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

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

Average TikTok engagement rate (by followers)

4.25%

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Social media engagement rates evolution

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

YoY engagement rate decrease on TikTok

28%

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

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Reels make for the most engaging content type on Instagram.

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
The FMCG - Beverages industry's average Facebook engagement rate:

0.46%

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Facebook content engagement

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

Average engagement rate for status posts on Facebook

0.18%

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

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

Average engagement rate on TikTok

5.78%

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Arts & Crafts

Average engagement rate on TikTok

3.22%

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Average engagement rate on TikTok

4.55%

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

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

Average engagement rate on TikTok

3.48%

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Average engagement rate on TikTok

3.48%

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Average engagement rate on TikTok

2.51%

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Average engagement rate on TikTok

6.92%

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Average engagement rate on TikTok

4.76%

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

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

Average engagement rate on TikTok

4.01%

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

Timeframe: Jan 2022–December 2022
Sample: Socialinsider data — worldwide
Magazines & Journals

Average engagement rate on TikTok

5.93%

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

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

Average engagement rate on TikTok

3.74%

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

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

Average engagement rate on TikTok

5.23%

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

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