



Social Media Benchmark Report

All Industries



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Cover image: [@lionsgate](#)

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 H1 2026 Social Media Benchmark TikTok Report, Dash Social pulled a sample of global companies across 1,360 brands, 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, 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.

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'.

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

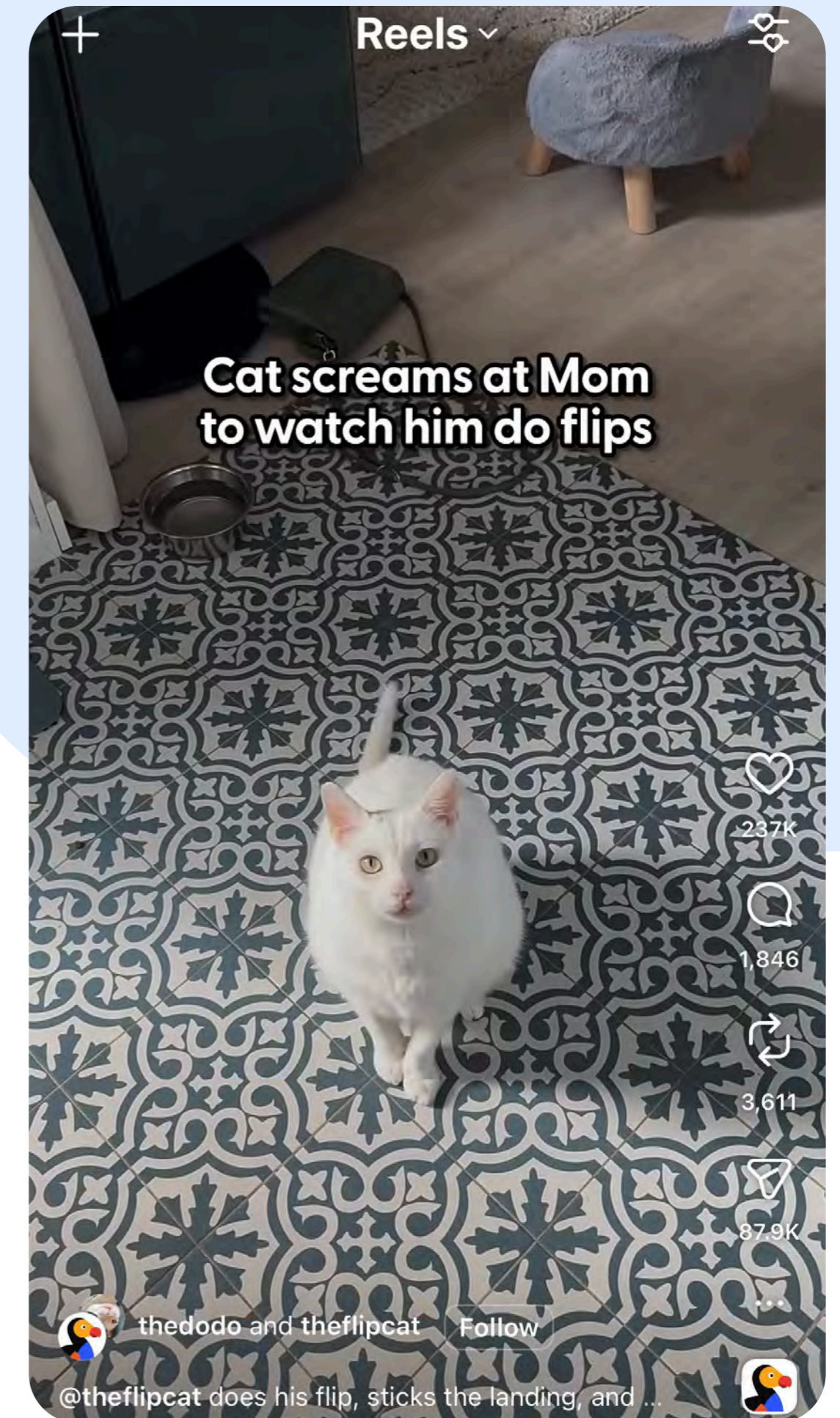
Views are growing on TikTok (+3%) and Instagram (+27%), putting more content in front of more people than ever before. When that happens, engagement rates dip, and that's okay. Wider reach doesn't always lead to a deeper connection. The key is being more intentional as your audience grows. Focus on making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

TikTok Continues to Lead in Engagement

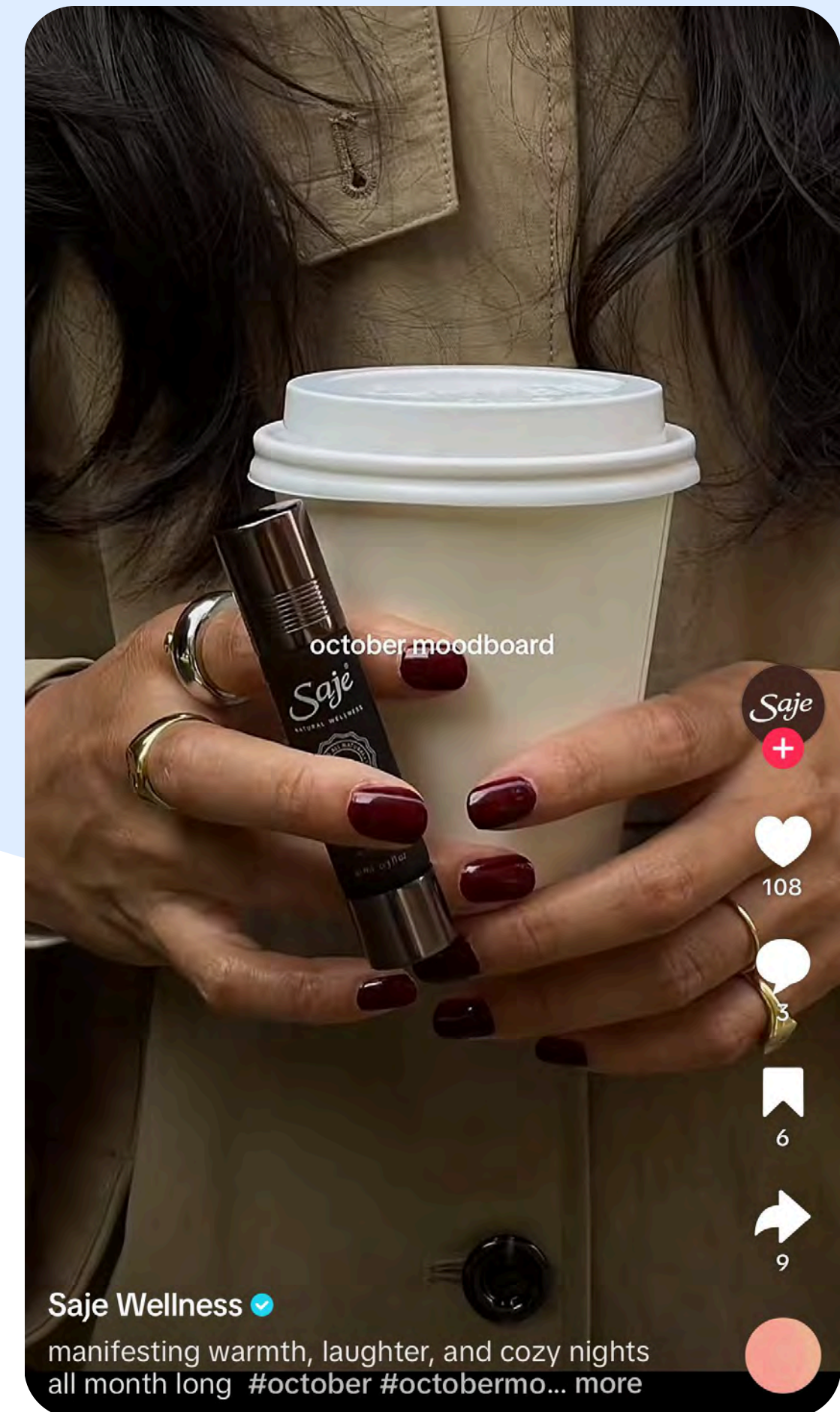
Even with a dip from 3.9% to 3.4%, TikTok remains the strongest platform for engagement across channels. This shift aligns with a 3% increase in views. Pointing to the fact that as content reaches a larger audience, maintaining the same level of connection becomes harder

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.



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

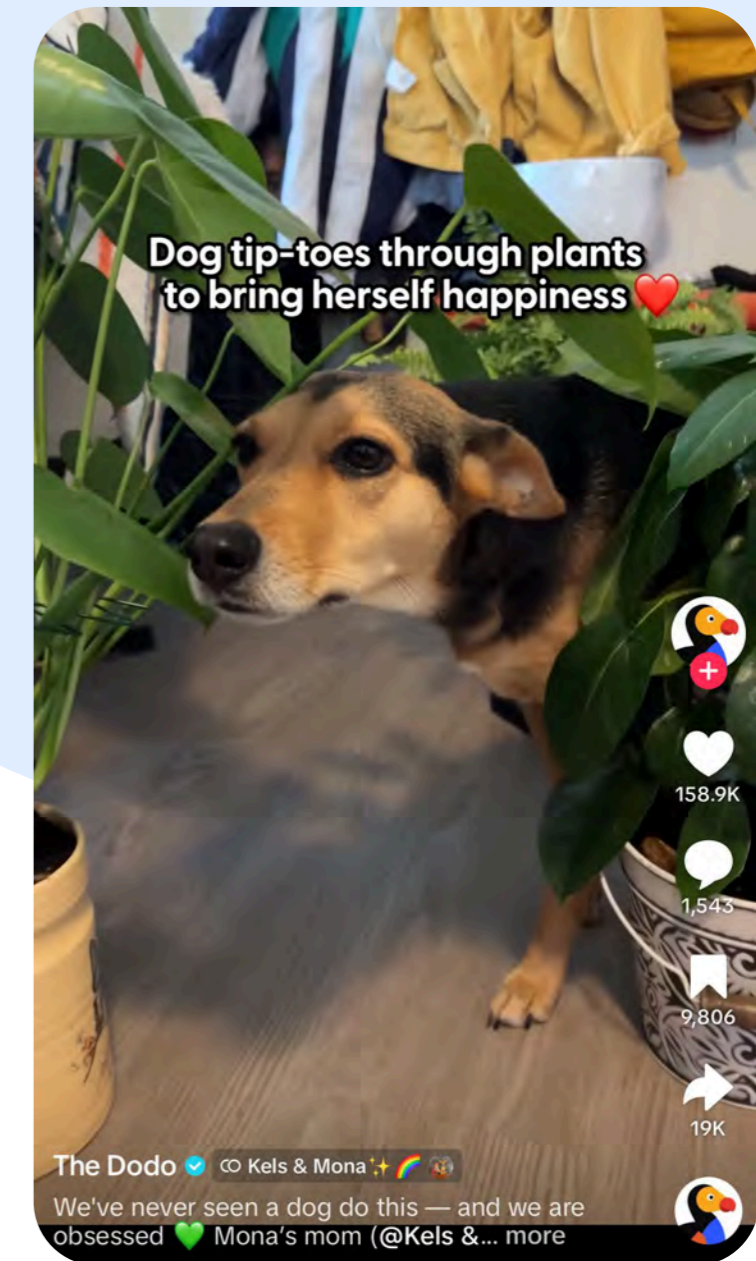
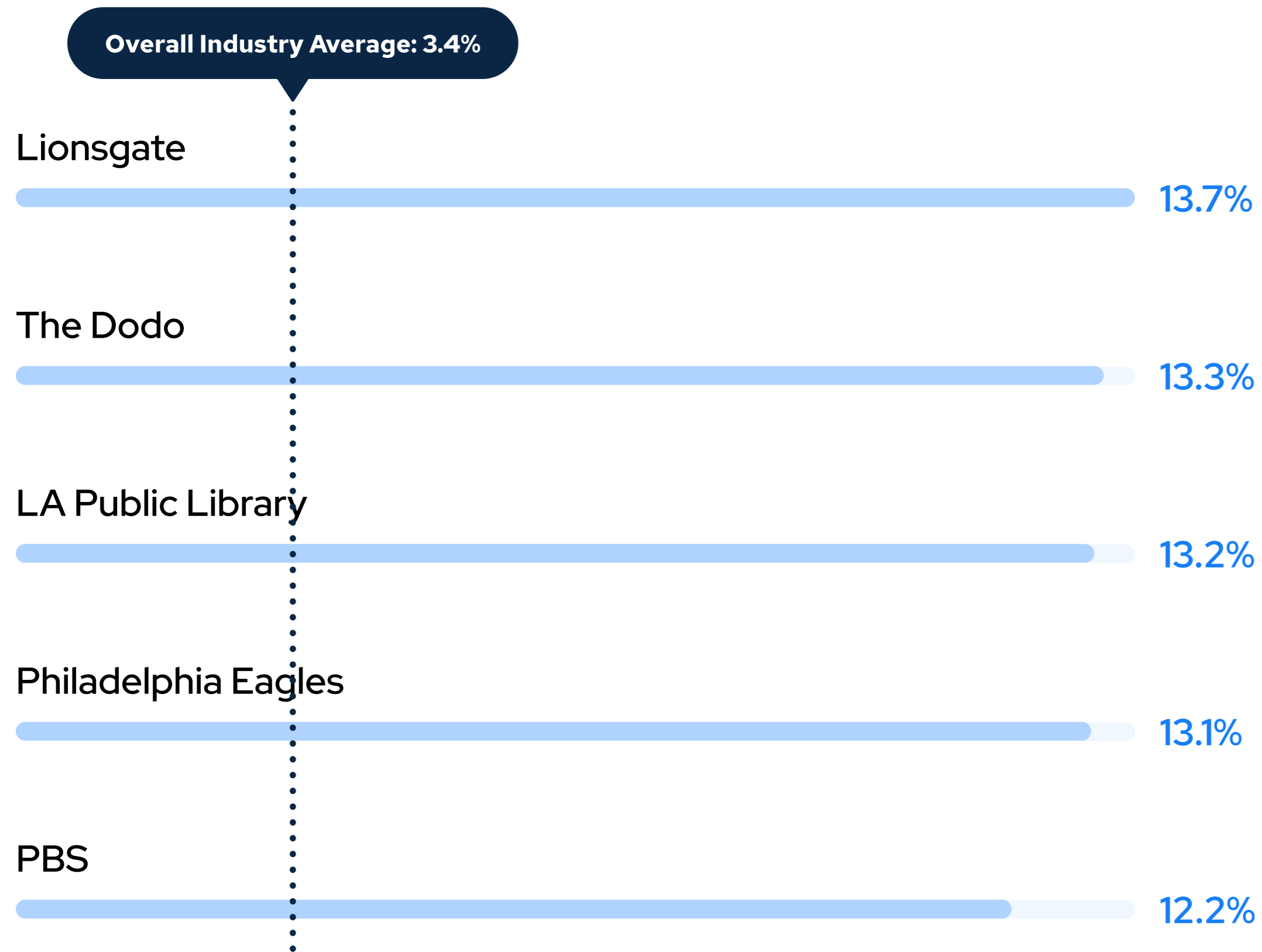
TikTok is the strongest lever for engagement. Track metrics like Entertainment Score, shares, and retention rate to learn what connects with your audience, then build from there.

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%

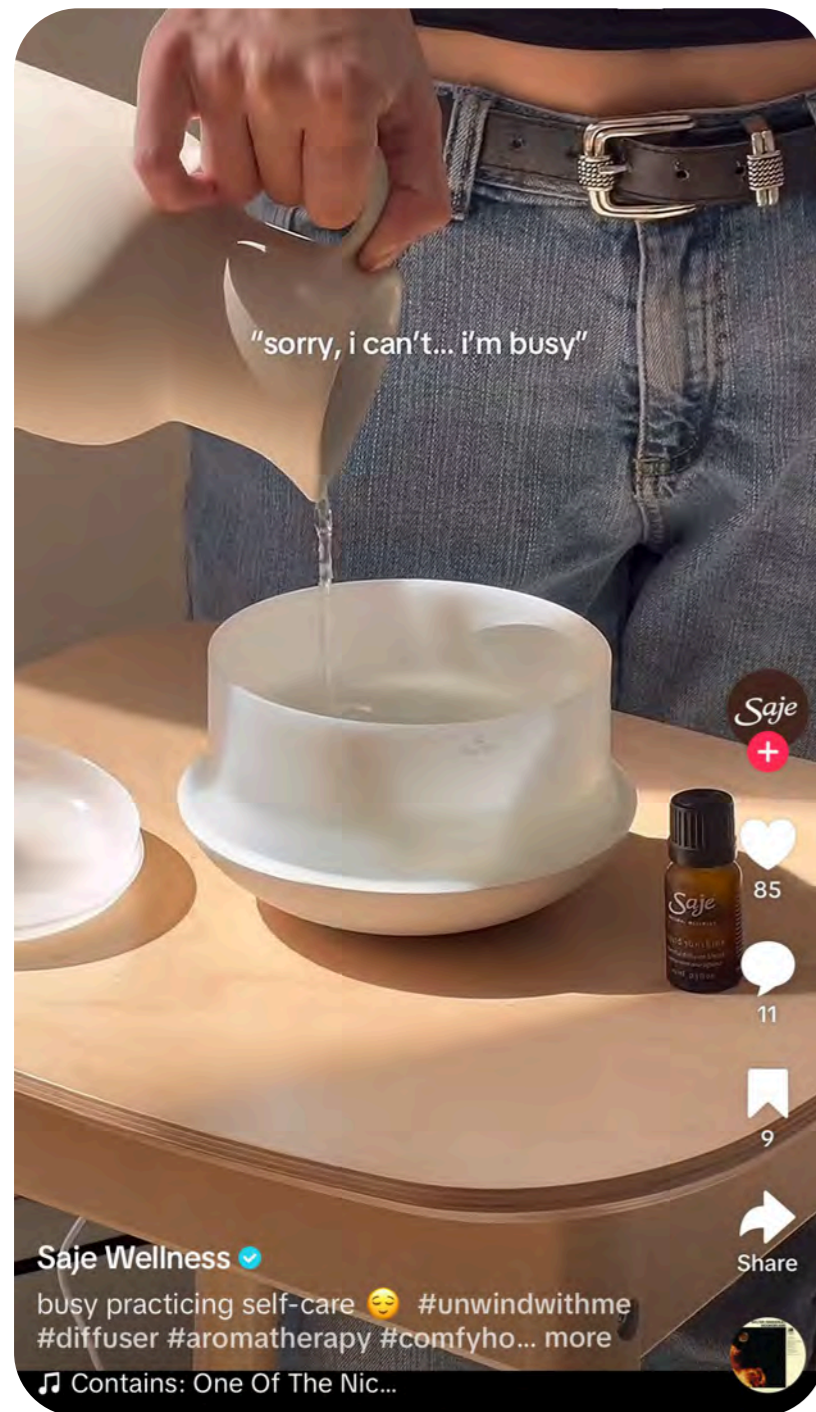
*Customer data only

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.

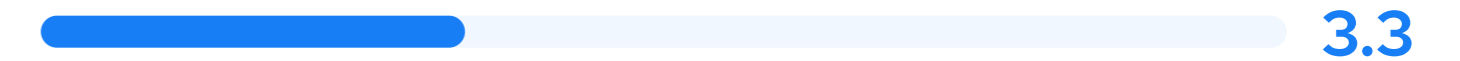
Entertainment Score

10/10

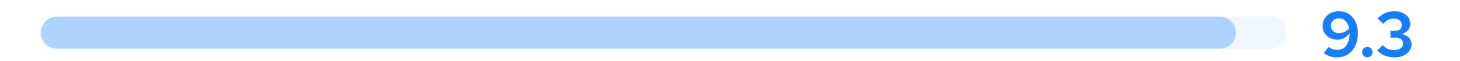
Compared to the industry average of **3.3**, and Saje Wellness' own average of **9.3**.

Top Brands by Entertainment Score

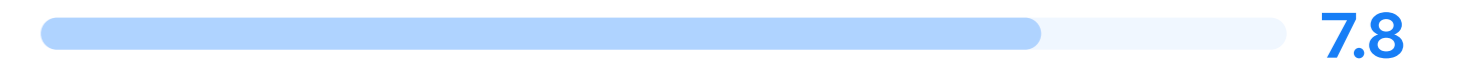
Overall Average



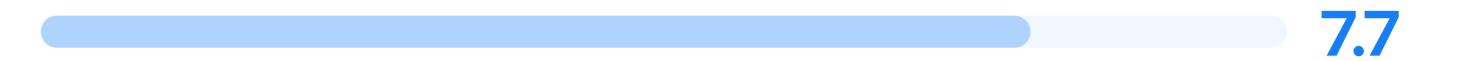
Saje Wellness



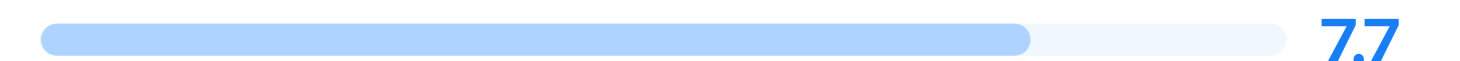
NYC Ferry



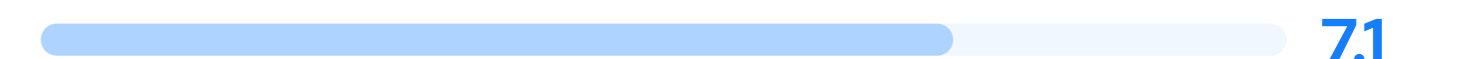
Pingu



The New Yorker



Farfetch



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.



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