



# Social Media Benchmark Report

Media and Entertainment Industry



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Cover image: [@nbcnl](#)

# 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 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.

## 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

## Viewership Is Trending Up.

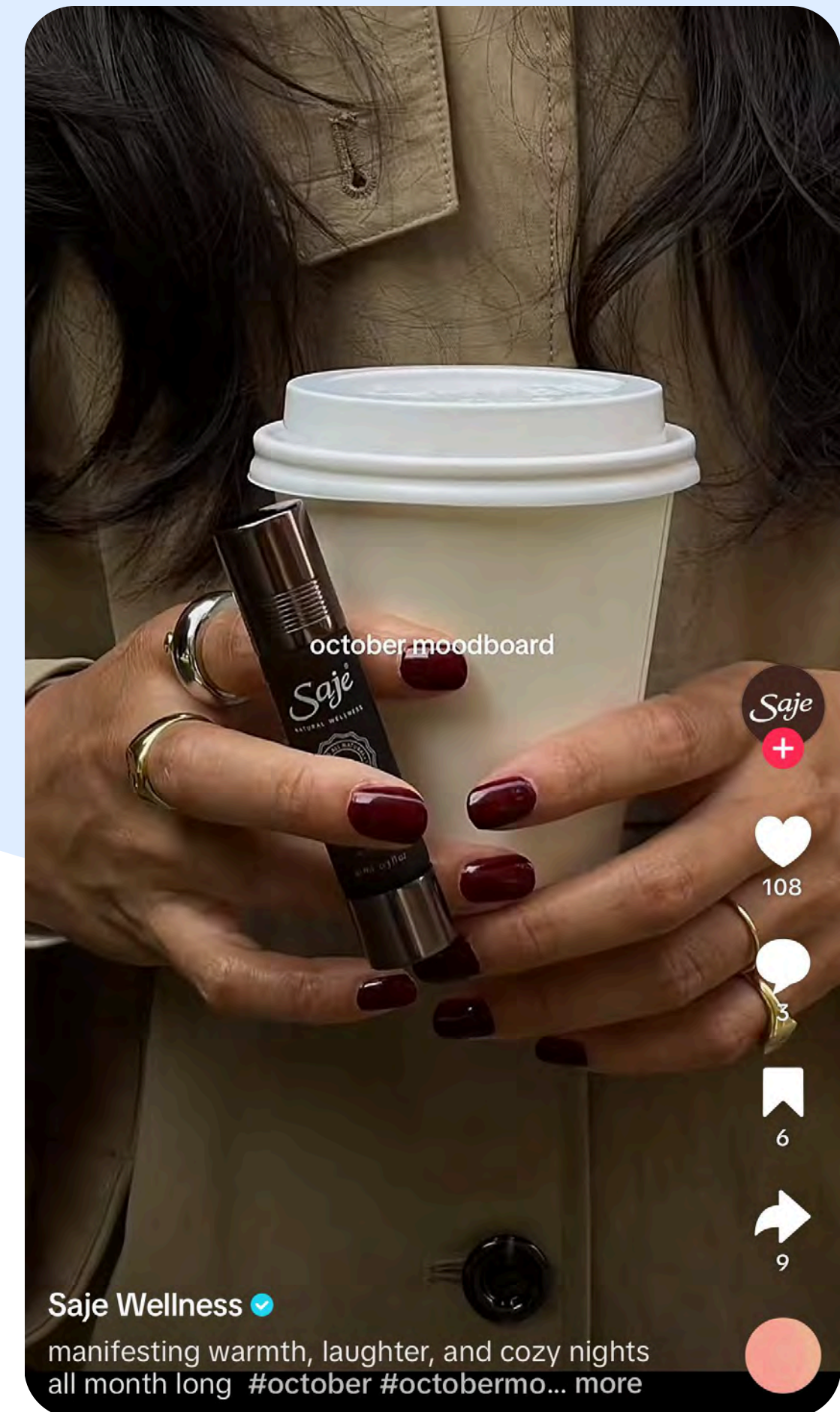
Even with a dip from 3.9% to 3.4%, TikTok remains the strongest platform for engagement across channels. This shift aligns with a 3% increase in views. Pointing to the fact that as content reaches a larger audience, maintaining the same level of connection becomes harder

## 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

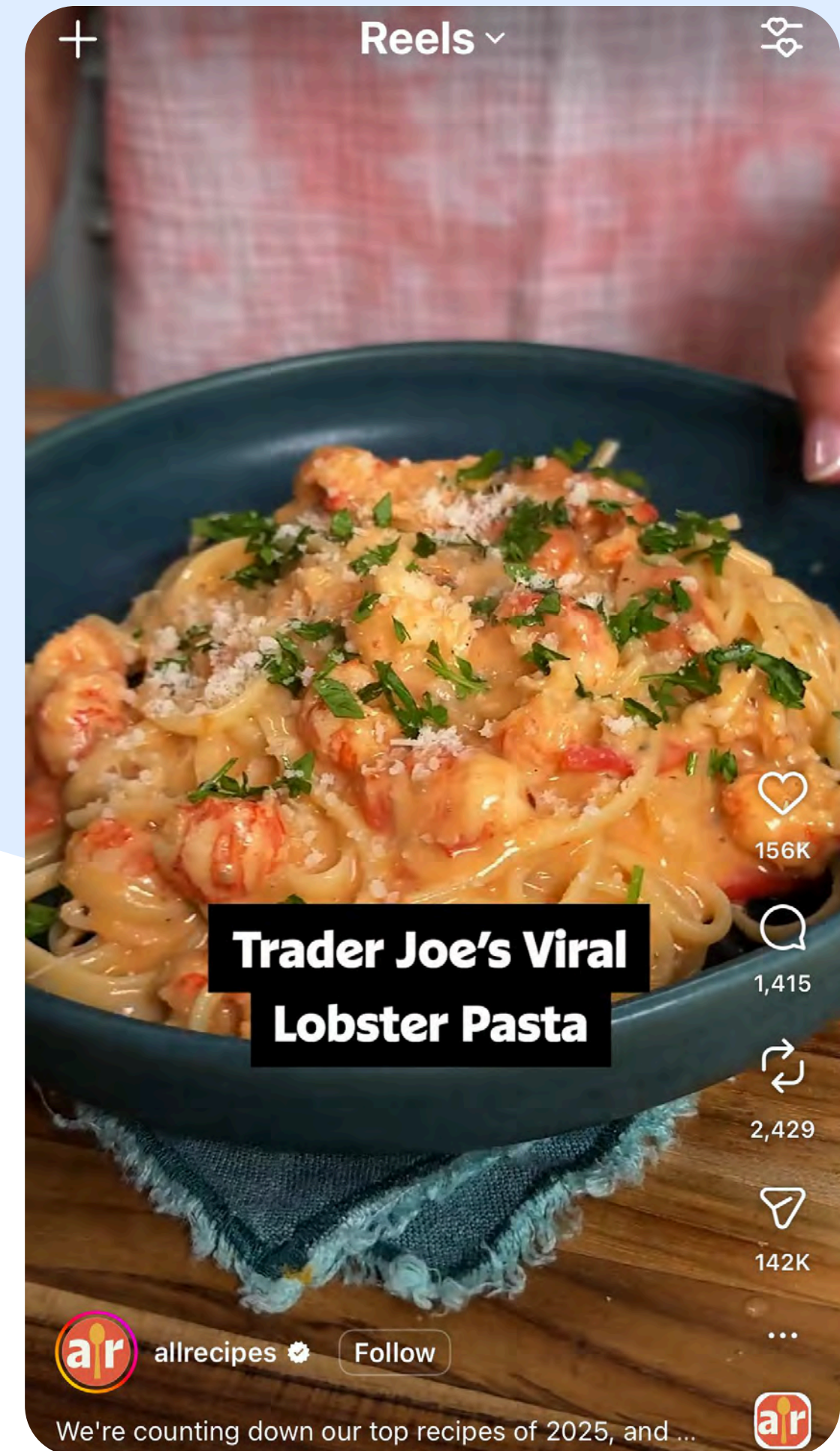
With a 2.7% engagement rate, Reels generate nearly double the performance of carousel posts (1.4%) and static images (1.3%). For brands looking to drive deeper connection, Reels are the clearest format to prioritize.

## 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

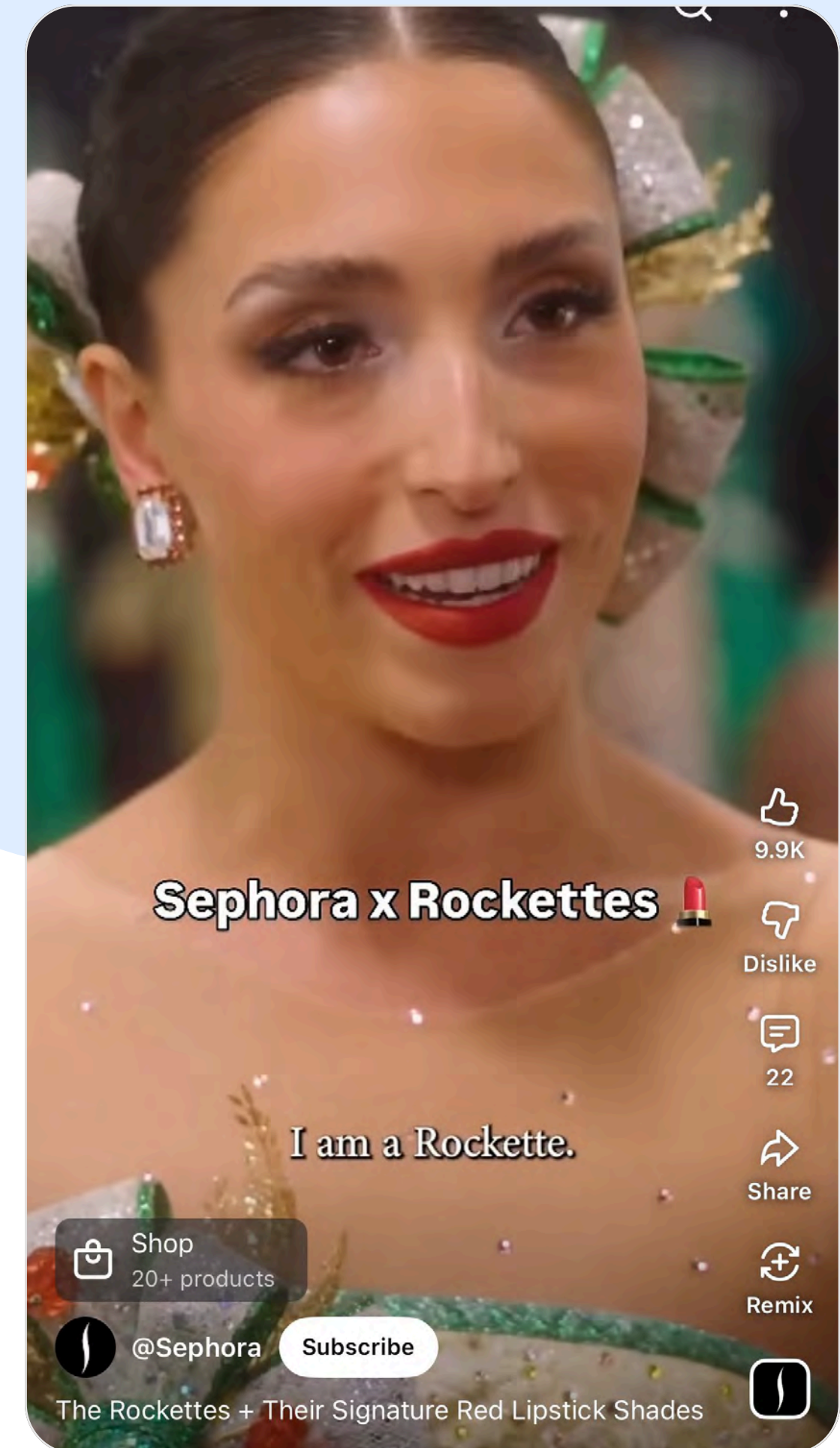
Across formats, video views are up 30%, with an average completion rate of 90% highlight that YouTube is built for retention. Success is less about interaction and more about watch time, and keeping people on the platform.

## 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](#)

# Brands Continue to See Strong Performance Despite Shifts in Performance

 Video views are down 17%, but still remain strong overall, while engagement rate has held steady. Media and entertainment brands continue to see one of the highest engagement rates in this report. They should continue to prioritize the content that delivers the strongest performance.

 Views are up 17% from six months ago, but engagement rate dipped from 2.9% to 2.3%. Even with lower engagement, this is a strong sign that more people are discovering content on the platform. Across content types, Reels lead in reach and engagement, making them a key format for brands as Instagram continues to shift toward discovery.




 Video views are up 6% overall, but that growth is coming from Shorts, which are up 41%, while On-Demand is flat. Lean into short-form content, because that's what's driving performance.

 **Dash Social Insight**

Build on what's working to drive engagement. Use Reels to extend reach beyond followers. As reach grows, engagement may dip, but the bigger shift is in discovery. Brands have more chances to reach new audiences, so the focus should be on posting with purpose and investing where audiences are most engaged.

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

H1 2026

			
<b>Engagement Rate</b>	<b>4.8%</b> -2%	<b>2.3%</b> -21%	<b>-</b> N/A
<b>Video Views</b>	<b>267.3K</b> -17%	<b>772.8K</b> +17%	<b>110.5K</b> +6%

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 Media and Entertainment Brands by Total Social Impact

Overall Industry Average: 2.5B

The Shade Room

The Dodo

E! News

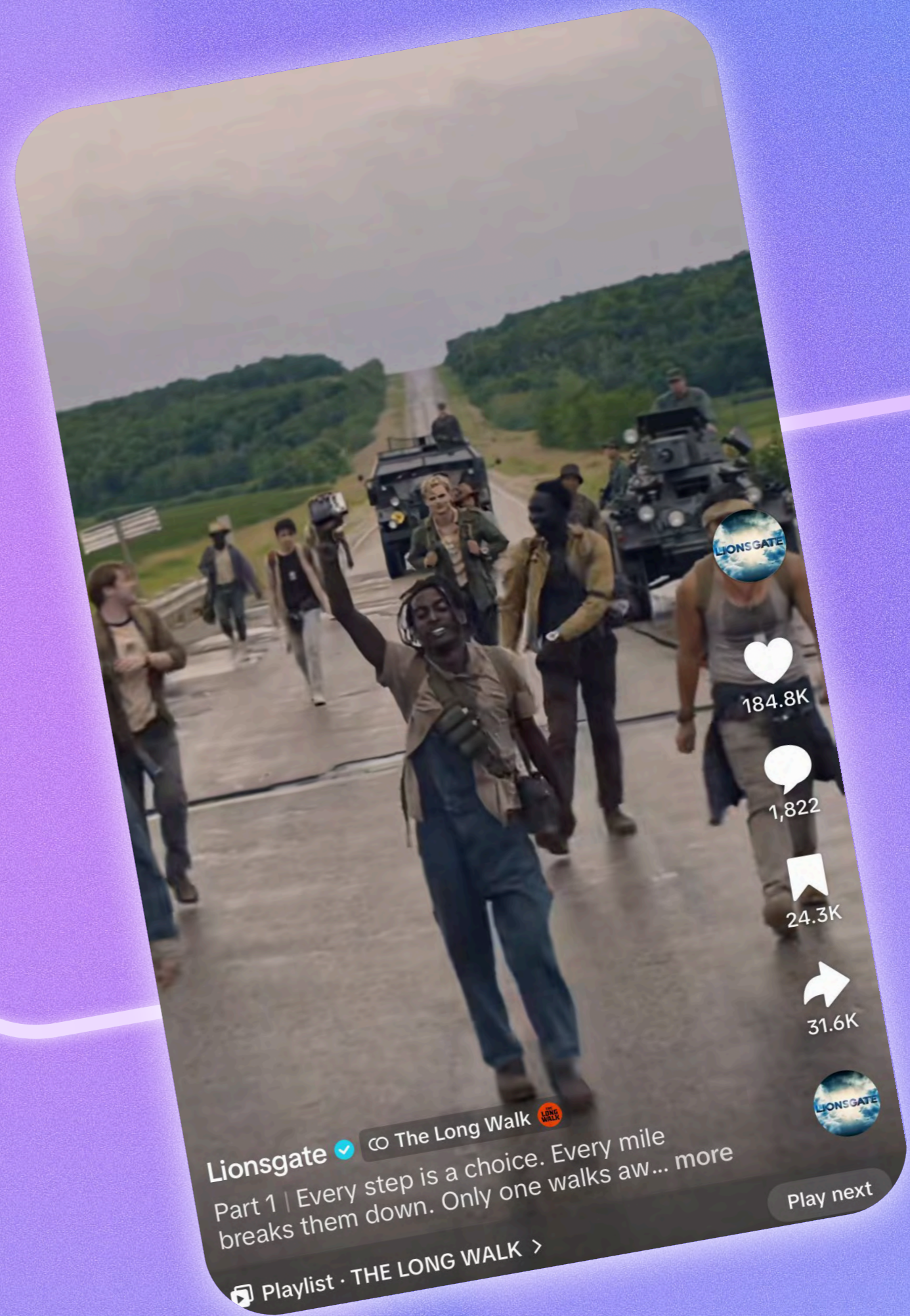
ABC News

TMZ

\*Customer data only



No sound? No problem. E! News draws viewers in with punchy headlines, while captions provide news bites for viewers scrolling with sound off.



# 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	<b>1.8M</b>	582.5K	366.1K	415.5K
<b>Weekly Posts</b>	8	6	5	8	4	6	7	4	<b>18</b>	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%	<b>4.1%</b>	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	<b>267.3K</b>	211.3K	243.3K	233.8K
<b>Shares Per Post</b>	75	81	132	81	298	46	50	130	<b>796</b>	553	101	285
<b>Reach Per Post*</b>	122.7K	64.7K	190.7K	113.3K	193.9K	111.6K	60.2K	260.2K	<b>231.8K</b>	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	<b>15.3K</b>	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	<b>4.0</b>	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%	<b>4.8%</b>	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%	<b>5.1%</b>	6.1%	3.5%	4.2%

\*Customer data only

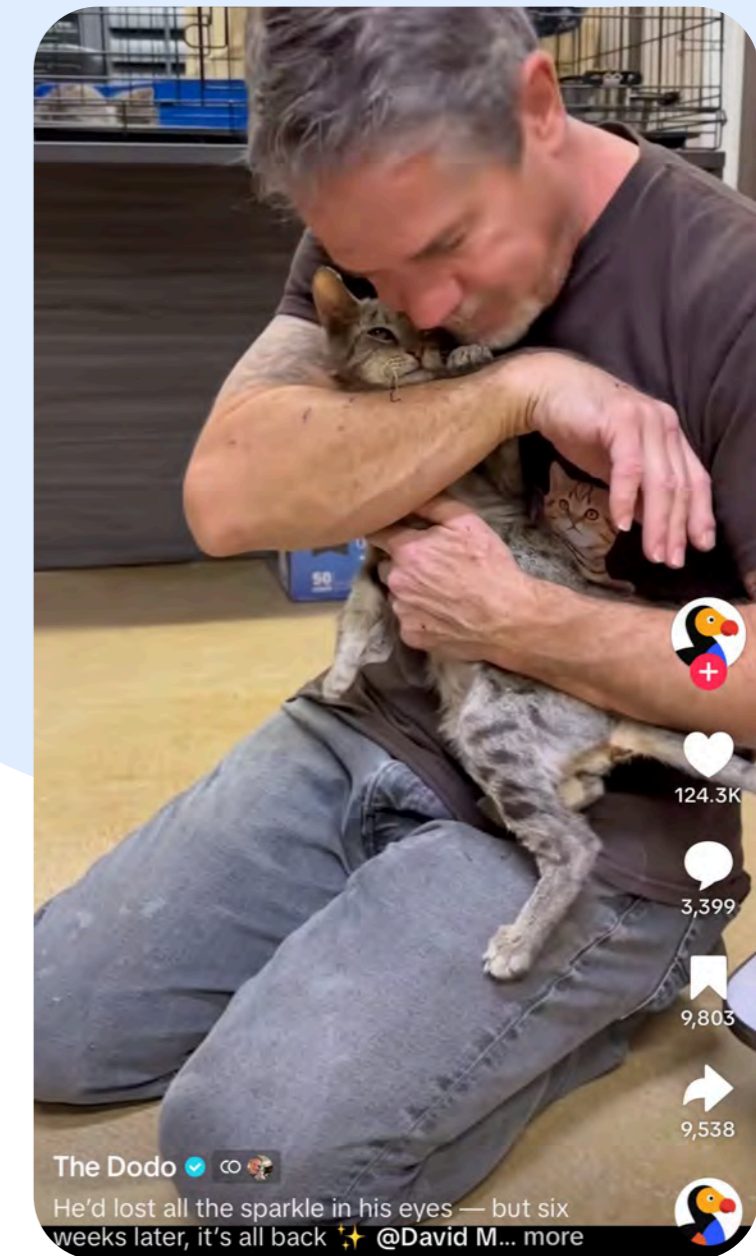
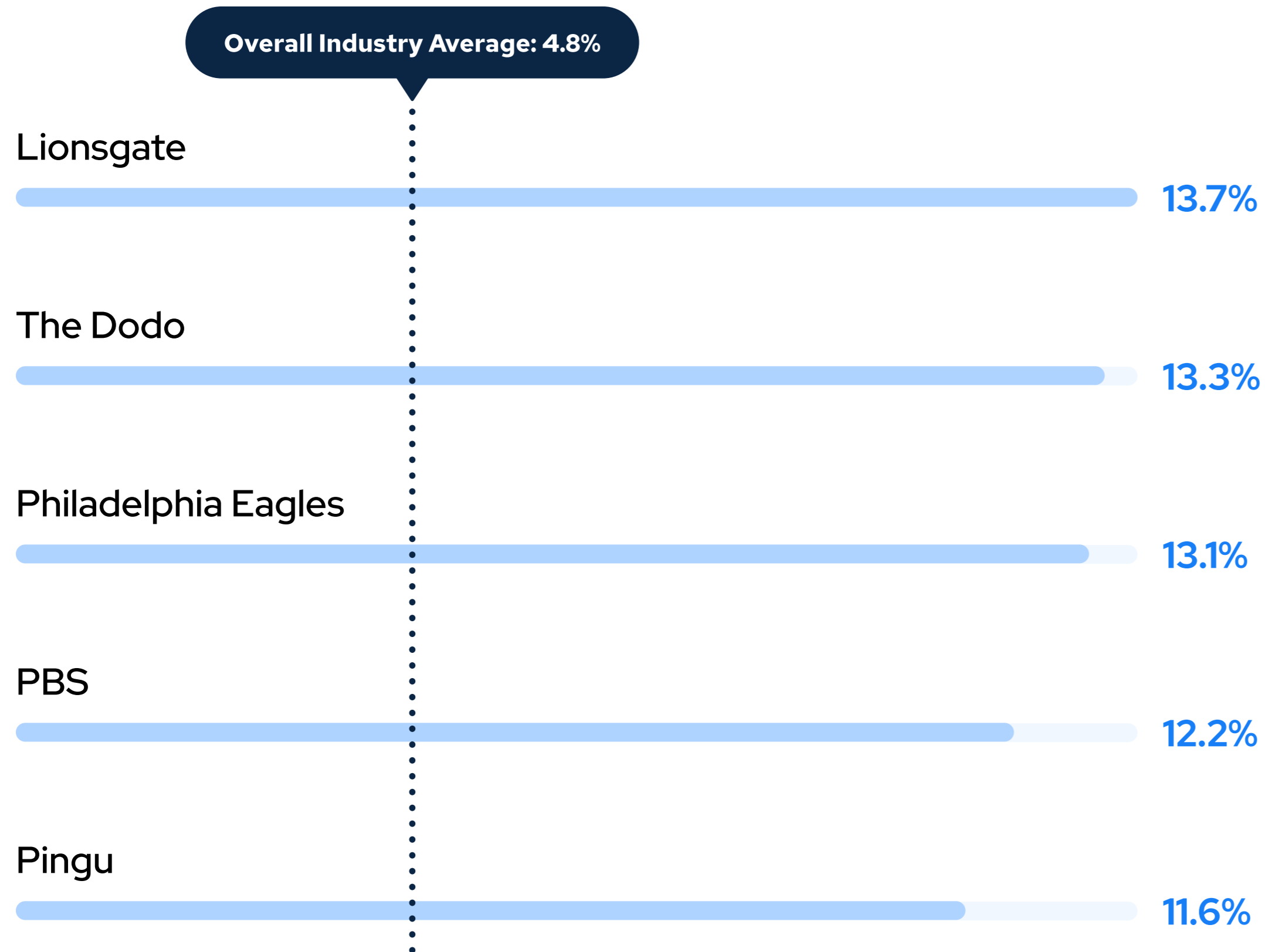
# Average TikTok Performance Across Media and Entertainment Industry

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)*	Engagements Per Post
<b>Overall</b>	1.8M	18	4.1%	267.3K	796	231.8K	4.0	4.8%	5.1%	15.3K
<b>Growing Brands</b> <small>(0 – 40K Followers)</small>	16.1K	5	**	12.1K	76	**	**	3.6%	**	343
<b>Established Brands</b> <small>(40K – 230K Followers)</small>	105.5K	11	4.4%	130.0K	281	98.4K	3.2	3.8%	4.0%	5.8K
<b>Large Brands</b> <small>(230K+ Followers)</small>	2.4M	21	1.8%	290.8K	880	254.5K	4.1	4.9%	5.3%	16.9K

\*Customer data only

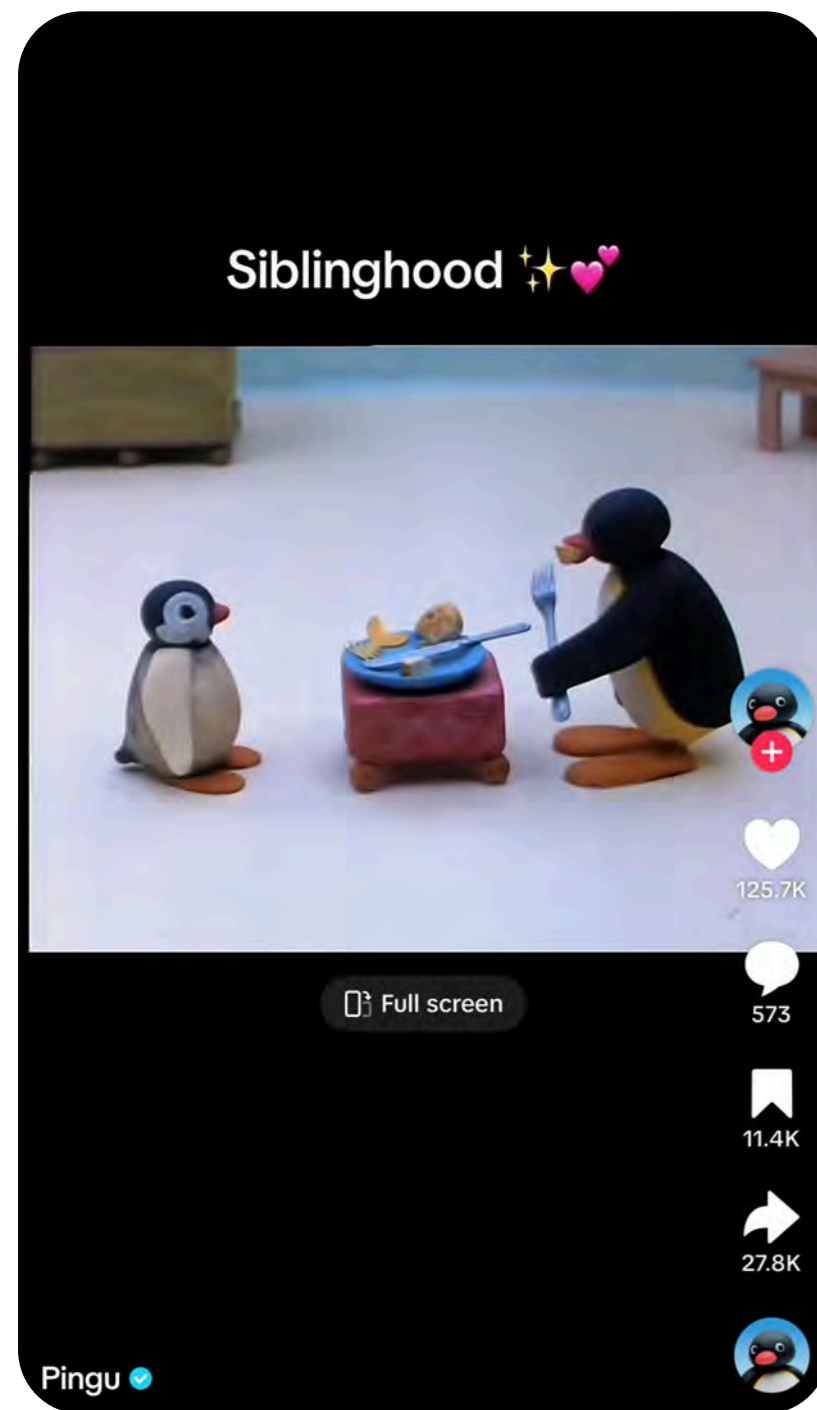
\*\*Limited data available

# Top Media and Entertainment Brands by Engagement Rate



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



From TVs to TikTok, Pingu still charms audiences with playful animation, comedy, and plenty of “noot noots.” For older audiences, the content taps into nostalgia and turns a childhood favorite into something worth revisiting and sharing.

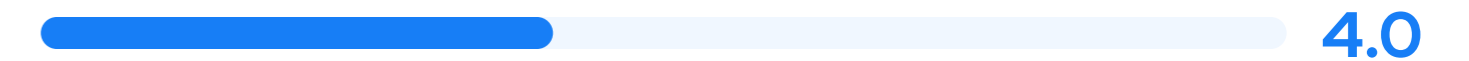
## Entertainment Score

**9.6/10**

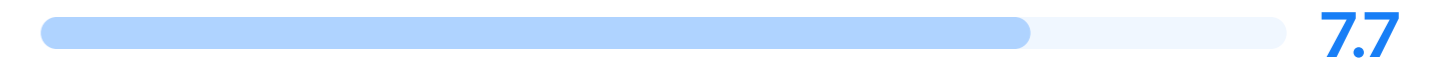
Compared to the media and entertainment industry average of **4.0**, and Pingu’s own average of **7.7**.

## Top Media and Entertainment Brands by Entertainment Score

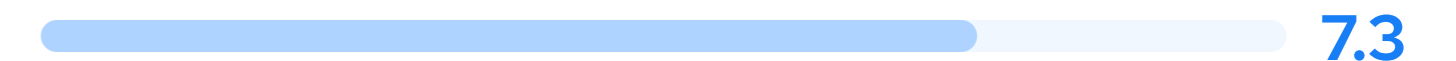
Overall Average



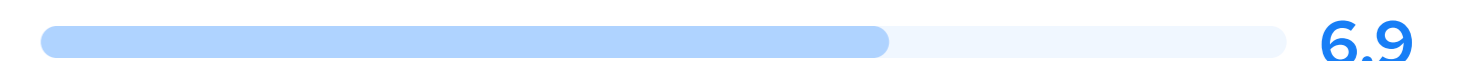
Pingu



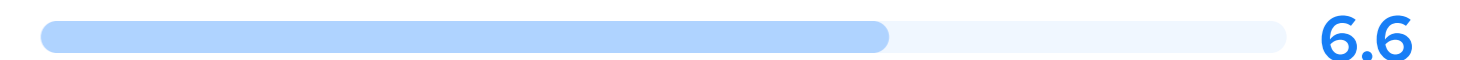
It’s a Southern Thing



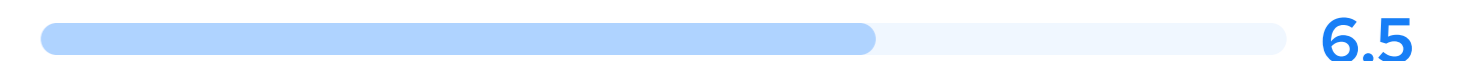
The Dodo



Page Six



Bluey





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

\*Customer data only

# Average Instagram Performance Across Media and Entertainment Industry

	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>	7.4M	31	1.3%	393.1K	772.8K	2.5K	922	5.3	2.3%	0.5%
<b>Growing Brands</b> <small>(0 - 190K Followers)</small>	113.4K	10	3.6%	**	**	**	**	**	**	1.8%
<b>Established Brands</b> <small>(190K - 1.1M Followers)</small>	618.3K	21	1.5%	107.4K	202.1K	1.2K	322	4.8	2.6%	0.7%
<b>Established Brands</b> <small>(1.1M+ Followers)</small>	9.8M	42	0.6%	502.8K	990.2K	3.0K	1.2K	5.5	2.2%	0.3%

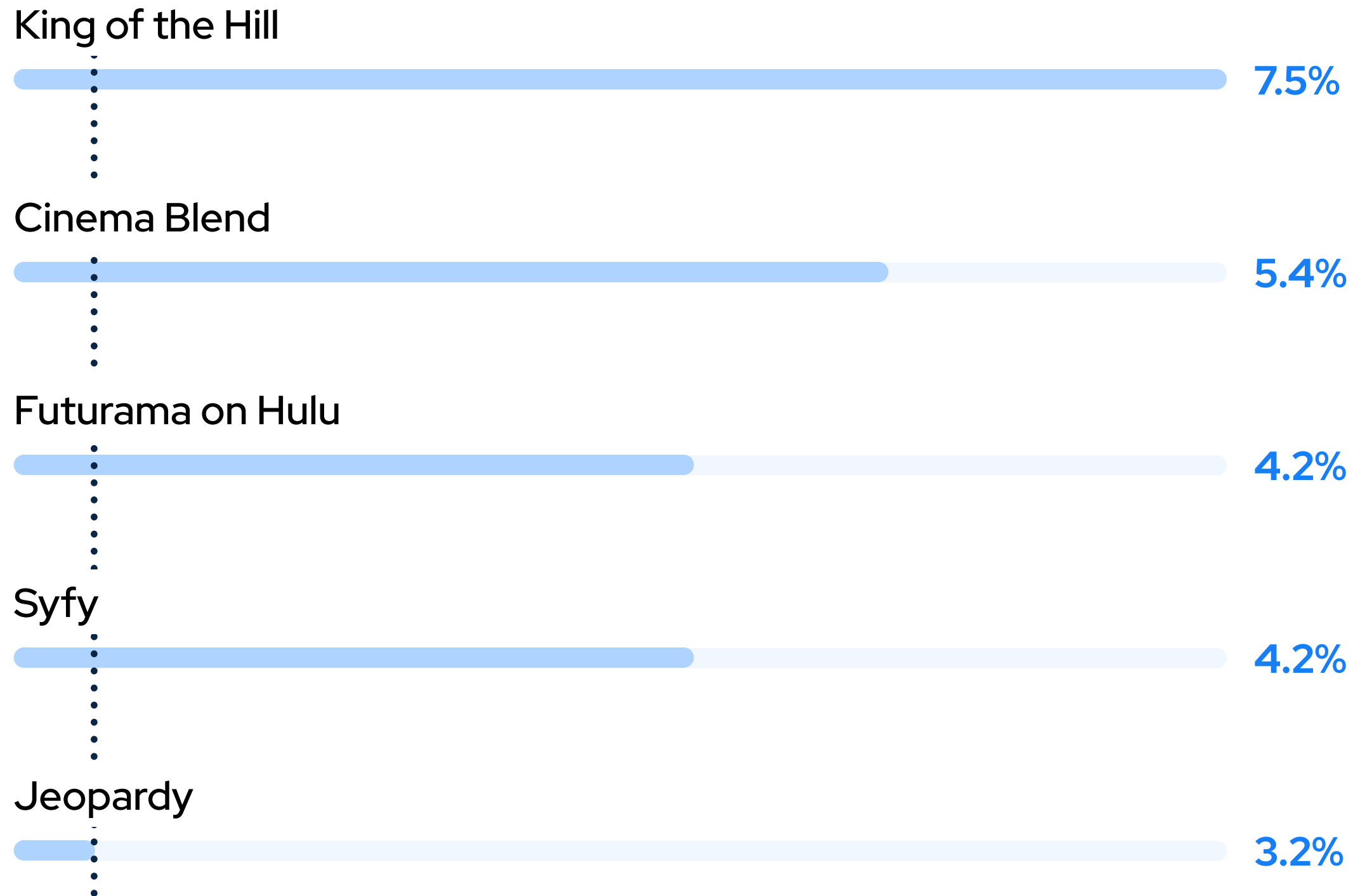
\*Customer data only  
\*\*Limited data available

## Content Format Performance

	Engagement Rate / Views	Average Reach Per Post
<b>Static</b>	1.6%	403.6K
<b>Reels</b>	3.0%	352.3K
<b>Carousel</b>	1.7%	463.4K

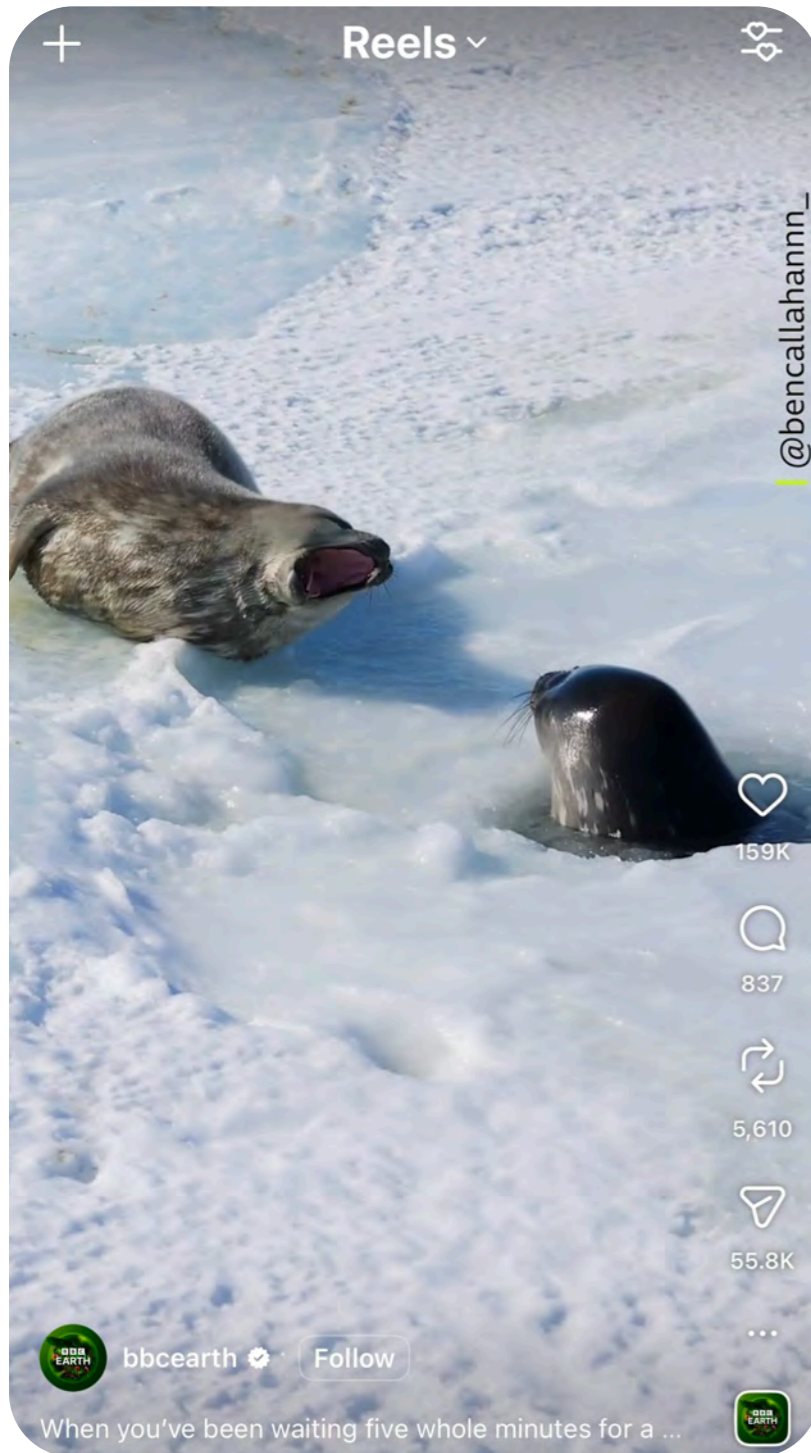
# Instagram Top Media and Entertainment Brands by Engagement Rate (Followers)

Overall Industry Average: 0.5%



Ahead of King of the Hill's 2026 return, the brand shared teasers from the new season on Instagram to build anticipation and give audiences a chance to relive, or discover, their favorite moments.

# Winning Formulas for Creating Entertaining Reels Content



## BBC EARTH

BBC Earth sets the bar for creative excellence, using hi-fi visuals that hold awe and tension in the same frame. Concise captions add context and credibility, while strong narratives and pacing turn educational content into something people actually want to watch.

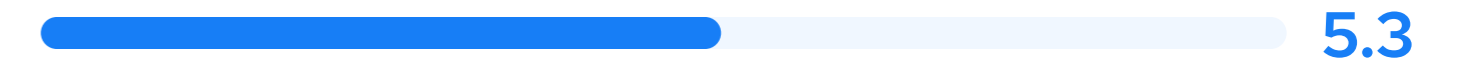
### Entertainment Score

**9.9/10**

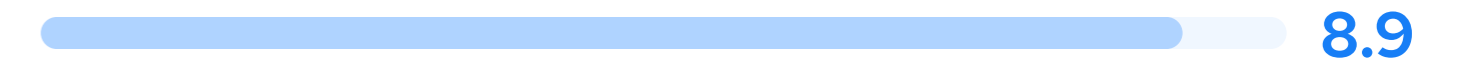
Compared to the media and entertainment industry average of **5.3**, and BBC Earth's own average of **8.9**.

## Top Media and Entertainment Brands by Entertainment Score

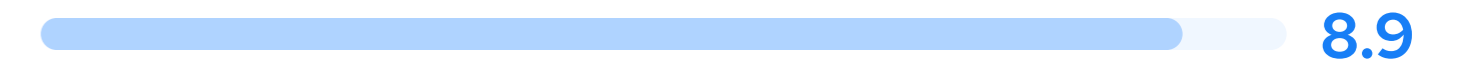
### Overall Average



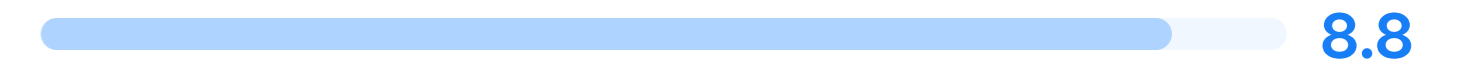
### BBC Earth



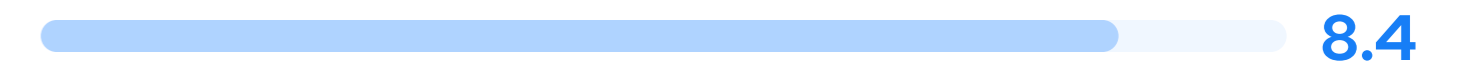
### Ballerina Farm



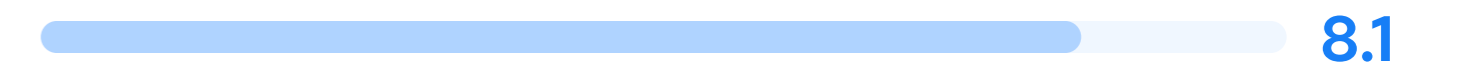
### The Shade Room



### Top Gear



### King of the Hill





# 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>	6.7K	3	1.4%	58	1	97%	80.4K
<b>Established Brands</b> <small>(20K – 150K Followers)</small>	70.1K	5	1.4%	185	4	95%	141.7K
<b>Large Brands</b> <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
<b>Shorts</b>	75.6K	502
<b>On-Demand</b>	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.

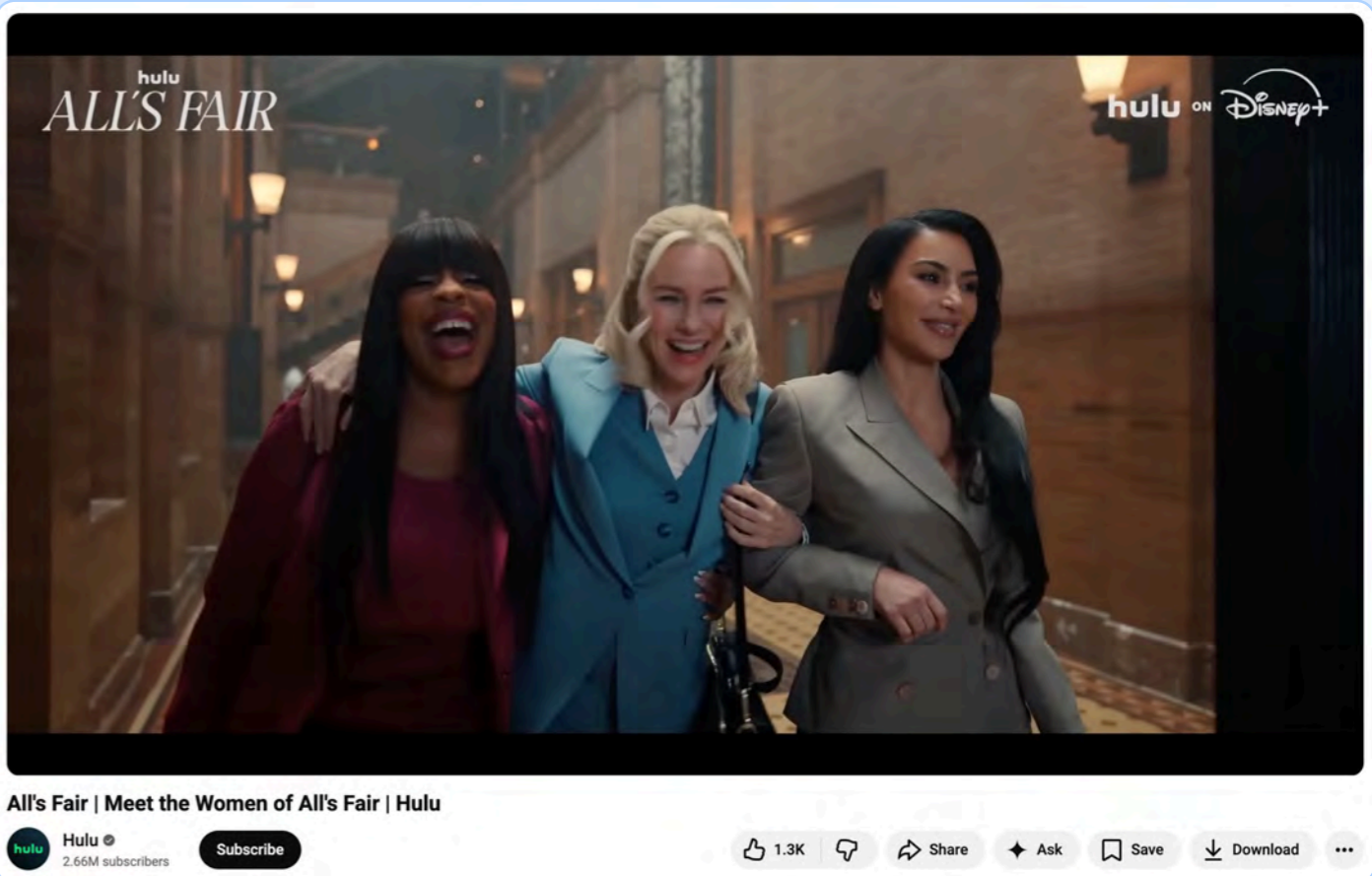
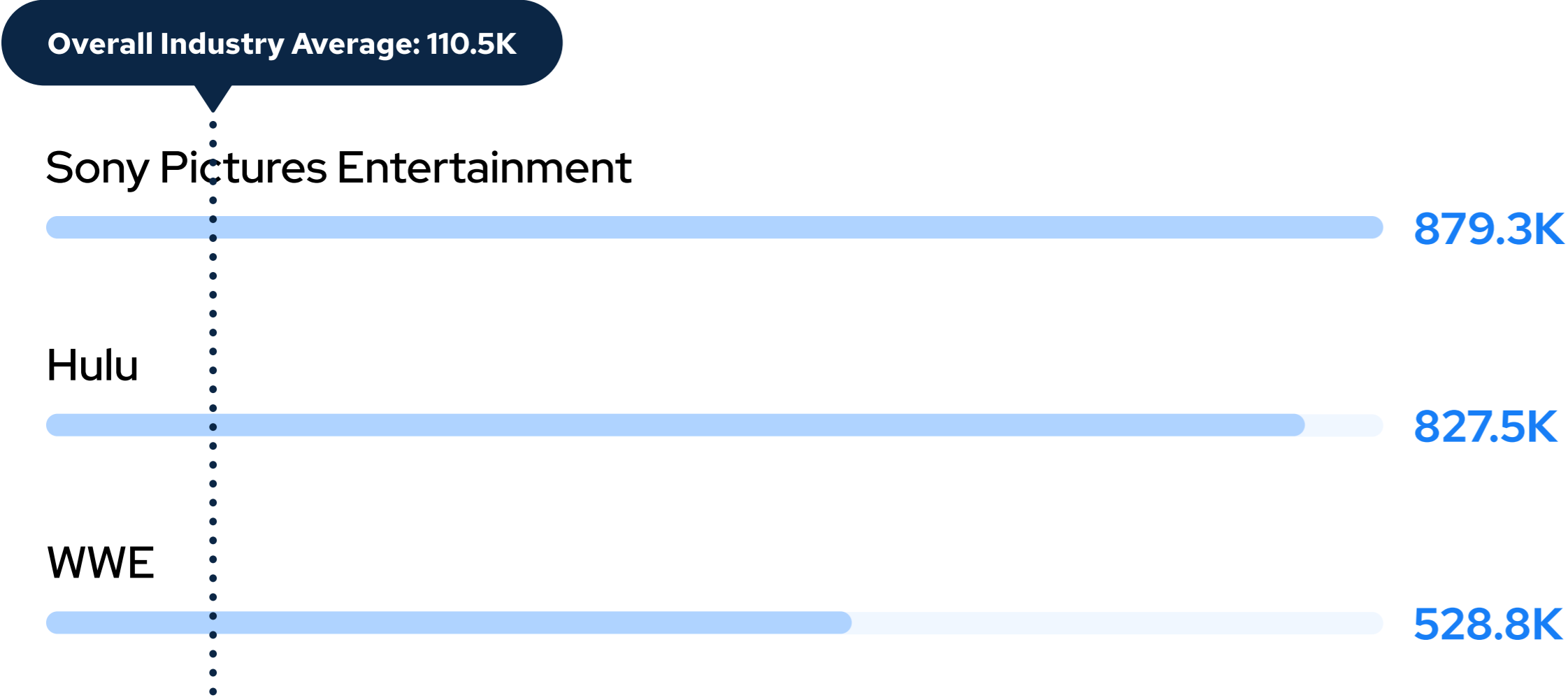
# Average YouTube Performance By Industry

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

\*Customer data only

\*\*Limited data available

# Top Media and Entertainment Brands by Video Views



# hulu

Hulu uses YouTube to extend the entertainment experience beyond the streaming platform. Previews of upcoming shows attract new viewers, while BTS content, cast moments, and exclusive sneak peeks give existing fans more reasons to stay engaged.

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

## Repurpose Content

Repurposing old clips with a fresh twist attracts new audiences while connecting with existing fans.

## Lead with Heart

Prioritize happy stories with an emotional pull to keep viewers engaged.

## Show, Don't Tell

Avoid 'watch now' or 'must see', and simply lead with the best snippets in your library.

## Featured Dash Social Customers

Ballerina Farm

BBC EARTH

BLUEY

CINEMABLEND 

FUTURAMA

hulu

IT'S A Southern THING

KING OF THE HILL

Page Six

Qin Gu

SYFY

the dodo

hulu  
THE SECRET LIVES OF  
MORMON WIVES

TSR  
THE SHADE ROOM

Top Gear



# 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

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

**Impressions**  
Total: 1.54M  
↑ 0.15%

**LikeShop Clicks**  
Total: 2,350  
↑ 0.25%

**Video Views**  
Line graph showing views from Mar 6 to Mar 26, peaking at approximately 55,000.

**Vision AI**  
Dashboards: Today  
What are my top performing TikTok videos this month?  
3:22pm  
Ask any question



# 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.