



2019 SOCIAL MEDIA BENCHMARK REPORT

Industry benchmarks
across the most important
social media metrics



INTRODUCTION

You spoke, and we listened: you love social media industry benchmarks.

Thanks to your overwhelming interest in the Social Media Industry Benchmark Report the last few years, we're back with the most comprehensive version yet that surveys more than 1,800 of the most engaging brands and companies to dig into what's behind their social media success.

The Benchmarks:

We've got the most important metrics across 12 top industries from January–December 2018: Alcohol, Fashion, Food & Beverage, Health & Beauty, Higher Ed, Home Decor, Hotels & Resorts, Influencers, Media, Nonprofits, Retailers, and Sports Teams.

This report has everything you need to know to measure your social media success on Facebook, Twitter, and Instagram against your competitors across these 12 (!) 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 improve and adapt your strategy in 2019.

In addition to the social stats you've come to know and love, like channel insights, best post types, and more, we also added two new industries (Alcohol and Retail) this year and dug into Twitter hashtags.

Now let's get benchmarking.

METHODOLOGY

To spot trends and identify benchmarks, we focused our analysis 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.

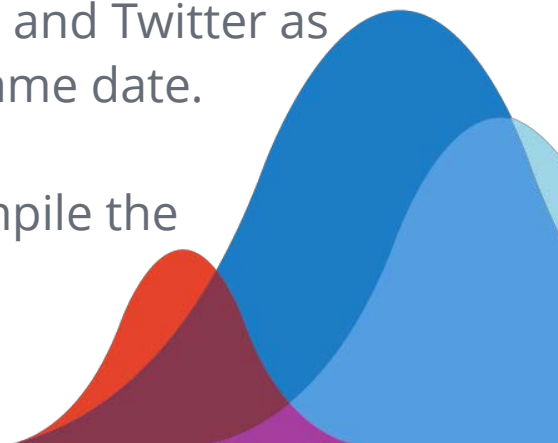
We define **engagement as measurable interaction on social media posts**, including likes, comments, favorites, retweets, shares, and reactions. **Engagement rate is calculated based on all these interactions divided by total follower count.**

We expanded our list this year to 12 top industries (industries with an * are new this year):

- Alcohol*
- Fashion
- Food & Beverage
- Health & Beauty
- Higher Education
- Home Decor
- Hotels & Resorts
- Influencers
- Media
- Nonprofits
- Retail*
- 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 2018, 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.



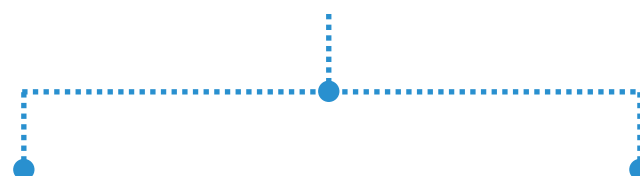
WHO'S INCLUDED IN THIS STUDY?

1,800 TOTAL COMPANIES

150 FROM EACH OF THE FOLLOWING 12 INDUSTRIES:



THAT ALSO HAVE



ACTIVE PRESENCE ON



FACEBOOK FOLLOWERS

25K – 1M

LET'S DESCRIBE THE DATA SET



1.6M
POSTS

424M
ENGAGEMENT



0.6M
POSTS

1.44B
ENGAGEMENT



2.4M
TWEETS

130M
ENGAGEMENT



THE BENCHMARKS

WHY DO WE BENCHMARK?

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

We purposely focus this study on engagement rate instead of “vanity metrics” like follower counts because we know savvy social marketers want to know how they're doing in relation to their competitors. Why? **Because benchmarks are relative.**

We dive deep for all the main industries with tons of different social media stats, and include a wide variety of companies in each industry to make sure you're comparing your performance to true median 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**, like hashtag performance, top post types, and so much more on Facebook, Instagram, and Twitter.

Or, run a **free [Head-to-Head report](#)** against your main competition, where you can 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 pop those stats right into your Rival IQ account for even more comparisons.)

THE METRICS THAT MATTER

We're firm believers in the power of engagement rate per post because it controls for post volume and audience size, and because this metric is relied on across the marketing world as the one to beat.

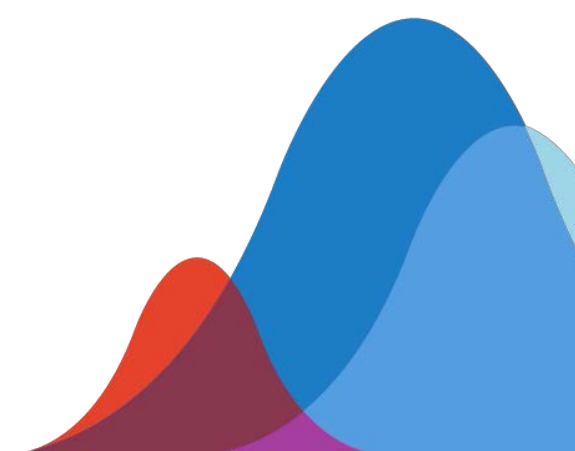
With that core metric in mind, we measured how **each industry's engagement rate stacked up against posting frequency, post media types, hashtags**, and so much more for a true sense of social performance.

Here are a few of the most important social metrics covered in this study:

- *Posts per day*
- *Posts per week*
- *Engagement rate*
- *Top hashtags by engagement rate on Instagram and Twitter*

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**. If you're having a tough time on Facebook this year, use these all-industry graphs to see if other industries are feeling the burn too (spoilers: they are).

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, and Twitter API restrictions, we aren't able to include this particular stat.

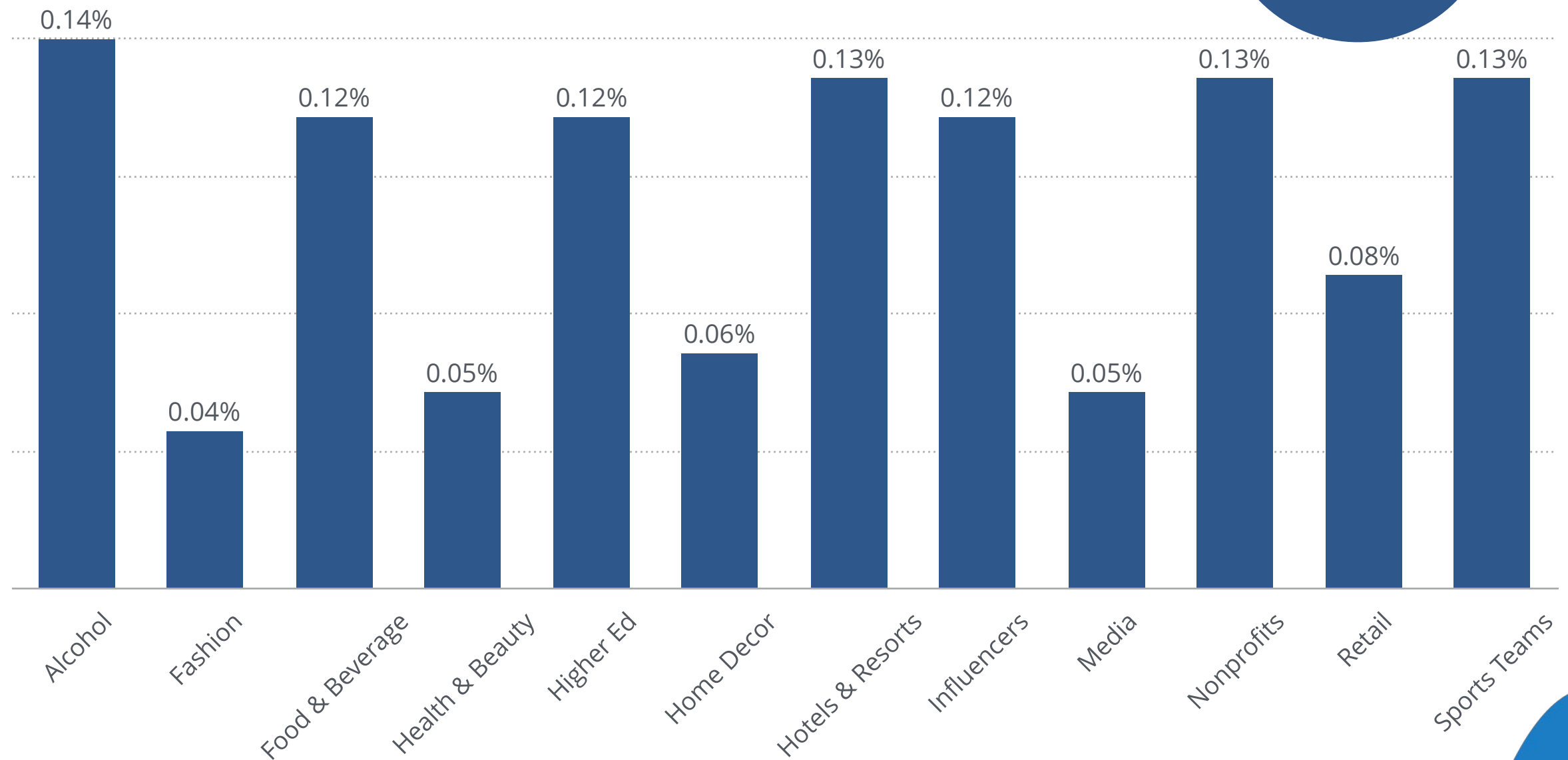


FACEBOOK ENGAGEMENT



The median
across all
industries is
0.09%

Average engagement rate per post on Facebook

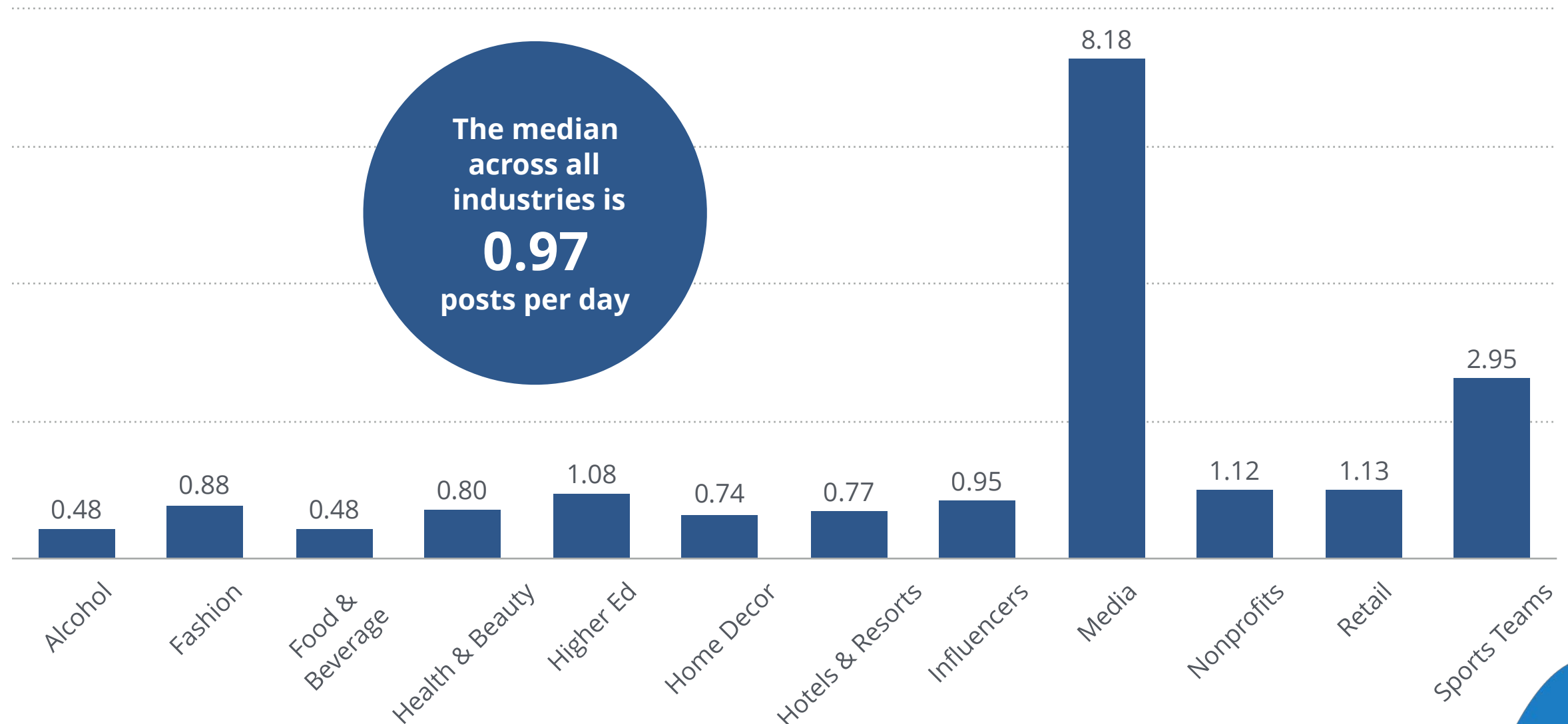


Every industry saw a dramatic decline in Facebook engagement rate this year, and for many, that meant less than half than last year's engagement. The median last year was 0.16%, a number that no industry median reached this year.

FACEBOOK POSTS PER DAY



Average posts per day on Facebook

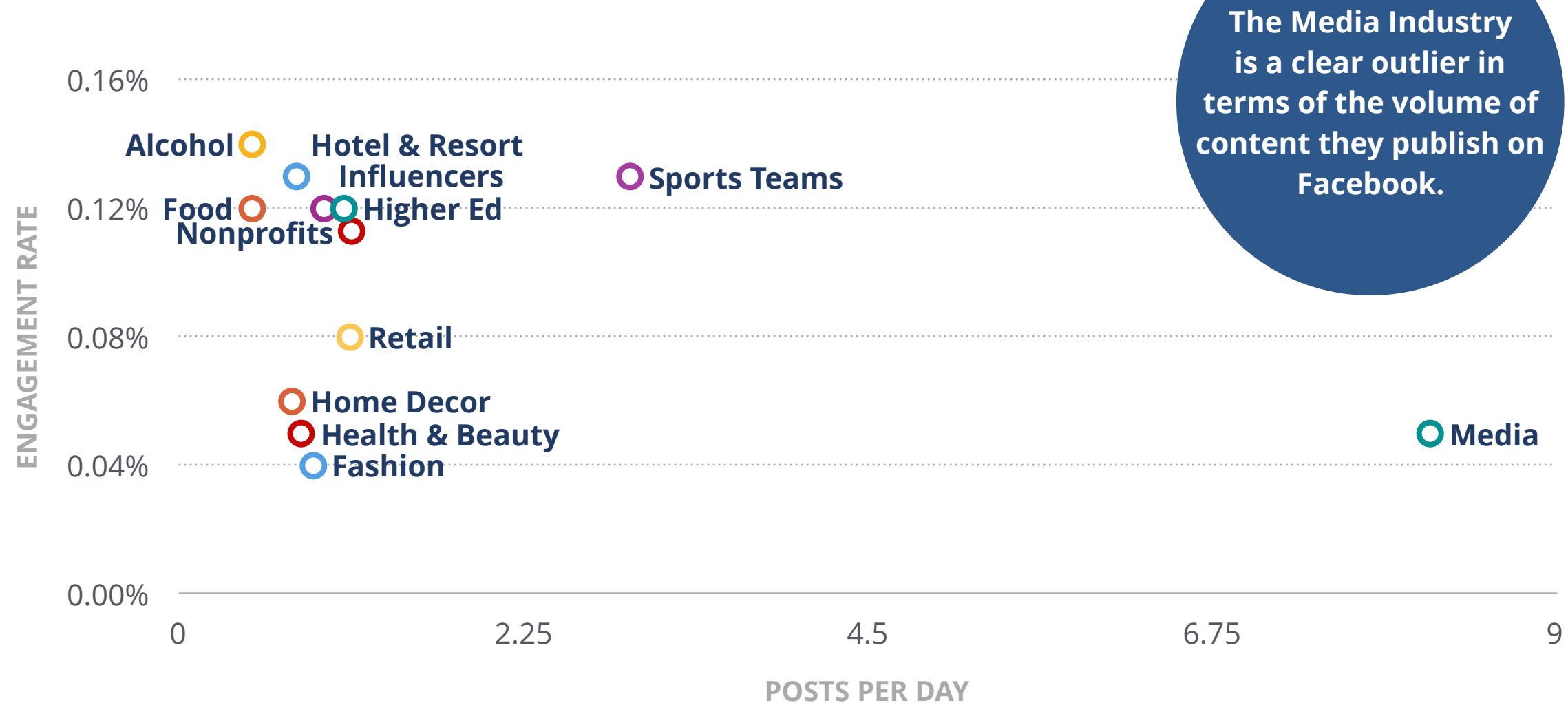


Brands aren't seeing as much of a return on their organic activity and have reduced their output accordingly. Media and Sports Teams are still the most frequent posters on this channel.

FACEBOOK POSTS VS. ENGAGEMENT



Facebook posts per day vs. engagement rate

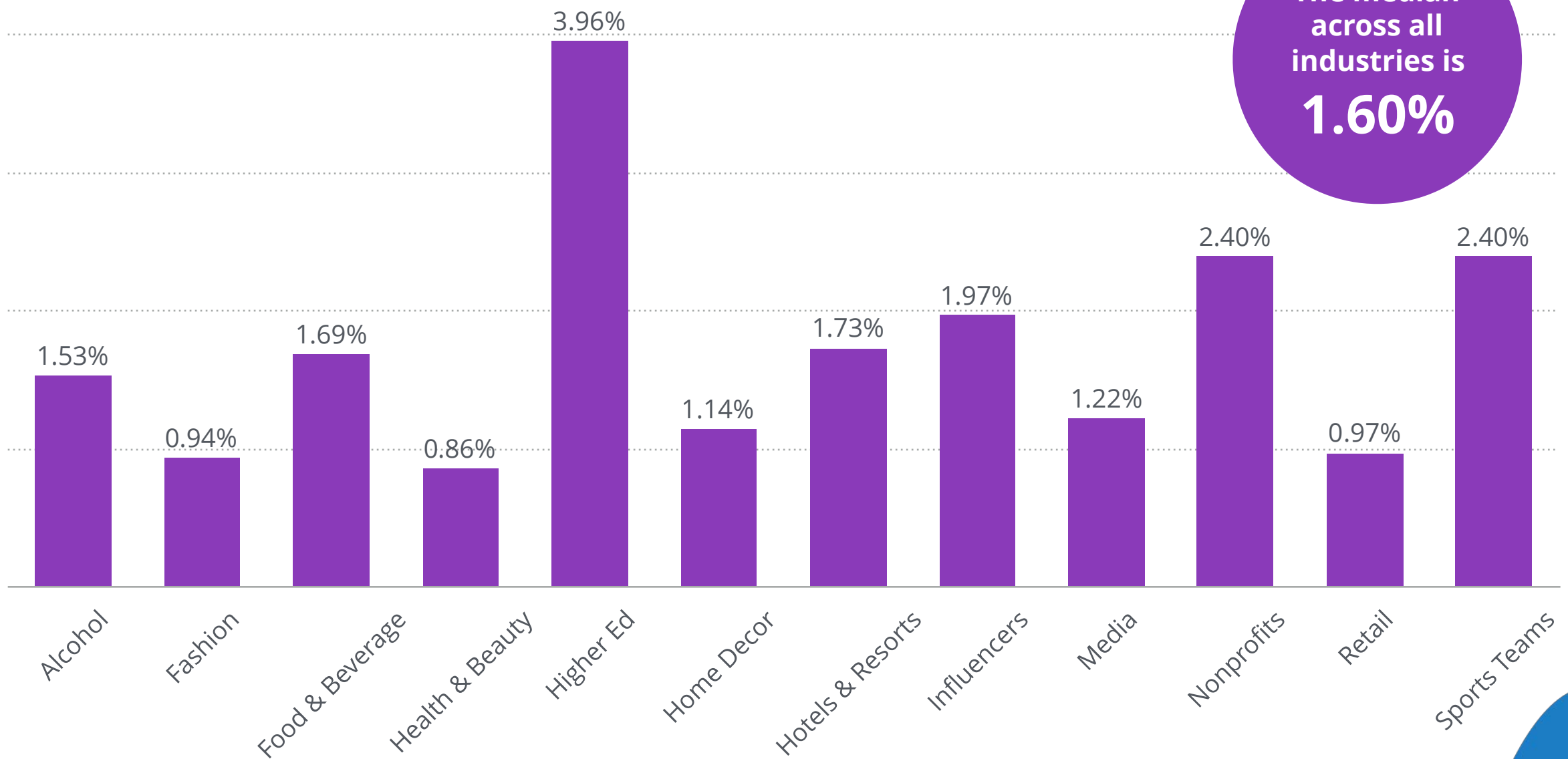


Some of the most infrequent posters (Alcohol, Food & Beverage, and Hotels & Resorts) top the engagement charts, while posting frequency outlier Media is near the bottom.

INSTAGRAM ENGAGEMENT



Average engagement rate per post on Instagram

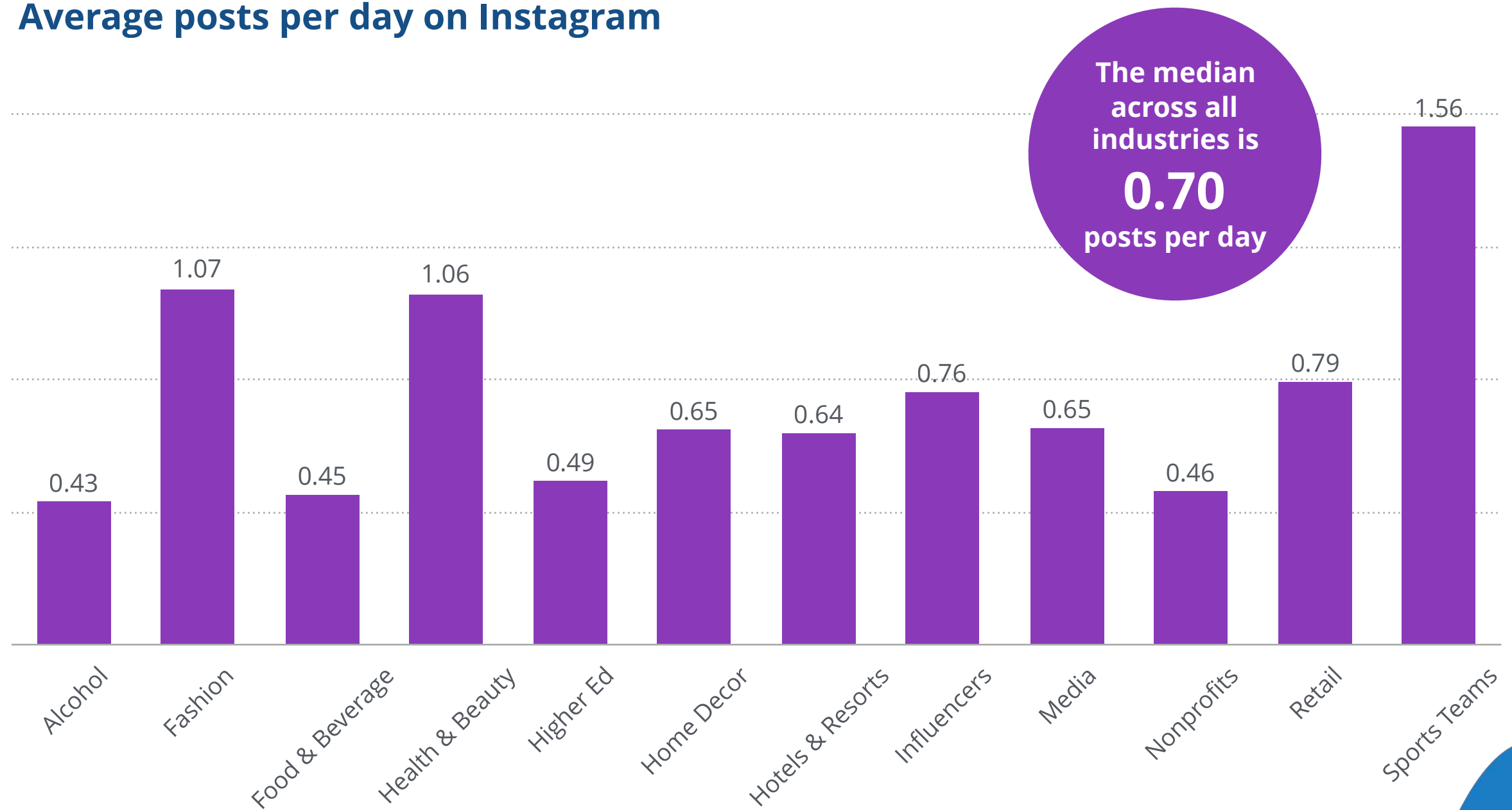


Higher Ed dramatically outperformed other industries on Instagram again, while brands in other industries saw a slight drop: last year's median engagement rate was 1.73%.

INSTAGRAM POSTS PER DAY



Average posts per day on Instagram

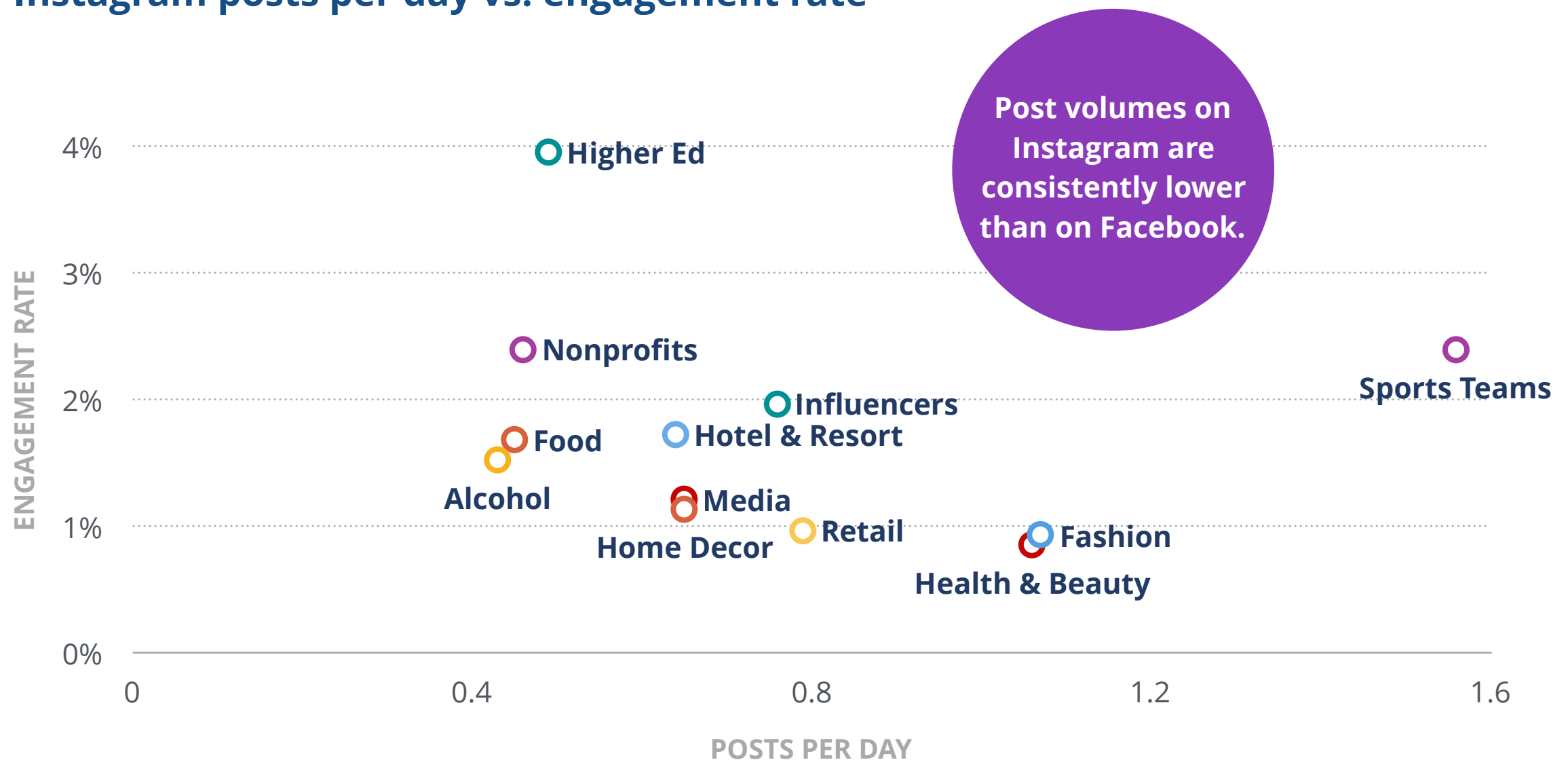


Brands across the board maintained (but didn't increase) their Instagram posting frequency in place this year. Sports Teams still led in frequency, but the median hardly charged at all.

INSTAGRAM POSTS VS. ENGAGEMENT



Instagram posts per day vs. engagement rate

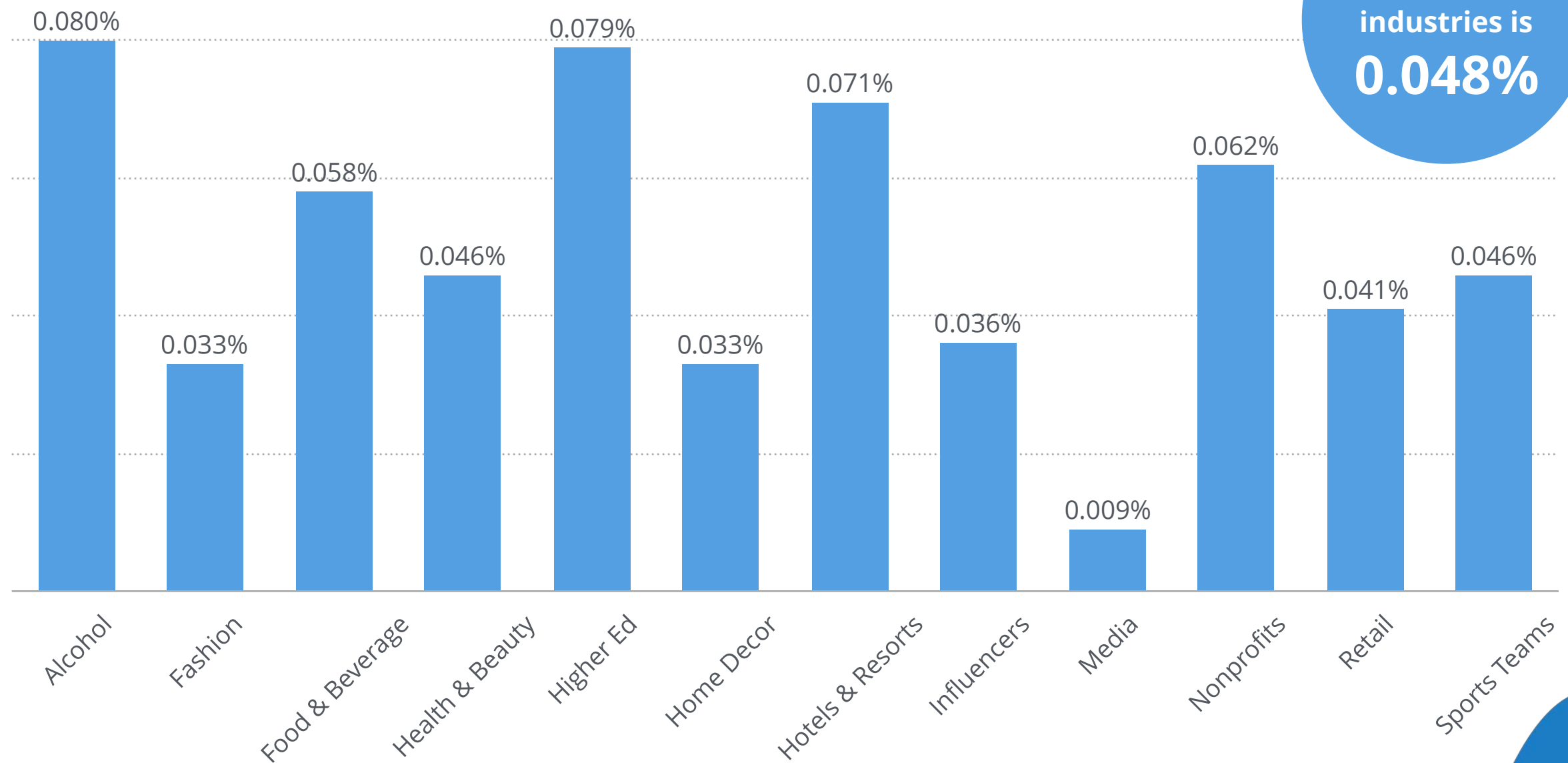


More isn't necessarily better on Instagram (or anywhere else, really): with the exception of Sports Teams, the industries with the highest per-post engagement rates post less often.

TWITTER ENGAGEMENT



Average engagement rate per post on Twitter

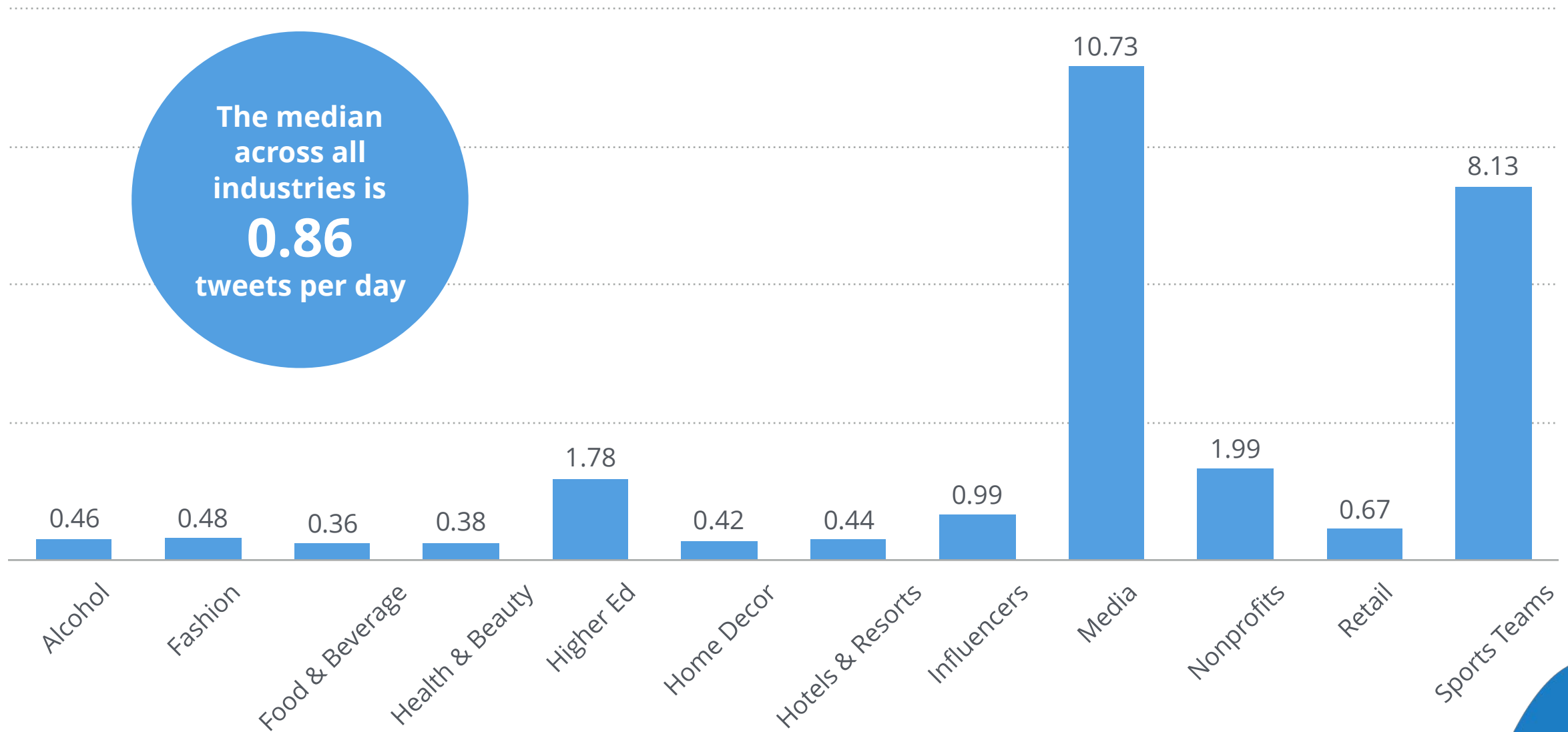


Twitter engagement remained consistent this year, with Higher Ed and Alcohol leading the pack and Media lagging far behind.

TWITTER POSTS PER DAY



Average posts per day on Twitter

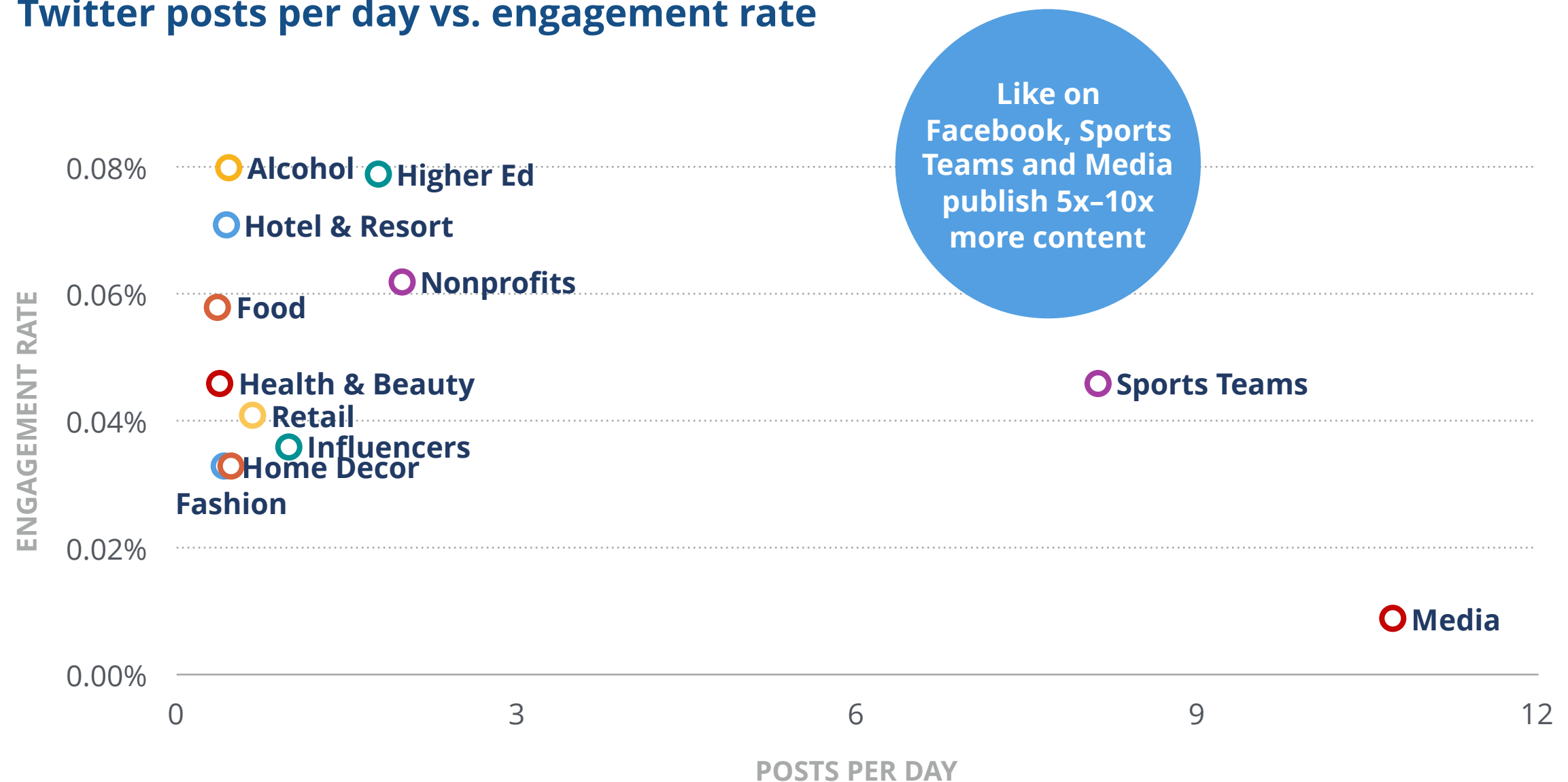


The average brand in our study posted about 25% less than the previous year, though companies in Media and Sports Teams continue their relentless pace again this year.

TWITTER POSTS VS. ENGAGEMENT



Twitter posts per day vs. engagement rate



There is no correlation between median posting frequency and engagement. Sports Teams manage to maintain average engagement while posting almost nine times a day. Sports fans clearly love to engage with their teams on Twitter.

A blurred background image of a restaurant scene. In the foreground, a waiter is serving a pizza on a white tray. In the background, a man and a woman are seated at a table, looking towards the waiter. The image has a warm, golden-yellow tint and a soft focus effect.

INDUSTRY SNAPSHOT ALCOHOL

ALCOHOL OVERVIEW

Alcohol Tops the Facebook and Twitter Charts

Cheers to beer/wine/spirits brands for capturing attention on notoriously tricky Facebook and Twitter, with winning engagement on both channels.

A few ways Alcohol brands can keep up the pace:

- With photos and videos performing so well on Facebook and Twitter, there's lots of room for Alcohol brands to take a bite out of the Instagram apple.
- While these brands boast high engagement, their post frequency was below average.



FACEBOOK
POSTS PER DAY

0.48

FACEBOOK
ENG RATE / POST

0.14%



INSTAGRAM
POSTS PER DAY

0.43

INSTAGRAM
ENG RATE / POST

1.53%



TWEETS
PER DAY

0.46

TWITTER
ENG RATE / TWEET

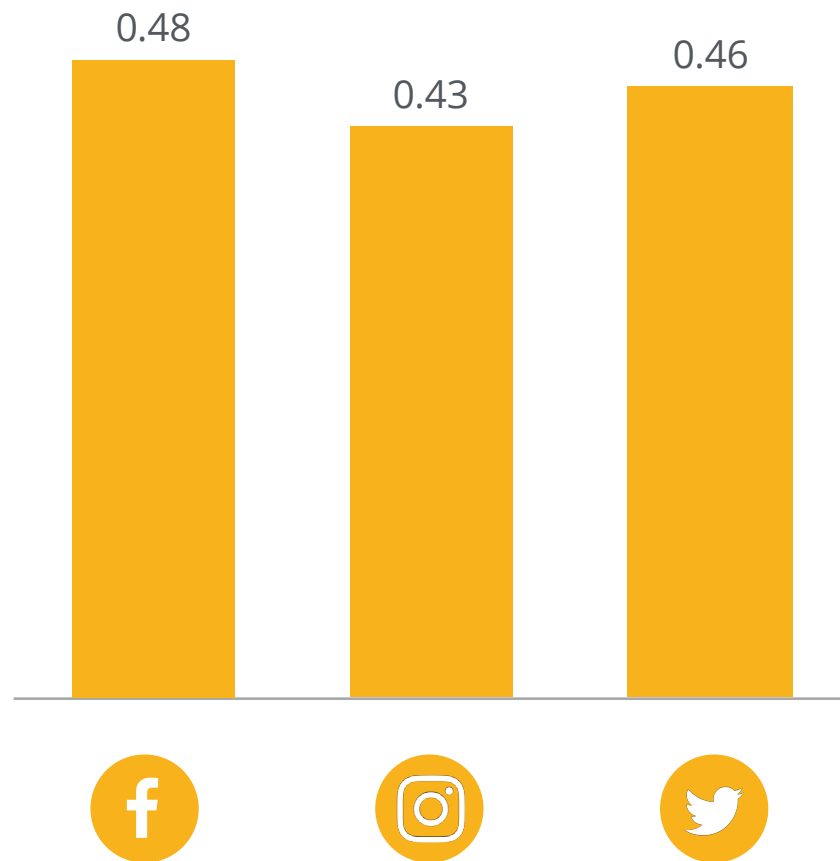
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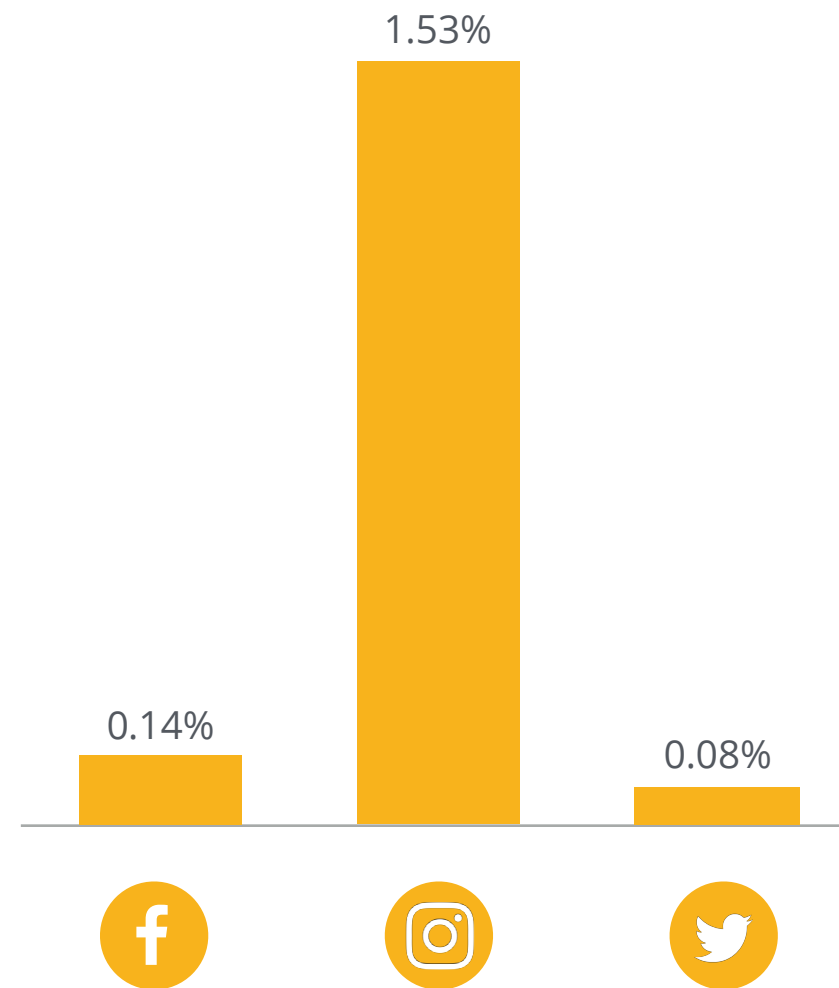
A few examples from Alcohol brands

ALCOHOL POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

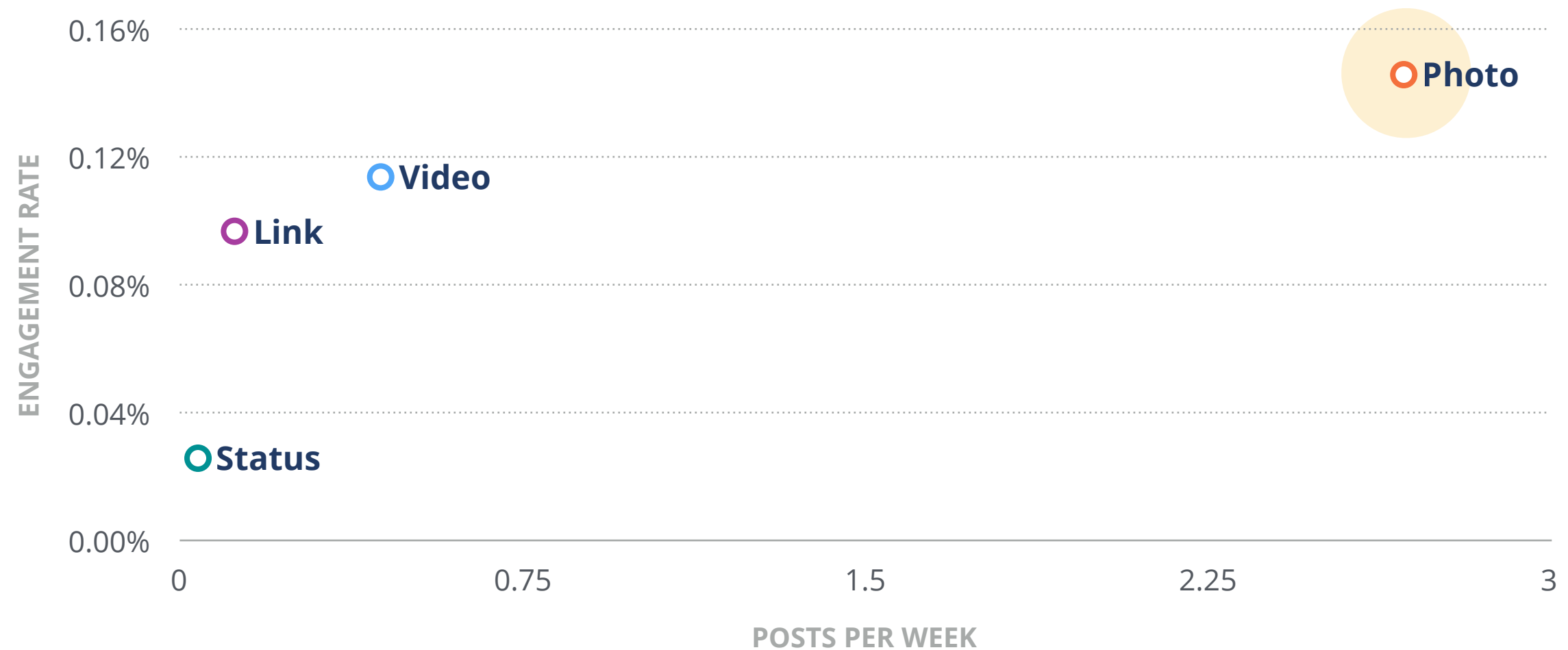


Every industry in this study sees their highest engagement on Instagram, but Alcohol brands should raise a glass for their performance on Facebook and Twitter (while angling for more consistent posts on Instagram).

ALCOHOL FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

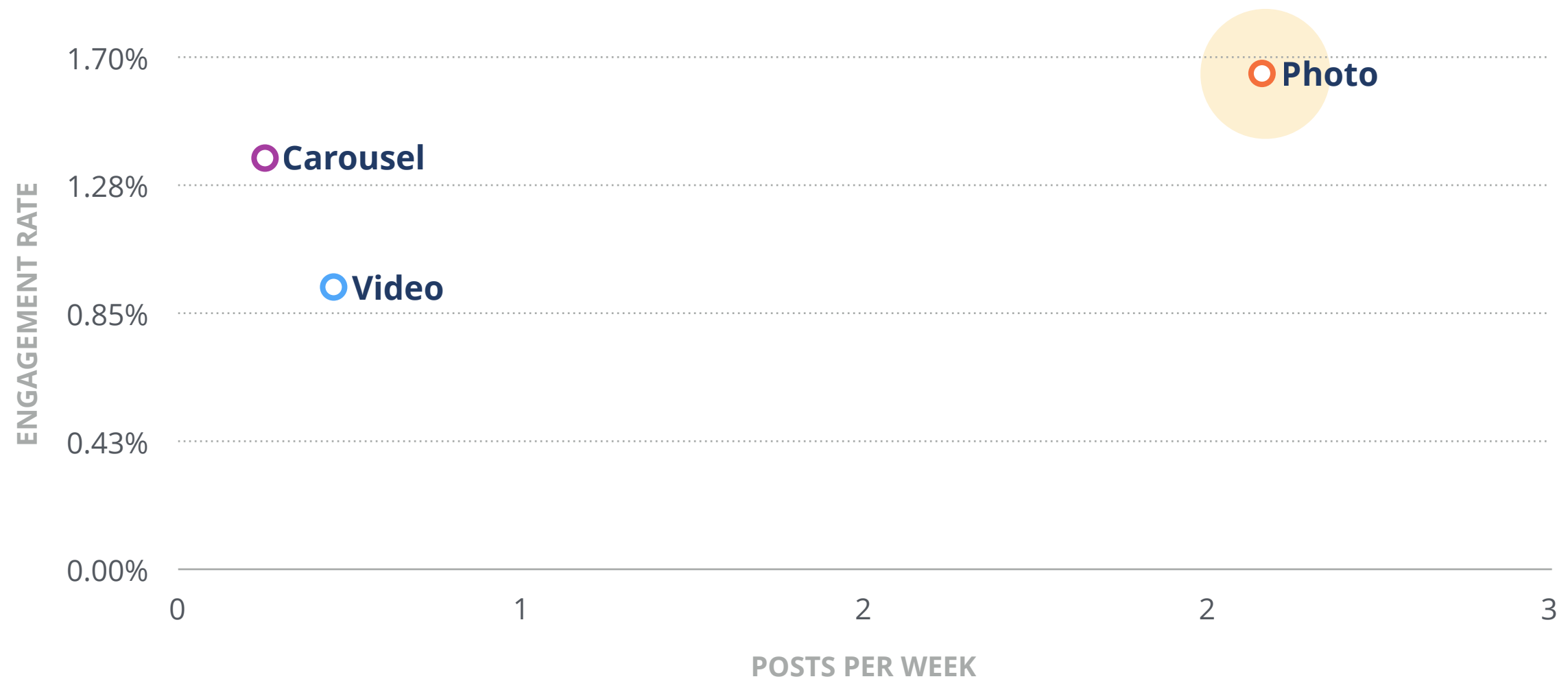


No surprises here that visual post types engage more Alcohol followers on Facebook. These brands are paying close attention to their highest-performing post type (photos) and concentrating their posts where it matters.

ALCOHOL INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

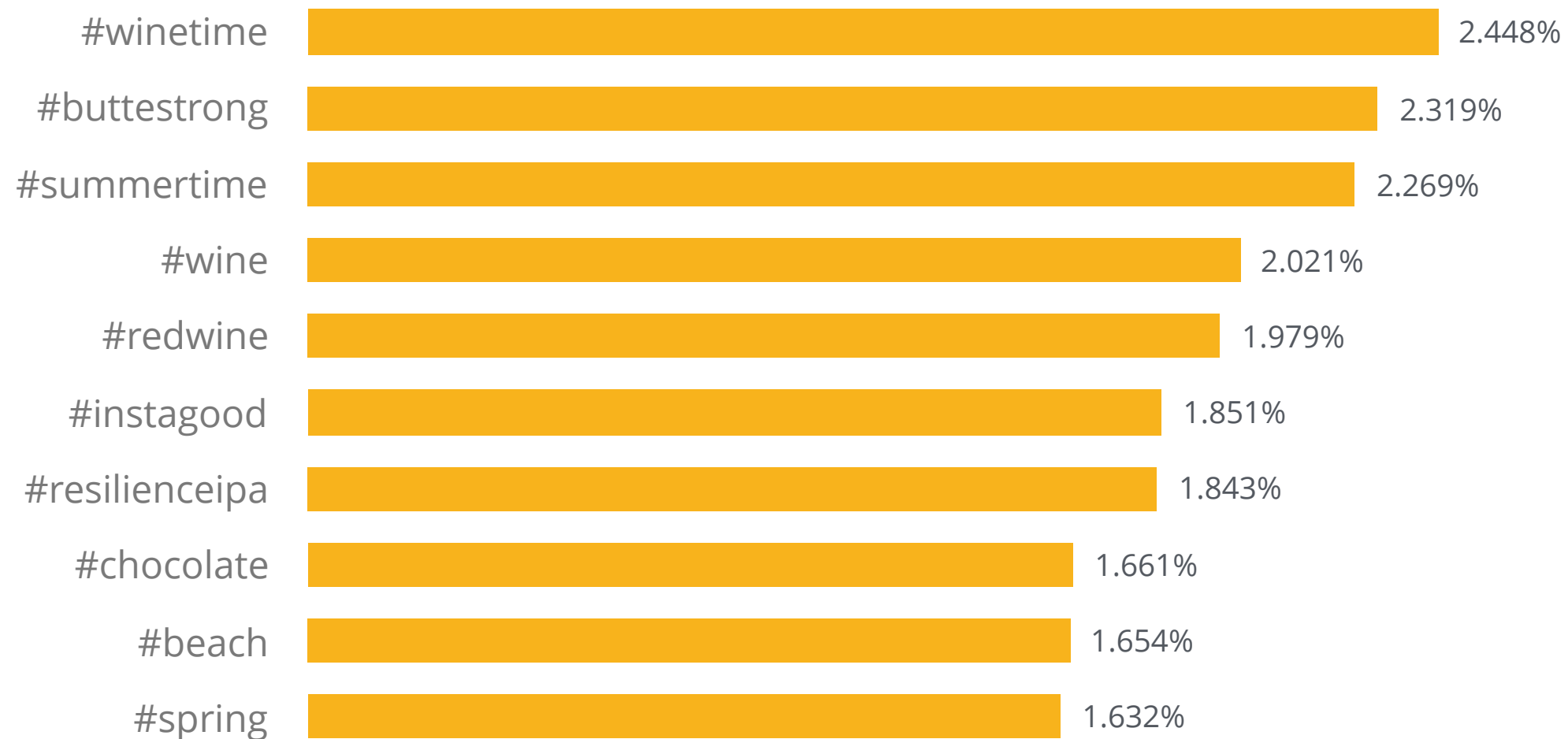


As for many other brands on Instagram, photos are out in front for Alcohol brands, but there's more opportunity to integrate carousels into their social strategy in the coming year.

ALCOHOL INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

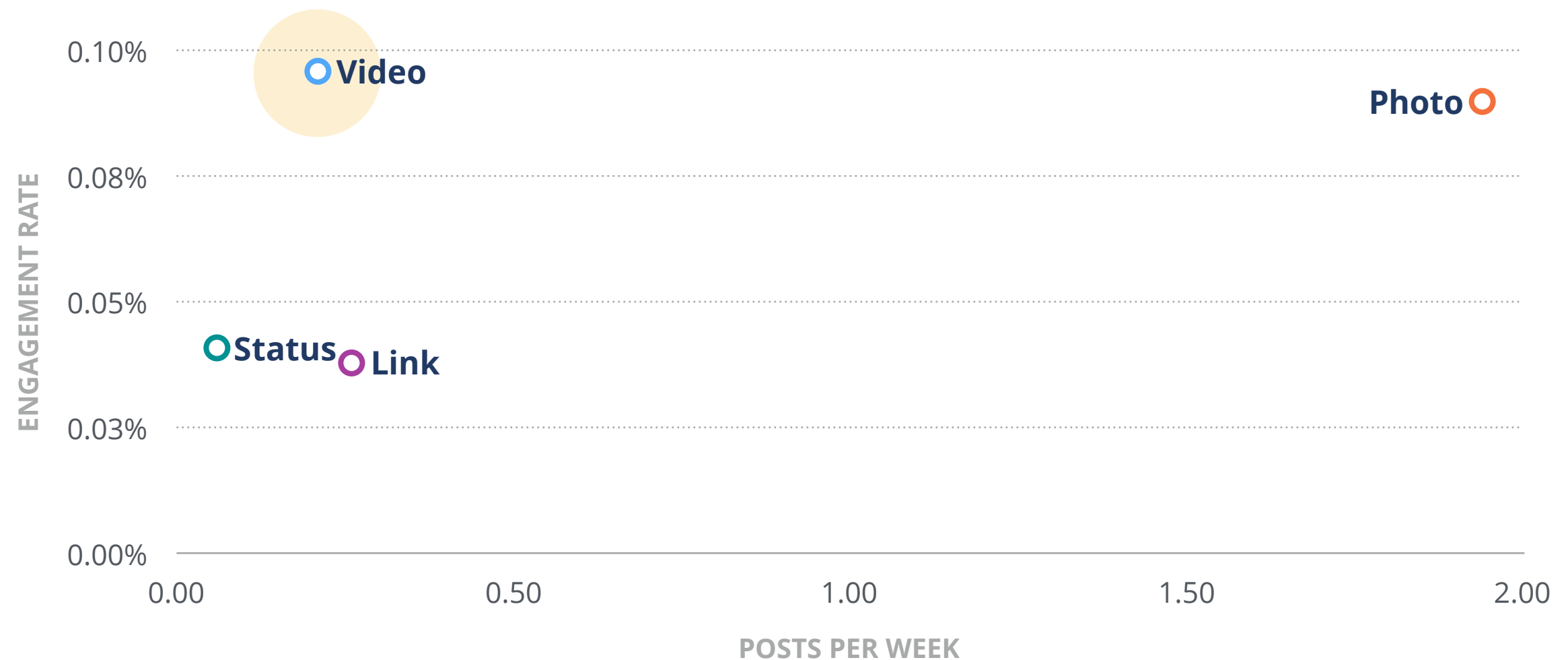


Alcohol brands are all about industry-specific hashtags on Instagram, along with reminders about where and when their products are best enjoyed.

ALCOHOL TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

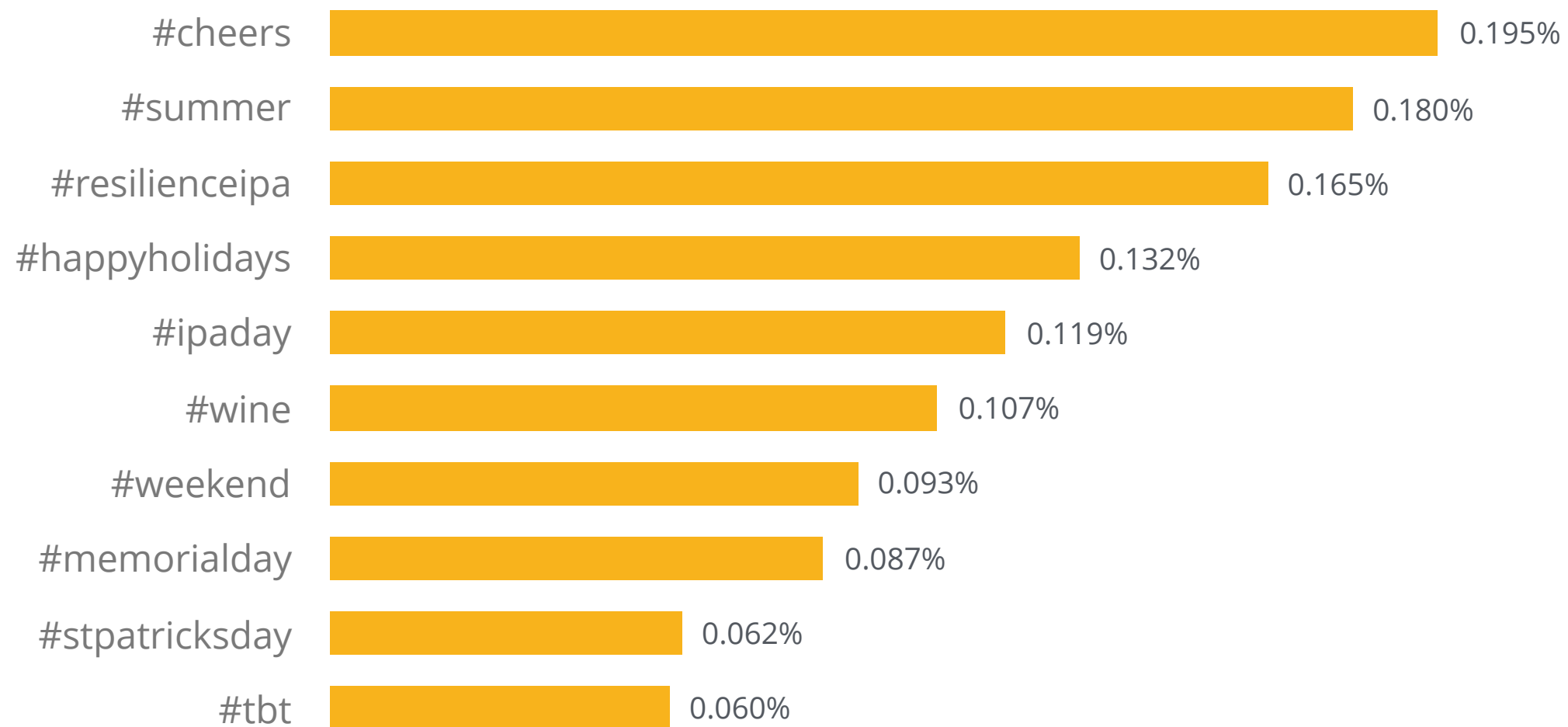


As the top-performing industry on Twitter, Alcohol brands have Twitter's elusive engagement recipe cracked, and it seems a key component of success on this channel is visual post types like photos and videos.

ALCOHOL TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



Alcohol's most successful Twitter hashtags diverge from their top Instagram hashtags, though #wine does well on both channels.



BLADERUNNER (THE WORD)
STRONG EYES
FAST
PUNK
UNAPPROACHABLE

ADDITIONAL
PLEASE NOTE THAT THE WORD
"STRONG EYES" IS NOT
APPROPRIATE FOR THE
FASHION INDUSTRY AND
MAY BE USED TO DESCRIBE
A PERSON'S APPEARANCE
OR BEHAVIOR.

INDUSTRY SNAPSHOT FASHION

FASHION OVERVIEW

Fashion Brands Investing in Instagram

For the second year in a row, Fashion brands see their highest engagement on Instagram. Unfortunately, they're below average for engagement on all three channels, suggesting they have some work to do to stay competitive.

Some suggestions for Fashion brands:

- Keep up with your strong photo game on Facebook and Instagram, and pay attention to high-performing videos on Twitter
- Photos and carousels seriously outperform videos on Instagram



FACEBOOK
POSTS PER DAY

0.88

FACEBOOK
ENG RATE / POST

0.04%



INSTAGRAM
POSTS PER DAY

1.07

INSTAGRAM
ENG RATE / POST

0.94%

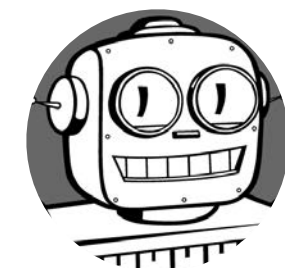


TWEETS
PER DAY

0.48

TWITTER
ENG RATE / TWEET

0.033%

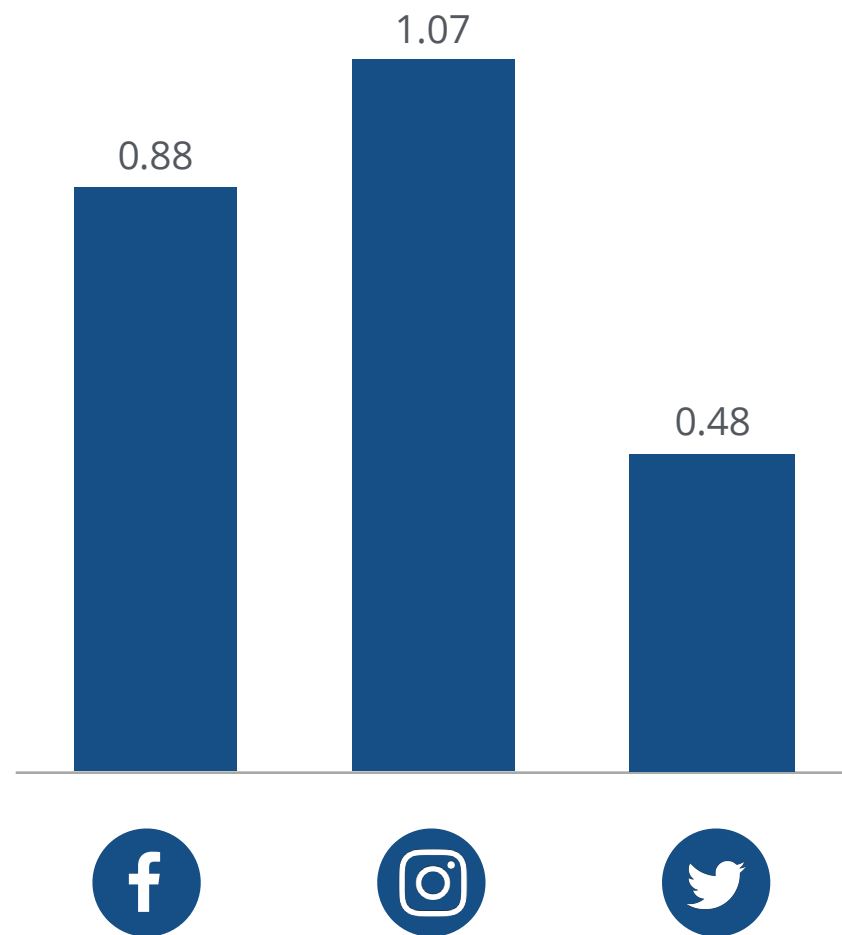


A few examples from
Fashion brands

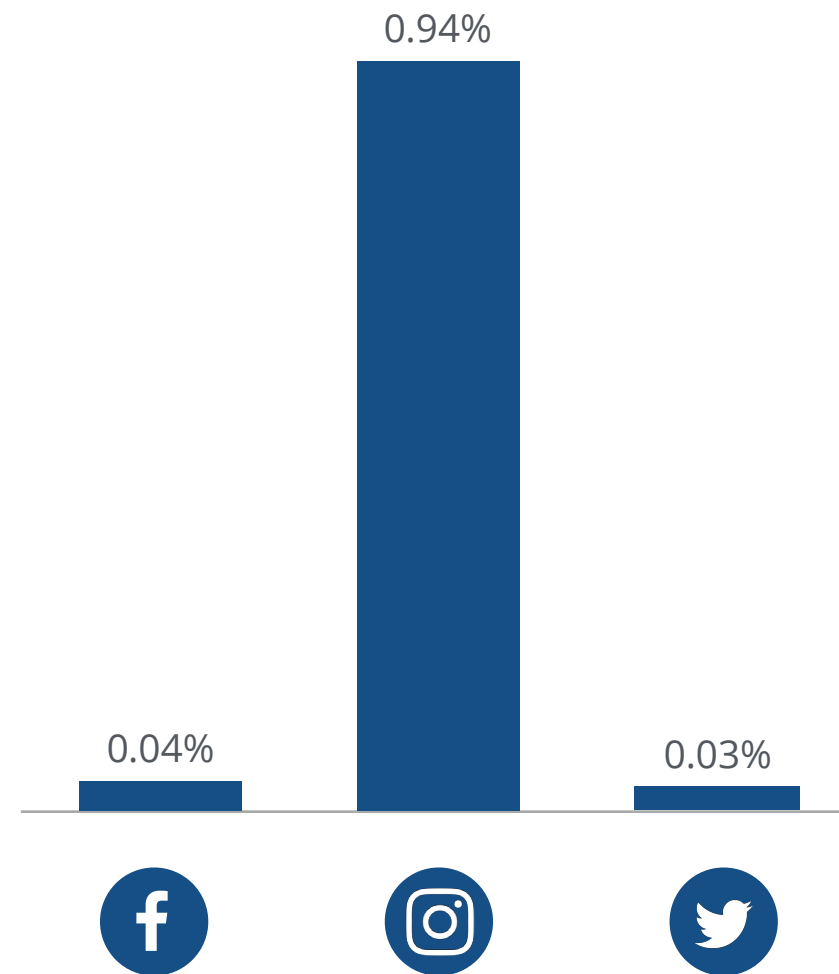
FASHION

POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

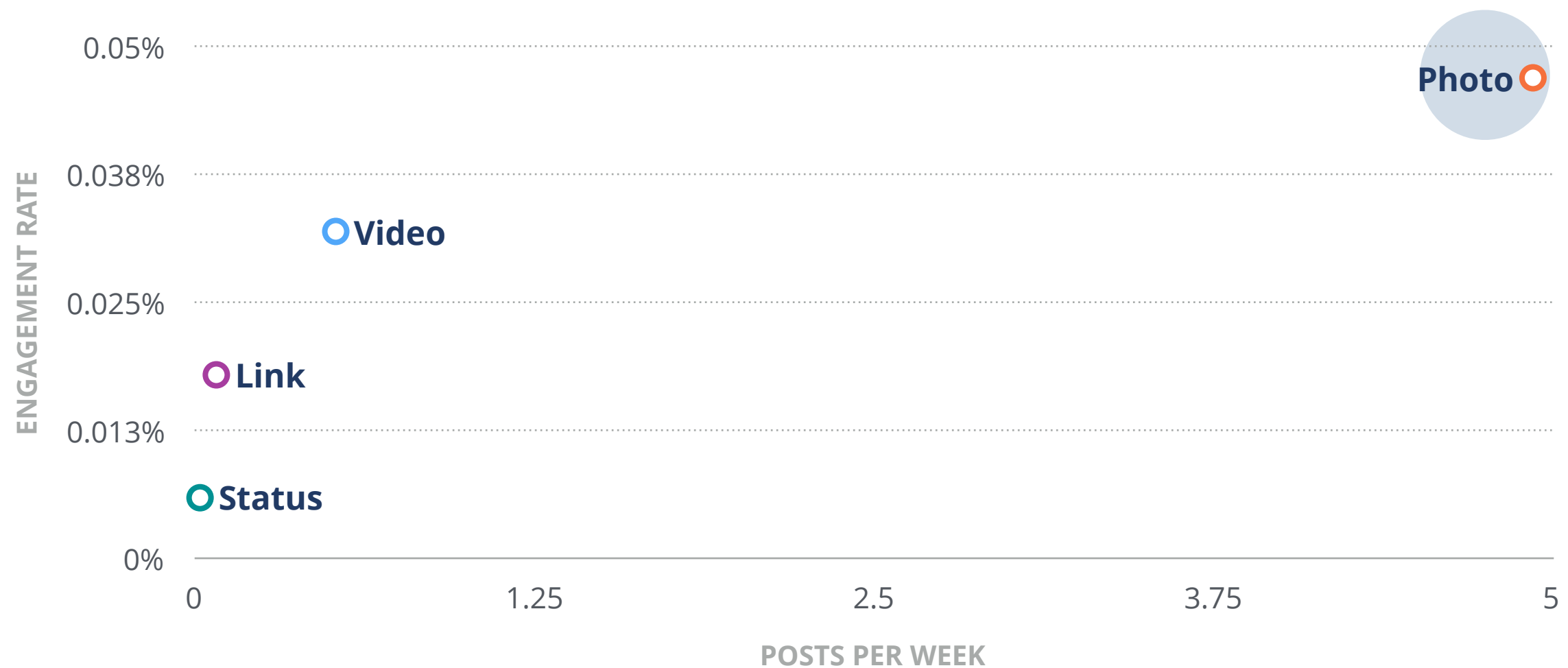


Instagram engagement rates stayed consistent for Fashion brands this year on this quick-growing channel, suggesting Fashion brands have figured out what works for them.

FASHION FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

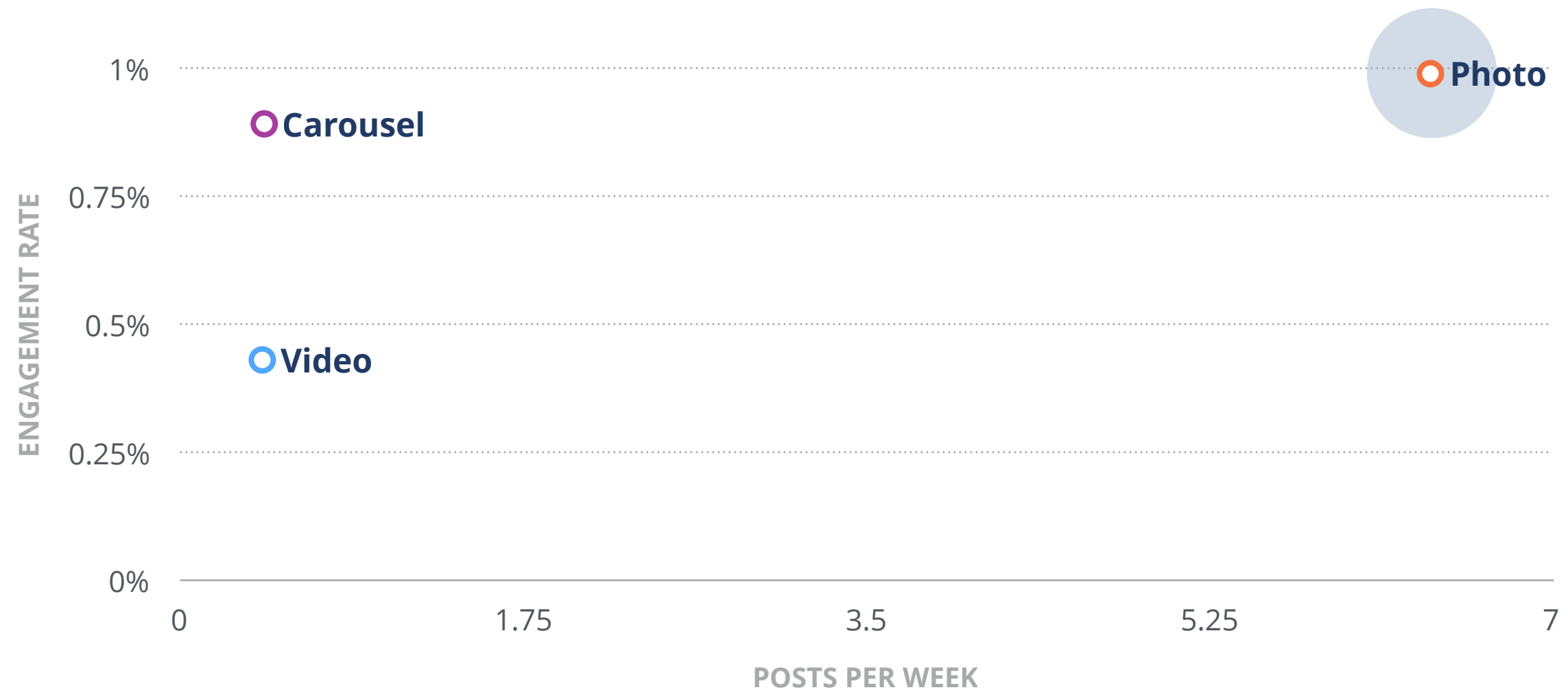


Fashion brands and followers were all about videos last year, but photos have nearly twice the engagement this year. Fashion brands are posting photos most frequently to take advantage of that high engagement.

FASHION INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

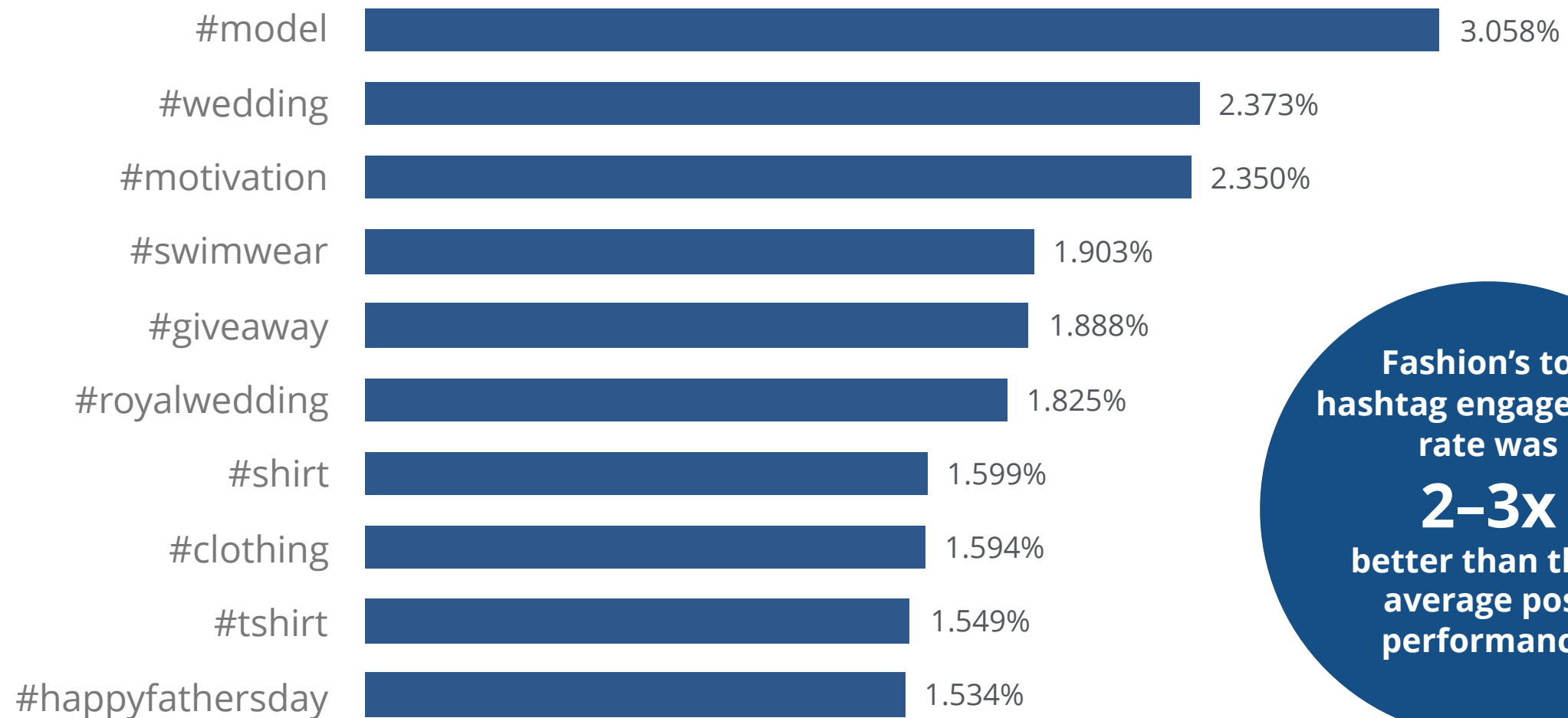


Fashion brands are posting more frequently than the average brand on this high-performing channel, but should think about trying to combine some of those photo posts into highly-engaging carousels.

FASHION INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



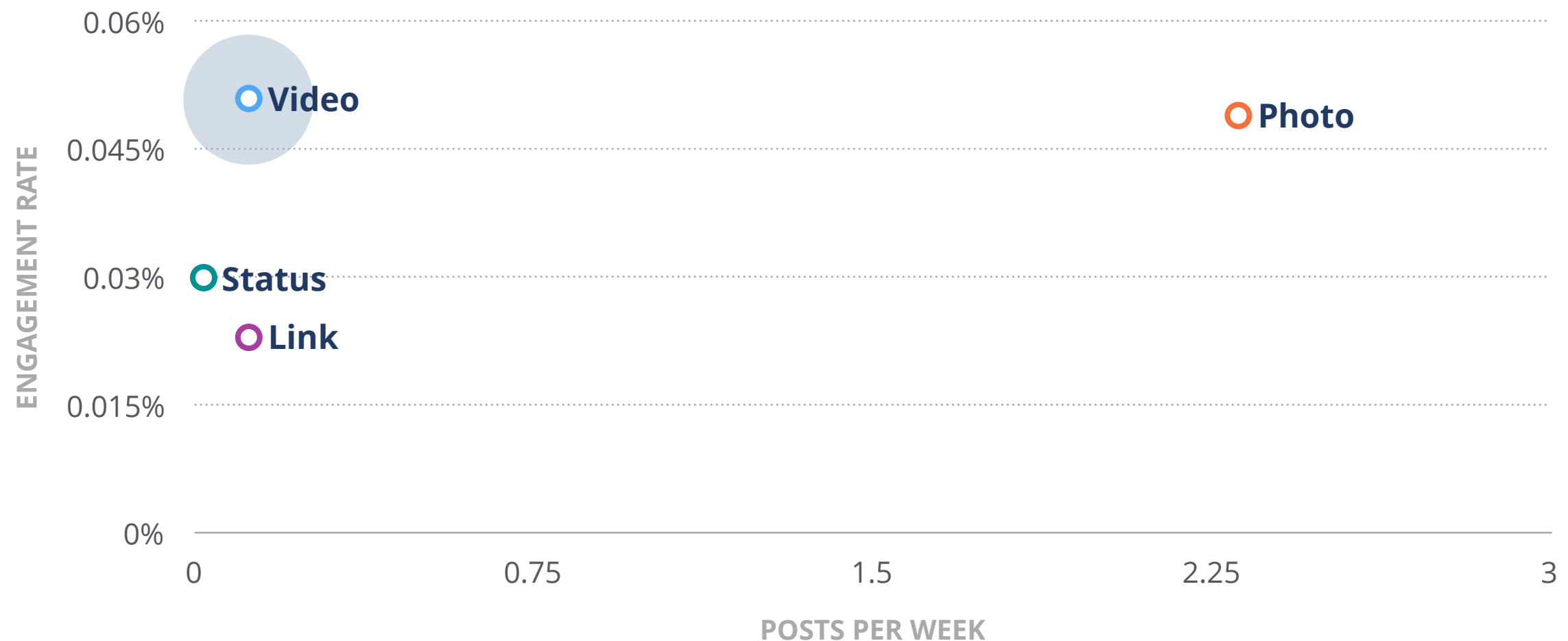
Fashion's top
hashtag engagement
rate was
2-3x
better than their
average post
performance

Fashion brands saw the lowest Instagram hashtag engagement rates last year, but are squarely in the middle of the pack now, suggesting a strategy tweak that's paid off.

FASHION TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

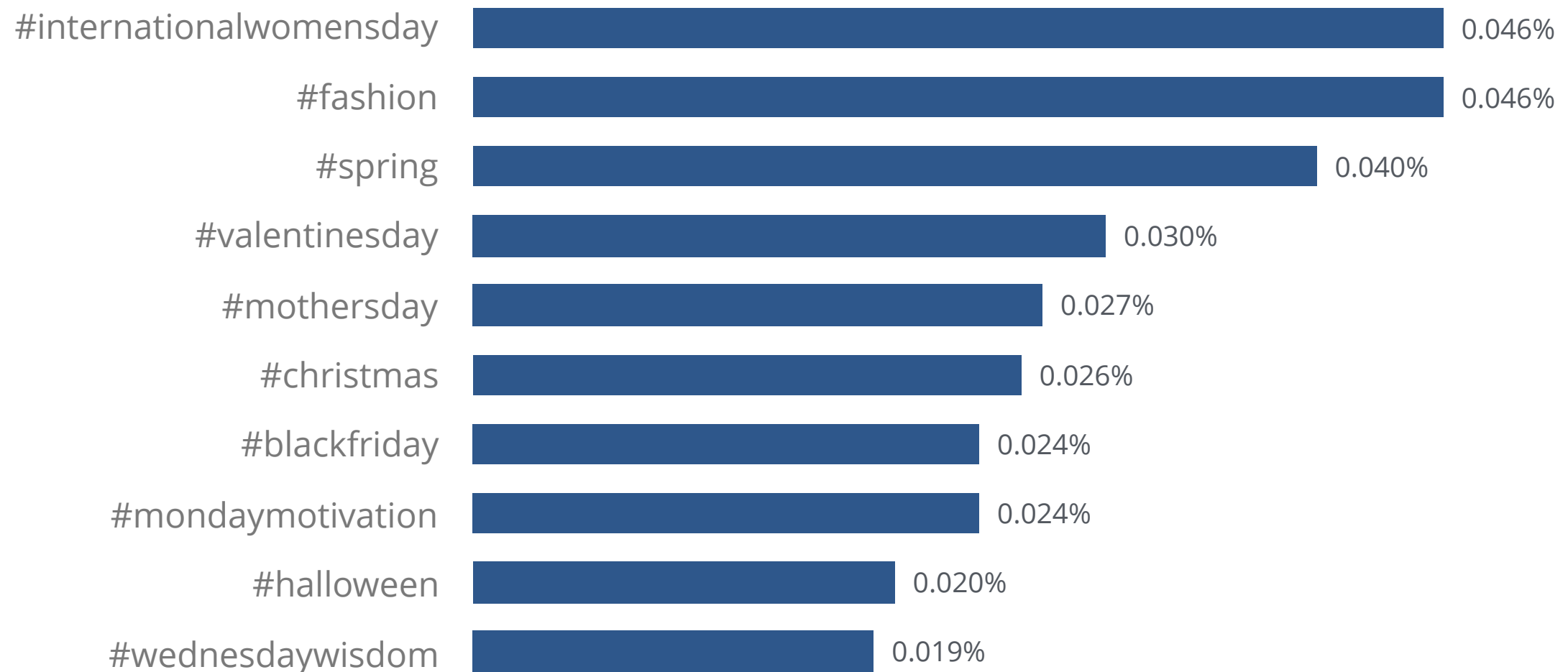


Videos slightly outperformed photos for Fashion brands on Twitter but were posted infrequently, so Fashion brands could experiment more with this post type on Twitter.

FASHION TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



Top hashtags matter: their top three Twitter hashtags saw 1.5x the engagement than their average tweet, but hashtags 4-10 quickly dropped below average.



INDUSTRY SNAPSHOT FOOD & BEVERAGE

FOOD & BEVERAGE OVERVIEW

Food & Beverage Score Average Engagement

Food & Beverage brands ran in the middle of the pack on all three social channels, which was a far cry from their high performance on Facebook and Twitter last year. However, their hashtag game was strong this year on both Instagram and Twitter.

Some ideas for improvement:

- Hashtags perform well, so keep an ear to the ground for high-performing food-related hashtags to use.
- Repurpose engaging video content across all channels.



A few examples from
Food & Beverage companies



FACEBOOK
POSTS PER DAY

0.48

FACEBOOK
ENG RATE / POST

0.12%



INSTAGRAM
POSTS PER DAY

0.45

INSTAGRAM
ENG RATE / POST

1.69%



TWEETS
PER DAY

0.36

TWITTER
ENG RATE / TWEET

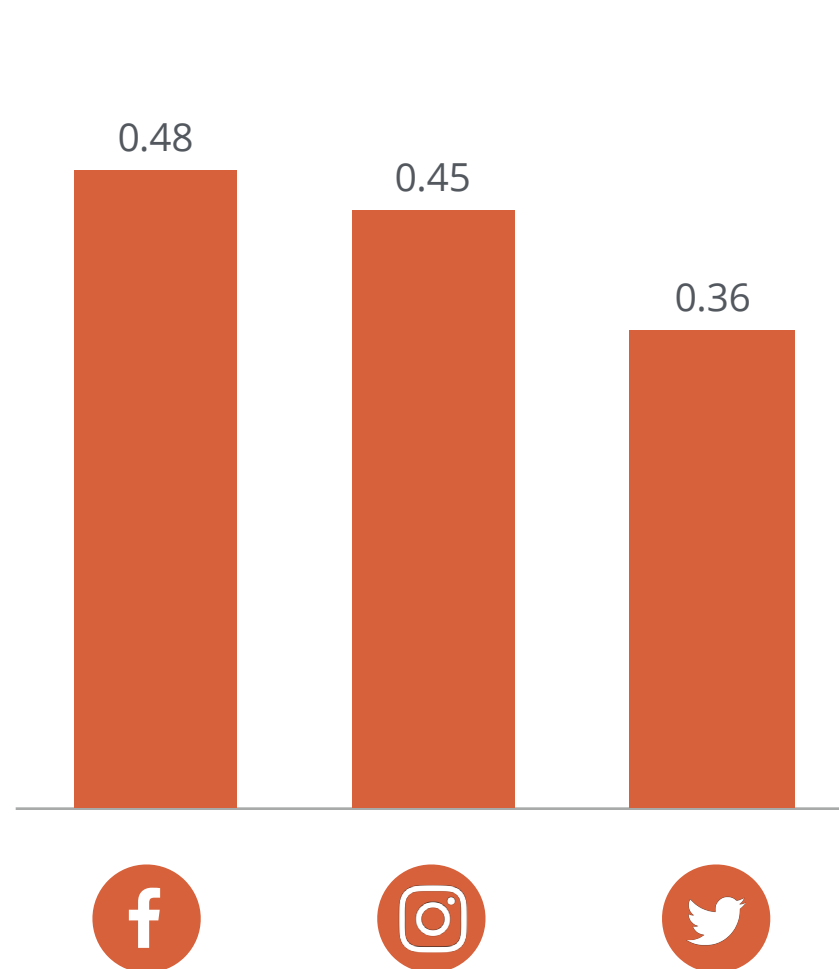
0.058%

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

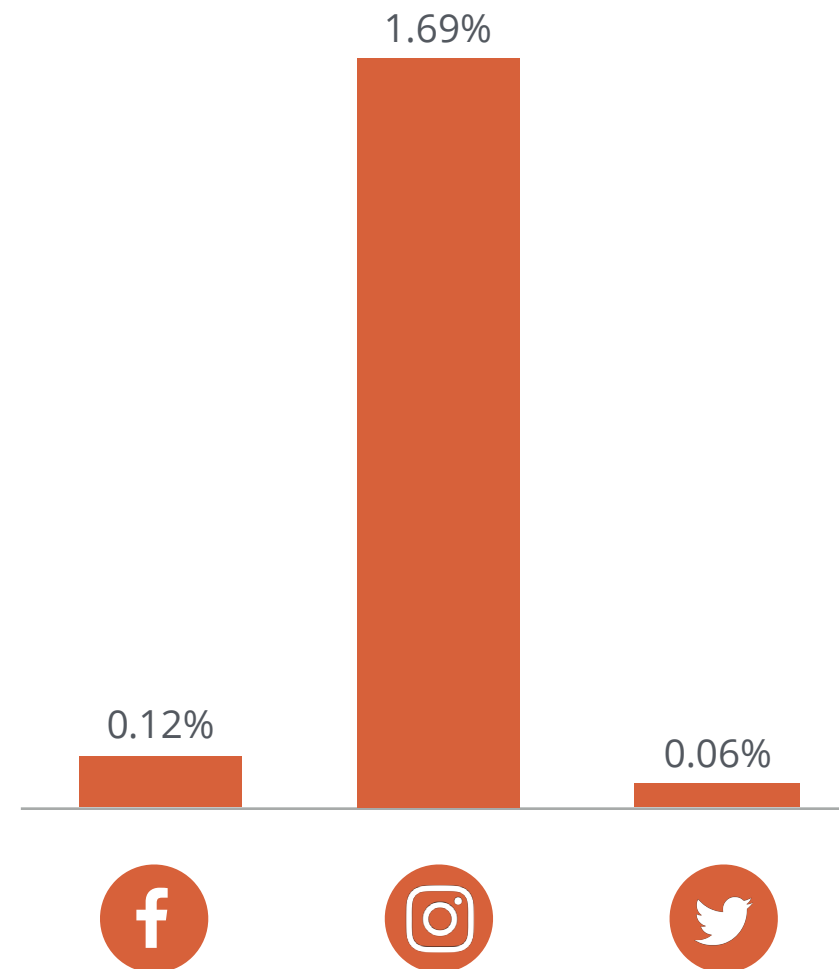
FOOD & BEVERAGE POSTS PER DAY & ENGAGEMENT RATE



Average Posts Per Day



Average Engagement Rate Per Post

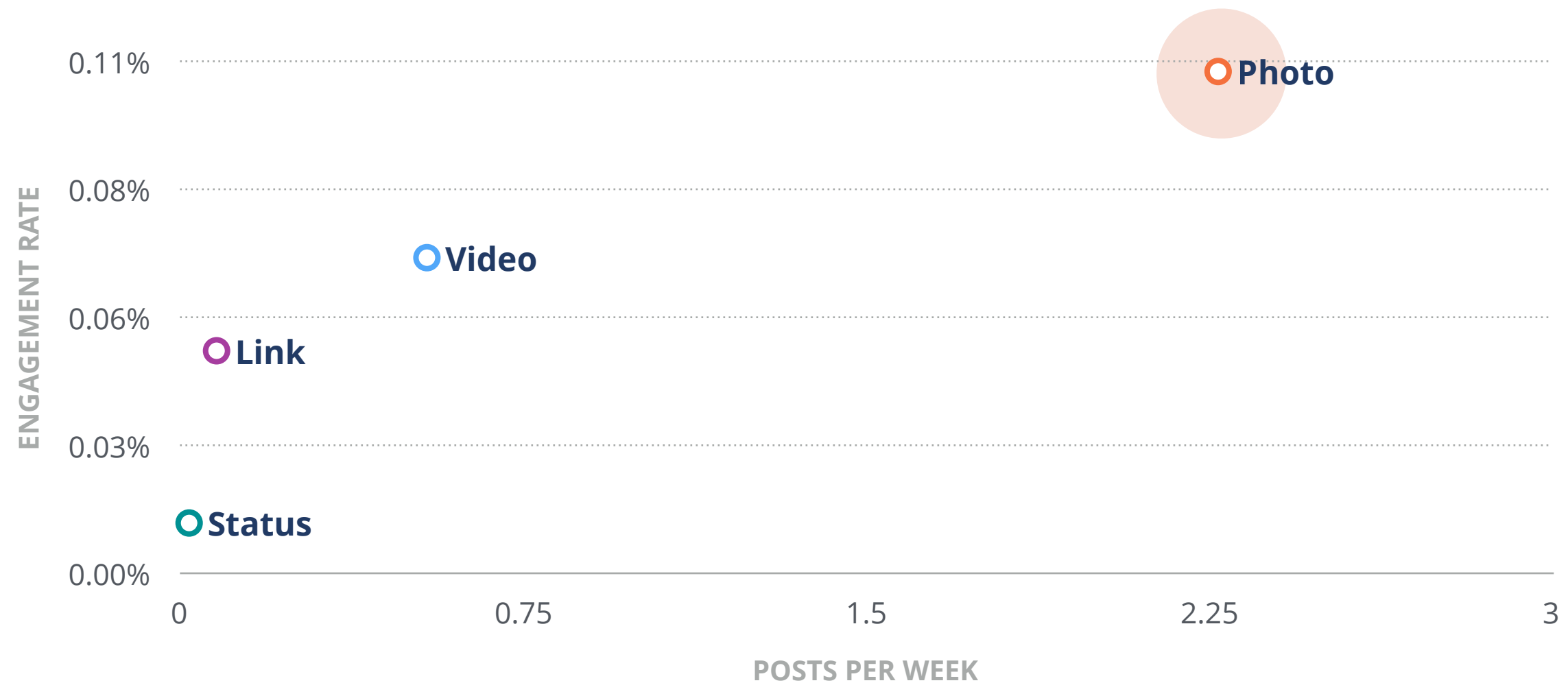


Food & Beverage brands are posting just as frequently as last year, but finding half the engagement on Facebook and Instagram.

FOOD & BEVERAGE FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

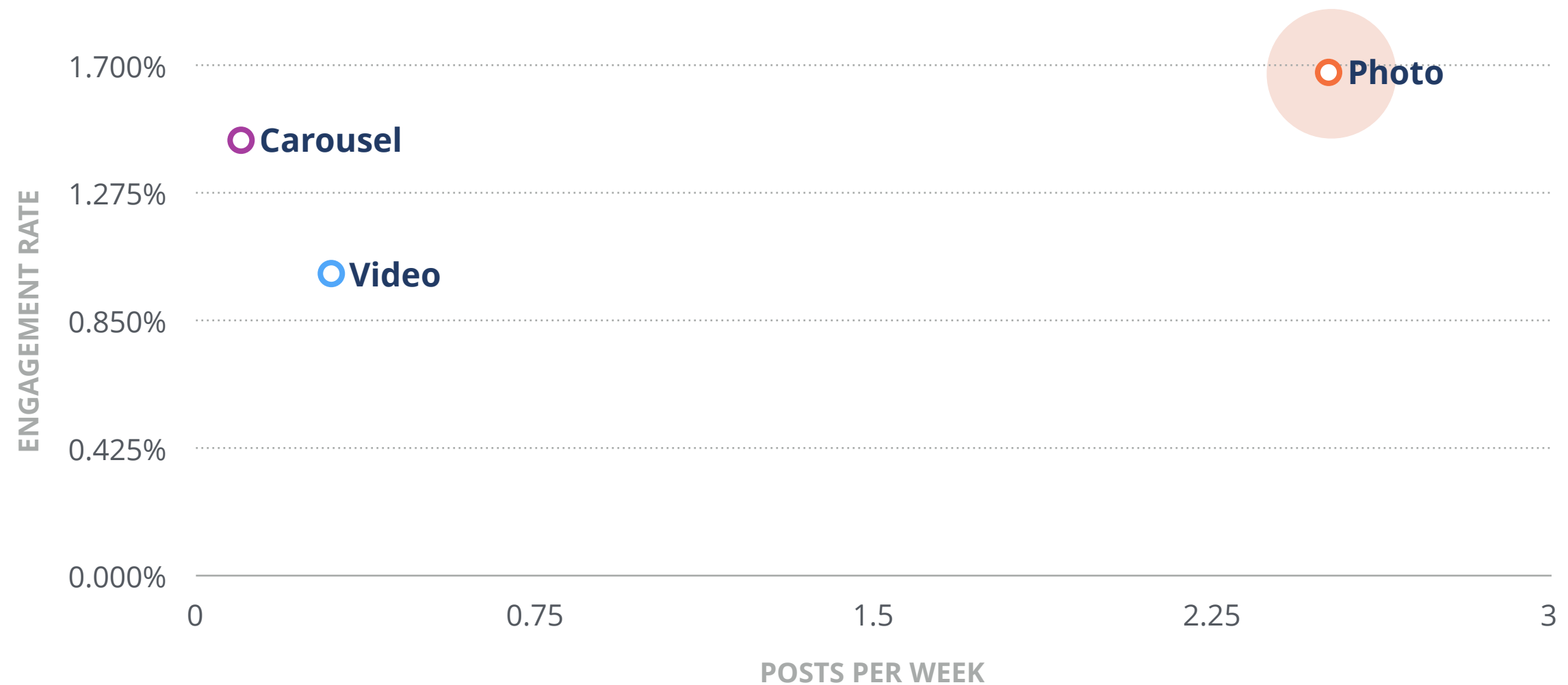


Consumers love Food & Beverage photos on Facebook, with the next most popular post type (video) garnering about half as much engagement per post.

FOOD & BEVERAGE INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

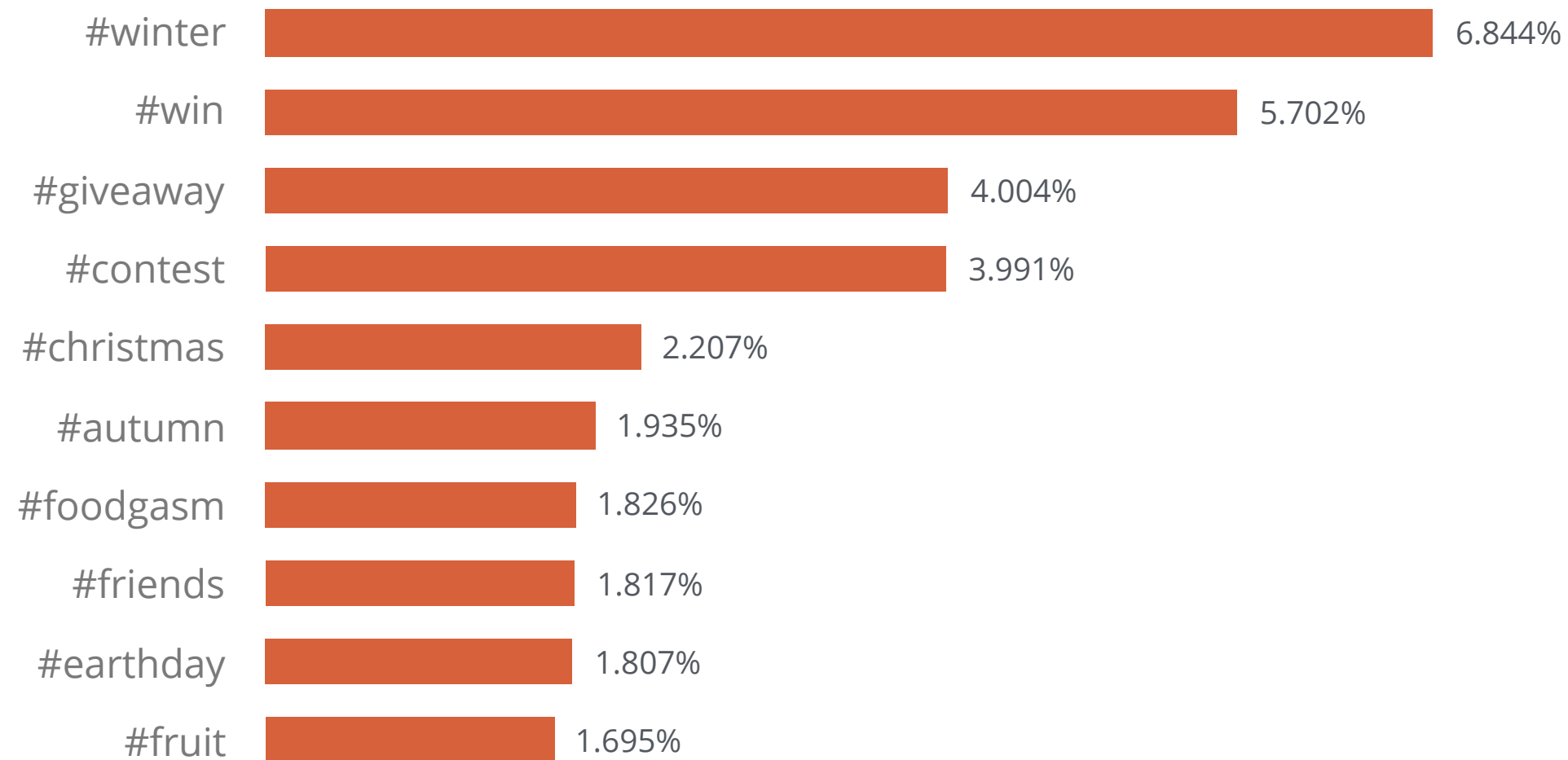


Food & Beverage brands' Instagram engagement fell by more than half this year, so these brands should focus on photos and carousels (and leave videos behind) to stay competitive in their followers' feeds.

FOOD & BEVERAGE INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

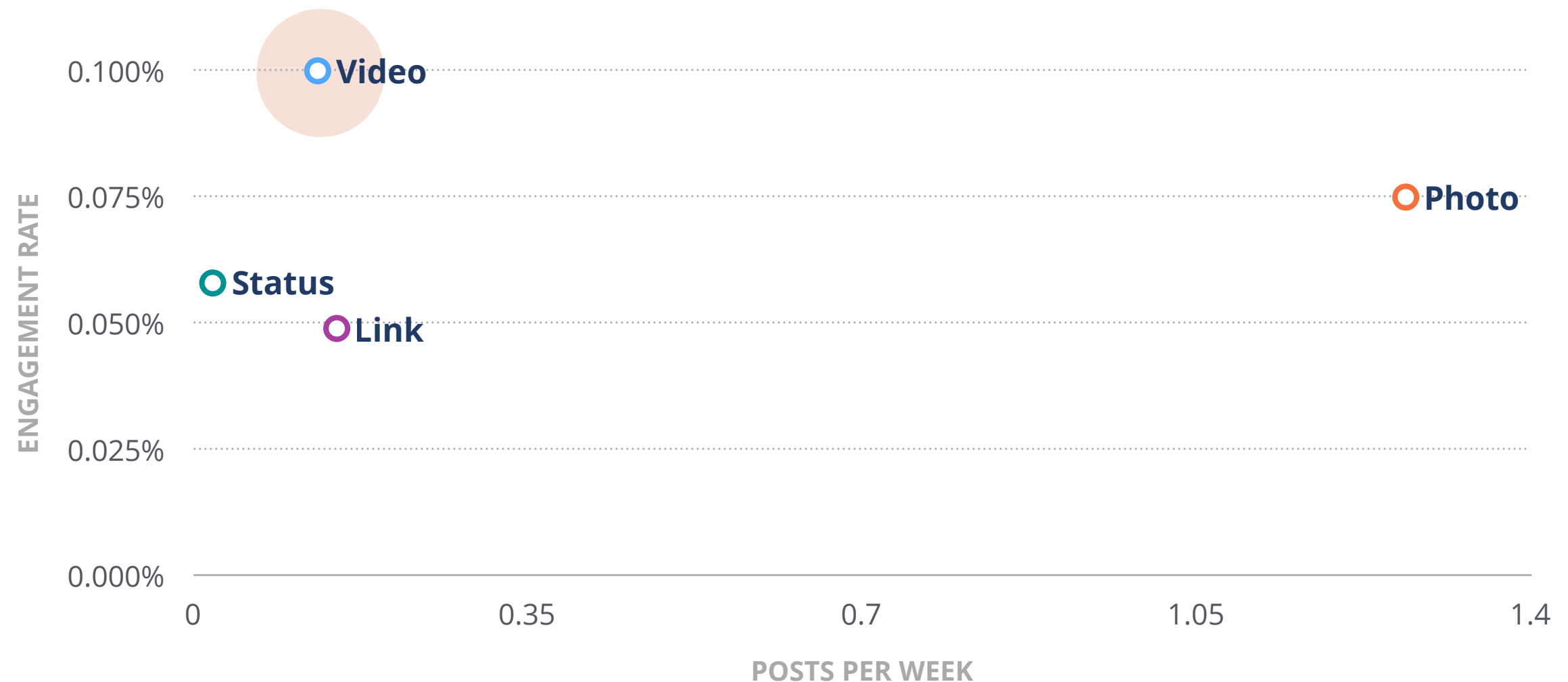


Food & Beverage brands see some of the highest hashtag engagement on Instagram, especially when they post about contests and holidays.

FOOD & BEVERAGE TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

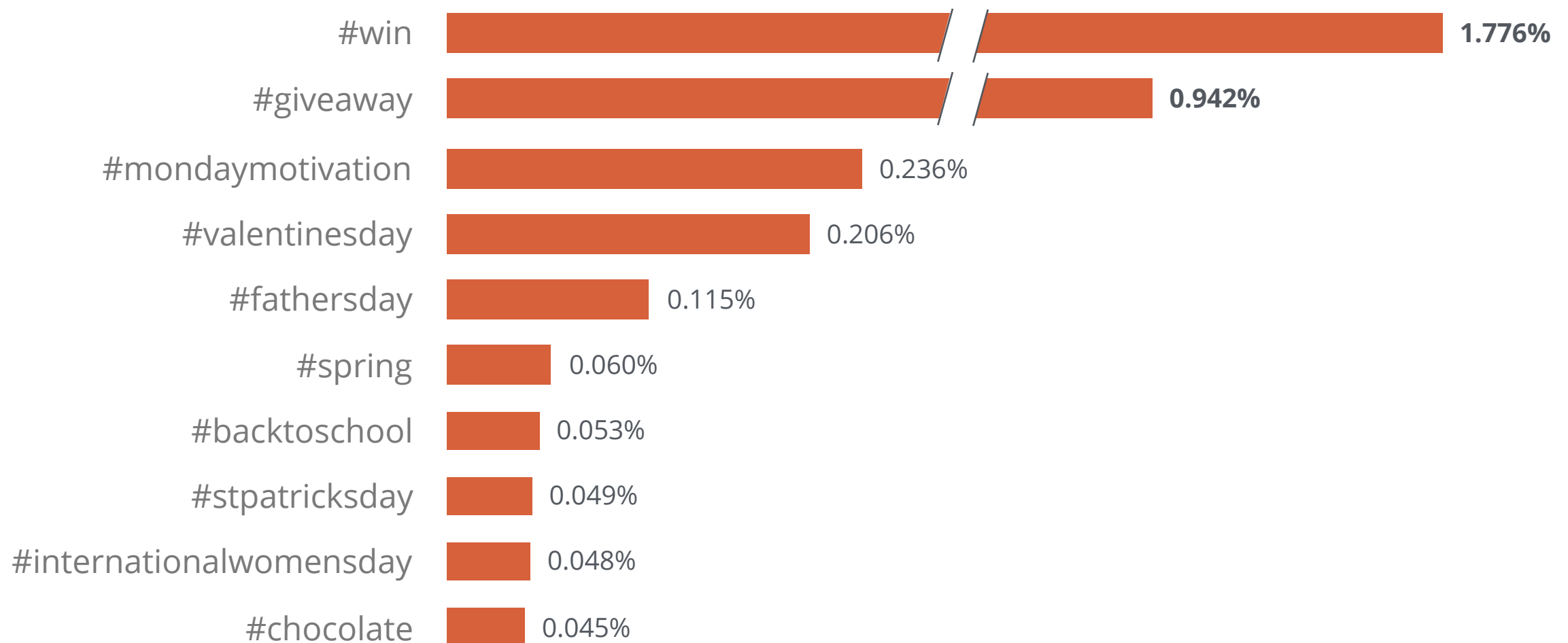


Video led to high engagement on Twitter, so Food & Beverage brands might want to think about repurposing video content from Facebook and Instagram for this channel.


FOOD & BEVERAGE TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



Contest and giveaway hashtags blew the competition out of the water on Twitter, suggesting Food & Beverage followers are hungry for free stuff.

A close-up portrait of a woman with dark hair and a nose ring, looking directly at the camera. She is surrounded by numerous slices of citrus fruit, including lemons and oranges, which are arranged in a circular pattern around her face. The background is a soft, out-of-focus blue and white. The text 'INDUSTRY SNAPSHOT' and 'HEALTH & BEAUTY' is overlaid on the left side of the image in white, bold, sans-serif font.

INDUSTRY SNAPSHOT HEALTH & BEAUTY

HEALTH & BEAUTY OVERVIEW

Health & Beauty's Engagement Dips

For the third year in a row, Health & Beauty saw below average engagement across all social channels. Like many industries, these brands saw a huge dip in Facebook engagement this year.

Two opportunities for growth:

- Contest hashtags win the day, so look for more opportunities to engage your followers with giveaways.
- Videos perform well on Twitter, so look into upping your frequency on that channel.



FACEBOOK
POSTS PER DAY

0.80

FACEBOOK
ENG RATE / POST

0.05%



INSTAGRAM
POSTS PER DAY

1.06

INSTAGRAM
ENG RATE / POST

0.86%



TWEETS
PER DAY

0.38

TWITTER
ENG RATE / TWEET

0.046%

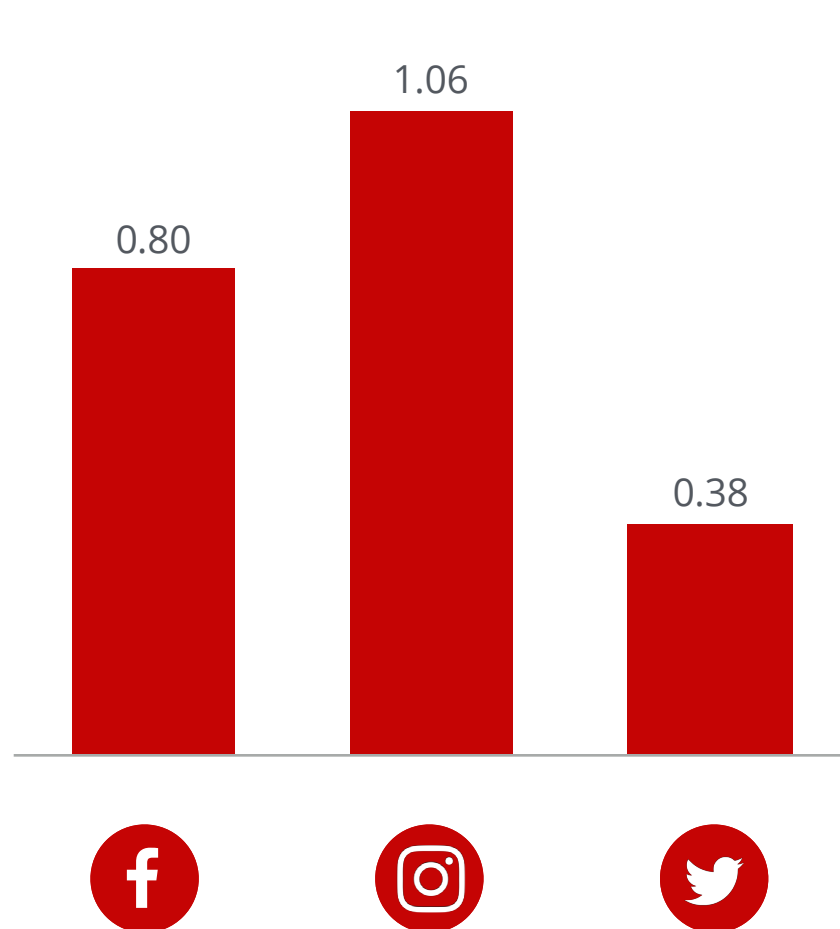


A few examples from
Health & Beauty brands

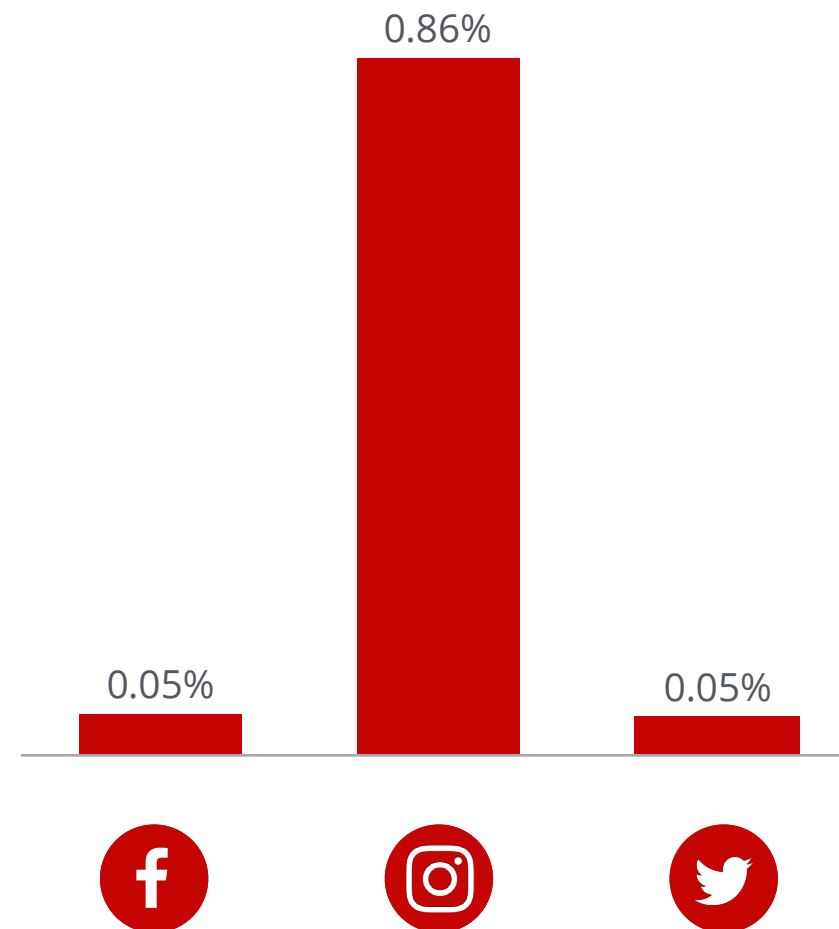
HEALTH & BEAUTY

POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

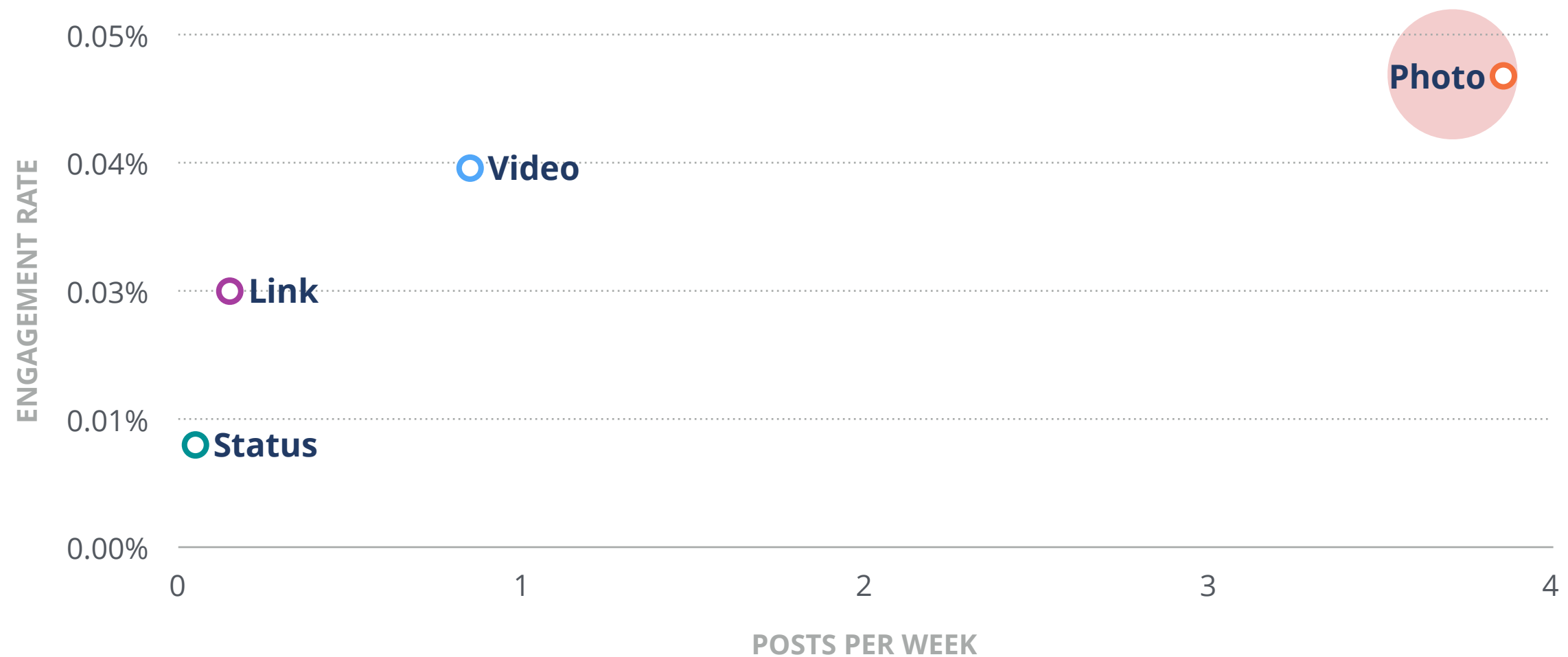


Health & Beauty are putting their efforts in the right spot with a focus on highly-engaging Instagram, especially since their engagement lags below average on Facebook and Twitter.

HEALTH & BEAUTY FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

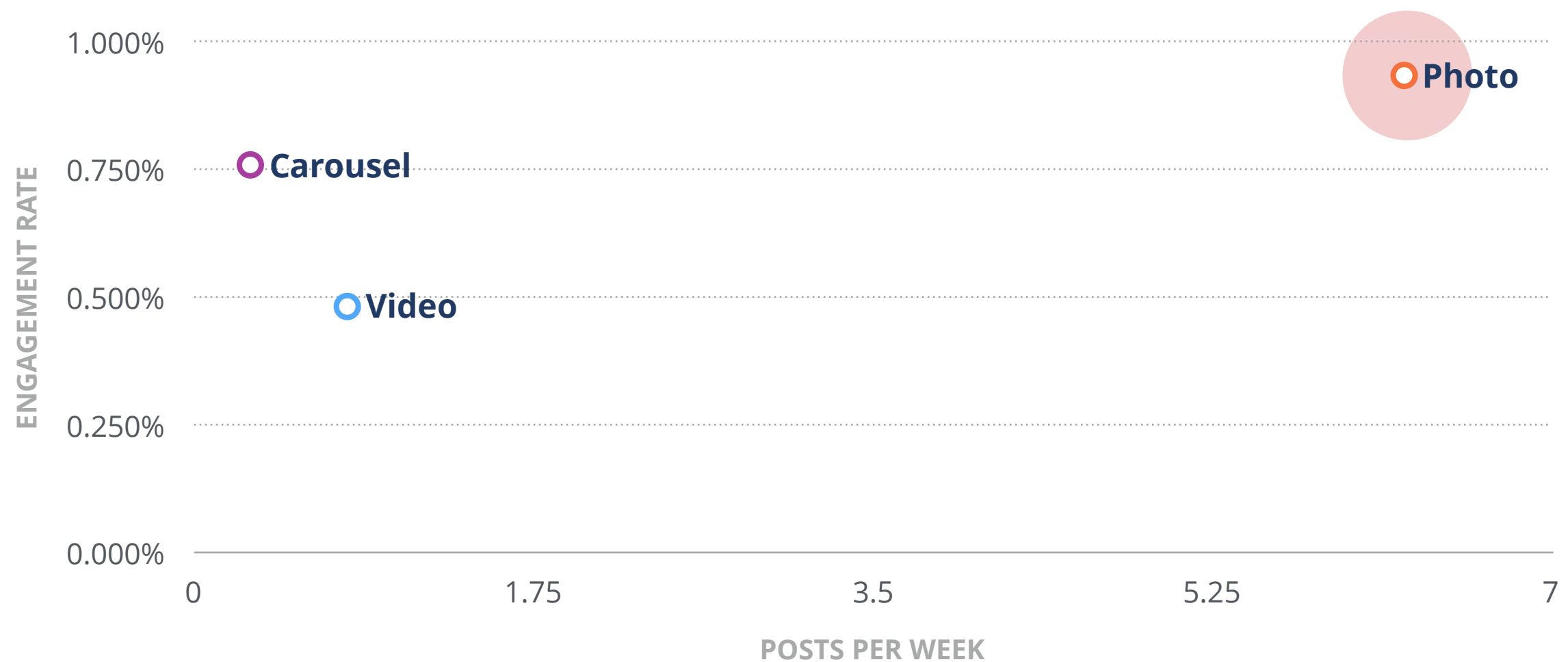


As in many industries, Facebook engagement is half of what it was last year. Health & Beauty brands are focusing on the right post types to boost their Facebook engagement: photo and video.

HEALTH & BEAUTY INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

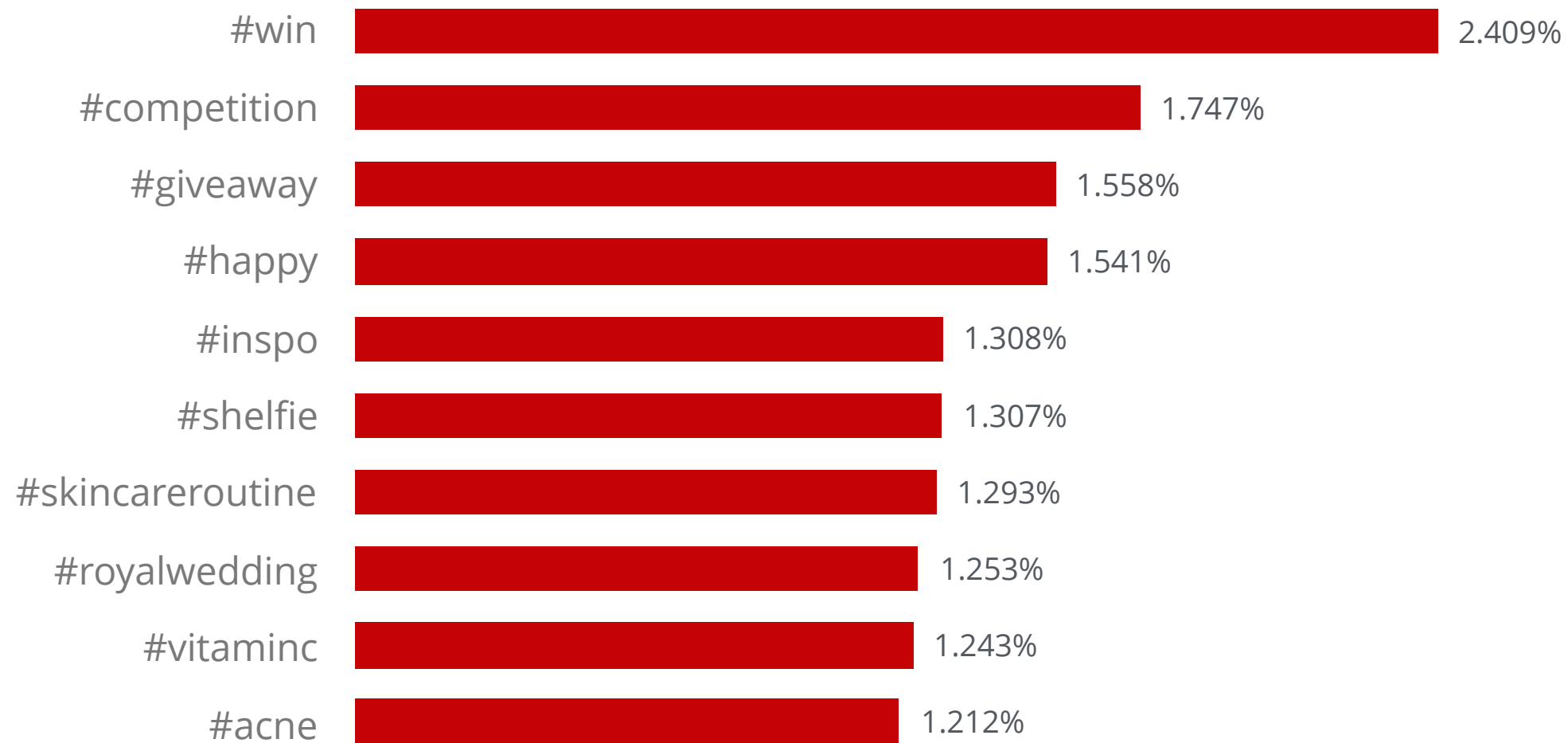


Health & Beauty brands are focusing on photo posts, which consistently perform above average for these brands.

HEALTH & BEAUTY INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

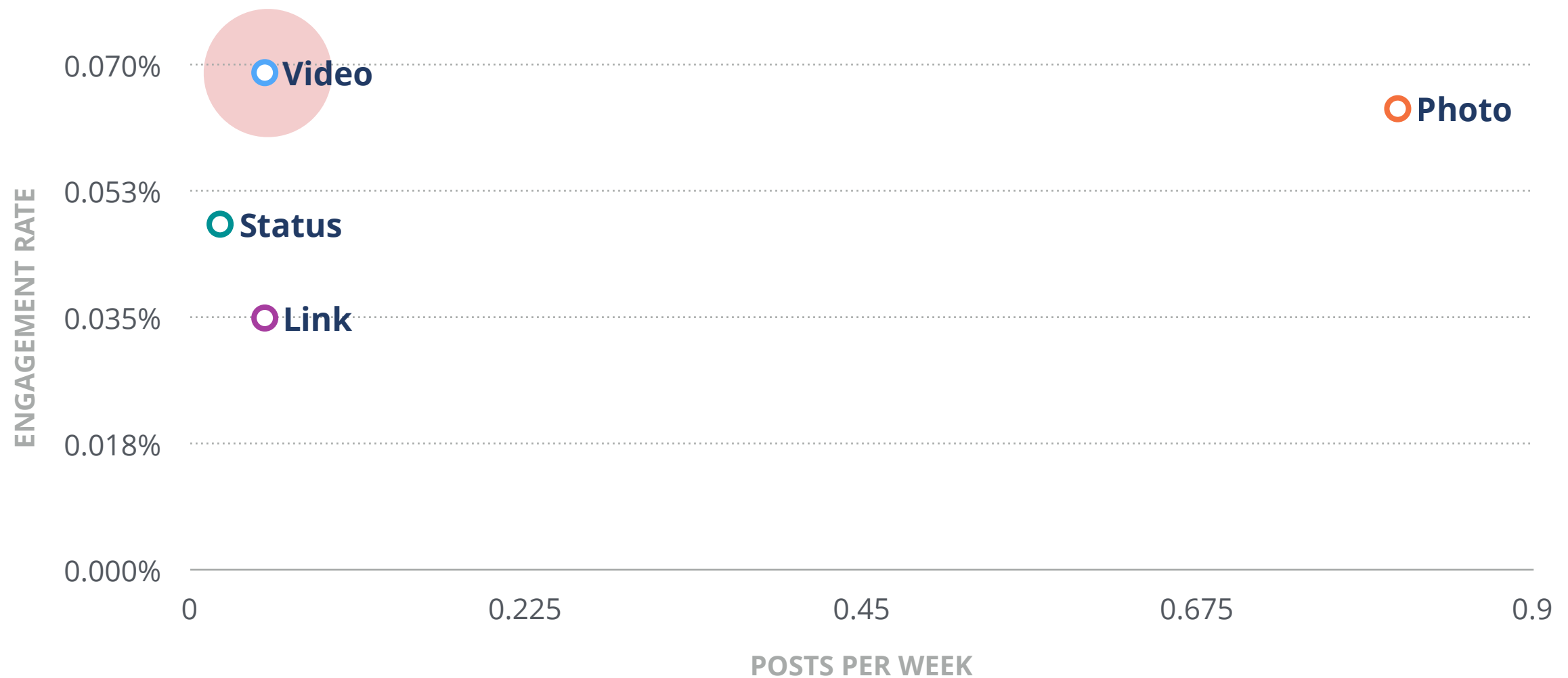


As with many other brands, Health & Beauty followers are all about the giveaways when engaging with hashtags on Instagram.

HEALTH & BEAUTY TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

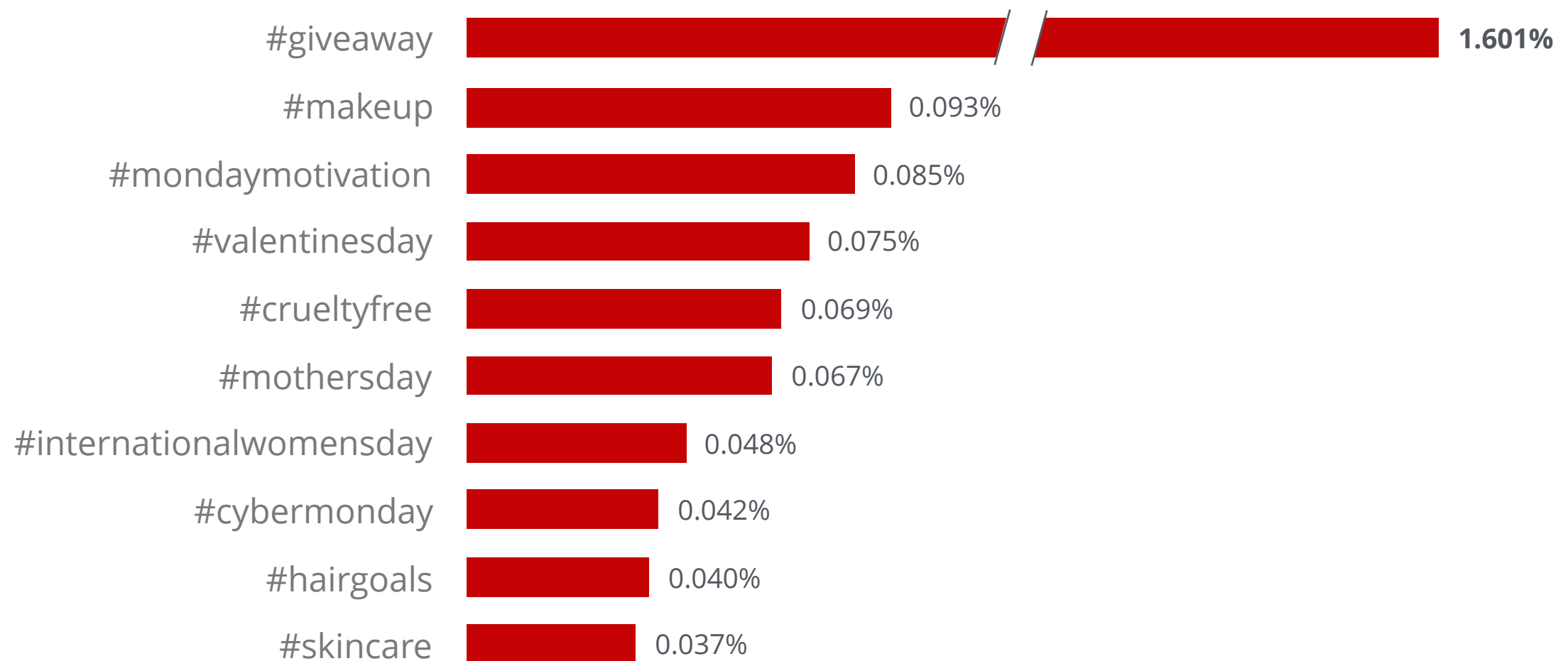


Lots of opportunity to post more videos on Twitter, where they engage well with followers and are underutilized.

HEALTH & BEAUTY TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



The giveaway hashtag blew the competition out of the water for Health & Beauty brands on Twitter.



INDUSTRY SNAPSHOT: HIGHER ED

HIGHER ED OVERVIEW

Higher Ed Crushes the Competition Again

Higher Ed took the Instagram gold and the Twitter silver, proving that students, alums, and fans are all about the alma mater on social. Like every industry, these colleges and universities are suffering from less engagement on Facebook than last year.

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

- Stick with dogs, holidays, and photos on Instagram, and don't be afraid of a few carousels.
- Try to up your video posts on Twitter, and ditch link posting.



A few examples from Higher Ed



FACEBOOK
POSTS PER DAY

1.08

FACEBOOK
ENG RATE / POST

0.12%



INSTAGRAM
POSTS PER DAY

0.49

INSTAGRAM
ENG RATE / POST

3.96%



TWEETS
PER DAY

1.78

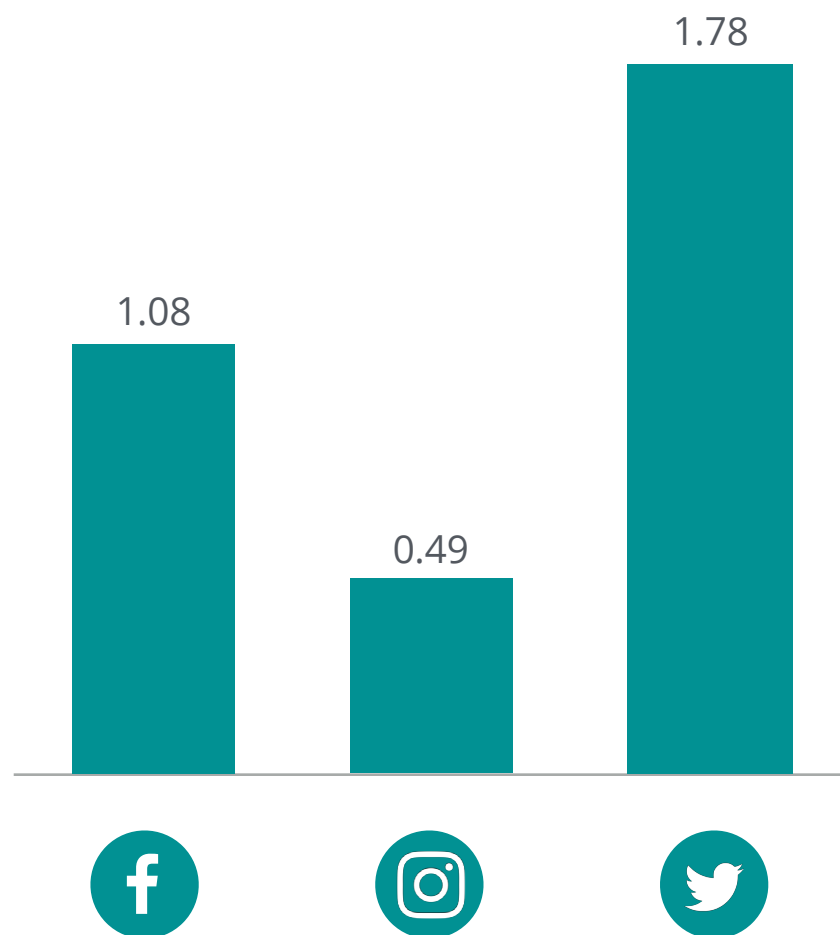
TWITTER
ENG RATE / TWEET

0.079%

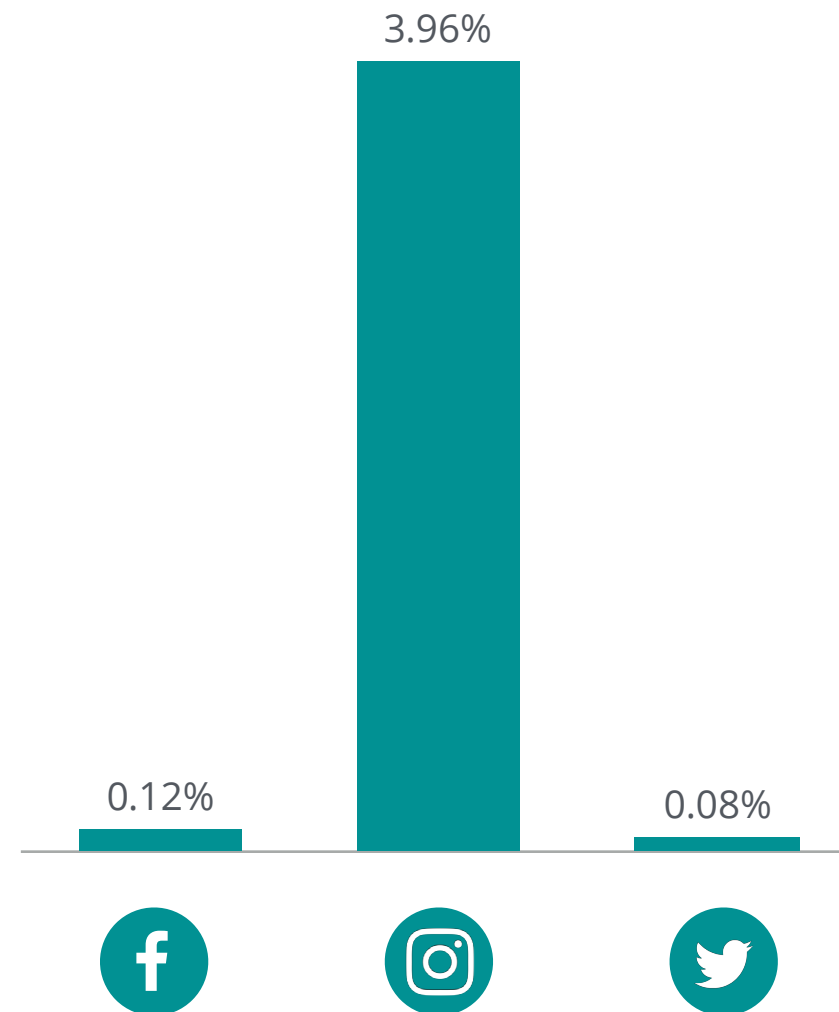
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

HIGHER ED POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

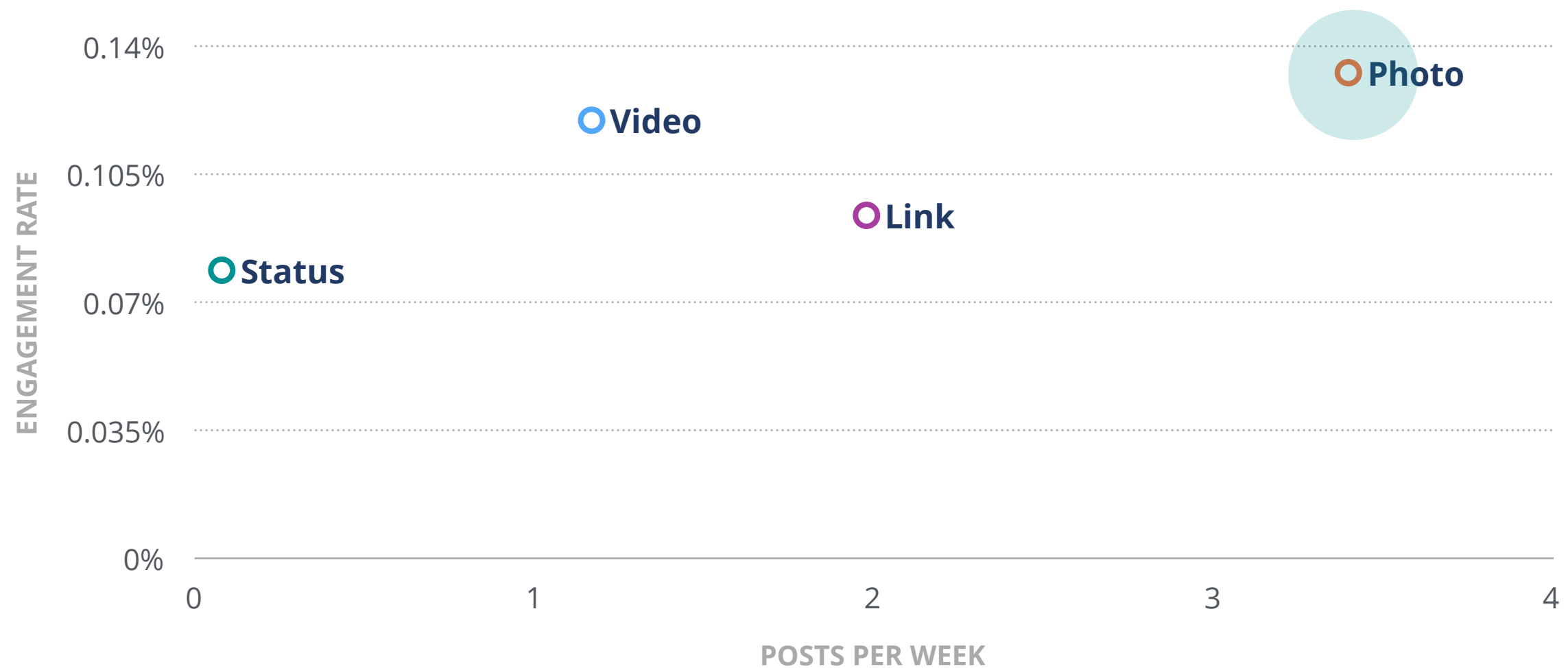


Once again, Higher Ed is the runaway favorite on Instagram, proving they're the industry to beat on social media's most engaging social channel. Higher Ed could experiment with posting frequency to see if they can maintain this high engagement rate with more posts.

HIGHER ED FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

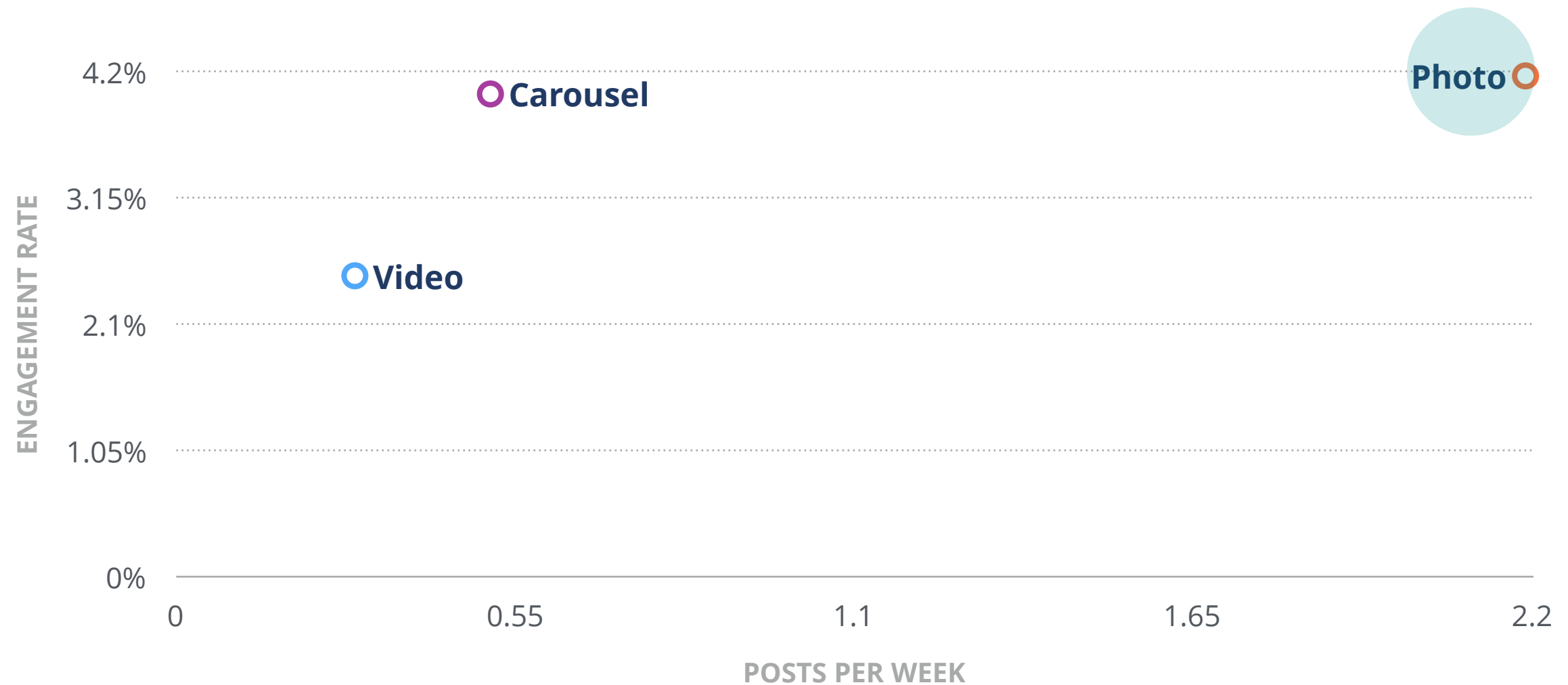


As with many other industries, photos and videos drive the most engagement on Facebook for colleges and universities. Higher Ed is seeing above average engagement with links.

HIGHER ED INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type



Colleges and universities are making the most out of their high-performing Instagram post types, photos and carousels, while video engagement continues to lag.

HIGHER ED INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



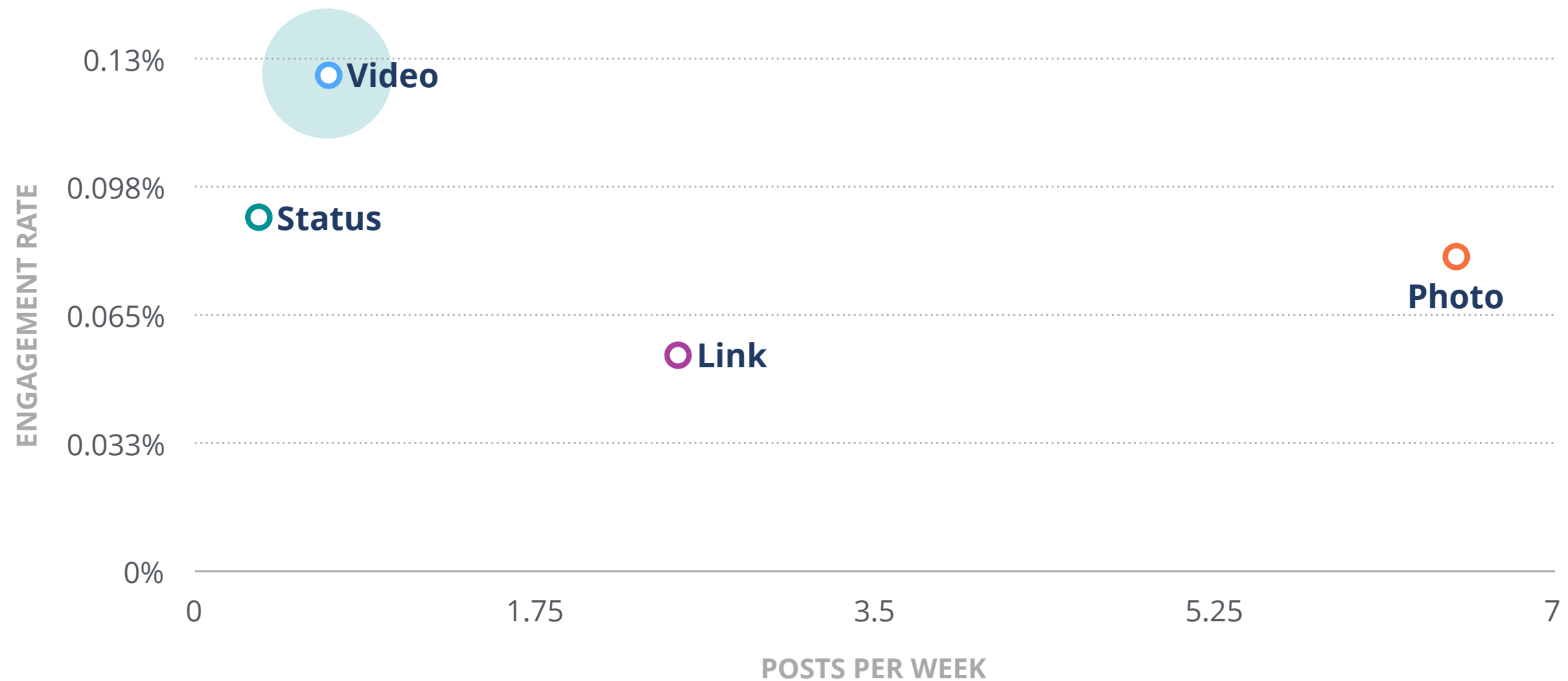
**Higher Ed hashtags are
all about the dogs and
holidays**

Higher Ed sees the highest Instagram hashtag engagement. Notably, none of these hashtags were top performers last year for colleges and universities.

HIGHER ED TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

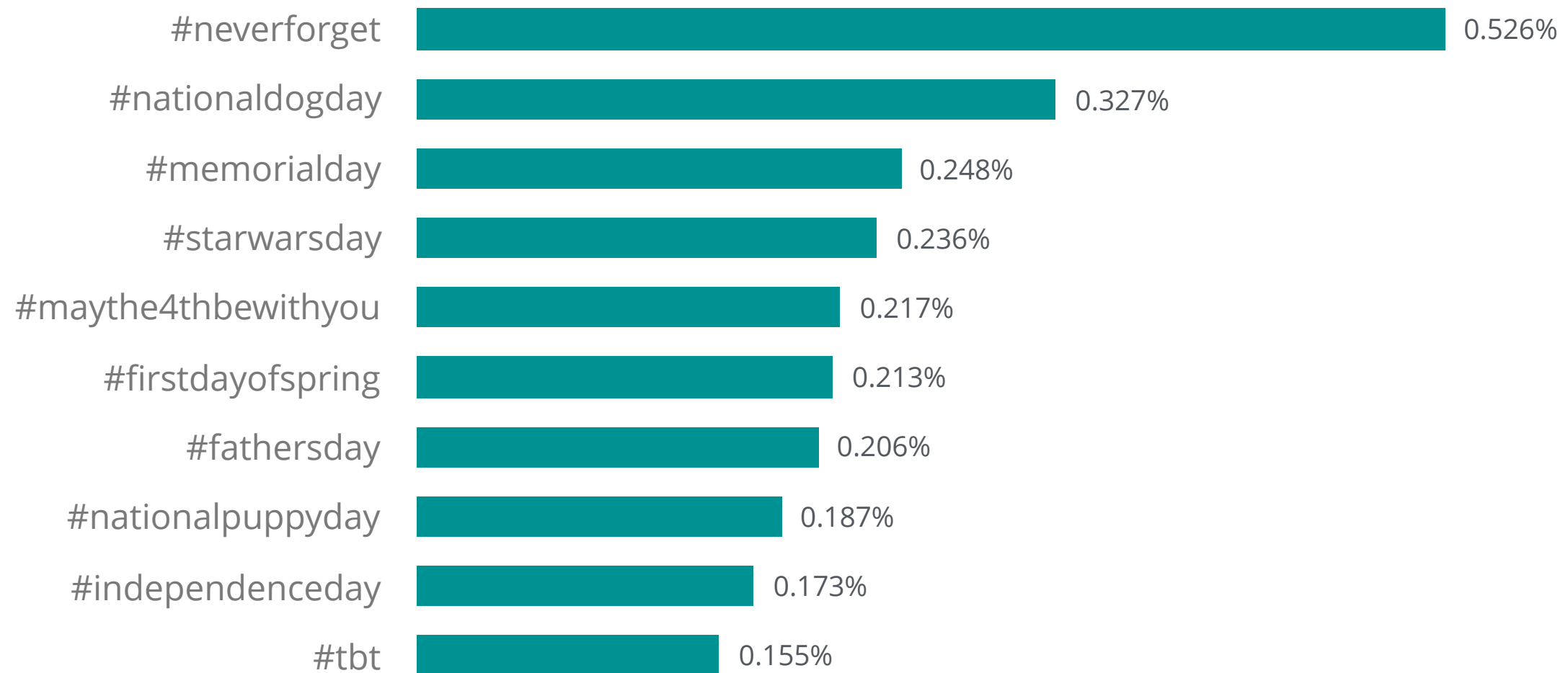


Higher Ed stays competitive on Twitter, but might want to focus on experimenting with and increasing video output.

HIGHER ED TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



As on Instagram, high hashtag performance on Twitter is all about the holidays.

A woman with blonde hair, wearing a dark blue long-sleeved top, is leaning over a long wooden dining table, setting it with white plates and glassware. The table is elegantly set with white plates, silverware, and various glassware. In the center of the table, there are several small vases with white flowers and a silver pitcher. Above the table, three large, white, dome-shaped pendant lights hang from the ceiling. The background features a large window with white frames and a white cabinet with glass doors. The overall atmosphere is warm and modern.

INDUSTRY SNAPSHOT HOME DECOR

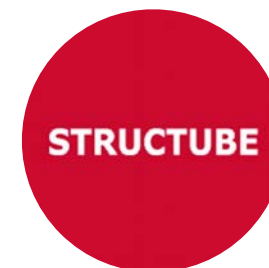
HOME DECOR OVERVIEW

Home Decor Brands Fought to Stay Engaging

Home decor brands struggled to engage their followers this year, with declines in engagement across all three channels. Photos performed well on Facebook and Instagram.

Some ideas for growth:

- Reinvest Facebook energy by doubling down on Instagram posts.
- Increase videos on Twitter, and be sure to repurpose that content on other channels.



A few examples from
Home Decor companies



FACEBOOK
POSTS PER DAY

0.74

FACEBOOK
ENG RATE / POST

0.06%



INSTAGRAM
POSTS PER DAY

0.65

INSTAGRAM
ENG RATE / POST

1.14%



TWEETS
PER DAY

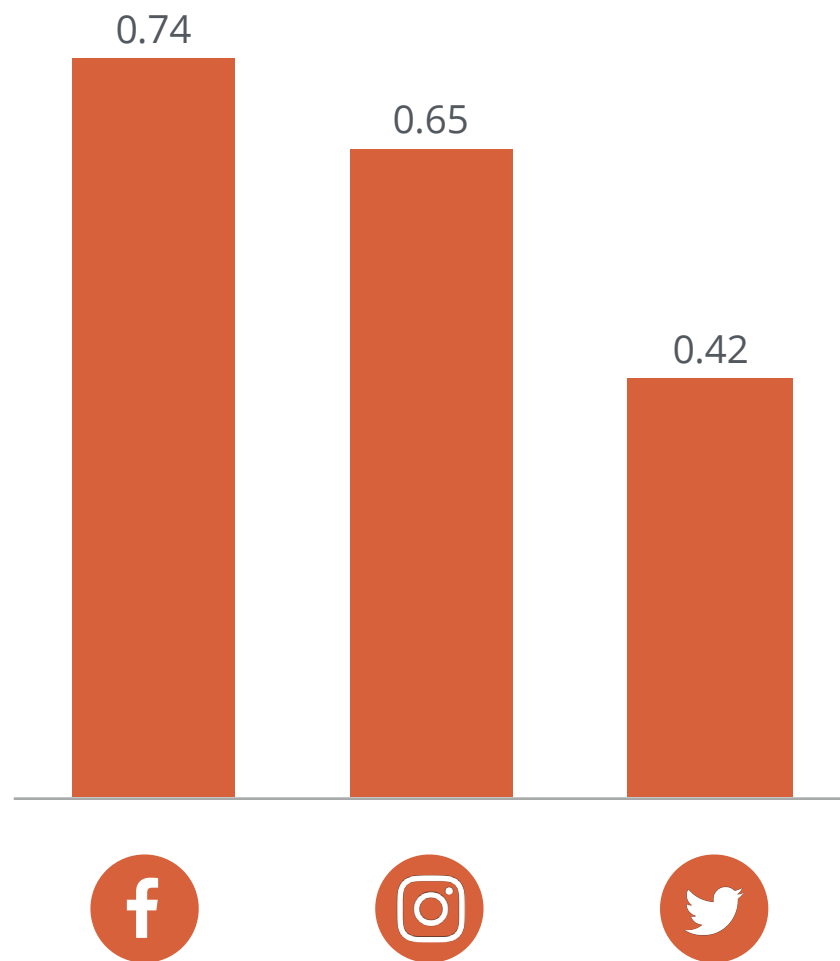
0.42

TWITTER
ENG RATE / TWEET

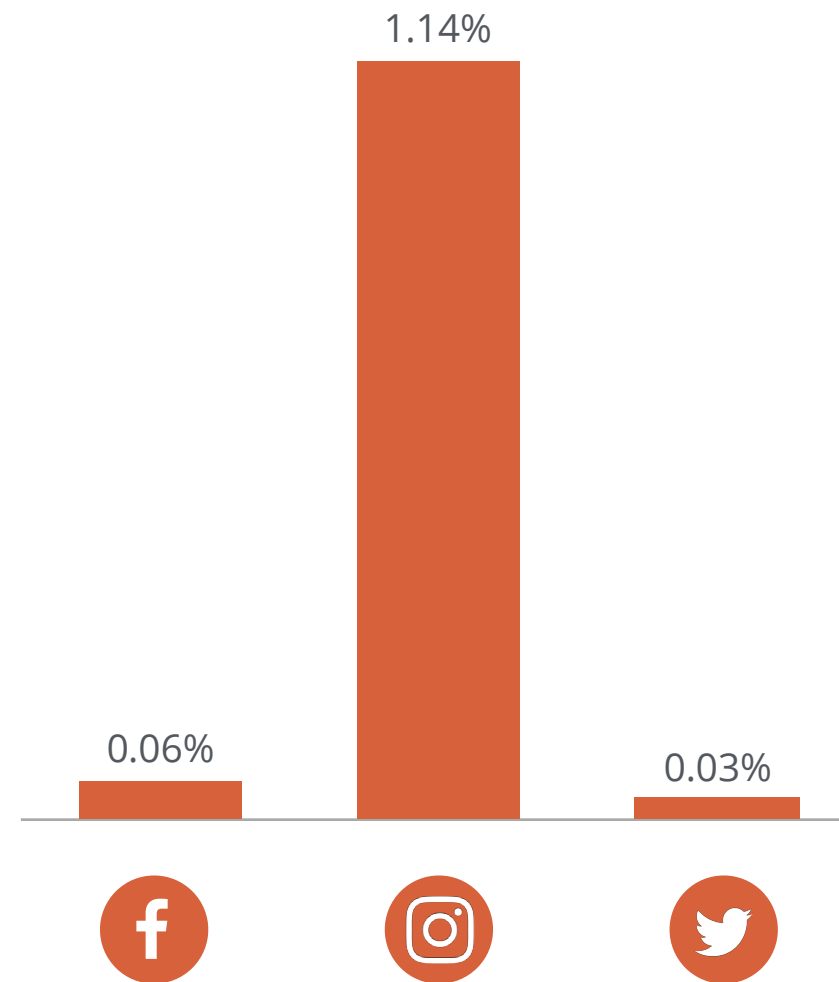
0.033%

HOME DECOR POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

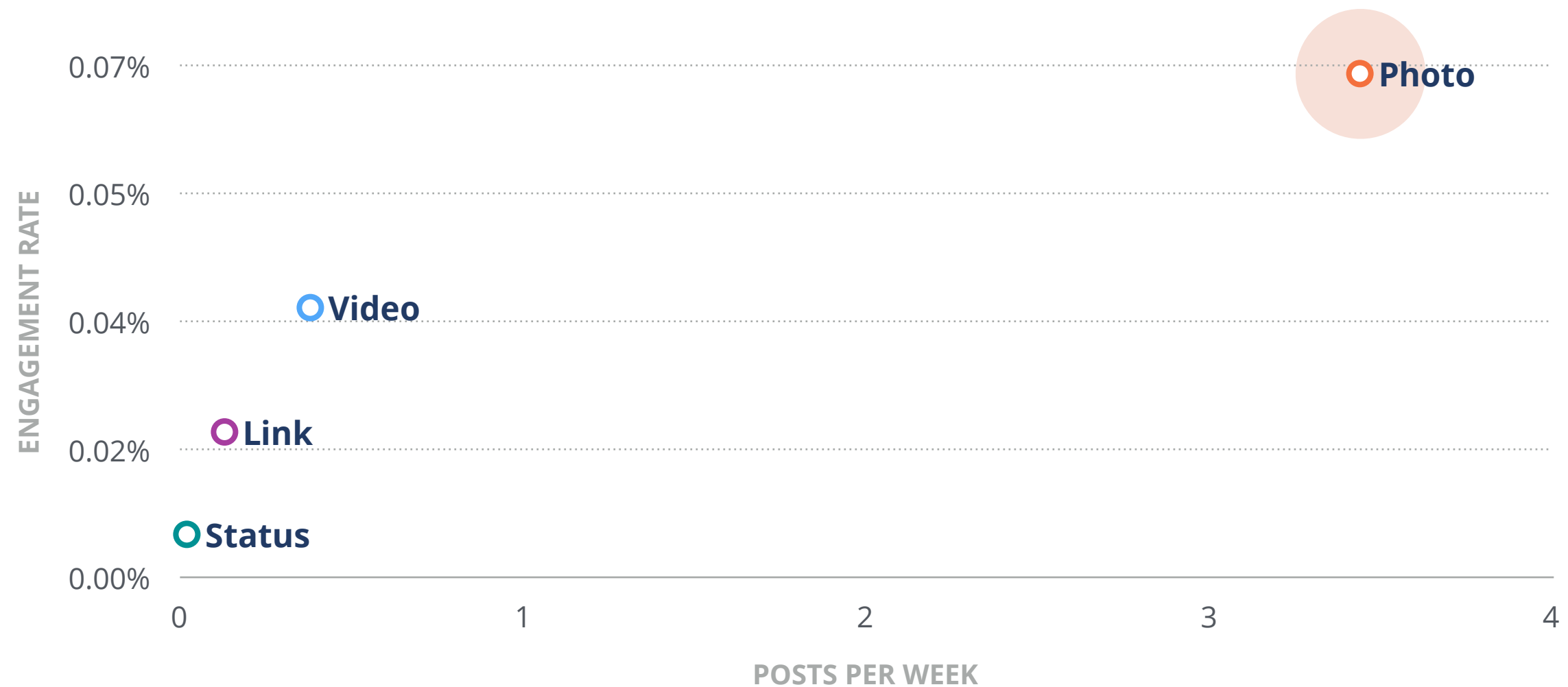


Home Decor brands see notably low engagement on Facebook, so might want to put that energy toward increasing Instagram posting frequency instead.

HOME DECOR FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

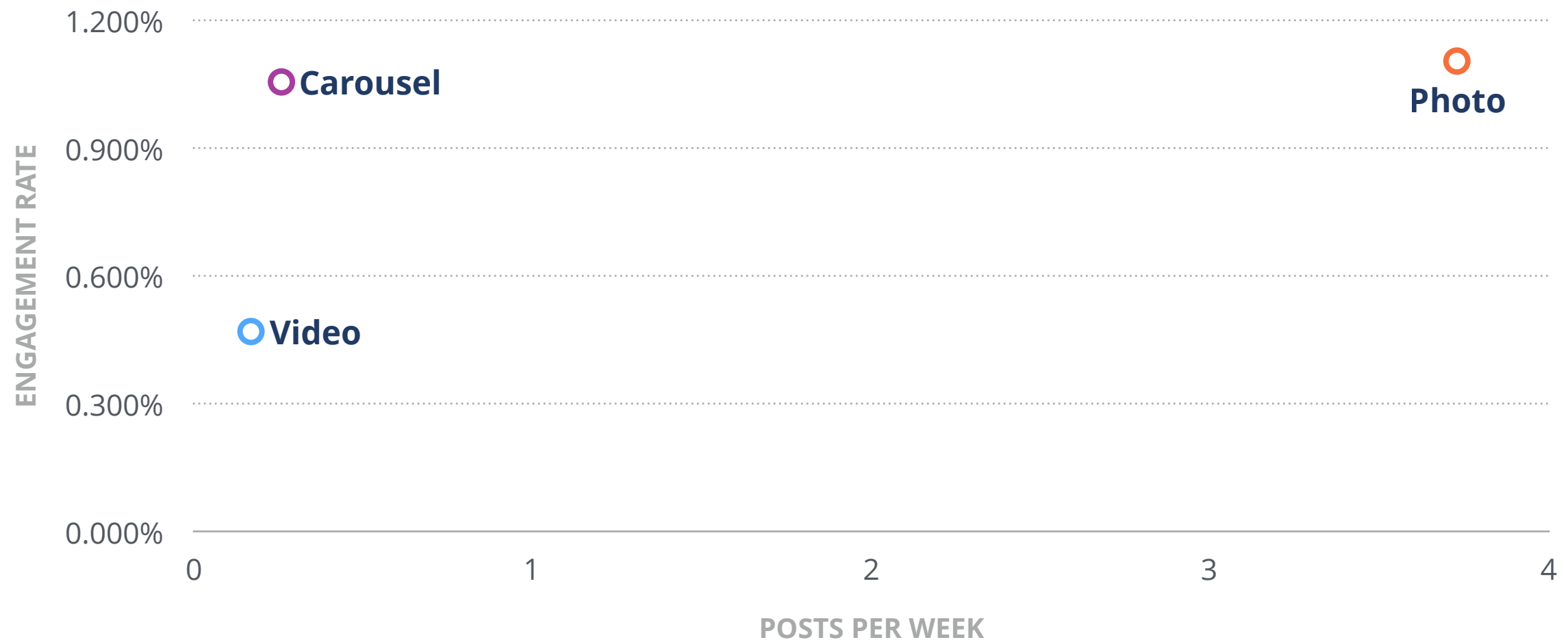


Engagement rate for every post type on Facebook is down for Home Decor brands from last year.
Focus on higher-performing photos.

HOME DECOR INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

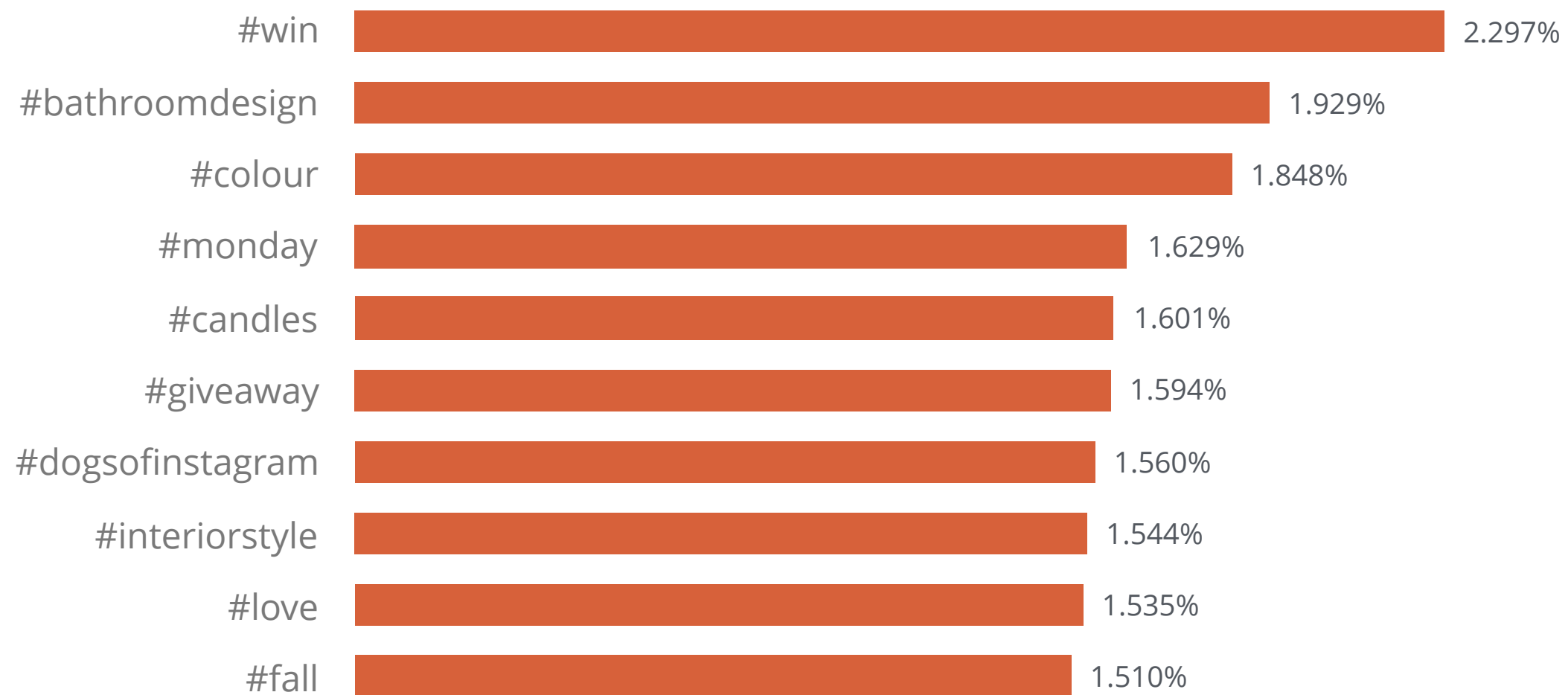


Home Decor brands are posting half as often on Instagram but seeing higher engagement than last year.

HOME DECOR INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

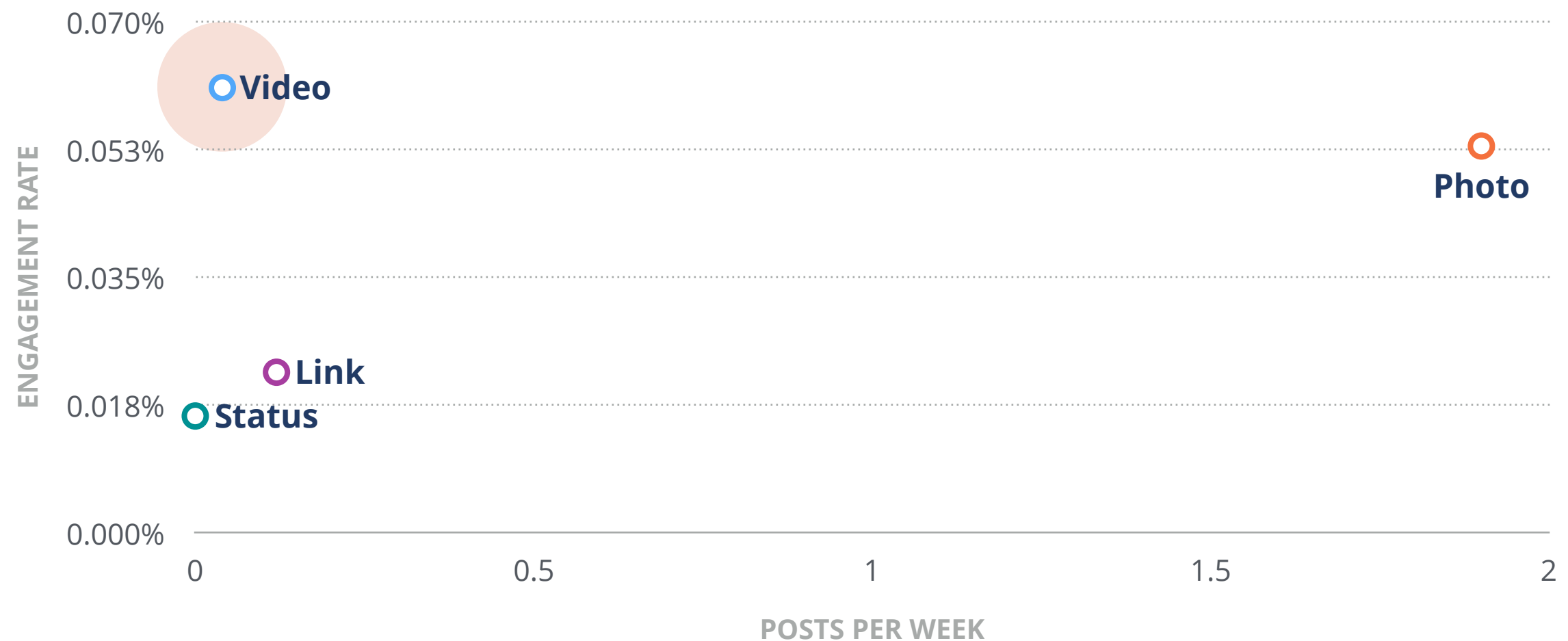


Consistent with other lifestyle industries, Home Decor followers were all about the contests on Instagram.

HOME DECOR TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

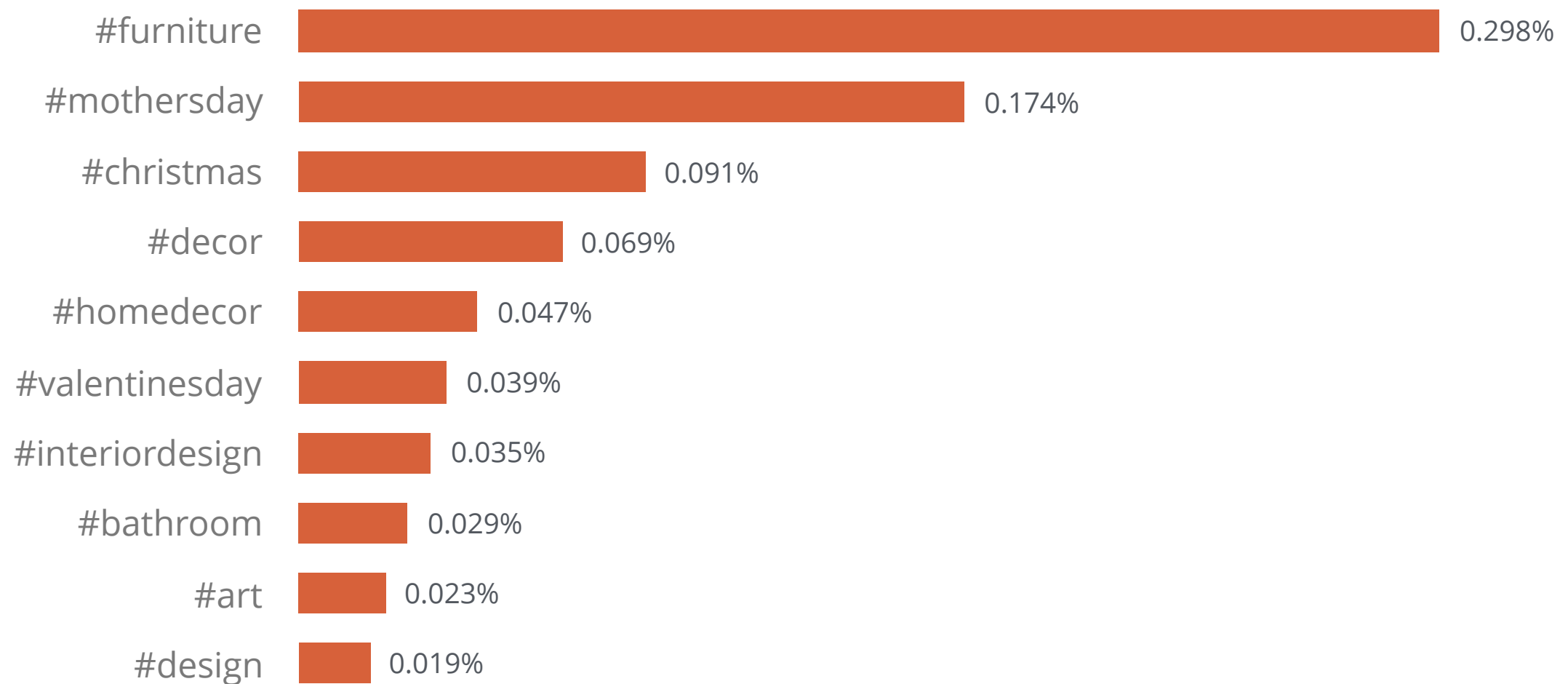


Which came first, the decline in Twitter posting frequency or engagement? Both are down this year, so these brands should focus on upping their video content.

HOME DECOR TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



Home Decor's top-performing Twitter hashtags saw little overlap from their most successful Instagram hashtags, indicating that they're tailoring their content well on each channel.

A photograph of a hotel lobby with a blue overlay. In the foreground, a female hotel employee named Aleksandra, wearing a white shirt and a patterned tie, is smiling and handing a small card to a guest. In the background, a male hotel employee is talking on a phone. The text "INDUSTRY SNAPSHOT HOTELS & RESORTS" is overlaid in white.

INDUSTRY SNAPSHOT HOTELS & RESORTS

HOTELS & RESORTS OVERVIEW

Hotels & Resorts Are High Performers on Twitter

Hotels & Resorts saw high Twitter engagement again this year, but took a dip on Facebook and Instagram. The most successful post types (photos and videos) and hashtags helped followers feel like they were already on vacation.

A few suggestions to keep up the social momentum:

- Keep on keepin' on with posting frequency, content, and hashtags on Twitter.
- Take some Facebook energy and put it toward Instagram instead.



FACEBOOK
POSTS PER DAY

0.77

FACEBOOK
ENG RATE / POST

0.13%



INSTAGRAM
POSTS PER DAY

0.64

INSTAGRAM
ENG RATE / POST

1.73%



TWEETS
PER DAY

0.44

TWITTER
ENG RATE / TWEET

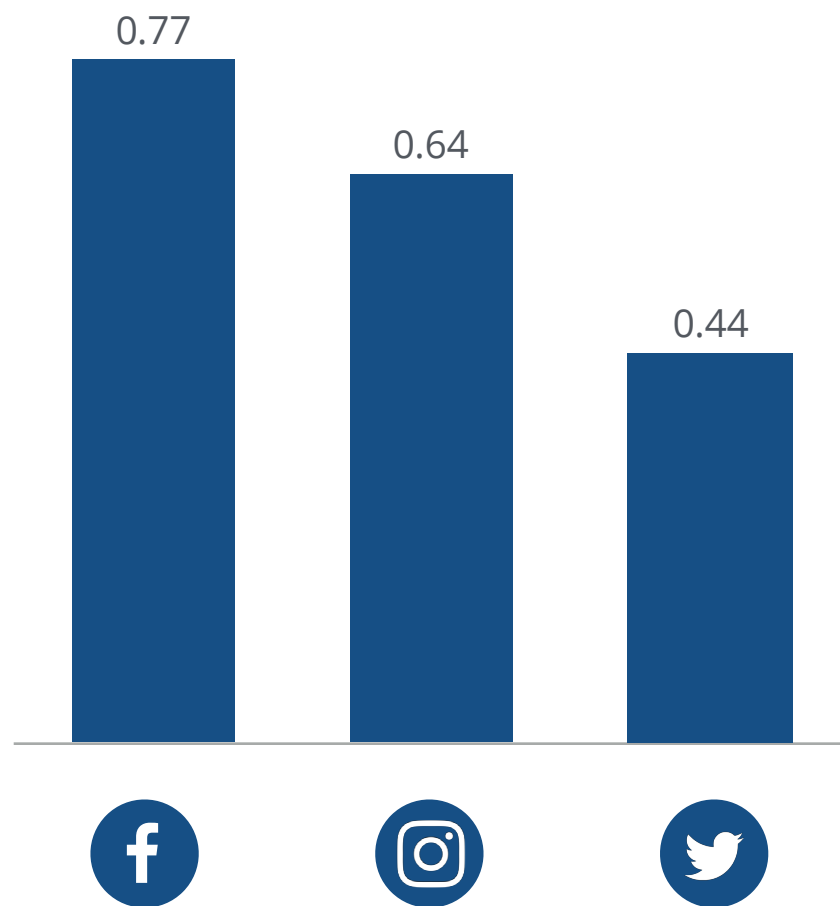
0.071%



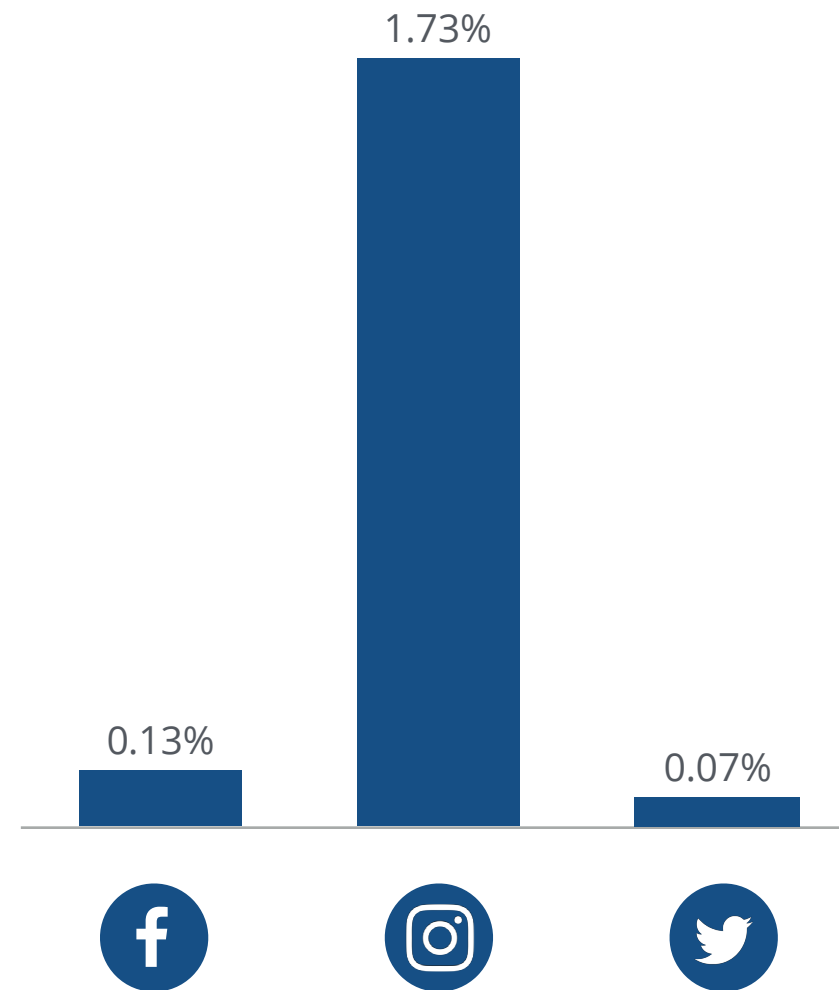
A few examples from
Hotels & Resorts

HOTELS & RESORTS POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

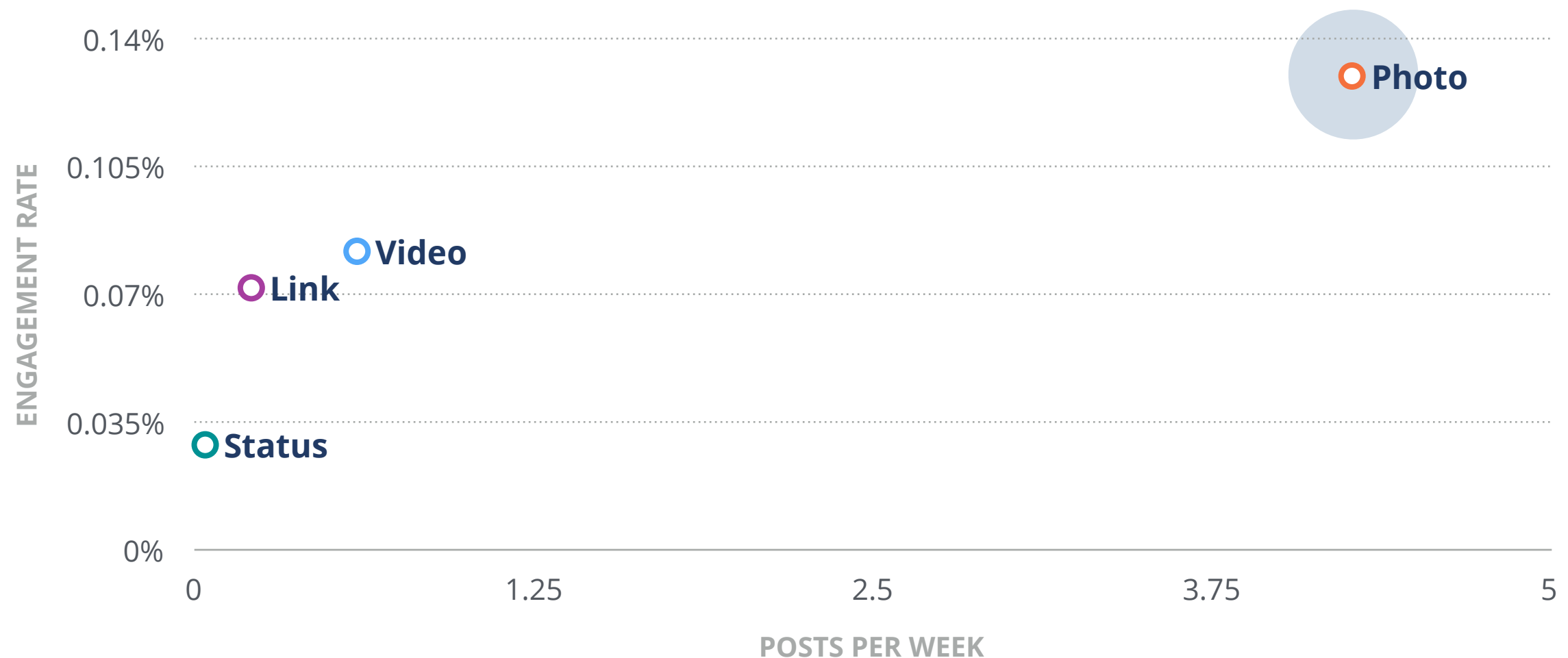


Hotels & Resorts are posting most frequently on Facebook despite declining engagement on that channel. Consider refocusing those efforts back to Instagram.

HOTELS & RESORTS FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

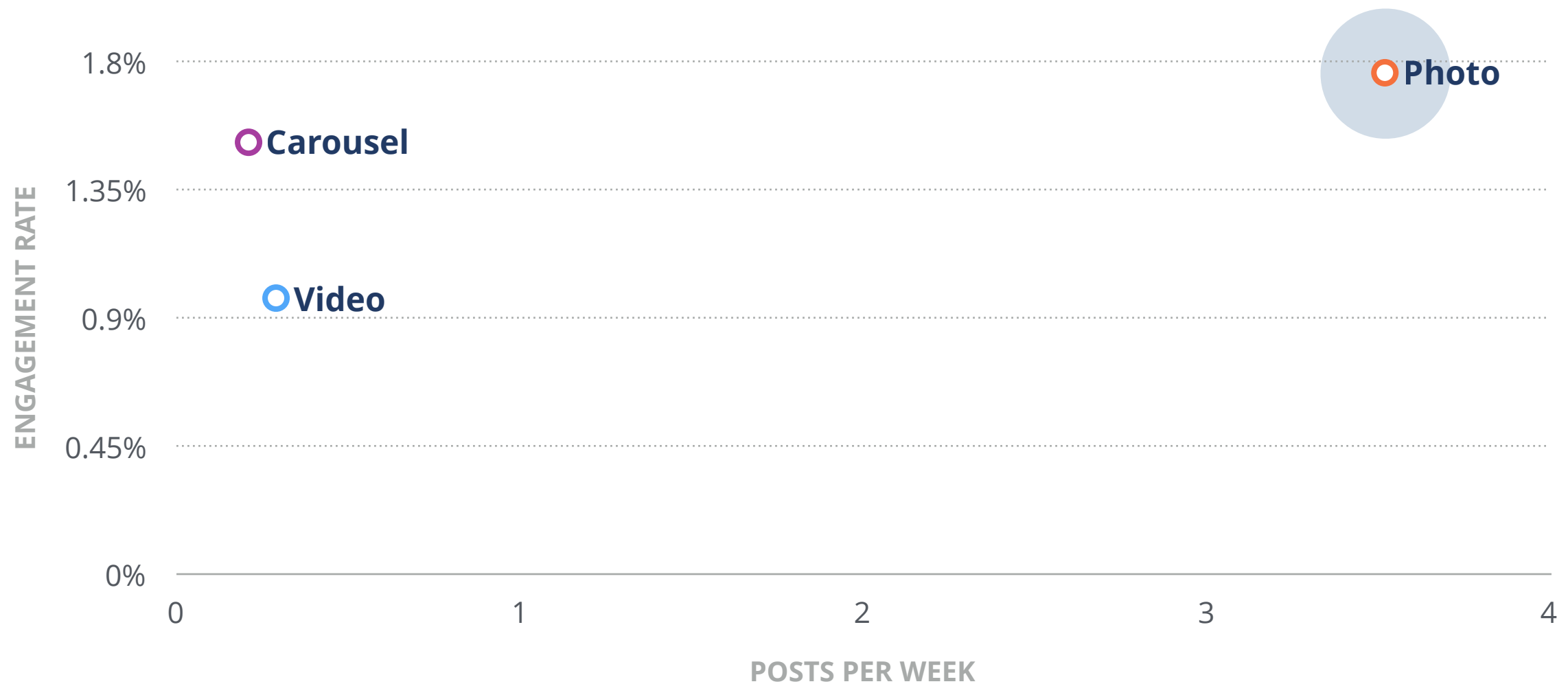


As you'd expect from such a visual industry, photos fare well for Hotels & Resorts on Facebook. Even that high-performing post type sees less than half the engagement it saw last year, though.

HOTELS & RESORTS INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

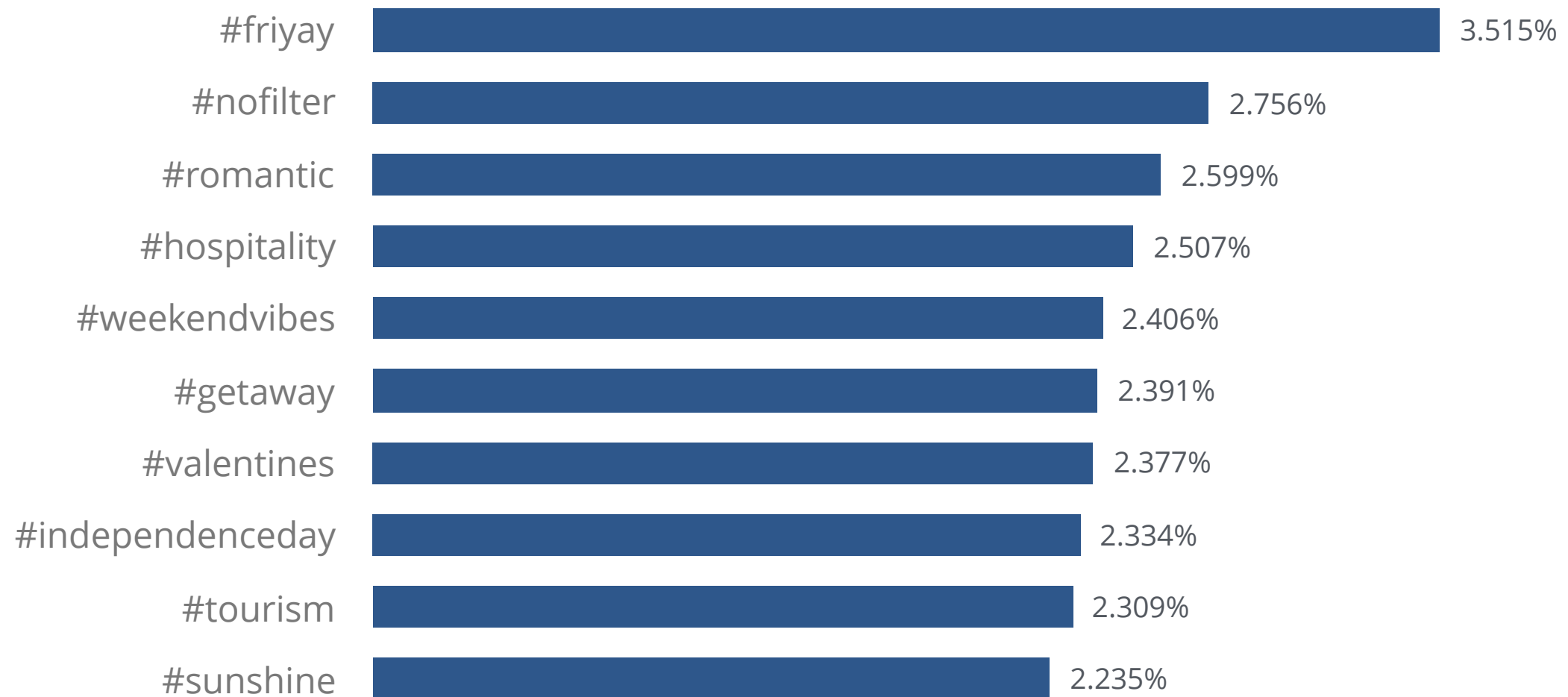


Hotels & Resorts pulled back on their posting frequency of every type on Instagram this year.

HOTELS & RESORTS INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

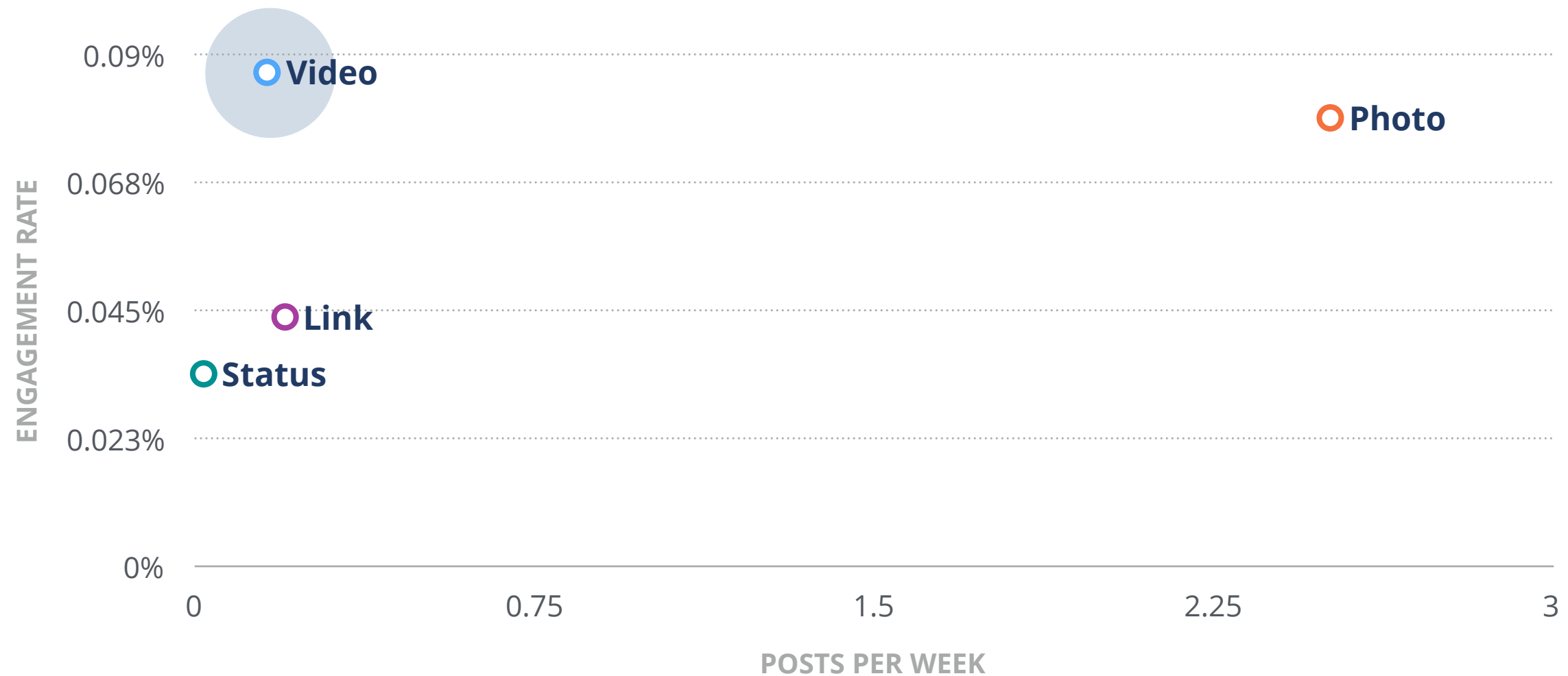


For the second year in a row, Hotels & Resorts made the most of hashtags that helped followers feel like they were on vacation.

HOTELS & RESORTS TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

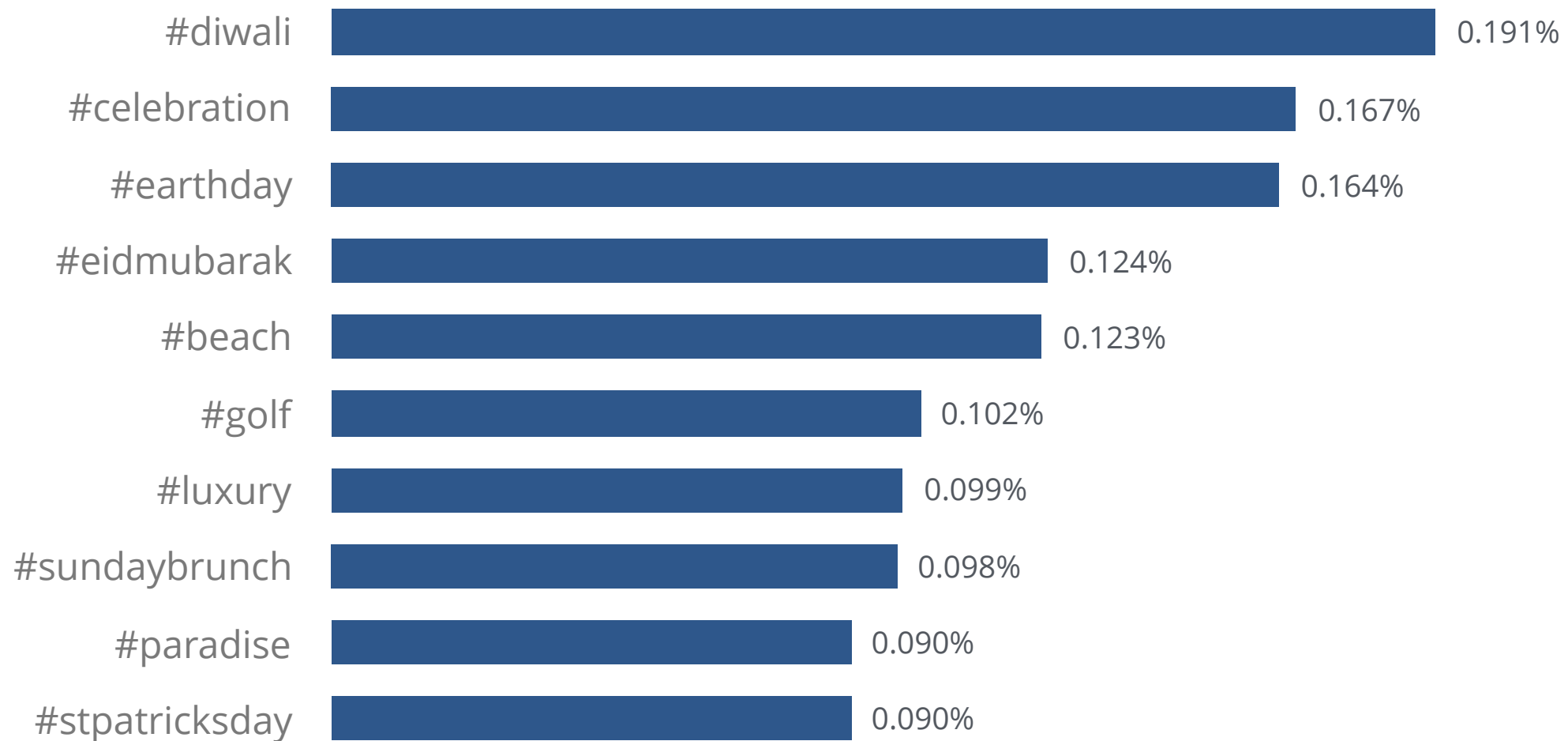


Hotels & Resorts saw great video engagement on Twitter for the second year in a row, and also doubled their photo engagement on this channel.

HOTELS & RESORTS TWITTER HASHTAGS

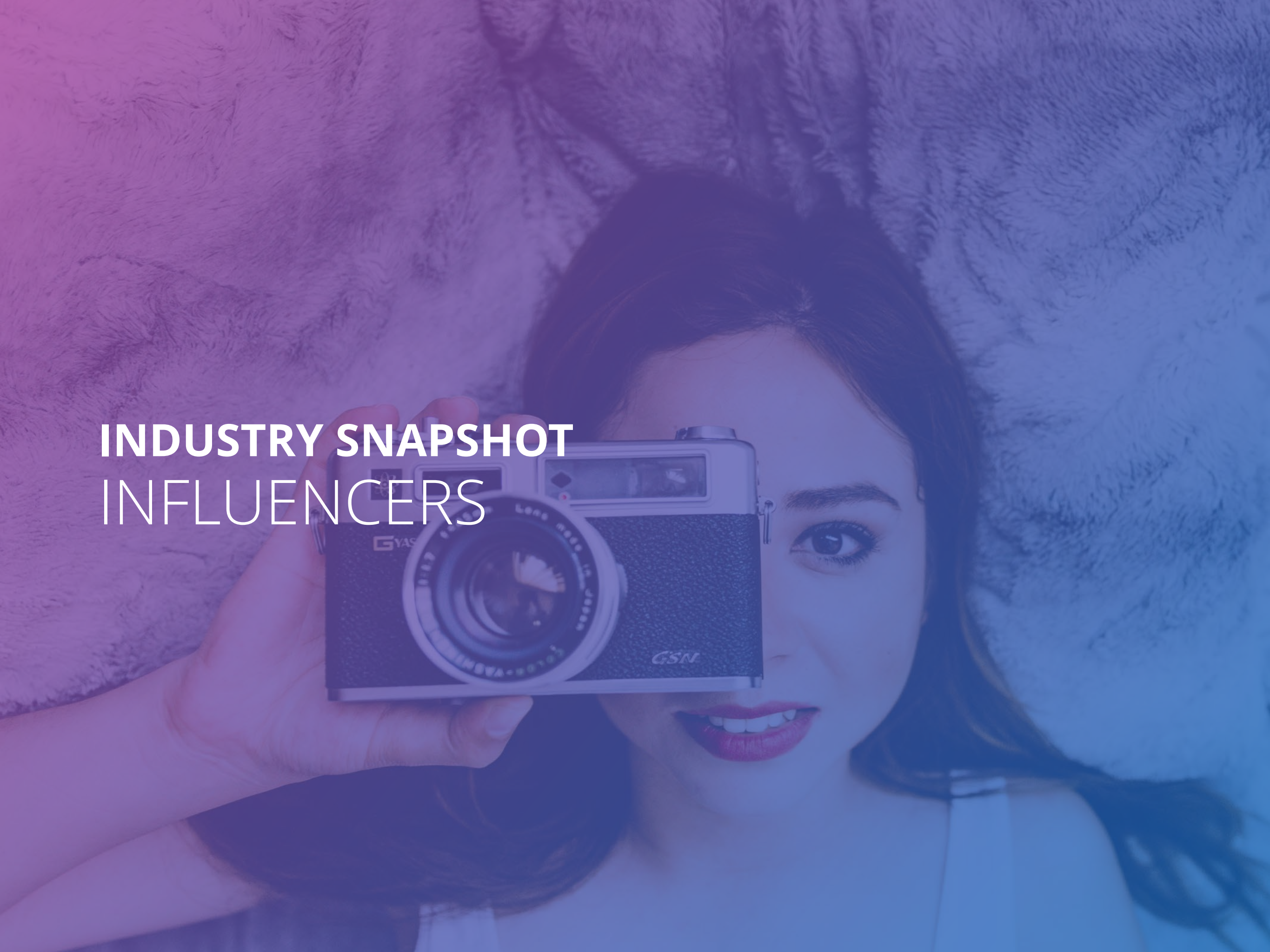


Top hashtags by engagement rate (used by more than 15 companies in this study)



Holiday hashtags were top performers on Twitter, with a multicultural theme running through hashtags like #diwali and #eidmubarak.

INDUSTRY SNAPSHOT INFLUENCERS



INFLUENCERS OVERVIEW

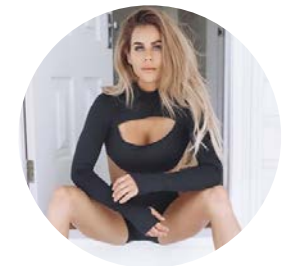


Influencers Rock Facebook

Once again, Influencers perform far above average on Facebook, and stay competitive against other industries on Instagram too. They have some work to do if they want to have any influence on Twitter, though.

Two recommendations for the year to come:

- Videos do well on Influencers' strongest channels, Facebook and Instagram.
- Rethink your Twitter strategy by taking a closer look at what does well for you on that channel.



A few examples from Influencers



FACEBOOK
POSTS PER DAY

0.95

FACEBOOK
ENG RATE / POST

0.12%



INSTAGRAM
POSTS PER DAY

0.76

INSTAGRAM
ENG RATE / POST

1.97%



TWEETS
PER DAY

0.99

TWITTER
ENG RATE / TWEET

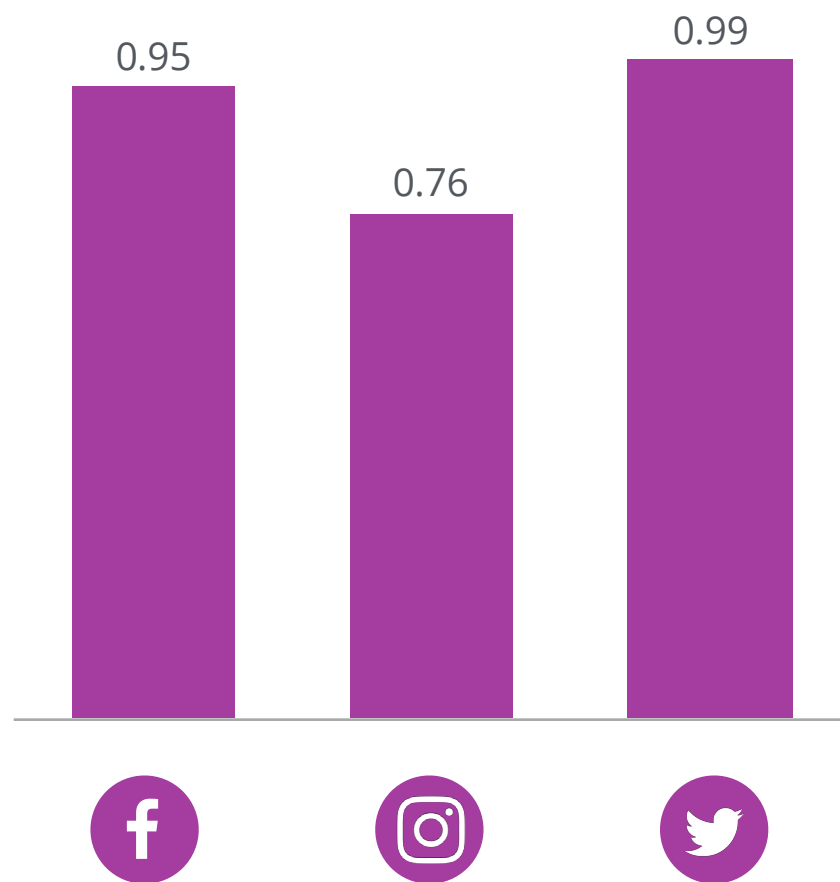
0.036%

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

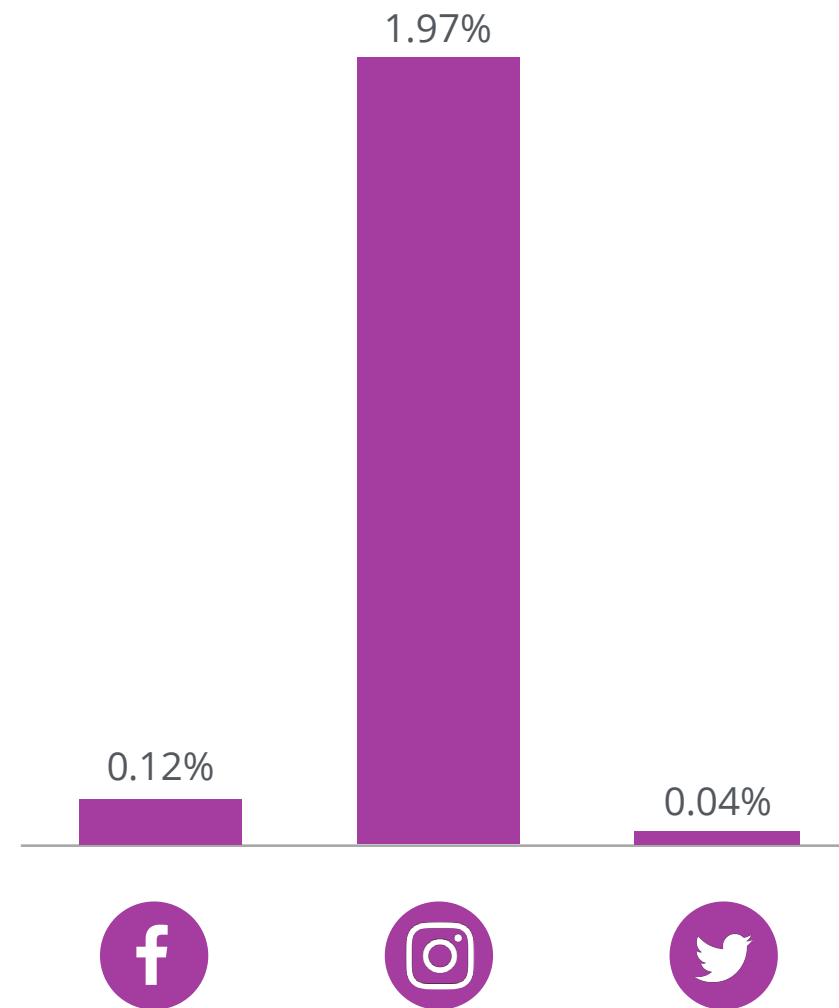
INFLUENCERS

POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

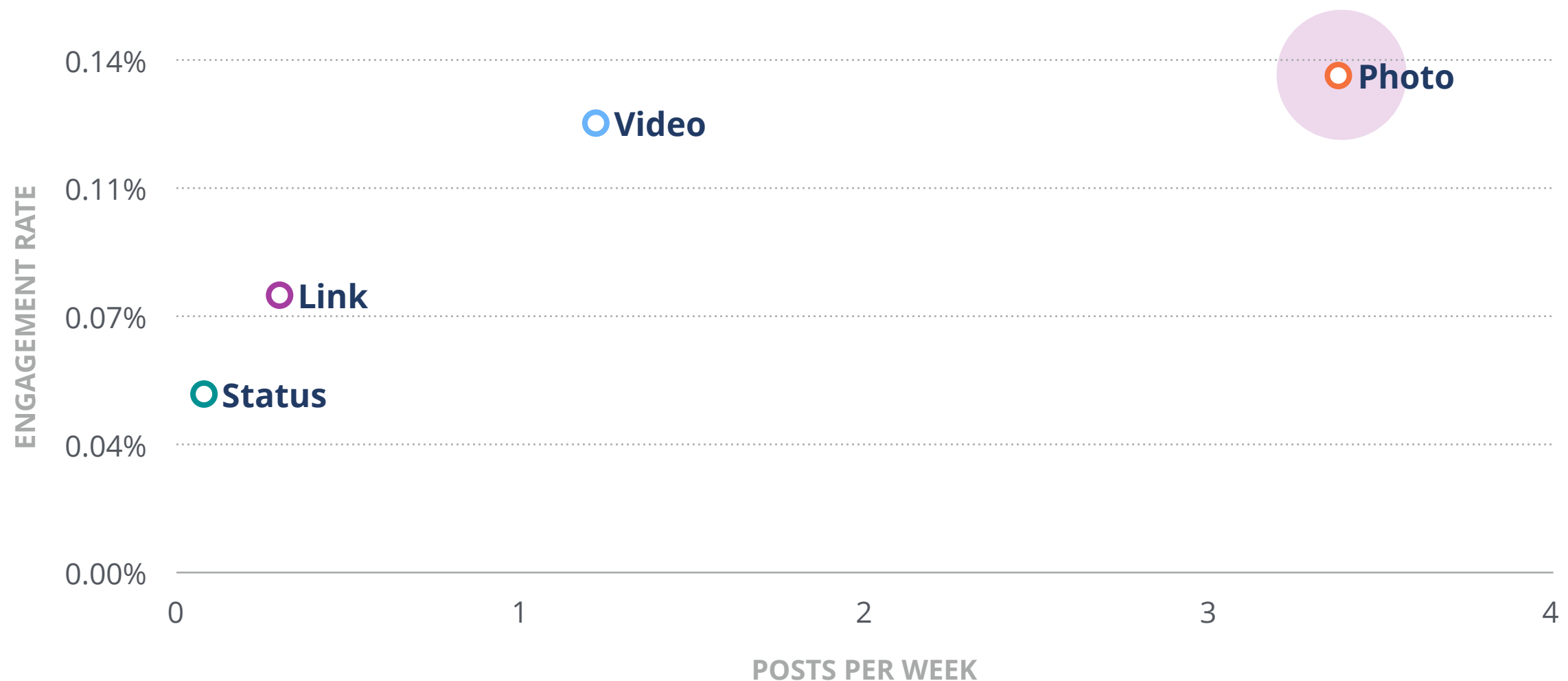


This year saw a decline in Influencer posting frequency across every channel.

INFLUENCERS FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

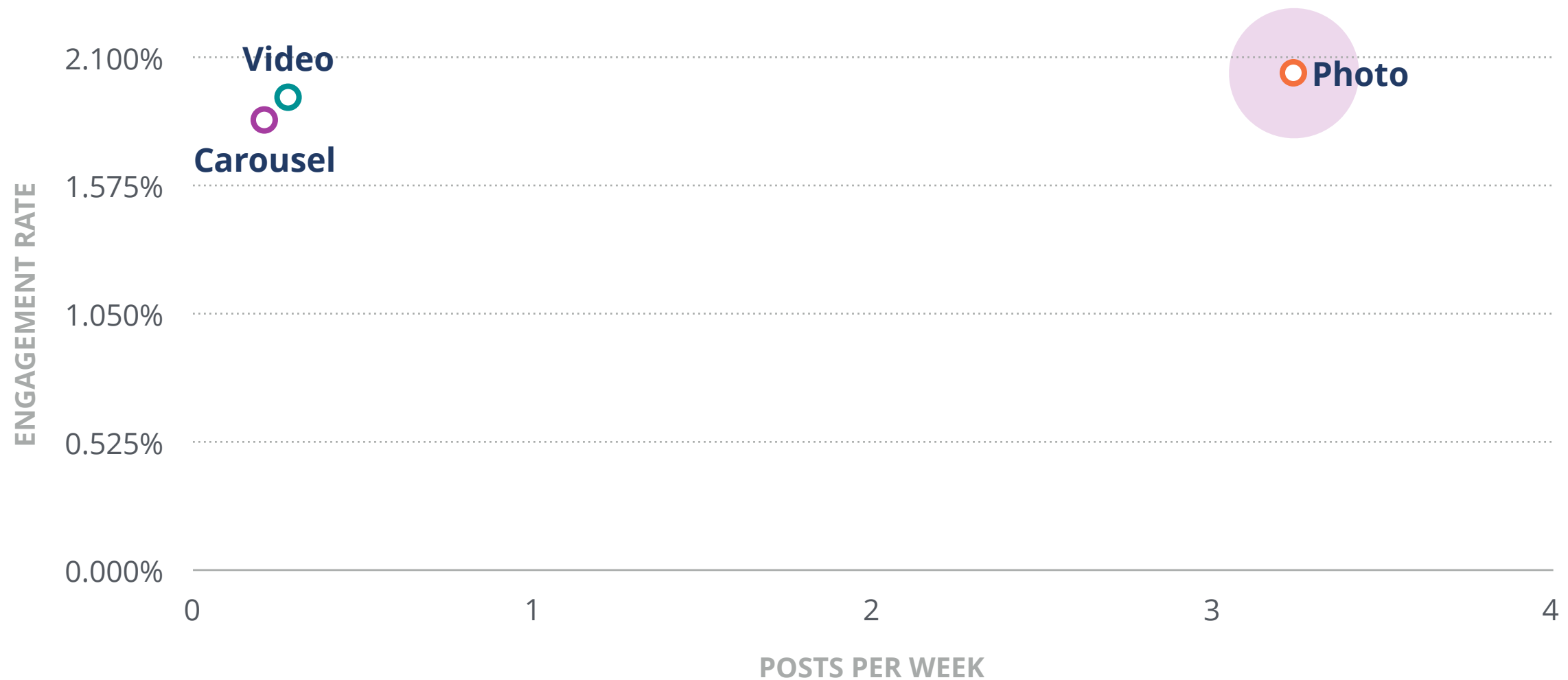


Influencers saw half the Facebook engagement this year, but continued to focus on high-performing photos, which was the right move.

INFLUENCERS INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

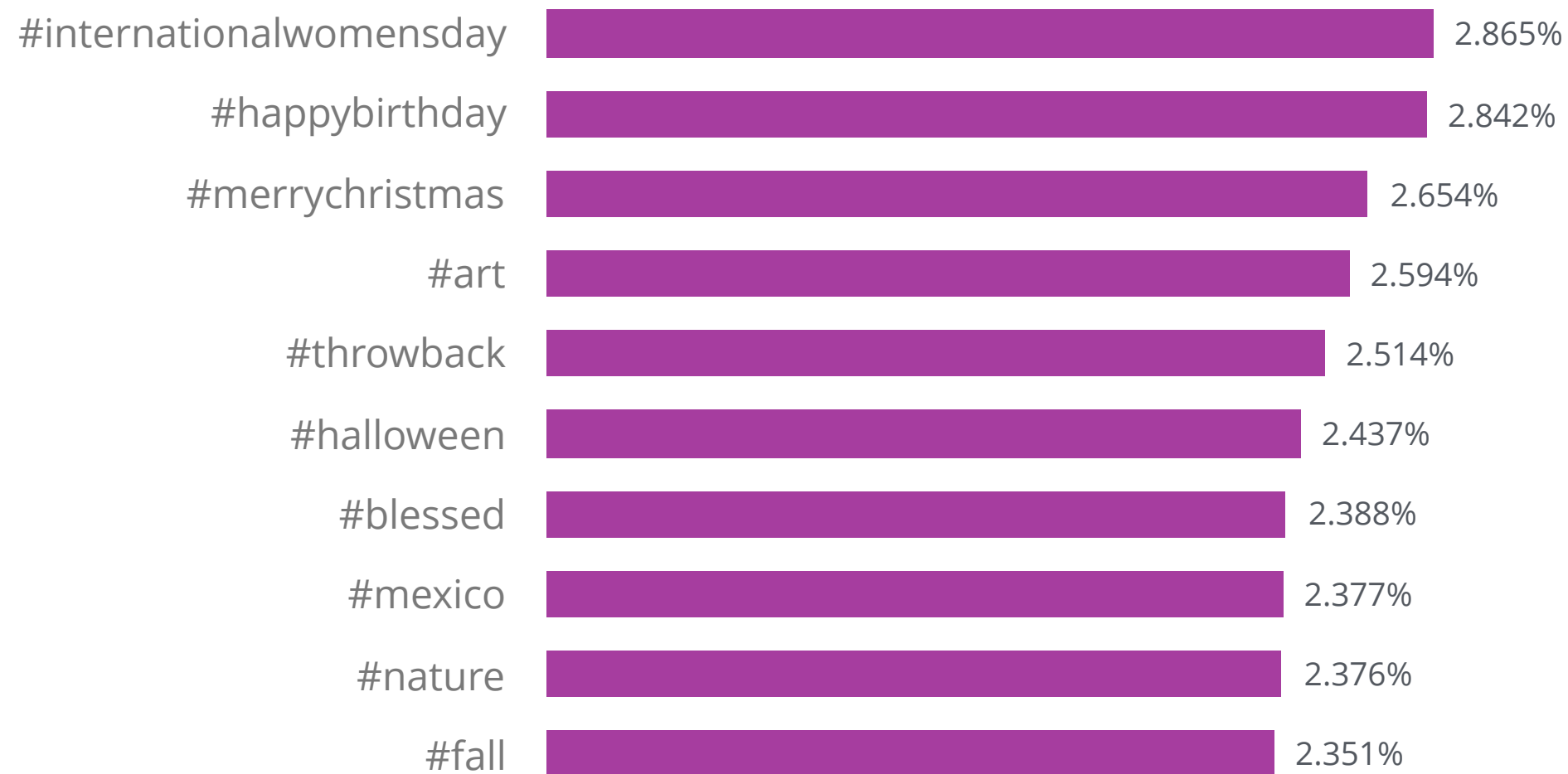


No surprise that Influencers continue to find a home on Instagram. Photo, video, and carousel engagement are neck and neck for top performing post type on this channel.

INFLUENCERS INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

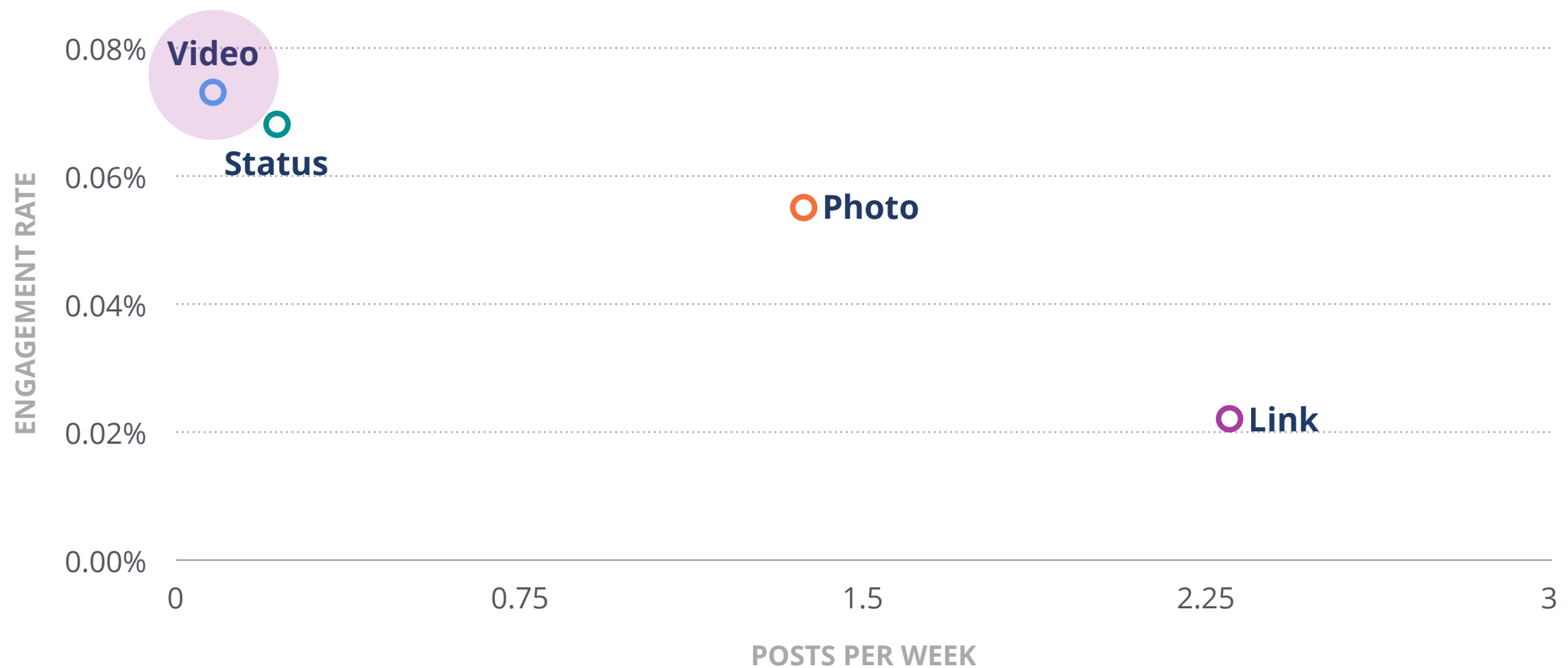


Continuing the trend, holidays performed well for Influencers on Instagram.

INFLUENCERS TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

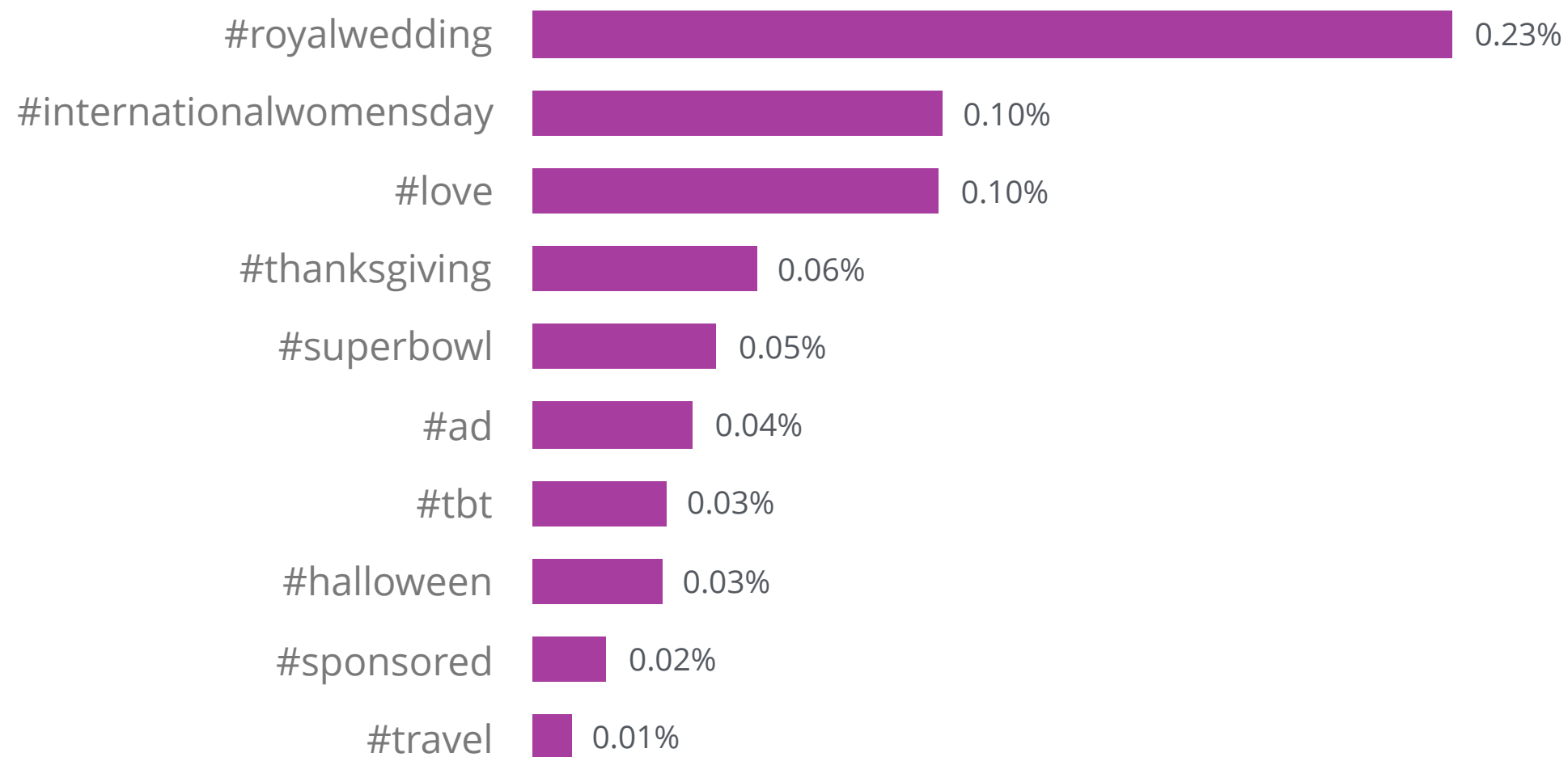


This graph goes from high to low in exactly the wrong direction: Influencers are experiencing low engagement from the posts they're putting up most frequently. Focus more on videos and status updates.

INFLUENCERS TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



#internationalwomensday topped both the Instagram and Twitter charts for Influencers this year.

INDUSTRY SNAPSHOT MEDIA



MEDIA OVERVIEW

Media Companies Trying to Break into Instagram

High posting frequency continues to plague Media brands' engagement on Facebook and Twitter, but thanks to some smart investments in Instagram content, they're on the rise on social media's most engaging channel.

Two suggestions that could improve that engagement rate:

- Keep focusing on Instagram, and consider upping hashtag uses
- Pull back on posting Facebook links and put that energy into videos and photos, which resonate better with your followers



FACEBOOK
POSTS PER DAY

8.18

FACEBOOK
ENG RATE / POST

0.05%



INSTAGRAM
POSTS PER DAY

0.65

INSTAGRAM
ENG RATE / POST

1.22%



TWEETS
PER DAY

10.73

TWITTER
ENG RATE / TWEET

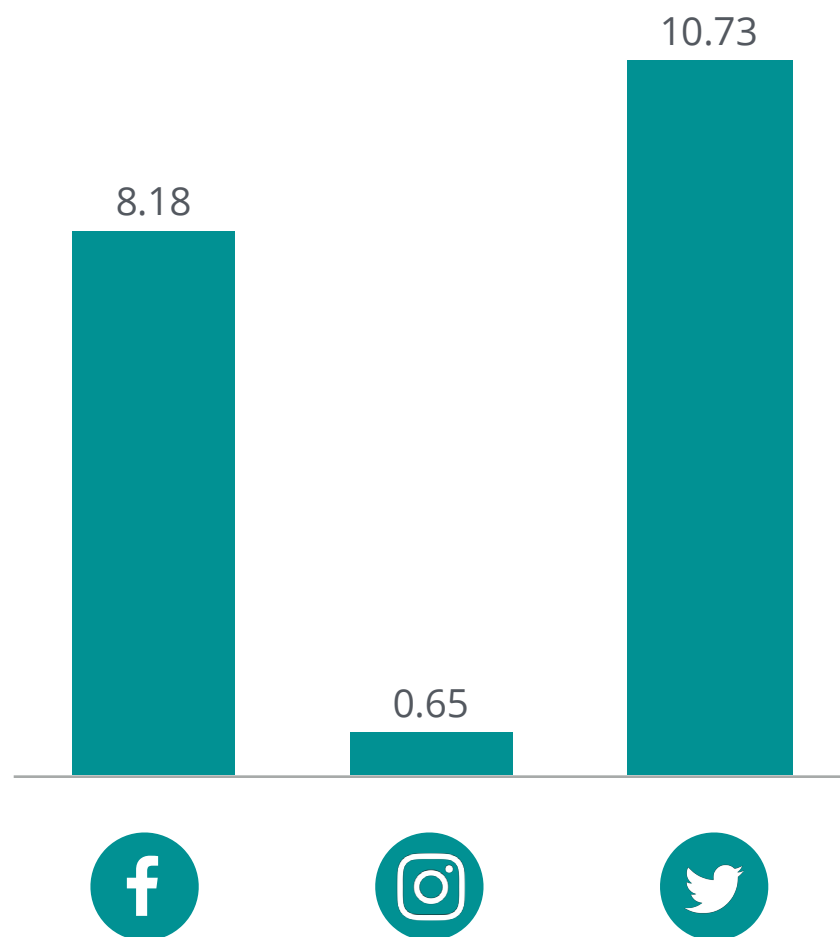
0.009%

A few examples from
Media companies

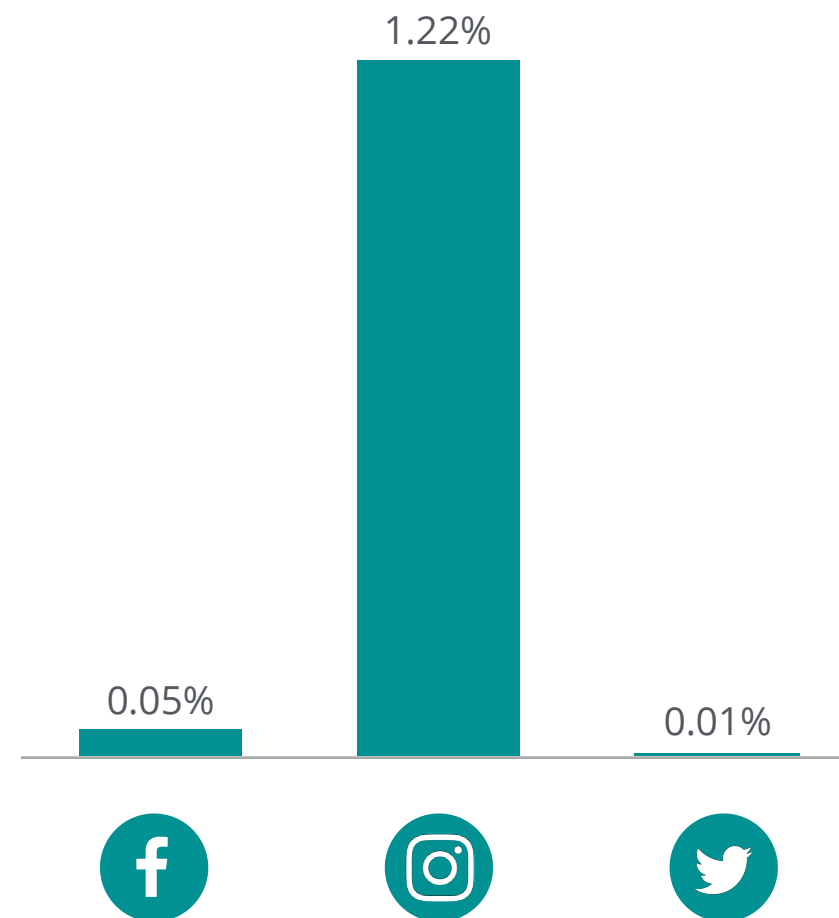
MEDIA

POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

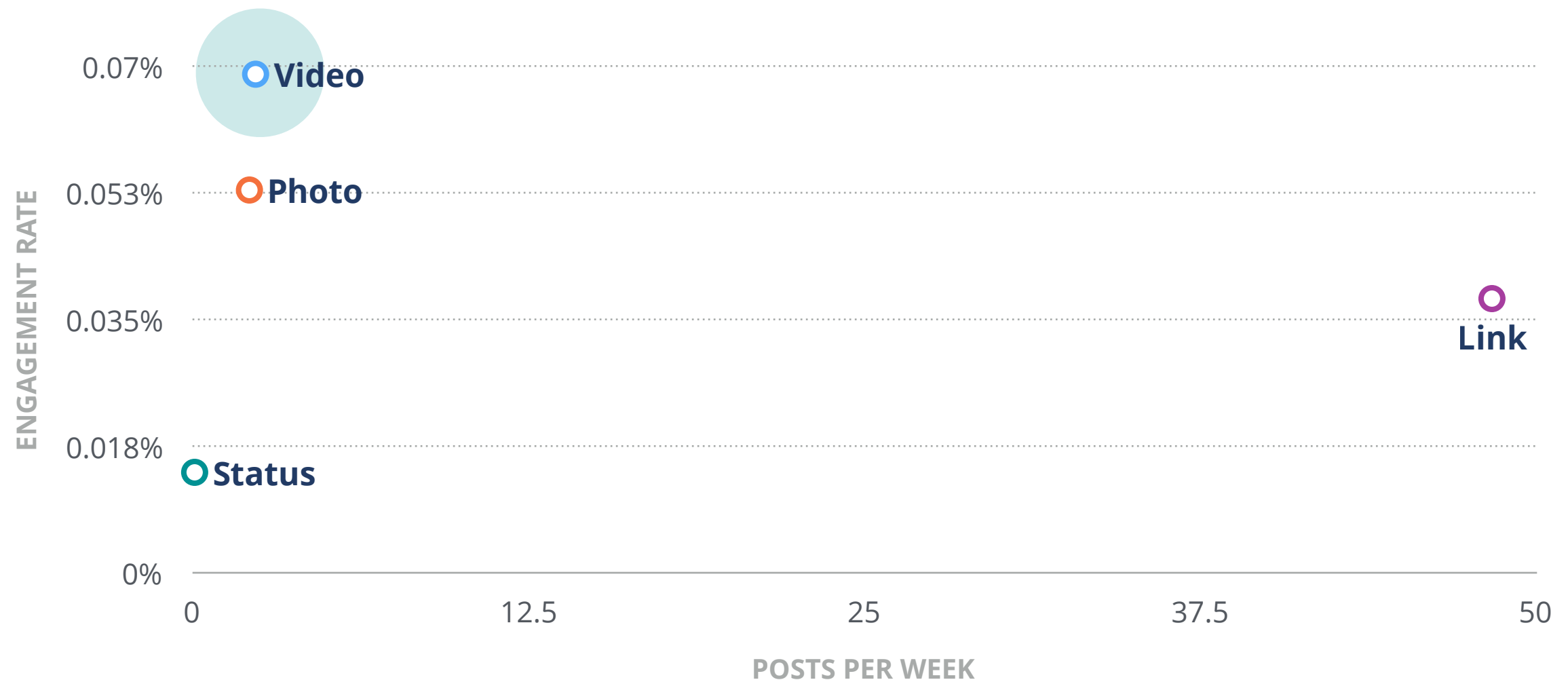


For the third year in a row, Media brands saw low engagement rate and high post frequency on Twitter and Facebook, and posted infrequently on Instagram.

MEDIA FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

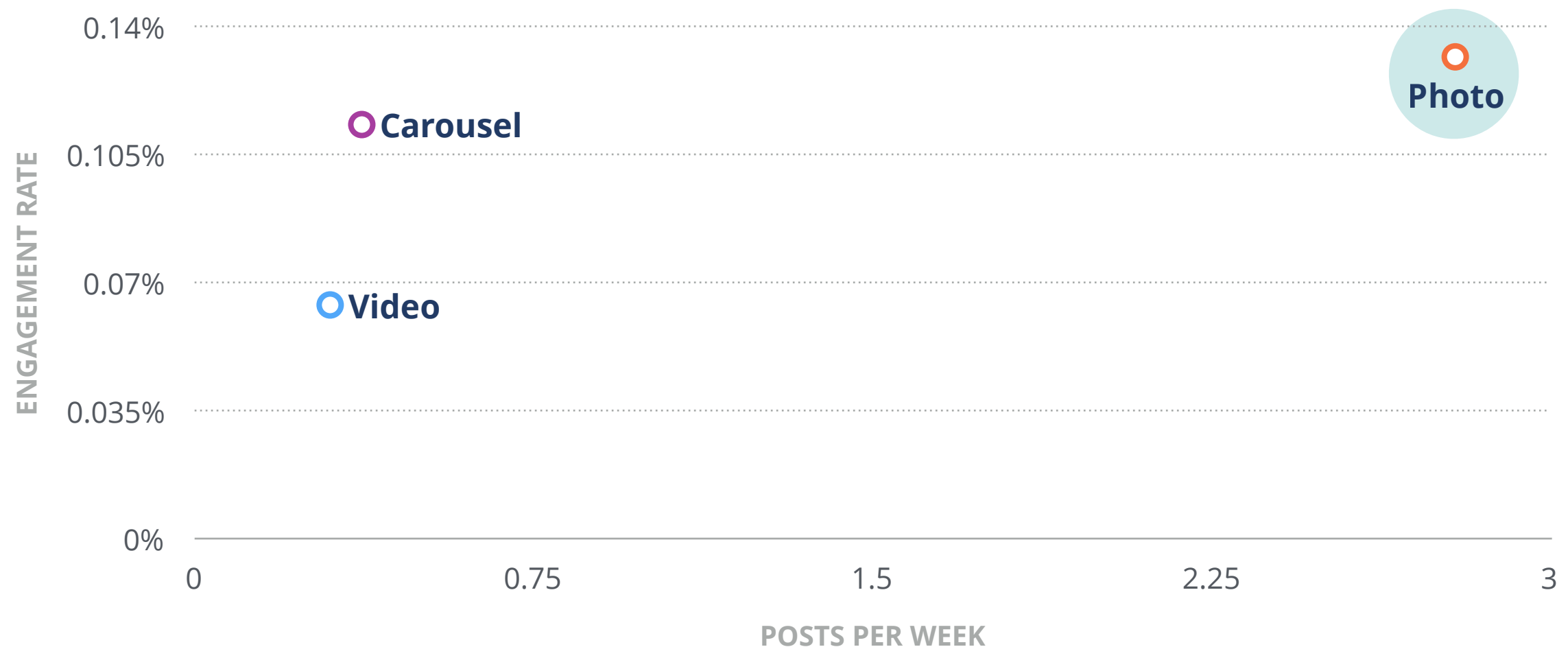


Media companies are all about driving traffic to their sites, which explains their heavy reliance on link posts.

MEDIA INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

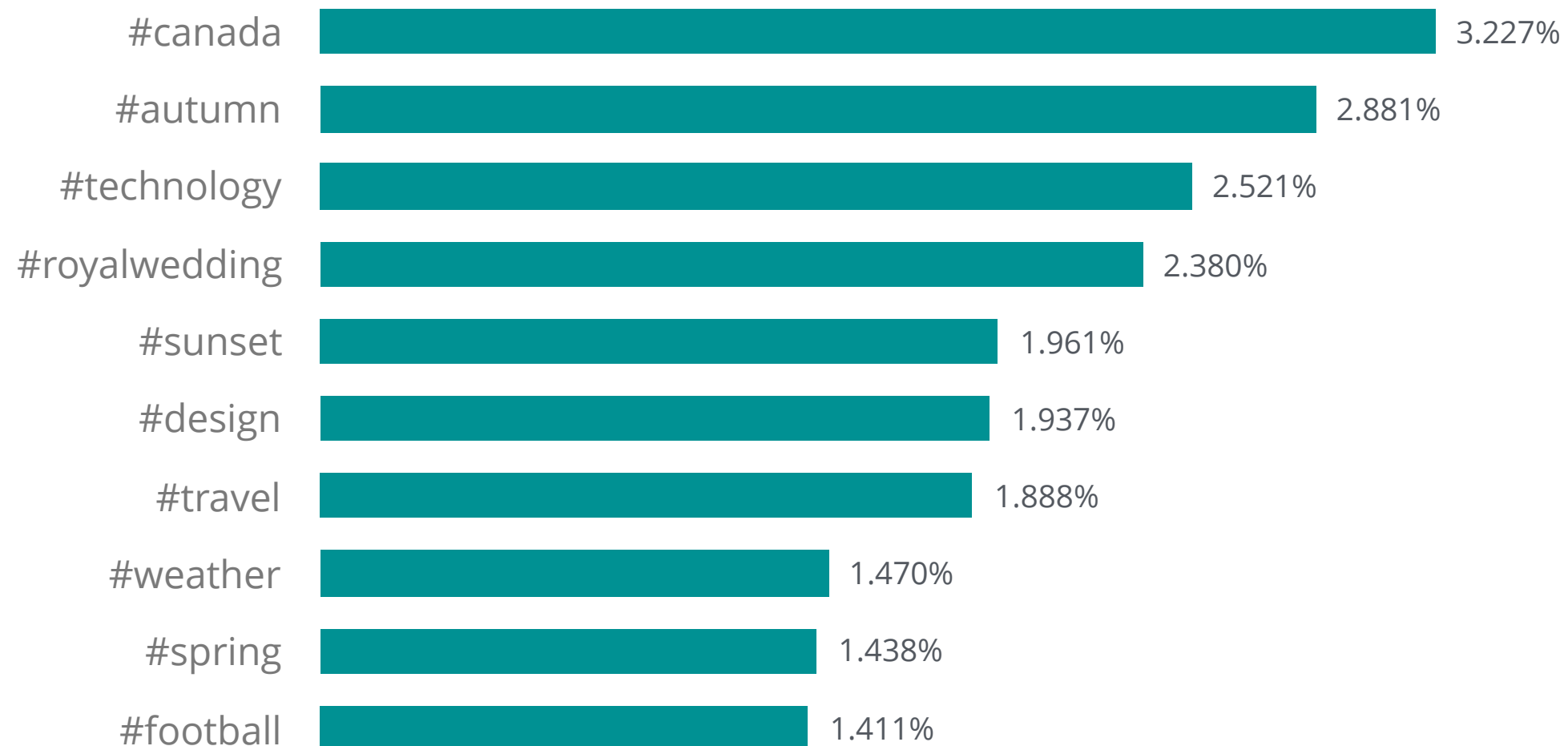


As with many industries, Media companies saw high engagement but low frequency with carousel posts on Instagram. These companies might want to focus more here in the year to come.

MEDIA INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

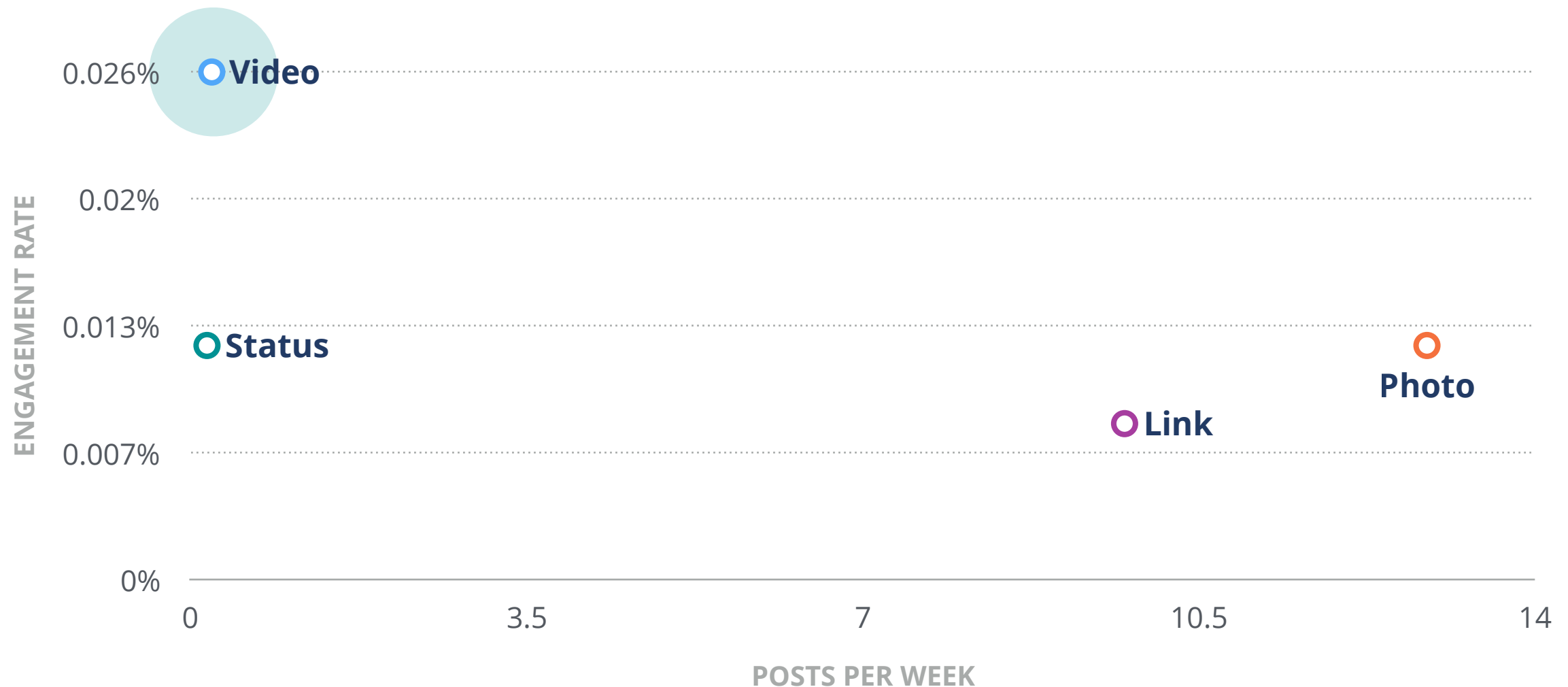


Instagram hashtag engagement was a full point higher this year, suggesting Media brands have cracked the hashtag code on this channel.

MEDIA TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type



Media companies are all about the links across all their channels. But, with photo frequency outstripping link frequency on Twitter, we can see that they include a custom photo more often than not on this channel.

MEDIA TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



For the second year in a row, the highest-performing Twitter hashtags for Media brands are evergreen and generic instead of focused on a trending event.

A photograph of two children playing in a fountain. The child in the foreground is reaching out to touch the water, while the child in the background is smiling. The image is overlaid with a red-to-blue gradient. The text "INDUSTRY SNAPSHOT" and "NONPROFITS" is written in white, bold, sans-serif font on the left side.

INDUSTRY SNAPSHOT NONPROFITS

NONPROFITS OVERVIEW

Nonprofits Perform Well on Facebook and Instagram

Nonprofits performed consistently well across all three channels for the second year in a row, with standout engagement on Facebook and Instagram. Unlike many other brands, engagement on their top performing Instagram hashtags doubled.

Two recommendations for Nonprofits:

- Divert some low-return Twitter energy toward high-performing Facebook and Instagram.
- Make the most of the photos you're already posting by combining them into carousels on Instagram.



FACEBOOK
POSTS PER DAY

1.13

FACEBOOK
ENG RATE / POST

0.13%



INSTAGRAM
POSTS PER DAY

0.46

INSTAGRAM
ENG RATE / POST

2.40%



TWEETS
PER DAY

1.99

TWITTER
ENG RATE / TWEET

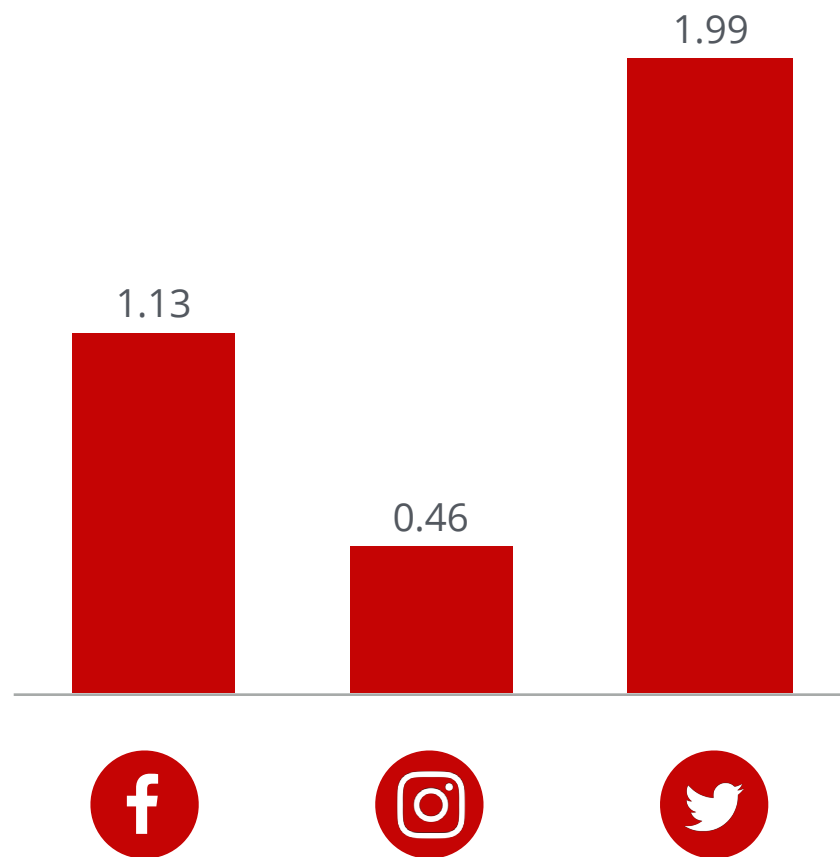
0.062%



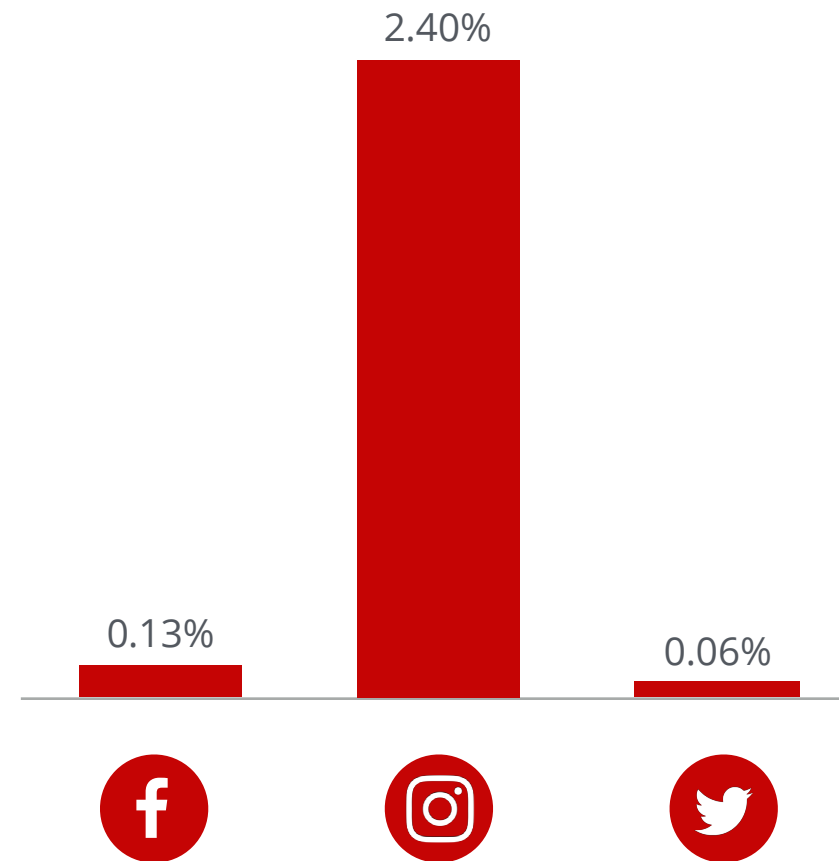
A few examples from Nonprofits

NONPROFITS POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

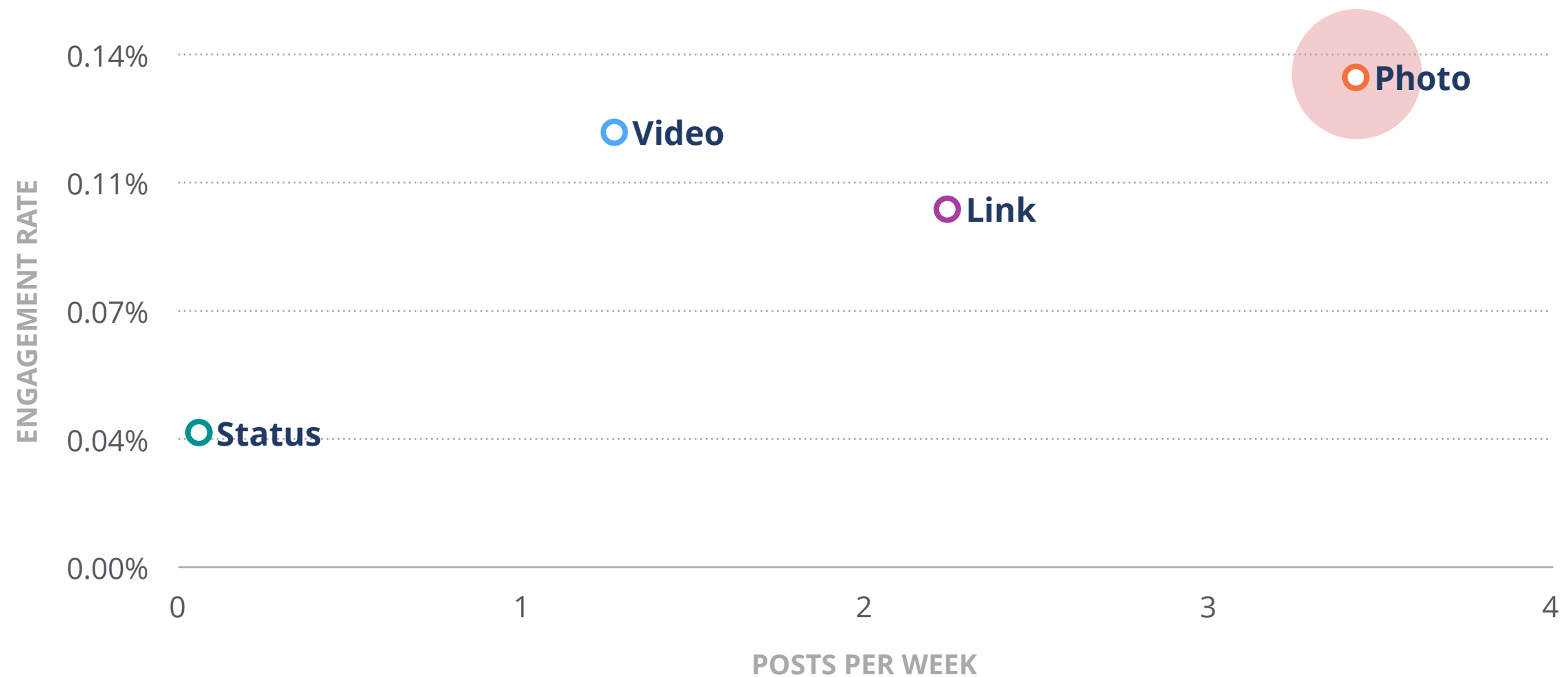


Nonprofits win the consistency award this year, with very similar post frequency and engagement across all three channels.

NONPROFITS FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

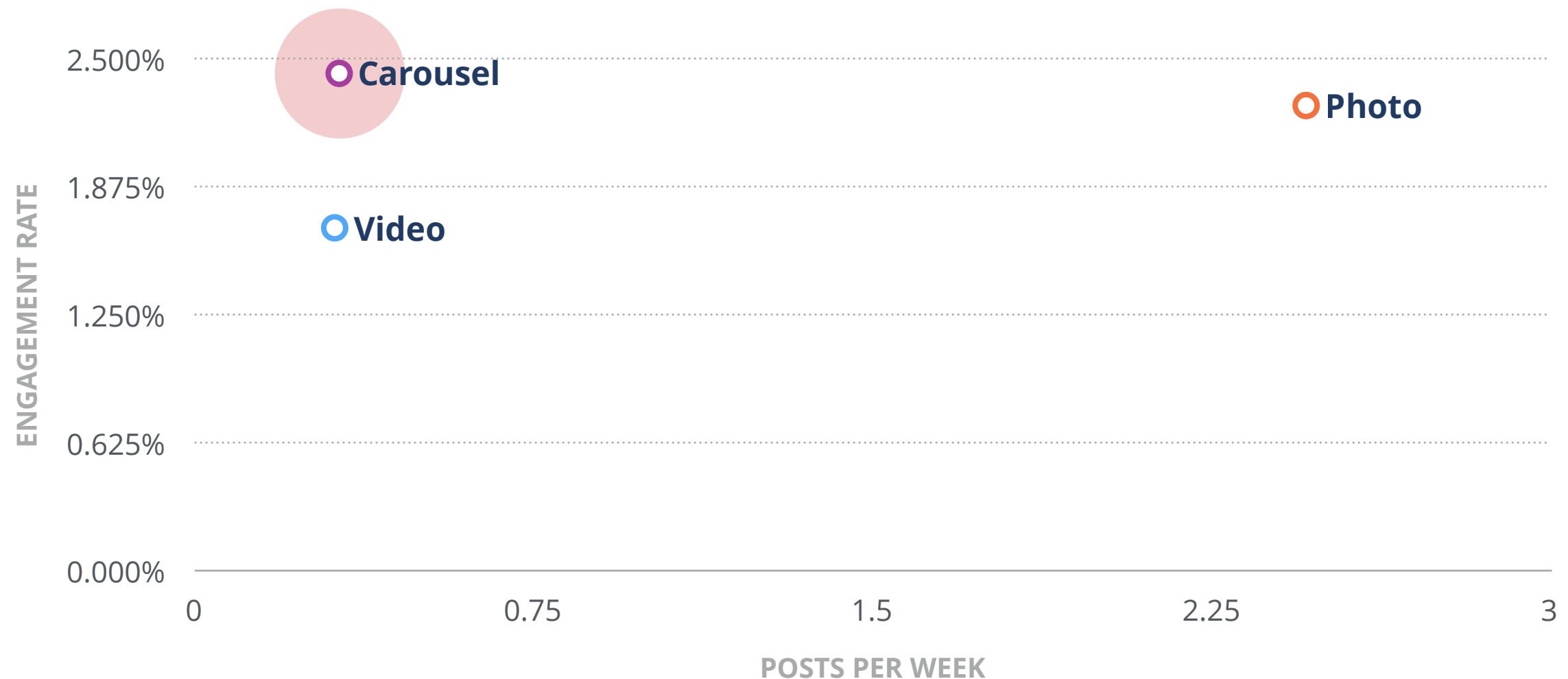


Nonprofits saw the second highest engagement of the industries surveyed in this study, so they're on the right track by favoring photos and videos on Facebook.

NONPROFITS INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

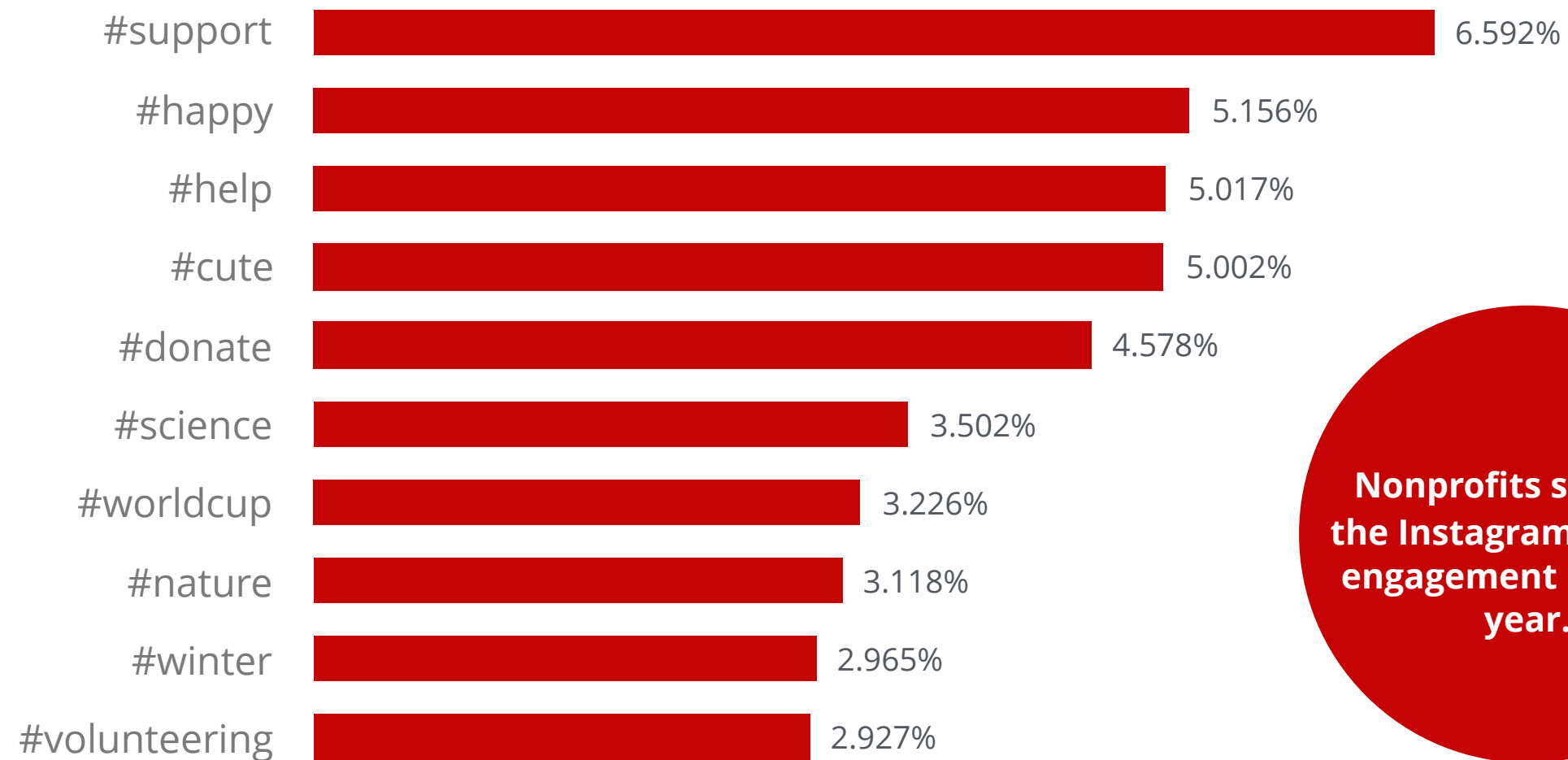


Carousels have overtaken photos for Nonprofits Instagram engagement, so these companies should look into combining more of their photo posts into high-performing carousels.

NONPROFITS INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



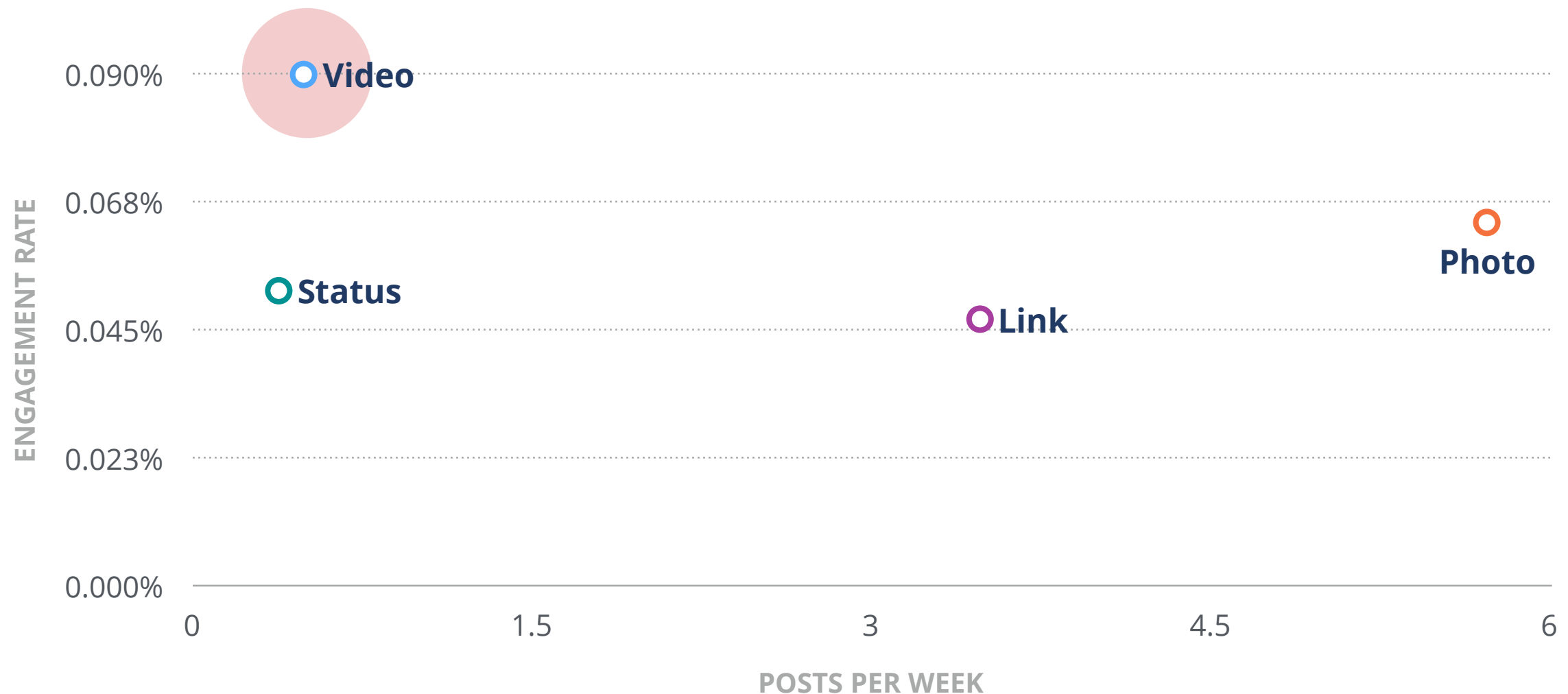
Nonprofits saw **2x**
the Instagram hashtag
engagement rate this
year.

Generosity was a high-performing theme for Instagram hashtags for Nonprofits, like #support, #donate, and #volunteering.

NONPROFITS TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

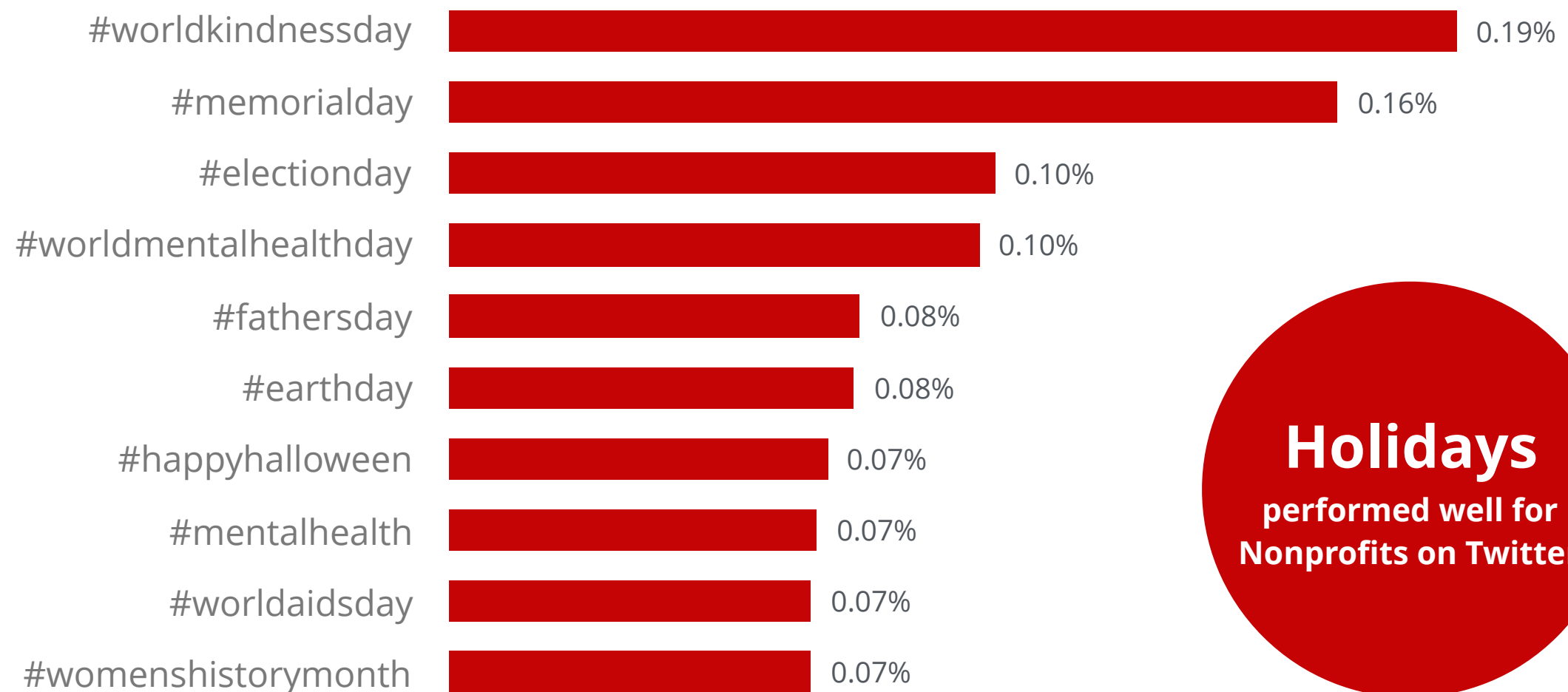


Nonprofits are posting photos and links half as often as they were last year, but their engagement hasn't declined very much as a result.

NONPROFITS TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



Holidays
performed well for
Nonprofits on Twitter

Nonprofits' highest-performing Twitter hashtags didn't have much in common with their best Instagram hashtags.

A man and a woman are standing outside a store at night, looking into a window display. The man is on the left, wearing a dark jacket and a red scarf, with his arm around the woman's shoulder. The woman is on the right, wearing a light blue coat and a red beanie, pointing towards the window. They are both smiling and holding shopping bags. In the background, a Christmas tree is visible on the left, and city lights are blurred in the distance on the right.

INDUSTRY SNAPSHOT RETAIL

RETAIL OVERVIEW

Retail Squarely in the Middle of the Pack

Retail brands saw average performance on Facebook and Twitter, but have a long way to go to take a real bite out of highly-engaging Instagram. Retail followers want to see the goods, so photos and videos performed well across the board.

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

- Keep posting photos on Facebook, but try to repurpose them for Instagram too.
- Followers respond well to giveaway-themed hashtags on both Instagram and Twitter, so keep it up.



FACEBOOK
POSTS PER DAY

1.12

FACEBOOK
ENG RATE / POST

0.08%



INSTAGRAM
POSTS PER DAY

0.79

INSTAGRAM
ENG RATE / POST

0.97%



TWEETS
PER DAY

0.67

TWITTER
ENG RATE / TWEET

0.041%

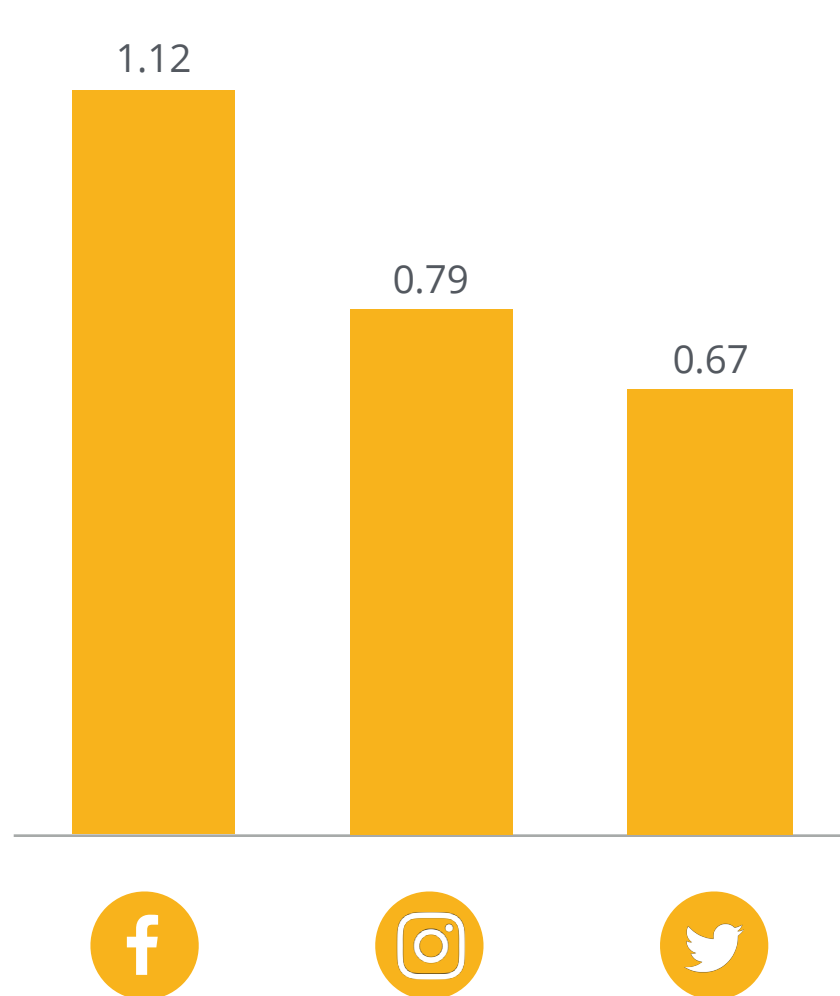


A few examples from Retail brands

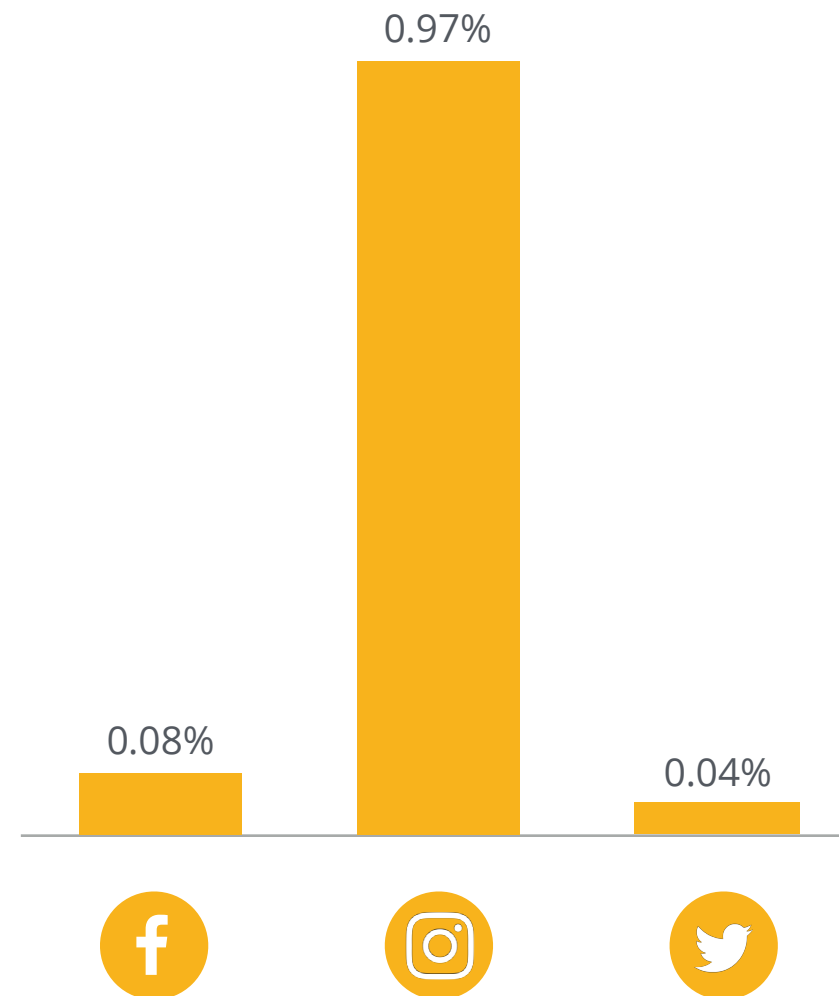
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

RETAIL POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

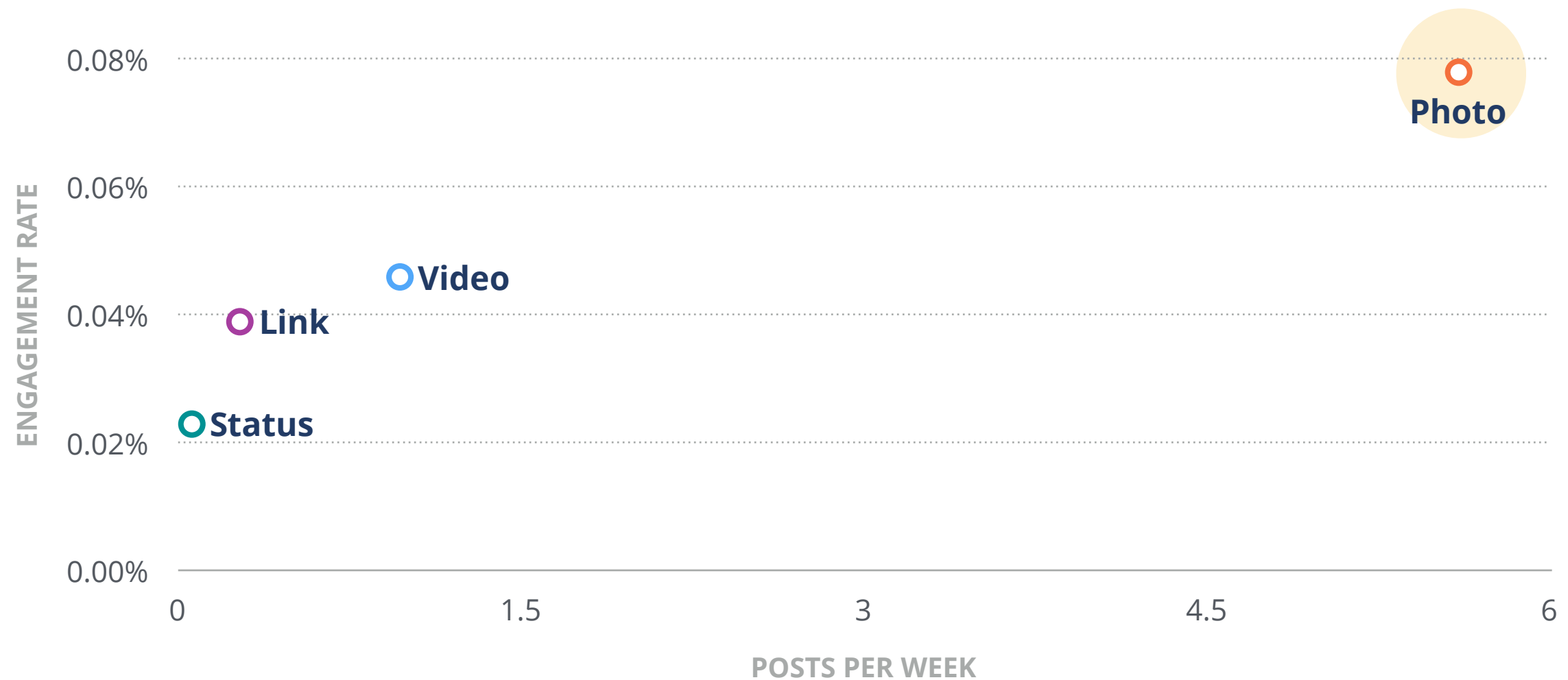


Retail brands posted more often than average on Facebook and Instagram, and a little less often on Twitter, with a below-average engagement rate across all three channels.

RETAIL FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

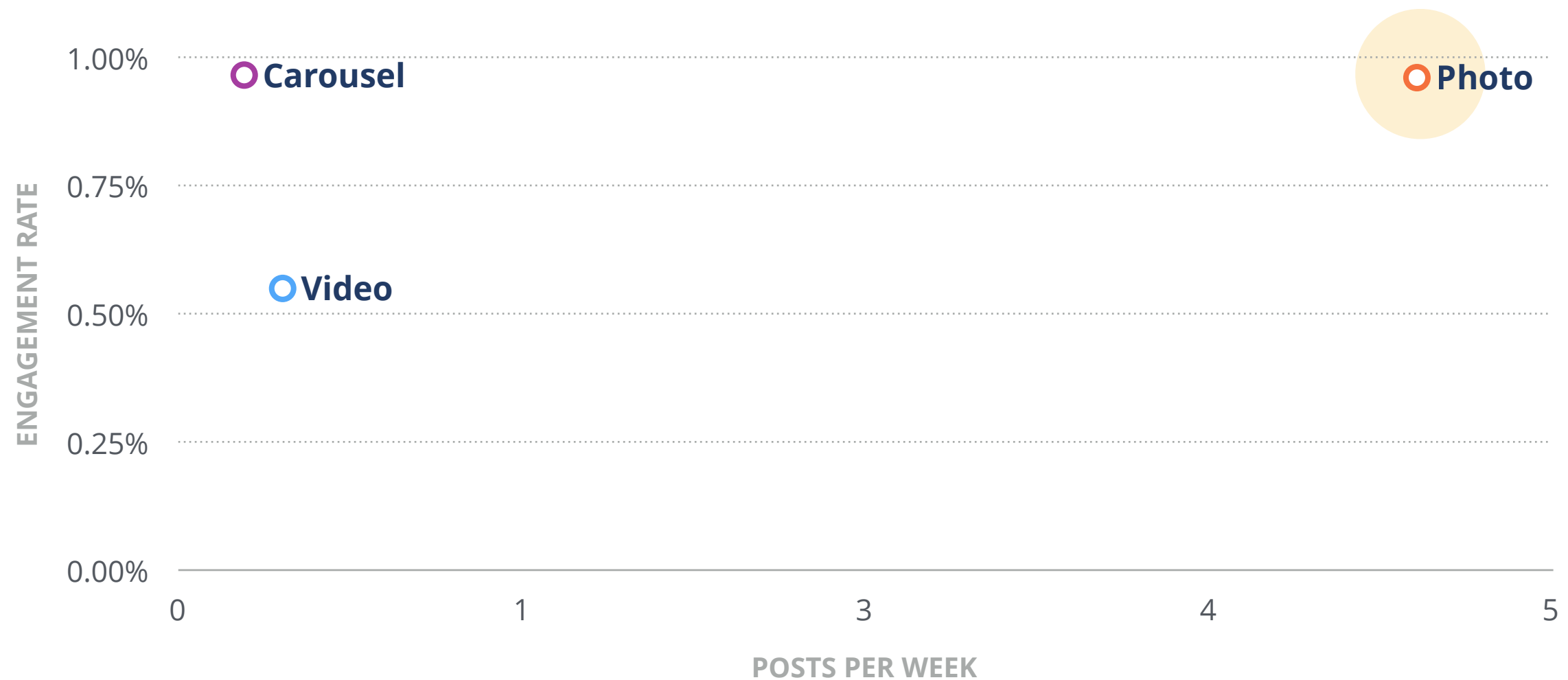


Photos were the runaway Facebook favorite for retail brands, and their posting frequency reflected this preference.

RETAIL INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

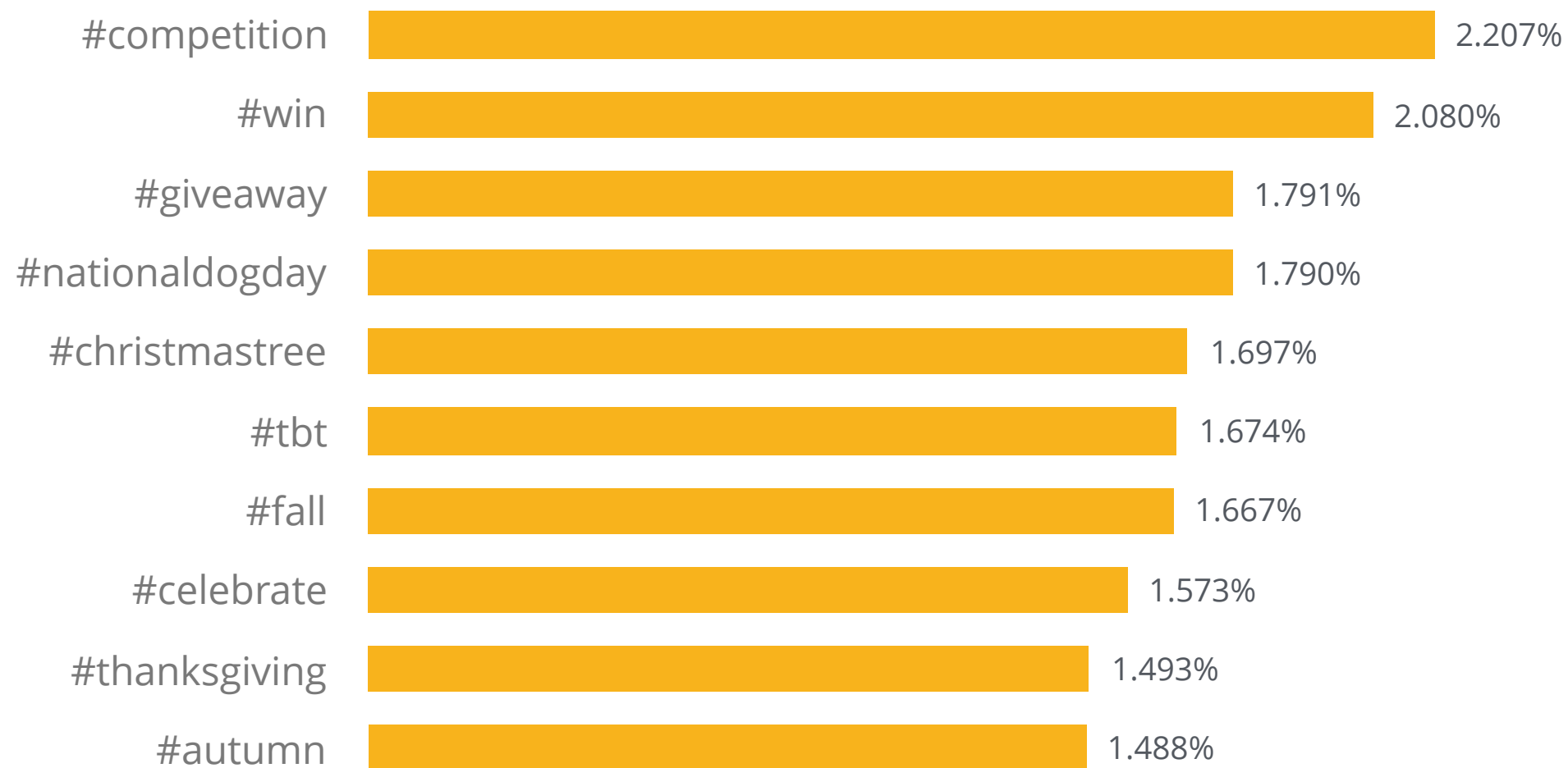


Photos and carousels were neck and neck for Retail brands on Instagram, but engagement rate across all post types lags behind other industries.

RETAIL INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

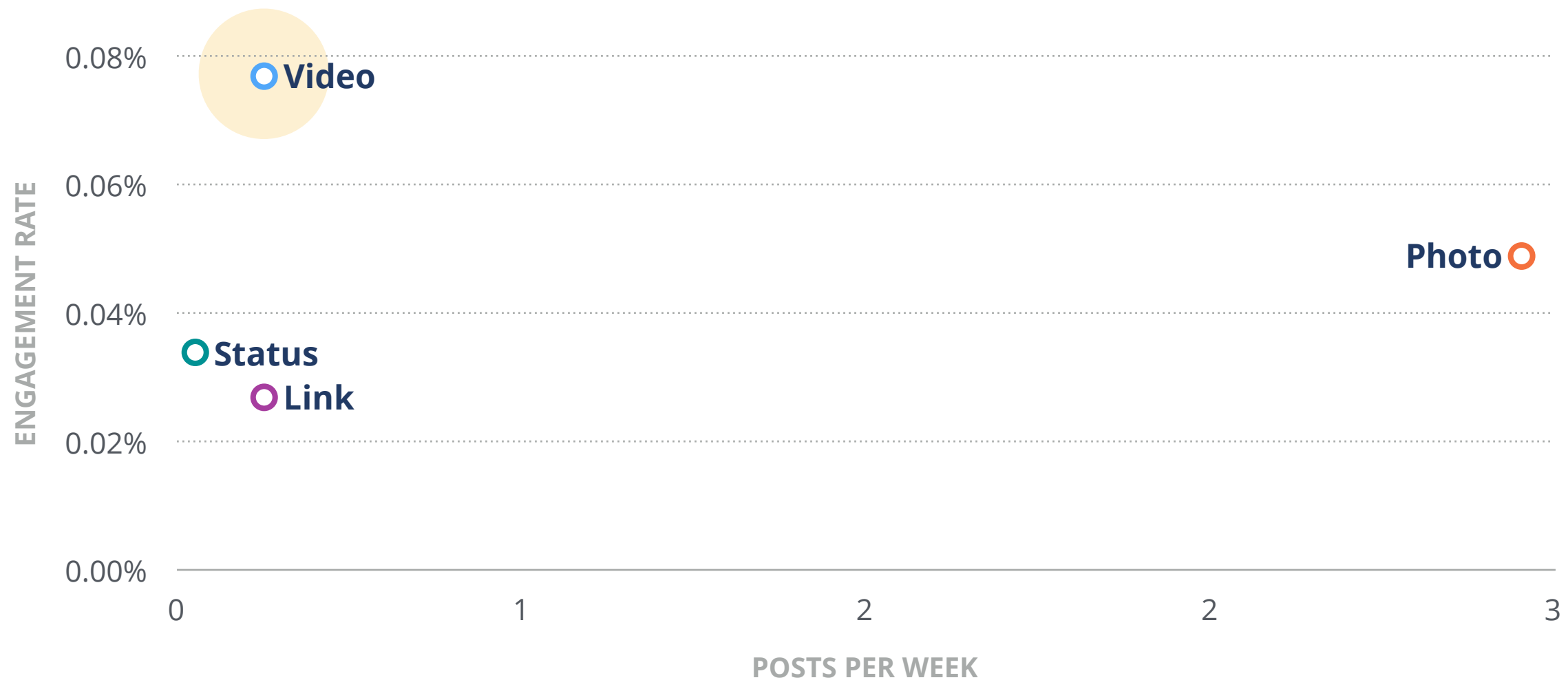


Retail fans were all about the giveaways this year on Instagram – a trend we saw across many industries.

RETAIL TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

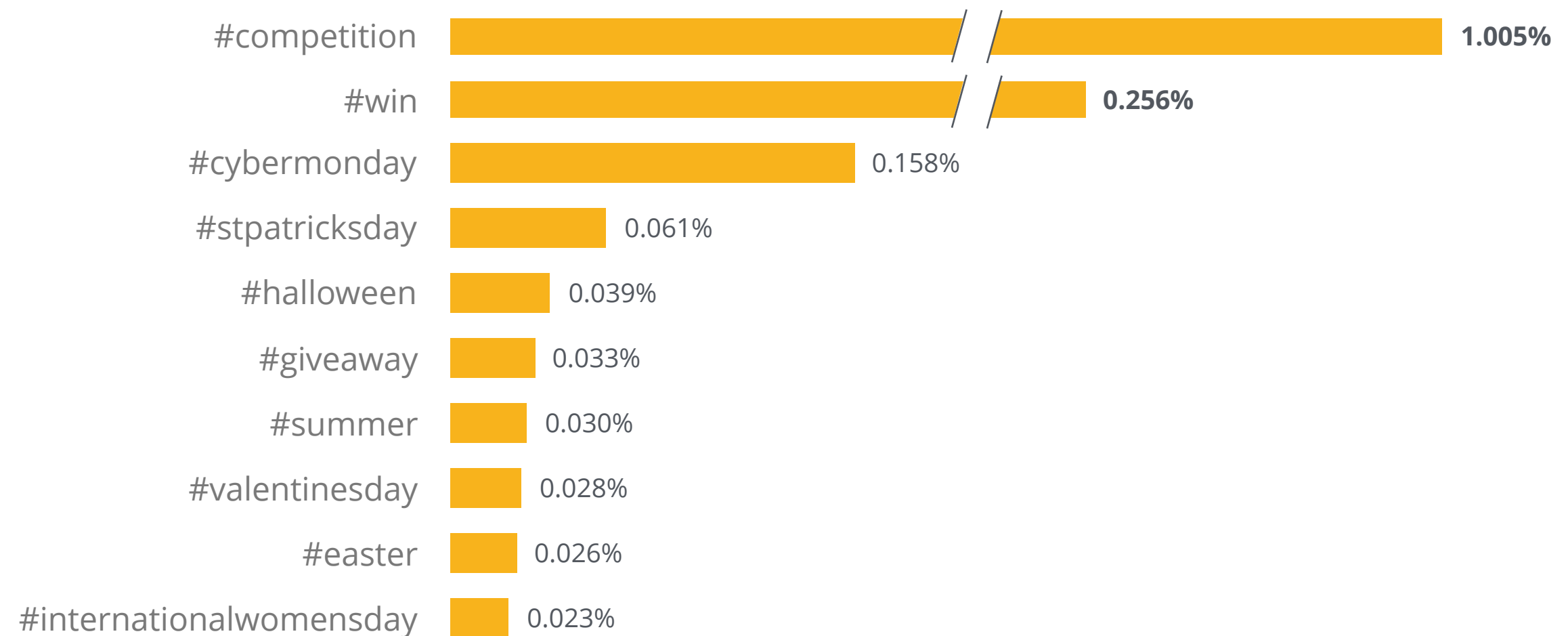


Lots of opportunity for high-performing videos on Twitter for retail companies.

RETAIL TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



Just like their Instagram hashtag performance, Retail's Twitter followers were all about the giveaway this year, with exponential performance against other top mostly holiday-themed hashtags.

INDUSTRY SNAPSHOT SPORTS TEAMS



SPORTS TEAMS OVERVIEW



Sports Teams Go for the Gold

Sports Teams crushed the competition on Facebook and Instagram this year. Much like Higher Ed, Sports Teams' fans and followers are hungry for their social content in a way that other brands just can't compete with.

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

- Posting more often than the average industry works well for these teams.
- Keep fine-tuning hashtag use on Instagram and Twitter to engage new fans.



FACEBOOK
POSTS PER DAY

2.95

FACEBOOK
ENG RATE / POST

0.13%



INSTAGRAM
POSTS PER DAY

1.56

INSTAGRAM
ENG RATE / POST

2.40%



TWEETS
PER DAY

8.13

TWITTER
ENG RATE / TWEET

0.046%

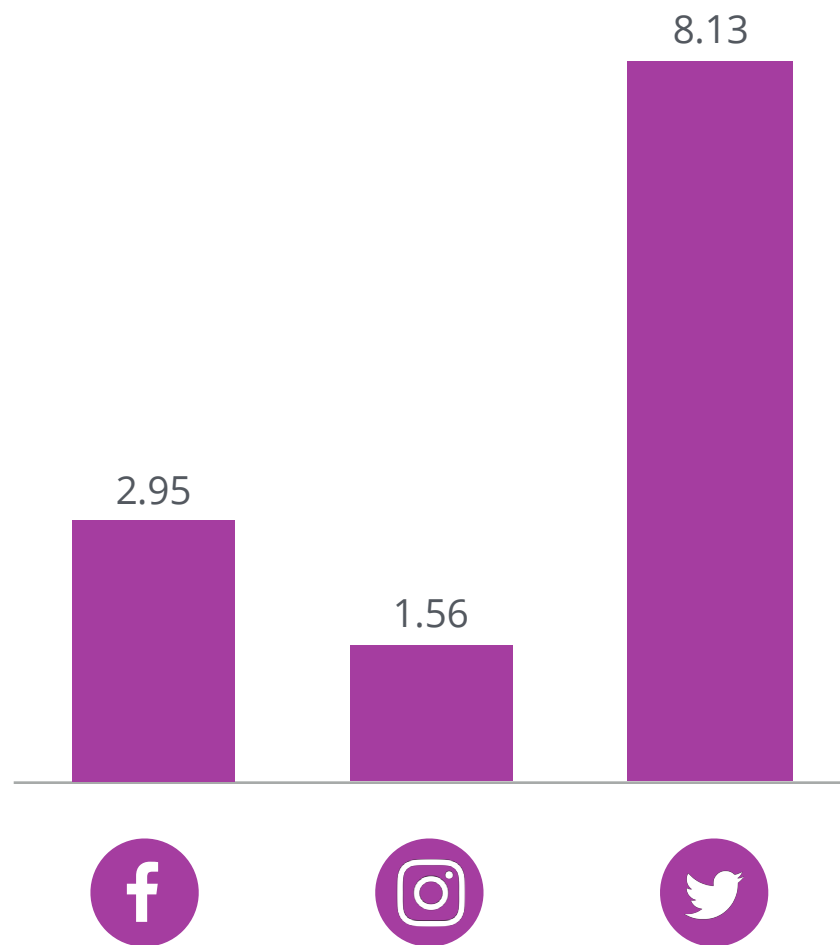


A few examples from Sports Teams

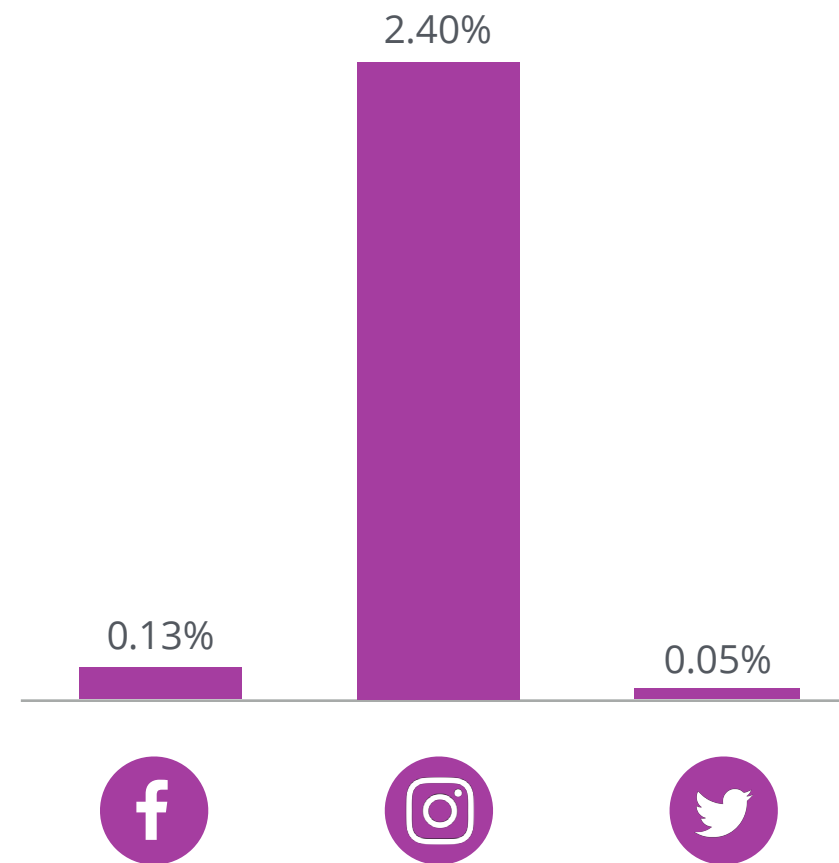
SPORTS TEAMS

POSTS PER DAY & ENGAGEMENT RATE

Average Posts Per Day



Average Engagement Rate Per Post

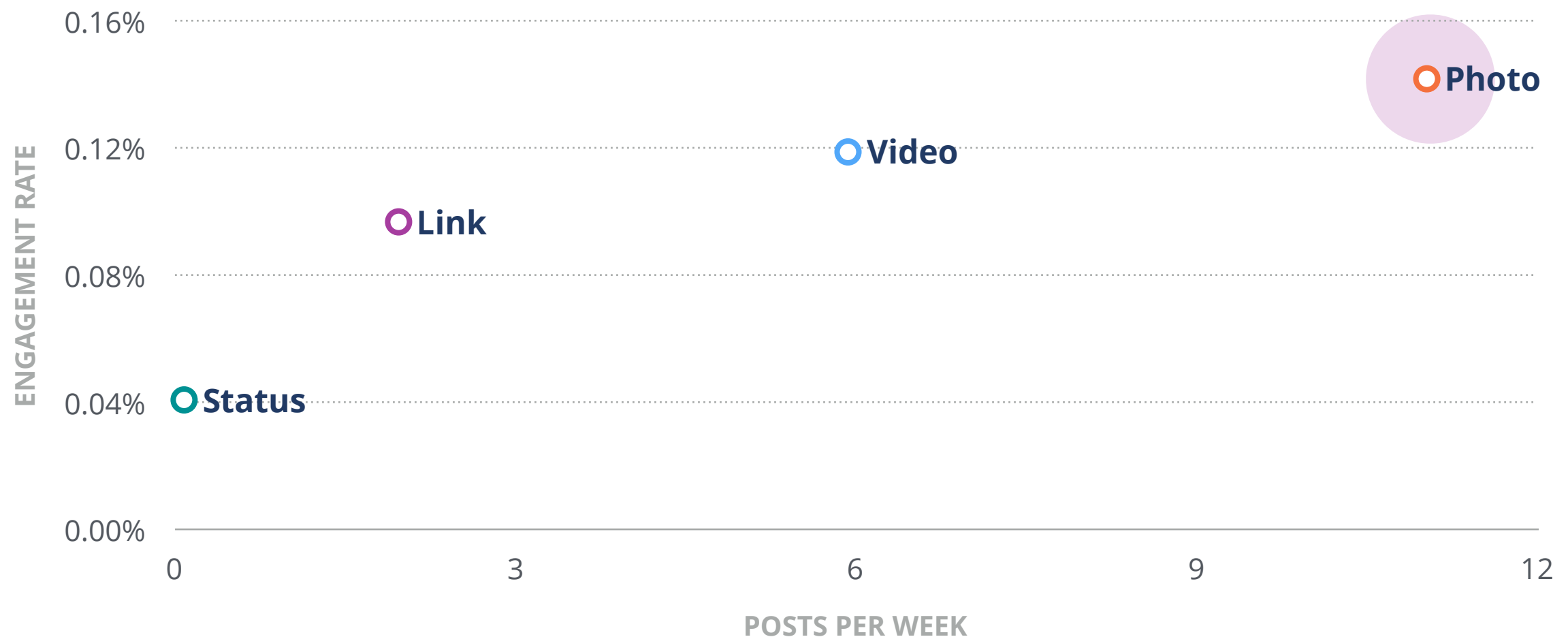


Sports Teams are all about the posts on all three channels, with sky-high posting frequency and above-average engagement on Facebook, Twitter, and Instagram.

SPORTS TEAMS FACEBOOK ENGAGEMENT



Posts per week and engagement rate, by post type

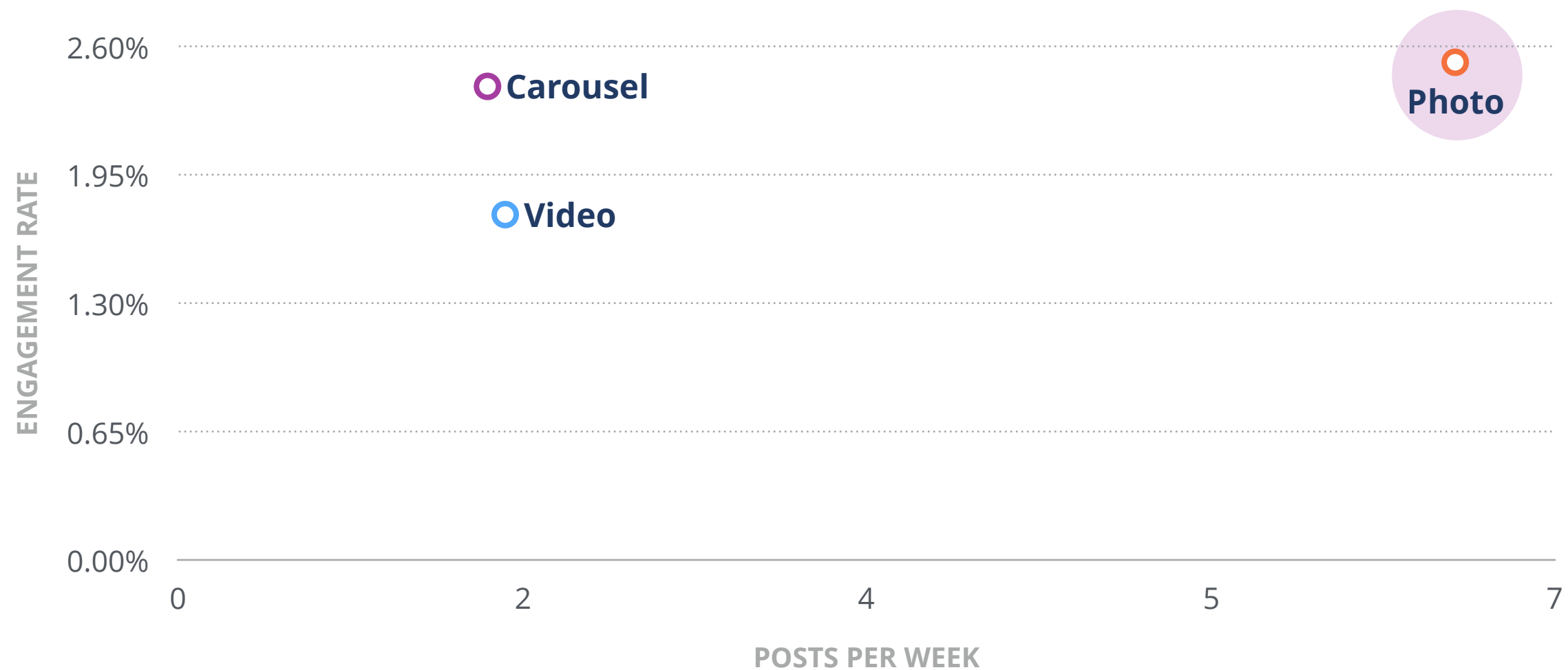


Sports Teams are giving their fans a break on Facebook by posting a little less often than they did last year, but putting their energy where it matters with high-performing photos and videos.

SPORTS TEAMS INSTAGRAM ENGAGEMENT



Posts per week and engagement rate, by post type

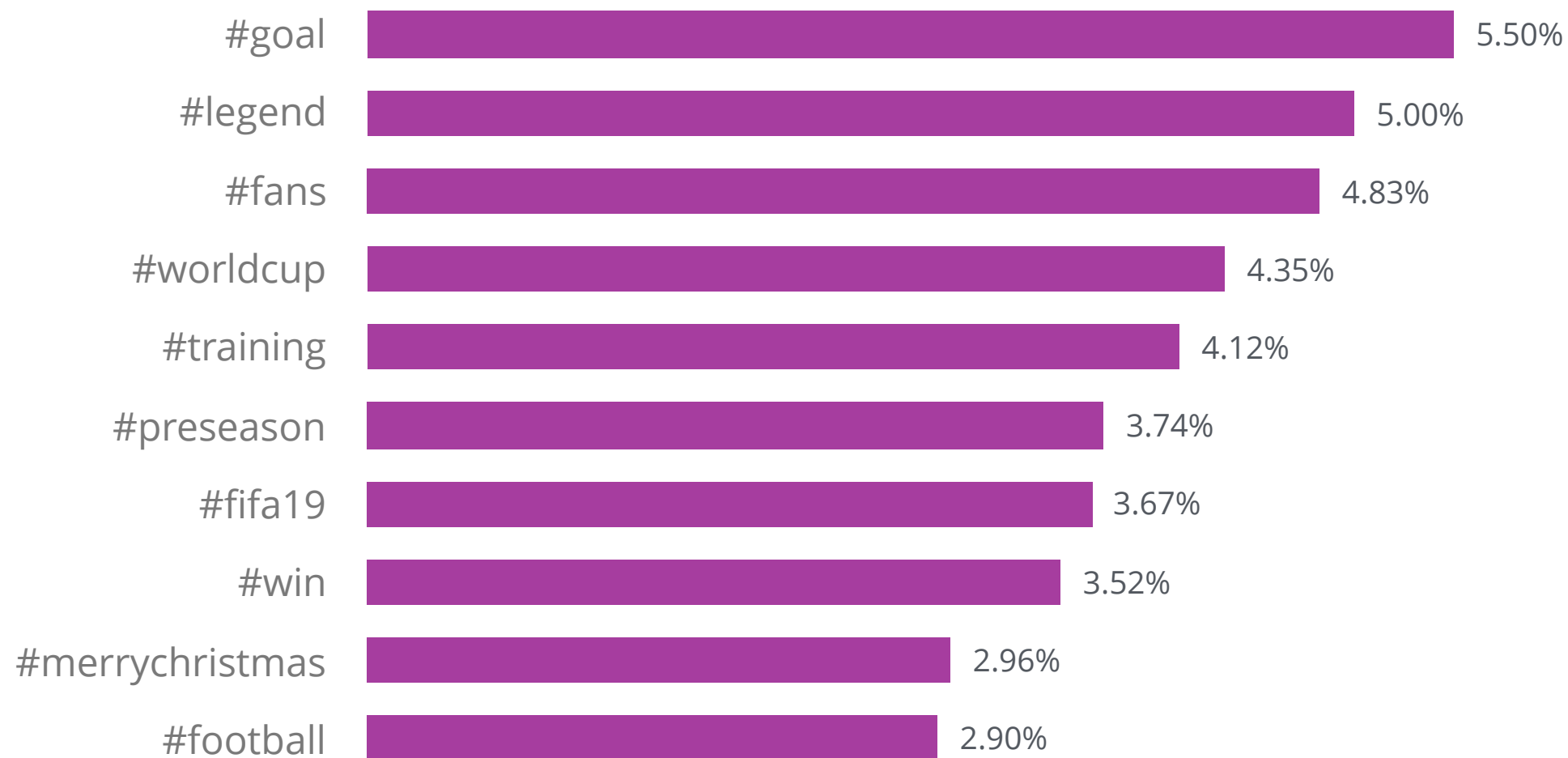


Sports Teams are seeing great engagement on Instagram, and are taking more advantage of high-engaging carousels than many other industries this year.

SPORTS TEAMS INSTAGRAM HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)

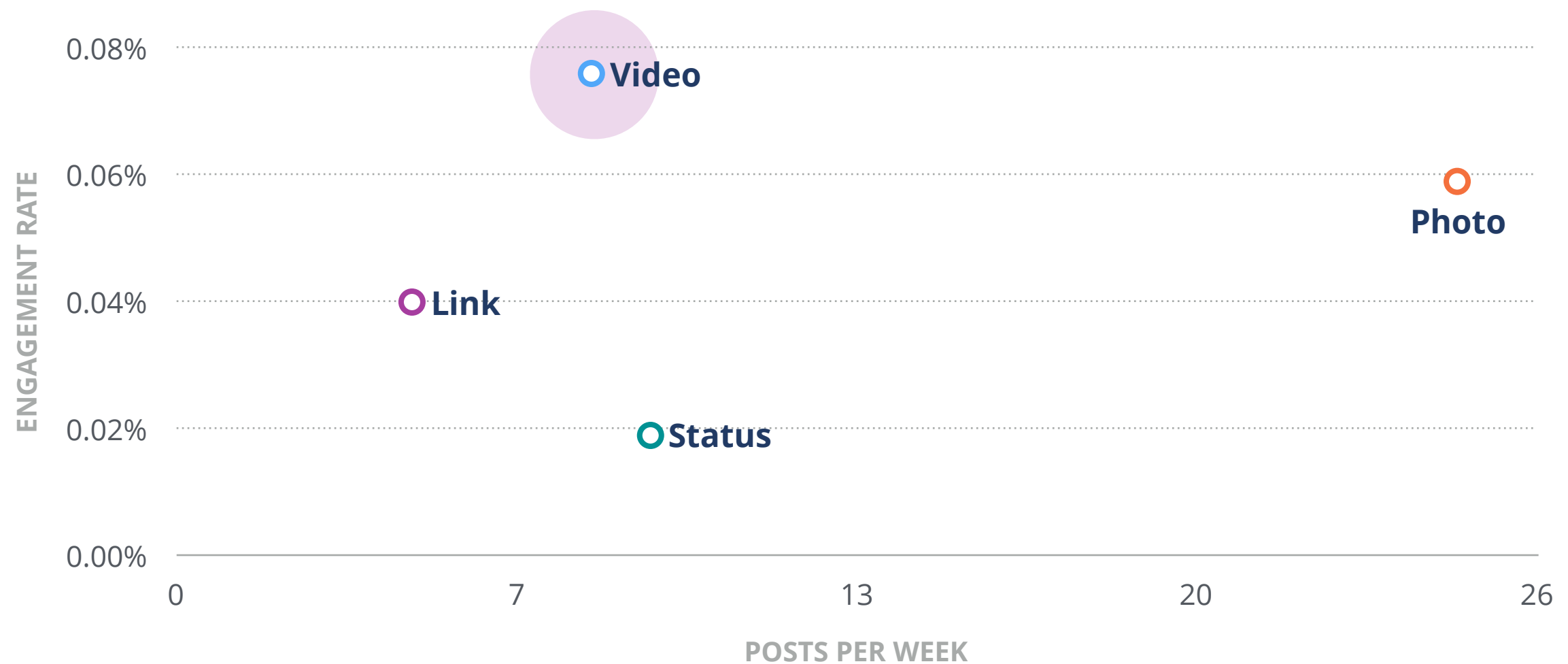


Sports Teams' highest Instagram hashtag engagement was all about the game again this year – especially soccer.

SPORTS TEAMS TWITTER ENGAGEMENT



Posts per week and engagement rate, by post type

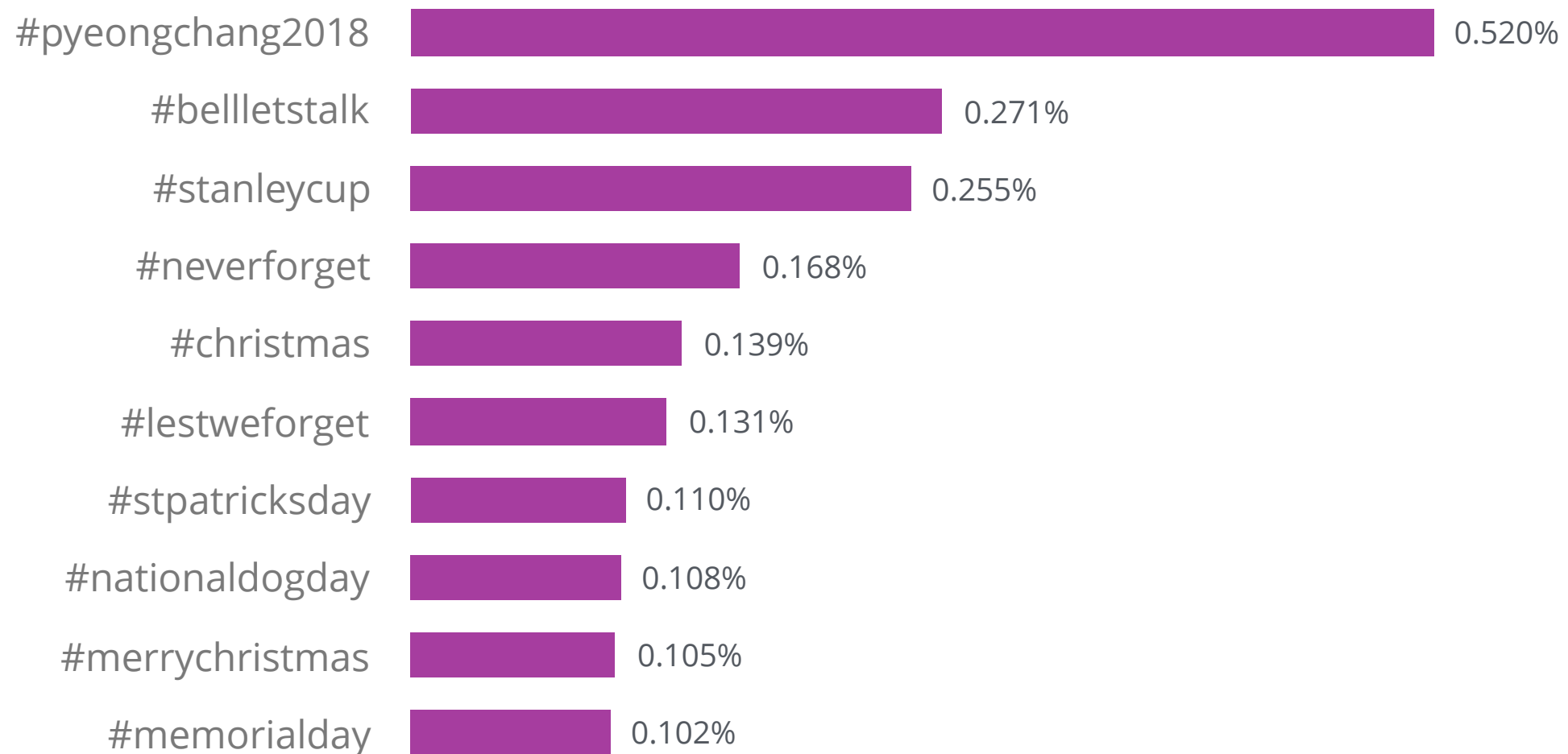


Twitter was a tough nut to crack this year, but Sports Teams managed to boost their engagement for the Twitter post types that mattered most (video, photo, and link).

SPORTS TEAMS TWITTER HASHTAGS



Top hashtags by engagement rate (used by more than 15 companies in this study)



Olympics dominated Twitter hashtags for Sports Teams this year, while hockey and holidays tried to keep up.

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