

2018 SOCIAL MEDIA BENCHMARK REPORT

Industry benchmarks across the
most important social media
metrics

INTRODUCTION

"How do I stack up against my competitors?"

We hear this question all the time from our customers. The data-driven marketer doesn't just want to know how her post is doing; she wants to know how it's doing against similar posts by her competitors.

This report gives you the data you need to truly benchmark your social performance against your industry. After all, we know from experience that with great data comes great social strategy (and bigger marketing budgets!).

You'll find the following inside this report:

The Benchmarks:

The most important metrics across 10 top industries: Fashion, Food & Beverages, Health & Beauty, Higher Education, Home Decor, Hotels & Resorts, Influencers, Media, Nonprofits, and Sports Teams.

Industry-specific sections:

Each section dives into the metrics that matter across Facebook, Twitter, and Instagram. From hashtags to post media types, it's here. Oh yeah, and we go beyond the numbers to provide insights you can start using today to influence your social strategy.

Read on, savvy marketer.

METHODOLOGY

To spot trends and identify benchmarks, we focused our search on the top three social channels for brands: **Facebook, Instagram, and Twitter**. We used Rival IQ to dig deep into engagement rates, posting frequency, post types, and hashtags.

We define **engagement as measurable interaction on 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.**

We expanded our list this year to 10 industries (industries with an * are new this year):

- Fashion
- Food & Beverages
- Health & Beauty
- Higher Education
- Home Decor*
- Hotels & Resorts*
- Influencers*
- Media
- Nonprofits
- Sports Teams*

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 from our database of over 150,000 companies**. Companies selected had active presences on Facebook, Instagram, and Twitter as of January 2017, and had Facebook fan counts between 25,000 and 1 million as of the same date.

We used **median performance from the companies selected** for each industry to compile the data for this report.



THE BENCHMARKS



WHY DO WE BENCHMARK?

There are tons of ways to slice and dice your social performance, but benchmarking helps you go beyond the vanity metrics. With the right data, you can figure out if you're succeeding or failing against your strategy and your competitors. Why? **Because benchmarks are relative.**

Anyone can have a million Facebook fans or Twitter followers, but you're only reaching those fans successfully if you're doing it better than your competitors occupying the same airspace. **With benchmarking, you'll establish the context you need to see how your industry performs, for an accurate understanding of how you measure up.**

This report features a wide range of companies in each industry, from the juggernauts to those just starting out, to give you a true sense of how your industry performs.

Hungry for more benchmarking? This year, you can use our [Explore](#) feature, which has **live metrics from every industry featured in this report, including top-performing hashtags and posts, posting frequency, and more.** Use these live stats to dig deeper than ever before into how top brands in your industry are performing.

(Bonus: If you're a Rival IQ customer or [trial customer](#), you can pop those stats right into your Rival IQ account for even more comparisons.)



THE METRICS THAT MATTER

If social media success was measured on followers or page likes alone, companies with the most resources to buy fans would lead their industries, but that's rarely the case. **The savvy marketer knows a page fan isn't the same as a paying customer, and that strong engagement is the bridge between the two.**

We bet that you already have a great sense of your baseline metrics. **This report looks to measure engagement and engagement rate** so you can see how you compare to the leading companies in your industry against the metrics that matter most to your bottom line.

This report focuses on the three channels most often used by top brands: Facebook, Twitter, and Instagram. Each section features the following metrics, along with actionable insights you can start using today:

- *Posts per day*
- *Posts per week*
- *Engagement rate*
- *Top hashtags by engagement rate*

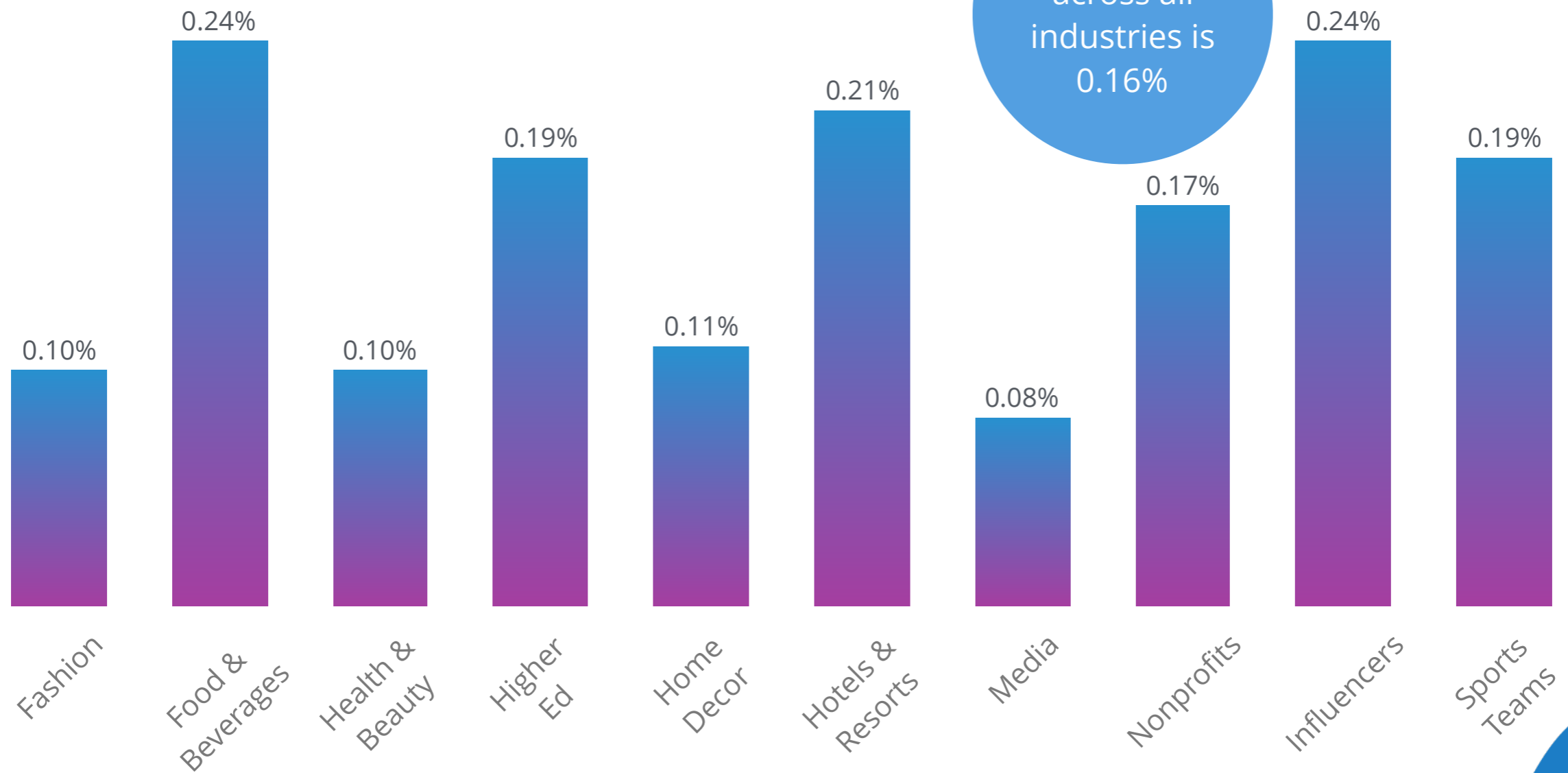
We also focus some report real estate on comparing each industry together, so you can see **the types of posting frequency and engagement you can expect across the board.**

Need an example of how to use this all-industry section? Maybe you're tweeting your brains out and still not finding much engagement traction (hello, media!). By viewing Twitter posting frequency across every industry, you can see that's a particularly crowded channel for companies like yours, and that it might be time to diversify your channels or post types.

FACEBOOK ENGAGEMENT



Calculated by average engagement rate per post on Facebook

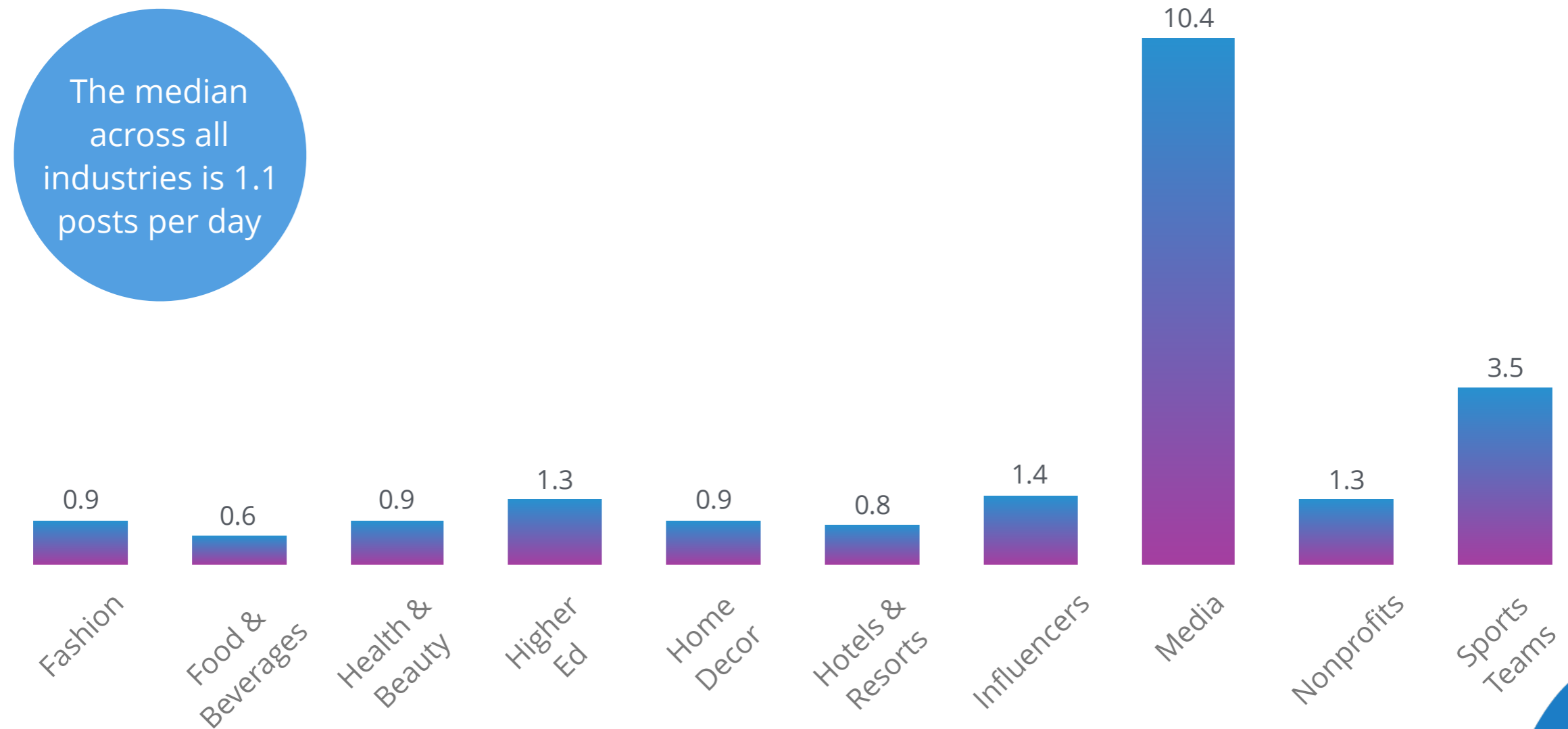


Less than two tenths of one percent separates the lowest engagement from the highest engagement rates. All industries included in last year's study saw a change in engagement rate, but not necessarily a decrease.

FACEBOOK POSTS PER DAY



Calculated by average posts per day on Facebook

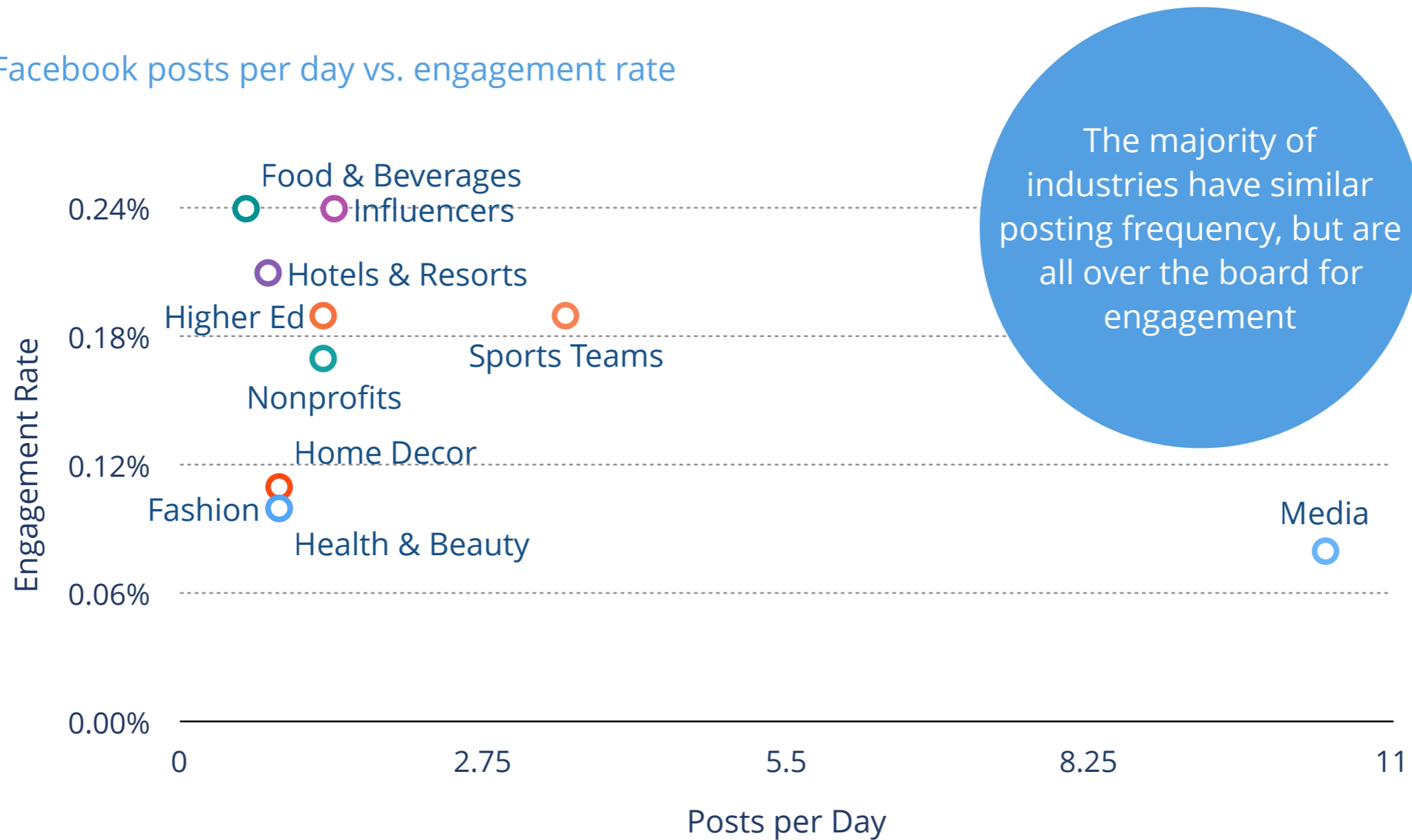


Without media (a big outlier), the average of about one Facebook post a day may reflect a brand's reliance on Facebook algorithms. For most industries in last year's study, the frequency has remained flat.

FACEBOOK POSTS VS. ENGAGEMENT



Facebook posts per day vs. engagement rate

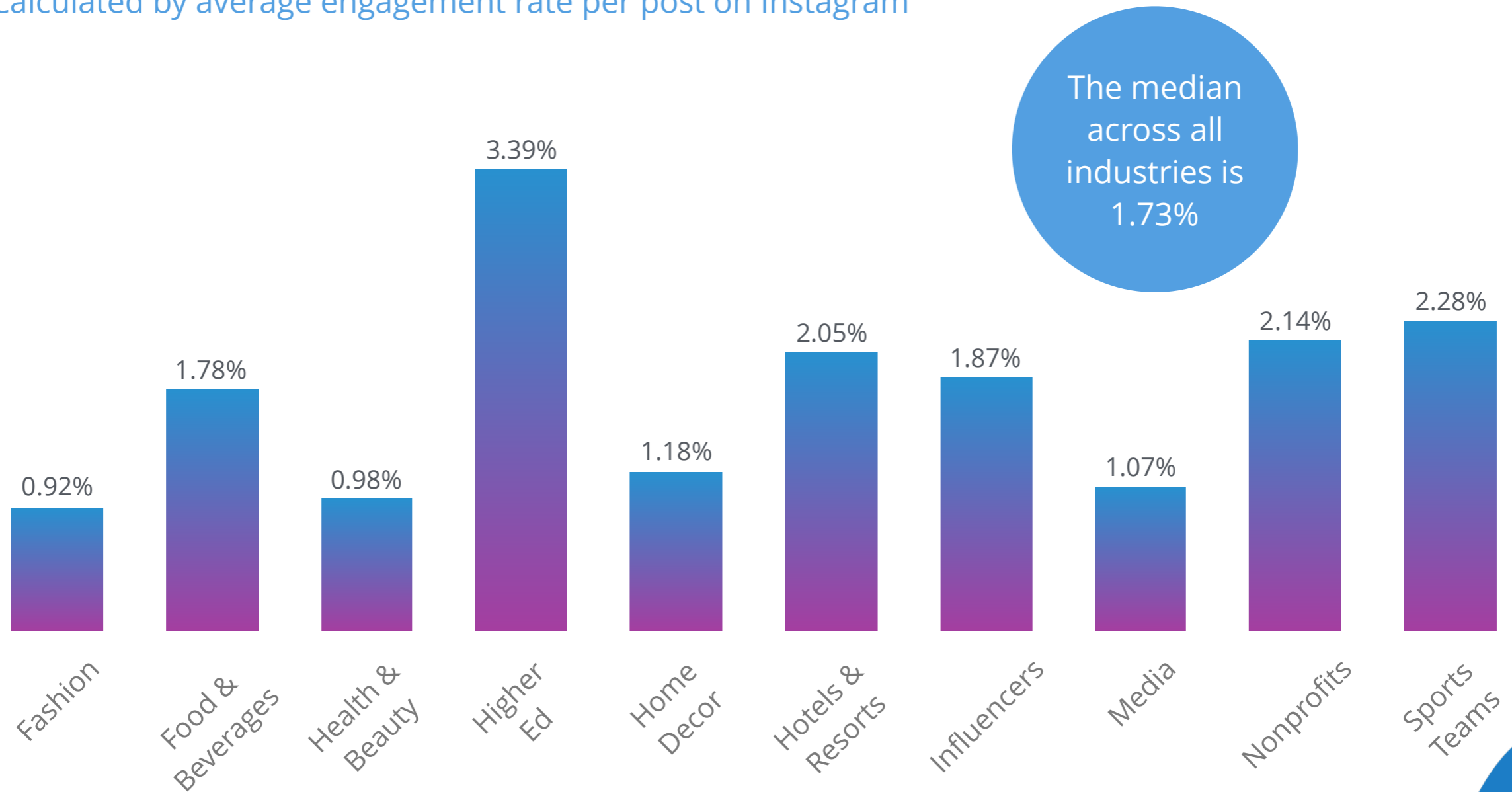


Food & Beverages and Influencers lead, but only by one-hundredth of a percent.

INSTAGRAM ENGAGEMENT



Calculated by average engagement rate per post on Instagram

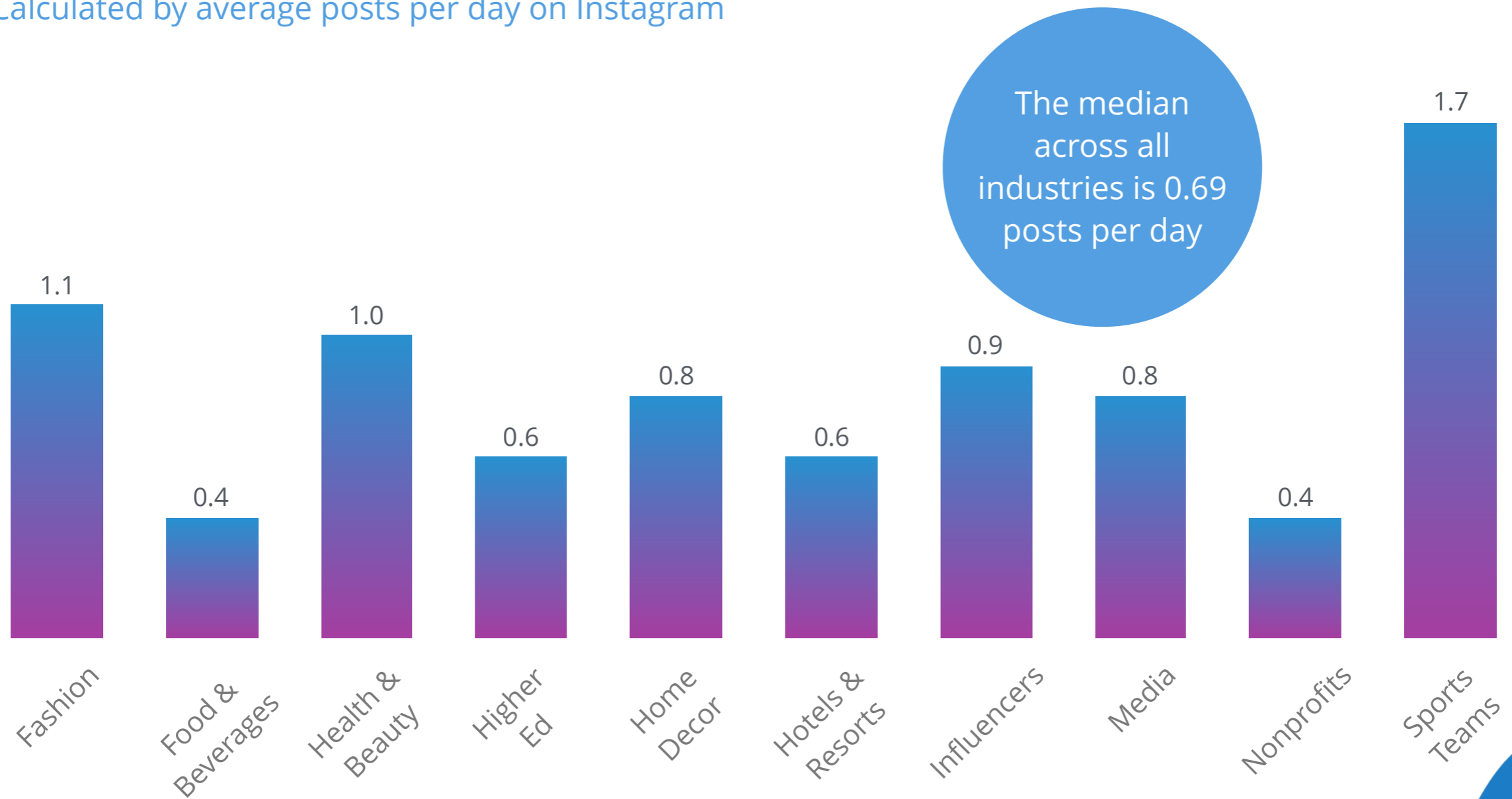


Higher Ed outperforms every industry by a wide margin, with highly regarded industries like Fashion and Health & Beauty performing the worst.

INSTAGRAM POSTS PER DAY



Calculated by average posts per day on Instagram

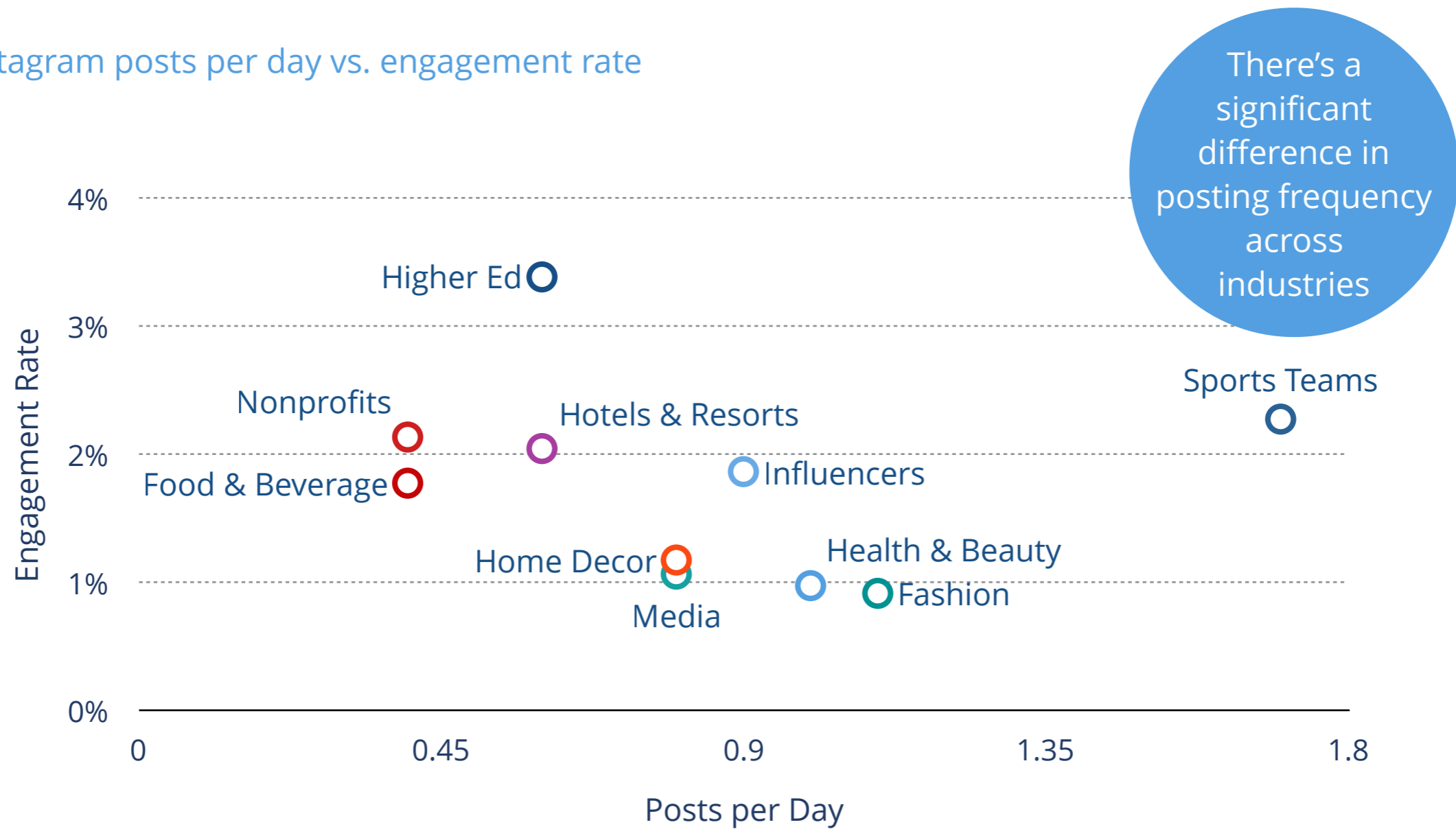


Industries in this study post as frequently as once a day to every three days. With such wildly different frequencies, dialing into your audience is key.

INSTAGRAM POSTS VS. ENGAGEMENT



Instagram posts per day vs. engagement rate



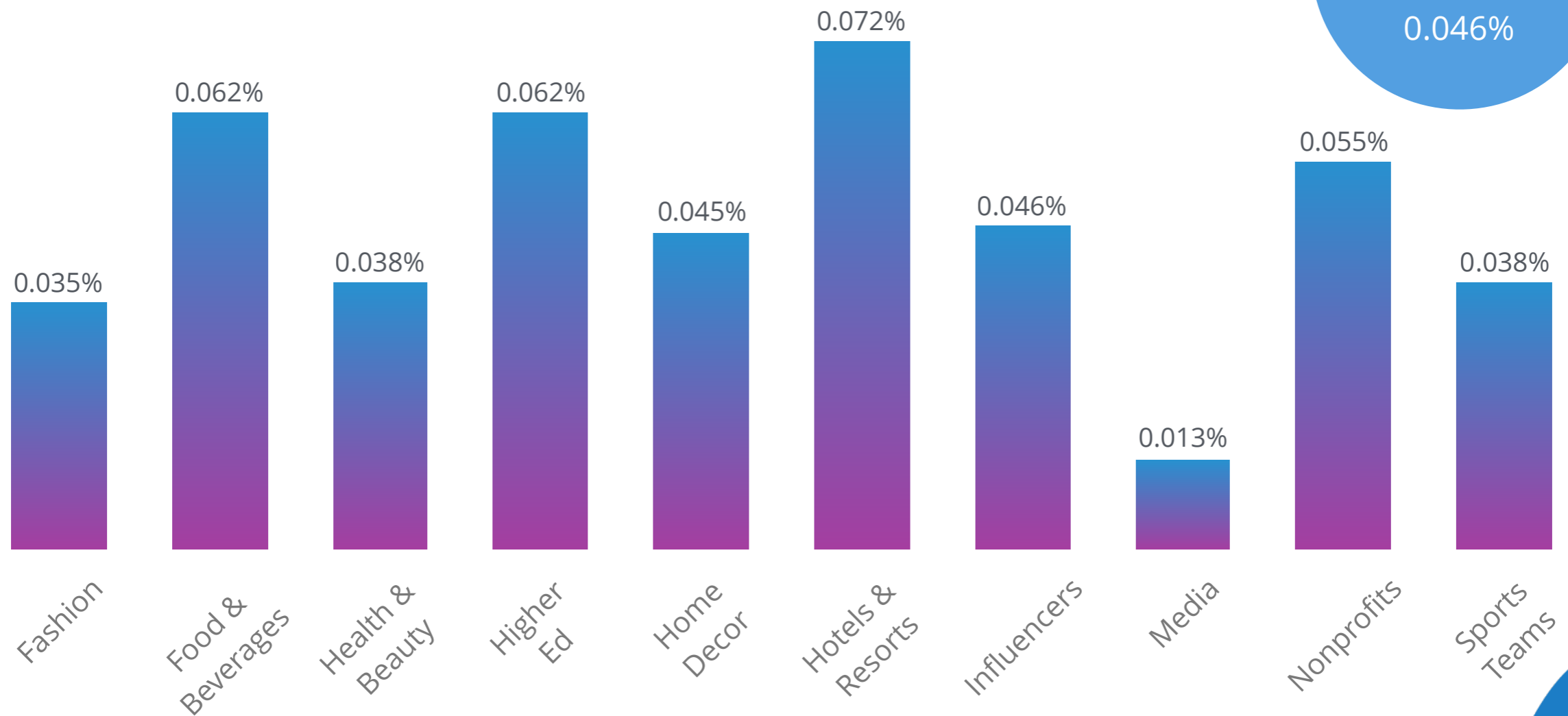
Engagement doesn't correlate with posting more. Higher Ed's higher engagement rate may reflect a hyper-targeted and engaged audience.

TWITTER ENGAGEMENT



Calculated by average engagement rate per post on Twitter

The median across all industries is 0.046%



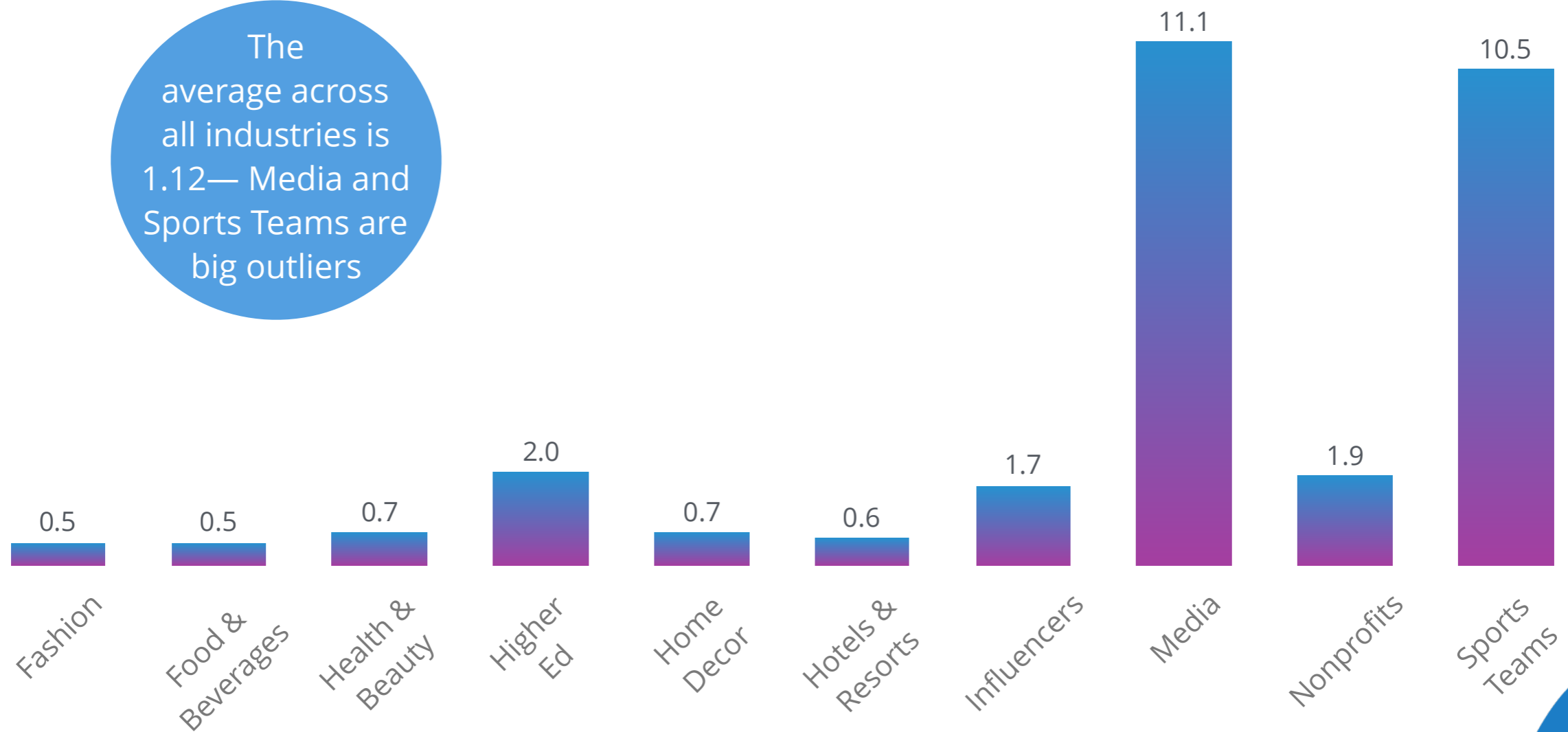
Compared with last year's Twitter engagement rates, this year's data is less consistent across industries.

TWITTER POSTS PER DAY



Calculated by average posts per day on Twitter

The average across all industries is 1.12— Media and Sports Teams are big outliers

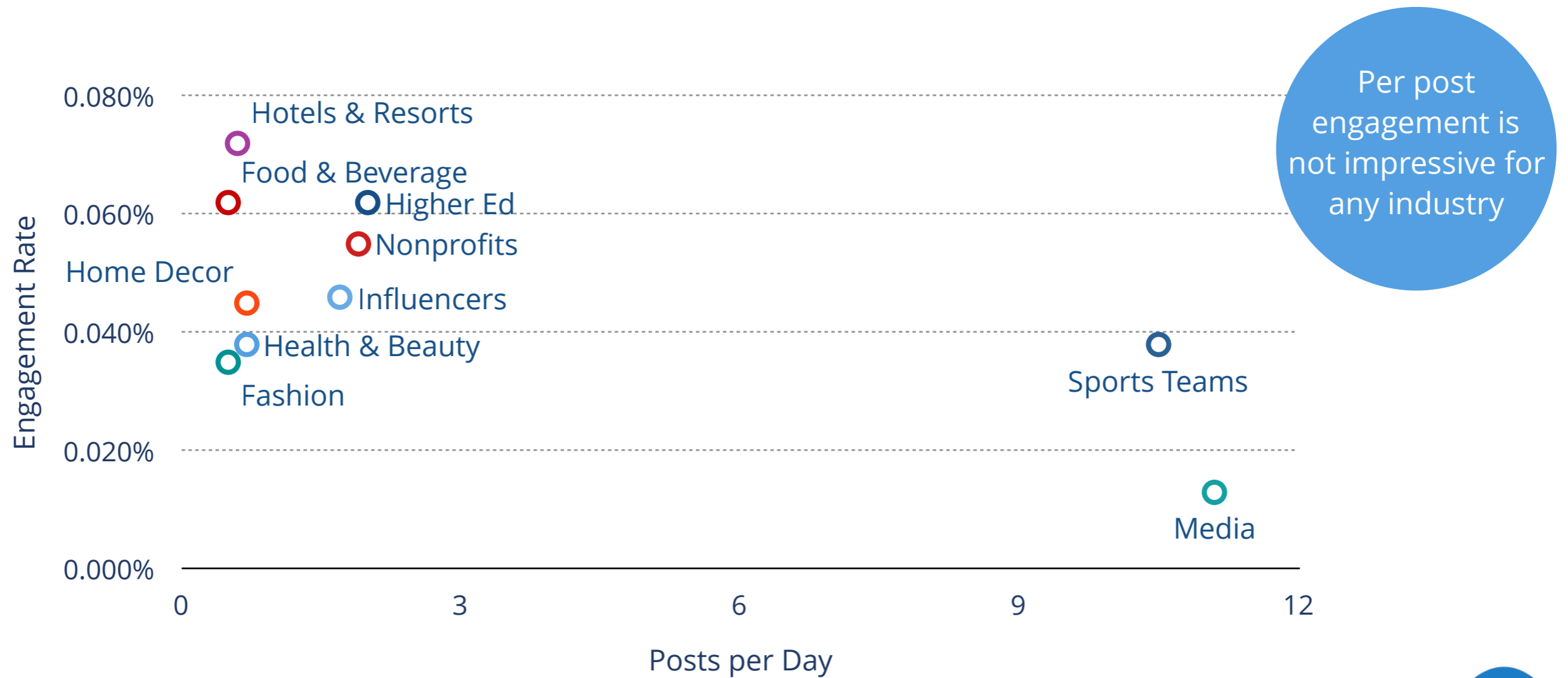


Industries from last year's study decreased or remained flat in their frequency with the exception of Media. Given today's media landscape, this doesn't surprise us...

TWITTER POSTS VS. ENGAGEMENT



Twitter posts per day vs. engagement rate



As is evident in this graph, engagement doesn't correlate with posting frequency. And the adage that more is better doesn't prove true on Twitter.

BLADERUNNER (THE WORD)
STRONG EYES
FAST
PUNK
UNAPPROACHABLE

MEMORANDUM
PLEASE REPORT TO THE
MANAGER OF THE
DEPARTMENT OF
MANAGEMENT

INDUSTRY SNAPSHOT: FASHION



FASHION

Fashion Brands Investing in Instagram

Fashion Brands are seeing the highest engagement rate by channel on Instagram, and have upped their posting frequency there accordingly. Carousels fared best on Instagram, suggesting Fashion customers are willing to swipe and engage with the right set of images.

Some suggestions for Fashion Brands:

- Up Instagram engagement by posting more carousels
- Focus Facebook and Instagram posts on photos, but status updates win the day on Twitter in this industry



FACEBOOK
POSTS PER DAY

0.9

FACEBOOK
ENG RATE / POST

0.10%



INSTAGRAM
POSTS PER DAY

1.1

INSTAGRAM
ENG RATE / POST

0.92%



TWEETS
PER DAY

0.5

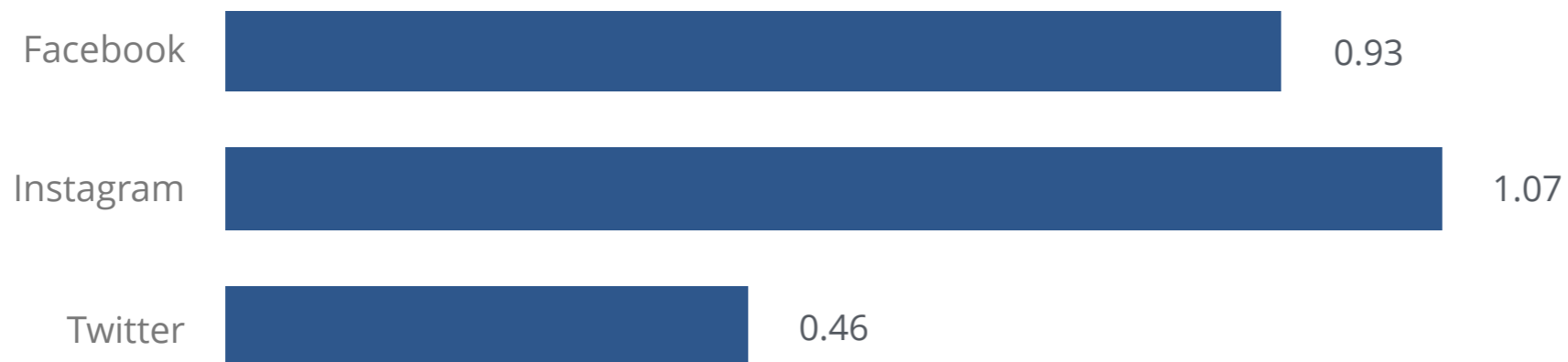
TWITTER
ENG RATE / TWEET

0.035%



A few examples from Fashion
Companies

FASHION: POSTS PER DAY & ENGAGEMENT RATE



AVERAGE POSTS PER DAY



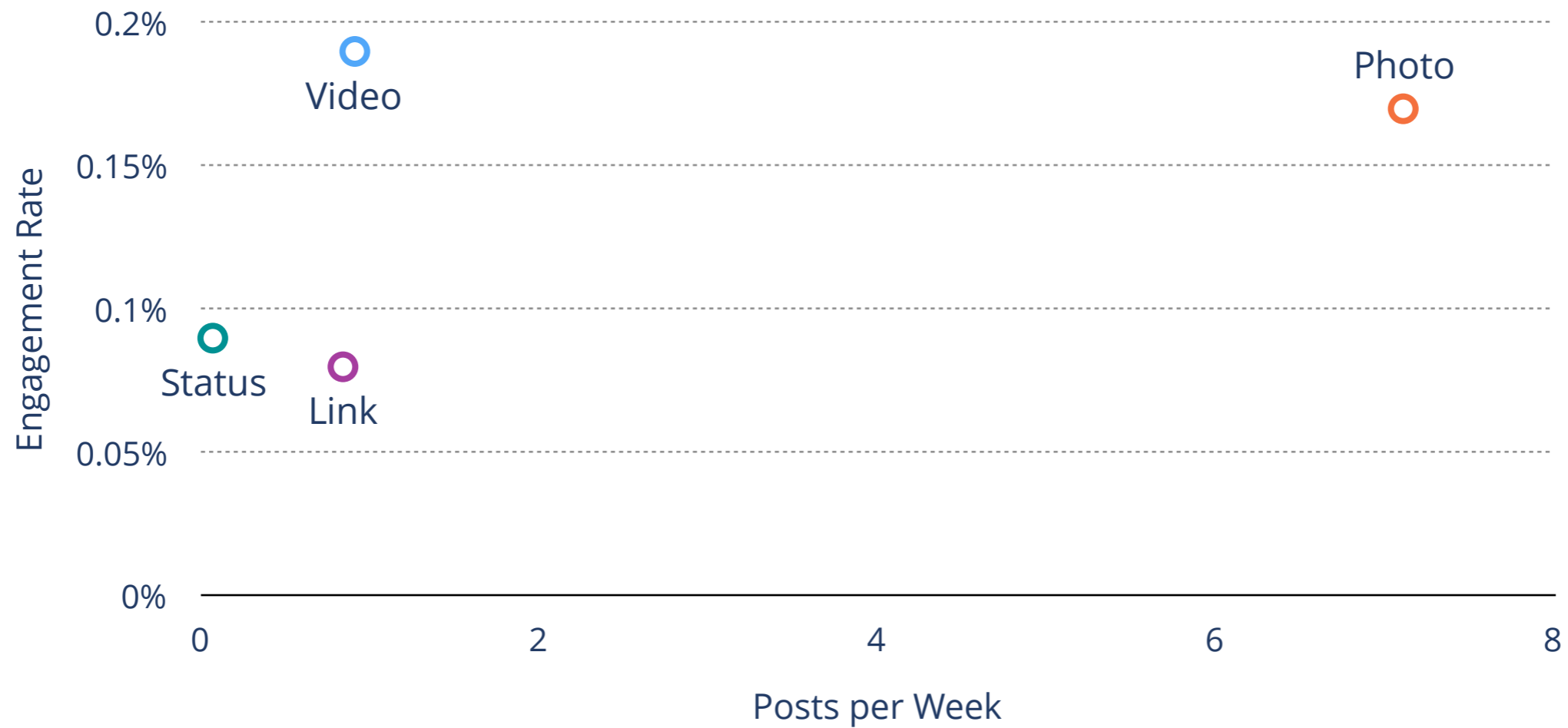
AVERAGE ENGAGEMENT RATE PER POST

Instagram engagement rates dropped by about 25% from last year to this year for Fashion brands. These companies need to continue their focus on engaging content in the face of ever more Instagram content.

FASHION: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

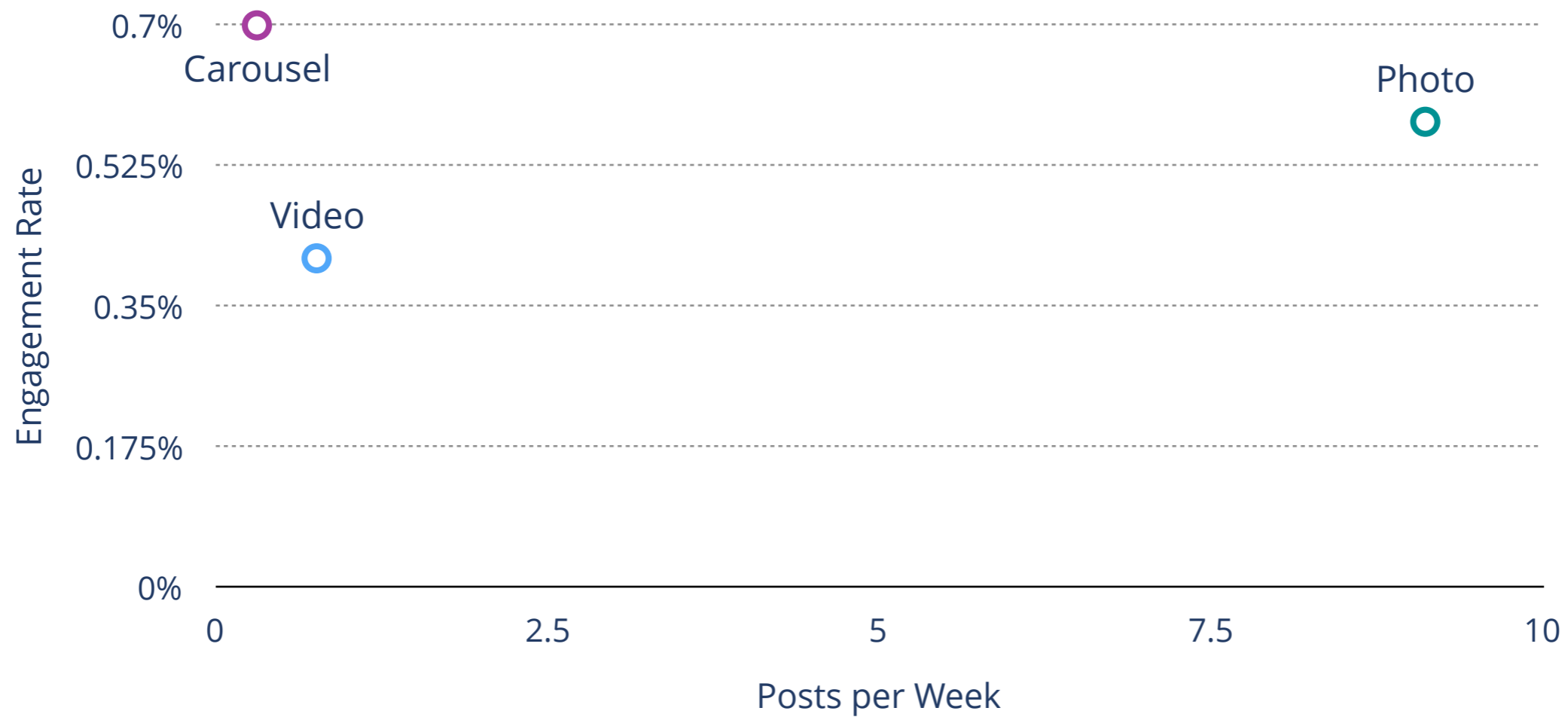


Fashion videos fared best on Facebook, so up your video game on this channel.

FASHION: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



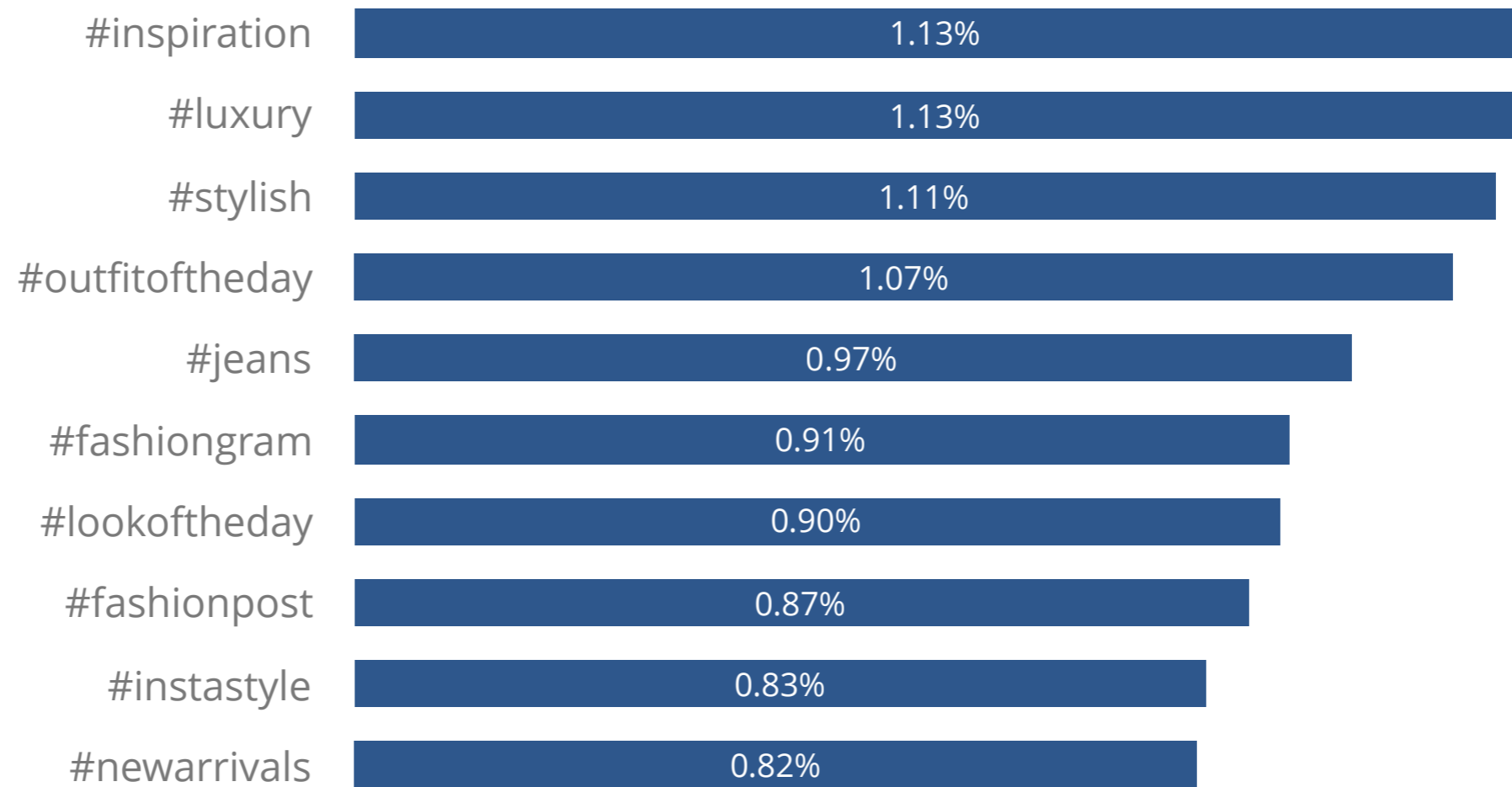
Carousels saw top engagement and low posting frequency on Instagram, so look at increasing these posts in 2018.

FASHION: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

75.5% of Fashion posts on Instagram include hashtags

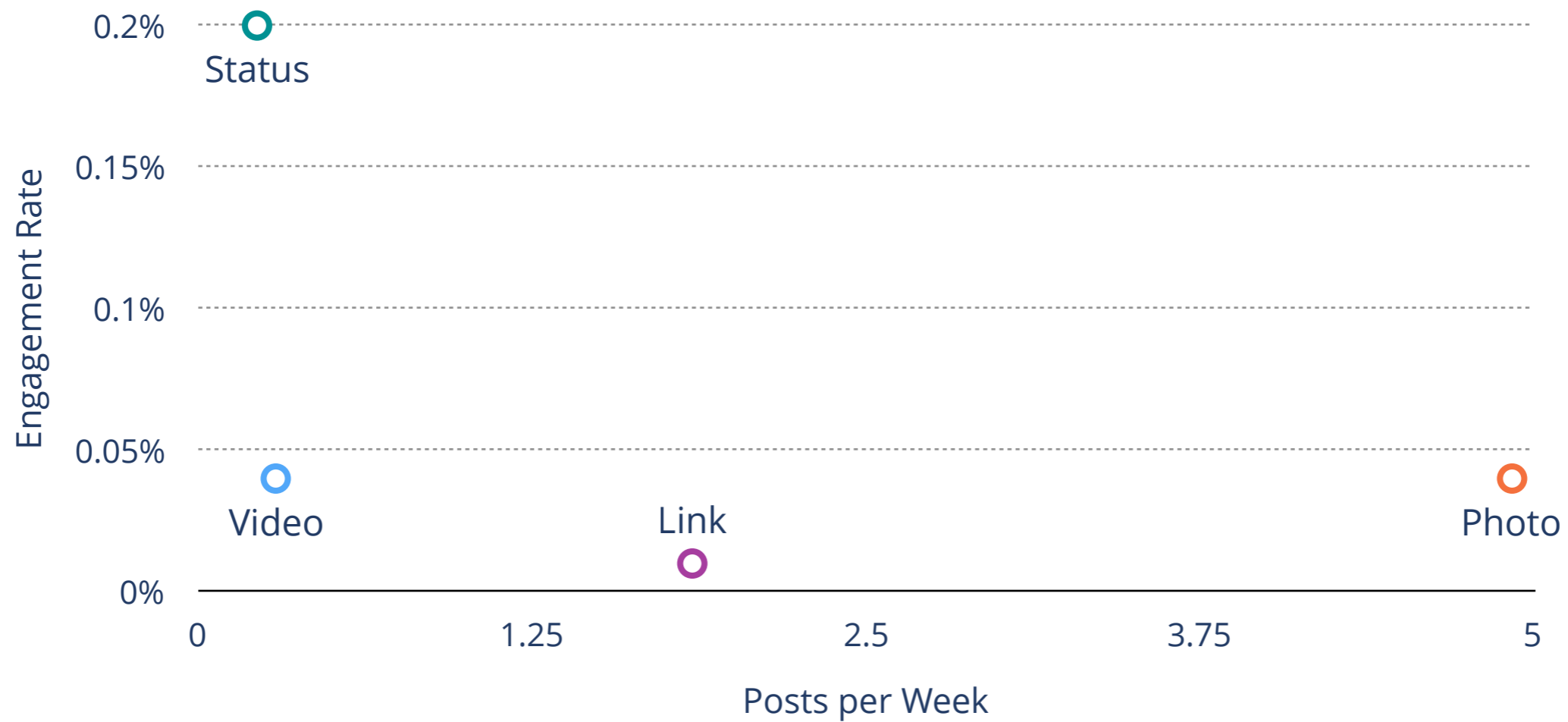


Fashion saw the lowest engagement rates with Instagram hashtags of all the industries we surveyed.

FASHION: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Status updates didn't do well in every industry, but Fashion customers were definitely hungry for them on Twitter.

A young woman with dark hair tied back, wearing a dark-colored shirt, is looking back over her right shoulder towards the camera. She is standing in a food market or grocery store, with shelves of various food items visible in the background. The entire image has a warm, orange-toned overlay. The text 'INDUSTRY SNAPSHOT: FOOD & BEVERAGES' is overlaid in white, sans-serif font on the left side of the image.

INDUSTRY SNAPSHOT:
FOOD & BEVERAGES

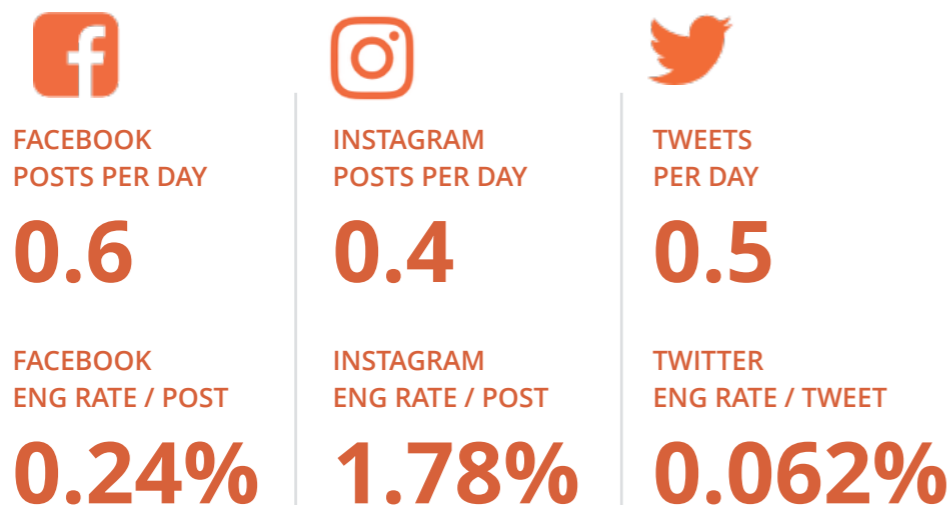
FOOD & BEVERAGES

Food & Beverage Followers Eating It Up On Facebook

Food & Beverage ties for first place with influencers for highest Facebook engagement rate across this study, and boasts a high engagement rate on Twitter as well. They're among the lowest posters on high-performing Instagram, which is a place to look to increase social impact next year.

Other ideas for improvement:

- Hashtags perform well, so keep an ear to the ground for high-performing food-related hashtags to use
- Continue to up your Twitter game—unlike other industries, Food & Beverage is still getting traction on this channel



A few examples of Food & Beverage
Companies

SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

FOOD & BEVERAGES: POSTS PER DAY & ENGAGEMENT RATE



AVERAGE POSTS PER DAY



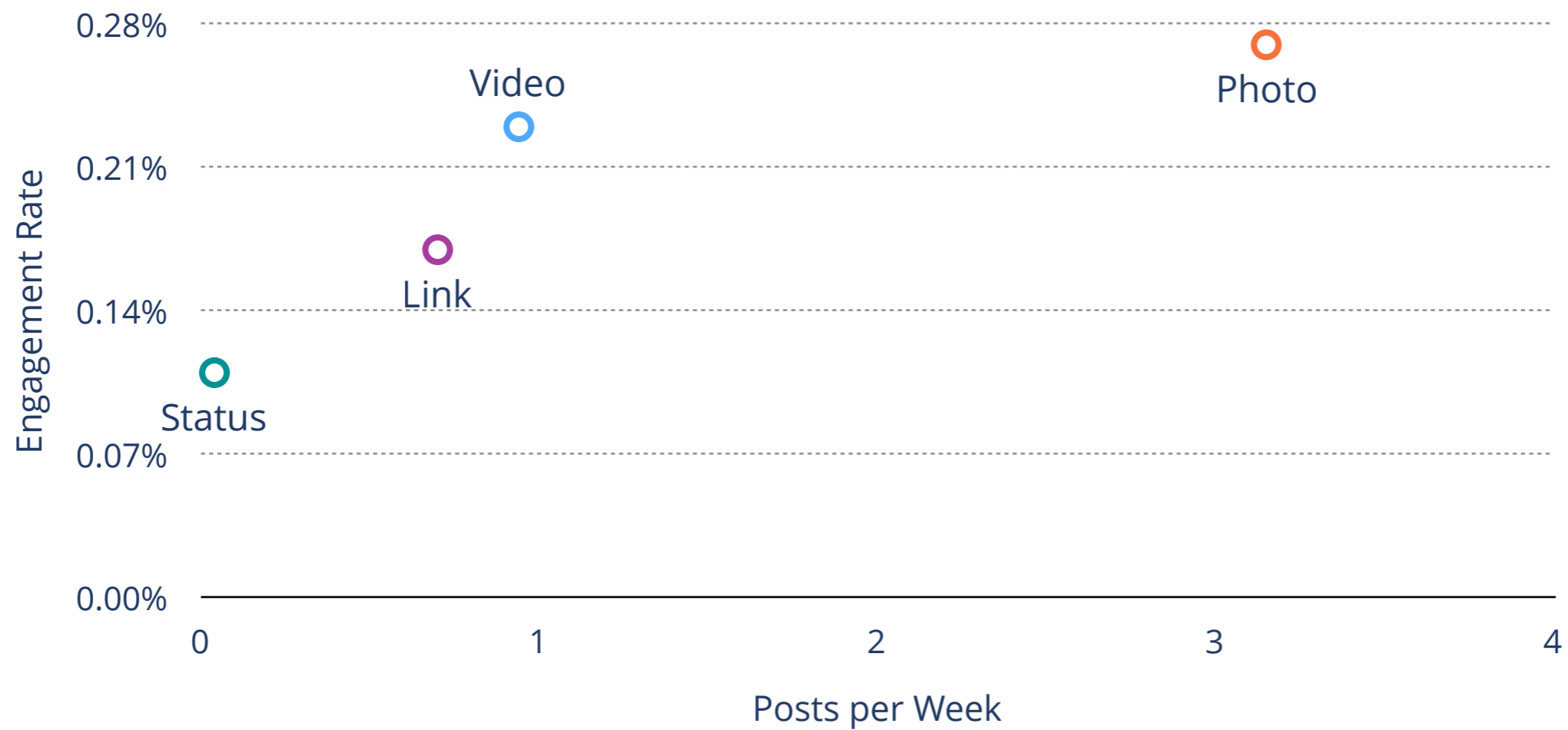
AVERAGE ENGAGEMENT RATE PER POST

Food & Beverages brands dropped their posting frequency from last year but enjoyed similar engagement rates, reminding everyone that more isn't always better.

FOOD & BEVERAGES: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

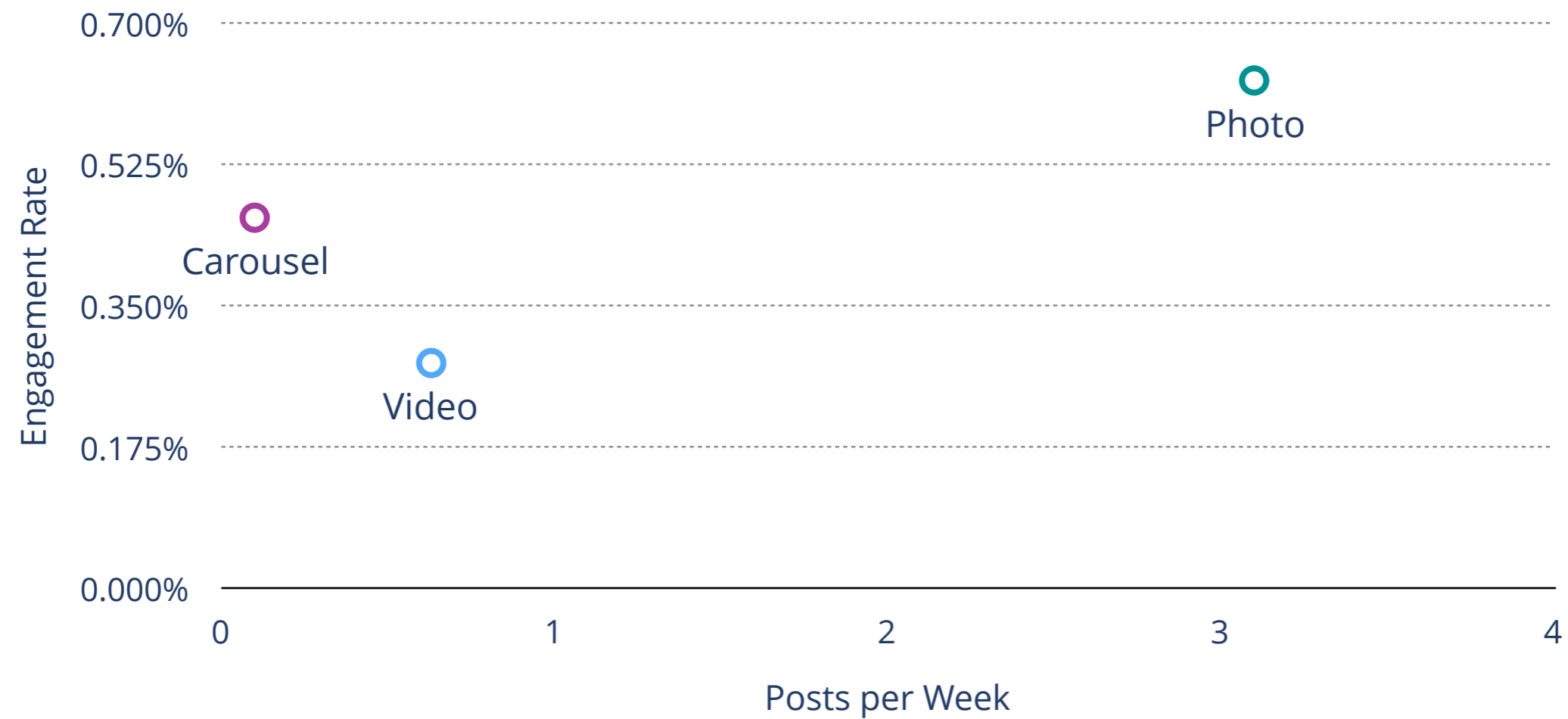


Consumers love Food & Beverages photos on Facebook, but video is right behind photos in popularity.

FOOD & BEVERAGES: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



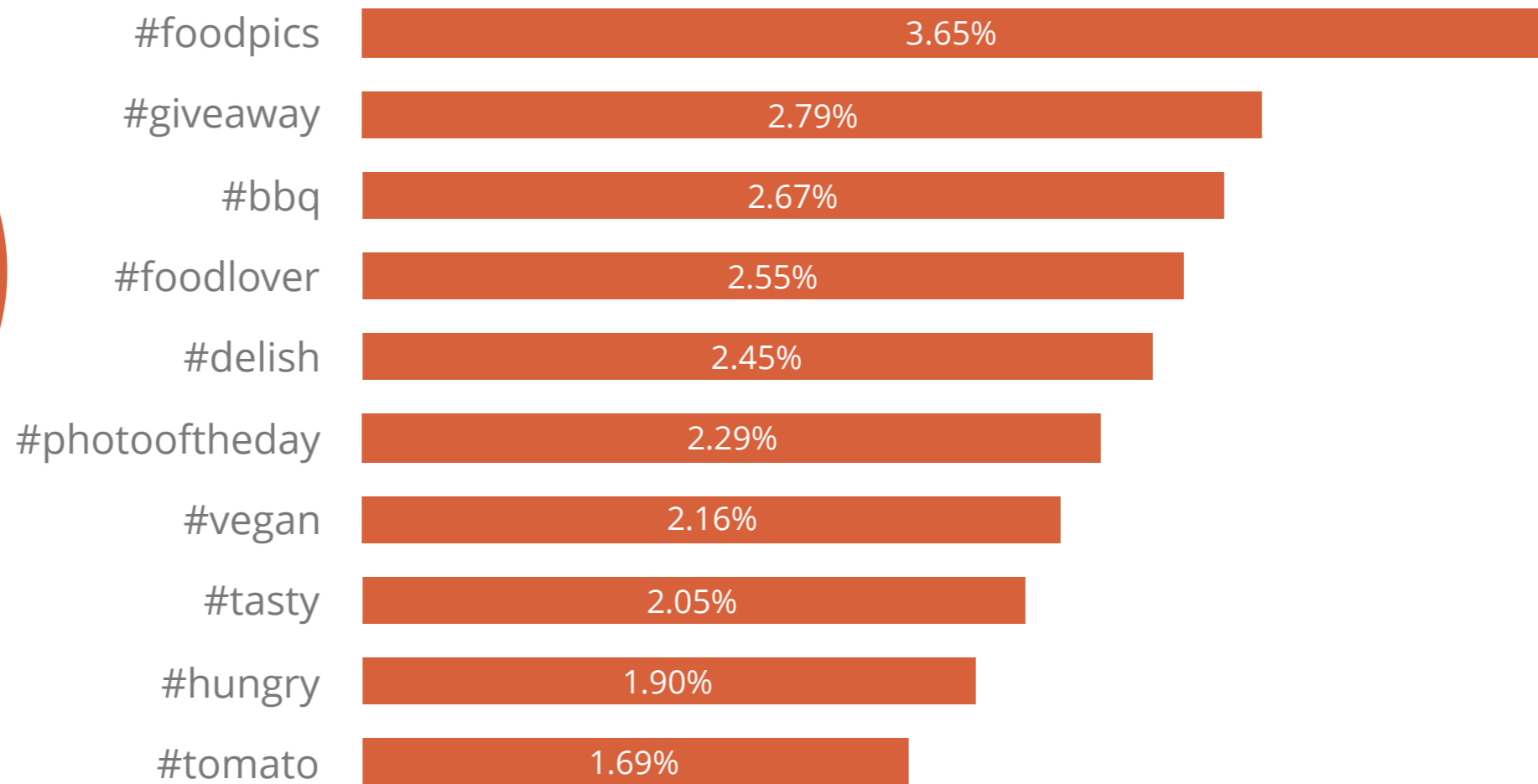
Photos on Instagram consistently foster the most engagement across almost all industries, and Food & Beverages-themed photos are among the top performers.

FOOD & BEVERAGES: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

66.2% of Food & Beverage posts on Instagram include hashtags

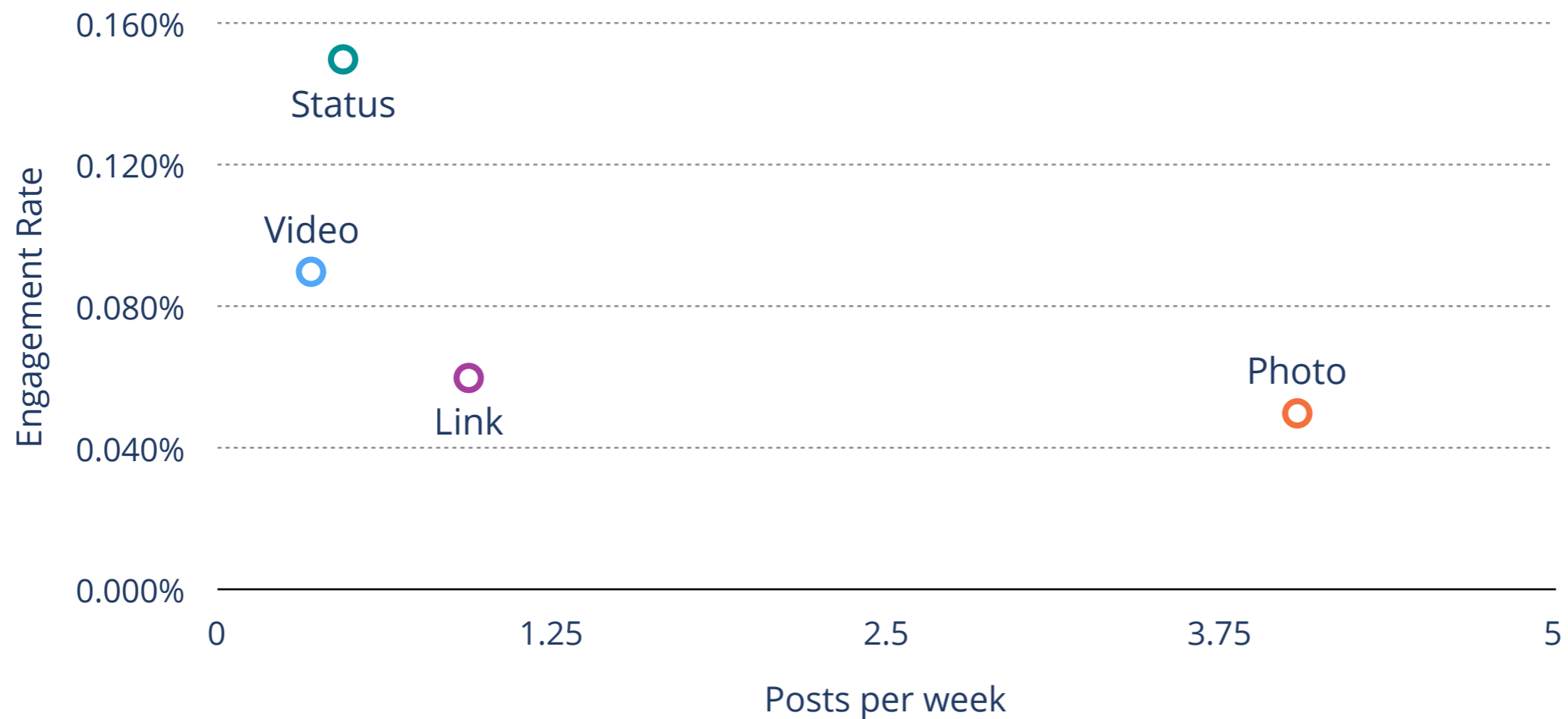


Food & Beverage companies are less likely than other industries to include hashtags on Instagram, but when they pick the right one, they perform well.

FOOD & BEVERAGES: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Status updates performed twice as well as the next-highest performing content type on Twitter, which is real bang for your buck.

A close-up portrait of a woman's face, centered in the frame. She has dark hair pulled back, dark eyes, and a slight smile. The background is a dense pattern of sliced oranges, creating a warm, orange-toned aesthetic. The text 'INDUSTRY SNAPSHOT: HEALTH & BEAUTY' is overlaid in white, sans-serif font on the left side of the image.

INDUSTRY SNAPSHOT: HEALTH & BEAUTY

HEALTH & BEAUTY

Health & Beauty Showing Low Engagement (again)

For the second year in a row, Health & Beauty underperformed despite its stellar reputation of high social engagement.

Health & Beauty companies focused their posting on their highest-performing channel, Instagram, suggesting that they know where to find their customers.

Two opportunities for growth:

- Photos win the day across all three channels, so continue to focus efforts there.
- Videos perform best on Facebook and Instagram, so it's okay to pull back on Twitter video efforts.



FACEBOOK
POSTS PER DAY

0.9

FACEBOOK
ENG RATE / POST

0.10%



INSTAGRAM
POSTS PER DAY

1.0

INSTAGRAM
ENG RATE / POST

0.98%



TWEETS
PER DAY

0.7

TWITTER
ENG RATE / TWEET

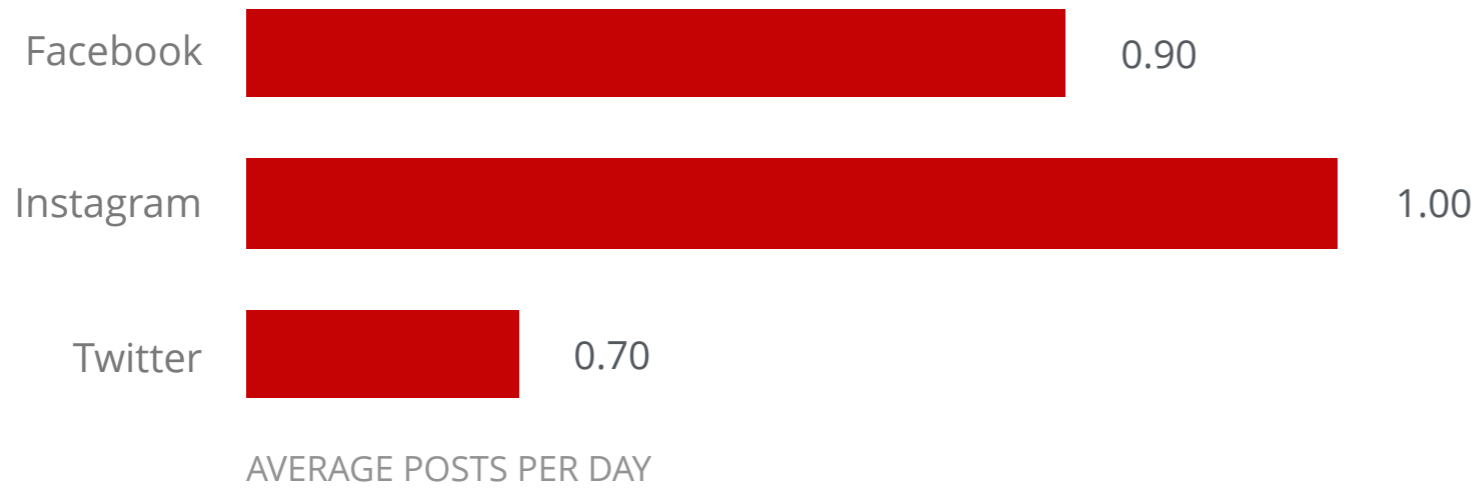
0.038%



A few examples from Health & Beauty
Companies

SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

HEALTH & BEAUTY: POSTS PER DAY & ENGAGEMENT RATE

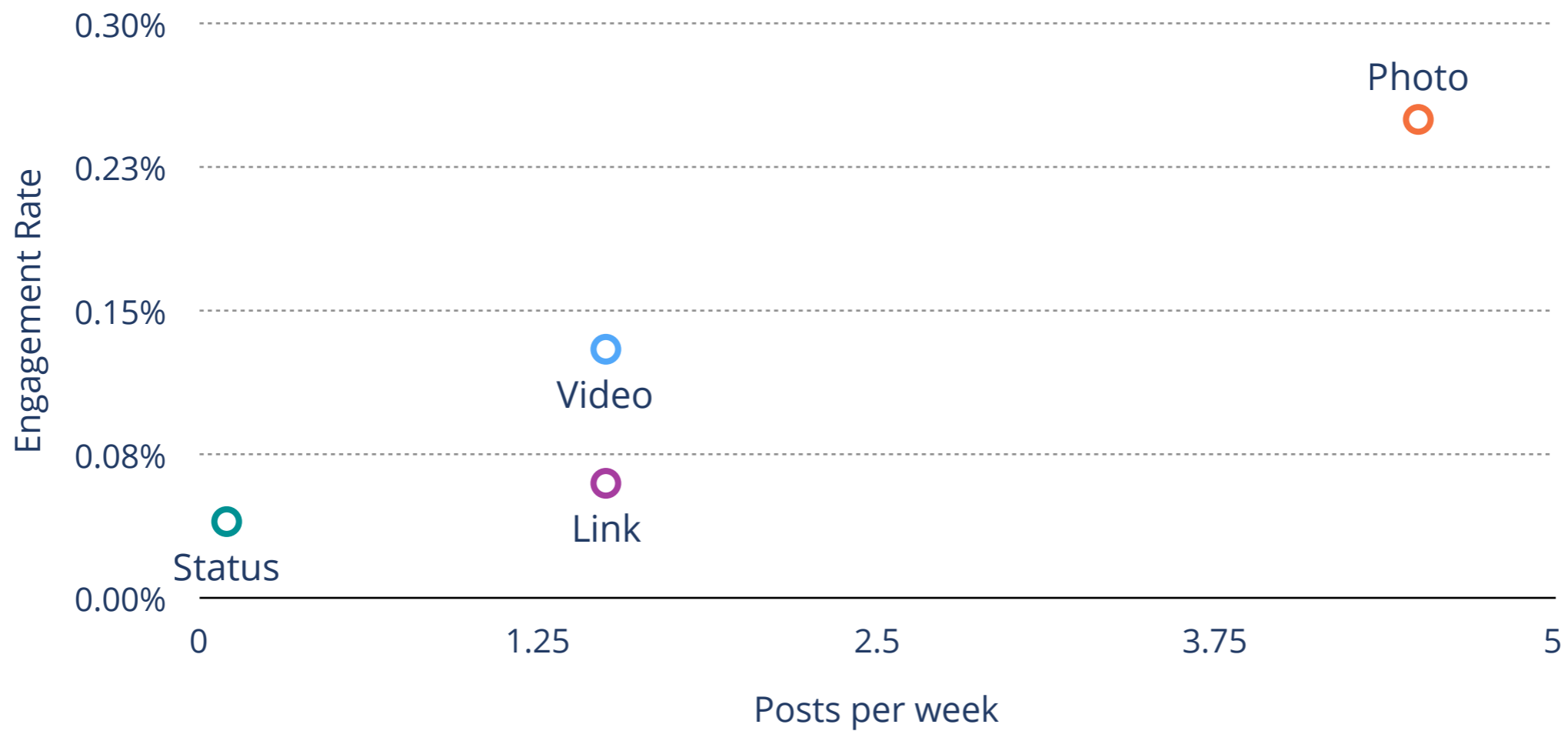


Health & Beauty are devoting serious social media resources to Instagram.

HEALTH & BEAUTY: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

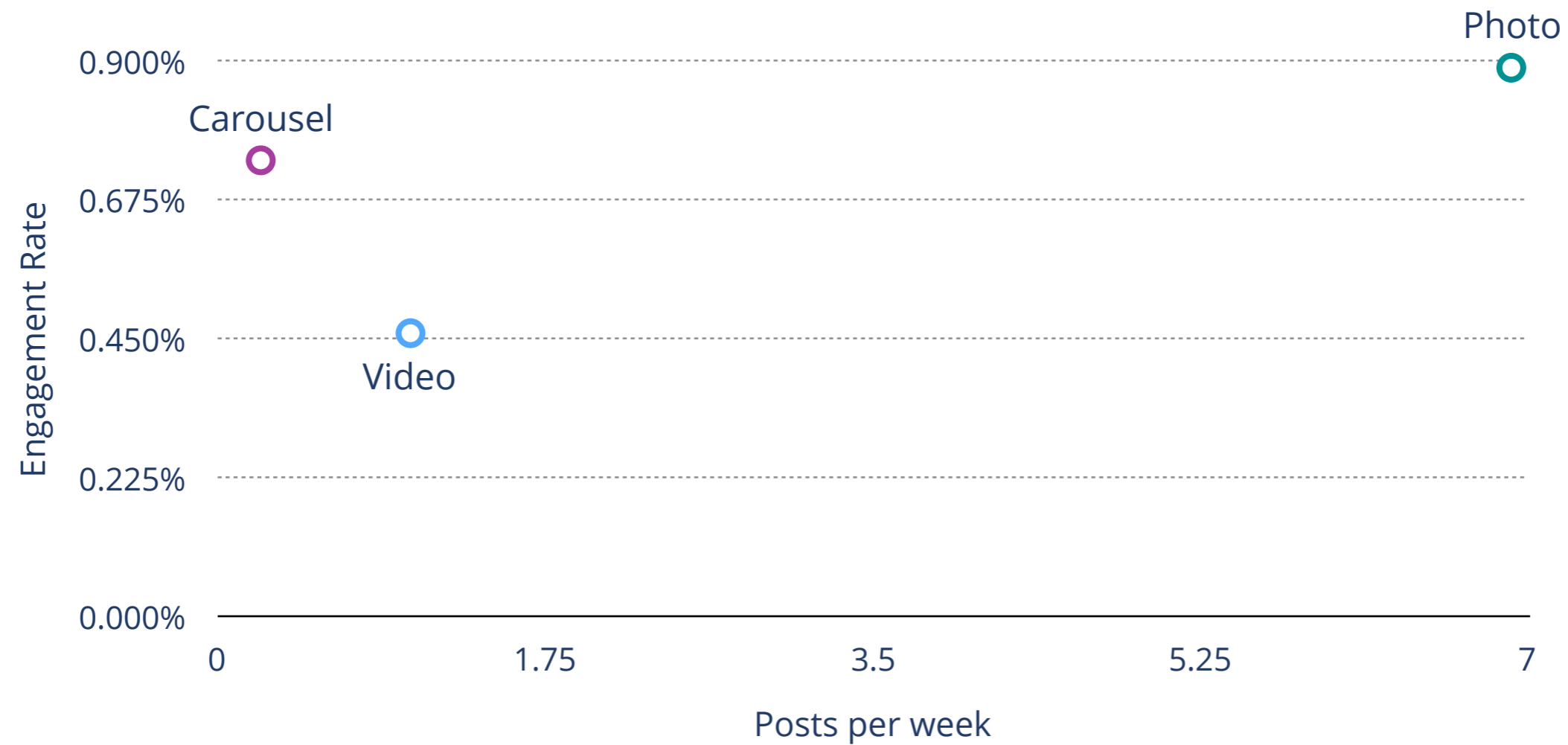


As in many industries, Facebook status updates have fallen by the wayside.

HEALTH & BEAUTY INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



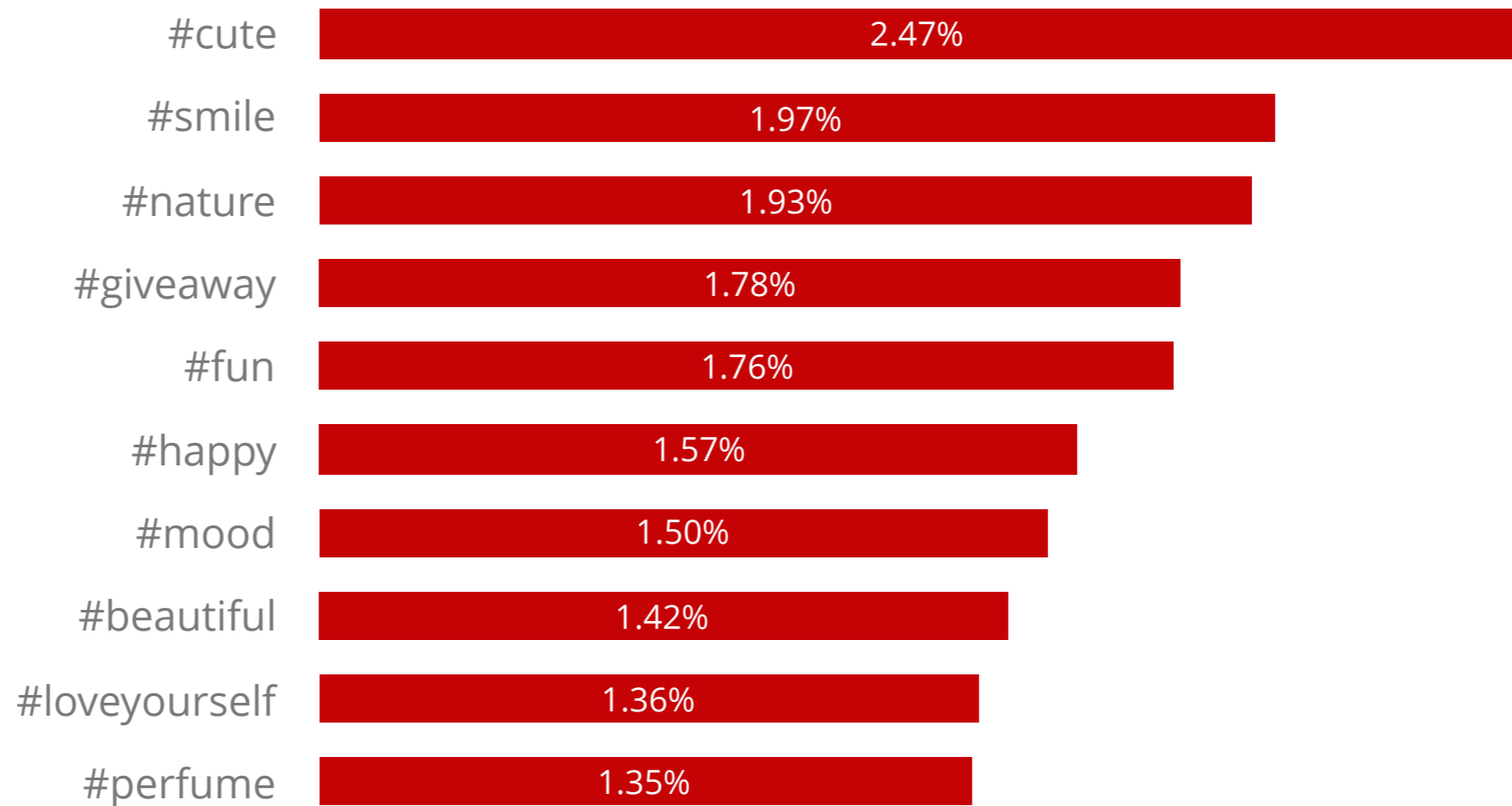
Health & Beauty are making the most of their sweet spot: photo posts on Instagram.

HEALTH & BEAUTY: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

85.1% of
Health &
Beauty's posts on
Instagram include
hashtags

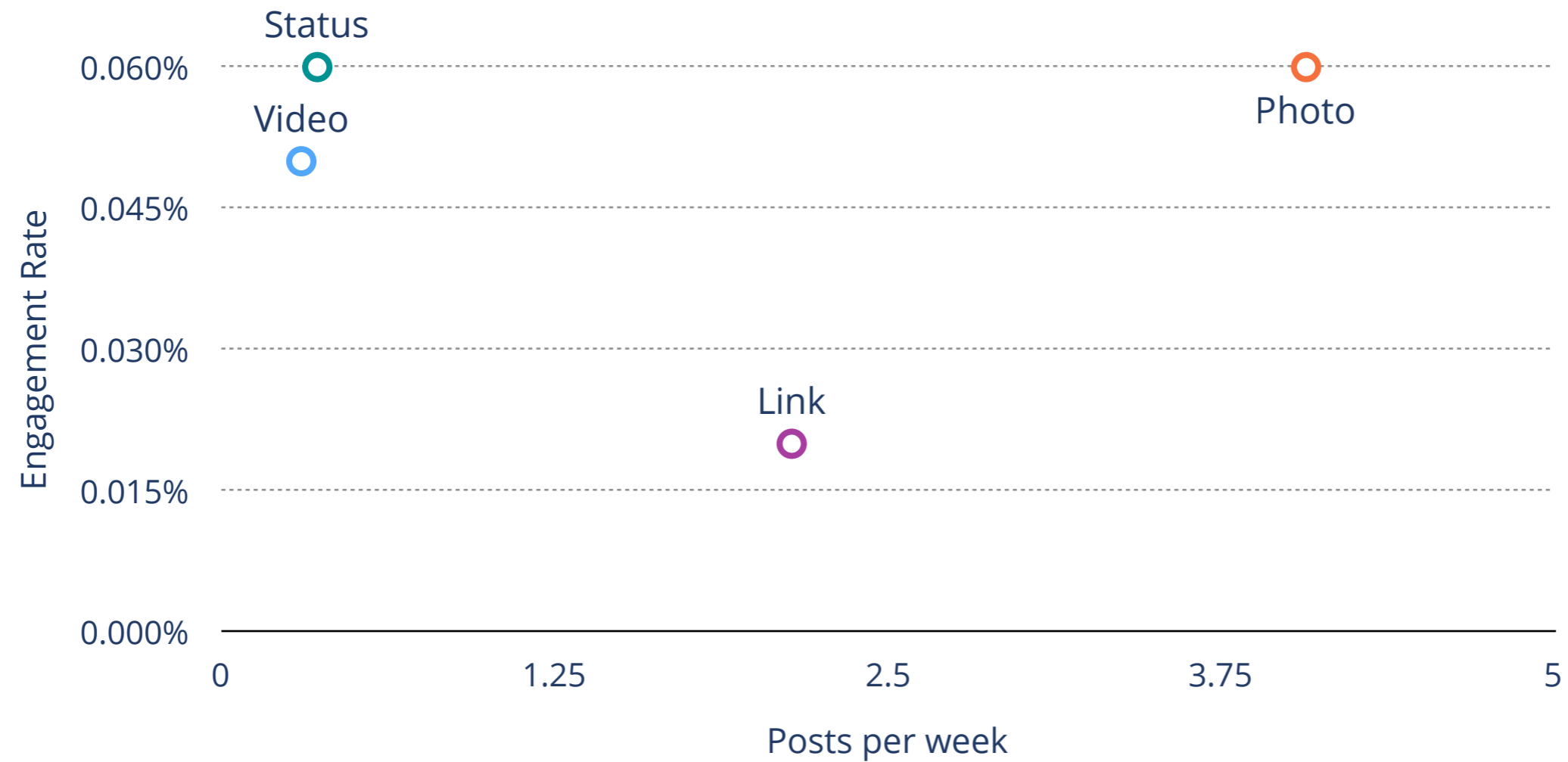


Nine of 10 of Health & Beauty's most popular hashtags weren't specifically tied to the industry.

HEALTH & BEAUTY: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Status engagement took a big leap forward this year for Health & Beauty, with a 6x increase from .010% last year.

A photograph of a male graduate in a black cap and gown, smiling and holding a laptop. The image is overlaid with a semi-transparent teal color. The text 'INDUSTRY SNAPSHOT: HIGHER ED' is written in white, sans-serif font on the left side of the image.

INDUSTRY SNAPSHOT:
HIGHER ED

HIGHER ED

Higher Ed Rocks Instagram

Higher Ed maintains its domination on Instagram, but like many industries, it experienced a decline in engagement on Facebook. Losing almost half the engagement rate marks this as the biggest drop out of the industries in last year's study.

Based on this study, there's one opportunity to improve engagement rates:

- Decrease posting links on Facebook, and instead leverage high engaging content like photos



FACEBOOK
POSTS PER DAY

1.3

FACEBOOK
ENG RATE / POST

0.19%



INSTAGRAM
POSTS PER DAY

0.6

INSTAGRAM
ENG RATE / POST

3.39%



TWEETS
PER DAY

2.0

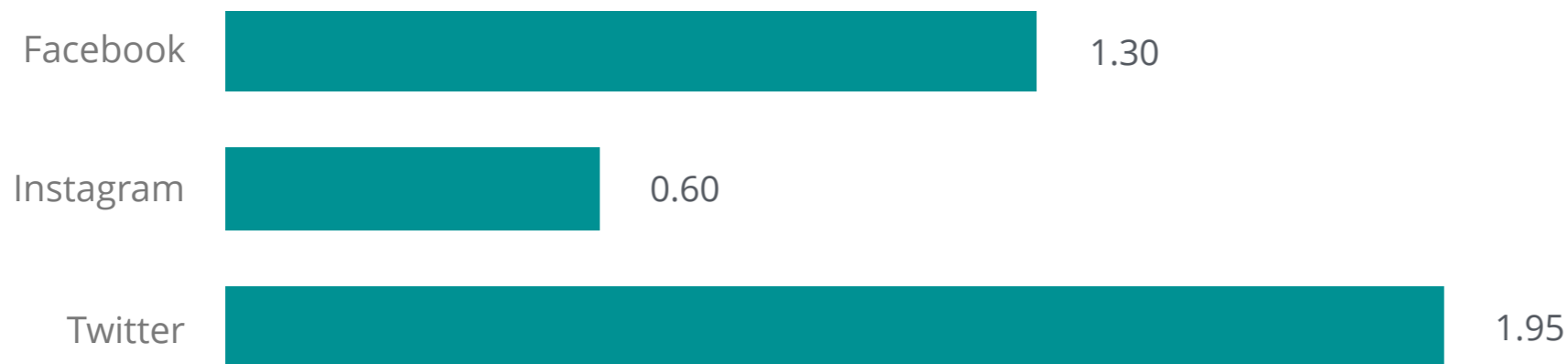
TWITTER
ENG RATE / TWEET

0.062%



A few examples from Higher Ed

HIGHER ED: POSTS PER DAY & ENGAGEMENT RATE



AVERAGE POSTS PER DAY



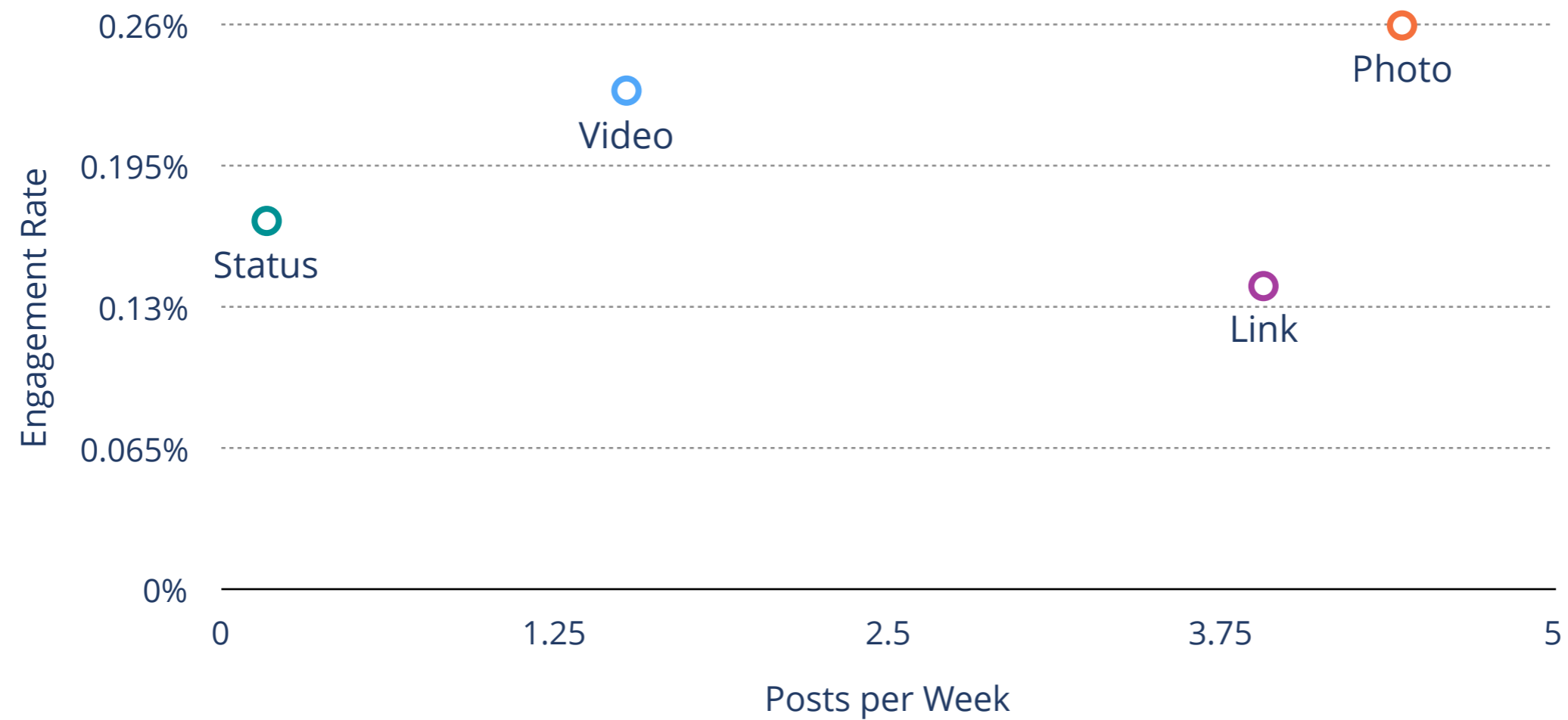
AVERAGE ENGAGEMENT RATE PER POST

Higher Ed has the highest engagement on Instagram out of all the industries in this study. Posting frequency to Twitter decreased from last year, which may account for the slight increase in engagement.

HIGHER ED: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

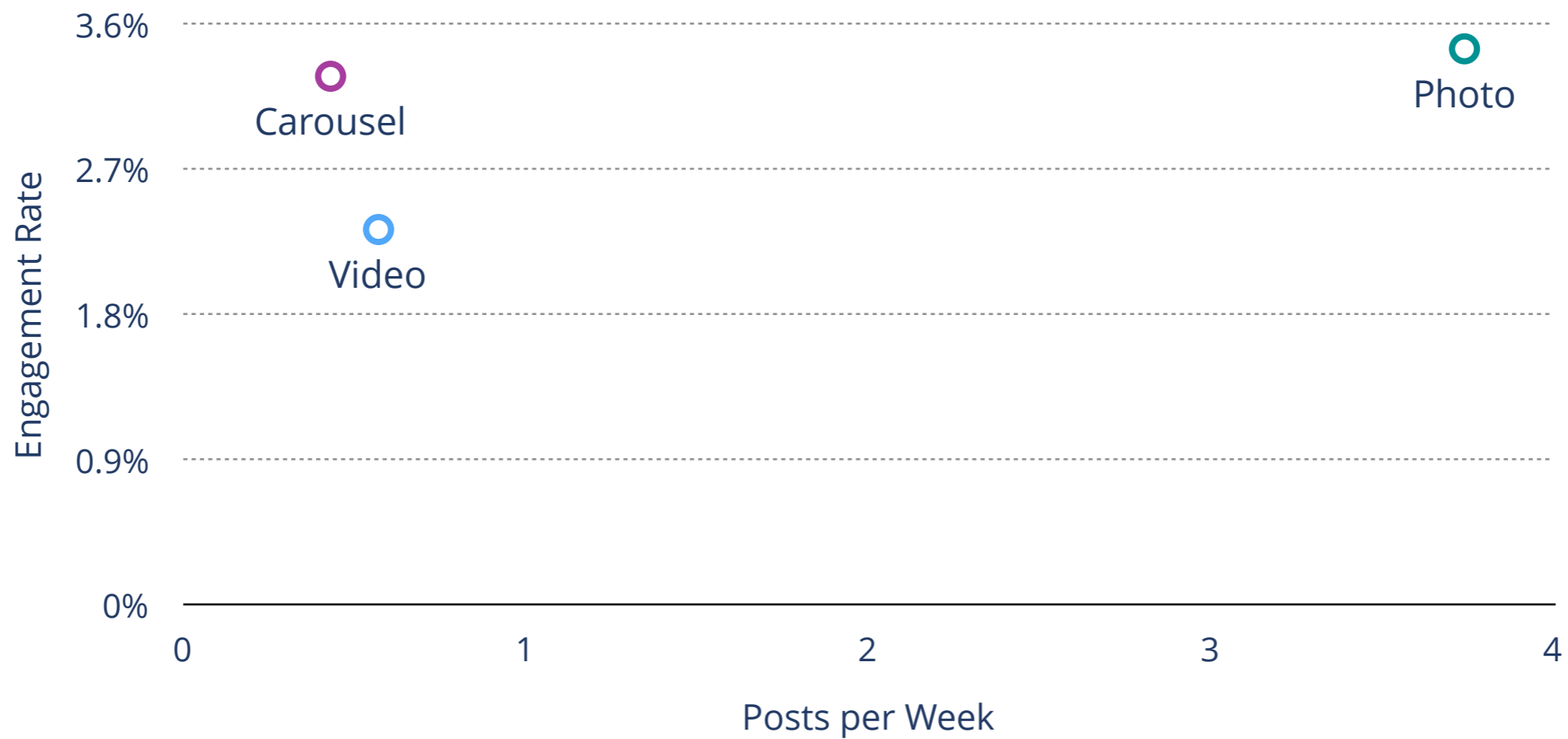


Facebook Engagement took a nosedive for Higher Ed compared to last year. Not surprisingly, photos and videos drive the most engagement.

HIGHER ED: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



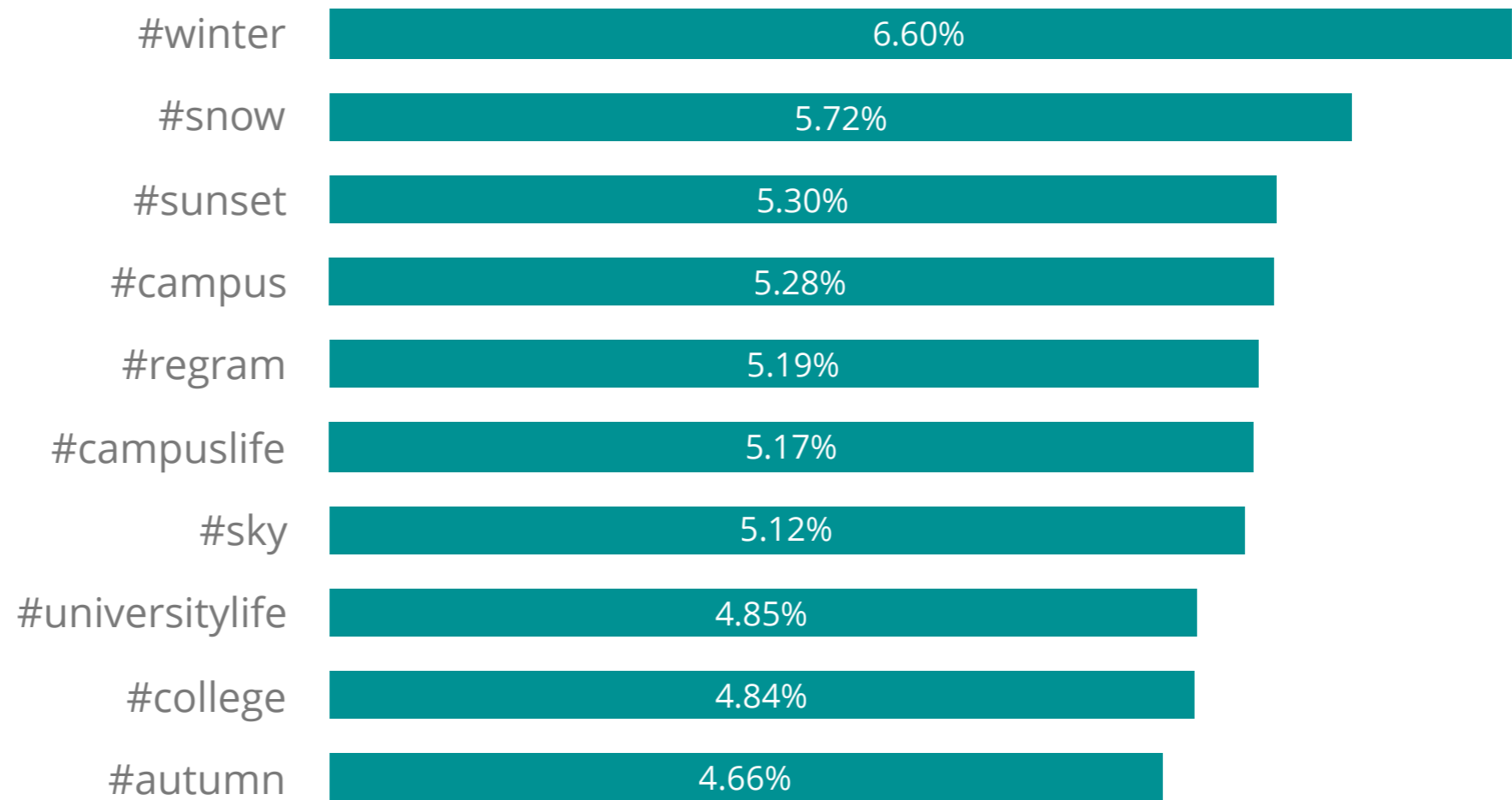
Higher Ed Instagram drives the highest engagement out of all the industries and has the lowest number of video posts per week. Coincidence?

HIGHER ED: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

83.1% of Higher Ed posts on Instagram include hashtags

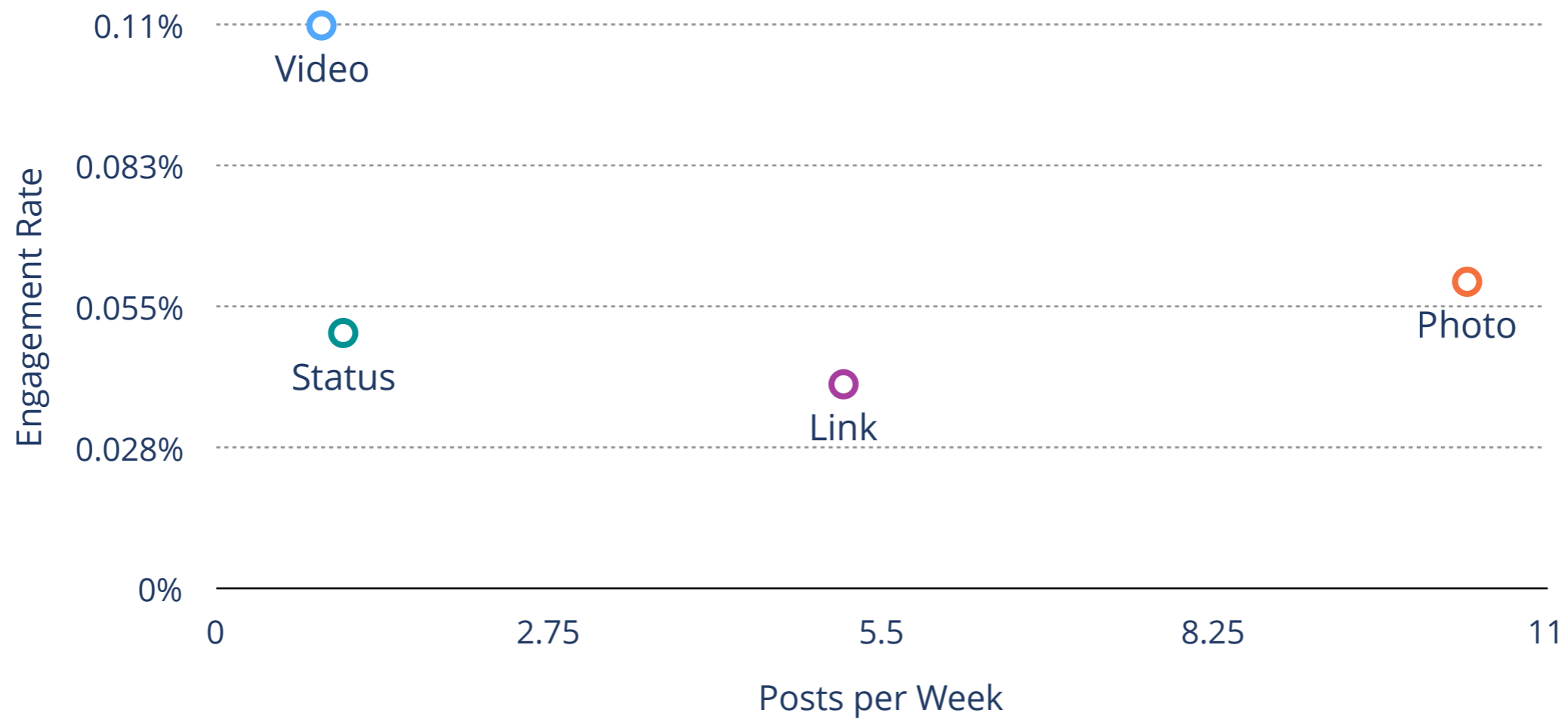


Consistent with last year's top hashtags, seasonal or nature hashtags continue to be wins. New this year are: #campuslife, #universitylife, and #college. These engagement rates outshine every other industry.

HIGHER ED: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Video on Twitter drives almost double the engagement than all other post types.

A woman in a black dress is setting a dining table in a modern kitchen. The table is set with white plates, glassware, and a centerpiece of flowers. Three large, white, dome-shaped pendant lights hang above the table. The background features a large window with a grid pattern. The entire image has a warm, orange-toned overlay.

INDUSTRY SNAPSHOT: HOME DECOR

HOME DECOR

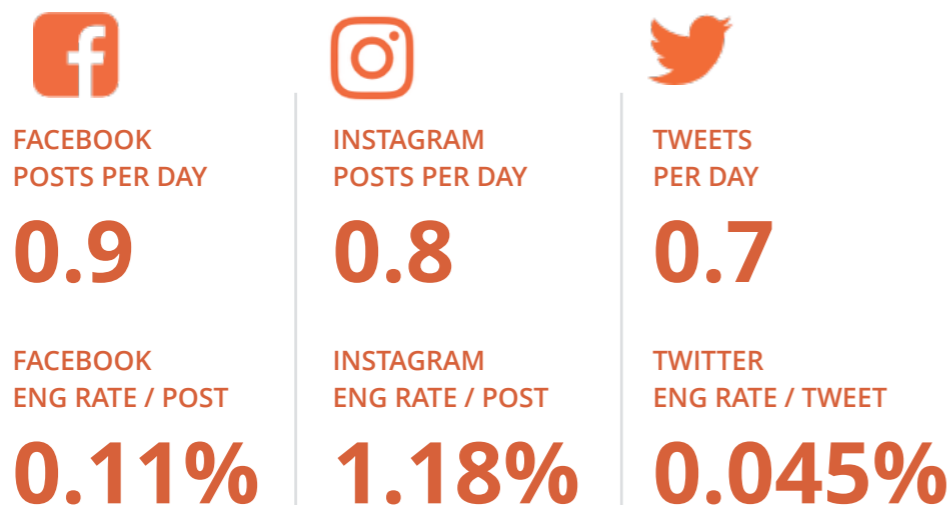
Video Performs Well for Home Decor

Video garners high engagement across Facebook, Twitter, and Instagram, suggesting customers like to visualize their purchases before they buy. Photos perform well across all channels too.

Facebook and Instagram engagement rates are slightly below average of the industries we surveyed, while Twitter was right on par.

Some ideas for growth:

- Increase posting frequency on Instagram to take advantage of customers hungry for visuals and video
- Invest in video content and strategy that can be repurposed across channels



Crate&Barrel

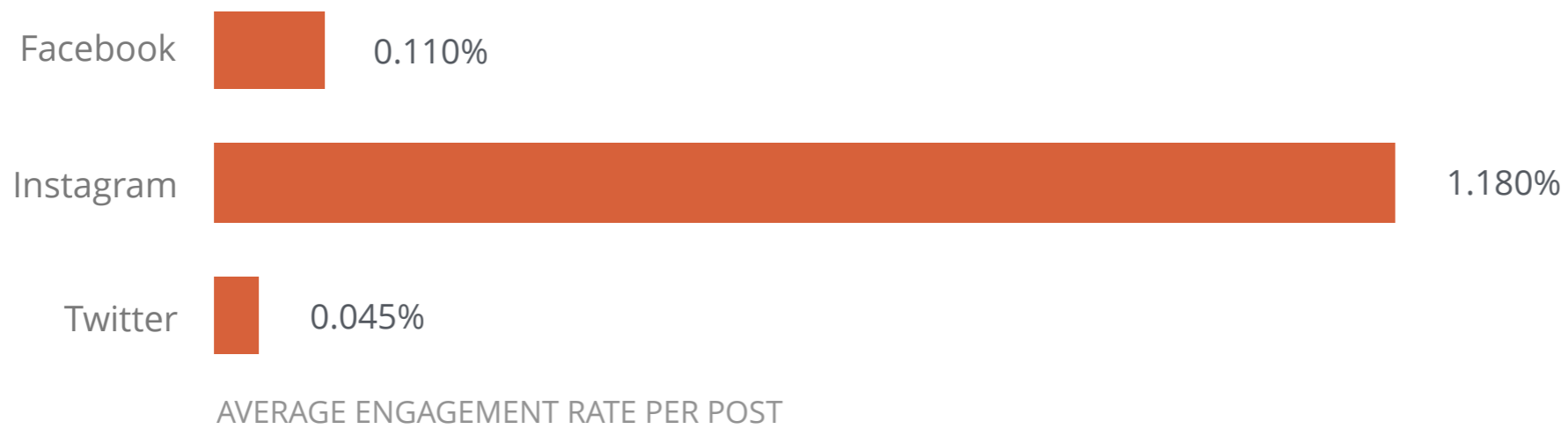


west elm

A few examples from Home Decor

SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

HOME DECOR: POSTS PER DAY & ENGAGEMENT RATE

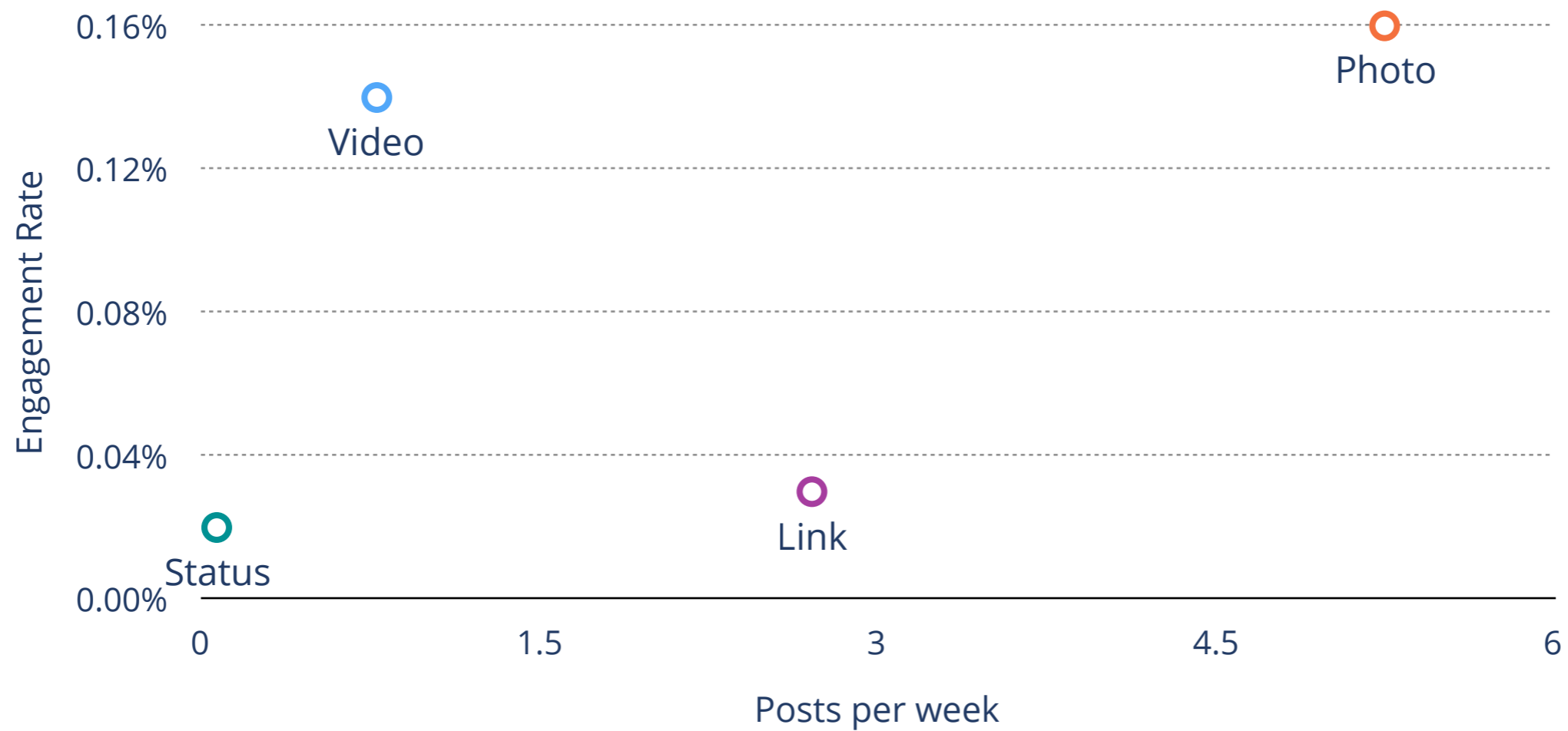


Consistent with other industries, Instagram leads the engagement pack.

HOME DECOR: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

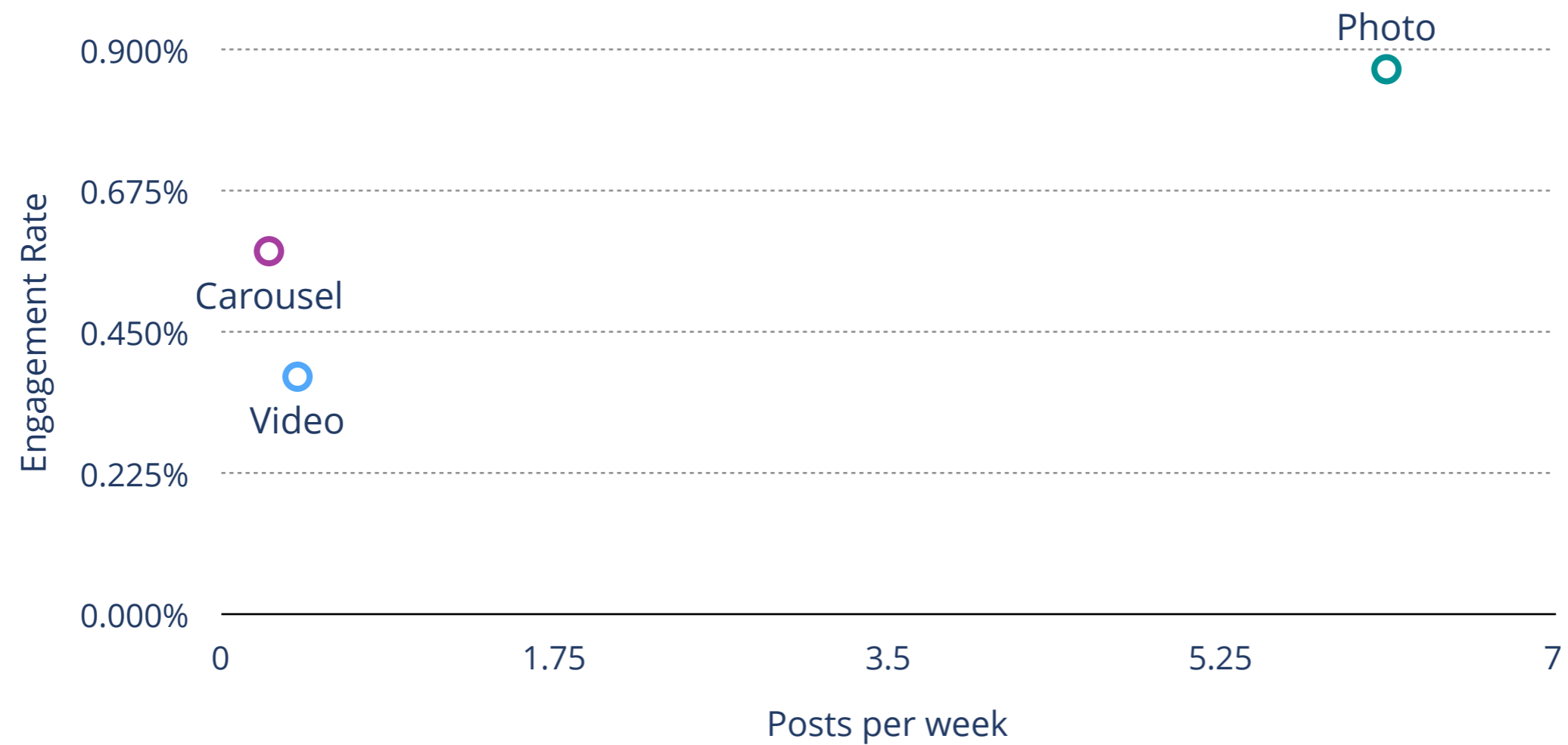


Increasing posting frequency of videos on Facebook will make the most of its high engagement rate.

HOME DECOR: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



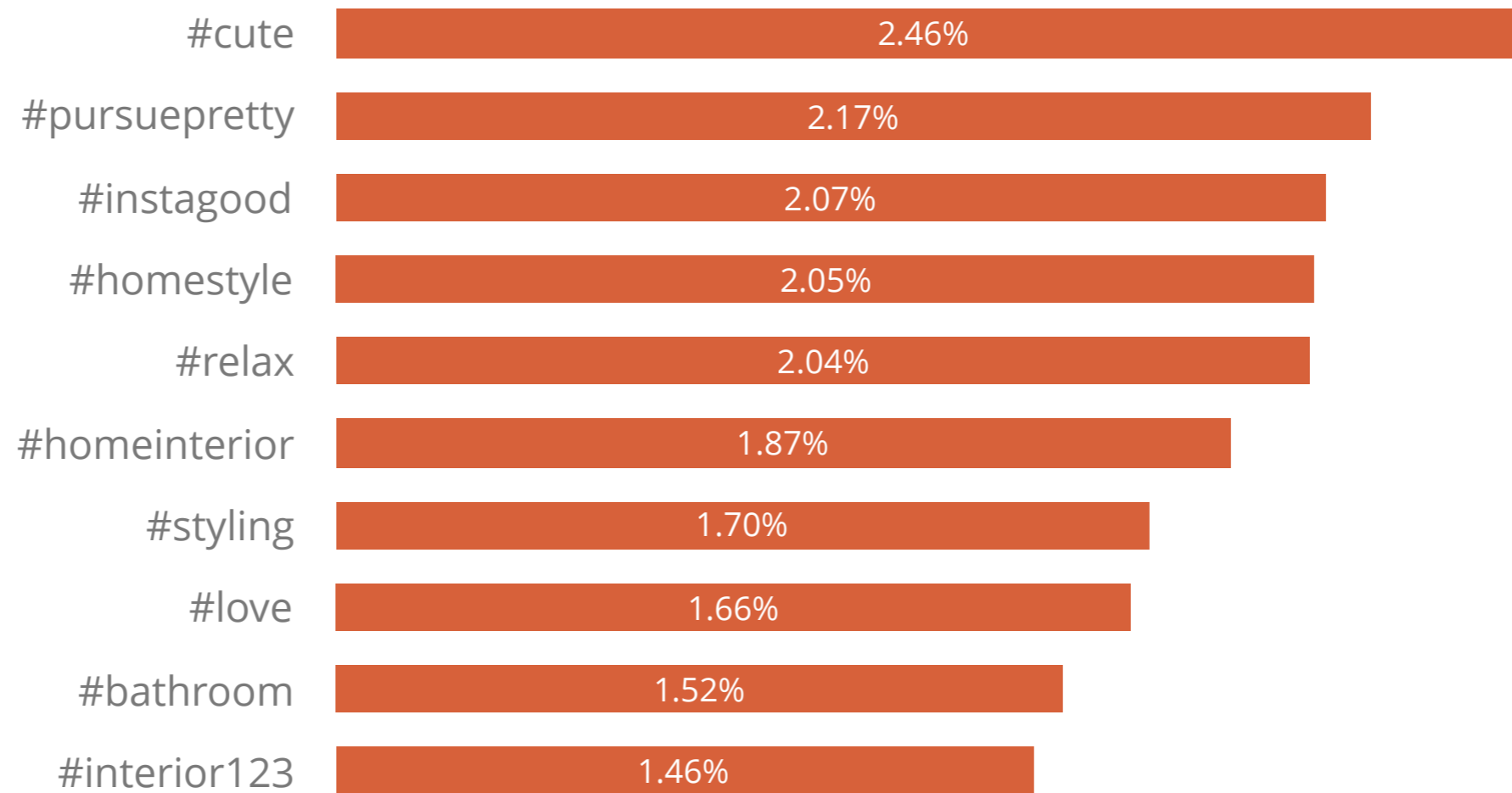
Home Decor brands are concentrating Instagram efforts on photos, which drive the best engagement on this channel.

HOME DECOR: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

72.0% of Food & Beverage posts on Instagram include hashtags

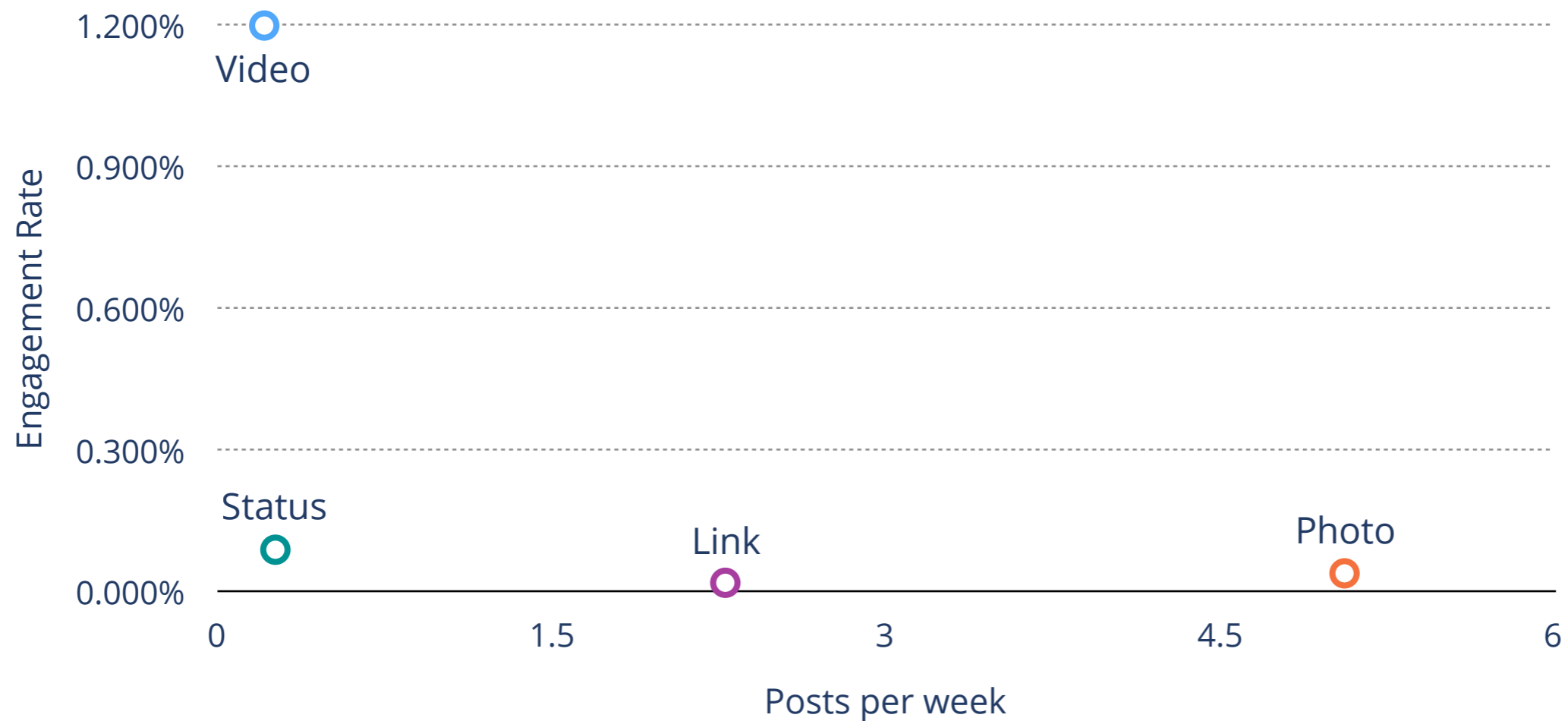


With just two thirds of Home Decor brands including hashtags on Instagram posts, there's room for improvement in seeking out and using the right hashtags.

HOME DECOR: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Photos perform well on Facebook and poorly on Twitter for Home Decor, so decrease photo frequency on Twitter and focus on videos.

A photograph of a hotel employee, a woman named Aleksandra, wearing a white shirt and a patterned tie, smiling as she hands a card to a man. The man is on a phone call and looking at the card. The scene is set in a hotel lobby with a reception desk and a bell in the foreground. The entire image has a blue overlay.

INDUSTRY SNAPSHOT: HOTELS AND RESORTS

HOTELS AND RESORTS

Hotels and Resorts Shine on Social

Hotels and Resorts boasted the highest Twitter engagement of any industry we surveyed, and ranked high for both Facebook and Instagram engagement as well. Customers are eager to engage with these brands from home to browse amenities and take advantage of responsive customer service before booking their next vacation.

A few suggestions to keep up the social momentum:

- Invest in more video to take advantage of hunger for this posting type across all channels
- Keep using hashtags, which see strong engagement in this industry



FACEBOOK
POSTS PER DAY

0.8

FACEBOOK
ENG RATE / POST

0.21%



INSTAGRAM
POSTS PER DAY

0.6

INSTAGRAM
ENG RATE / POST

2.05%



TWEETS
PER DAY

0.6

TWITTER
ENG RATE / TWEET

0.072%



A few example Hotels and Resorts

SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

HOTELS AND RESORTS: POSTS PER DAY & ENGAGEMENT RATE



AVERAGE POSTS PER DAY



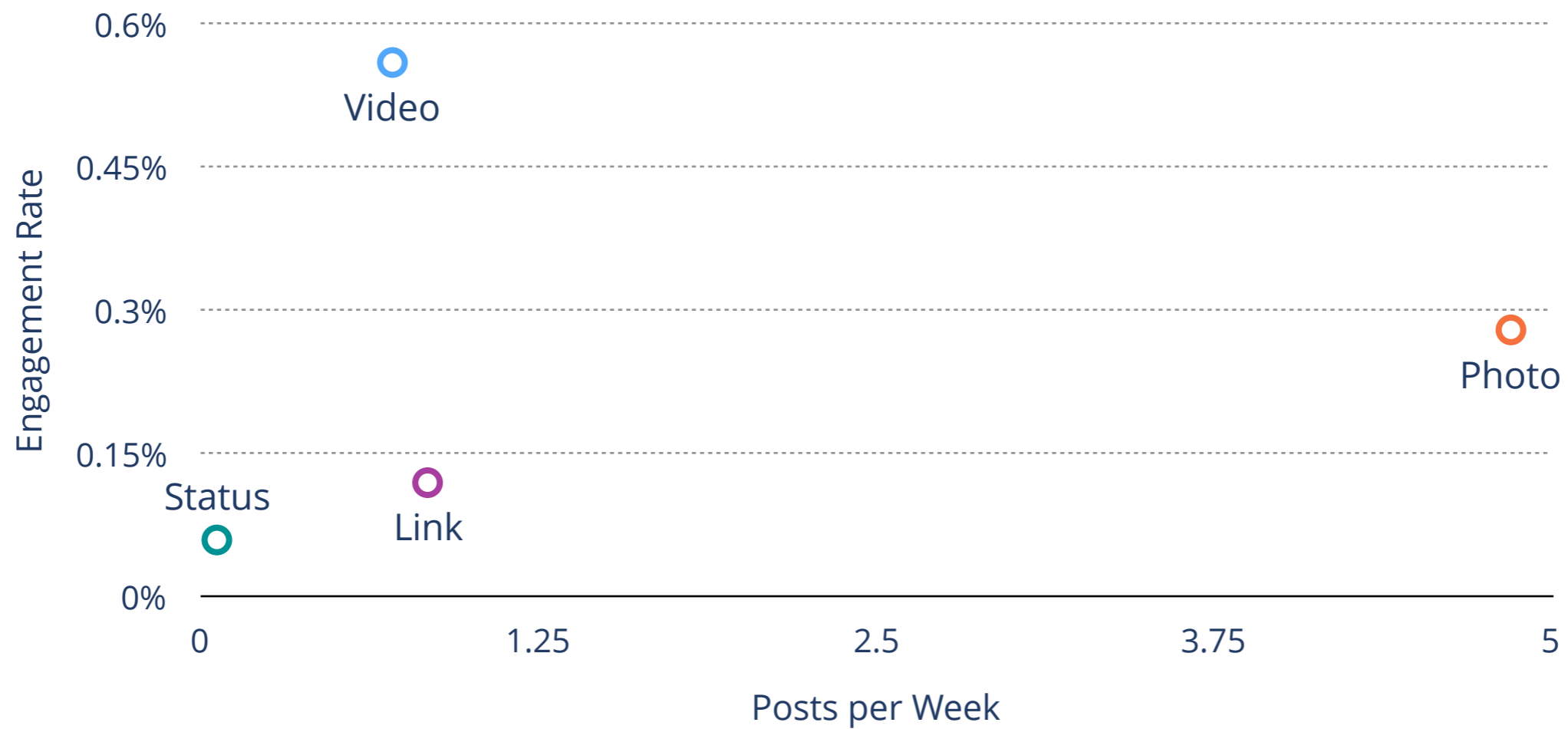
AVERAGE ENGAGEMENT RATE PER POST

Hotels and Resorts are making the most of high engagement rates on Instagram by posting most often to that channel.

HOTELS AND RESORTS: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

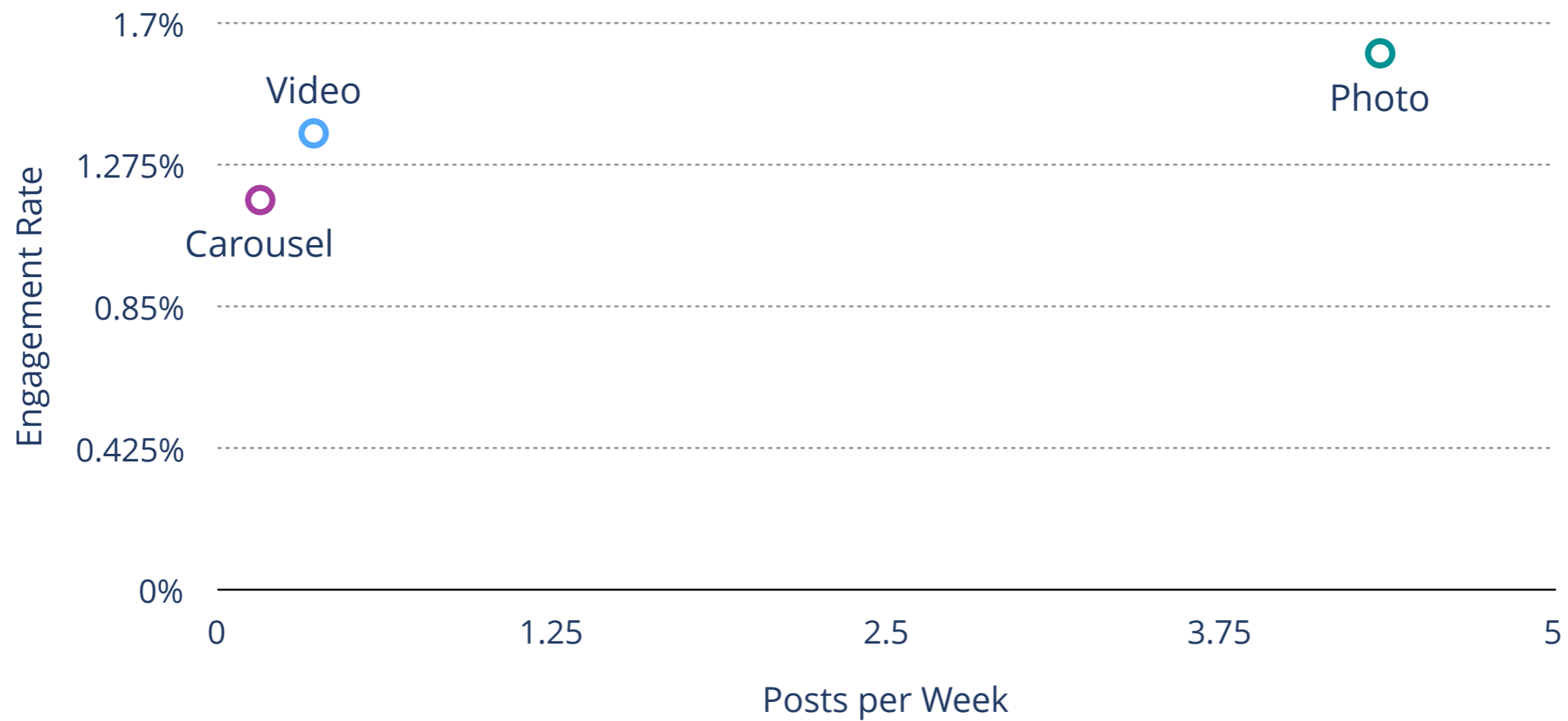


Visual posts fare best on Facebook for Hotels and Resorts—no surprise for such a visual industry.

HOTELS AND RESORTS: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



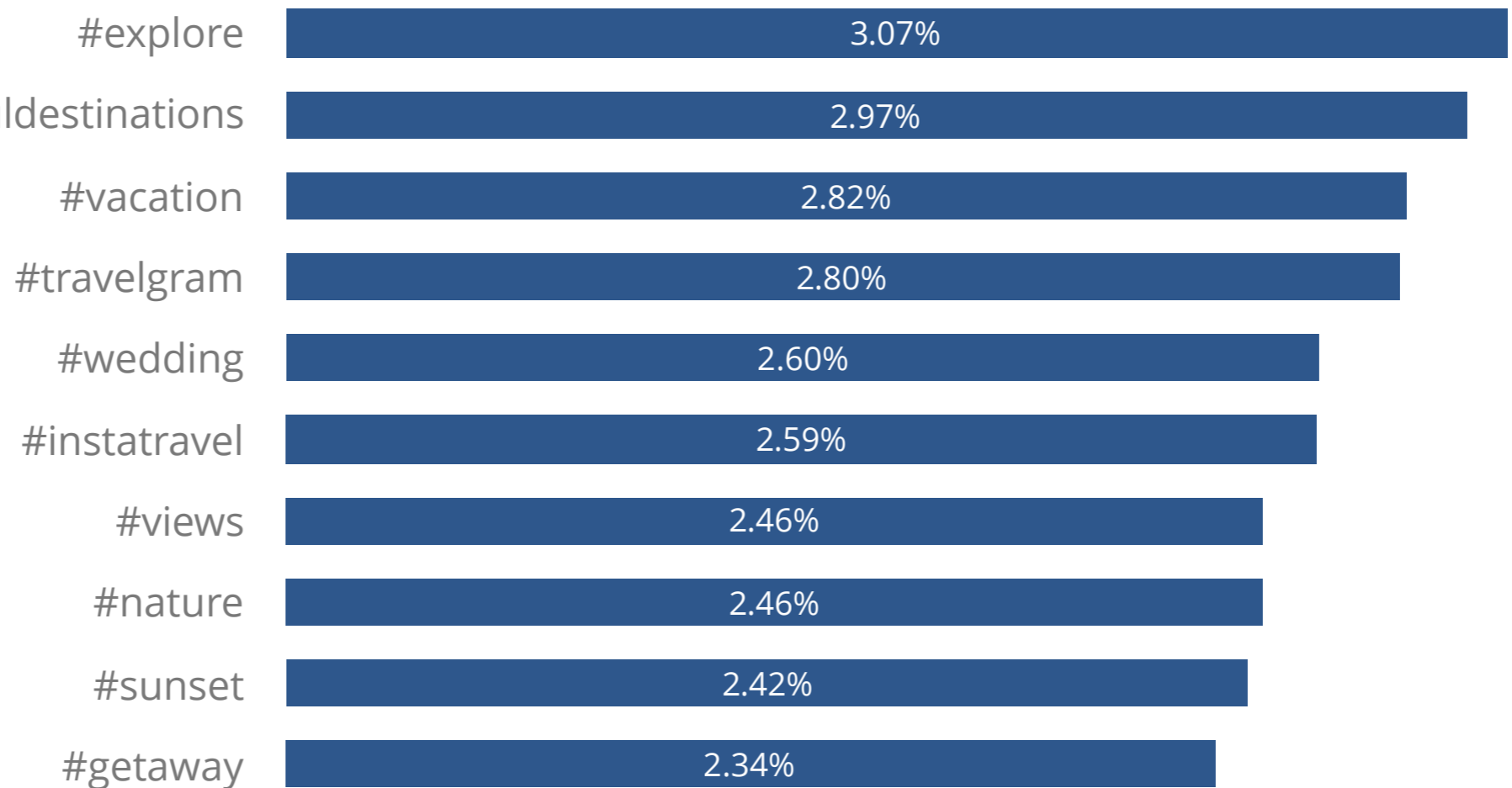
As with most industries surveyed, photos did best on Instagram, but video is a top performer here as well.

HOTELS AND RESORTS: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

84.7% of Hotel and Resorts posts on Instagram include hashtags



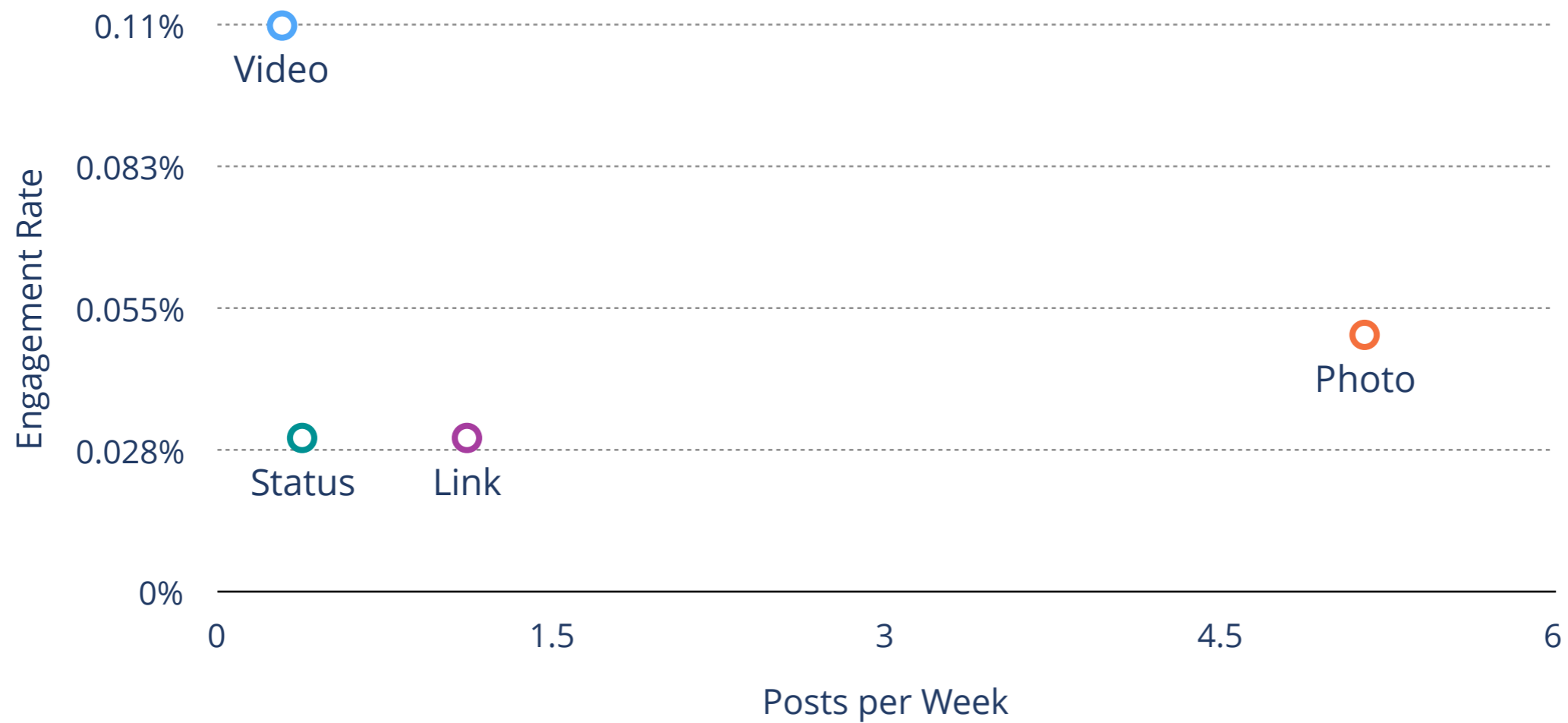
Hotels and Resorts make the most of hashtags that help their customers get into the vacation mindset: #explore, #beautifuldestinations, and #vacation fared well.



HOTELS AND RESORTS: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Hotels and Resorts saw stellar video engagement on Twitter, which is a great place to focus content efforts in the coming year.

A woman with dark hair is holding a silver and black camera up to her eye. The image is overlaid with a semi-transparent purple filter. The text 'INDUSTRY SNAPSHOT: INFLUENCERS' is written in white, uppercase letters on the left side of the image. The camera has 'GSM' written on its side.

INDUSTRY SNAPSHOT:
INFLUENCERS

INFLUENCERS

Influencers Stand Out on Facebook

Influencers find success with video on Facebook, where they invest their resources to post over three videos a week. Unfortunately, the belief that Influencers garner high engagement on Instagram is false—getting just over an average engagement rate.

Based on this study, there are two opportunities that could improve that engagement rate:

- Increase status updates for Twitter
- Utilize hashtags more frequently on Instagram



FACEBOOK
POSTS PER DAY

1.4

FACEBOOK
ENG RATE / POST

0.37%



INSTAGRAM
POSTS PER DAY

0.9

INSTAGRAM
ENG RATE / POST

1.87%

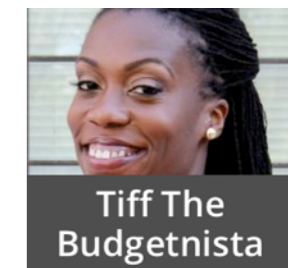
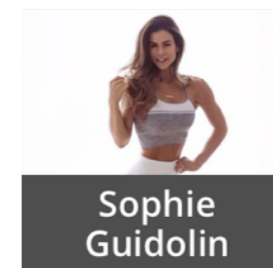
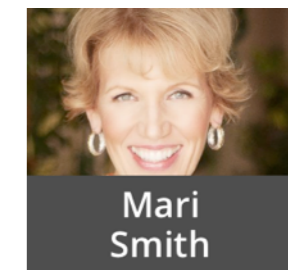
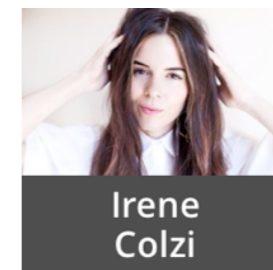
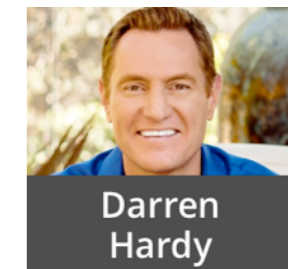
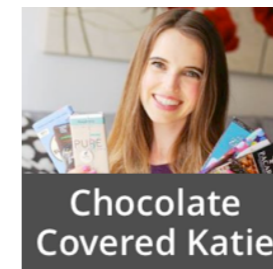


TWEETS
PER DAY

1.7

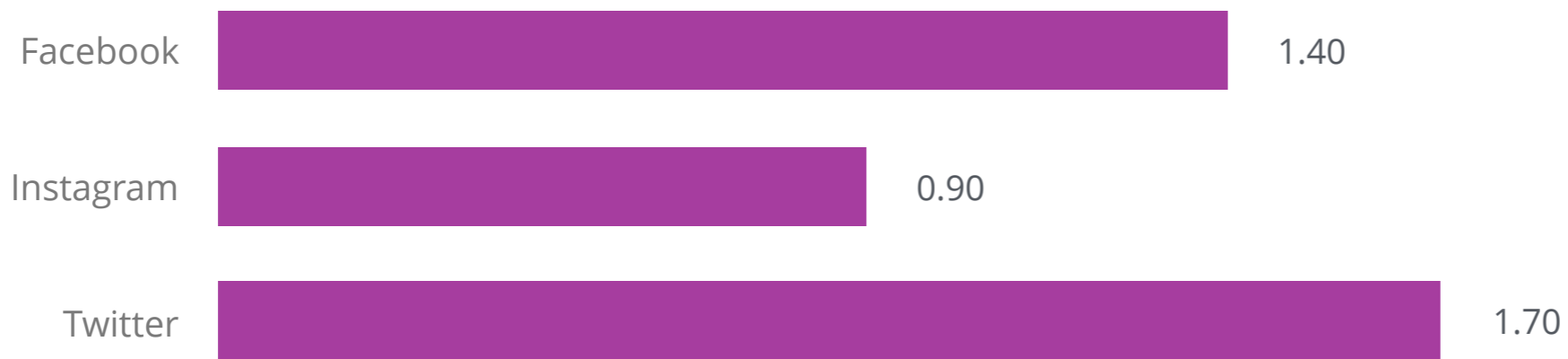
TWITTER
ENG RATE / TWEET

0.046%

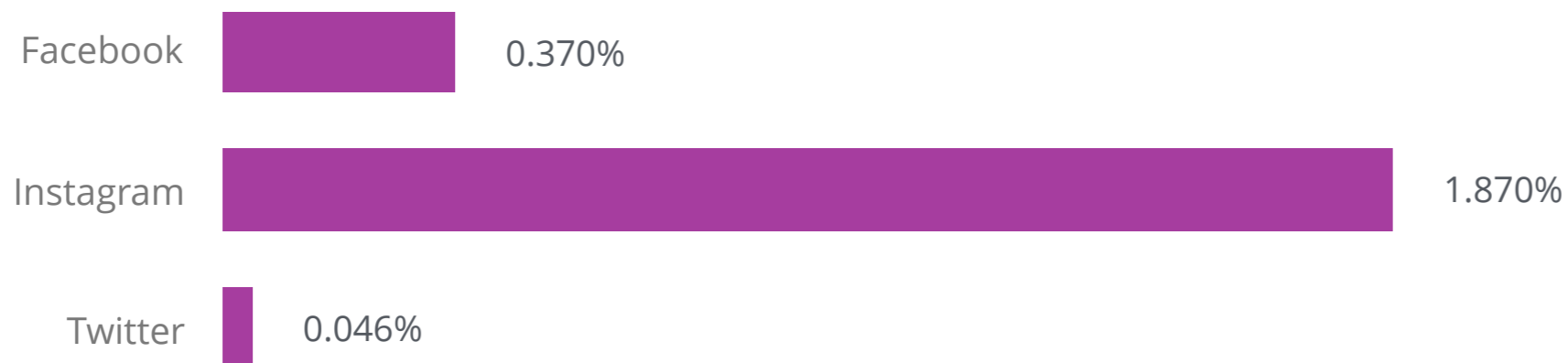


A few examples from Influencers

INFLUENCERS: POSTS PER DAY & ENGAGEMENT RATE



AVERAGE POSTS PER DAY



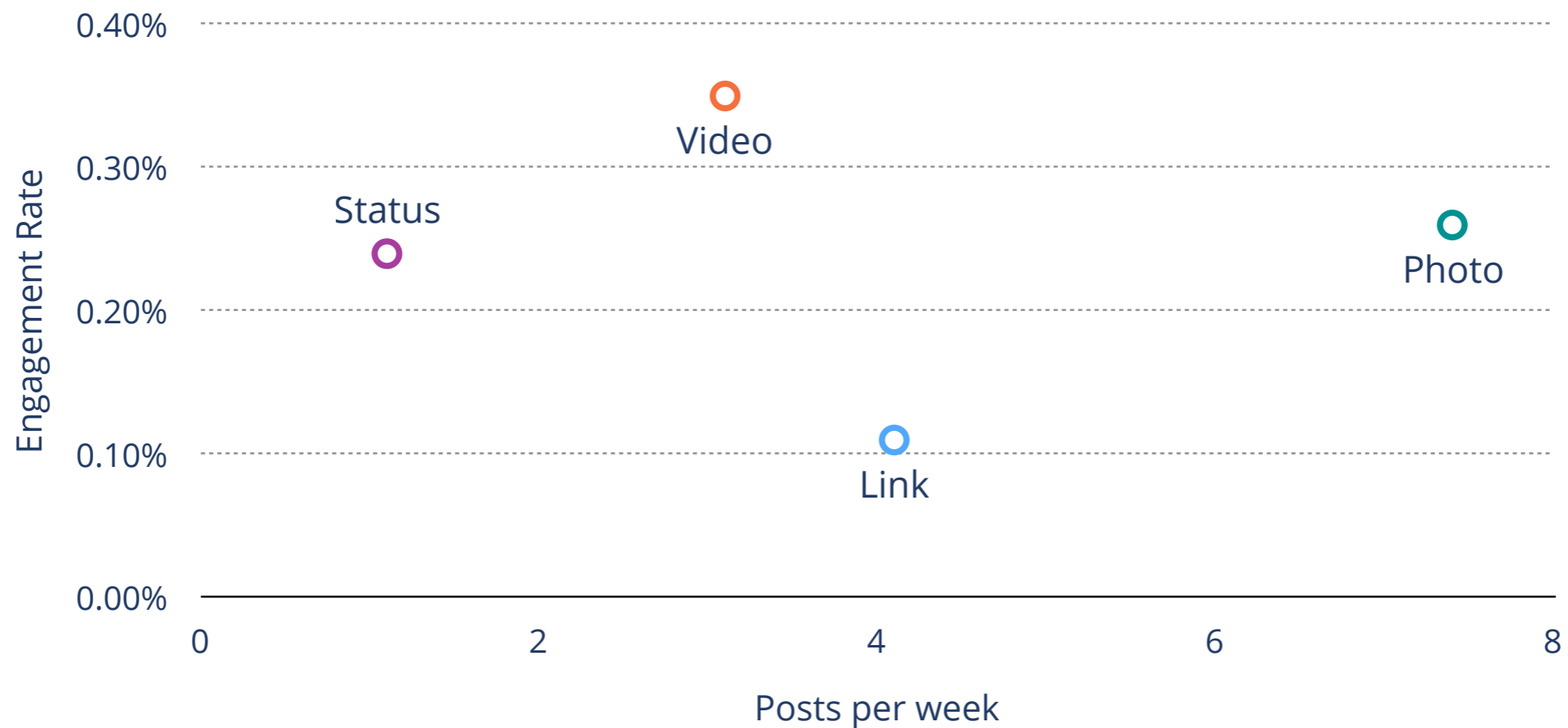
AVERAGE ENGAGEMENT RATE PER POST

Influencers rank highest alongside Food & Beverages for Facebook engagement despite posting more frequently.

INFLUENCERS: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type



Video drives the highest engagement for Influencers, which may explain why the claims that video performs best still circulate, despite engagement

INFLUENCERS: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

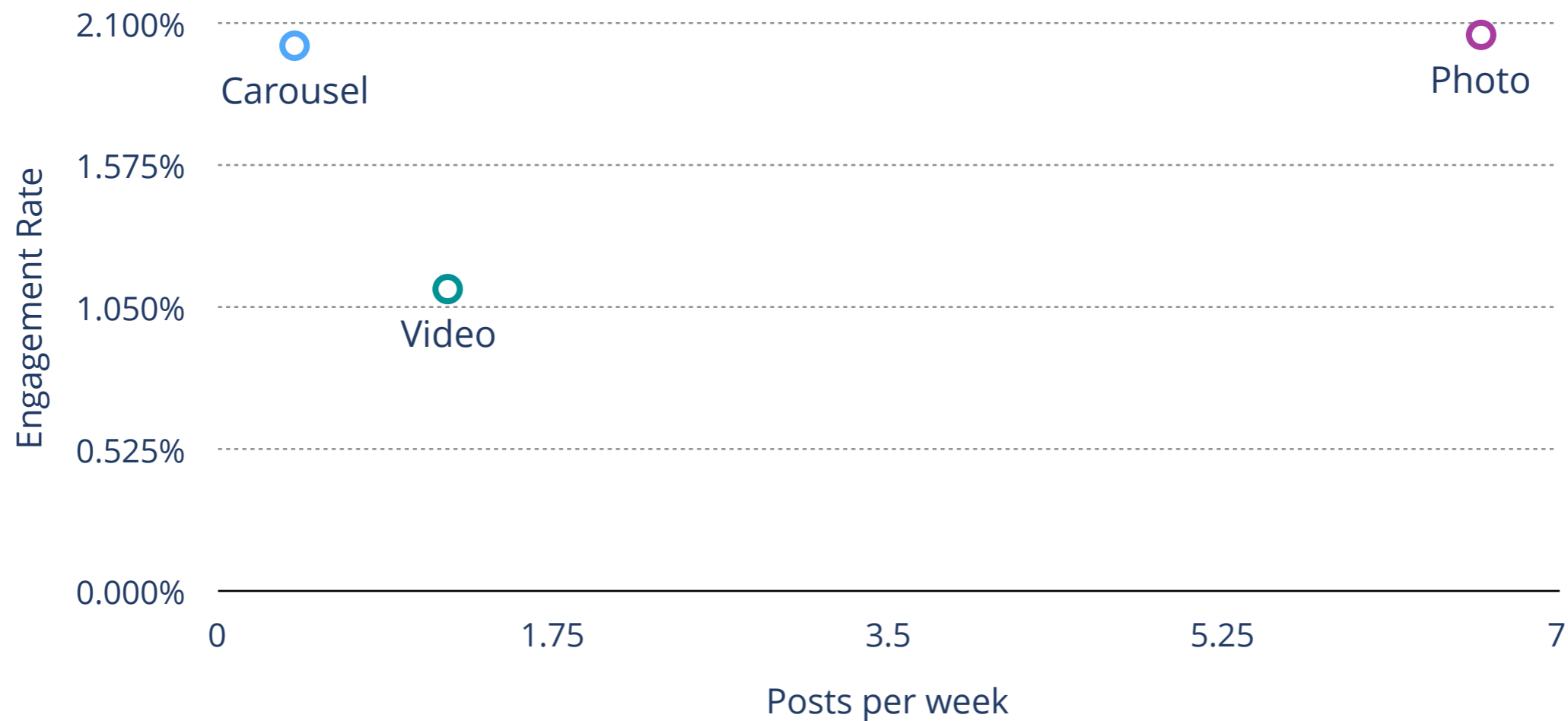


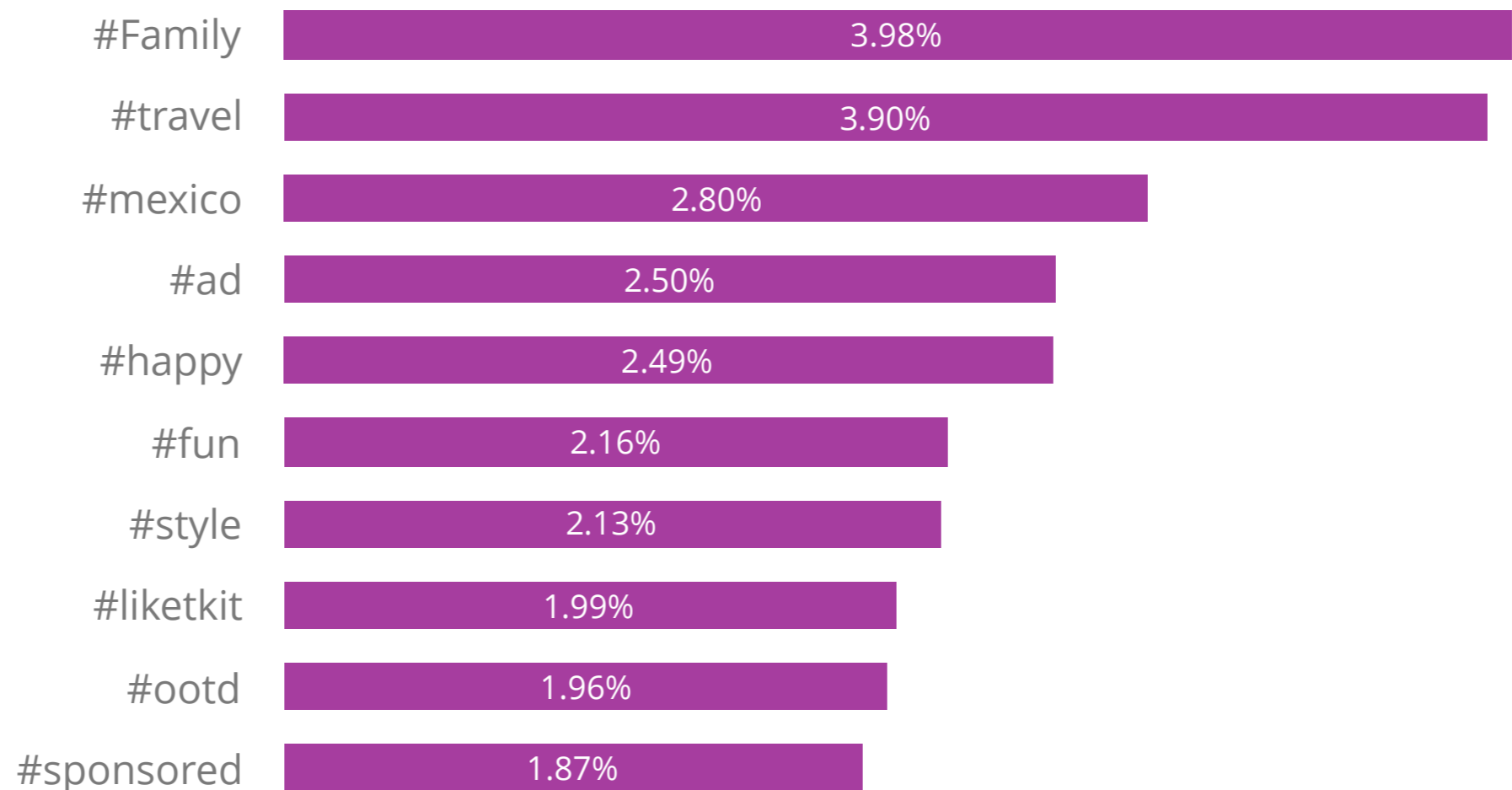
Photo and carousel posts drive almost double the engagement for Influencers on Instagram as Video posts.

INFLUENCERS: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

61.7% of
Influencers'
posts on
Instagram include
hashtags

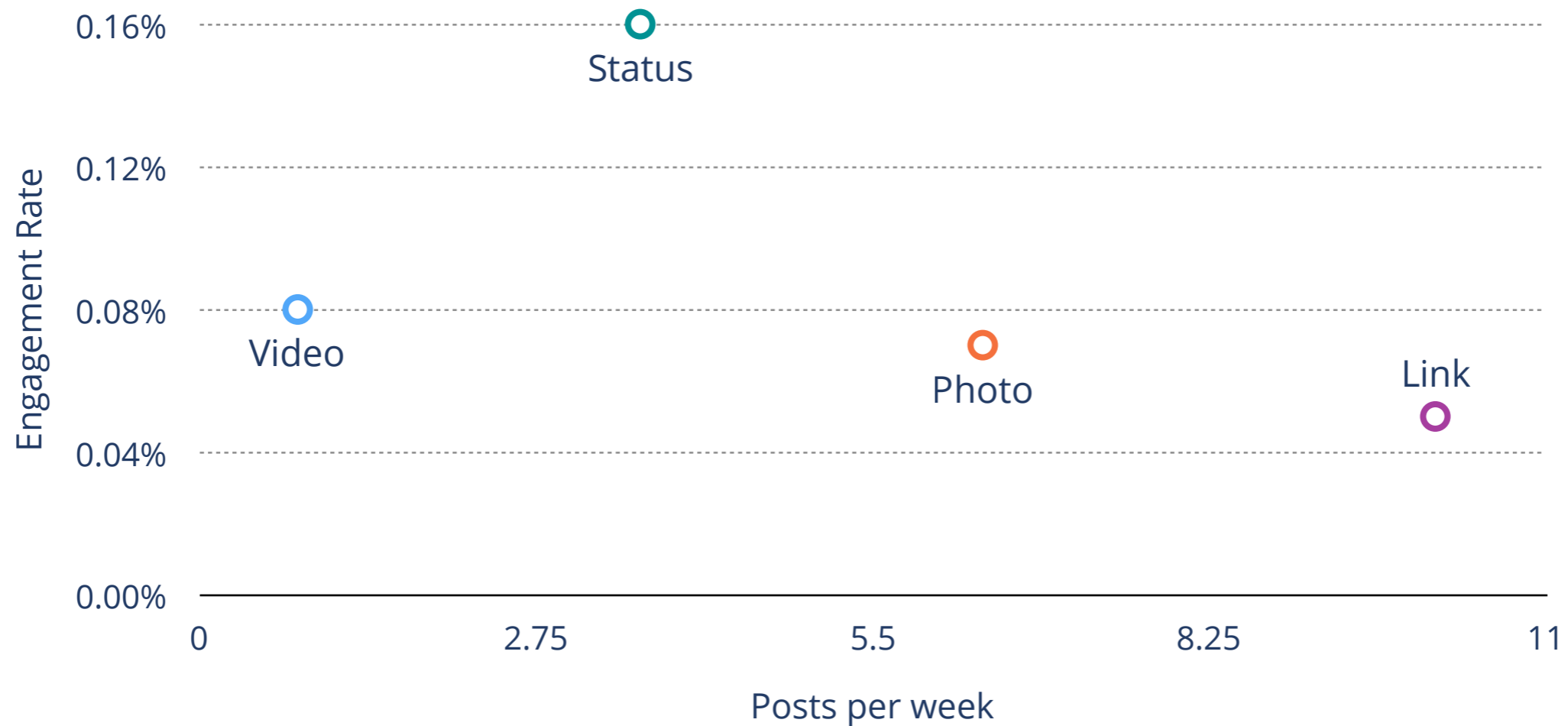


The FCC requires sponsored posts to be clearly identified as such. Though Influencers are not required to use the ad or sponsored hashtags, they often do. (And doing so doesn't hurt engagement.)

INFLUENCERS: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Influencers double their engagement with status posts on Twitter. Brands looking to collaborate with Influencers should note how low links perform in engagement, but that may not correlate with clicks.

A woman with blonde hair, wearing a dark top and shorts, is sitting on a blue cushioned chair in a library. She is smiling and looking towards the camera. Behind her are tall bookshelves filled with books. To her left, a large black Filiflex light umbrella is suspended from the ceiling. A poster for 'THE CARD CRUSH!' is visible on the wall behind the bookshelves. The entire image has a teal overlay.

INDUSTRY SNAPSHOT: MEDIA

MEDIA

Media Companies Continue to Lower the Bar

High posting frequency and low engagement rates that creep lower than last year's study keep Media Companies at the lowest performance for both Facebook and Twitter.

While video doesn't help every industry, for Media Companies the higher engagement says it all.

Based on this study, there are two opportunities that could improve that engagement rate:

- Increase investment in video and leverage across platforms
- Optimize link posts to encourage and enable sharing



FACEBOOK
POSTS PER DAY

10.4

FACEBOOK
ENG RATE / POST

0.08%



INSTAGRAM
POSTS PER DAY

0.8

INSTAGRAM
ENG RATE / POST

1.07%



TWEETS
PER DAY

11.1

TWITTER
ENG RATE / TWEET

0.013%



A few examples of Media Companies

SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

MEDIA: POSTS PER DAY & ENGAGEMENT RATE



AVERAGE POSTS PER DAY



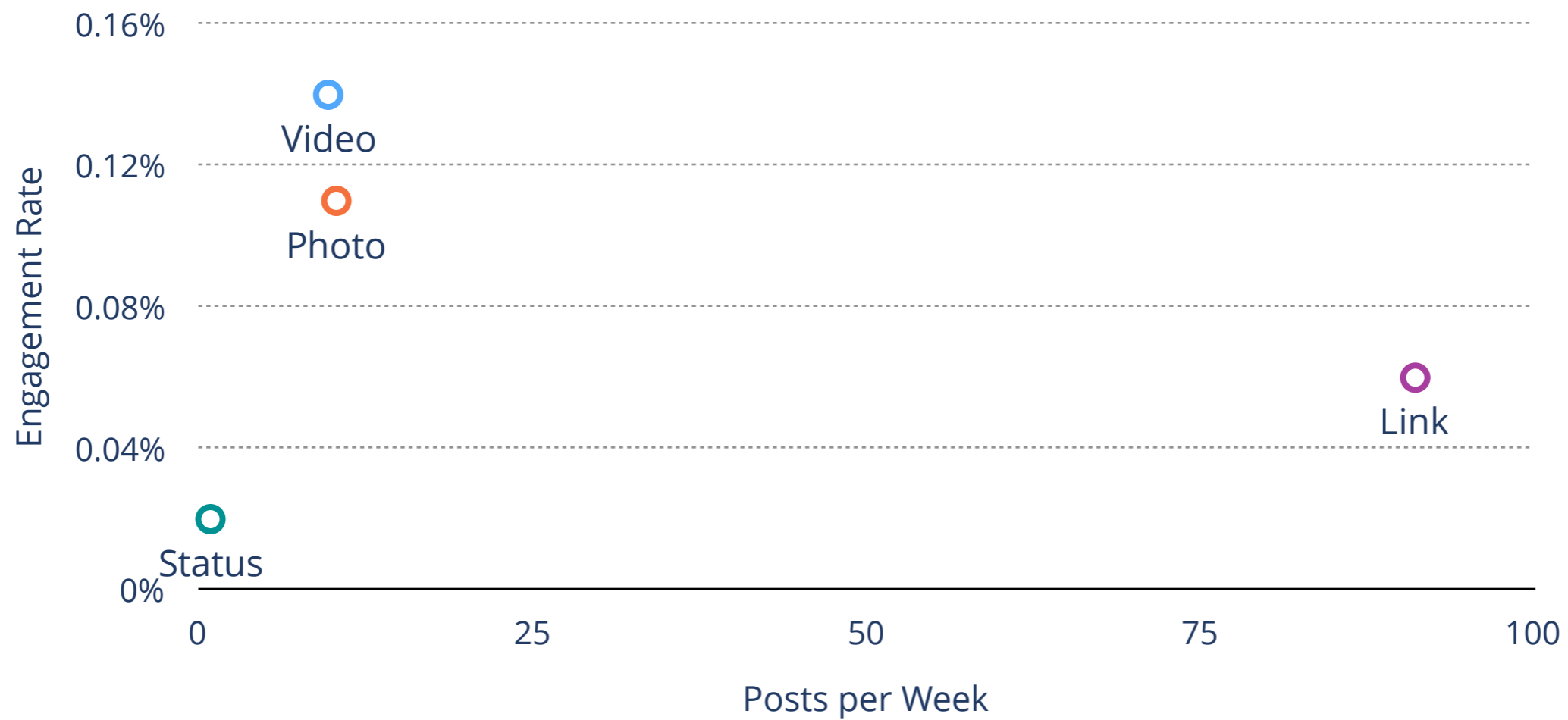
AVERAGE ENGAGEMENT RATE PER POST

Media repeats last year's performance with the lowest engagement rate and the highest frequency of posts on Twitter and Facebook.

MEDIA: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

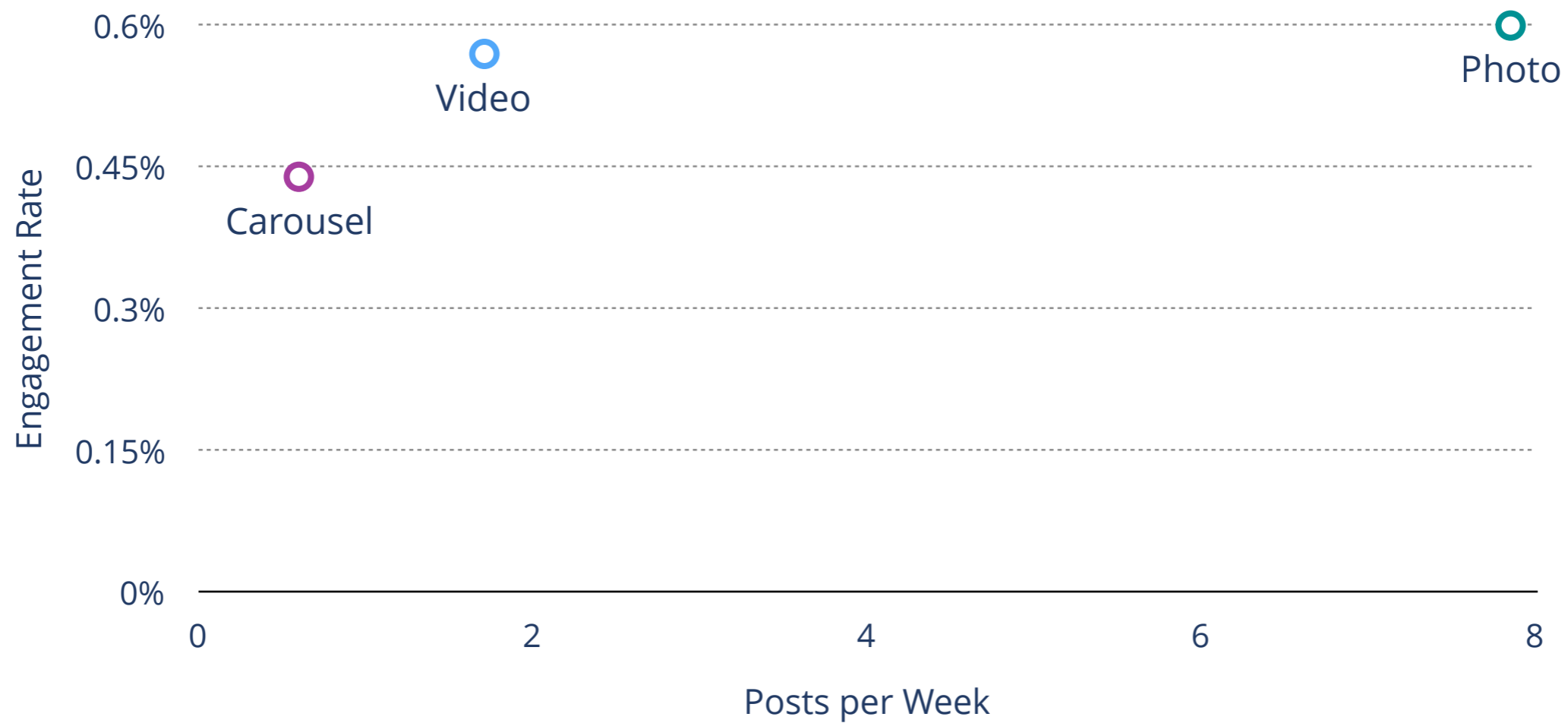


By optimizing content for sharing, which improves engagement, Media can increase the link post engagement rate.

MEDIA: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



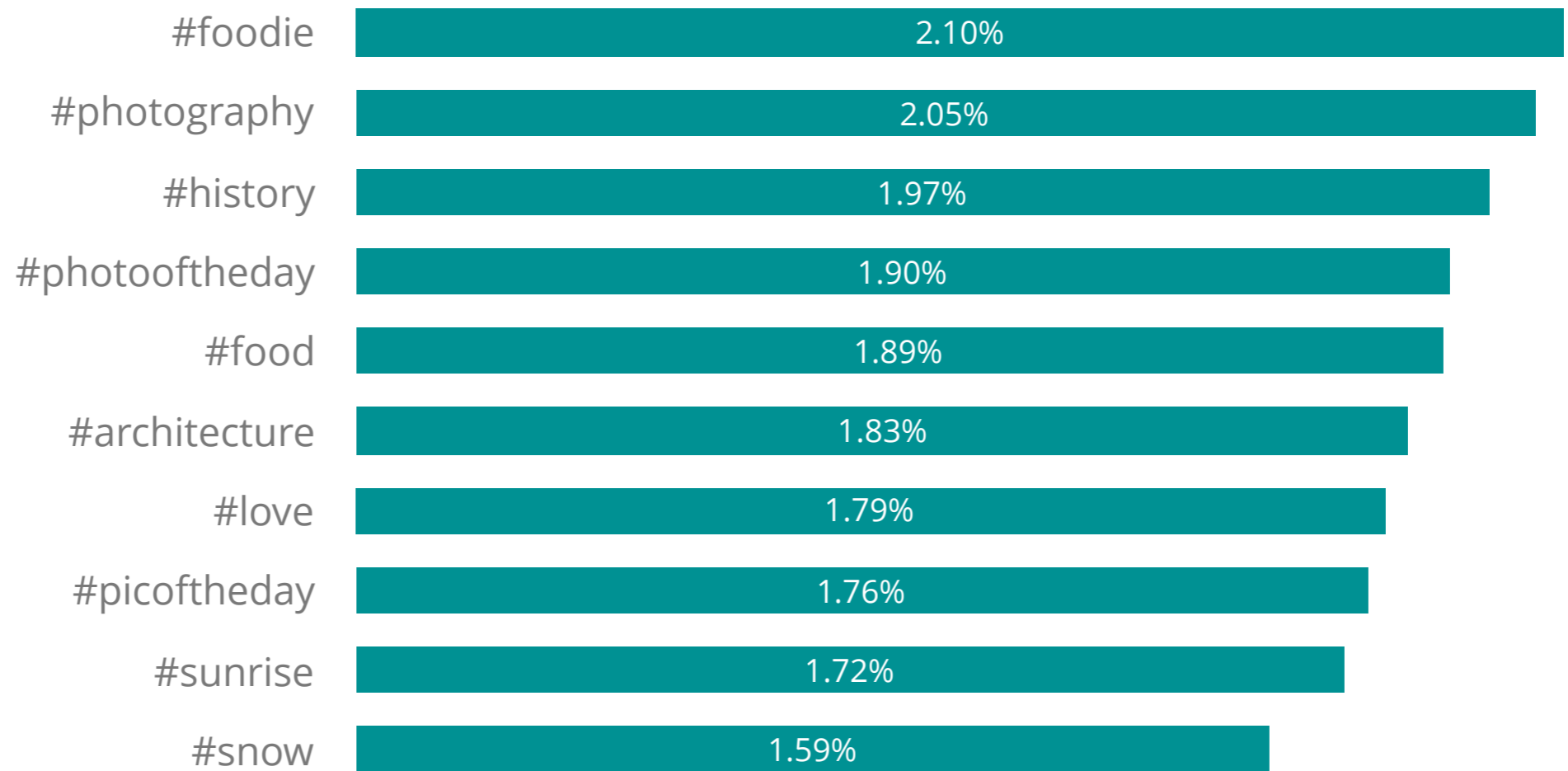
Like most industries, Media sees the highest engagement with Photos, but the difference between post types isn't as striking.

MEDIA: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 media companies in study)

76.0% of Media posts on Instagram include hashtags

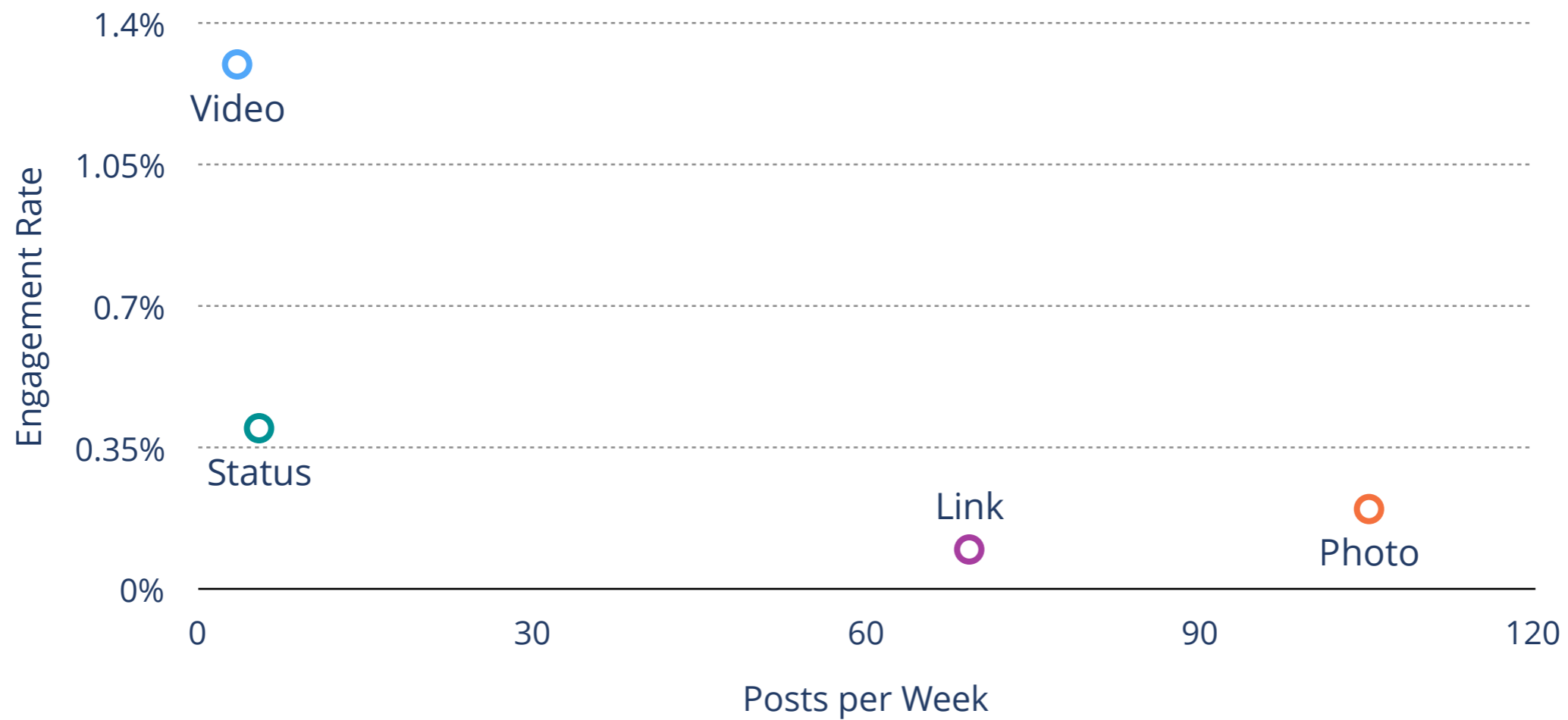


Unlike last year, the top hashtags are less current event or weather related. As these hashtags reflect broad topics and content, this may be a tactic media companies utilize to reach beyond their followers.

MEDIA: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Media should consider repurposing Facebook videos for Twitter since video outperforms all other types with over three times the engagement.

A photograph of two children playing with water under a red overlay. The child in the foreground is wearing a blue shirt and is reaching out to touch the water. The child in the background is wearing a yellow shirt and is also playing with the water. The water is splashing and creating a misty effect. The text "INDUSTRY SNAPSHOT: NONPROFITS" is overlaid on the image in white, sans-serif font.

INDUSTRY SNAPSHOT:
NONPROFITS

NONPROFITS

Instagram Largest Area of Growth for Nonprofits

Nonprofits enjoyed serious engagement on Instagram in 2017, ranking third just behind Higher Ed and Sports Teams. Despite this Instagram success, Nonprofits are posting much less frequently here than on Facebook or Twitter.

Two areas for improvements for nonprofits:

- Focus on Instagram, even if it means diverting efforts away from Twitter
- Photos do best across all three channels, so be sure to show your story whenever possible



FACEBOOK
POSTS PER DAY

1.3

FACEBOOK
ENG RATE / POST

0.17%



INSTAGRAM
POSTS PER DAY

0.4

INSTAGRAM
ENG RATE / POST

2.14%



TWEETS
PER DAY

1.9

TWITTER
ENG RATE / TWEET

0.055%



A few examples from Nonprofits

NONPROFITS: POSTS PER DAY & ENGAGEMENT RATE



AVERAGE POSTS PER DAY



AVERAGE ENGAGEMENT RATE PER POST

Nonprofits have halved their Twitter posting frequency since last year, and haven't seen any decline in engagement on that channel, suggesting a smart allocation of social resources.

NONPROFITS: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

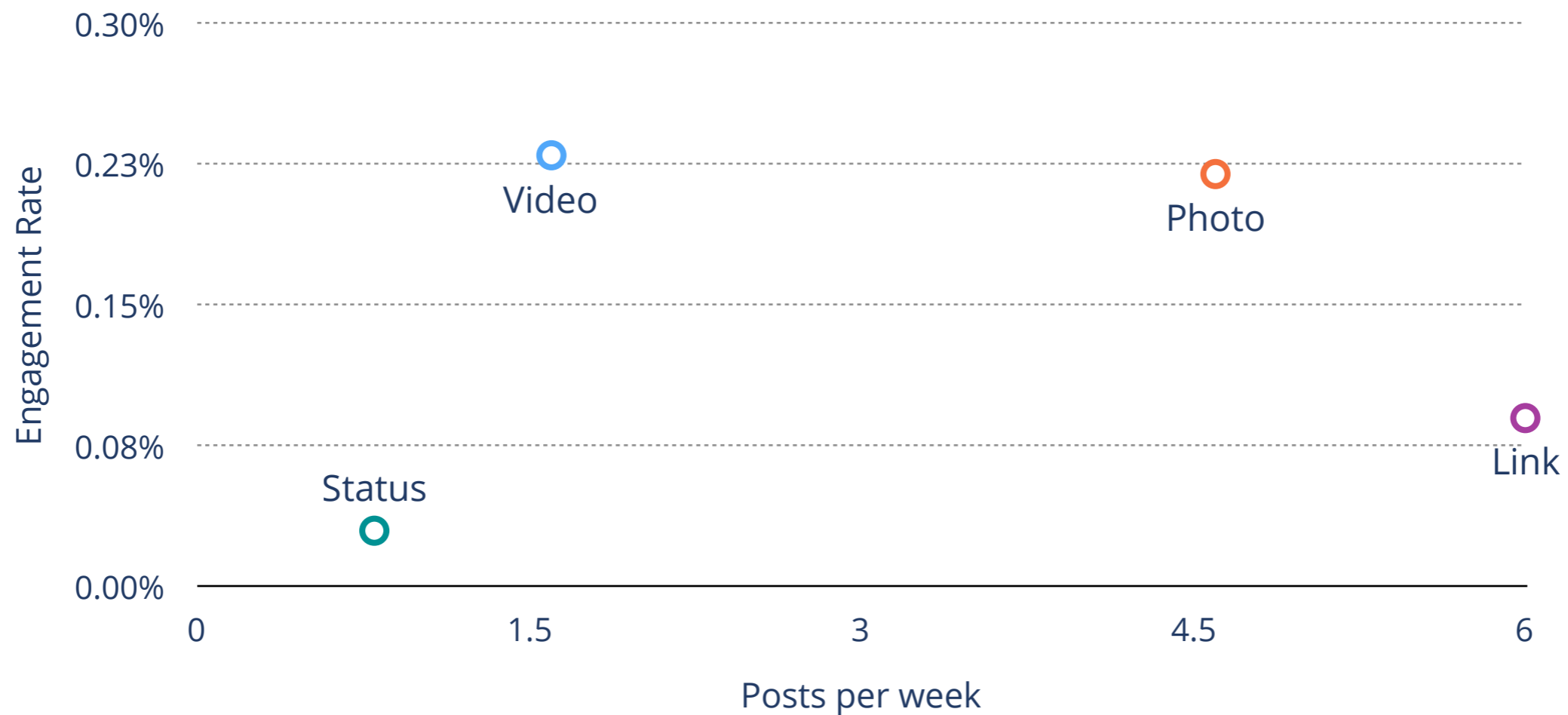
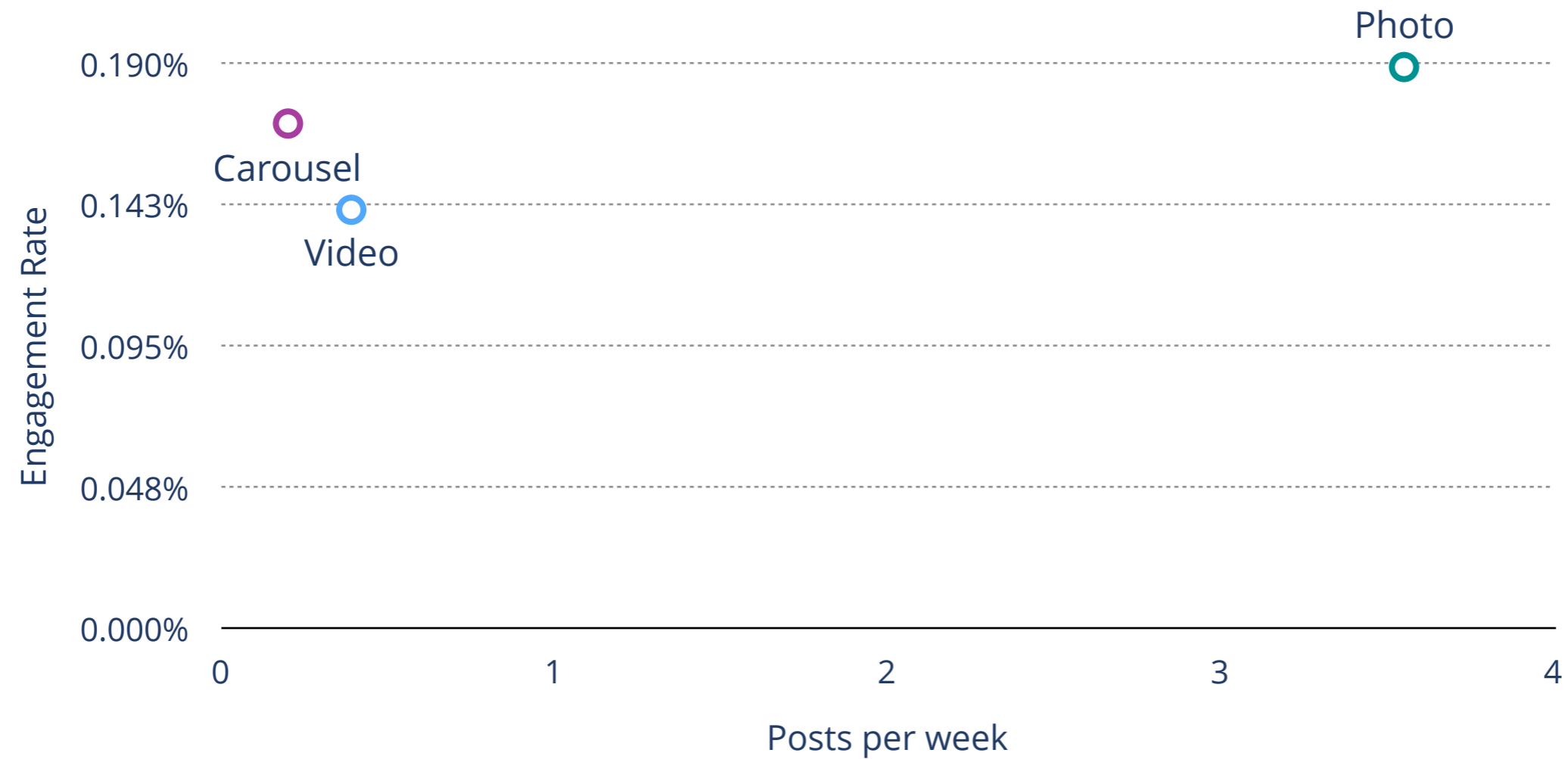


Photo and video posts see three times as much engagement as the next highest post type (link).

NONPROFITS: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



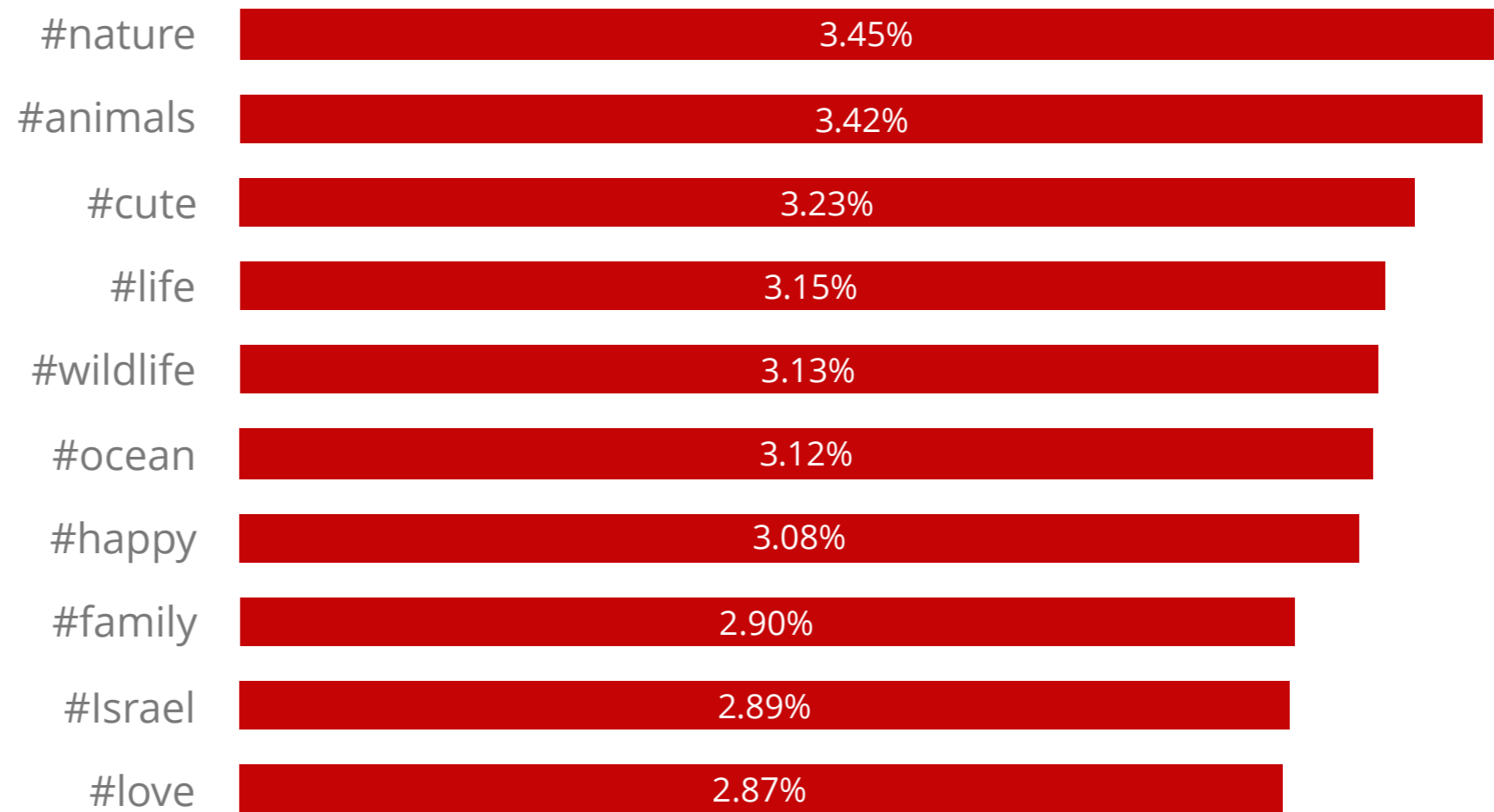
Photos continue to outshine carousel and video post types in both engagement rate and post frequency.

NONPROFITS: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

81.3% of Nonprofits' posts on Instagram include hashtags

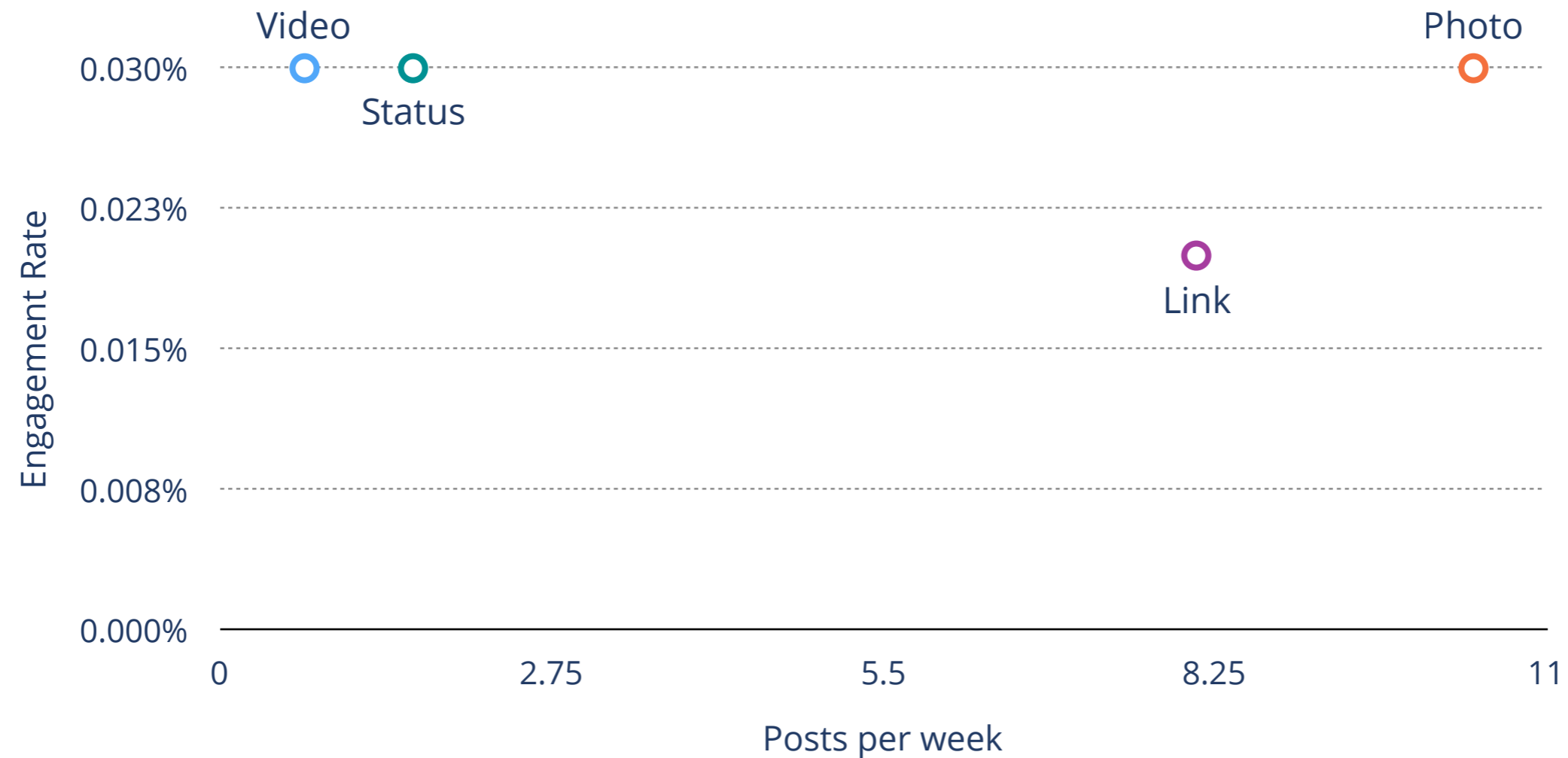


Hashtags about the natural world fare especially well for Nonprofits on Instagram.

NONPROFITS: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Nonprofits are doing what they can to maximize engagement on Twitter by concentrating on photo updates.

INDUSTRY SNAPSHOT: SPORTS TEAMS



SPORTS TEAMS

Sports Teams Vie for Top Content Producer Spot

As more sports teams focus on engaging fans and becoming the number one news source for their team, it's not surprising to see their posting frequency is nearly the same as media across channels. But their engagement is more than double that of media, a clear indication that followers are getting what they asked for.

Based on this study, there are two opportunities that could improve that engagement rate:

- Focus on engagement and conversation on Twitter
- Use hashtags on Instagram to reach a broader audience



FACEBOOK
POSTS PER DAY

3.5

FACEBOOK
ENG RATE / POST

0.19%



INSTAGRAM
POSTS PER DAY

1.7

INSTAGRAM
ENG RATE / POST

2.28%



TWEETS
PER DAY

10.5

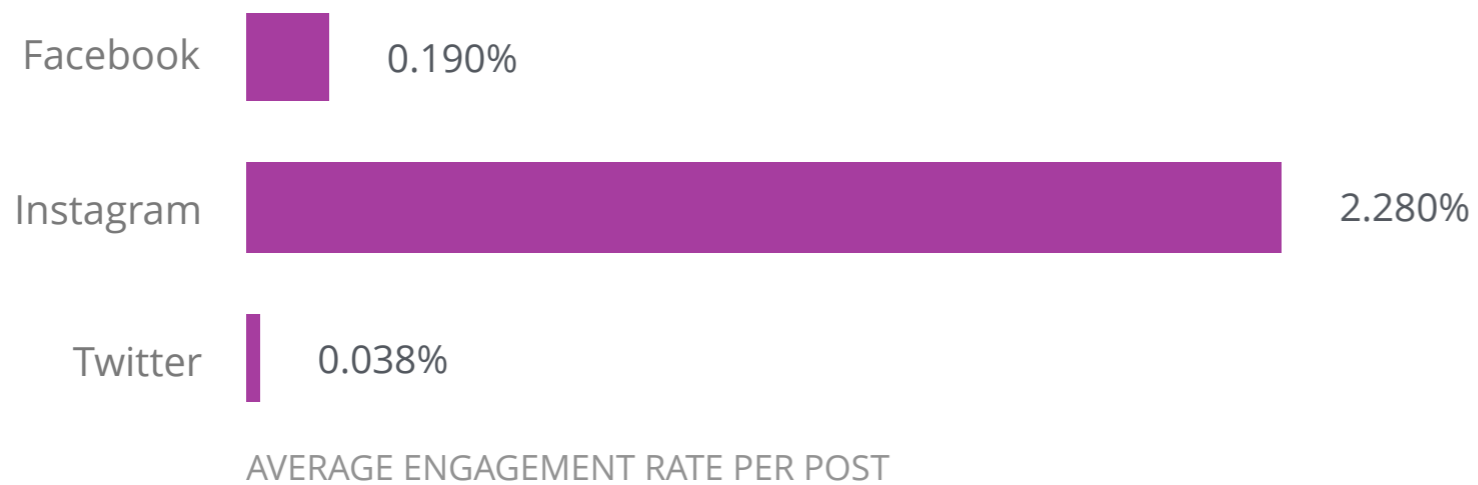
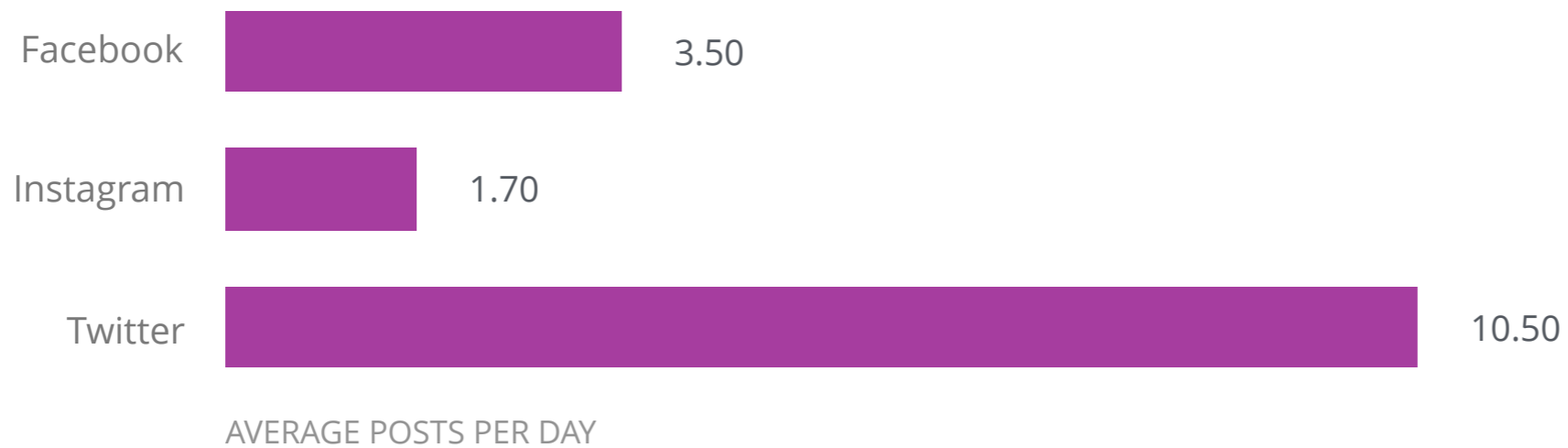
TWITTER
ENG RATE / TWEET

0.038%



A few examples of Sports Teams

SPORTS TEAMS: POSTS PER DAY & ENGAGEMENT RATE

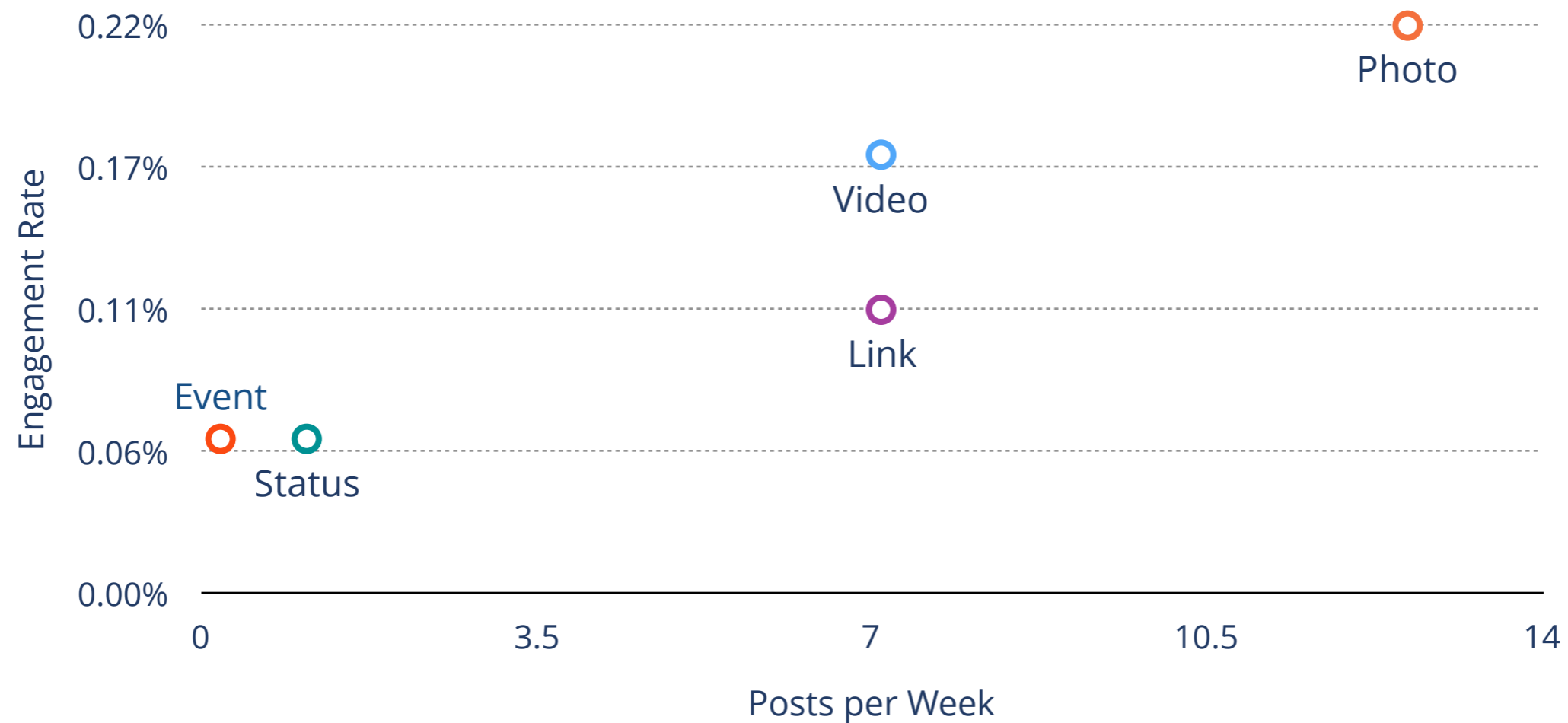


On Instagram, Sports Teams get more engagement than all industries except Higher Ed. Even on Facebook, where their posting volume is considerably higher, their engagement is still slightly above average.

SPORTS TEAMS: FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

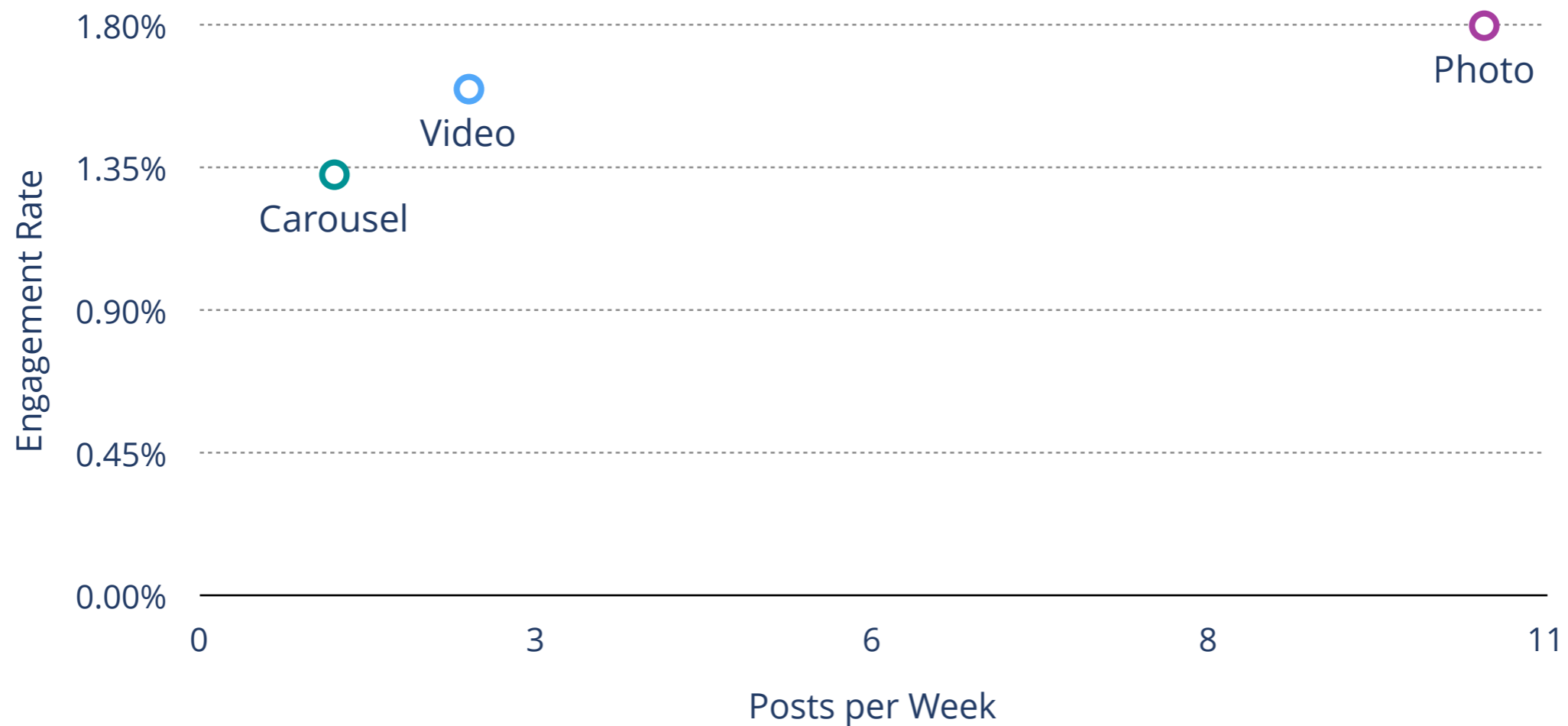


Sports Teams hit the mark with frequent photos that garner high engagement. While video isn't far behind, it may not prove a wise investment when considering resources.

SPORTS TEAMS: INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



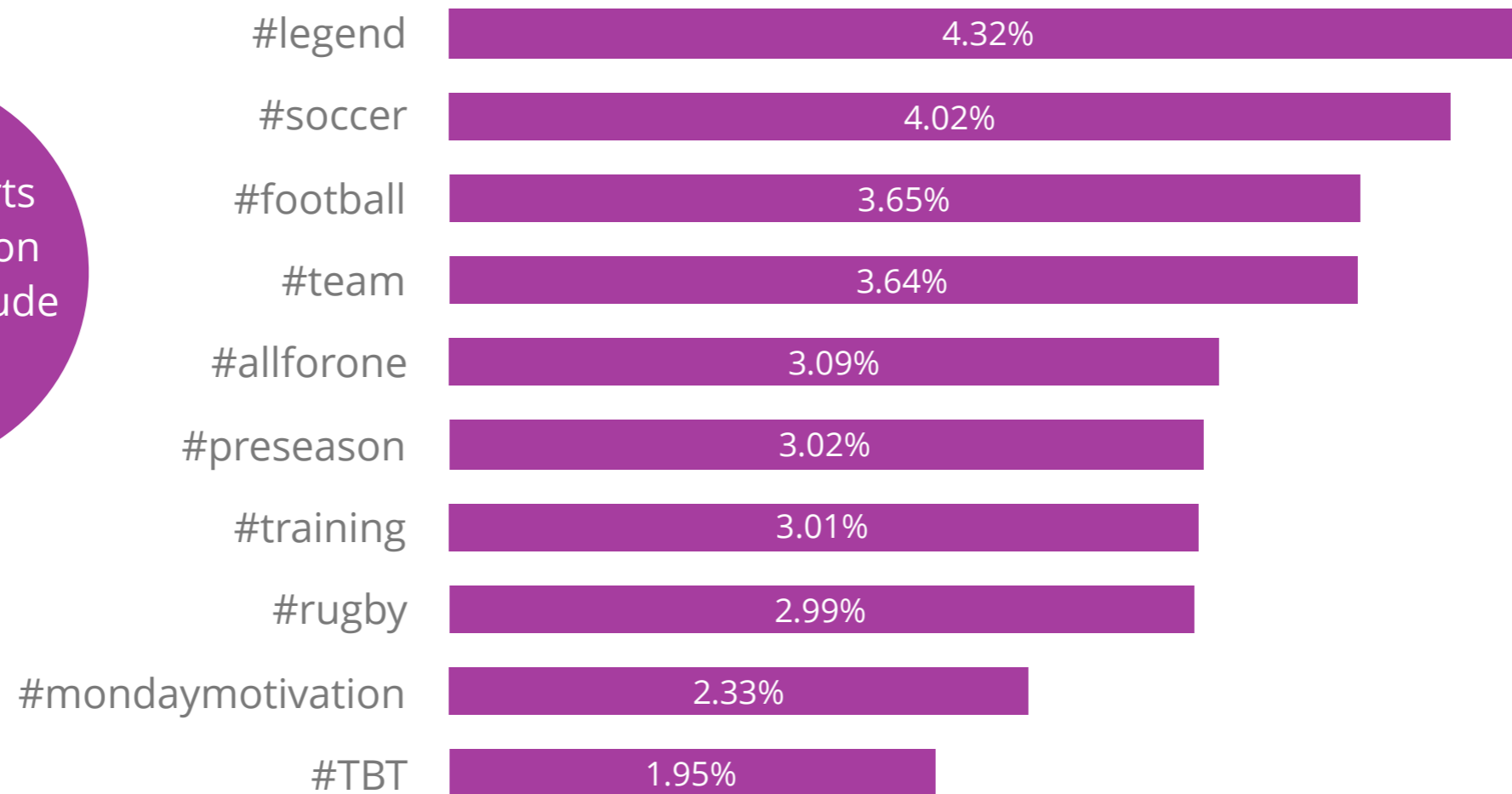
Photos win the day on Instagram for Sports Teams, but unlike other industries, the difference in performance across post types is much smaller.

SPORTS TEAMS: INSTAGRAM HASHTAGS



Top hashtags by engagement rate
(Used by more than 10 companies in this study)

79.4% of Sports Teams' posts on Instagram include hashtags

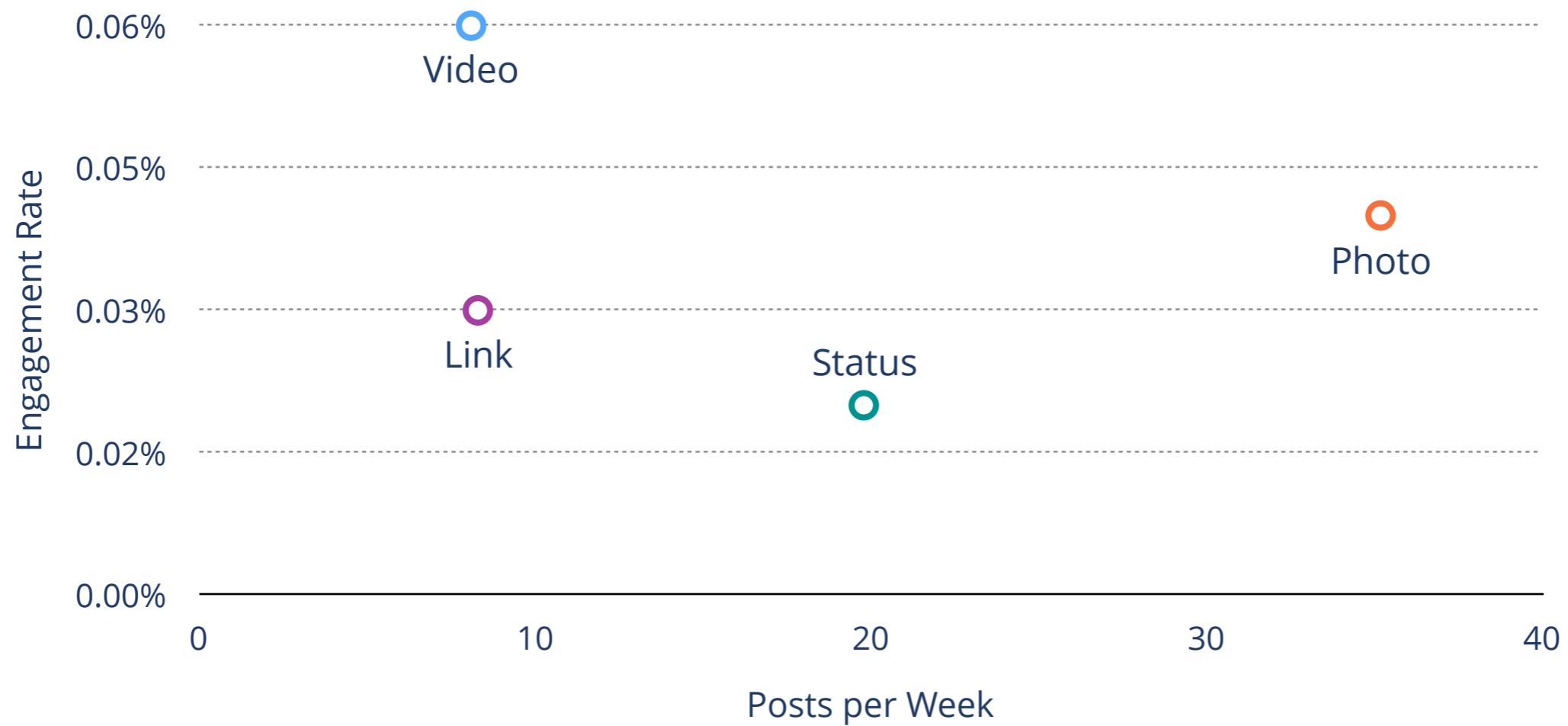


With three of the top hashtags relating to specific sports, Sports Teams can't skip the basics. The mix of sports-related, though not sports-exclusive, hashtags may indicate a way to engage a broader audience.

SPORTS TEAMS: TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Based on the posting frequency, it's likely the videos from Facebook are repurposed to Twitter—which garners the highest engagement.

ABOUT RIVAL IQ

Rival IQ is an easy-to-use tool that helps you:

Understand Your Social Landscape

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

Gain Competitive Insight

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

Simplify Access to Data

Find comprehensive analytics for all major social channels and the web, both for your company and your competitors—all from one source.

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