Riva IQ | A QUID COMPANY 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:

- Financial Services
 Home Decor
 Retail
- Food & Beverage
 Influencers

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.

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

- Alcohol
 Health & Beauty
 Media
 Tech & Software
- Fashion
 · Higher Education
 · Nonprofits
 · Travel

- Sports Teams









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.

Key takeaways



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:**















Y

















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 <u>Explore</u> 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** <u>Head-to-Head report</u> 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 <u>trial</u>, you can add those stats directly into your Rival IQ account for even more comparisons.)



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









Facebook engagement

Engagement rate per post (by follower)



PRIVAL IQ INSIGHT

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





Facebook activity

Posts per week



PRIVAL 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.





Facebook posts vs. engagement

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



PRIVAL IQ INSIGHT

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





O Instagram engagement

Engagement rate per post (by follower)





The median across all industries is 0.43% 1.57% 0.44% 0.40% **0.43%** 0.23% Median Teche Software sportsteams Retail Travel

RIVAL IQ INSIGHT

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





O Instagram activity

Posts per week





PRIVAL IQ INSIGHT

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





O Instagram posts vs. engagement

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



Instagram consistently sees low posting volume and high engagement rates

Sports Teams

Media



$\mathbf{\mathbf{\hat{V}}}$ RIVAL IQ INSIGHT

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





Twitter engagement

Engagement rate per tweet (by follower)



PRIVAL IQ INSIGHT

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







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.





Twitter tweets vs. engagement

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



TWEETS PER WEEK

• Sports Teams

PRIVAL IQ INSIGHT

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



40

Media



TikTok engagement

Engagement rate per video (by follower)





$\mathbf{\mathbf{\hat{V}}}$ 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.









Videos per week





PRIVAL 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.







TikTok videos vs. engagement

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





$\mathbf{\mathbf{\hat{V}}}$ 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.







Engagement rate benchmarks over time



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



5.690%



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.





Weekly posting over time





PRIVAL 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.







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.





0.79

TIKTOK **ENG RATE / VIDEO**



SAMPLE BRANDS

















f Facebook metrics by post type



Photo

RIVAL IQ INSIGHT

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

1.5

2





ALCOHOL Instagram metrics by post type



Photo

V 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 highperforming carousels.

1.6





ALCOHOL **Y** Twitter metrics by tweet type



POSTS PER WEEK





V 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.

0.375

0.5





Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

1.31%

V 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.





ALCOHOL **Y** Twitter hashtags by eng. rate



* Hashtags used by more than 6 companies in this study



0.50%

V RIVAL IQ INSIGHT

Alcohol followers ate up posts with holidaythemed hashtags like #WorldEmojiDay and *#ValentinesDay.*





ALCOHOL **J** TikTok hashtags by eng. rate



* Hashtags used by more than 9 companies in this study



12.49% 10.32%

RIVAL IQ INSIGHT

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









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.





SAMPLE BRANDS







2.5

TIKTOK **ENG RATE / VIDEO**







FASHION **f Facebook metrics by post type**



Photo

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.

3

4





FASHION O Instagram metrics by post type







Photo

1.5

2

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.





FASHION **Y** 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.

0.225

0.3




FASHION O 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.





FASHION **Y** Twitter hashtags by eng. rate



* Hashtags used by more than 7 companies in this study



0.140%

RIVAL IQ INSIGHT

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





FASHION **J** TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



12.14%

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.







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.





SAMPLE BRANDS





VIDEOS **PER WEEK**



TIKTOK **ENG RATE / VIDEO**













FINANCIAL SERVICES



V 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





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.

1.6





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.





FINANCIAL SERVICES **Y** 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.





FINANCIAL SERVICES **J** 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.









FOOD & BEVERAGE **Overview**

Food & Beverage faring best on Instagram and TikTok

Food & Beverage brands saw the highest engagement rates on videofocused 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.





VIDEOS **PER WEEK**



TIKTOK **ENG RATE / VIDEO**



SAMPLE BRANDS











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.

2.25

3





FOOD & BEVERAGE



RIVAL IQ INSIGHT

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





FOOD & BEVERAGE Twitter metrics by tweet type





PRIVAL IQ INSIGHT

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

0.375

0.5





FOOD & BEVERAGEInstagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

RIVAL IQ INSIGHT

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





FOOD & BEVERAGE **Twitter hashtags by eng. rate**



* Hashtags used by more than 5 companies in this study

0.57%

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.





FOOD & BEVERAGE J 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.







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.





SAMPLE BRANDS







HEALTH & BEAUTY f Facebook metrics by post type





Photo

RIVAL IQ INSIGHT

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

2.25

3





Instagram metrics by post type



Reel

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.

3

4





HEALTH & BEAUTY Y Twitter metrics by tweet type





Photo

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.

0.09

0.12





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-thescenes hashtags.





HEALTH & BEAUTY Y 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.





HEALTH & BEAUTY J 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.







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.





TWITTER **ENG RATE / TWEET**



SAMPLE BRANDS





VIDEOS **PER WEEK**



TIKTOK **ENG RATE / VIDEO**









NYU









HIGHER ED f Facebook metrics by post type





Photo

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.

3.75

5





HIGHER ED O Instagram metrics by post type







1.05

1.4

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.





HIGHER ED **Y** Twitter metrics by tweet type







PRIVAL 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.

3

4





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.





HIGHER ED **Y** Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



0.10%		
0.10%		

0.15%

PRIVAL IQ INSIGHT

Colleges and universities were all about holidaythemed hashtags on *Twitter this year.*





HIGHER ED **J** TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



PRIVAL 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.*








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.



POSTS PER WEEK

4.01

FACEBOOK **ENG RATE / POST**





4.87

INSTAGRAM **ENG RATE / POST**

0.203%



SAMPLE BRANDS



1.6

TIKTOK **ENG RATE / VIDEO**

1.91%















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.

2.25





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.

1.8





HOME DECOR **Y** Twitter metrics by tweet type





Photo

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.

0.3

0.4





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 #lnteriorDesigner, followers could expect home-themed hashtags from their favorite brands.





HOME DECOR **Y** Twitter hashtags by eng. rate



* Hashtags used by more than 9 companies in this study



1.326%

V RIVAL IQ INSIGHT

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





HOME DECOR **J** TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



	10.50%
9.60%	

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.







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.









PER WEEK

1.75

TIKTOK **ENG RATE / VIDEO**

1.51%

SAMPLE BRANDS



















INFLUENCERS f Facebook metrics by post type





Photo

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.

2.25





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.

1.8





INFLUENCERS



RIVAL IQ INSIGHT

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





INFLUENCERS Image: State of the second st

#nevergiveup #wellbeing #mindfulness #food #familia #podcast #tiktok #mondaymotivation #growthmindset #entrepreneurship



* 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.





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.





INFLUENCERS J Top TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

8.13%

RIVAL IQ INSIGHT

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







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.





INSTAGRAM ENG RATE / POST

0.563%



SAMPLE BRANDS







VIDEOS **PER WEEK**

7.08

TIKTOK **ENG RATE / VIDEO**







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



Reel

Photo

RIVAL IQ INSIGHT

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

3.75





MEDIA **Y** Twitter metrics by tweet type





V 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.



22.5





MEDIAInstagram 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.





MEDIA **Y** Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

0.053%

PRIVAL IQ INSIGHT

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





MEDIA **J** TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



PRIVAL IQ INSIGHT

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







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.





POSTS PER WEEK

4.90

INSTAGRAM **ENG RATE / POST**

0.623%

Y TWEETS **PER WEEK**

6.97

TWITTER **ENG RATE / TWEET**



SAMPLE BRANDS





1.59

TIKTOK **ENG RATE / VIDEO**













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.

3





NONPROFITS Instagram metrics by post type



Reel Carousel

1.5

2

Photo

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.





NONPROFITS **Y** Twitter metrics by tweet type





Photo

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.

3





NONPROFITSInstagram 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.





NONPROFITS **Y** Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

0.292%

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.





NONPROFITS **J** 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.









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.





2.85

TIKTOK **ENG RATE / VIDEO**

1.80%

SAMPLE BRANDS







RETAIL f Facebook metrics by post type







V 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.

3





RETAIL



RIVAL IQ INSIGHT

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





Y Twitter metrics by tweet type



RIVAL IQ INSIGHT

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

0.68

0.90

Photo




RETAIL O Instagram hashtags by eng. rate



* Hashtags used by more than 4 companies in this study

V RIVAL IQ INSIGHT

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





Y Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

0.015%

0.010%

V 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.





RETAIL **J** TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



4.16%

2.89%

V 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.









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.





SAMPLE BRANDS



VIDEOS **PER WEEK**



TIKTOK **ENG RATE / VIDEO**



















sports teams **f Facebook metrics by post type**



Photo

RIVAL IQ INSIGHT

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

12





SPORTS TEAMSInstagram metrics by post type



• Reel • Carousel

Photo

7

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.





SPORTS TEAMS **Y** 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.

14





SPORTS TEAMSInstagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

4.90%

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.





SPORTS TEAMS **Y** Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



0.546%

0.394%

RIVAL IQ INSIGHT

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





SPORTS TEAMS **J** 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.









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.





SAMPLE BRANDS











PER WEEK 1.75

TIKTOK **ENG RATE / VIDEO**

1.85%



TECH & SOFTWARE f Facebook metrics by post type





Photo

V RIVAL IQ INSIGHT

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

2.25





TECH & SOFTWARE



POSTS PER WEEK

V RIVAL IQ INSIGHT

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





TECH & SOFTWARE Y Twitter metrics by tweet type





Photo

V RIVAL IQ INSIGHT

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

2





Instagram hashtags by eng. rate



* Hashtags used by more than 15 companies in this study

5.19%

V RIVAL IQ INSIGHT

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





TECH & SOFTWARE Y Twitter hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



0.174%

0.114%

V RIVAL IQ INSIGHT

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





TECH & SOFTWARE J TikTok hashtags by eng. rate



* Hashtags used by more than 15 companies in this study



V RIVAL IQ INSIGHT

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







INDUSTRY SNAPSHOT



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.





SAMPLE BRANDS



VIDEOS **PER WEEK**



TIKTOK **ENG RATE / VIDEO**















TRAVEL







Instagram metrics by post type





RIVAL IQ INSIGHT

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

1.4





TRAVEL Twitter metrics by tweet type



Photo

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.

0.45

0.6





TRAVEL O 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.





TRAVEL Twitter hashtags by eng. rate



* Hashtags used by more than 10 companies in this study

0.053%

RIVAL IQ INSIGHT

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





TRAVEL **J** 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*.





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. 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

Do more with your data



