



# Social Media Benchmark Report

Health and Wellness Industry



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Cover image: [@sajewellness](#)

# 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.



## Defining the Health and Wellness Industry

The health and 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.

## 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

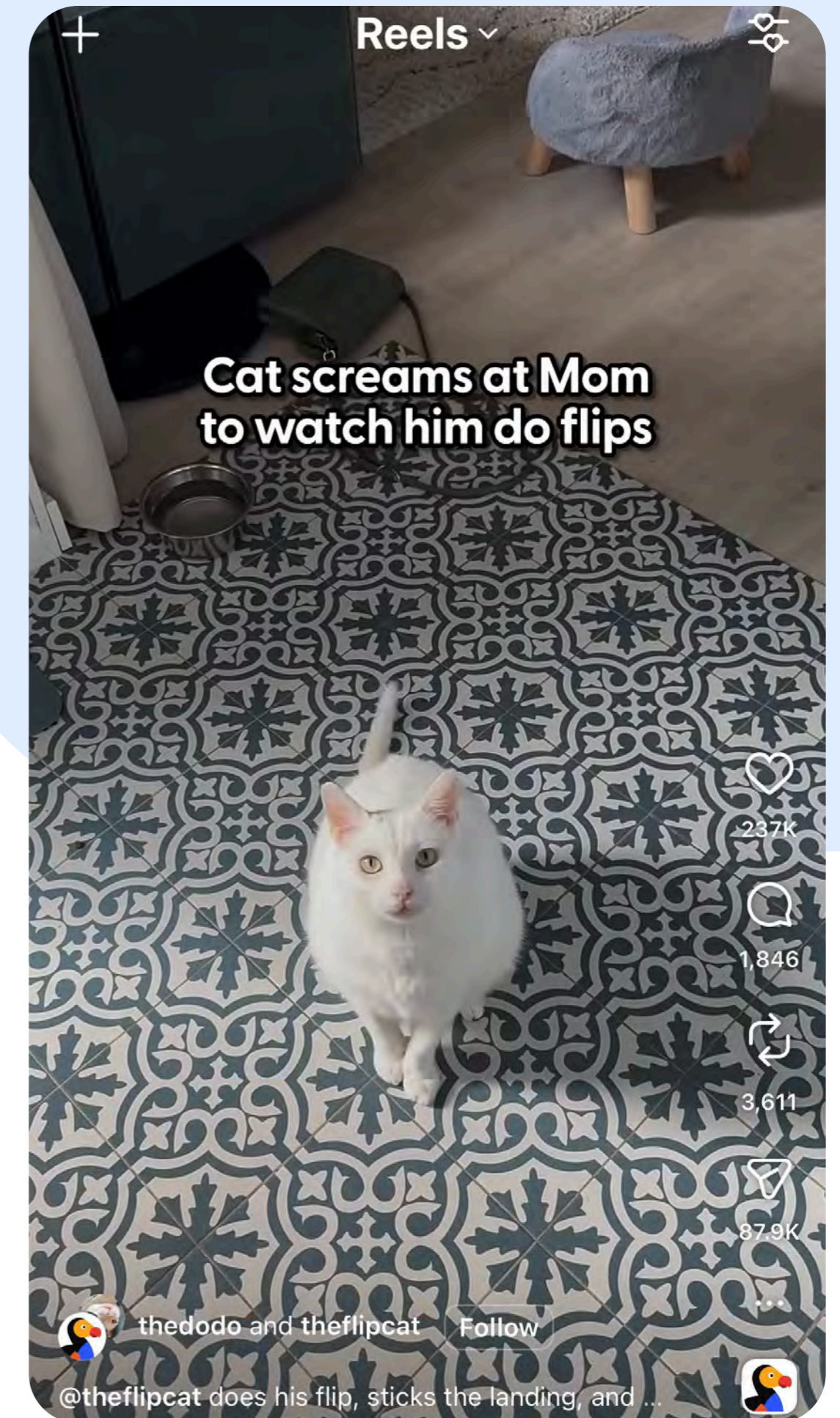
Views are growing on TikTok (+3%) and Instagram (+27%), putting more content in front of more people than ever before. When that happens, engagement rates dip, and that's okay. Wider reach doesn't always lead to a deeper connection. The key is being more intentional as your audience grows. Focus on making 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.



@thedodo

# TikTok Trends

## Viewership Is Trending Up.

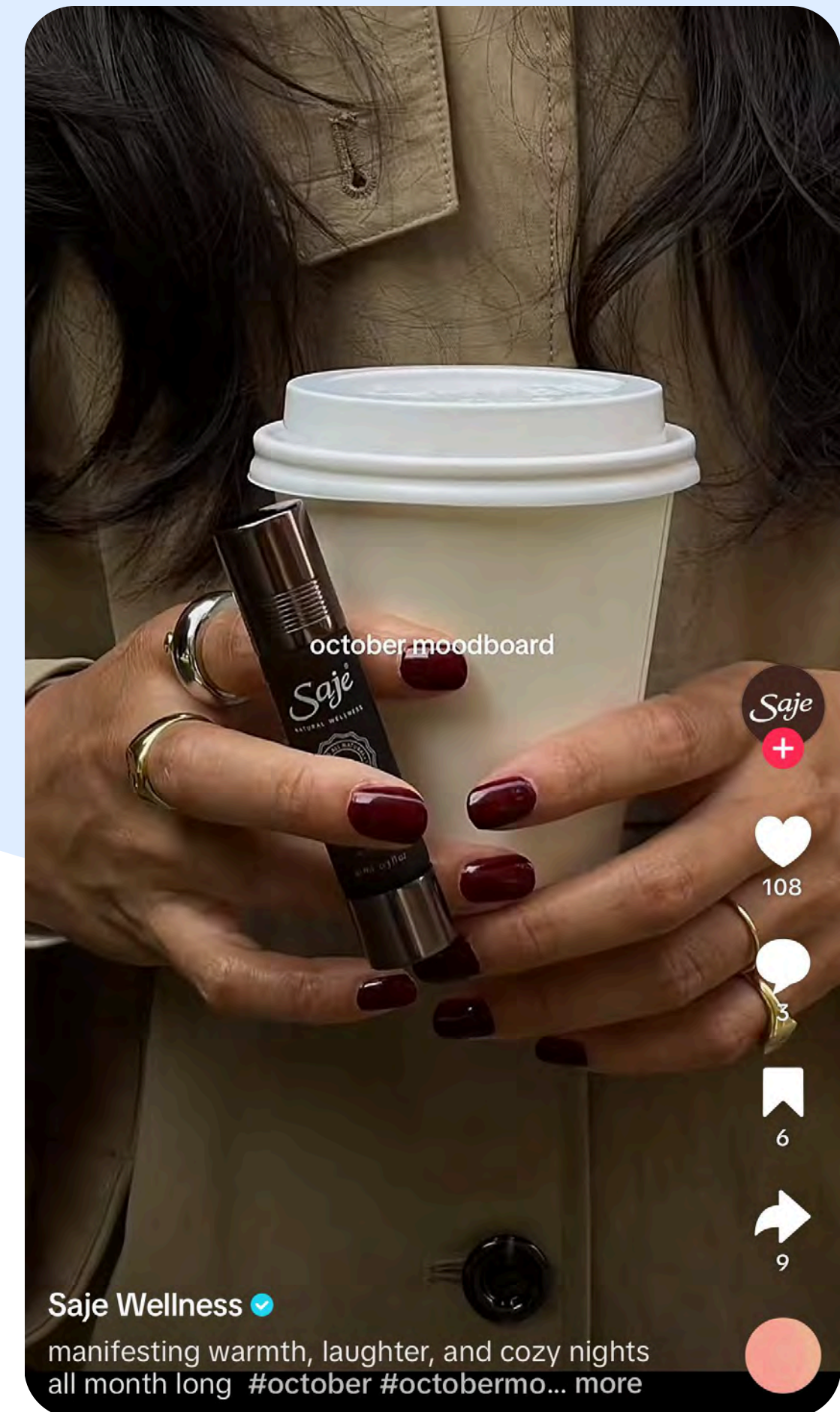
Even with a dip from 3.9% to 3.4%, TikTok remains the strongest platform for engagement across channels. This shift aligns with a 3% increase in views. Pointing to the fact that as content reaches a larger audience, maintaining the same level of connection becomes harder

## Follower Growth Slows, Indicating Shift in Behavior.

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.

## Most Users Do Not Finish Videos.

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

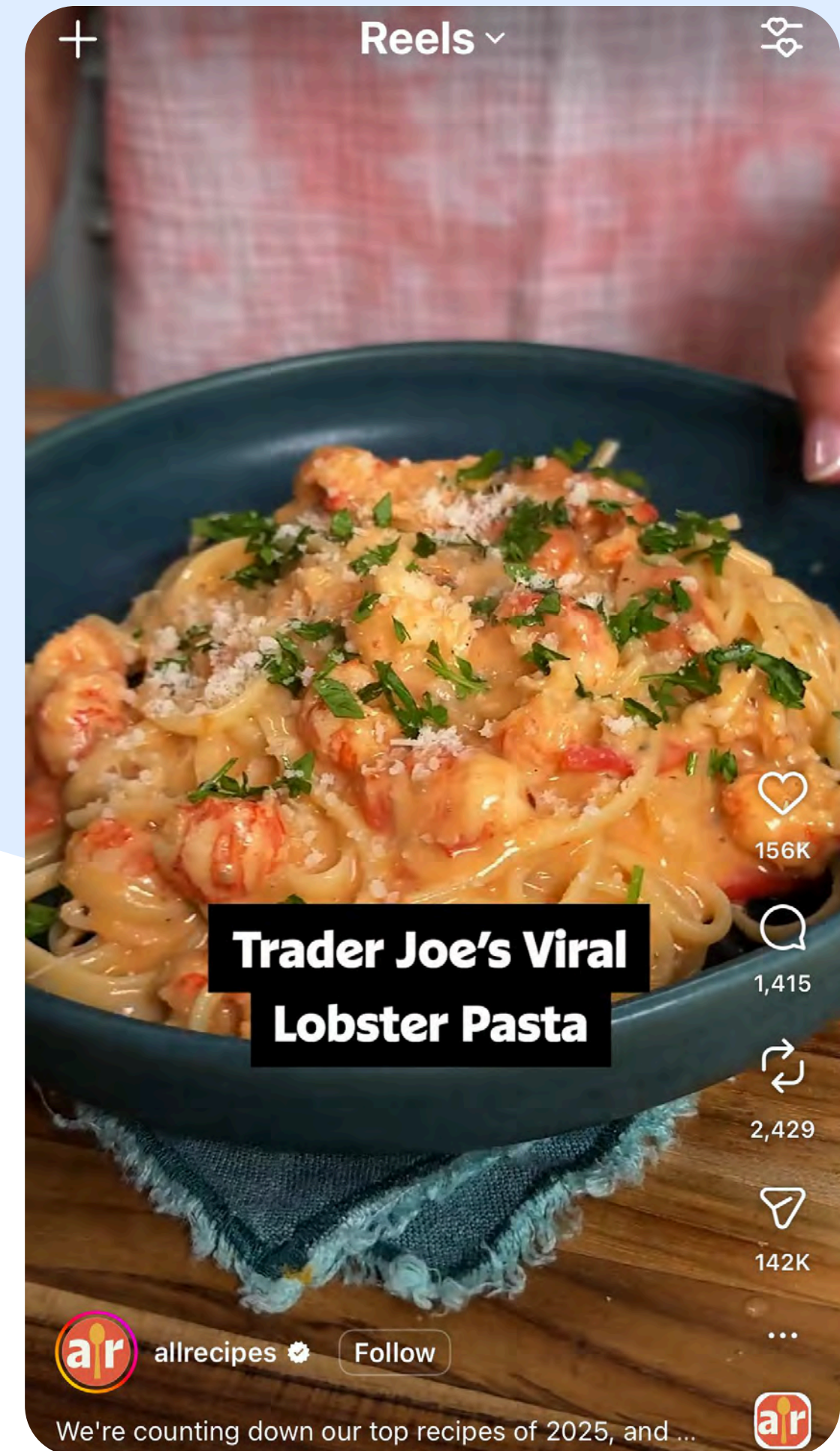
With a 2.7% engagement rate, Reels generate nearly double the performance of carousel posts (1.4%) and static images (1.3%). For brands looking to drive deeper connection, Reels are the clearest format to prioritize.

## 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.



[@sourpatchkids](#)

# YouTube Trends

## More People are Watching, and They're Watching Longer

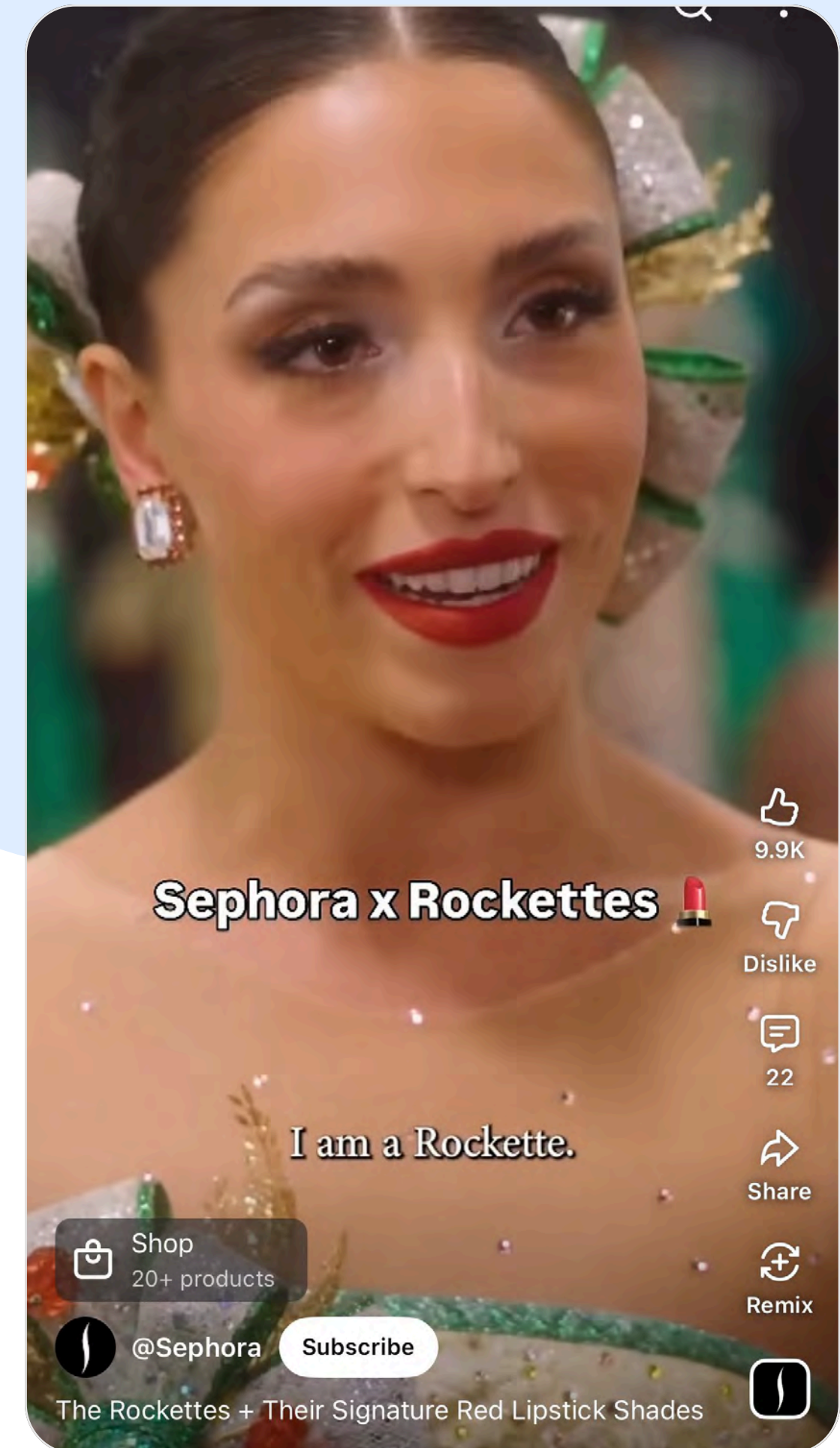
Across formats, video views are up 30%, with an average completion rate of 90% highlight that YouTube is built for retention. Success is less about interaction and more about watch time, and keeping people on the platform.

## 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](#)

# Views Are Up, but Engagement Shows Weaker Audience Connection

 Video views are up 146% , but shares have fallen 41%, and engagement rate dropped from 3.1% to 2.3%. The content is reaching more people, but it's giving them less reason to interact.

 Views are up 29%, but engagement has dropped from 2.2% to 1.8%. Reels are the strongest format for engagement, while single static posts perform best for reach.




 Video views are up 193%, with growth across On-Demand and Shorts. Posting frequency also increased from two times a week to three to help drive reach.

 **Dash Social Insight**

With viewership up, focus should shift from reach to engagement. Build content around clear takeaways people want to save and share, deliver value early, and carry the brand story throughout.

## Average Health and Wellness Engagement Rate and Video Views Per Post

H1 2026

			
Engagement Rate	2.3% -26%	1.8% -18%	- N/A
Video Views	219.2K +146%	89.6K +29%	136.6K +193%

Compared to six months prior

**Engagement Rate Formulas**  
TikTok: Engagements/Video Views | Instagram: Engagements/Views

# 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 Health and Wellness Brands by Total Social Impact

Overall Industry Average: 370M

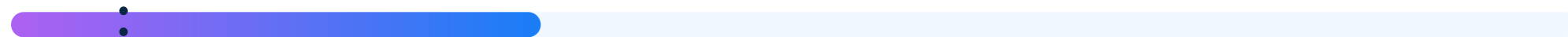
BetterHelp



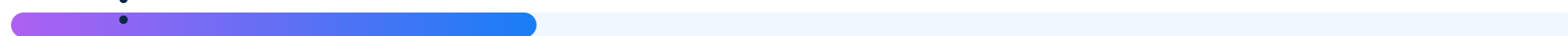
The Workout Witch



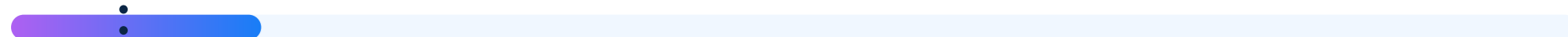
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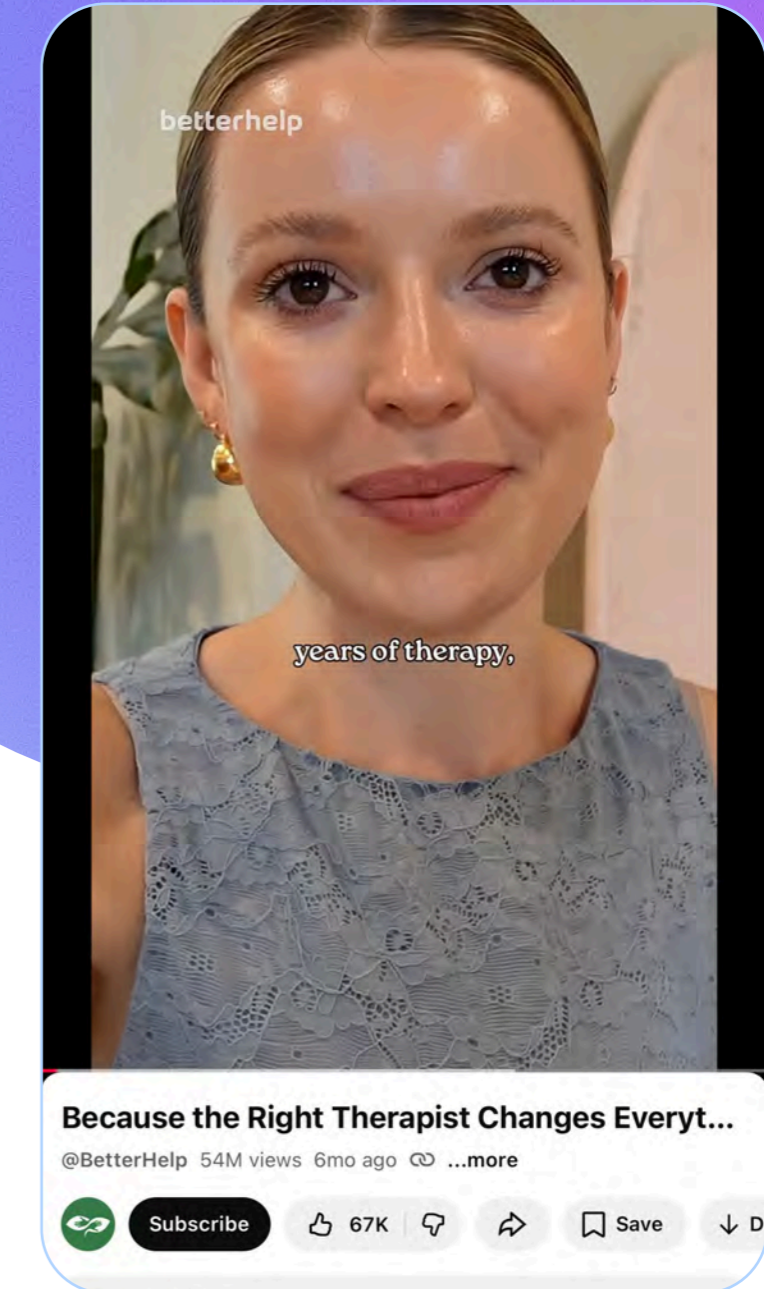
Finch



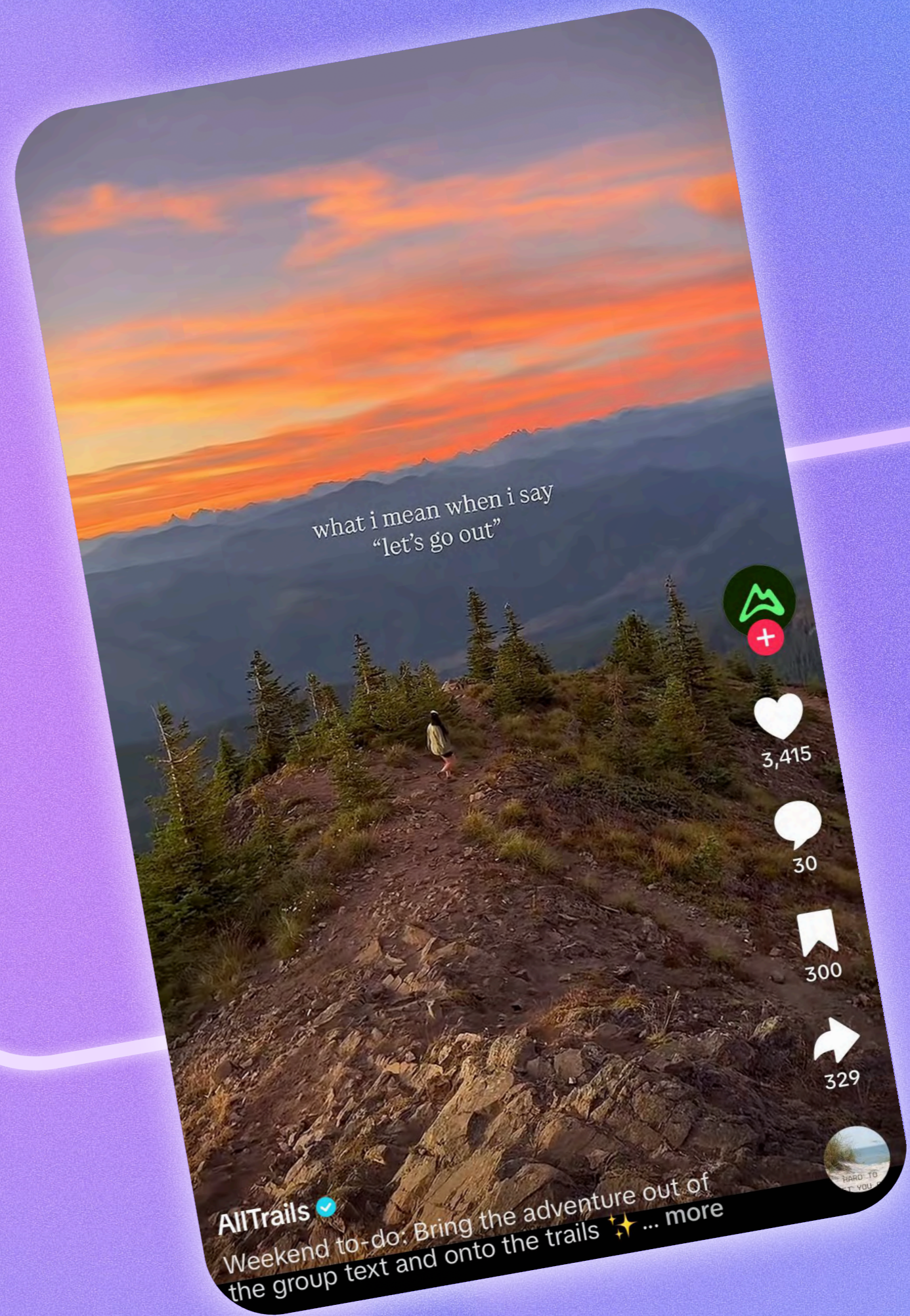
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\*Customer data only



Grounded in vulnerability and emotional support, BetterHelp uses personal customer stories across paid and organic content. A human and relatable approach carries the brand's message across formats.



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

\*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.

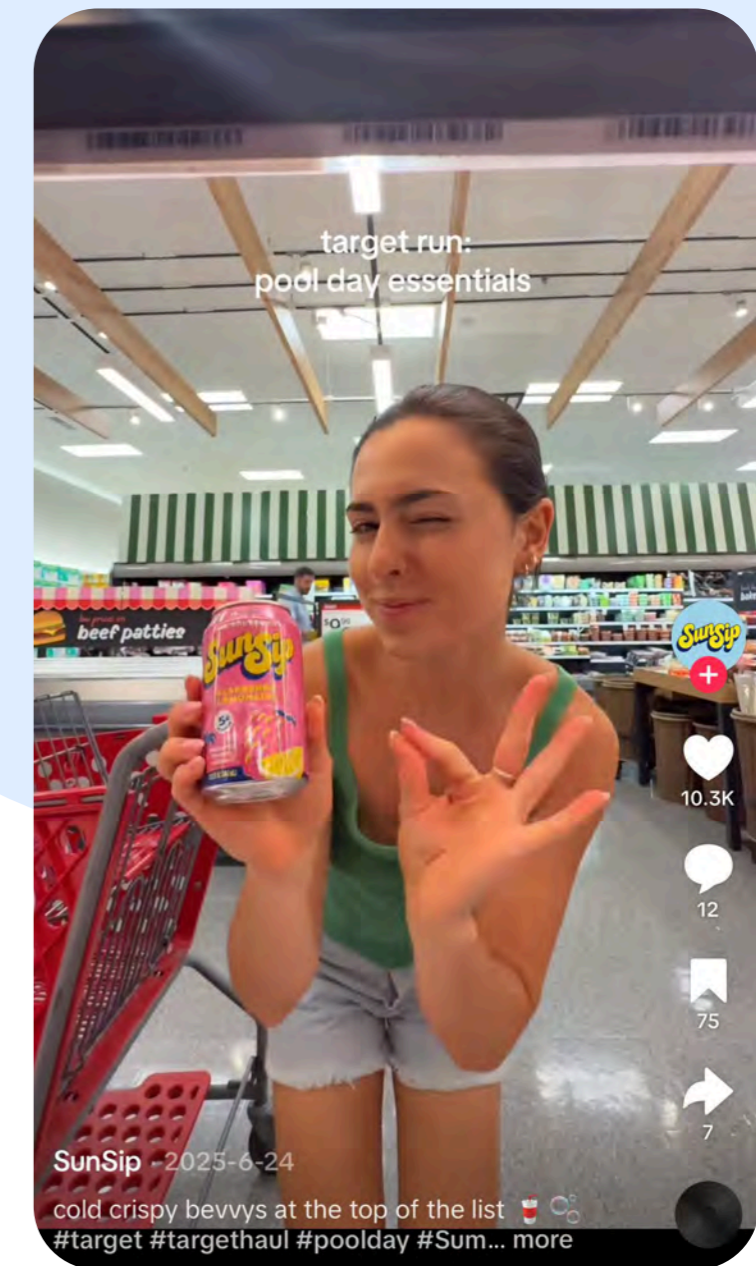
# Average TikTok Performance By Industry

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

Overall Industry Average: 2.3%

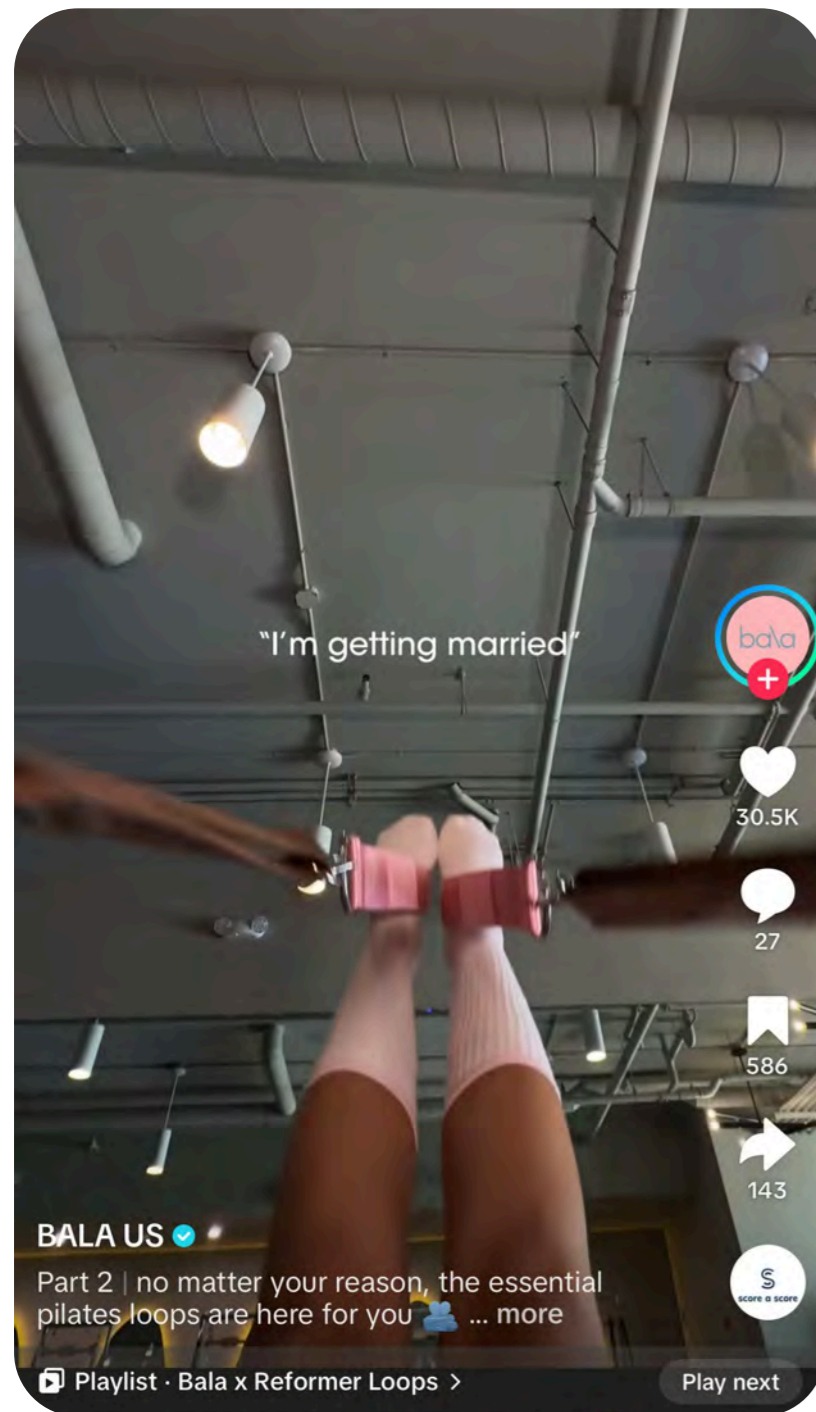


SODA WITH BENEFITS



SunSip taps into UGC and creator marketing throughout its organic and paid content, using text overlays to punch up the humor and enhance the user experience for sound-off audiences.

# 🎵 Winning Formulas for Creating Entertaining TikTok Content



## bala

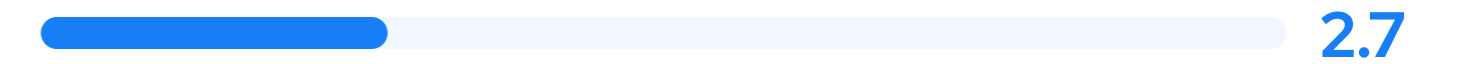
With a softer, style-forward take on fitness, Bala hooks audiences through relatable workout trends and a pastel palette that feels fresh, light, and unmistakably its own.

### Entertainment Score

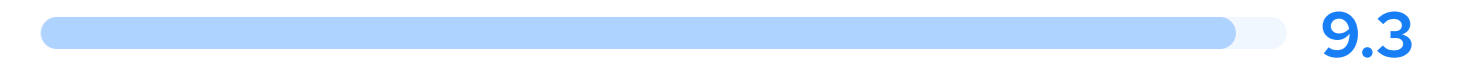
**8.4/10** Compared to the health and wellness industry average of **2.7**, and Bala's own average of **5.4**

## Top Health and Wellness Brands by Entertainment Score

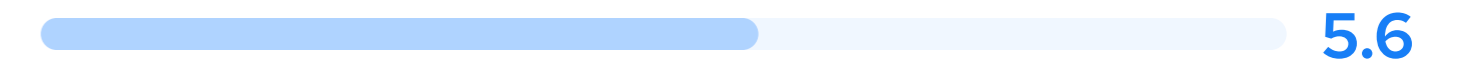
Overall Average



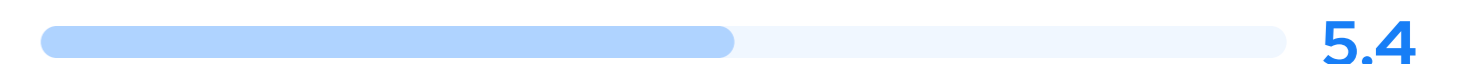
Saje Wellness



Beeskeeper's Naturals



Bala





# 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)
<b>Overall</b>	2.2M	9	0.7%	188.8K	388.1K	1.1K	480	4.4	1.9%	0.4%
<b>Growing Brands</b> <small>(0 - 190K Followers)</small>	90.5K	4	1.0%	13.4K	32.9K	128	46	3.9	2.0%	0.5%
<b>Established Brands</b> <small>(190K - 1.1M Followers)</small>	500.4K	7	0.6%	44.5K	102.1K	343	160	3.7	1.8%	0.4%
<b>Established Brands</b> <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*
<b>Image</b>	1.3%	215.7K
<b>Reels</b>	2.7%	181.8K
<b>Carousel</b>	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."

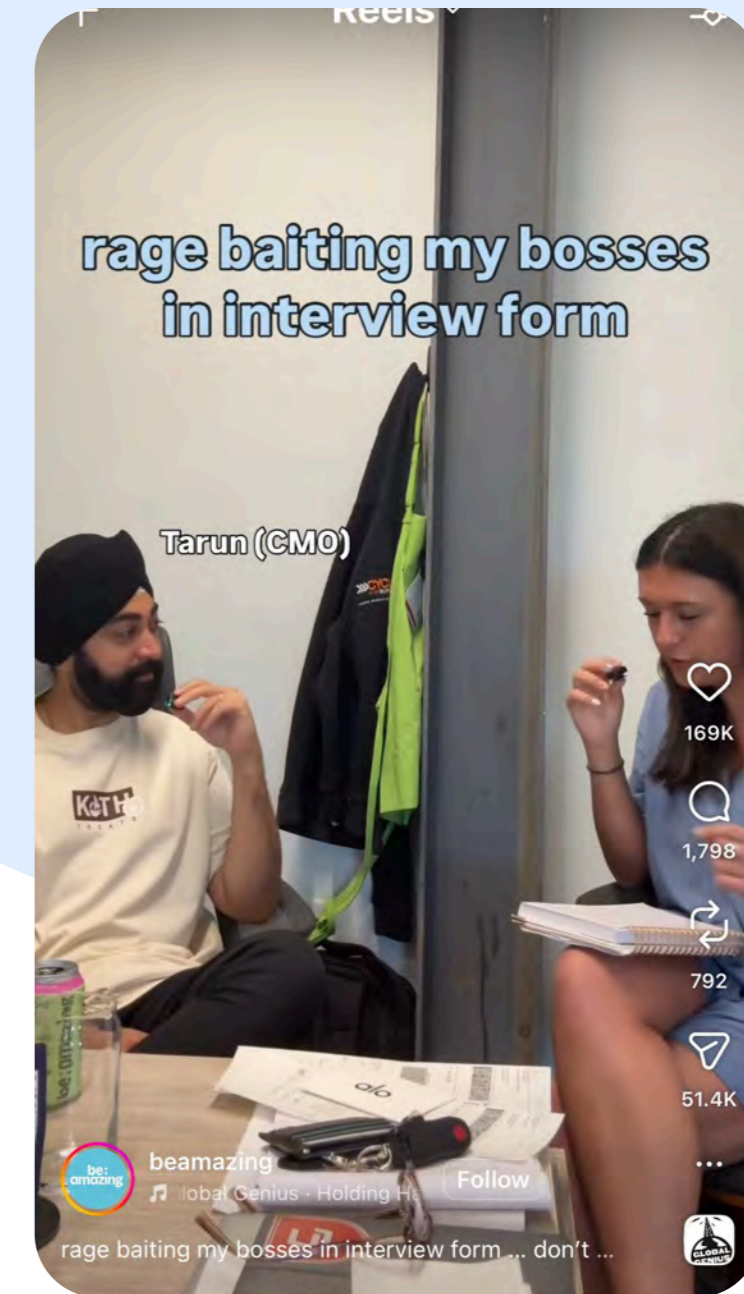
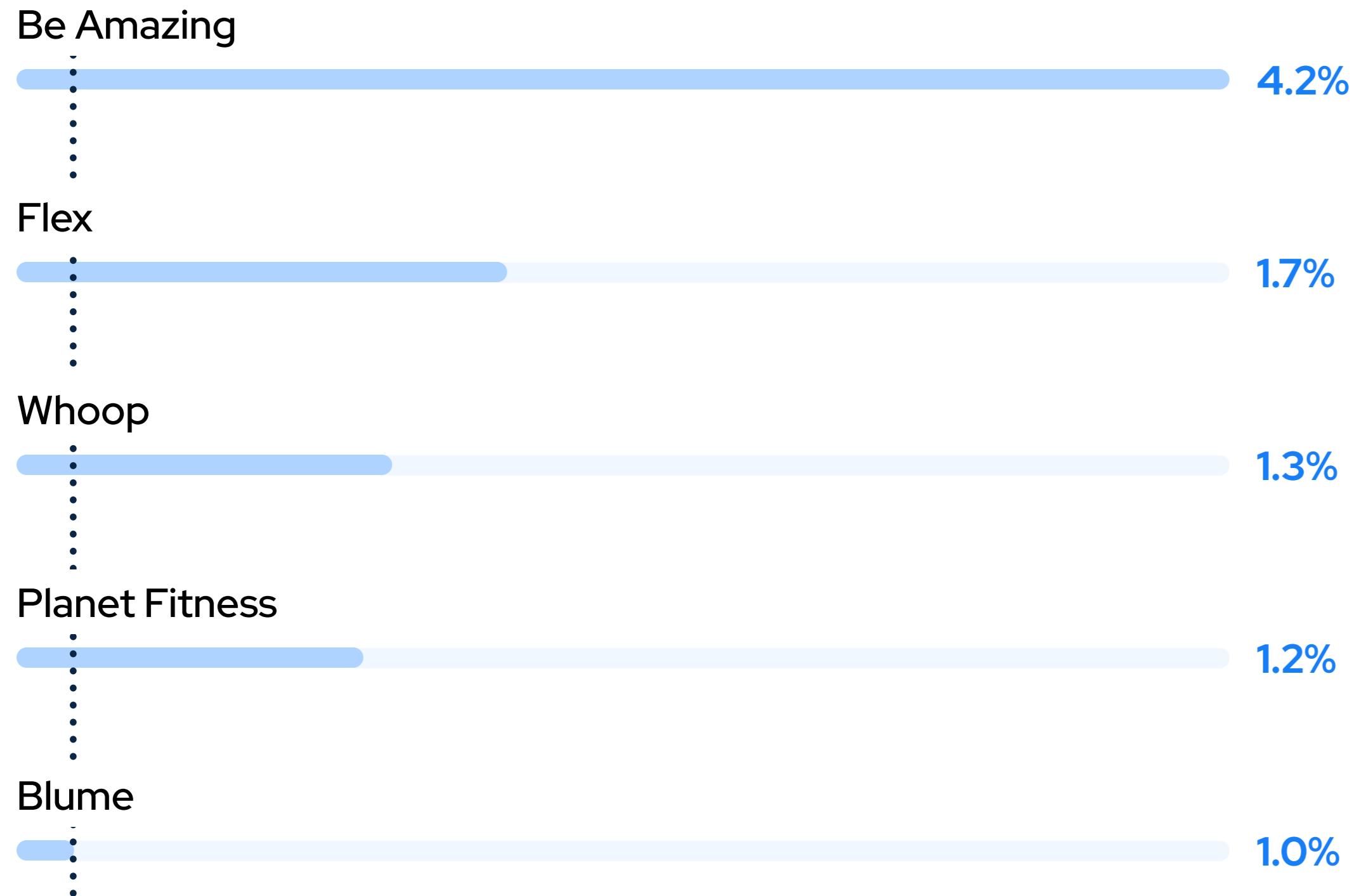
# Average Instagram Performance By Industry

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

\*Customer data only

# Top Health and Wellness Brands by Engagement Rate (Followers)

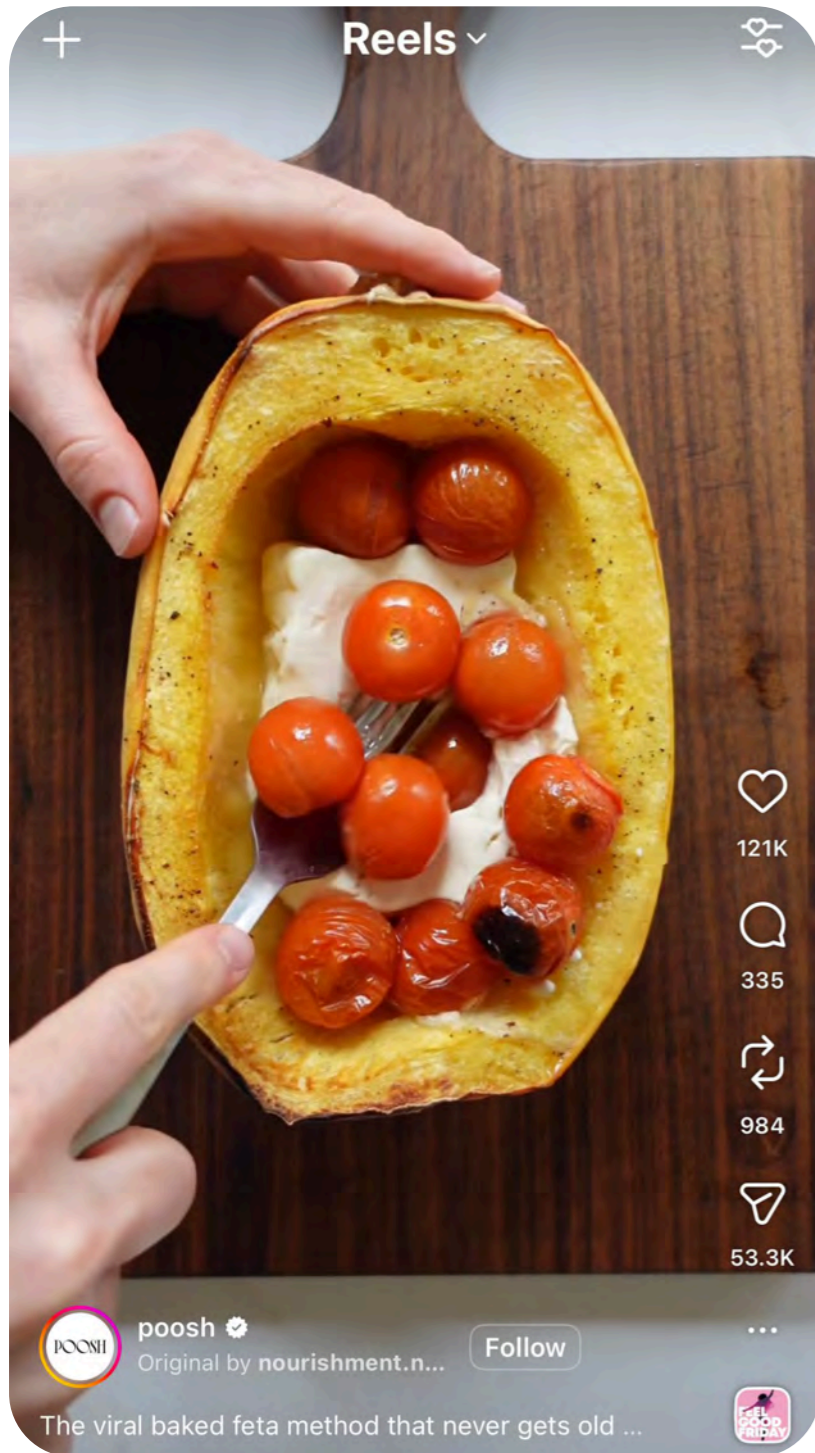
Overall Industry Average: 0.2%



## be:amazing®

Be Amazing balances UGC with humor to land with health-conscious audiences without losing the light, approachable energy that makes it stand out.

# Winning Formulas for Creating Entertaining Reels Content



## POOSH

Poosh brings a polished, aspirational take to wellness, blending recipes, tips, and lifestyle advice into a feed that feels curated and easy to come back to, like your go-to friend for the best advice.

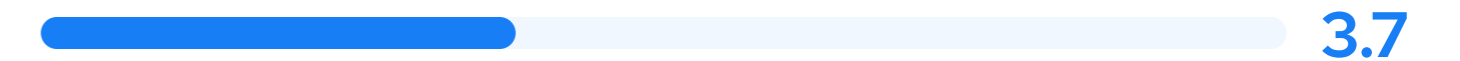
### Entertainment Score

**9.9/10**

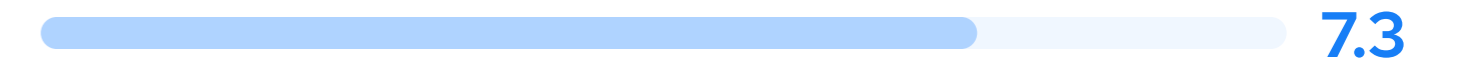
Compared to the health and wellness industry average of **3.7**, and Poosh's own average of **7.3**.

## Top Health and Wellness Brands by Entertainment Score

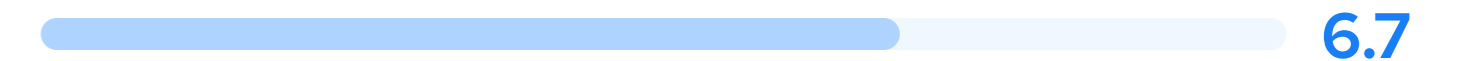
### Overall Average



### Poosh

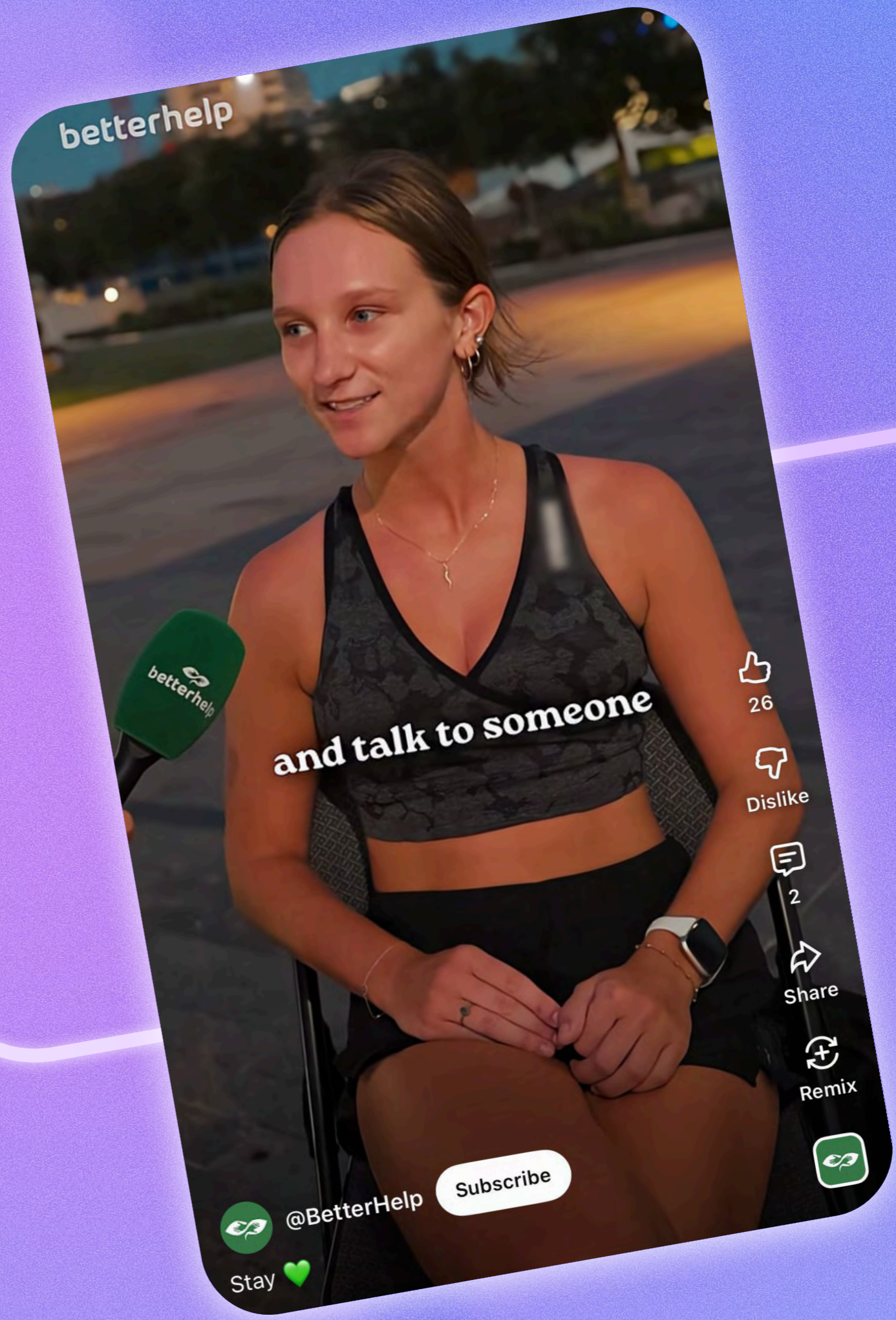


### Bevel



### Alltrails





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

\*Customer data only

## Content Format Performance

	Video Views Per Post	Engagements Per Post
<b>Shorts</b>	<b>75.6K</b>	<b>502</b>
<b>On-Demand</b>	<b>229.4K</b>	<b>400</b>

### 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.

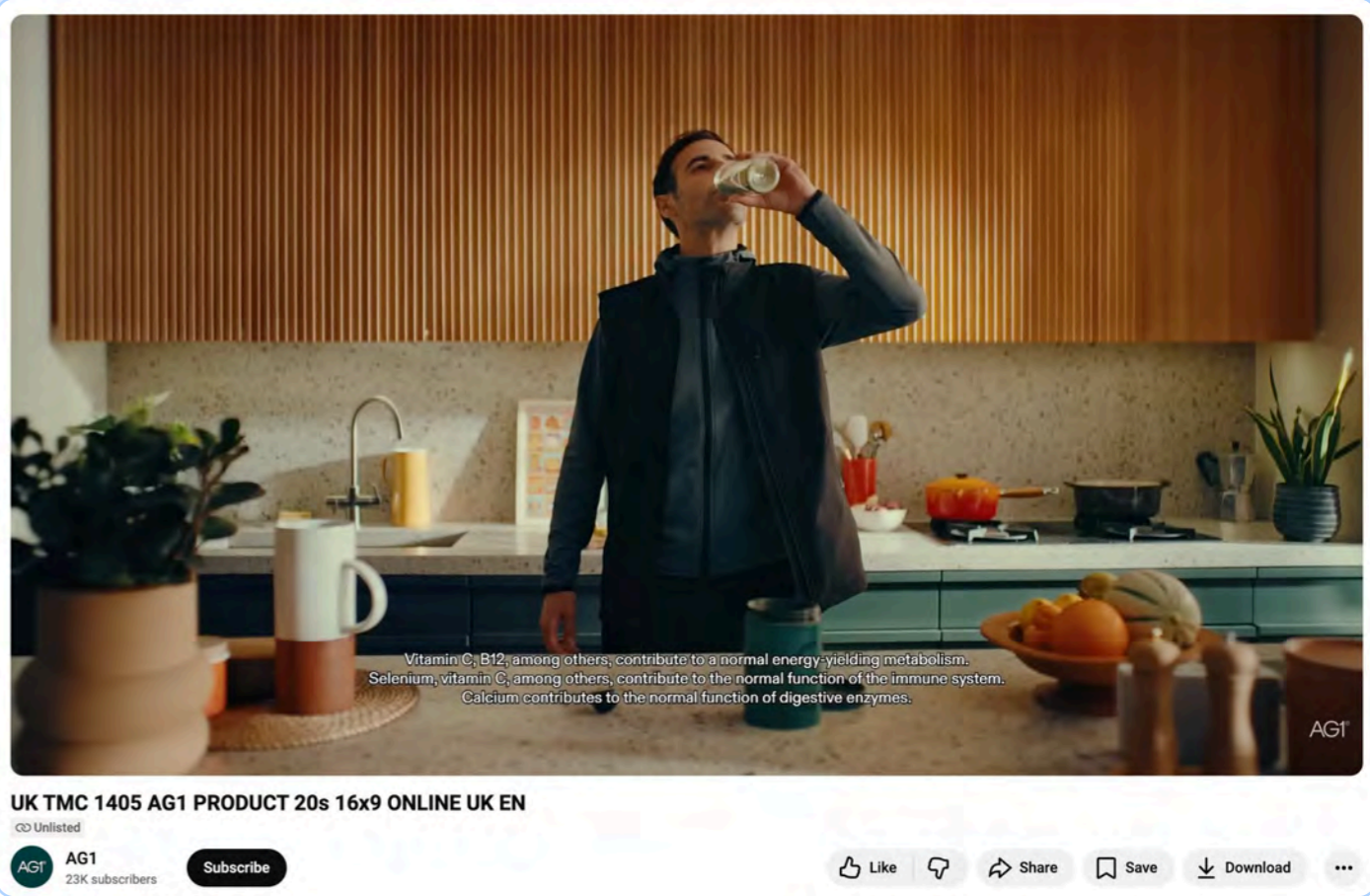
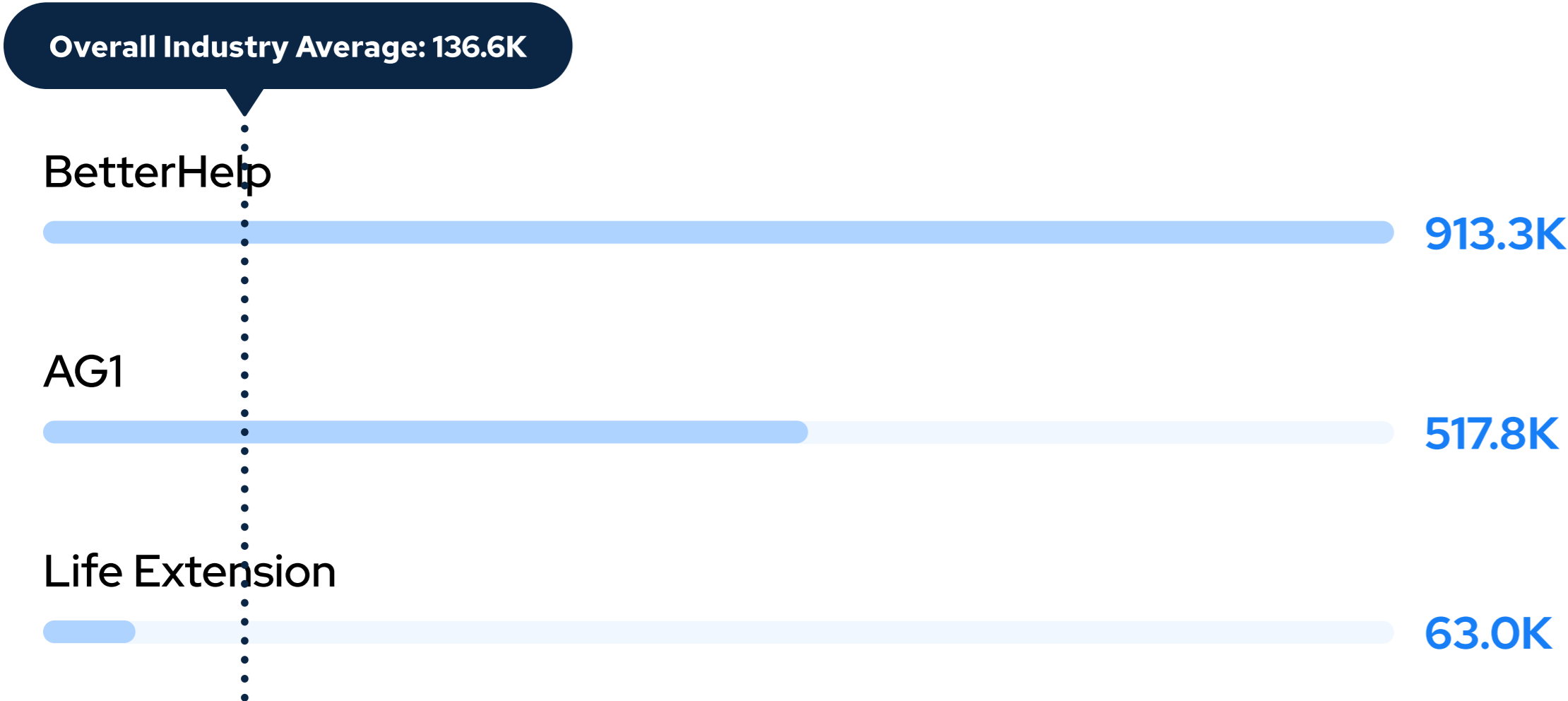
# Average YouTube Performance By Industry

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

\*Customer data only

\*\*Limited data available

# Top Health and Wellness Brands by Video Views



# AG1<sup>®</sup>

AG1 leans on distinct content series to spotlight voices that matter to its audience, from celebrities like Hugh Jackman to doctors and everyday customers. The result is a well-rounded feed that blends inspiration, credibility, and social proof through short videos with real value.

# What We Can Learn From Health and Wellness Brands' Strategies

## Lean into Relatability

Avoid a rigid brand voice and opt for relatability and familiarity.

## Expand Your Creator Lens

Think outside the box when it comes to creator partnerships. If a comedic creator resonates with your audience, explore content potential before assuming they don't fit your niche.

## Leverage Diverse Content Strategies

Shorter content earns the most attention. Trim videos and keep the most salient points upfront.

### Featured Dash Social Customers

AG1

AllTrails

bala



betterhelp

Bevel

EVERLAST

POOSH

ro

Saje

Seed

SOULCYCLE



the workout witch



# 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

LikeShop Clicks: 2,350 (+0.25%)

Impressions: 1.54M (+0.15%)

Video Views: 60,000

Post	Eng. Rate	Effectiveness	Engagements	Reach
ava (Mar 12, 11:15 AM)	6.37%	77.60%	107,297	789,408
mad.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



# Average Facebook Performance Across All Industries

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

\*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
<b>Overall</b>	<b>279.4K</b>	<b>31</b>	<b>0.3%</b>	<b>1.2K</b>	<b>1.6%</b>	<b>25</b>	<b>762</b>
<b>Growing Brands</b> <small>(0 – 8K Followers)</small>	<b>3.0K</b>	<b>15</b>	<b>0.9%</b>	<b>725</b>	<b>2.4%</b>	<b>31</b>	<b>274</b>
<b>Established Brands</b> <small>(8K – 105K Followers)</small>	<b>39.7K</b>	<b>25</b>	<b>0.1%</b>	<b>792</b>	<b>1.8%</b>	<b>26</b>	<b>553</b>
<b>Large Brands</b> <small>(105K+ Followers)</small>	<b>831.1K</b>	<b>51</b>	<b>0.01%</b>	<b>1.5K</b>	<b>1.3%</b>	<b>22</b>	<b>1.1K</b>

\*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
<b>Overall</b>	<b>99.2K</b>	<b>2</b>	<b>1.4%</b>	<b>9.2K</b>	<b>728</b>	<b>106</b>	<b>6.2%</b>
<b>Growing Brands</b> <small>(0 – 12K Followers)</small>	<b>5.9K</b>	<b>2</b>	<b>2.4%</b>	<b>859</b>	<b>95</b>	<b>18</b>	<b>5.5%</b>
<b>Established Brands</b> <small>(12K – 50K Followers)</small>	<b>26.5K</b>	<b>1</b>	<b>1.6%</b>	<b>3.5K</b>	<b>331</b>	<b>65</b>	<b>8.7%</b>
<b>Large Brands</b> <small>(50K+ Followers)</small>	<b>246.8K</b>	<b>4</b>	<b>0.9%</b>	<b>14.0K</b>	<b>1.1K</b>	<b>153</b>	<b>5.8%</b>

\*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*
<b>Overall</b>	<b>985.2K</b>	<b>85</b>	<b>-0.3%</b>	<b>11.9K</b>	<b>299</b>	<b>37</b>	<b>2.3%</b>
<b>Growing Brands</b> <small>(0 – 12.5K Followers)</small>	<b>5.7K</b>	<b>3</b>	<b>0.3%</b>	<b>862</b>	<b>16</b>	<b>3</b>	<b>6.0%</b>
<b>Established Brands</b> <small>(12.5K – 200K Followers)</small>	<b>72.7K</b>	<b>37</b>	<b>-0.2%</b>	<b>3.9K</b>	<b>60</b>	<b>11</b>	<b>2.9%</b>
<b>Large Brands</b> <small>(200K+ Followers)</small>	<b>2.2M</b>	<b>155</b>	<b>-0.7%</b>	<b>13.8K</b>	<b>352</b>	<b>33</b>	<b>2.1%</b>

\*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
<b>Overall</b>	<b>494.3K</b>	<b>18</b>	<b>1.1%</b>	<b>618.2K</b>	<b>76</b>	<b>68</b>	<b>4</b>
<b>Growing Brands</b> <small>(0 – 100K Followers)</small>	<b>44.7K</b>	<b>13</b>	<b>1.2%</b>	<b>36.7K</b>	<b>19</b>	<b>17</b>	<b>1</b>
<b>Established Brands</b> <small>(100K – 300K Followers)</small>	<b>179.6K</b>	<b>14</b>	<b>0.9%</b>	<b>103.0K</b>	<b>69</b>	<b>63</b>	<b>3</b>
<b>Large Brands</b> <small>(300K+ Followers)</small>	<b>1.2M</b>	<b>27</b>	<b>1.0%</b>	<b>1.7M</b>	<b>143</b>	<b>128</b>	<b>8</b>

\*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.