

# Social Media Industry Benchmarks Study 2023 Edition

Timeframe: Jan 2022-December 2022  
Sample: Socialinsider data – worldwide

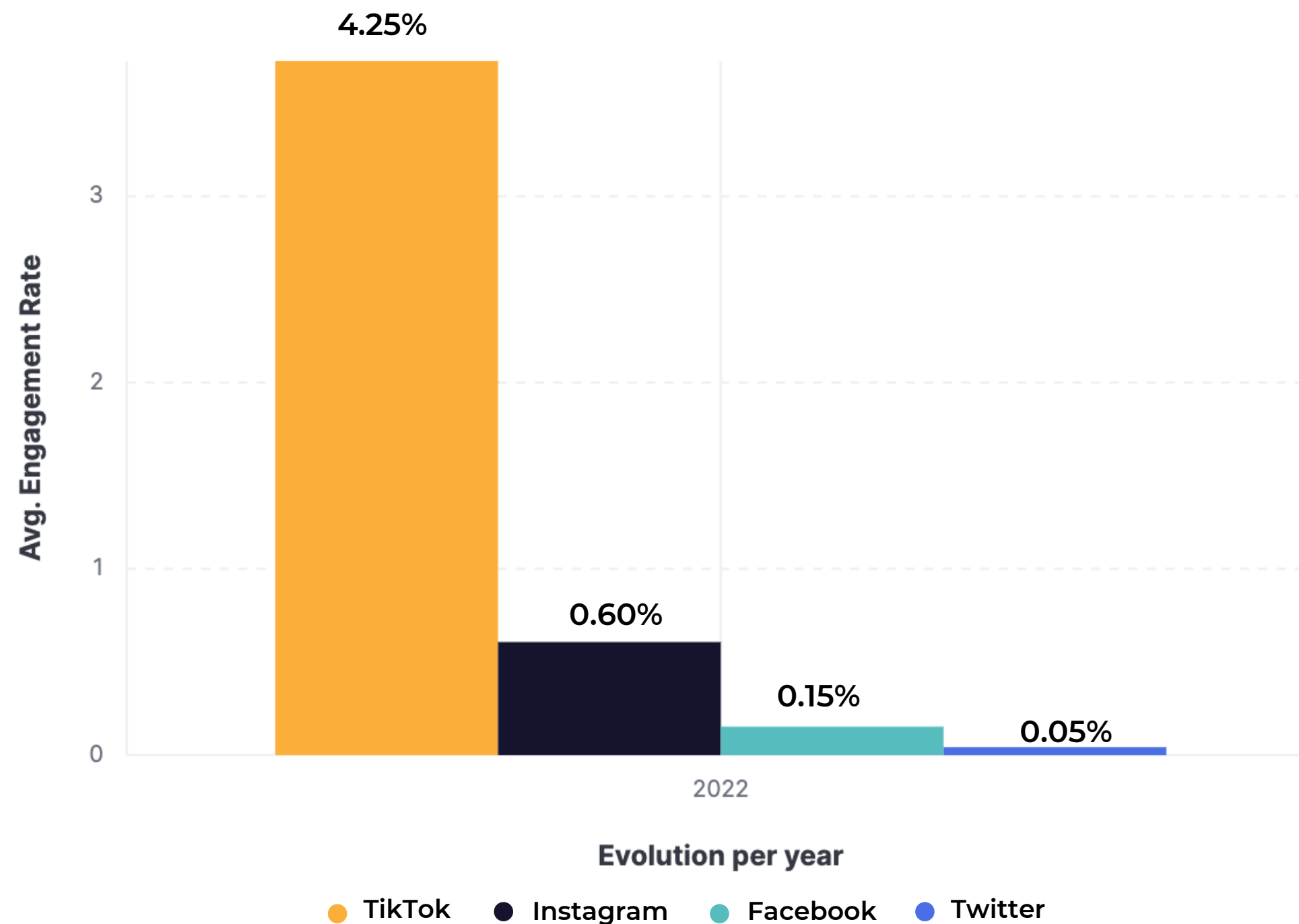
# Key engagement takeaways

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**Below you'll discover a couple of social media engagement benchmarks and trends that will help you better understand the social media landscape in 2023**

- TikTok's average engagement rate - calculated by followers - is 4.25%, while the engagement rate by views is 5.10%.
- Instagram records an average engagement rate of 0.60%, that's continuously decreasing.
- Reels represent the best-performing content type on Instagram, generating double the engagement of the other post formats.
- Overall, Facebook's engagement rate is located at an average of 0.15%.

## Social media engagement benchmarks



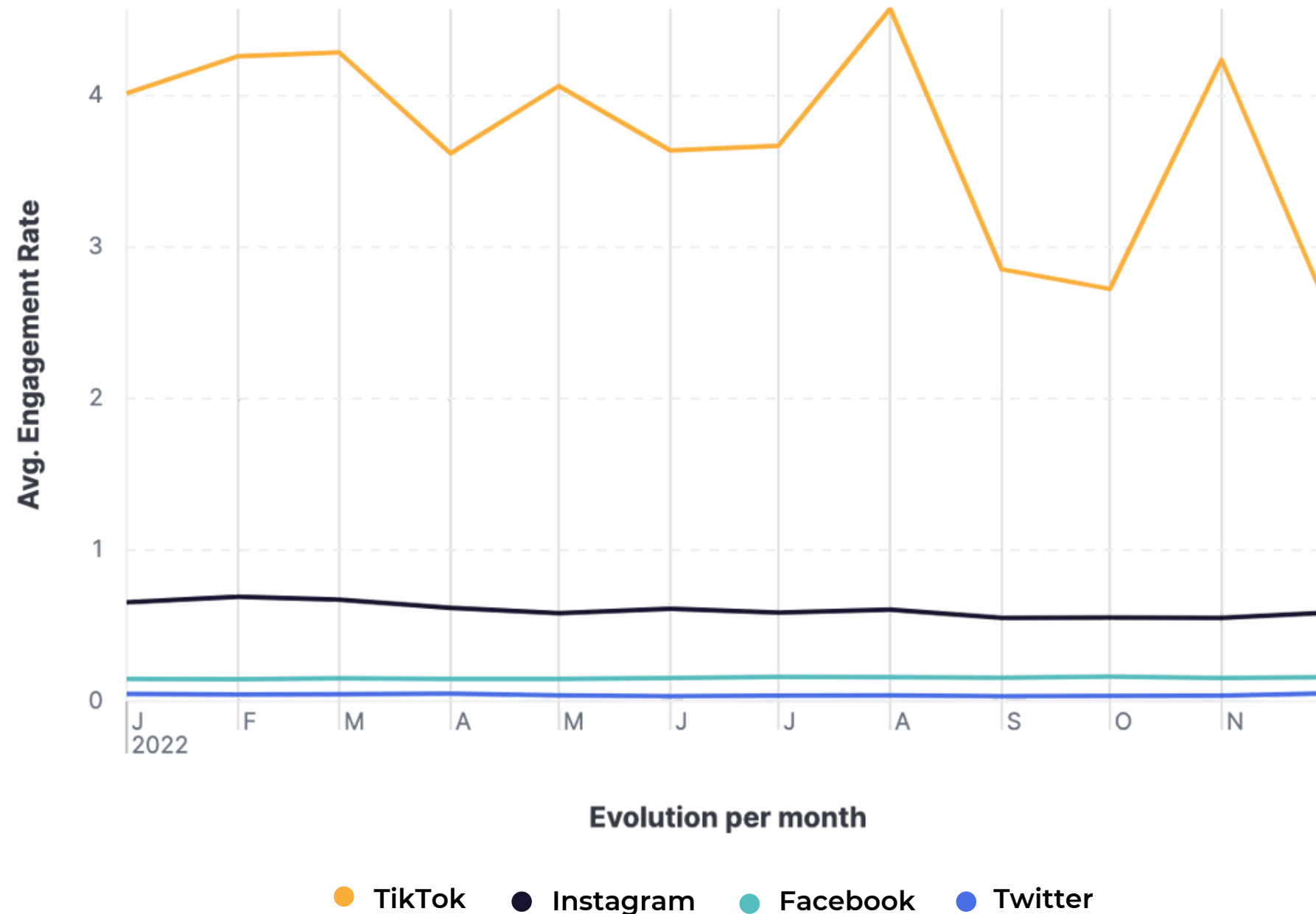
### Average TikTok engagement rate (by followers)

# 4.25%

Even if TikTok is the most engaging social media platform, from year to year, it registers significant drops in engagement.

Timeframe: Jan 2022–December 2022  
Sample: Socialinsider data — worldwide

# Social media engagement rates evolution

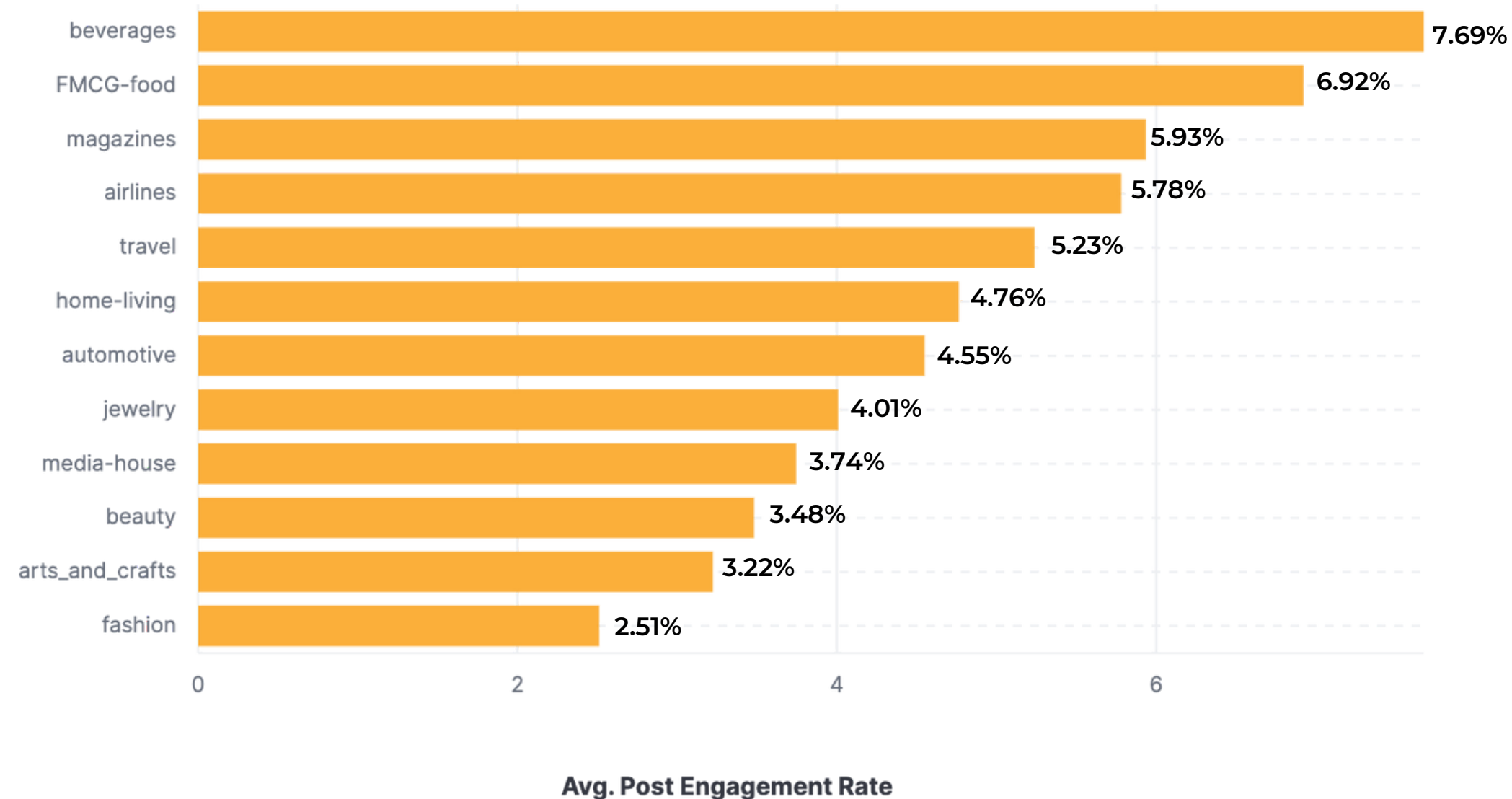


YoY engagement rate decrease on TikTok

**28%**

Despite being the most engaging social platform, TikTok's engagement is slowly decreasing year over year.

## Most engaging industries on TikTok

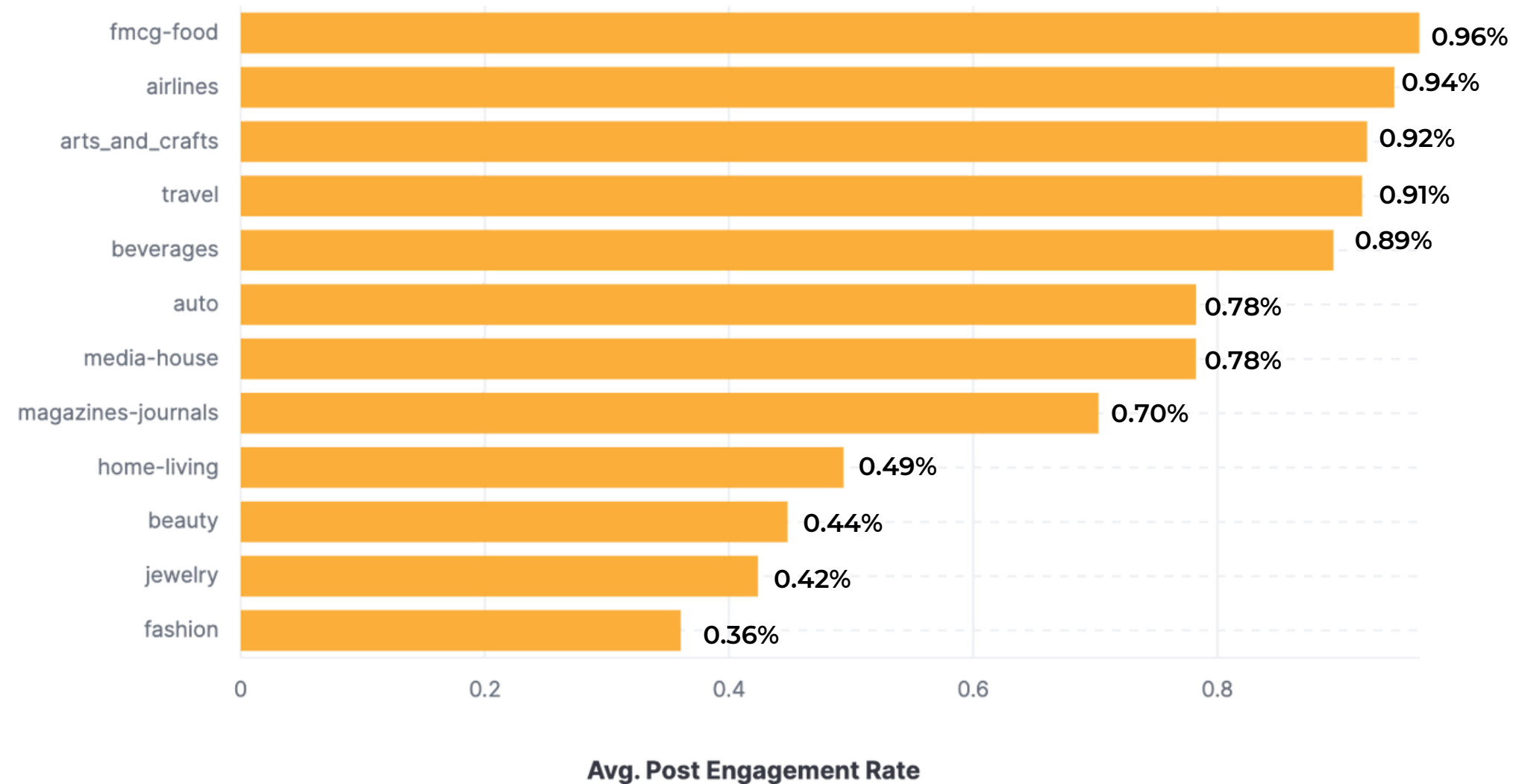


**The FMCG - Beverages' TikTok average engagement rate**

**7.69%**

This is the most engaging industry on TikTok at the moment.

## Most engaging industries on Instagram

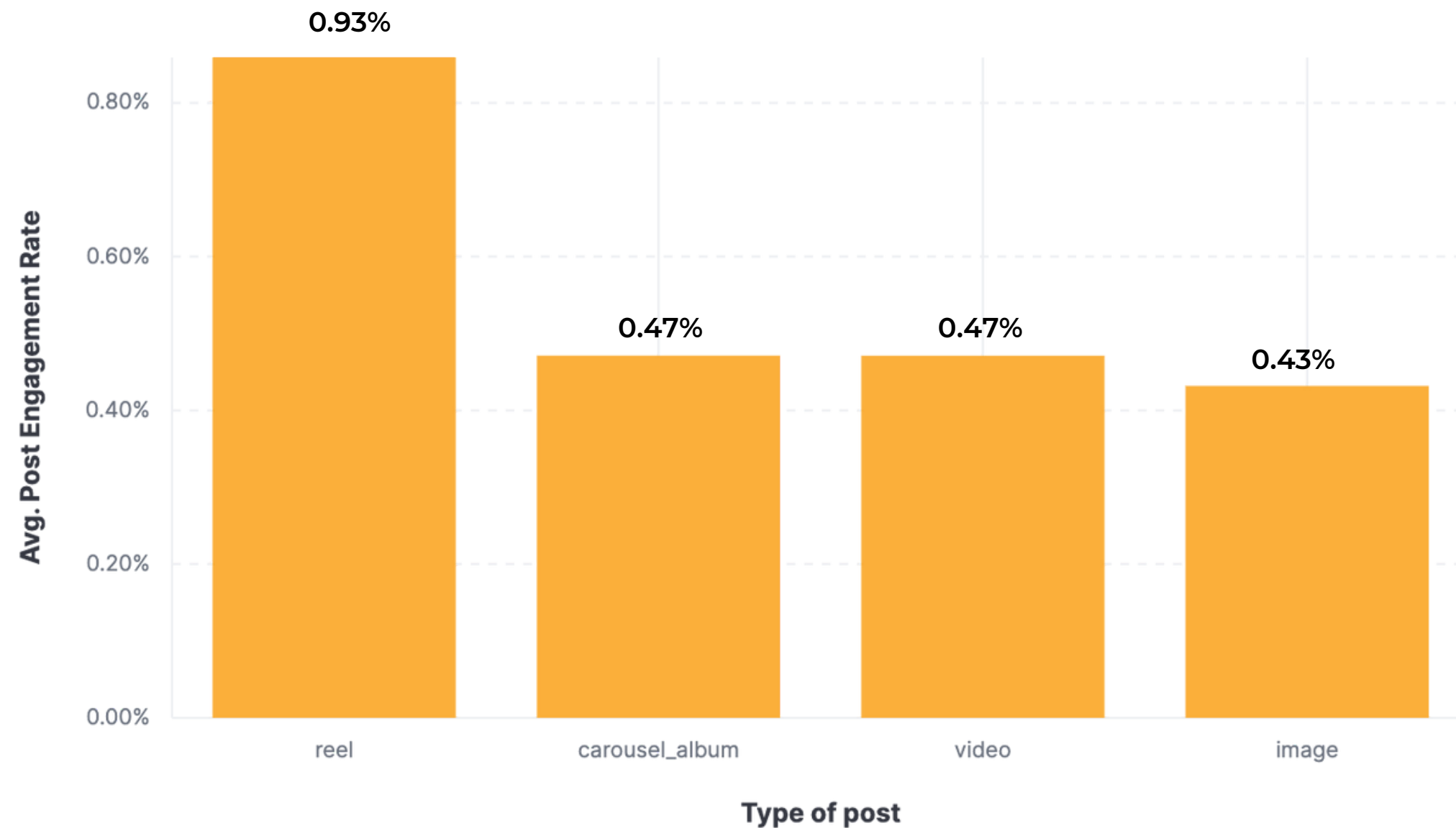


The FMCG - Food industry's average Instagram engagement rate

**0.96%**

This is the most engaging industry on Instagram at the moment.

## Instagram content engagement

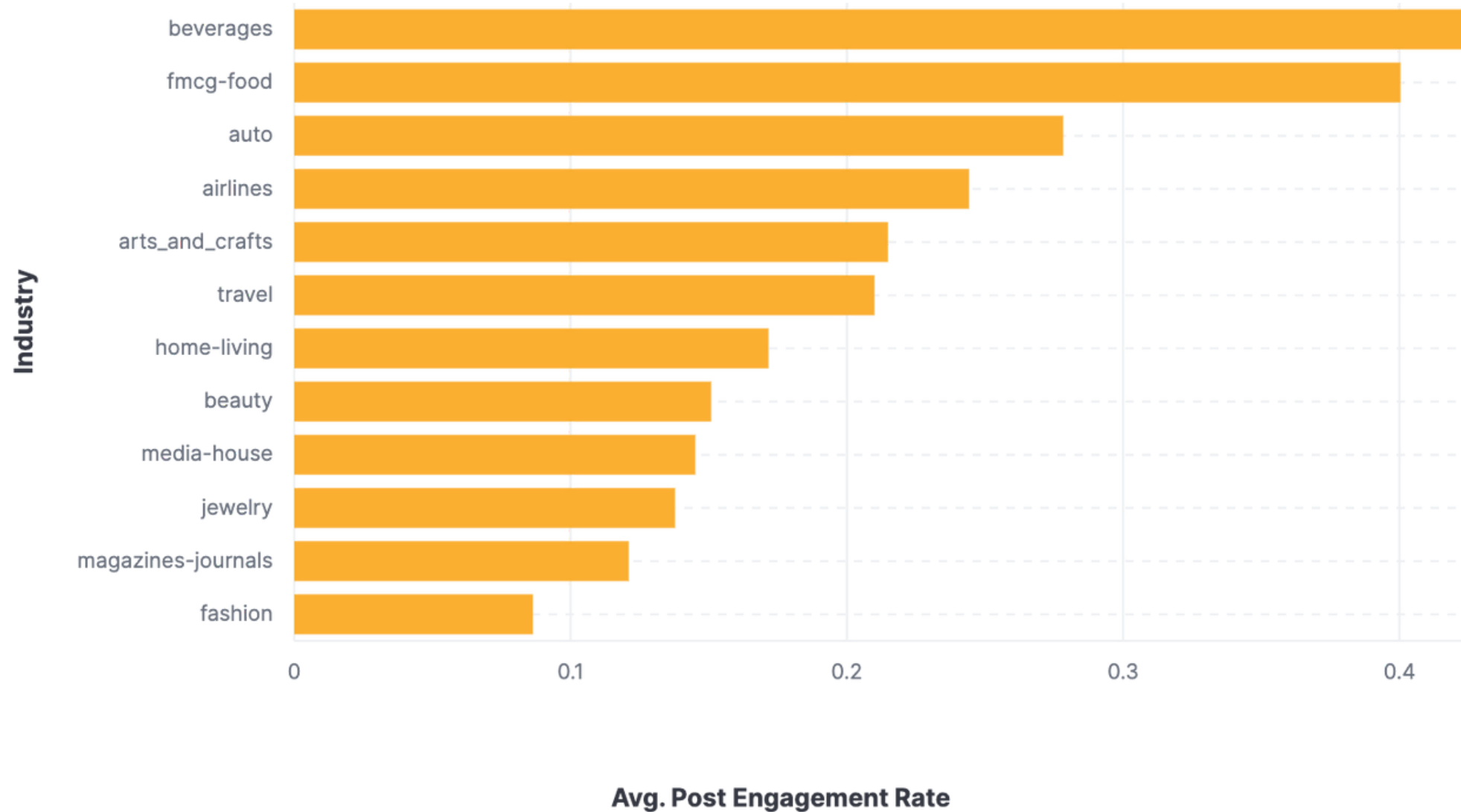


Instagram Reels' average engagement rate

**0.93%**

Reels make for the most engaging content type on Instagram.

## Most engaging industries on Facebook



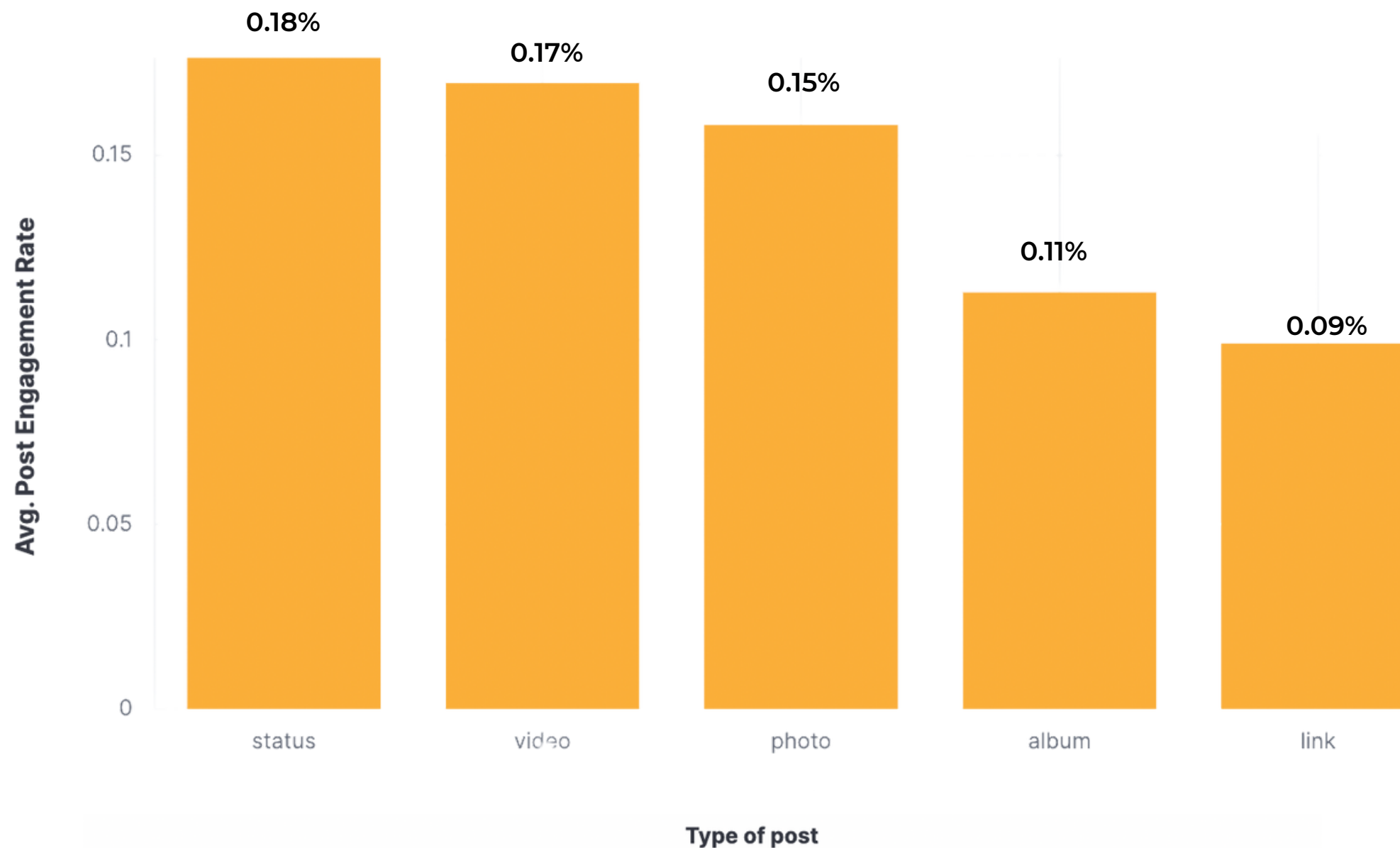
The FMCG - Beverages industry's average Facebook engagement rate

**0.46%**

This is the most engaging industry on Facebook at the moment.



## Facebook content engagement

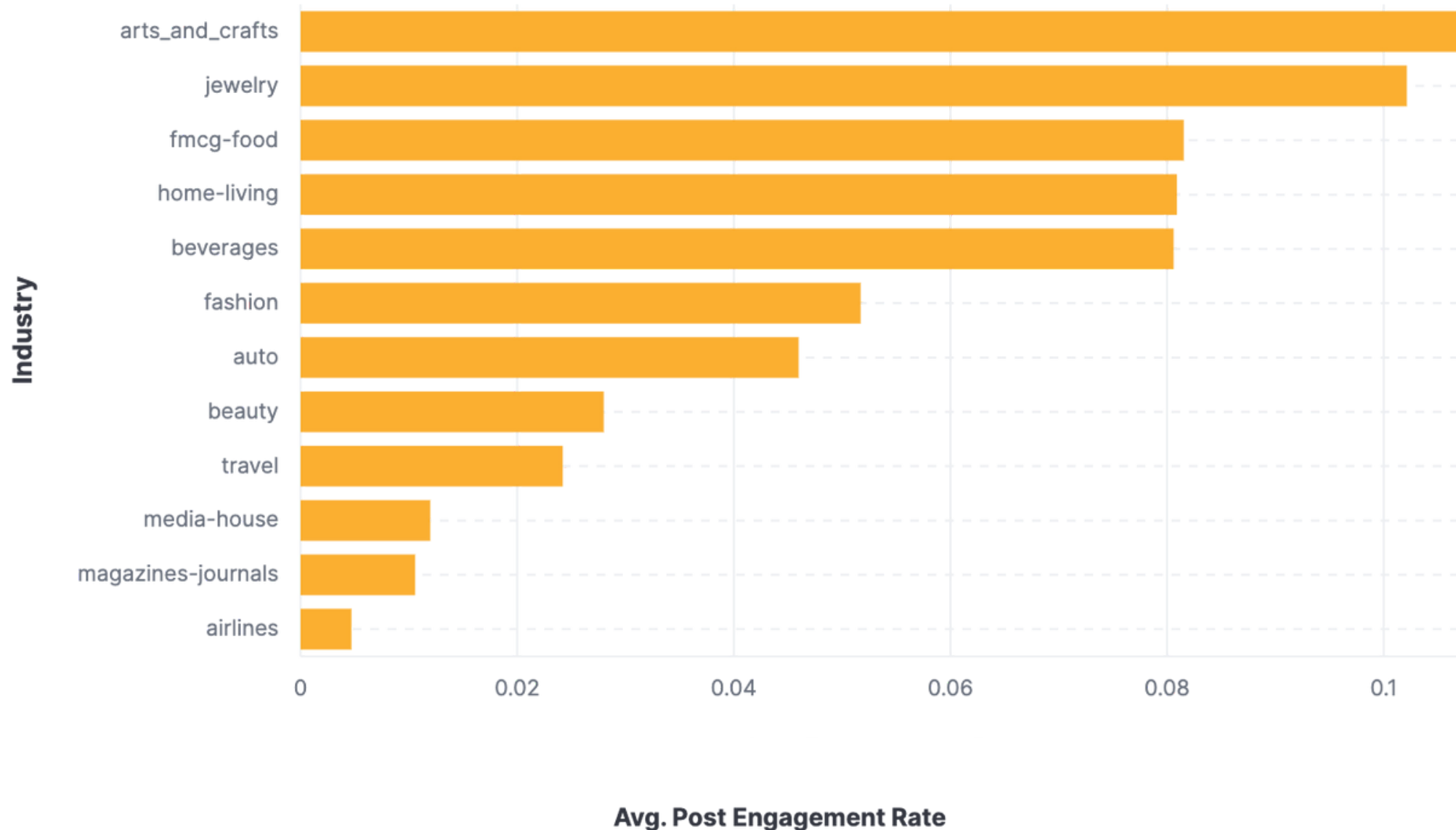


**Average engagement rate for status posts on Facebook**

**0.18%**

Status posts represent the best-performing content type on Facebook, alongside videos.

## Most engaging industries on Twitter

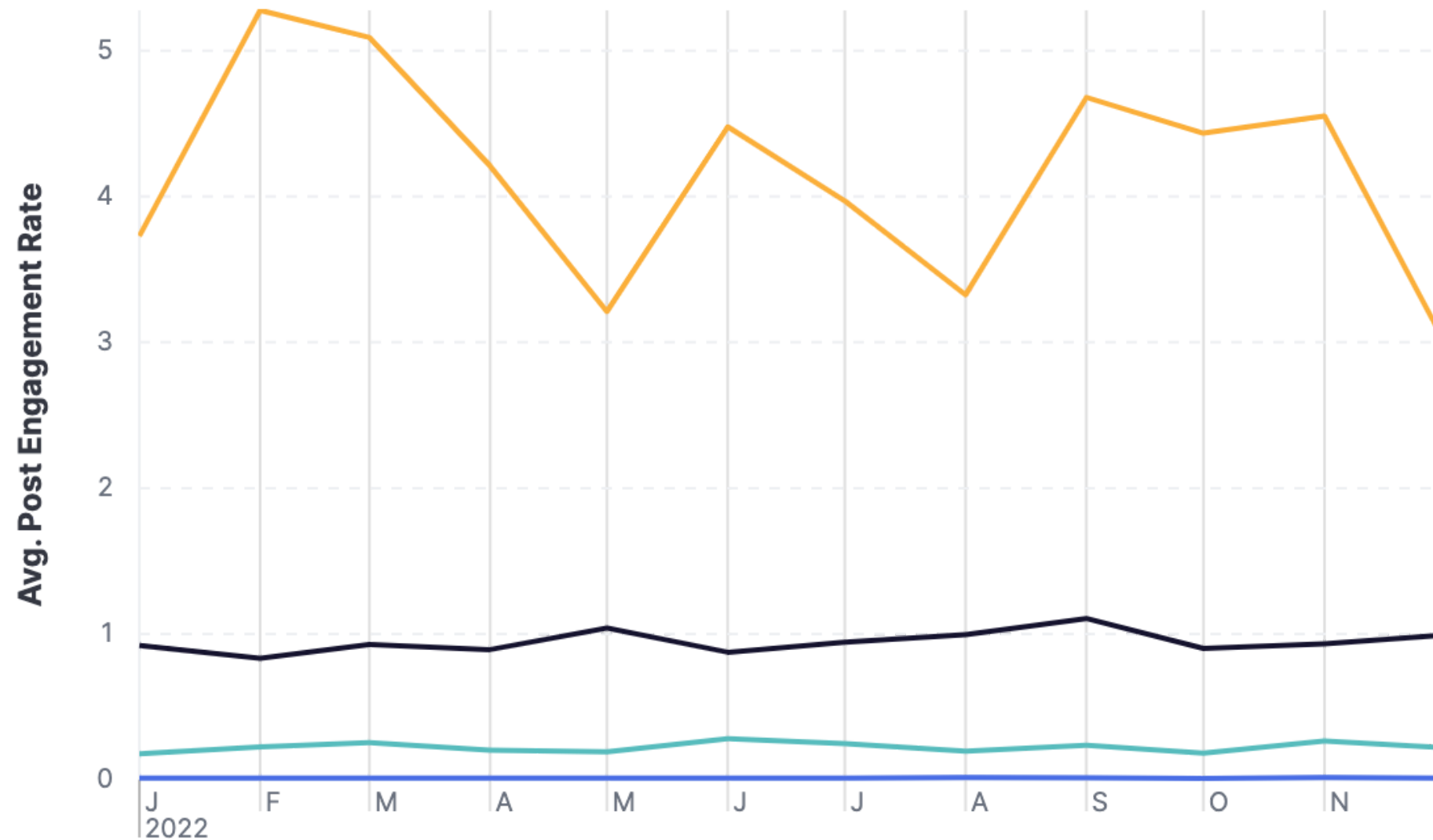


The Arts & Crafts' industry average Twitter engagement rate

**0.10%**

This is the most engaging industry on Twitter at the moment.

# Airlines



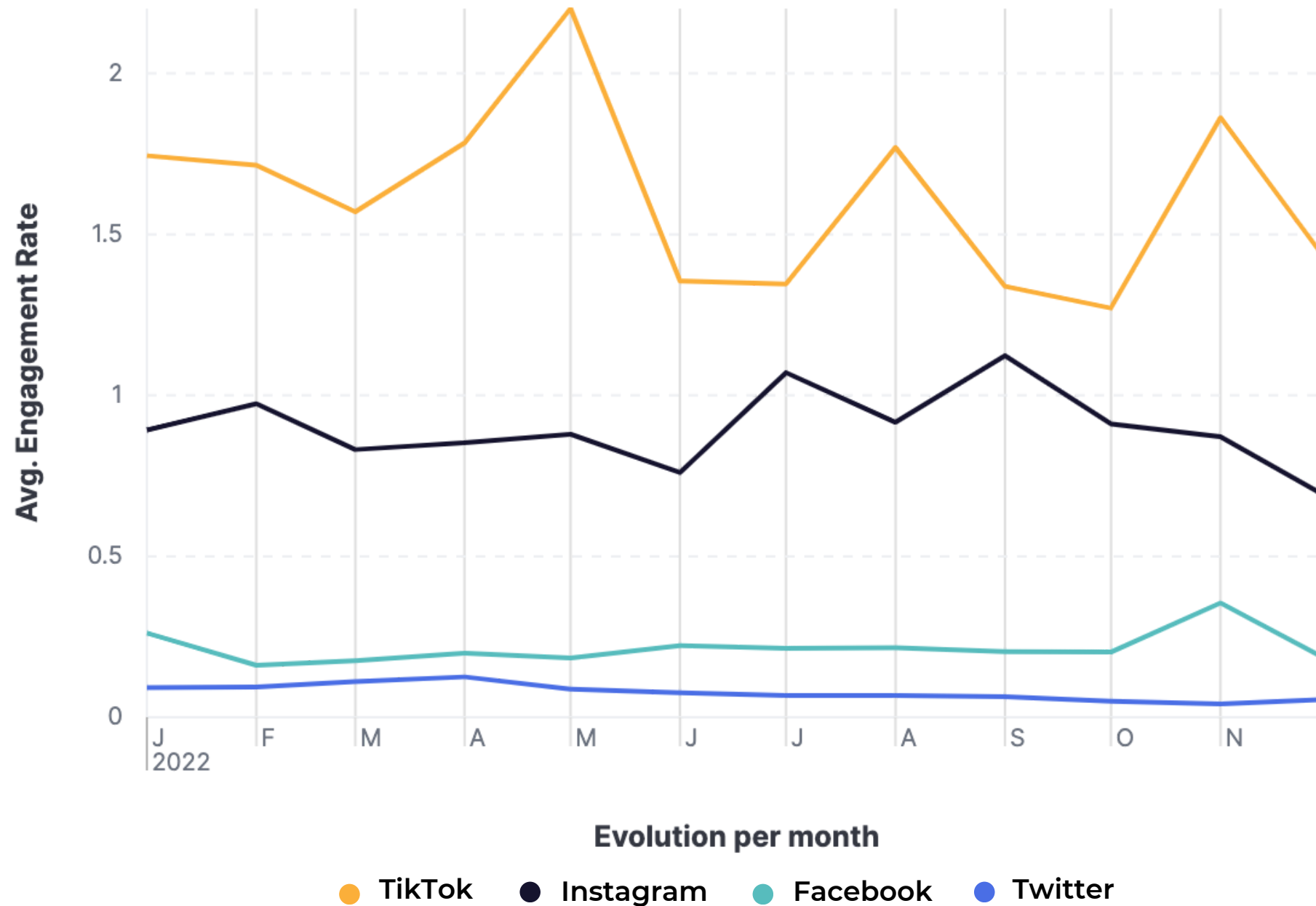
Average engagement rate on TikTok

**5.78%**

Instagram engagement rate: 0.94%  
 Facebook engagement rate: 0.23%  
 Twitter engagement rate: 0.01%

Evolution per month  
 ● TikTok ● Instagram ● Facebook ● Twitter

# Arts & Crafts

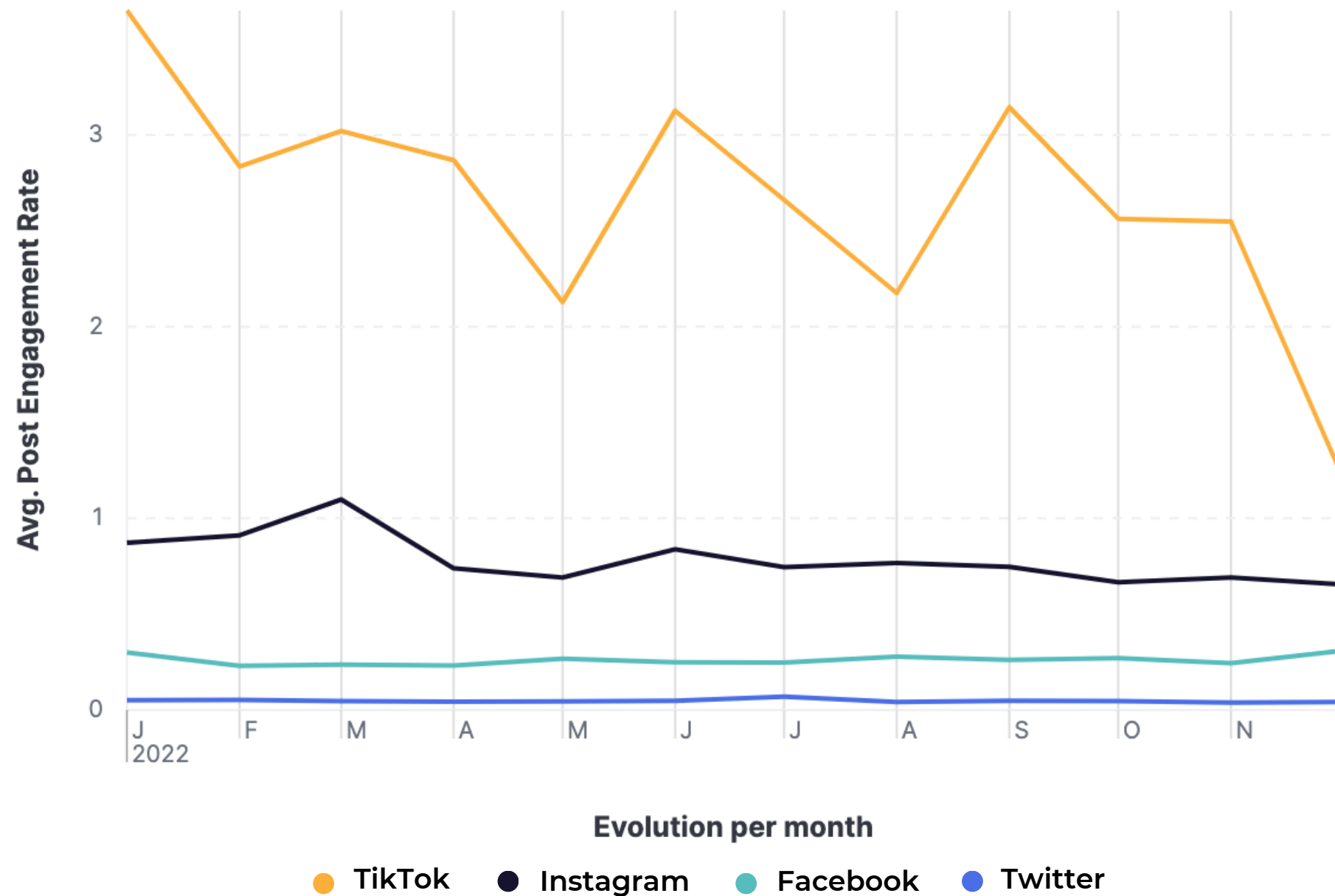


Average engagement rate on TikTok

**3.22%**

Instagram engagement rate: 0.92%  
 Facebook engagement rate: 0.20%  
 Twitter engagement rate: 0.10%

Automotive

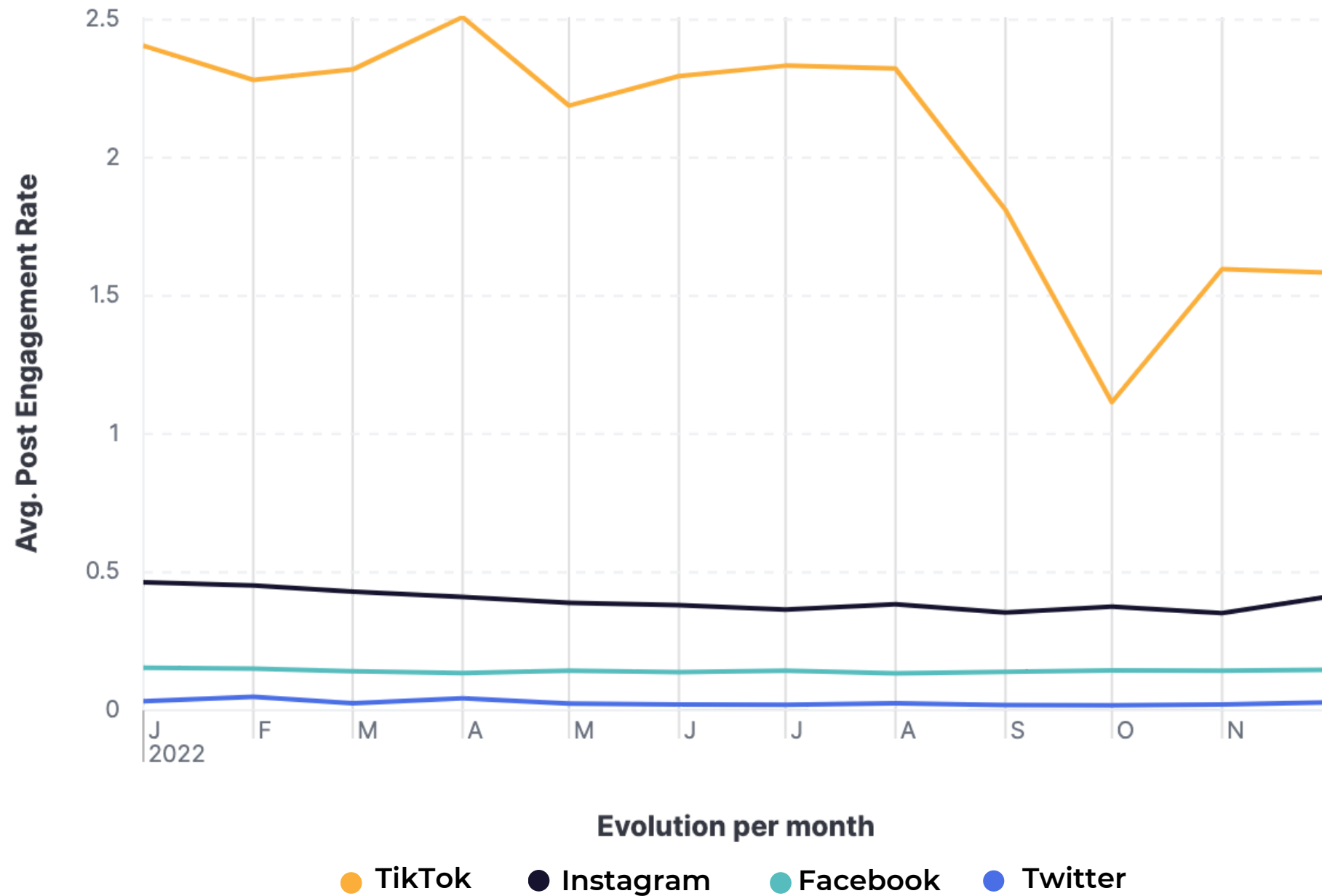


Average engagement rate on TikTok

4.55%

Instagram engagement rate: 0.78%  
 Facebook engagement rate: 0.26%  
 Twitter engagement rate: 0.06%

# Beauty

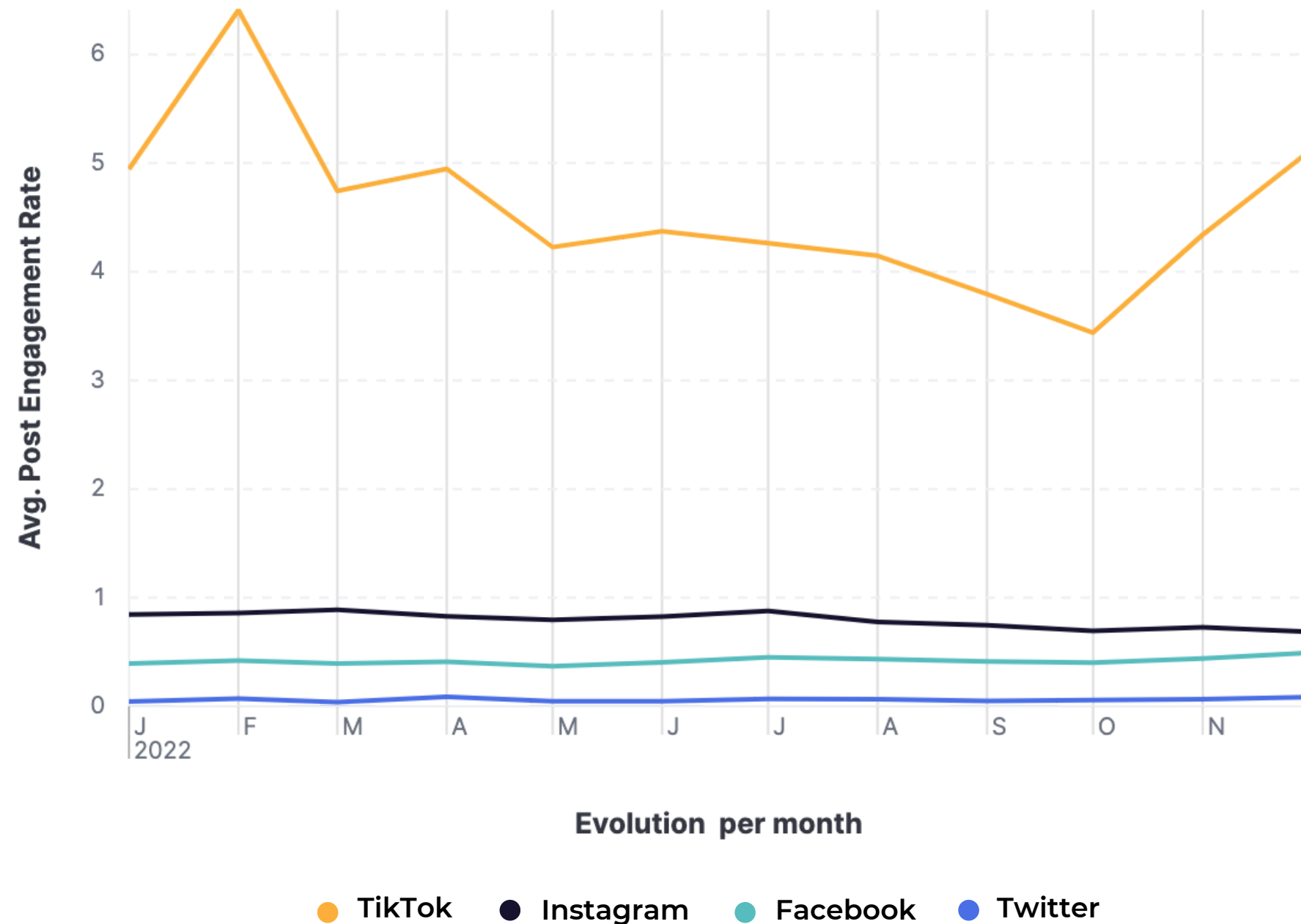


## Average engagement rate on TikTok

**3.48%**

Instagram engagement rate: 0.44%  
 Facebook engagement rate: 0.14%  
 Twitter engagement rate: 0.05%

# FMCG - Beverages

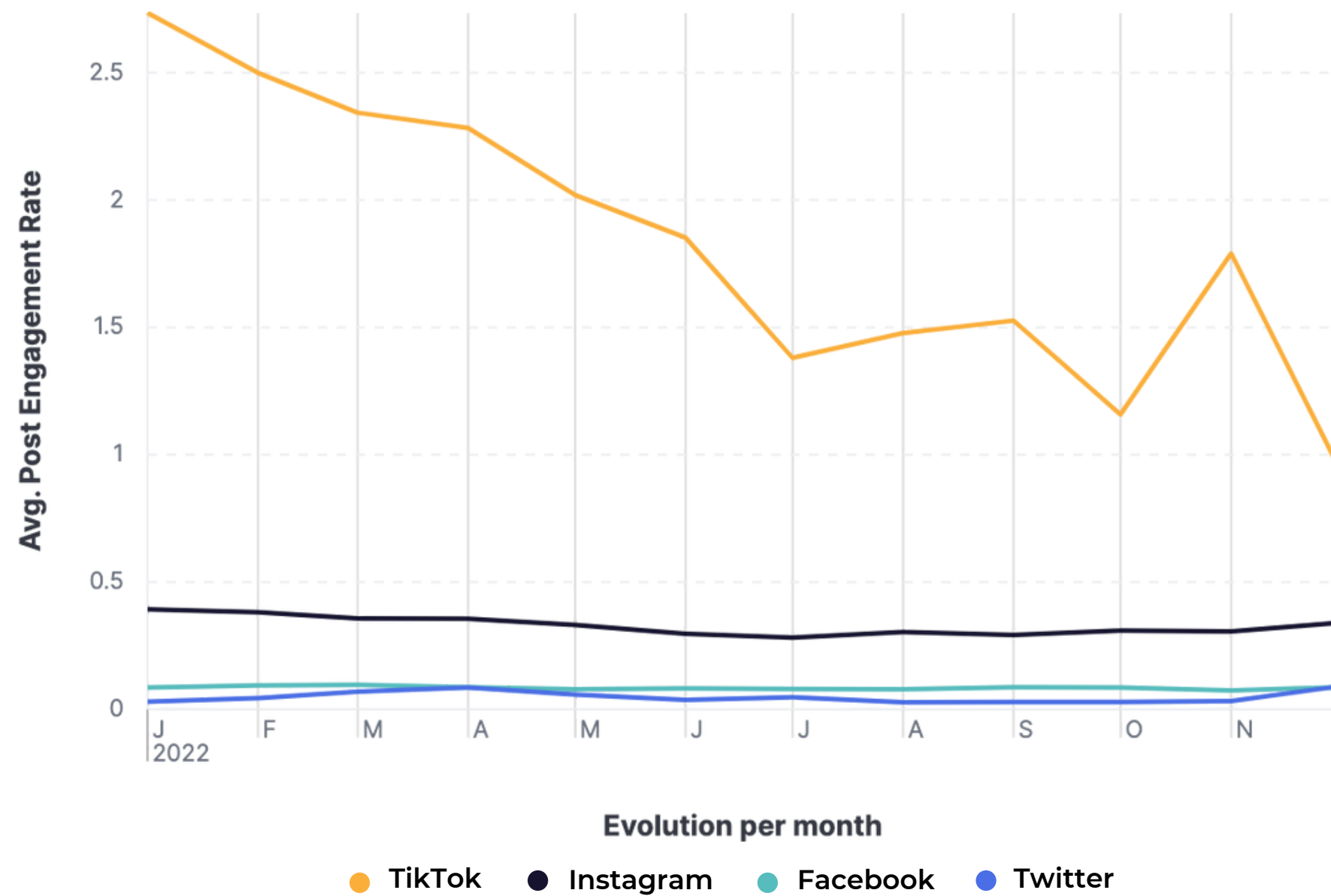


Average engagement rate on TikTok

**3.48%**

Instagram engagement rate: 0.89%  
 Facebook engagement rate: 0.42%  
 Twitter engagement rate: 0.08%

# Fashion



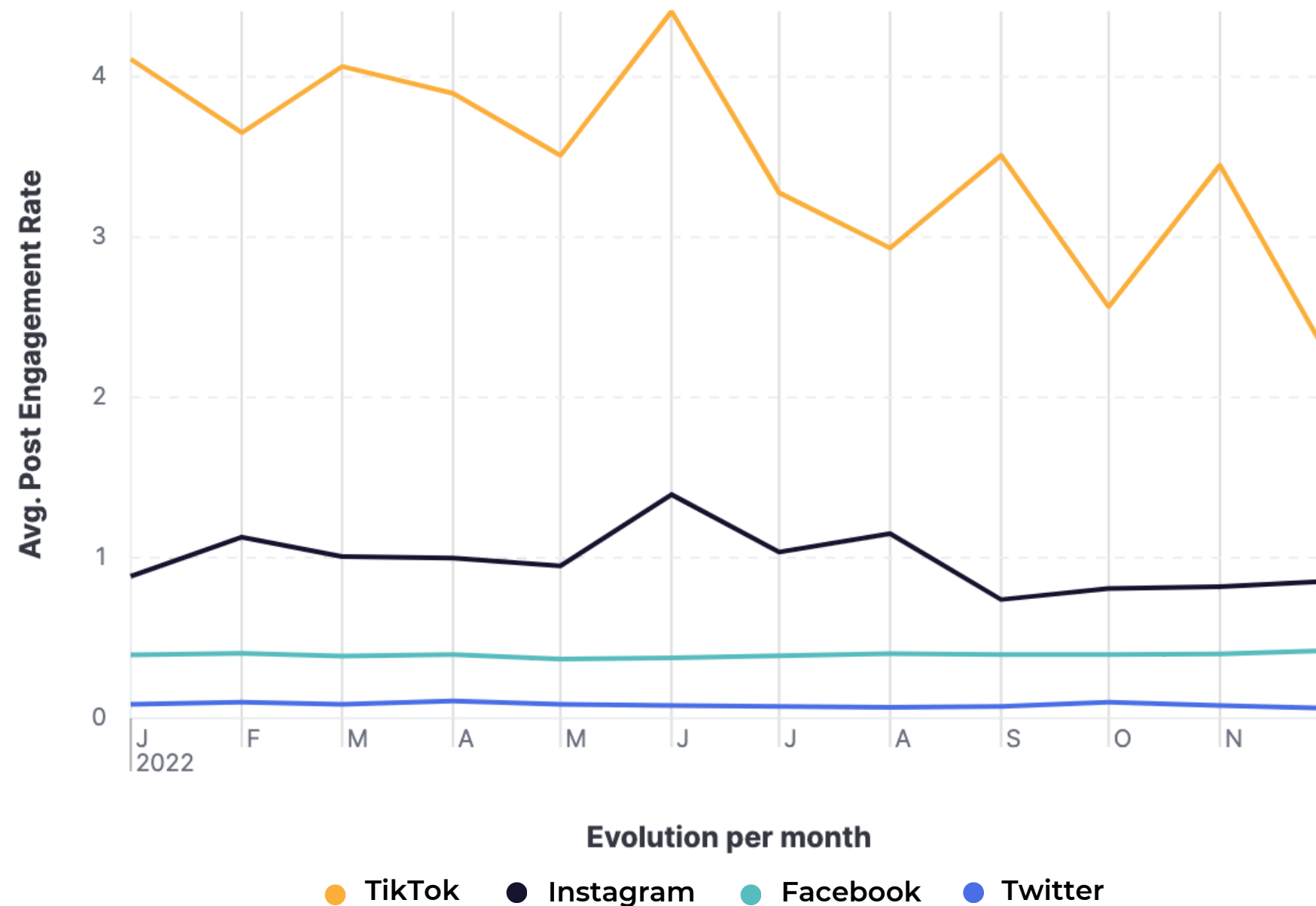
## Average engagement rate on TikTok

**2.51%**

Instagram engagement rate: 0.36%  
 Facebook engagement rate: 0.05%  
 Twitter engagement rate: 0.07%



FMCG - Food

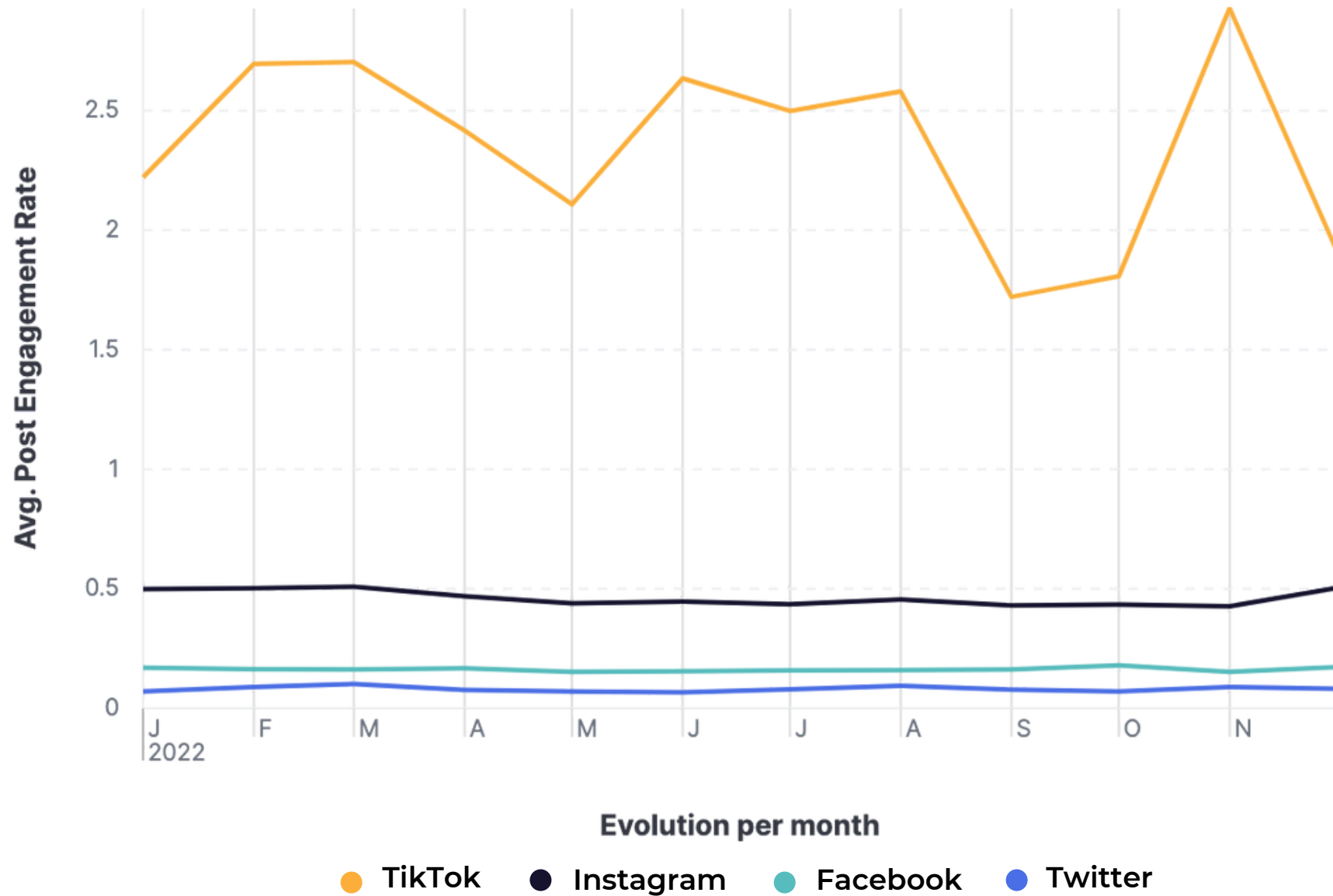


Average engagement rate on TikTok

6.92%

Instagram engagement rate: 0.96%  
 Facebook engagement rate: 0.38%  
 Twitter engagement rate: 0.08%

# Home & Living

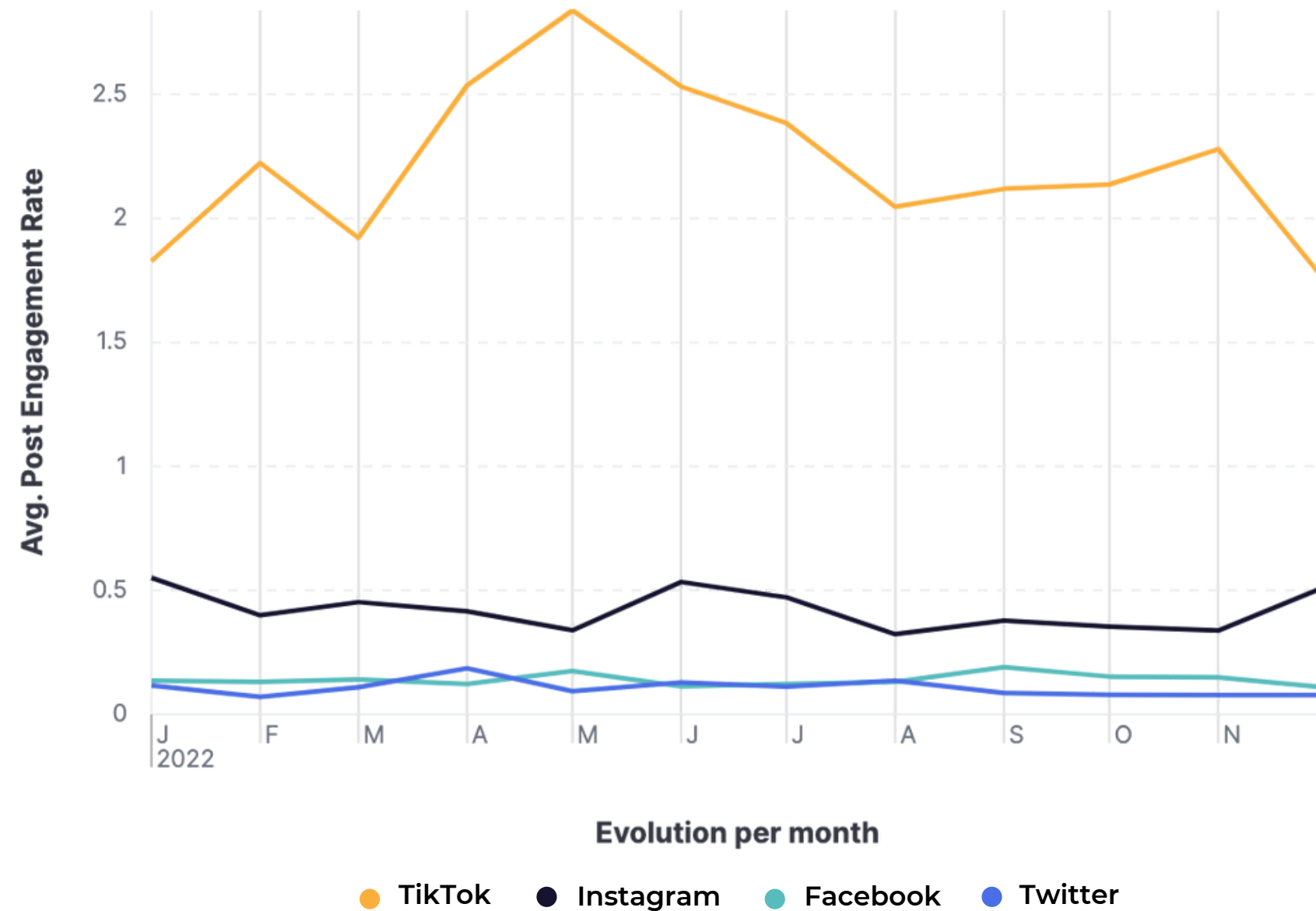


## Average engagement rate on TikTok

**4.76%**

Instagram engagement rate: 0.49%  
 Facebook engagement rate: 0.16%  
 Twitter engagement rate: 0.08%

# Jewelry

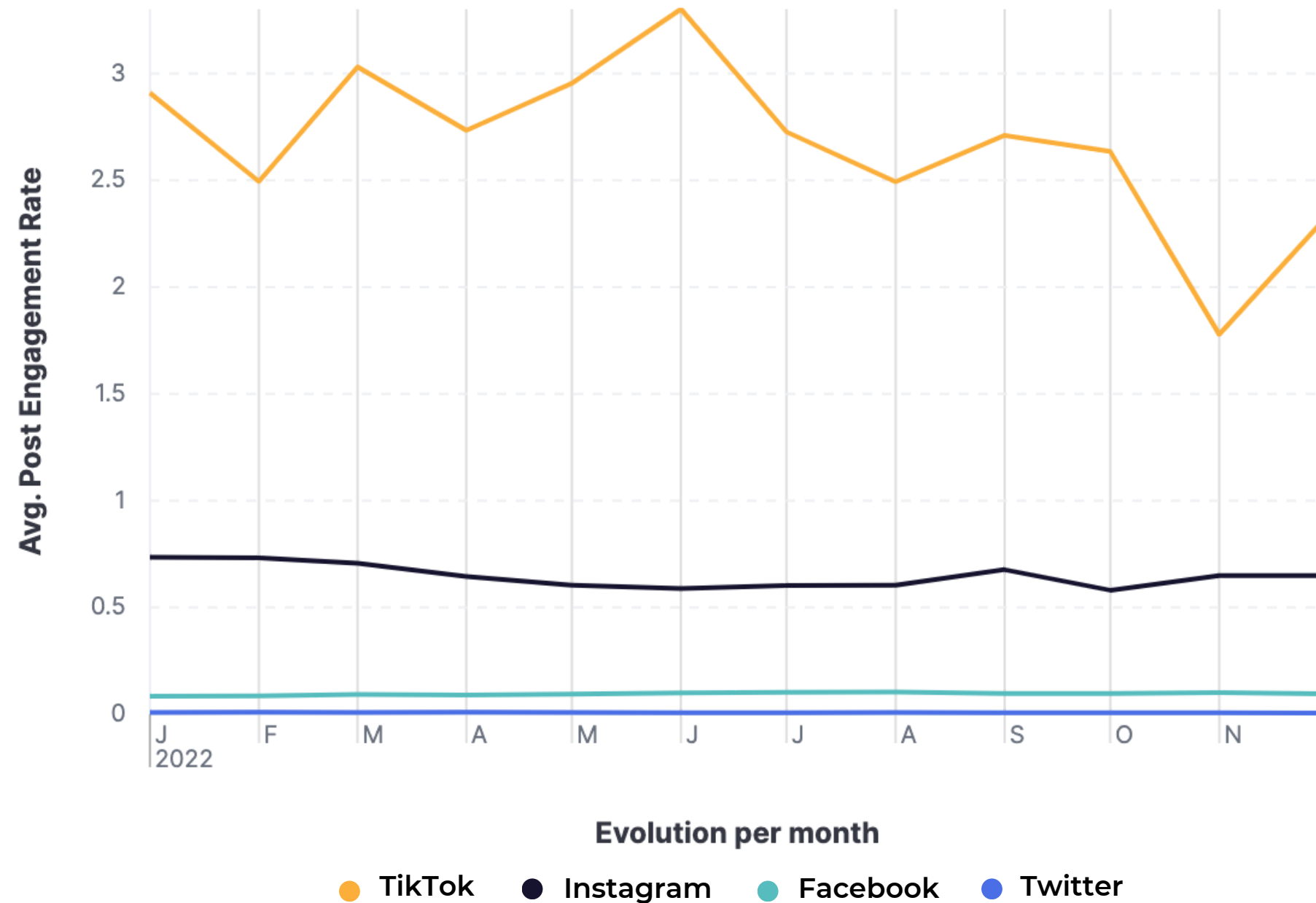


## Average engagement rate on TikTok

**4.01%**

Instagram engagement rate: 0.42%  
 Facebook engagement rate: 0.09%  
 Twitter engagement rate: 0.09%

# Magazines & Journals

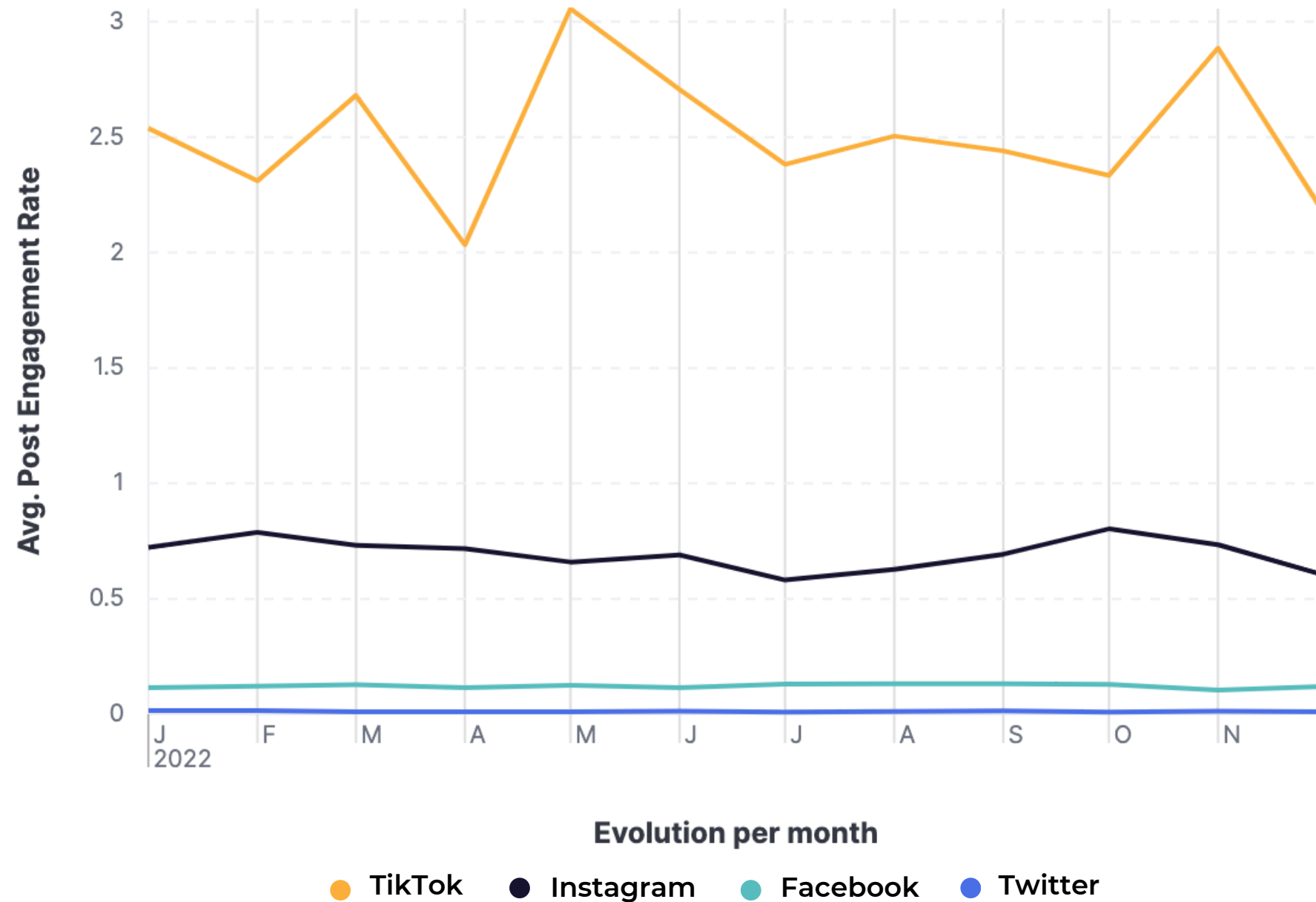


Average engagement rate on TikTok

**5.93%**

Instagram engagement rate: 0.70%  
 Facebook engagement rate: 0.07%  
 Twitter engagement rate: 0.02%

# Media Industry

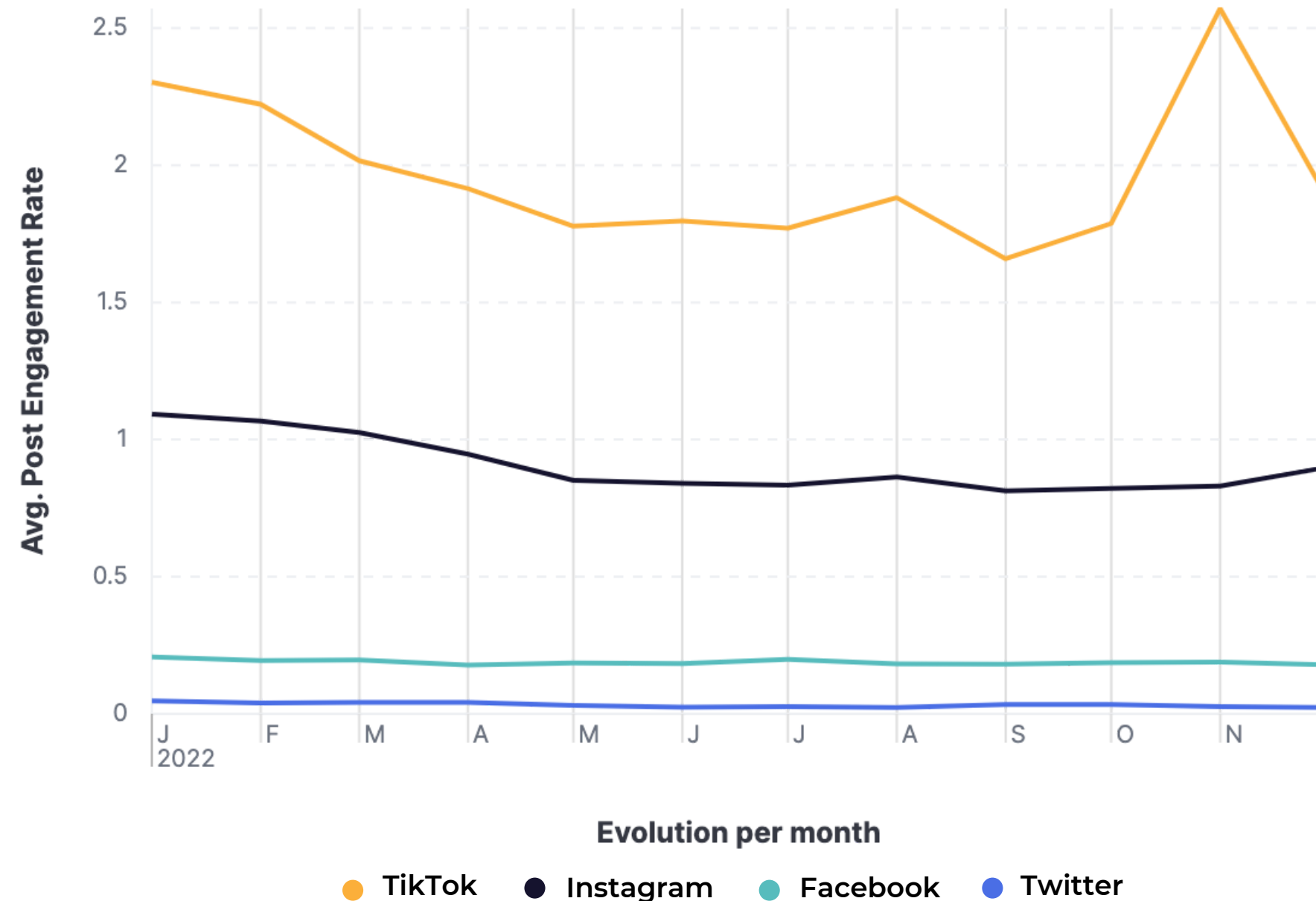


## Average engagement rate on TikTok

**3.74%**

Instagram engagement rate: 0.78%  
 Facebook engagement rate: 0.11%  
 Twitter engagement rate: 0.03%

Travel



Average engagement rate on TikTok

5.23%

Instagram engagement rate: 0.91%  
 Facebook engagement rate: 0.19%  
 Twitter engagement rate: 0.04%

# Methodology

## **TikTok engagement rate per post (by followers)**

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

## **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 profile has. The result is then multiplied by 100.

## **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 profile has. The result is then multiplied by 100.



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