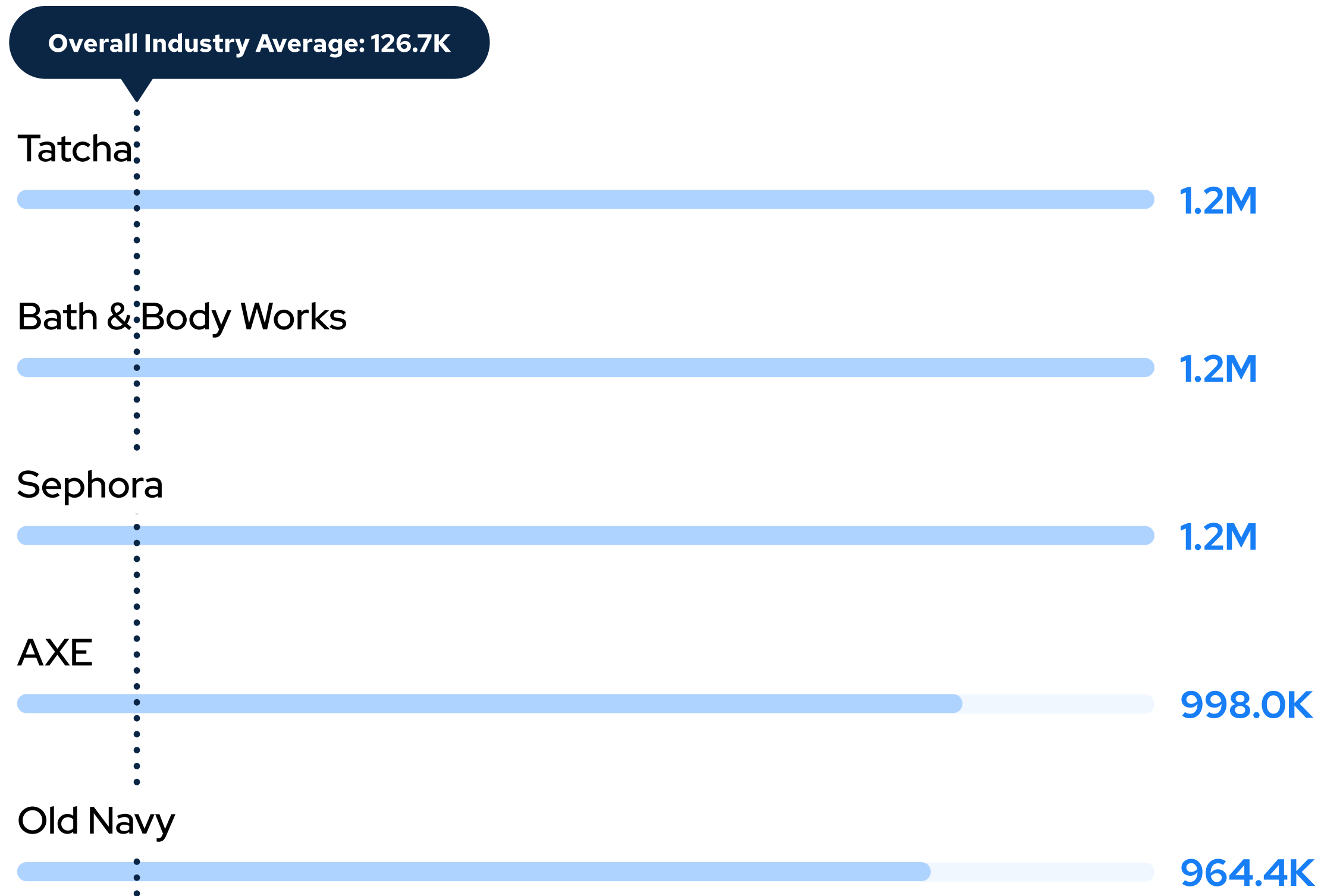
Average YouTube Performance By Industry

	Beauty	Children and Baby	CPG	Fashion	Food and Beverage	Health and Wellness	Home Goods	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Subscriber Count	143.5K	603.8K	1.7M	71.1K	302.3K	285.4K	115.6K	487.0K	6.1M	1.2M	556.0K	228.8K
Weekly Videos	5	4	2	8	3	3	2	3	16	14	6	3
Monthly Follower Growth Rate*	1.0%	2.2%	1.1%	0.8%	0.4%	2.0%	1.2%	1.0%	0.8%	1.6%	1.5%	1.7%
Likes Per Post	265	49	532	133	376	117	120	434	1.7K	926	391	599
Comments Per Post	5	1	14	3	8	2	3	12	95	41	3	7
Percentage Viewed*	102%	70%	87%	106%	**	**	78%	**	**	54%	**	**
Video Views Per Post	145.0K	58.9K	154.0K	156.8K	313.1K	136.6K	53.2K	143.8K	110.5K	36.2K	242.4K	186.4K

*Customer data only

**Limited data available

Top Brands by Video Views



On YouTube, Tatcha makes the most of its creator relationships with event snippets, product tutorials, sneak peeks, and close-up shots. On-Demand adds helpful context to skincare tutorials and interviews, while Shorts gives the brand a better format for jokes, teasers, and quick tips.

What We Can Learn From Brands' Strategies

Show and Tell

Use text overlays to highlight interesting facts, punchy headlines, and more, while keeping visuals dynamic.

Hone Your Visual Identity

Don't get stuck with stale templates. The best-performing brands have a distinct visual identity that aligns with their brand ethos and complements their feed.

Talk Like a Human

Encourage engagement by replying to comments and sparking conversations that feel more like chatting with a friend than a sales pitch.

Featured Dash Social Customers

AIMÉ LEON DORE

allrecipes

AXE

BALMAIN
PARIS

Bath & Body Works®

gisou

Digital Spy

E NEWS

FARFETCH

KING OF THE HILL

L'ANZA

NEW YORK POST

NYC Ferry

OLD NAVY

People

Rinzu

Saje

SEPHORA

TATCHA

the dodo

THE NEW YORKER

TSR
THE SHADE ROOM

TMZ



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.

THE BEST BRANDS ON SOCIAL. POWERED BY DASH.



Get a Demo

Cross-Channel Monthly Report

Reporting Period: This Month | Graph View by Week | Filters

What are my top performing TikTok videos this month?

Today

3:22pm

Ask any question

Video Views

60,000
50,000
40,000
30,000
20,000
10,000

Mar 6 Mar 10 Mar 14 Mar 18 Mar 22 Mar 26

LikeShop Clicks

Total

2,350

↑ 0.25%

Impressions

Total

1.54M

↑ 0.15%

ava

Mar 12, 11:15 AM

Eng. Rate 6.37%
Effectiveness 77.60%
Engagements 107,297
Reach 789,408

mad.a.line

Mar 2, 1:32 PM

Ent. Score 7.02
Video Views 68,184
Total Eng. 402
Avg. Time Watched 5.4s

ava

Mar 22, 4:46 PM

Eng. Rate 1.13%
Effectiveness 6.34%
Engagements 19,151
Reach 235,576

ava

Mar 18, 12:30 PM

Eng. Rate 1.02%
Impressions 16,738
Total Eng. 171
Reach 16,220



Average Facebook Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach Per Post	Reactions Per Post	Engagement Rate
Overall	1.1M	26	0.6%	21.6K	265	1.0%
Growing Brands <small>(0 – 100K Followers)</small>	30.3K	9	1.2%	5.6K	97	1.2%
Established Brands <small>(100K – 850K Followers)</small>	364.7K	19	0.4%	13.9K	184	0.9%
Large Brands <small>(850K+ Followers)</small>	3.8M	67	0.04%	57.0K	638	0.8%

*Calculation: (Reactions + Comments + Shares + Post Clicks) / Views
Based on customer data

Dash Social Insight

Facebook is a high-volume channel, with brands posting 26 times per week on average, largely driven by large brands. Reach remains modest relative to audience size, showing that a large follower count does not guarantee strong reach, as seen on other platforms.

Average Pinterest Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Engagement Rate	Pin Clicks Per Post	Video Views Per Post
Overall	279.4K	31	0.3%	1.2K	1.6%	25	762
Growing Brands <small>(0 – 8K Followers)</small>	3.0K	15	0.9%	725	2.4%	31	274
Established Brands <small>(8K – 105K Followers)</small>	39.7K	25	0.1%	792	1.8%	26	553
Large Brands <small>(105K+ Followers)</small>	831.1K	51	0.01%	1.5K	1.3%	22	1.1K

*Calculation: (Outbound Clicks + Saves + Pin Clicks) / Impressions
Based on customer data

Dash Social Insight

Pinterest is a high-output channel, with brands posting 31 times per week on average. That volume may contribute to lower impressions per post, but users are engaging with the content they do see.

Average LinkedIn Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Engagements Per Post	Likes Per Posts	Engagement Rate
Overall	99.2K	2	1.4%	9.2K	728	106	6.2%
Growing Brands <small>(0 – 12K Followers)</small>	5.9K	2	2.4%	859	95	18	5.5%
Established Brands <small>(12K – 50K Followers)</small>	26.5K	1	1.6%	3.5K	331	65	8.7%
Large Brands <small>(50K+ Followers)</small>	246.8K	4	0.9%	14.0K	1.1K	153	5.8%

*Calculation: (Clicks + Reactions + Comments + Reposts) / Impressions
Based on customer data

Dash Social Insight

LinkedIn remains a lower-volume channel, with brands tailoring content to a more professionally focused audience. Even with fewer posts, engagement stays strong, showing that the content resonates.

X Average X Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Impressions Per Post	Engagements Per Post	Likes Per Post	Engagement Rate*
Overall	985.2K	85	-0.3%	11.9K	299	37	2.3%
Growing Brands <small>(0 – 12.5K Followers)</small>	5.7K	3	0.3%	862	16	3	6.0%
Established Brands <small>(12.5K – 200K Followers)</small>	72.7K	37	-0.2%	3.9K	60	11	2.9%
Large Brands <small>(200K+ Followers)</small>	2.2M	155	-0.7%	13.8K	352	33	2.1%

*Calculation: (Reposts + Replies + Likes + Clicks) / Impressions
Based on customer data

Dash Social Insight

X remains a high-volume channel for the brands still active there, with frequent posting driving steady visibility. But audience growth continues to decline, and impressions remain low relative to follower count.

@ Average Threads Performance Across All Industries

	Followers	Weekly Posts	Monthly Growth Rate	Weekly Profile Views	Engagements Per Post	Likes Per Post	Replies Per Post
Overall	494.3K	18	1.1%	618.2K	76	68	4
Growing Brands <small>(0 – 100K Followers)</small>	44.7K	13	1.2%	36.7K	19	17	1
Established Brands <small>(100K – 300K Followers)</small>	179.6K	14	0.9%	103.0K	69	63	3
Large Brands <small>(300K+ Followers)</small>	1.2M	27	1.0%	1.7M	143	128	8

*Calculation: (Reposts + Replies + Likes + Clicks) / Impressions
Based on customer data

Dash Social Insight

Threads remains an active channel, with brands posting consistently and continuing to grow their followings. It also stands out as a strong awareness driver, generating high profile views across brand sizes.