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 TikTok, 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 TikTok (n=1,343), 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

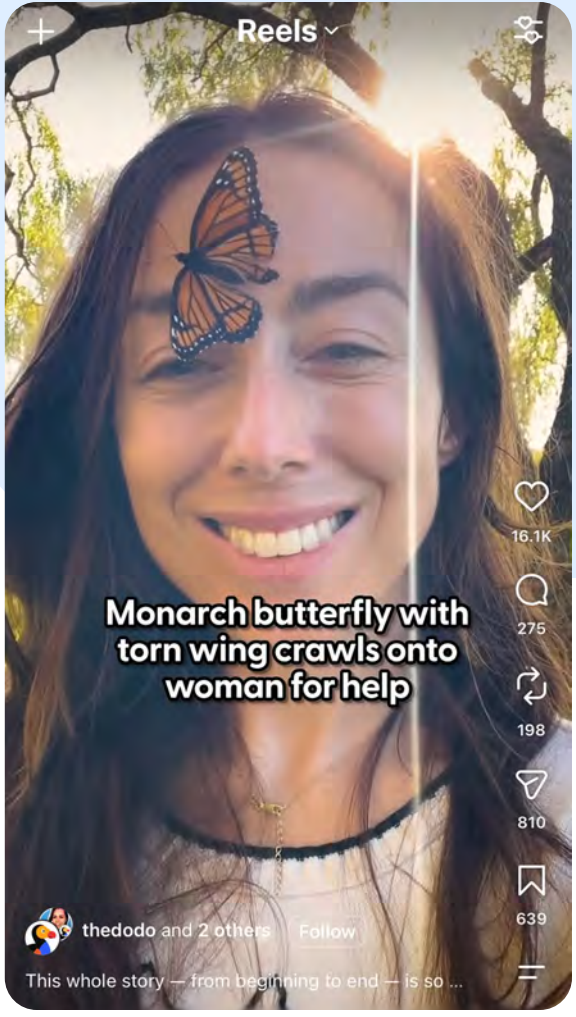
TikTok earns 150K views, while Instagram Reels receive 126K views on average. Despite lower views, Instagram Reels generate 711 shares per post, the highest of any platform. This highlights differences in viewing and sharing behavior across short-form video formats.

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.



TikTok Trends

TikTok Stands Out for Audience Interaction

TikTok leads in engagement with a 3.9% engagement by views, and a 4.2% engagement rate by reach. TikTok's discovery-driven feed turns more views into interactions than any other platform.

TikTok Views Outpace Reach

TikTok videos generate 150K views per post, 19% more than Reels, while reaching nearly 78K users on average. Views measure how often content is watched, while reach shows how many unique users it connects with. Together, these metrics reveal the scale of content visibility, while engagement shows which creative approaches turn that attention into audience response.

Frequency Benchmarks Are a Starting Point, Not a Rule

Brands publish an average of eight TikTok posts weekly, but industry cadences range from three for luxury to 21 for media and entertainment. There's no single schedule to follow; choose a pace that supports content with a strong brand identity, your marketing goals, and fits your team's capacity.

DASH INSIGHT

TikTok's strong engagement makes it a useful place to test which ideas deserve a bigger role in your content strategy. Identify posts that earn shares and interactions alongside views, and invest in these concepts. Let repeatable performance guide your cadence, with industry averages providing context.



Measure Momentum, Not Just Moments

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

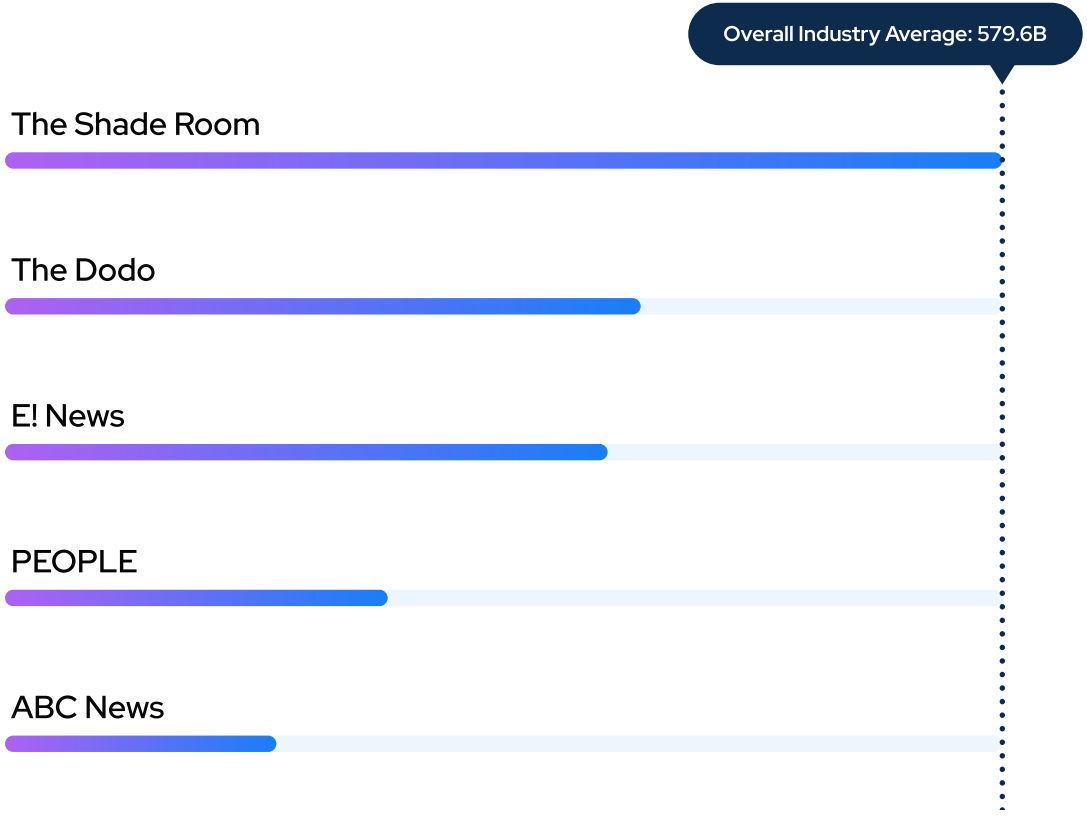
There's no universal playbook, only diverse paths to impact. As this shift accelerates, understanding performance requires looking beyond individual KPIs.

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 TikTok Performance Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views Per Post	Shares Per Post	Reach Per Post*	Avg. Engagements	Entertainment Score*	Engagement Rate (Views)	Engagement Rate (Reach)
Overall	**327.3K**	**8**	**3.4%**	**149.8K**	**237**	**77.9K**	**4.3K**	**2.5**	**3.9%**	**4.2%**
Growing Brands (0 – 40K Followers)	14.8K	4	5.4%	37.9K	19	17.1K	323	2.2	3.2%	3.7%
Established Brands (40K – 230K Followers)	111.0K	7	2.9%	94.0K	96	58.5K	1.9K	2.4	3.5%	3.8%
Large Brands (230K+ Followers)	1.7M	13	1.8%	286.9K	530	158.5K	9.5K	3.0	4.7%	5.1%

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

DASH INSIGHT

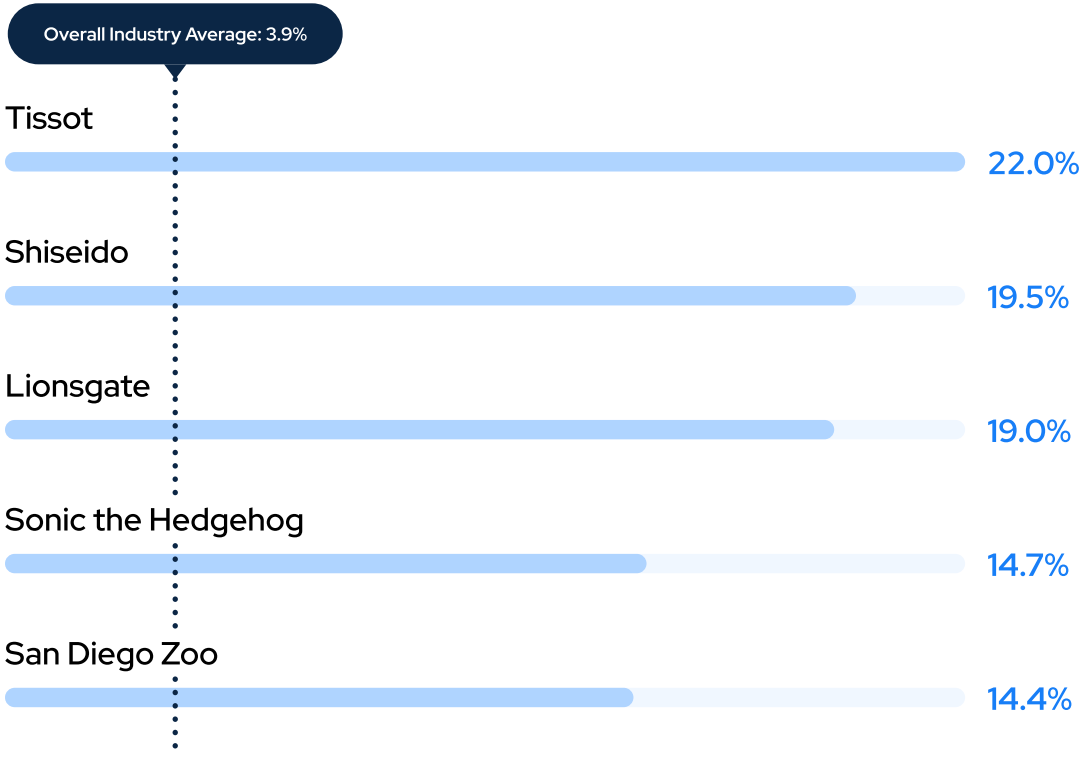
TikTok leads in engagement. Use Entertainment Score, engagement, and shares to identify what resonates, then build on the creative that earns the strongest response.

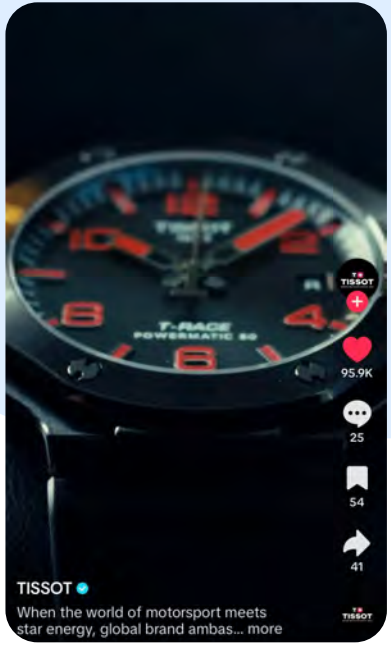
Average TikTok Performance By Industry

	Beauty	CPG	Fashion	Food and Beverage	Health and Wellness	Luxury	Media and Entertainment	Publishing	Retail	Travel and Hospitality
Follower Count	457.7K	552.4K	446.2K	688.8K	154.5K	748.7K	2.7M	819.3K	346.6K	502.3K
Weekly Posts	8	6	7	4	10	3	21	13	5	4
Monthly Follower Growth Rate*	3.2%	8.9%	2.5%	4.2%	3.0%	2.0%	3.4%	2.6%	3.7%	2.5%
Video Views Per Post	91.7K	218.4K	109.2K	135.7K	59.1K	381.3K	259.9K	109.0K	130.9K	226.6K
Shares Per Post	68	326	71	315	35	222	974	386	70	271
Reach Per Post*	50.8K	113.8K	64.1K	64.2K	37.3K	132.7K	209.5K	93.0K	69.1K	22.4K
Avg. Engagements	1.8K	3.6K	1.6K	3.5K	701	6.1K	16.9K	8.5K	1.3K	4.0K
Entertainment Score*	2.7	2.2	1.8	2.5	2.3	2.4	3.4	3.5	2.0	3.0
Engagement Rate (Views)	3.7%	3.1%	2.9%	3.5%	2.5%	4.2%	6.0%	5.5%	3.0%	4.5%
Engagement Rate (Reach)*	4.3%	3.4%	3.2%	3.5%	2.9%	4.3%	6.1%	6.1%	3.4%	4.9%

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

Top Brands by Engagement Rate (Views)



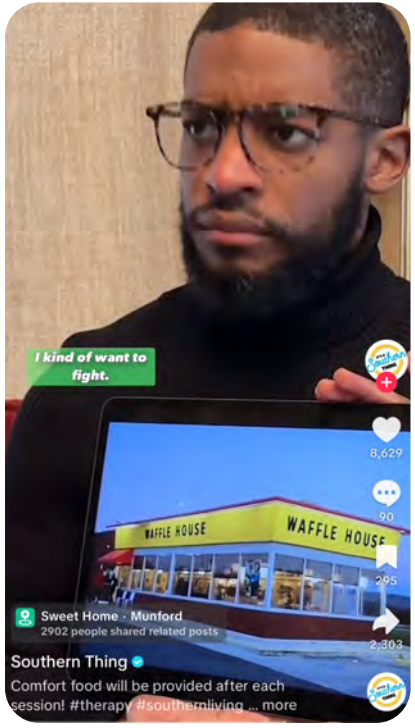


TISSOT

Tissot pairs Gong Jun with T-Race close-ups and motorsport visuals that reinforce the watch's racing identity. The post illustrates how its ambassador strategy connects fan interest to products, supporting high overall engagement.

`Engagement Rate: 5.3%` `Video Views: 7.9K`

Winning Formulas for Creating Entertaining TikTok Content



IT'S A Southern THING

It's a Southern Thing makes Southern life entertaining through comfort-food taste tests and relatable humor. By tapping into Southern culture, traditions, and everyday quirks, the brand gives viewers a reason to keep watching, whether they're from the South or simply curious.

Entertainment Score

9.3/10

Compared to the industry-wide average of **2.5**, and Shiseido's own average of **7.3**.

Top Brands by Entertainment Score



What We Can Learn From Leading Brands

Give Audiences Someone to Connect With

Ambassadors, characters, and recognizable faces give audiences someone to connect with. Build stories around people, not just products.

Make Every Swipe Worth It

Turn product benefits into clear, visual stories. Make every slide valuable enough to keep audiences swiping.

Go Beyond the Product Shot

Connect products to a larger story, identity or idea so audiences understand what they represent, not just how they look.

Featured Dash Social Customers













Step into smarter social.

Connect with our team today

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