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2024 Social Media Industry Benchmark Report

Industry benchmarks across the most important social media metrics

Introduction

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

The Benchmarks:

Our biggest report ever features the most important metrics from **2023 across 14 top industries:**

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

This report has everything you need to measure your social media success against your competitors on **Facebook, Twitter, TikTok, and Instagram** across these 14 major industries. We also feature tons of insights about how social media engagement has changed over the last year for these industries so you can optimize your strategy in 2024. As usual, we have **channel observations, best post types, Instagram, Twitter, and TikTok hashtags, and more.**

Now let's get benchmarking.



Key takeaways



Brands saw (a little) less organic engagement this year

TikTok engagement rates dropped by about 50% this year, but Facebook engagement rates actually increased a little, so it's not all bad.



Posting frequency varied

Post frequency increased a little on Instagram and TikTok while decreasing on Facebook and Twitter.



It's all about the holiday hashtags

Once, again, almost every industry earned top engagement rates from holiday-hashtagged posts.



Reels overtook video on Instagram

If you're not posting Reels, you're officially missing out on the most engaging post type by rate on the 'gram.



TikTok is (still) topping the charts

With a median engagement rate of 2.63%, TikTok still performed better than any other channel by a mile this year.



Higher Ed and Sports Teams are still the industries to beat

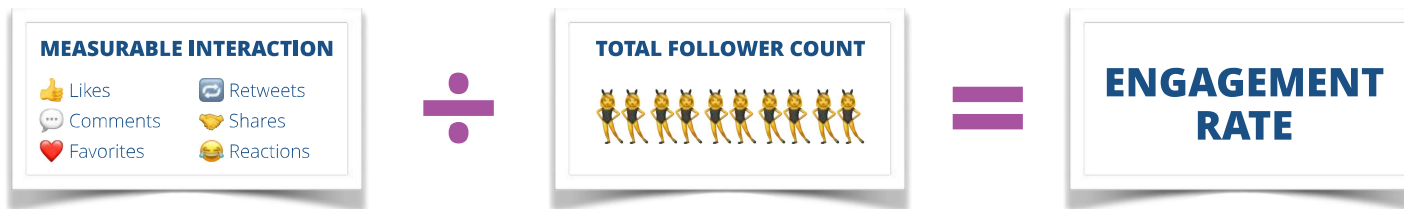
These industries outperformed their competitors thanks to a smart combo of quality content and frequent posting.



Methodology

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

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



We provide a representative sample of national and international companies in each industry by selecting **150 companies at random from each industry in our database of over 200,000 companies.** Companies selected had active presences on Facebook, Instagram, TikTok, and Twitter as of January 2023, and had Facebook fan counts between 25,000 and 1,000,000 and minimum Instagram, TikTok, Twitter followers of 5,000 as of the same date. We used **median performance from the companies selected** for each industry to compile the data for this report.



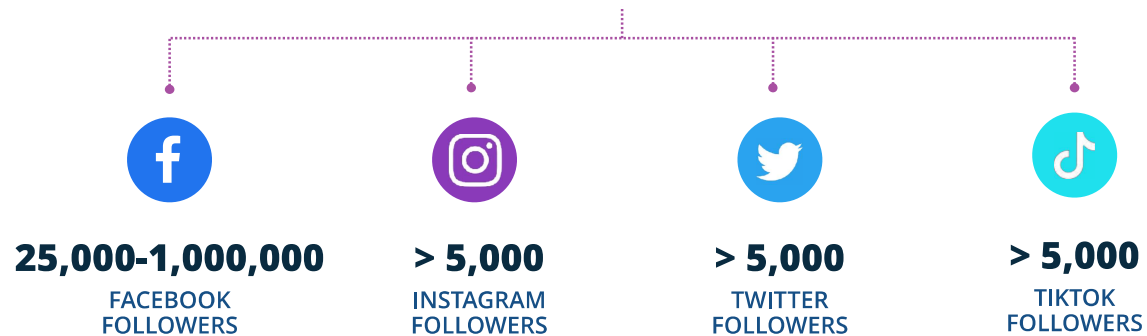
Who's included in this study?

2,100 COMPANIES

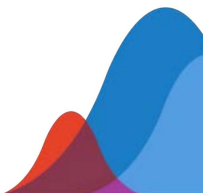
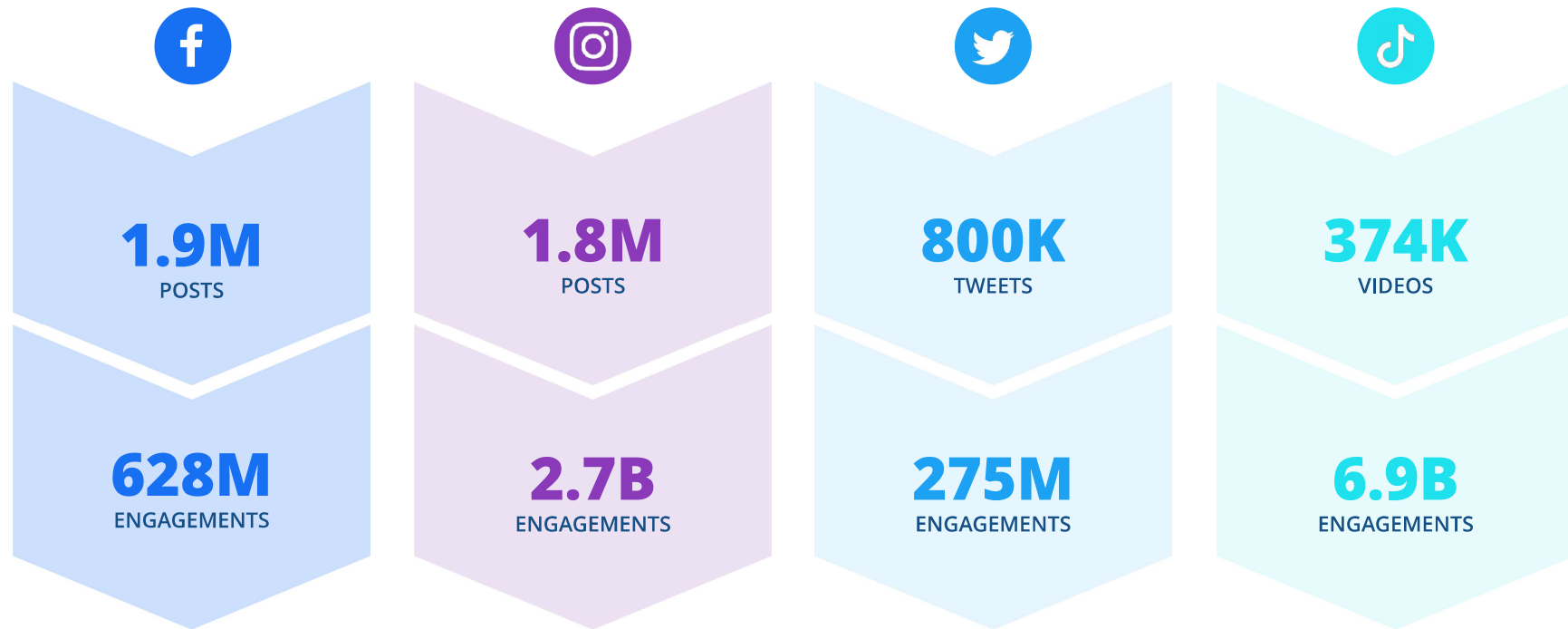
150 FROM EACH OF THE FOLLOWING 14 INDUSTRIES:



WITH



The stats





The Benchmarks

Why do we benchmark?

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

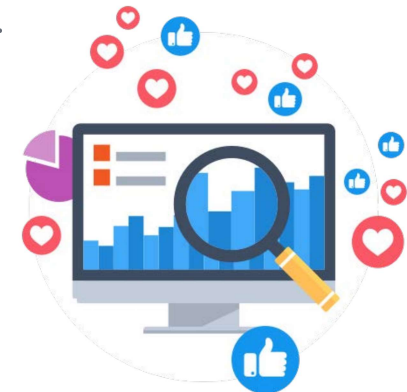
To us, engagement rate per post is *the metric* because it controls for post volume and audience size and helps marketers understand how they're doing in relation to their competitors.

Why can't you gauge success on likes alone?

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

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

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



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



Start measuring your social performance

Ready to compare your social media performance live? Check out our [Explore](#) landscapes, where we feature **live social media metrics from a sample of companies from each industry represented in this study.**


These landscapes feature hashtag performance, top post types, and so much more on Facebook, Instagram, and Twitter.

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

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

Live Social Benchmark Dashboards

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



Sports Teams Influencers Higher Ed Fashion

The Pac-12 Civil Rights Organizations Airlines Coffee

Your Head-to-Head Social Snapshot

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



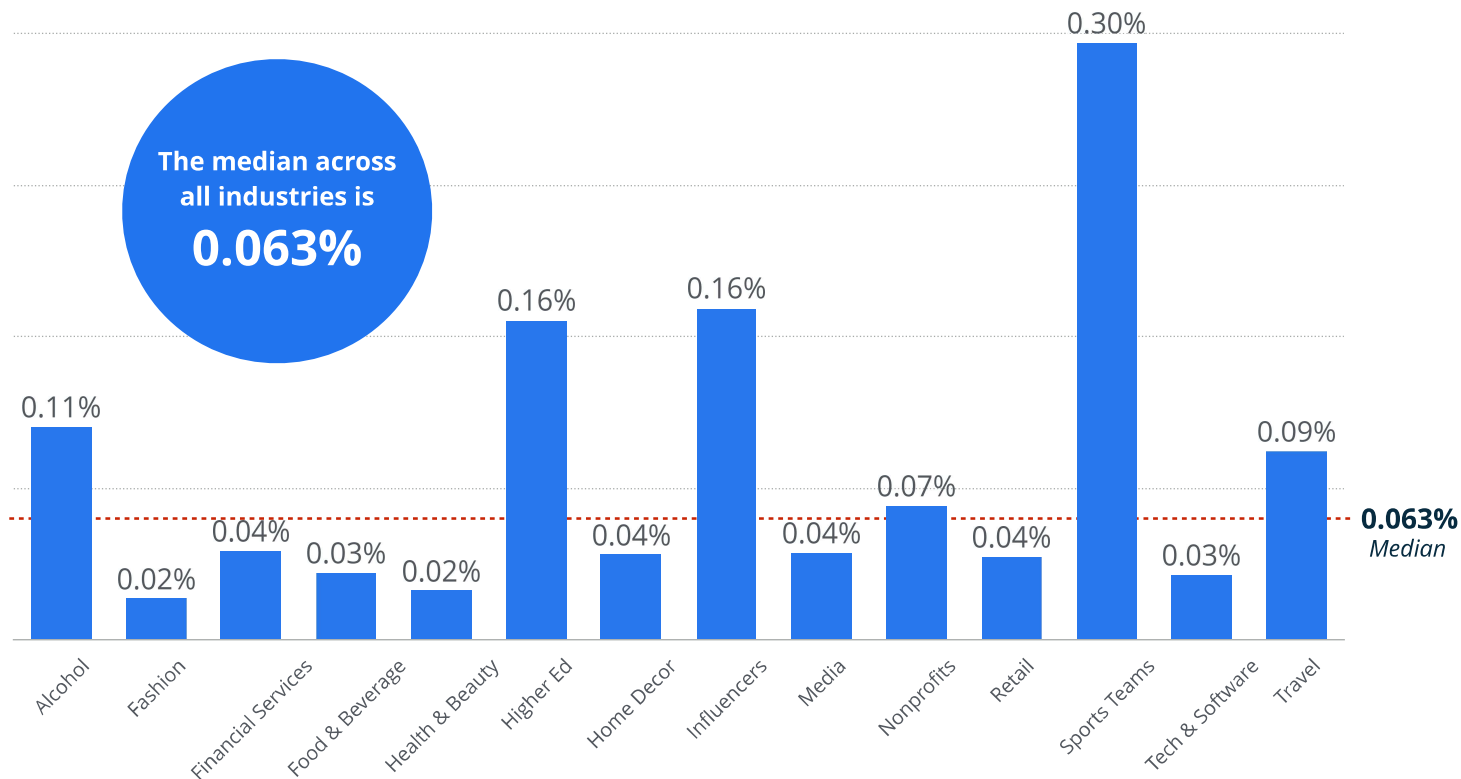
Instagram Head-to-Head TikTok Head-to-Head Twitter Head-to-Head Facebook Head-to-Head



f Facebook engagement



Engagement rate per post (by follower)



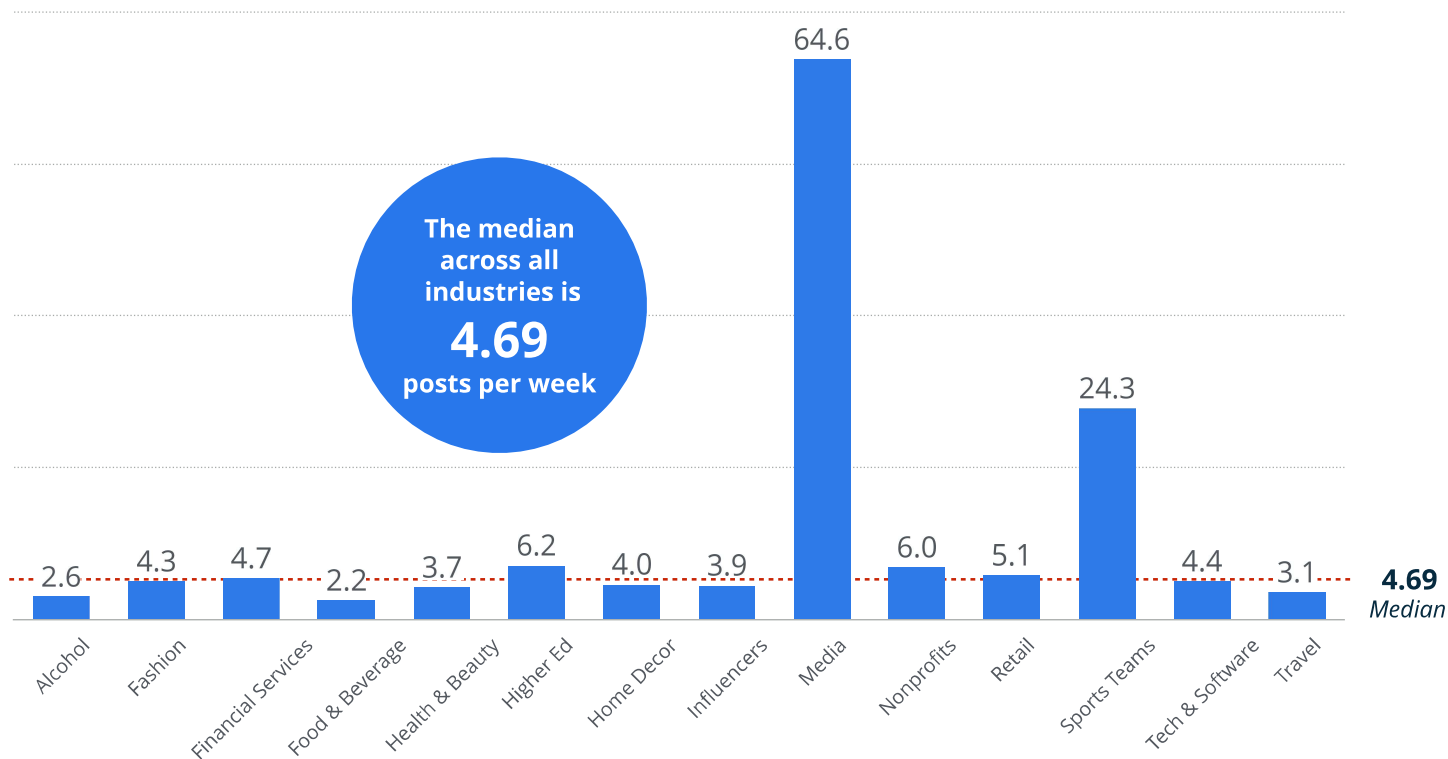
💡 RIVAL IQ INSIGHT

Everyone loves an increase: the all-industry median rose, as did engagement rates for industries including Alcohol, Higher Ed, and Sports Teams.

f Facebook activity



Posts per week



RIVAL IQ INSIGHT

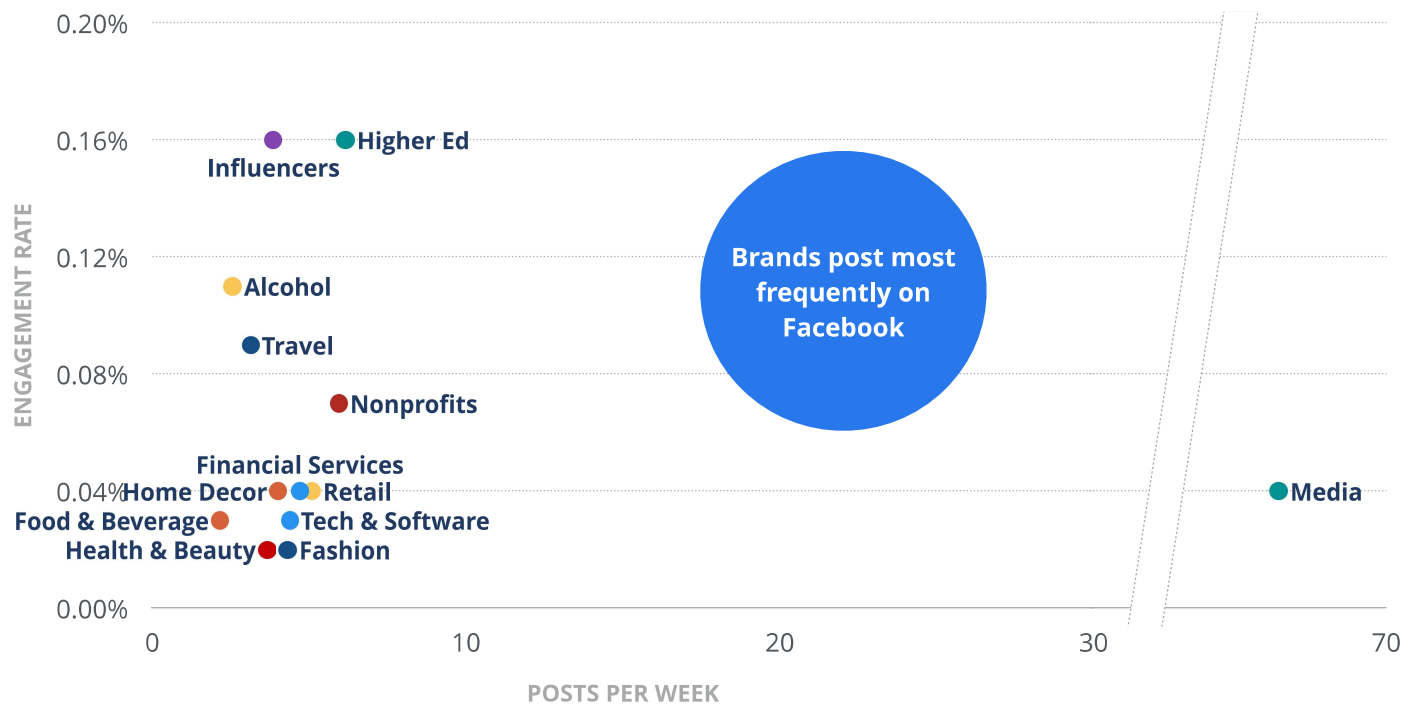
Brands posted just a little less often on Facebook this year overall, but Fashion, Financial Services, Food & Beverage, Home Decor, and Sports Teams actually increased their activity.

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f Facebook posts vs. engagement



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



RIVAL IQ INSIGHT

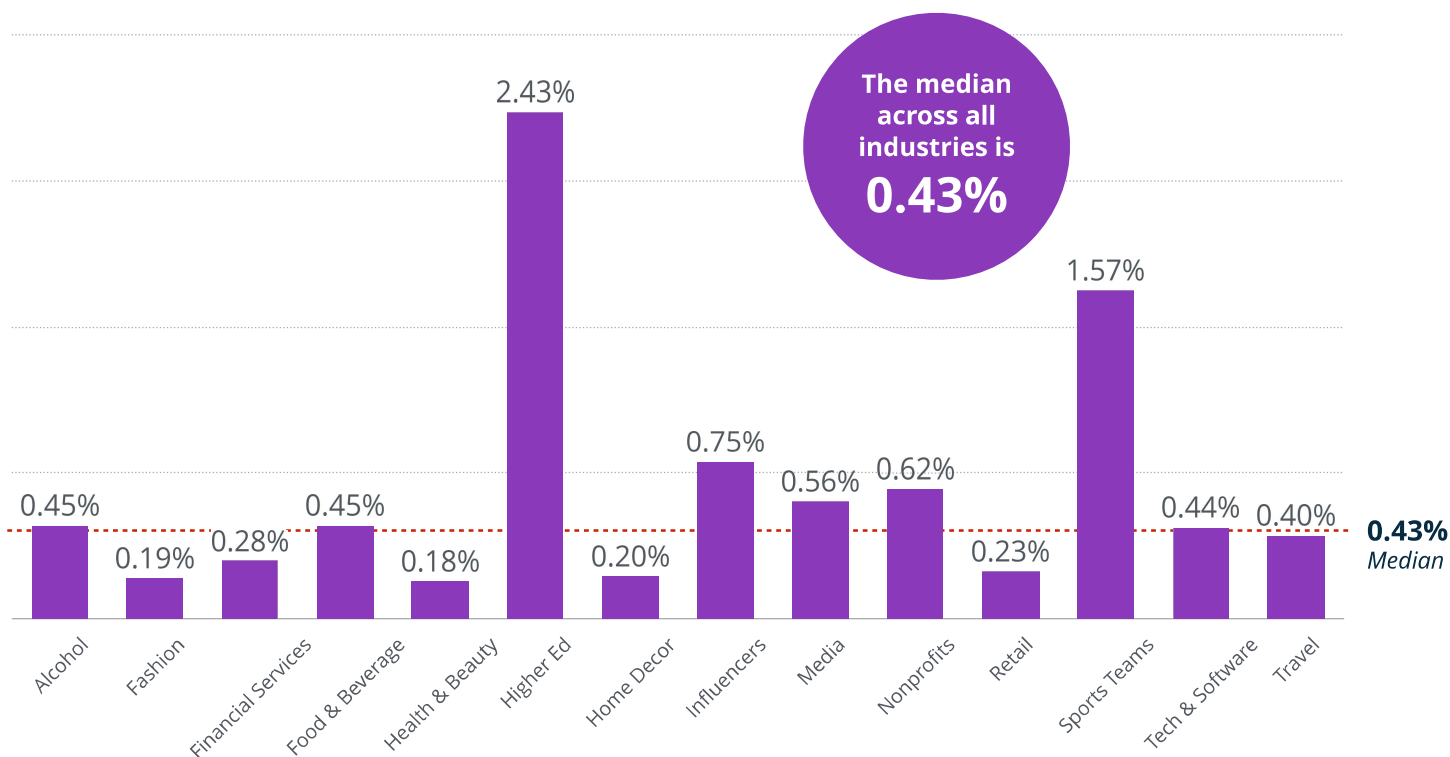
Influencers and Higher Ed hit the sweet spot of moderate posting frequency with epic engagement rates.

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Instagram engagement



Engagement rate per post (by follower)



RIVAL IQ INSIGHT

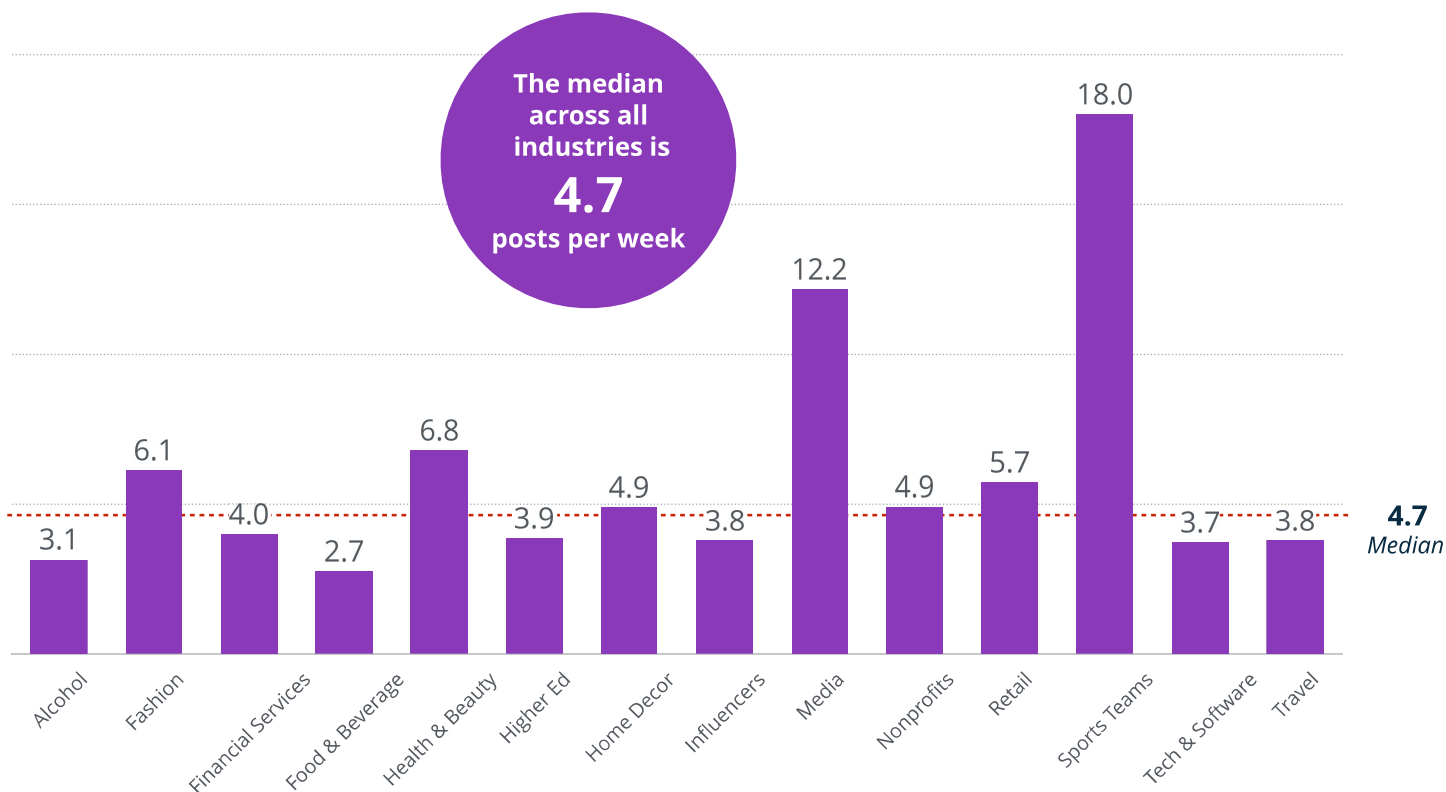
Instagram engagement rates stayed pretty flat this year with just an 8% decline.

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Instagram activity



Posts per week



RIVAL IQ INSIGHT

For the second year in a row, median posting frequency across all industries increased by a hair on Instagram.

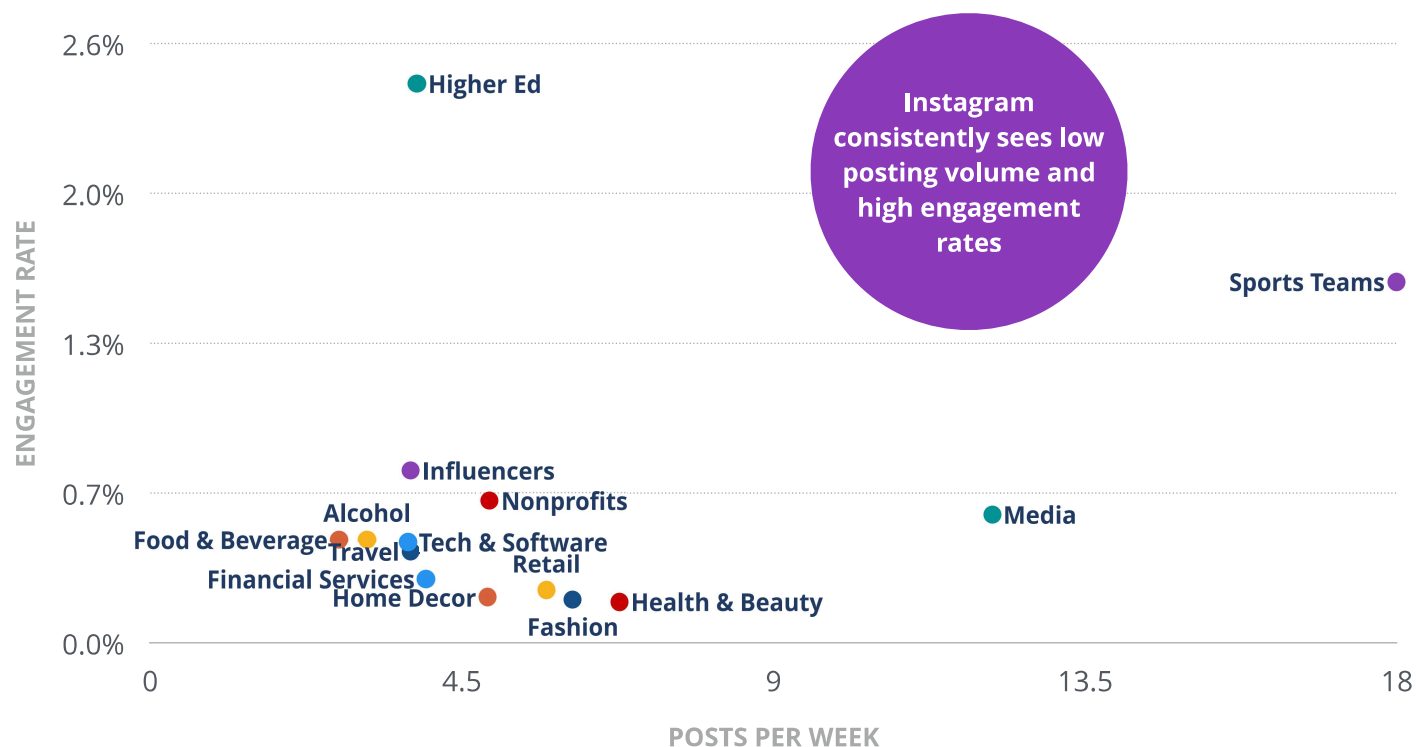
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Instagram posts vs. engagement



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



RIVAL IQ INSIGHT

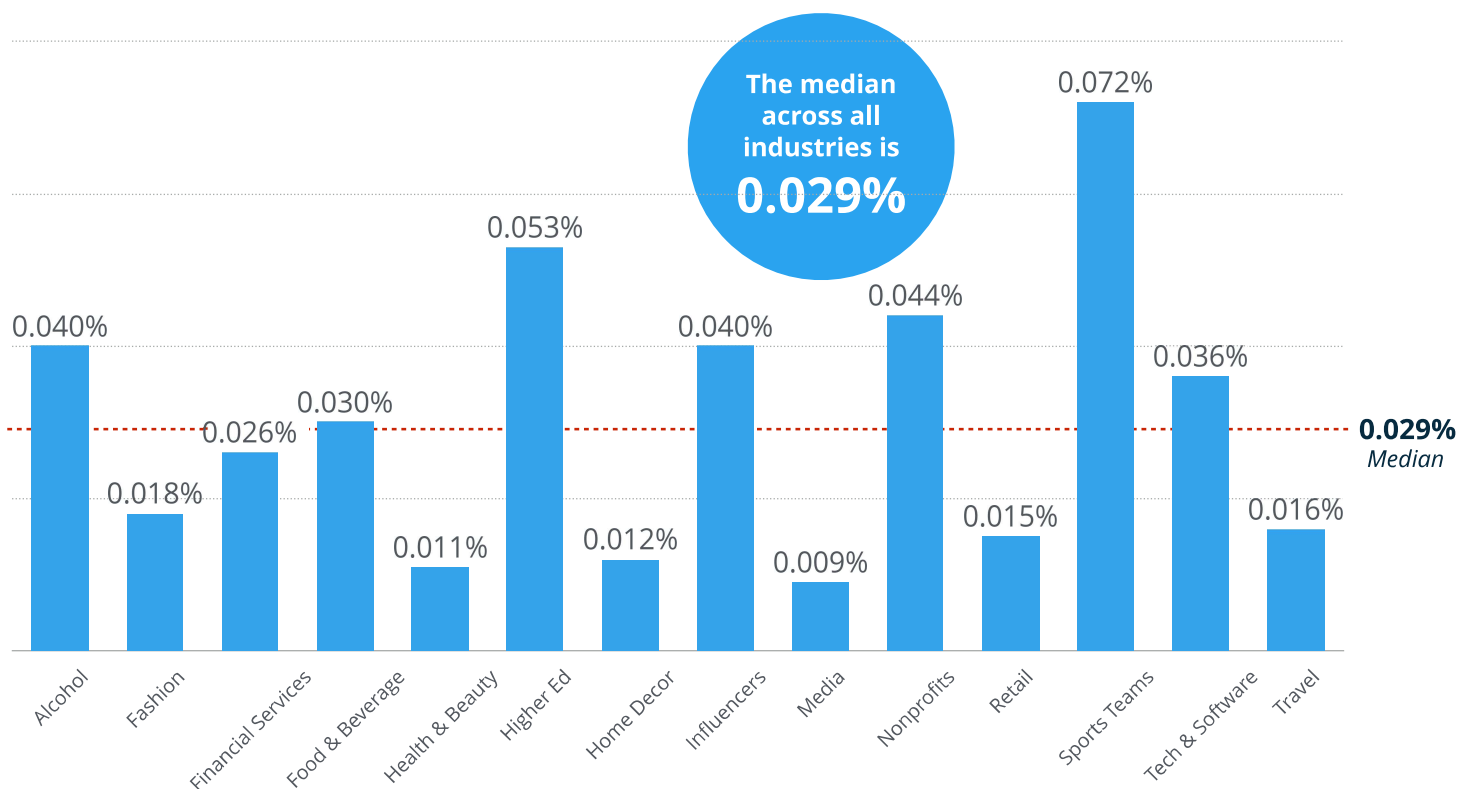
Higher Ed was the clear engagement winner on Instagram despite below-median posting frequency, suggesting more isn't always better on Instagram (though second-place Sports Teams might beg to differ).

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Twitter engagement



Engagement rate per tweet (by follower)



RIVAL IQ INSIGHT

Engagement rates declined about 20% on Twitter this year, which is no surprise in a time of big upheaval for the channel.

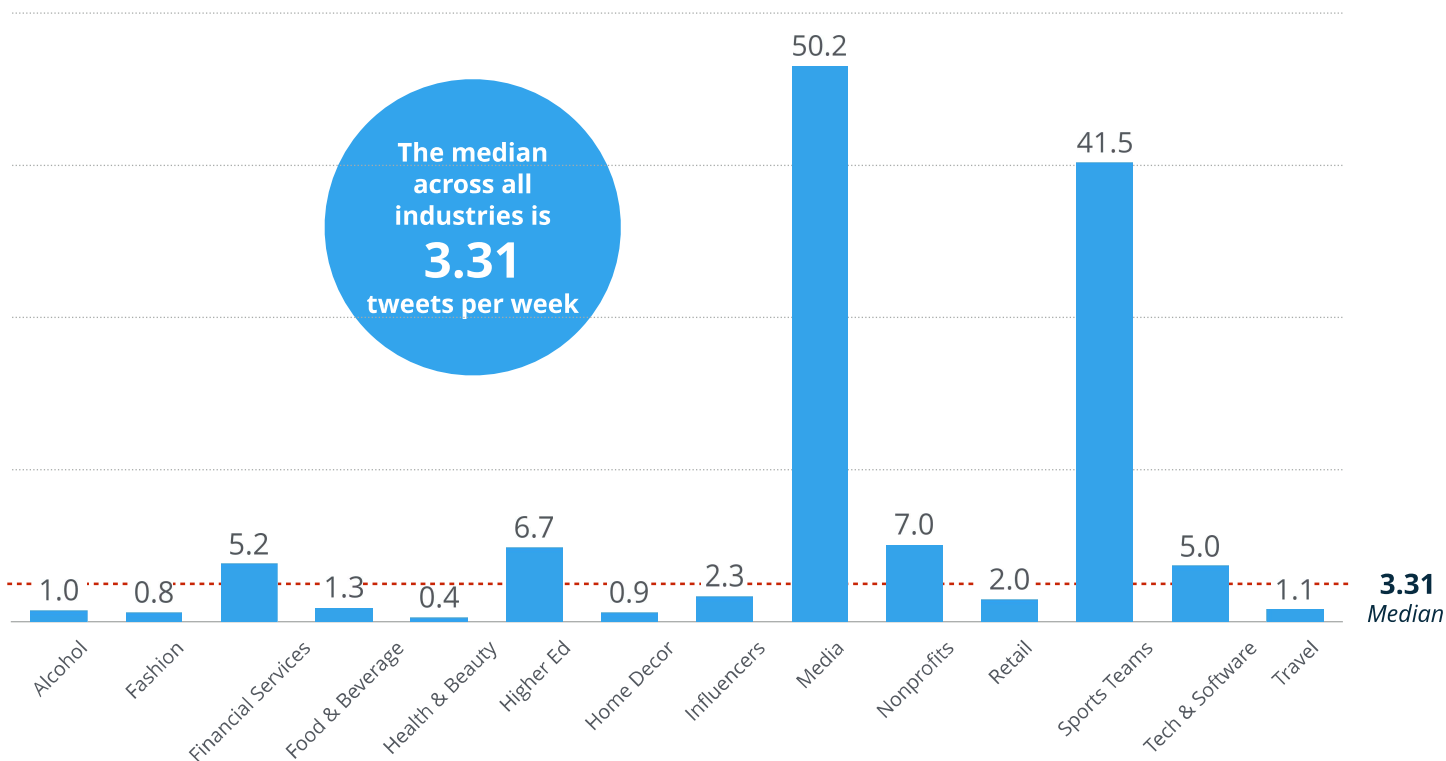
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Twitter activity



Tweets per week



RIVAL IQ INSIGHT

Tweet frequency decreased by about 15% this year across all industries as brands pulled back their efforts in response to the channel's volatility.

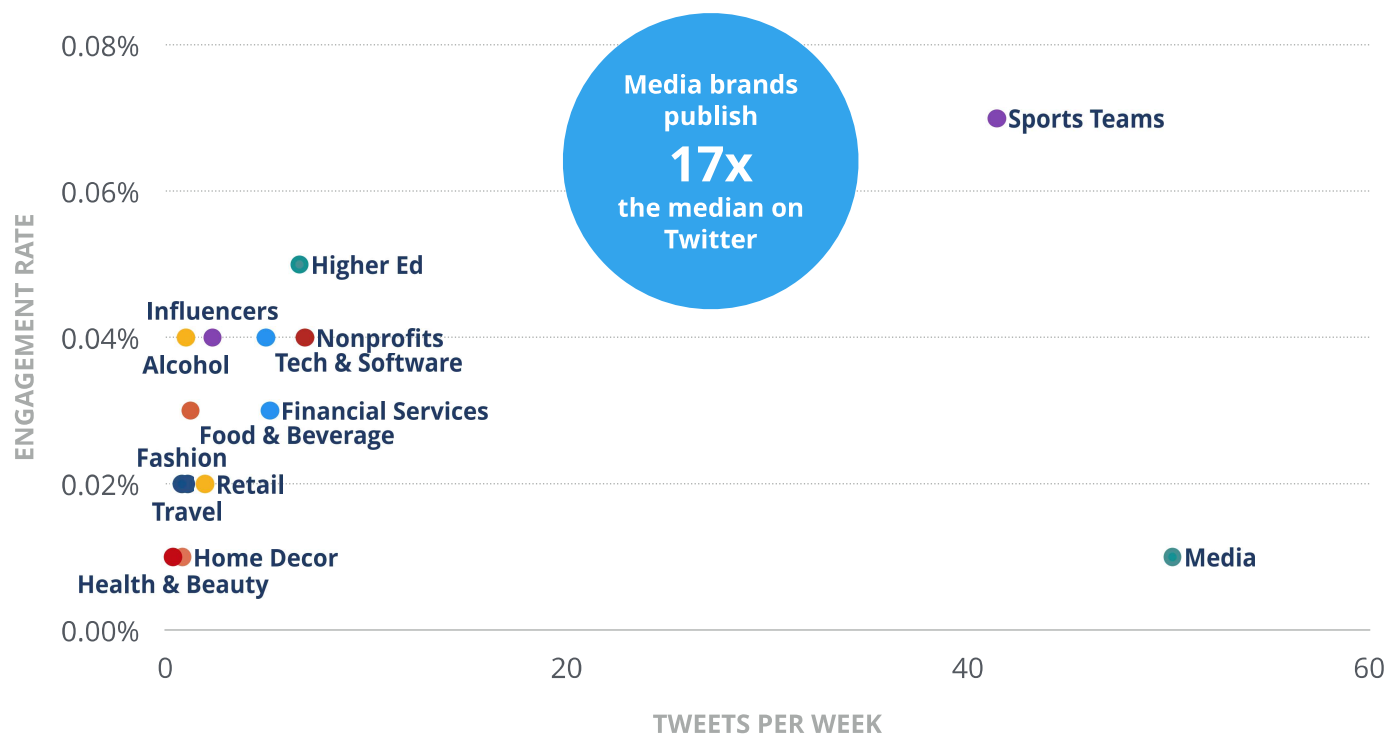
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Twitter tweets vs. engagement



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



RIVAL IQ INSIGHT

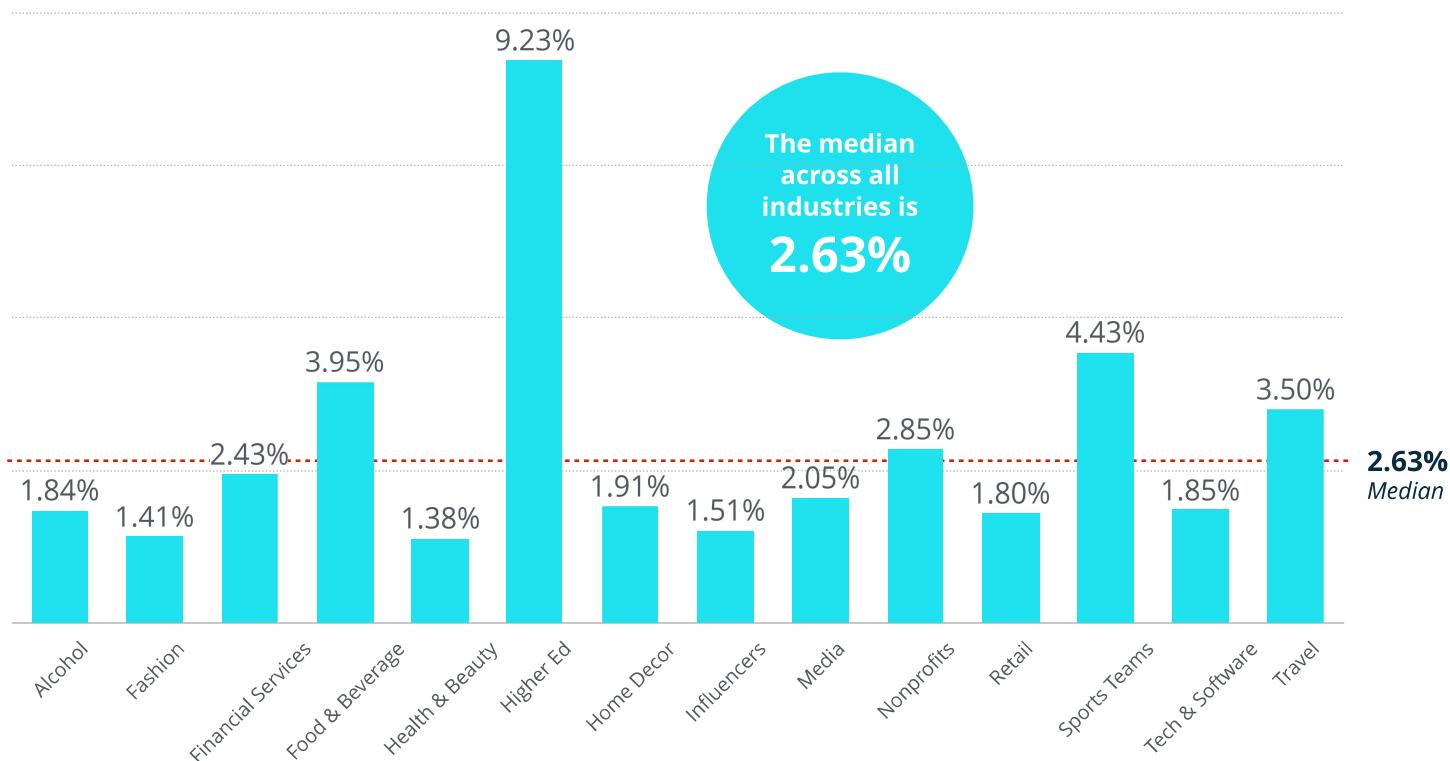
Frequent tweeters Higher Ed and Sports Teams came out ahead on Twitter this year, but last-place Media showed other industries that tweeting more doesn't always result in high engagement.

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TikTok engagement



Engagement rate per video (by follower)



RIVAL IQ INSIGHT

The bad news: TikTok engagement rates dropped more than 50% on average this year. The good news: engagement rates on this channel stayed light years ahead of other social platforms.

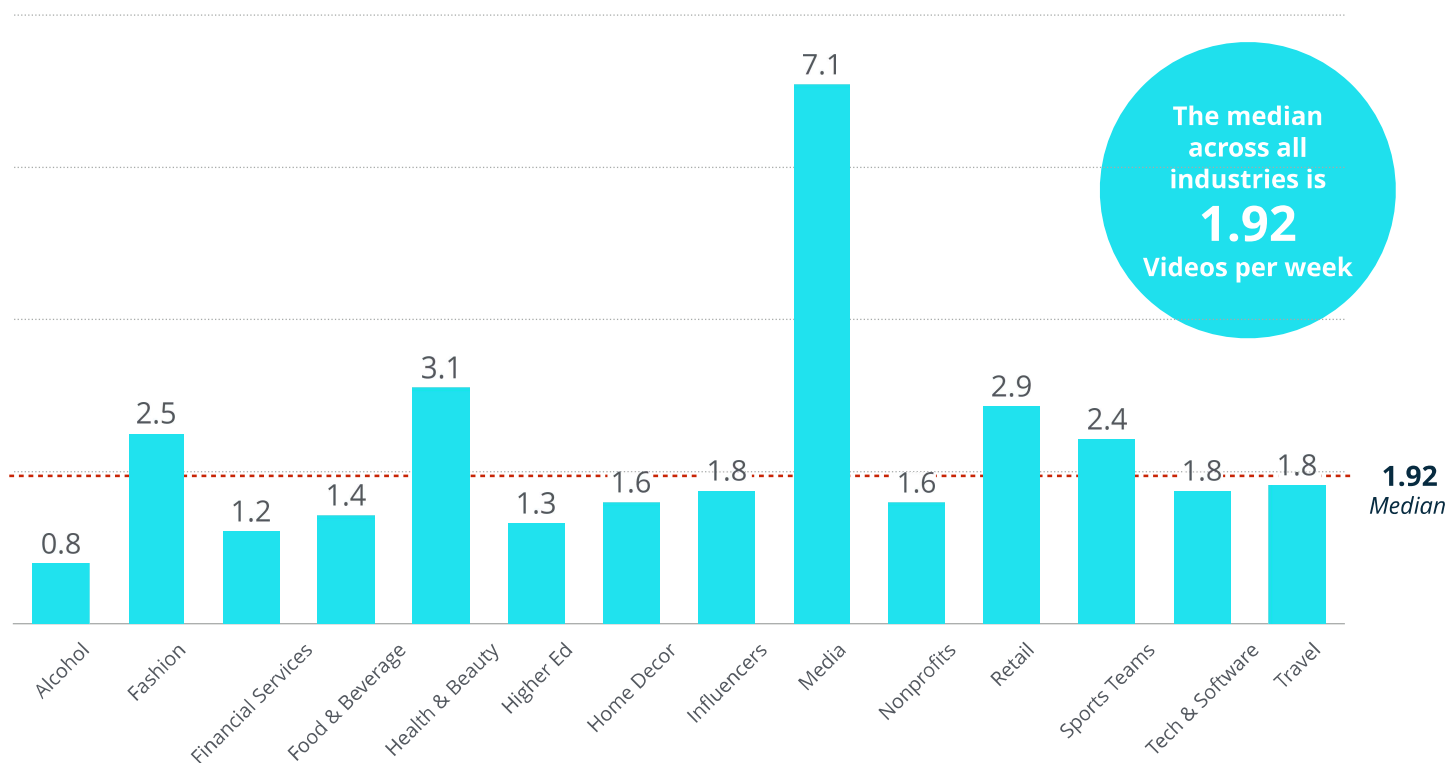
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TikTok activity



Videos per week



RIVAL IQ INSIGHT

Brands posted more frequently on TikTok than they did last year across the board. Media brands seriously invested in this channel, posting nearly twice as often as they did in the previous period.

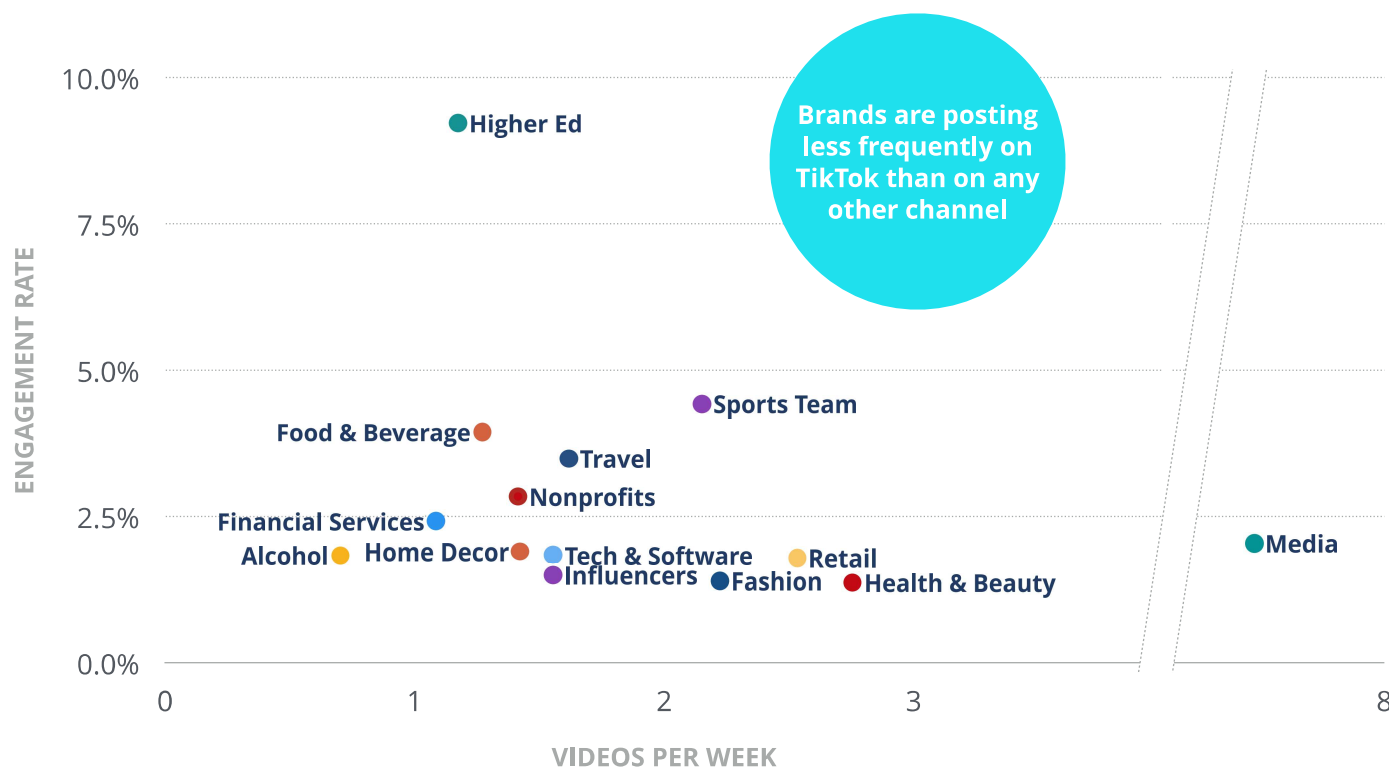
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TikTok videos vs. engagement



Videos per week vs. engagement rate per video (by follower)

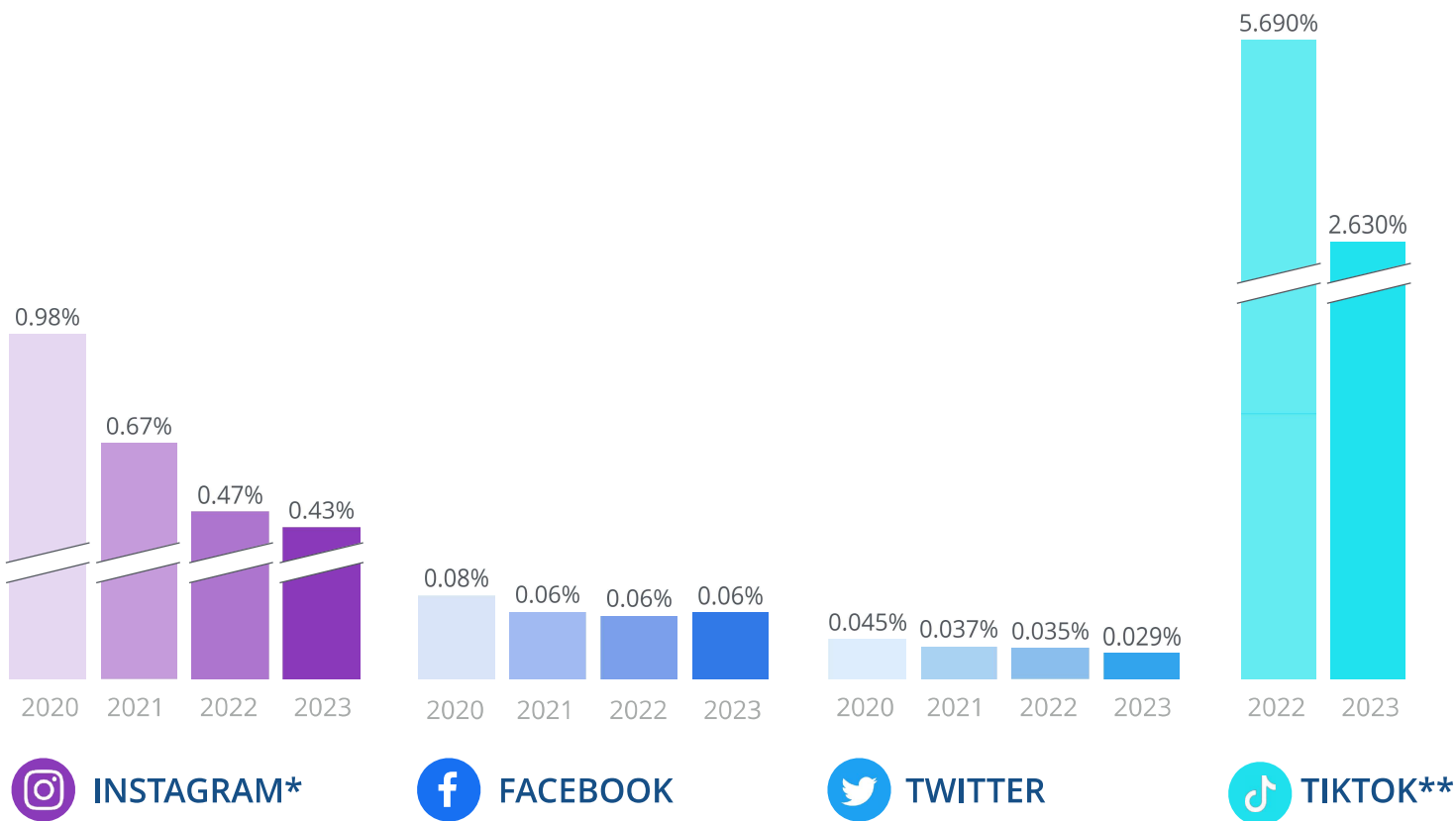


RIVAL IQ INSIGHT

Higher Ed dramatically outstripped the competition with high engagement rates and modest posting activity on TikTok, with second place Sports Teams earning nearly half the engagement these colleges and universities snagged.

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Engagement rate benchmarks over time



* Axis not to scale

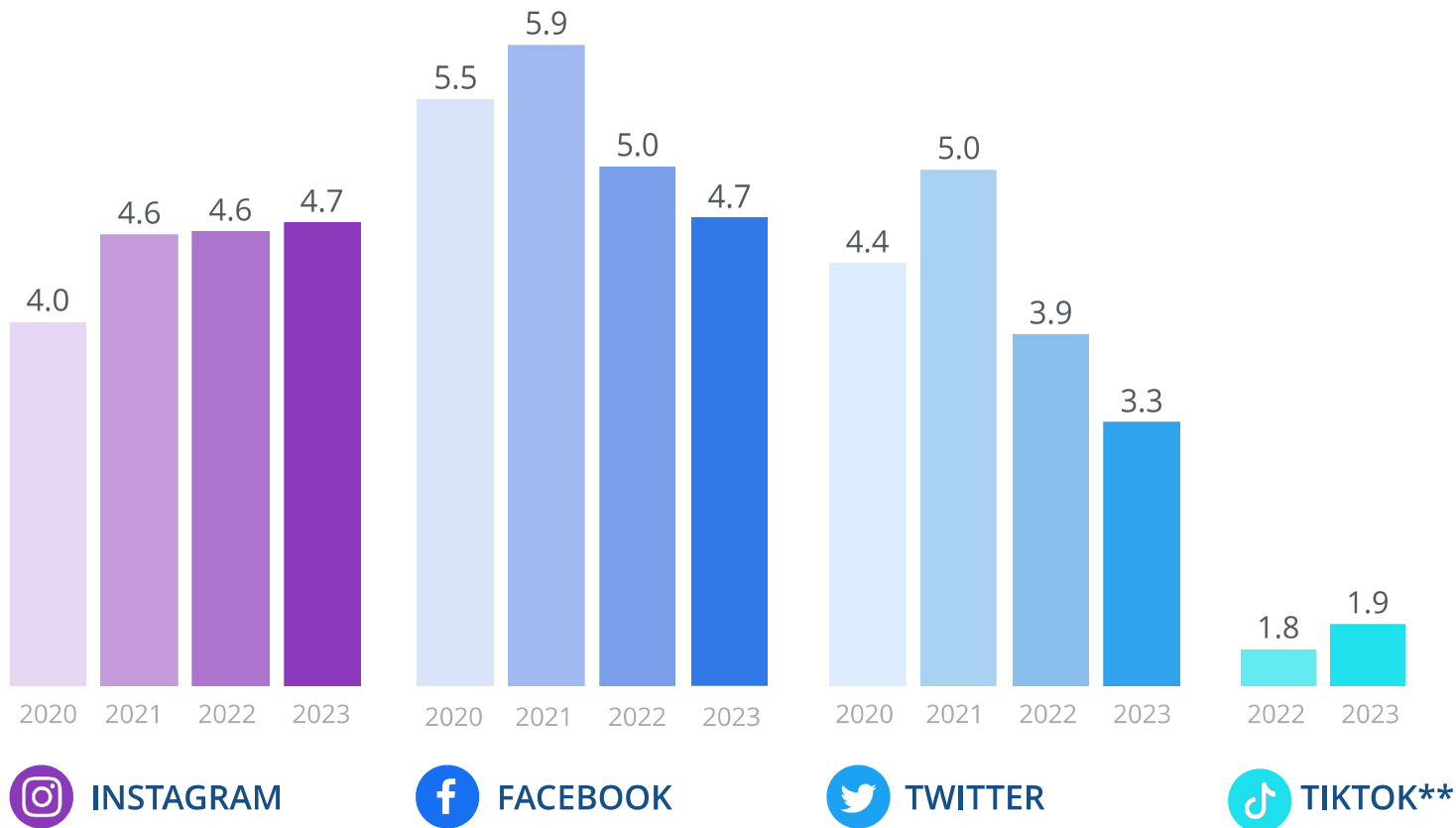
** Axis not to scale and only two years of data

RIVAL IQ INSIGHT

Even though TikTok accounts earned about half the engagement rates they did last year, the video channel continues to outpace Instagram, Facebook, and Twitter by miles.

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Weekly posting over time



** Only two years of data

RIVAL IQ INSIGHT

Post frequency increased just a bit on Instagram and TikTok this year while slowing down on Facebook and Twitter.

Twitter posting took the sharpest dive at 15%, suggesting people aren't as invested in X as they once were.

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INDUSTRY SNAPSHOT

Alcohol

ALCOHOL

Overview

Cheers to Alcohol brands on Facebook and Twitter

Alcohol brands earned above-median engagement rates everywhere but TikTok this year, where age restricted-content continued to keep them down. Fourth on Facebook and third on Twitter is still worth raising a glass, though.

A few ways Alcohol brands can keep up the pace:

- Try experimenting with posting frequency, since Alcohol brands consistently post less frequently than other industries.
- Alcohol brands' best bets for hashtags are all about booze and holidays to help followers figure out what they're drinking and when.



FACEBOOK
POSTS PER WEEK

2.56

FACEBOOK
ENG RATE / POST

0.105%



INSTAGRAM
POSTS PER WEEK

3.13

INSTAGRAM
ENG RATE / POST

0.447%



TWEETS
PER WEEK

1.02

TWITTER
ENG RATE / TWEET

0.040%



VIDEOS
PER WEEK

0.79

TIKTOK
ENG RATE / VIDEO

1.84%

SAMPLE BRANDS



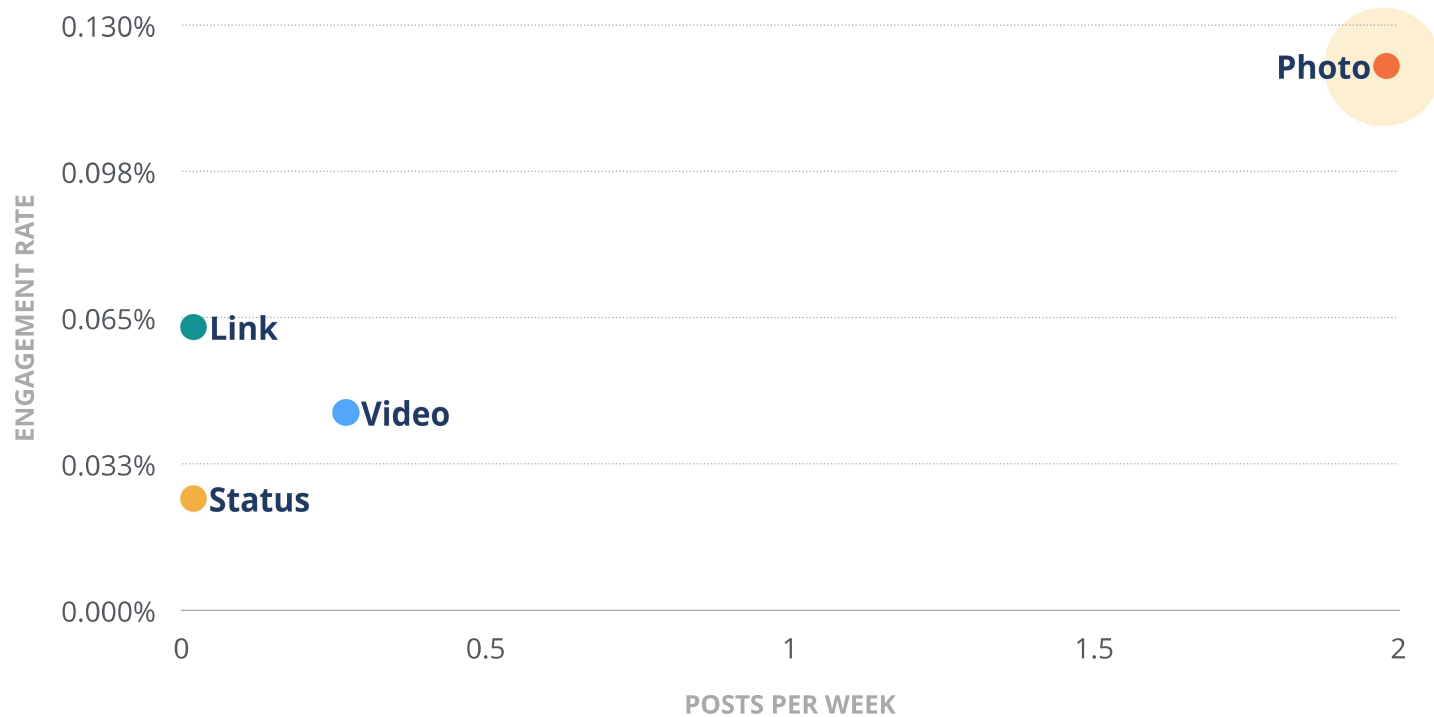
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ALCOHOL

f Facebook metrics by post type



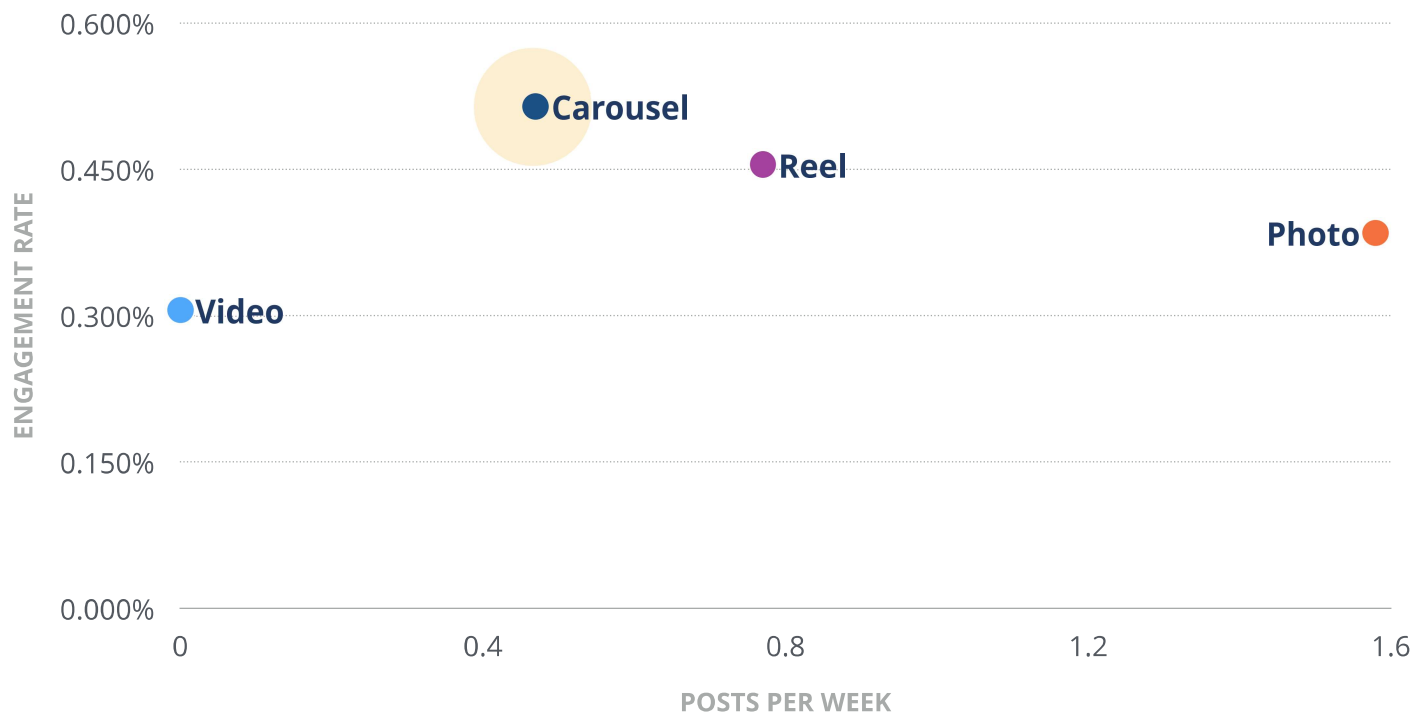
💡 RIVAL IQ INSIGHT

Alcohol brands have relied on photo posts year after year for their epic engagement oomph, and this year is no exception.

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ALCOHOL

Instagram metrics by post type



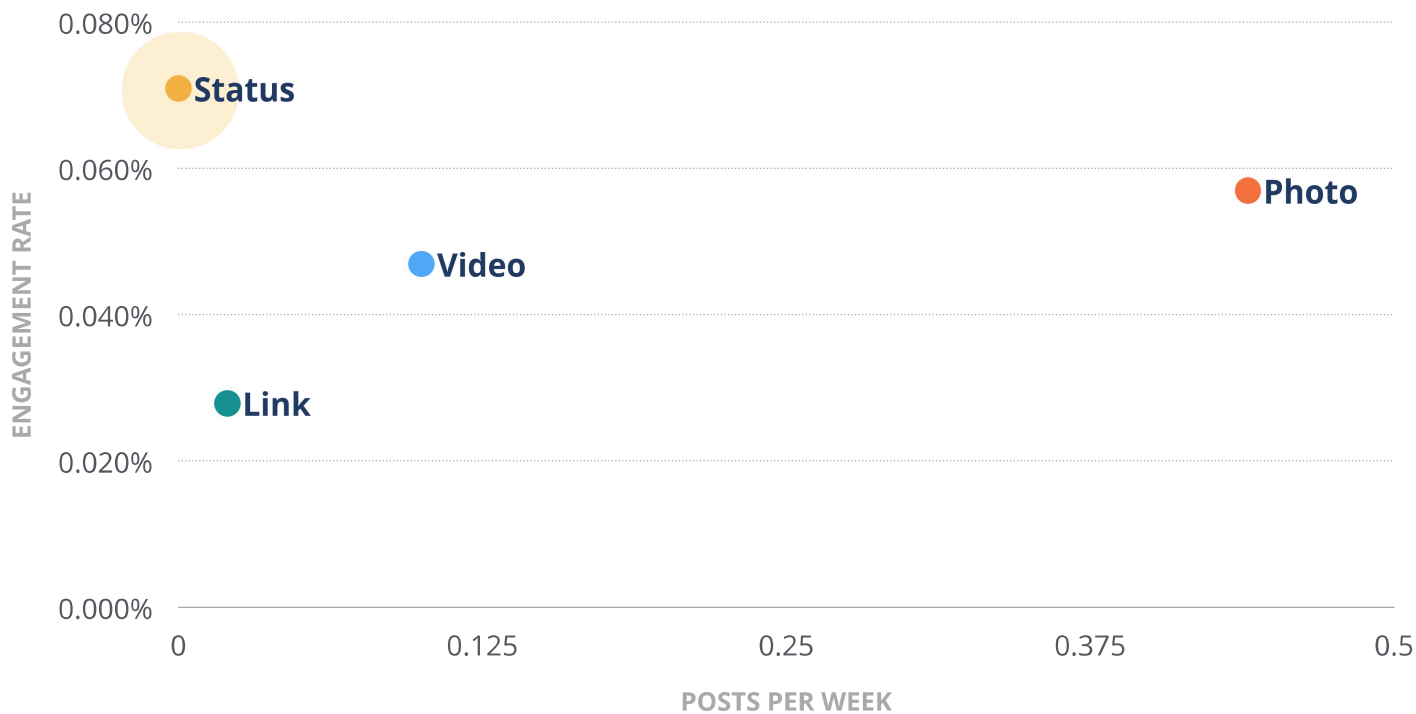
💡 RIVAL IQ INSIGHT

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

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ALCOHOL

Twitter metrics by tweet type

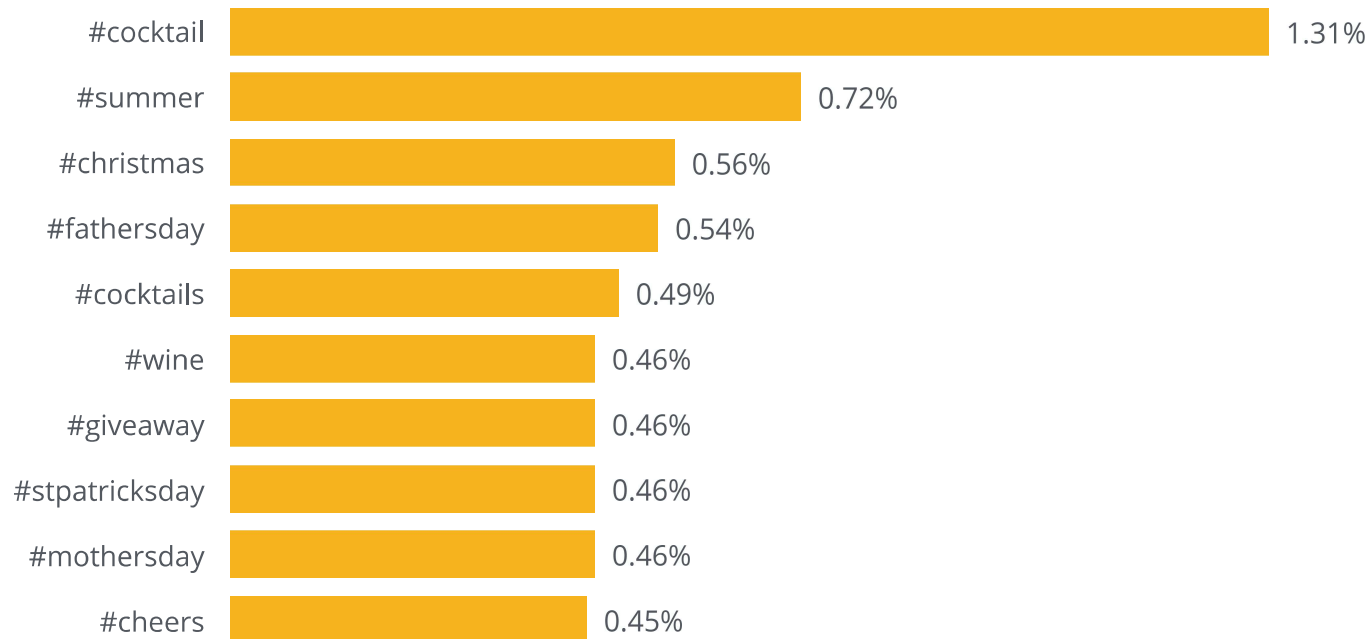


💡 RIVAL IQ INSIGHT

Status tweets were a surprise hit for Alcohol brands this year on Twitter, but photo tweets were also a tried and true source of engagement.

ALCOHOL

Instagram hashtags by eng. rate

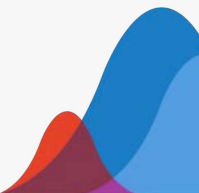


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

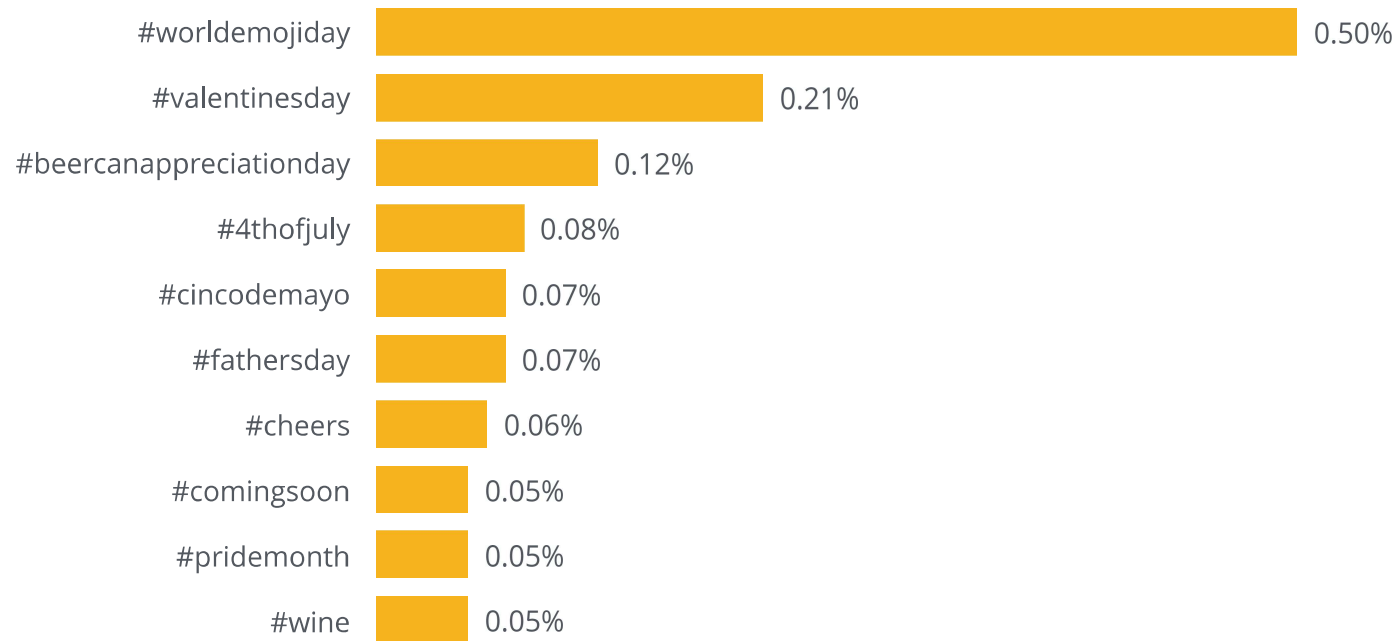
Alcohol brands were all about mixed drink hashtags on Instagram this year, with the #cocktail hashtag performing nearly twice as well as the next most engaging hashtag by rate.

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ALCOHOL

Twitter hashtags by eng. rate

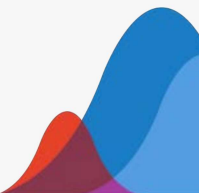


* Hashtags used by more than 6 companies in this study

💡 RIVAL IQ INSIGHT

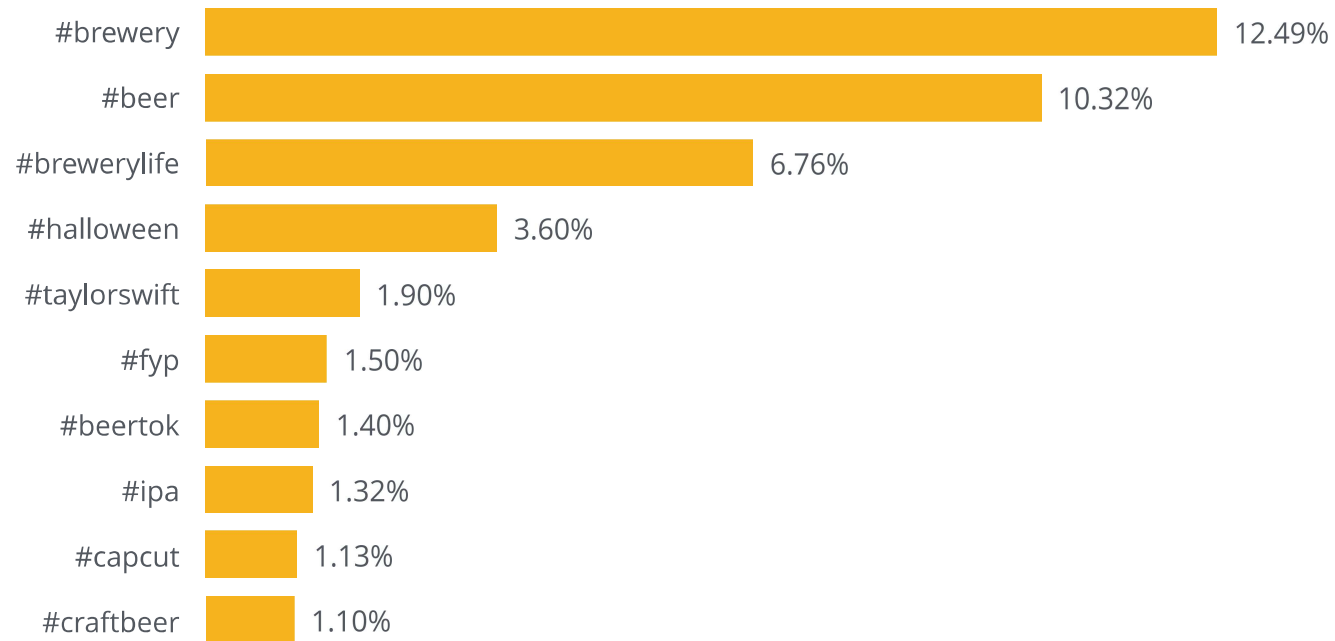
Alcohol followers ate up posts with holiday-themed hashtags like #WorldEmojiDay and #ValentinesDay.

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ALCOHOL

🎵 TikTok hashtags by eng. rate

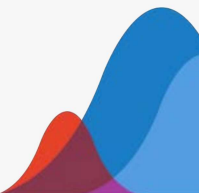


* Hashtags used by more than 9 companies in this study

💡 RIVAL IQ INSIGHT

While cocktails were king on Instagram, Alcohol brands were all about the beer with their hashtags on TikTok this year.

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INDUSTRY SNAPSHOT

Fashion

FASHION

Overview

Fashion struggling across all channels

Fashion brands earned less than half the median on every channel we studied this year, proving social media is a crowded and competitive space for these brands.

Some suggestions for Fashion brands:

- Invest more in TikTok, which is paying more engagement dividends than other channels right now.
- With the success of Reels on Instagram and videos on Twitter for fashion brands, video content is where it's at in the year ahead.



FACEBOOK
POSTS PER WEEK

4.32

FACEBOOK
ENG RATE / POST

0.020%



INSTAGRAM
POSTS PER WEEK

6.1

INSTAGRAM
ENG RATE / POST

0.193%



TWEETS
PER WEEK

0.8

TWITTER
ENG RATE / TWEET

0.018%



VIDEOS
PER WEEK

2.5

TIKTOK
ENG RATE / VIDEO

1.41%

SAMPLE BRANDS



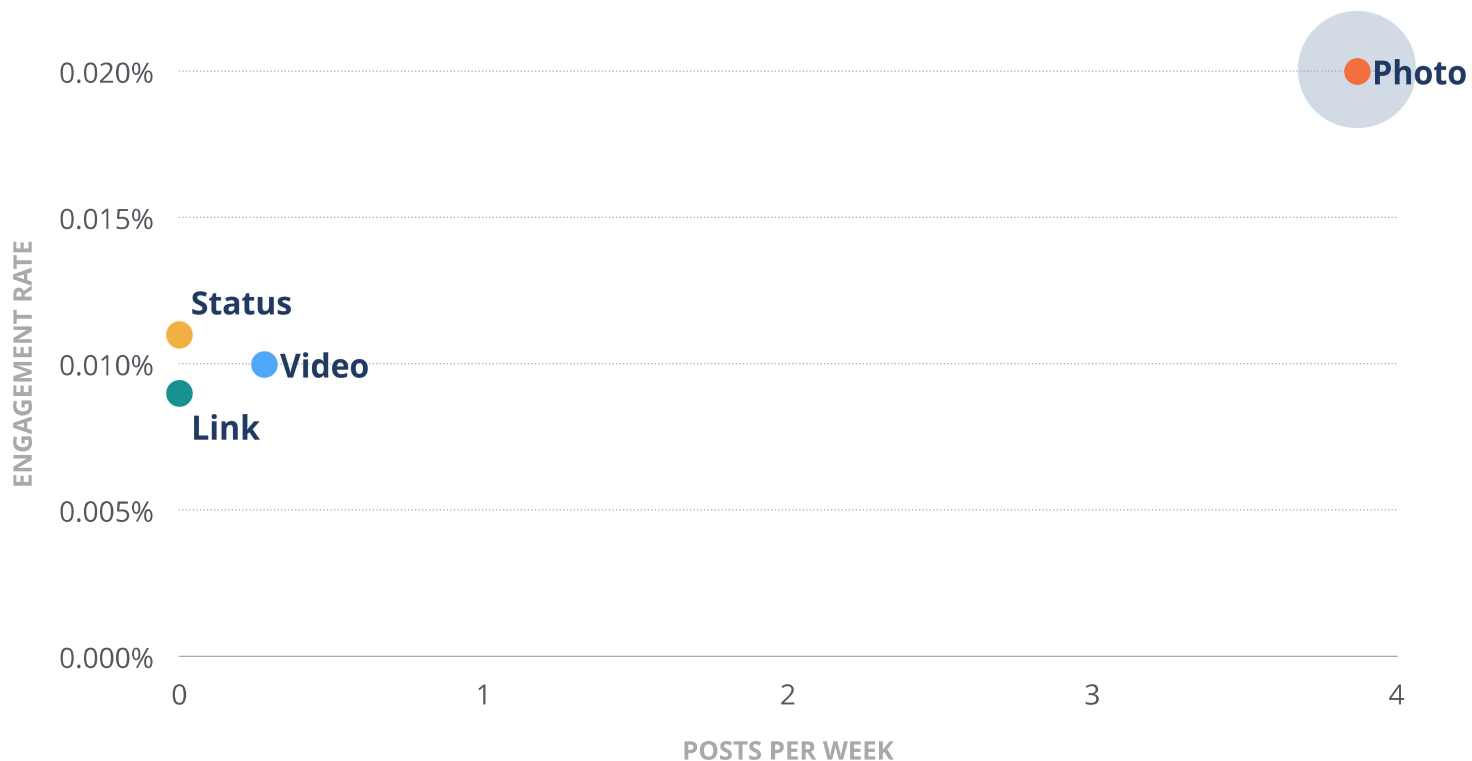
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FASHION

f Facebook metrics by post type



💡 RIVAL IQ INSIGHT

Photos were twice as engaging as the next most engaging post type by rate on Facebook for Fashion brands.

These brands were all about dynamic content, with almost no status or link posts to speak of.

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FASHION

Instagram metrics by post type



RIVAL IQ INSIGHT

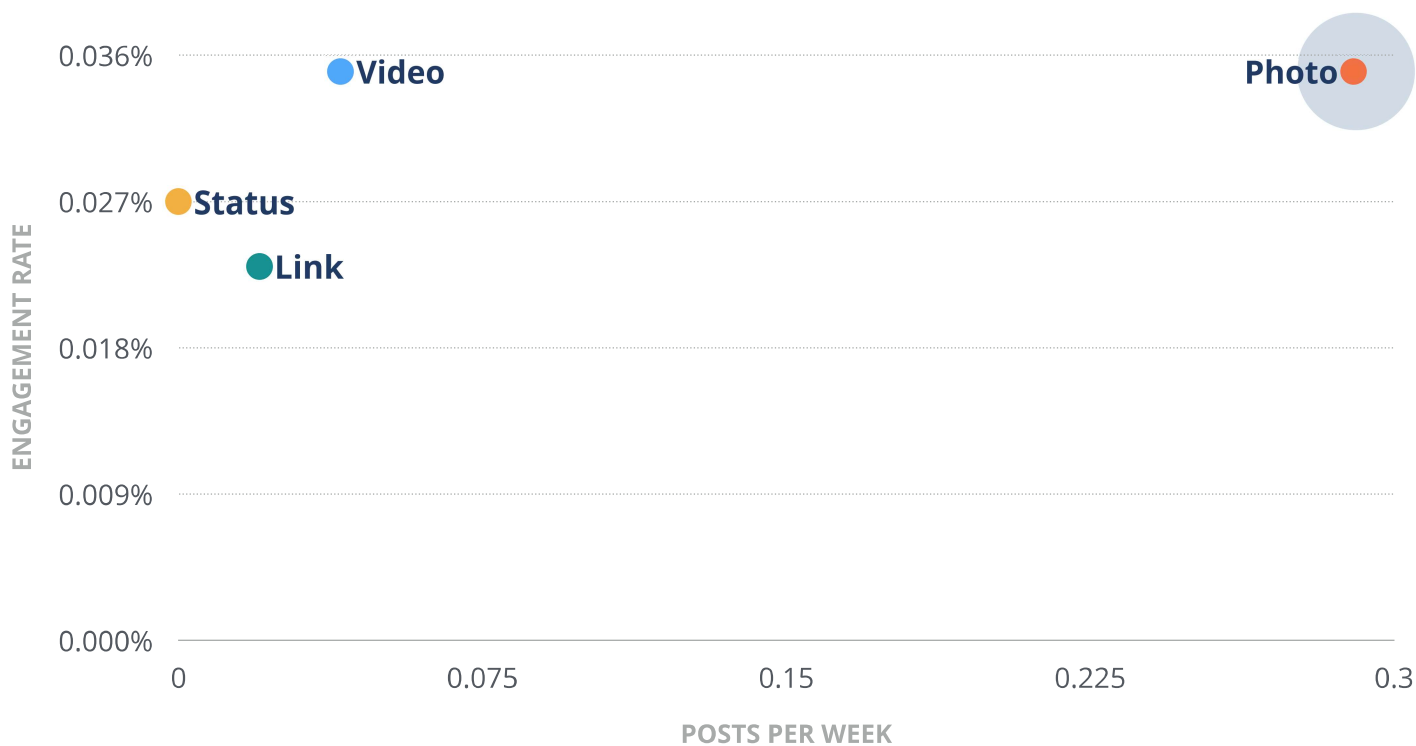
Reels beat out carousels for the first time this year for Fashion brands on Instagram.

Streetwear brand CLOAK beat out Fashion competitors on Instagram this year thanks in part to strong Reels.

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FASHION

Twitter metrics by tweet type



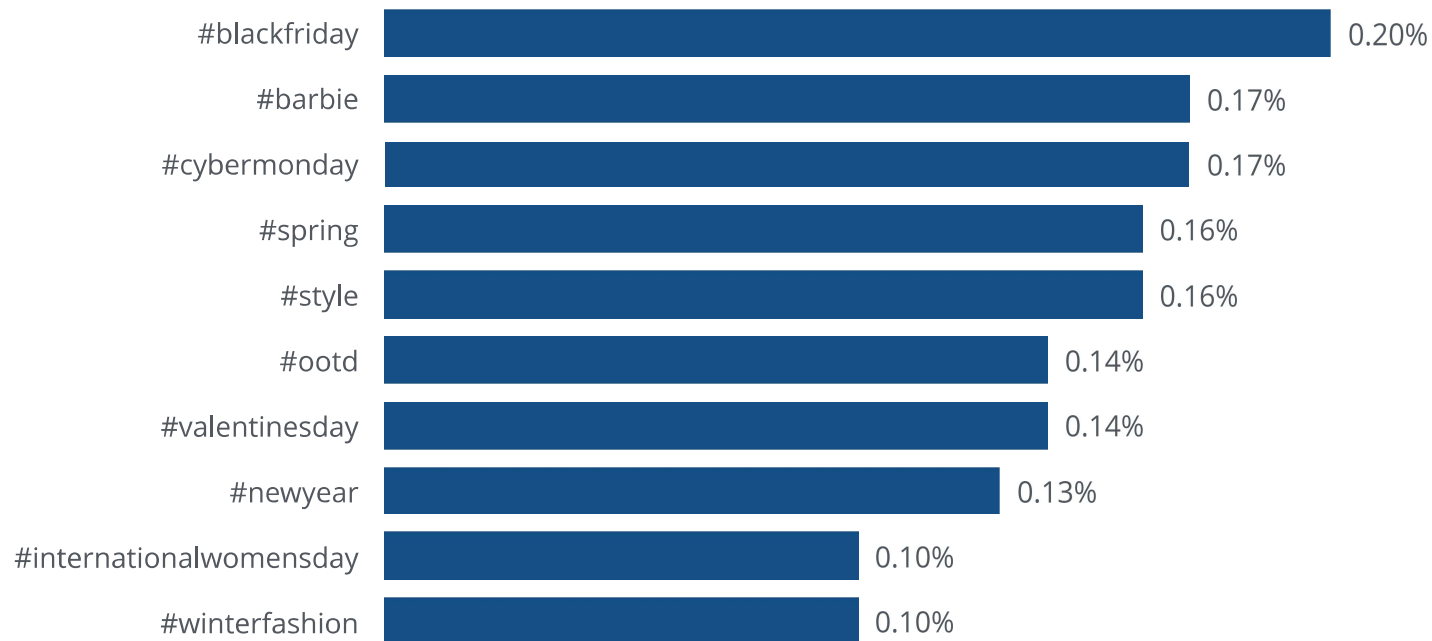
RIVAL IQ INSIGHT

Fashion brands earned similar engagement rates for video and photos tweets, but were 7x more likely to tweet a photo.

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FASHION

Instagram hashtags by eng. rate

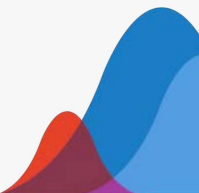


* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

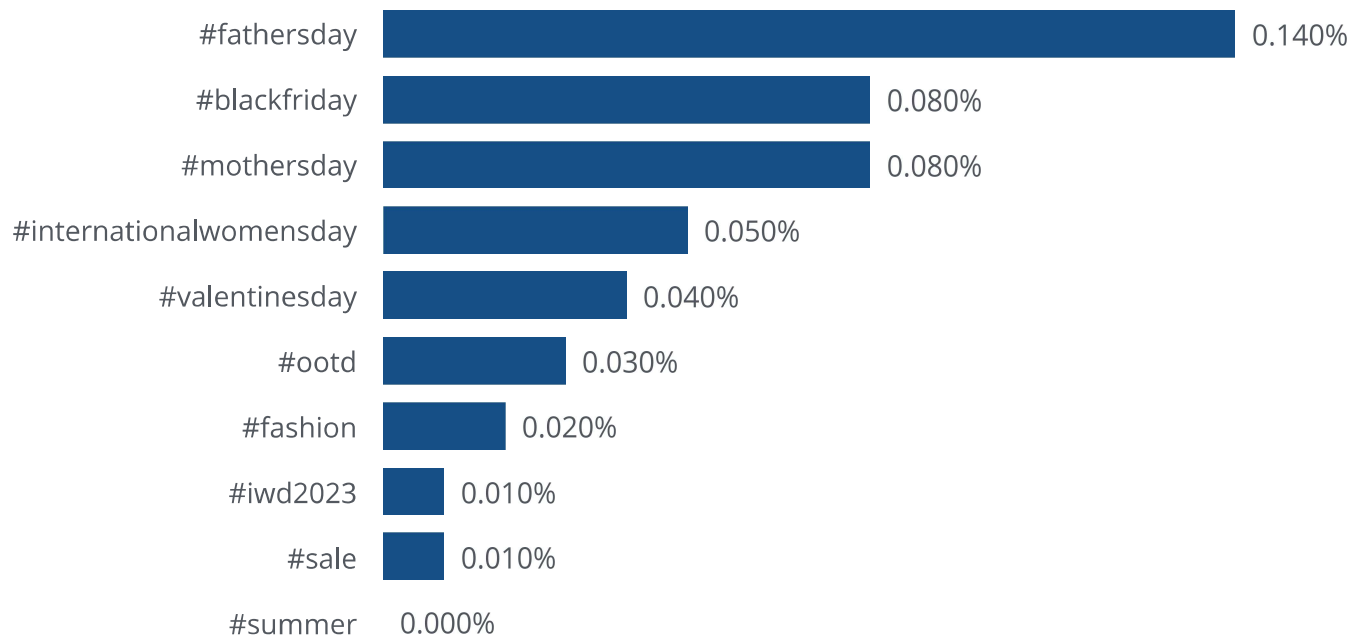
No surprise here that Fashion brands used hashtags on Instagram like #BlackFriday and #CyberMonday to remind followers about opportunities to shop.

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FASHION

Twitter hashtags by eng. rate



* Hashtags used by more than 7 companies in this study

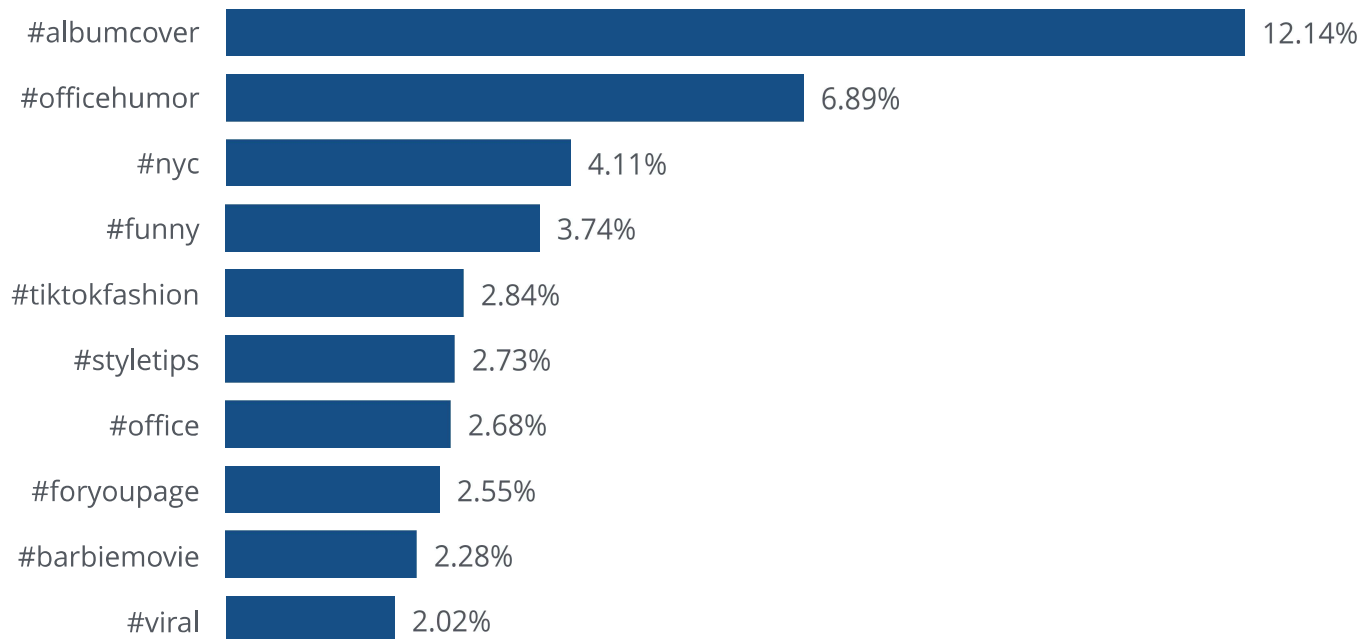
RIVAL IQ INSIGHT

Gift-focused holidays like #FathersDay and #ValentinesDay topped the engagement charts for Fashion brands on Twitter this year.

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FASHION

🎵 TikTok hashtags by eng. rate

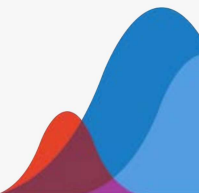


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

Fashion brands really jumped on the #AlbumCover trend this year, which immortalized one epic photo in a TikTok video that had influencers and trendsetters putting forth their most aesthetic outfits.

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INDUSTRY SNAPSHOT

Financial Services

FINANCIAL SERVICES

Overview

FinServ sitting in the middle of the pack

Financial Services brands sat at or below the median on all four channels we studied this year, despite increasing post frequency across the board.

A few ideas for Financial Services brands:

- Photos are a top-performing post type across Facebook, Instagram, and Twitter, so don't be afraid to get visual.
- Educational hashtags like #MoneyTok and #MoneyTips were top performers, proving FinServ followers are down to learn.



FACEBOOK
POSTS PER WEEK

4.70

FACEBOOK
ENG RATE / POST

0.044%



INSTAGRAM
POSTS PER WEEK

3.98

INSTAGRAM
ENG RATE / POST

0.276%



TWEETS
PER WEEK

5.23

TWITTER
ENG RATE / TWEET

0.026%



VIDEOS
PER WEEK

1.22

TIKTOK
ENG RATE / VIDEO

2.43%



SAMPLE BRANDS



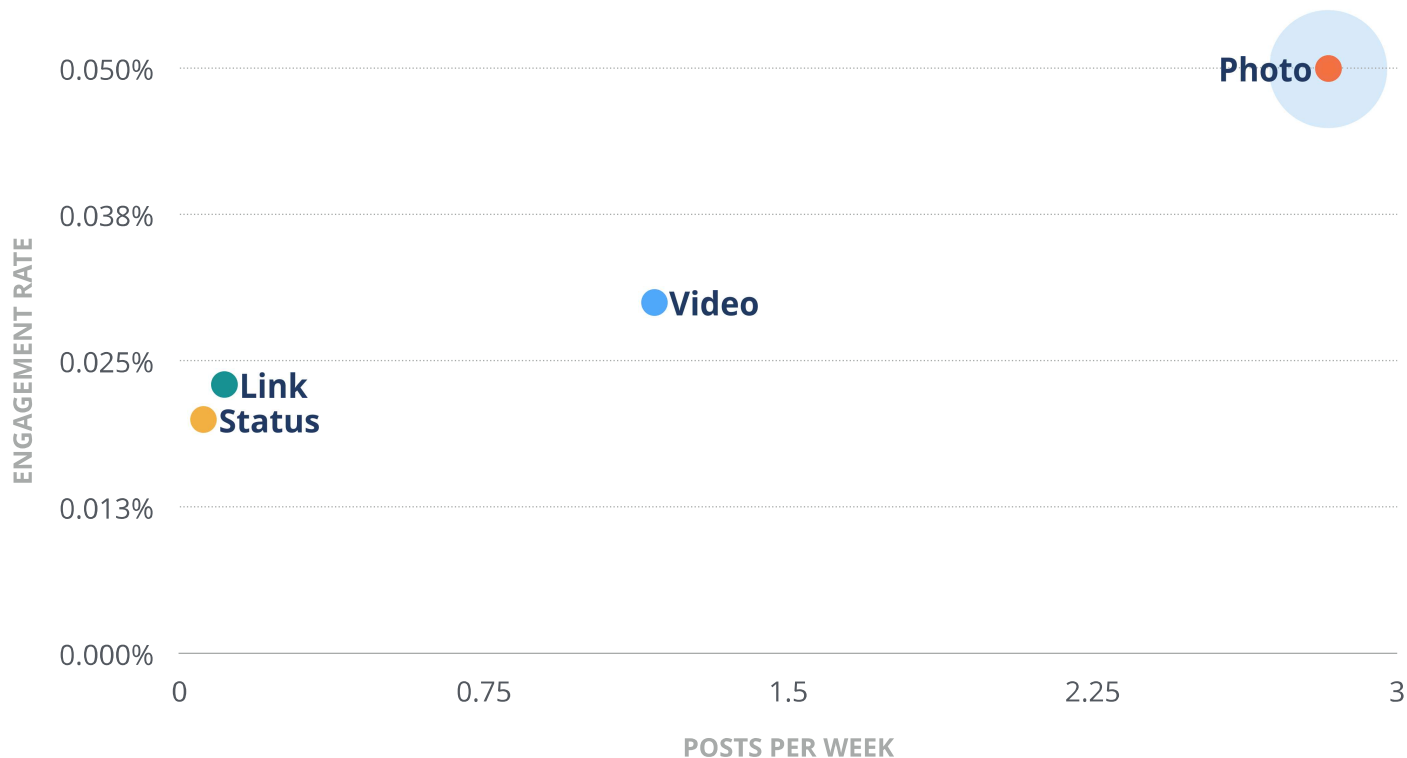
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FINANCIAL SERVICES

f Facebook metrics by post type

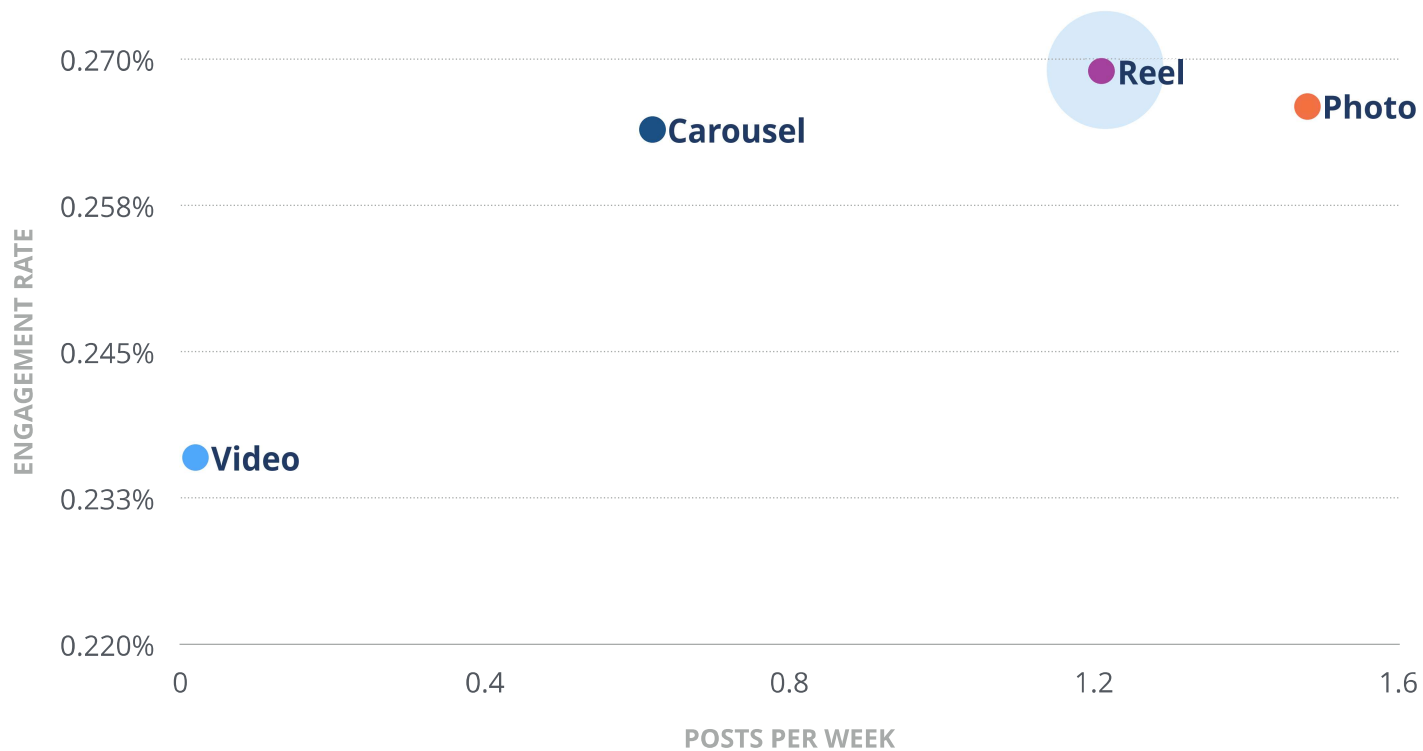


RIVAL IQ INSIGHT

Photo posts beat out the next most engaging post type by a mile for Financial Services brands on Facebook. Bonus: these posts also earn twice the engagement rates they did last year.

FINANCIAL SERVICES

Instagram metrics by post type

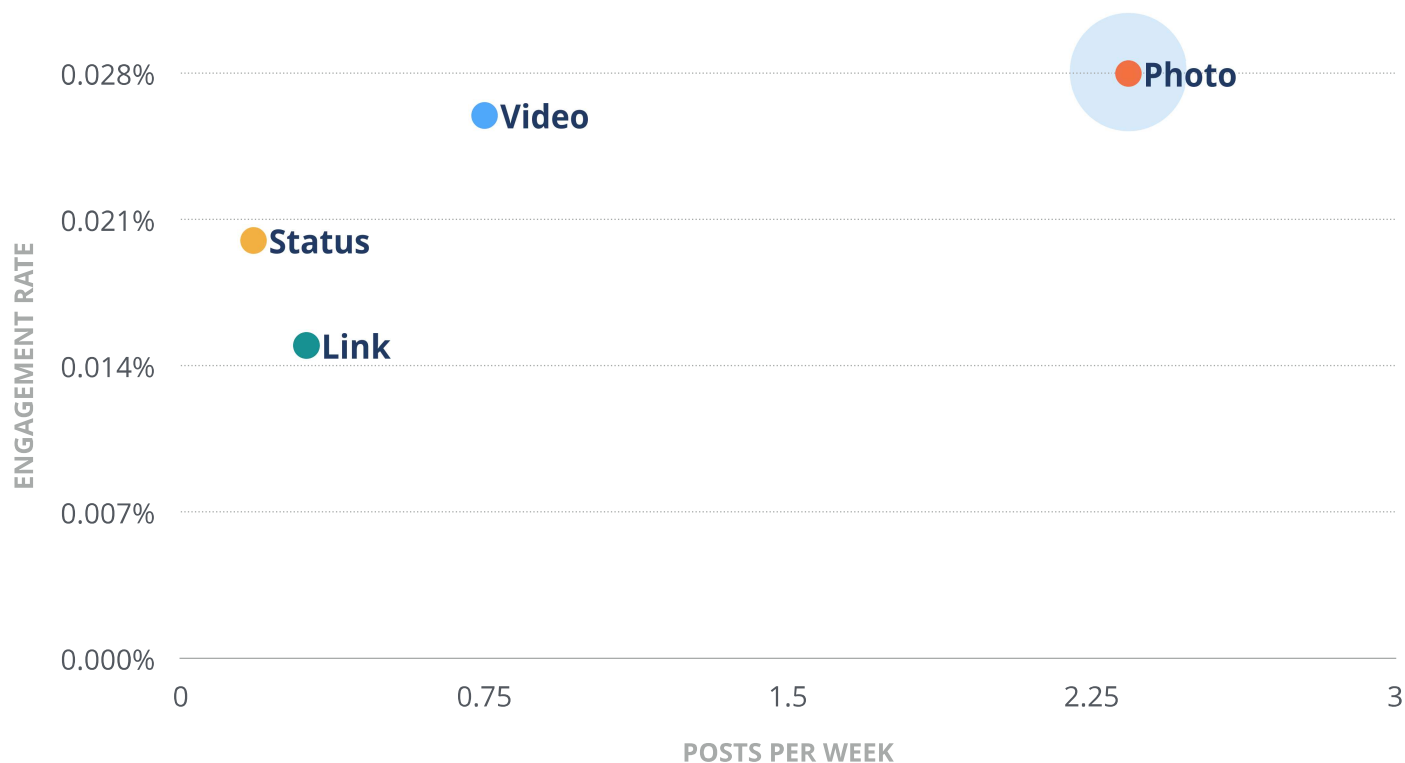


RIVAL IQ INSIGHT

Reels and photos vied for first for Financial Services brands on Instagram this year, with video posts lagging majorly.

FINANCIAL SERVICES

Twitter metrics by tweet type

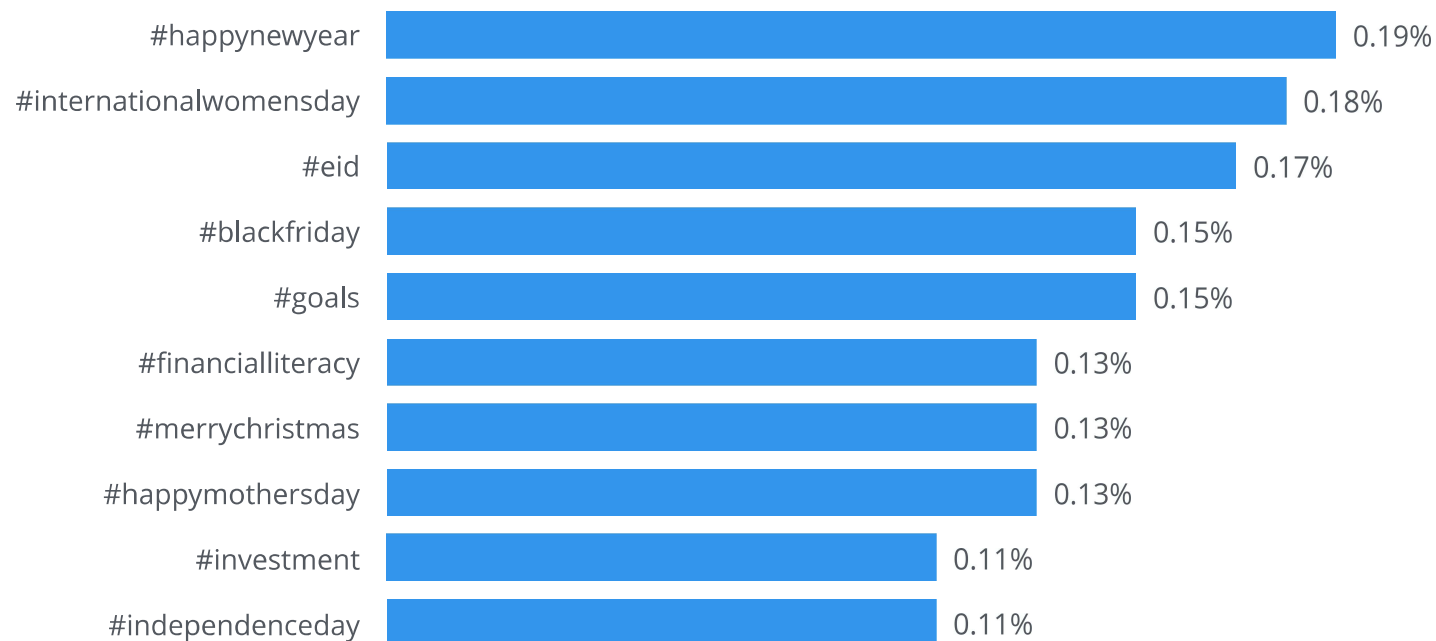


RIVAL IQ INSIGHT

Video and photo tweets outpaced status updates and links for Financial Services brands on Twitter this year.

FINANCIAL SERVICES

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

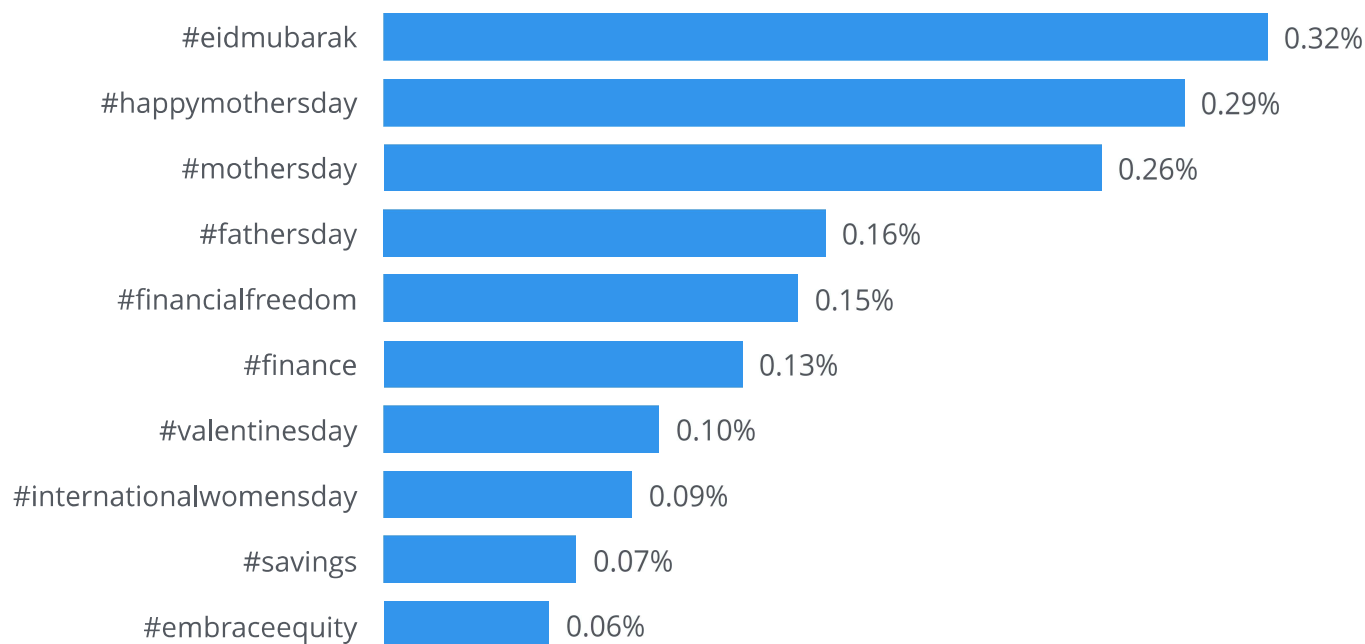
Financial Services brands didn't miss an opportunity to connect with followers on holidays like Christmas, International Women's Day, and Mother's Day.

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FINANCIAL SERVICES

Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

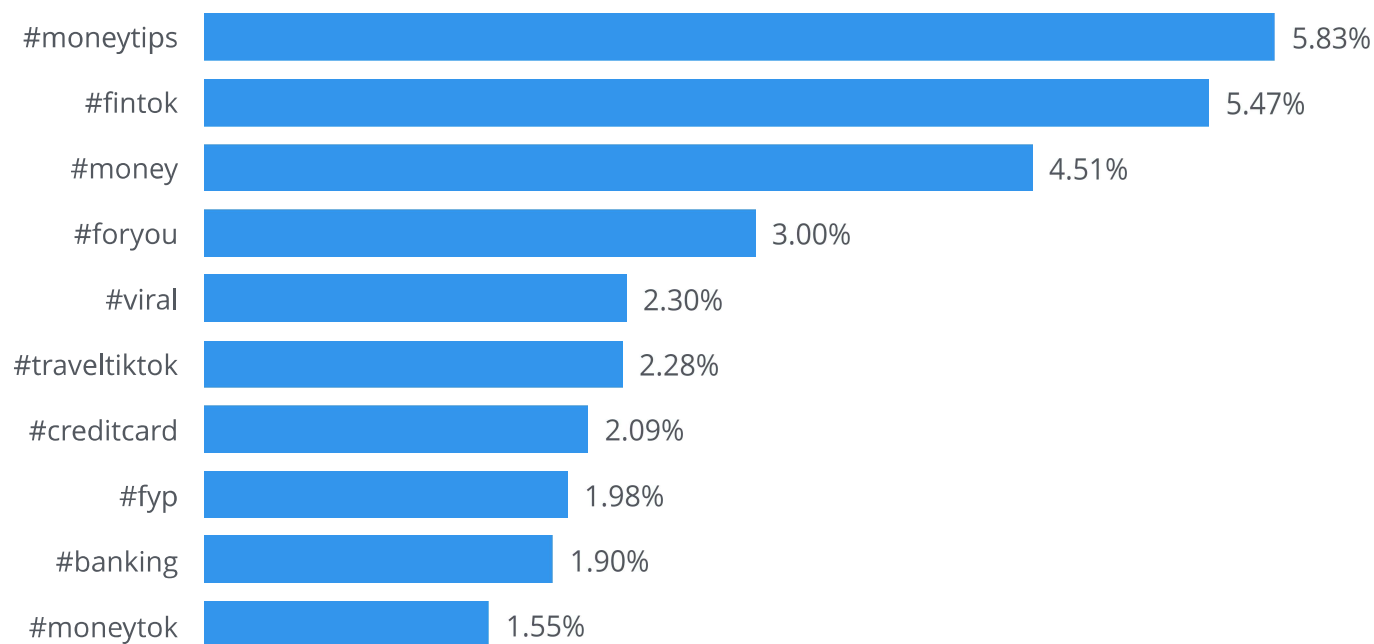
RIVAL IQ INSIGHT

Financial Services brands were all about holiday and finance hashtags this year on Twitter.

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FINANCIAL SERVICES

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

While holiday-themed hashtags dominated for FinServ brands on Instagram and Twitter, these brands focused on getting down to business more on TikTok with hashtags like #MoneyTips and #MoneyTok.

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INDUSTRY SNAPSHOT

Food & Beverage

FOOD & BEVERAGE

Overview

Food & Beverage faring best on Instagram and TikTok

Food & Beverage brands saw the highest engagement rates on video-focused Instagram and TikTok while struggling a bit on other channels.

Some ideas for improvement:

- Holidays are always a good time to start conversations with followers about recipes and menu planning.
- The #EmbraceEquity hashtag was a runaway hit on Twitter, so don't be afraid to go beyond the plate when creating content.



FACEBOOK
POSTS PER WEEK

2.15

FACEBOOK
ENG RATE / POST

0.033%



INSTAGRAM
POSTS PER WEEK

2.73

INSTAGRAM
ENG RATE / POST

0.447%



TWEETS
PER WEEK

1.27

TWITTER
ENG RATE / TWEET

0.030%



VIDEOS
PER WEEK

1.43

TIKTOK
ENG RATE / VIDEO

3.95%

SAMPLE BRANDS



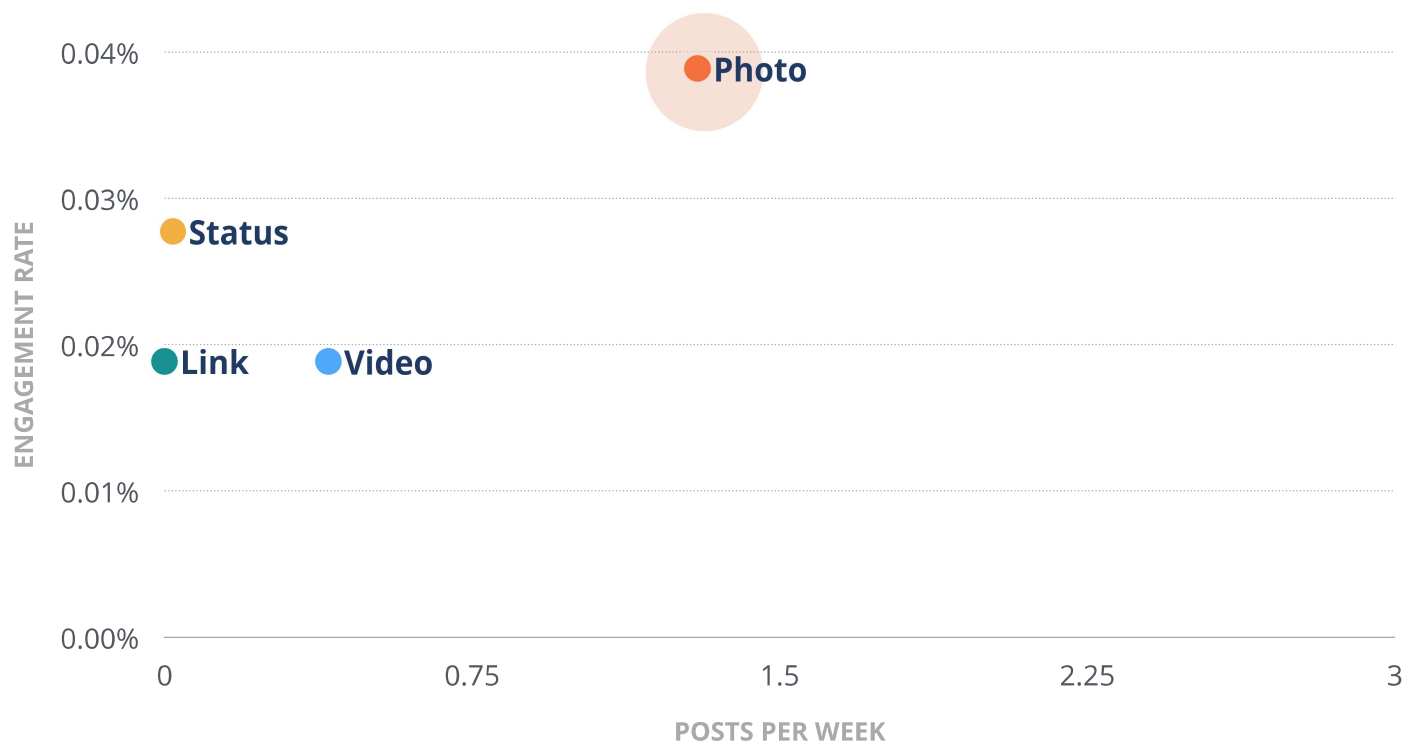
[SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ](#) ►

RivalIQ
A QUID COMPANY



FOOD & BEVERAGE

f Facebook metrics by post type

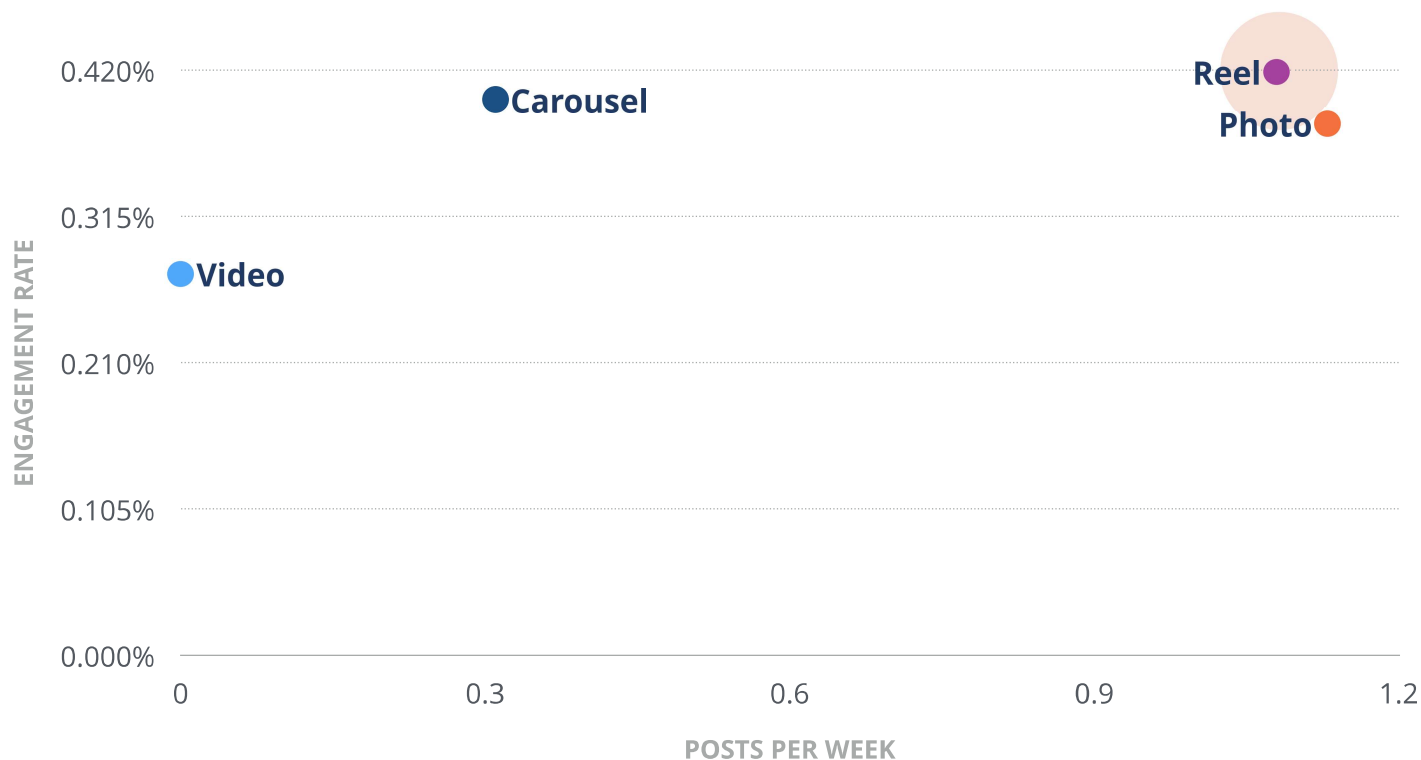


RIVAL IQ INSIGHT

Photo posts stood out for Food & Beverage brands on Facebook this year hoping to entice followers to connect IRL with mouthwatering snaps of their offerings.

FOOD & BEVERAGE

Instagram metrics by post type

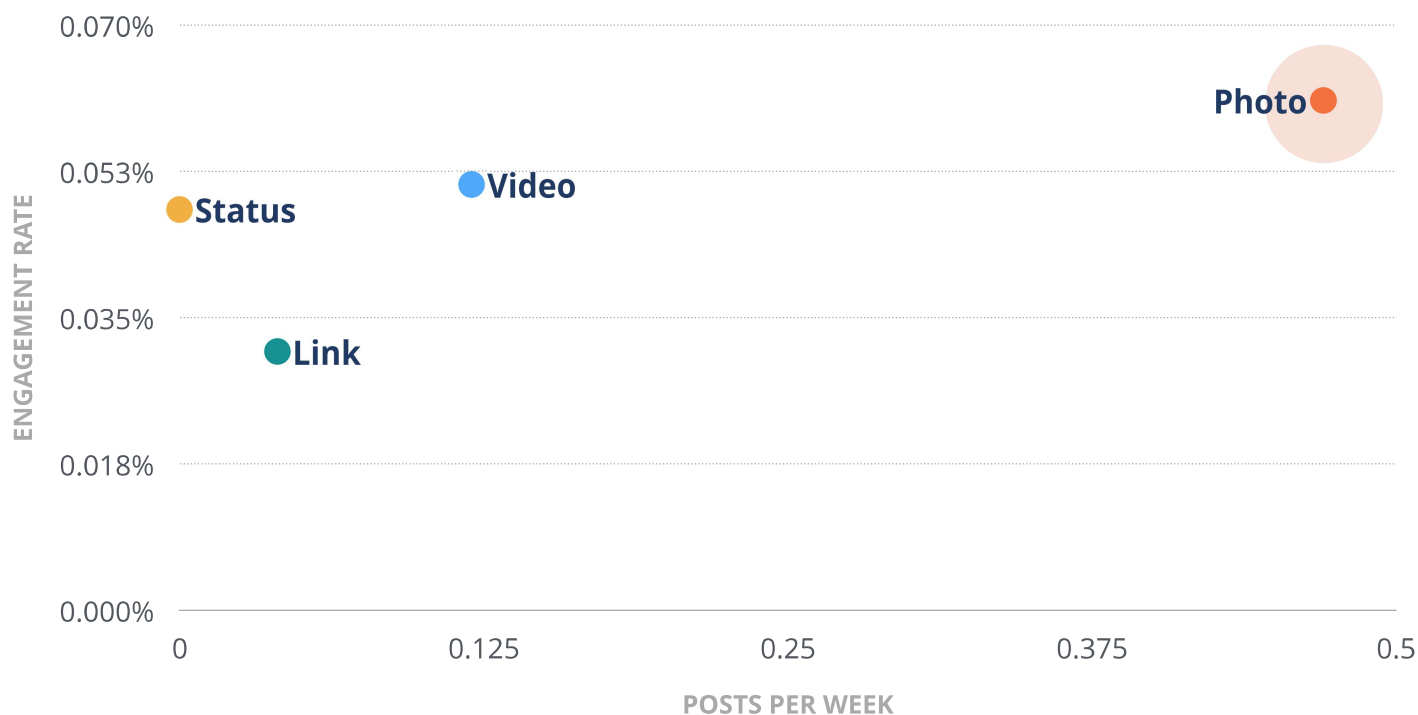


RIVAL IQ INSIGHT

Food & Beverage brands shifted their content creation energy from videos to Reels this year, which paid off with impressive engagement rates.

FOOD & BEVERAGE

Twitter metrics by tweet type

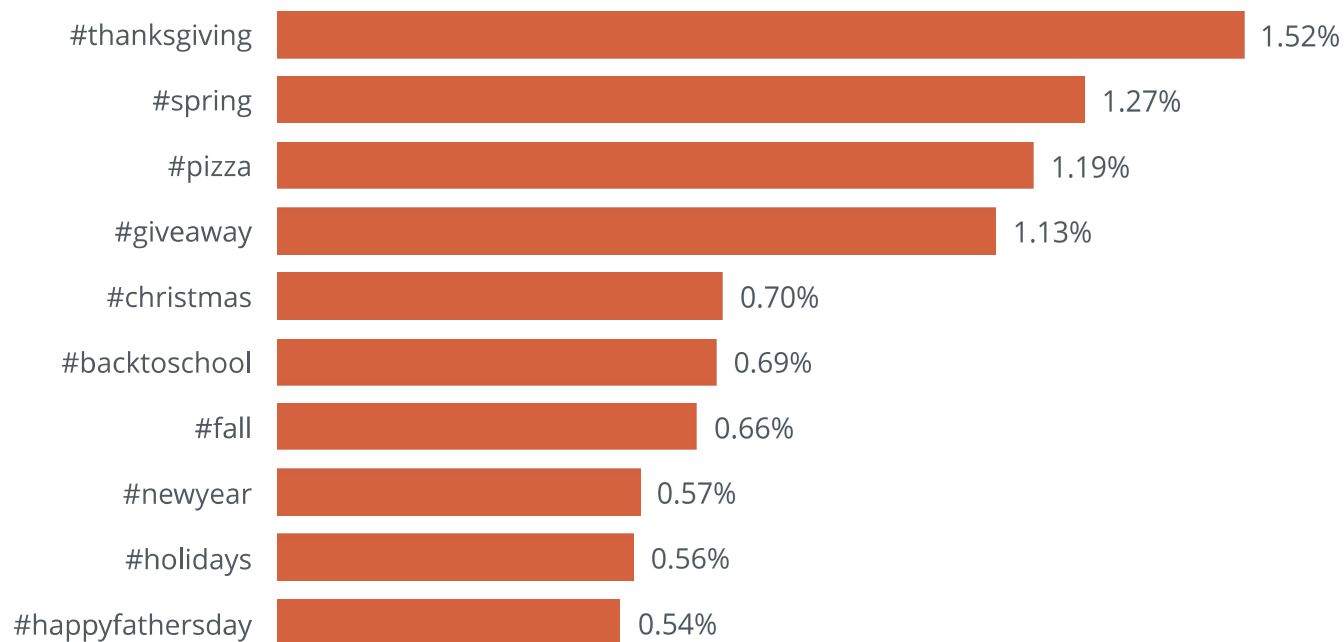


💡 RIVAL IQ INSIGHT

Photo tweets grabbed more engagement than any other type on Twitter this year for Food & Beverage brands.

FOOD & BEVERAGE

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

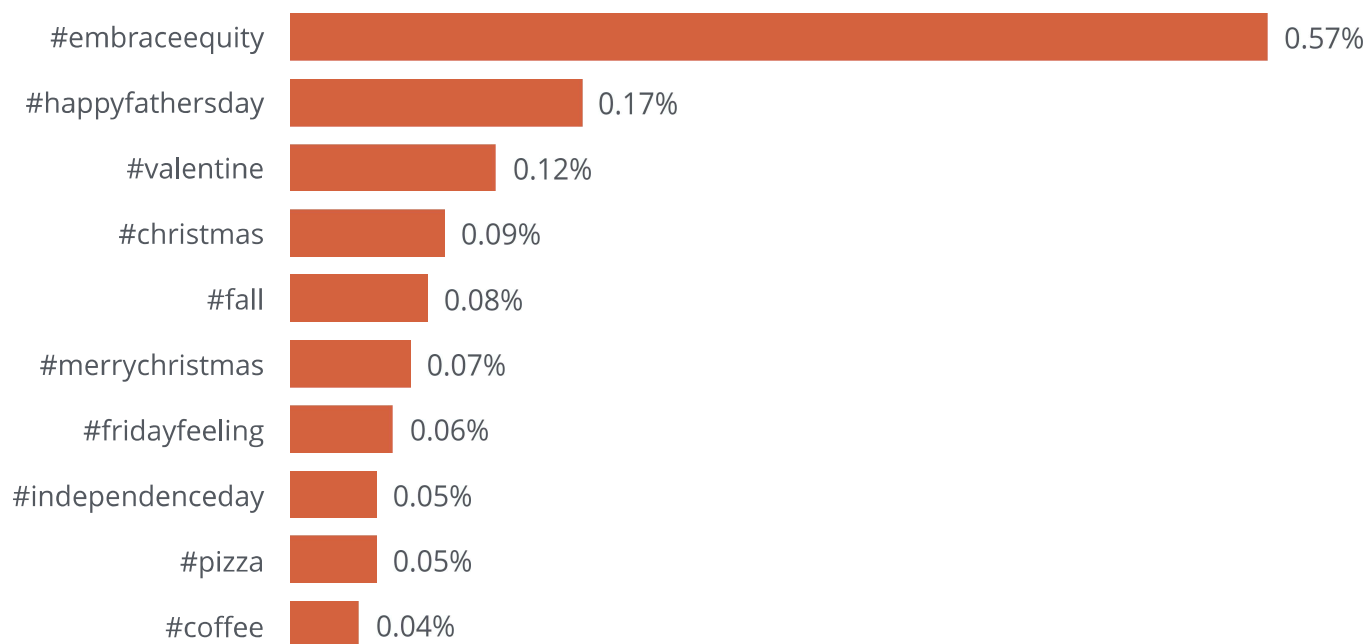
Hashtags about food-focused holidays like #Thanksgiving and #Christmas won big for Food & Beverage brands on Instagram this year.

RivalIQ
A QUID COMPANY



FOOD & BEVERAGE

Twitter hashtags by eng. rate



* Hashtags used by more than 5 companies in this study

RIVAL IQ INSIGHT

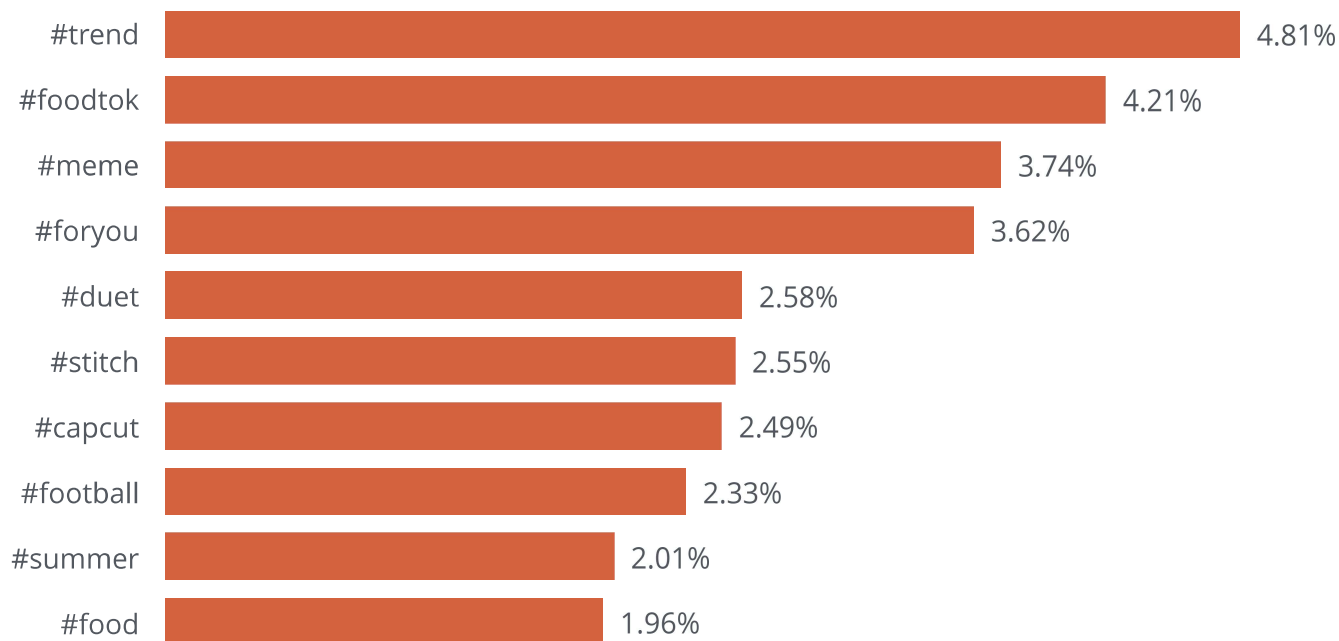
The #EmbraceEquity hashtag performed more than three times better than the next most engaging hashtag on Twitter for Food & Beverage brands, proving followers care about social issues just as much as recipes.

RivalIQ
A QUID COMPANY



FOOD & BEVERAGE

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

Channel-themed hashtags like #trend and #meme helped attract more FYP eyeballs to Food & Beverage content on TikTok this year.

RivalIQ
A QUID COMPANY



RivalIQ
A QUID COMPANY

INDUSTRY SNAPSHOT

Health & Beauty

HEALTH & BEAUTY

Overview

Health & Beauty comes up short

Health & Beauty brands struggled to engage fans and followers compared to their fellow industries, earning engagement rates far below the all-industry median across all four channels thanks in part to a saturated market.

A few growth ideas:

- Continue favoring TikTok and Instagram while keeping efforts low on Twitter, which doesn't have much engagement payoff in this industry.
- Keep engaging fans with product releases and the next big trend in beauty.



FACEBOOK
POSTS PER WEEK

3.67

FACEBOOK
ENG RATE / POST

0.024%



INSTAGRAM
POSTS PER WEEK

6.78

INSTAGRAM
ENG RATE / POST

0.178%



TWEETS
PER WEEK

0.4

TWITTER
ENG RATE / TWEET

0.011%



VIDEOS
PER WEEK

3.1

TIKTOK
ENG RATE / VIDEO

1.38%

SAMPLE BRANDS



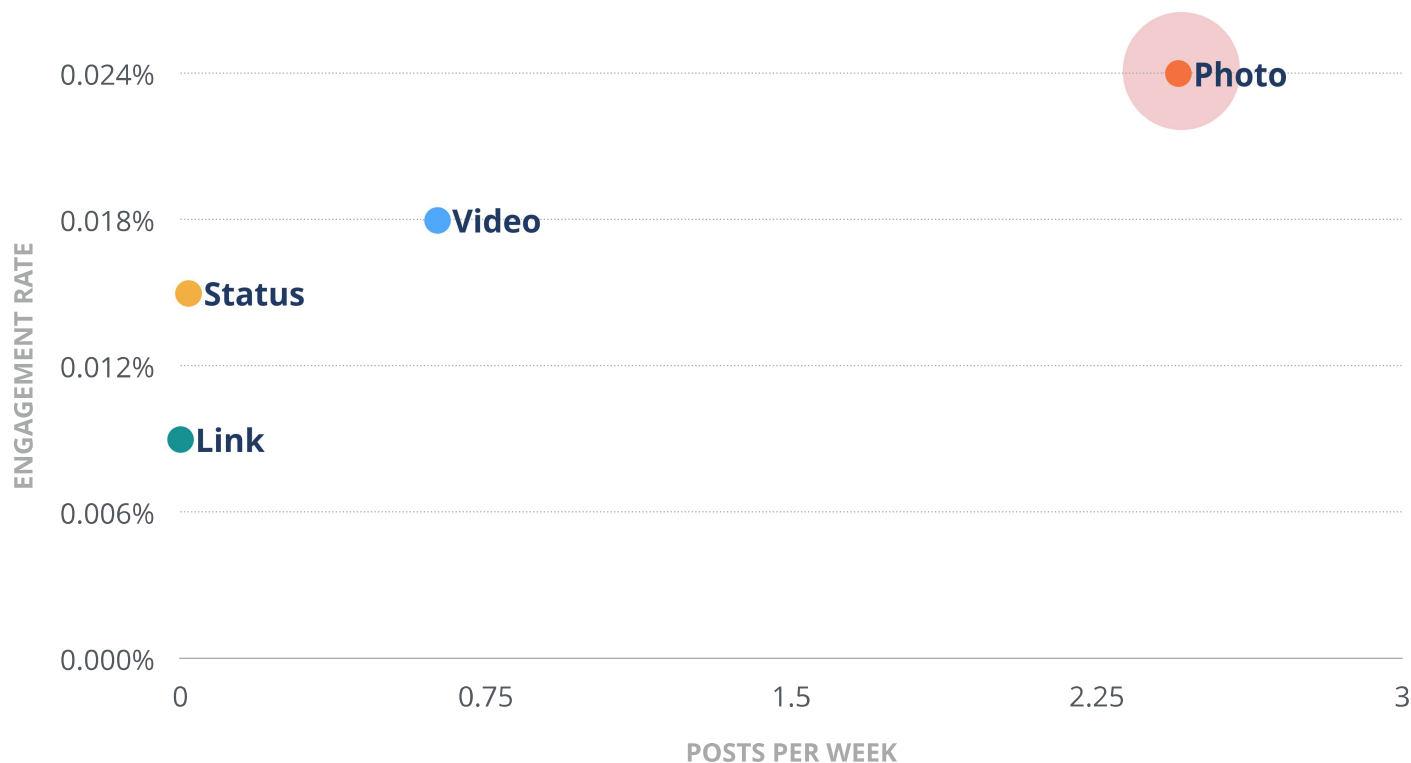
[SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ](#) ►

RivalIQ
A QUID COMPANY



HEALTH & BEAUTY

f Facebook metrics by post type



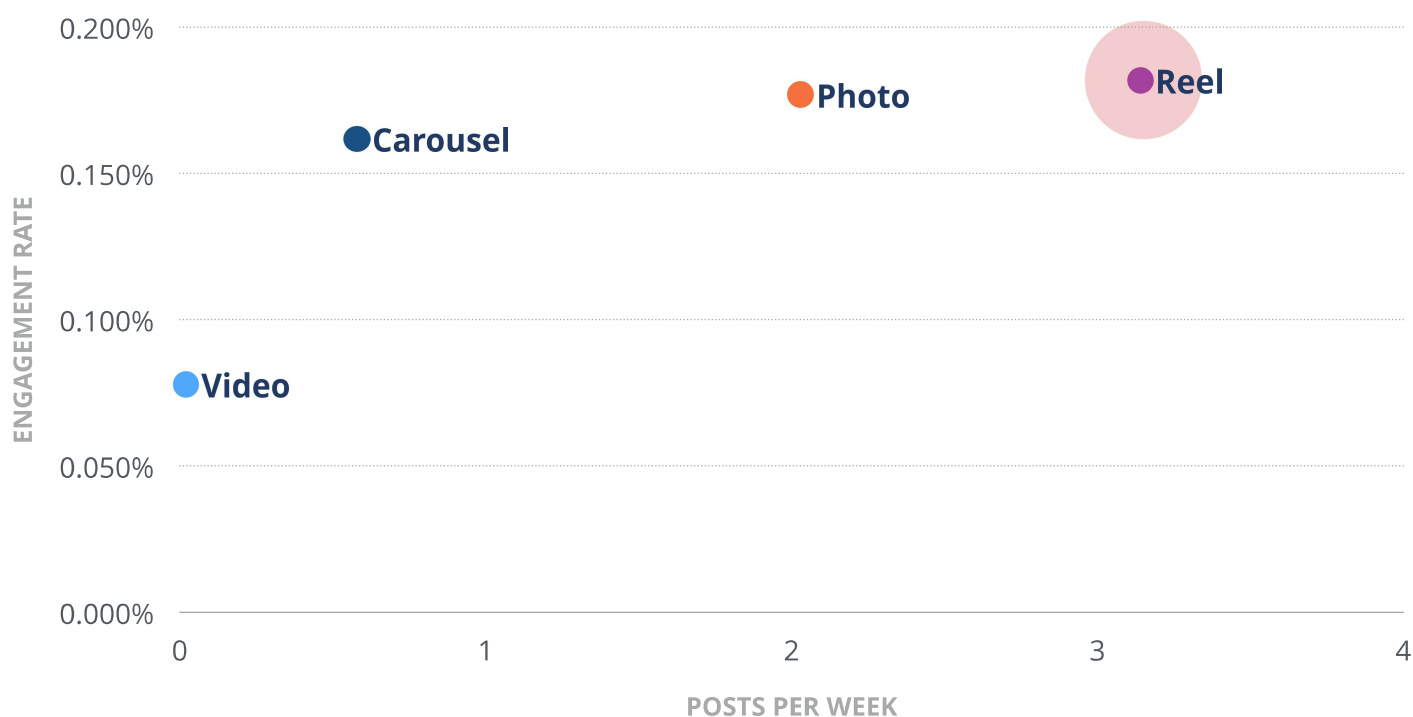
💡 RIVAL IQ INSIGHT

Image-based post types performed twice as well for Health & Beauty brands as text-heavy links and status updates.

RivalIQ
A QUID COMPANY

HEALTH & BEAUTY

Instagram metrics by post type



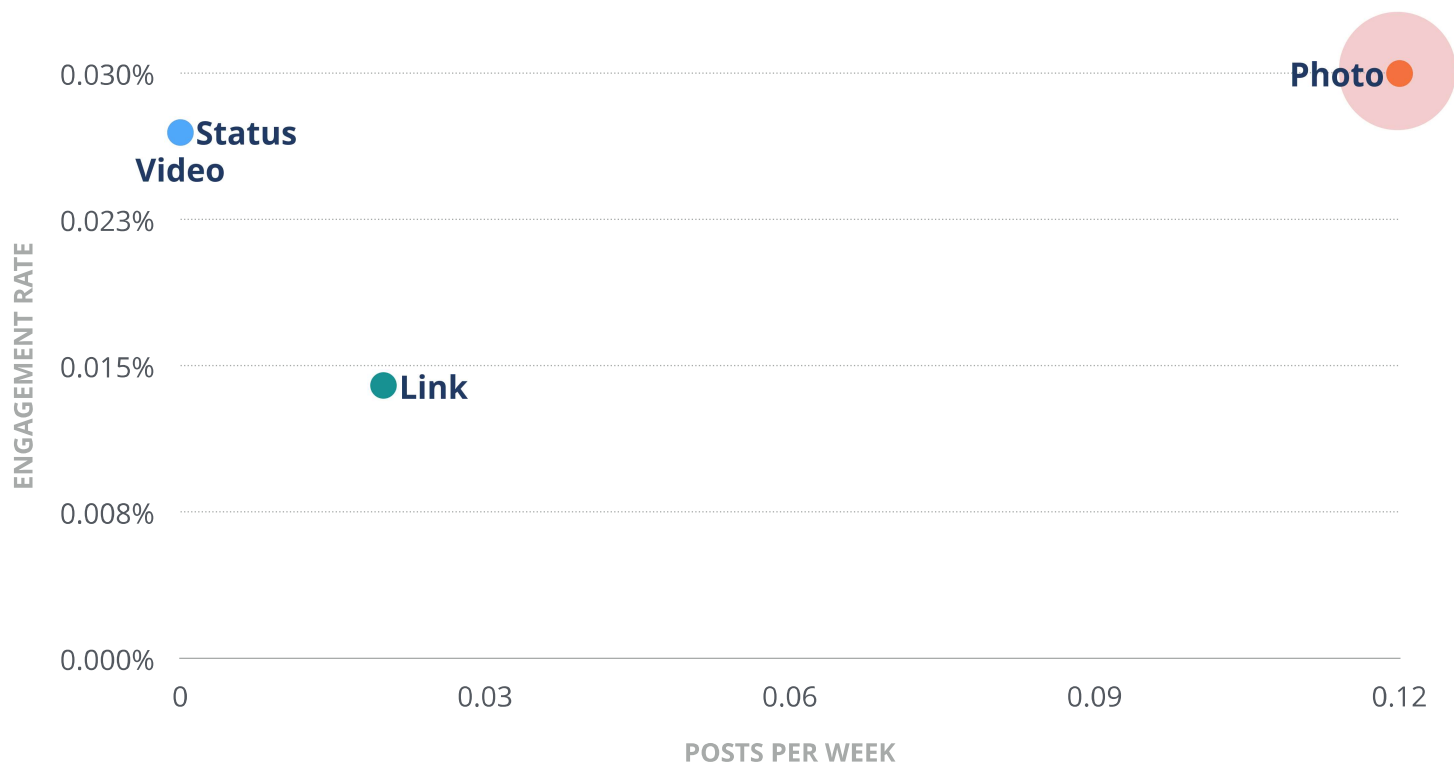
RIVAL IQ INSIGHT

Health & Beauty brands doubled their rate of Reels per week this year, which paid off with strong engagement for that post type.

RivalIQ
A QUID COMPANY

HEALTH & BEAUTY

Twitter metrics by tweet type

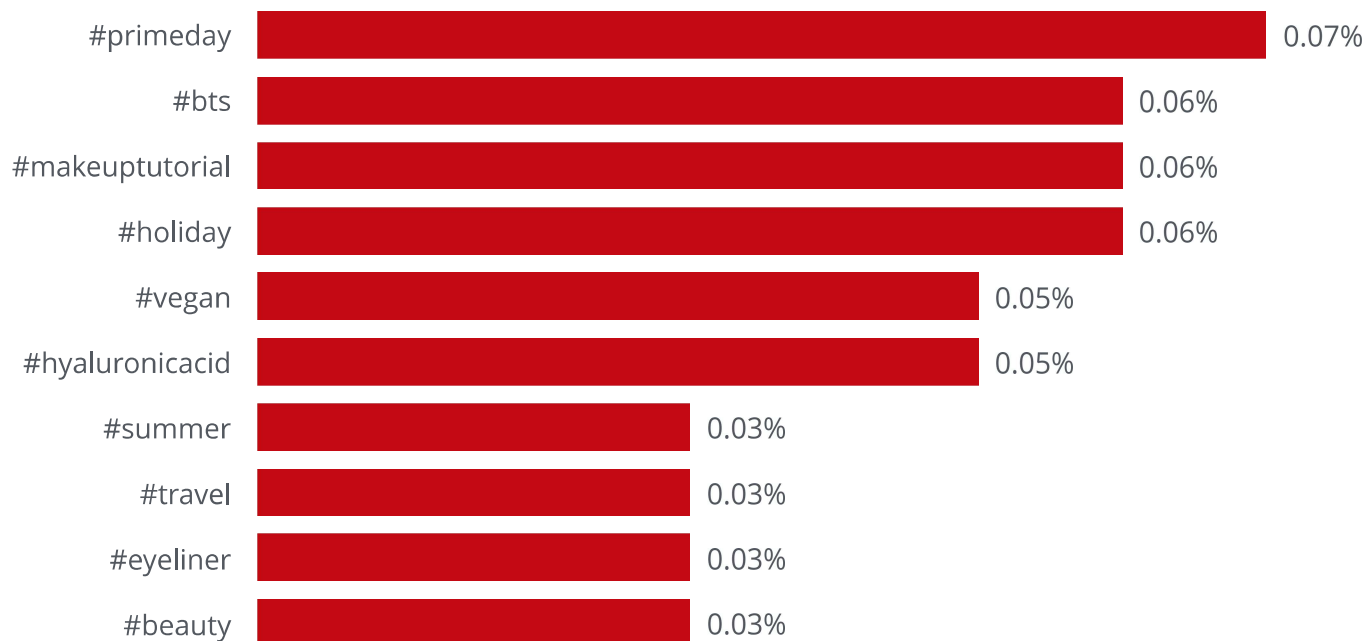


RIVAL IQ INSIGHT

Health & Beauty brands tweeted less than ever this year, but were more likely to post a photo than any other tweet type.

HEALTH & BEAUTY

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

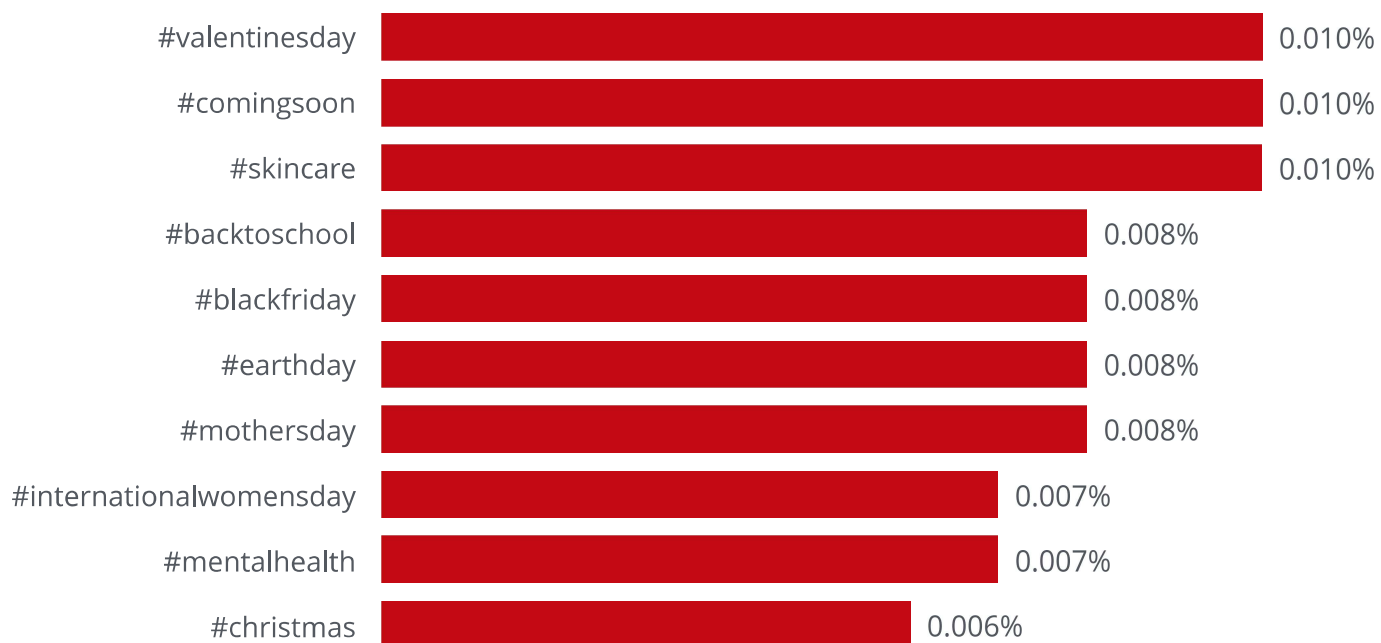
RIVAL IQ INSIGHT

Reminding followers to scoop up big deals with the #PrimeDay hashtag worked well for Health & Beauty brands on Instagram this year, as did tutorial and behind-the-scenes hashtags.

RivalIQ
A QUID COMPANY

HEALTH & BEAUTY

Twitter hashtags by eng. rate



* Hashtags used by more than 6 companies in this study

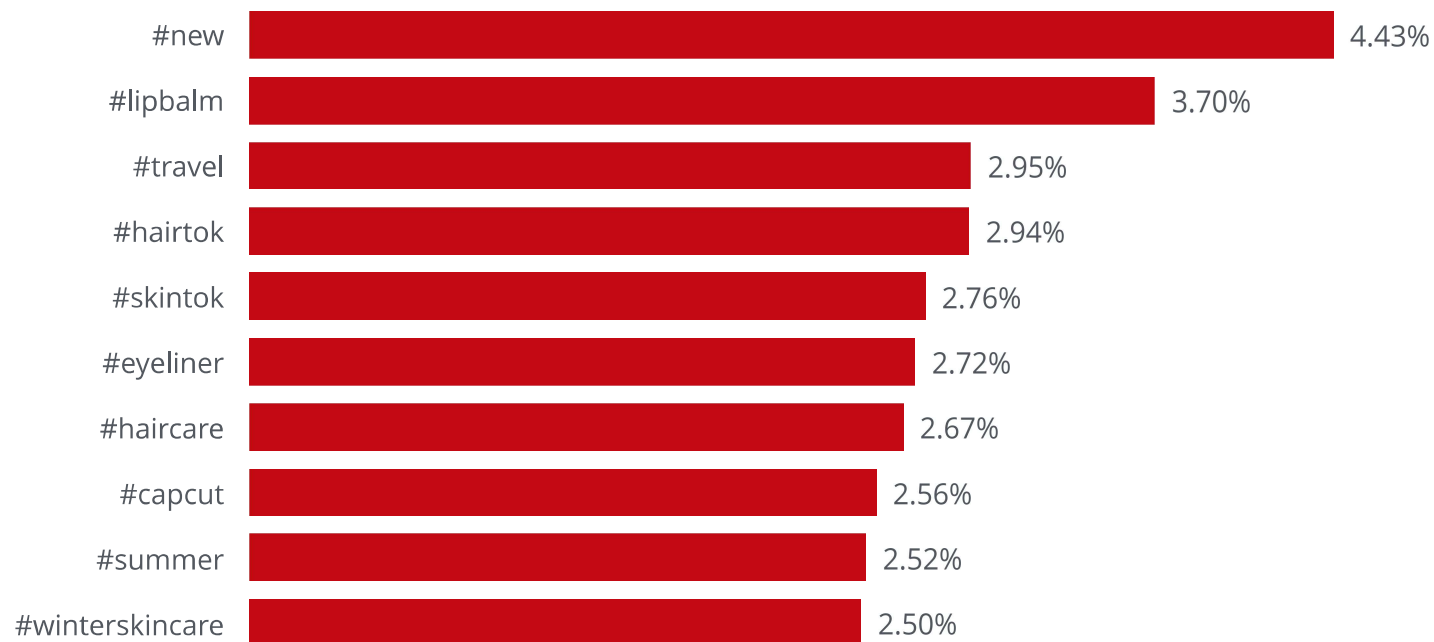
RIVAL IQ INSIGHT

Hashtags didn't do much for Health & Beauty brands on Twitter this year, but holiday mentions helped remind followers about shopping opportunities.

RivalIQ
A QUID COMPANY

HEALTH & BEAUTY

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

Health & Beauty brands ate up the chance to introduce the next big product release to followers with the #new hashtag, and also favored #HairTok and #SkinTok hashtags that helped users find tutorials and how-tos.

RivalIQ
A QUID COMPANY



INDUSTRY SNAPSHOT: **Higher Ed**

HIGHER ED

Overview

Higher Ed aces Instagram and TikTok

Higher Ed is investing more in social than ever and reaping the benefits: colleges and universities were the most engaging industry on Instagram and TikTok, and the second most engaging on Facebook and Twitter.

For even higher Higher Ed engagement rates:

- Continue investing in video content like TikToks and Reels.
- Followers love posts hashtagged with campus activities like #OpeningWeek or #MoveInDay.



FACEBOOK
POSTS PER WEEK

6.16

FACEBOOK
ENG RATE / POST

0.158%



INSTAGRAM
POSTS PER WEEK

3.85

INSTAGRAM
ENG RATE / POST

2.431%



TWEETS
PER WEEK

6.7

TWITTER
ENG RATE / TWEET

0.053%



VIDEOS
PER WEEK

1.32

TIKTOK
ENG RATE / VIDEO

9.23%

SAMPLE BRANDS



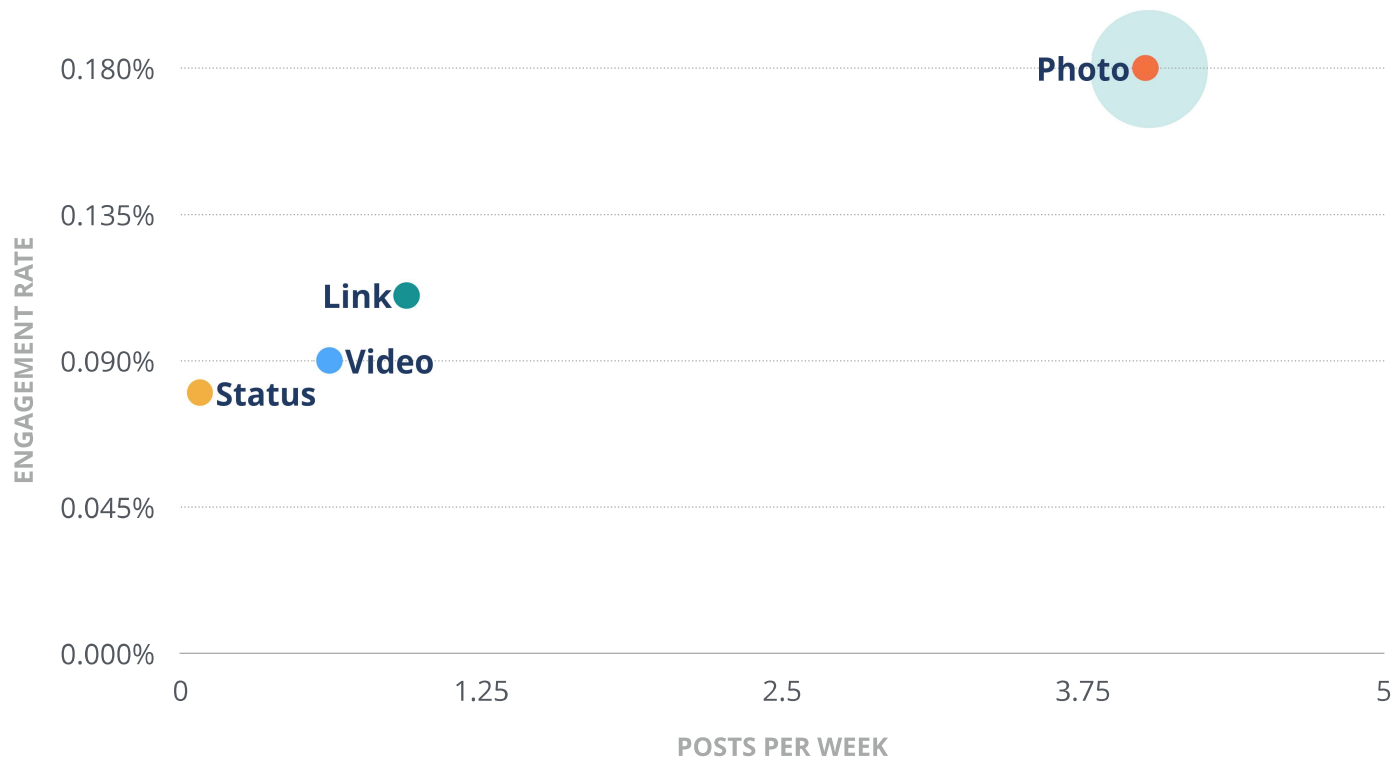
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

RivalIQ
A QUID COMPANY



HIGHER ED

f Facebook metrics by post type

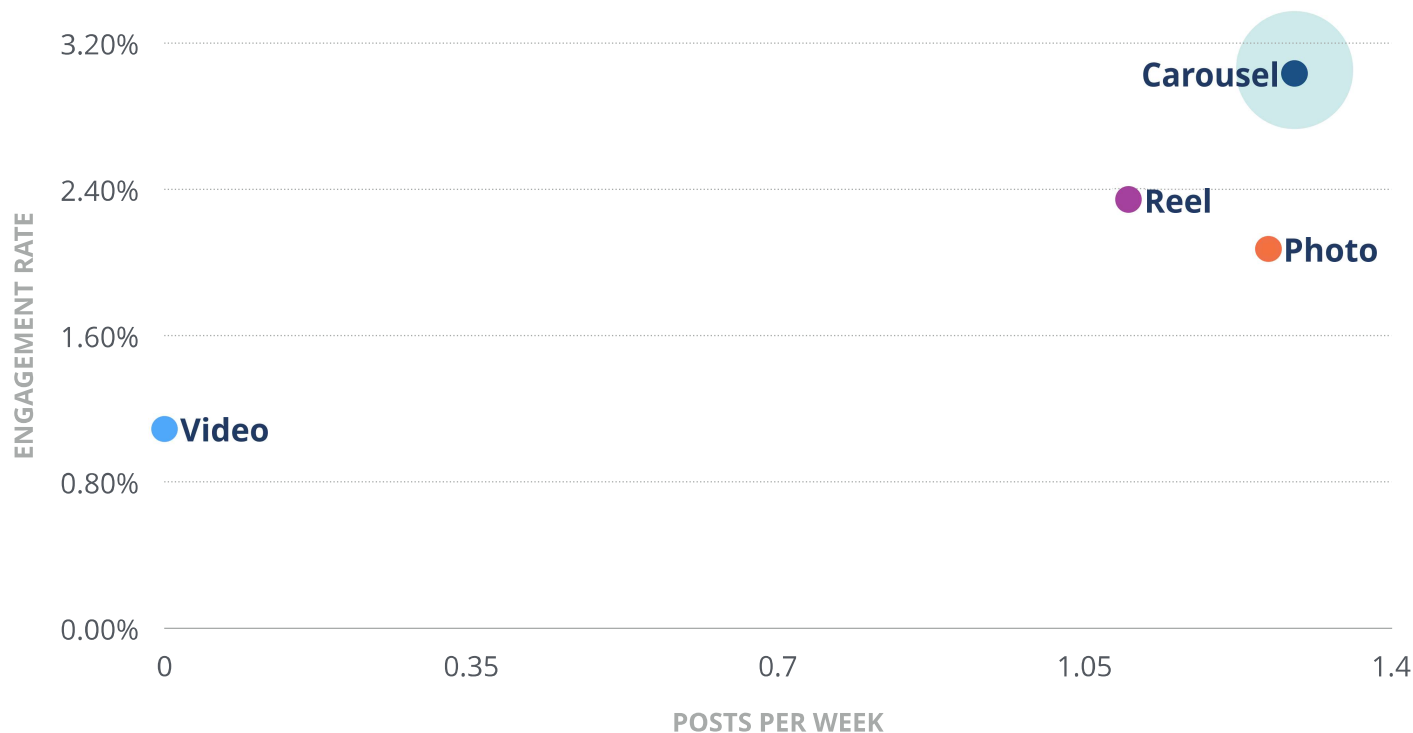


RIVAL IQ INSIGHT

Photo posts dominated the engagement charts for Higher Ed this year, with links to content and campus news coming in a distant second.

HIGHER ED

Instagram metrics by post type



RIVAL IQ INSIGHT

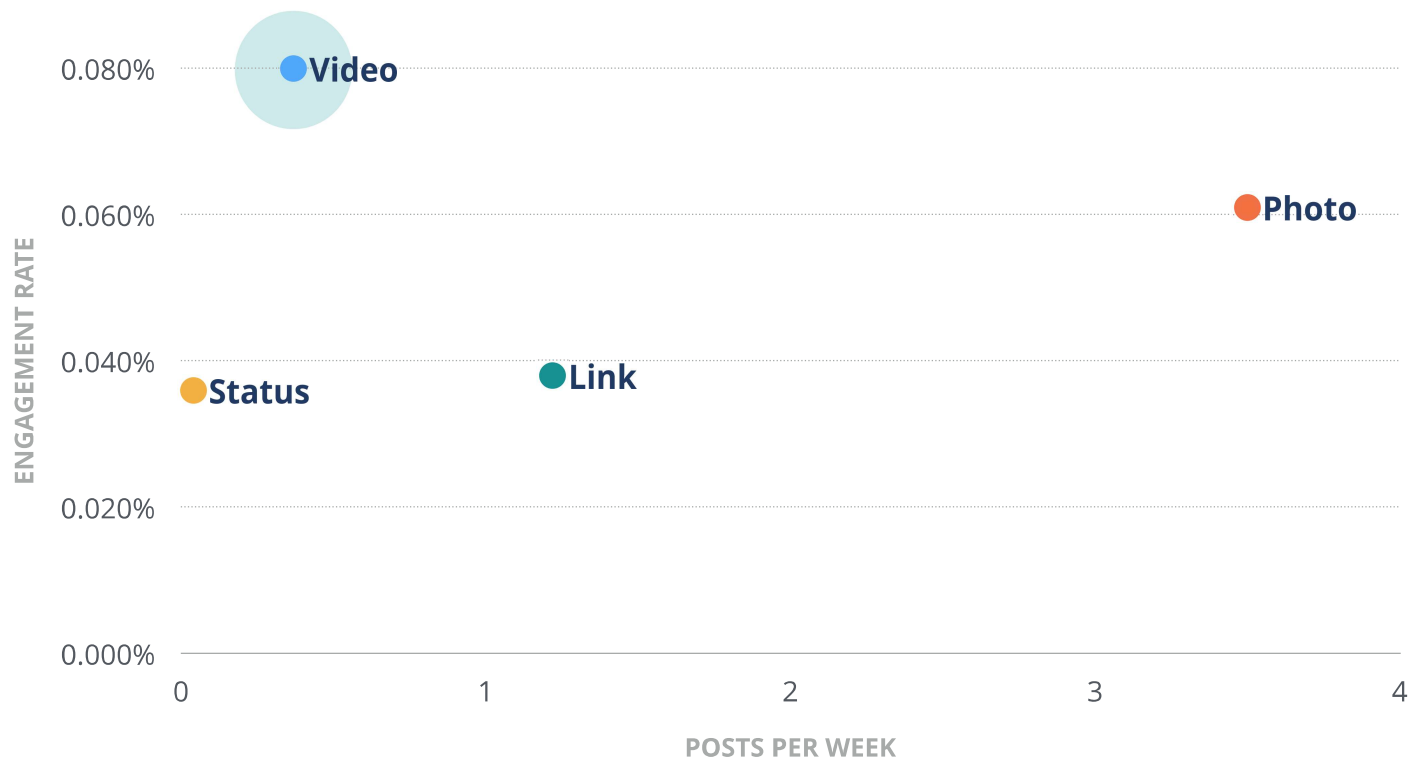
Carousel posts soared for schools on Instagram this year, but Reels weren't far behind as Higher Ed continued to reinvest energy normally spent on videos.

Cedarville University used carousels to beat out their rivals on Instagram this year.

RivalIQ
A QUID COMPANY

HIGHER ED

Twitter metrics by tweet type



RIVAL IQ INSIGHT

Video tweets topped the charts for Higher Ed on Twitter this year, but these colleges and universities were 3x more likely to tweet a photo.

RivalIQ
A QUID COMPANY

HIGHER ED

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

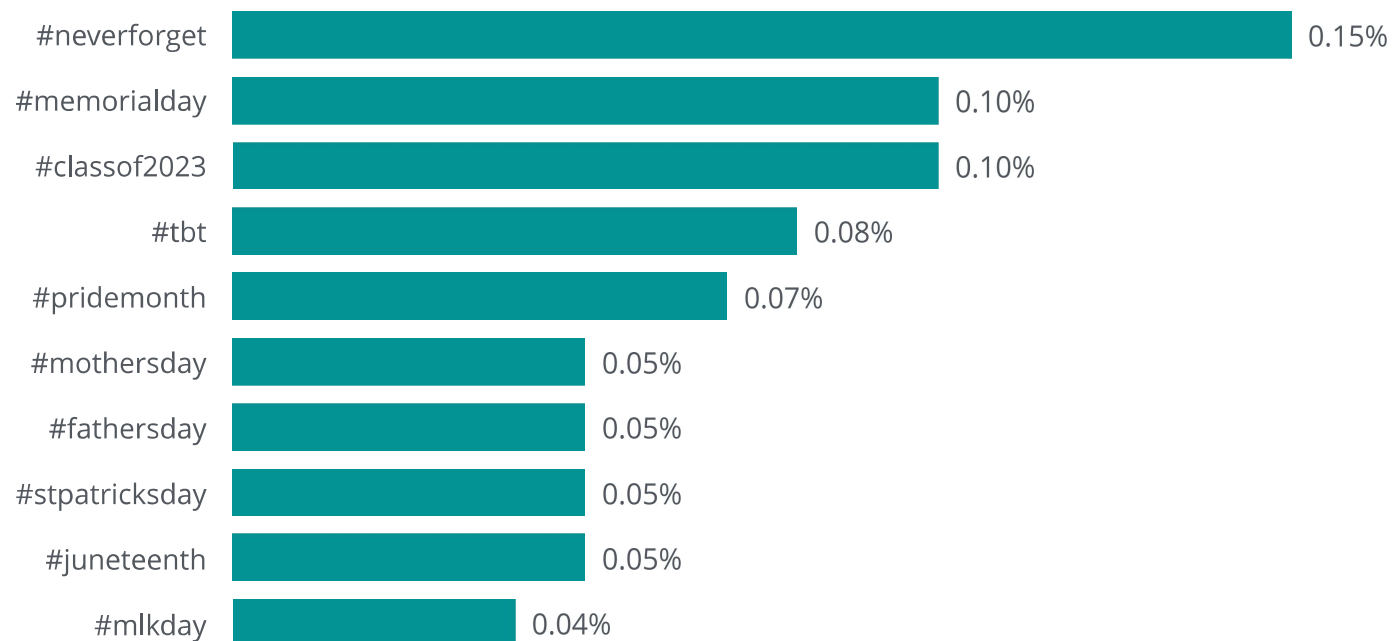
School-focused hashtags like #STEM, #research, and #StudyAbroad were big winners for Higher Ed on Instagram this year.

It's worth noting that these hashtag engagement rates were about 4x higher last year, indicating that hashtags don't get you as far as they used to.

RivalIQ
A QUID COMPANY

HIGHER ED

🐦 Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

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

RivalIQ
A QUID COMPANY



HIGHER ED

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

The #WesAnderson video trend grabbed a ton of attention from Higher Ed fans on TikTok, as did more campus-themed hashtags like #WelcomeWeek and #MoveInDay.

RivalIQ
A QUID COMPANY





INDUSTRY SNAPSHOT

Home Decor

HOME DECOR

Overview

Home Decor struggling to connect again

Home Decor brands earned engagement rates towards the bottom of the pack on all channels, but they did manage to increase or stay flat compared to last year, which is no small feat in these changing times.

Some ideas for increasing engagement:

- Industry-themed hashtags helped followers find Home Decor content, so keep those up.
- Photos and Reels are the way to go on most channels.



FACEBOOK
POSTS PER WEEK

4.01

FACEBOOK
ENG RATE / POST

0.042%



INSTAGRAM
POSTS PER WEEK

4.87

INSTAGRAM
ENG RATE / POST

0.203%



TWEETS
PER WEEK

0.85

TWITTER
ENG RATE / TWEET

0.012%



VIDEOS
PER WEEK

1.6

TIKTOK
ENG RATE / VIDEO

1.91%

SAMPLE BRANDS



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RivalIQ
A QUID COMPANY



HOME DECOR

f Facebook metrics by post type

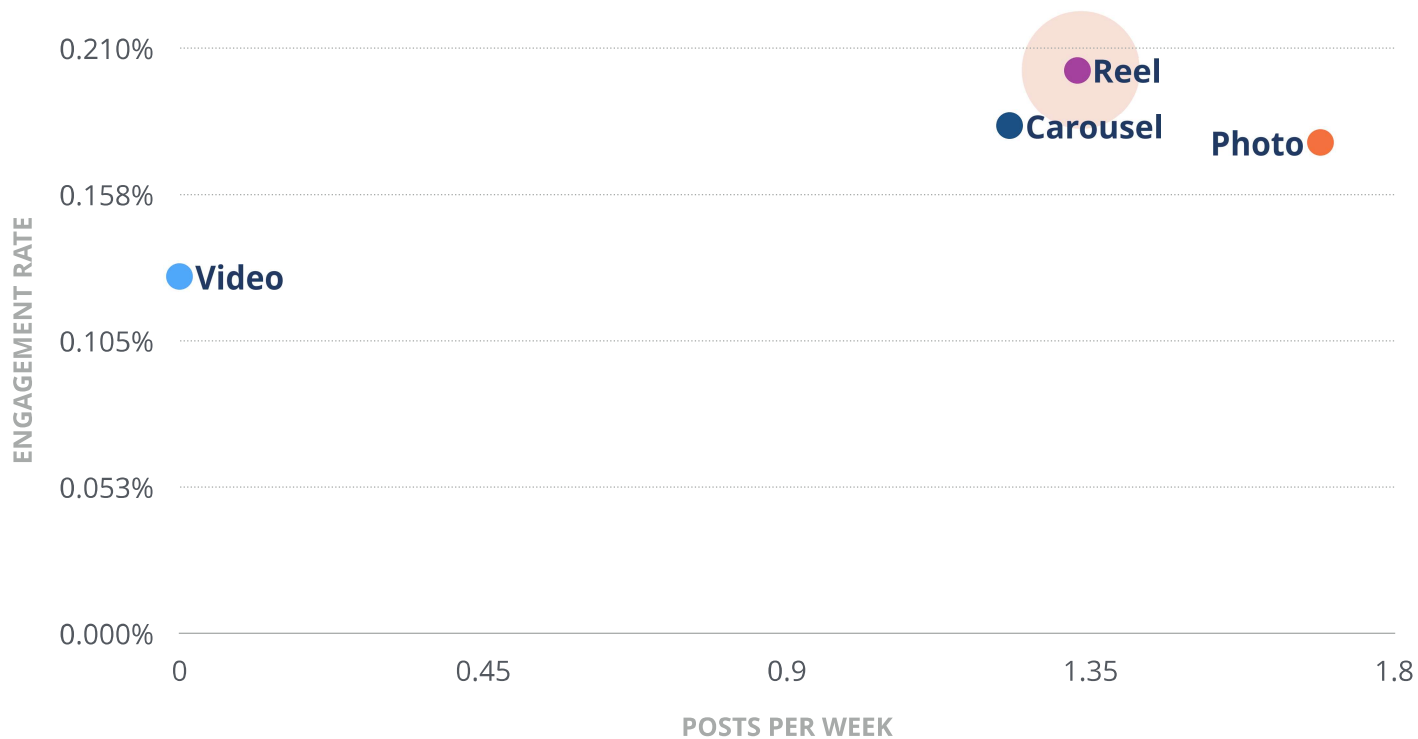


💡 RIVAL IQ INSIGHT

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

HOME DECOR

Instagram metrics by post type



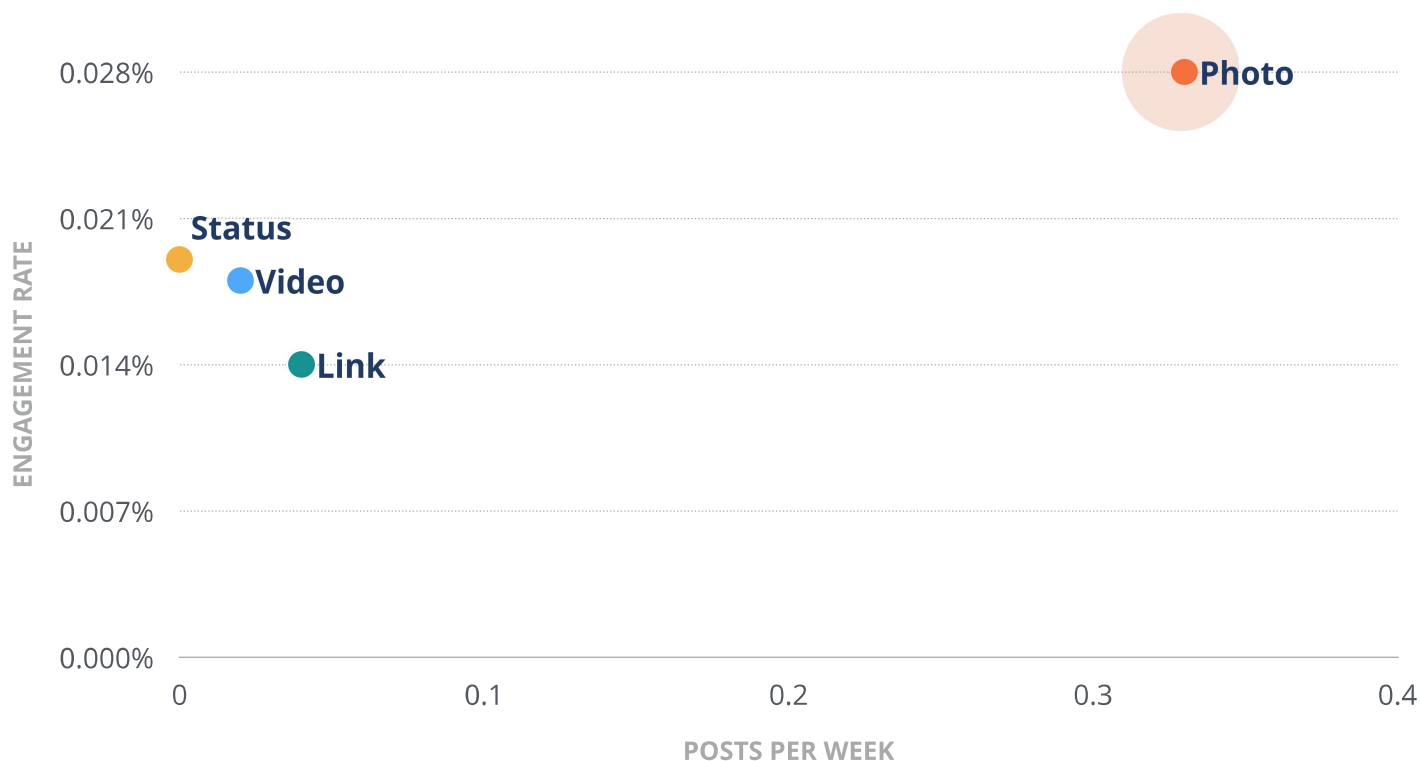
💡 RIVAL IQ INSIGHT

Home Decor brands left video behind in a big way this year in favor of Reels, which paid off with the highest engagement rates of any post type.

RivalIQ
A QUID COMPANY

HOME DECOR

Twitter metrics by tweet type



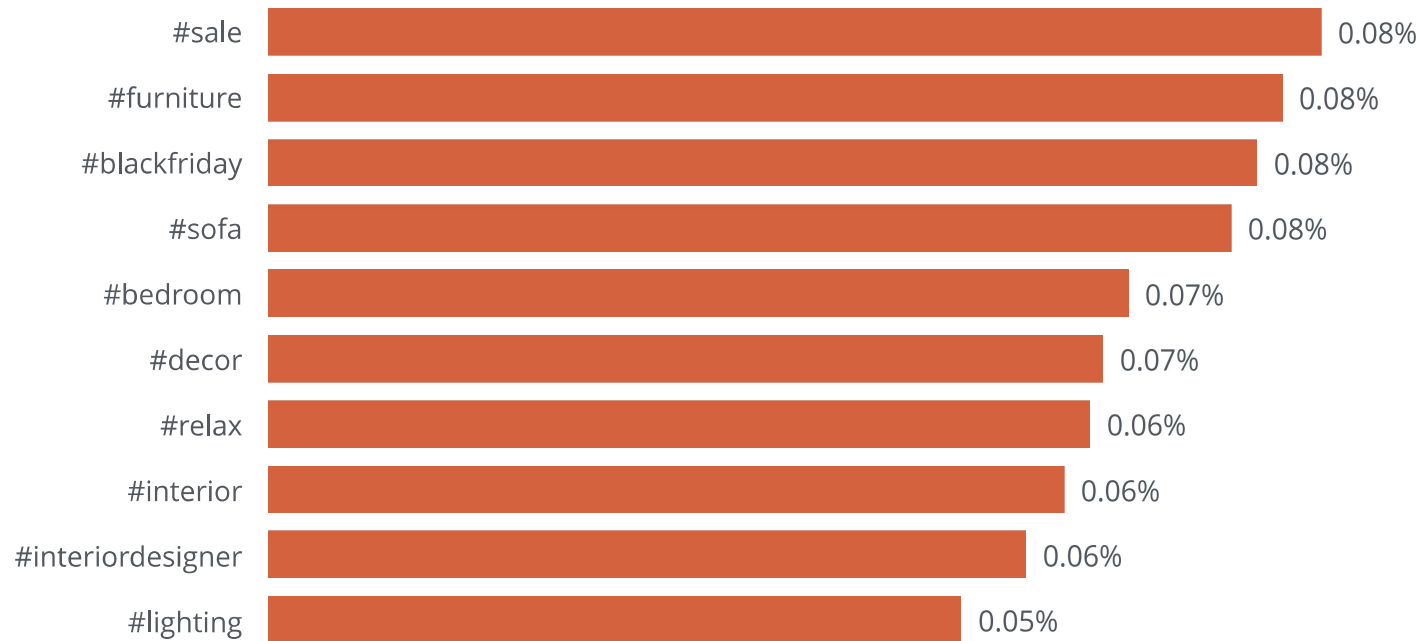
RIVAL IQ INSIGHT

Photo tweets were where it's at on Twitter this year for Home Decor brands measured by both engagement rate and frequency.

RivalIQ
A QUID COMPANY

HOME DECOR

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

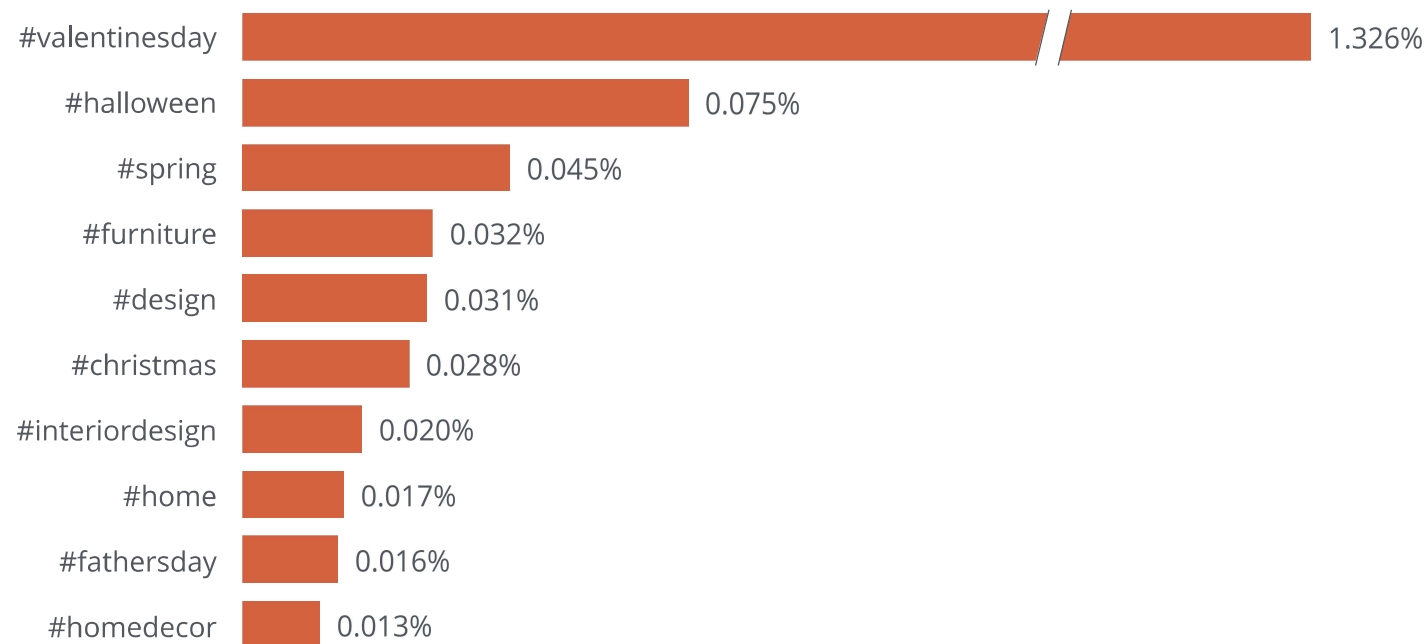
💡 RIVAL IQ INSIGHT

Home Decor brands kept it in the family with their top-performing hashtags on Instagram this year. From #furniture to #decor to #InteriorDesigner, followers could expect home-themed hashtags from their favorite brands.

RivalIQ
A QUID COMPANY

HOME DECOR

Twitter hashtags by eng. rate



* Hashtags used by more than 9 companies in this study

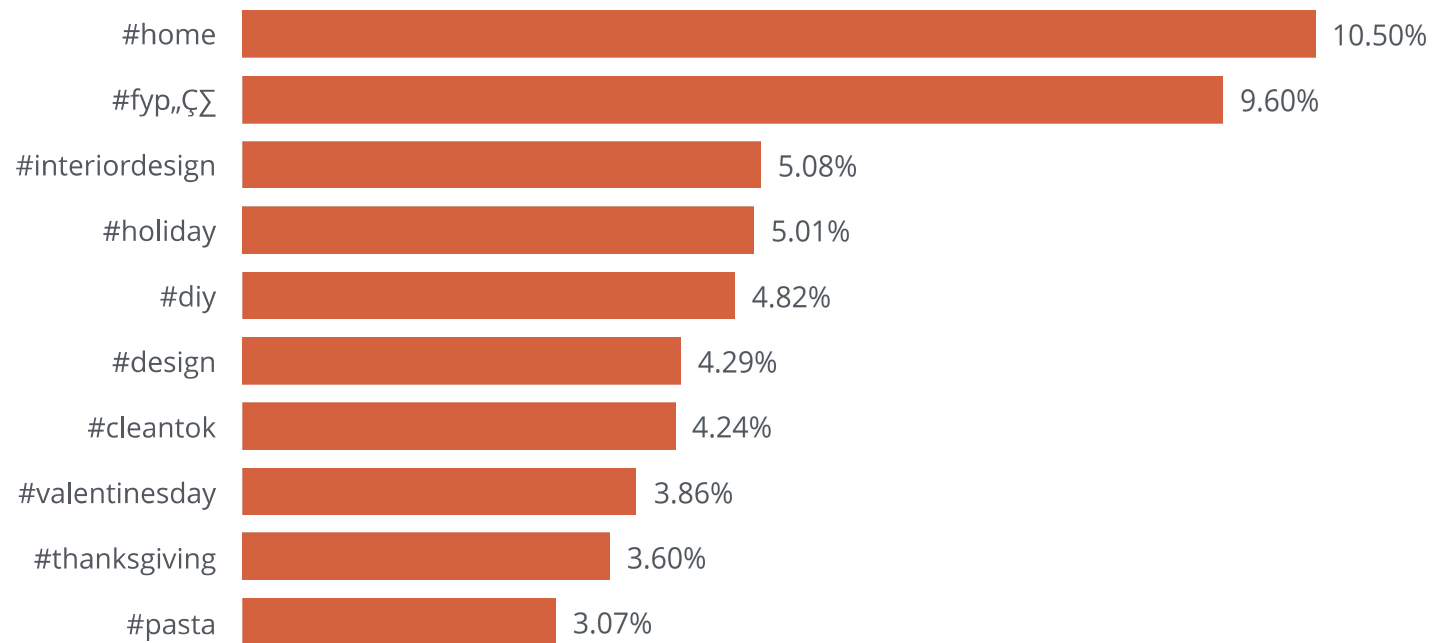
RIVAL IQ INSIGHT

Valentine's Day tweets outpaced other Home Decor hashtags on Twitter by a mile for Home Decor brands this year.

RivalIQ
A QUID COMPANY

HOME DECOR

🎵 TikTok hashtags by eng. rate

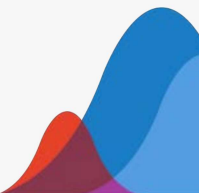


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

Just like on Twitter, Home Decor brands stuck with industry-themed hashtags on TikTok like #home and #design to help users find their content.

RivalIQ
A QUID COMPANY





INDUSTRY SNAPSHOT

Influencers

INFLUENCERS

Overview

Influencers dominating on Facebook and Instagram

Influencers earned 3x the median engagement rate on Facebook and nearly 2x the median on Instagram this year. These creators also finished above the median on Twitter but a little behind the curve on TikTok.

Ideas to boost that engagement even more:

- Motivational hashtags like #NeverGiveUp and #MotivationMonday resonated with fans on Instagram.
- Try shaking up your posting frequency and content on TikTok to dominate on this channel as well.



FACEBOOK
POSTS PER WEEK

3.86

FACEBOOK
ENG RATE / POST

0.164%



INSTAGRAM
POSTS PER WEEK

3.76

INSTAGRAM
ENG RATE / POST

0.752%



TWEETS
PER WEEK

2.34

TWITTER
ENG RATE / TWEET

0.040%



VIDEOS
PER WEEK

1.75

TIKTOK
ENG RATE / VIDEO

1.51%



SAMPLE BRANDS



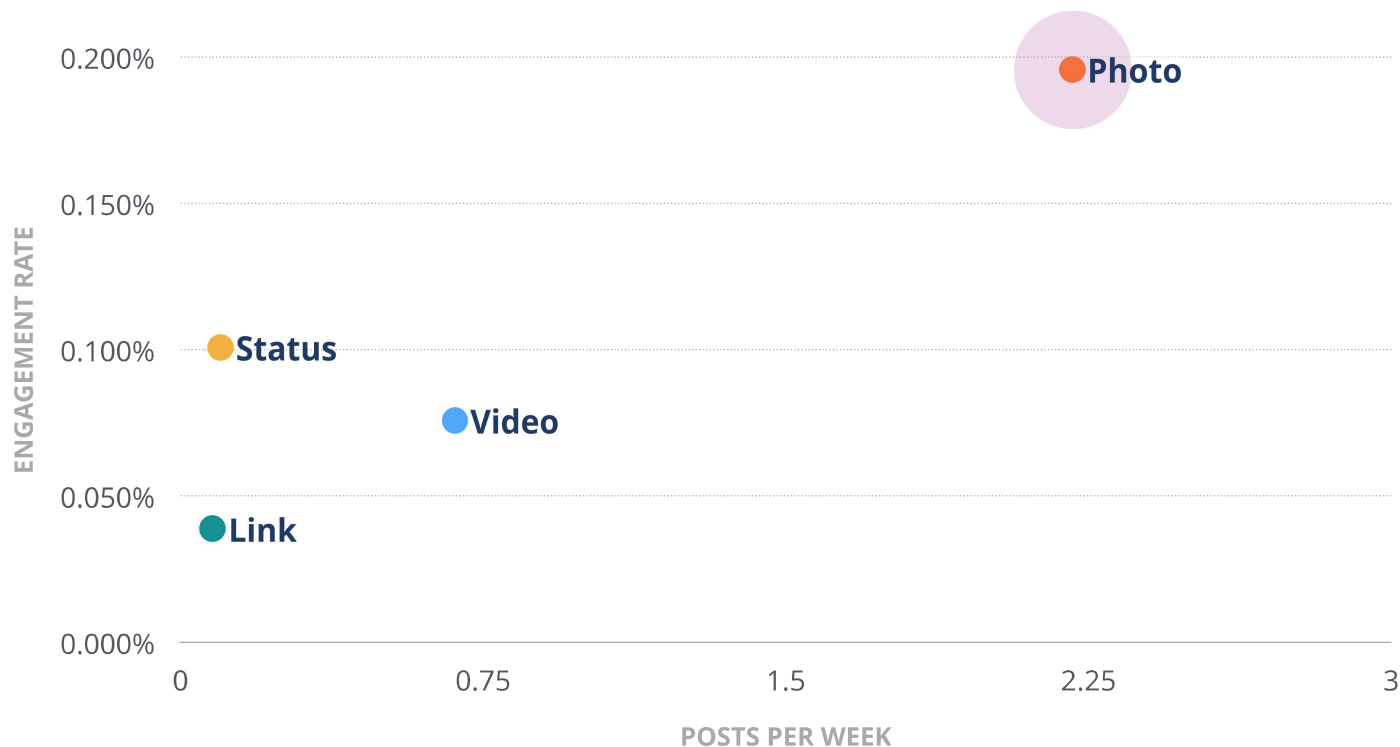
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INFLUENCERS

f Facebook metrics by post type

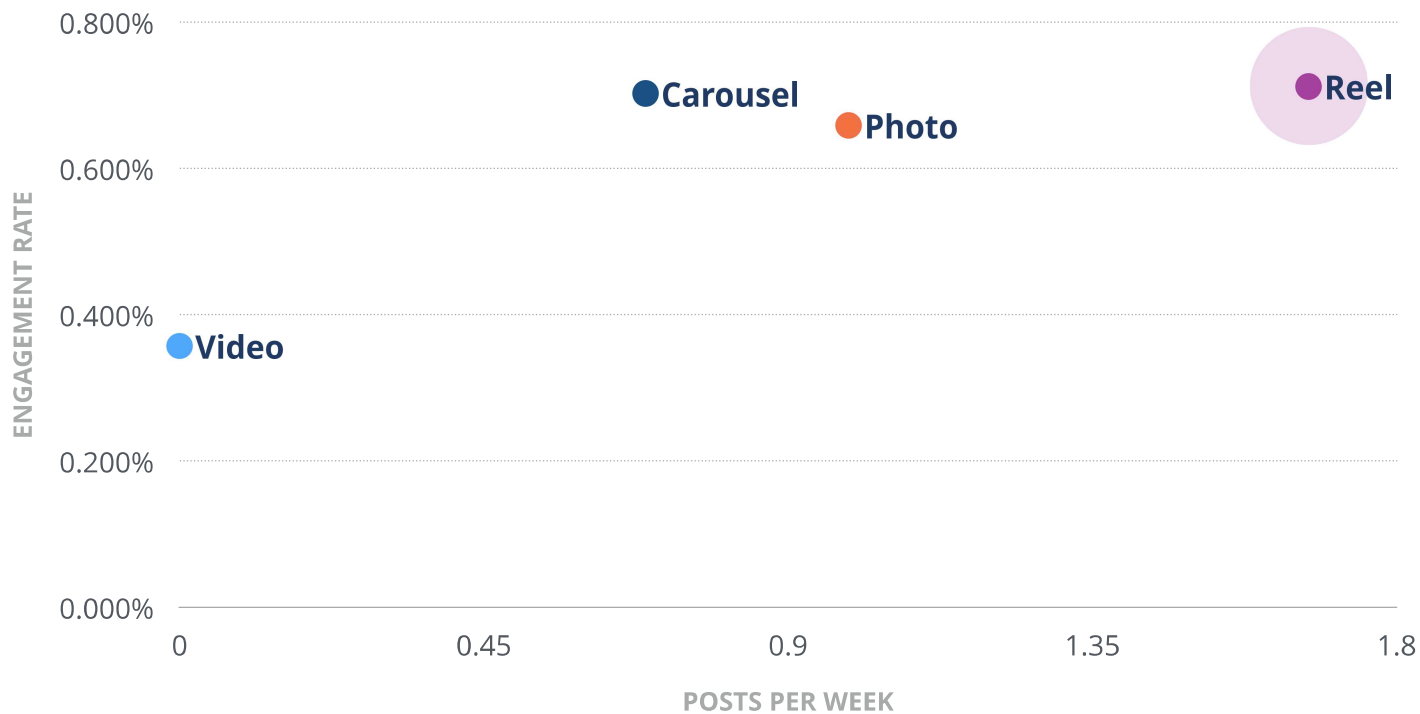


💡 RIVAL IQ INSIGHT

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

INFLUENCERS

Instagram metrics by post type

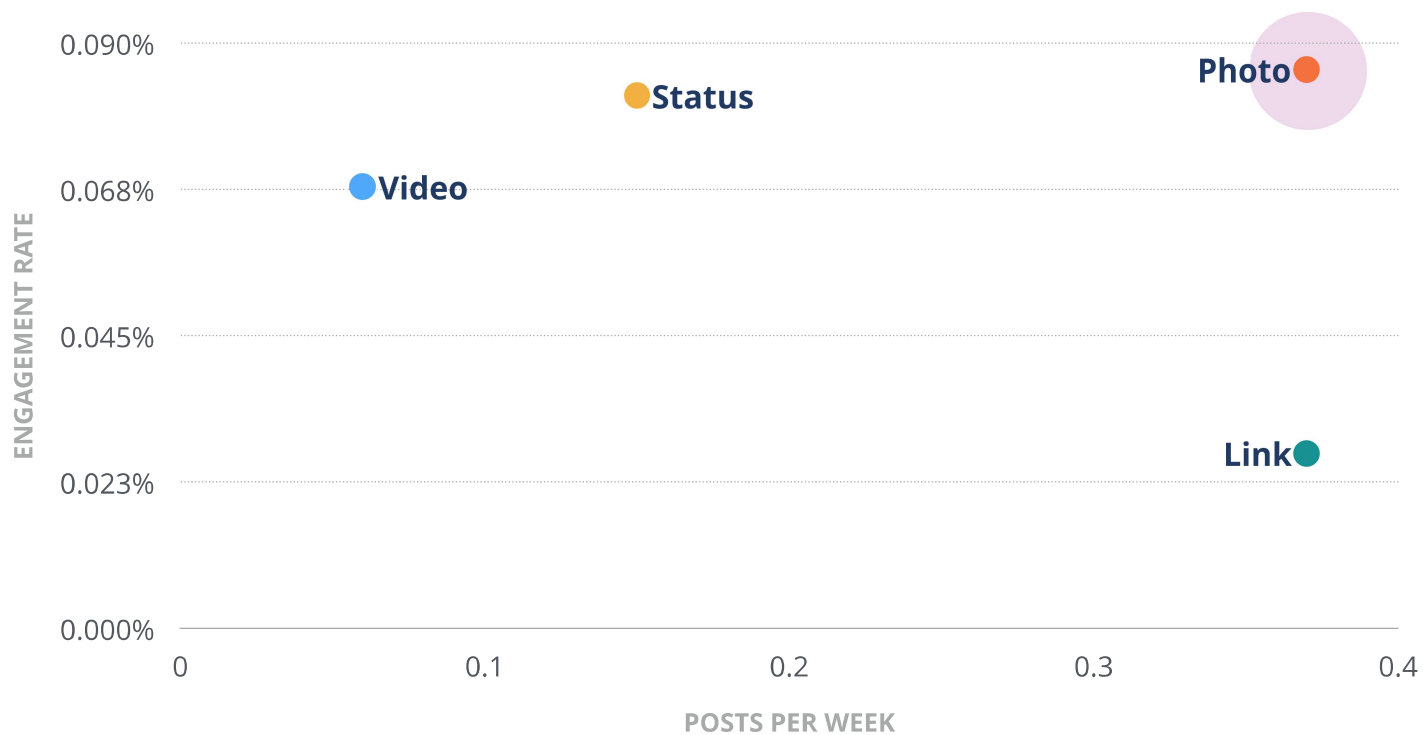


RIVAL IQ INSIGHT

Reels, photos, and carousels were neck and neck for influencer engagement rates this year, while video predictably lagged.

INFLUENCERS

Twitter metrics by tweet type



RIVAL IQ INSIGHT

Photo tweets topped the Influencer Twitter charts this year, but status updates weren't far behind.

RivalIQ
A QUID COMPANY

INFLUENCERS

📷 Top Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

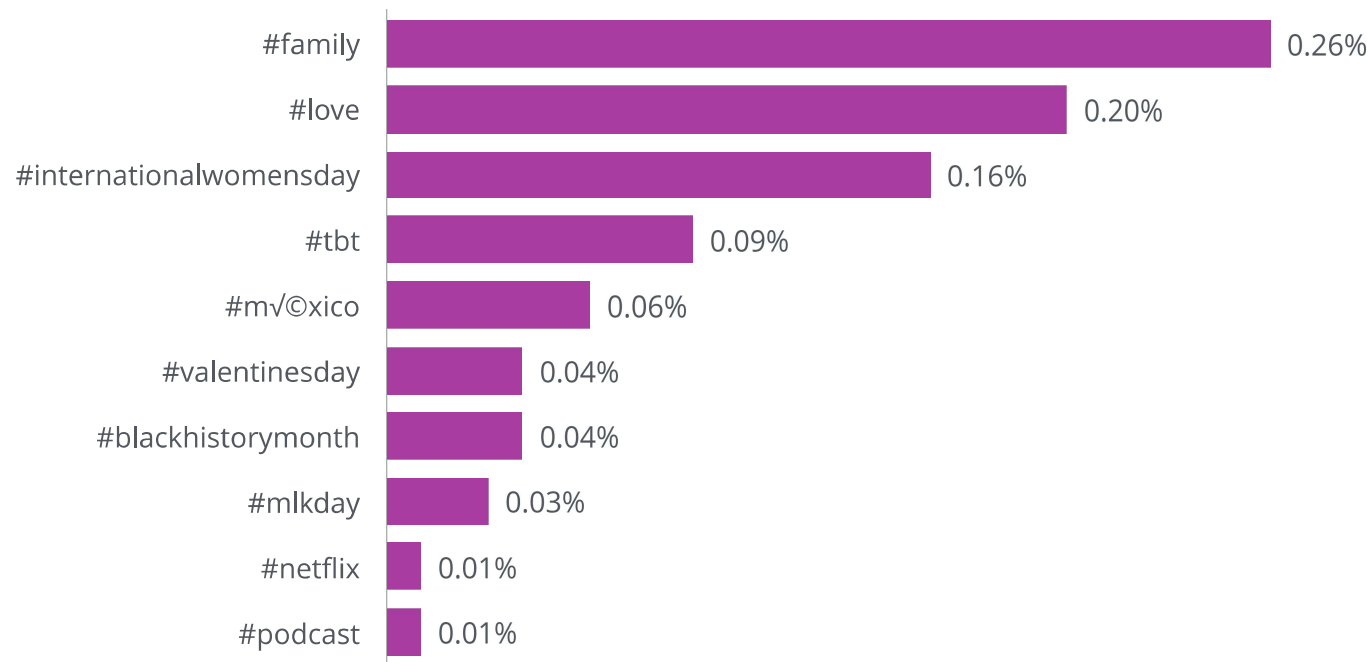
💡 RIVAL IQ INSIGHT

Influencers were all about the motivational hashtags on Instagram this year, with #NeverGiveUp, #MondayMotivation, and #GrowthMindset earning high engagement rates.

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INFLUENCERS

🐦 Top Twitter hashtags by eng. rate

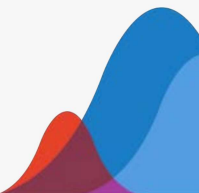


* Hashtags used by more than 7 companies in this study

💡 RIVAL IQ INSIGHT

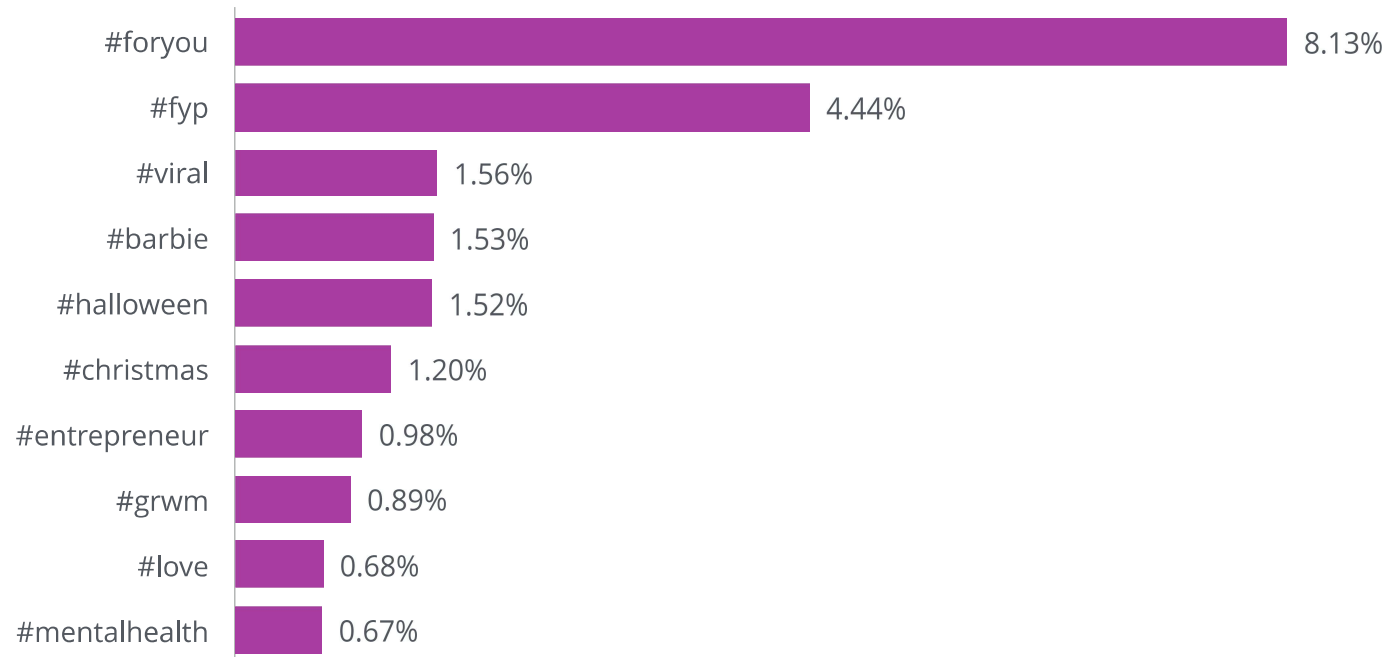
#Love was in the air for Influencers on Twitter this year, with hashtags like #family and #ValentinesDay performing well.

RivalIQ
A QUID COMPANY



INFLUENCERS

🎵 Top TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

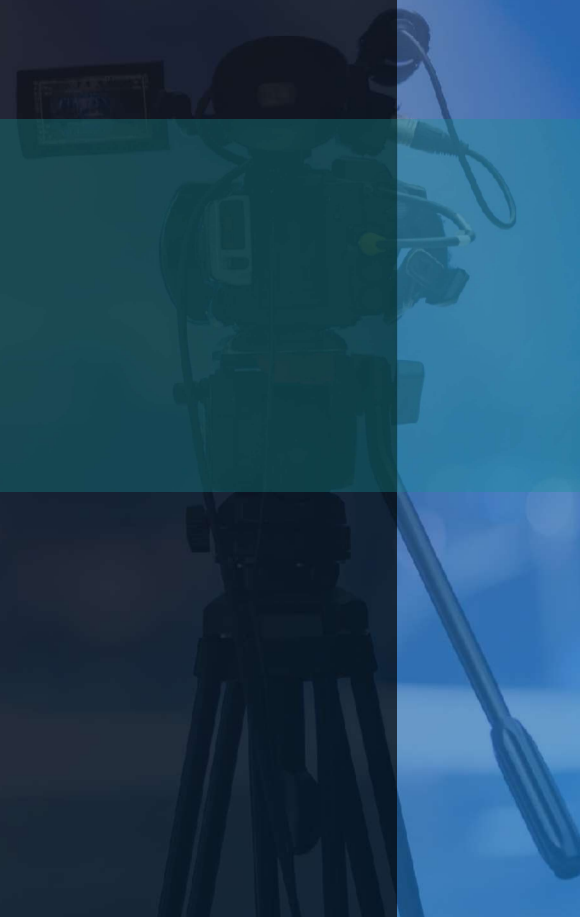
TikTok-themed hashtags like #ForYou, #fyp, and #viral helped Influencers hop onto the For You Page of fans and followers.

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A QUID COMPANY



INDUSTRY SNAPSHOT

Media



MEDIA

Overview

Media Brands keeping steady

Media posted much more frequently than the median industry across all four channels while managing to hold onto their engagement rates from last year (except on TikTok). No small feat in a year of major social media upheaval.

A few ideas to improve engagement rates:

- Hashtags about current events remain top engagement earners for Media brands.
- Visual posts like photos and Reels performed way better than Media's favorite post type, links.



FACEBOOK
POSTS PER WEEK

64.56

FACEBOOK
ENG RATE / POST

0.043%



INSTAGRAM
POSTS PER WEEK

12.16

INSTAGRAM
ENG RATE / POST

0.563%



TWEETS
PER WEEK

50.19

TWITTER
ENG RATE / TWEET

0.009%



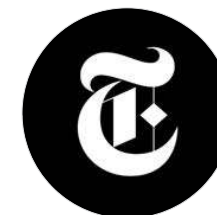
VIDEOS
PER WEEK

7.08

TIKTOK
ENG RATE / VIDEO

2.05%

SAMPLE BRANDS



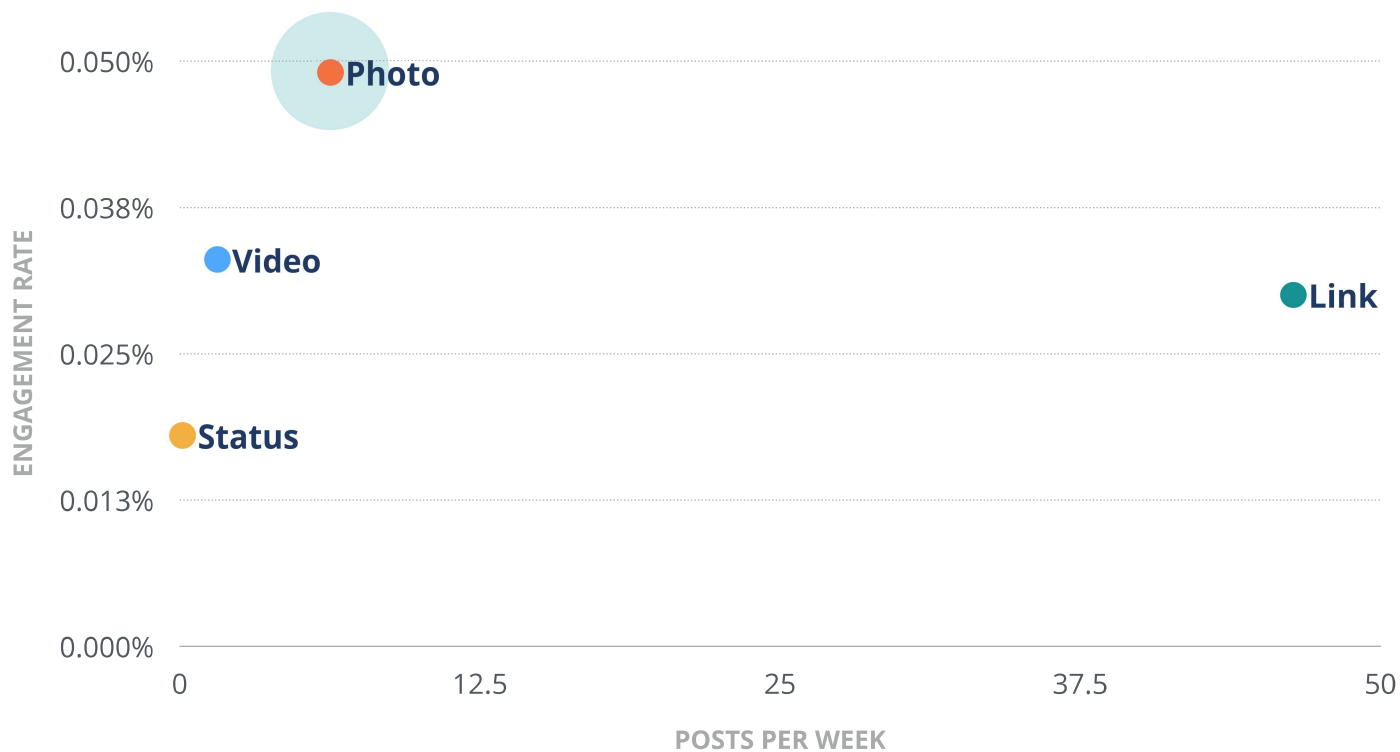
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RivalIQ
A QUID COMPANY



MEDIA

f Facebook metrics by post type

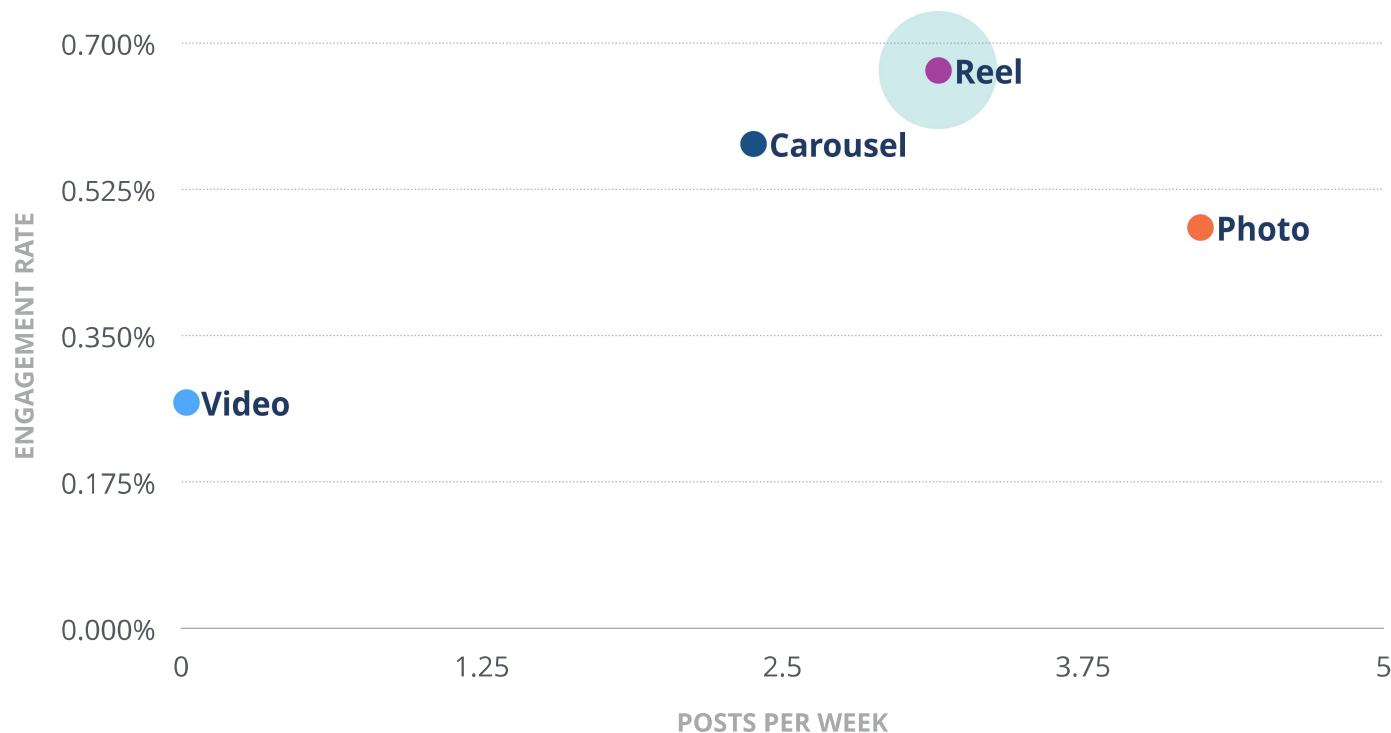


RIVAL IQ INSIGHT

Photos rocked top engagement rates for Media brands on Facebook, though these brands were more than 7x as likely to post a link.

MEDIA

Instagram metrics by post type



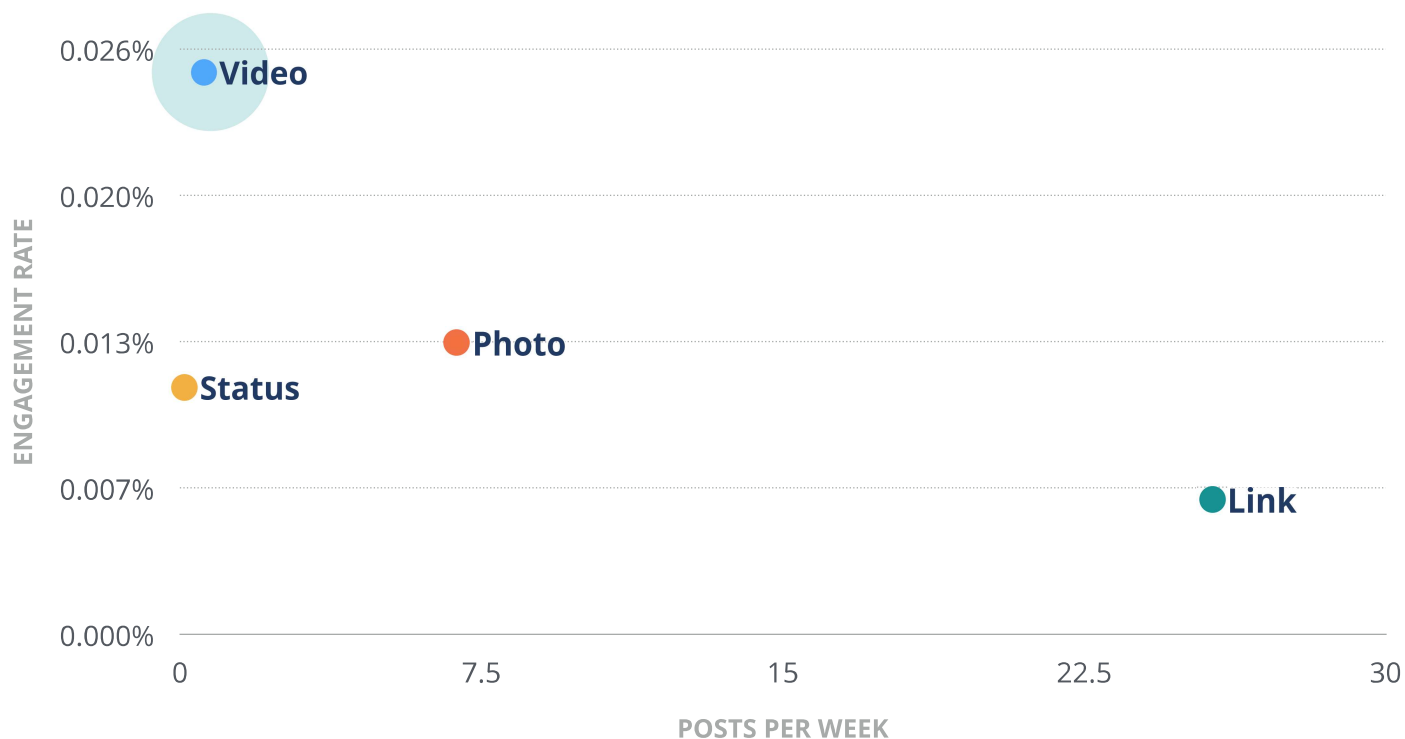
RIVAL IQ INSIGHT

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

RivalIQ
A QUID COMPANY

MEDIA

Twitter metrics by tweet type

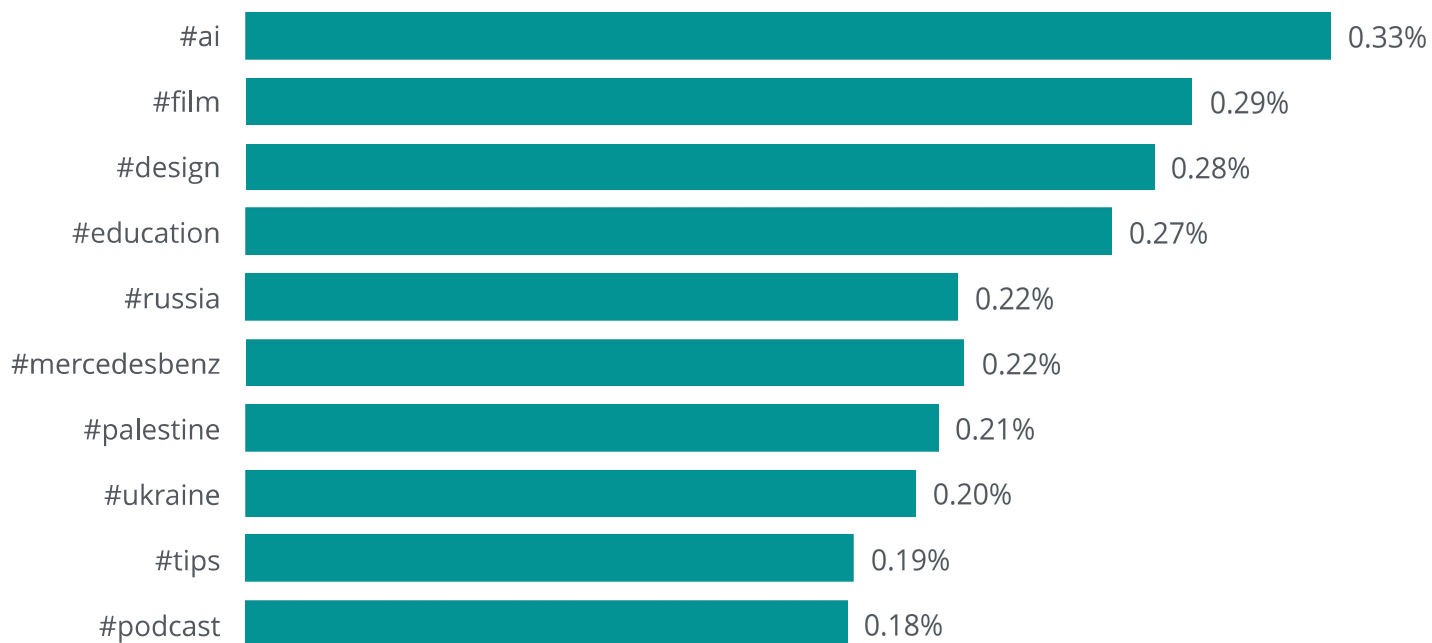


RIVAL IQ INSIGHT

Media brands were all about the link tweets, but might want to invest more energy in video tweets, which grabbed more than 4x the engagement rates.

MEDIA

Instagram hashtags by eng. rate



* Hashtags used by more than 4 companies in this study

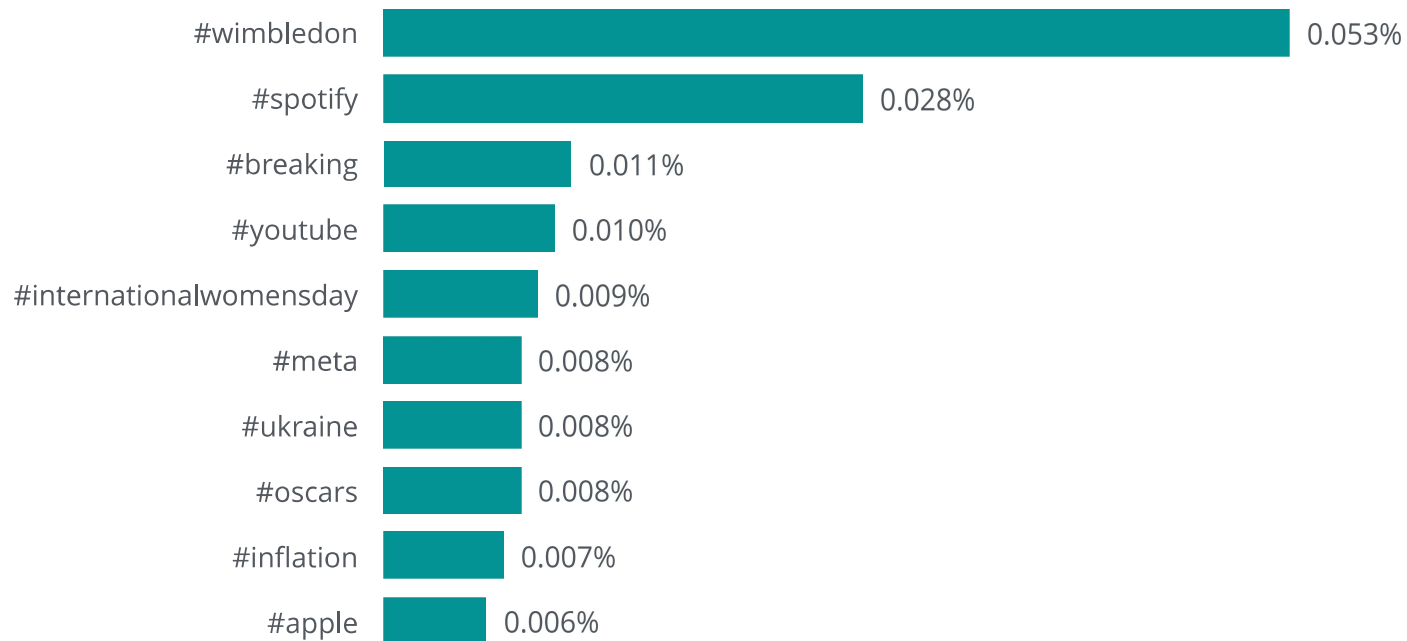
RIVAL IQ INSIGHT

Media brands favored hashtags that helped followers get the news and updates they were looking for like #AI and #Palestine.

RivalIQ
A QUID COMPANY

MEDIA

Twitter hashtags by eng. rate

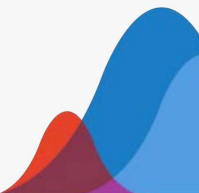


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

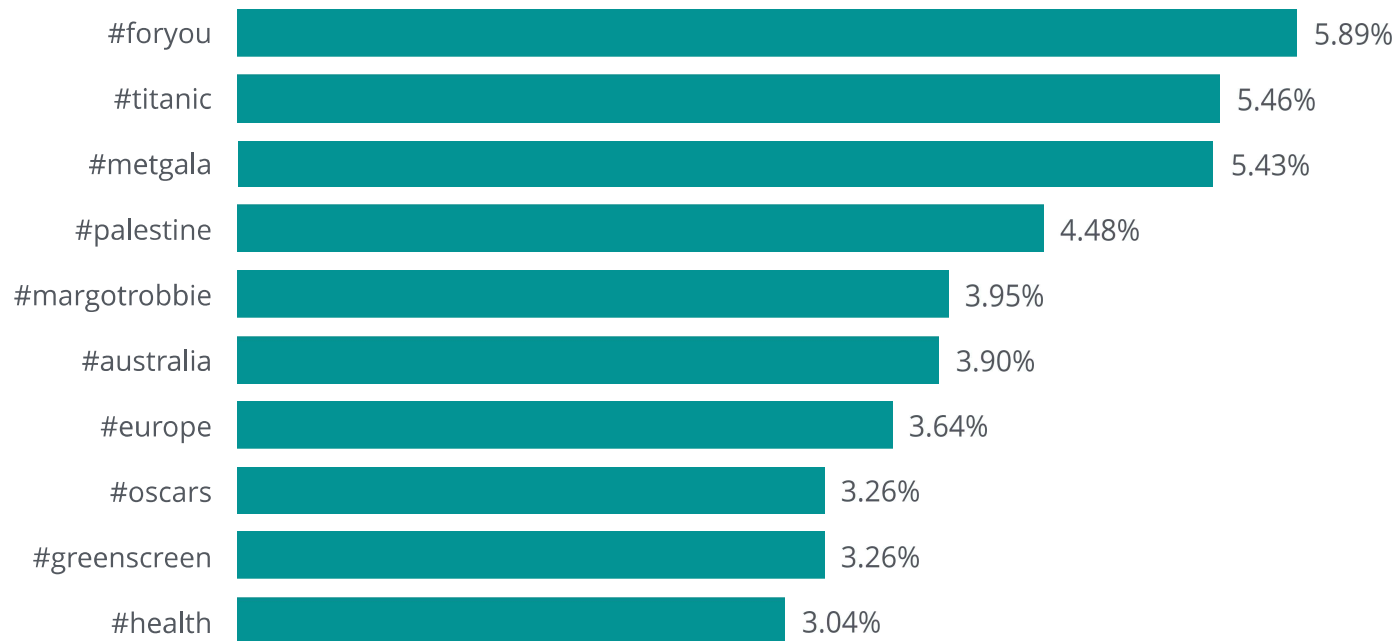
Just like on Instagram, current events like #Wimbledon and #Oscars won the day for Media brands on Twitter.

RivalIQ
A QUID COMPANY



MEDIA

🎵 TikTok hashtags by eng. rate

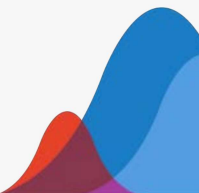


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

Hashtags about the latest celeb or breaking news story trended well for Media brands on TikTok this year like #MetGala and #MargotRobbie.

RivalIQ
A QUID COMPANY





INDUSTRY SNAPSHOT

Nonprofits

NONPROFITS

Overview

Nonprofits rocking it across the board

Nonprofits saw above-median engagement rates across all social channels this year and earned the bronze on Twitter. These NGOs posted more often than the median industry on most channels with the exception of TikTok

Suggestions for Nonprofits:

- Event-themed hashtags helped followers find your content.
- Keep that Reel and video tweet success rolling by investing more in video content.



FACEBOOK
POSTS PER WEEK

5.95

FACEBOOK
ENG RATE / POST

0.066%



INSTAGRAM
POSTS PER WEEK

4.90

INSTAGRAM
ENG RATE / POST

0.623%



TWEETS
PER WEEK

6.97

TWITTER
ENG RATE / TWEET

0.044%



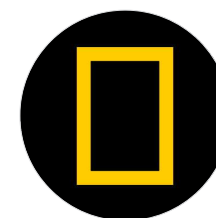
VIDEOS
PER WEEK

1.59

TIKTOK
ENG RATE / VIDEO

2.85%

SAMPLE BRANDS



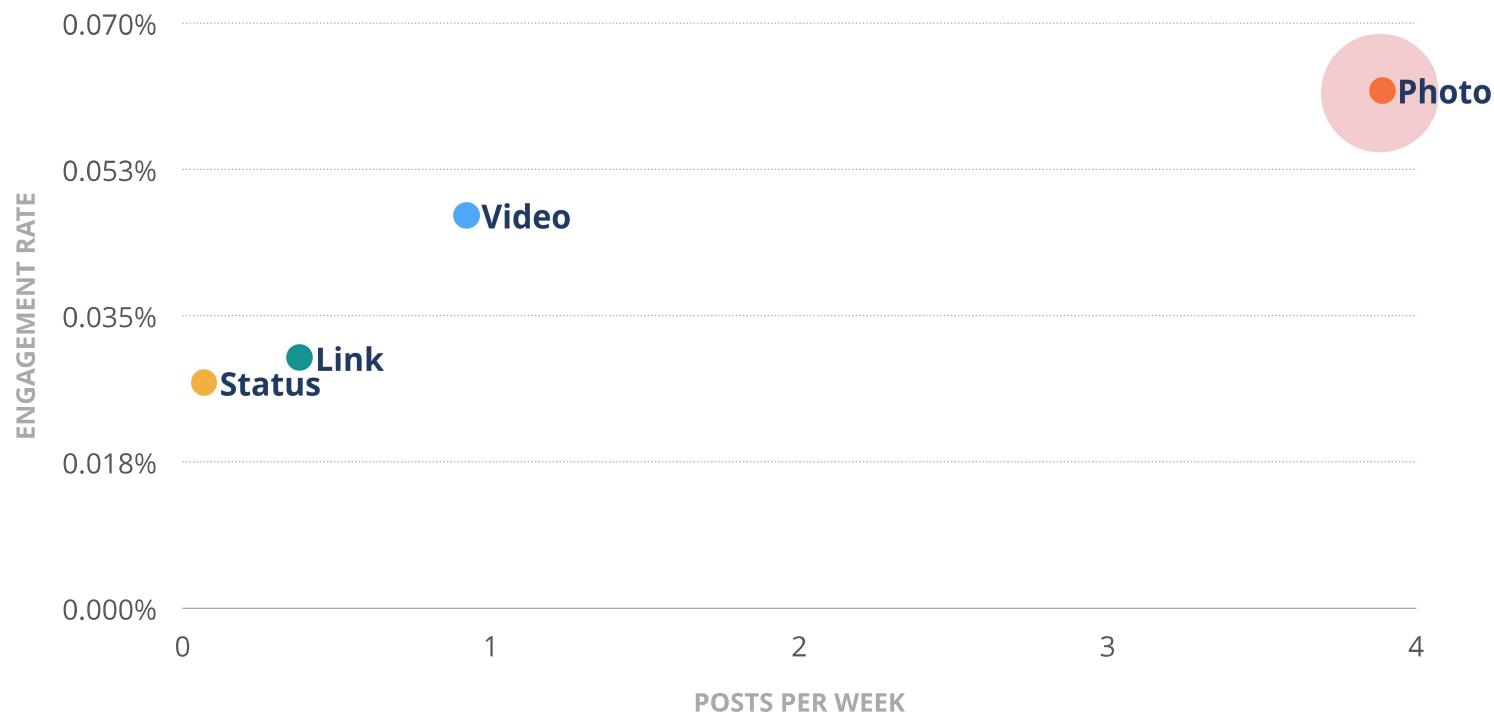
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RivalIQ
A QUID COMPANY



NONPROFITS

f Facebook metrics by post type



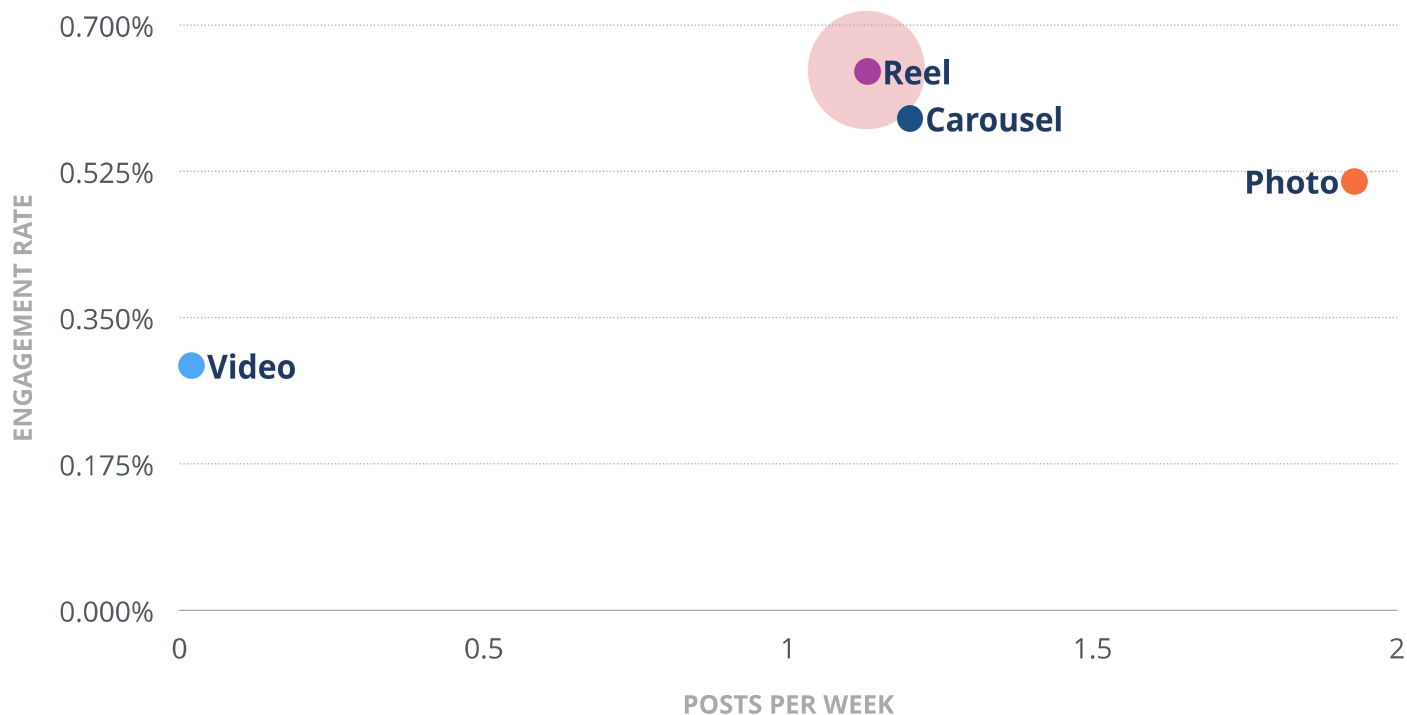
💡 RIVAL IQ INSIGHT

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

RivalIQ
A QUID COMPANY

NONPROFITS

Instagram metrics by post type



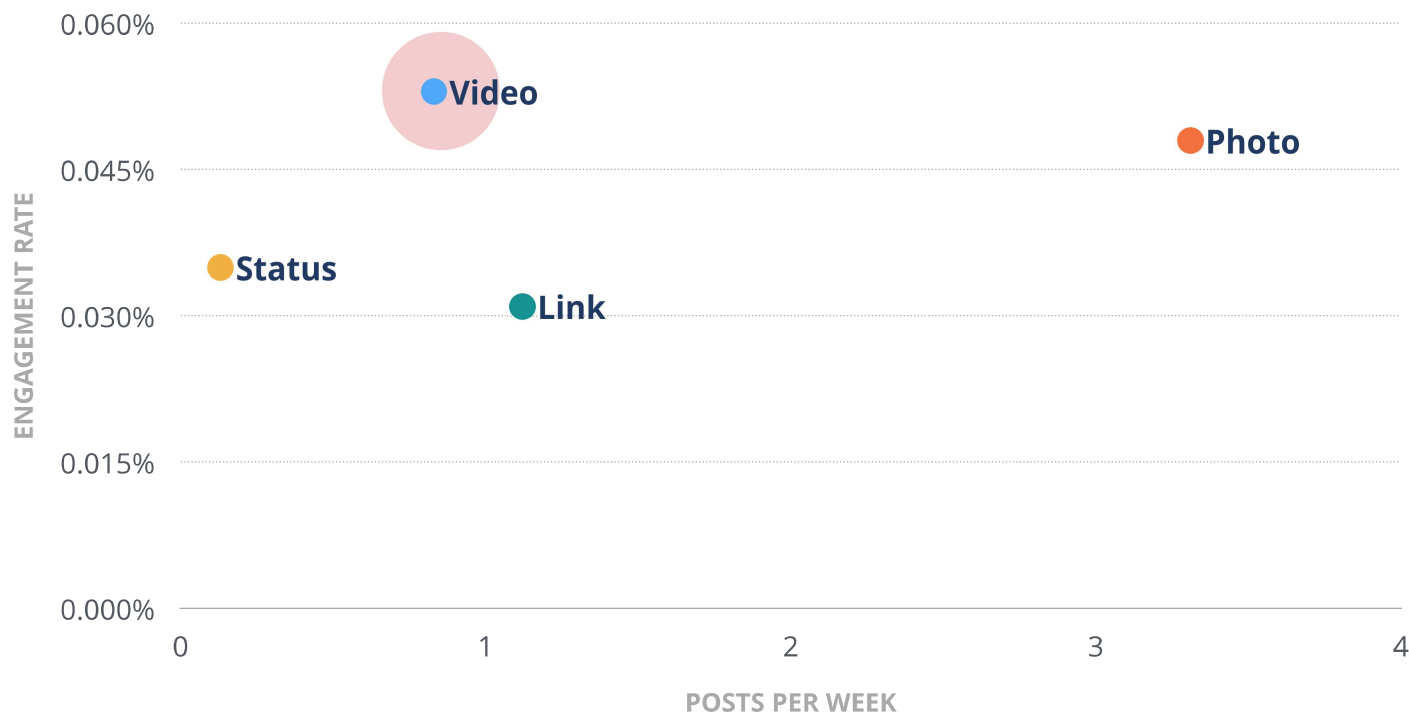
💡 RIVAL IQ INSIGHT

Reels outdid other posts types for Nonprofits on Instagram this year, who might want to increase their investment in that post type to capture more of their audience's attention.

RivalIQ
A QUID COMPANY

NONPROFITS

Twitter metrics by tweet type

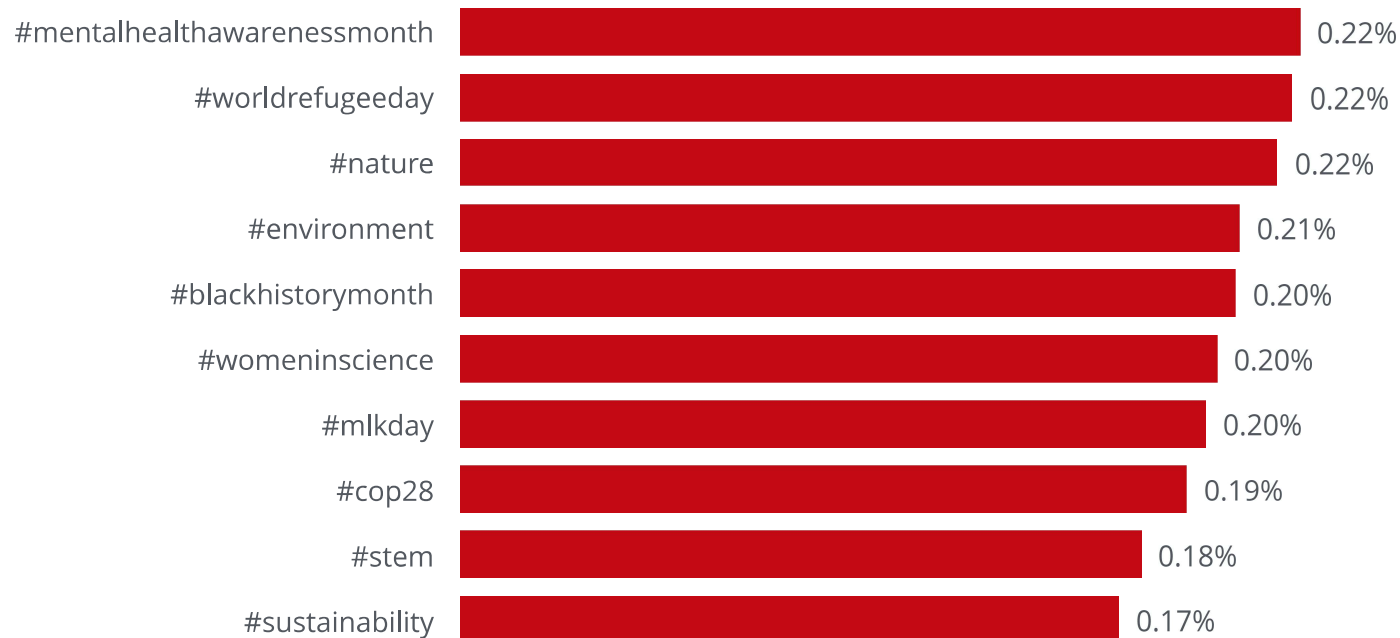


💡 RIVAL IQ INSIGHT

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

NONPROFITS

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

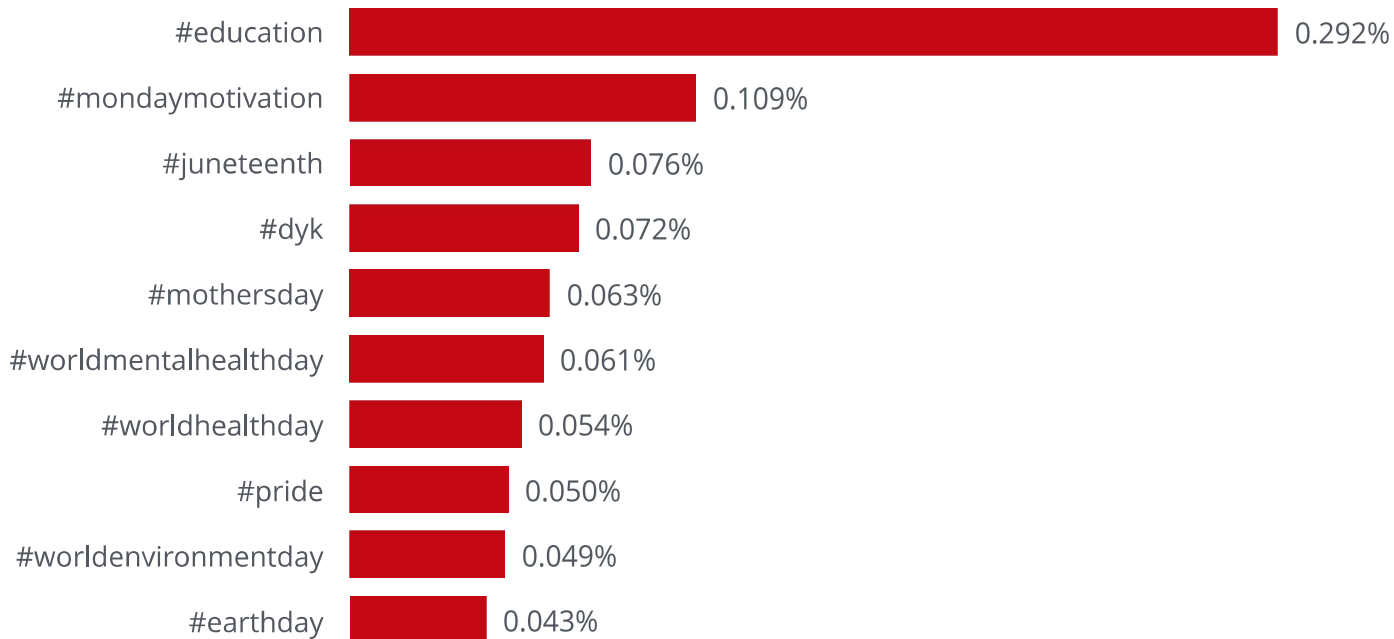
💡 RIVAL IQ INSIGHT

Event-themed hashtags like #BlackHistoryMonth, #COP28, and #WorldRefugeeDay grabbed attention for Nonprofits on Instagram this year.

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NONPROFITS

Twitter hashtags by eng. rate

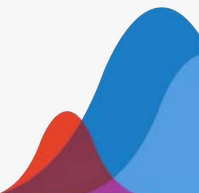


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

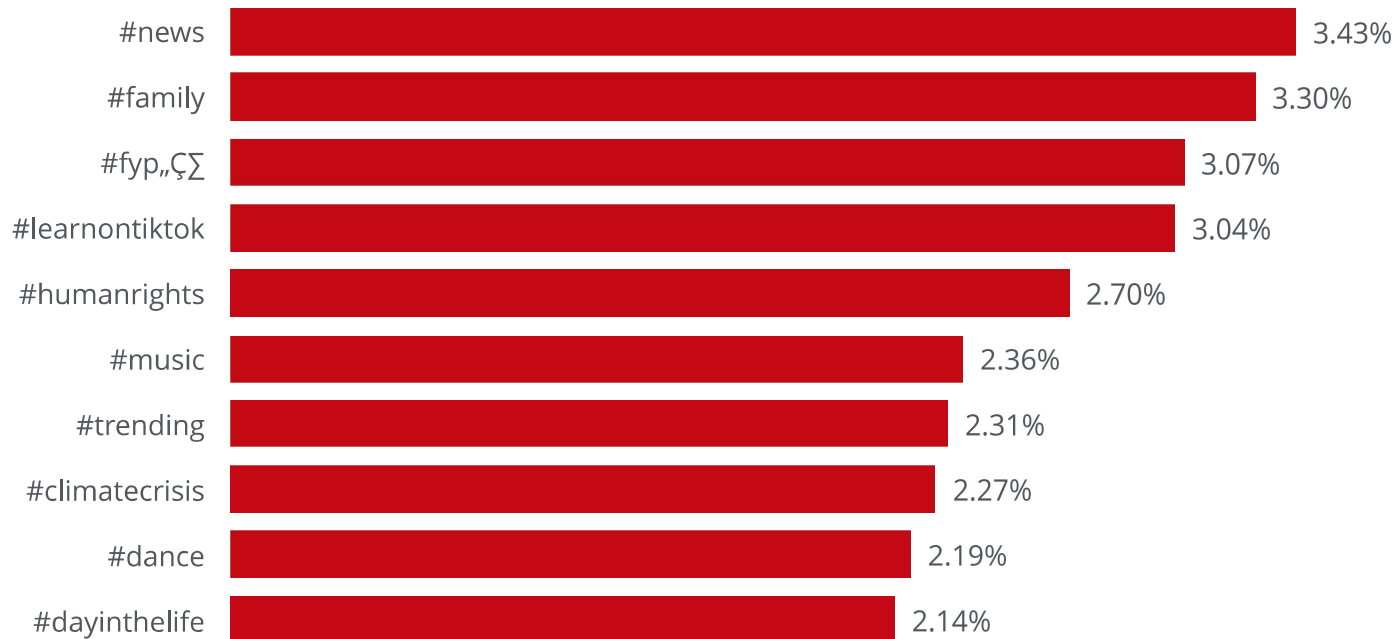
The #education hashtag beat out other Nonprofit hashtags on Twitter by a mile this year, suggesting followers were eager to learn from their favorite orgs.

RivalIQ
A QUID COMPANY



NONPROFITS

🎵 TikTok hashtags by eng. rate

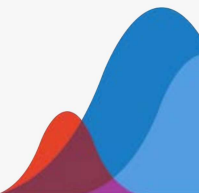


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

TikTok-themed hashtags like #LearnOnTikTok, #music, and #trending helped Nonprofit followers find what they were looking for on the video channel this year.

RivalIQ
A QUID COMPANY





INDUSTRY SNAPSHOT

Retail

RETAIL

Overview

Retail Lagging Across the Board

Retail brands trailed behind other industries across all four channels this year, despite actually increasing engagement rates on Facebook and Instagram.

Some ideas for improving social performance this year:

- Stick with photo posts to help drive up engagement while also experimenting with video, especially Reels and TikToks.
- Don't miss the chance to remind followers about the chance to shop and give gifts with holiday-themed hashtags like #ValentinesDay and #MothersDay.



FACEBOOK
POSTS PER WEEK

5.08

FACEBOOK
ENG RATE / POST

0.041%



INSTAGRAM
POSTS PER WEEK

5.72

INSTAGRAM
ENG RATE / POST

0.226%



TWEETS
PER WEEK

1.99

TWITTER
ENG RATE / TWEET

0.015%



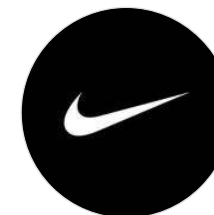
VIDEOS
PER WEEK

2.85

TIKTOK
ENG RATE / VIDEO

1.80%

SAMPLE BRANDS



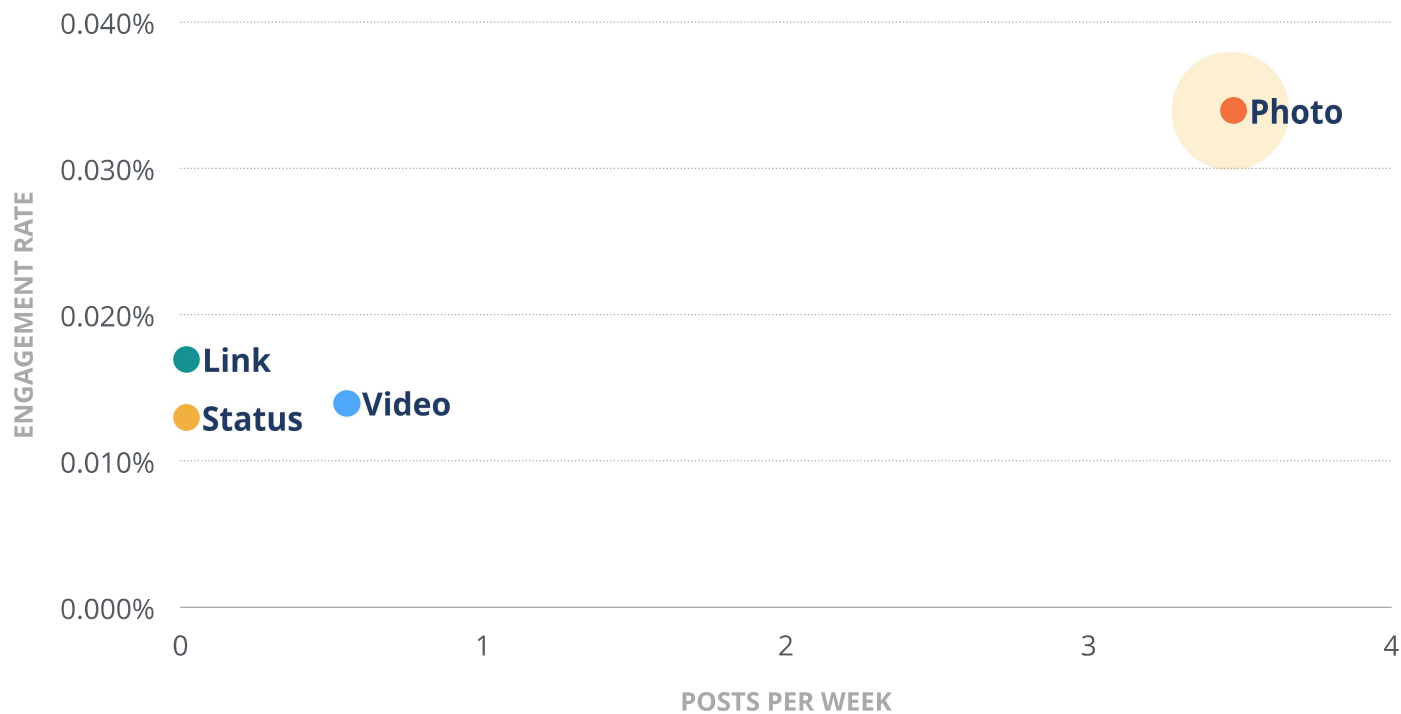
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RivalIQ
A QUID COMPANY



RETAIL

f Facebook metrics by post type



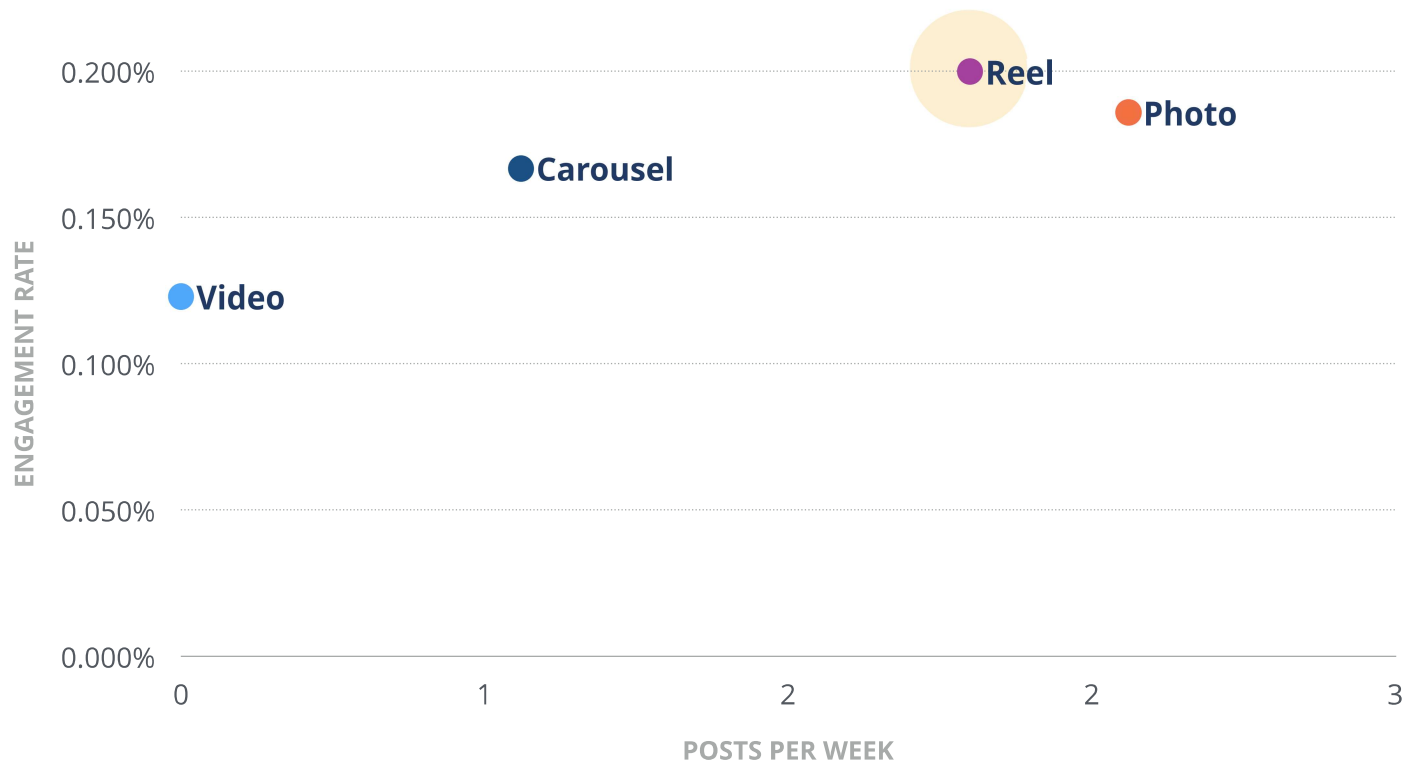
💡 RIVAL IQ INSIGHT

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

RivalIQ
A QUID COMPANY

RETAIL

Instagram metrics by post type

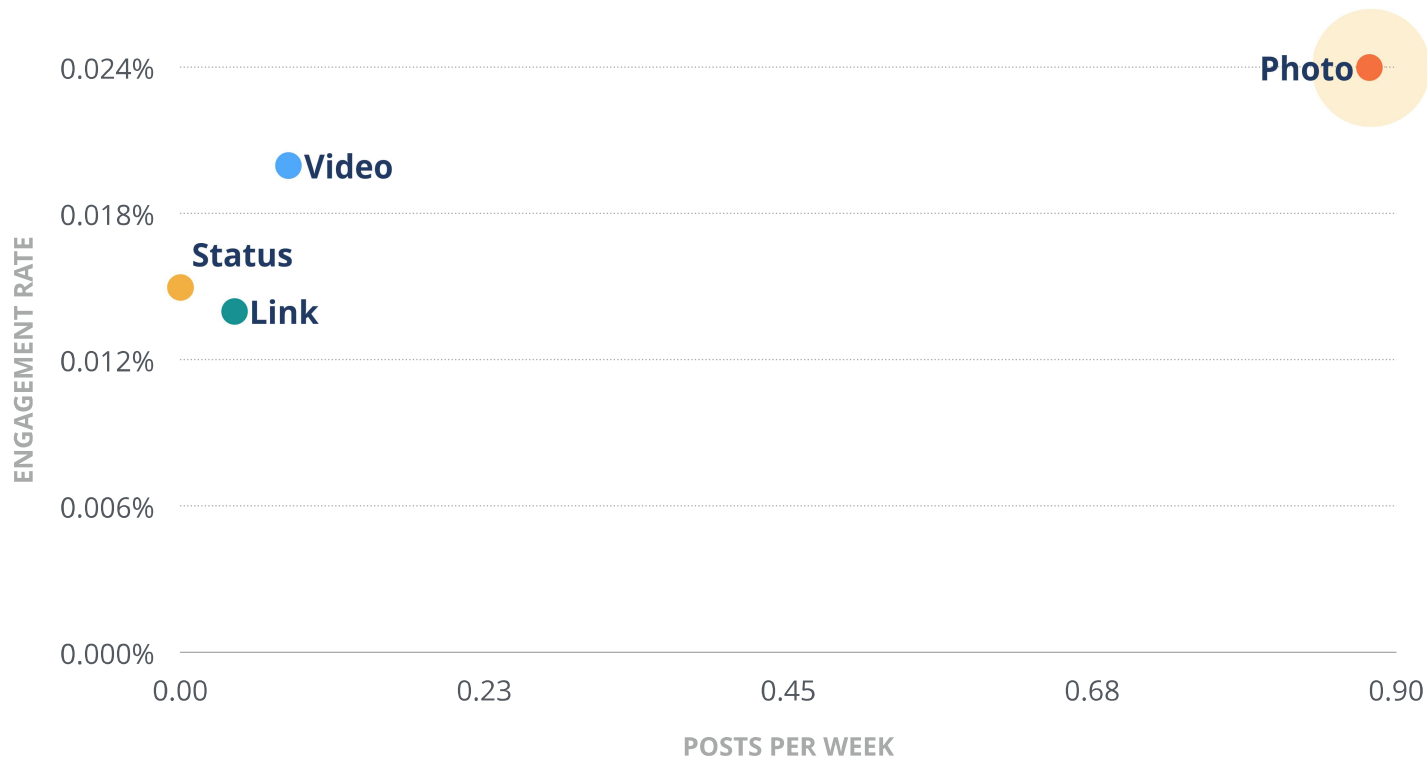


RIVAL IQ INSIGHT

Reels rocked for Retail brands on Instagram this year and helped Retail brand The Range grab Instagram engagement rate gold.

RETAIL

Twitter metrics by tweet type

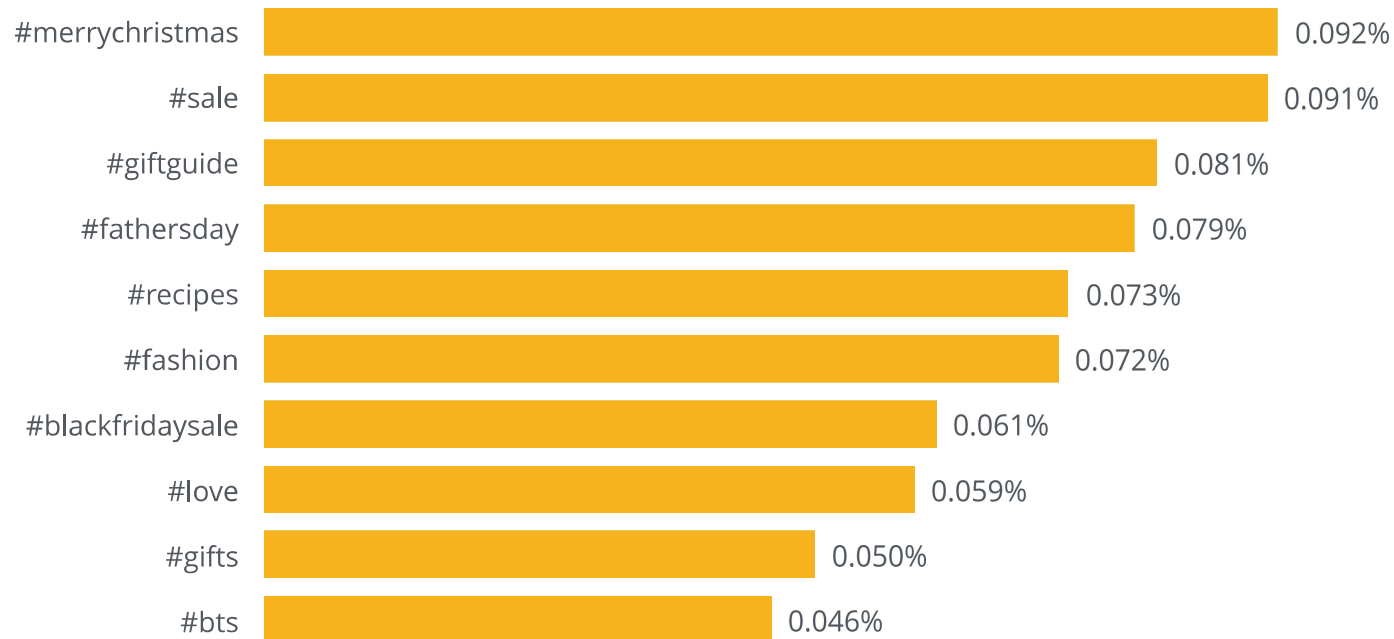


💡 RIVAL IQ INSIGHT

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

RETAIL

Instagram hashtags by eng. rate



* Hashtags used by more than 4 companies in this study

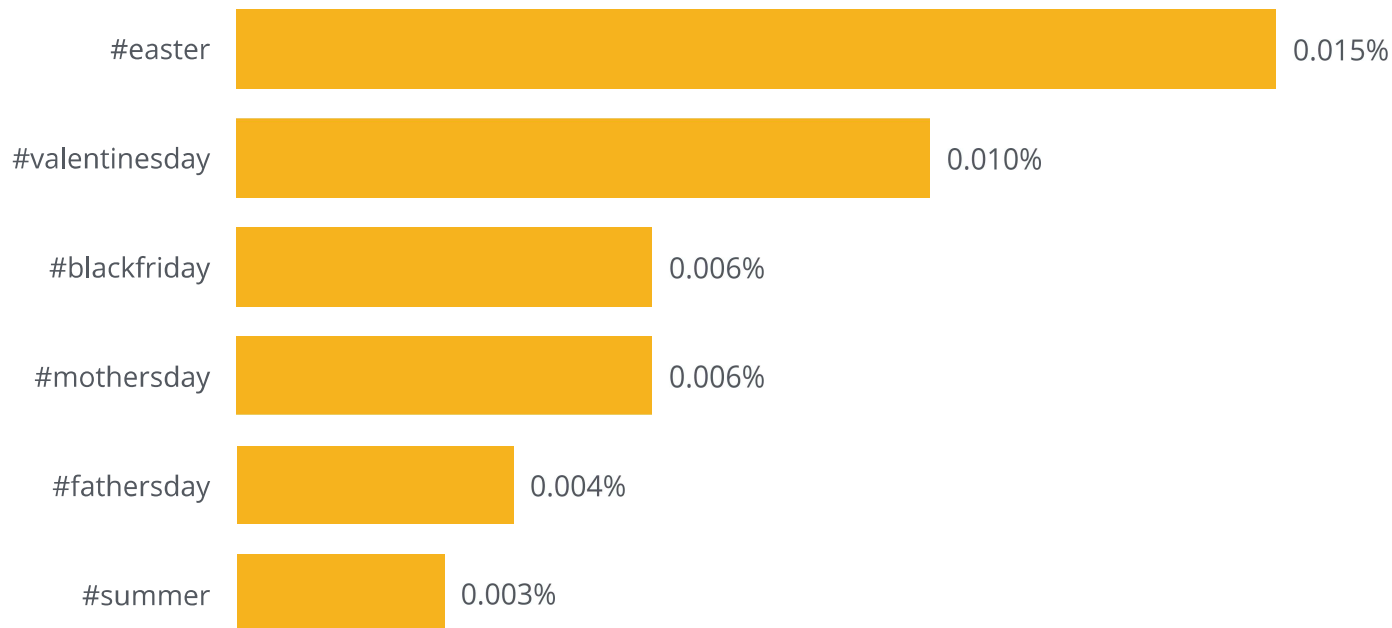
💡 RIVAL IQ INSIGHT

Retail brand hashtags were all about the holidays and other chances to shop like #MerryChristmas and #BlackFridaySale.

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RETAIL

Twitter hashtags by eng. rate

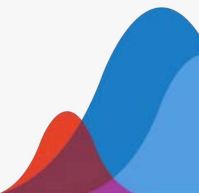


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

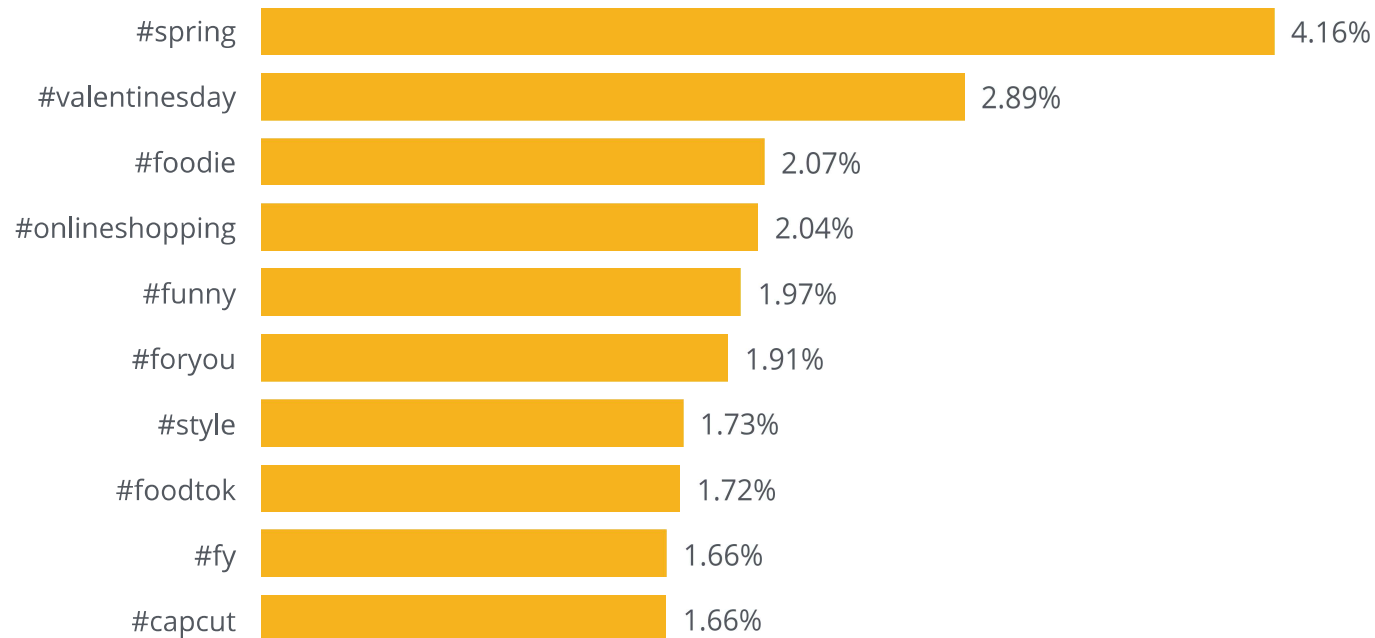
Can you say “shopping opportunity” five times fast? Retail never missed a holiday on Twitter this year, particularly holidays with gifts involved like #ValentinesDay and #MothersDay.

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RETAIL

🎵 TikTok hashtags by eng. rate

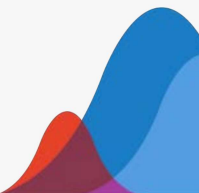


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

More than a few food hashtags like #foodie and #FoodTok broke through for Retail brands on TikTok this year, suggesting people like to fuel up while they shop.

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INDUSTRY SNAPSHOT

Sports Teams

SPORTS TEAMS

Overview

Sports Teams go for the gold

Once again, Sports Teams saw top engagement rates on Facebook and Twitter and were runners-up on Instagram and TikTok. More posting doesn't always equal more engagements, but it certainly did for Sports Teams this year.

Some ways to improve engagement rates even more:

- Posting early and often is working, so keep it up.
- Followers love a throwback, so keep using hashtags like #OnThisDay and #TBT to remind fans of the GOATs of yore.



FACEBOOK
POSTS PER WEEK

24.29

FACEBOOK
ENG RATE / POST

0.295%



INSTAGRAM
POSTS PER WEEK

17.99

INSTAGRAM
ENG RATE / POST

1.574%



TWEETS
PER WEEK

41.46

TWITTER
ENG RATE / TWEET

0.072%



VIDEOS
PER WEEK

2.42

TIKTOK
ENG RATE / VIDEO

4.43%



SAMPLE BRANDS



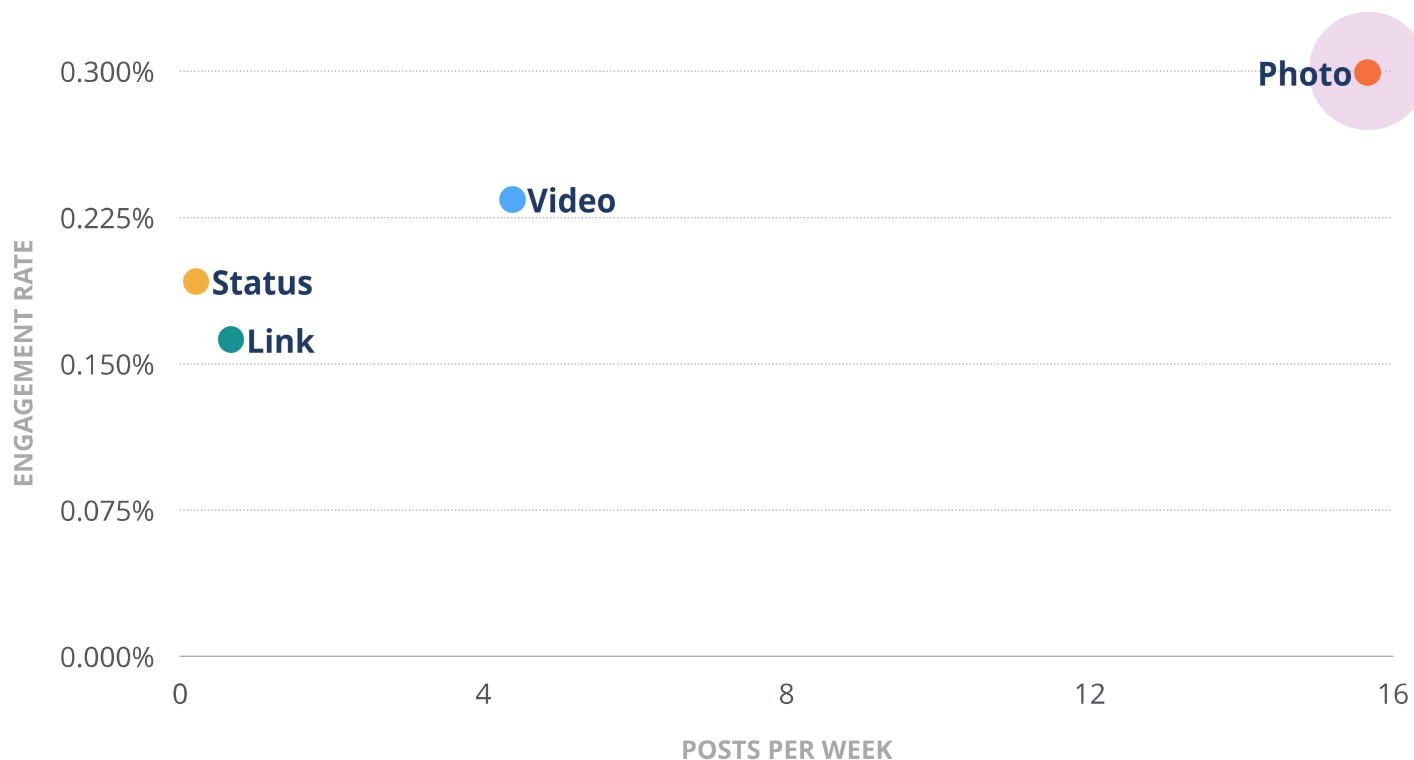
[SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ](#) ►

RivalIQ
A QUID COMPANY



SPORTS TEAMS

f Facebook metrics by post type



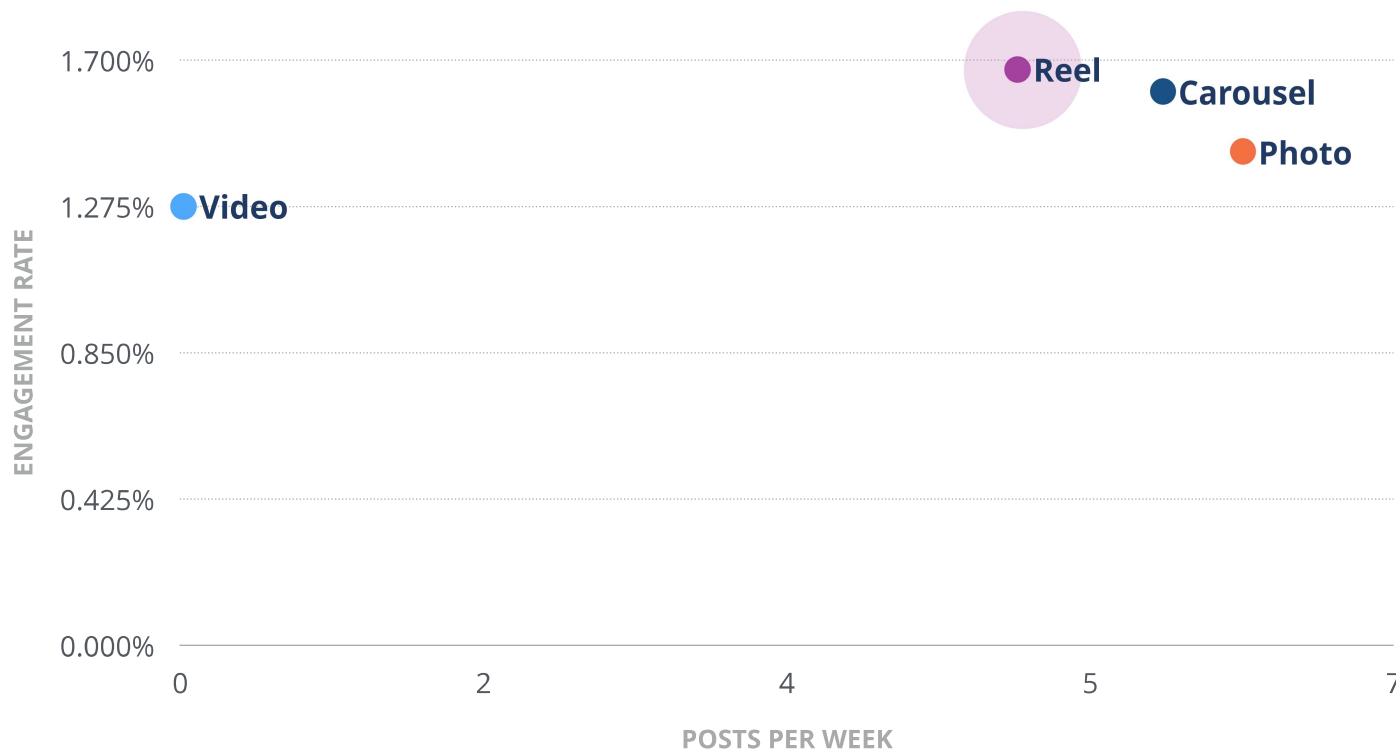
RIVAL IQ INSIGHT

Photo posts helped Sports Teams earn nearly 5x the median engagement rate on Facebook, putting these brands comfortably in first place.

RivalIQ
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SPORTS TEAMS

Instagram metrics by post type



RIVAL IQ INSIGHT

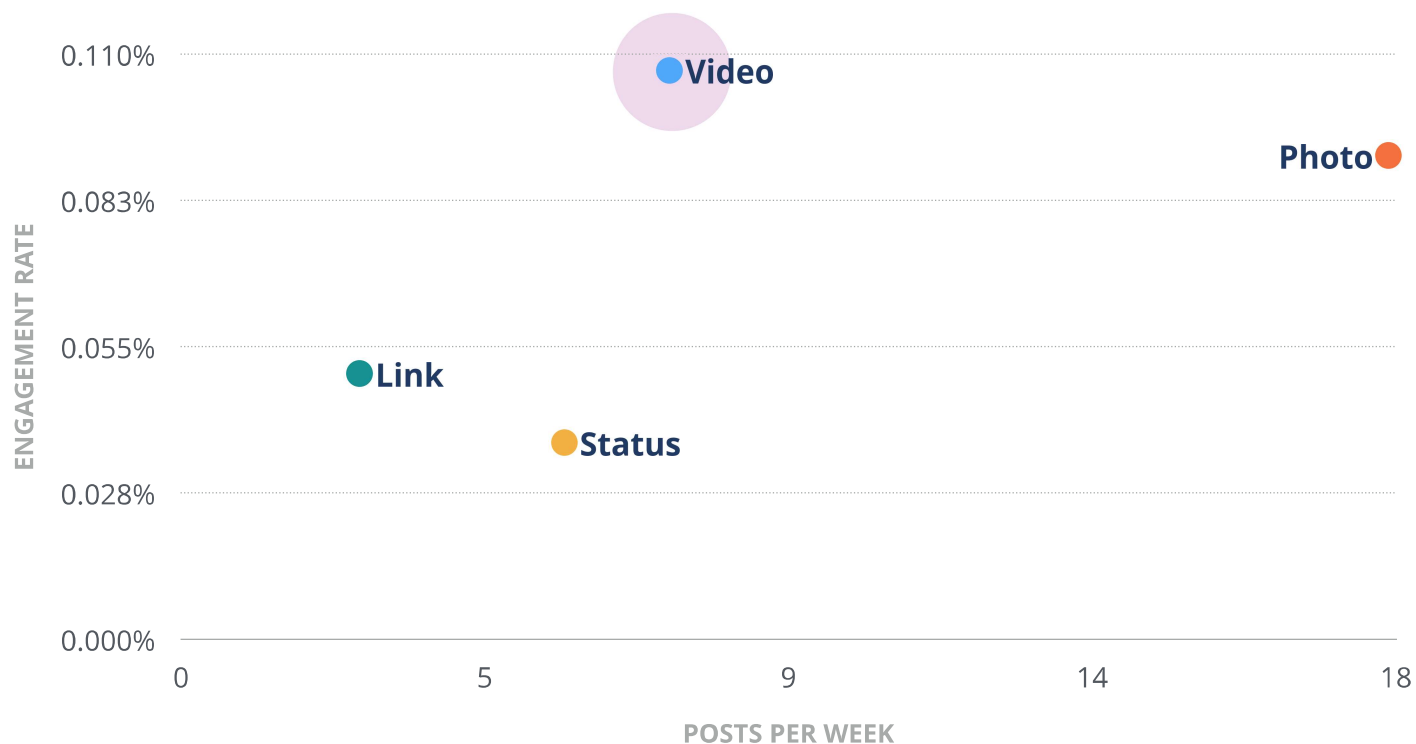
Reels, Carousels, and Photo posts were all neck and neck for the top post type for Sports Teams on Instagram this year, with Reels coming out just ahead.

AEK Athens FC had the highest engagement rate on Instagram of any Sports Team we studied.

RivalIQ
A QUID COMPANY

SPORTS TEAMS

Twitter metrics by tweet type

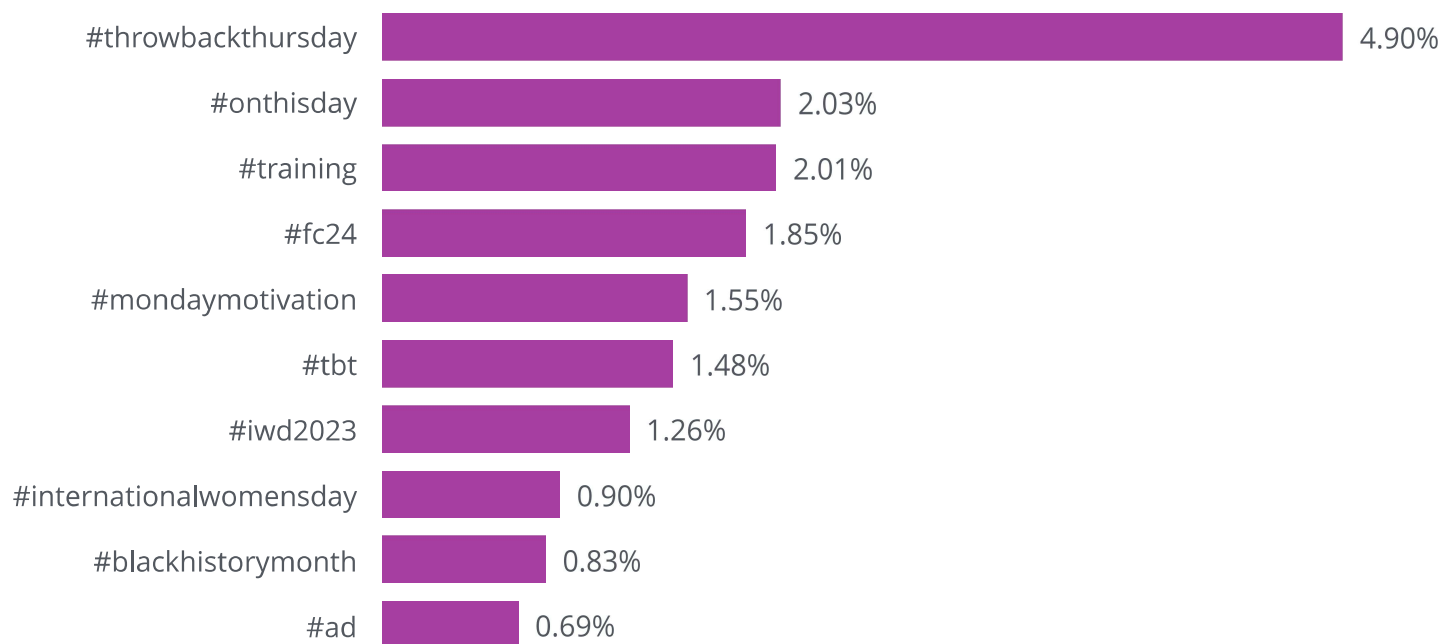


RIVAL IQ INSIGHT

Videos were all the rage for Sports Teams on Twitter this year, unlike most other industries who did best with photo tweets.

SPORTS TEAMS

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

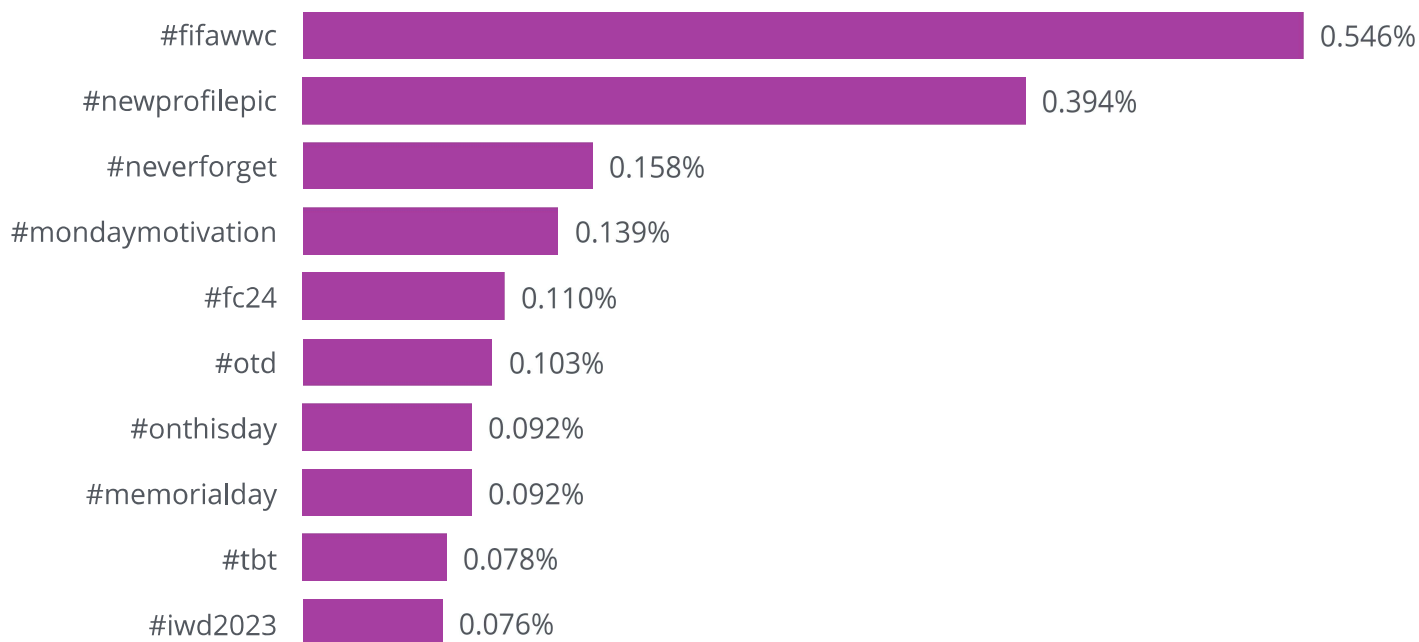
RIVAL IQ INSIGHT

Sports Teams were all about the olden days on Instagram this year, with hashtags like #ThrowbackThursday and #OnThisDay reminding fans of the all-time greats.

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SPORTS TEAMS

Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

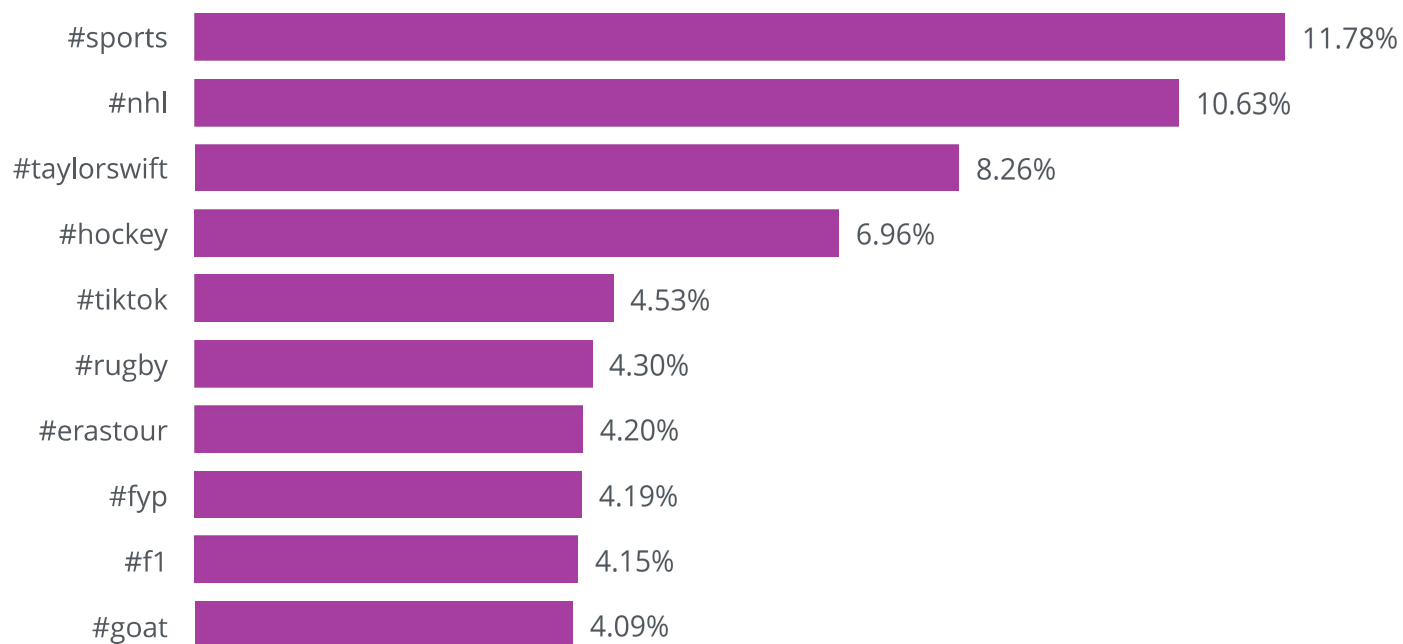
Just like on Twitter, Sports Teams loved a good throwback on Twitter this year with hashtags like #OnThisDay and #TBT.

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SPORTS TEAMS

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

Anybody with a smartphone knows you couldn't say "trend" without Taylor Swift on social this year, so it's no surprise Taylor-themed hashtags were trending for Sports Teams.

RivalIQ
A QUID COMPANY





INDUSTRY SNAPSHOT

Tech & Software

TECH & SOFTWARE

Overview

Tech & Software brands not soaring, not sinking

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

Here are two ideas for improving engagement rates:

- Experiment with post types to go beyond the photo posts.
- Holidays like #MayThe4thBeWithYou and #InternationalWomensDay were runaway faves with Tech & Software followers looking to nerd out and/or support women in the industry.



FACEBOOK
POSTS PER WEEK

4.39

FACEBOOK
ENG RATE / POST

0.032%



INSTAGRAM
POSTS PER WEEK

3.72

INSTAGRAM
ENG RATE / POST

0.437%



TWEETS
PER WEEK

5.02

TWITTER
ENG RATE / TWEET

0.036%



VIDEOS
PER WEEK

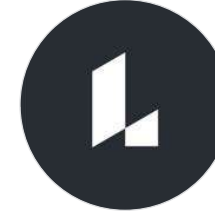
1.75

TIKTOK
ENG RATE / VIDEO

1.85%



SAMPLE BRANDS



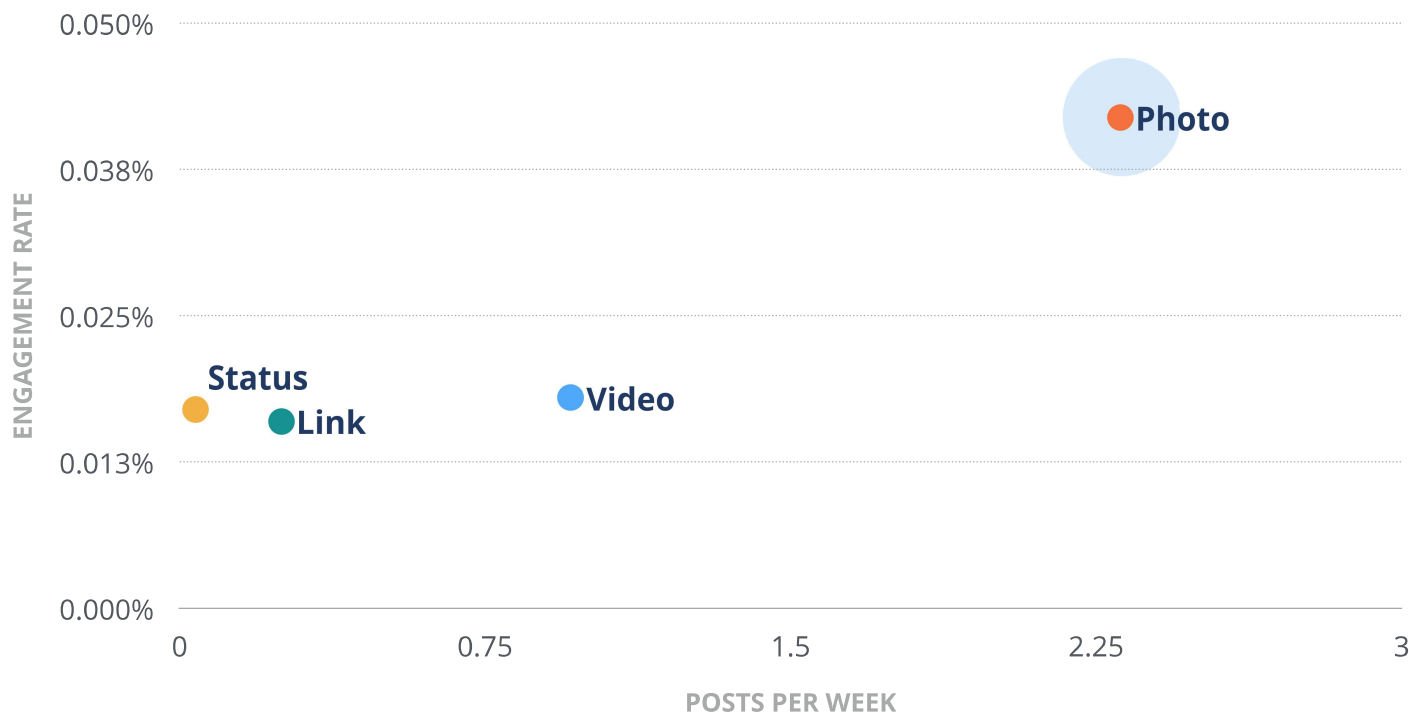
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TECH & SOFTWARE

f Facebook metrics by post type



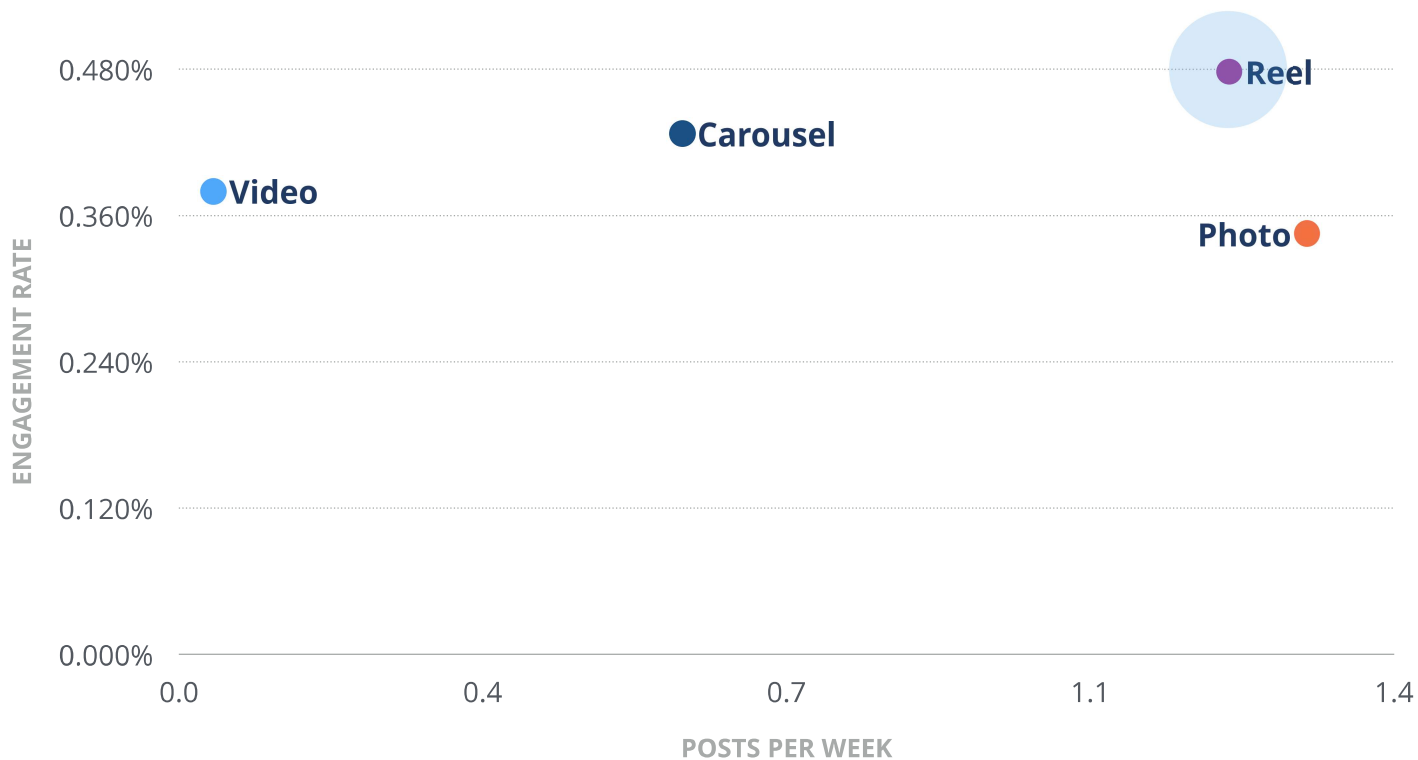
RIVAL IQ INSIGHT

Photos grabbed great engagement rates on Facebook for Tech & Software brands like electronics company Sharp.

RivalIQ
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TECH & SOFTWARE

Instagram metrics by post type



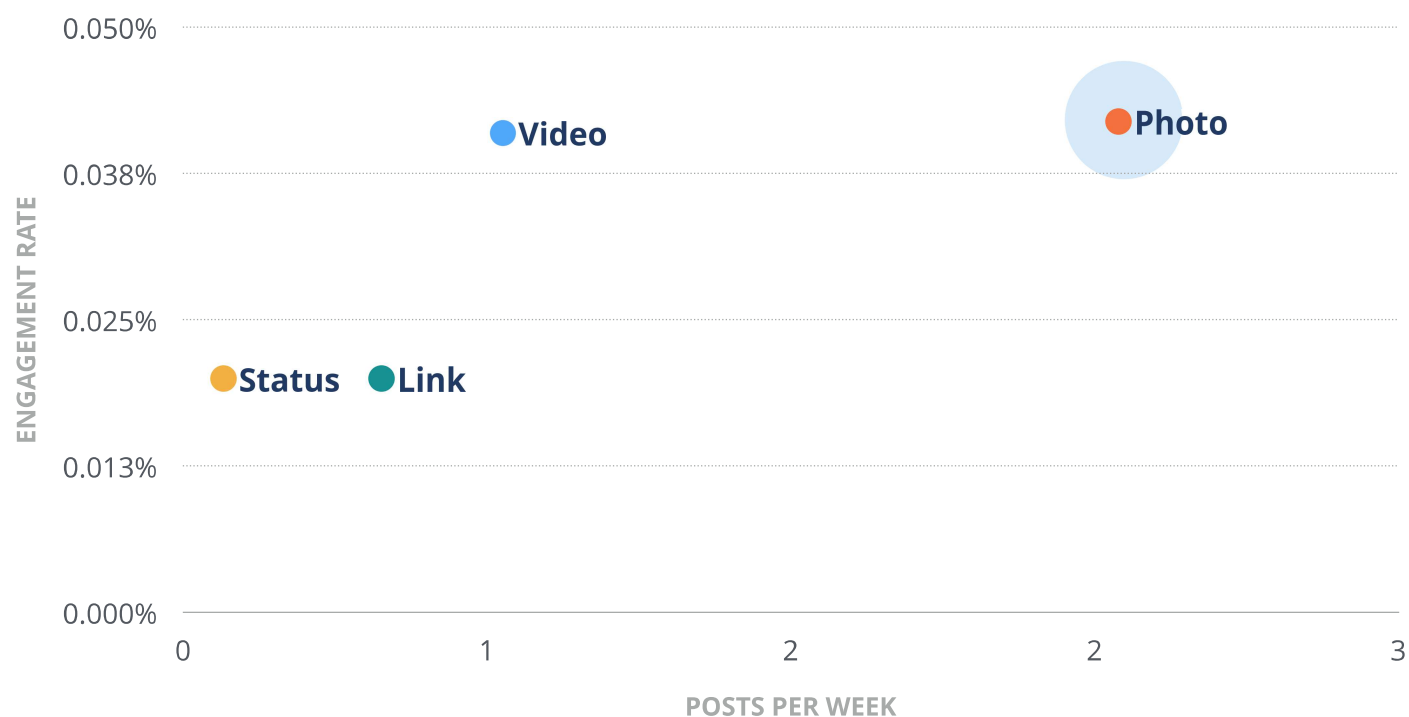
💡 RIVAL IQ INSIGHT

Like many other industries in this study, Reels topped the charts for Tech & Software brands on Instagram this year.

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TECH & SOFTWARE

Twitter metrics by tweet type

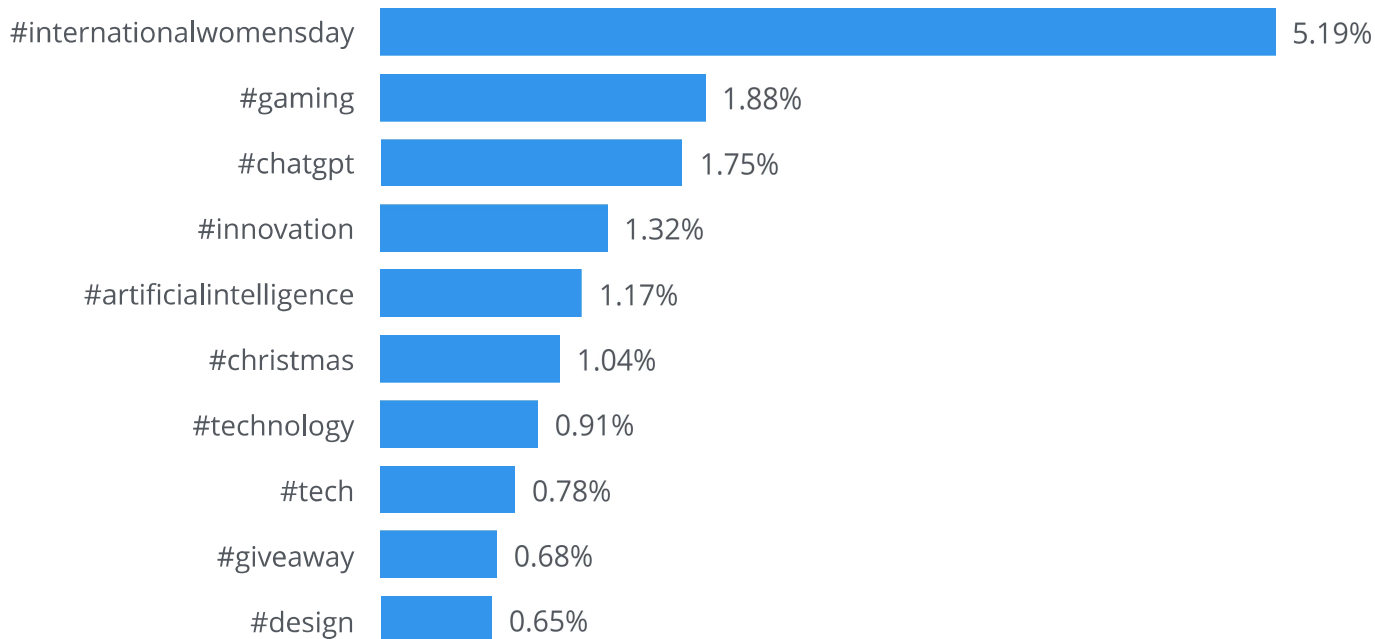


RIVAL IQ INSIGHT

Photo tweets beat out every other type by both engagement rate and frequency for Tech & Software brands this year.

TECH & SOFTWARE

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

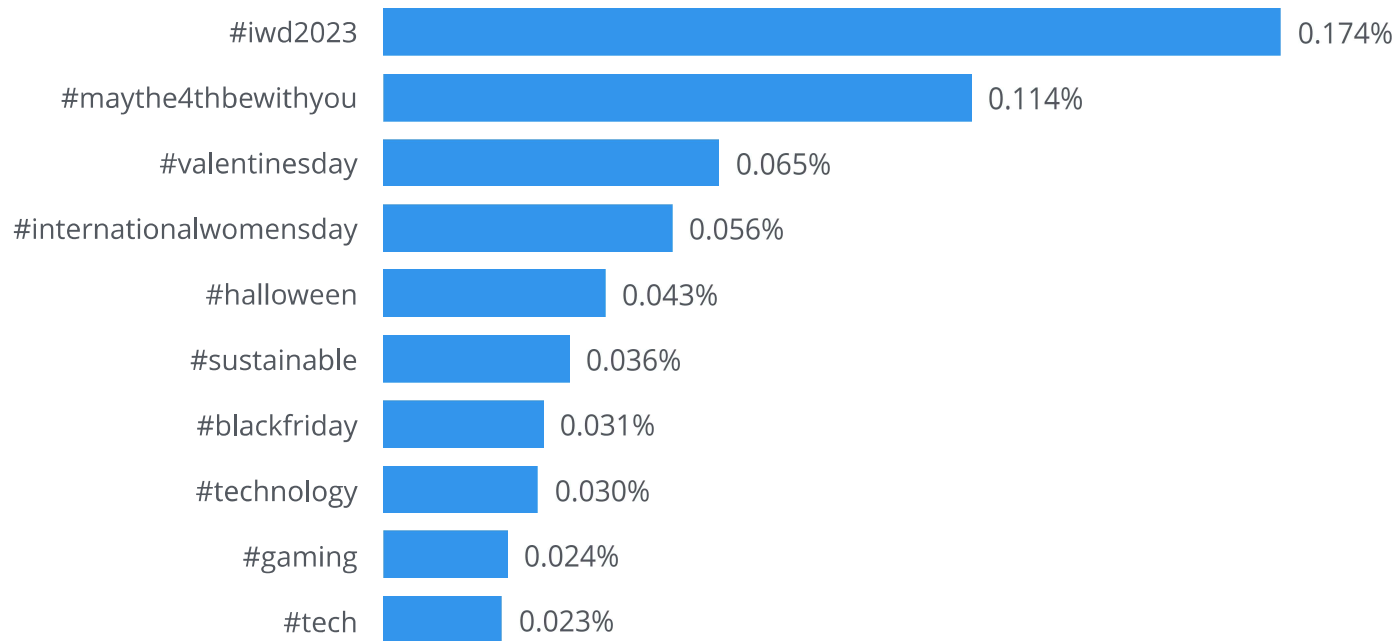
RIVAL IQ INSIGHT

Posting about #InternationalWomensDay was a slam dunk for Tech & Software brands on Instagram this year.

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TECH & SOFTWARE

Twitter hashtags by eng. rate

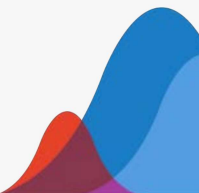


* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

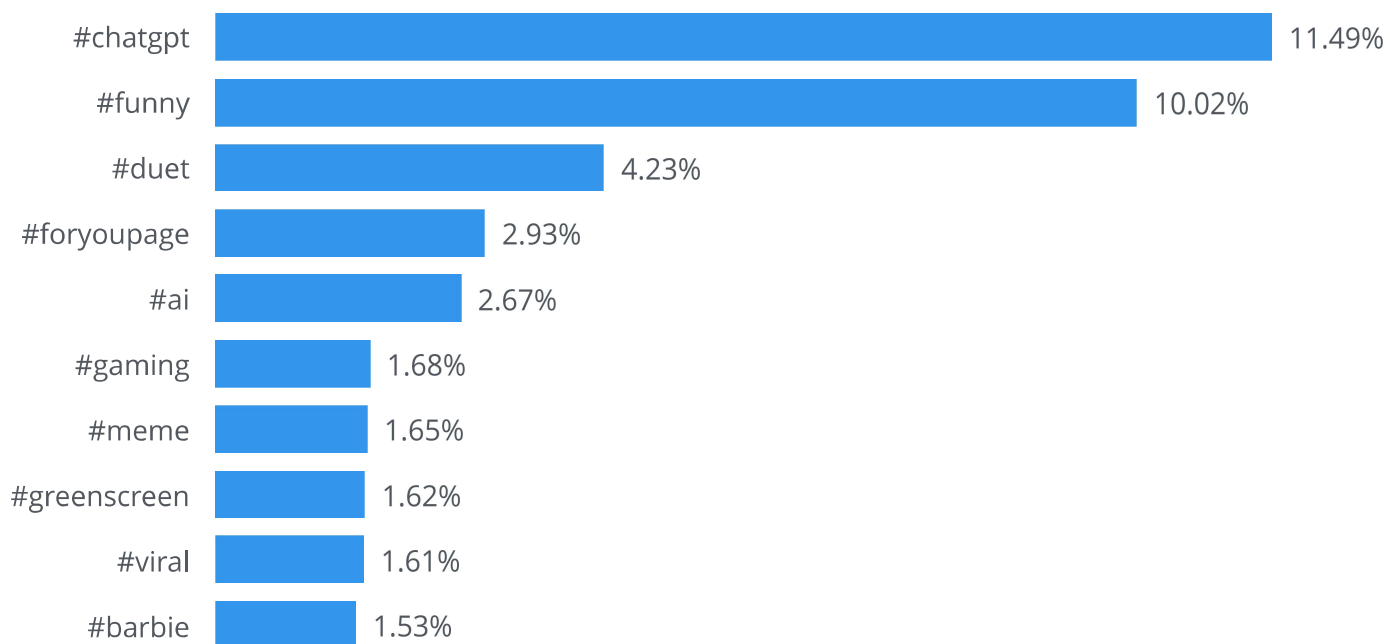
Tech & Software brands never miss the chance to celebrate everyone's favorite nerd holiday with the #MayThe4thBeWithYou hashtag.

RivalIQ
A QUID COMPANY



TECH & SOFTWARE

🎵 TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

AI-themed hashtags like #ChatGPT and #AI topped the Tech & Software charts on TikTok this year.

RivalIQ
A QUID COMPANY



INDUSTRY SNAPSHOT

Travel

TRAVEL

Overview

Travel flying high on Facebook and TikTok

Travel brands earned above-media engagement rates on Facebook and TikTok while running in the middle of the pack on Instagram and Twitter.

A few suggestions to grow engagement:

- Luxury and destination hashtags performed especially well for Travel brands this year.
- Posting frequency was below-median across the board, so experiment with an uptick here to see if you can increase your current engagement rates without sacrificing content quality.



FACEBOOK
POSTS PER WEEK

3.14

FACEBOOK
ENG RATE / POST

0.093%



INSTAGRAM
POSTS PER WEEK

3.76

INSTAGRAM
ENG RATE / POST

0.398%



TWEETS
PER WEEK

1.09

TWITTER
ENG RATE / TWEET

0.016%



VIDEOS
PER WEEK

1.82

TIKTOK
ENG RATE / VIDEO

3.50%

SAMPLE BRANDS



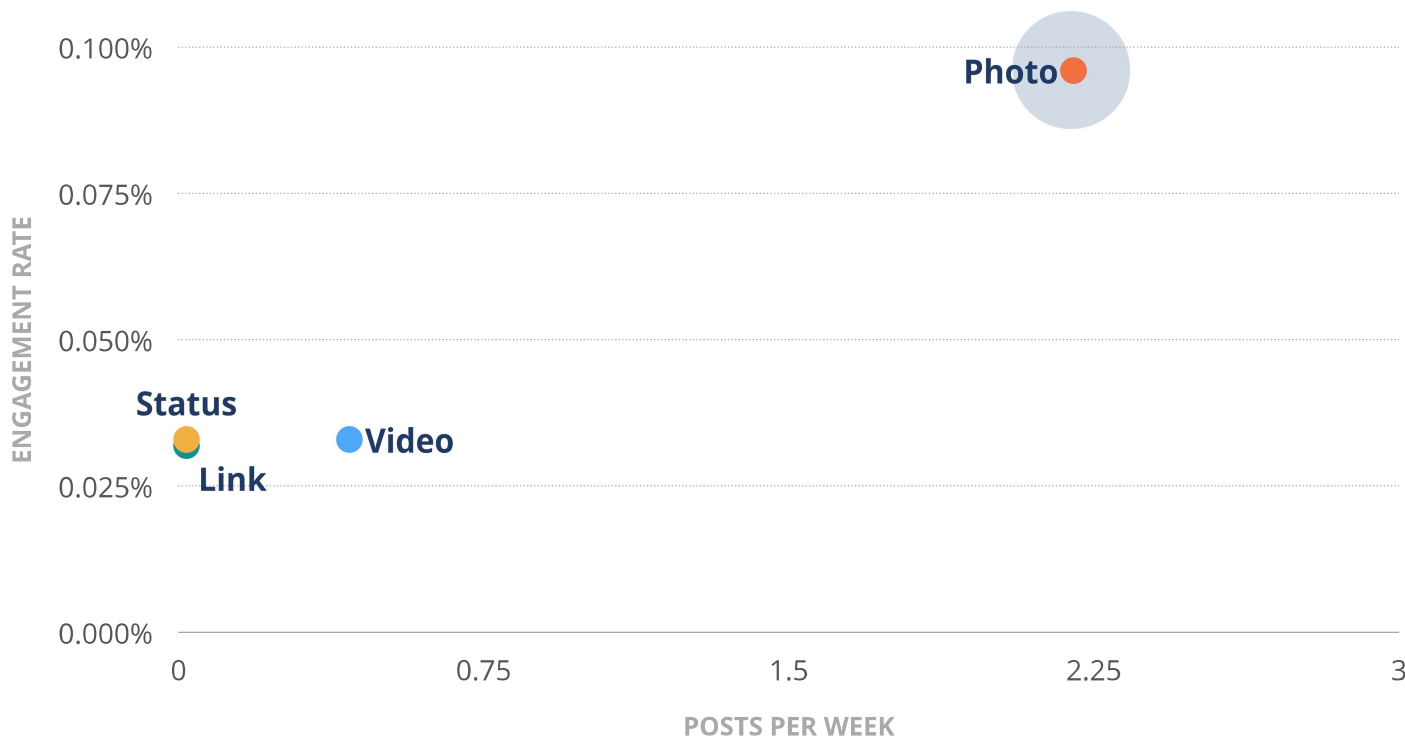
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A QUID COMPANY



TRAVEL

f Facebook metrics by post type



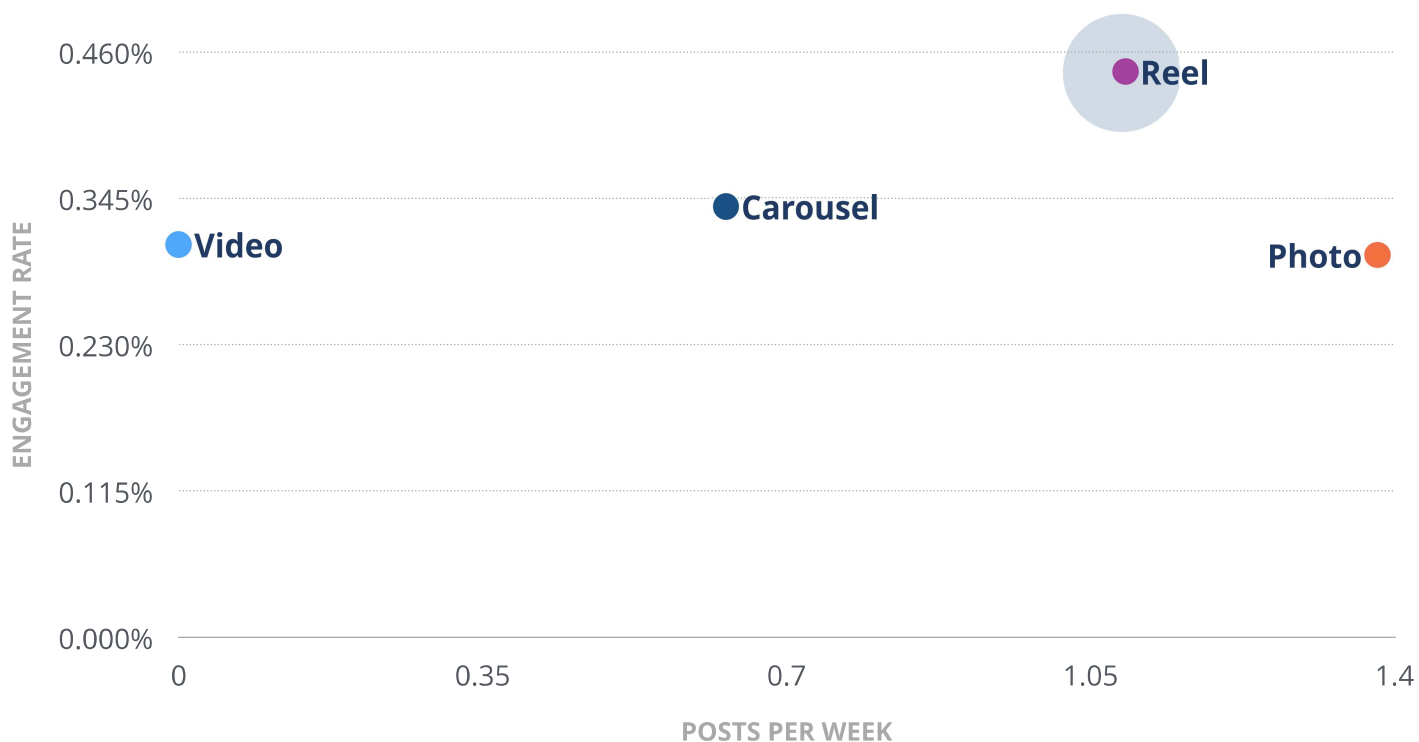
RIVAL IQ INSIGHT

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

RivalIQ
A QUID COMPANY

TRAVEL

Instagram metrics by post type



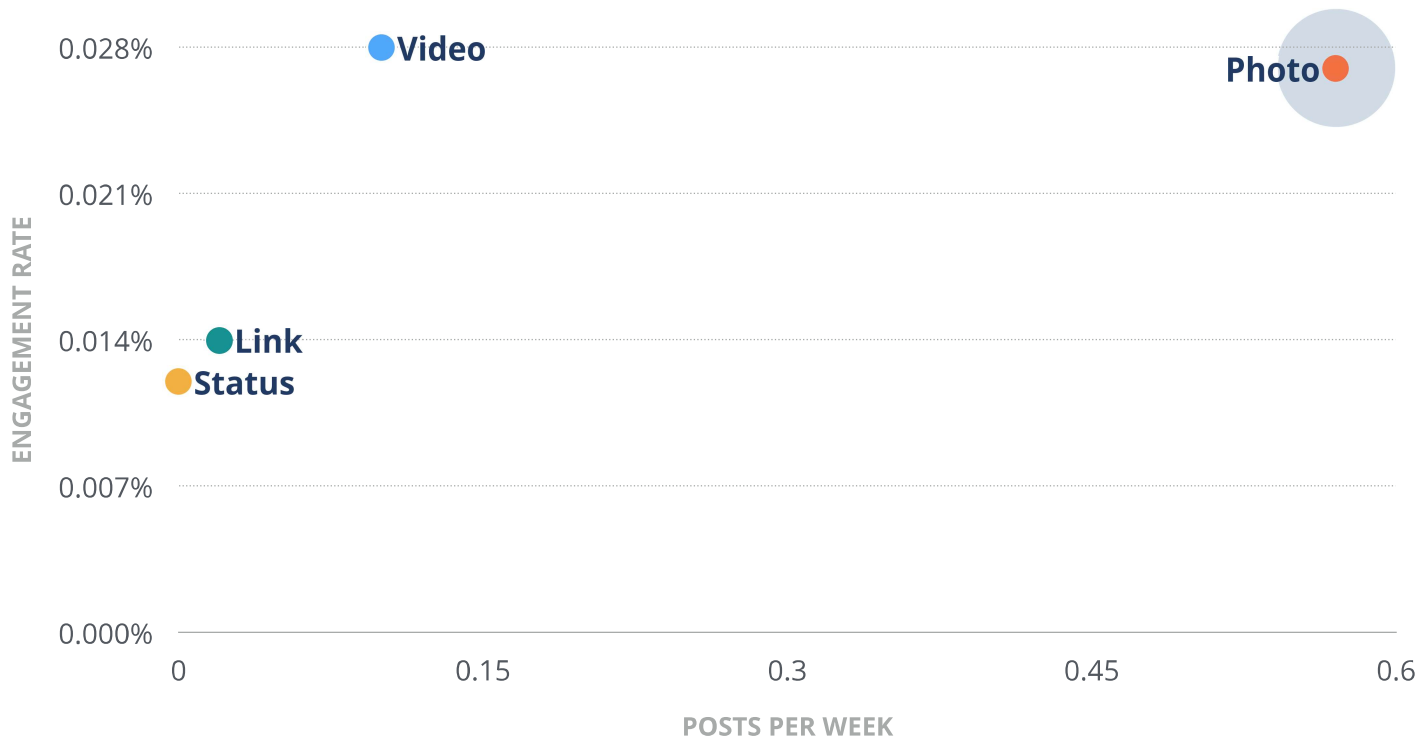
RIVAL IQ INSIGHT

For the second year in a row, Reels outperformed other post types for Travel brands.

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TRAVEL

Twitter metrics by tweet type



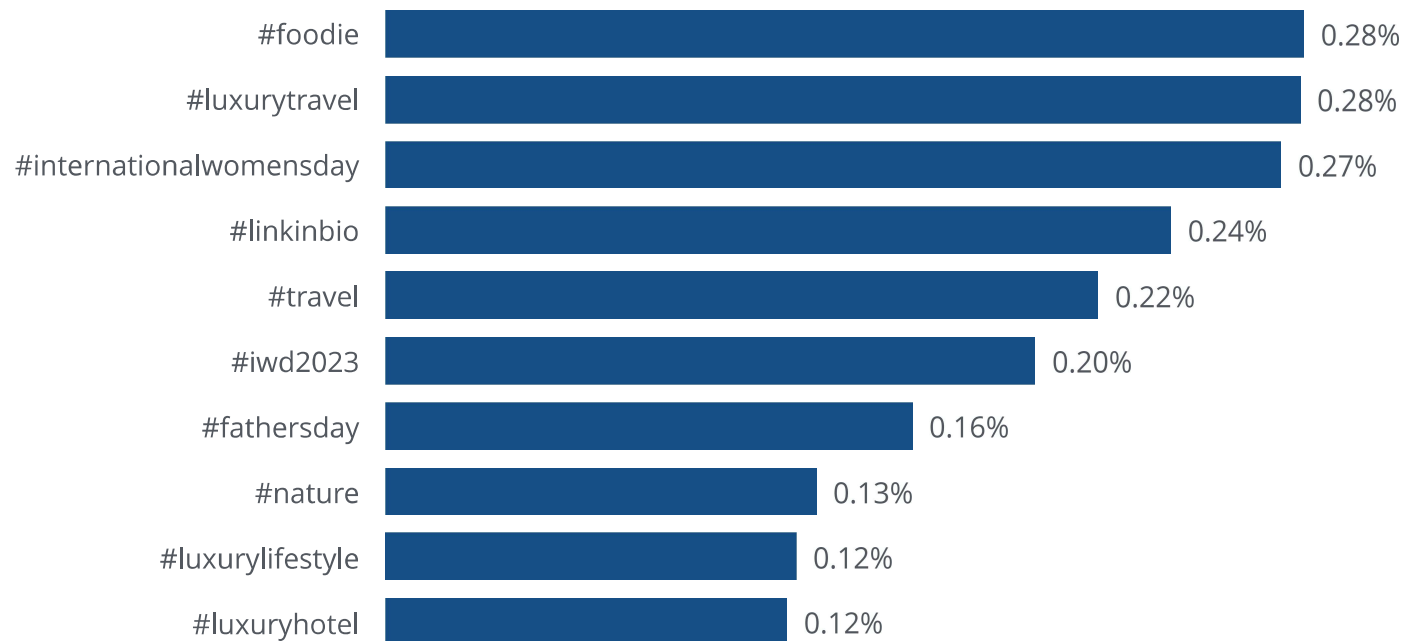
RIVAL IQ INSIGHT

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

RivalIQ
A QUID COMPANY

TRAVEL

Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

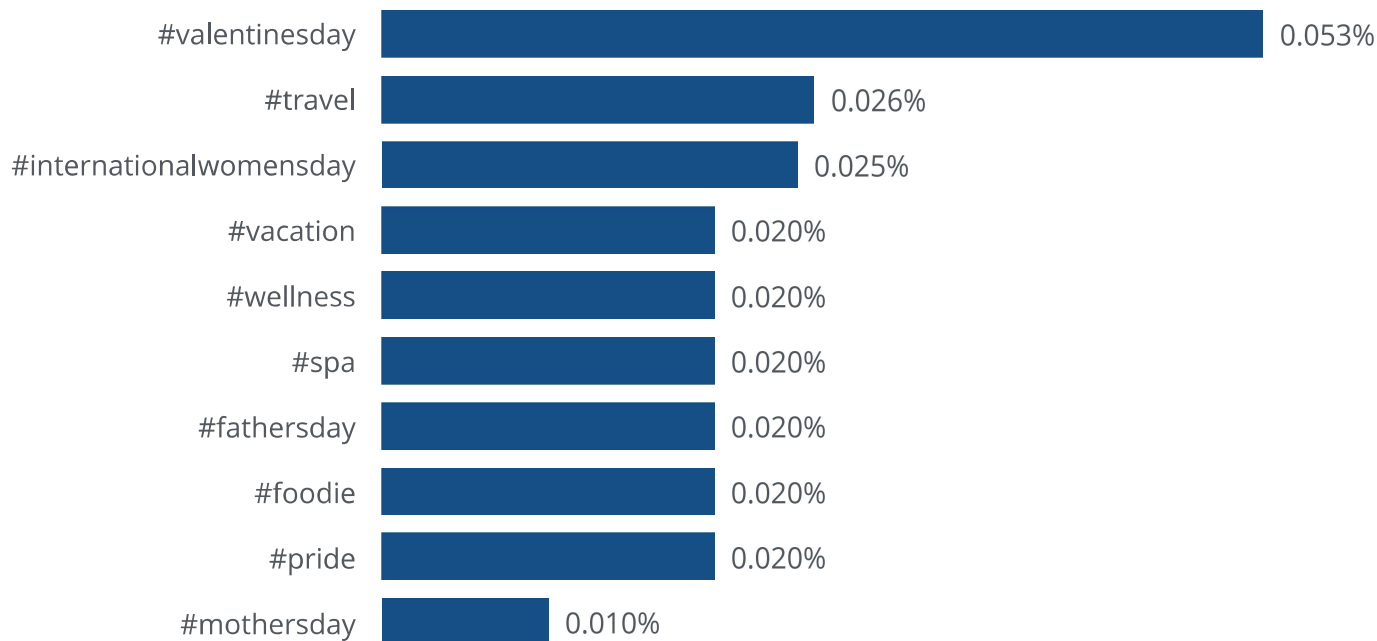
RIVAL IQ INSIGHT

Travel fans ate up hashtags like #LuxuryTravel and #LuxuryLifeStyle that helped them dream away the doldrums of day-to-day living.

RivalIQ
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TRAVEL

Twitter hashtags by eng. rate



* Hashtags used by more than 10 companies in this study

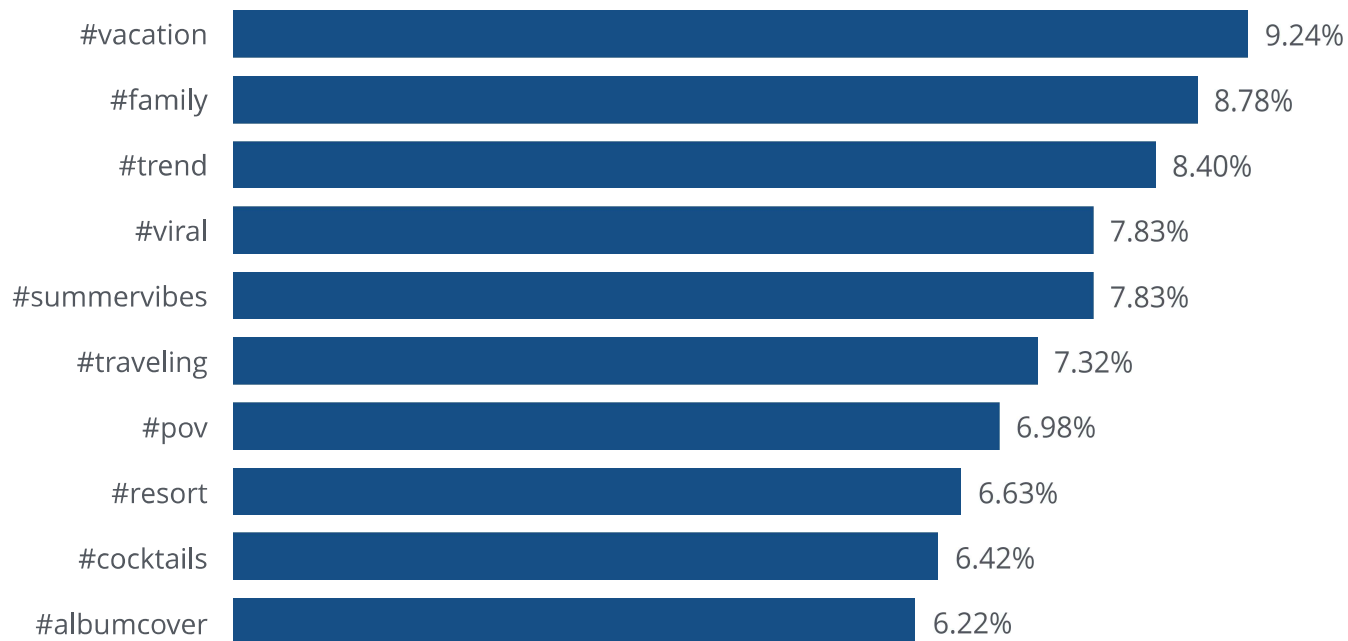
RIVAL IQ INSIGHT

Holiday-themed hashtags performed well for Travel brands on Twitter, especially all things #ValentinesDay.

RivalIQ
A QUID COMPANY

TRAVEL

🎵 TikTok hashtags by eng. rate

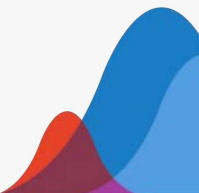


* Hashtags used by more than 15 companies in this study

💡 RIVAL IQ INSIGHT

No surprise that Travel brands focused on the destination this year on TikTok with hashtags like #vacation, #traveling, and #resort.

RivalIQ
A QUID COMPANY



About Rival IQ

Rival IQ is a comprehensive analytics tool that helps you:

Supercharge your social landscape

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

Stay ahead of the competition

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

Do more with your data

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

GET YOUR FREE TRIAL ►

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