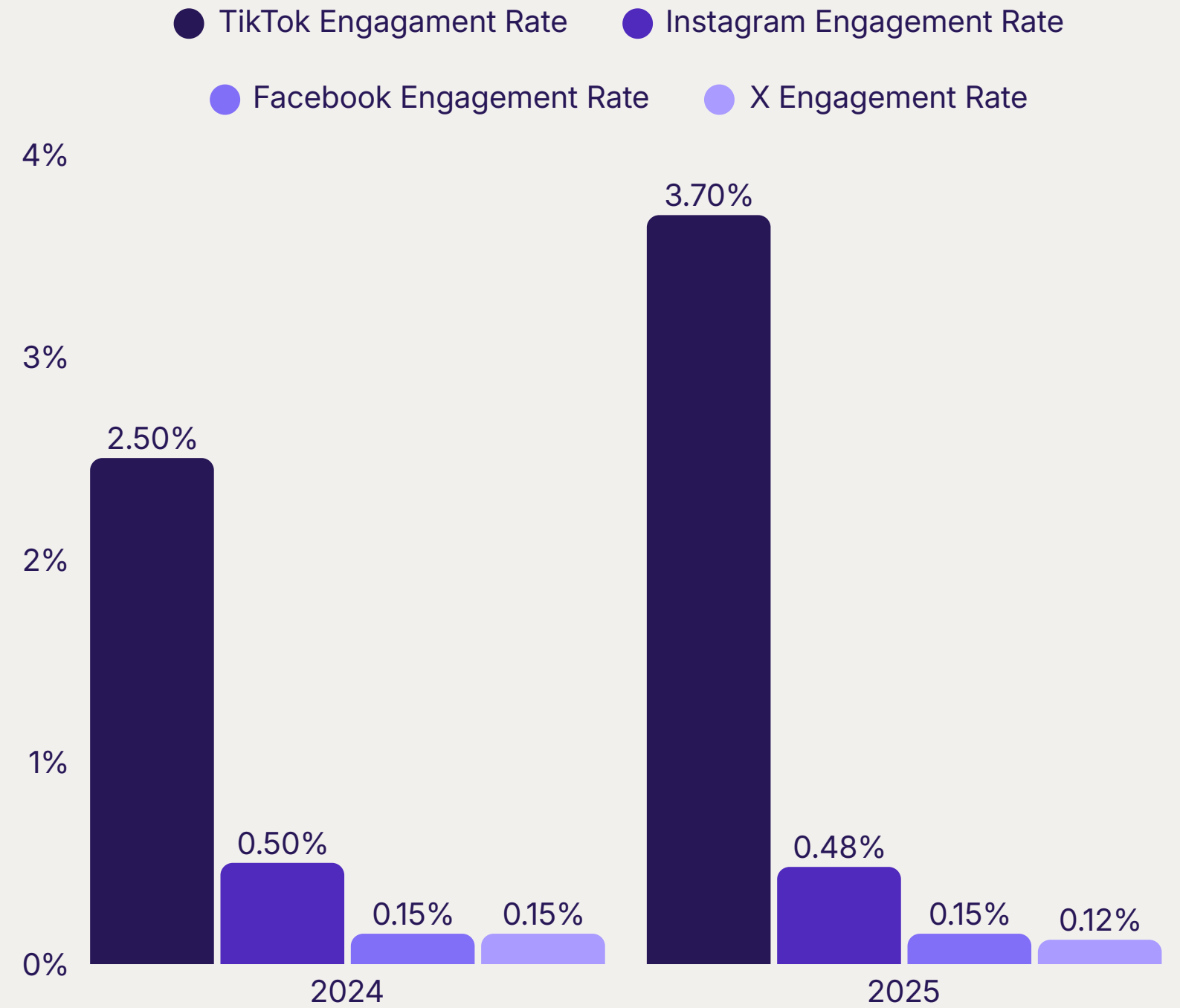


# 2026 SOCIAL MEDIA BENCHMARKS

Content performance data, engagement metrics, audience growth insights.



# EXECUTIVE SUMMARY

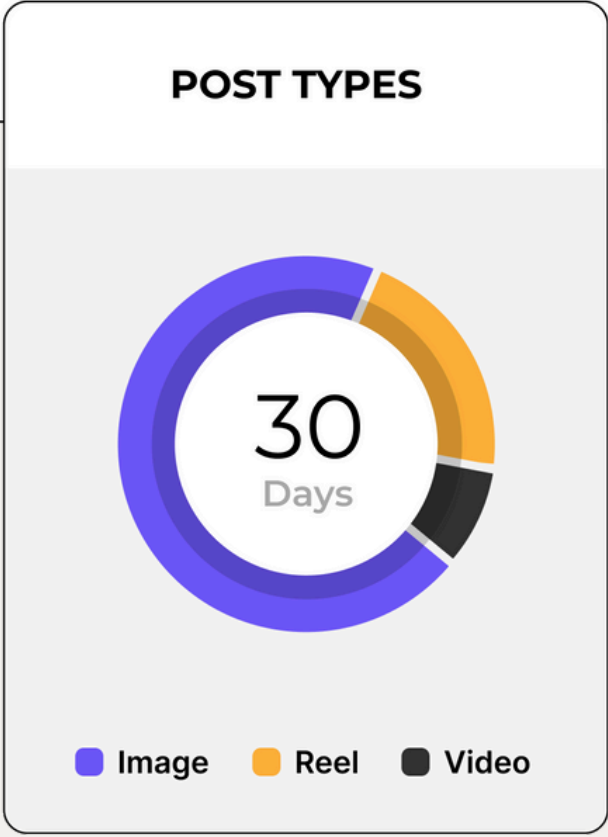
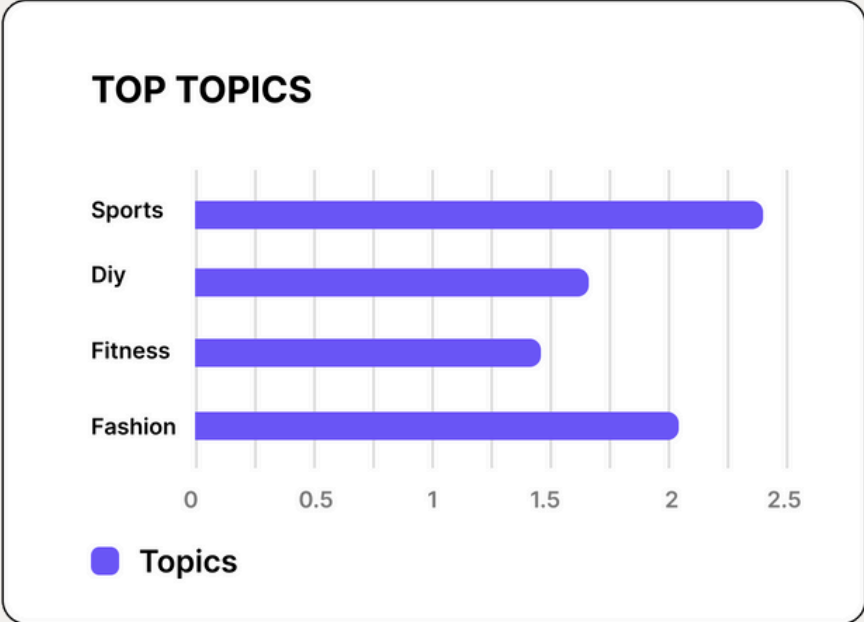
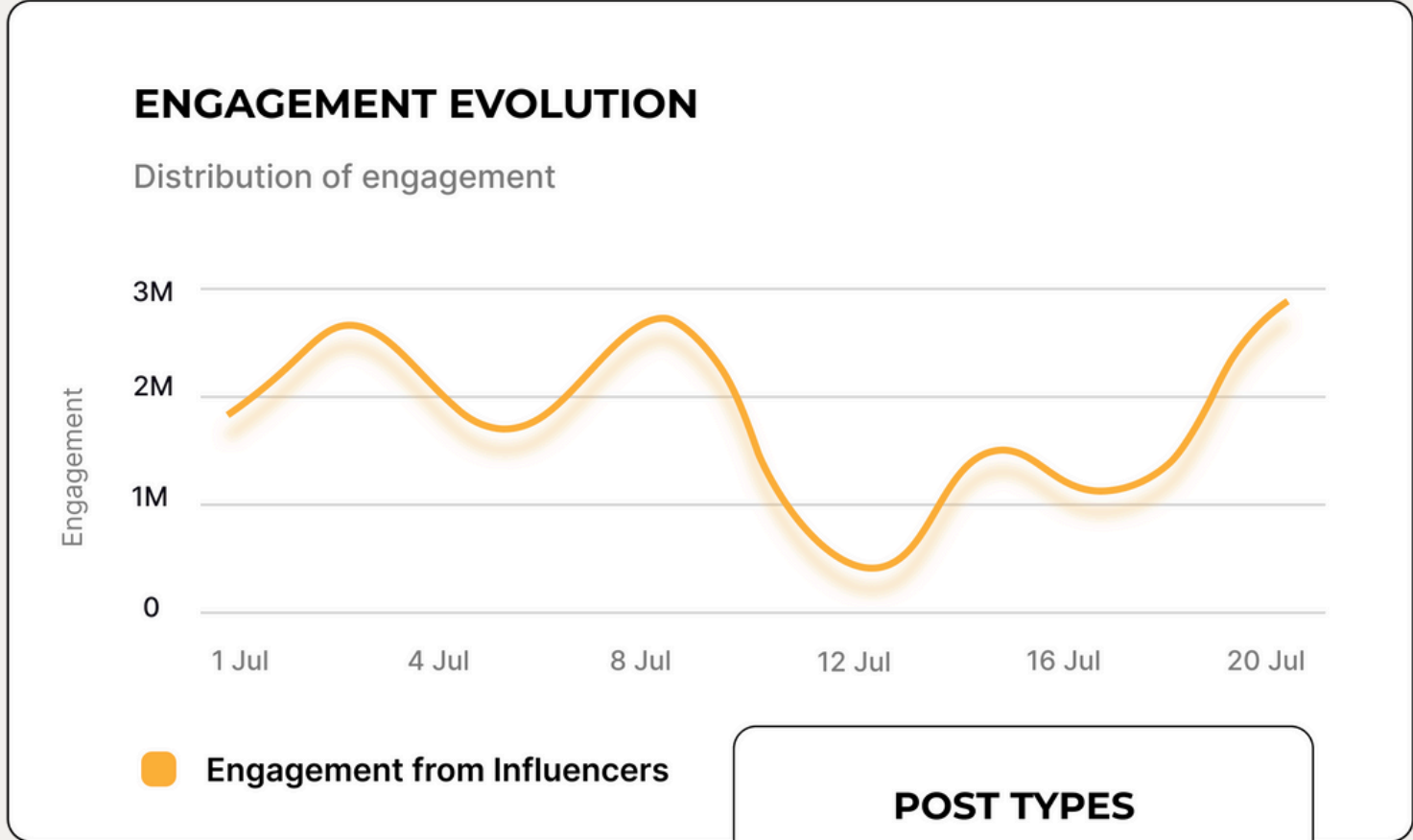
- TikTok's engagement rate is 3.70%, up 49% YoY. Instagram's engagement rate is 0.48%, staying almost flat in 2025.
- Facebook averaged 0.15% engagement, dipping in early 2025 and declining gradually afterward.
- Average comments per post fell on TikTok (24%) and Instagram (16%), suggesting a shift toward more passive engagement.
- TikTok recorded notable growth in shares per post, increasing by 45% YoY, mirroring the upward trend in overall engagement. As for Instagram, it registered a 12% increase.
- Both TikTok and Instagram experienced an increase in video views. TikTok had a 3% growth rate, while Instagram had a more pronounced 29% YoY growth rate.
- Brands post an average of 5 posts per week on Instagram and TikTok.



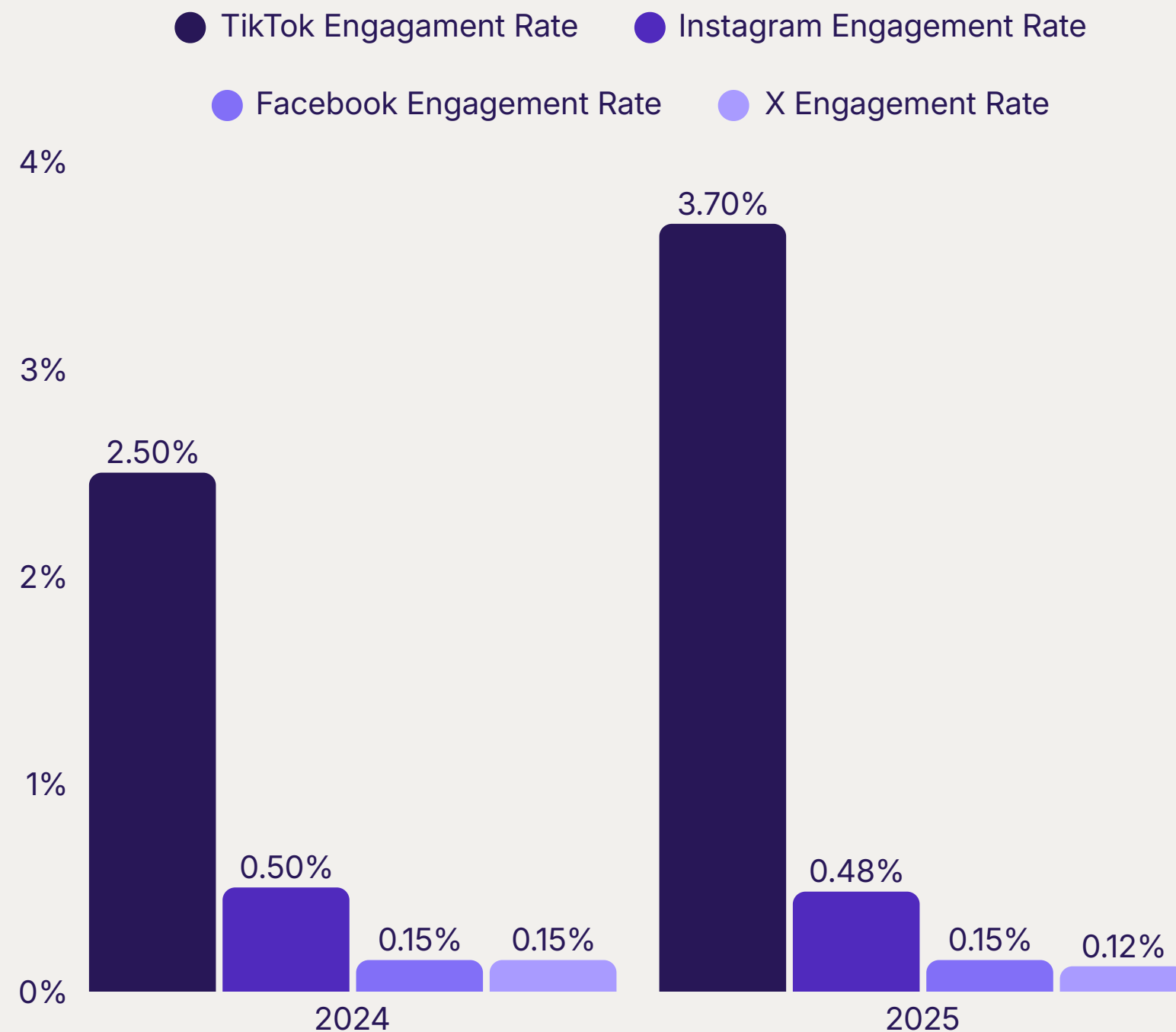
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# 2026 SOCIAL MEDIA BENCHMARKS



## TIKTOK ENGAGEMENT RATE BY FOLLOWERS

# 3.70%

TikTok has registered a **49%** increase in its average engagement rate

Source: Socialinsider data  
Data range: Jan 2024 - Dec 2025

# STRATEGIC TACTICS TO BOOST ENGAGEMENT

- **Humanize your brand:** Show real people, stories, and behind-the-scenes moments. Audiences engage more with authenticity than with “stock” or overtly polished content.
- **Embrace platform-specific features:** Polls on X, Reels on Instagram, native stories—each feature comes with algorithmic boosts and higher user participation.
- **Invest in powerful hooks:** Capture attention right away—whether through a dynamic visual, a bold headline, or a pressing question. The faster you deliver a reason for audiences to interact with you, the more engagement your content will rack up.

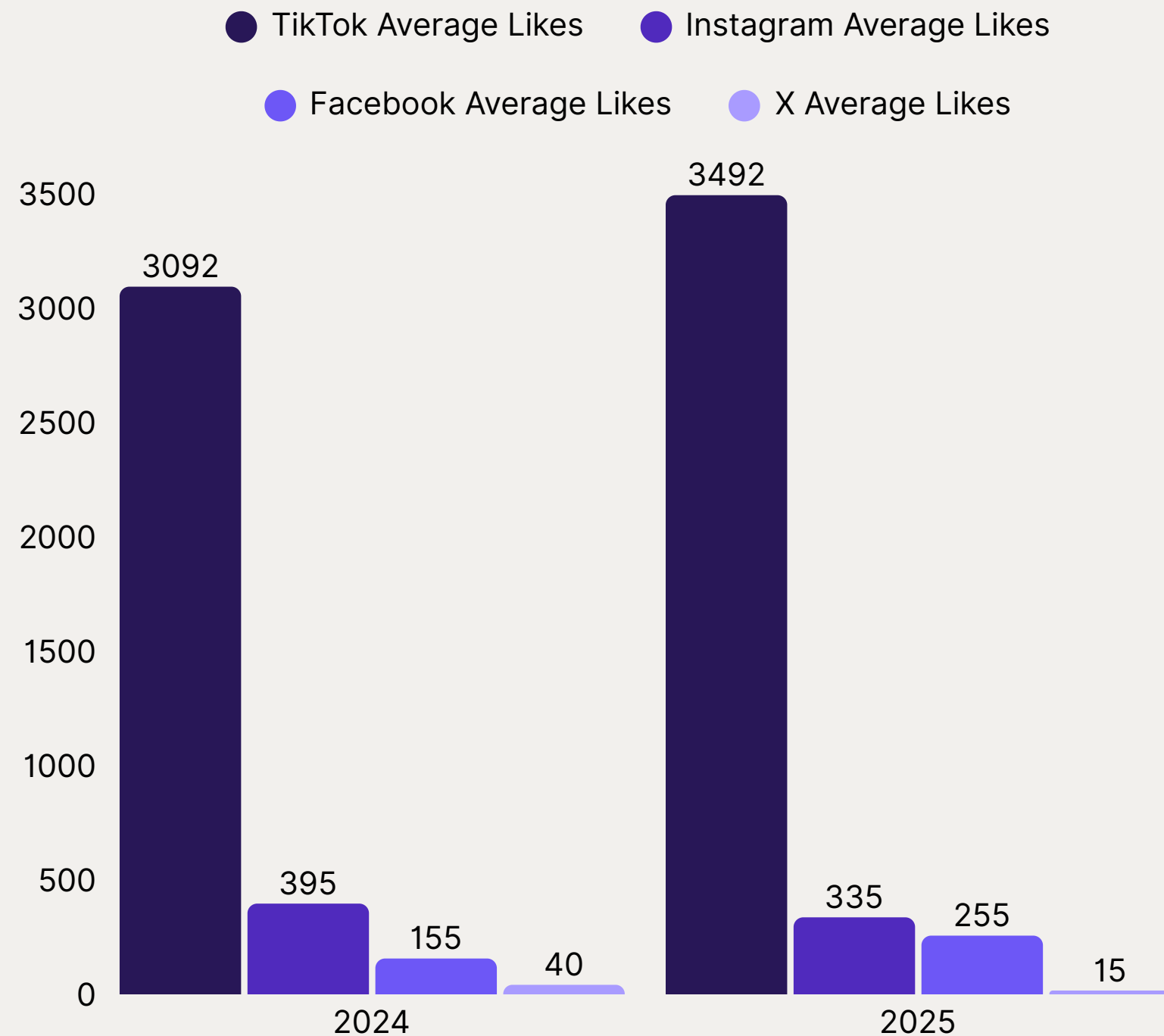
The engagement gap exists because people use these platforms very differently. Instagram is still largely about polished, aesthetic curation, while TikTok feels more raw, authentic, and immediate.

On TikTok, people don't just scroll for inspiration. They actively look for answers. Whether it's finding a restaurant in London, a solution for acne, or an honest review of the latest Marvel movie, users are increasingly going straight to TikTok instead of Google. But it goes beyond utility. TikTok is where people find communities around very specific interests and, in many cases, a sense of belonging.



**Morgane Wasilewski, Social Media Manager at Channable**

# AVERAGE LIKES ACROSS PLATFORMS



## AVERAGE LIKES ON TIKTOK

3492

TikTok has increased its average number of likes per post by 12%

# STRATEGIC TACTICS TO GET MORE LIKES

- **Offer quick-win tips, hacks, or inspiration:** Share bite-sized advice, “did you know?” facts, or motivational messages that provide instant value—content that’s useful or heartening tends to get more likes and shares.
- **Optimize your visual storytelling:** Prioritize striking imagery, bold graphics, or stop-motion visuals that stand out immediately in crowded feeds. High-quality, scroll-stopping visuals are often rewarded with more likes at first glance.
- **Create recurring series with an interactive hook:** Establish an ongoing content theme—such as “Monday Motivation” or “Ask Me Anything Wednesdays”—that encourages habitual interaction. When followers come to expect (and look forward to) consistent, interactive posts, likes tend to grow over time.

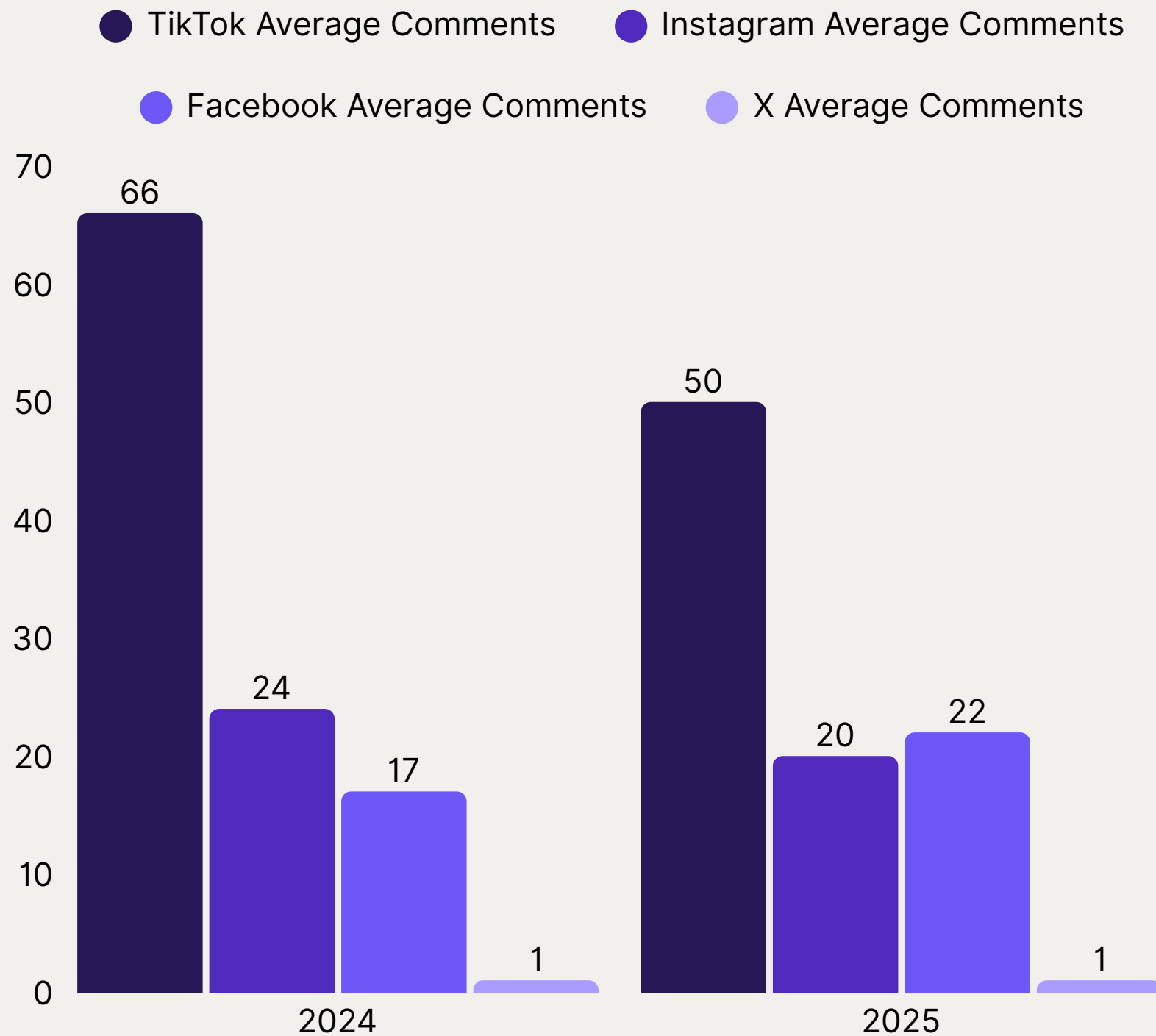
*Instagram likes are declining not because content is weaker, but because the platform prioritizes watch time, saves, and shares over passive engagement. Users increasingly interact through DMs and private channels, which don't show up in public metrics. The engagement isn't gone. It's just moved to the actions that actually drive reach.*

*Facebook's like rebound shows what happens when brands stop treating every platform the same and remember that Facebook was built for community, not distribution.*



**Valeria Sillani, global social media manager, EasyVista and OTRS**

# AVERAGE COMMENTS ACROSS PLATFORMS



## AVERAGE COMMENTS ON TIKTOK

50

On TikTok and Instagram, there's a decreasing commenting interest

# STRATEGIC TACTICS TO GET MORE COMMENTS

- **Ask for feedback, ideas, or suggestions:** Request input on new products, features, or content directions. Phrasing like “What should we try next?” or “How can we improve?” empowers your audience and shows that their voice matters, motivating them to comment.
- **Share unfinished stories or open-ended scenarios:** Post cliffhangers, “what would you do?” questions, or stories with missing pieces. The curiosity and desire to weigh in encourage followers to fill in the blanks and keep the conversation going.
- **Partner with micro-influencers for authentic collabs:** Instead of big-budget sponsorships, tap niche or local creators who align with your brand values. Their loyal, engaged audiences trust their content—meaning your brand message gets a genuine boost in both reach and interaction.

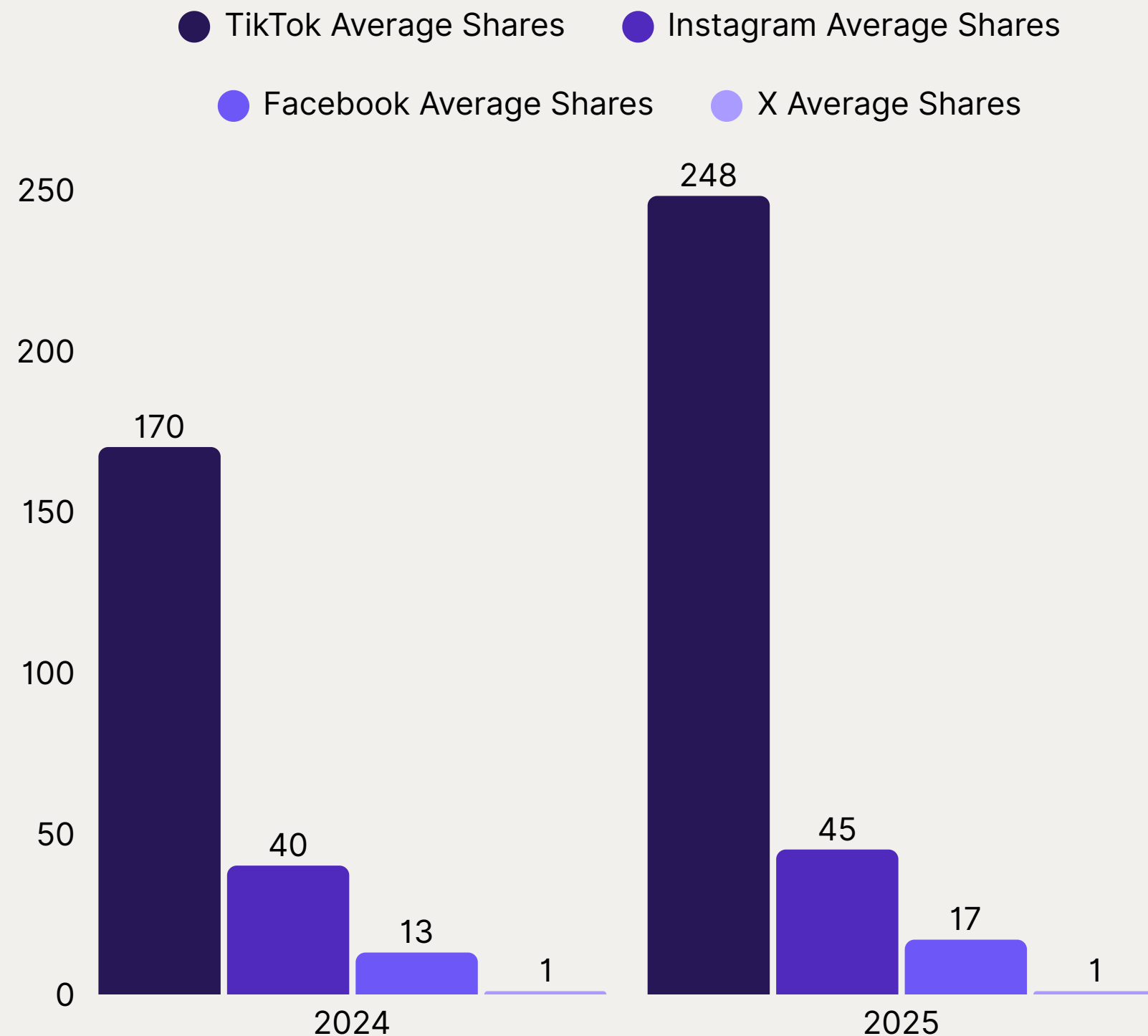
Comments require time, and users are looking for quicker ways to engage with content. Instead of reacting publicly, they are forwarding content to friends privately or in group chats. This points to a shift toward connection-driven engagement.

Overall, this shift tells us that users still care about content but they prefer to engage privately rather than through a public thread, leaving no trail

**Melody Doffman, Social Media Manager at Nestlé**



# AVERAGE SHARES ACROSS PLATFORMS



## AVERAGE SHARES ON TIKTOK

248

Shares have increased across all platforms, showing a new engagement pattern.

Source: Socialinsider data  
Data range: Jan 2024 - Dec 2025

# STRATEGIC TACTICS TO GET MORE SHARES

- **Leverage user-generated content (UGC):** Spotlight posts, stories, and case studies from real customers and followers. Audiences are more likely to share content that features themselves or people they relate to—plus, UGC brings an instant credibility boost.
- **Tap into emotion—humor, awe, or inspiration:** Content that makes people laugh, grabs their attention, or lifts their spirits is naturally shareable. Lean into moments or messages that spark a strong reaction, and your followers will want to pass it on.
- **Encourage sharing as a form of participation:** Invite your audience to be part of a movement—whether it's tagging friends, joining a challenge, or sharing their take on a topic. When sharing becomes a way to participate, your reach multiplies.

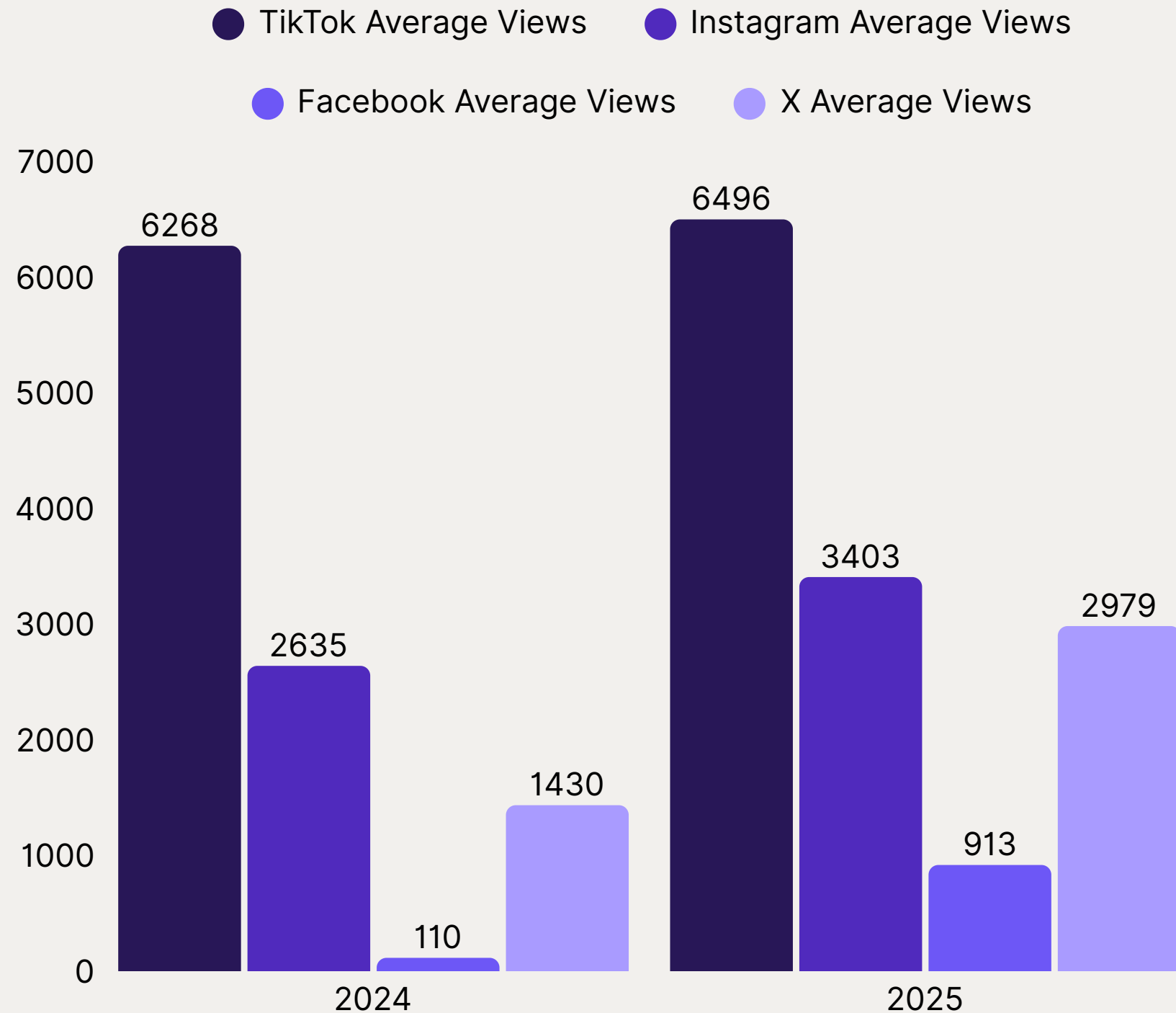
*If marketers want to drive more shares, they need to focus on content people genuinely want to send to their group chats. That might be something highly relatable, genuinely useful, creatively inspiring, or simply something that makes people smile. The common thread is value — your content needs to earn its place in someone's scroll.*

*You also don't need to reinvent the wheel. Analyze your most-shared posts to spot patterns in topics or formats, and don't hesitate to repurpose what's already worked. As marketers, we see everything we publish but the average follower doesn't, which makes revisiting strong ideas even more effective*

**Elissa Wardrop, Social Media Specialist, IKEA**



# AVERAGE VIEWS ACROSS PLATFORMS



## AVERAGE VIEWS ON TIKTOK

6496

On TikTok, views have increased by 3%.

Source: Socialinsider data  
Data range: Jan 2024 - Dec 2025

# STRATEGIC TACTICS TO GET MORE VIEWS

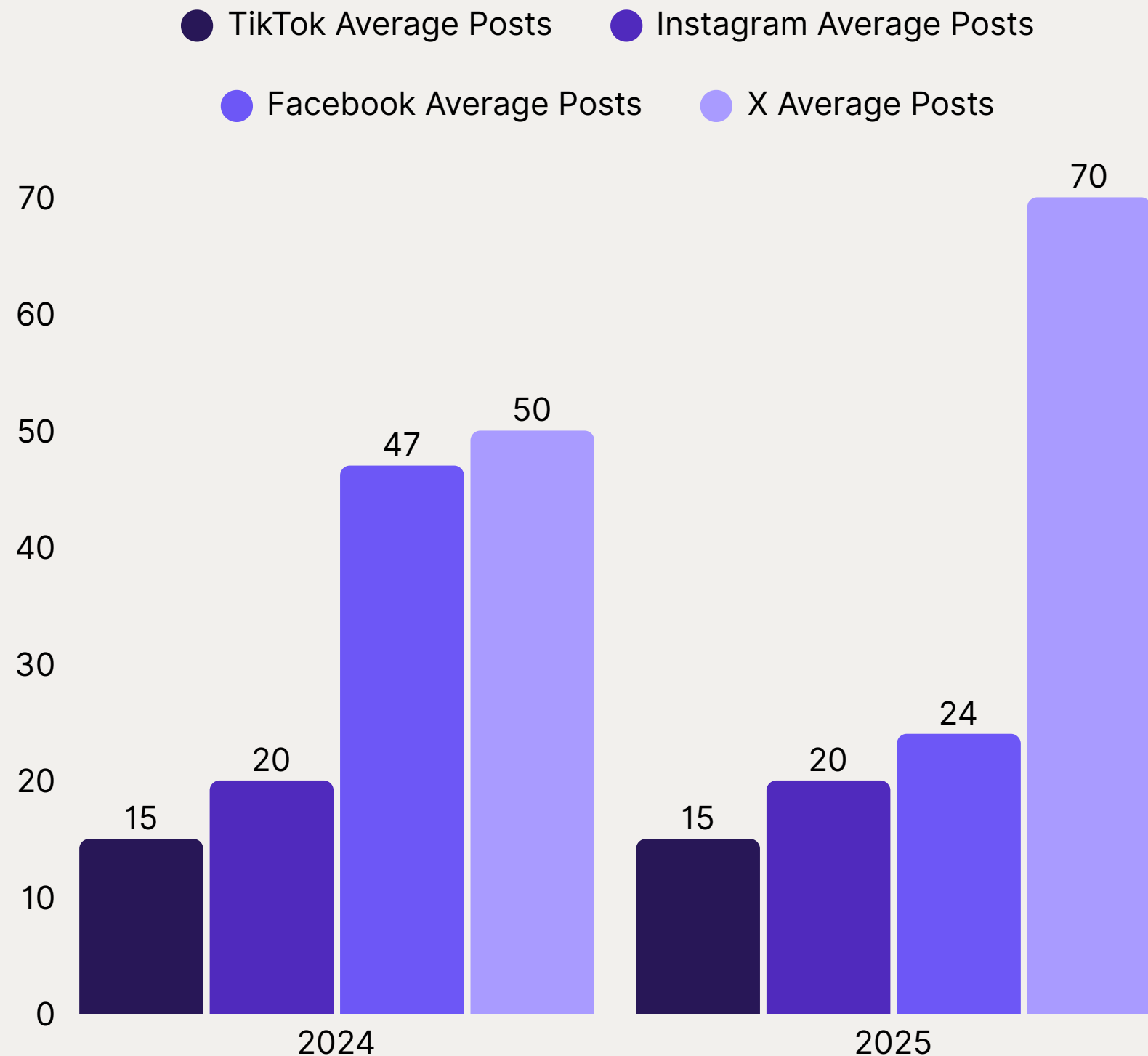
- **Tap into cultural moments and real-time events:** React to trending news, holidays, or viral topics with your brand's unique angle. Timely, relevant reactions often earn higher views as audiences dive in on what everyone's already talking about.
- **Encourage team or employee sharing:** Motivate internal team members or brand ambassadors to share your content to their networks, multiplying early exposure and attracting new eyes.
- **Leverage eye-catching thumbnails and titles:** Design strong, curiosity-driven thumbnails and headlines that stand out and make audiences want to click and watch.

The increase in views is a real opportunity for brands that felt priced out of reach before. As views go up, the pressure to be perfect goes down. What matters more now is showing up consistently with a clear point of view, focusing on creative, relevance, and storytelling rather than constant selling. Views open the door, but long-term brand building, recognition through repetition, and what you do once people are paying attention is what truly drives impact.



**Victoria I., Brand Manager at fatjoe**

# MONTHLY POSTING FREQUENCY BENCHMARKS



## AVERAGE POSTS PER MONTH ON TIKTOK

20

Brands post on average, 5 posts per week on Instagram and TikTok

Source: Socialinsider data  
Data range: Jan 2024 - Dec 2025

# STRATEGIC TACTICS TO OPTIMIZE YOUR POSTING STRATEGY

- **Batch-create and schedule your content:** Planning in advance ensures consistency (even on busy weeks) and helps you find the right frequency without burning out.
- **Mix formats and content types:** Don't just rely on the same kind of post—rotate videos, images, carousels, Stories, or even live sessions to engage different audience segments and keep your feed fresh.
- **Use analytics to spot your sweet spot:** Monitor when your audience is most active and which posting patterns yield the highest engagement, then fine-tune your calendar accordingly.

In 2025, Instagram's discovery engine pushed content further and faster than ever. With Reels now driving over 20% of time spent on the platform and expanded to three minutes, brands have more surfaces and more time to earn attention. Discovery no longer depends on follower count. Video-first content and collaborations are what the algorithm rewards, allowing even smaller brands to reach thousands organically and generate meaningful views without relying solely on paid spend.



**Sara Zuehlke, Senior Social Media Strategist at Digible**



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# METHODOLOGY

## **FACEBOOK ENGAGEMENT RATE PER POST (BY FOLLOWERS):**

Facebook engagement rate per post is calculated as the sum of reactions, comments, and shares on the post divided by the total number of fans that page has. The result is then multiplied by 100.

## **INSTAGRAM ENGAGEMENT RATE PER POST (BY FOLLOWERS):**

Instagram engagement rate per post is calculated as the sum of likes and comments on the post divided by the total number of followers that page has. The result is then multiplied by 100.

# METHODOLOGY

## **TWITTER ENGAGEMENT RATE PER POST (BY FOLLOWERS):**

Twitter engagement rate per post is calculated as the sum of likes and Retweets received on the Tweet divided by the total number of followers that page has. The result is then multiplied by 100.

## **TIKTOK ENGAGEMENT RATE PER POST (BY FOLLOWERS):**

TikTok engagement rate is calculated as the sum of likes, comments, shares, and saves on the post divided by the total number of followers that page has. The result is then multiplied by 100.

# METHODOLOGY

## **AVERAGE LIKES PER POST**

Represents the number of likes a post receives on average.

## **AVERAGE COMMENTS PER POST**

Represents the number of comments a post receives on average.

## **AVERAGE SHARES PER POST**

Represents the number of shares a post receives on average.

## **AVERAGE VIEWS PER POST**

Represents the number of views a post receives on average.