



2023 Social Media Industry Benchmark Report

Industry benchmarks across the most important social media metrics



Introduction

We're back with a supercharged version of our annual Social Media Industry Benchmark Report. We surveyed thousands of the most engaging brands and companies on social to analyze what's really making them so successful.

The Benchmarks:

Our biggest report ever features the most important metrics from **2022 across 14 top industries:**

- Alcohol
- Fashion
- Financial Services
- Food & Beverage
- Health & Beauty
- Higher Education
- Home Decor
- Influencers
- Media
- Nonprofits
- Retail
- Sports Teams
- Tech & Software
- Travel

This report has everything you need to measure your social media success against your competitors on **Facebook, Twitter, TikTok, and Instagram** across these 14 major industries. We also feature tons of insights about how social media engagement has changed over the last year for these industries so you can optimize your strategy in 2023. As usual, we have **channel observations, best post types, Instagram, Twitter, and TikTok hashtags, and more.**

Now let's get benchmarking.

Key takeaways



Brands seeing less organic engagement this year.

Engagement rates are on the decline for Instagram for the third year in a row but holding pretty steady for Facebook and Twitter.



Posting frequency on the decline.

Post frequency is flat on Instagram but took a ~20% dive on Facebook and Twitter.



It's all about the holiday hashtags.

Almost every industry earned top engagement rates from holiday-hashtagged posts, while contests and giveaways were less popular than in other years.



Every brand should post Reels on Instagram.

Reels have officially entered the chat on Instagram, dethroning ever-popular carousels for many industries in the race for the most engaging post type.



TikTok is topping the charts.

With a median engagement rate of 5.69%, TikTok was every industry's best friend this year.



Methodology

To spot trends and identify benchmarks, we used Rival IQ to analyze engagement rates, posting frequency, post types, and hashtags on the top four social channels for brands: **Facebook, Instagram, TikTok, and Twitter.**

We define **engagement as measurable interaction on organic and boosted social media posts**, including likes, comments, favorites, retweets, shares, and reactions. **Engagement rate is calculated based on all these interactions divided by total follower count.**



Within this report, we provide a representative sample of national and international companies in each industry by selecting **150 companies at random from each industry in our database of over 200,000 companies.** Companies selected had active presences on Facebook, Instagram, TikTok, and Twitter as of January 2022, and had Facebook fan counts between 25,000 and 1,000,000 and minimum Instagram, TikTok, Twitter followers of 5,000 as of the same date. We used **median performance from the companies selected** for each industry to compile the data for this report.

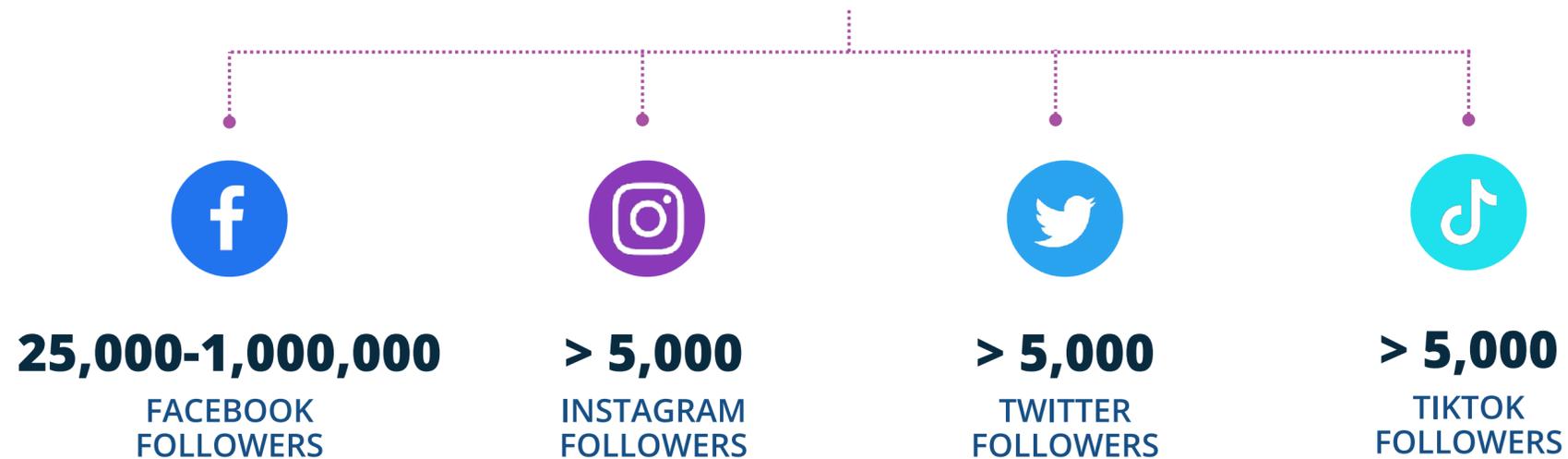
Who's included in this study?

2,100 TOTAL COMPANIES

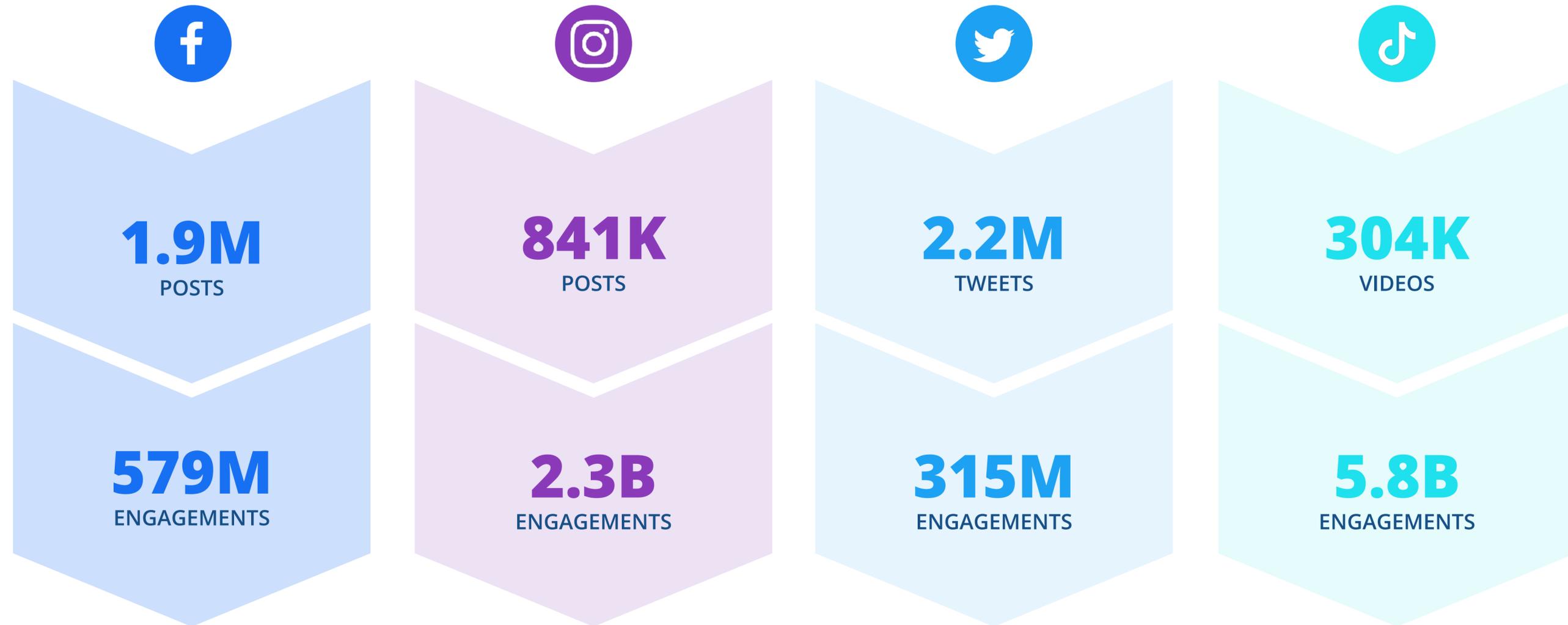
150 FROM EACH OF THE FOLLOWING 14 INDUSTRIES:



THAT ALSO HAVE



Let's describe the data set





Rival IQ
by NetBase Quid®

The Benchmarks



Why do we benchmark?

Social media success is about so much more than getting the most comments or likes: **it's about increasing engagement while also growing or maintaining the percentage of your audience that engages as you expand your audience.**

To us, engagement rate per post is *the metric* because it controls for post volume and audience size and helps marketers understand how they're doing in relation to their competitors.

Why can't you gauge success on likes alone?

Because audience size is hugely important: 1,000 likes makes a huge difference to a brand with 2,000 followers, but is a drop in the bucket to a brand with 100,000 followers.

With that core metric in mind, we include a detailed look at **each industry's engagement rate alongside posting frequency, post media types, hashtags**, and more for a true sense of social performance.

In addition to our social media industry breakdowns, we also compare **all the industries together so you can see how things shake out across the board.**

***Quick note:** the truest measure of your social content's resonance would be engagement divided by unique reach (the count of unique people who saw your content) or impressions (the number of times your content was displayed). Unfortunately, due to the Facebook, Instagram, TikTok, and Twitter API restrictions, we aren't able to include this particular stat.*



Start measuring your social performance

Ready to compare your social media performance live? Check out our [Explore](#) landscapes, where we feature **live social media metrics from a sample of companies from each industry represented in this study**. These landscapes feature hashtag performance, top post types, and so much more on Facebook, Instagram, and Twitter.

Or, run a **free [Head-to-Head report](#)** against your biggest rival to see how you measure up to both your competition and against industry benchmarks represented in this study.

(Oh, and if you're a Rival IQ customer or in a [trial](#), you can add those stats directly into your Rival IQ account for even more comparisons.)

Live Social Benchmark Dashboards

See how your social metrics, hashtags, and content measure up against thousands of social profiles in your industry.



Your Head-to-Head Social Snapshot

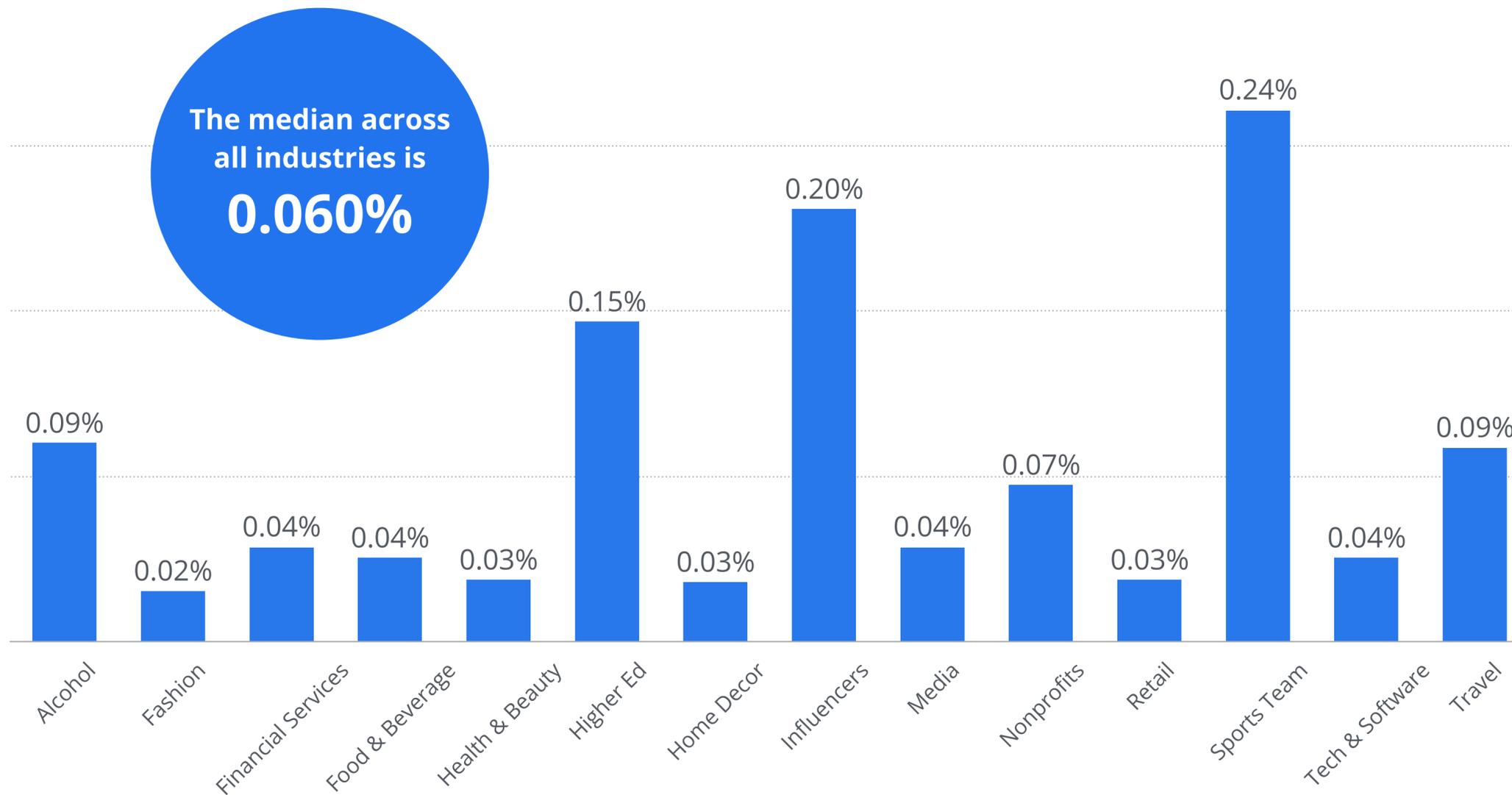
How do you stack up against your top competitor? Create a free head-to-head snapshot to find out.



f Facebook engagement



Engagement rate per post (by follower)



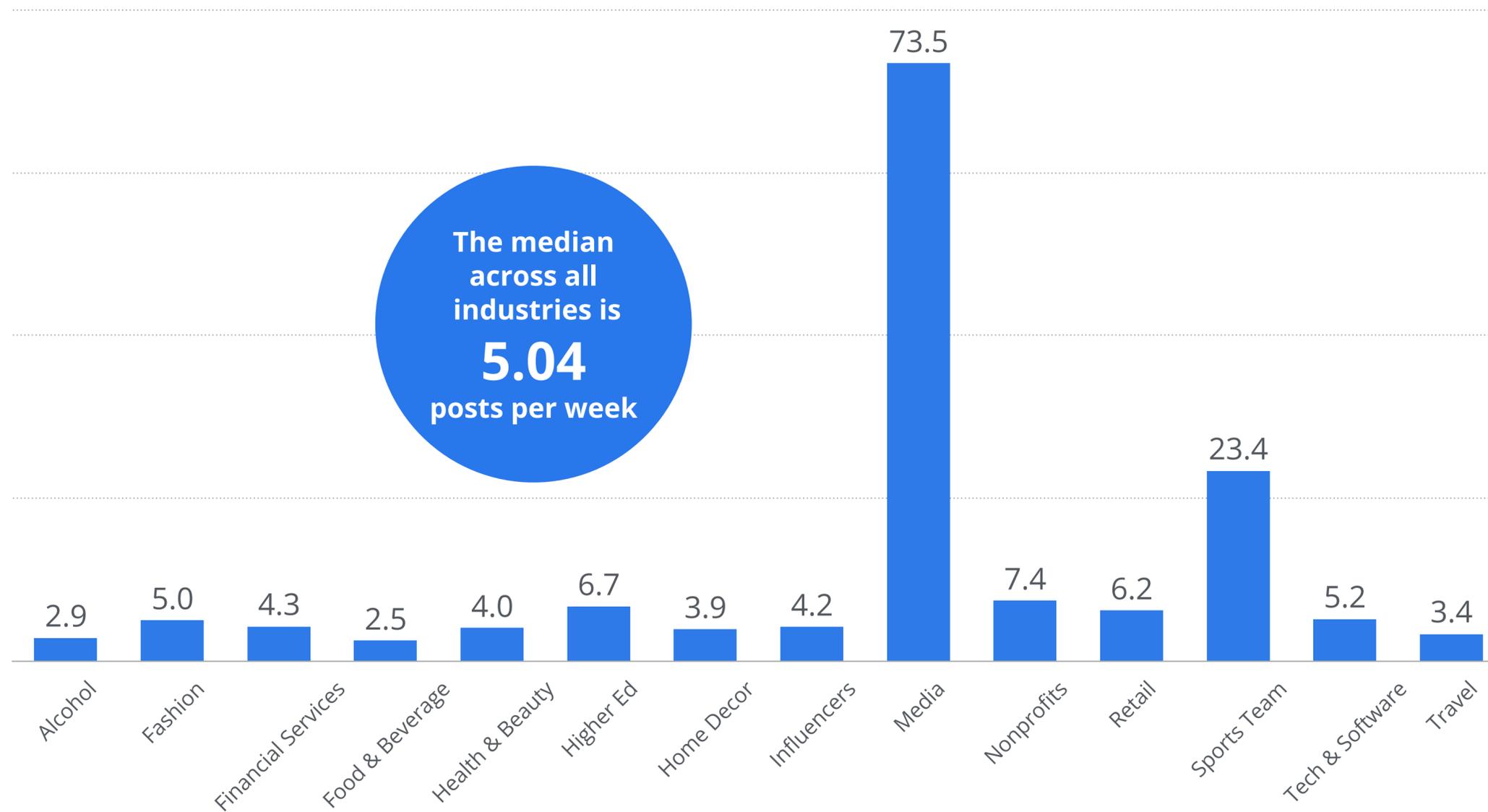
💡 RIVAL IQ INSIGHT

The all-industry Facebook median declined a little this year. Tech & Software brands managed a slight increase, and Retail and Travel stayed flat.

f Facebook activity



Posts per week



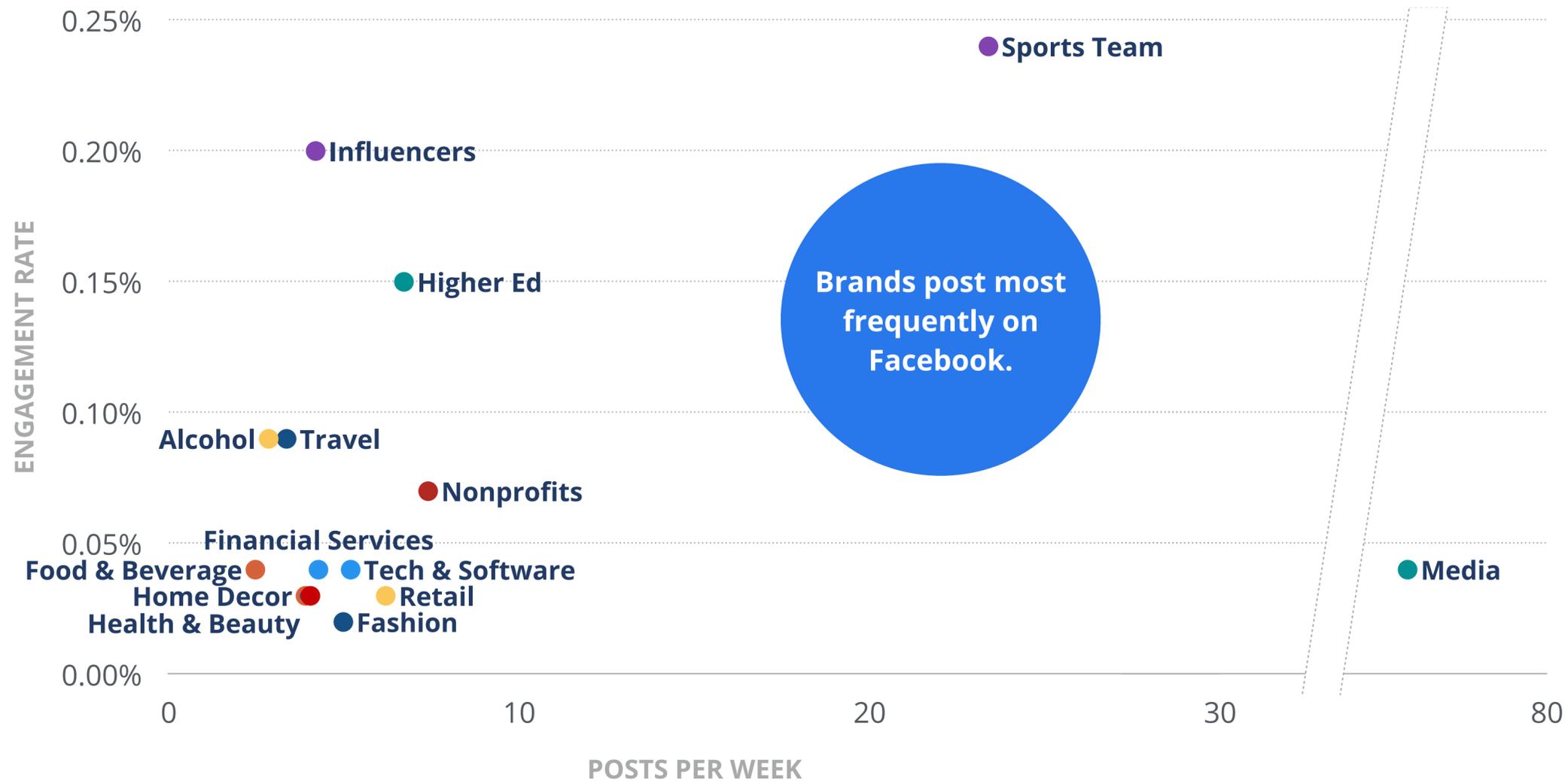
RIVAL IQ INSIGHT

Median posting frequency on Facebook declined by a few points this year.

f Facebook posts vs. engagement



Posts per week vs. engagement rate per post (by follower)



RIVAL IQ INSIGHT

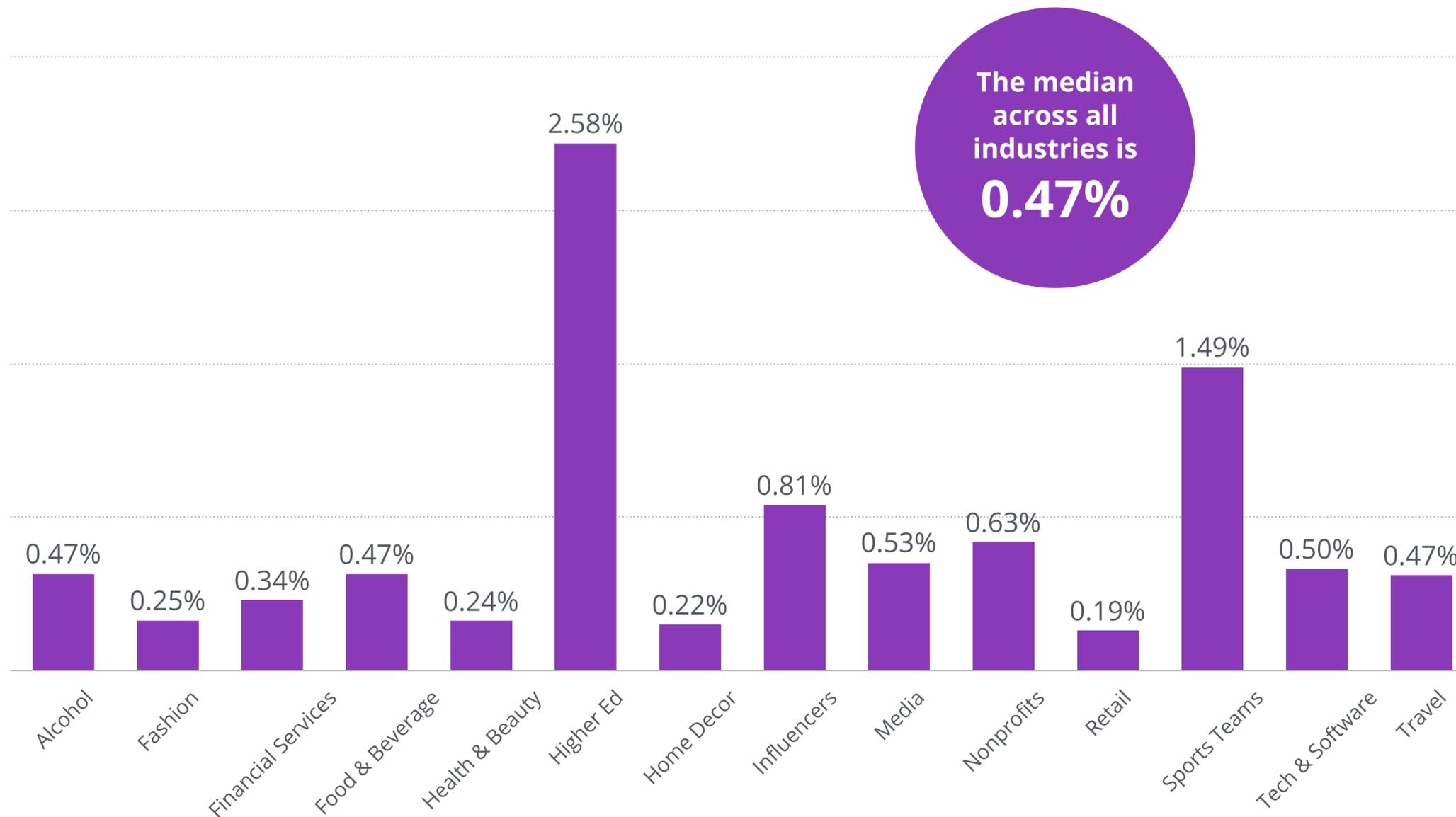
Influencers (infrequent posters) and Sports Teams (frequent posters) earn consistently high marks on Facebook despite a big delta in posting frequency.



Instagram engagement



Engagement rate per post (by follower)



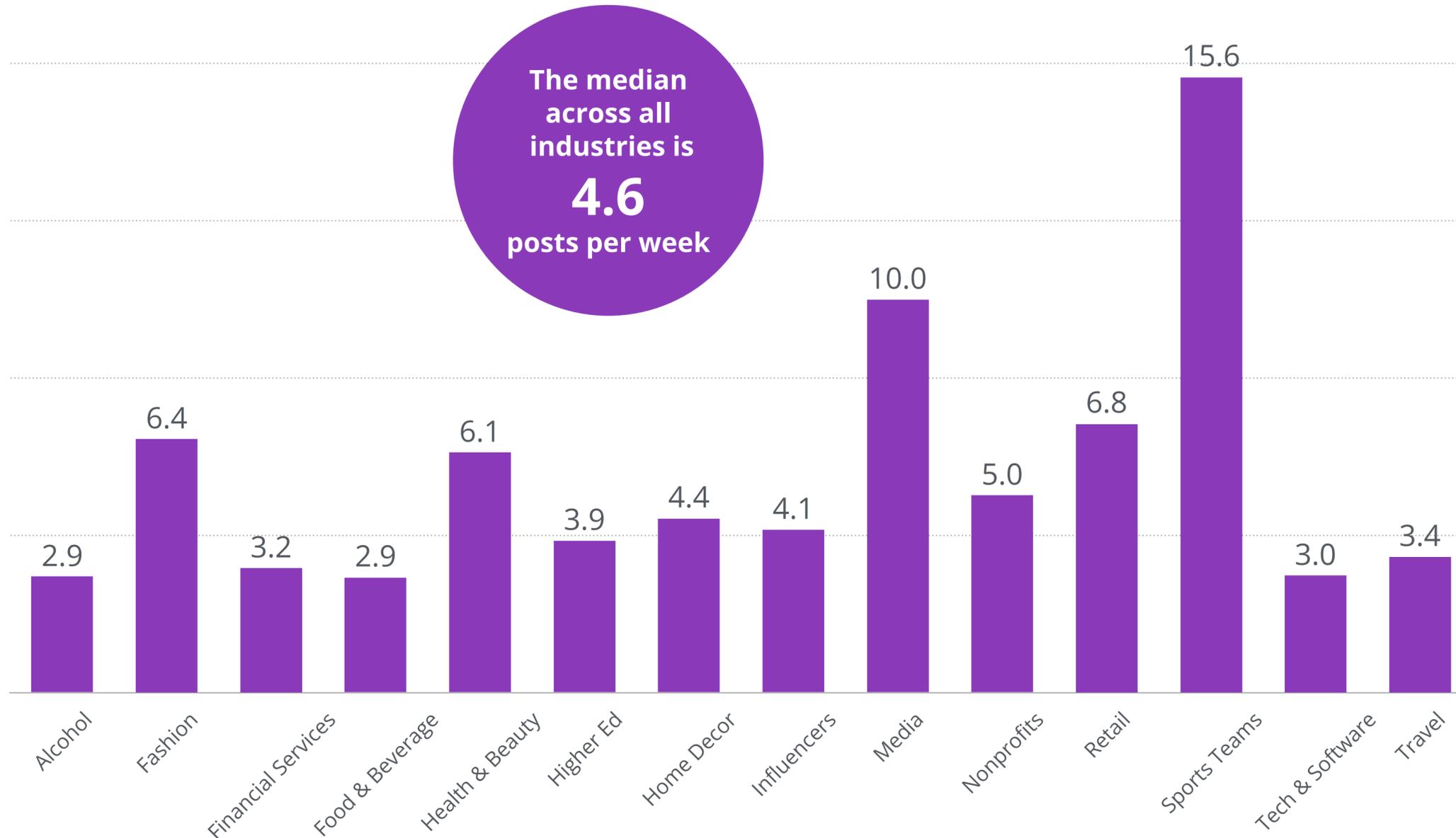
RIVAL IQ INSIGHT

Instagram engagement rates fell by about 30% this year, which isn't the news hardworking content creators were hoping for.

Instagram activity



Posts per week



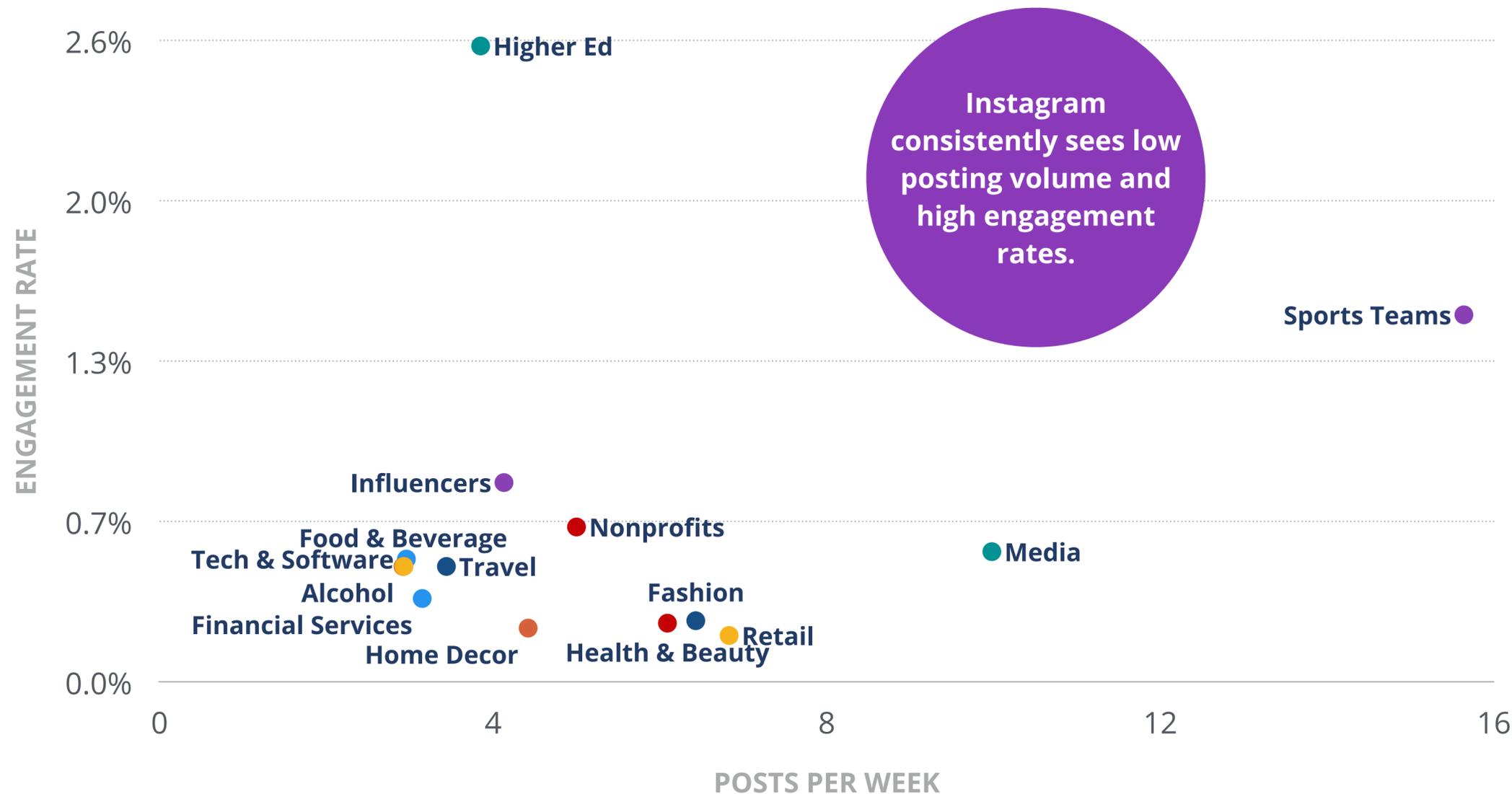
RIVAL IQ INSIGHT

The median posting frequency across all industries increased by a hair this year on Instagram.

Instagram posts vs. engagement



Posts per week vs. engagement rate per post (by follower)



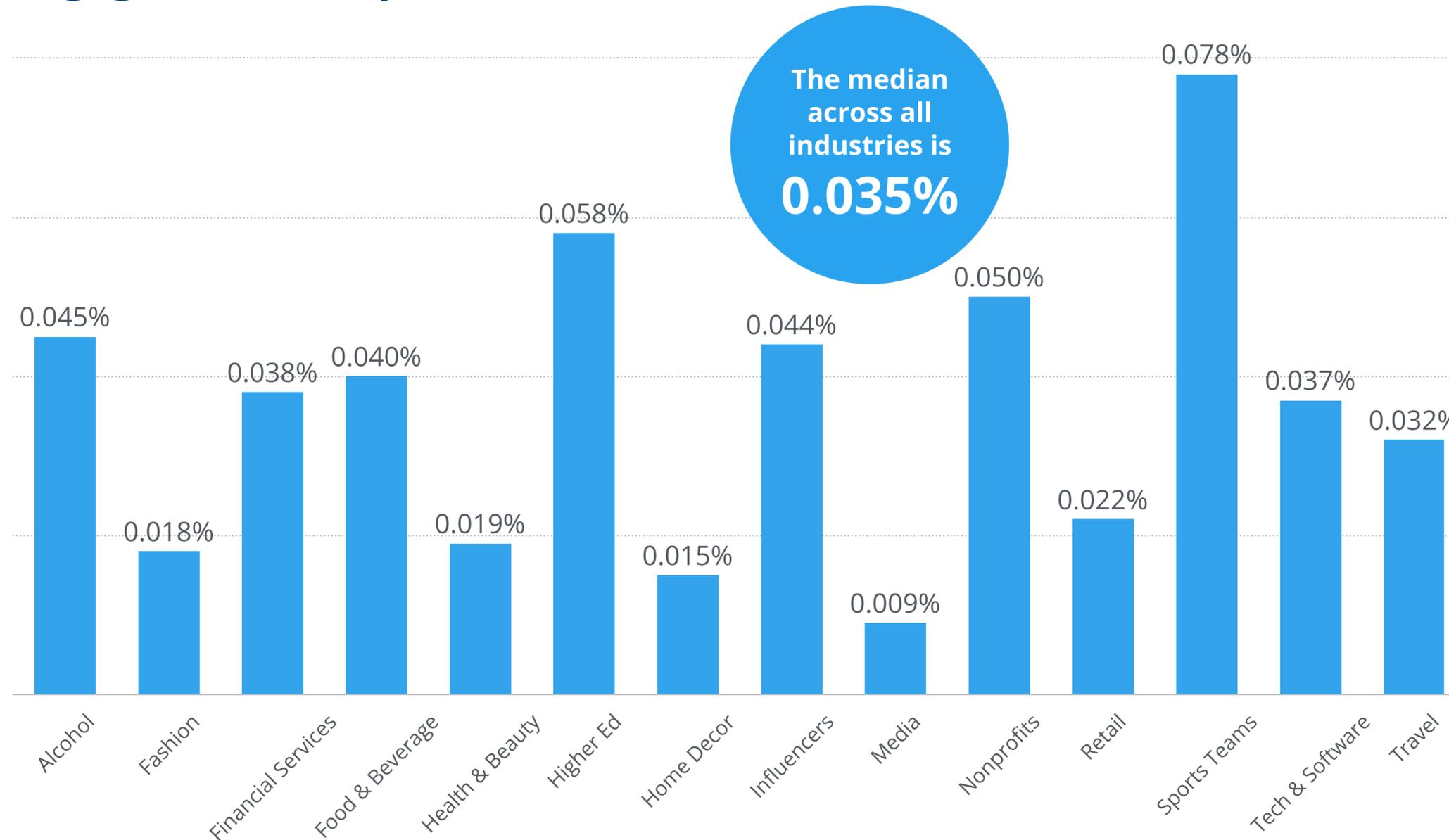
RIVAL IQ INSIGHT

Higher Ed was the clear engagement winner on Instagram despite below-median posting frequency, suggesting more isn't always better on Instagram (though second-place Sports Teams might beg to differ).

Twitter engagement



Engagement rate per tweet (by follower)



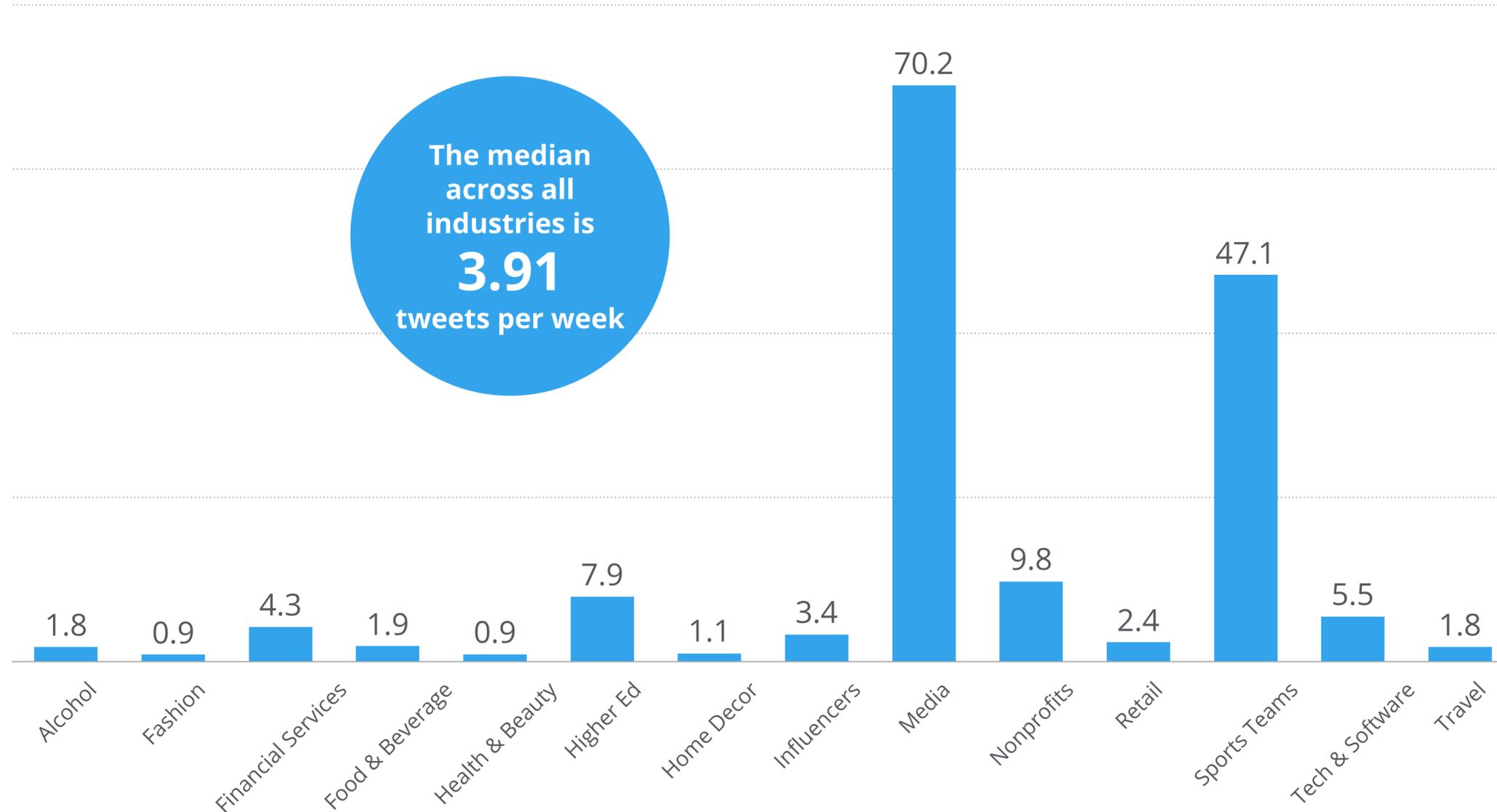
RIVAL IQ INSIGHT

Engagement rates were almost flat on Twitter, reminding us that sometimes no news is good news.

Twitter activity



Tweets per week



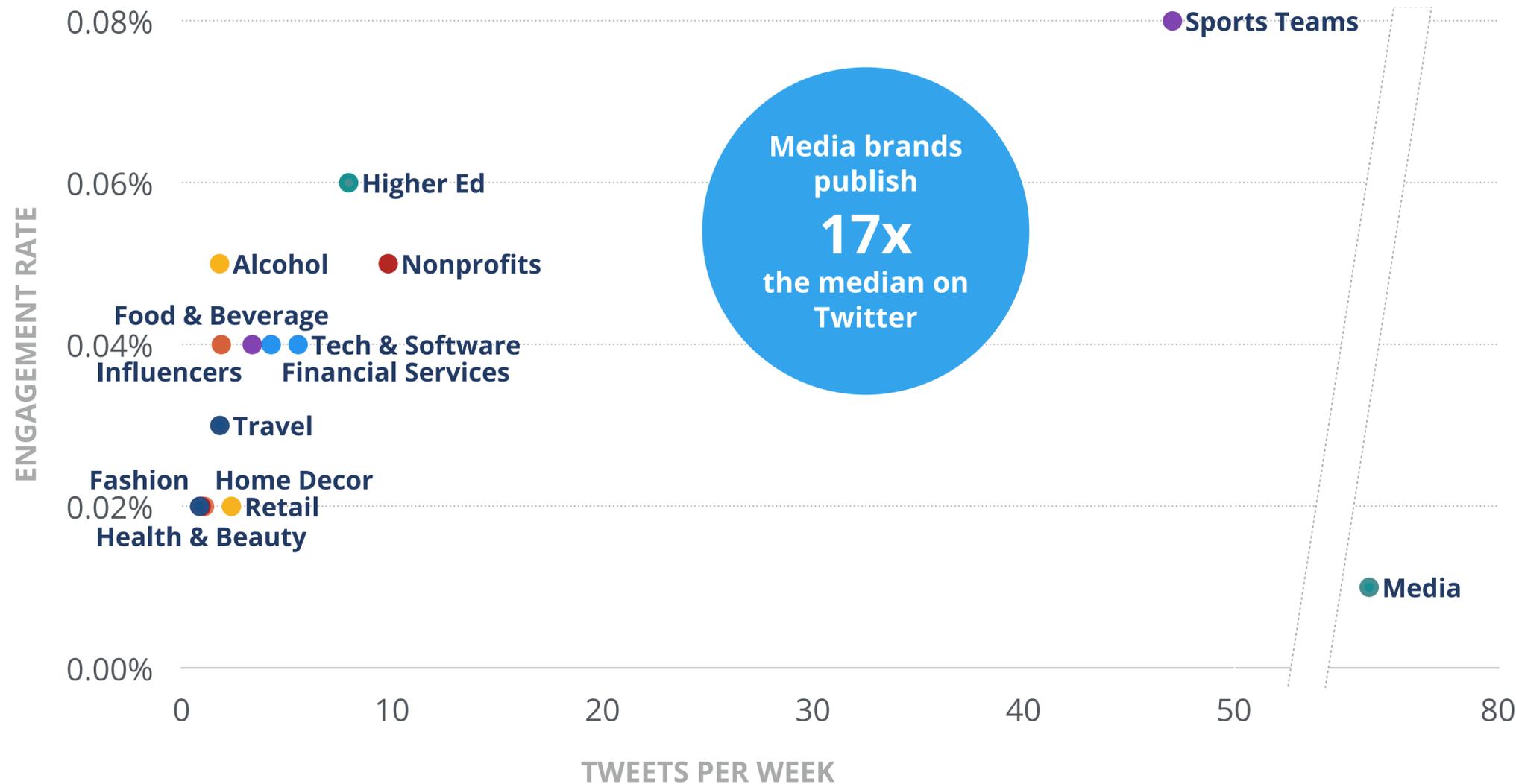
RIVAL IQ INSIGHT

Tweeting frequency decreased by about 20% this year across all industries, which isn't too surprising given all the Twitter turmoil.

Twitter tweets vs. engagement



Tweets per week vs. engagement rate per tweet (by follower)



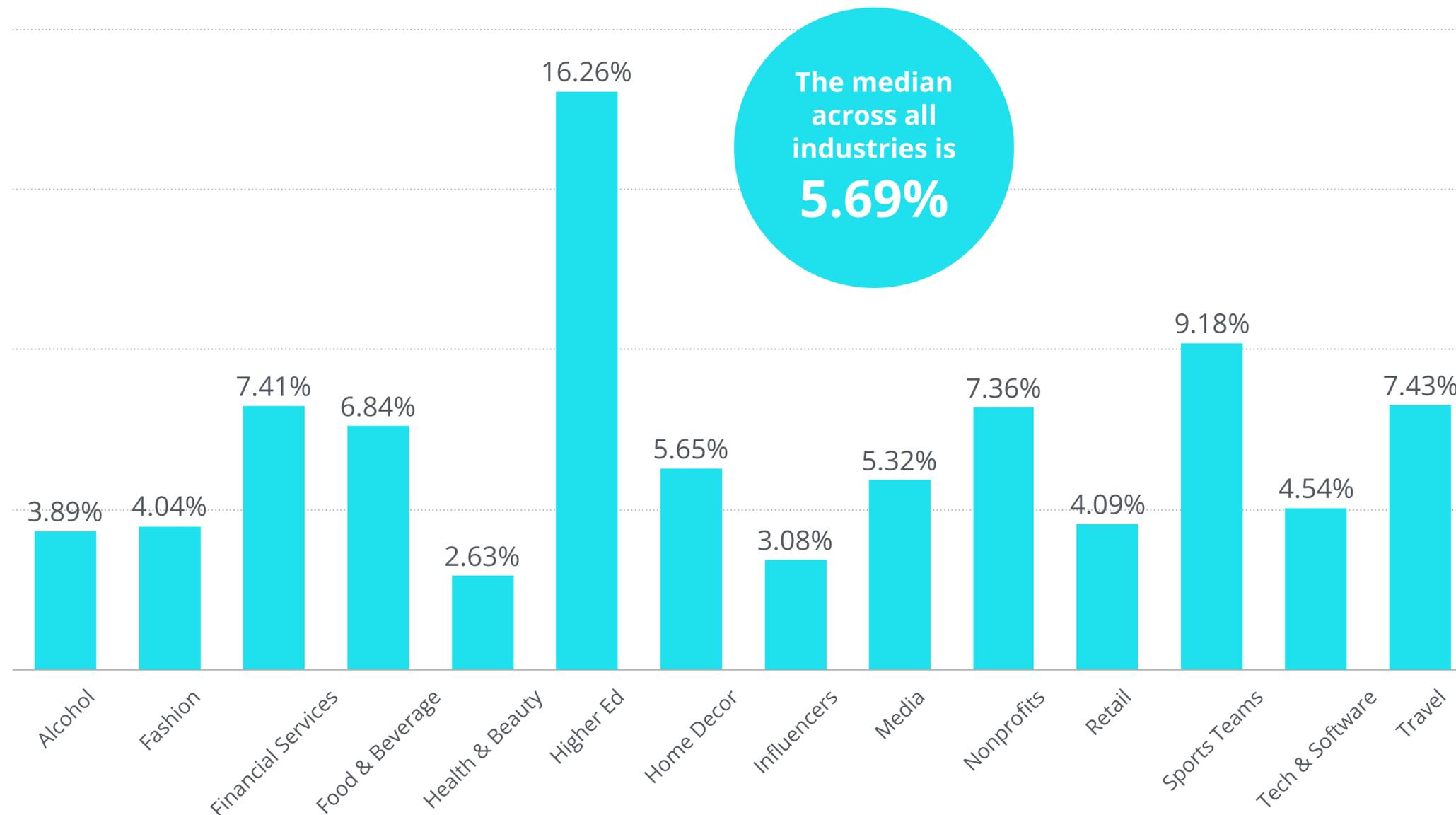
RIVAL IQ INSIGHT

Frequent tweeters Higher Ed and Sports Teams came out ahead on Twitter this year, but last-place Media showed other industries that higher tweet frequency isn't always better.

TikTok engagement



Engagement rate per video (by follower)



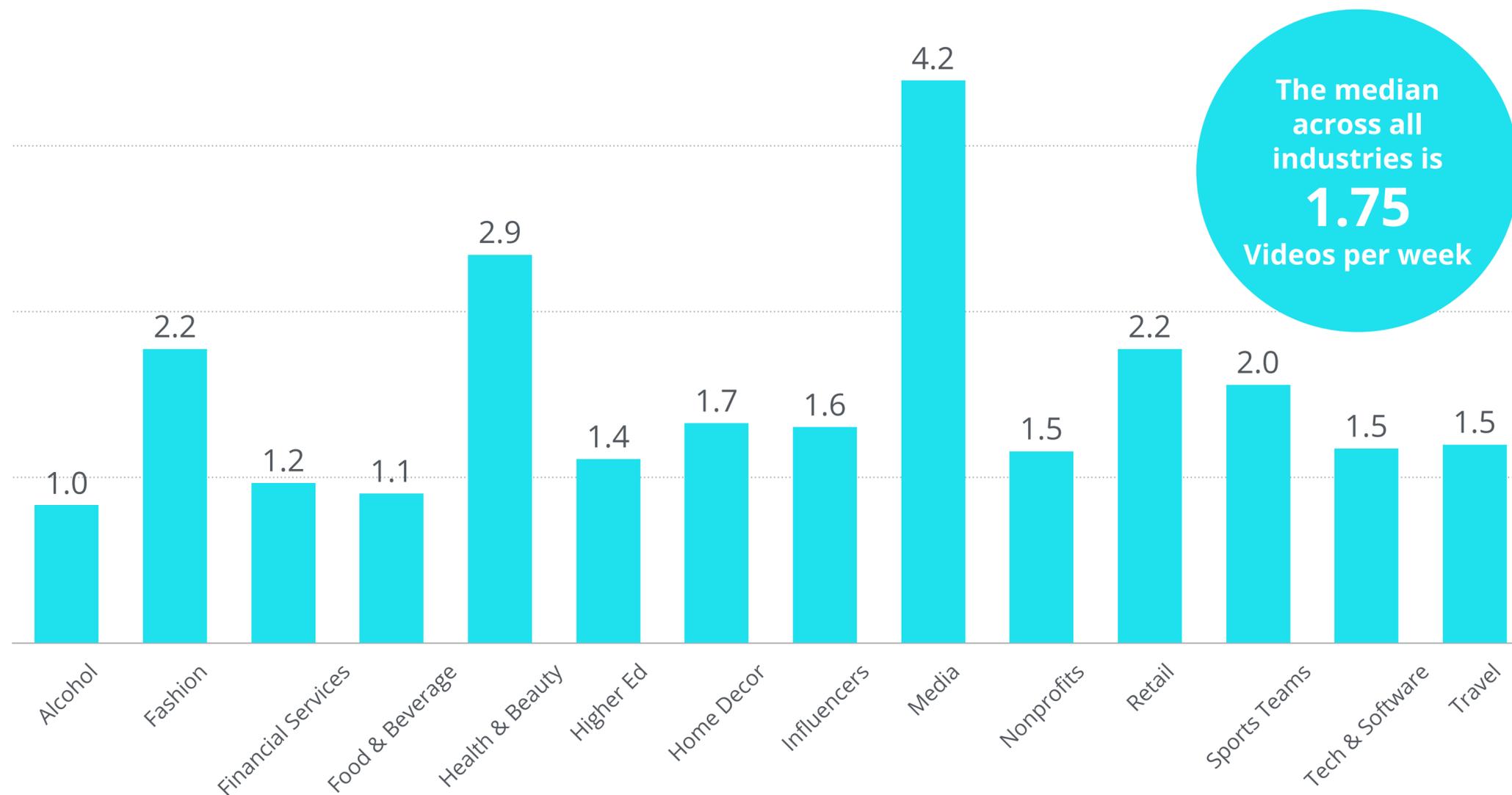
RIVAL IQ INSIGHT

Higher Ed, Sports Teams, and Financial Services led the pack on TikTok engagement this year.

TikTok activity



Videos per week



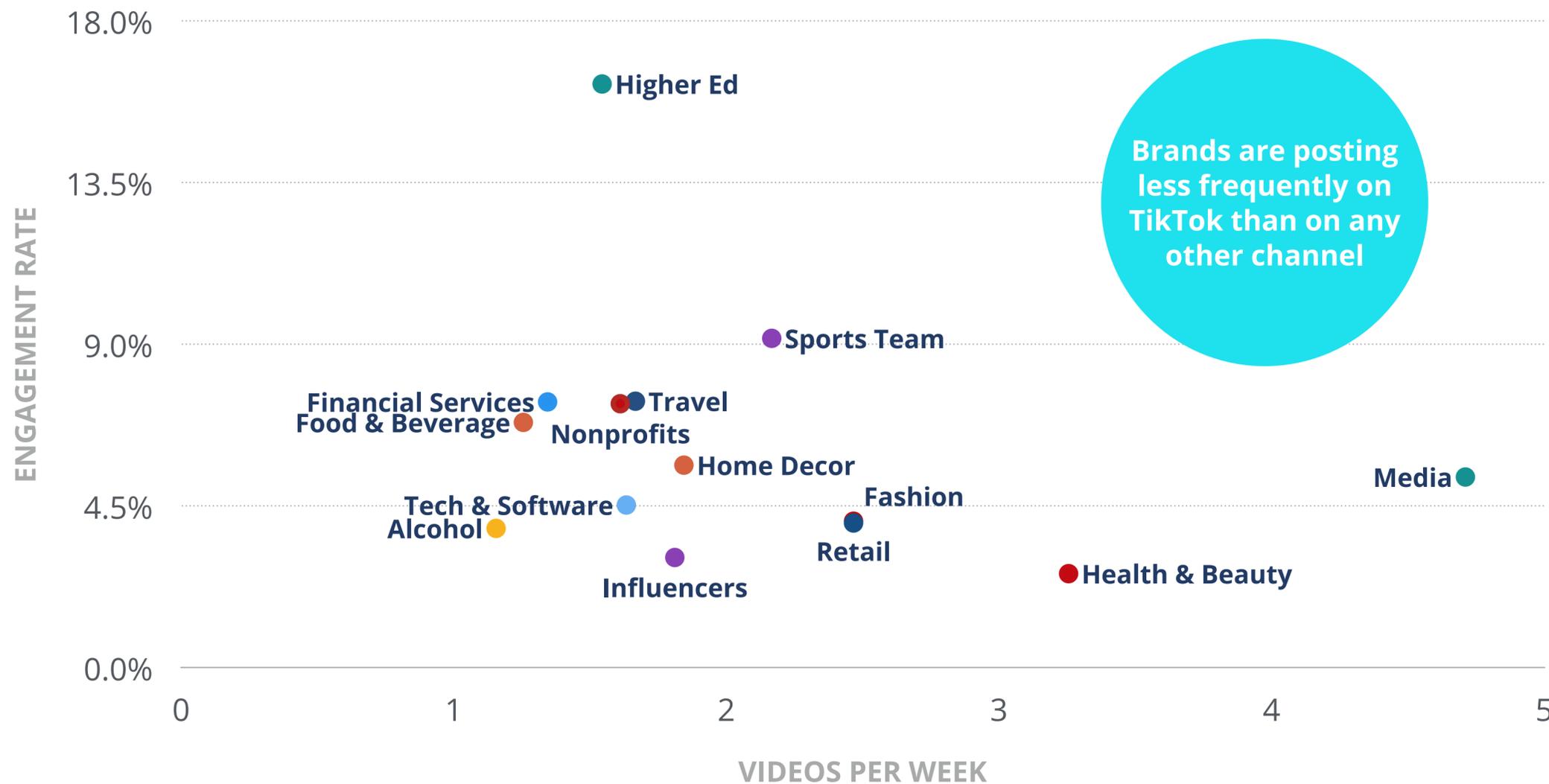
RIVAL IQ INSIGHT

Media and Health & Beauty brands posted the most on TikTok this year, while Alcohol and Food & Beverage brands brought up the rear.

TikTok videos vs. engagement



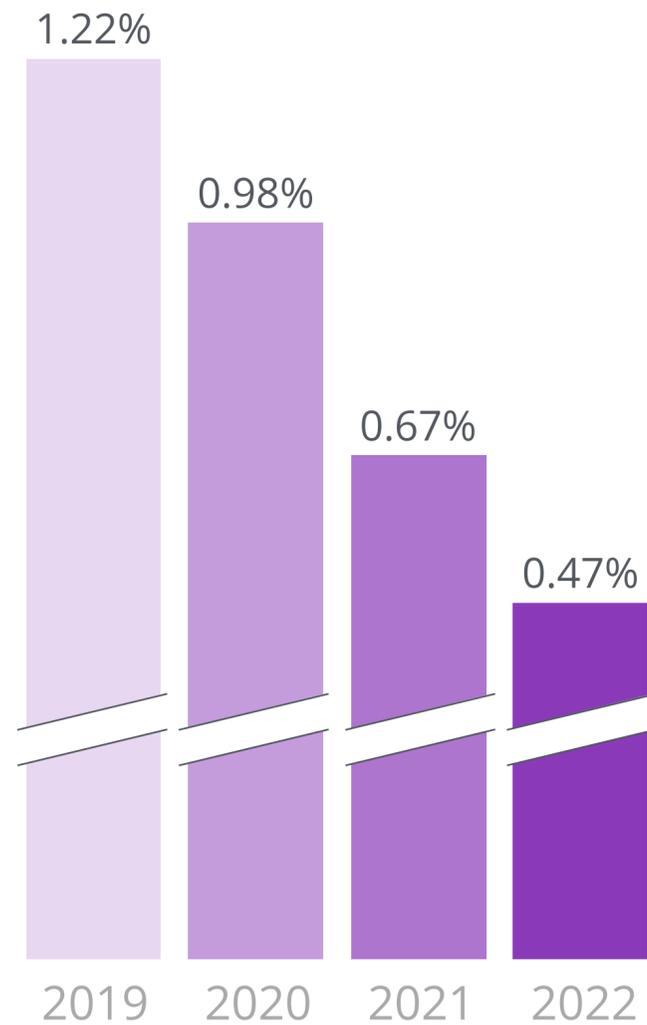
Posts per week vs. engagement rate per post (by follower)



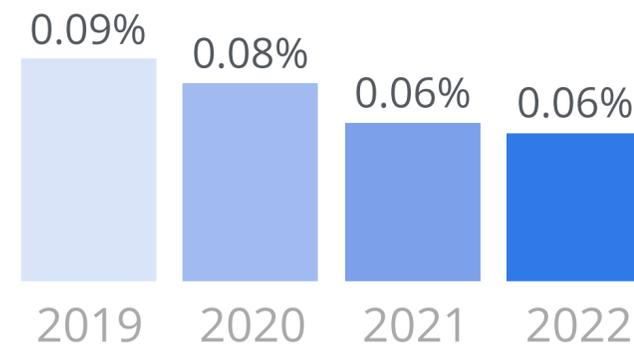
RIVAL IQ INSIGHT

Higher Ed sees epic engagement rates on TikTok but is one of the least frequent posters, while Media brands' lagging engagement rates prove once again that more posting isn't necessarily better.

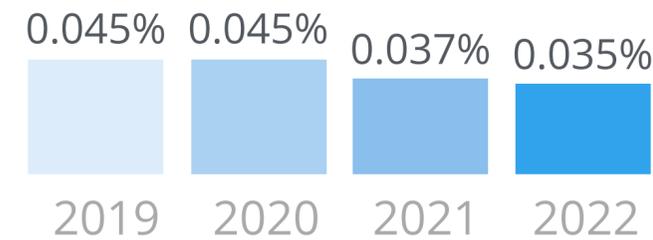
Engagement Rate Benchmarks Over Time



 **INSTAGRAM**
Axis not to scale



 **FACEBOOK**



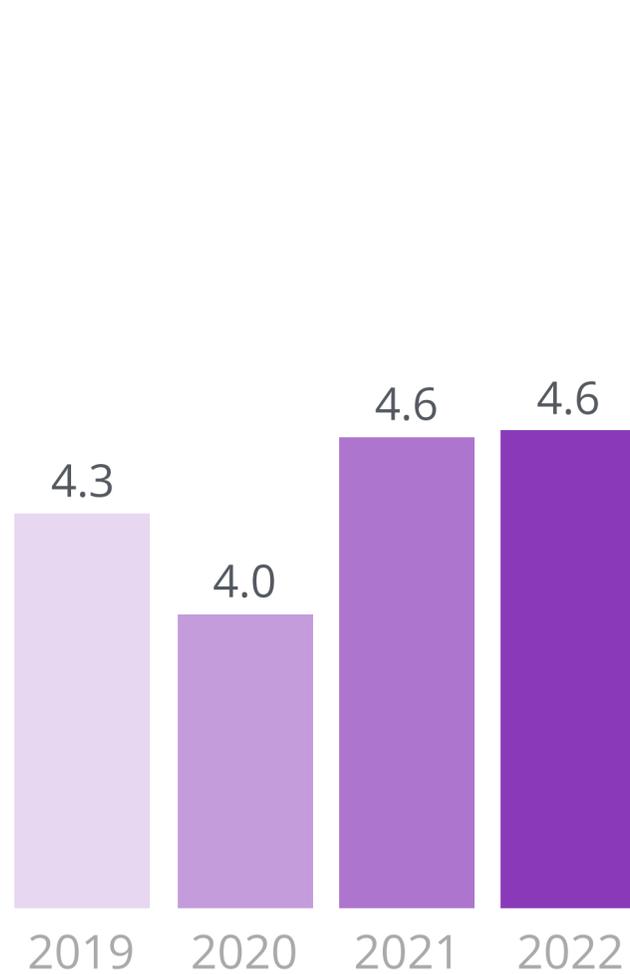
 **TWITTER**

RIVAL IQ INSIGHT

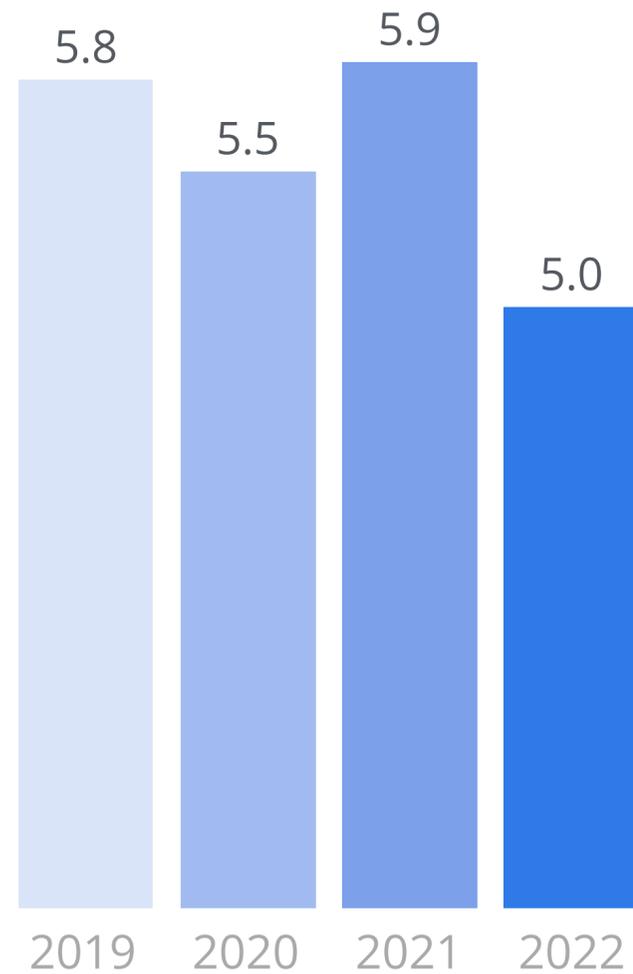
Engagement rates were fairly flat on Facebook and Twitter, but Instagram engagement rates took a 30% dip this year.

Since this is our first year publishing benchmarks for TikTok, we can't draw any YoY conclusions there just yet.

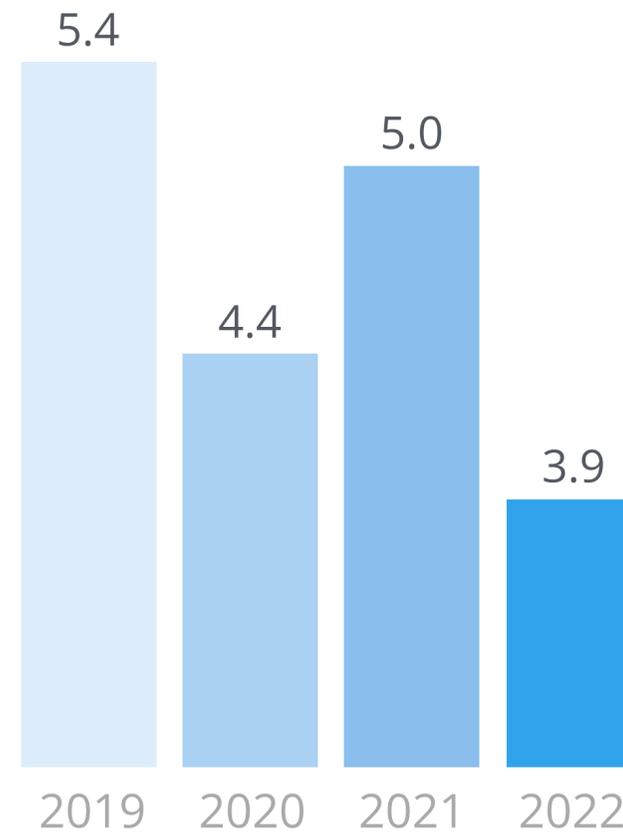
Weekly Posting Over Time



 **INSTAGRAM**



 **FACEBOOK**



 **TWITTER**

RIVAL IQ INSIGHT

Instagram post frequency was flat this year, while brands decreased their investment in creating content on both Facebook and Twitter.



INDUSTRY SNAPSHOT
Alcohol

ALCOHOL

Overview

Cheers to Alcohol brands on Facebook and Twitter

Alcohol brands were just one step away from the podium on Facebook and Twitter. These brands earned median engagement rates on Instagram while struggling on TikTok.

A few ways Alcohol brands can keep up the pace:

- Try experimenting with posting frequency, since Alcohol brands consistently post less frequently than other industries.
- Holidays like Father's Day and Valentine's Day topped the hashtag charts this year for Alcohol brands.



FACEBOOK
POSTS PER WEEK

2.85

FACEBOOK
ENG RATE / POST

0.09%



INSTAGRAM
POSTS PER WEEK

2.93

INSTAGRAM
ENG RATE / POST

0.47%



TWEETS
PER WEEK

1.81

TWITTER
ENG RATE / TWEET

0.045%



VIDEOS
PER WEEK

1.04

TIKTOK
ENG RATE / VIDEO

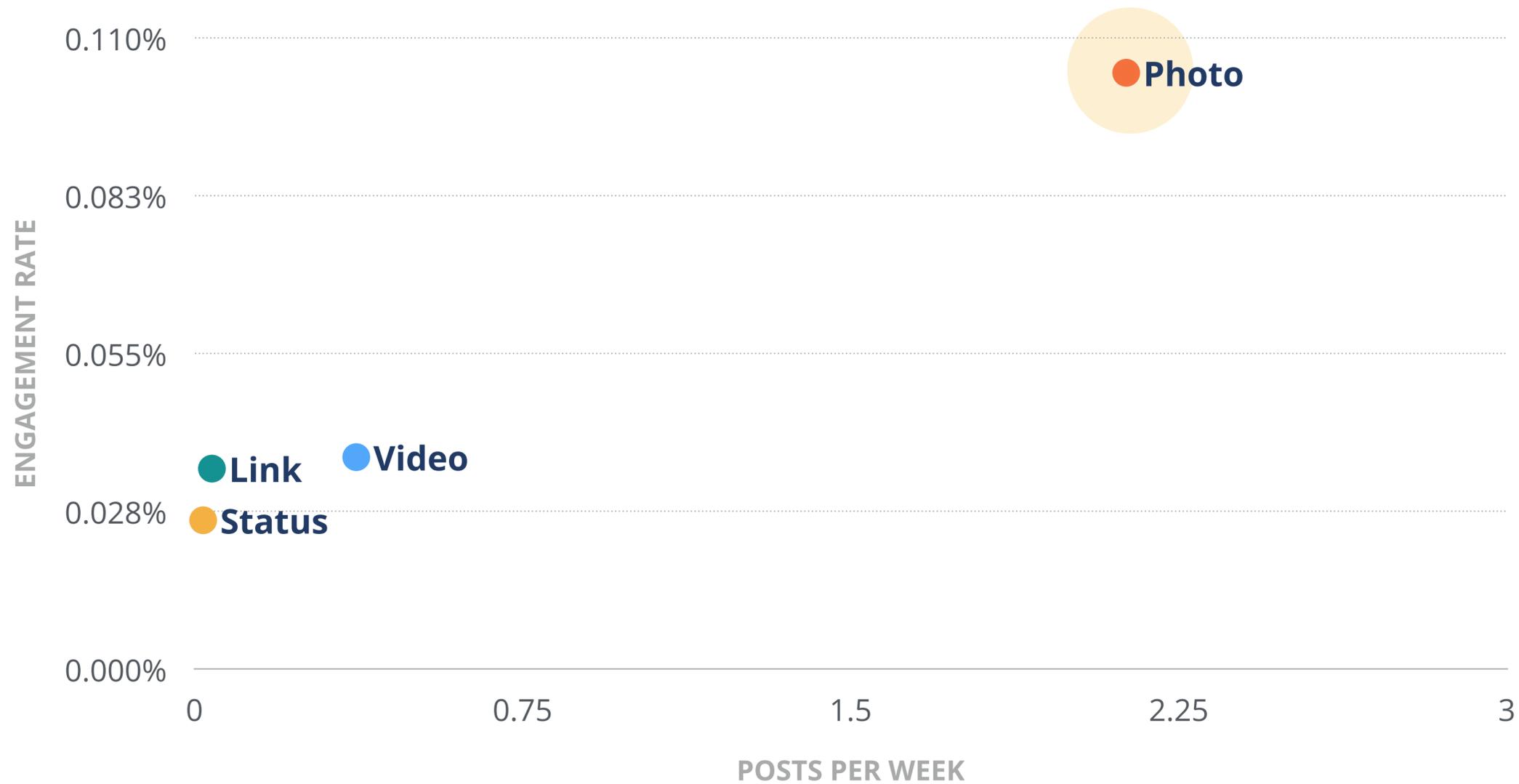
3.89%

SAMPLE BRANDS



ALCOHOL

f Facebook metrics by post type

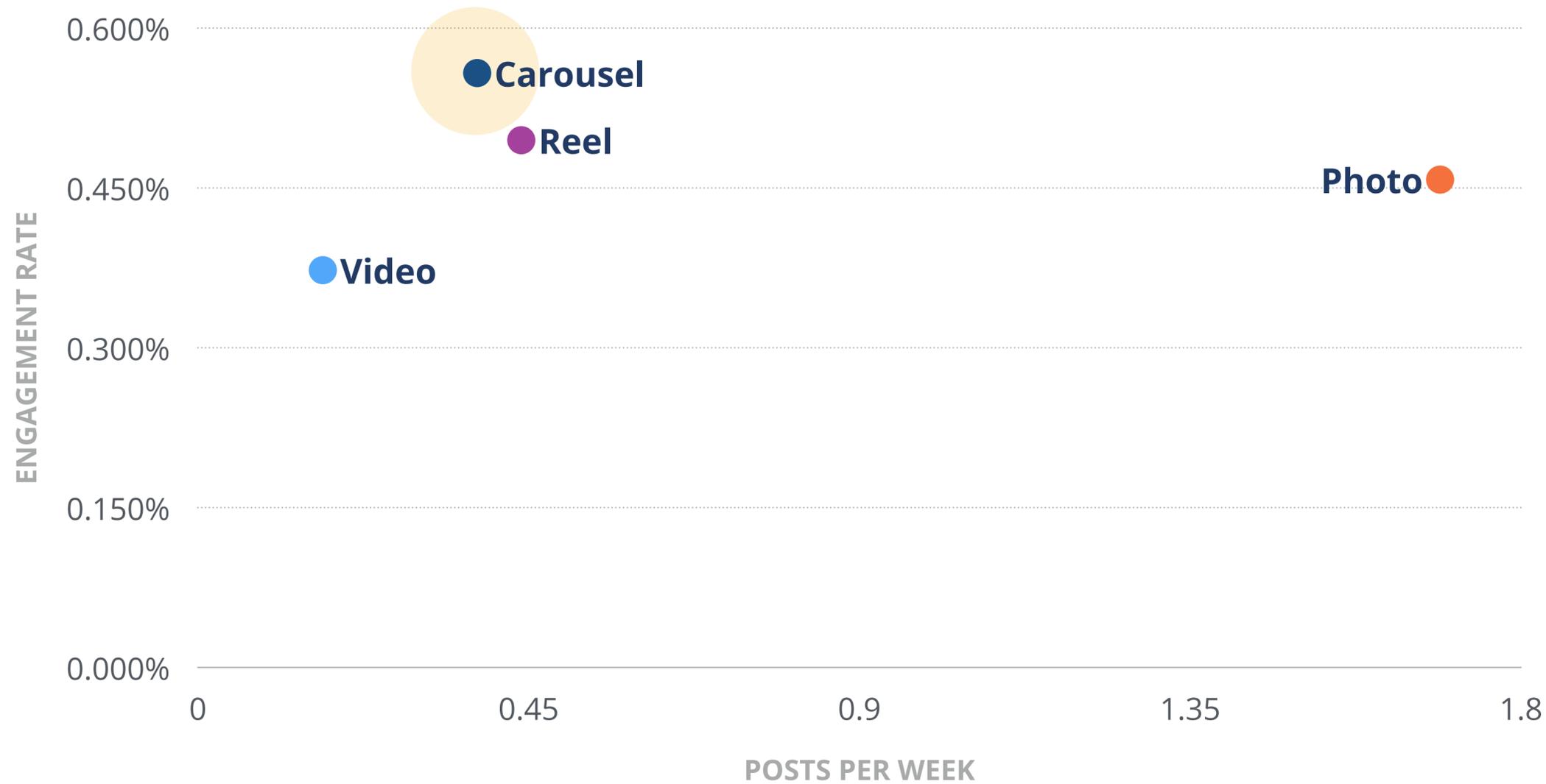


RIVAL IQ INSIGHT

Alcohol brands were much likelier to post a photo on Facebook than any other post type, which has paid off, since photo posts outperformed all other post types by a mile.

ALCOHOL

Instagram metrics by post type

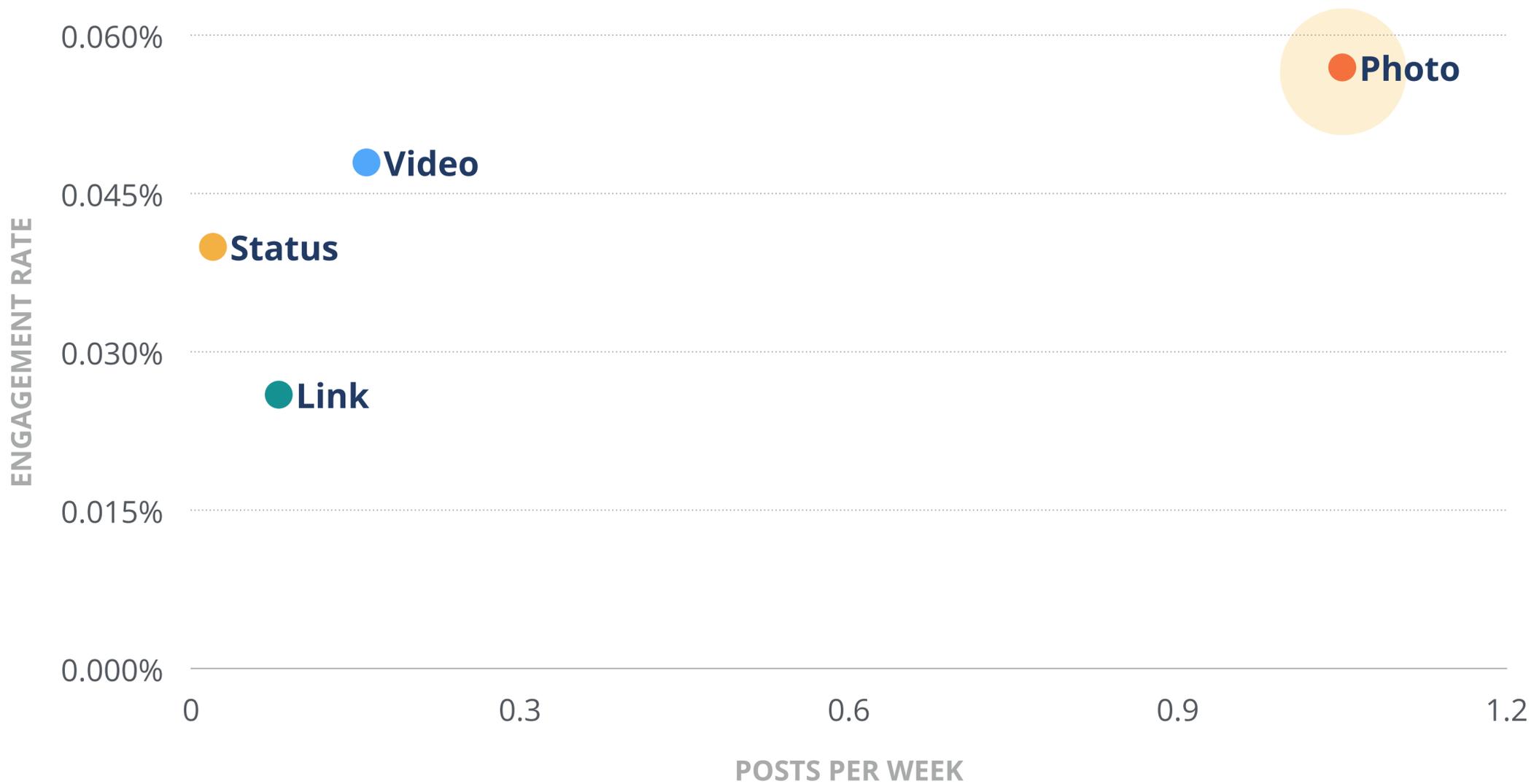


RIVAL IQ INSIGHT

Carousels grabbed the highest engagement rates for Alcohol brands, who were much likelier to post photos on Instagram. Consider combining a few of those single-photo posts into high-performing carousels.

ALCOHOL

Twitter metrics by tweet type



RIVAL IQ INSIGHT

Alcohol brands saw the most success with photo tweets this year, but still ran in the middle of the industry pack on Twitter.

ALCOHOL

Instagram hashtags by eng. rate



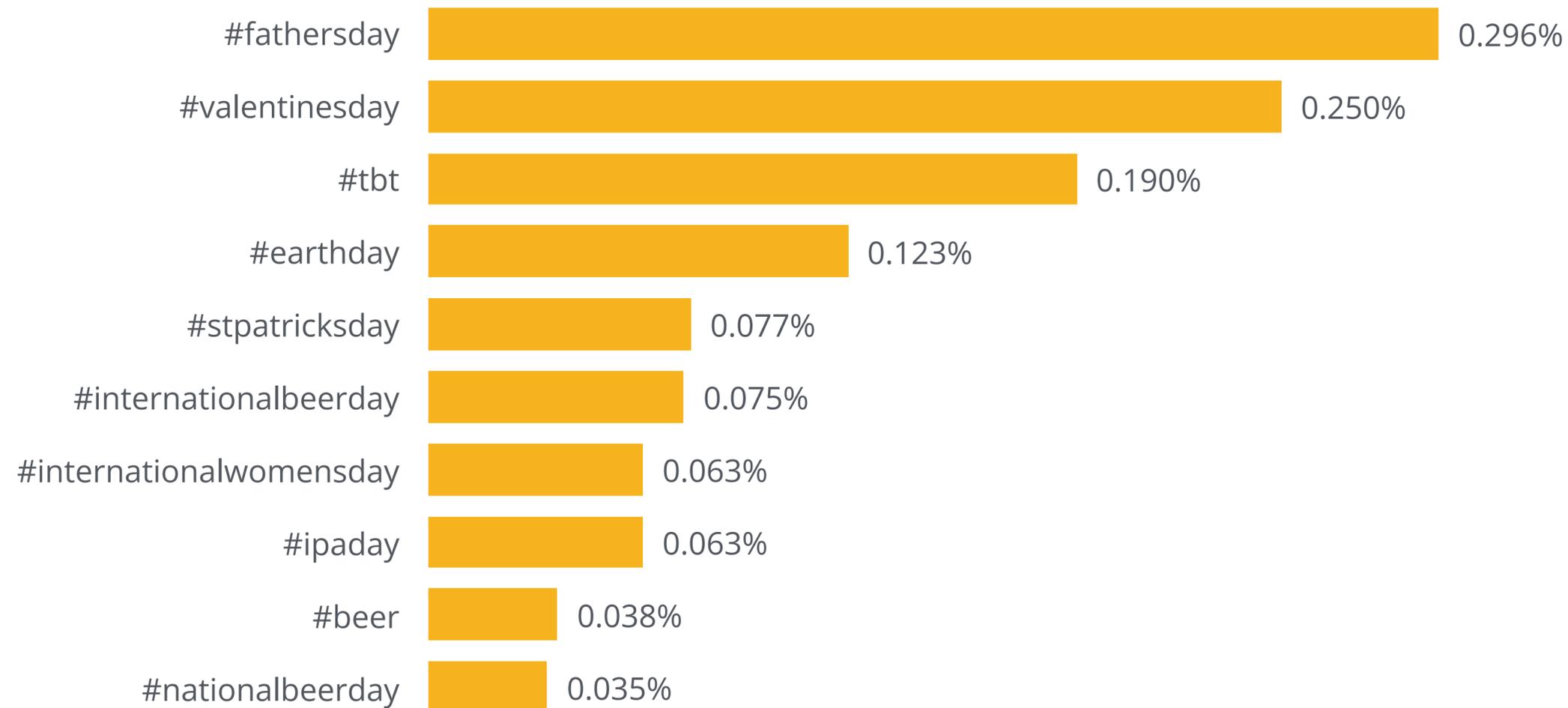
💡 RIVAL IQ INSIGHT

Alcohol brands rocked holiday hashtags like #BlackFriday and beer-themed hashtags like #Stout and #HazyIPA on Instagram this year.

* Hashtags used by more than 15 companies in this study

ALCOHOL

Twitter hashtags by eng. rate



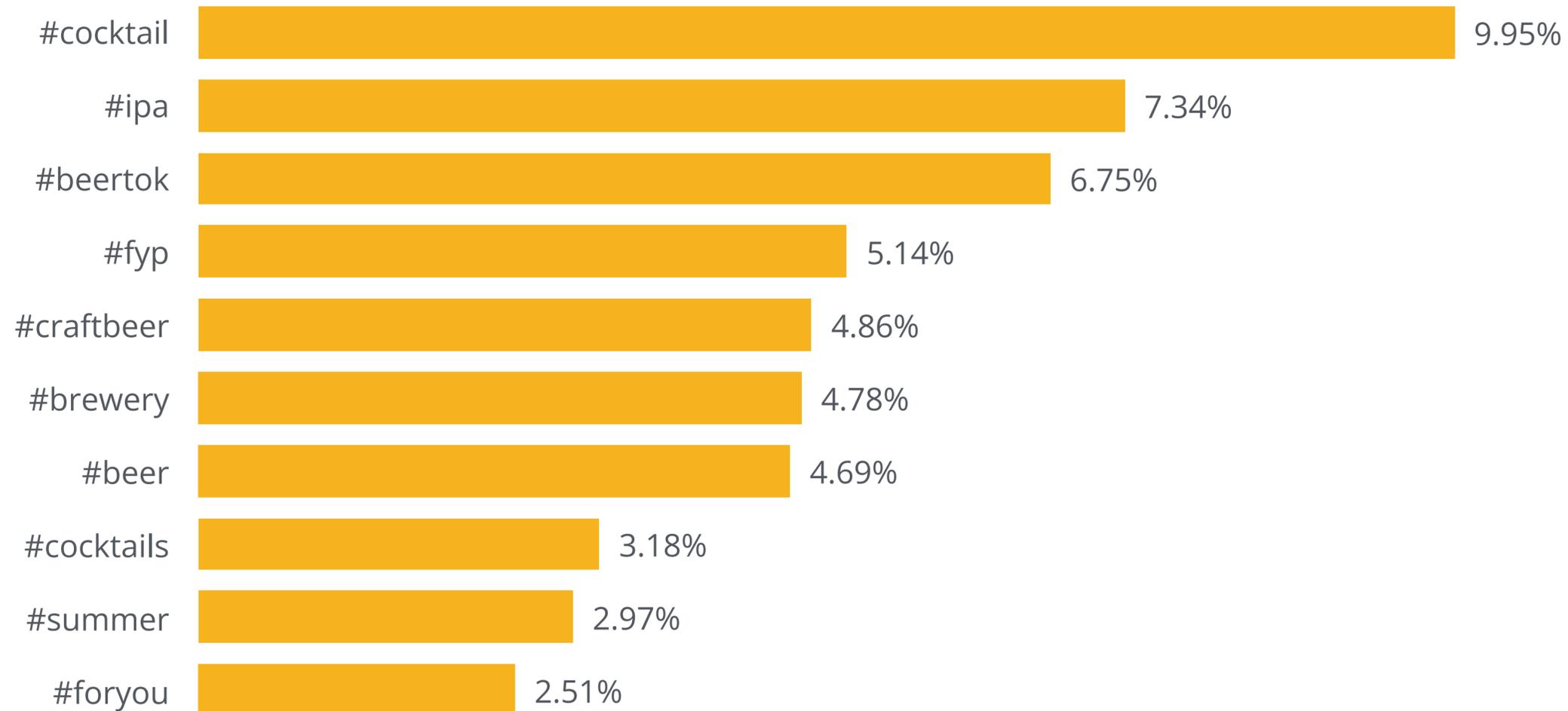
* Hashtags used by more than 11 companies in this study

RIVAL IQ INSIGHT

Alcohol followers were quick to smash the like button when tweets mentioned holidays like Father's Day and Valentine's Day.

ALCOHOL

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 12 companies in this study

💡 RIVAL IQ INSIGHT

It's no surprise that beer-related hashtags and the ever-present #FYP hashtag were top performers for Alcohol brands on TikTok this year.



RivalIQ
by NetBase Quid®

INDUSTRY SNAPSHOT
Fashion

FASHION

Overview

Fashion Struggling Across All Channels

Fashion brands were at or near the bottom of the pack on Facebook, Instagram, and Twitter, but earned near-median engagement rates on TikTok.

Some suggestions for Fashion brands:

- Invest more in TikTok, which is paying more engagement dividends than other channels right now.
- Try pulling back on post frequency on Facebook and Instagram with an eye towards higher quality content.



FACEBOOK
POSTS PER WEEK

4.98

FACEBOOK
ENG RATE / POST

0.023%



INSTAGRAM
POSTS PER WEEK

6.43

INSTAGRAM
ENG RATE / POST

0.245%



TWEETS
PER WEEK

0.86

TWITTER
ENG RATE / TWEET

0.018%



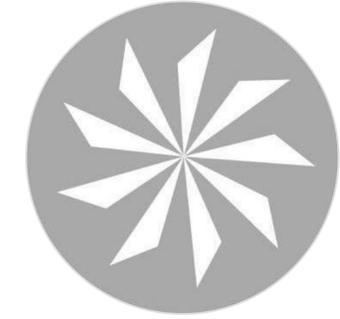
VIDEOS
PER WEEK

2.22

TIKTOK
ENG RATE / VIDEO

4.04%

SAMPLE BRANDS

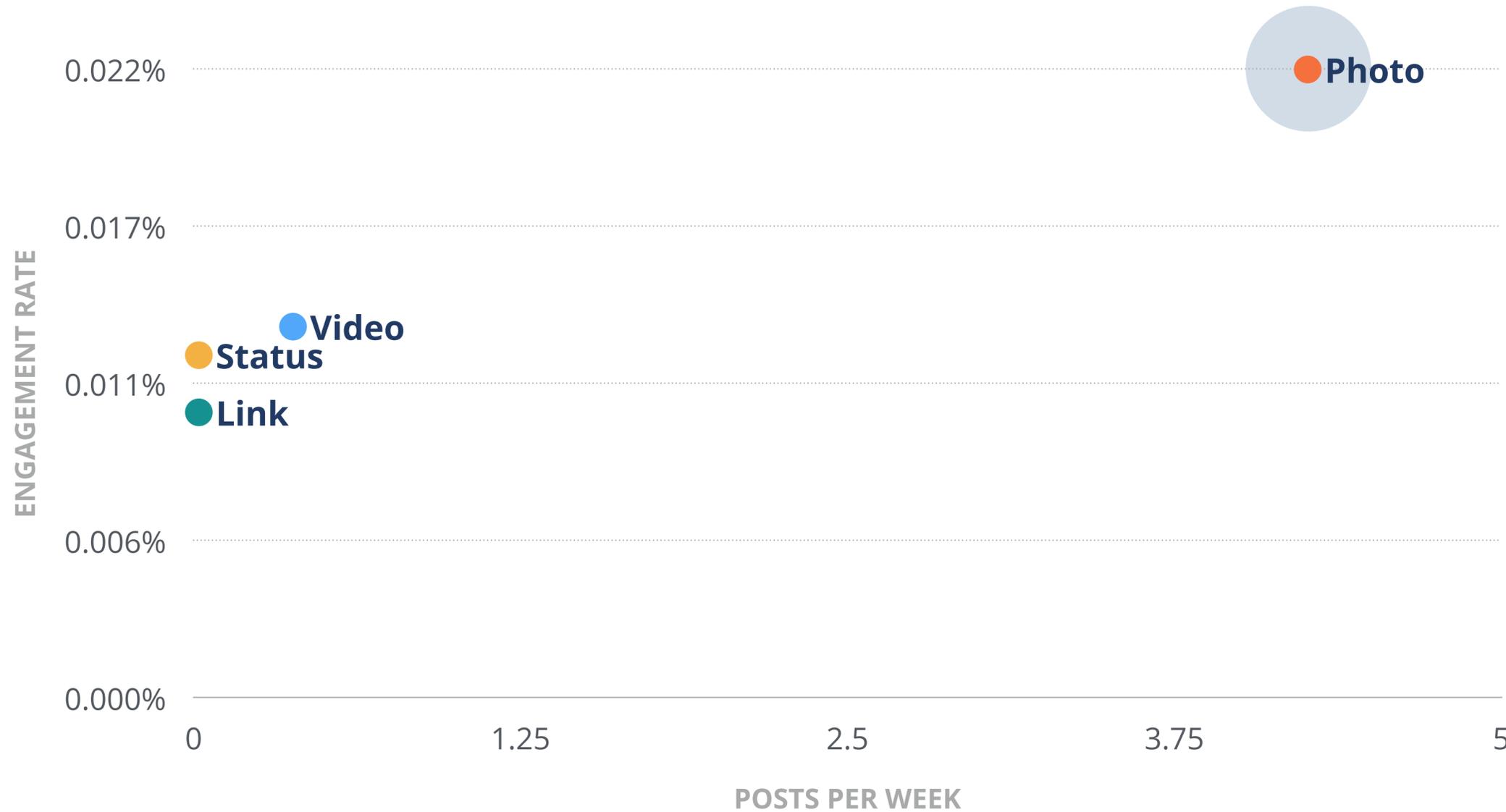


[SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►](#)

RivalIQ
by NetBase Quid®

FASHION

f Facebook metrics by post type

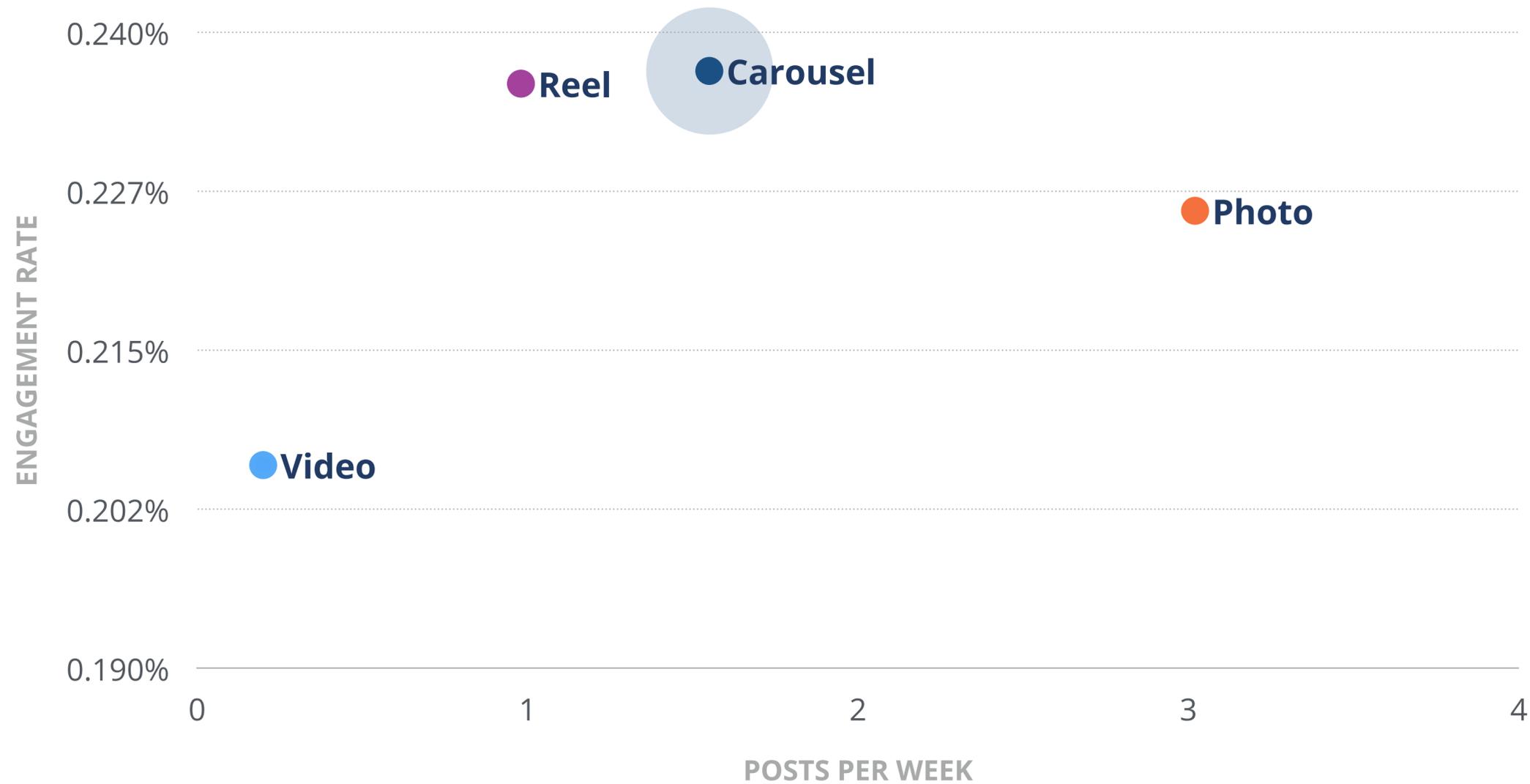


RIVAL IQ INSIGHT

Photos were twice as engaging as other post types for Fashion brands on Facebook.

FASHION

Instagram metrics by post type

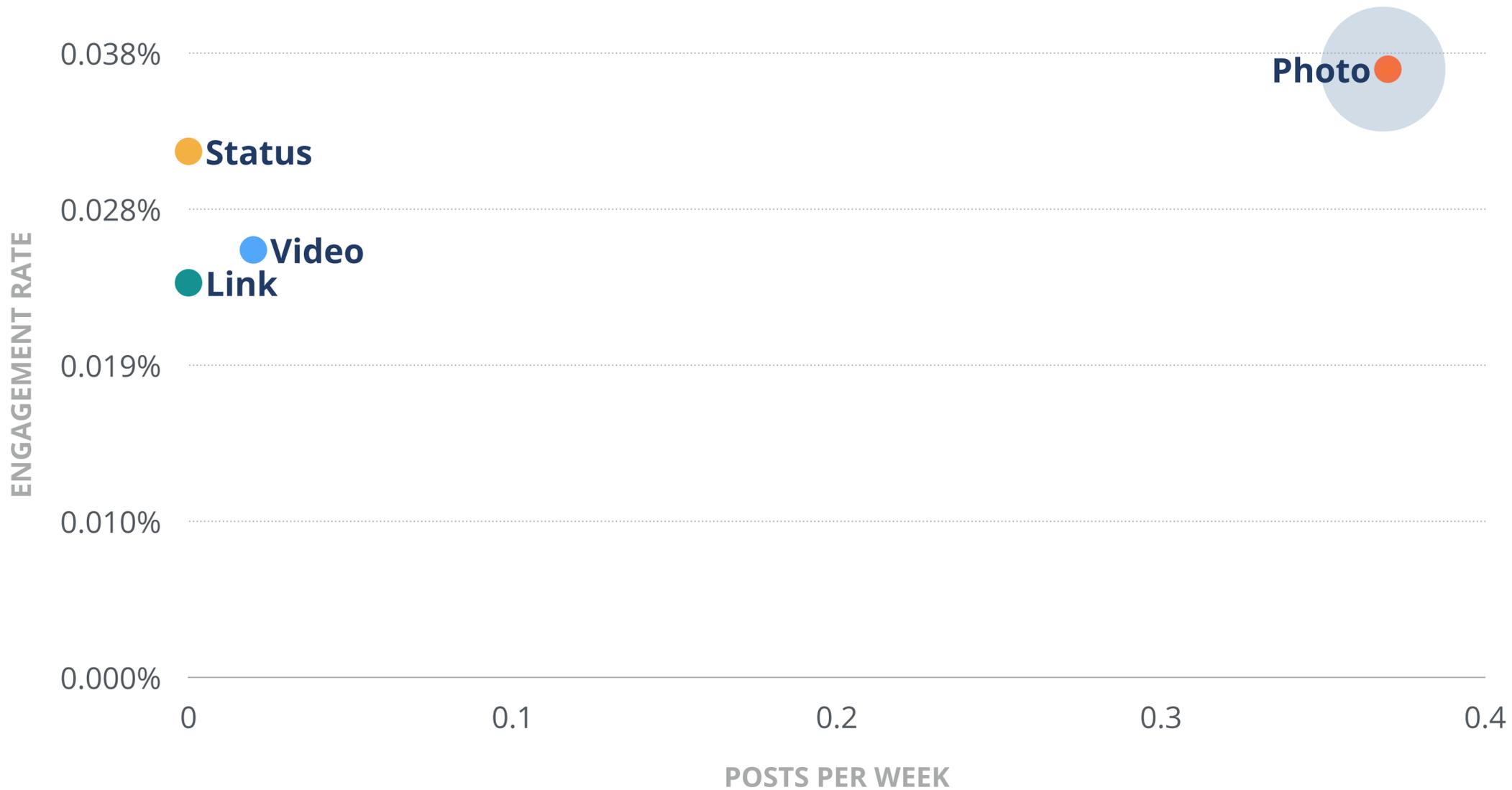


RIVAL IQ INSIGHT

As for many other industries, Reels and carousels topped the engagement charts for Fashion brands this year.

FASHION

Twitter metrics by tweet type

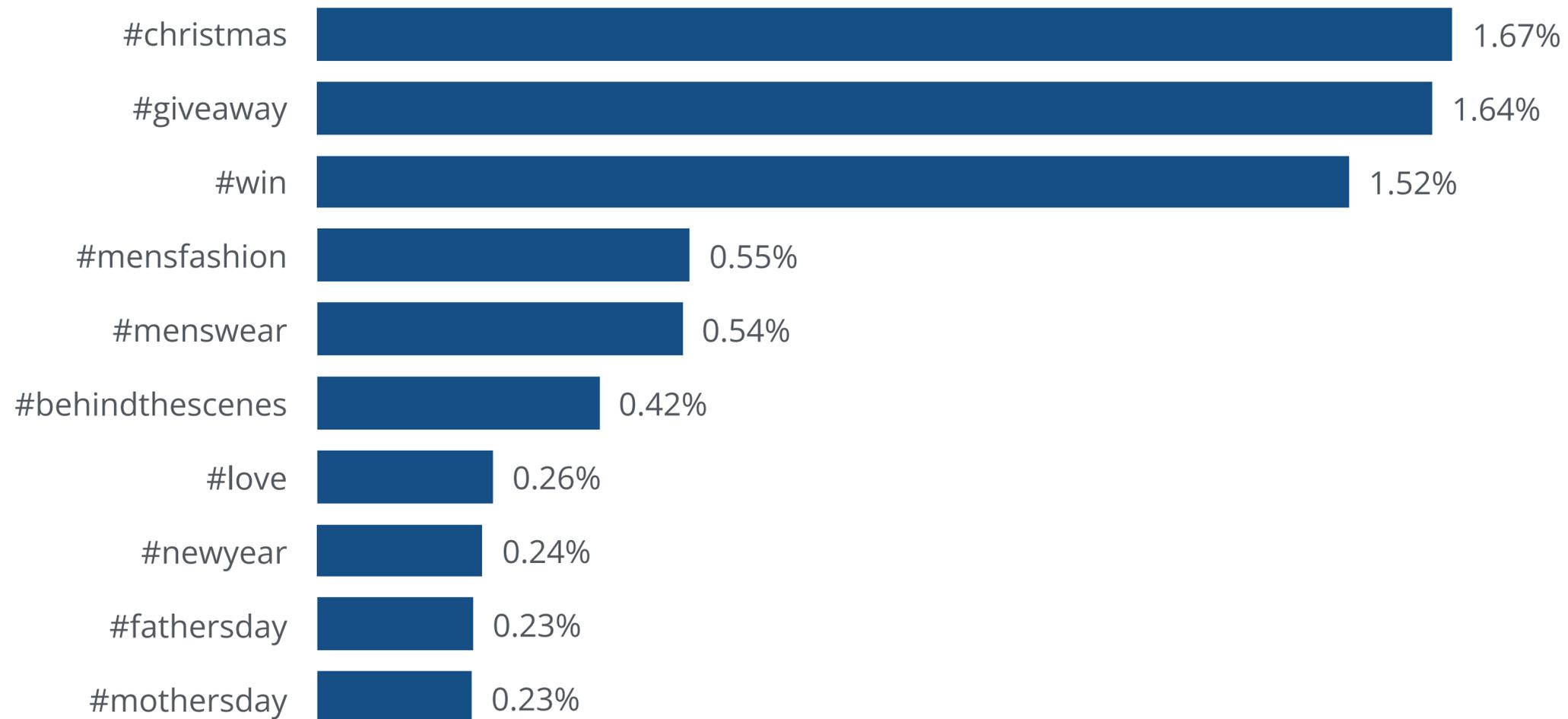


RIVAL IQ INSIGHT

Fashion brands were all about the photos this year on Twitter and barely put any energy into low-performing status and link tweets.

FASHION

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

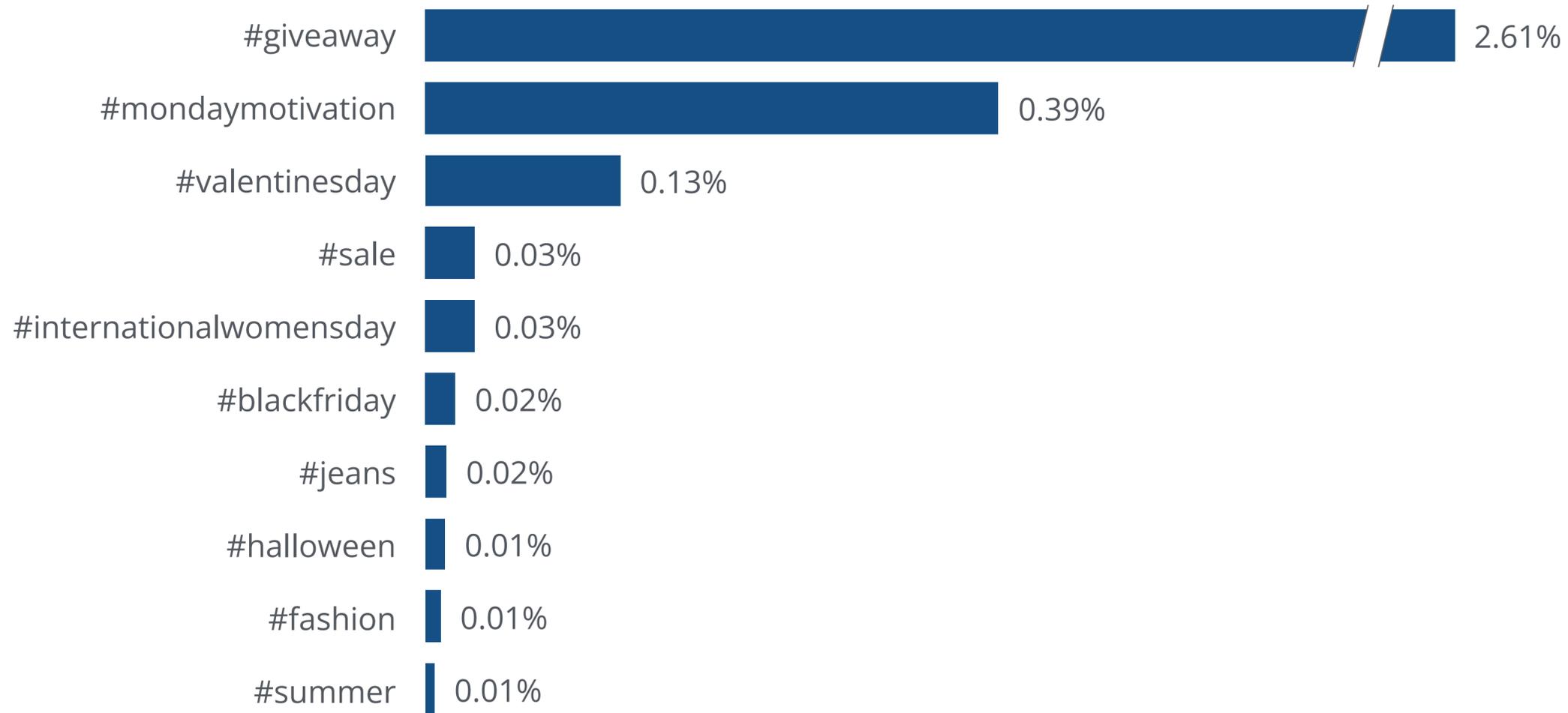
RIVAL IQ INSIGHT

Giveaway-themed hashtags performed 3x as well as the next highest hashtags for Fashion brands on Instagram.

Rival IQ
by NetBase Quid®

FASHION

Twitter hashtags by eng. rate



* Hashtags used by more than 7 companies in this study

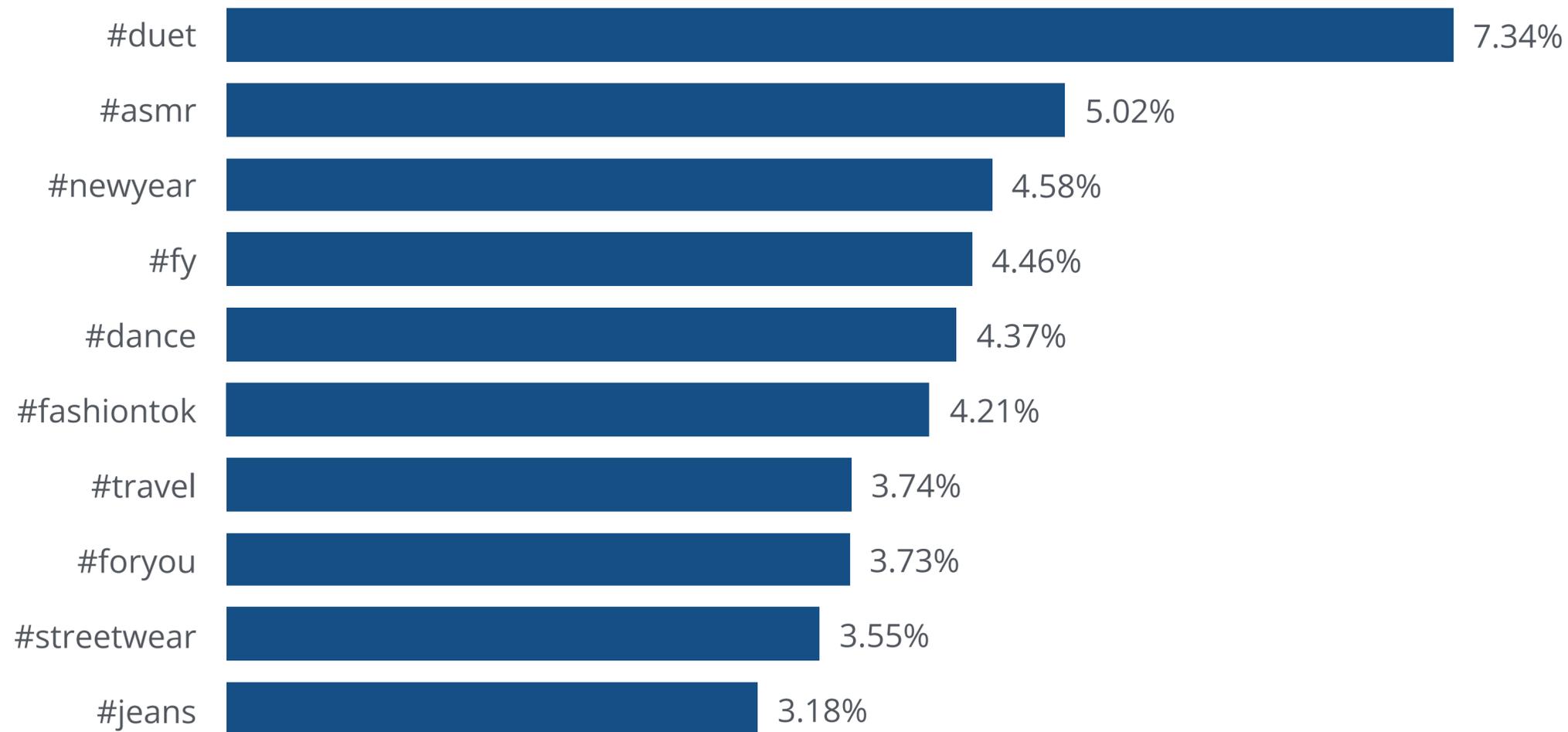
RIVAL IQ INSIGHT

Giveaway hashtags blew other hashtags out of the water for Fashion brands on Twitter this year.



FASHION

🎵 TikTok hashtags by eng. rate



RIVAL IQ INSIGHT

TikTok-specific hashtags like #duet and #foryou performed well for Fashion brands, while more standard hashtags like #travel and #dance also earned top engagement.

* Hashtags used by more than 15 companies in this study





RivalIQ
by NetBase Quid®

INDUSTRY SNAPSHOT

Financial Services

\$	35,973,586
\$	31,254,580
\$	3,599,566
\$	27,655,014



Overview



FinServ brands saw biggest bang for their buck on TikTok

Financial Services brands grabbed a fourth place finish on TikTok while earning below-median engagement rates on Facebook and Instagram and posting less frequently than other industries on these channels.

A few ideas for Financial Services brands:

- Try repackaging top-performing video content from TikTok for use on other channels.
- Educational hashtags like FinancialLiteracy and LearnOnTikTok were top performers, proving FinServ followers are down to learn.



FACEBOOK
POSTS PER WEEK

4.27

FACEBOOK
ENG RATE / POST

0.043%



INSTAGRAM
POSTS PER WEEK

3.15

INSTAGRAM
ENG RATE / POST

0.343%



TWEETS
PER WEEK

4.26

TWITTER
ENG RATE / TWEET

0.038%



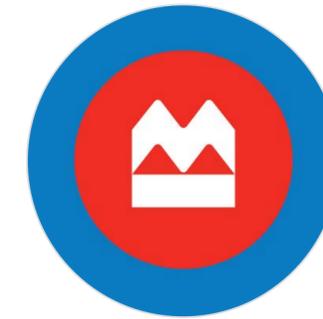
VIDEOS
PER WEEK

1.21

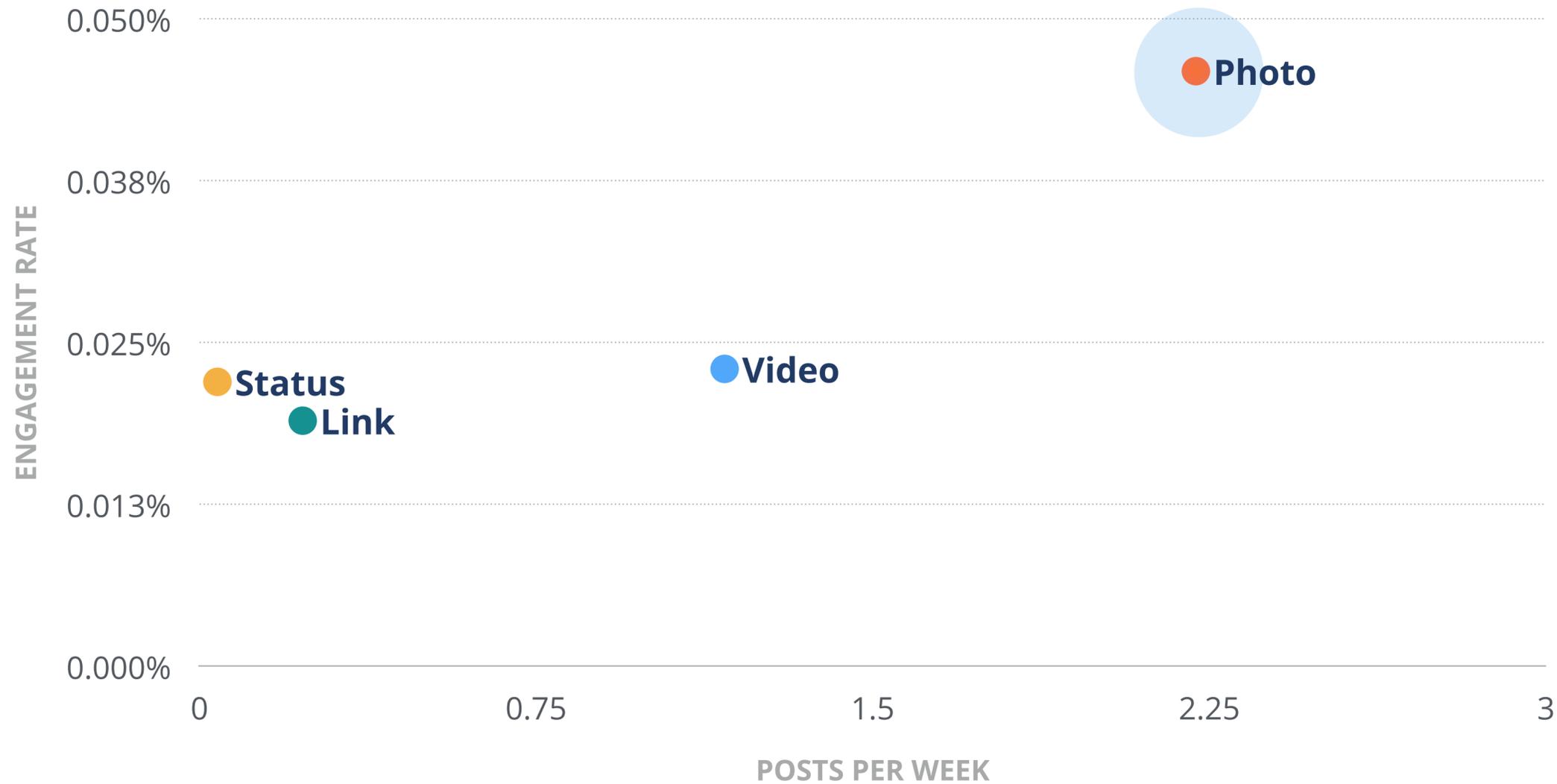
TIKTOK
ENG RATE / VIDEO

7.41%

SAMPLE BRANDS



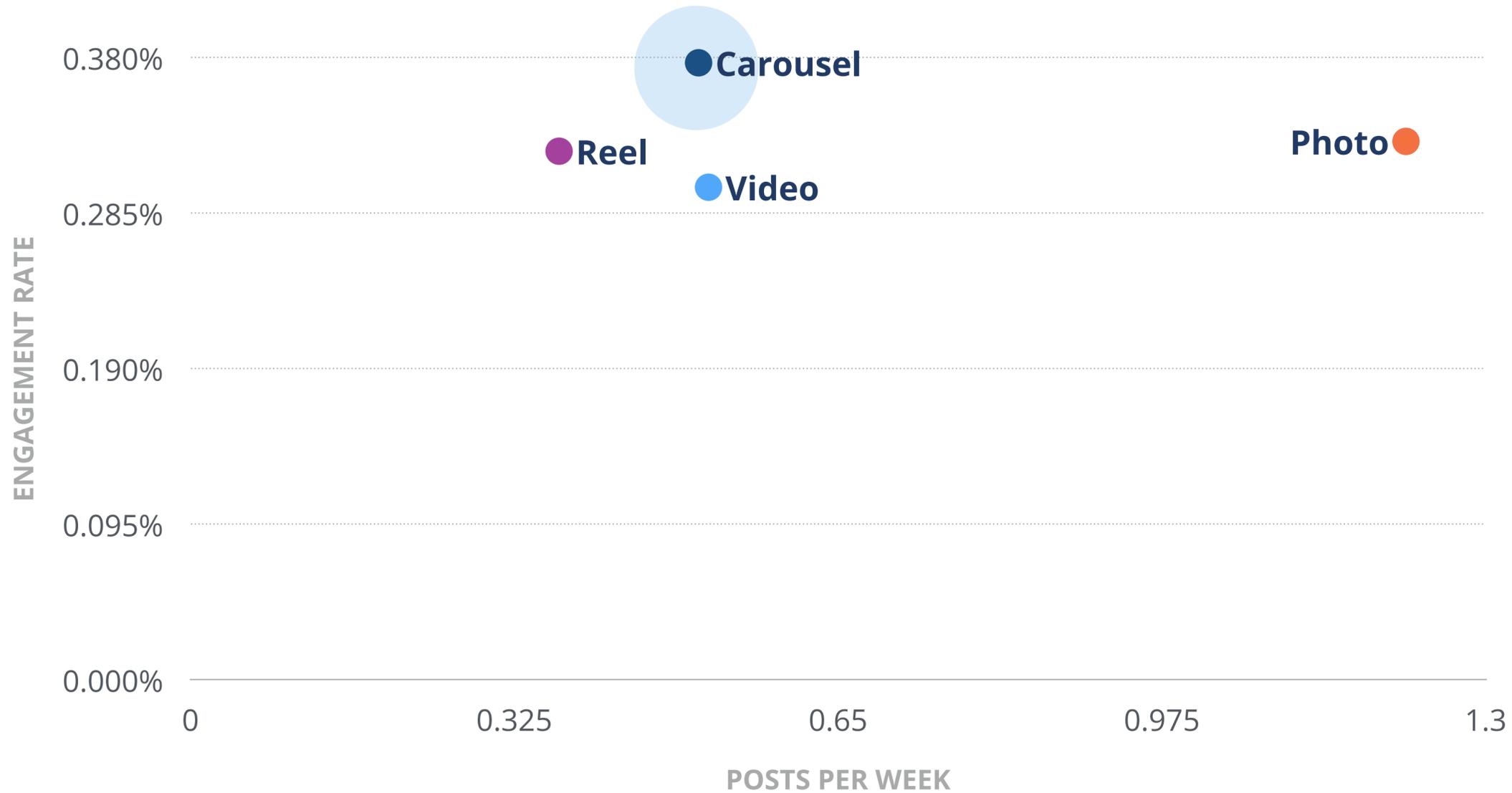
f Facebook metrics by post type



RIVAL IQ INSIGHT

Photo posts earn twice the engagement of Financial Services' next most engaging post type on Facebook, so it's a good thing these brands are leaning into the photos.

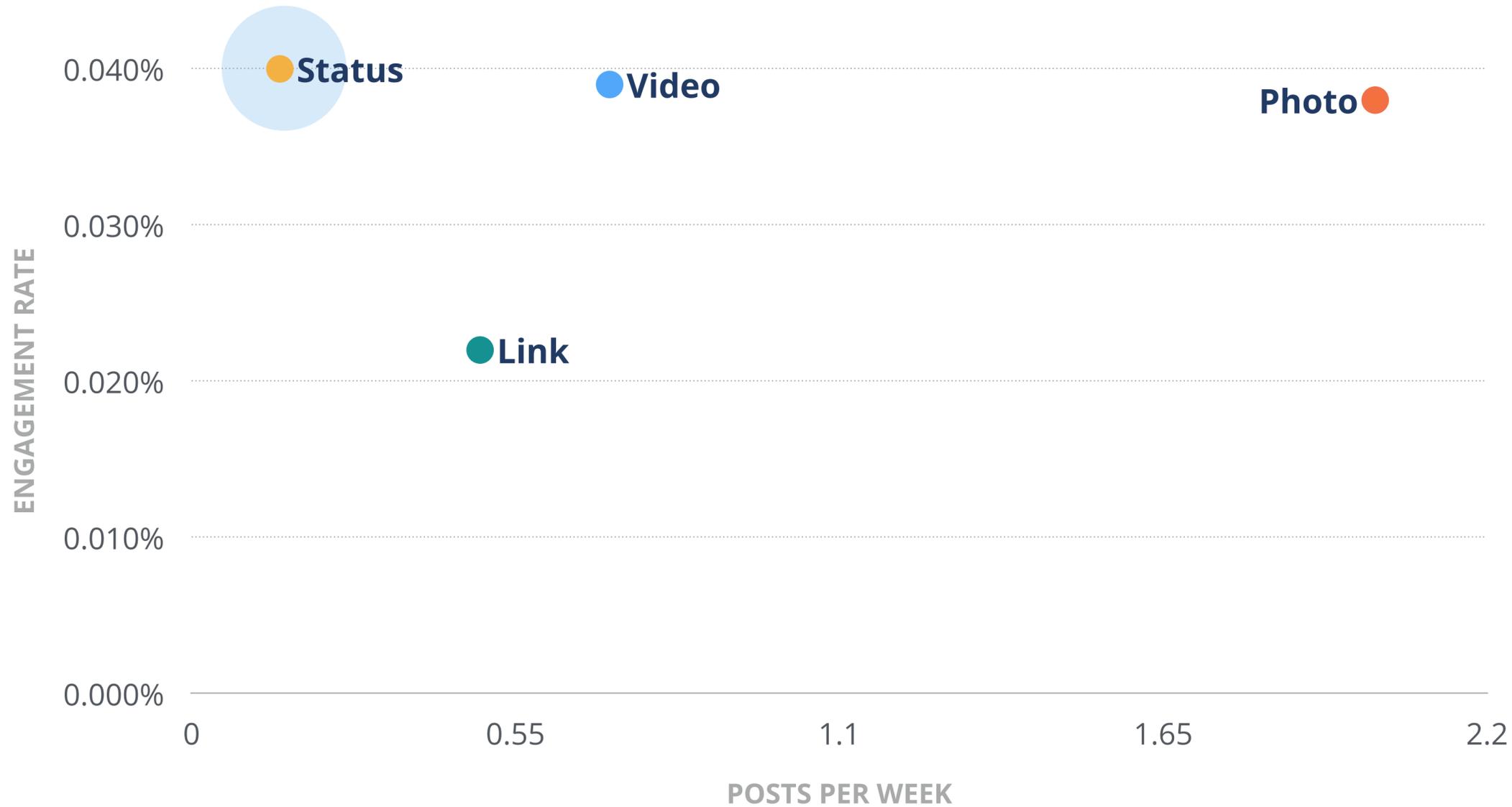
Instagram metrics by post type



RIVAL IQ INSIGHT

Carousel posts earned top engagement for Financial Services brands on Instagram this year, with videos and Reels surprisingly bringing up the rear.

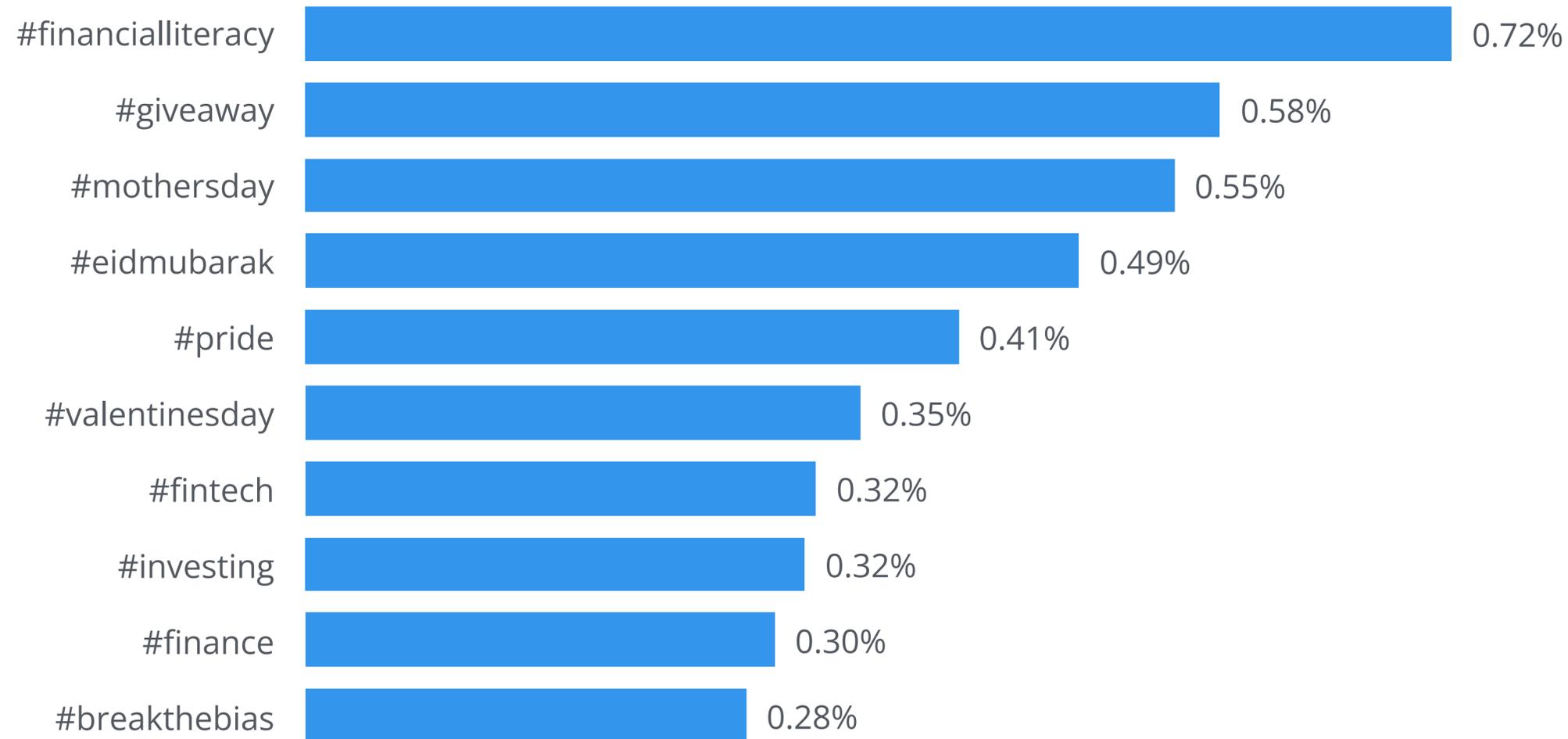
Twitter metrics by tweet type



RIVAL IQ INSIGHT

Status, video, and photo tweets all earned basically the same engagement rates for Financial Services brands on Twitter this year, proving these brands were right to stay away from link tweets.

Instagram hashtags by eng. rate



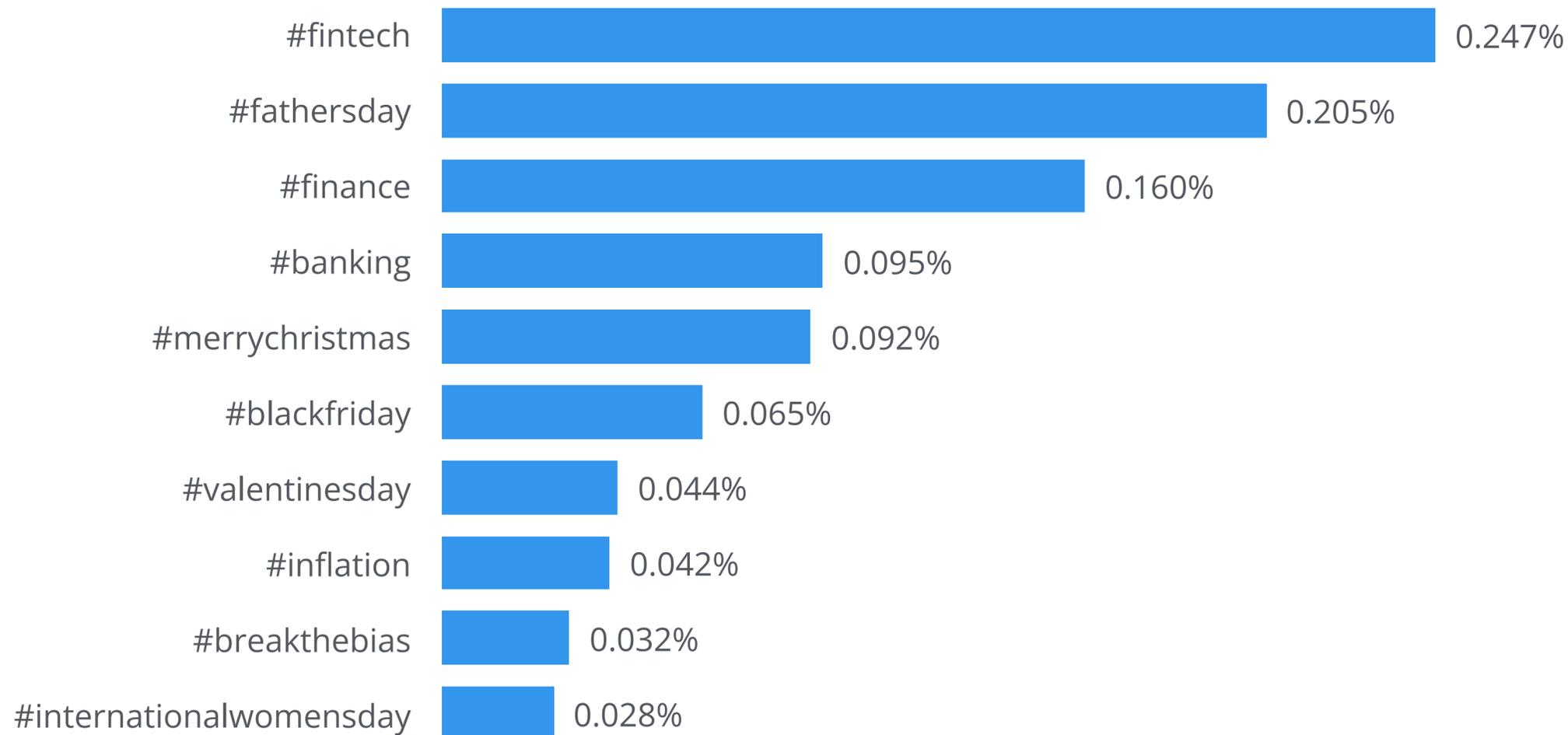
RIVAL IQ INSIGHT

Hashtags like #FinancialLiteracy and #Investing proved educational tweets were also engaging ones for Financial Services brands on Instagram this year.

* Hashtags used by more than 15 companies in this study



Twitter hashtags by eng. rate

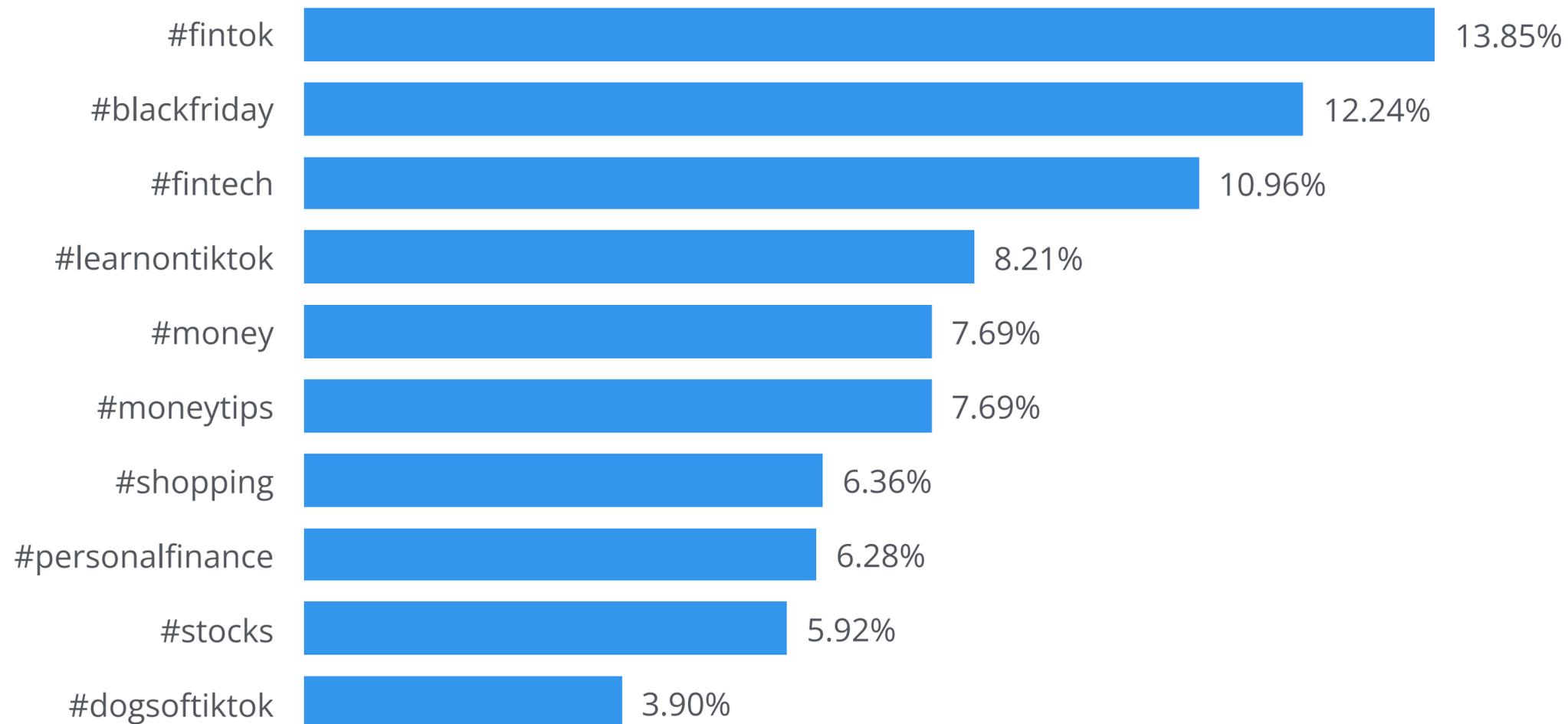


* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

Holiday hashtags like #Father'sDay and #MerryChristmas performed well for Financial Services brands this year, as did industry-related hashtags like #FinTech and #Finance.

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

Financial Services used industry-related hashtags like #FinTok, #FinTech, and #MoneyTips to help followers (and the algorithm) understand the content of their videos.





INDUSTRY SNAPSHOT

Food & Beverage

Overview

Food & Beverage Hamming It Up on Twitter and TikTok

Food & Beverage brands lagged on Facebook and Instagram when it came to engagement rates and were low posters across the board.

Some ideas for improvement:

- Experiment with posting frequency to see if more posting engages fans better.
- Holidays were a hashtag hit across all channels, as were chances to go #BehindTheScenes with chefs and food personalities.



FACEBOOK
POSTS PER WEEK

2.47

FACEBOOK
ENG RATE / POST

0.038%



INSTAGRAM
POSTS PER WEEK

2.92

INSTAGRAM
ENG RATE / POST

0.471%



TWEETS
PER WEEK

1.89

TWITTER
ENG RATE / TWEET

0.040%



VIDEOS
PER WEEK

1.13

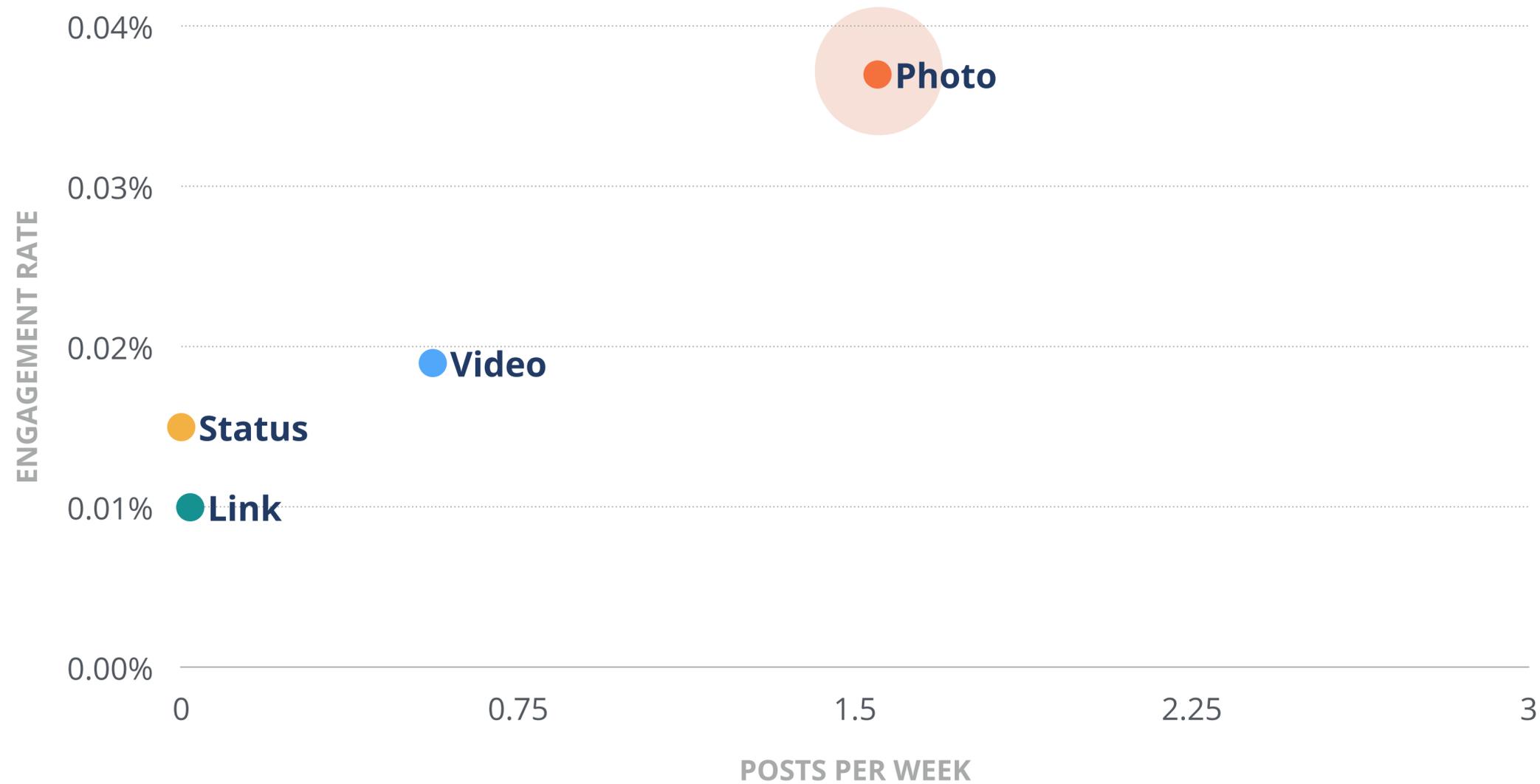
TIKTOK
ENG RATE / VIDEO

6.84%

SAMPLE BRANDS



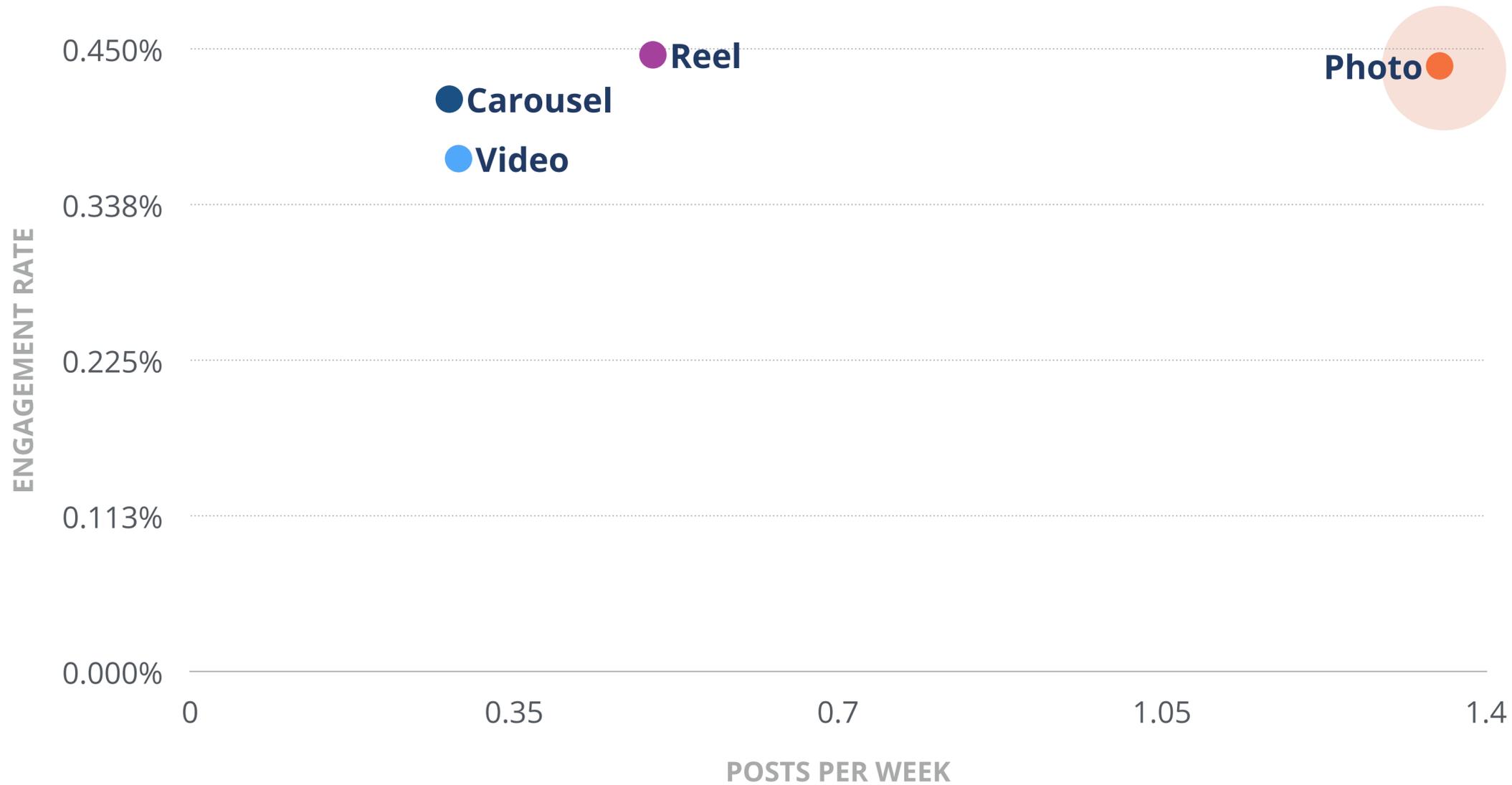
f Facebook metrics by post type



RIVAL IQ INSIGHT

No surprise here that delicious photos of snacks and drinks performed well for Food & Beverage brands on Facebook by helping fans eat with their eyes at their favorite restaurants or eateries.

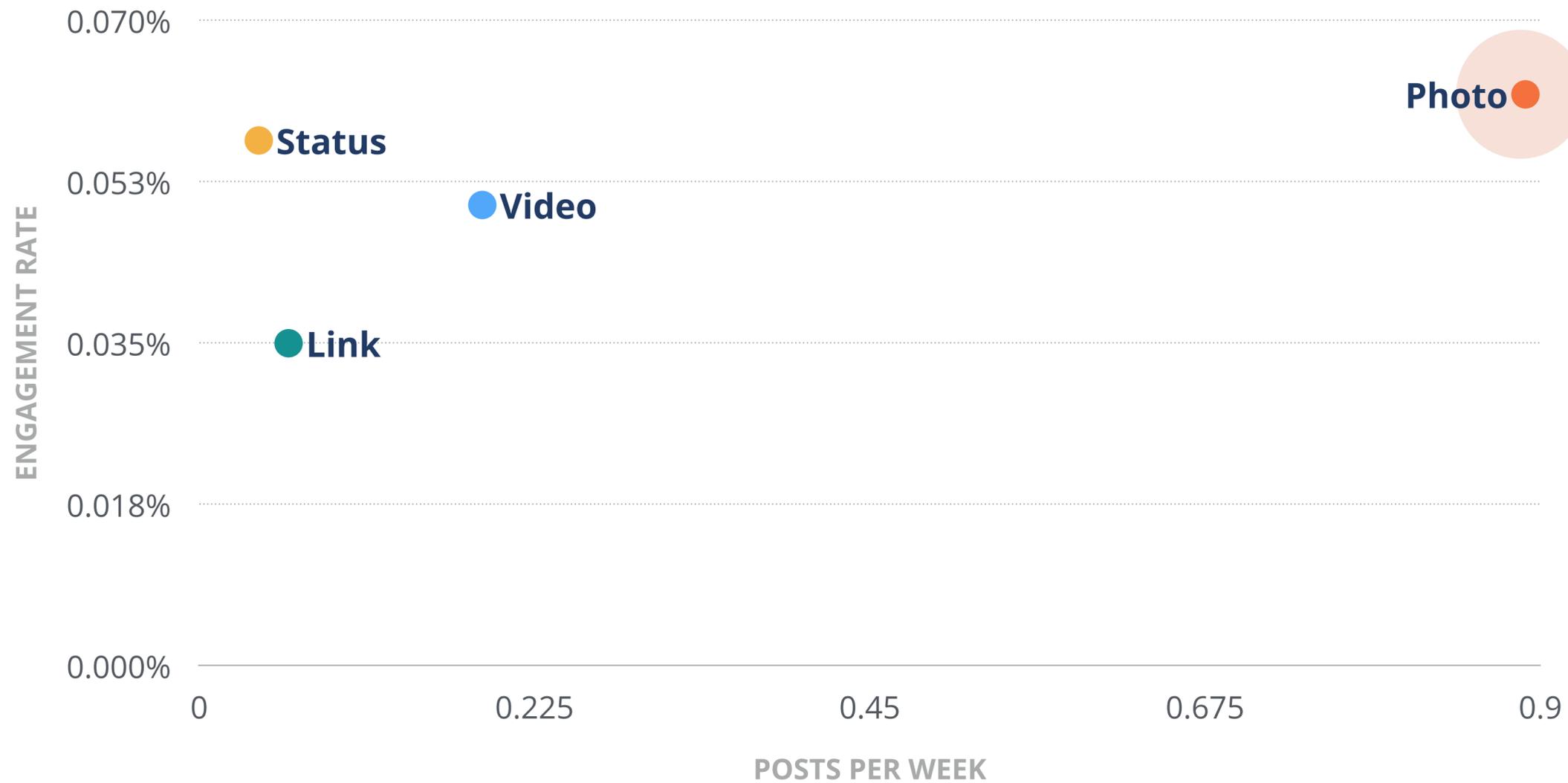
Instagram metrics by post type



RIVAL IQ INSIGHT

Reels were most likely to grab high engagement rates for Food & Beverage brands on Instagram this year despite the industry's obsession with static photo posts.

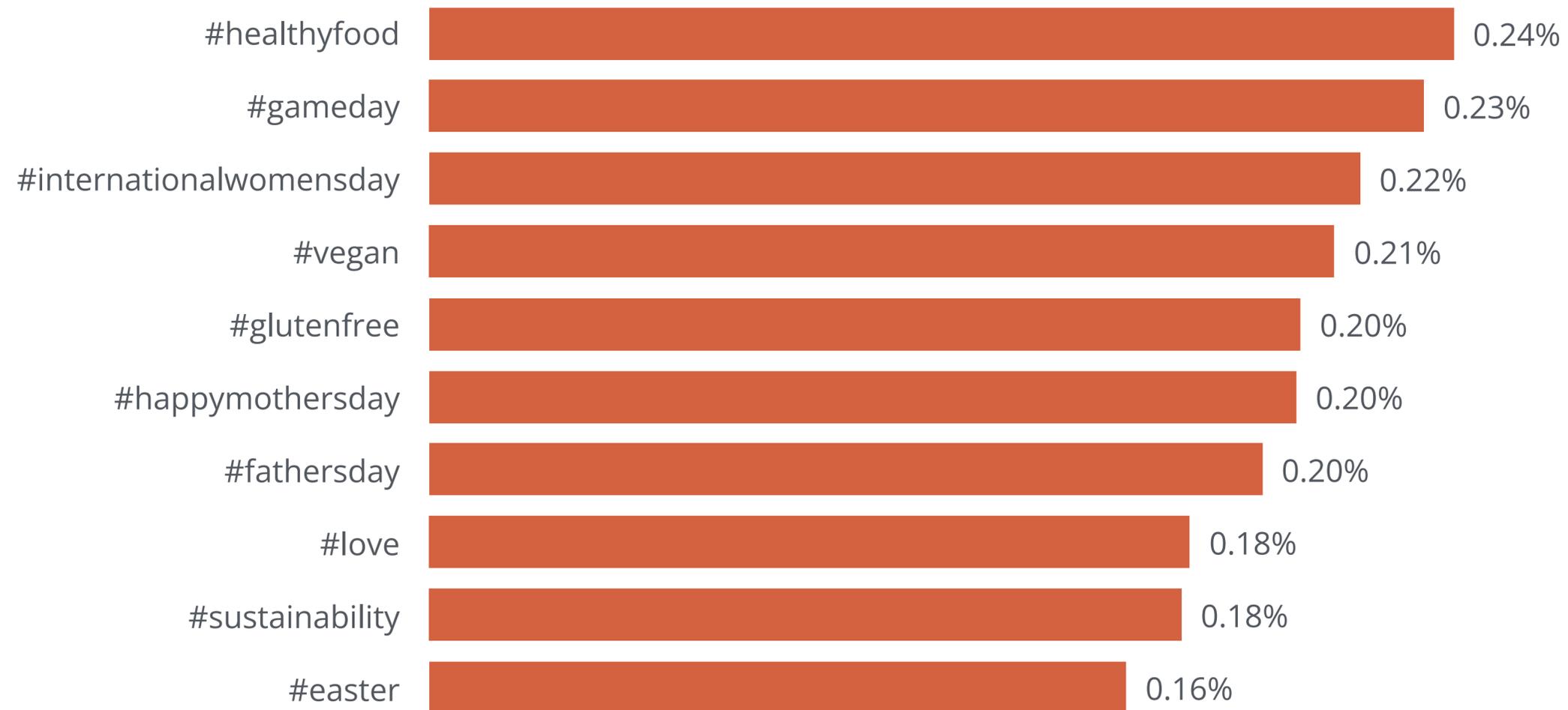
Twitter metrics by tweet type



RIVAL IQ INSIGHT

Unlike on Instagram, photo tweets topped the charts for Food & Beverage brands on Twitter this year.

Instagram hashtags by eng. rate



RIVAL IQ INSIGHT

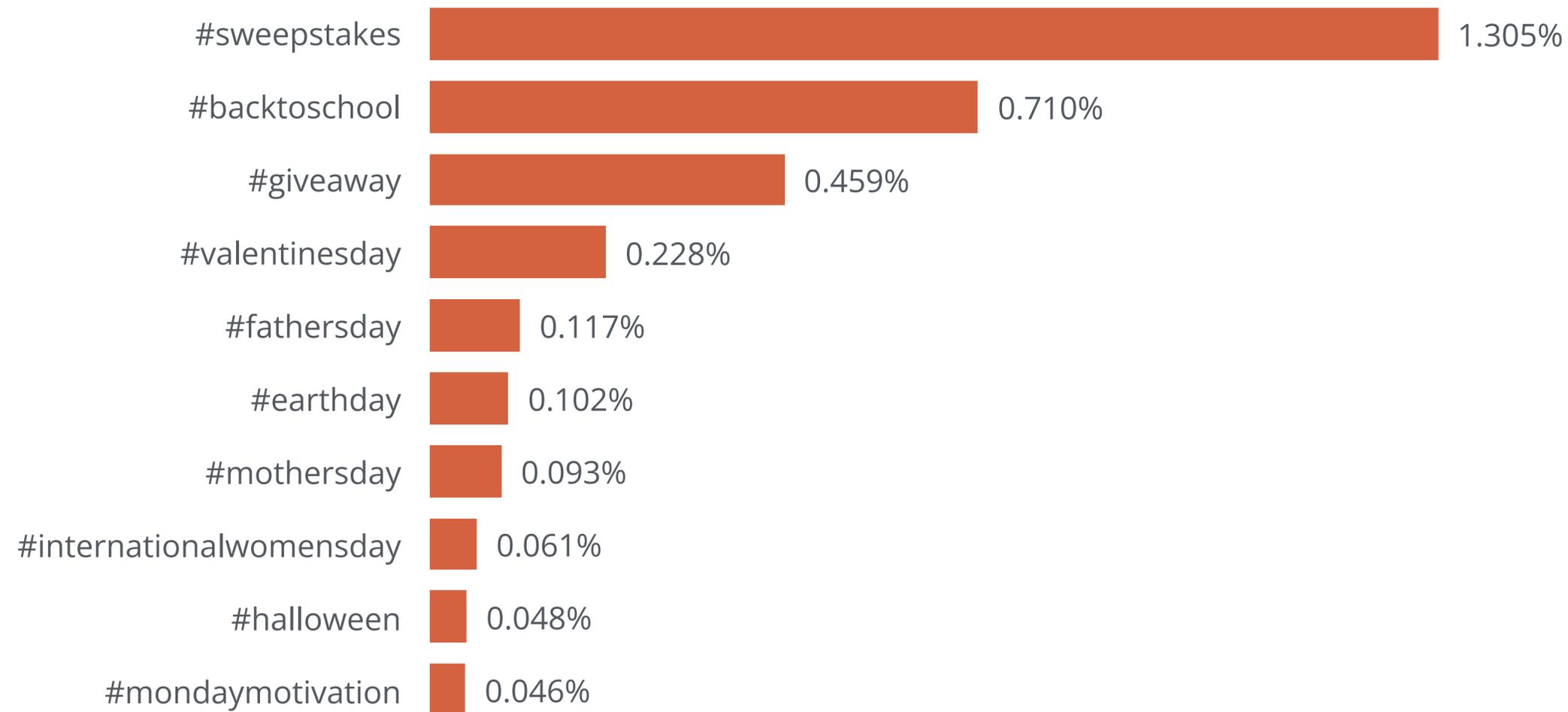
Healthy eating hashtags like #HealthyFood, #Vegan, and #GlutenFree topped the charts for Food & Beverage brands on Instagram this year.

* Hashtags used by more than 15 companies in this study



FOOD & BEVERAGE

Twitter hashtags by eng. rate



* Hashtags used by more than 11 companies in this study

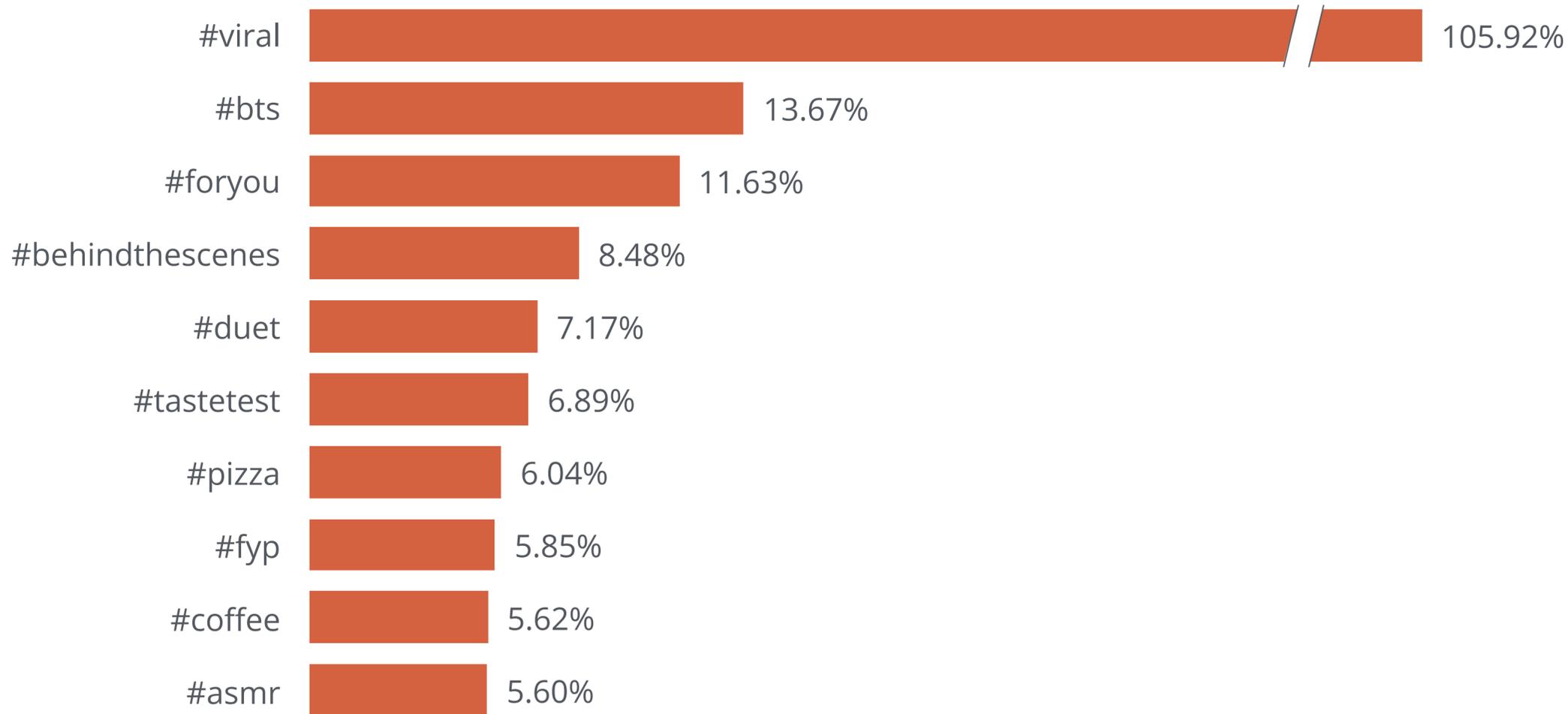
RIVAL IQ INSIGHT

Holidays like #ValentinesDay dominated for Food & Beverage brands on Twitter this year as followers posted pics from romantic meals.



FOOD & BEVERAGE

🎵 TikTok hashtags by eng. rate



💡 RIVAL IQ INSIGHT

The #viral hashtag definitely did its job for Food & Beverage brands on TikTok this year. Followers also enjoyed a #BehindTheScenes look at what their favorite restaurants or chefs were up to.

* Hashtags used by more than 15 companies in this study





Rival IQ
by NetBase Quid®

INDUSTRY SNAPSHOT

Health & Beauty

HEALTH & BEAUTY

Overview

Health & Beauty Comes Up Short

Health & Beauty brands struggled to engage fans and followers compared to their fellow industries, earning engagement rates that were about half the median across all four channels.

A few growth ideas:

- Continue favoring TikTok and Instagram while keeping efforts low on Twitter, which doesn't have much engagement payoff in this industry.
- Investing in Reels content is working—keep going.



FACEBOOK
POSTS PER WEEK

4.04

FACEBOOK
ENG RATE / POST

0.028%



INSTAGRAM
POSTS PER WEEK

6.09

INSTAGRAM
ENG RATE / POST

0.241%



TWEETS
PER WEEK

0.93

TWITTER
ENG RATE / TWEET

0.019%



VIDEOS
PER WEEK

2.93

TIKTOK
ENG RATE / VIDEO

2.63%

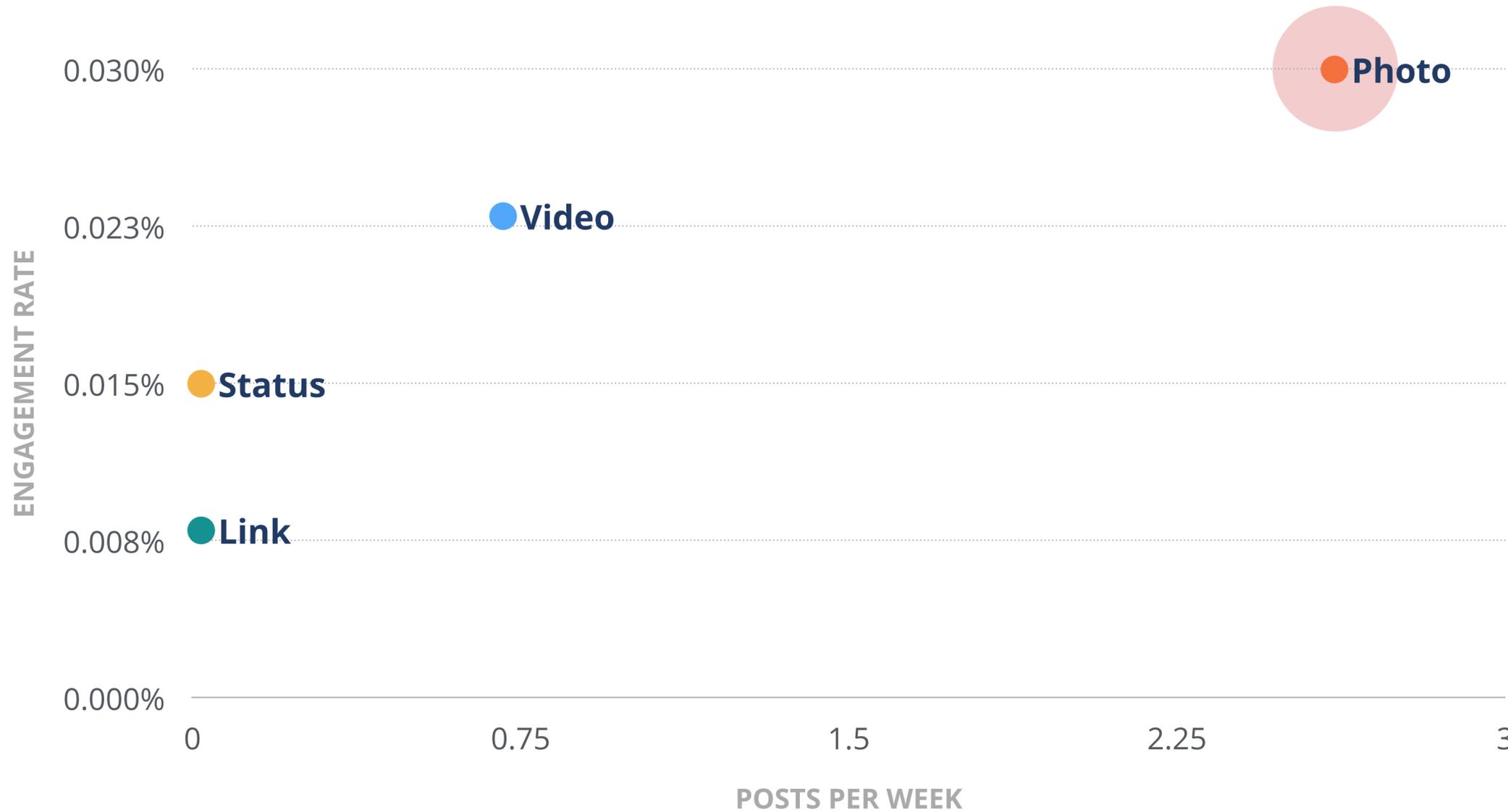
SAMPLE BRANDS



[SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►](#)

RivalIQ
by NetBase Quid®

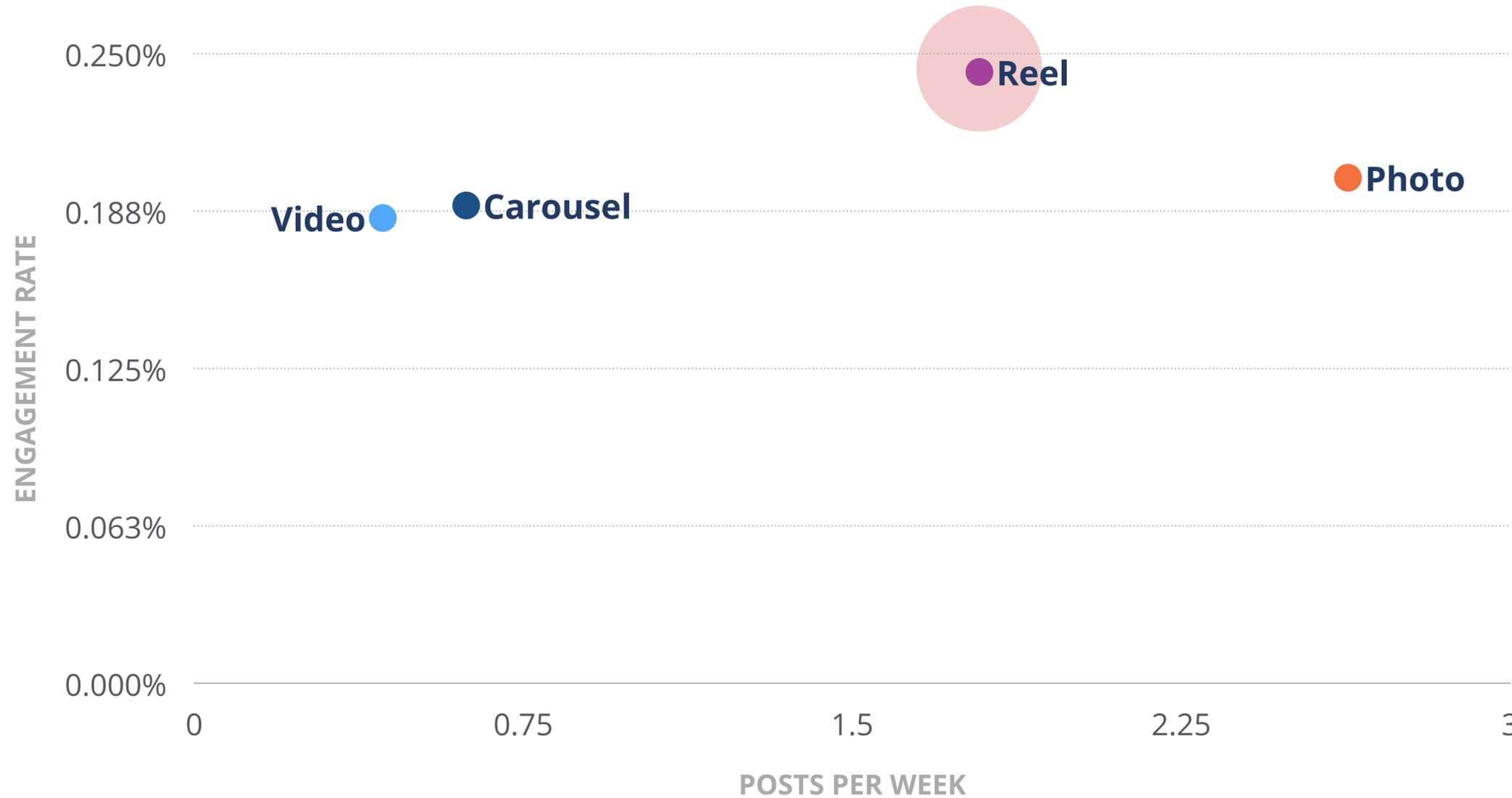
f Facebook metrics by post type



RIVAL IQ INSIGHT

Health & Beauty brands were three times likelier to post a photo on Facebook than any other post type, which paid off with the highest engagement rates of the bunch.

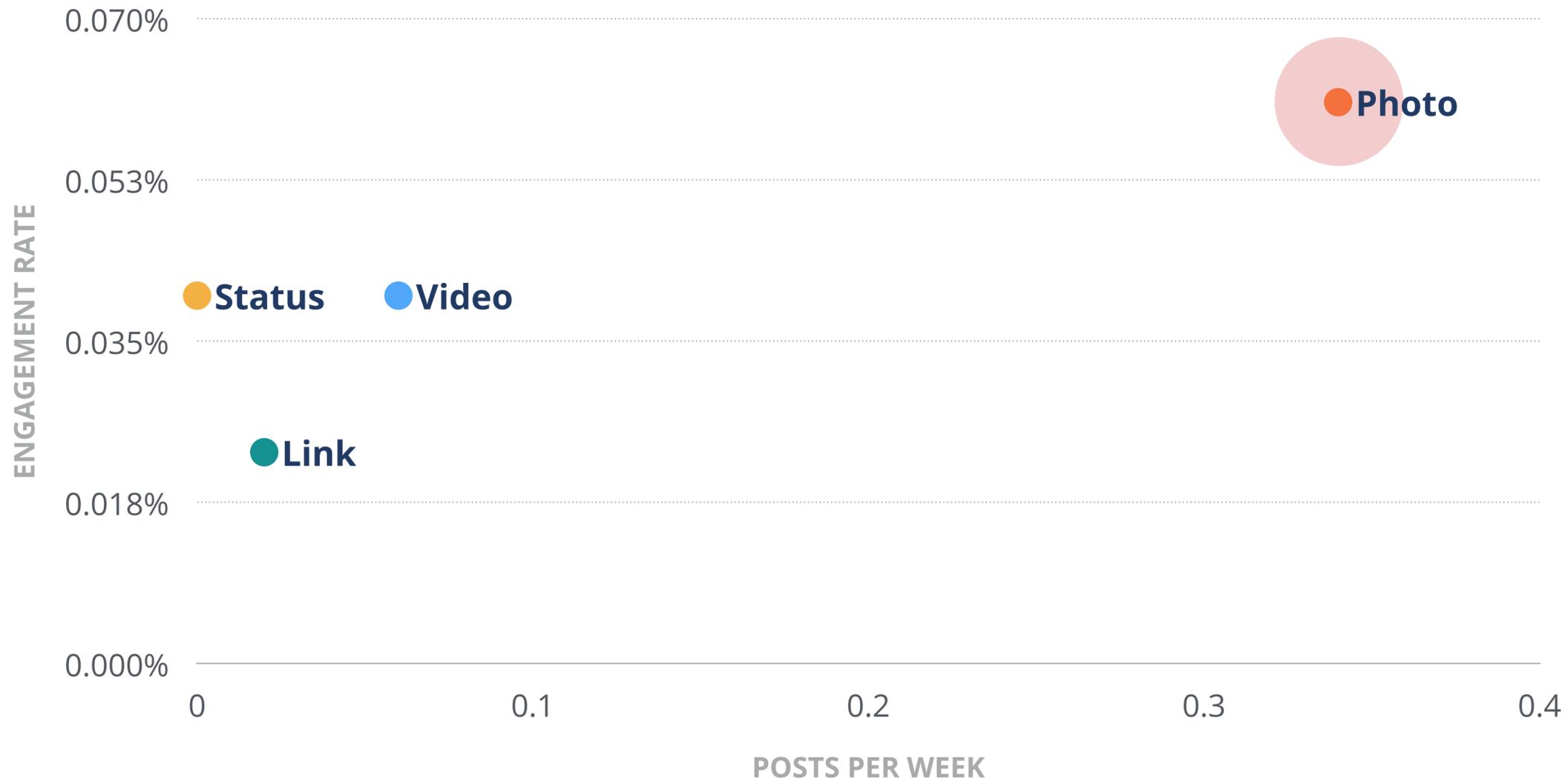
Instagram metrics by post type



RIVAL IQ INSIGHT

Reels performed well for Health & Beauty brands this year thanks in part to a strong investment in creating that type of post on the regular.

Twitter metrics by tweet type

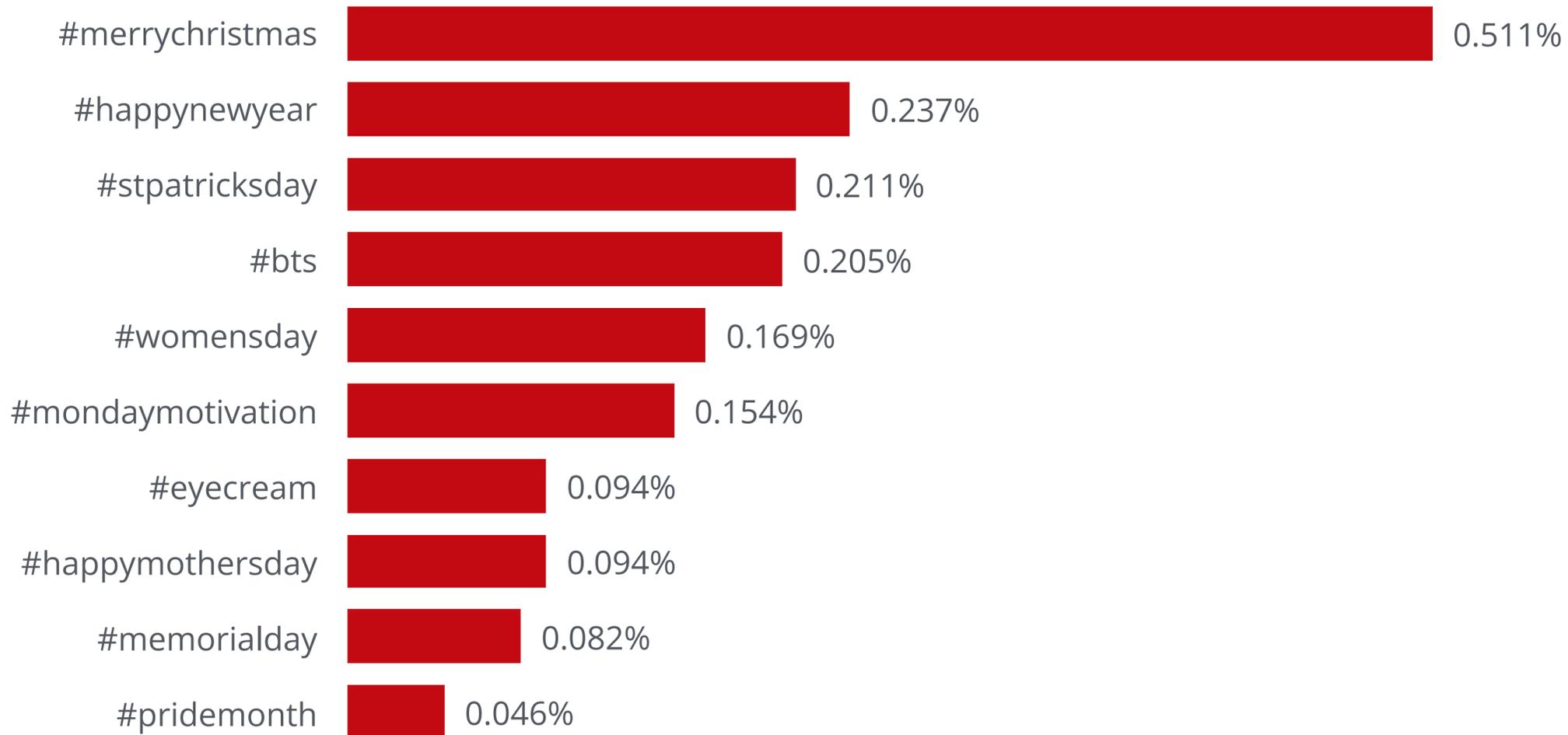


RIVAL IQ INSIGHT

Photo tweets performed about 50% better than other tweet types for Health & Beauty brands on Twitter this year.

HEALTH & BEAUTY

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

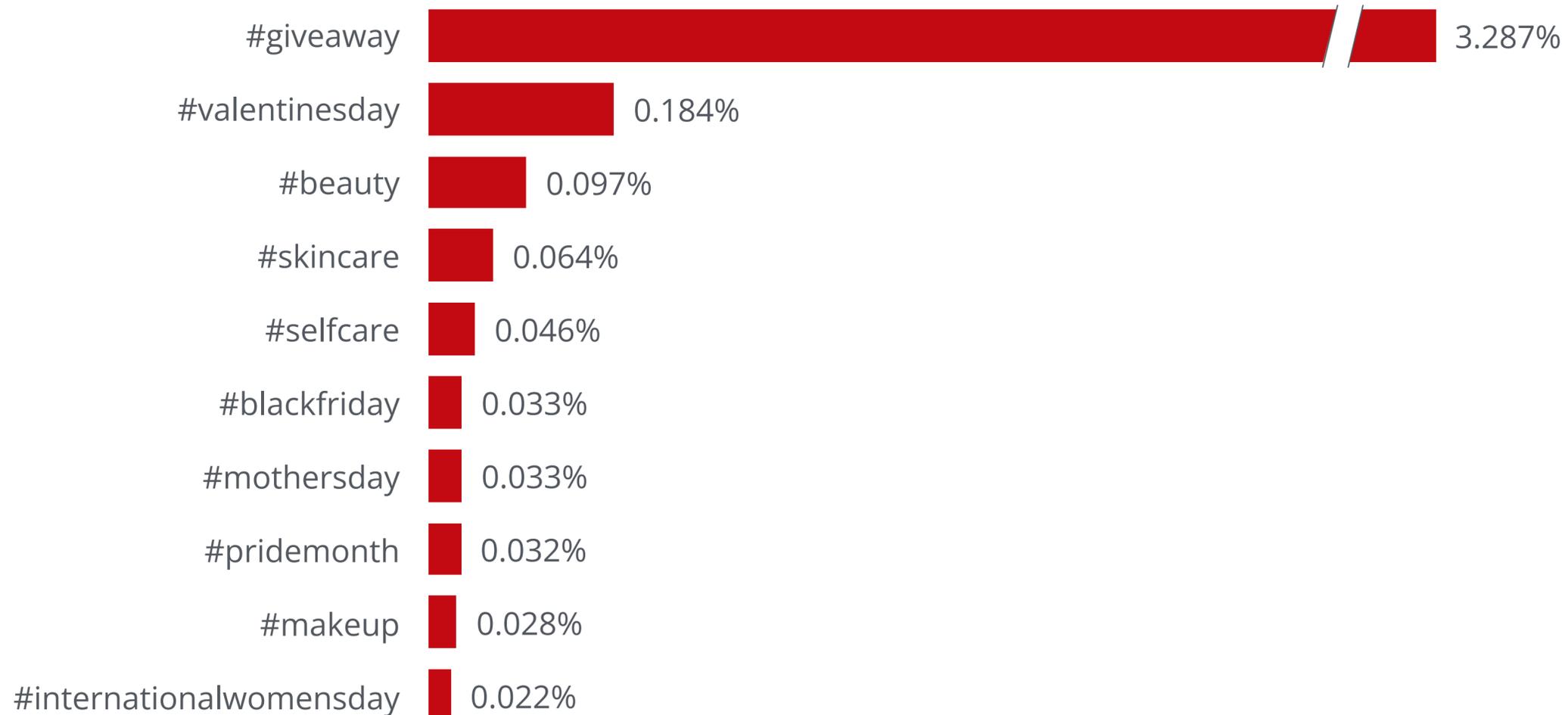
RIVAL IQ INSIGHT

The #MerryChristmas hashtag brought the holiday spirit by performing twice as well for Health & Beauty brands as the next most engaging Instagram post this year.



HEALTH & BEAUTY

Twitter hashtags by eng. rate



* Hashtags used by more than 13 companies in this study

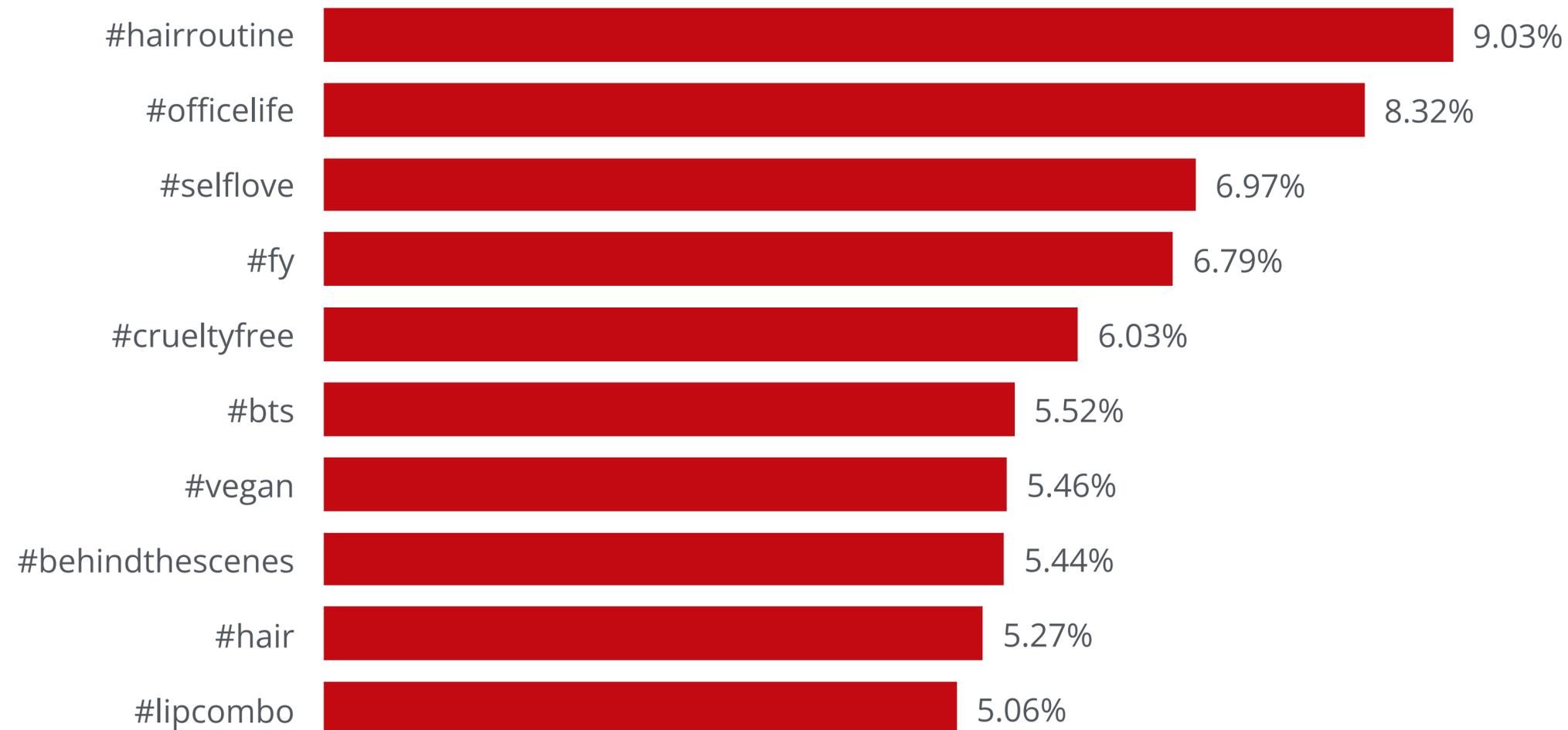
RIVAL IQ INSIGHT

Health & Beauty Twitter followers jumped at the chance to score free swag with #giveaway posts, and holiday- and skincare-themed hashtags were also a hit.

RivalIQ
by NetBase Quid®

HEALTH & BEAUTY

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

Like many industries, Health & Beauty was all about the TikTok hashtags that helped users easily identify what videos were about like #HairRoutine and #LipCombo.



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by NetBase Quid®

INDUSTRY SNAPSHOT:
Higher Ed

HIGHER ED

Overview

Higher Ed Aces Instagram and TikTok

Colleges and universities earned gold with 5x the median engagement rate on Instagram and 3x the engagement rate on Twitter. Higher Ed also rocked the bronze on Facebook and the silver on Twitter thanks to engaging content.

For even higher Higher Ed engagement rates:

- Don't be afraid to shake up post types beyond photos.
- Followers love posts hashtagged with campus activities like #graduation or #CollegeMoveIn, so don't be afraid to give a taste of college life.



FACEBOOK
POSTS PER WEEK

6.71

FACEBOOK
ENG RATE / POST

0.145%



INSTAGRAM
POSTS PER WEEK

3.85

INSTAGRAM
ENG RATE / POST

2.58%



TWEETS
PER WEEK

7.94

TWITTER
ENG RATE / TWEET

0.058%



VIDEOS
PER WEEK

1.39

TIKTOK
ENG RATE / VIDEO

16.26%

SAMPLE BRANDS

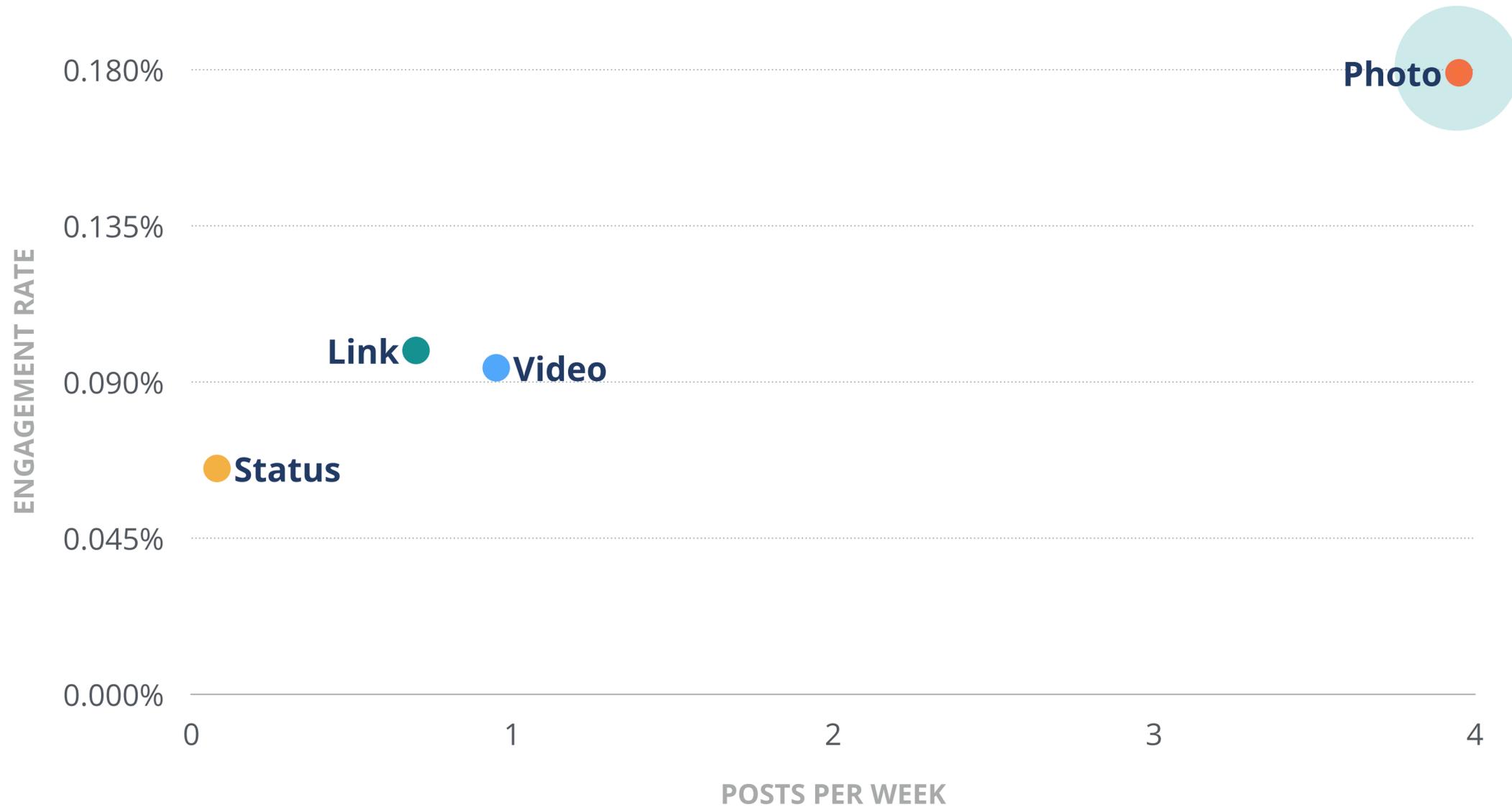


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RivalIQ
by NetBase Quid®

HIGHER ED

f Facebook metrics by post type

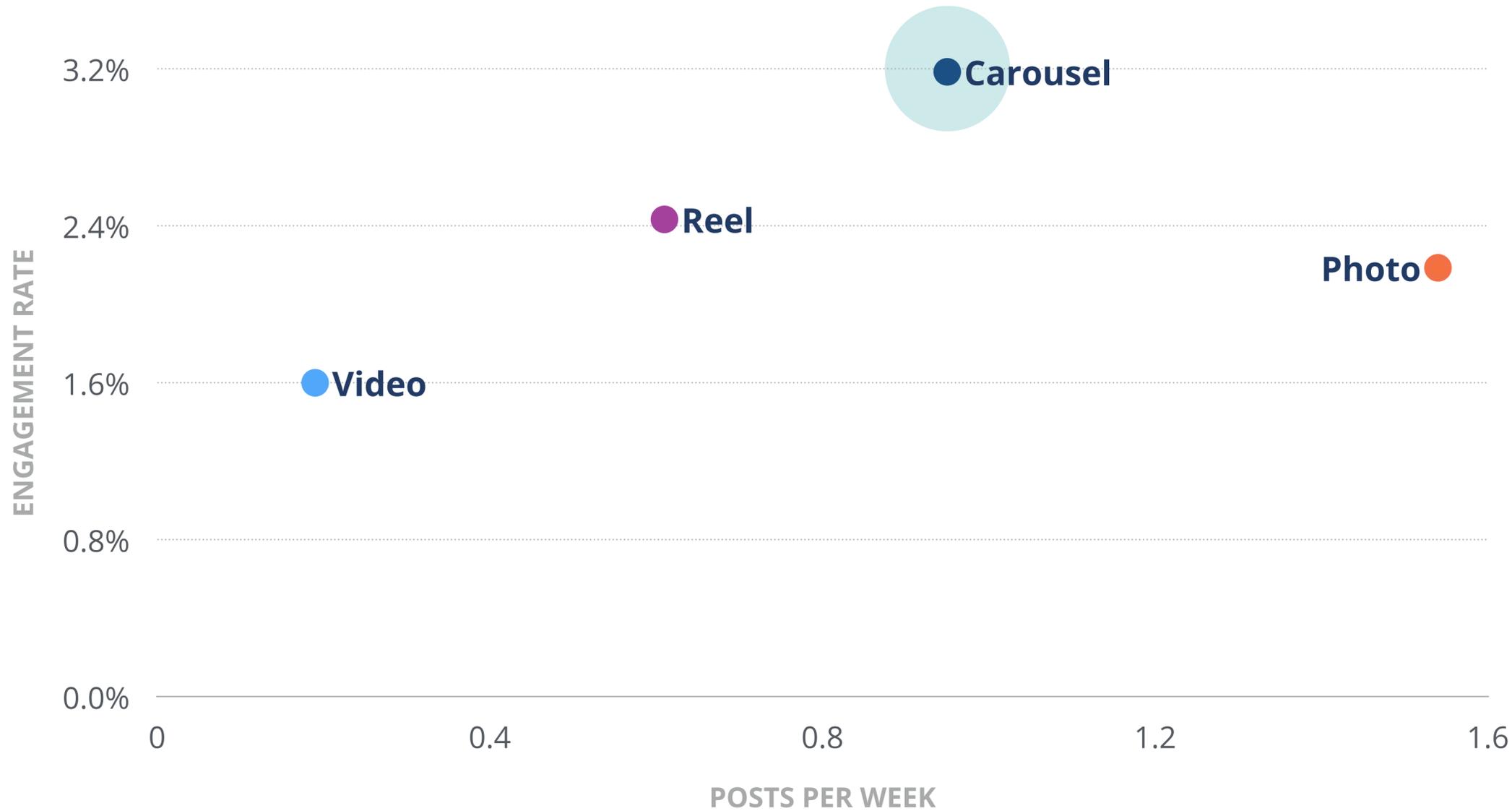


RIVAL IQ INSIGHT

Photo posts earned twice the engagement of the next most engaging post type on Facebook for Higher Ed this year.

HIGHER ED

Instagram metrics by post type

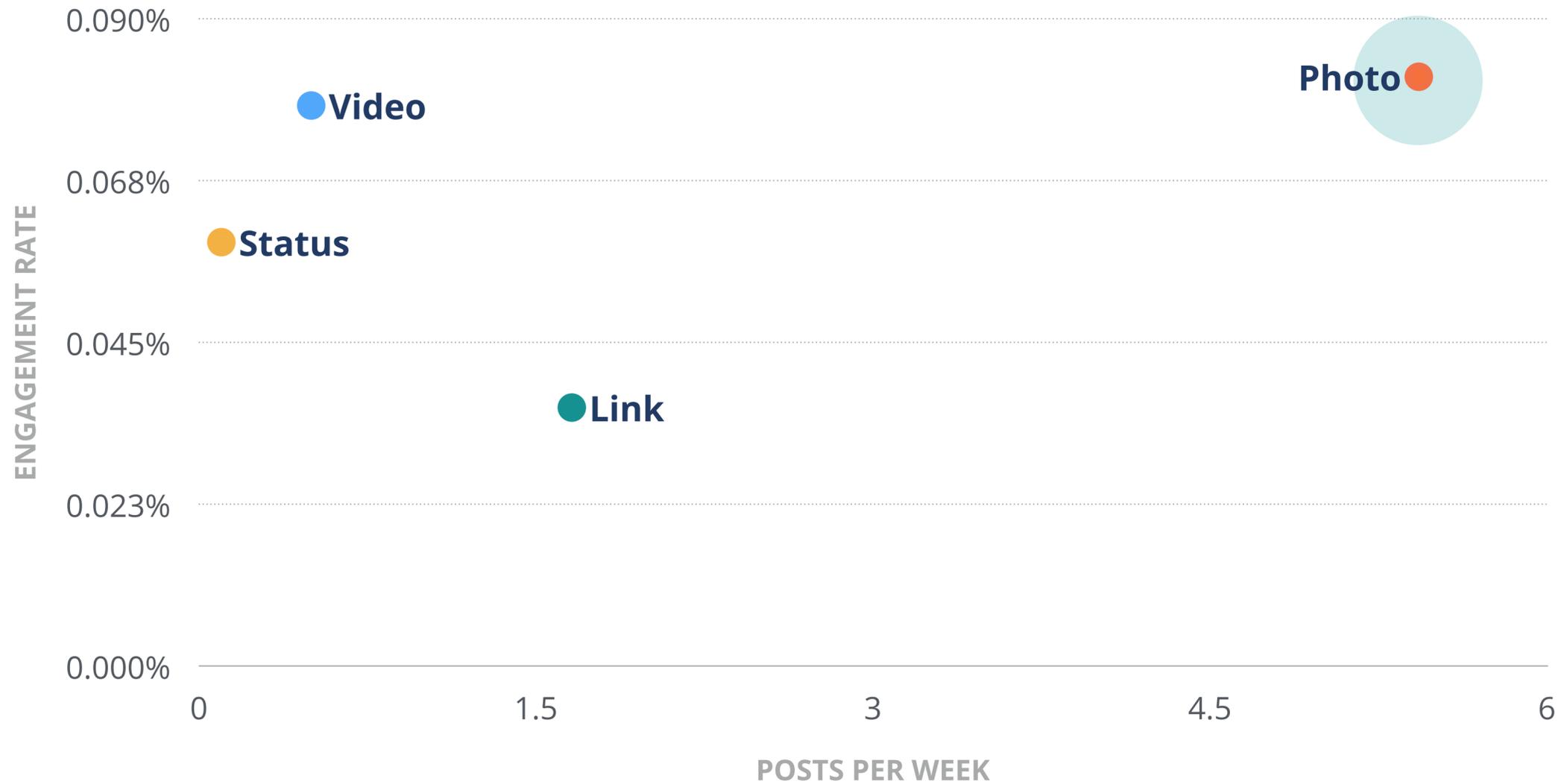


RIVAL IQ INSIGHT

Carousel posts earned top engagement on Instagram this year for Higher Ed while video posts lagged big time. Just look at the University of Chicago for some carousel inspo: their most engaging post of the year was a homecoming wrap-up post.

HIGHER ED

Twitter metrics by tweet type

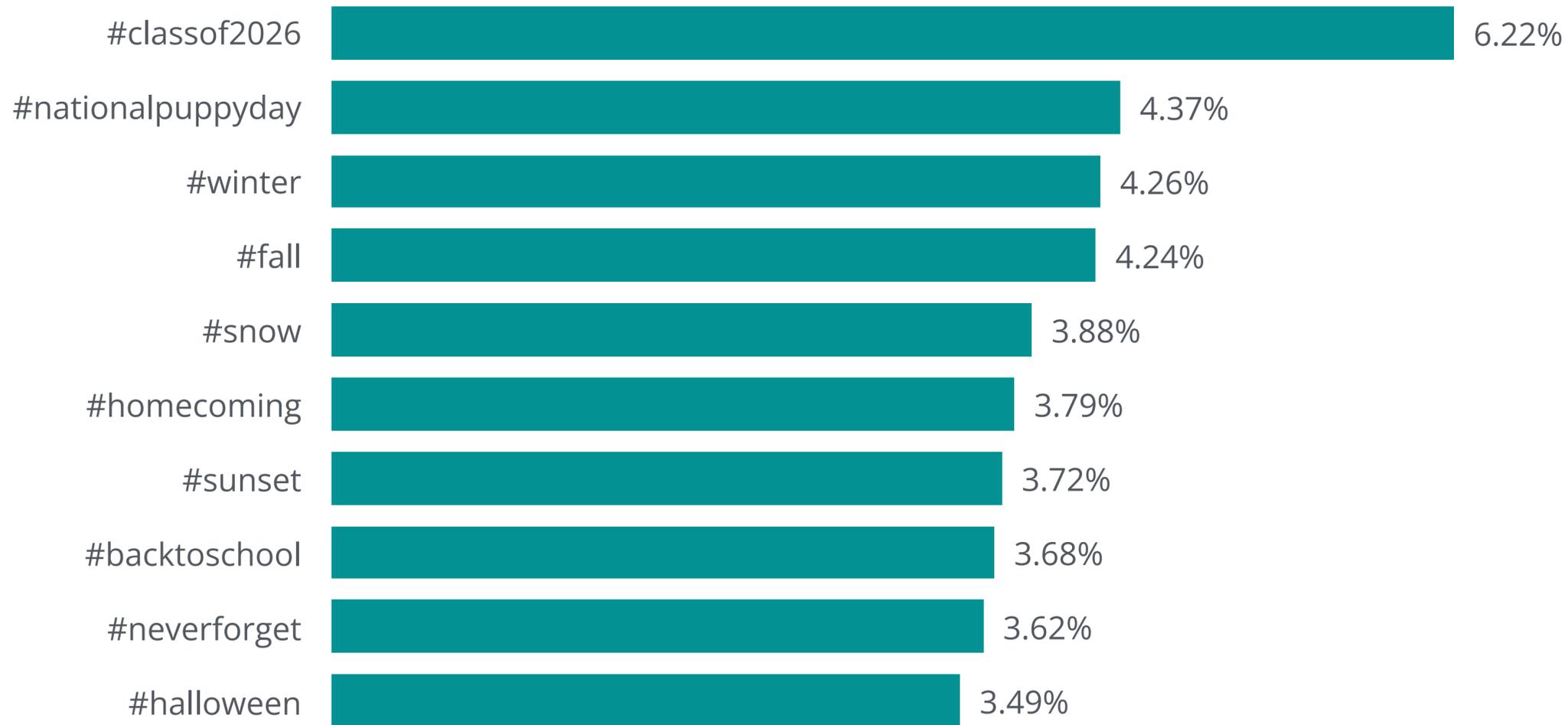


RIVAL IQ INSIGHT

Links underperformed on Twitter for Higher Ed this year, while photos and videos earned much higher engagement rates.

HIGHER ED

Instagram hashtags by eng. rate



RIVAL IQ INSIGHT

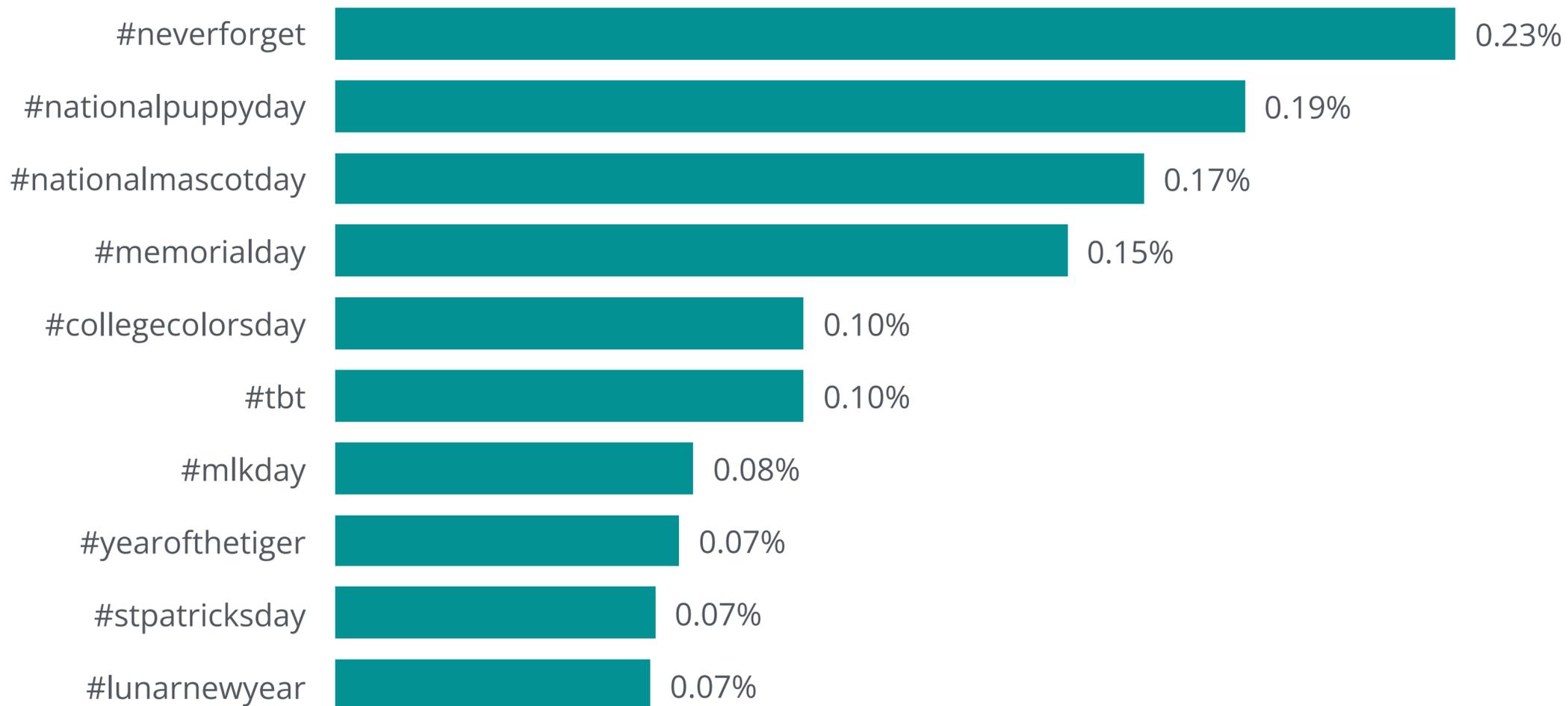
Higher Ed Instagram followers ate up posts about the newest students admitted with the #Classof2026 hashtag, which performed about 50% better than the next highest-performing hashtag.

* Hashtags used by more than 15 companies in this study

RivalIQ
by NetBase Quid®

HIGHER ED

Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

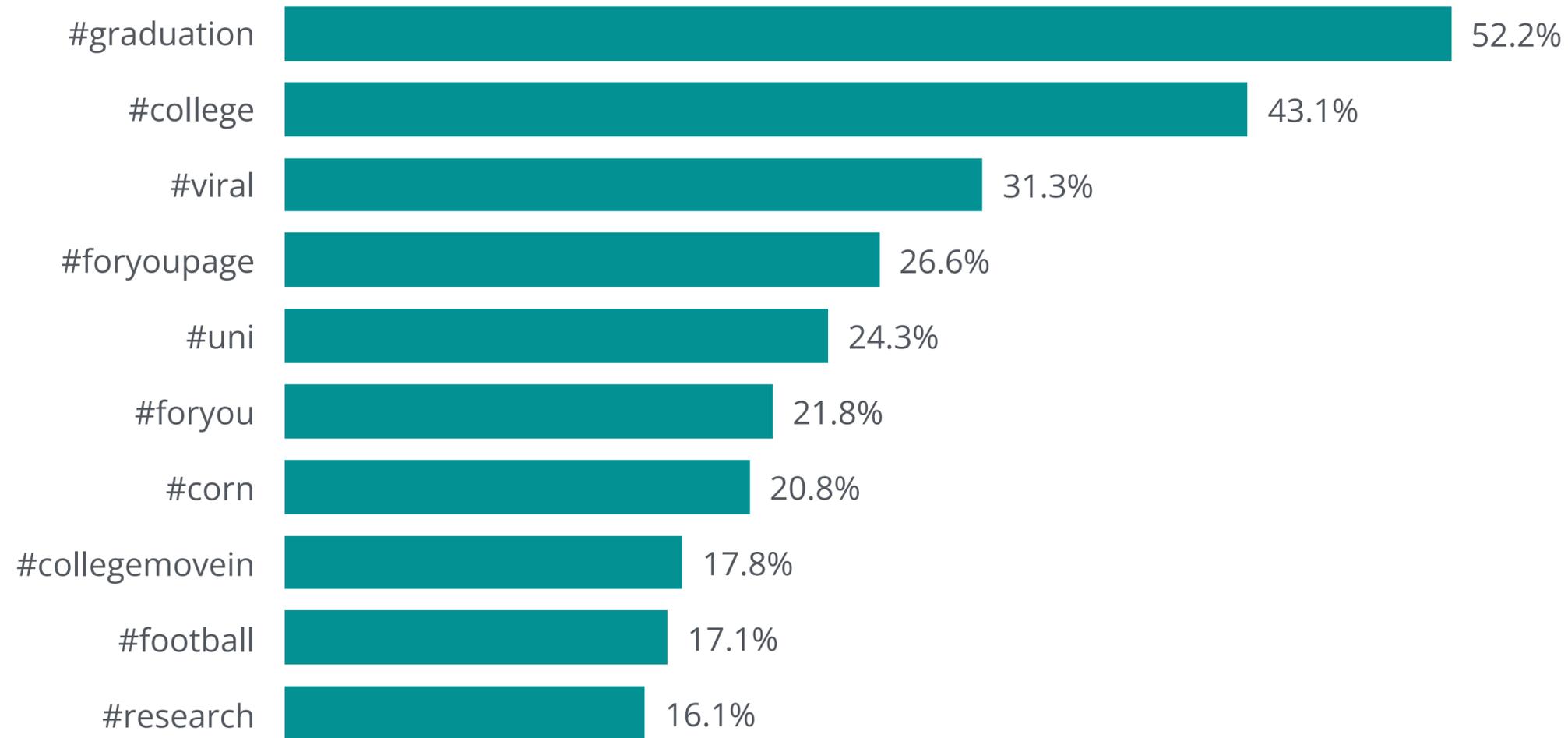
RIVAL IQ INSIGHT

Colleges and universities were all about holiday-themed hashtags on Twitter this year.

RivalIQ
by NetBase Quid®

HIGHER ED

TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

#HESM-themed hashtags like #graduation and #college earned astronomical engagement rates on Higher Ed TikTok this year.

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INDUSTRY SNAPSHOT
Home Decor

Overview

Home Decor Struggling to Connect Again

Home Decor brands earned engagement rates towards the bottom of the pack on Facebook, Instagram, and Twitter. These brands were most competitive on TikTok, and focused efforts there.

Some ideas for increasing engagement:

- Ride that TikTok success by increasing posting and engagement with followers.
- Giveaways are gold on Instagram, so keep up investment there.



FACEBOOK
POSTS PER WEEK

3.9

FACEBOOK
ENG RATE / POST

0.027%



INSTAGRAM
POSTS PER WEEK

4.42

INSTAGRAM
ENG RATE / POST

0.224%



TWEETS
PER WEEK

1.09

TWITTER
ENG RATE / TWEET

0.015%



VIDEOS
PER WEEK

1.66

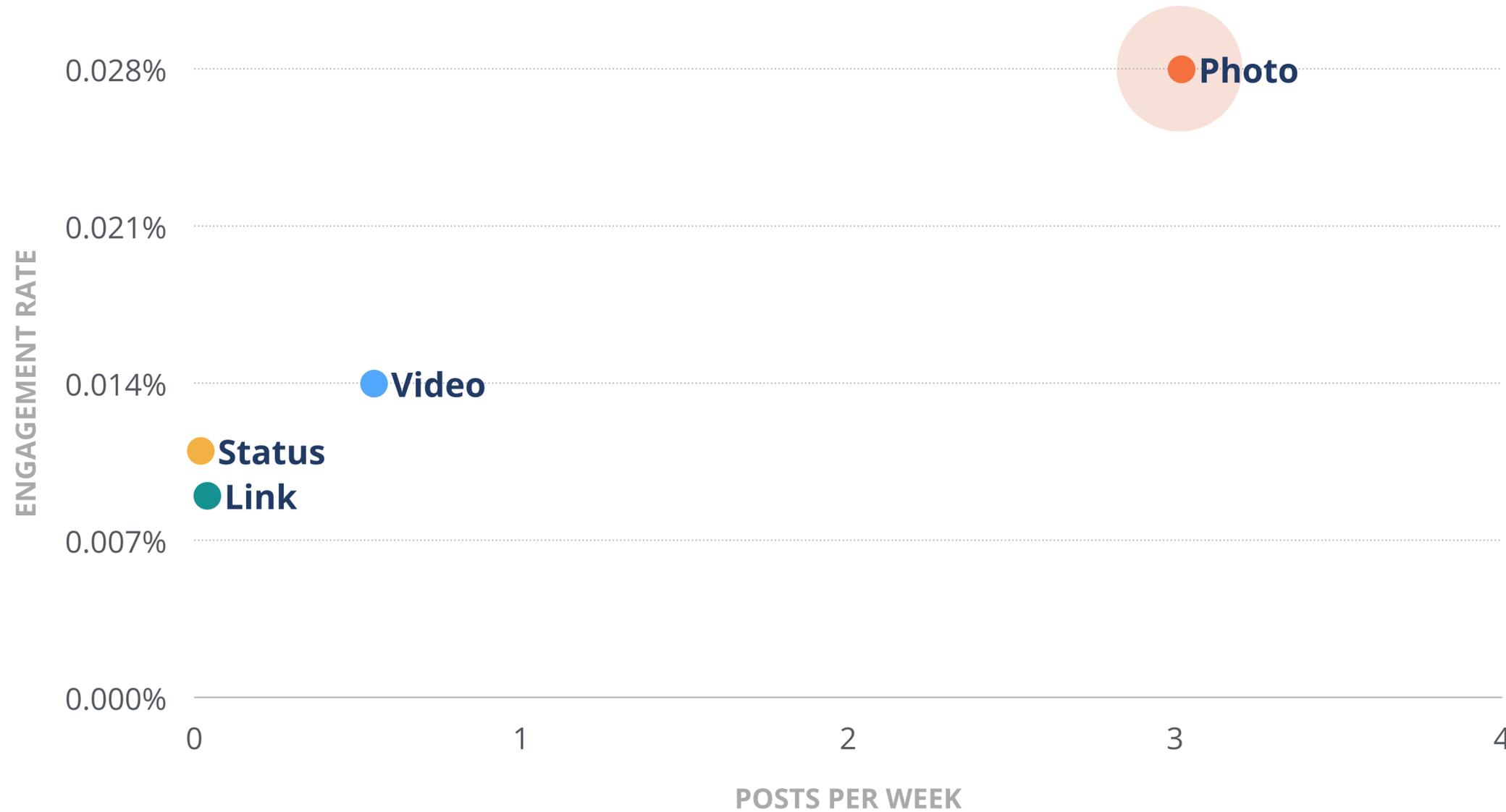
TIKTOK
ENG RATE / VIDEO

5.65%

SAMPLE BRANDS



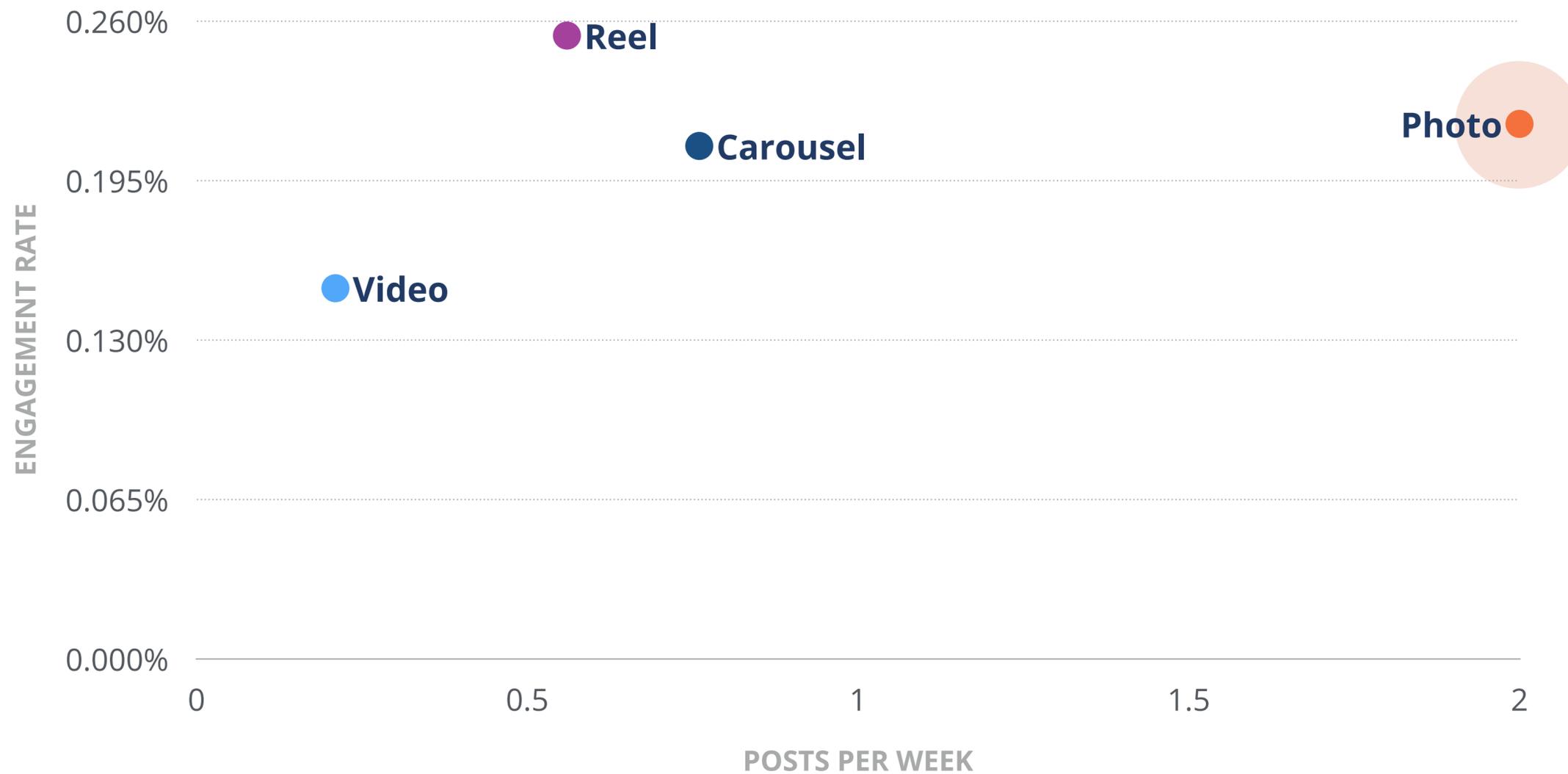
f Facebook metrics by post type



RIVAL IQ INSIGHT

Home Decor brands were way likelier to post a photo on Facebook than any other post type, which is a smart move, since photos grabbed much higher engagement rates.

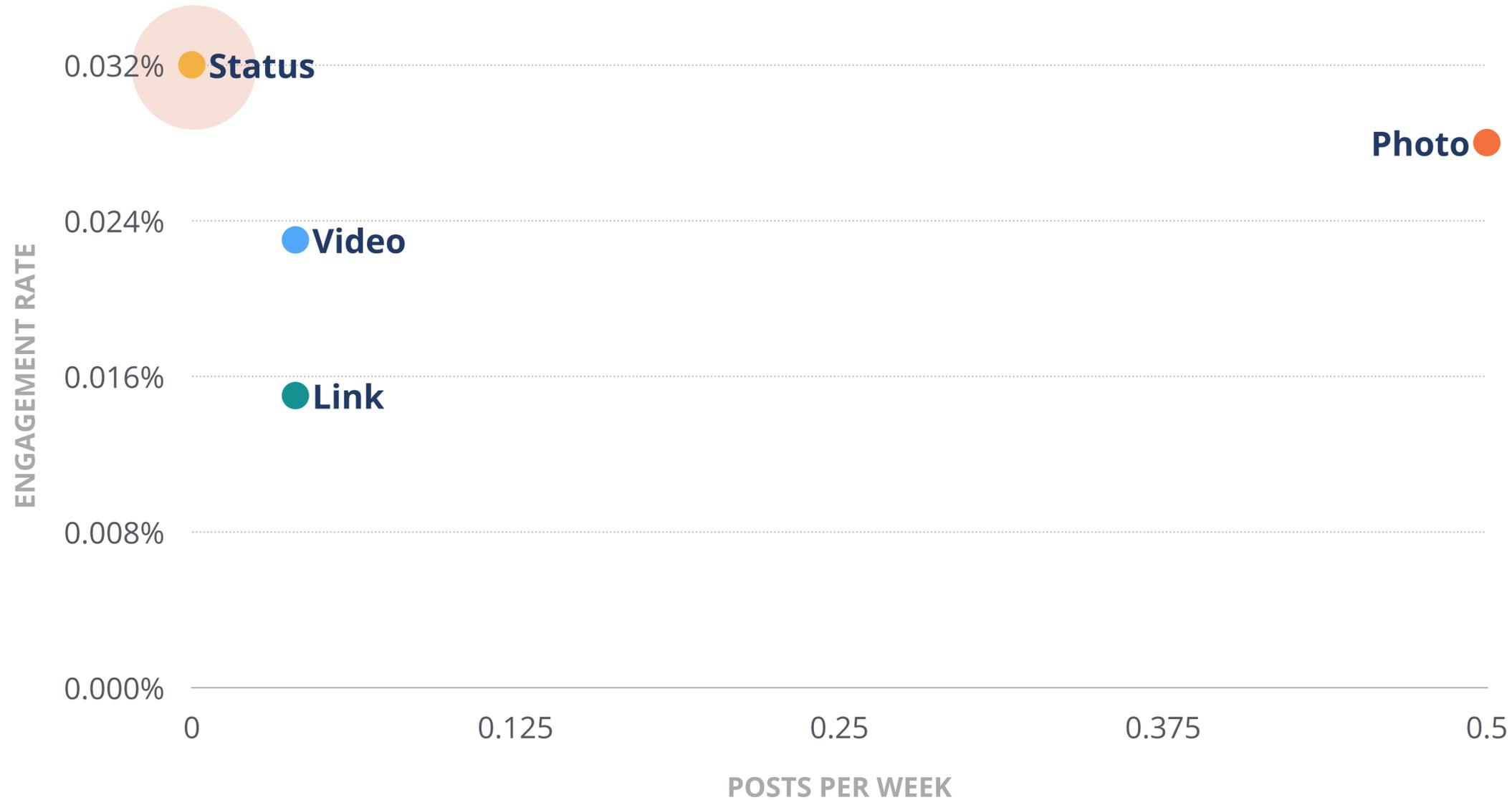
Instagram metrics by post type



RIVAL IQ INSIGHT

Home Decor brands were 4x as likely to post photos as any other post type. Try investing a little more in Reels, which earned top engagement rates this year.

Twitter metrics by tweet type

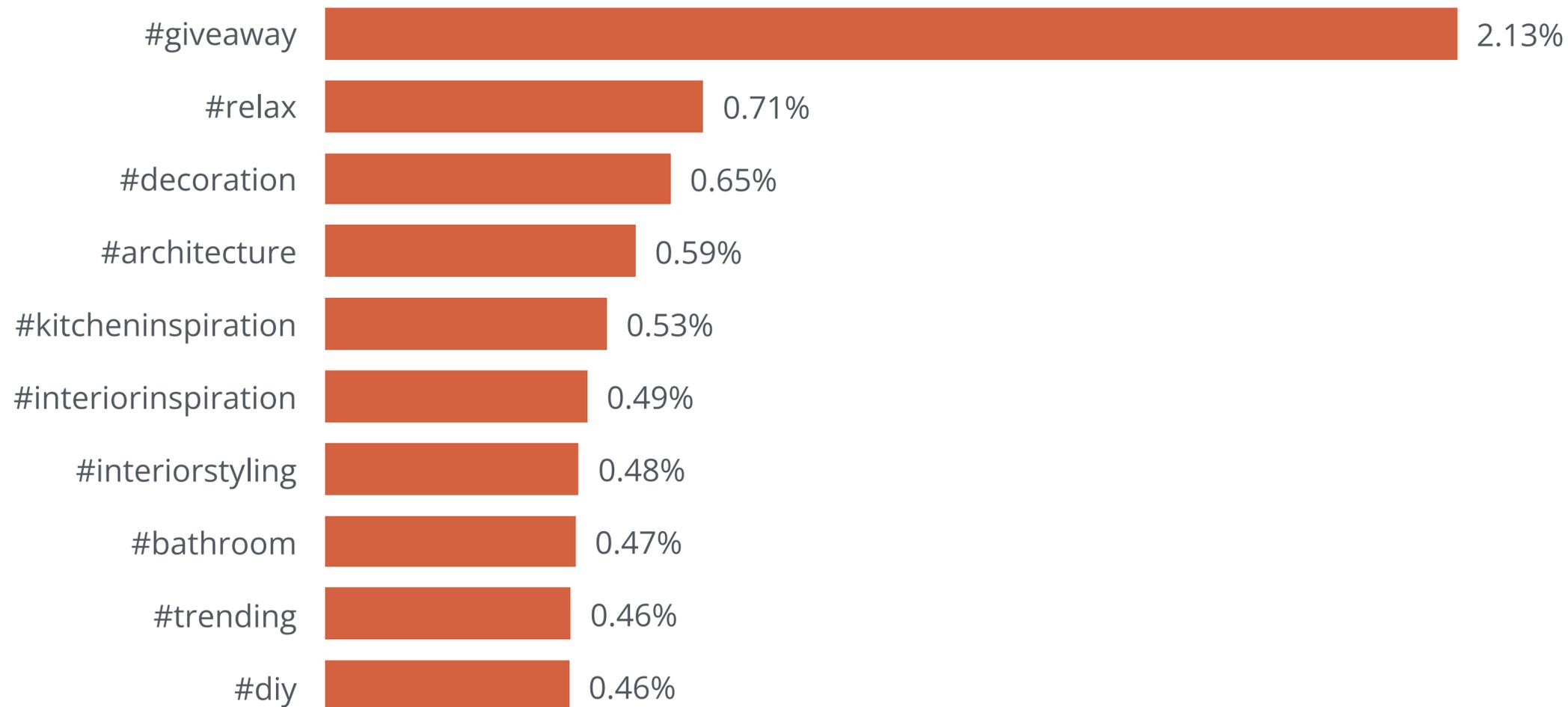


RIVAL IQ INSIGHT

Home Decor brands might want to experiment with status tweets, which outperformed every other tweet type this year.

HOME DECOR

Instagram hashtags by eng. rate



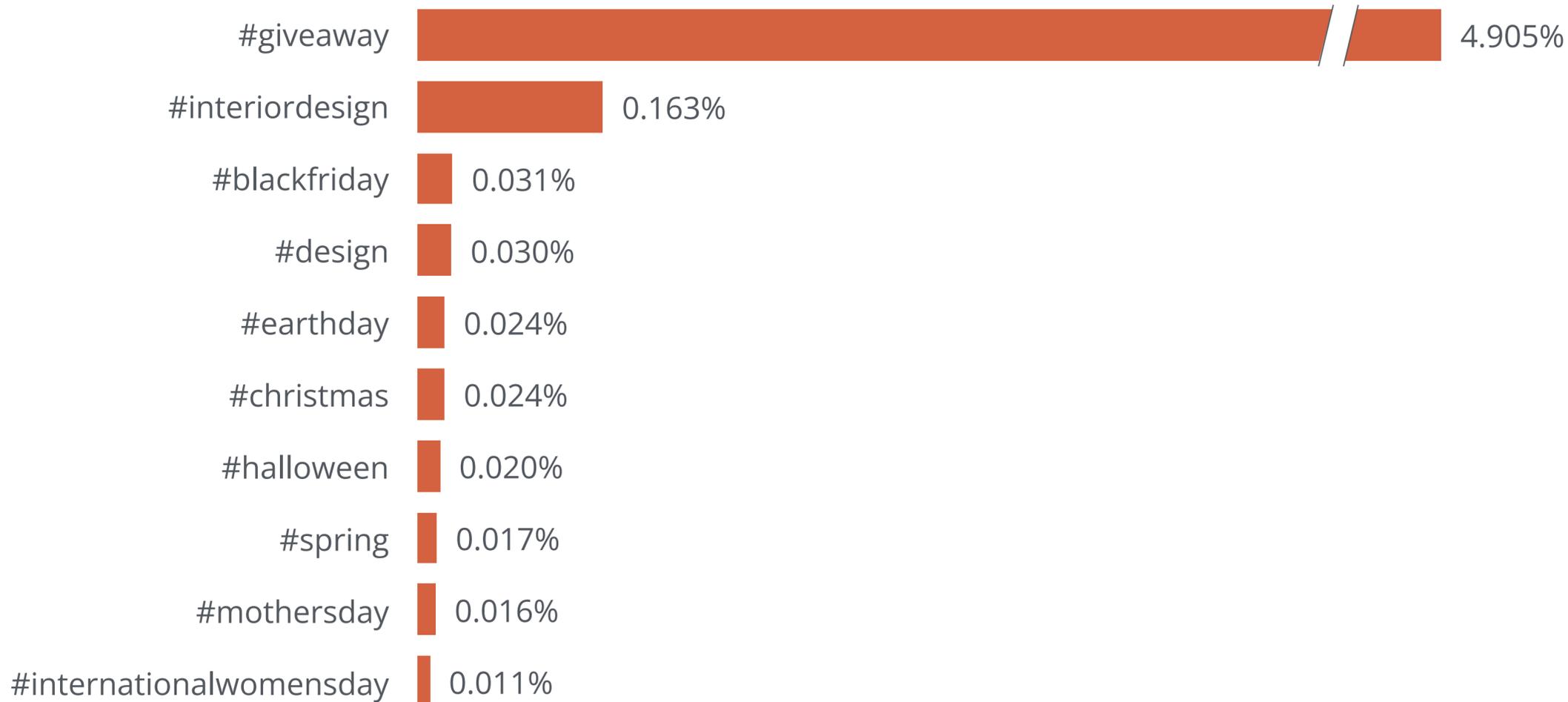
* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

Giveaway-tagged posts earned about 3x the engagement rates of the next most engaging Instagram hashtag for Home Decor brands this year, proving contests and giveaways are always a good idea.

HOME DECOR

Twitter hashtags by eng. rate



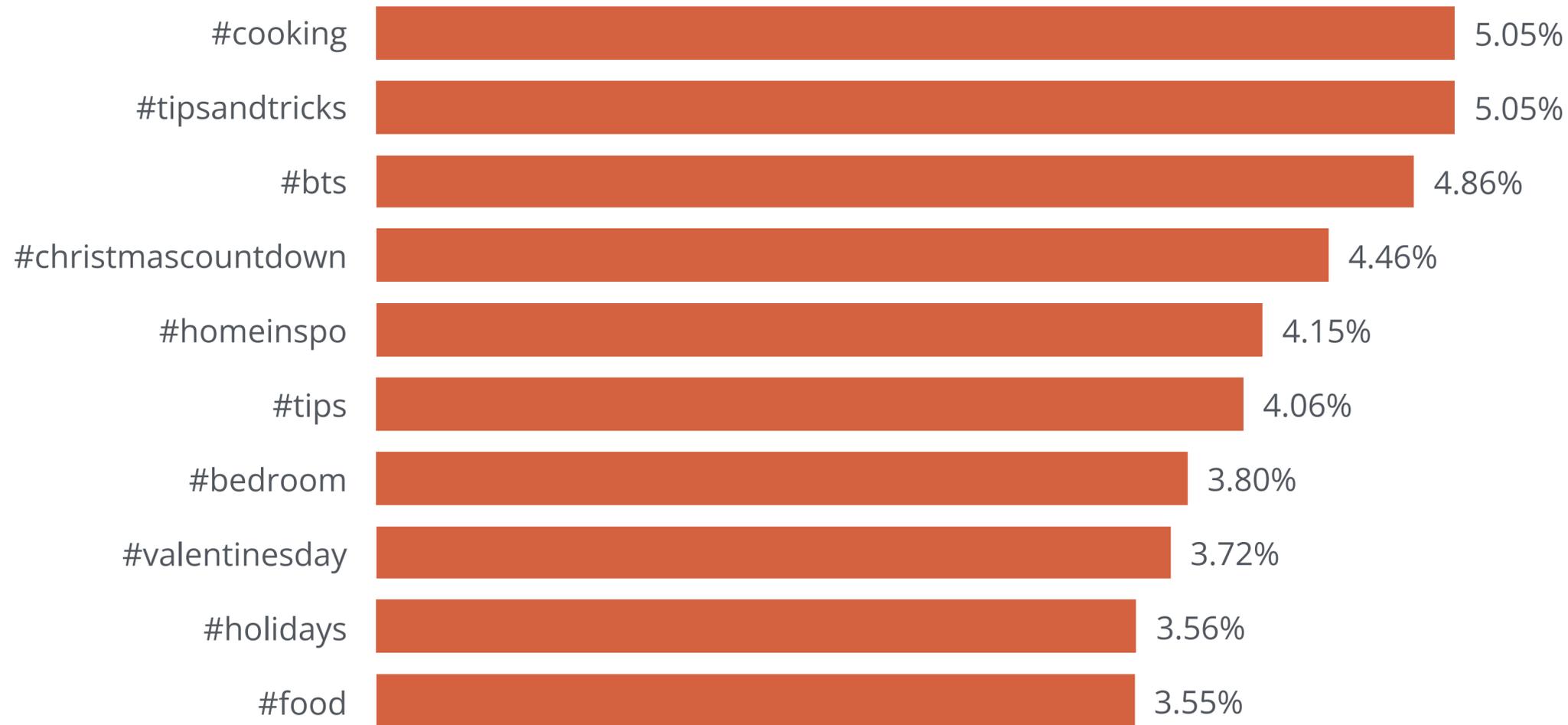
* Hashtags used by more than 11 companies in this study

💡 RIVAL IQ INSIGHT

Contests and giveaways dominated for Home Decor brands on Twitter this year, with holiday hashtags like #BlackFriday and #Christmas also performing well.

HOME DECOR

🎵 TikTok hashtags by eng. rate



💡 RIVAL IQ INSIGHT

Home Decor brands used hashtags like #TipsAndTricks and #HomeInspo to inspire and educate fans and followers.

* Hashtags used by more than 15 companies in this study





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INDUSTRY SNAPSHOT
Influencers



INFLUENCERS

Overview

Influencers Dominating on Facebook and Instagram

Influencers earned 4x the median engagement rate on Facebook for a silver medal, and also killed it on Instagram. Influencers posted right around the median frequency on all three channels, suggesting they've dialed in how often to post on social.

Ideas to boost that engagement even more:

- Photos continue to be a great place to focus efforts on Facebook.
- Holiday-themed hashtags performed well for Influencers, as did hustle-focused hashtags like #entrepreneur and #business.



FACEBOOK
POSTS PER WEEK

4.19

FACEBOOK
ENG RATE / POST

0.196%



INSTAGRAM
POSTS PER WEEK

4.13

INSTAGRAM
ENG RATE / POST

0.809%



TWEETS
PER WEEK

3.36

TWITTER
ENG RATE / TWEET

0.044%



VIDEOS
PER WEEK

1.63

TIKTOK
ENG RATE / VIDEO

3.08%



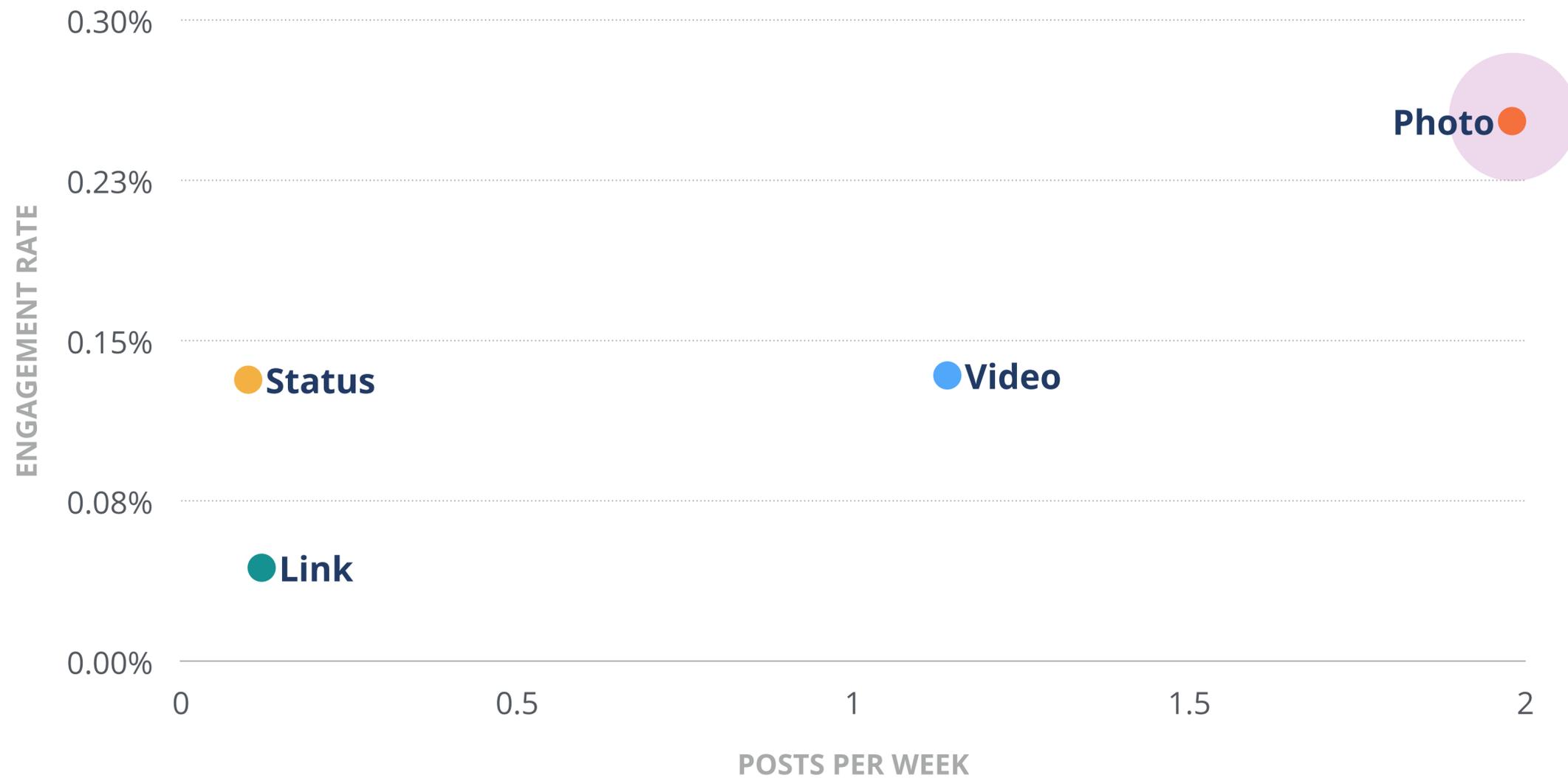
SAMPLE BRANDS



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RivalIQ
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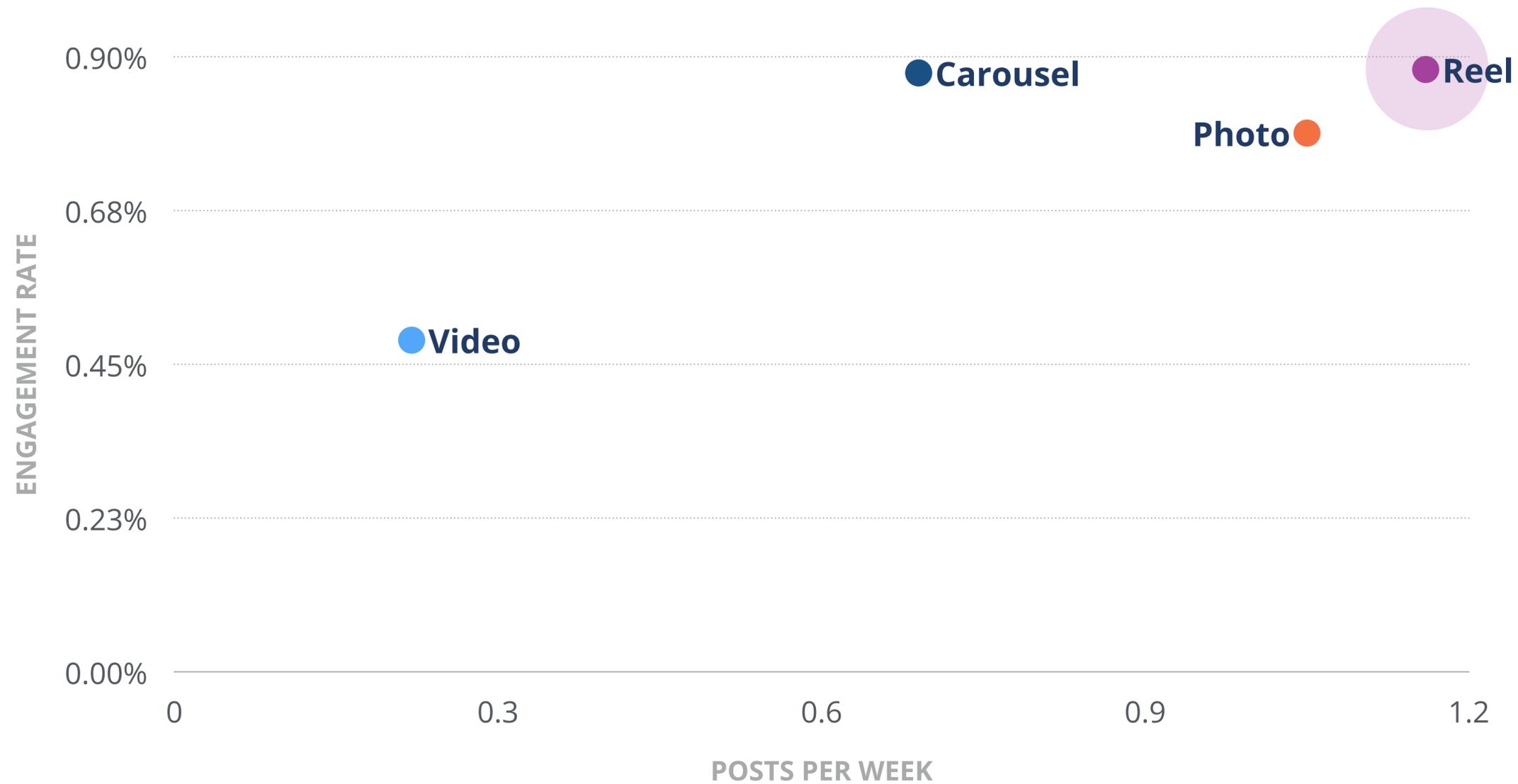
f Facebook metrics by post type



RIVAL IQ INSIGHT

Photos perform about twice as well as the next most engaging post type for Influencers, so concentrating efforts here is a smart move.

Instagram metrics by post type

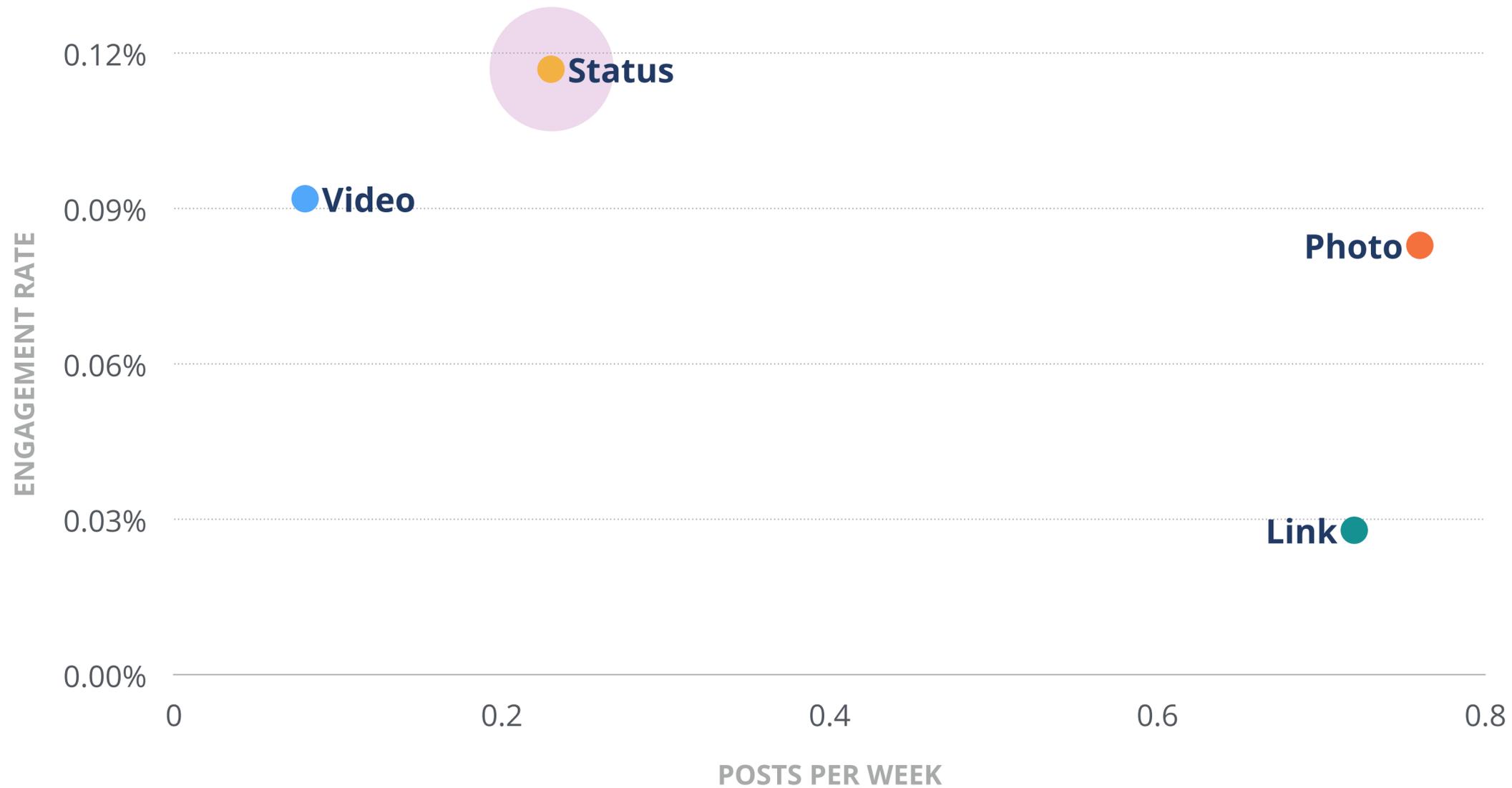


RIVAL IQ INSIGHT

Reels, photos, and carousels earned near-equal engagement for influencers this year on Instagram while video lagged behind.

INFLUENCERS

Twitter metrics by tweet type



RIVAL IQ INSIGHT

Status updates were the most engaging tweet type for Influencers this year but were tweeted the least often of any tweet type.

INFLUENCERS

📷 Top Instagram hashtags by eng. rate



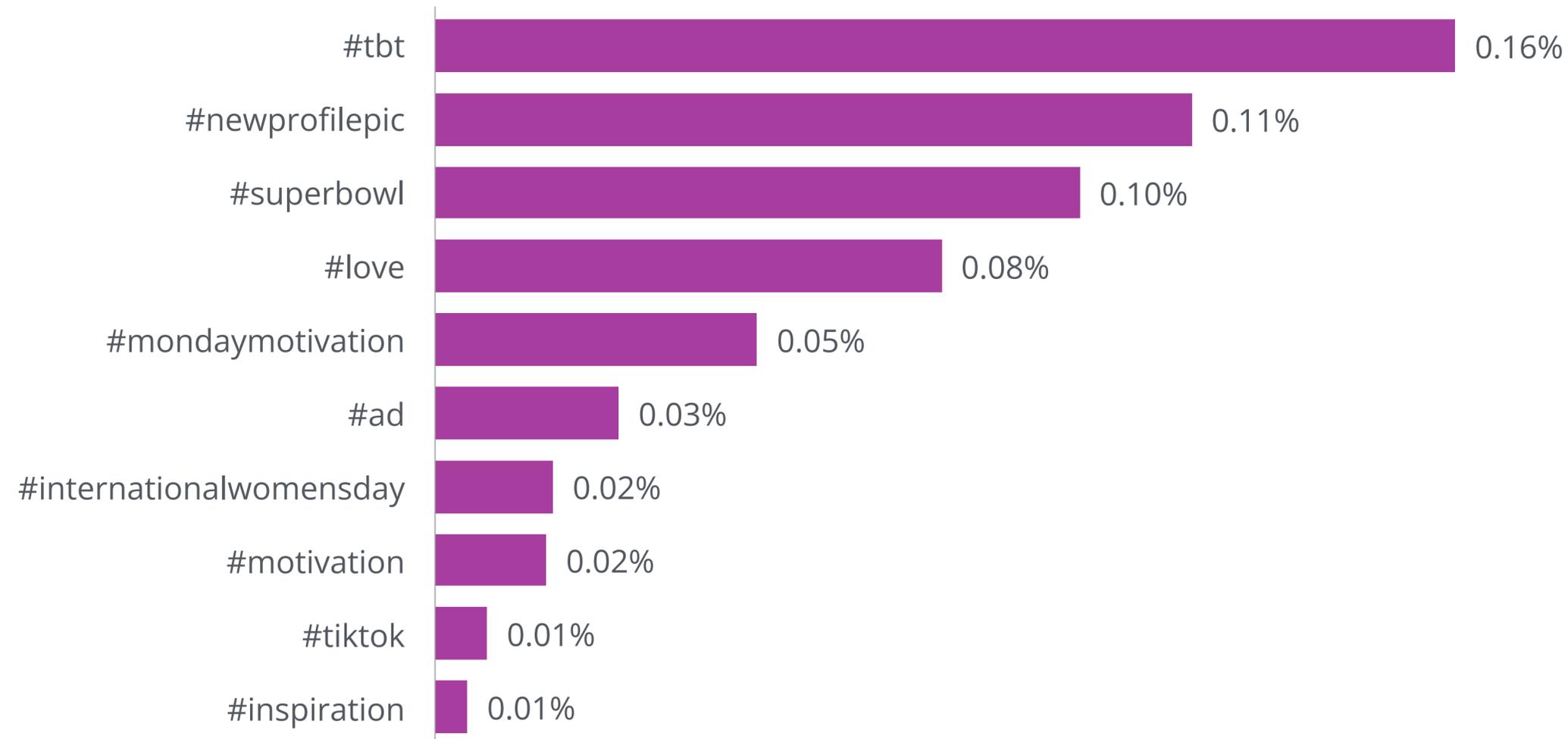
💡 RIVAL IQ INSIGHT

Influencers weren't afraid to get entrepreneurial on Instagram this year with hashtags like #Business, #Leadership, and #Entrepreneur.

* Hashtags used by more than 15 companies in this study

INFLUENCERS

🐦 Top Twitter hashtags by eng. rate



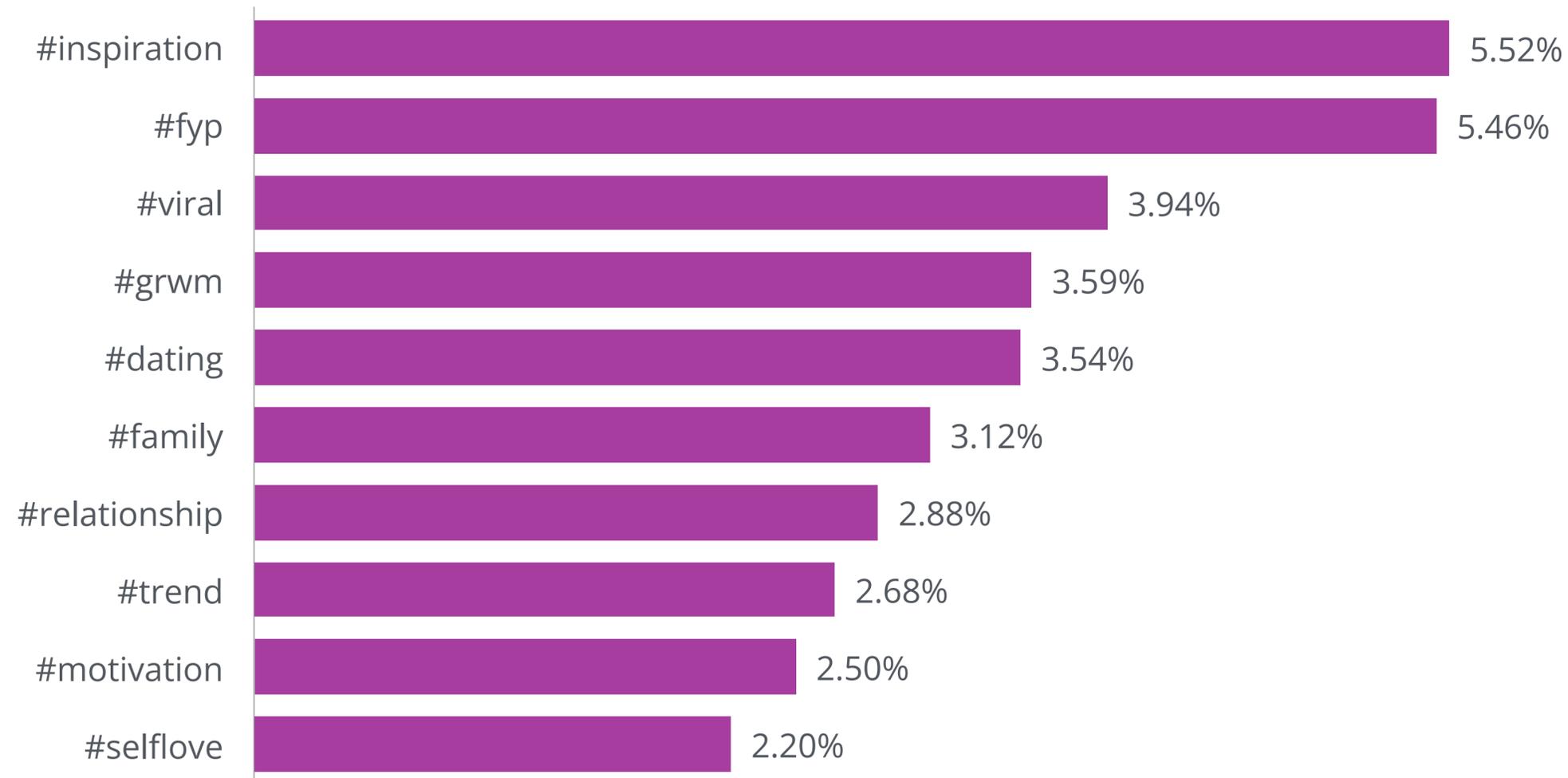
* Hashtags used by more than 10 companies in this study

💡 RIVAL IQ INSIGHT

#tbt was the top-performing hashtag for Influencers on Twitter this year, suggesting followers enjoyed getting to know content creators.

INFLUENCERS

🎵 Top TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

TikTok-themed hashtags like #fyp, #viral, and #trend helped Influencers hop onto the For You Page of fans and followers.



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by NetBase Quid®

INDUSTRY SNAPSHOT
Media



MEDIA

Overview

Media Brands All About the Post Frequency

Media posted much more frequently than the median industry across all four channels but struggled to earn top engagement rates. These brands saw the most engagement success when keeping posting frequency in check on Instagram and TikTok.

A few ideas to improve engagement rates:

- Hashtags based on current events will never go out of style for Media brands.
- Go beyond the link: visual posts like photos and videos performed way better.



FACEBOOK
POSTS PER WEEK

73.45

FACEBOOK
ENG RATE / POST

0.043%



INSTAGRAM
POSTS PER WEEK

9.98

INSTAGRAM
ENG RATE / POST

0.529%



TWEETS
PER WEEK

70.18

TWITTER
ENG RATE / TWEET

0.009%



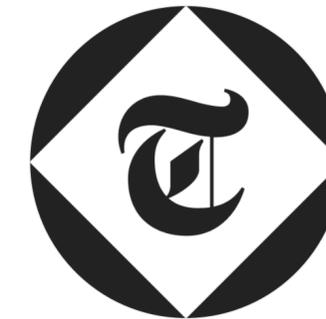
VIDEOS
PER WEEK

4.24

TIKTOK
ENG RATE / VIDEO

5.32%

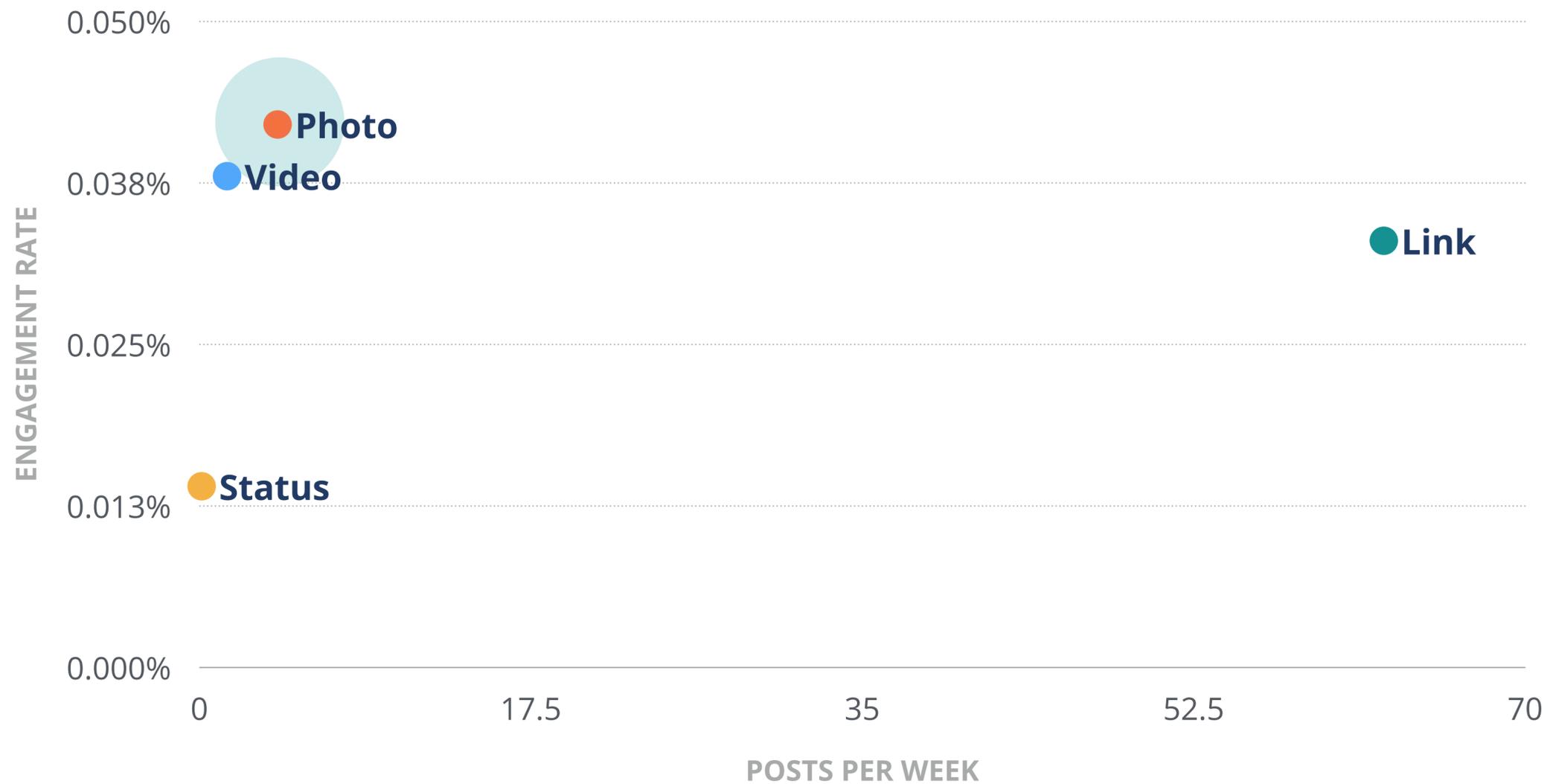
SAMPLE BRANDS



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RivalIQ
by NetBase Quid®

f Facebook metrics by post type

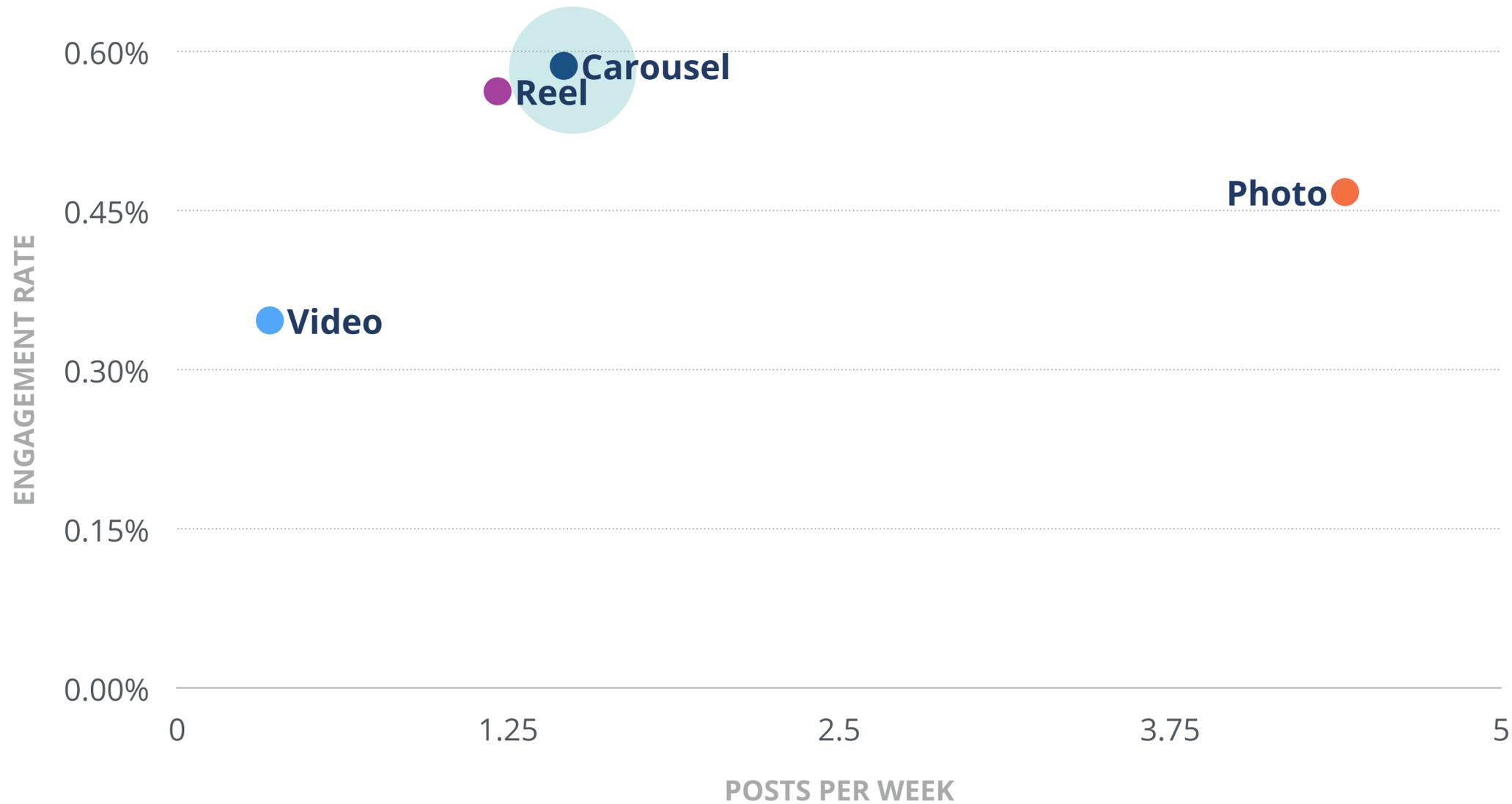


RIVAL IQ INSIGHT

Videos and photos rock top engagement rates for Media brands on Facebook, though these brands were more than 15x as likely to post a link.



Instagram metrics by post type

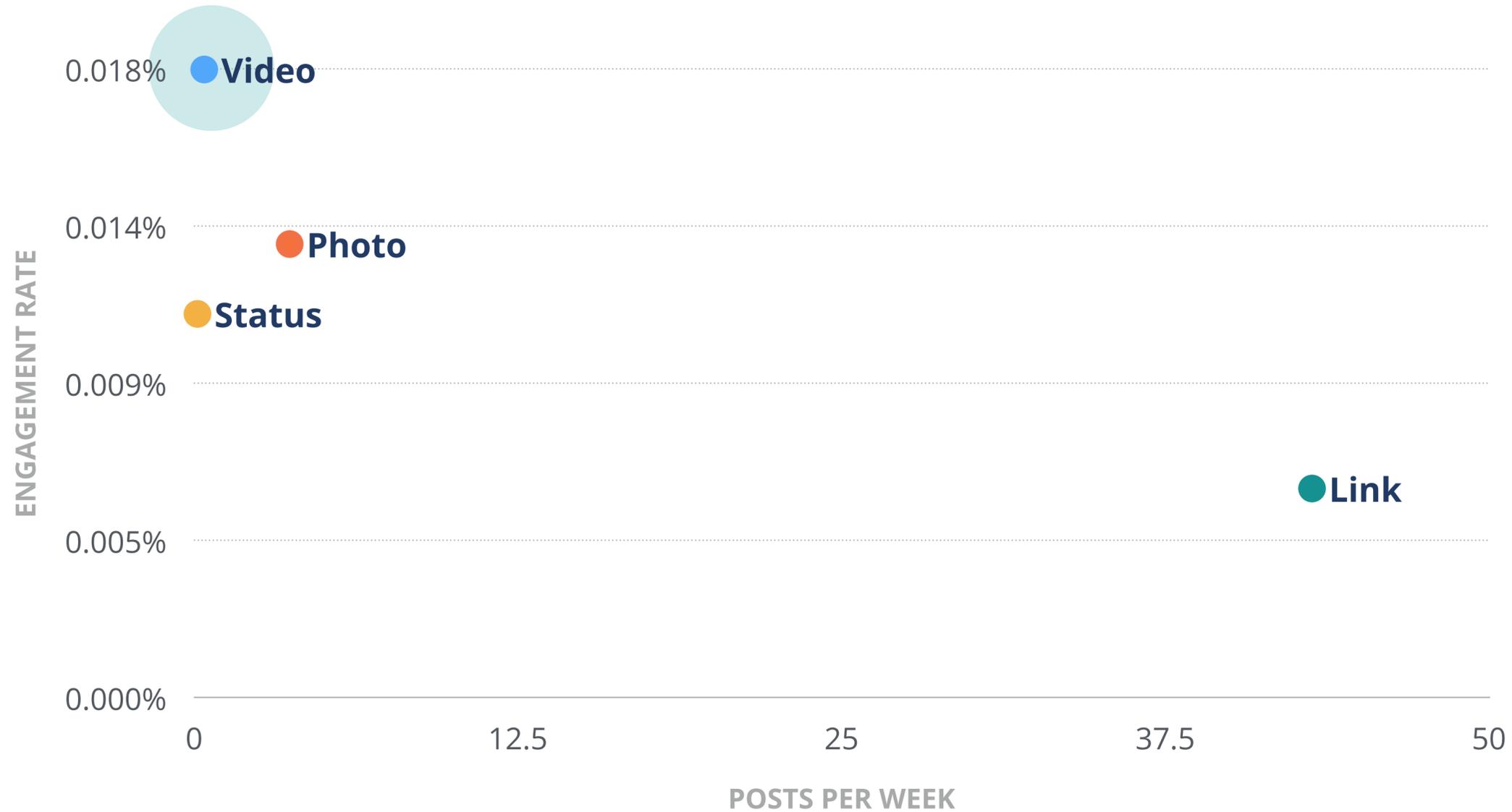


RIVAL IQ INSIGHT

Reels earned about twice the engagement rates of video posts for Media brands on Instagram this year.



Twitter metrics by tweet type

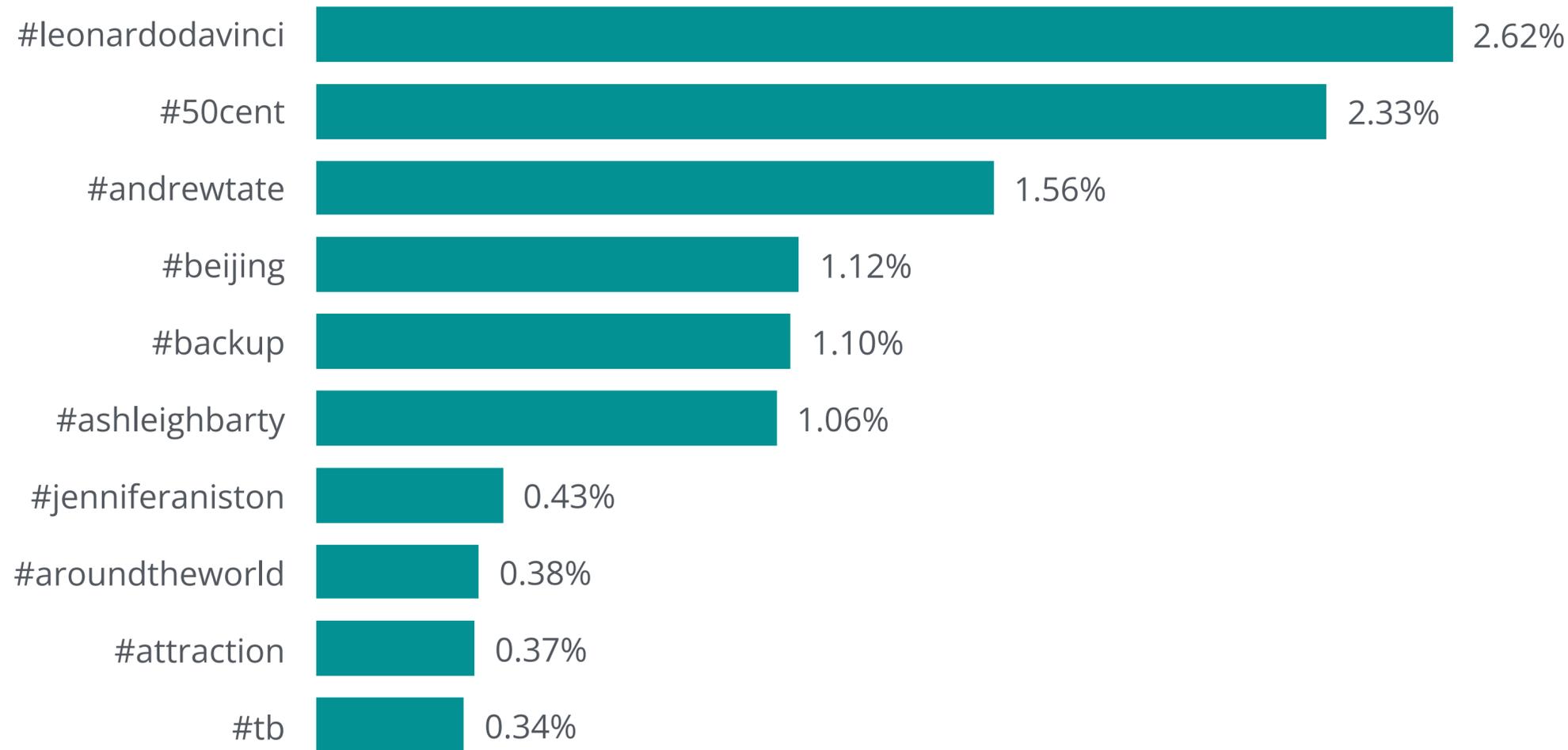


RIVAL IQ INSIGHT

Once again, Media brands heavily favored link tweets, but might want to invest more energy in video tweets, which grabbed more than 3x the engagement rates.

MEDIA

Instagram hashtags by eng. rate



RIVAL IQ INSIGHT

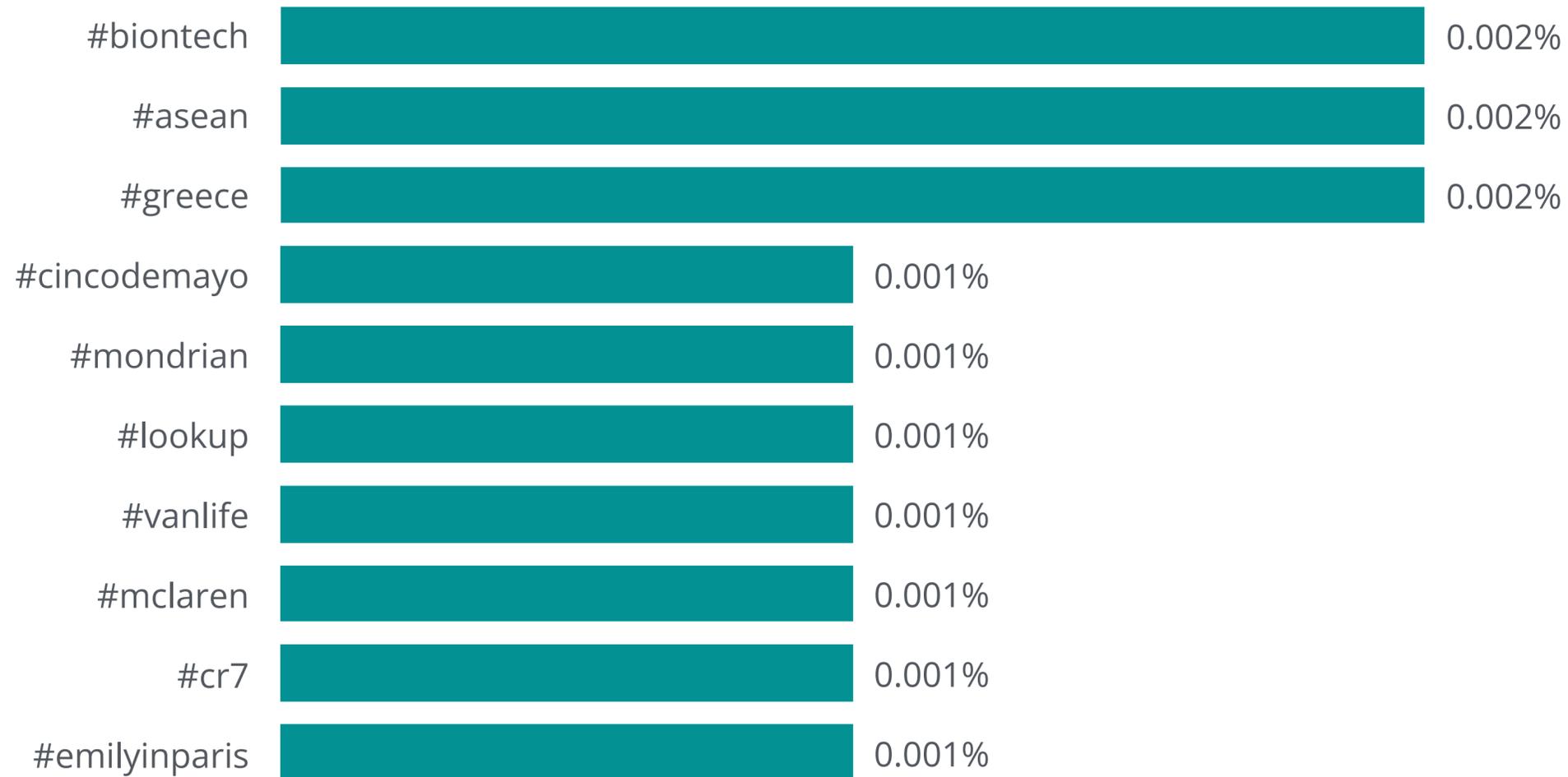
As you'd expect from outlets reporting on everything from the environment to current events, Media brands used a diverse array of hashtags on Instagram this year primarily related to trending topics like #50Cent and #JenniferAniston.

* Hashtags used by more than 4 companies in this study



MEDIA

Twitter hashtags by eng. rate



RIVAL IQ INSIGHT

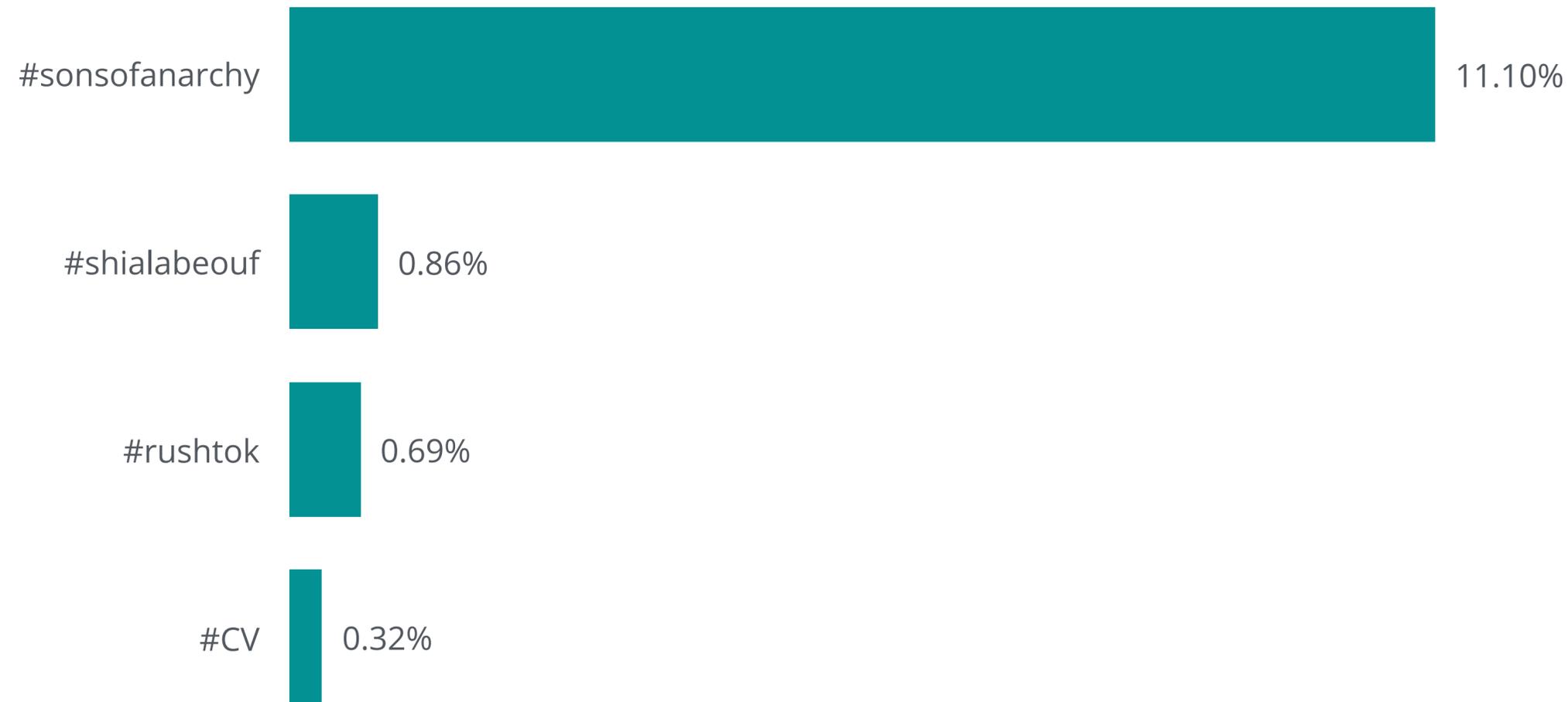
Just like on Instagram, hashtags on Twitter ranged far and wide for Media brands and earned low engagement rates.

* Hashtags used by more than 3 companies in this study



MEDIA

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 3 companies in this study

RIVAL IQ INSIGHT

Media brands used a diverse array of hashtags on Twitter this year, with #SonsOfAnarchy and #ShiaLaBeouf topping the charts.





INDUSTRY SNAPSHOT
Nonprofits

NONPROFITS

Overview

Nonprofits Rocking It Across the Board

Nonprofits saw above-median engagement rates across all social channels this year and posted more often than the median industry, especially on Twitter.

Suggestions for Nonprofits:

- Don't be afraid to play with posting frequency to try to replicate these stellar engagement rates with fewer posts.
- Investing in video content is a must across all channels for 2023.



FACEBOOK
POSTS PER WEEK

7.4

FACEBOOK
ENG RATE / POST

0.071%



INSTAGRAM
POSTS PER WEEK

5.0

INSTAGRAM
ENG RATE / POST

0.627%



TWEETS
PER WEEK

9.82

TWITTER
ENG RATE / TWEET

0.050%



VIDEOS
PER WEEK

1.45

TIKTOK
ENG RATE / VIDEO

7.36%

SAMPLE BRANDS

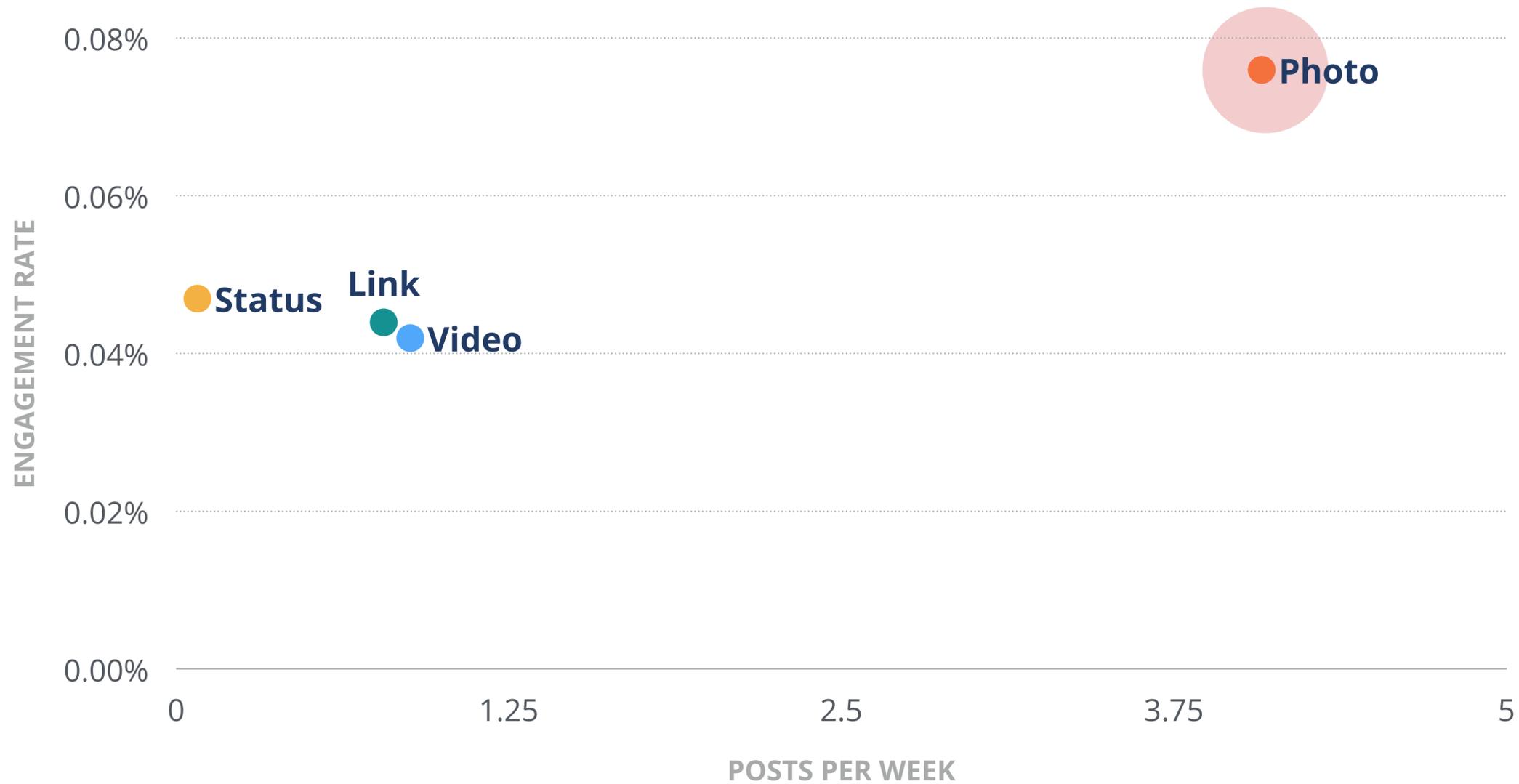


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RivalIQ
by NetBase Quid®

NONPROFITS

f Facebook metrics by post type

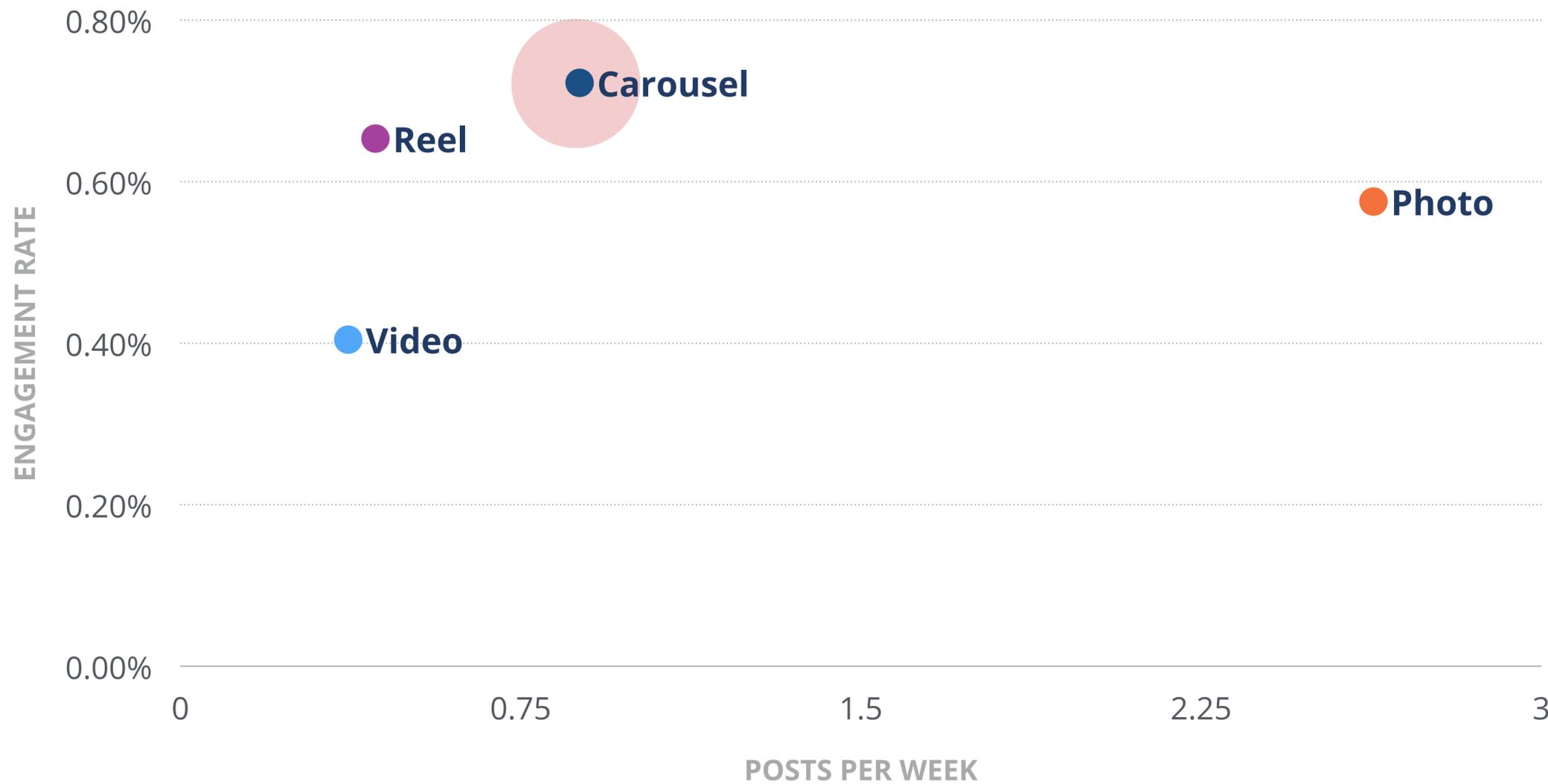


RIVAL IQ INSIGHT

Photos earned top engagement rates for Nonprofits this year, who shared this post type 4x more often than any other.

NONPROFITS

Instagram metrics by post type

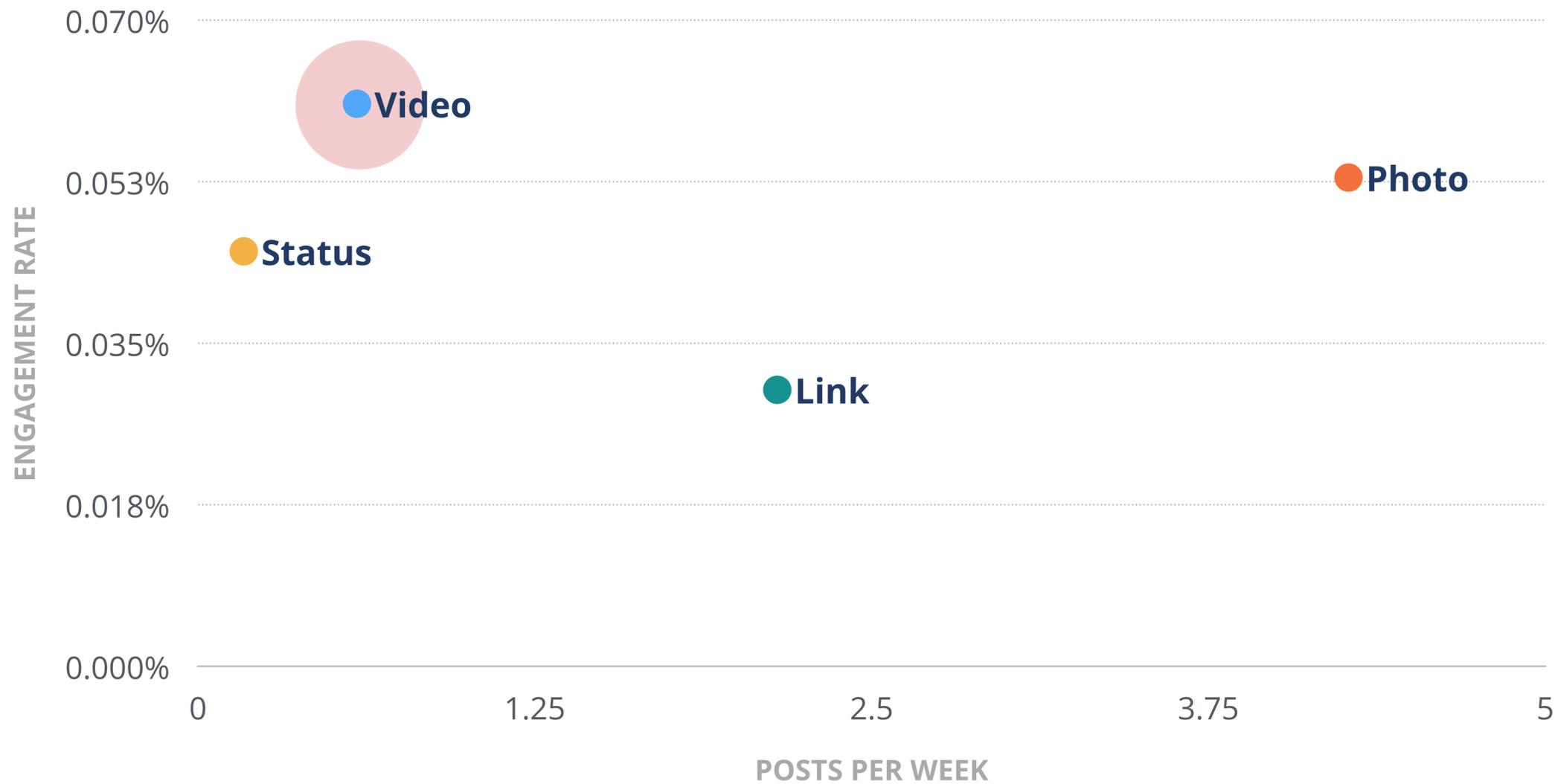


RIVAL IQ INSIGHT

Unlike many other industries, Nonprofits saw relatively similar engagement rates between their top three post types on Instagram this year, with carousel posts leading the pack as usual.

NONPROFITS

Twitter metrics by tweet type

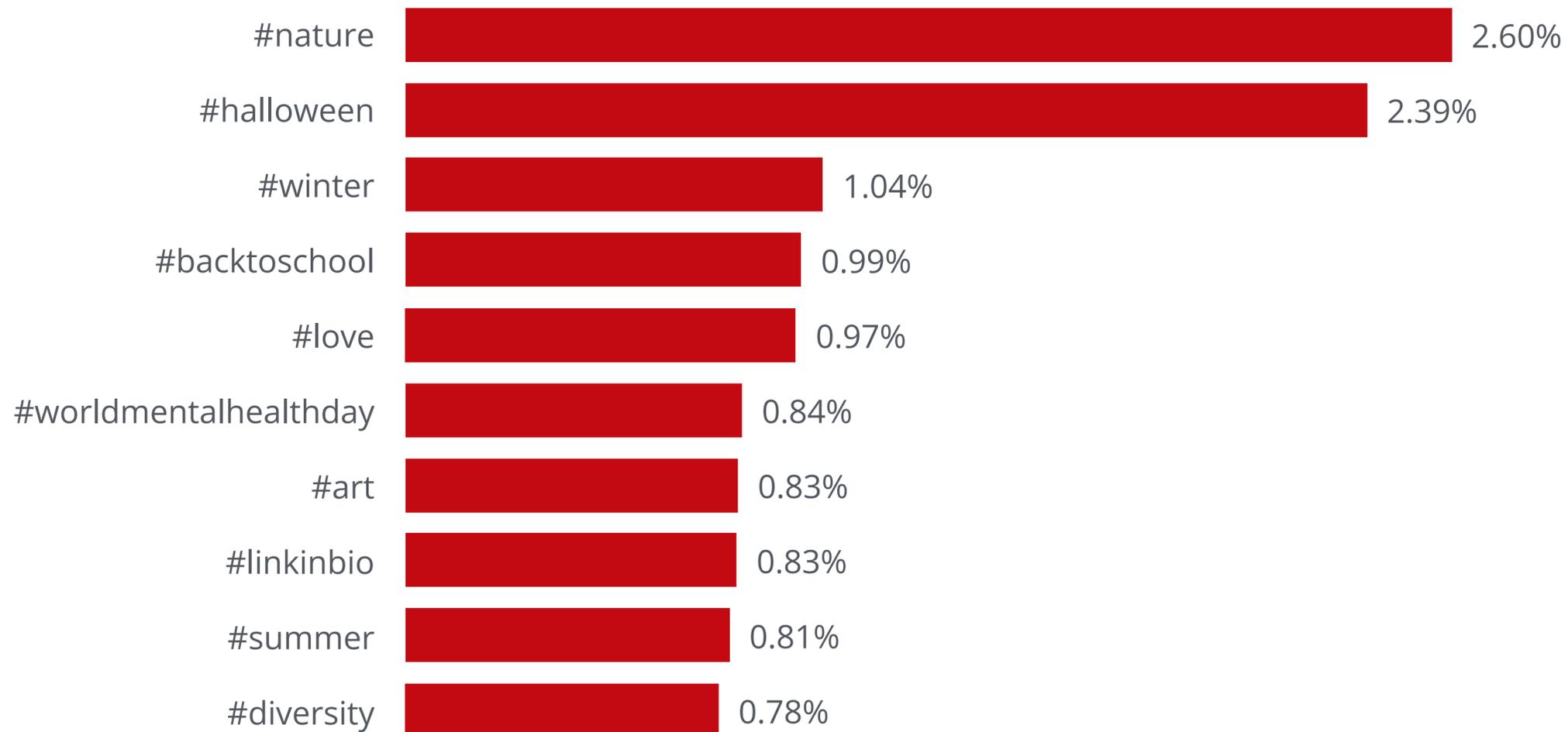


RIVAL IQ INSIGHT

Videos earned top engagement rates for Nonprofits this year on Twitter, but the extra work that goes into producing a video meant photo and link tweets were more common for these organizations.

NONPROFITS

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

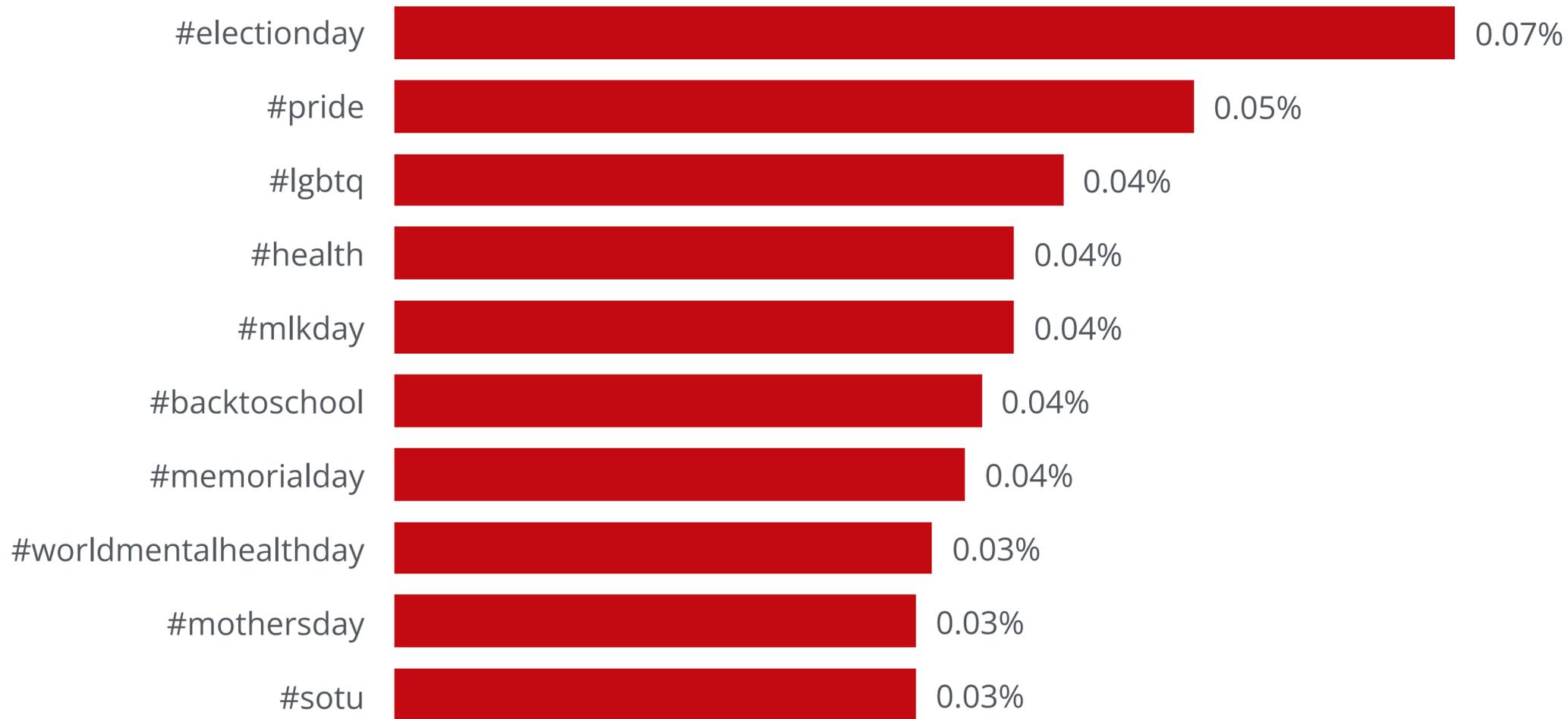
RIVAL IQ INSIGHT

Holiday and seasonal hashtags like #Halloween, #Winter, and #BackToSchool earned top marks for Nonprofits on Instagram this year.



NONPROFITS

Twitter hashtags by eng. rate



RIVAL IQ INSIGHT

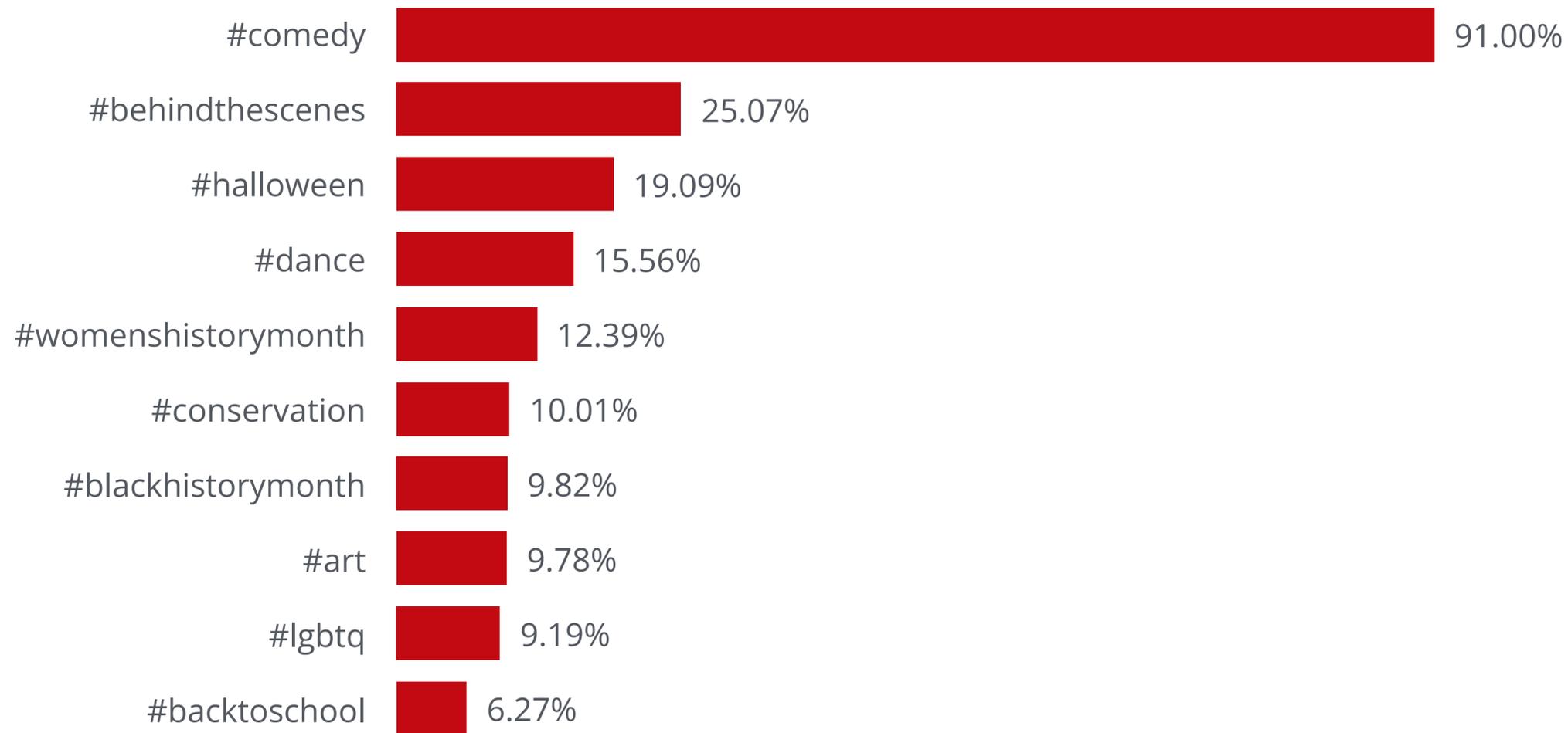
Nonprofits used hashtags on Twitter to tackle issues like #WorldMentalHealthDay and #LGBTQIA+ rights.

* Hashtags used by more than 15 companies in this study



NONPROFITS

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

Hashtags like #comedy and #BehindTheScenes stood way, way out for Nonprofits on TikTok this year, while holiday-themed hashtags also earned epic engagement rates.





RivalIQ
by NetBase Quid®

INDUSTRY SNAPSHOT
Retail

RETAIL

Overview

Retail Lagging Across the Board

Retail brands trailed behind other industries across all four channels this year, earning last-place engagement rates on Instagram and second-to-last on Facebook.

Some ideas for improving social performance this year:

- Stick with photo posts to help drive up engagement while also experimenting with video, especially Reels and TikToks.
- Don't be afraid to use holiday- or product-themed hashtags to help fans and followers imagine Retail products in their spaces.



FACEBOOK
POSTS PER WEEK

6.19

FACEBOOK
ENG RATE / POST

0.028%



INSTAGRAM
POSTS PER WEEK

6.83

INSTAGRAM
ENG RATE / POST

0.194%



TWEETS
PER WEEK

2.37

TWITTER
ENG RATE / TWEET

0.022%



VIDEOS
PER WEEK

2.22

TIKTOK
ENG RATE / VIDEO

4.09%

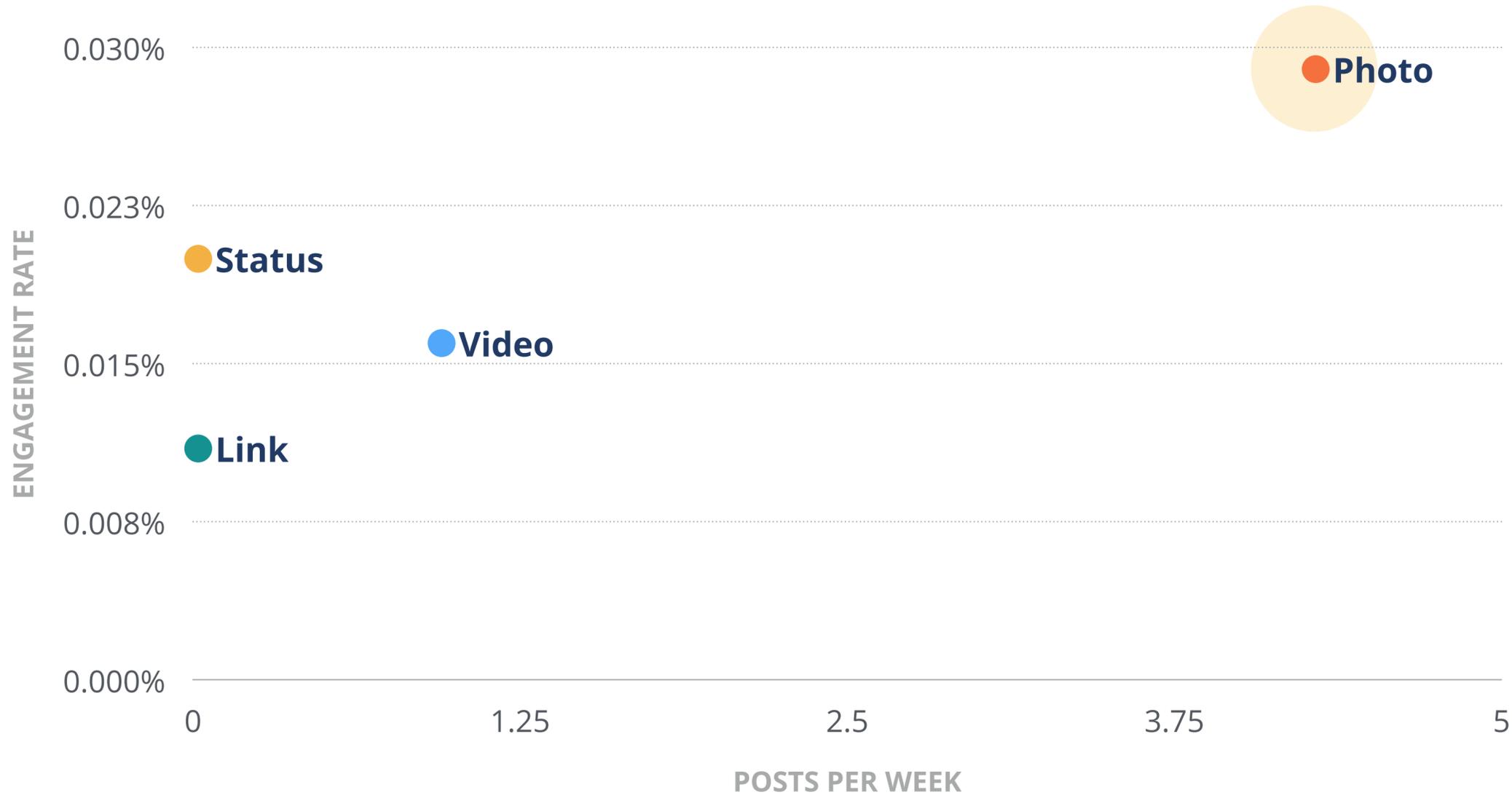
SAMPLE BRANDS



[SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►](#)

RivalIQ
by NetBase Quid®

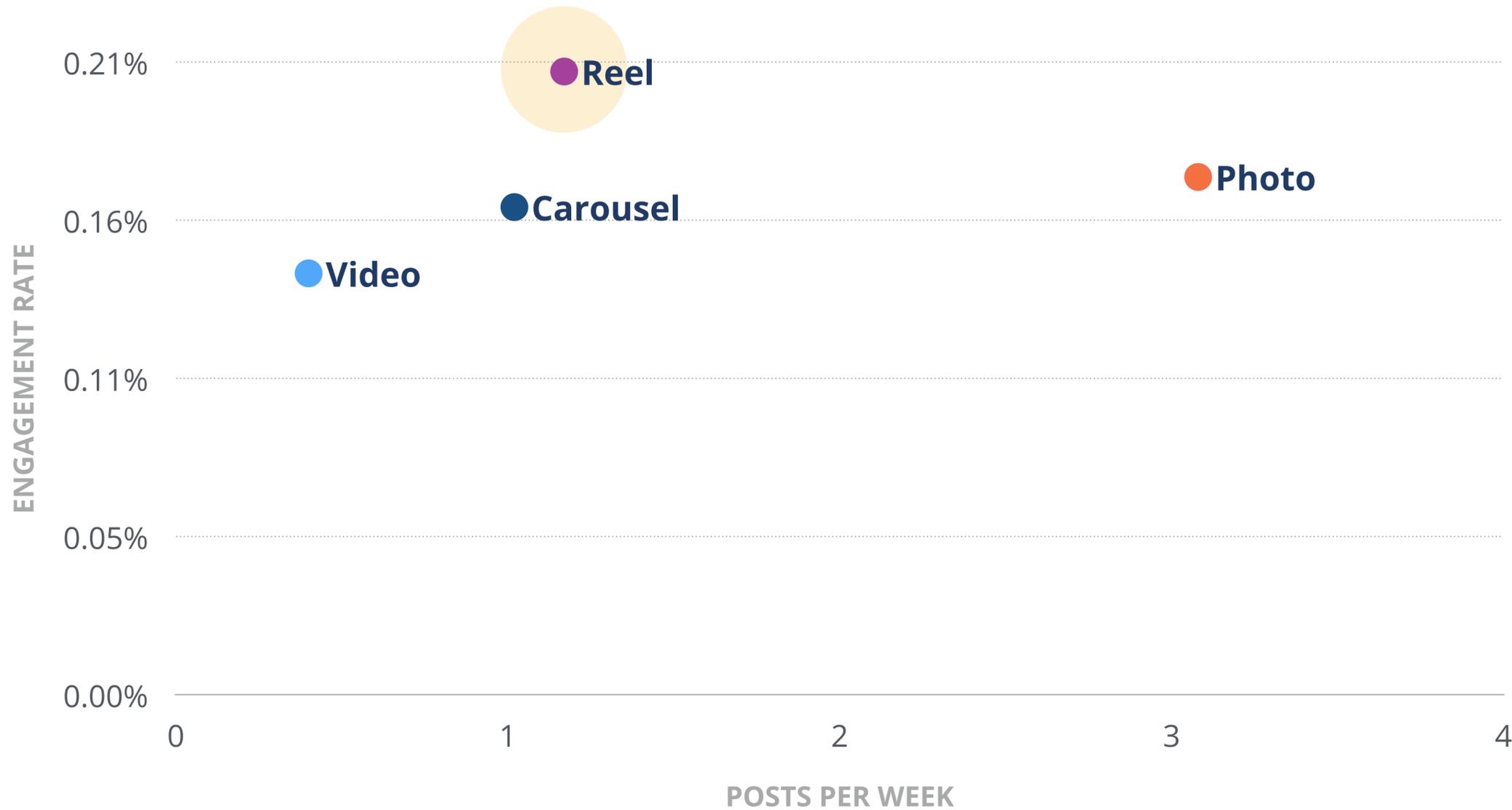
f Facebook metrics by post type



RIVAL IQ INSIGHT

Photos earned 50% higher engagement rates than the next most engaging post type for Retail brands on Facebook, so this was a smart place to concentrate efforts.

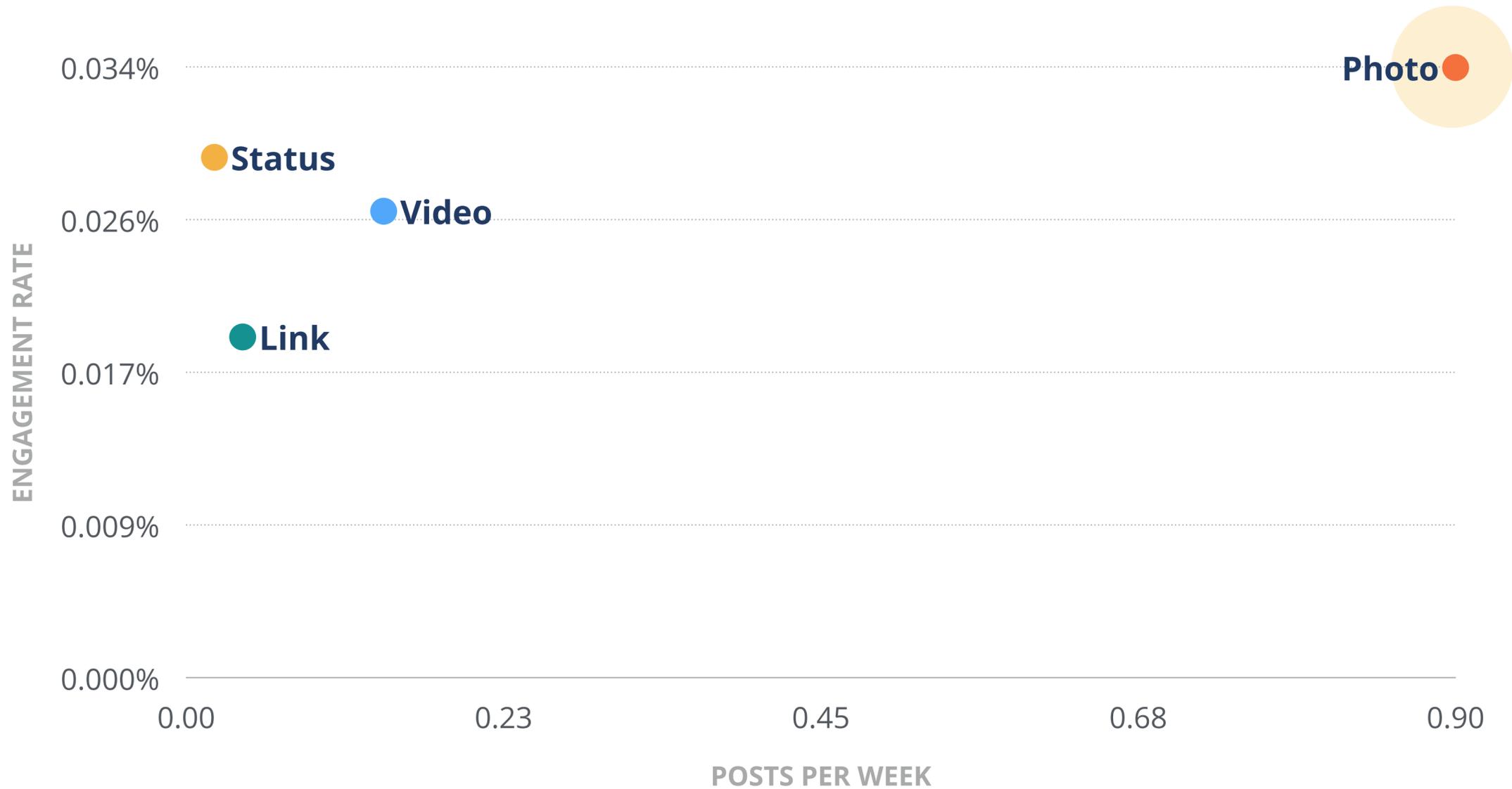
Instagram metrics by post type



RIVAL IQ INSIGHT

Reels rocked for Retail brands on Instagram this year and helped Igloo Coolers grab the Retail Instagram engagement rate gold.

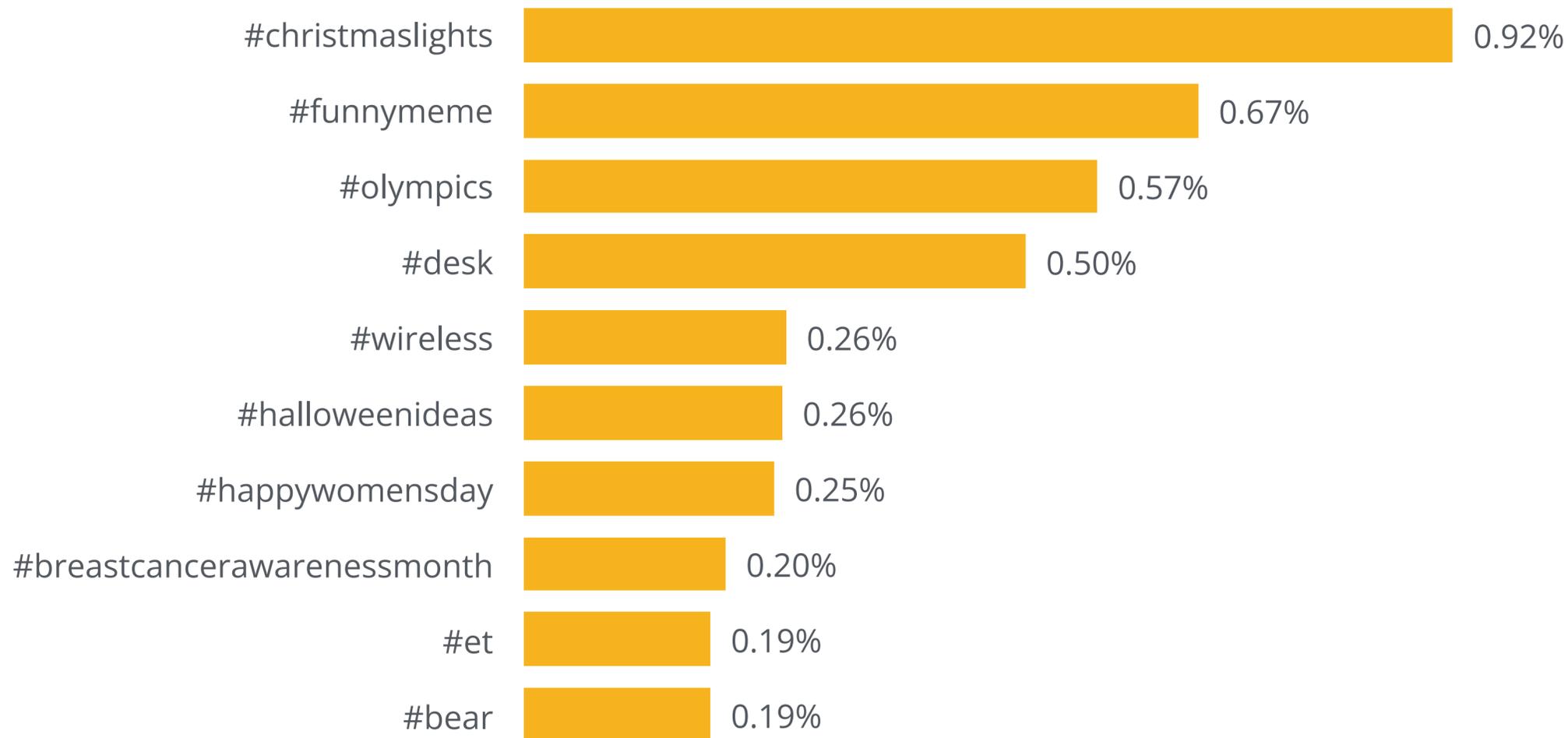
Twitter metrics by tweet type



RIVAL IQ INSIGHT

Retail brands saw engagement rates that were below the median this year, so leaning into top-performing photo tweets is a strong strategy.

Instagram hashtags by eng. rate



* Hashtags used by more than 4 companies in this study

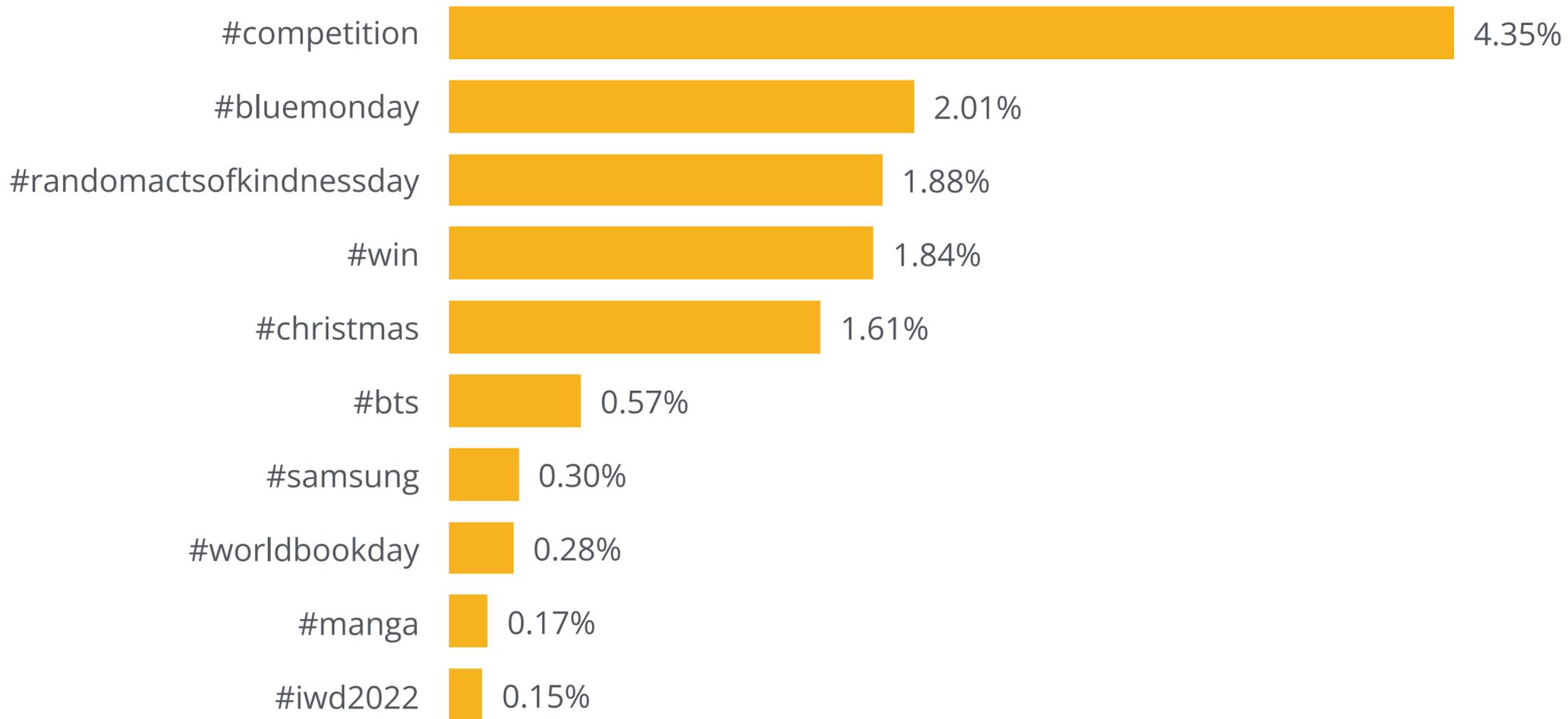
RIVAL IQ INSIGHT

Retail brands helped fans and followers visualize holiday decoration ideas with hashtags like #ChristmasLights and #HalloweenIdeas.



RETAIL

Twitter hashtags by eng. rate



* Hashtags used by more than 4 companies in this study

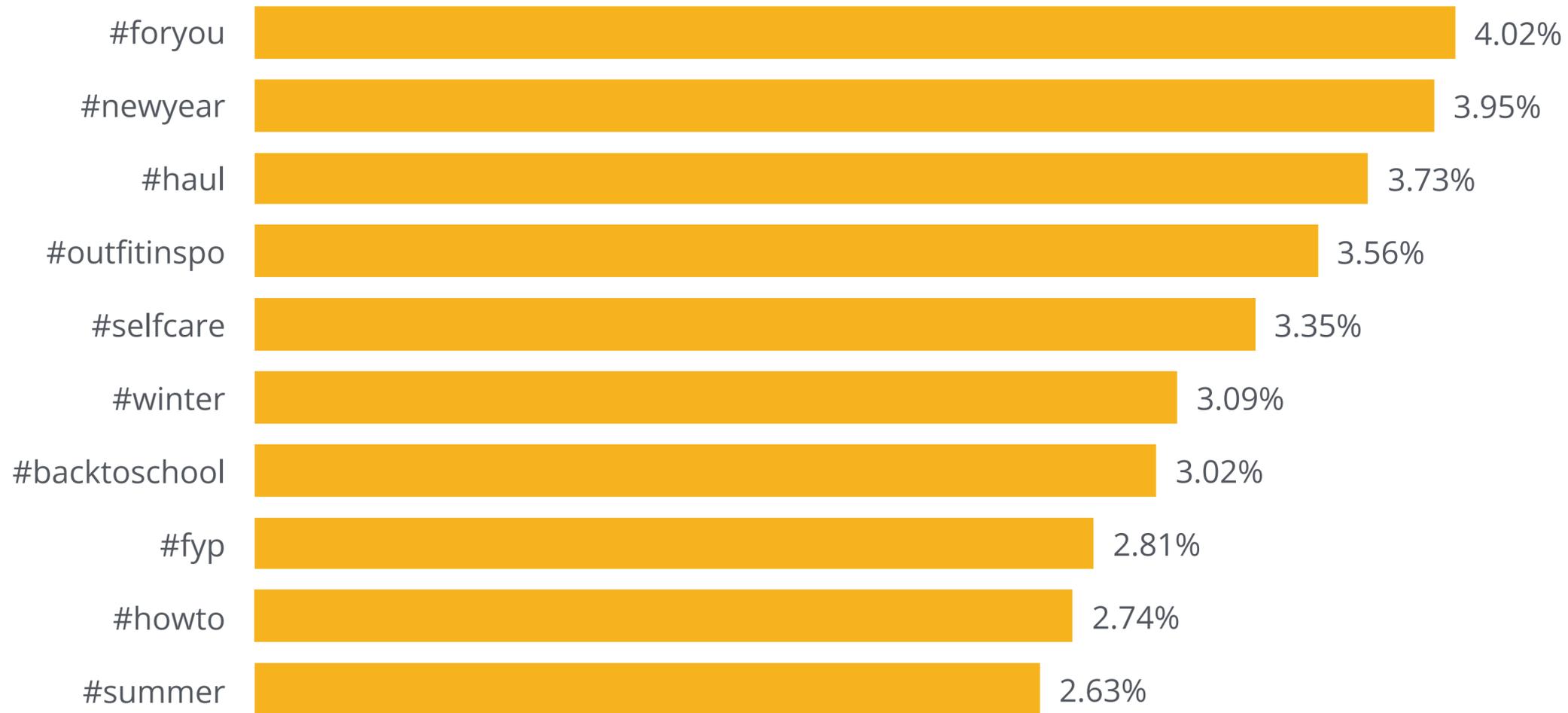
RIVAL IQ INSIGHT

*#Competition-
hashtagged tweets
earned twice the
engagement rates as the
next most engaging
hashtag for Retail brands
on Twitter this year.*



RETAIL

TikTok hashtags by eng. rate



RIVAL IQ INSIGHT

Hashtags that helped Retail brands show off their products like #haul, #OutfitInspo, and #SelfCare performed well on TikTok this year.

* Hashtags used by more than 15 companies in this study

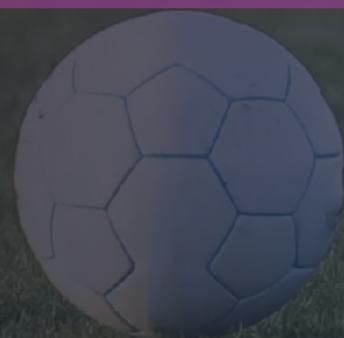




RivalIQ
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INDUSTRY SNAPSHOT

Sports Teams



Overview



Sports Teams Go for the Gold

Sports Teams saw top engagement rates on Facebook and Twitter and were runners-up on Instagram and TikTok. Pretty impressive, especially since high posting frequency meant lots of chances to engage followers.

Some ways to improve engagement rates even more:

- Posting early and often is working, so keep it up.
- Event-based hashtags like #FIFAWorldCup and #SuperBowl energized fans while helping them tune into big games.



FACEBOOK
POSTS PER WEEK

23.39

FACEBOOK
ENG RATE / POST

0.241%



INSTAGRAM
POSTS PER WEEK

15.64

INSTAGRAM
ENG RATE / POST

1.485%



TWEETS
PER WEEK

47.08

TWITTER
ENG RATE / TWEET

0.078%



VIDEOS
PER WEEK

1.95

TIKTOK
ENG RATE / VIDEO

9.18%

SAMPLE BRANDS



f Facebook metrics by post type

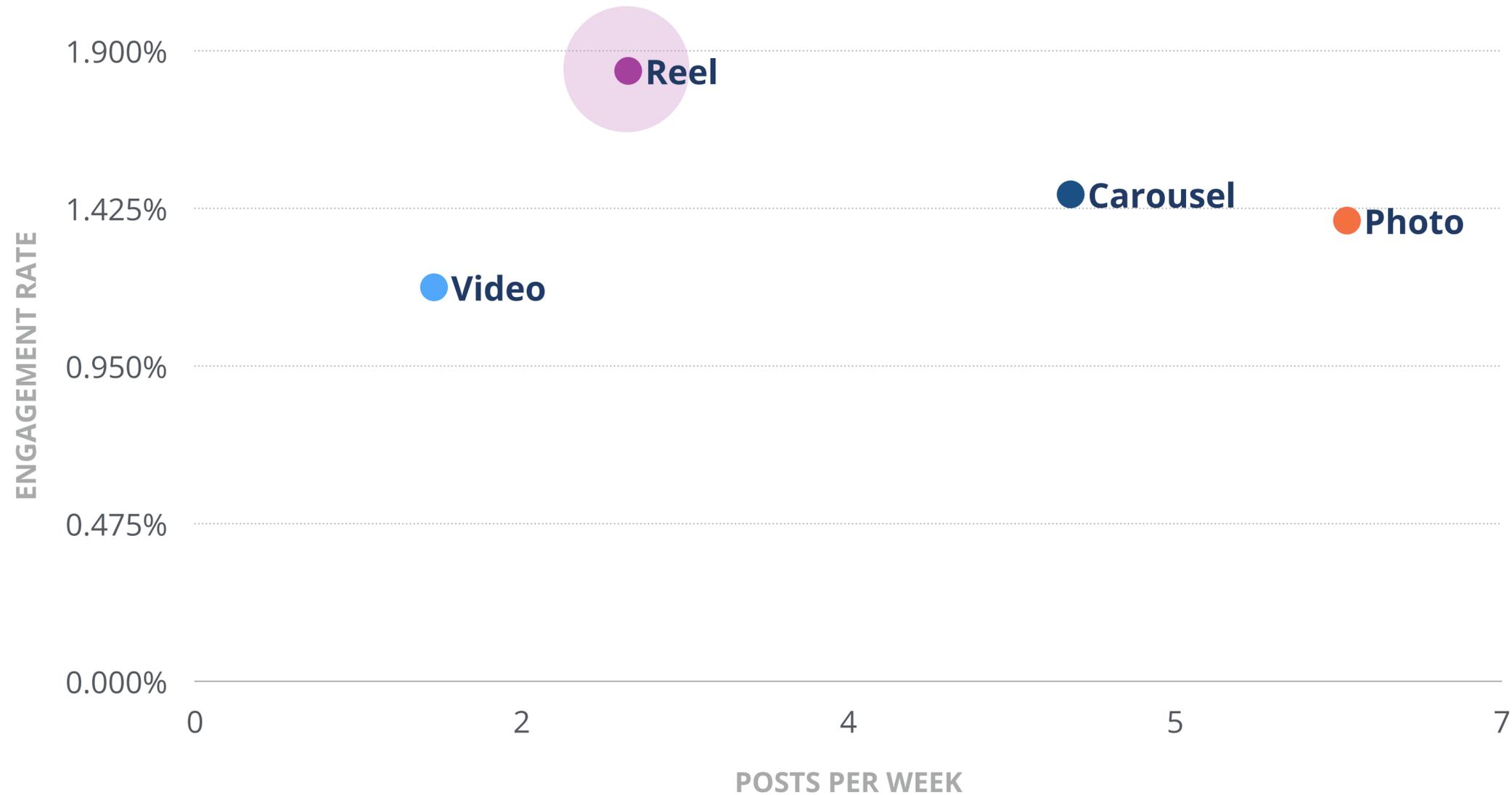


RIVAL IQ INSIGHT

Photo posts on Facebook helped Sports Teams earn more than 4x the median engagement rate on this channel, putting these brands comfortably in first place.



Instagram metrics by post type

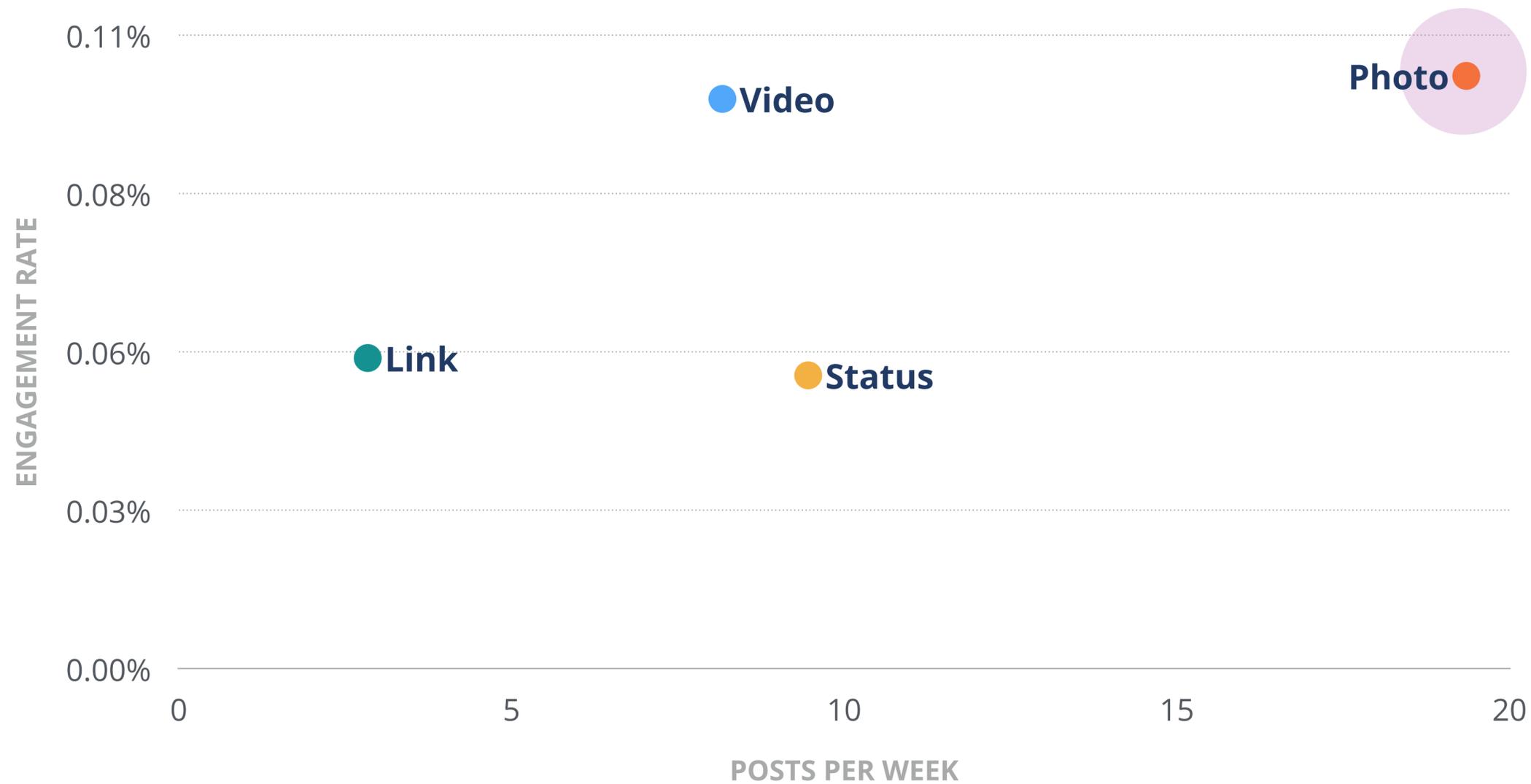


RIVAL IQ INSIGHT

Reels earned killer engagement rates for Sports Teams on Instagram this year even though they were posted less frequently than static post types. Sports Teams like the high-performing Czech Olympic team maximized engagement with Reels.

SPORTS TEAMS

Twitter metrics by tweet type

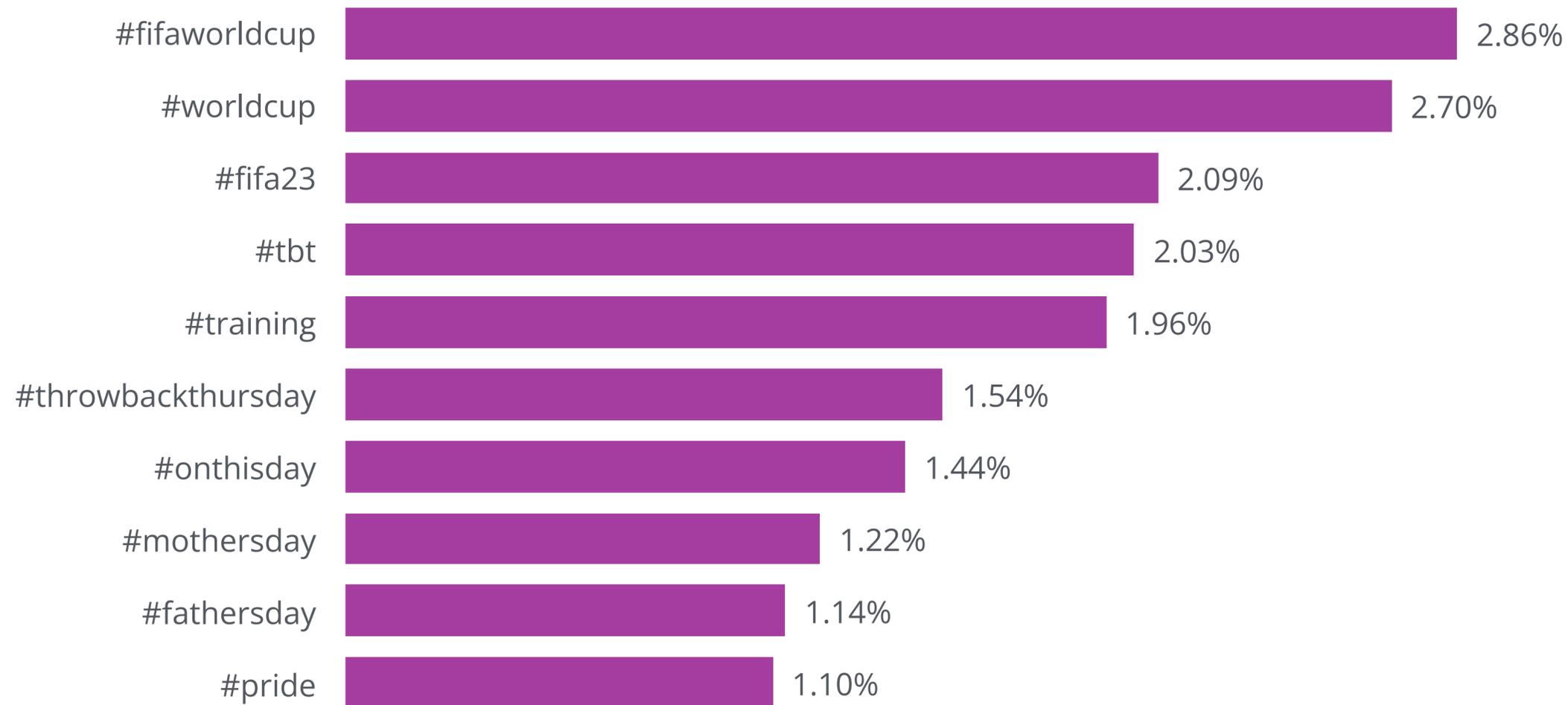


RIVAL IQ INSIGHT

Sports Teams were twice as likely to tweet a photo as any other tweet type on Twitter this year.

SPORTS TEAMS

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

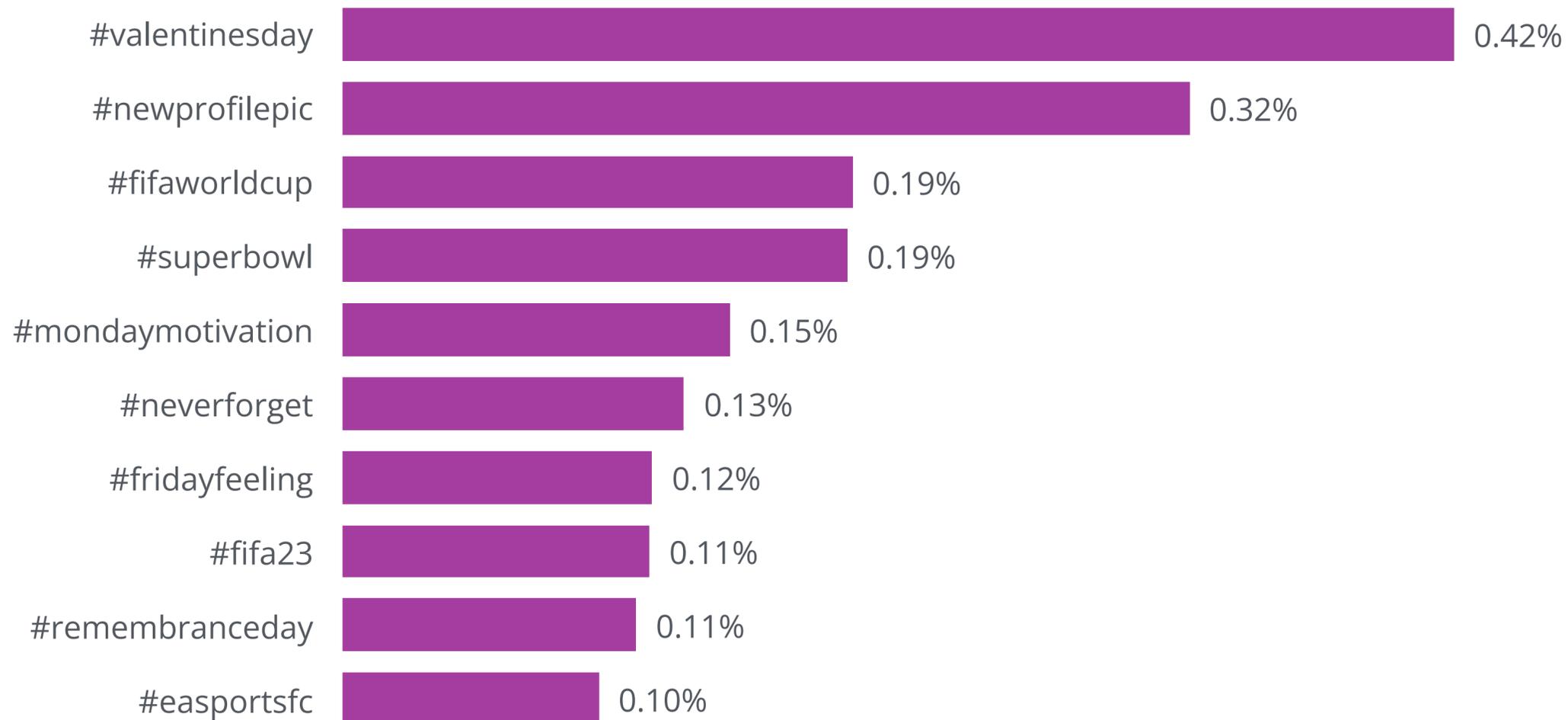
RIVAL IQ INSIGHT

No surprise that Sports Teams saw high engagement on Instagram with World Cup hashtags.



SPORTS TEAMS

Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

Event-themed hashtags like #FIFAWorldCup and #SuperBowl helped Sports Teams succeed on Twitter, and fans also loved when teams moved to a #NewProfilePic.

SPORTS TEAMS

🎵 TikTok hashtags by eng. rate



💡 RIVAL IQ INSIGHT

Top hashtags on TikTok included a diverse array of sports like #Futbol, #NFL, and #Baseball.

* Hashtags used by more than 15 companies in this study





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INDUSTRY SNAPSHOT

Tech & Software

TECH & SOFTWARE Overview



Tech & Software Brands Middle of the Pack

Tech & Software brands earned median engagement rates on Instagram and Twitter while struggling on Facebook and TikTok.

Here are two ideas for improving engagement rates:

- Experiment with post types to go beyond the photo posts.
- Holiday-themed hashtags were a hit, so continue to lean into #HappyNewYear- and #Halloween-themed posts.

SAMPLE BRANDS



FACEBOOK
POSTS PER WEEK

5.19

FACEBOOK
ENG RATE / POST

0.038%



INSTAGRAM
POSTS PER WEEK

2.96

INSTAGRAM
ENG RATE / POST

0.497%



TWEETS
PER WEEK

5.54

TWITTER
ENG RATE / TWEET

0.037%



VIDEOS
PER WEEK

1.47

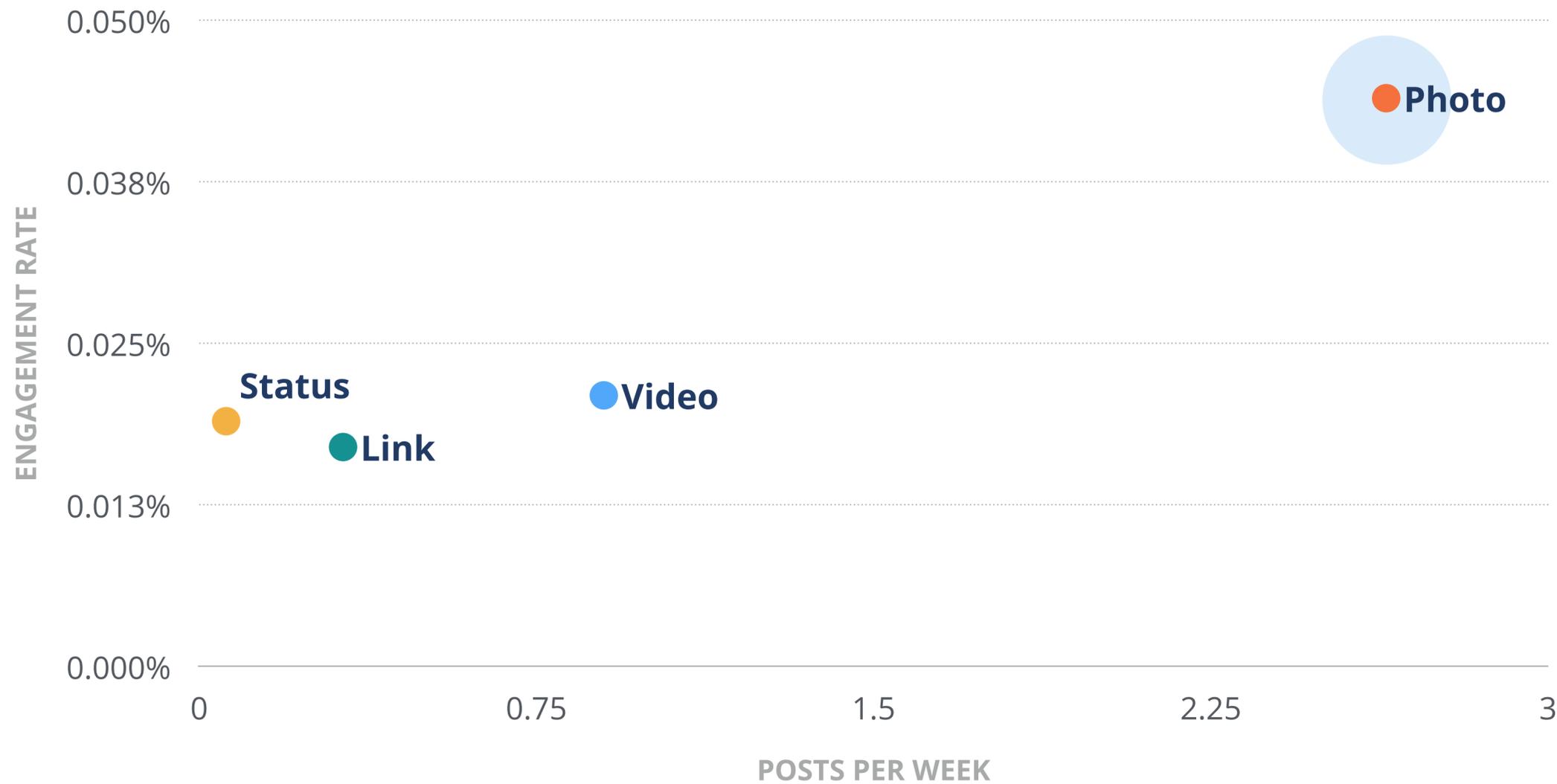
TIKTOK
ENG RATE / VIDEO

4.54%

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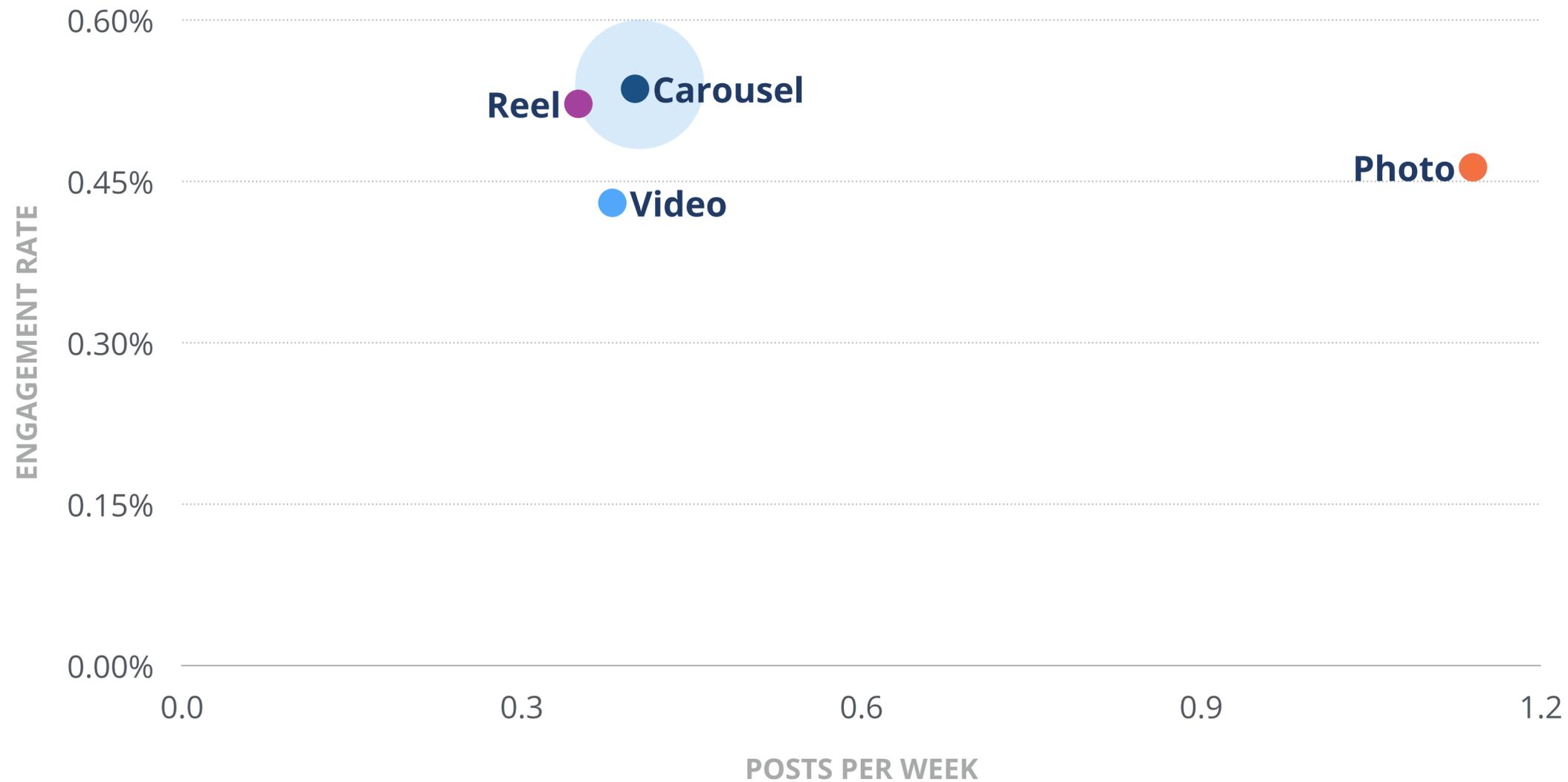
f Facebook metrics by post type



RIVAL IQ INSIGHT

Photos grabbed great engagement rates on Facebook for Tech & Software companies like NordVPN.

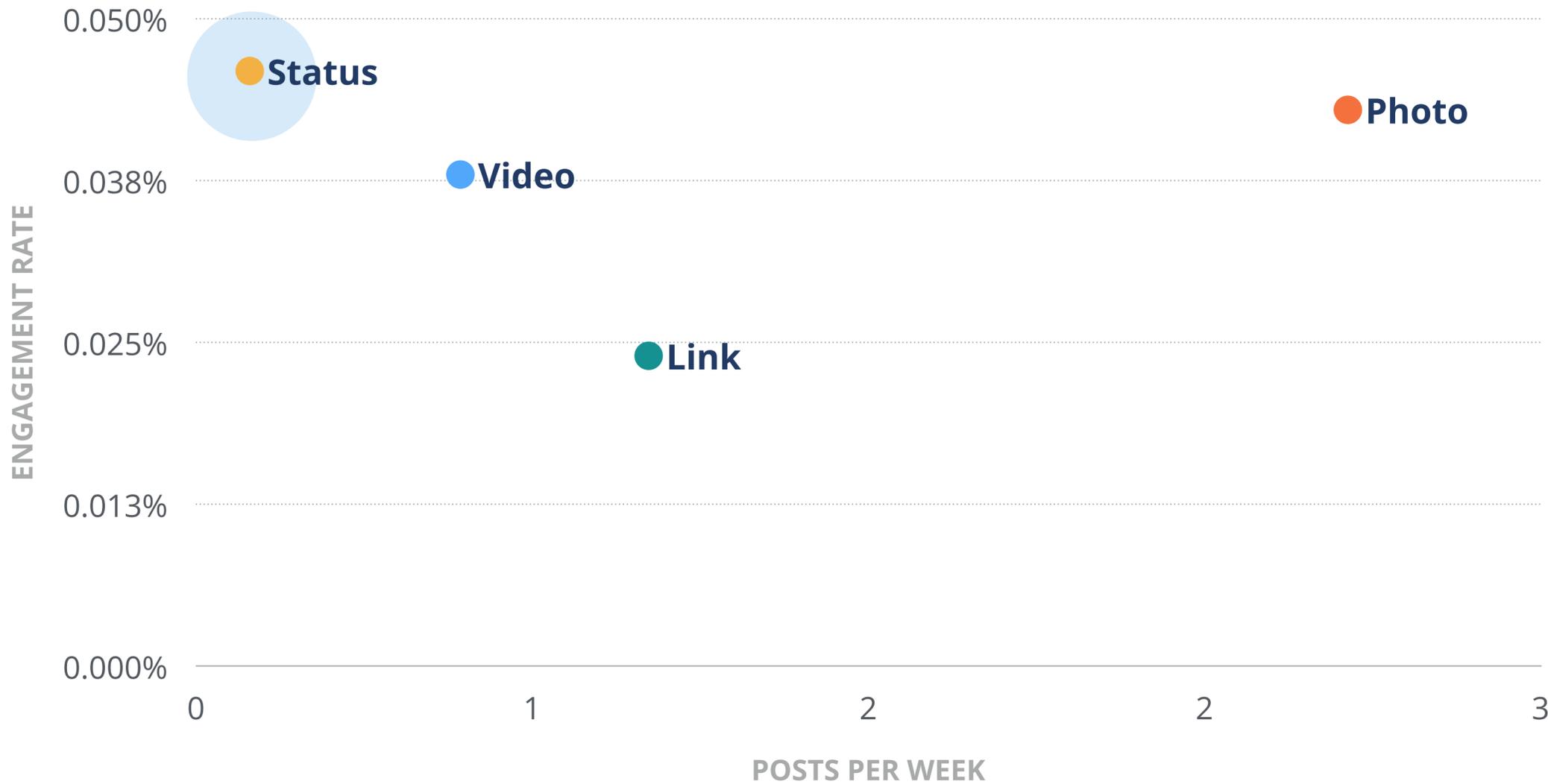
Instagram metrics by post type



RIVAL IQ INSIGHT

Carousels and Reels earned comparable engagement for Tech & Software brands that still heavily favored photo posts on Instagram.

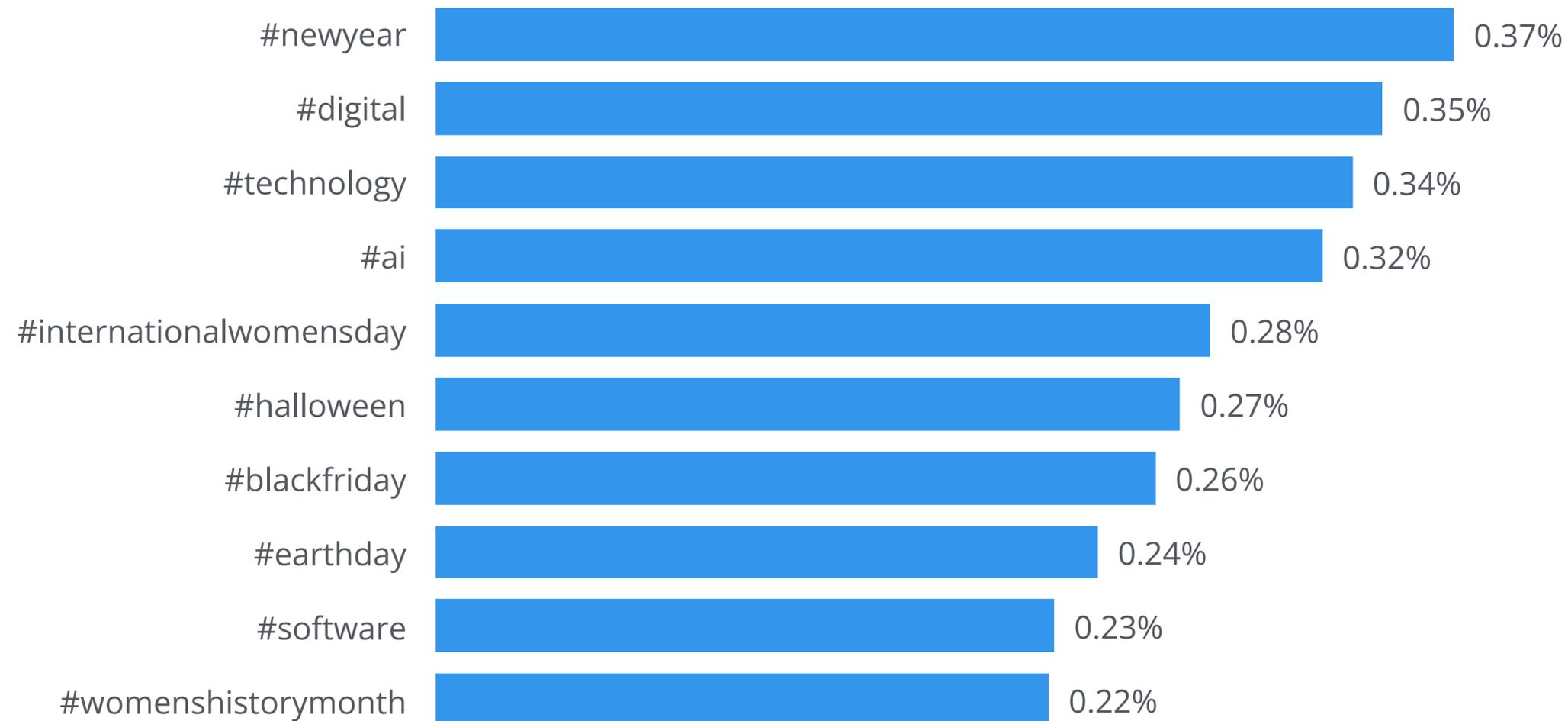
Twitter metrics by tweet type



RIVAL IQ INSIGHT

Status and photo tweets earned neck-and-neck engagement rates, but Tech & Software brands were about 20x likelier to post the latter tweet type.

Instagram hashtags by eng. rate

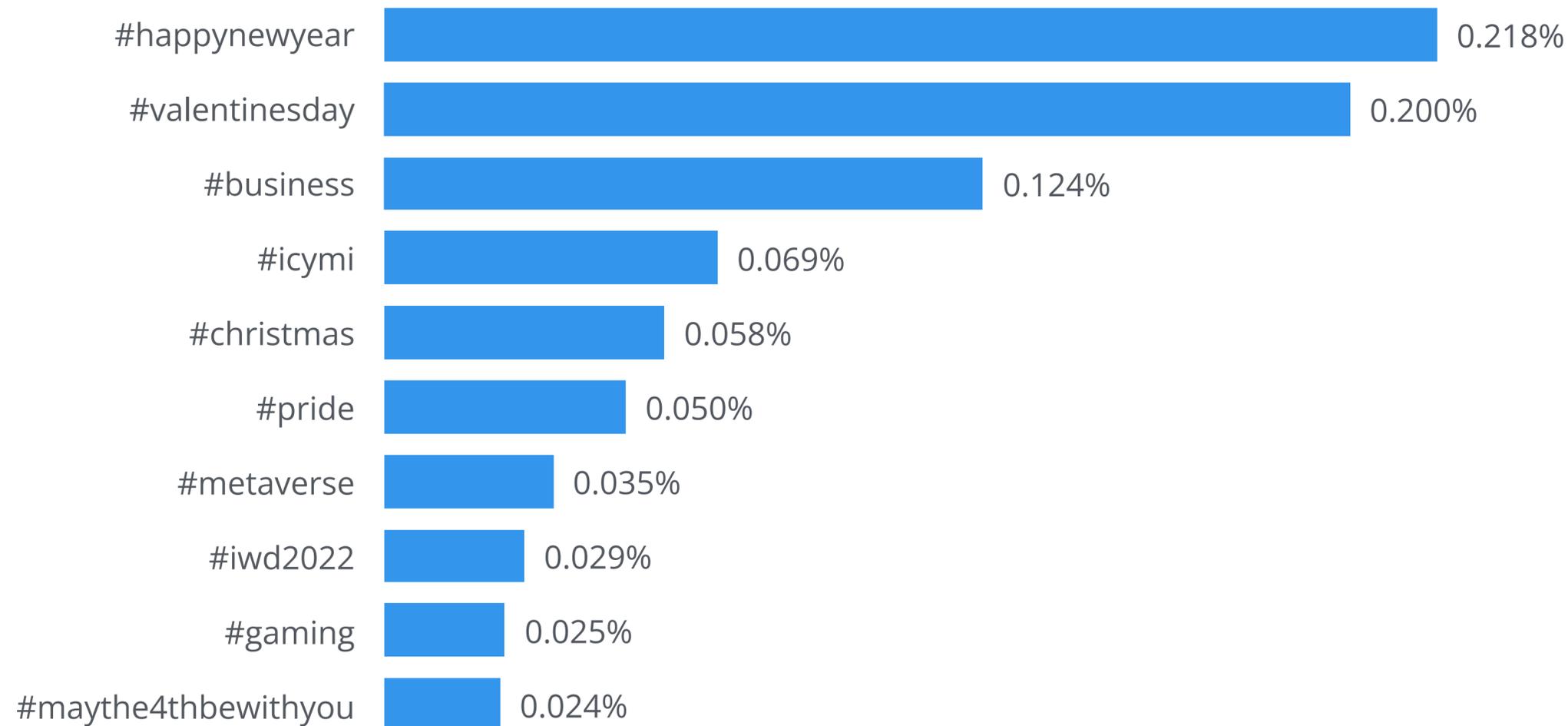


* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

No surprise that tech-themed hashtags like #digital, #technology, and #AI performed well for Tech & Software brands on Instagram this year.

Twitter hashtags by eng. rate

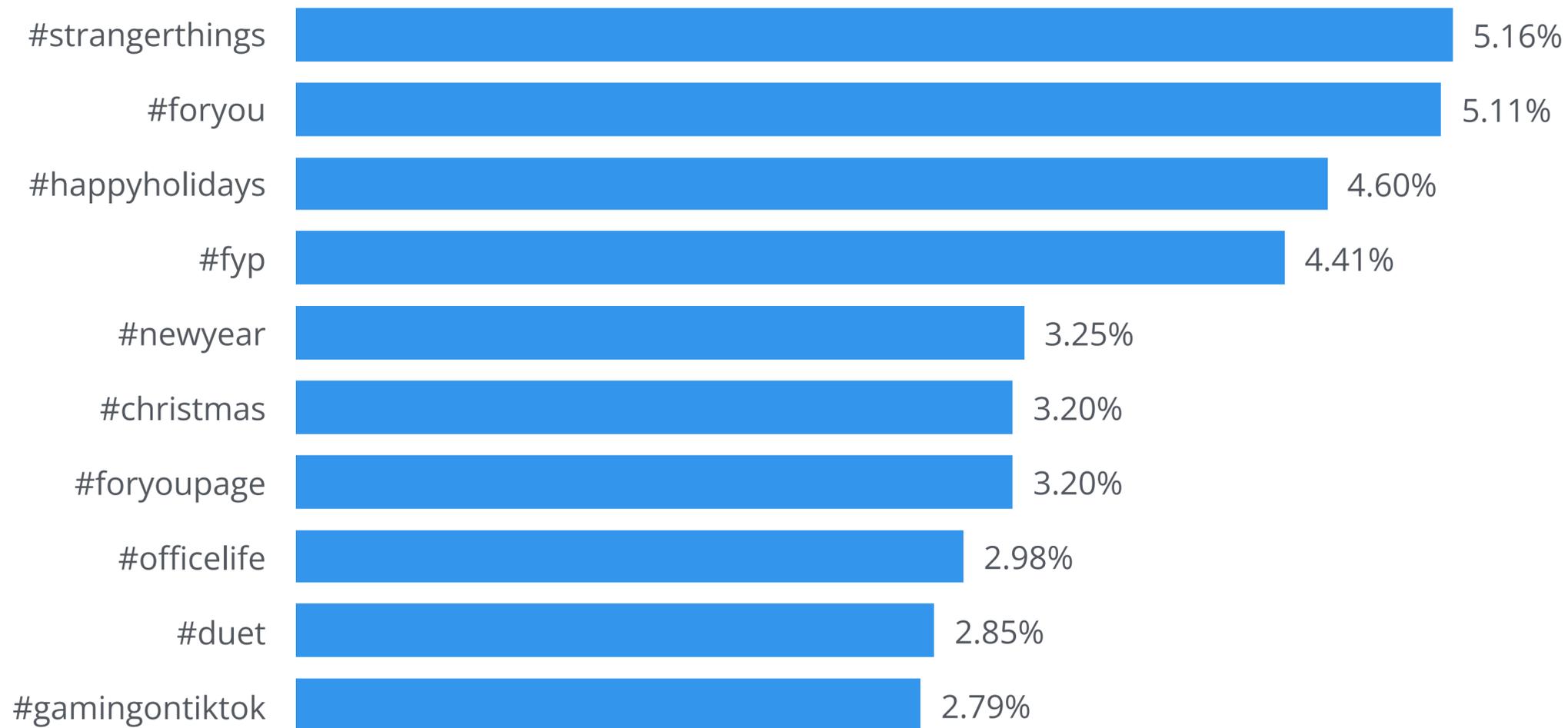


* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

Holiday-themed hashtags like #HappyNewYear and the nerdy #MayThe4thBeWithYou dominated for Tech & Software brands on Twitter this year.

🎵 TikTok hashtags by eng. rate



 RIVAL IQ INSIGHT

Like many other industries, Tech & Software brands leaned into TikTok-themed hashtags this year like #ForYou, #FYP, and #Duet.

* Hashtags used by more than 15 companies in this study





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by NetBase Quid®

INDUSTRY SNAPSHOT
Travel



Overview

Travel Flying High on Facebook and TikTok

Travel brands grabbed the bronze on TikTok and earned about 150% the engagement rates as the median industry on Facebook this year while running in the middle of the pack on Instagram and Twitter.

A few suggestions to grow engagement:

- Seasonal and destination hashtags performed especially well on Instagram, Twitter, and TikTok.
- Posting frequency was below-median across the board, so experiment with an uptick here to see if you can increase your current engagement rates.



FACEBOOK
POSTS PER WEEK

3.36

FACEBOOK
ENG RATE / POST

0.088%



INSTAGRAM
POSTS PER WEEK

3.44

INSTAGRAM
ENG RATE / POST

0.465%



TWEETS
PER WEEK

1.82

TWITTER
ENG RATE / TWEET

0.032%



VIDEOS
PER WEEK

1.5

TIKTOK
ENG RATE / VIDEO

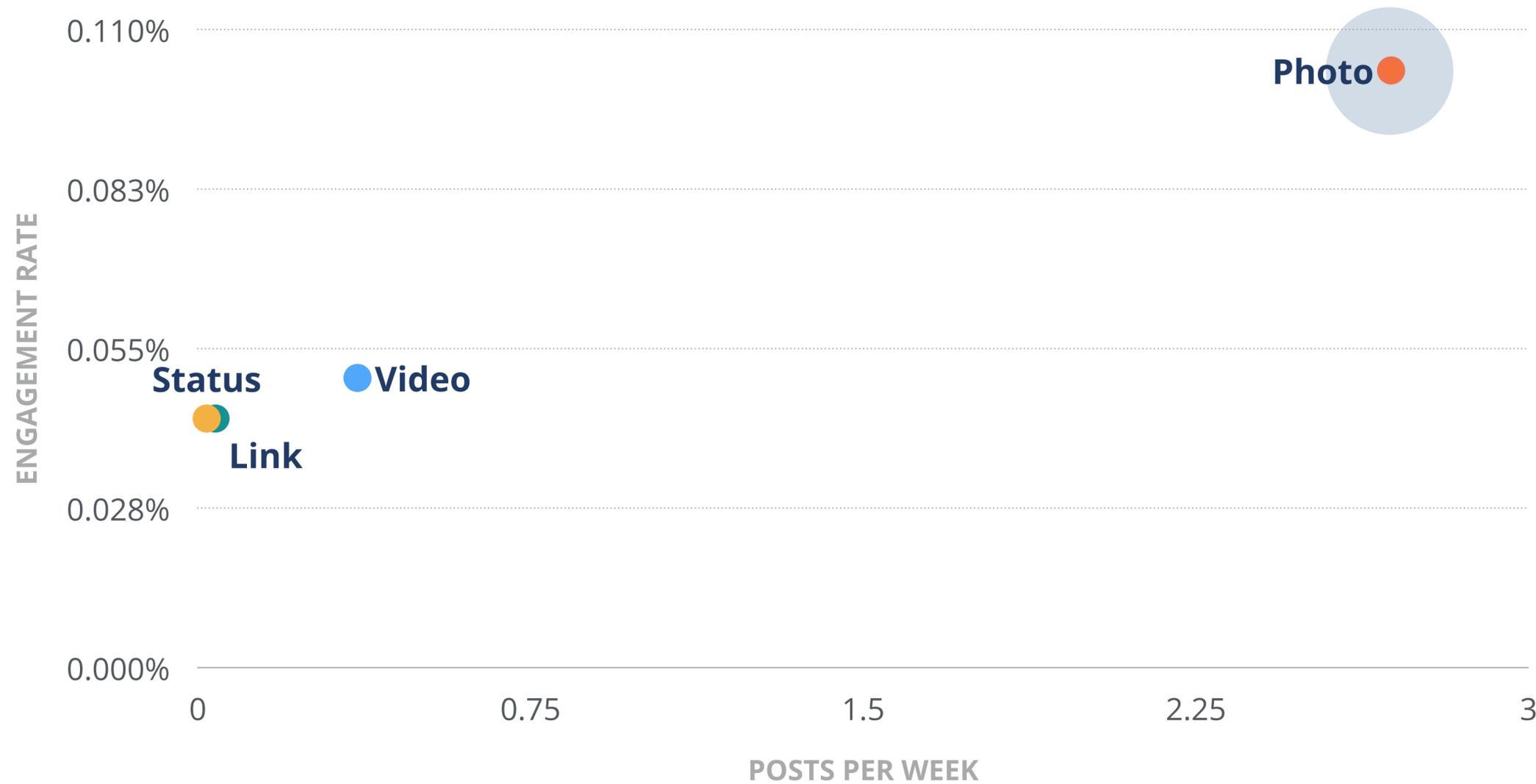
7.43%

SAMPLE BRANDS



TRAVEL

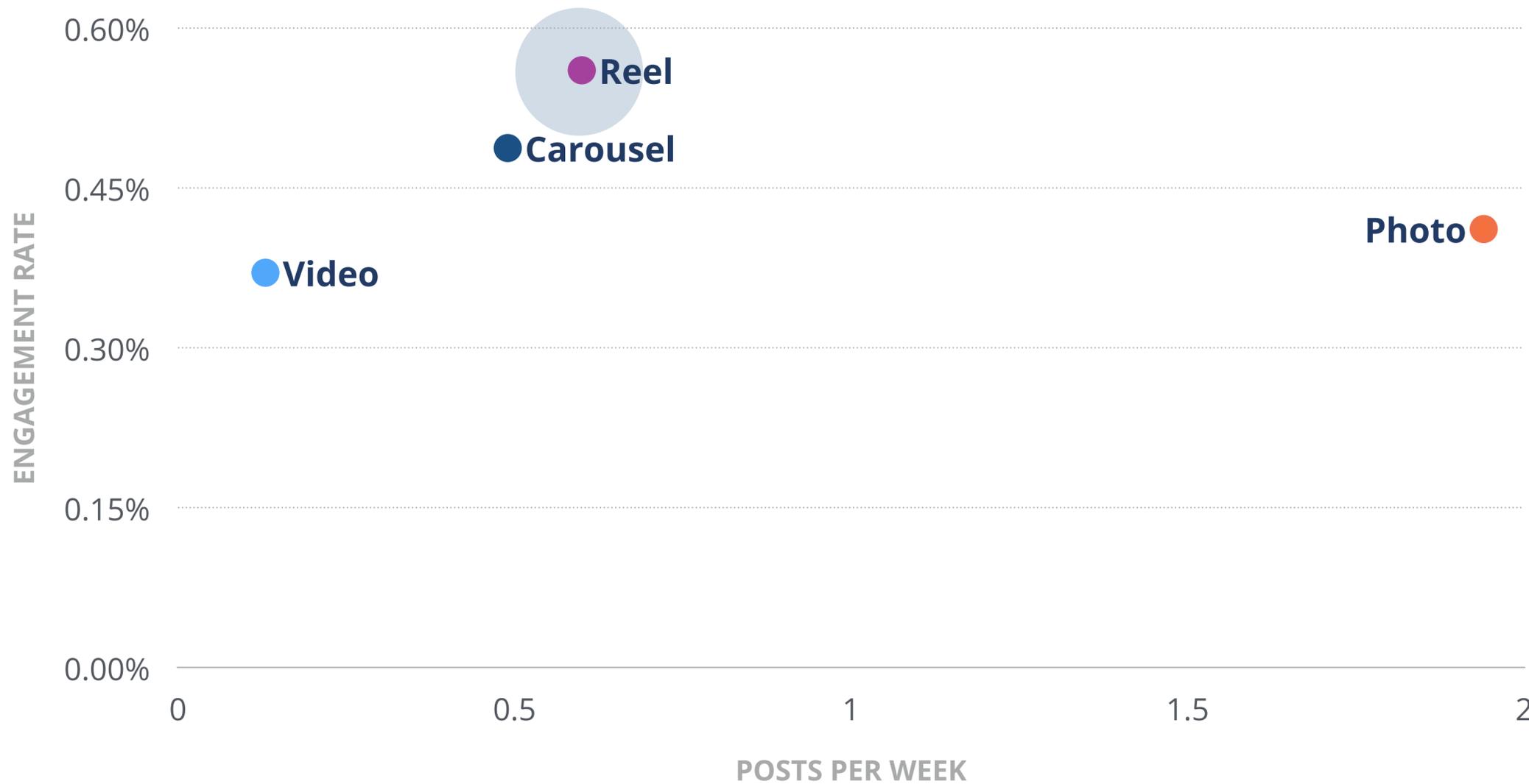
f Facebook metrics by post type



RIVAL IQ INSIGHT

Photos were about twice as engaging as the next best post type on Facebook for Travel brands.

Instagram metrics by post type

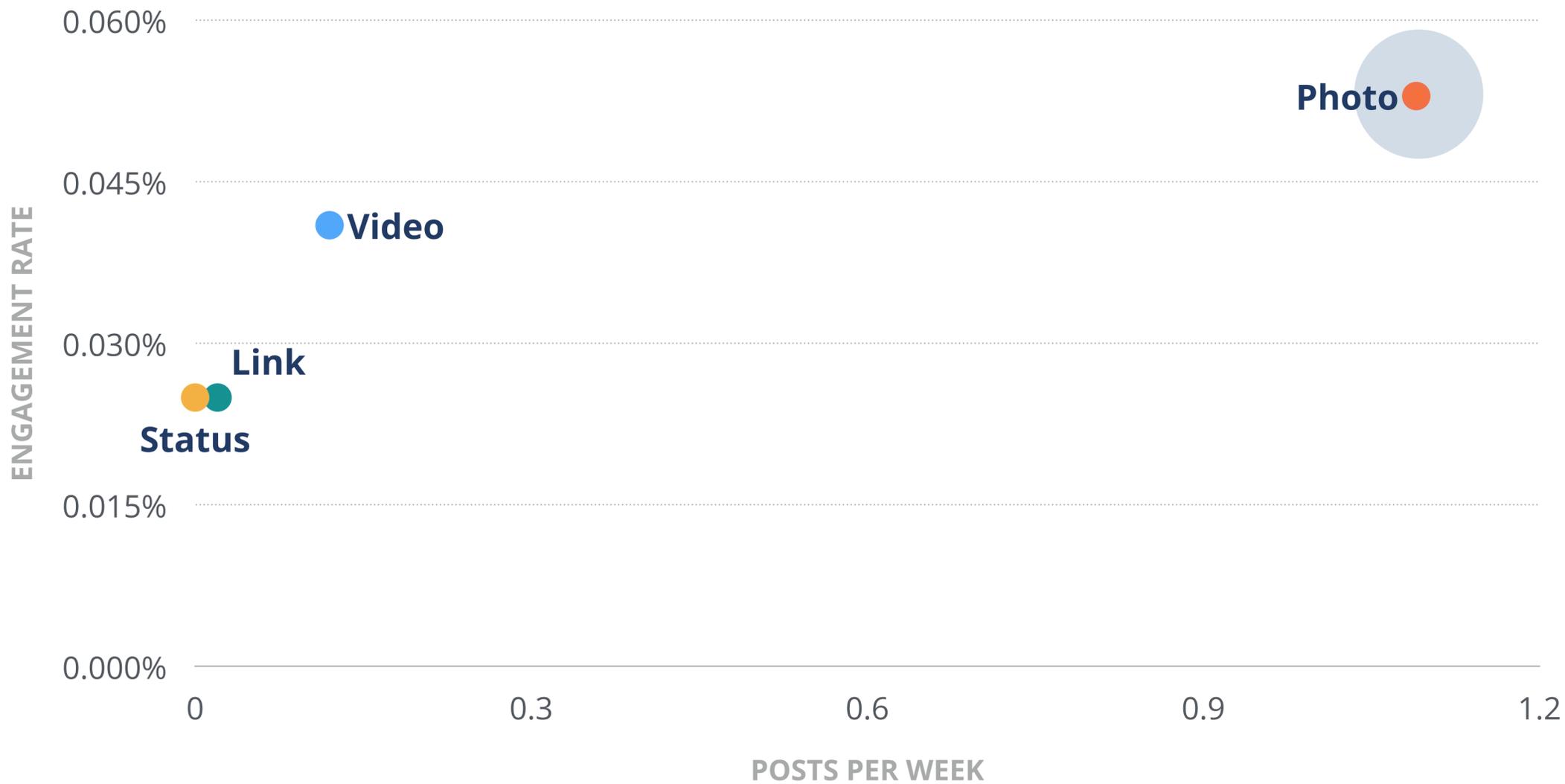


RIVAL IQ INSIGHT

Reels outperformed other post types for Travel brands this year, who were about 4x more likely to post a photo than any other post type.

TRAVEL

Twitter metrics by tweet type

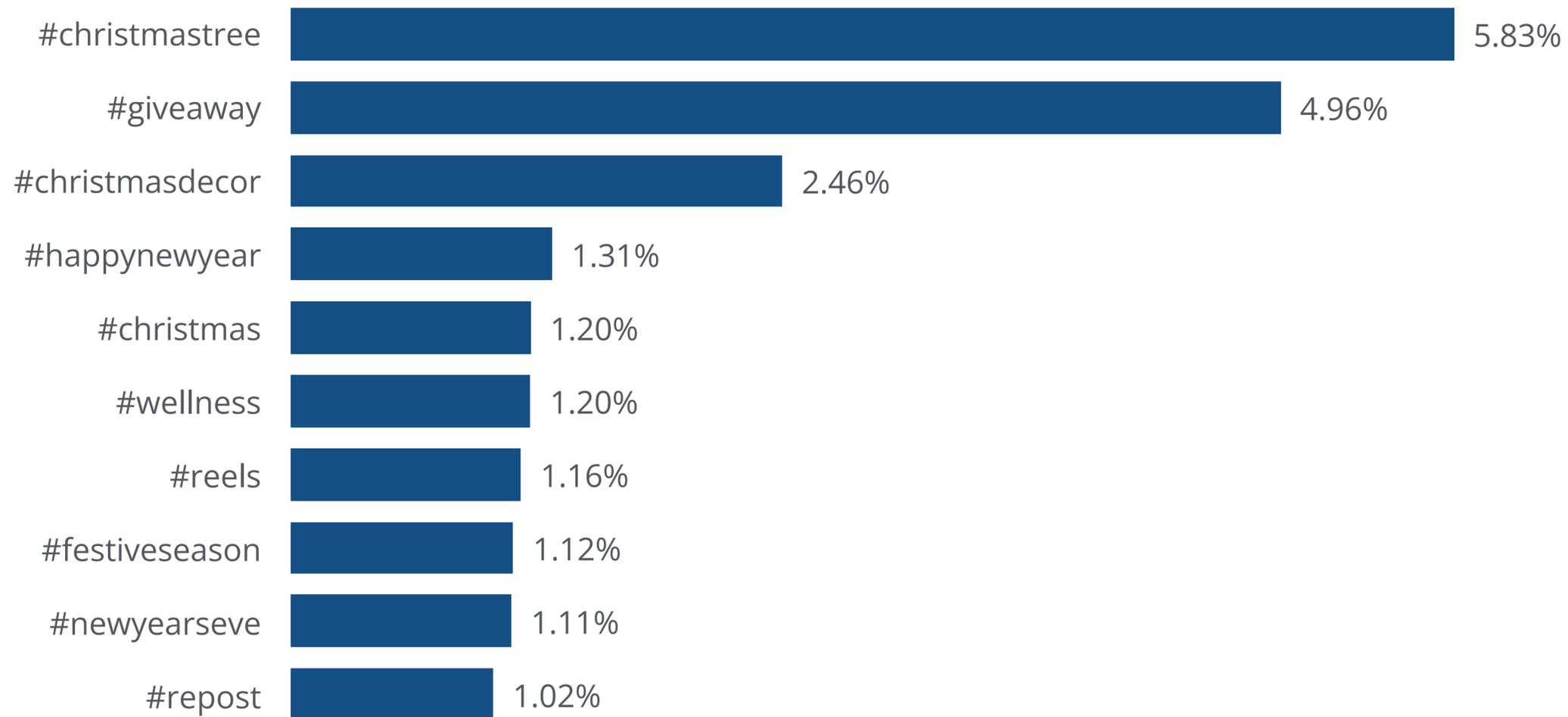


RIVAL IQ INSIGHT

No surprise that it's all about the visuals for Travel brands on Twitter, with video and photo tweets performing about twice as well as link and status tweets.

TRAVEL

Instagram hashtags by eng. rate



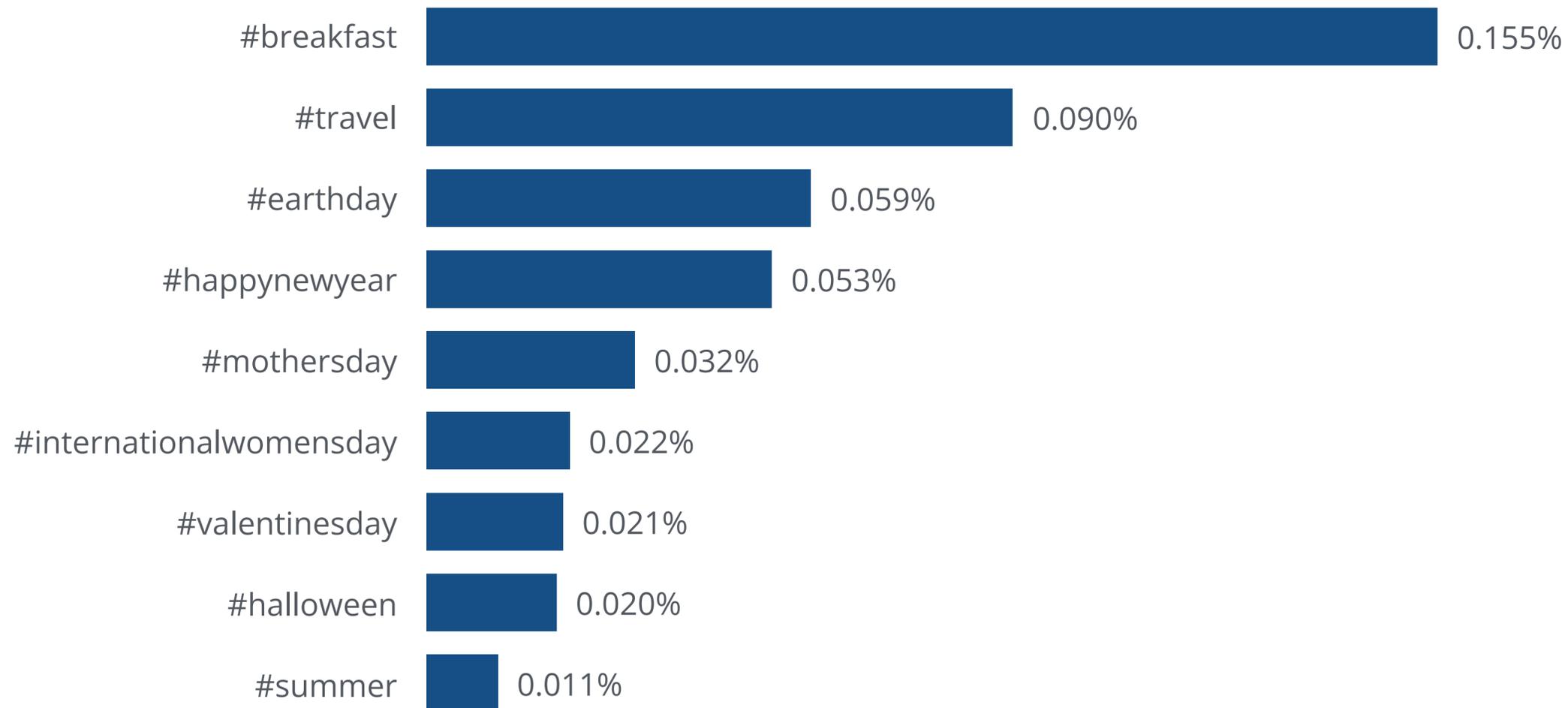
* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

Christmas-themed hashtags like #ChristmasTree and #FestiveSeason helped Travel brands excite fans and followers on Instagram this year.

TRAVEL

Twitter hashtags by eng. rate



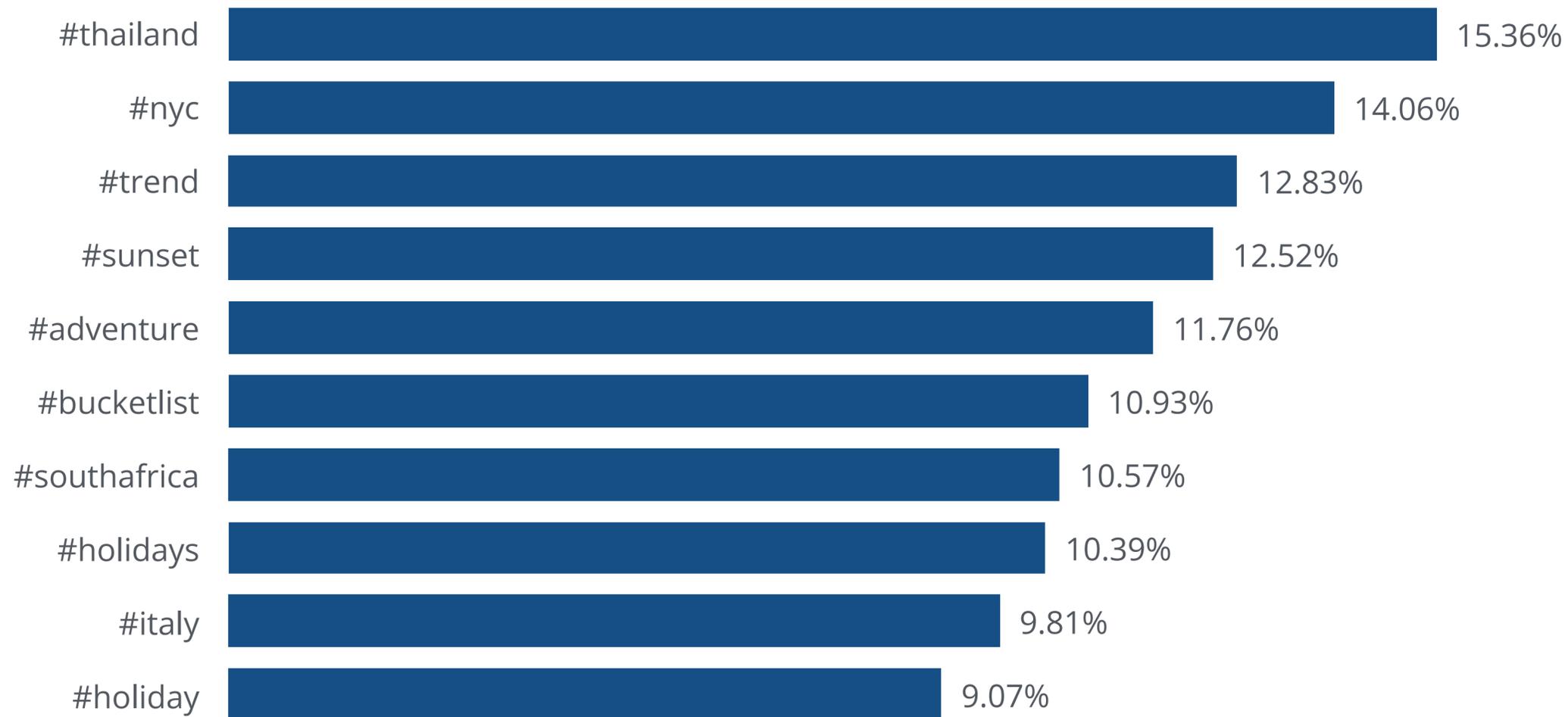
* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

Holiday-themed hashtags performed well for Travel brands on Twitter, as did anything involving #breakfast.

TRAVEL

TikTok hashtags by eng. rate



RIVAL IQ INSIGHT

No surprise that Travel brands were all about the destination this year on TikTok with location-based hashtags like #Thailand and #NYC.

* Hashtags used by more than 15 companies in this study



About Rival IQ

Rival IQ is a comprehensive analytics tool that helps you:

Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—for you and your competitors.

Stay ahead of the competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

Do more with your data

Dive deeper into your social media analytics for Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, boosted post detection, hashtag analysis, and so much more.

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