



Social Media Benchmark Report

All Industries



Contents

Benchmark Performance, Methodology and KPIs	2
Trends	4
Cross-Channel	
YouTube	
Overall Comparison	6
Top Performing Brands	8
What We Can Learn From Brands' Strategies	9

Cover image: [@sephora](#)

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 YouTube Report, Dash Social pulled a sample of global companies across 616 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 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.



YouTube Trends

More People are Watching, and They're Watching Longer

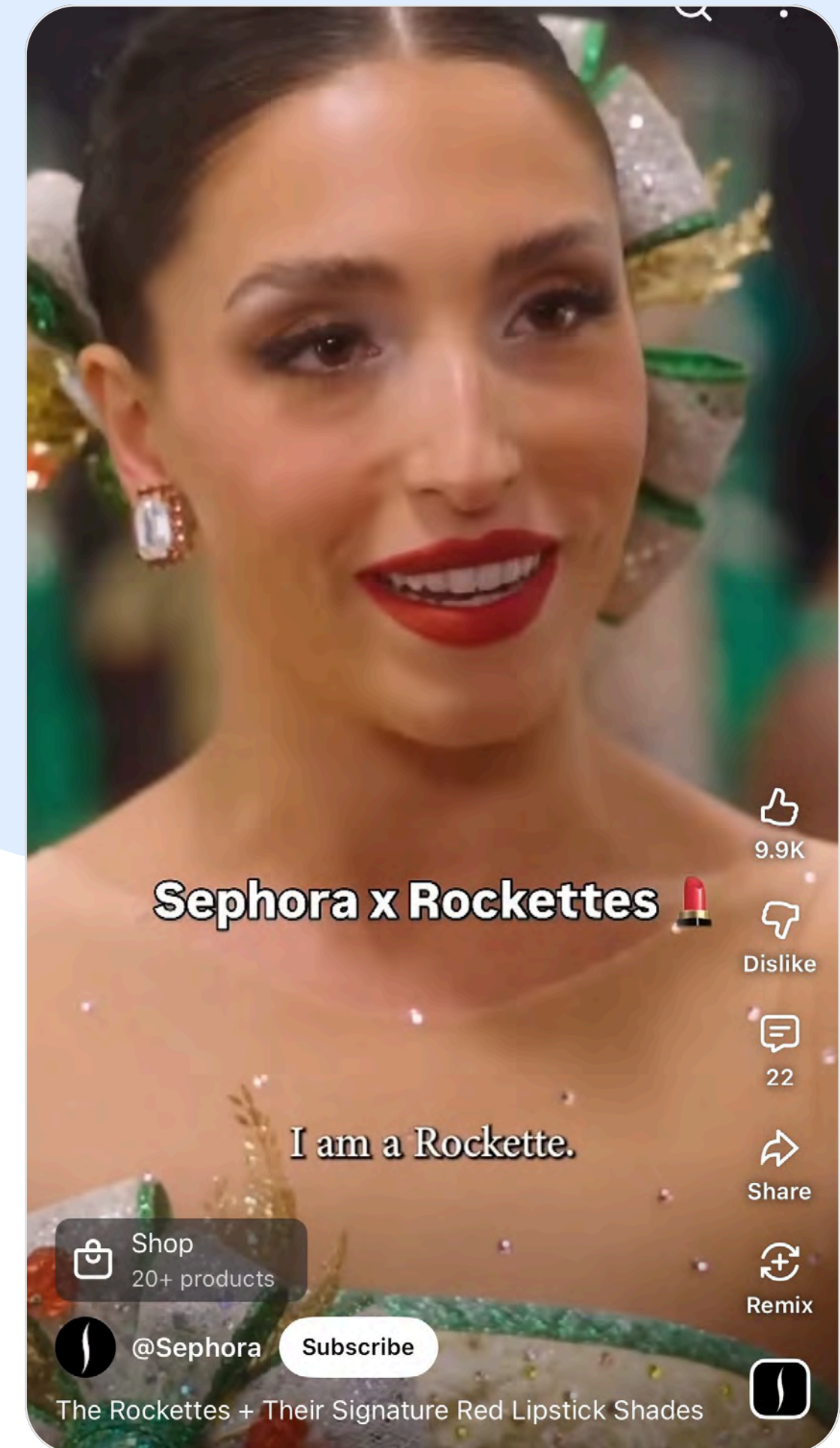
Across formats, video views are up 30%, with an average completion rate of 90% highlight that YouTube is built for retention. Success is less about interaction and more about watch time, and keeping people on the platform.

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](#)

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.

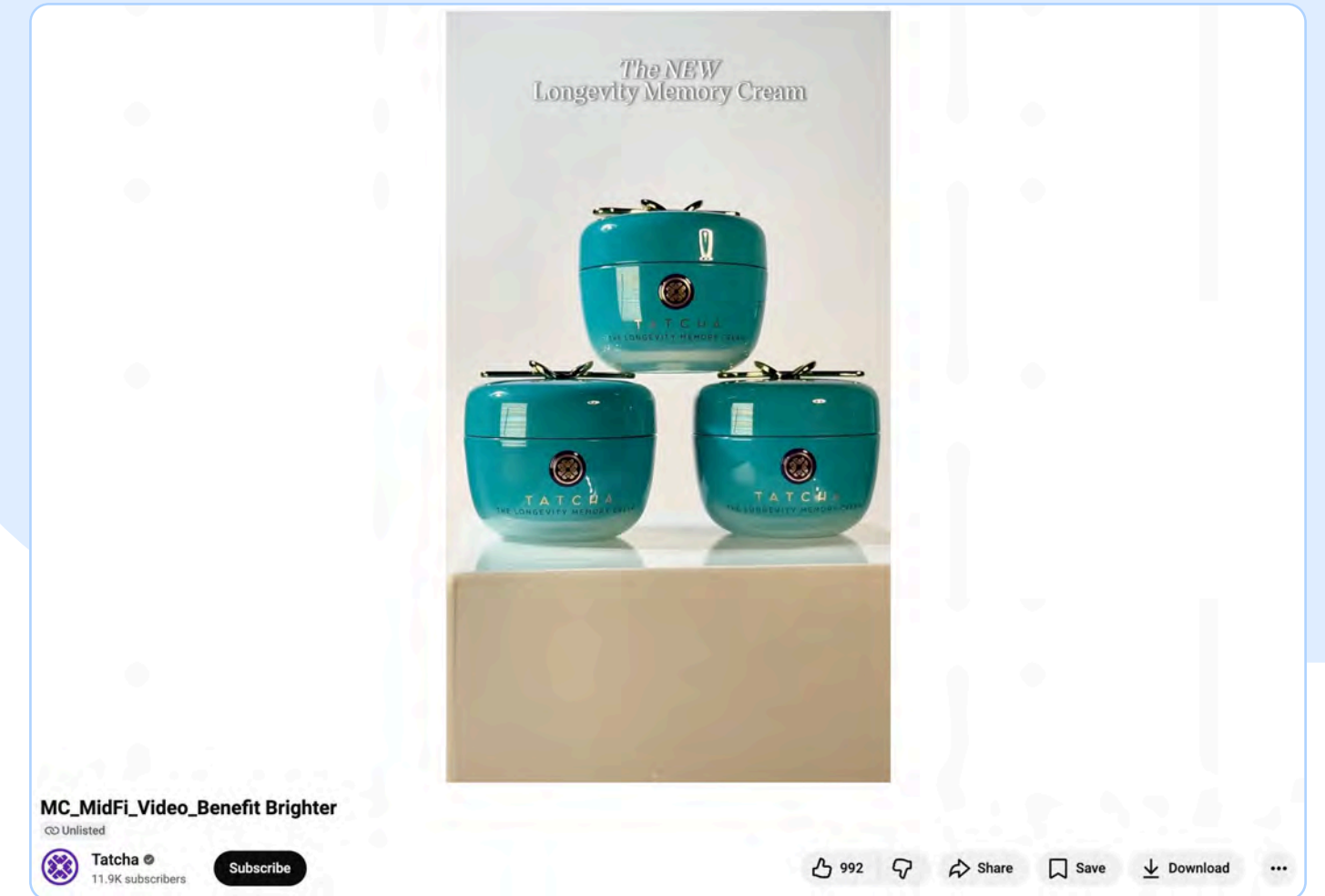
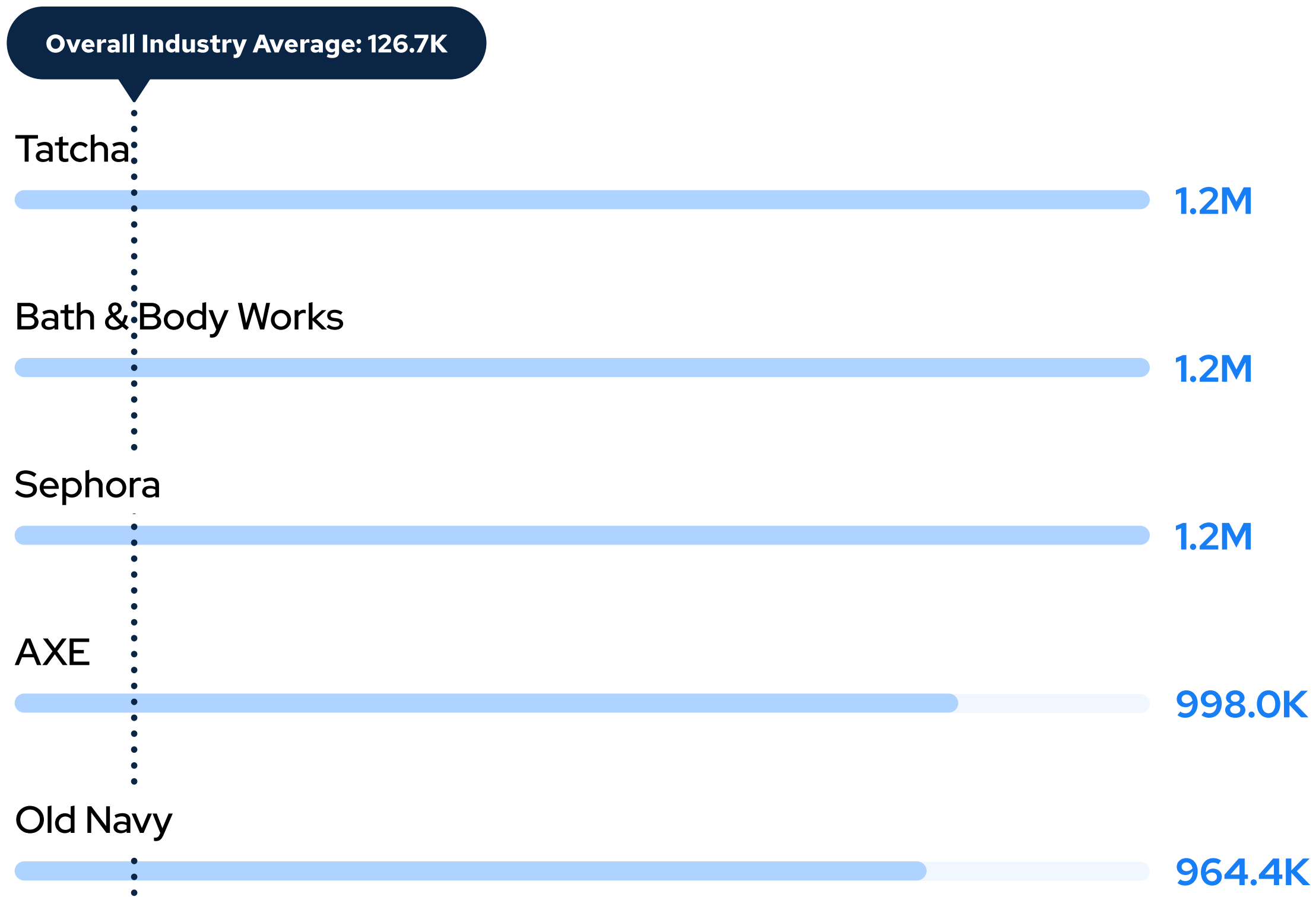
Average YouTube Performance By Industry

	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 Brands by Video Views



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

What We Can Learn From Brands' Strategies

Show and Tell

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

Hone Your Visual Identity

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

Talk Like a Human

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

Featured Dash Social Customers

AIMÉ LEON DORE

allrecipes

AXE

BALMAIN
PARIS

Bath & Body Works®

gisou

Digital Spy

E NEWS

FARFETCH

KING OF THE HILL

L'ANZA

NEW YORK POST

NYC Ferry

OLD NAVY

People

Rinzu

Saje

SEPHORA

TATCHA

the dodo

THE NEW YORKER

TSR
THE SHADE ROOM

TMZ



Outsmart Social

A social media management platform built for how social works today, uniting your full footprint across owned, creator, and paid with real-time intelligence and streamlined workflows.

THE BEST BRANDS ON SOCIAL. POWERED BY DASH.



Get a Demo

Cross-Channel Monthly Report

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

What are my top performing TikTok videos this month?

Today

3:22pm

Ask any question

Video Views

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

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

LikeShop Clicks

Total

2,350

↑ 0.25%

Impressions

Total

1.54M

↑ 0.15%

ava

Mar 12, 11:15 AM

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

Positive

mad.a.line

Mar 2, 1:32 PM

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

Positive

ava

Mar 22, 4:46 PM

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

Positive

ava

Mar 18, 12:30 PM

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

Positive