DASH SOCIAL

Social Media Benchmark Report

All Industries



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Benchmarking Performance

Understanding your brand's social media performance starts with knowing what's typical in your industry. This report benchmarks performance across Instagram, giving marketers the data to know where performance stands, set clearer goals, and identify opportunities for growth.

About the Data

For the Issue 2 2026 Social Media Benchmark Reports, Dash Social pulled a sample of global companies across Instagram (n=3,313), analyzing their activity between January 1, 2026 – June 30, 2026, 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, fashion, food and beverage, health and wellness, luxury, media and entertainment, publishing, retail, and travel and hospitality.

KPIs

Average Monthly Growth Rate

The average rate that an account's follower growth grows each month.

Why It Matters: It helps brands understand how quickly followers are growing and compare their growth with industry benchmarks.

Average Reach Per Post

The average number of unique accounts that see your post.

Why It Matters: It shows how broadly content is being distributed and provides insight into brand awareness.

Average Entertainment Score (TikTok and Instagram Reels)

Entertainment Score is a proprietary Dash Social metric scored against a global database of industry benchmarks.

Why It Matters: It helps brands understand how effectively content captures and holds audience attention.

Average Engagement Rate

The average engagement each post receives. Each platform calculates engagement rate differently.

Why It Matters: It helps brands understand how actively audiences interact with content relative to its distribution.

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, including rewatches.

Why It Matters: Views show how often video content is being watched and provide insight into its ability to capture attention.

Average Shares Per Post

The average number of times each piece of content is shared.

Why It Matters: Shares signal that content resonates enough for audiences to pass it along, extending its impact beyond the original viewer.

Total Social Impact

A single metric that measures performance across formats and platforms to show which content and channels have the greatest impact.

Why It Matters: Fragmented metrics can't capture social's full impact. TSI provides one trusted way to measure, compare, and plan with confidence.

Cross-Channel Trends

Similar Reach, Different Audience Response

TikTok and Instagram each reach about 78K people per post, with engagement by views averaging 3.9% and 2.6%, respectively. Similar reach doesn't guarantee the same impact. Audiences watch, share, and interact with content differently, reinforcing the importance of evaluating performance by platform.

Short-Form Video Performs Differently Across Platforms

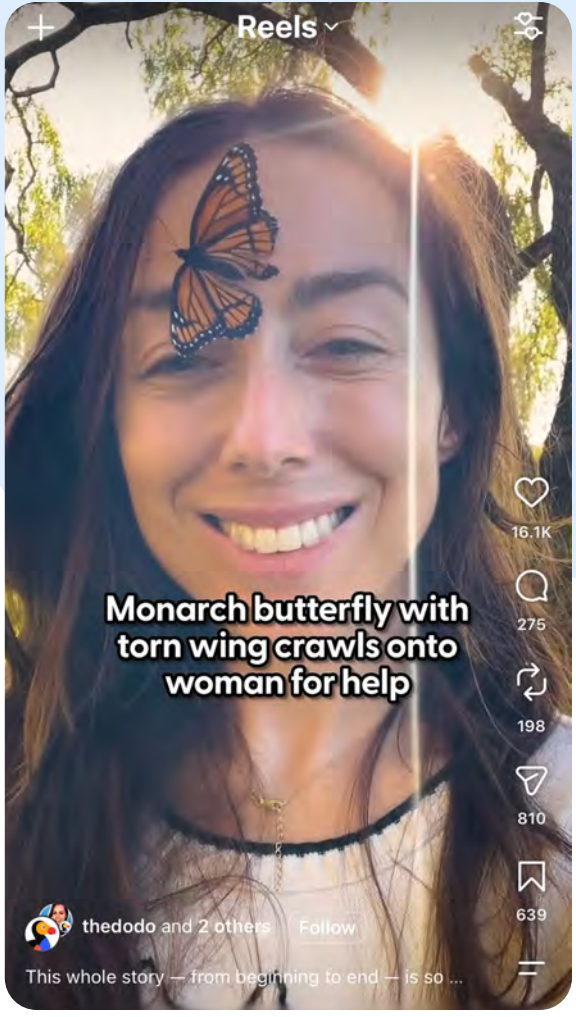
TikTok earns 150K views, while Instagram Reels receive 126K views on average. Despite lower views, Instagram Reels generate 711 shares per post, the highest of any platform. This highlights differences in viewing and sharing behavior across short-form video formats.

Each Platform Leads on a Different Metric

TikTok leads cross-channel engagement at 4.2%, while Instagram follows closely at 4.0%. Instagram carousels average 156K views per post, ahead of TikTok's 150K and Reels' 126K. Carousels outperform short-form video on views, challenging the assumption that video should always be the priority for maximizing visibility.

DASH INSIGHT

Similar reach across platforms can mask meaningful differences in audience response. TikTok drives stronger engagement, while Instagram Reels lead in sharing. Use these differences to set platform-specific goals and allocate creative resources based on where each format performs strongest, rather than applying the same creative strategy across channels.



Instagram Trends

Sharing is a Core Instagram Behavior

Instagram generates 562 shares per post, while Reels average 711. That makes sharing an important creative goal for short-form video. Build Reels around something audiences want to pass along, like a useful answer, an interesting perspective, or relatable moment.

Reels Are Instagram's Most Well-Rounded Format

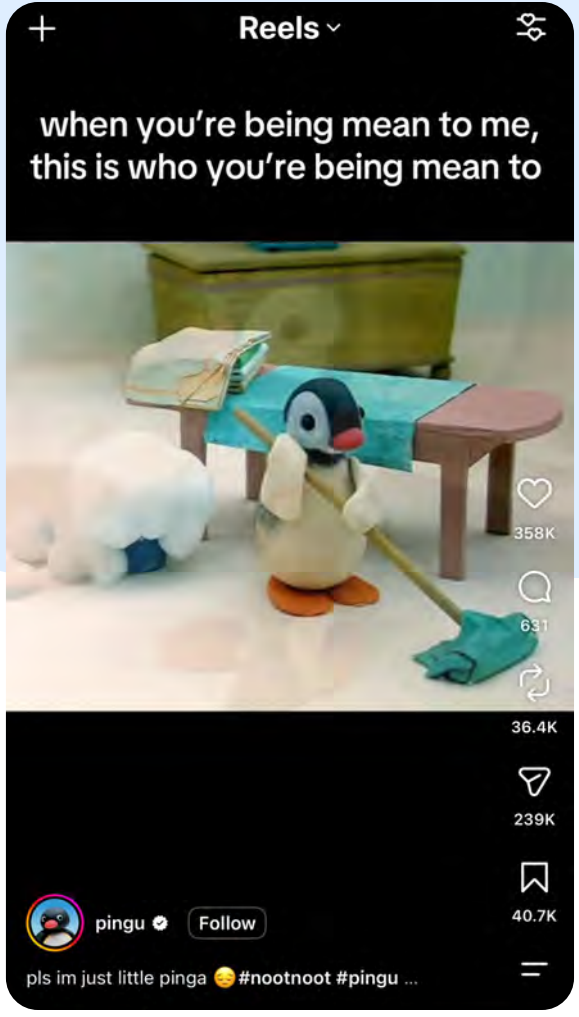
Reels reach 87K accounts per post and lead all Instagram formats in interactions, shares, and saves. They also earn the highest engagement rate by views at 2.9%. Meanwhile, carousels still earn the most views per post, so they're worth keeping in the mix.

Audience Size Doesn't Tell the Whole Story

Instagram averages 0.4% engagement by followers and a 2.6% engagement rate by views. Each measures response differently, so look beyond follower count to understand how people interact with the content they actually see.

DASH INSIGHT

Instagram's role in discovery makes every post an opportunity to reach audiences beyond existing followers. Prioritize Reels for driving interactions, shares, and saves, while testing carousels for views. Use these signals to identify which creative earns attention and which motivates audiences to take action.



Measure Momentum, Not Just Moments

Every channel, format, and metric tells a different story, making the full picture harder to see.

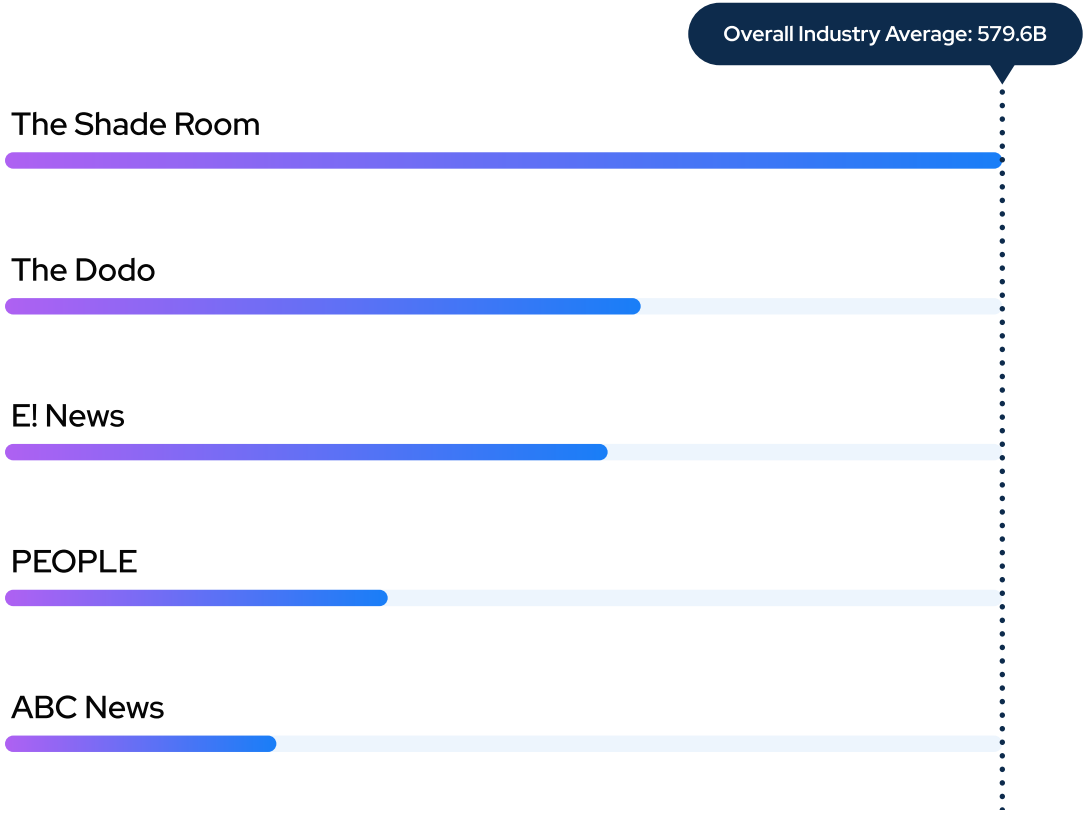
There's no universal playbook, only diverse paths to impact. As this shift accelerates, understanding performance requires looking beyond individual KPIs.

Total Social Impact (TSI) brings clarity by showing which channels contribute most to overall impact, 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 Brands by Total Social Impact





The Shade Room turns timely news into community conversation. Direct questions keep audiences responding in the comments, extending each story beyond the original post and contributing to its Total Social Impact.

`Engagement Rate: 9.1%` `Video Views: 5.8M`

Average Instagram Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Reach Per Post*	Views Per Post	Entertainment Score (Reels)*	Shares Per Post*	Saves Per Post*	Effectiveness Rate*	Engagement Rate (Likes + Comments) / Followers	Engagement Rate (Engagements) / Views
Overall	**2.2M**	**9**	**0.6%**	**78.4K**	**135.6K**	**4.3**	**562**	**163**	**4.3%**	**0.4%**	**2.6%**
Growing Brands (0–190K Followers)	93.0K	4	0.9%	11.3K	18.6K	4.4	111	44	4.8%	0.6%	2.9%
Established Brands (190K–1.1M Followers)	503.7K	7	0.6%	35.5K	59.9K	3.8	325	151	4.0%	0.3%	2.4%
Large Brands (1.1M+ Followers)	7.1M	17	0.3%	219.6K	383.5K	4.9	1.4K	679	4.3%	0.3%	2.5%

*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 Shares Per Post
Image	2.5%	557
Reels	2.9%	711
Carousel	2.3%	456

DASH INSIGHT

Instagram supports non-follower discovery. Make posts recognizable and worth sharing or saving. Track reach, engagement, shares, and saves to understand audience response.

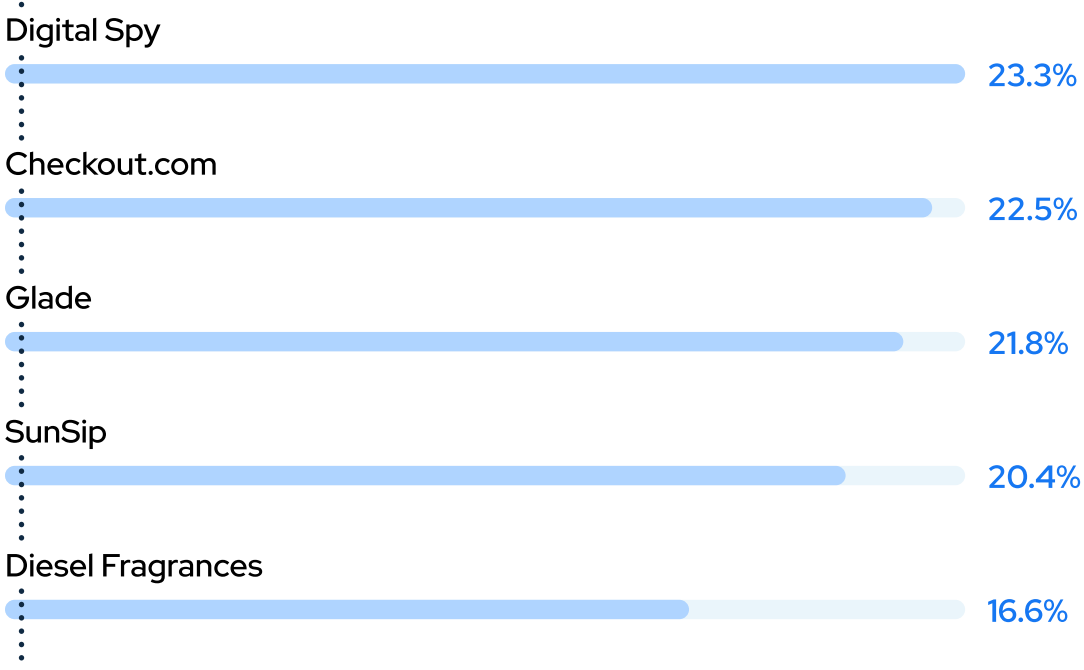
Average Instagram Performance By Industry

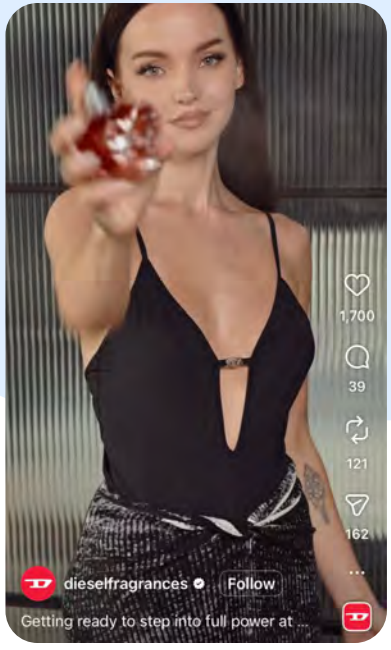
	Beauty	CPG	Fashion	Food and Beverage	Health and Wellness	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	1.3M	1.3M	1.8M	959.3K	553.2K	4.9M	5.0M	3.7M	3.0M	928.4K
Weekly Posts	5	4	8	5	5	6	32	26	7	5
Monthly Follower Growth Rate	0.6%	0.8%	0.4%	0.6%	0.8%	0.4%	0.9%	0.6%	0.4%	1.1%
Reach Per Post*	53.8K	53.4K	48.6K	39.7K	32.0K	110.0K	284.3K	155.8K	39.1K	25.6K
Views Per Post*	93.5K	91.7K	90.1K	67.6K	54.5K	205.6K	469.3K	265.0K	68.0K	45.3K
Entertainment Score*	4.6	5.0	3.1	4.9	3.7	5.0	5.5	4.8	3.3	4.9
Shares Per Post*	231	621	275	436	208	525	2.7K	1.1K	236	272
Saves Per Post*	162	189	144	142	124	284	918	611	108	129
Effectiveness Rate*	4.8%	5.6%	3.1%	5.2%	3.9%	4.4%	5.1%	4.5%	3.3%	4.8%
Engagement Rate (likes + comments) / followers	0.3%	0.5%	0.2%	0.5%	0.3%	0.3%	1.1%	0.6%	0.2%	0.7%
Engagement Rate (engagements) / views	2.9%	3.5%	1.8%	3.2%	2.3%	2.5%	3.2%	2.6%	2.0%	2.9%

*Customer data only
Engagements = Likes + Comments + Shares
Engagement Rate = Engagements / Video Views or Reach

Top Brands by Engagement Rate (Followers)

Overall Industry Average: 0.4%



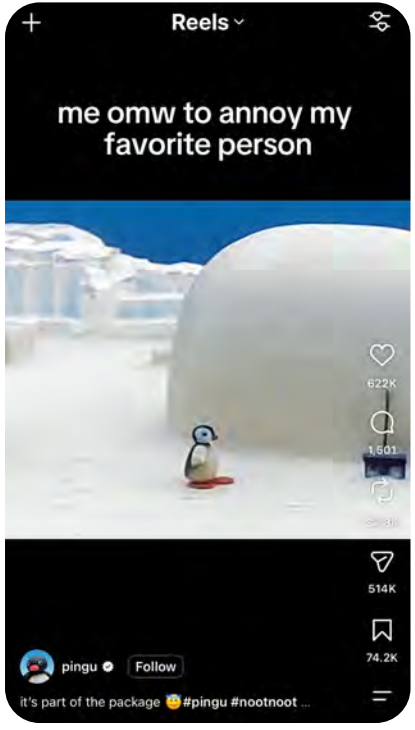


DIESEL

Diesel Fragrances takes fans behind the scenes with Dove Cameron as she gets ready for the House of Desire event, giving audiences a personal way into the Only Desire fragrance story.

`Engagement Rate: 1.3%` `Video Views: 6.8K`

Winning Formulas for Creating Entertaining Reels Content



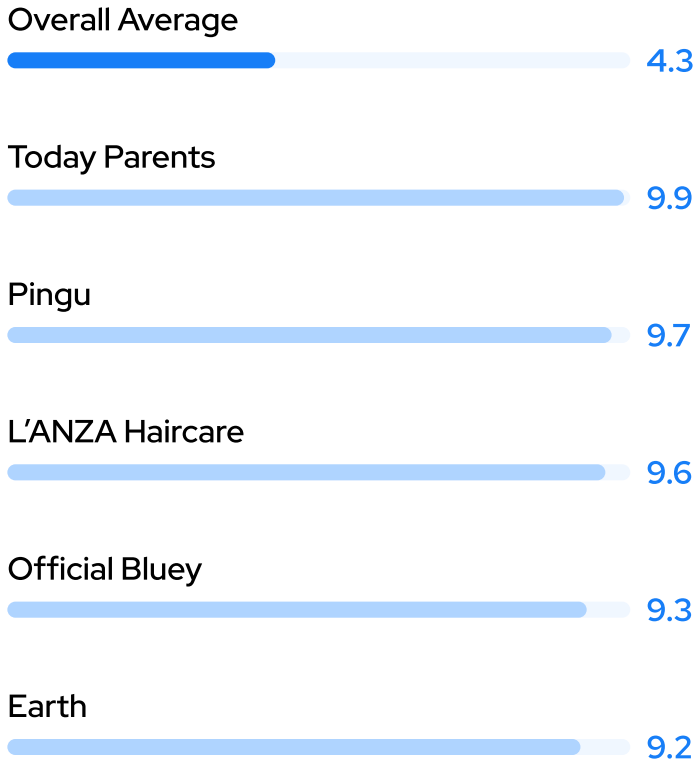
Pingu uses familiar trends as a setup for the character's expressive reactions. Recognizable humor with a distinctly Pingu twist gives audiences a reason to watch and share, driving 8.2 million views and an Entertainment Score of 9.9.

Entertainment Score

9.9/10

Compared to the industry-wide average of **4.3**, and Pingu's own average of **9.7**.

Top Brands by Entertainment Score



What We Can Learn From Leading Brands

Take Audiences Behind the Scenes

Give audiences access they can't get elsewhere. Let talent share their experience and perspective in their own words.

Make Trends Your Own

Use familiar trends as a setup, then add your brand's perspective. Recognizable formats with a fresh twist give audiences a reason to share.

Entertain First

Give audiences something worth watching before asking them to engage. When content entertains, likes, comments, and shares are more likely to follow.

Featured Dash Social Customers



Step into smarter social.

Connect with our team today

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