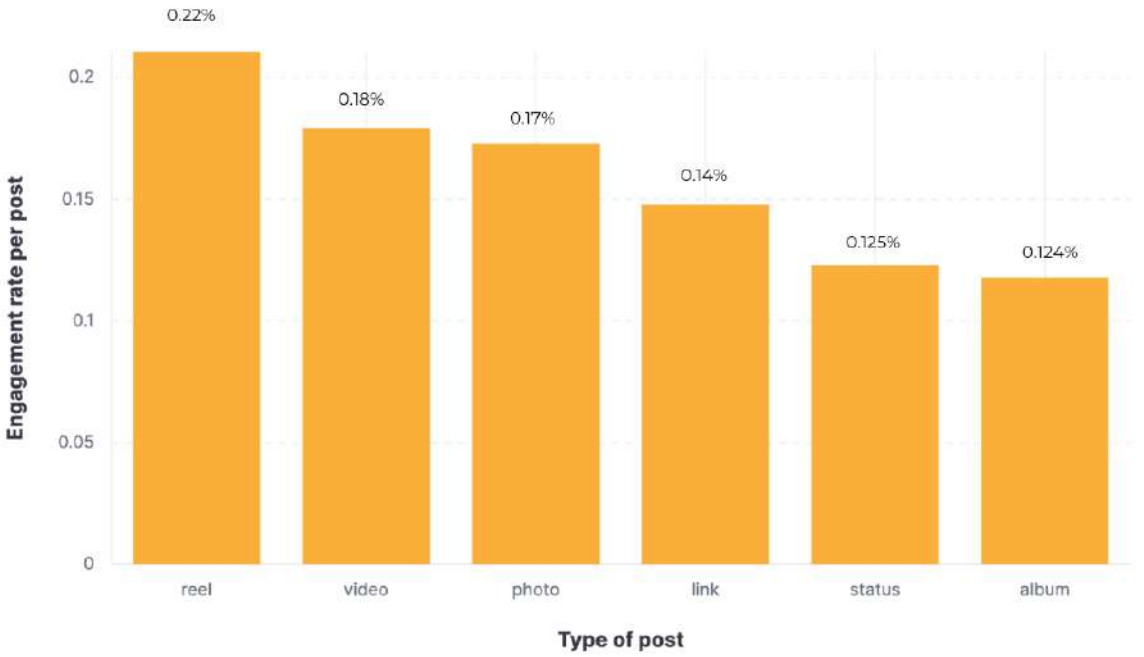
Facebook - Average engagement rate per post by post type (including Reels)



Source: Socialinsider data
Data range: January 2023 - November 2023
This chart doesn't include data for lives due to API limitations.

socialinsider