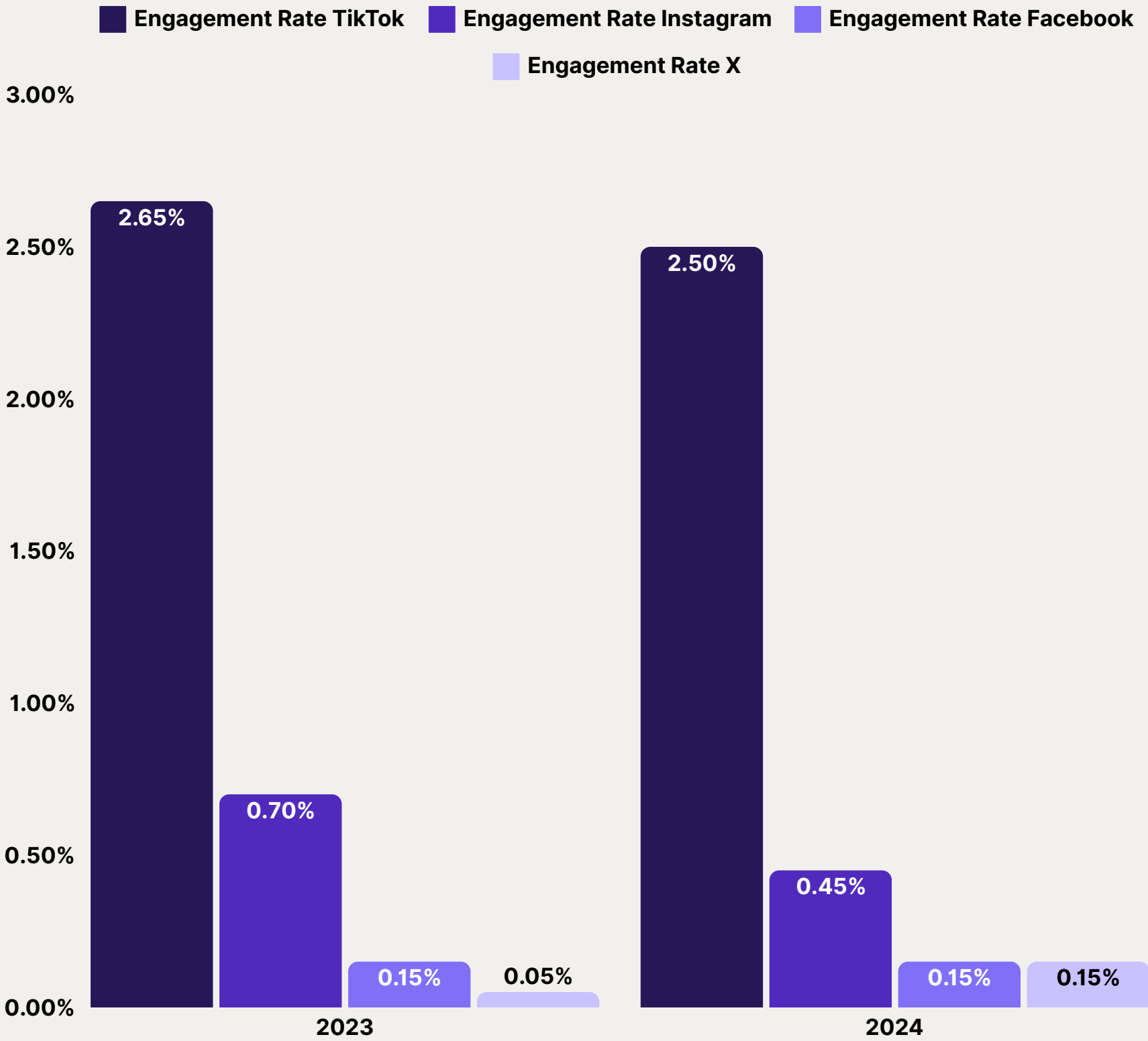




2025 SOCIAL MEDIA BENCHMARKS

Content performance data, engagement metrics, audience growth insights.



EXECUTIVE SUMMARY

- TikTok and Instagram are the main platforms for engagement.
- Instagram engagement has dropped by 30% year-over-year, with a 2025 engagement rate of 0.45%.
- Engagement on TikTok remains consistent, with an engagement rate of 2.50%.
- In 2025, both Facebook and X (formerly Twitter) have an engagement rate of 0.15%.
- People tend to prefer liking video content on TikTok more than on platforms like Instagram or Facebook, where the content is more diverse. The average number of likes per post on TikTok is about 3,092, while Instagram posts receive approximately 395 likes on average.
- While TikTok posts average 66 comments each, representing a 73% increase, Instagram posts average 24 comments, showing a 33% increase.
- TikTok has doubled its shares on posts, and Instagram's average for shares per post is 41.
- Impressions on Instagram have increased by 13% YoY, while impressions on TikTok have remained relatively stable.
- Brands typically post an average of 5 times per week on Instagram and 2 times per week on TikTok.



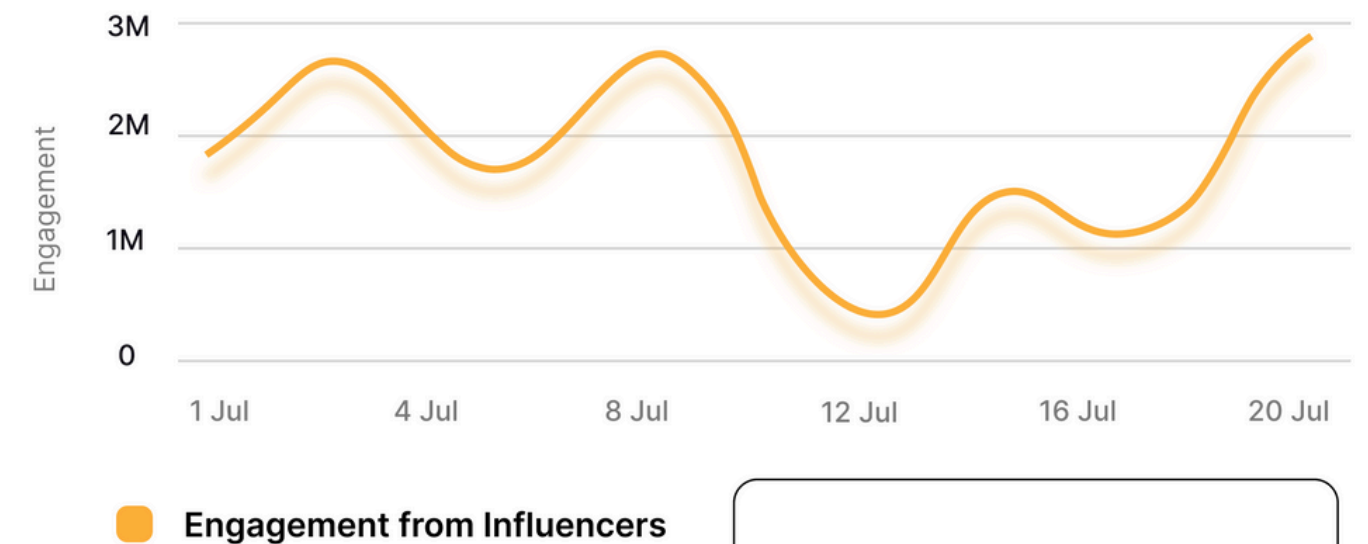
Get in-depth data and competitor benchmarks for your Industry!

Analyze your social media performance and see where you stand against your top competitors.

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ENGAGEMENT EVOLUTION

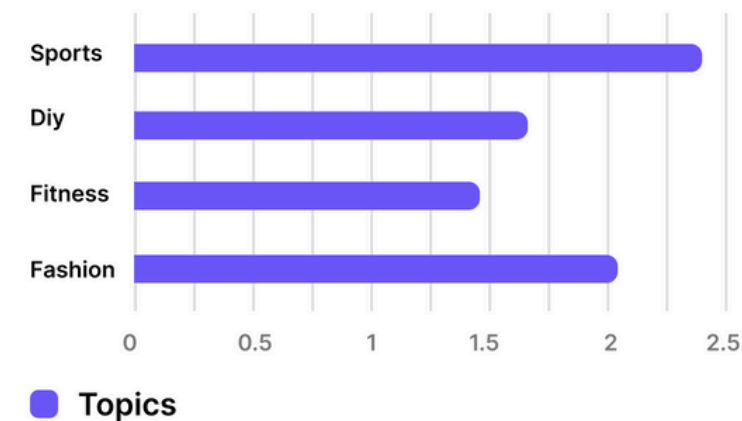
Distribution of engagement



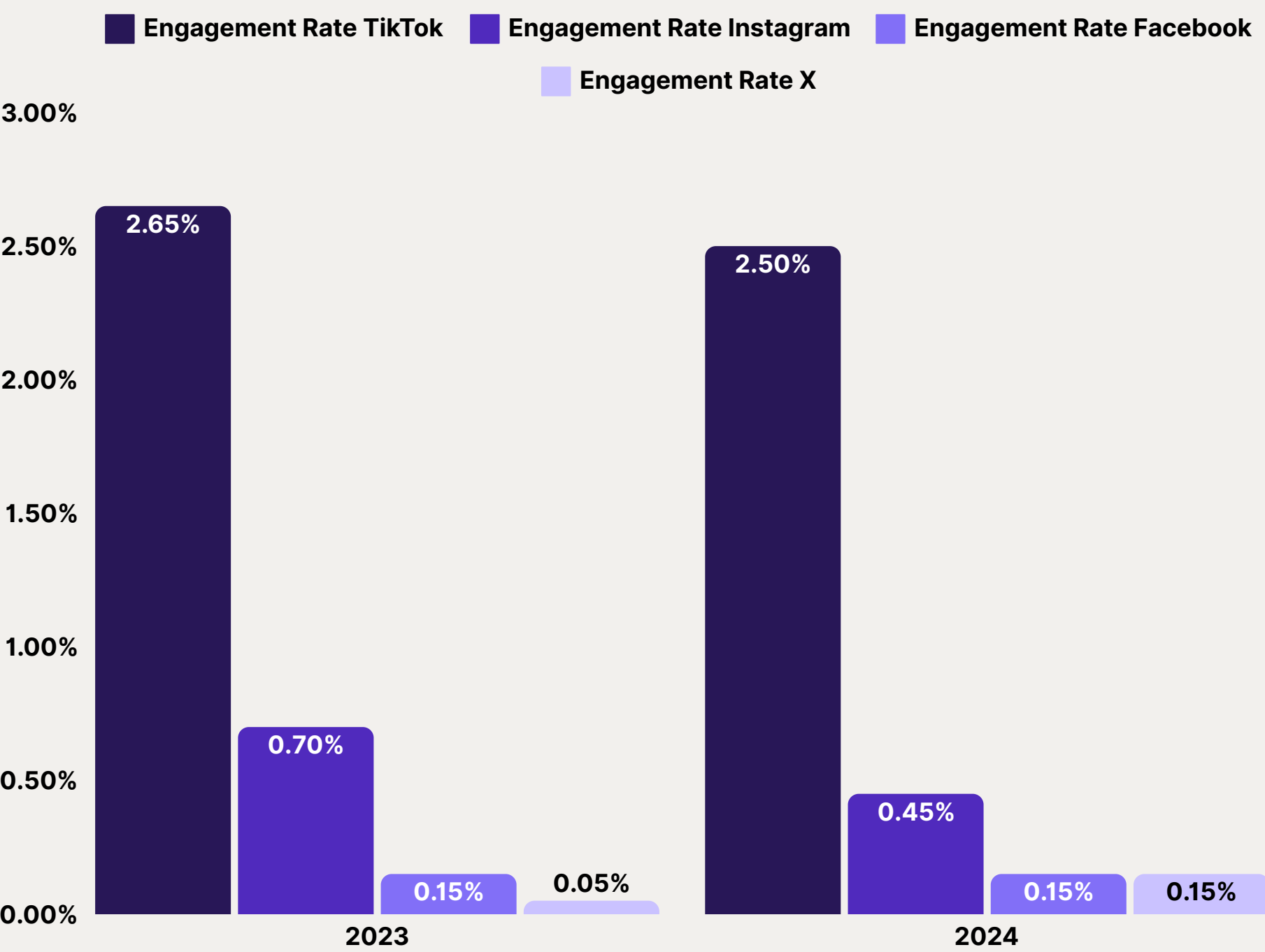
POST TYPES



TOP TOPICS



SOCIAL MEDIA ENGAGEMENT BENCHMARKS



TIKTOK ENGAGEMENT RATE

2.50%

Instagram engagement rate: 0.45%
Facebook engagement rate: 0.15
X engagement rate: 0.15%

STRATEGIC TACTICS TO BOOST ENGAGEMENT

- Diversify your content strategies, considering newsletters as a top priority for a brand.
- Depending on the TikTok evolution, embrace multi-platform engagement through YouTube Shorts and Instagram Reels to share lo-fi content.
- Consider TikTok and Instagram main platforms for driving engagement and brand awareness
- For Instagram, focus on highly engaging content types. Carousels, Reels, and interactive Stories (polls, quizzes, Q&As) drive more engagement than single images
- On Facebook and X, shift towards a hybrid strategy. Combining organic content with strategic paid campaigns is now essential.
- Focus your social media marketing on communities, IRL experiences, instead of choosing one social media platform.
- Outbound engagement plays a crucial role in driving meaningful connection.

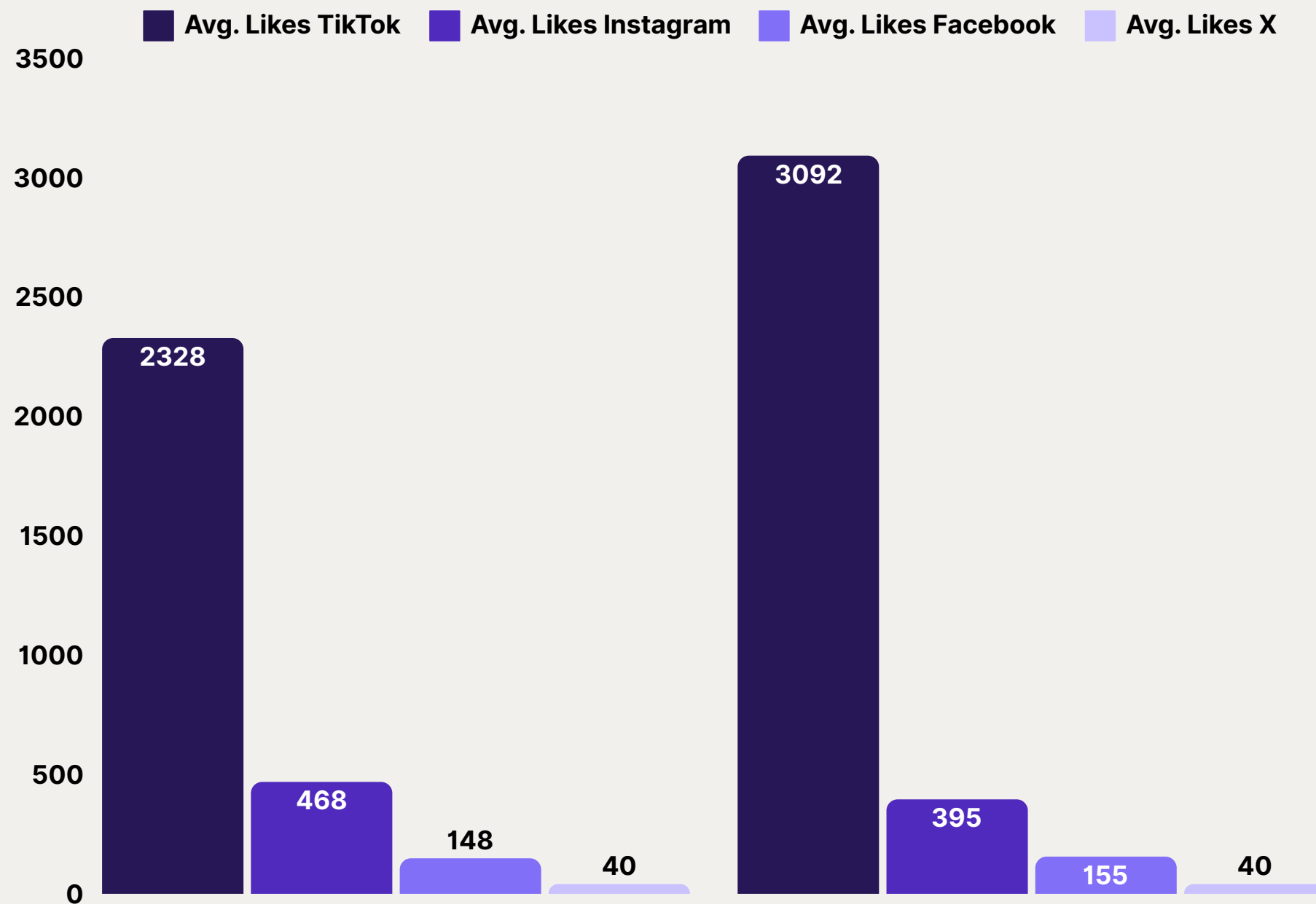
As we look to the future of social media, adaptability will be key for brands. With platforms like TikTok facing potential bans, it's crucial for brands to **diversify their content strategies**.

The focus should be on **creating authentic, engaging content** that sparks a response from your target audience across various channels.

Brooke Sellas - Leading Digital & Social Care Consultant



AVERAGE LIKES ACROSS PLATFORMS



AVERAGE LIKES ON TIKTOK

3,092

The average number of likes per post on TikTok is about 3,092, while Instagram posts receive approximately 395 likes on average.

STRATEGIC TACTICS TO GET MORE LIKES

- Create content that your audience desires. Discover their pain points and go where they engage.
- Prioritize engagement over vanity metrics. Likes are strong, but comments and shares matter even more.
- On Instagram, experiment with interactive content. Stickers, polls, and engagement-driven Stories may perform better than static posts.
- On Facebook, shift focus to community engagement. Discussions, live streams, and group-focused content will yield better results than likes alone.
- For X, leverage conversational content. Instead of chasing likes, engage in trending discussions and create content that invites replies.

We're **moving more into the era of the silent viewers**, the doom scrollers and attention will be even harder to have than before.

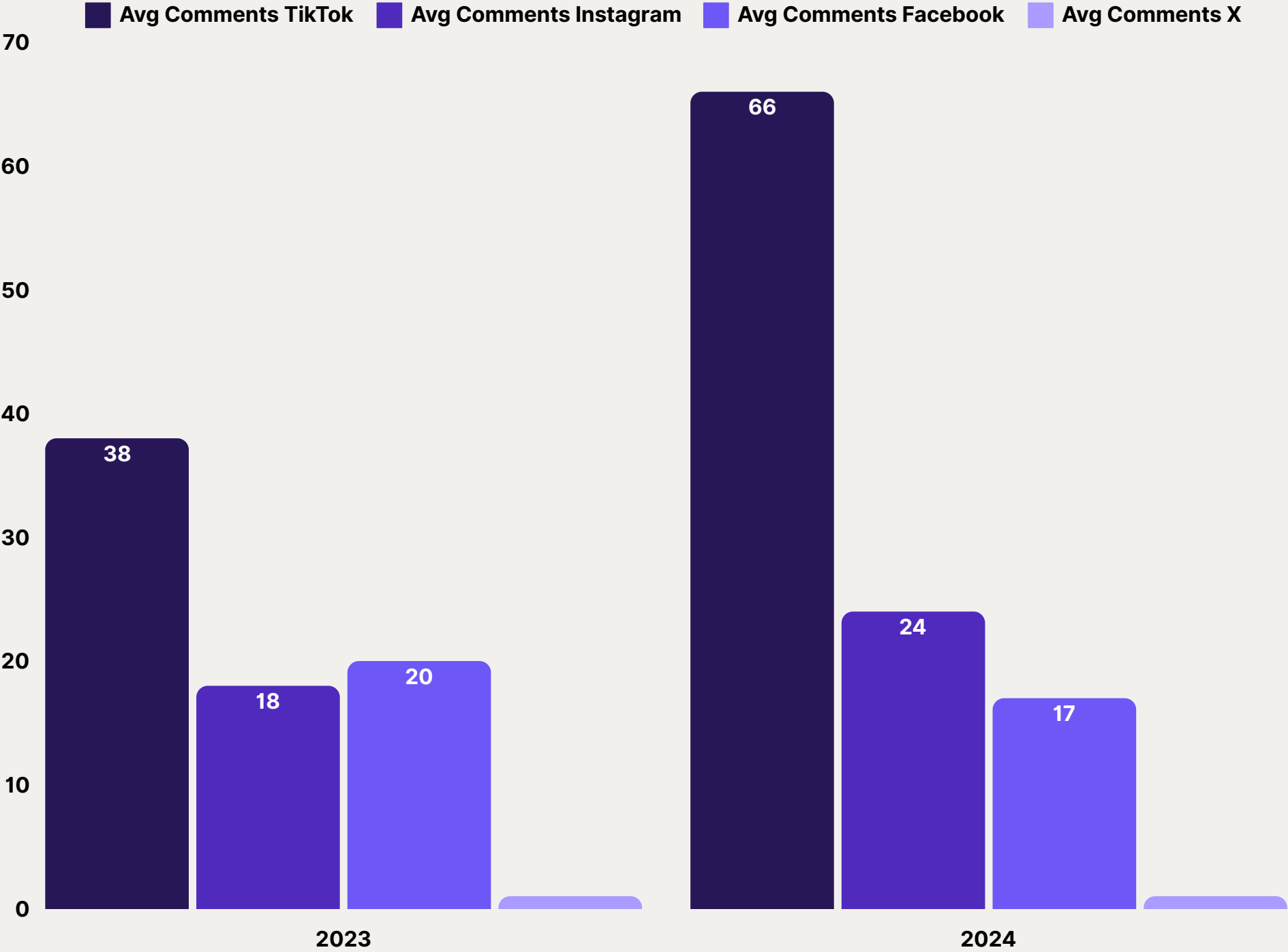
We'll see more movement towards dark social as generations value their privacy more and more. **But in the DMs and the closed groups, sharing of content will thrive.**

Making content that talks to real people, about real problems they face will be even more important than ever before.

Beth Thomas- Director of Social @ Frankly



AVERAGE COMMENTS ACROSS PLATFORMS



AVERAGE COMMENTS ON TIKTOK

66

The average number of comments per post on TikTok is about 66, while Instagram posts receive 24 comments on average.

STRATEGIC TACTICS TO GET MORE COMMENTS ON SOCIAL MEDIA

- On TikTok, create content that invites discussion.
- Encourage users to respond to prompts, share opinions, or tag friends in the comments. Creators who reply to comments boost engagement even further since TikTok promotes videos with active discussions.
- On Instagram, use captions as conversation starters.
- Instead of just describing the post, ask a question, spark debate, or invite storytelling.
- On Facebook, shift focus to group discussions. Since public post comments are declining, brands should engage with audiences in Facebook Groups where discussions are more active.
- On X, use polls and interactive threads. Direct comments are rare, engagement should come from polls, Q&A threads, and discussions around trending topics.

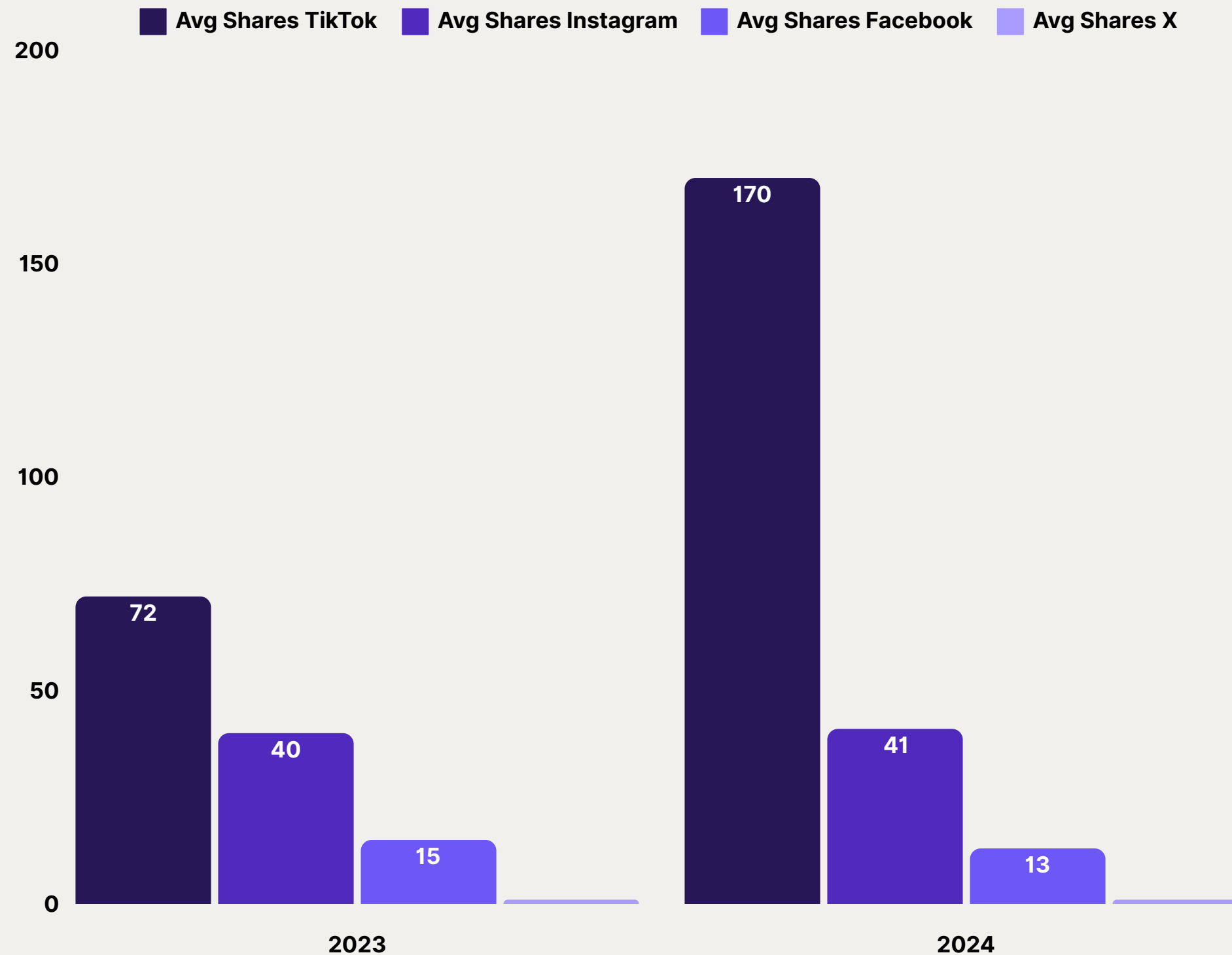
Stay flexible as new platforms and features are sure to keep popping up. The winners will be those who show **their human side** while being tech-savvy, finding that **sweet spot** between being genuine and innovative.

Remember, it's about **creating connections**, not likes, that matter. Roll with the changes and keep it real!

Dorien Morin- Social Media Strategist @More in Media



AVERAGE SHARES ACROSS PLATFORMS



AVERAGE SHARES ON TIKTOK

170

Shares on TikTok have doubled year over year, and the average number of shares per post on TikTok is about 170. Instagram posts have 41 shares on average.

STRATEGIC TACTICS TO INCREASE SHARES ON SOCIAL MEDIA

- Collaborate with micro-influencers to co-create content for Instagram and TikTok..
- On TikTok, create highly shareable content.
- Memes, trends, and emotionally resonant videos drive the most shares. Use hooks like “Send this to a friend who needs to hear this” or duet-friendly content to maximize distribution.
- On Instagram, encourage direct shares through captions.
- Phrases like “Tag someone who needs this!” or “Share this with a friend” can boost share rates. Carousels with educational or relatable content also perform well for shares.
- On X, leverage trending topics and viral threads.
- Instead of relying on traditional shares, focus on crafting tweets that get quoted and included in trending conversations.
- Track share-to-engagement ratio.
- A high number of shares with low likes or comments suggests that content is being distributed widely but not deeply engaging audiences.
- Likes per reach and DMs per reach are becoming main drivers for getting more reach on Instagram, according to Mosseri.

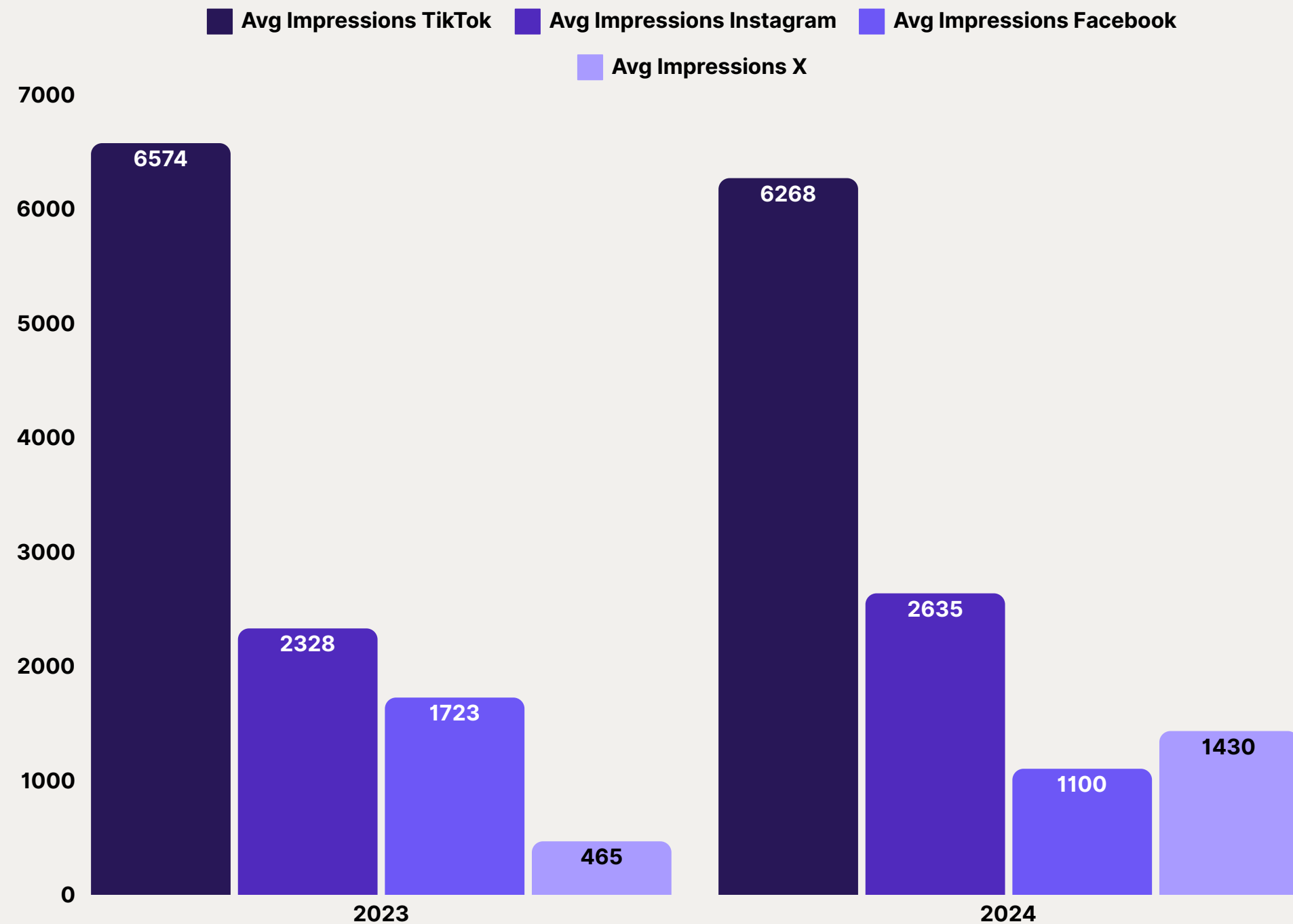
Brands need to stop chasing virality and think of episodic, **binge-worthy posts** that build anticipation and keep audiences **coming back**.

Combine that with **storytelling**, value-driven carousels, and creators who actually connect.

Madison Schidlowski- Freelance SaaS & Lifestyle Marketer



AVERAGE IMPRESSIONS BENCHMARKS ACROSS PLATFORMS



AVERAGE IMPRESSIONS ON INSTAGRAM

2,635

Instagram has seen a 13% increase in impressions year over year, averaging 2,635 impressions per post. TikTok impressions have remained pretty steady, scoring an average of 6,268 per post.

STRATEGIC TACTICS TO GET MORE IMPRESSIONS ON SOCIAL MEDIA

- On Instagram, optimize the first three seconds of your content.
- Users are seeing more content but interacting less. Use stronger visuals, compelling hooks, and engaging captions to capture attention before they scroll past.
- On TikTok, focus on interactive content. Because TikTok's impressions remain stable, prioritize content that sparks conversation, encourages duets, and invites user participation.
- On Facebook, expect to invest in paid reach. With organic impressions dropping year over year, brands must use paid campaigns or focus on Facebook Groups to maintain visibility.
- On X, leverage increased impressions for conversation-driven content.
- More people are seeing posts, so engagement tactics like interactive threads, Q&As, and polls can turn passive viewers into active participants.
- Track your engagement-to-impressions ratio. If your impressions are increasing but engagement remains stagnant, you are focusing on top-of-the-funnel content. It is essential to integrate middle and bottom-of-the-funnel strategies as well.

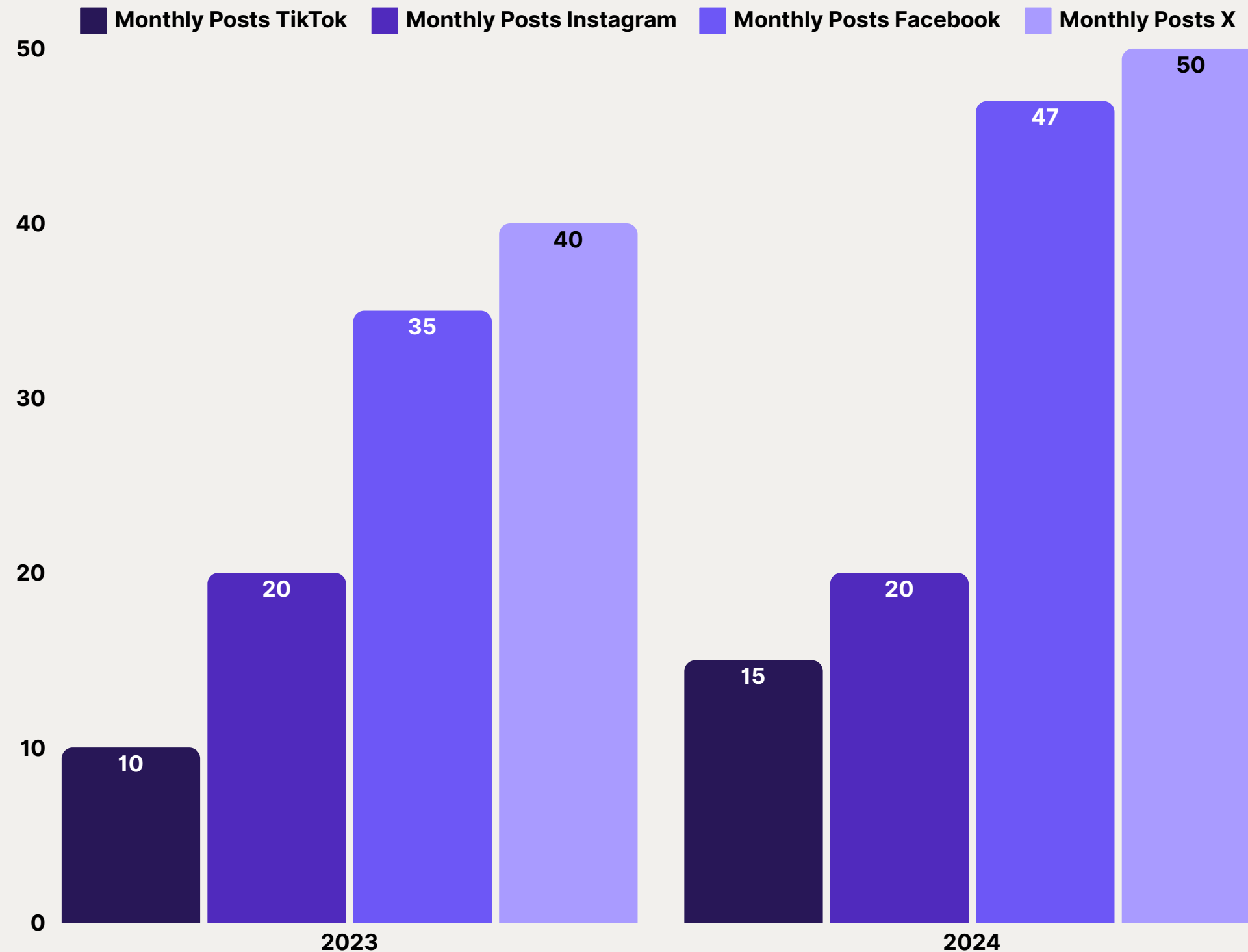
The future of social media is all about **adaptability**. TikTok's potential ban in the U.S. is a wake-up call for brands to prioritize diversification.

YouTube Shorts and Instagram Reels are strong alternatives, but the real win is going **multi-channel**.

Fatima Khan- LinkedIn Consultant



AVERAGE POSTS PER MONTH



AVERAGE POSTS ON INSTAGRAM PER WEEK

5

Brands post an average of 5 times per week on Instagram.
On TikTok, the posting frequency is lower, being of approximately 2 times per week.

STRATEGIC TACTICS TO IMPROVE CONTENT PERFORMANCE

- On TikTok, post fewer but authentic videos. On Instagram, find your brand's engagement sweet spot. Start with four to five posts per week and analyze engagement trends to see if more or fewer posts drive better performance.
- On Facebook, mix post types to sustain visibility. Since posting frequently is necessary but engagement is low, experiment with Facebook Reels, live videos, user-generated content, and discussion posts rather than just static updates.
- On X, focus on conversation-driven content rather than just volume. Posting often is required, but prioritize engaging in trending topics, polls, and interactive threads over generic posts.
- Track engagement drop-off to determine your ideal posting frequency. If engagement starts declining as you increase posts, scale back and focus on quality.

In the world of organic social I'd tell brands to focus on co-creation because your brand's no longer your own. It's shaped and created **by you + community + creators**. Plus, we all need to get comfy with being a little unhinged.

Looking to brands who are winning on social right now, from **Marc Jacobs** to RSPB, they're doing it through **delulu, absurd, chaotic content**.

Laura Shephard- Senior Social Media Strategist, Heinz UK





Leader in social media analytics category

High Performer social media analytics tool for brands and businesses - [G2 Crowd](#).

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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 the 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.

METHODOLOGY

TIKTOK ENGAGEMENT RATE PER POST BY FOLLOWERS

is calculated as the sum of likes, comments, shares, and saves on the post divided by the total number of posts. The result is then divided by the total number of followers and multiplied by 100.

AVERAGE LIKES/ COMMENTS/SHARES/ IMPRESSIONS

represents how many likes/comments/shares/impressions a post receives on average.