

Education Global Social Media Industry Report

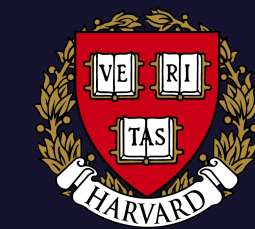
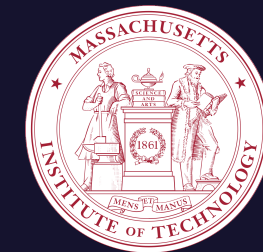
Date Range: 1 Jan 2023 - 30 Jun 2023

Sample: Socialinsider—worldwide data for the Education industry

Content Strategy

Discover analytics metrics that matter for every type of content on Facebook, Instagram, and Twitter.

Photos appear to be the most shared sort of content in the education global industry across all platforms. However, Instagram carousels remain the most engaging sort of media.



higher education brands - examples

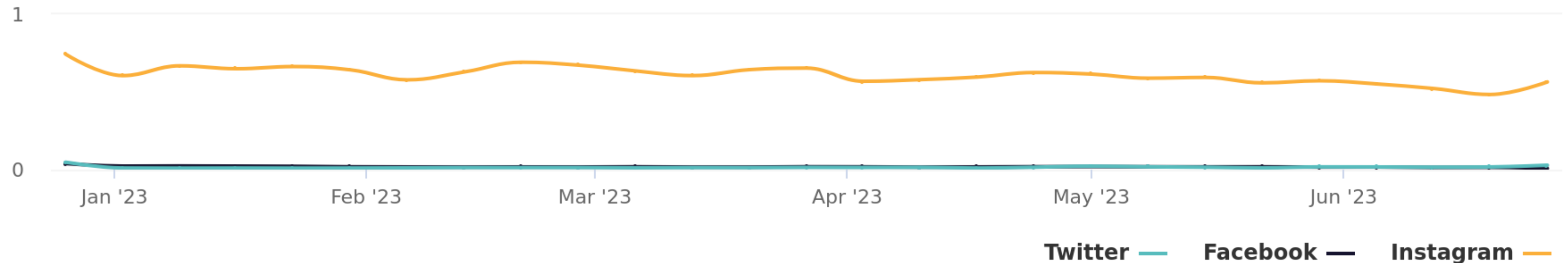
INSTAGRAM

24.00%**DECREASE IN INTERACTIONS**

Median posts interactions across all platforms

Median posts interactions

While the average post interactions on Facebook and Twitter remain mostly flat, the decrease in interactions on Instagram is 24.00 % in the last 6 months.



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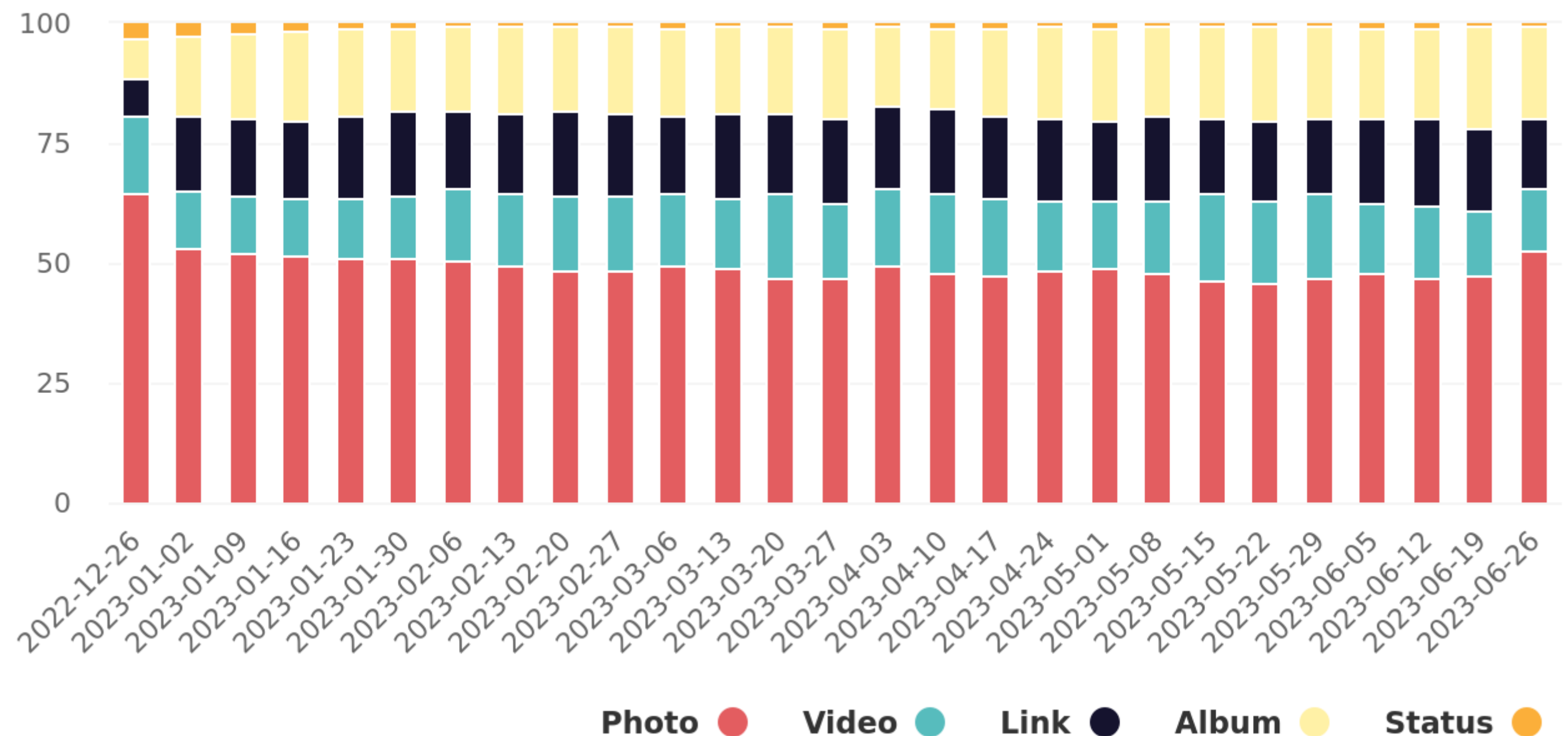
Sample: Socialinsider—worldwide data for the Education industry

Content diversity on Facebook

Posts types on Facebook

In the last 6 months, brands in the Education global category shared:

- 49.11% photos
- 18.21% albums
- 16.81% links
- 14.86% videos
- 0.98% statuses



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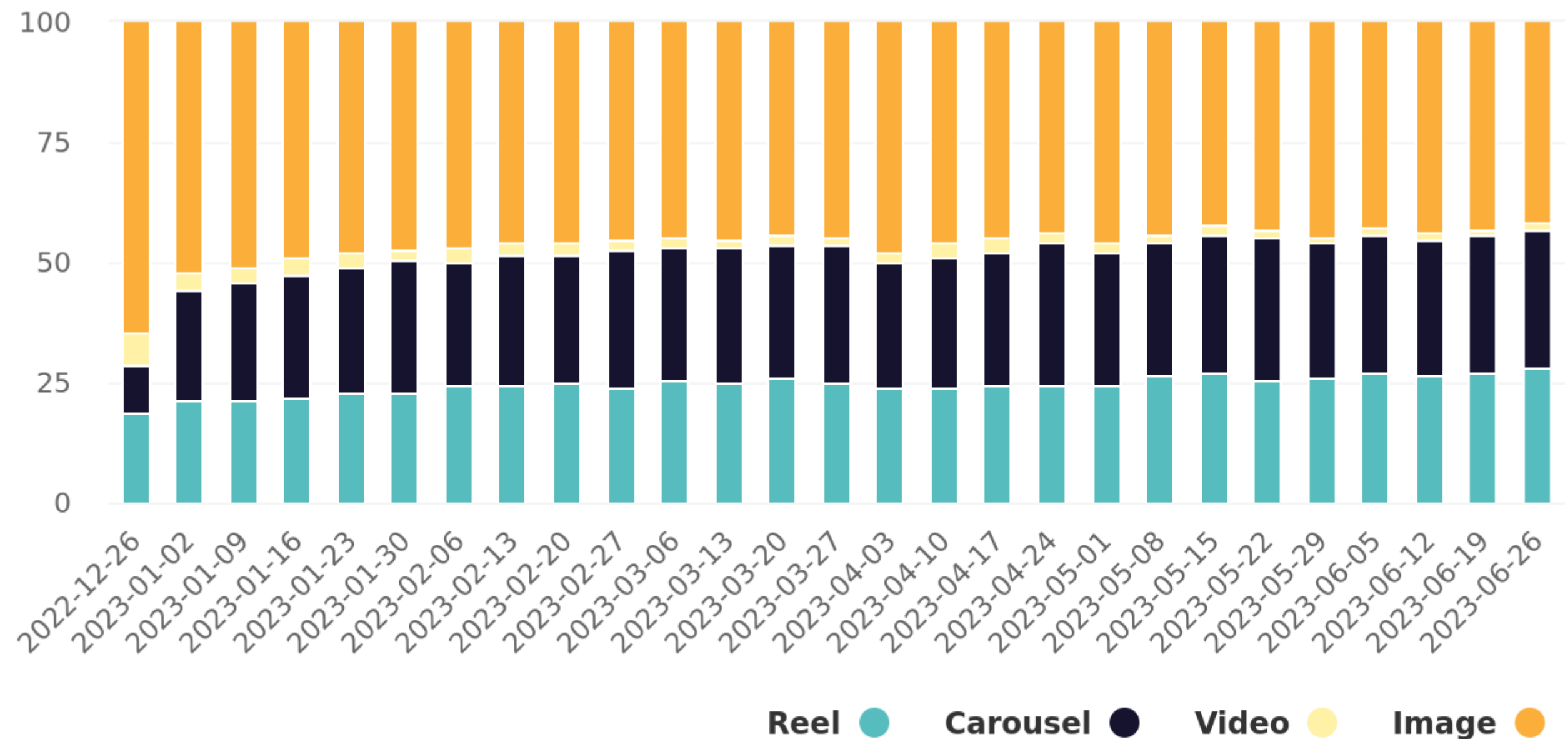
Sample: Socialinsider—worldwide data for the Education industry

Content diversity on Instagram

Posts types on Instagram

In the last 6 months, brands in the Education global category shared:

- 45.62% photos
- 27.43% carousels
- 24.69% reels
- 2.24% videos



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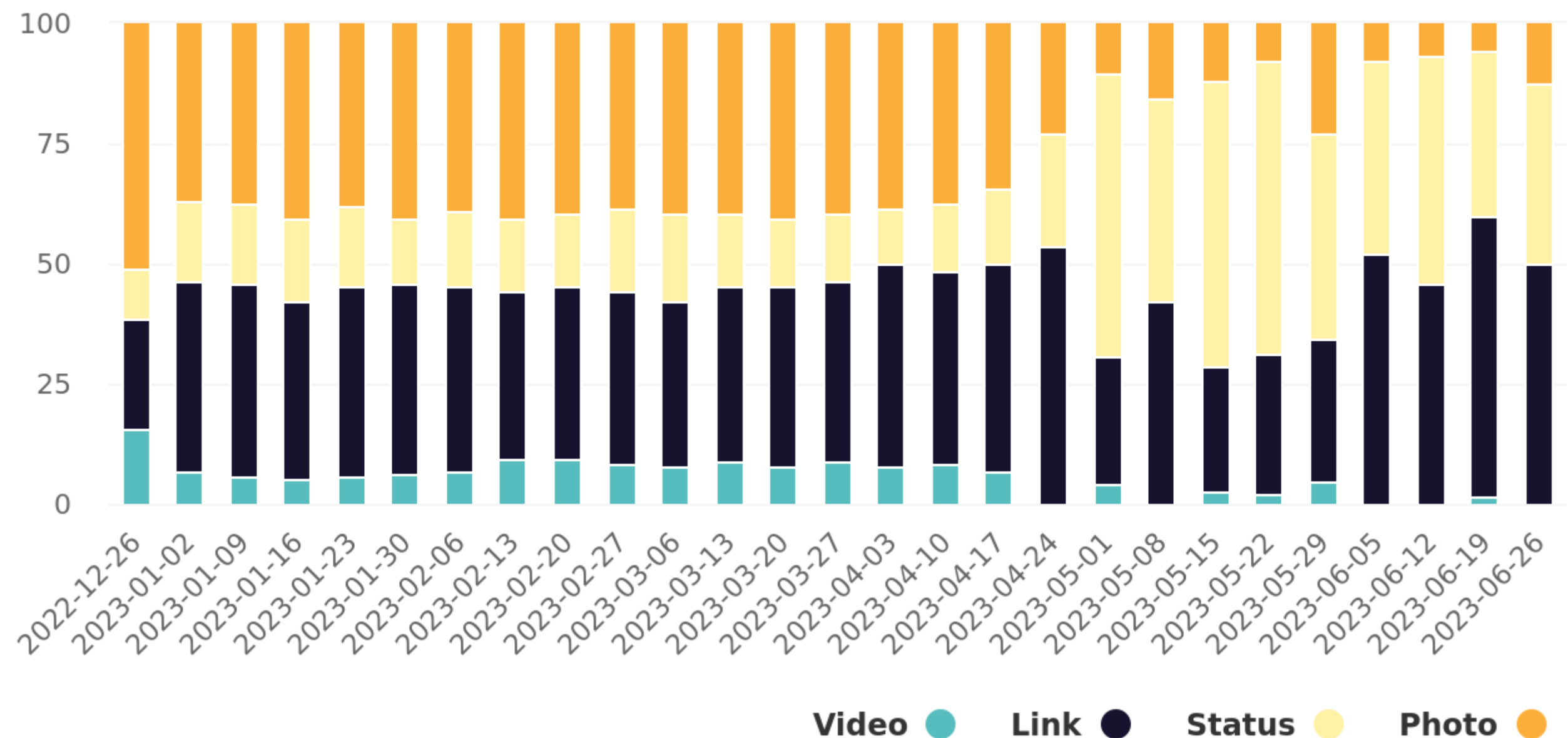
Sample: Socialinsider—worldwide data for the Education industry

Content diversity on Twitter

Posts types on Twitter

In the last 6 months, brands in the Education global category shared:

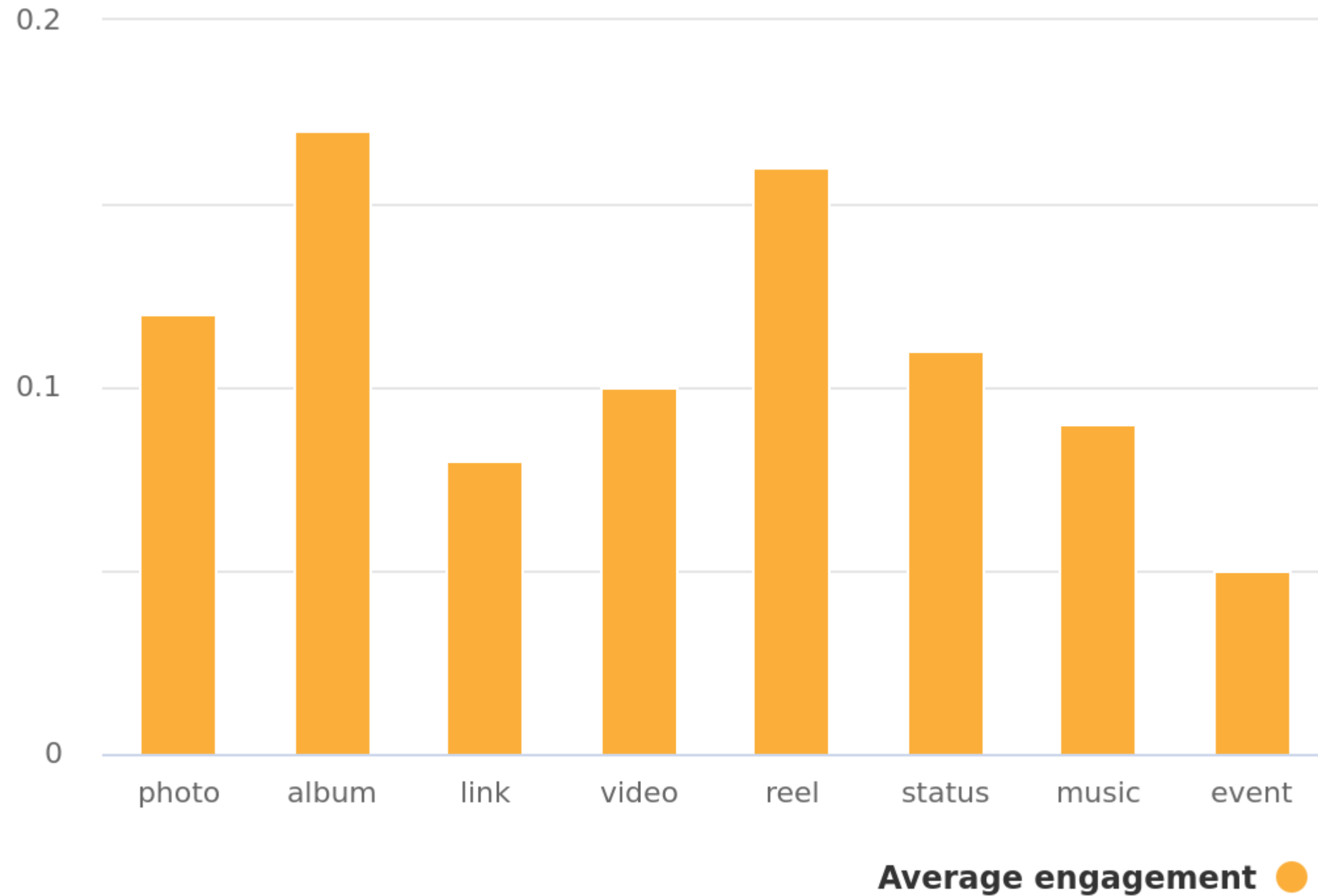
- 38.92% photos
- 37.87% links
- 15.58% status
- 7.61% videos



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Organic performance of posts types on Facebook



Posts performance on Facebook

0.17%

Avg. engagement rate per post for album

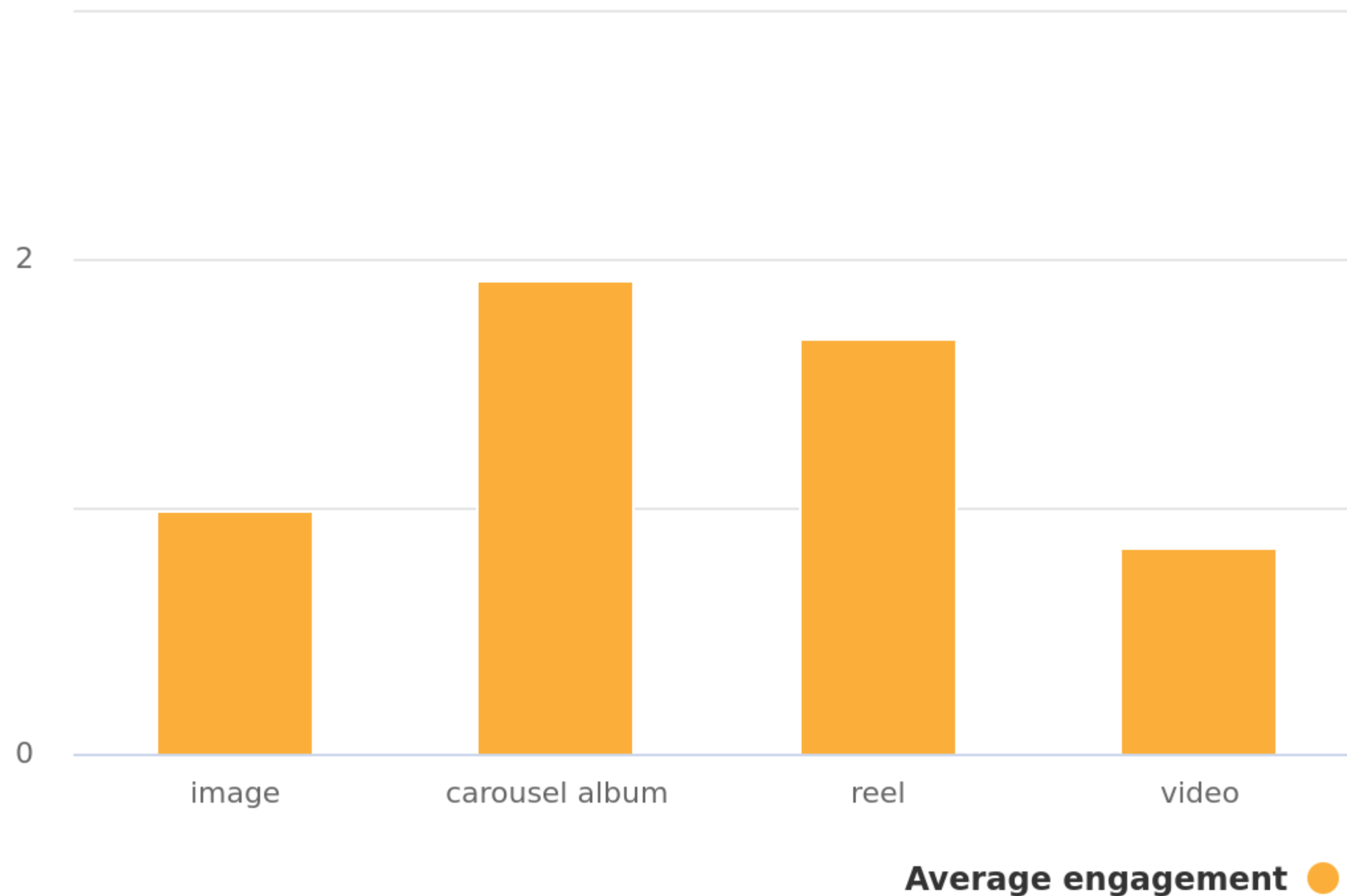
Albums perform best in terms of organic performance on Facebook worldwide.

Albums (0.17%) are followed by Reels, which have a 0.16% engagement rate.

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Organic performance of posts types on Instagram



Posts performance on Instagram

1.92%

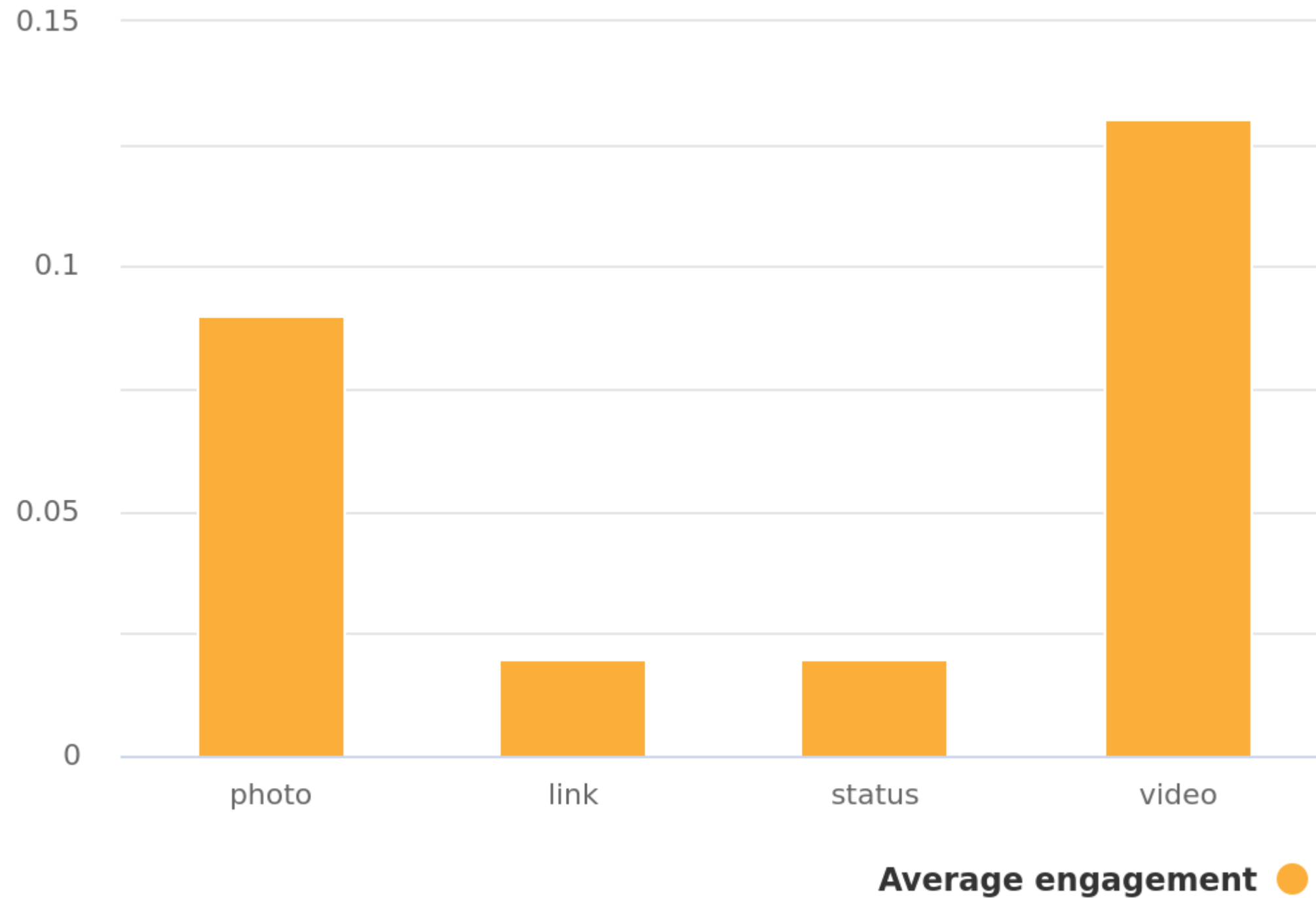
Avg. engagement rate per post for carousel album

In terms of organic performance on Instagram worldwide, carousels perform best, with an average engagement rate of 1.92%, followed by Reels, with an average engagement rate of 1.65%.

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Organic performance of posts types on Twitter



Posts performance on Twitter

0.13%

Average engagement rate per post for video

In terms of organic performance on Twitter worldwide, videos perform best, with an average engagement rate of 0.13%, which is 1% more than the 2nd highest post type, photo.

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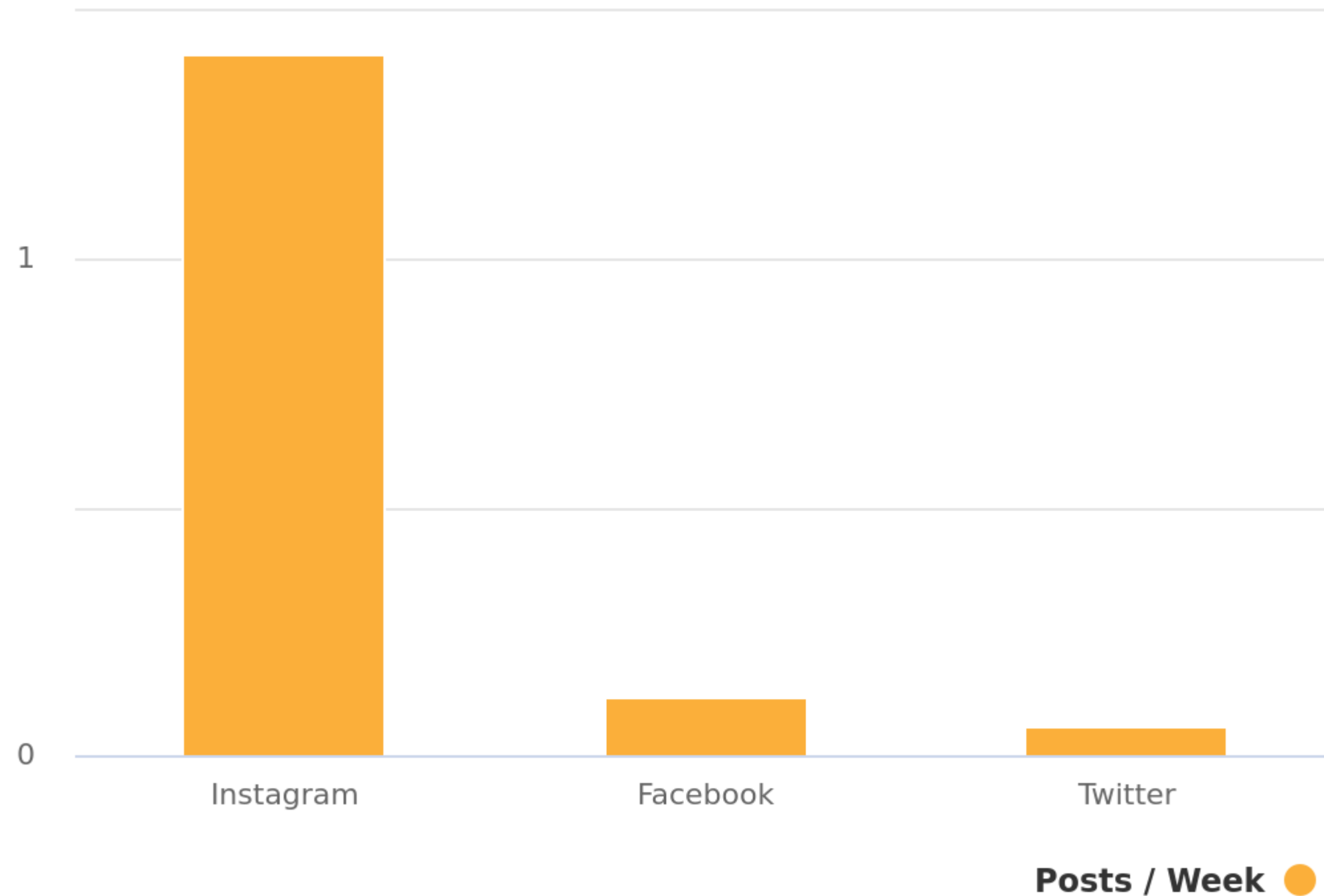
Sample: Socialinsider—worldwide data for the Education industry

Organic Engagement

Average engagement rate and distribution of engagement rate on Facebook, Instagram, and Twitter.

Overall engagement data shows that education global-related brands have established a more significant niche on Instagram. On the other hand, education global-related posts have been shared the most on Twitter.

Average engagement rate per post across all platforms



Instagram—the most engaging platform

1.41%

Average engagement rate per post

With an average engagement rate of 1.41% per post, Instagram remains the most engaging medium for the education global sector.

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FACEBOOK

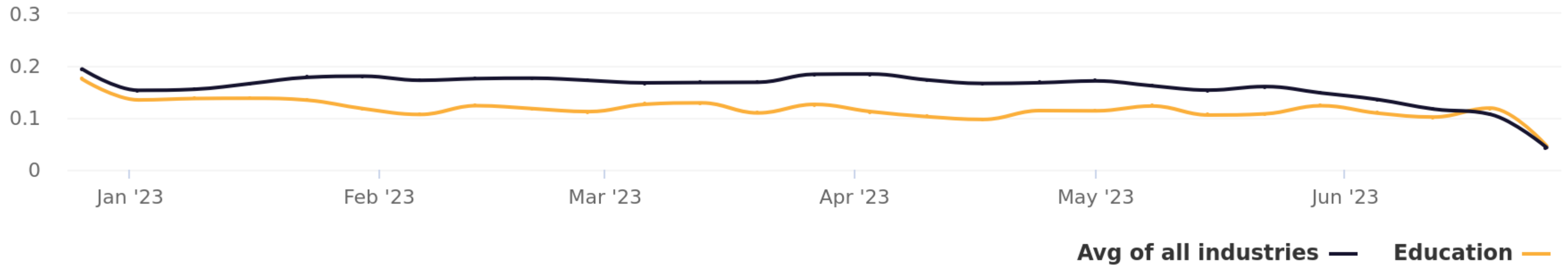
0.11%

AVG. ENGAGEMENT RATE PER POST

Engagement rate over time on Facebook

Distribution of engagement rate on Facebook

From January to June 2023, the avg. engagement rate per post on Facebook has tried to remain constant. Even though there can be seen a slight growth in April 2023, the avg. engagement rate per post for the education global industry is lower than the avg. engagement rate for all sectors (0.16%).



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INSTAGRAM

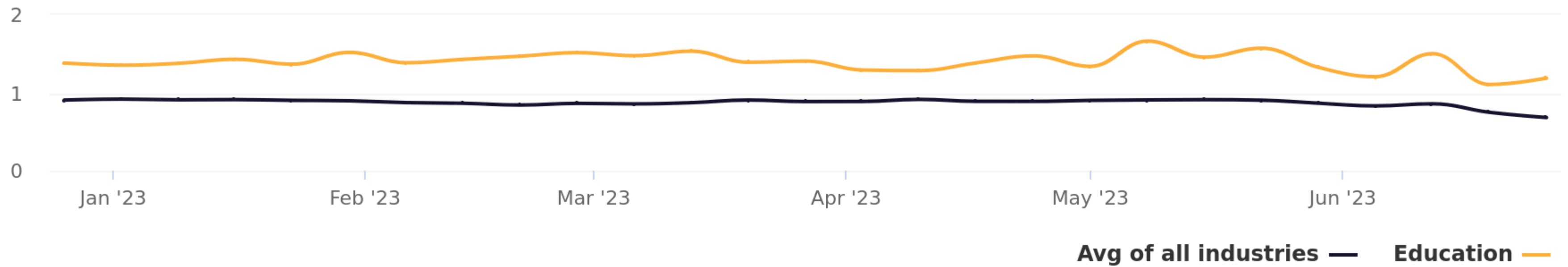
1.41%

AVG. ENGAGEMENT RATE PER POST

Engagement rate over time on Instagram

Distribution of engagement rate on Instagram

From January to June 2023, the avg. engagement rate per post on Instagram has tried to remain constant. There can be seen significant growth in May 2023, and the avg. engagement rate per post for the education global industry is higher than the avg. engagement rate for all sectors (0.87%).



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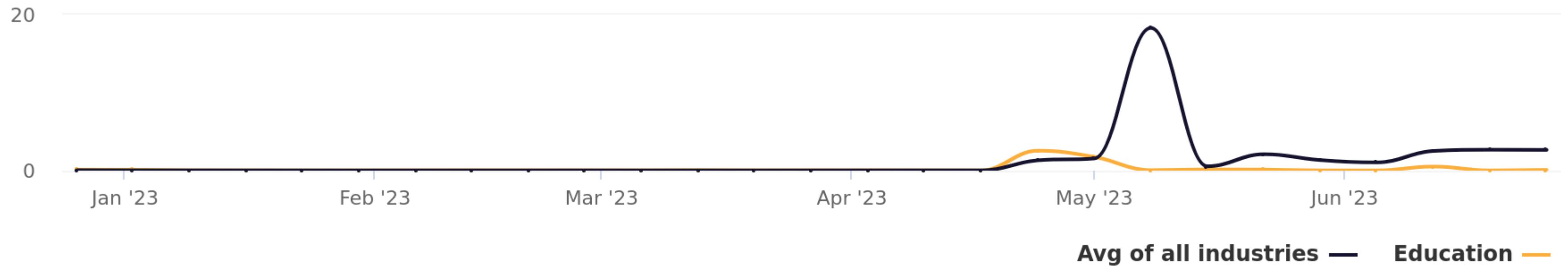
Sample: Socialinsider—worldwide data for the Education industry

TWITTER

0.05%

AVG. ENGAGEMENT RATE PER POST

Engagement rate over time on Twitter



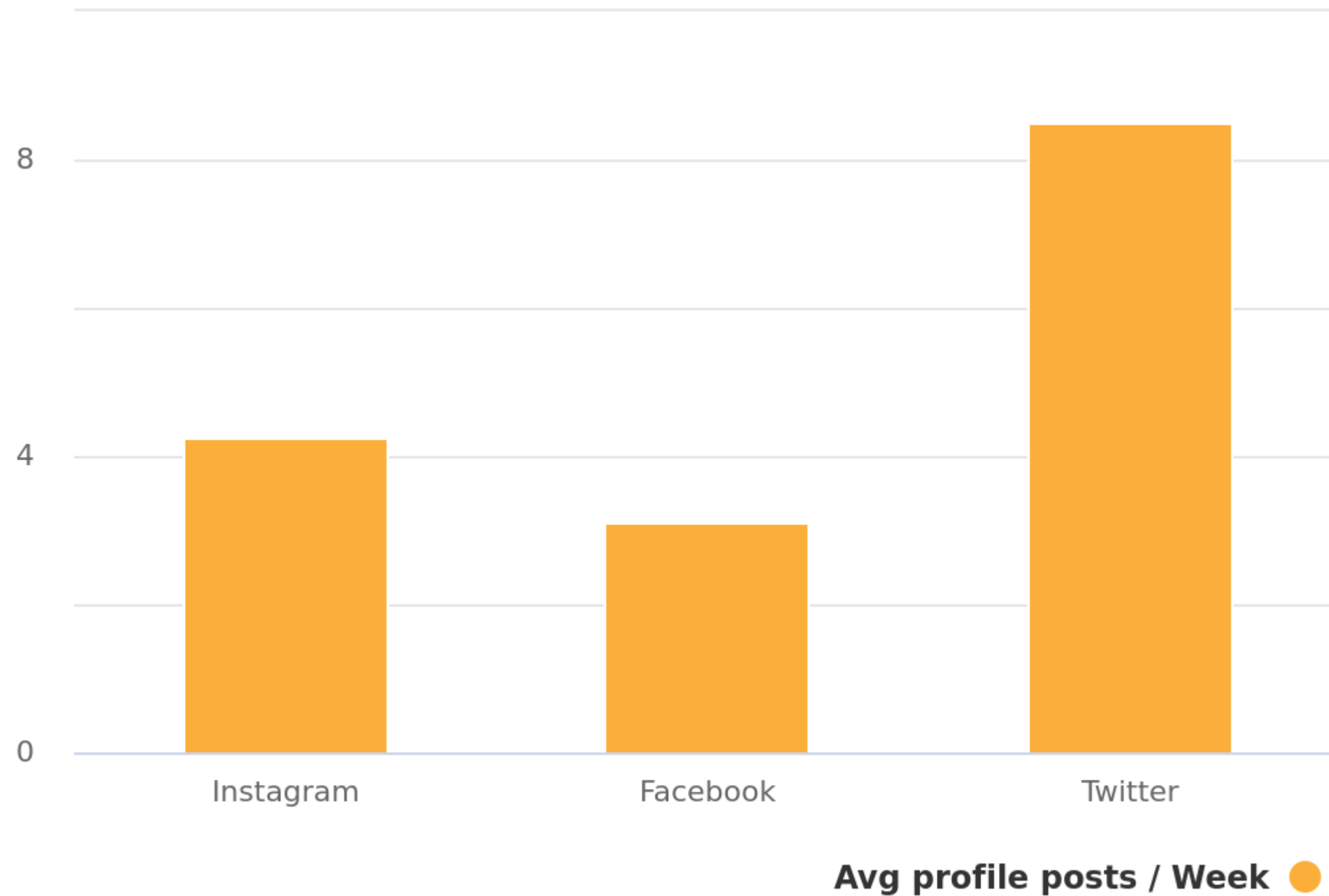
Distribution of engagement rate on Twitter

From January to June 2023, the avg. engagement rate per post on Twitter has tried to remain constant. There can be seen significant growth in May 2023, and the avg. engagement rate per post for the education global industry is higher than the avg. engagement rate for all sectors (0.03%).

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Posts per week between platforms



Posting frequency on Twitter

8.50

Average posts per week

Between January 2023 and June 2023, education global brands shared 4.24 - Instagram posts, 3.11 - Facebook posts, and 8.50 Twitter posts per week.

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Level up your social media strategy by tapping into competitive data

- ✓ Gather competitive insights
- ✓ Perform in-depth content analysis
- ✓ Leverage benchmarks
- ✓ Boost your brand's performance

Book a demo

TOP 3 POSTS FROM EACH PAGE

Best posts from each page ranked by engagement

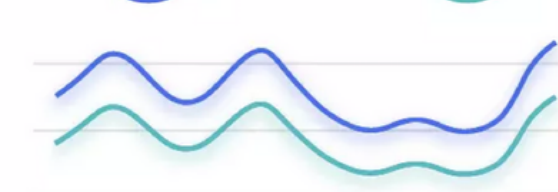
PAGE	POST	LIKES	COMMENTS	SHARES
Sallieri		140k	13k	7k
Massimiliano		128k	14k	8k
Restrained		100k	9.6k	5k
Lined		98k	8.8k	5.2k

Your Company

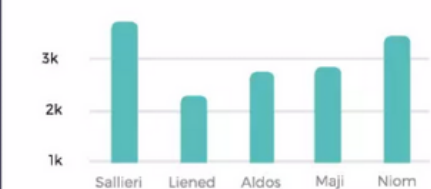


Vs.

Competitor



TOTAL POSTS IN PERIOD



Average posts / Day

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 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.

Average Posts per Day

The average number of posts published in a day in the selected time period. This is calculated as the total number of posts divided by the number of days in the interval of the selected time period.




Interactions

The number of interactions (comments, reactions, shares) received for the posts published in the selected time period.

Posts by Type

The type of posts (photo, album, video, link, status, event, carousel) the page or profile published in the selected time period.

Methodology

Platform	No. of Profiles	No. of Posts
	8.272.000	669.260.000
	1.782.000	196.561.000
	472.000	104.266.000