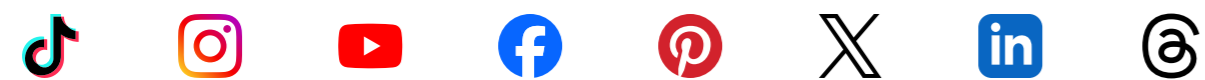




Social Media Benchmark Report

Retail Industry



and I'm here to do some holiday shopping.

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Cover image: [@bergdorfs](#)

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 Retail Industry

The retail industry is the bustling sector of retail experiences, including brick and mortar stores and e-commerce destinations from a variety of industries.

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

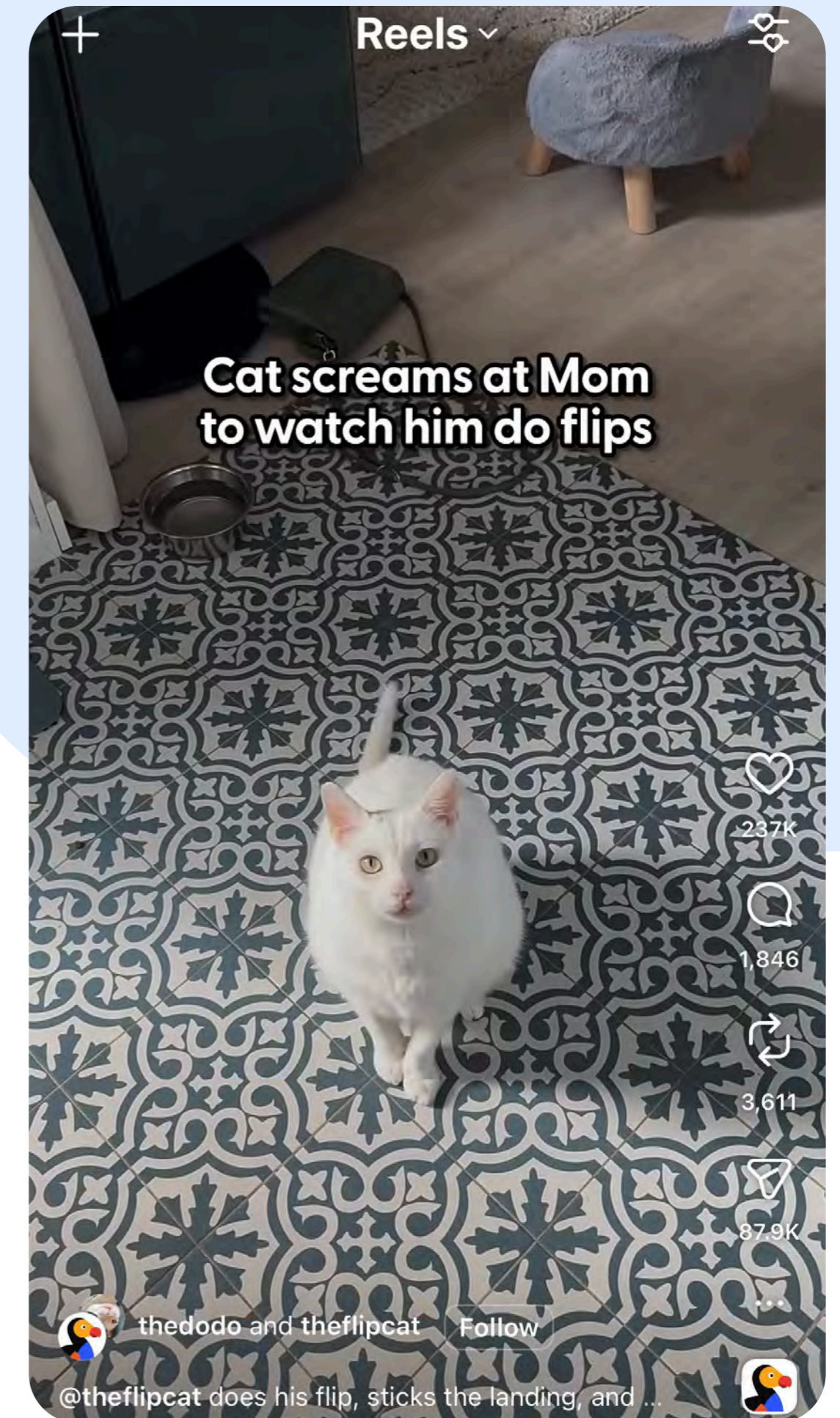
Views are growing on TikTok (+3%) and Instagram (+27%), putting more content in front of more people than ever before. When that happens, engagement rates dip, and that's okay. Wider reach doesn't always lead to a deeper connection. The key is being more intentional as your audience grows. Focus on making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

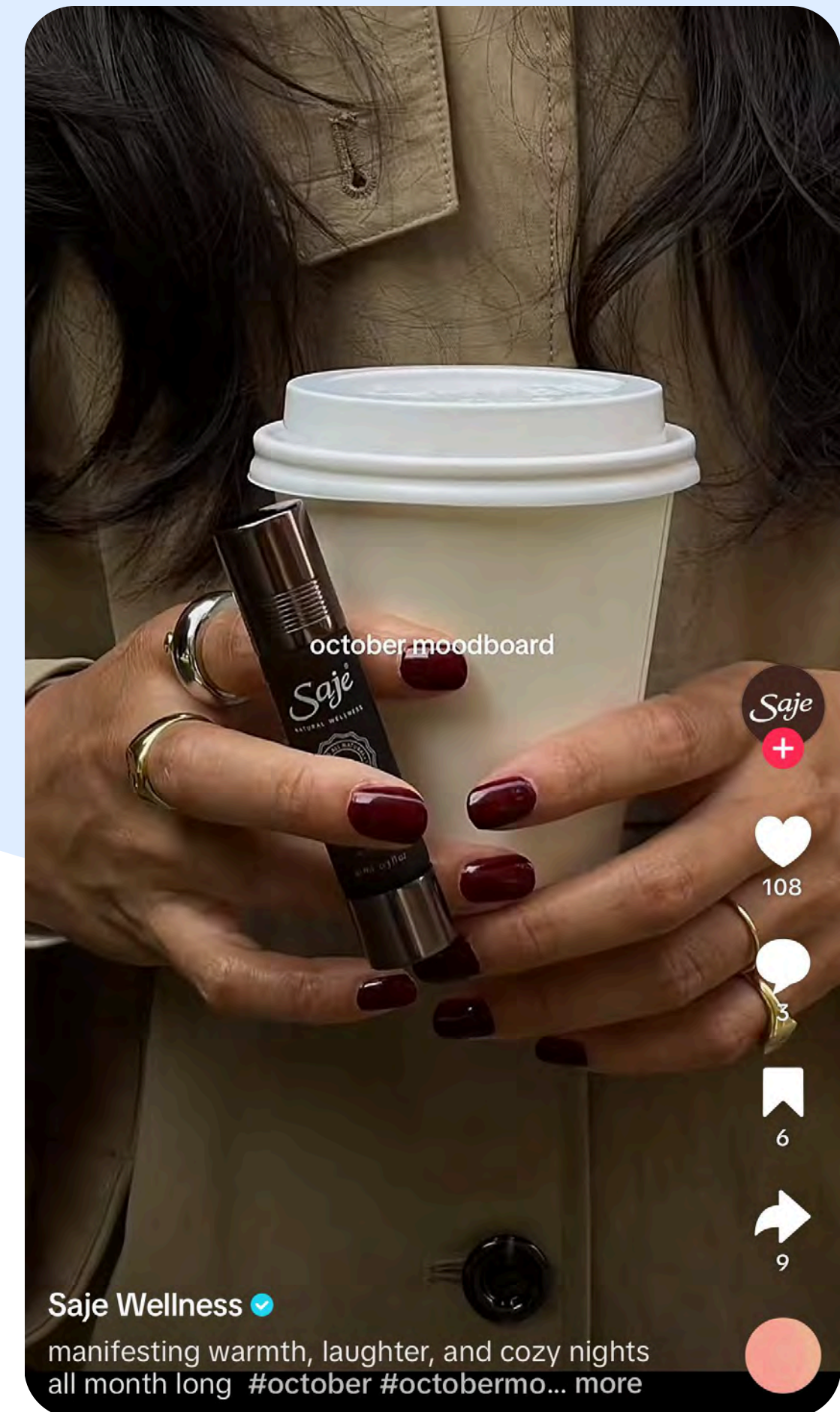
Even with a dip from 3.9% to 3.4%, TikTok remains the strongest platform for engagement across channels. This shift aligns with a 3% increase in views. Pointing to the fact that as content reaches a larger audience, maintaining the same level of connection becomes harder

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

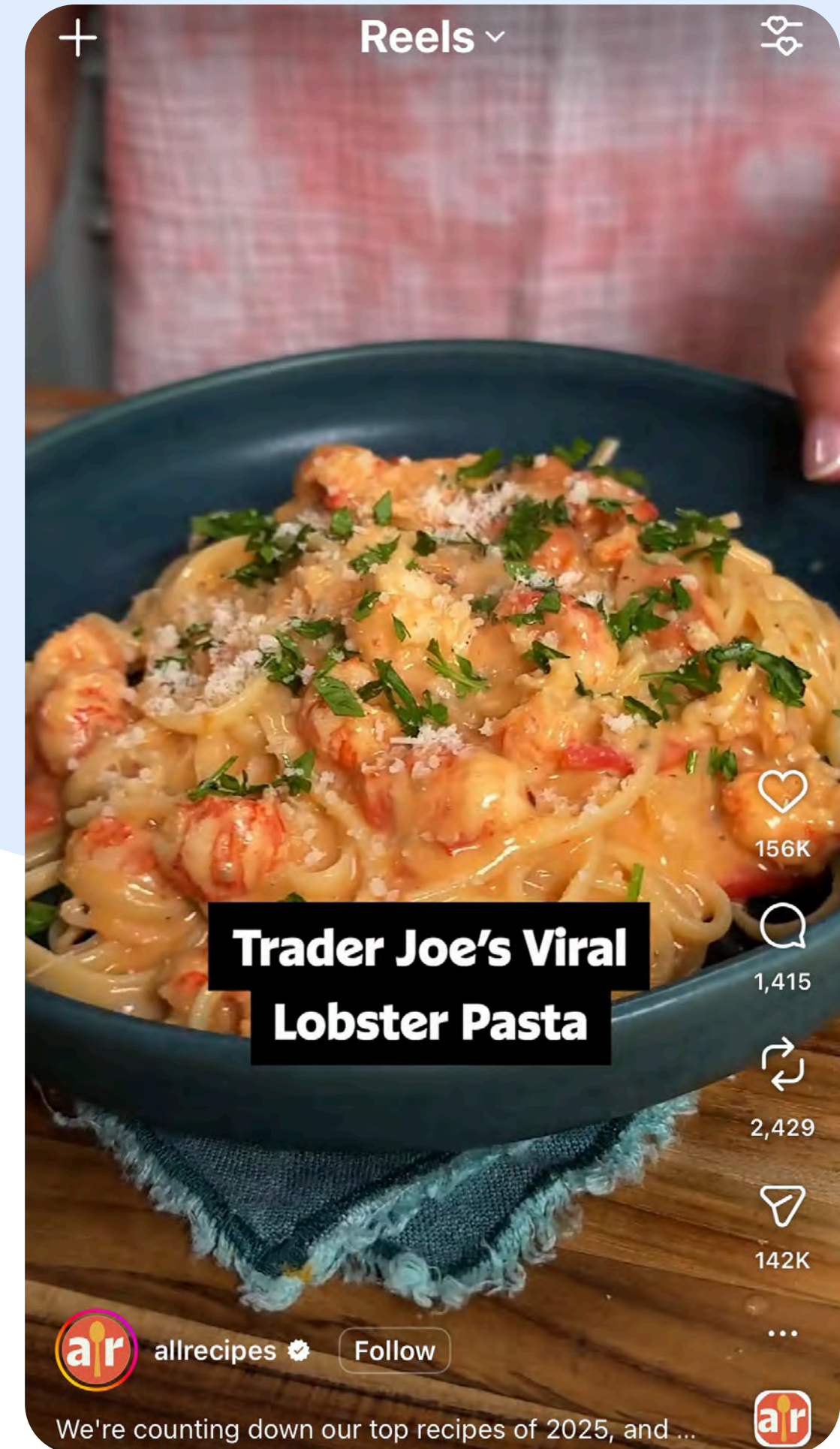
With a 2.7% engagement rate, Reels generate nearly double the performance of carousel posts (1.4%) and static images (1.3%). For brands looking to drive deeper connection, Reels are the clearest format to prioritize.

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.



YouTube Trends

More People are Watching, and They're Watching Longer

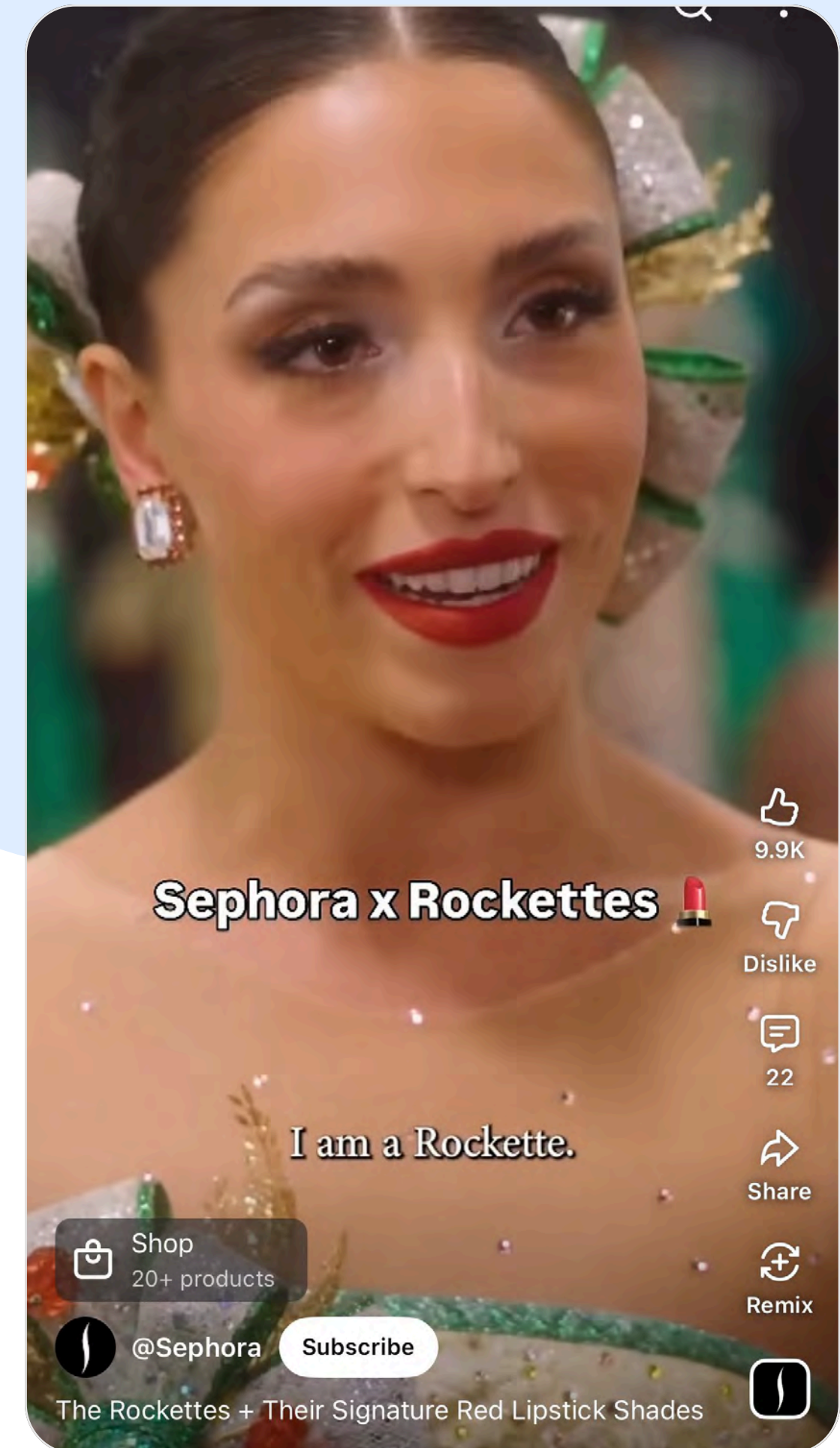
Across formats, video views are up 30%, with an average completion rate of 90% highlight that YouTube is built for retention. Success is less about interaction and more about watch time, and keeping people on the platform.

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 Are Reaching More People, but Engagement Is Softer

 Reach is up 56% and video views are up 44%, but engagement has dropped from 3.0% to 2.6%. Brands are reaching more people, but connecting with fewer, and with retention at 23%, viewers are dropping off quickly. The key is to watch your Entertainment Score. See what’s resonating, and do more of that to drive engagement.

 Views are up 66%, while engagement rate fell from 1.9% to 1.5%. Even with that drop, the increase in views points to more content discovery on the platform. Reels lead on both reach and engagement, making them a key format for brands as Instagram continues to shift toward discovery.




 Video views are up 88%, with Shorts driving the biggest increase at 139%. Posting frequency is also up from three times a week to four. Brands should keep investing in Shorts and maintain a steady posting cadence to continue driving views.

 **Dash Social Insight**

Video viewership is up, and some drop in engagement is expected as reach expands. The bigger opportunity is that distribution and discovery are improving, giving brands more chances to reach new audiences. The focus now is on posting with intention and using what works to turn reach into results.

Average Retail Engagement Rate and Video Views Per Post

H1 2026

			
Engagement Rate	2.6% -13%	1.5% -21%	- N/A
Video Views	243.3K +44%	152.6K +66%	242.4K +88%

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 Retail Brands by Total Social Impact

Overall Industry Average: 729M

Victoria's Secret



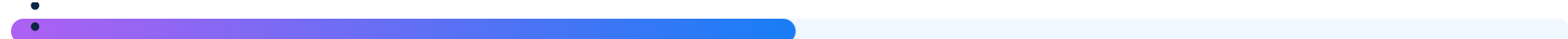
Home Depot



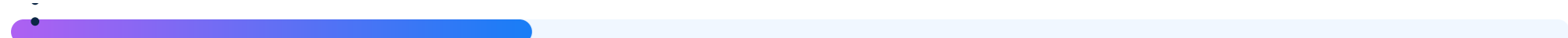
Amazon



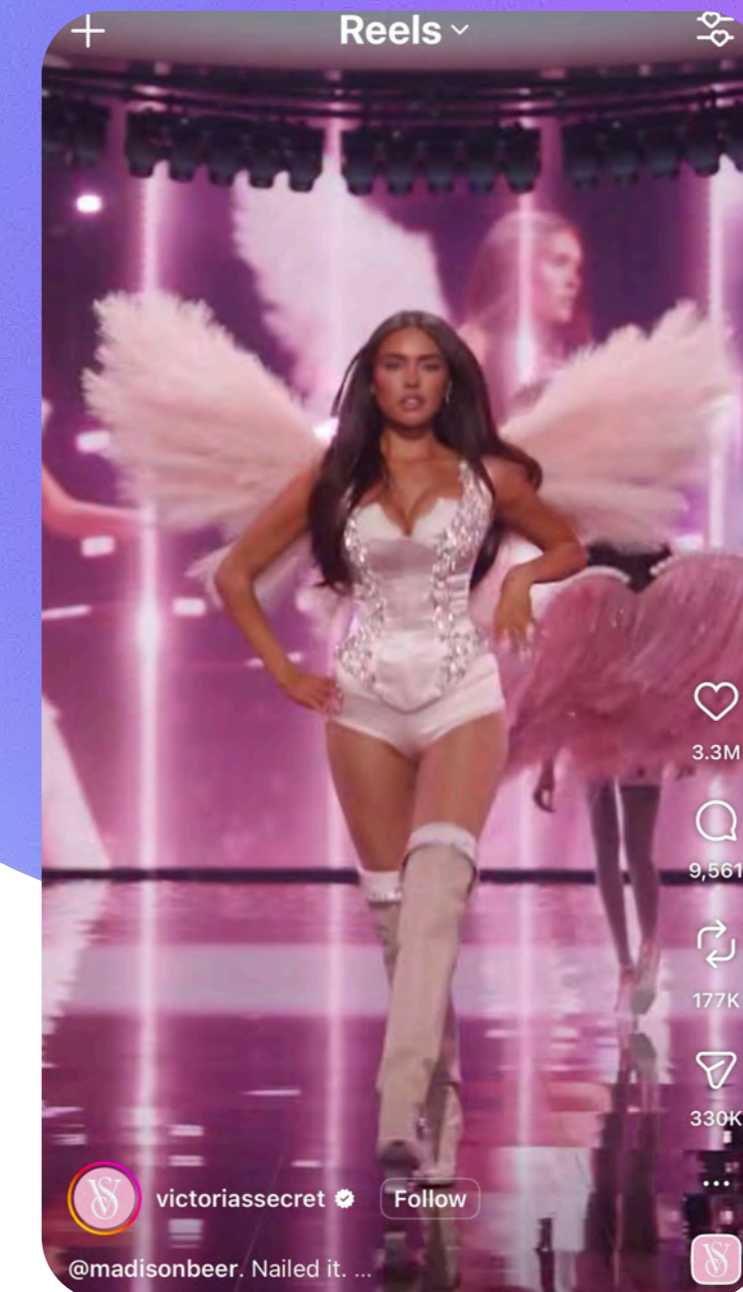
Shein US



REVOLVE



*Customer data only



VICTORIA'S SECRET

Victoria's Secret's strong TSI comes from original content like its "Fitting Room Confidential" series, paired with a smart approach to major cultural moments. The annual Victoria's Secret Fashion Show becomes a content engine, fueling everything from creator-led moments to pop star performances and content featuring Victoria's Secret Angels.



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%

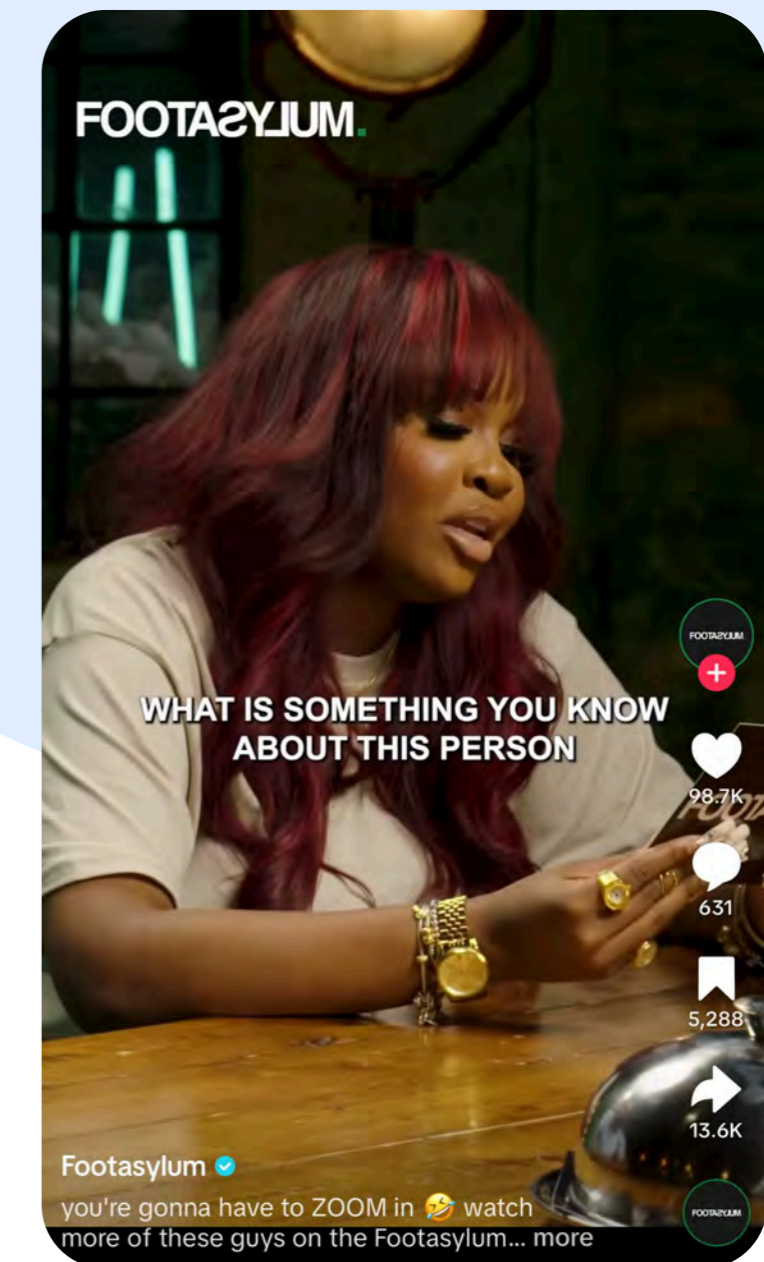
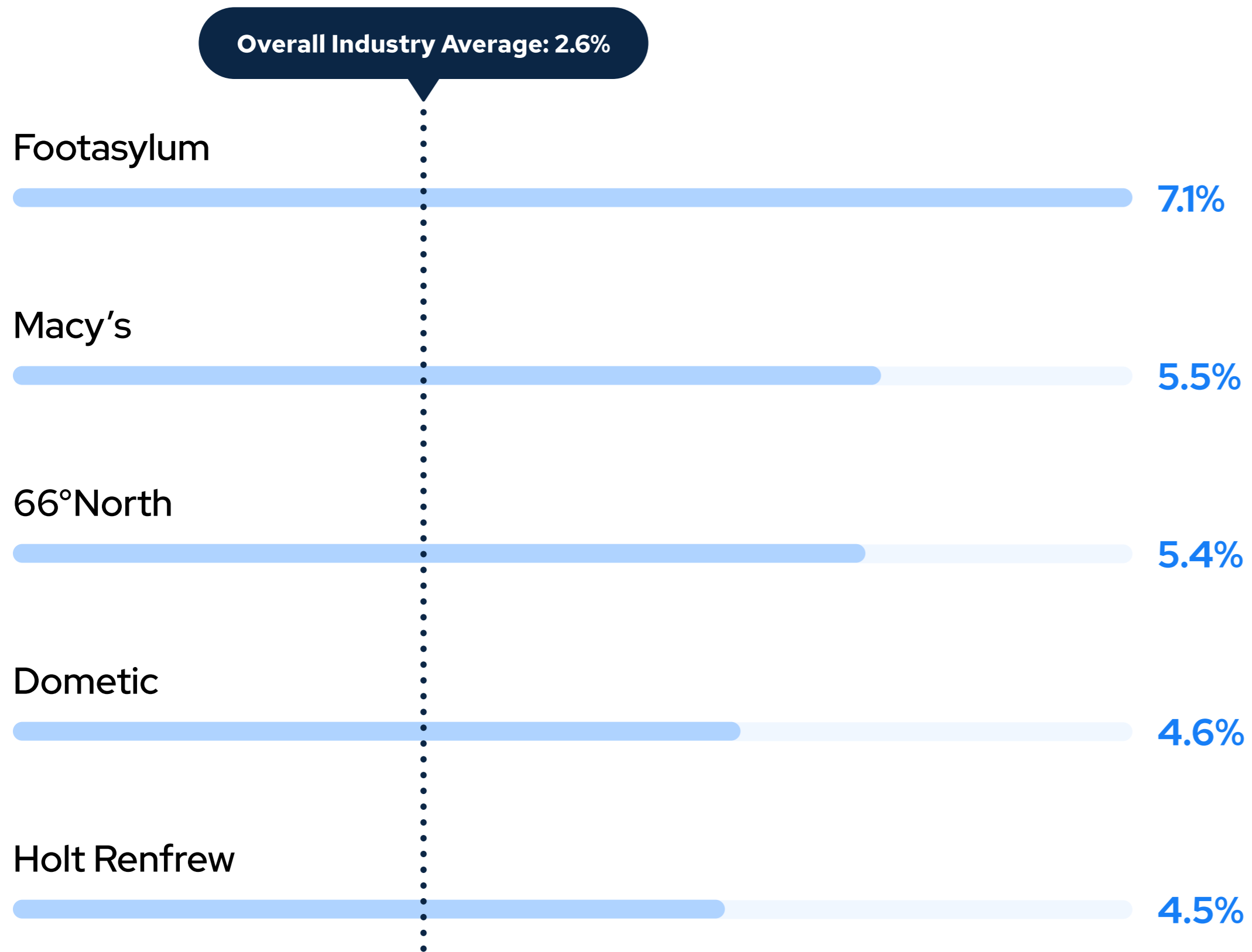
*Customer data only

Average TikTok Performance Across Retail 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
Overall	366.1K	7	6.1%	243.3K	101	136.5K	2.7	2.6%	3.5%	2.6K
Growing Brands <small>(0 - 40K Followers)</small>	14.0K	4	11.9%	94.5K	19	45.8K	2.4	3.0%	2.5%	192
Established Brands <small>(40K - 230K Followers)</small>	114.1K	9	2.6%	209.1K	56	111.7K	2.7	3.2%	2.7%	1.1K
Large Brands <small>(230K+ Followers)</small>	1.0M	10	3.2%	344.8K	177	202.4K	2.7	4.0%	2.4%	4.9K

*Customer data only

Top Retail Brands by Engagement Rate



FOOTASYLUM.

Footasylum proves that entertainment and a distinct brand voice can do the heavy lifting. With original series like *Bad Bistro*, street interviews, and punchy YouTube repurposing, the brand makes its clothing and footwear part of the story, not the whole point.

Winning Formulas for Creating Entertaining TikTok Content



FARFETCH

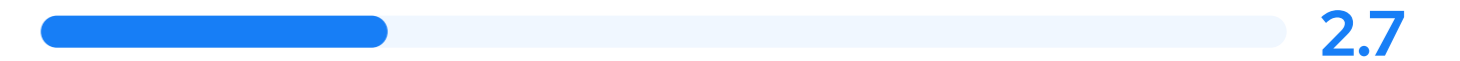
When product shots lead, they need to feel bold, creative, and visually striking, not like an ad. Farfetch balances iconic fashion moments with emerging trends to create content that inspires.

Entertainment Score

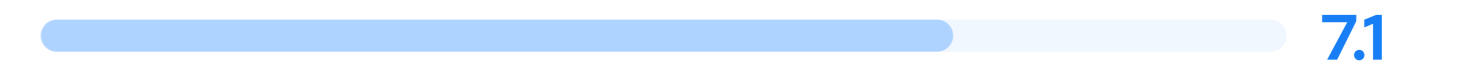
7.3/10 Compared to the retail industry average of **2.7**, and Farfetch's own average of **7.1**.

Top Retail Brands by Entertainment Score

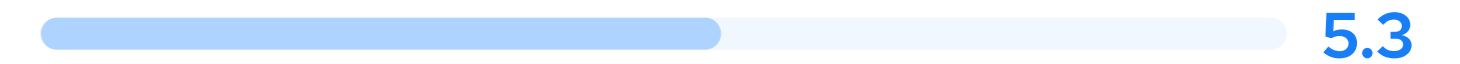
Overall Average



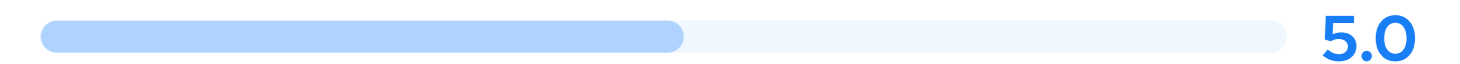
Farfetch



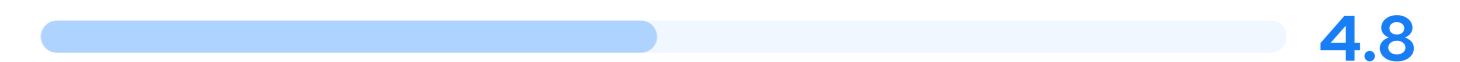
Footasylum



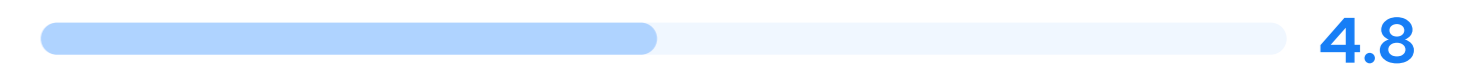
1stDibs

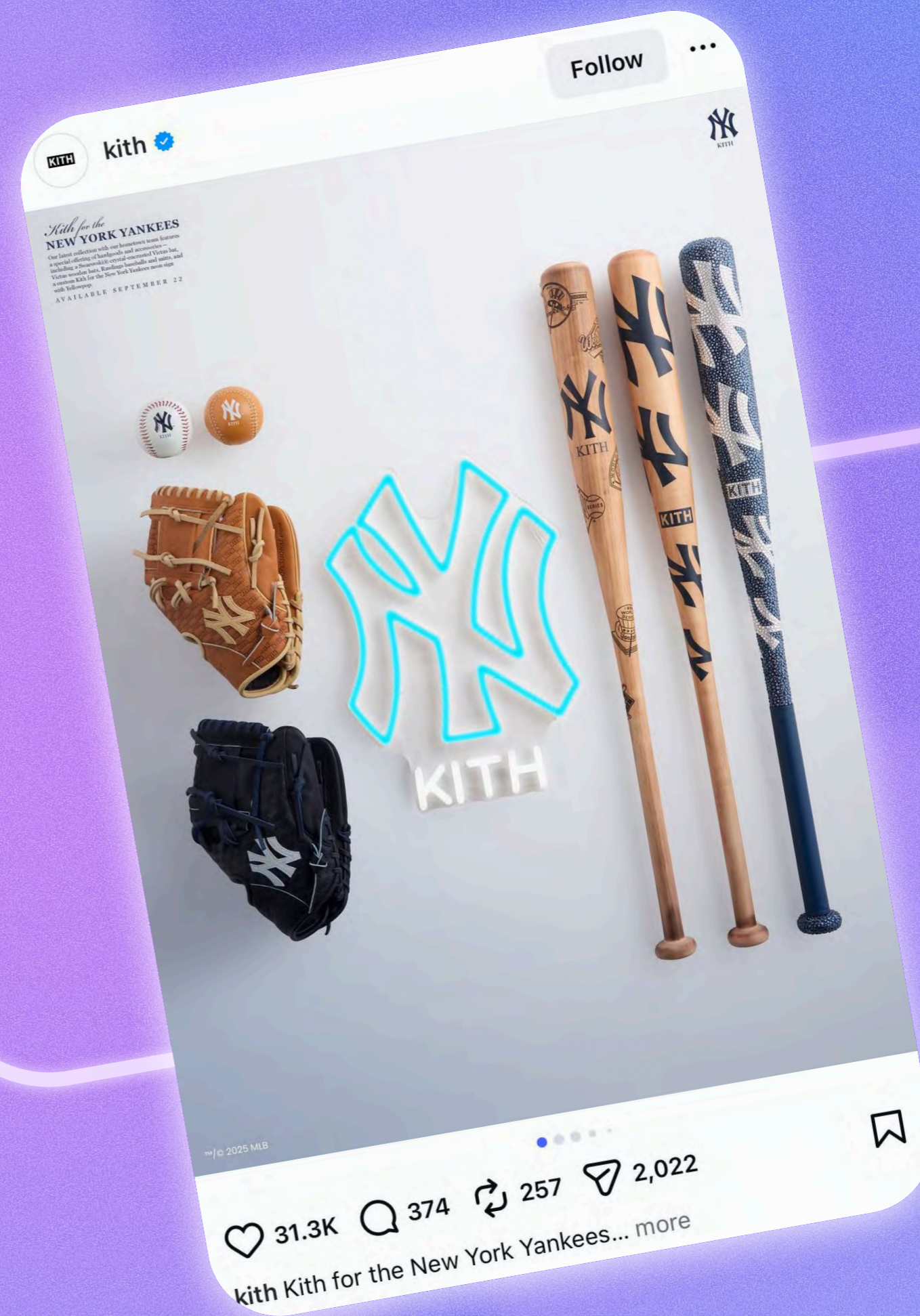


Selfridges



REVOLVE Beauty





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

Average Instagram Performance Across Retail 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
Overall	3.1M	8	0.5%	61.9K	152.6K	267	143	3.2	1.5%	0.2%
Growing Brands <small>(0 - 190K Followers)</small>	117.2K	6	0.7%	7.7K	20.4K	42	22	3.6	1.8%	0.3%
Established Brands <small>(190K - 1.1M Followers)</small>	561.9K	7	0.5%	18.8K	46.5K	69	52	2.8	1.5%	0.1%
Established Brands <small>(1.1M+ Followers)</small>	6.4M	9	0.4%	135.6K	333.9K	595	301	3.5	1.4%	0.1%

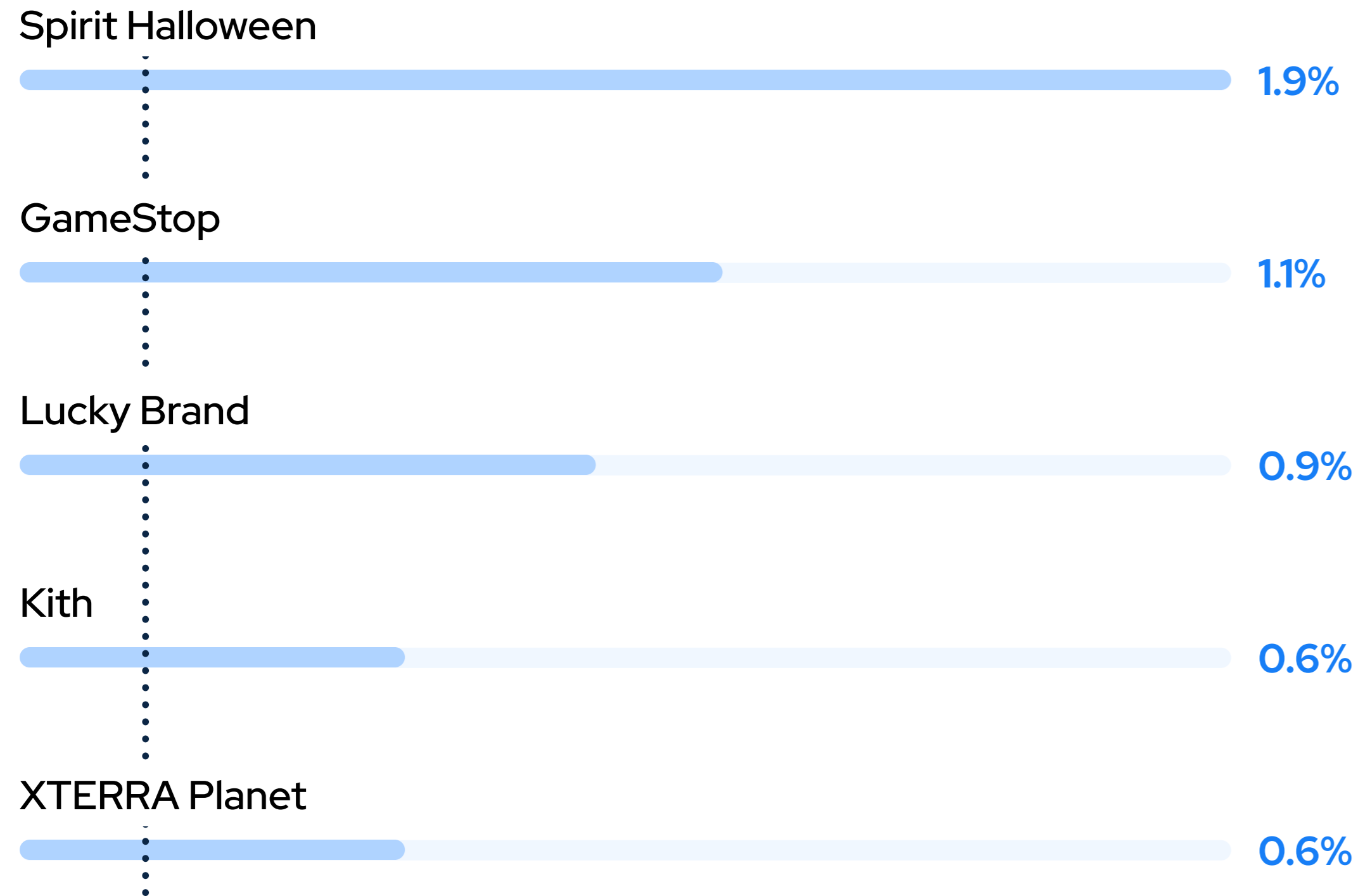
*Customer data only

Content Format Performance

	Engagement Rate / Views	Average Reach Per Post
Static	1.0%	38.4K
Reels	2.1%	79.7K
Carousel	0.9%	48.1K

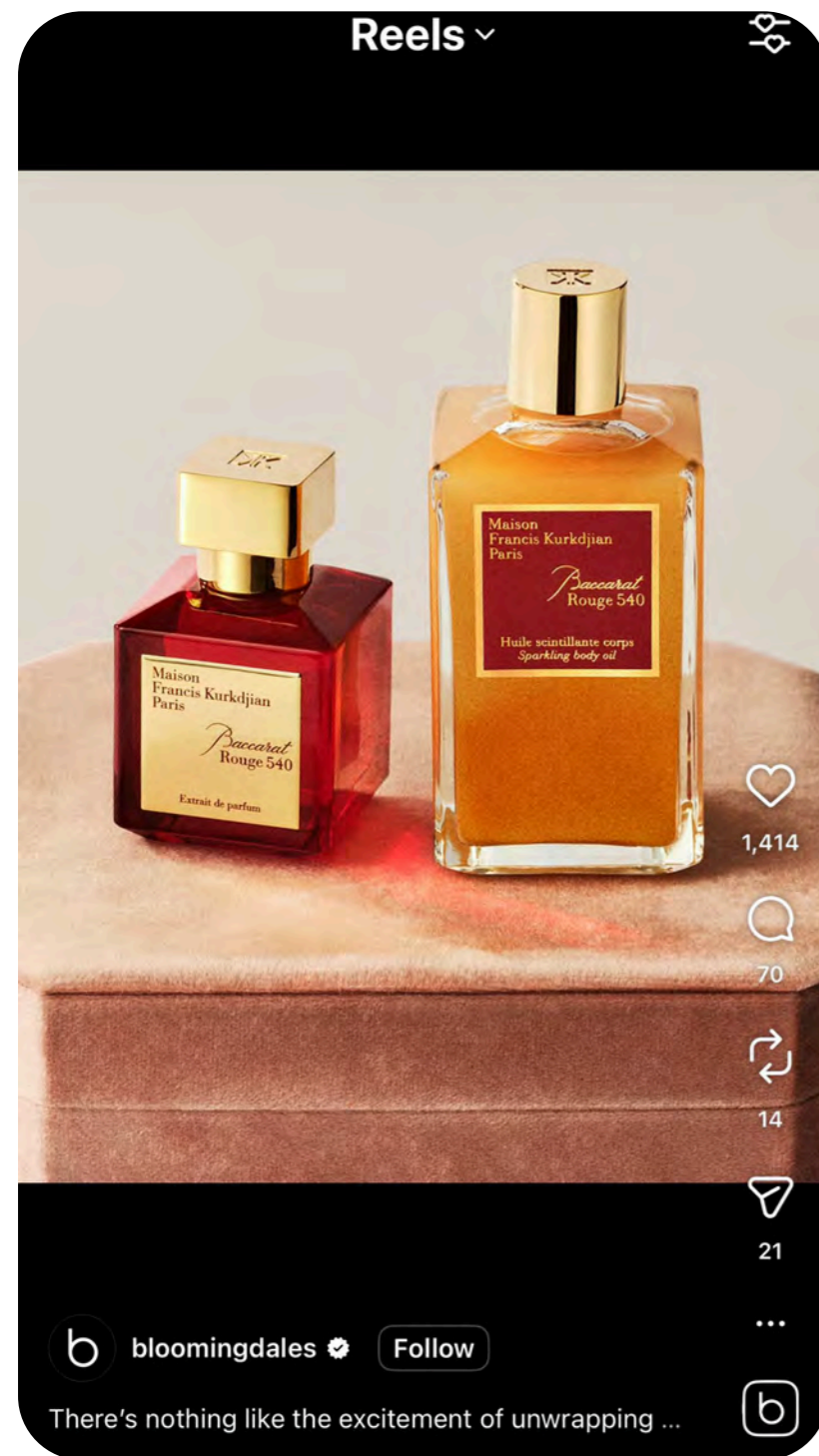
Top Retail Brands by Engagement Rate (Followers)

Overall Industry Average: 0.2%



With humor, bold color, and its mascot, Jack the Reaper, Spirit Halloween turns pop culture moments and trends into entertaining seasonal content.

Winning Formulas for Creating Entertaining Reels Content



bloomingdales

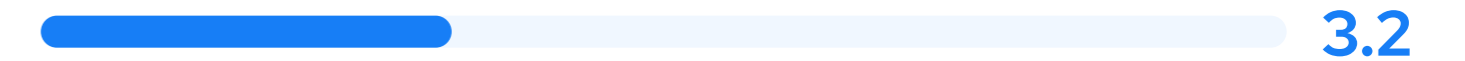
Seasonal moments like New Year's, summer, and New York Fashion Week give Bloomingdale's a strong backdrop for hi-fi product visuals that make each launch feel aspirational.

Entertainment Score

9.0/10 Compared to the retail industry average of **3.2**, and Bloomingdales own average of **6.3**.

Top Retail Brands by Entertainment Score

Overall Average



Bloomingdales



Harrods Man



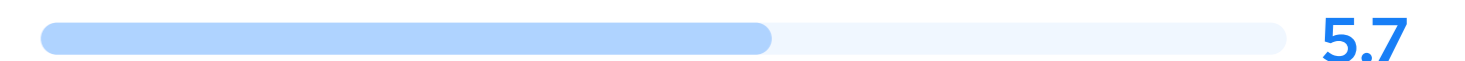
Urban Outfitters Home



Bergdorfs



Body Glove





A screenshot of a YouTube video player showing a woman with blonde hair in a retail store. She is holding a yellow shoe box and a plaid scarf. The video has several text overlays and interactive elements:

- Text overlay: "I'll buy it if it's under..."
- Text overlay: "I'LL GET THESE" (with "THESE" in a red box)
- Text overlay: "Select styles on sale through 12/24."
- Text overlay: "Priced-right gifts at Kohl's."
- Text overlay: "@kohls" and "Subscribe" button.
- Engagement icons: Like (302), Dislike, Comment (2), Share, and Remix.
- Channel logo: KOHL'S.

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	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.

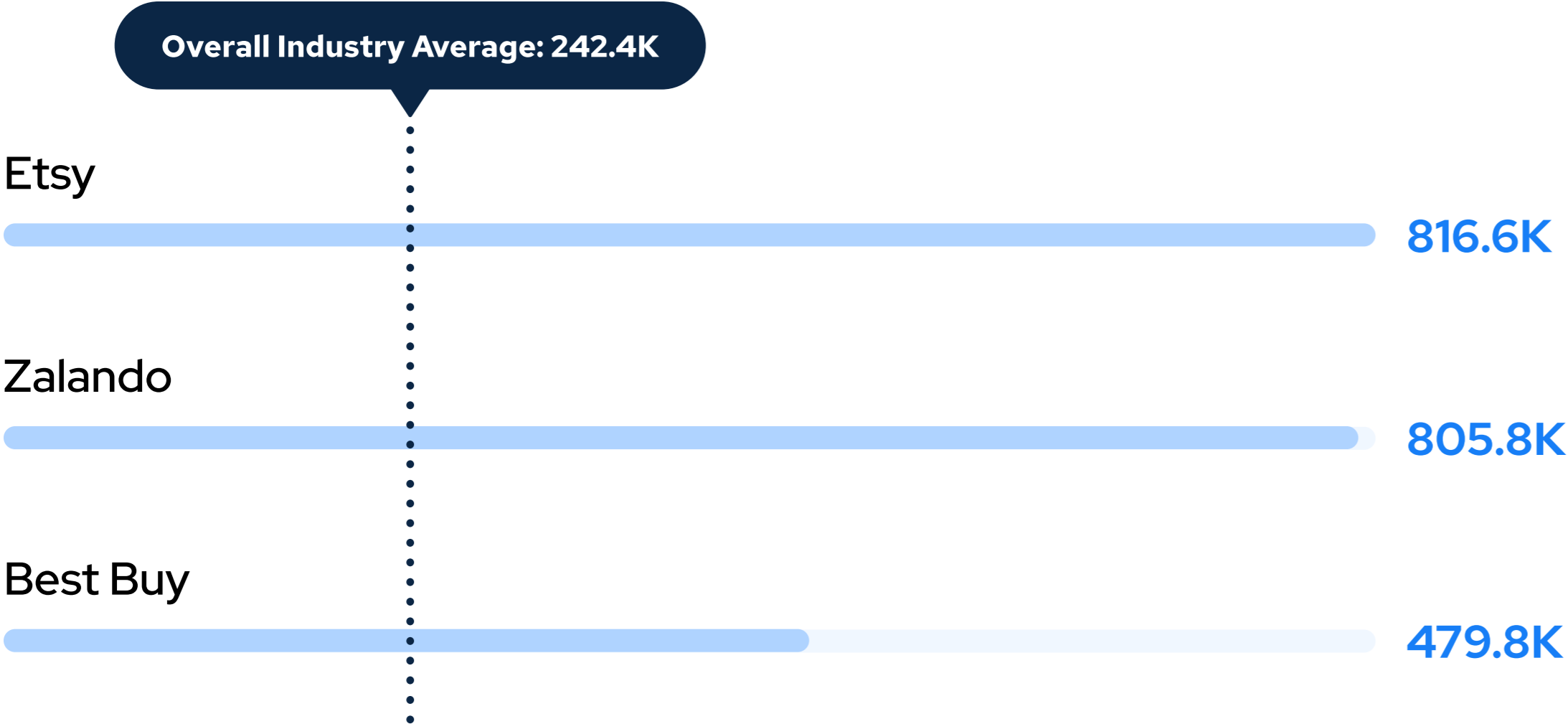
Average YouTube Performance By Industry

	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 Retail Brands by Video Views



By tying product to major pop culture moments, from its winter sports series *Between the Lines* to *Emily in Paris*, Zalando stays close to the cultural conversation and reaches beyond its existing audience.

What We Can Learn From Retail Brands' Strategies

Let Your Brand Identity Do The Talking

The best-performing retail brands have a strong brand identity that's sharpened by public-facing brand personalities, mascots, and the ability to speak their audience's language.

Know When To Lead With Product

Lead with product-focused visuals when they're unique and steeped in creative excellence, or when you know your audience is anticipating a release.

Build a Content Series

Some of the best retail brands on social create unique content series that bolster their brand identity while resonating with demographic preferences.

Featured Dash Social Customers

1&DIBS



BERGDORF GOODMAN

bloomingdales



DOMETIC

FARFETCH

FOOTASYLUM.

Harrods

HOLT RENFREW
EST. 1837 | PROUDLY CANADIAN

REVOLVE

SELFRIDGES&CO

URBAN OUTFITTERS





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





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.