



2022 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 **2021 across 14 top industries:**

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

This report has everything you need to measure your social media success against your competitors on **Facebook, Twitter, 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 2022. As usual, we have **channel observations, best post types, Instagram and Twitter hashtags, and more.**

Now let's get benchmarking.

Key takeaways



Brands seeing less organic engagement this year.

Declining engagement rates on Facebook, Instagram, and Twitter reflect that social media is increasingly becoming a pay-to-play space.



Every brand should post carousels on Instagram.

What's the secret behind this ultra-engaging post type? Instagram carousels often get re-served to users who don't engage the first time, earning them more impressions.



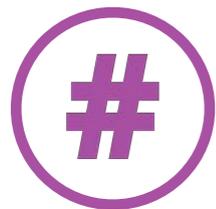
Posting frequency on the rise.

Brands have increased their posting frequency on all three channels to increase bites at the engagement apple.



Keep an eye on video.

Brands are already struggling to keep up with enough video to compete with the popularity of TikTok and YouTube.



Contest and holidays topped the hashtag charts.

Nearly every industry found success with giveaways and hashtag holidays ranging from #Halloween to #MayThe4thBeWithYou.

Methodology

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

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



Within this report, we provide a representative sample of national and international companies in each industry by selecting **150 companies at random from each industry in our database of over 200,000 companies.** Companies selected had active presences on Facebook, Instagram, and Twitter as of January 2021, and had Facebook fan counts between 25,000 and 1,000,000 and minimum Instagram and Twitter followers of 5,000 as of the same date.

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

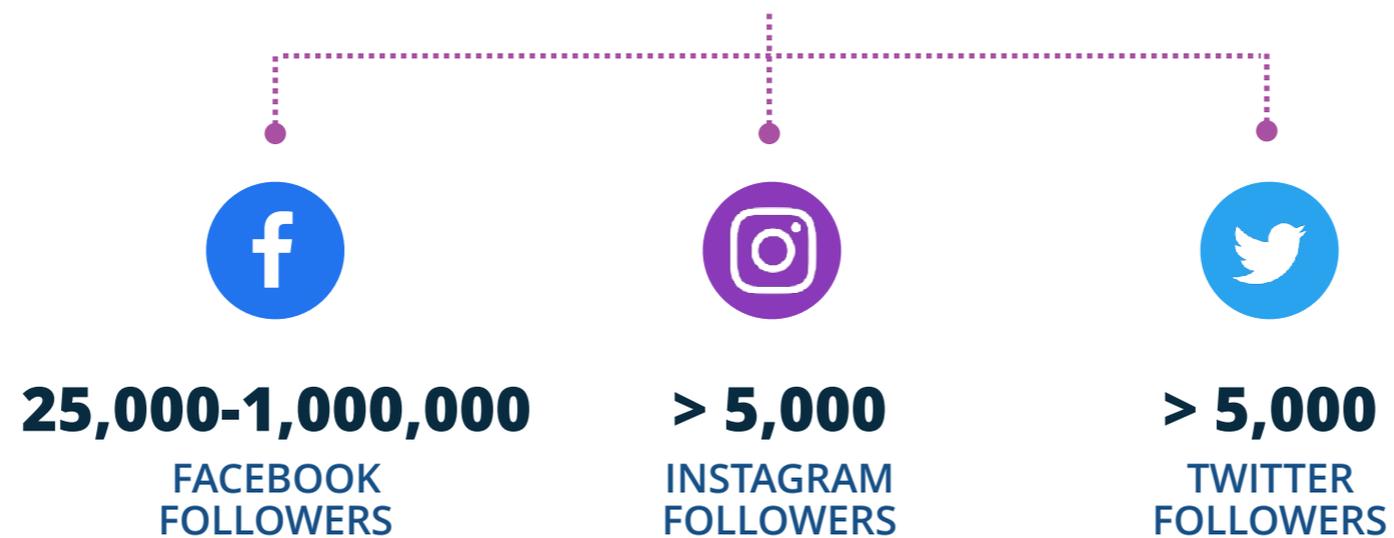
Who's included in this study?

2,100 TOTAL COMPANIES

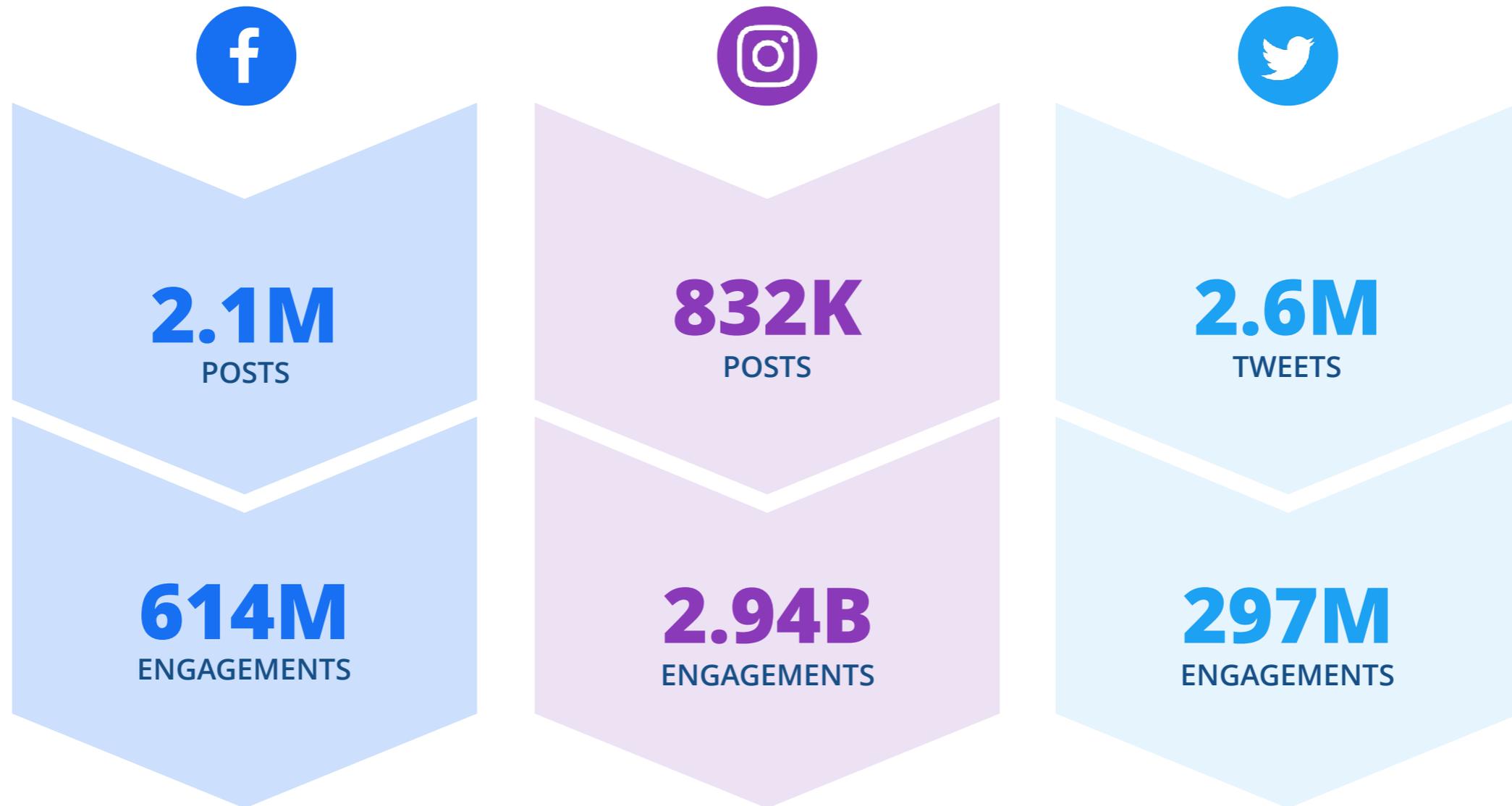
150 FROM EACH OF THE FOLLOWING 14 INDUSTRIES:



THAT ALSO HAVE



Let's describe the data set



The Rival IQ logo is displayed in white text on a black rectangular background. The word "Rival" is positioned above "IQ".

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A woman with long red hair is sitting on a wooden bench outdoors, working on a laptop. The background shows a building and trees. The image has a blue overlay and a decorative graphic in the bottom right corner.

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

Start measuring your social performance

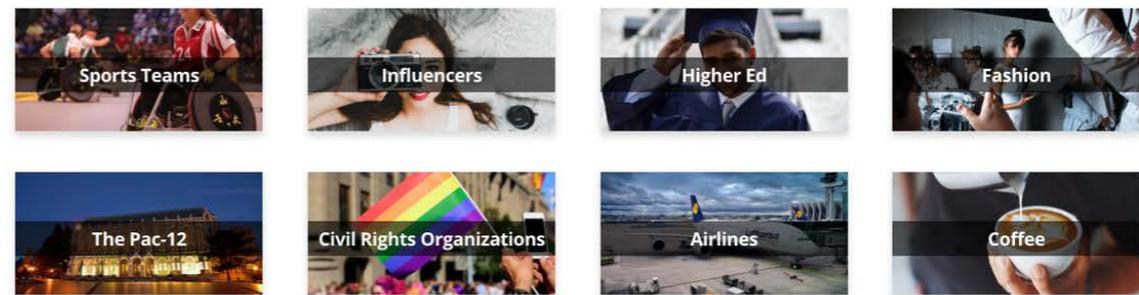
Ready to compare your social media performance live? Check out our [Explore](#) landscapes, where we feature **live social media metrics from a sample of companies from each industry represented in this study**. These landscapes feature hashtag performance, top post types, and so much more on Facebook,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

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

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

Live Social Benchmark Dashboards

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



Your Head-to-Head Social Snapshot

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

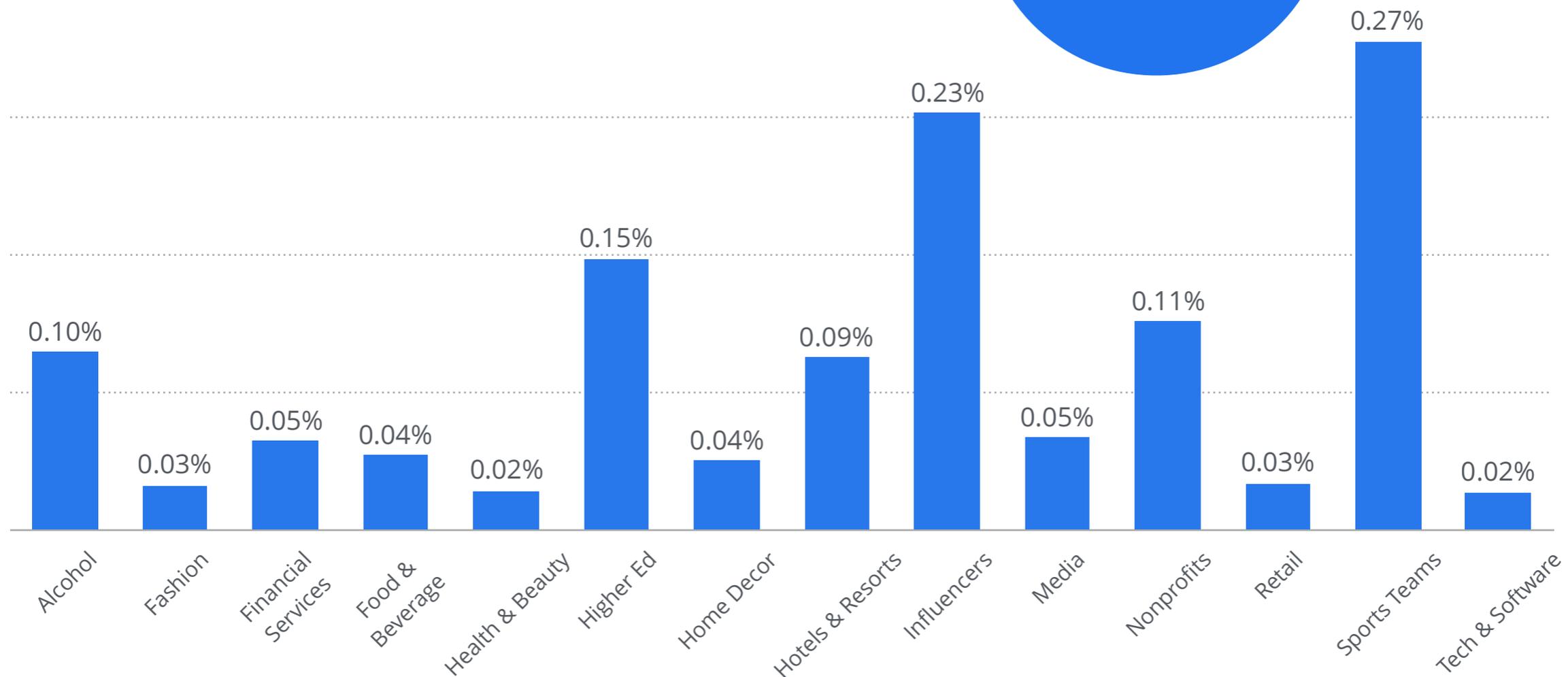


f Facebook engagement



Engagement rate per post (by follower)

The median across all industries is **0.064%**



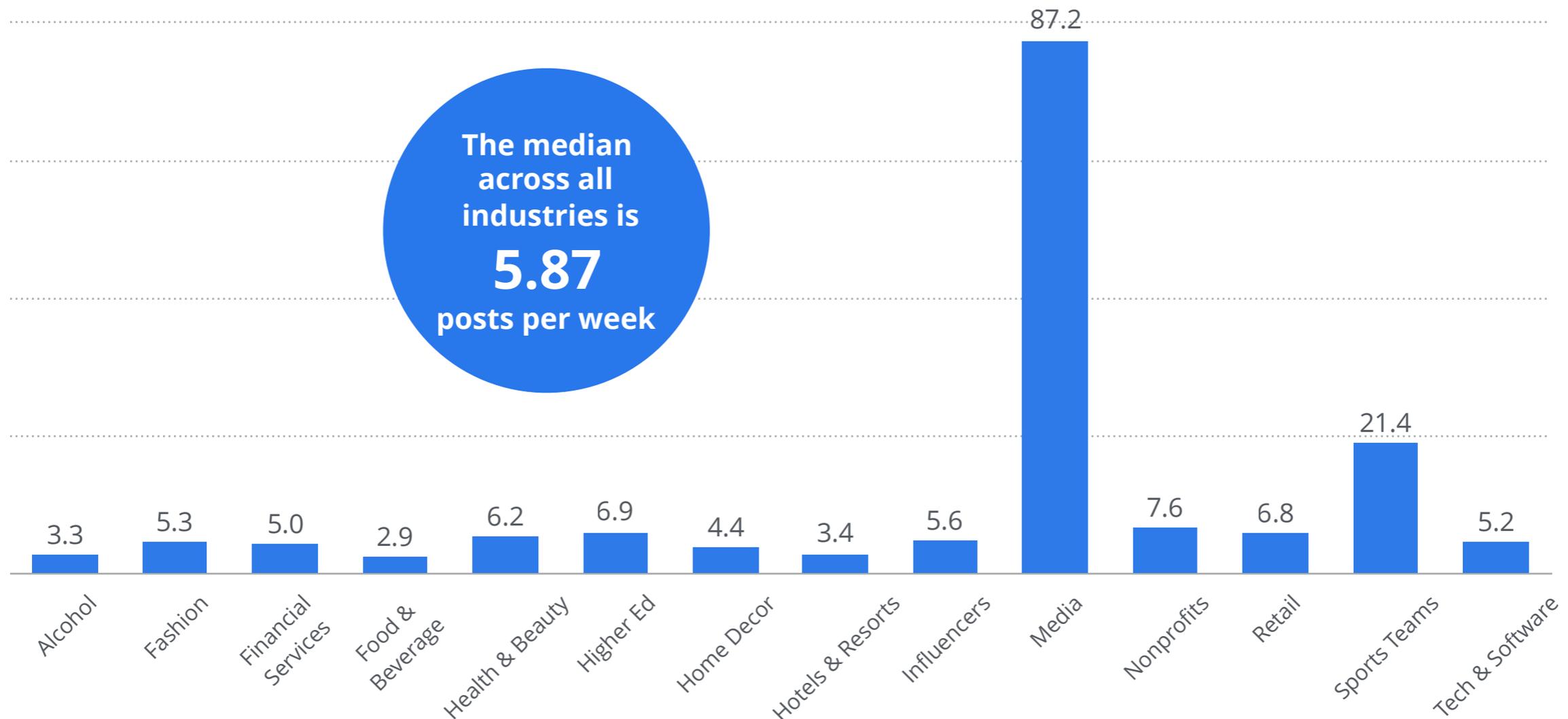
The all-industry Facebook median declined a little this year, though Higher Ed and Sports Teams were able to boost their engagement rates.



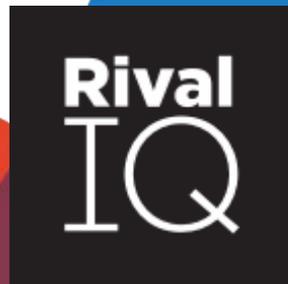
f Facebook activity



Posts per week



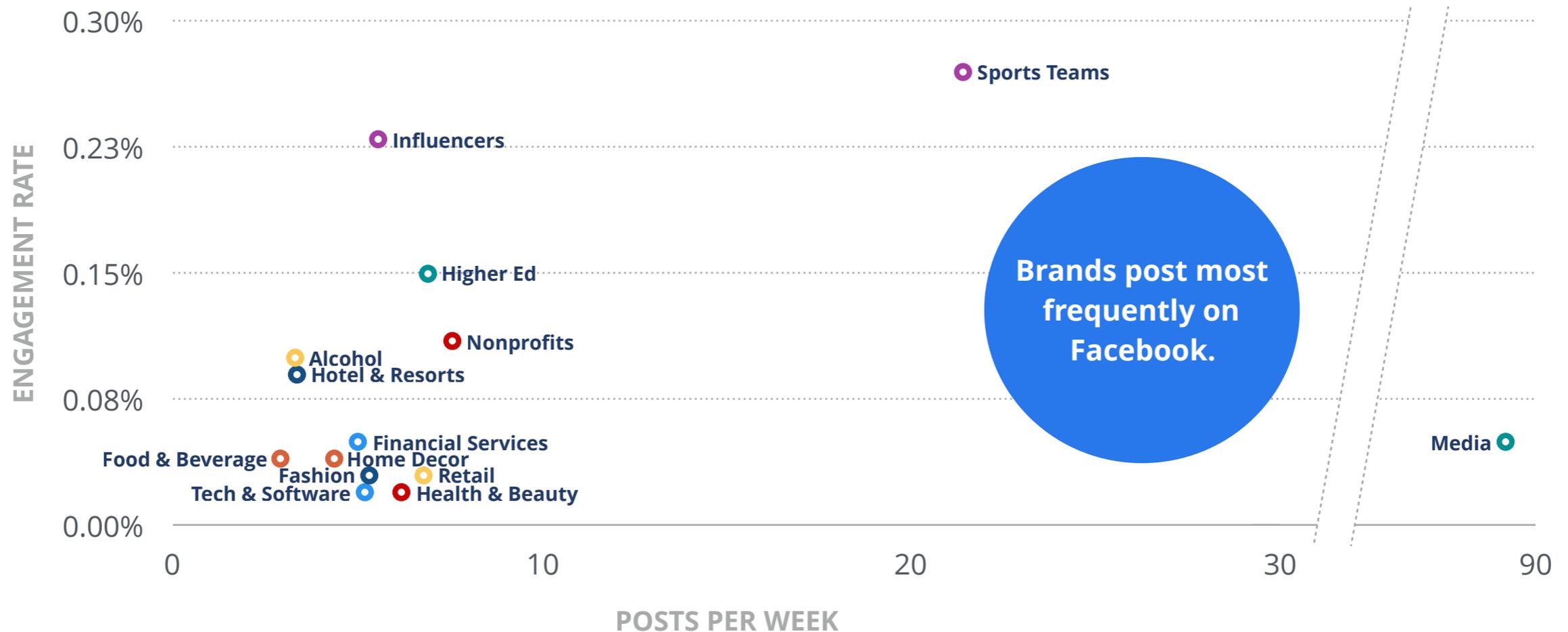
Median posting frequency on Facebook ticked up by a few points this year.



f Facebook posts vs. engagement



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

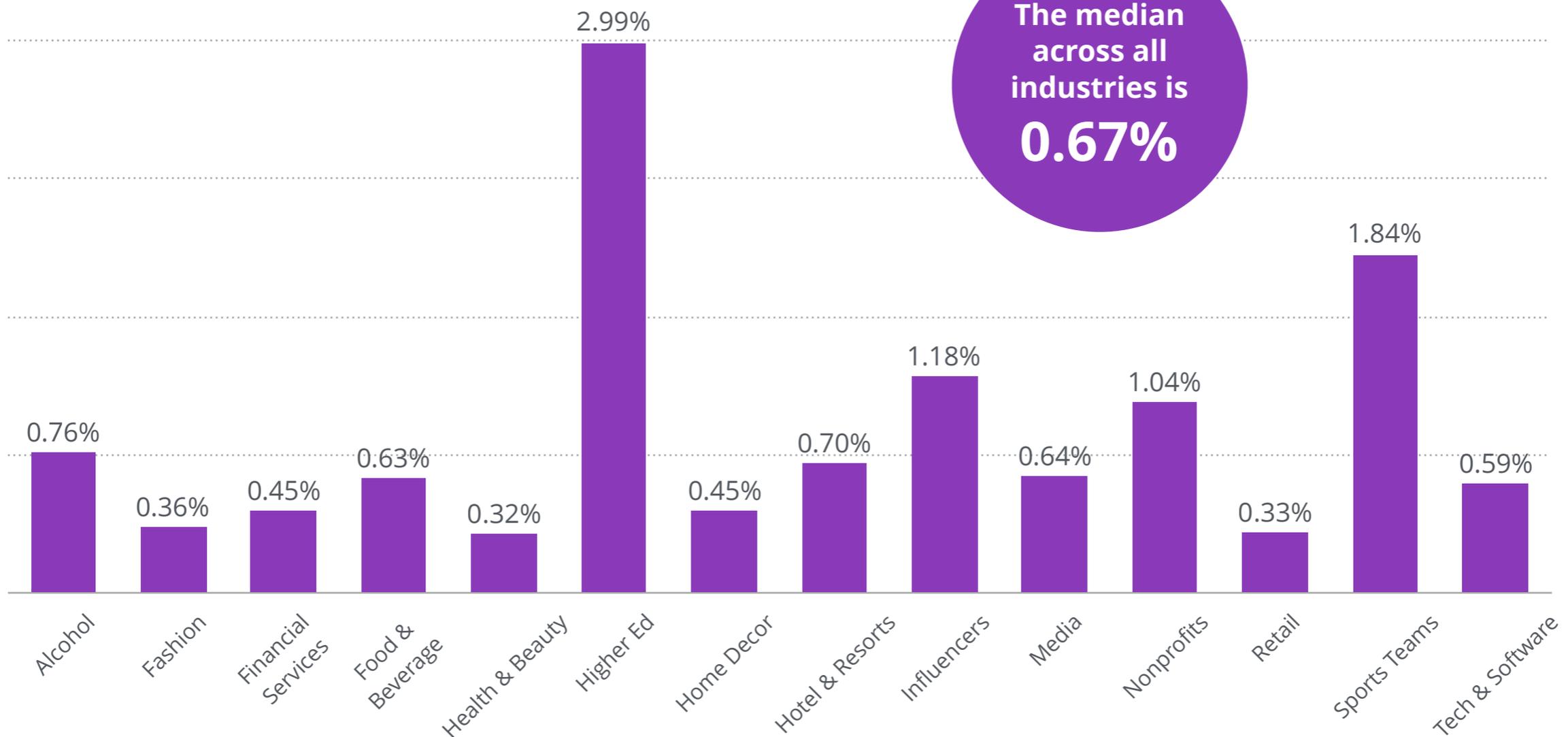


Influencers (infrequent posters) and Sports Teams (frequent posters) earn consistently high marks on Facebook despite a big delta in posting frequency.

Instagram engagement



Engagement rate per post (by follower)

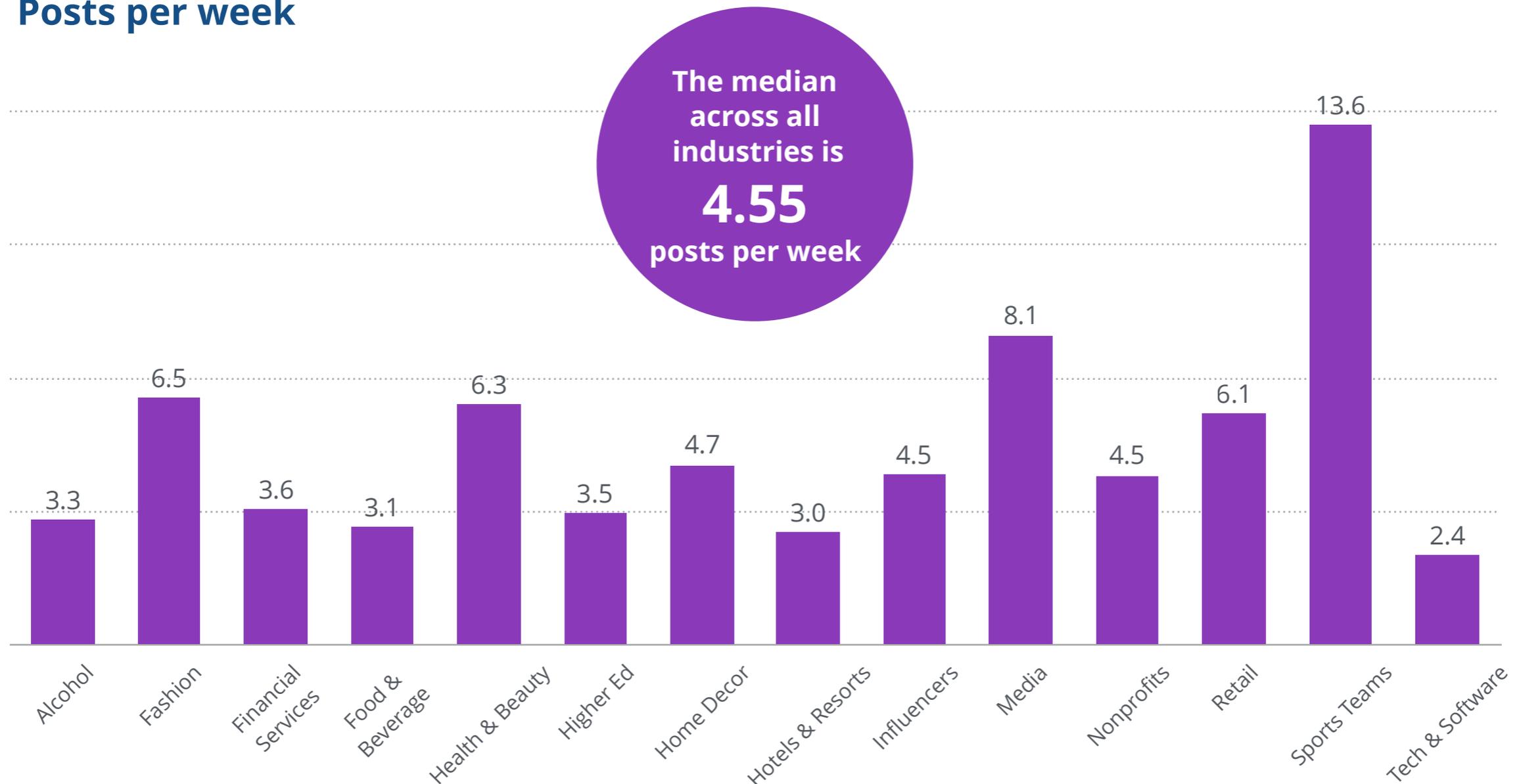


Instagram engagement rates fell by about 30% this year, which is sobering news for any social media professional. The good news? Instagram engagement rates are still way higher than Facebook or Twitter.

Instagram activity



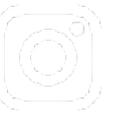
Posts per week



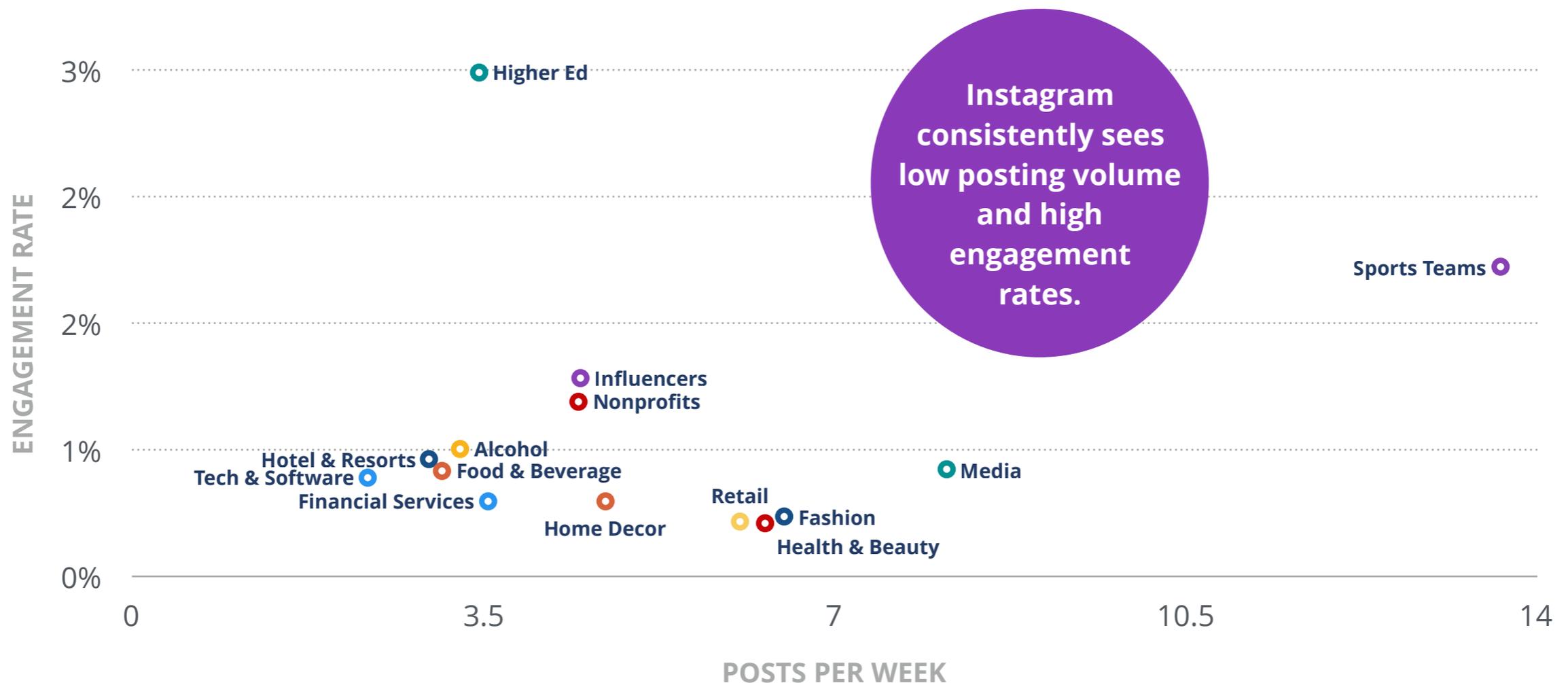
The median posting frequency across all industries increased about 25% this year on Instagram.



Instagram posts vs. engagement



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



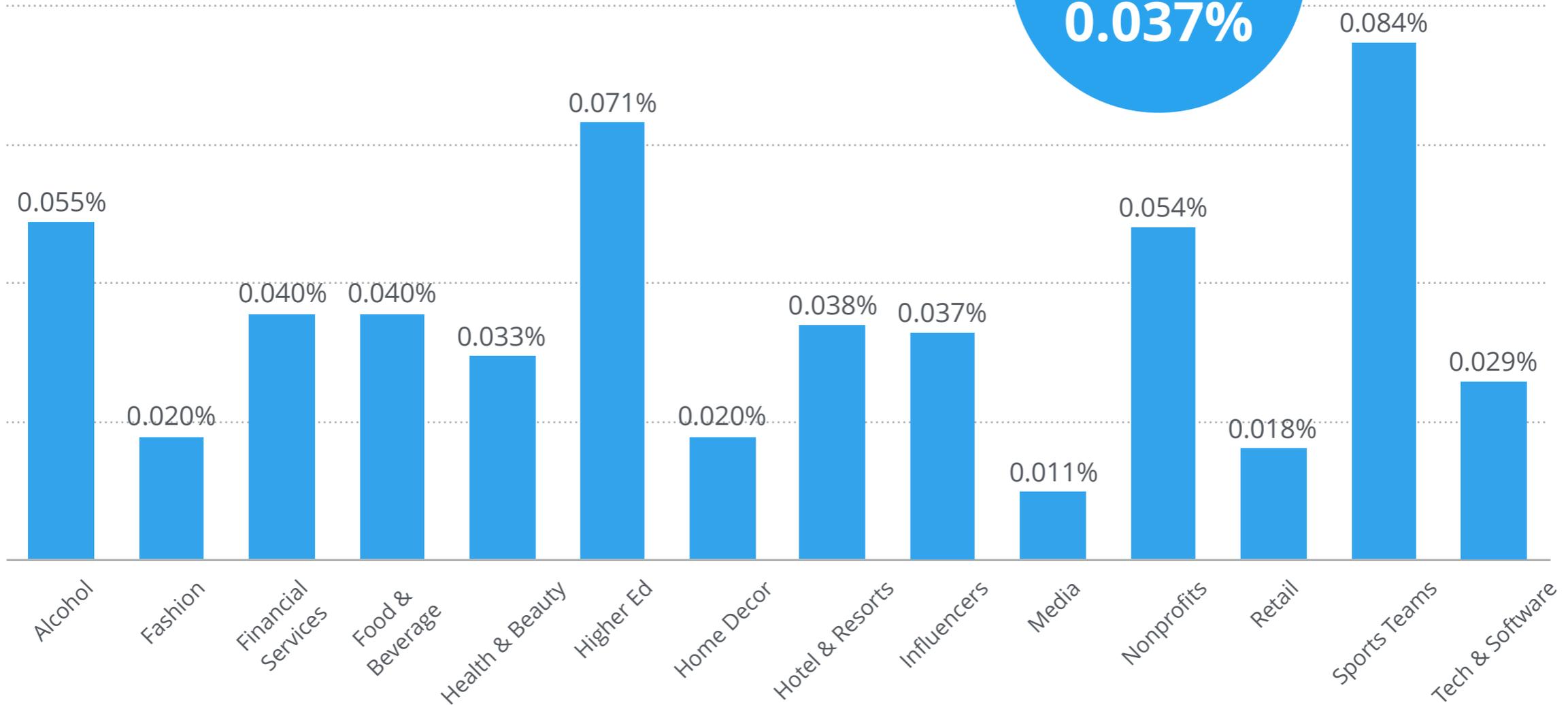
Higher Ed was the clear engagement winner on Instagram despite below-median posting frequency, suggesting more isn't always better on Instagram (though second-place Sports Teams might beg to differ).

Twitter engagement



Engagement rate per tweet (by follower)

The median across all industries is **0.037%**



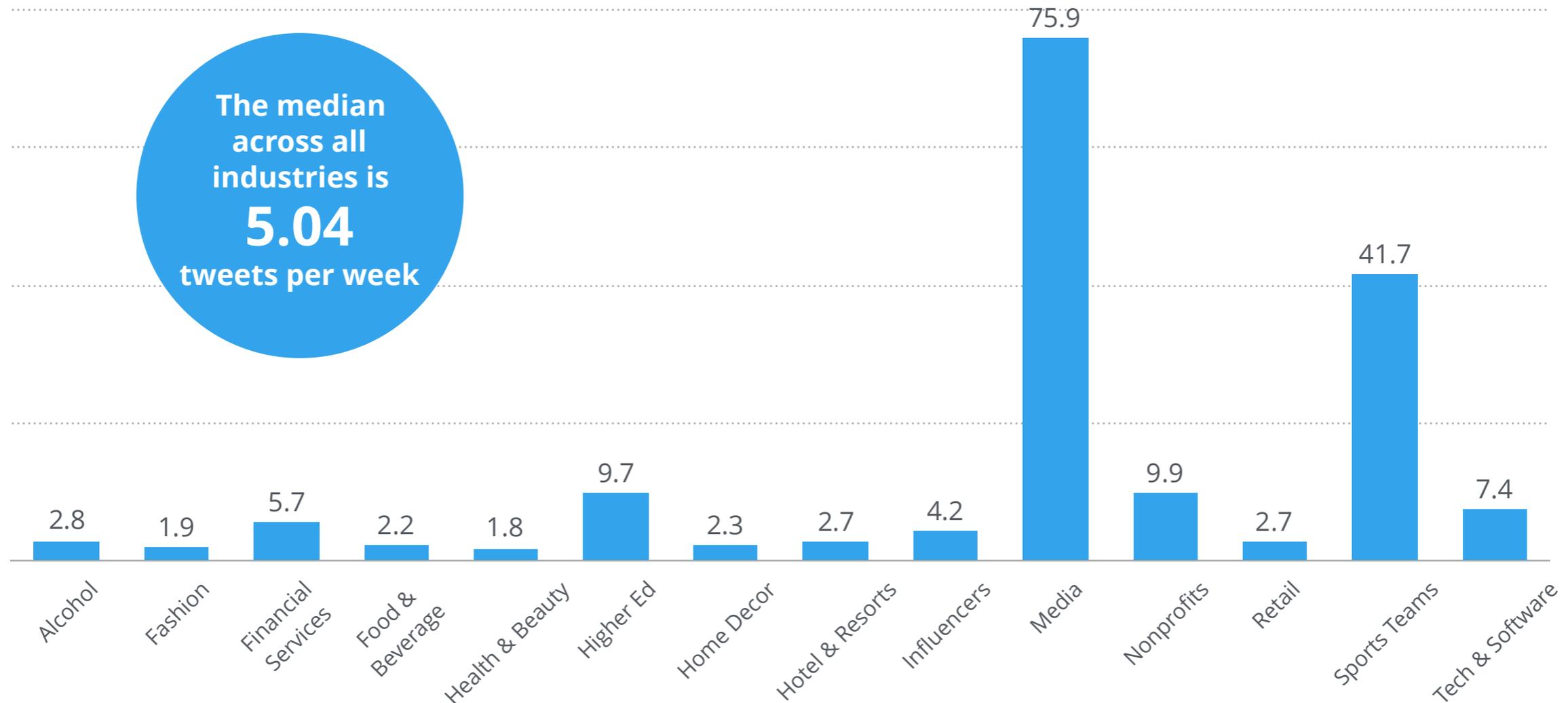
Health & Beauty, Influencers, Nonprofits, and Sports Teams were able to increase their Twitter engagement rates.



Twitter activity



Tweets per week

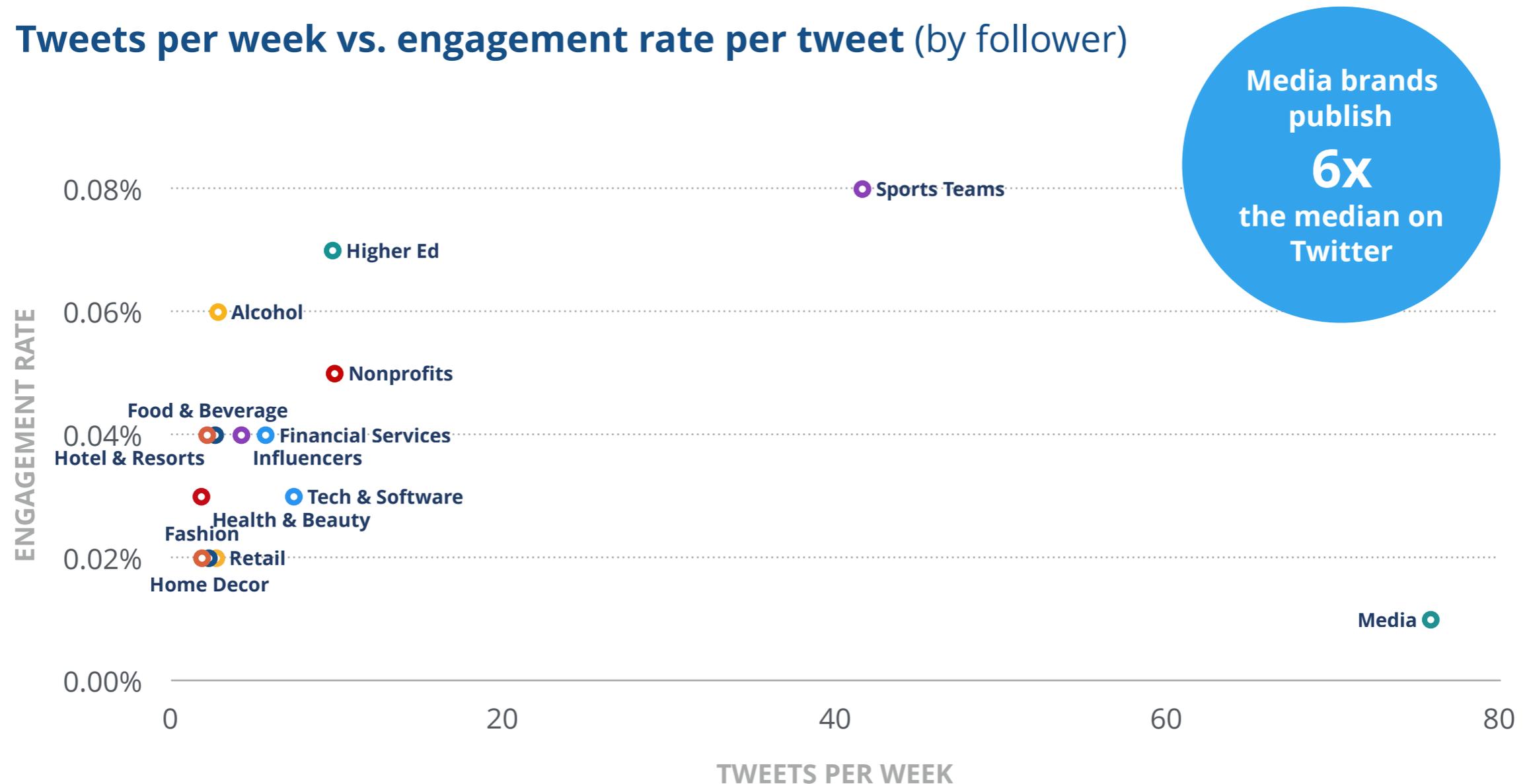


Tweeting frequency rose about 13% this year, and Media and Sports Teams tweeted more than all the rest of the industries combined on Twitter (as usual).

Twitter tweets vs. engagement



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



Media brands publish **6x** the median on Twitter



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





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INDUSTRY SNAPSHOT

Alcohol

ALCOHOL Overview

Cheers to Alcohol brands on Twitter

Alcohol brands won the bronze on Twitter again and performed above the median on Facebook and Instagram.

A few ways Alcohol brands can keep up the pace:

- Photos outperformed videos on every channel, and were especially successful on Twitter.
- Holiday hashtags topped the charts for Alcohol brands this year, so be sure to lean into the festivities in 2022.



A few examples
from Alcohol brands



FACEBOOK
POSTS PER WEEK

3.31

FACEBOOK
ENG RATE / POST

0.097%



INSTAGRAM
POSTS PER WEEK

3.27

INSTAGRAM
ENG RATE / POST

0.76%



TWEETS
PER WEEK

2.84

TWITTER
ENG RATE / TWEET

0.055%

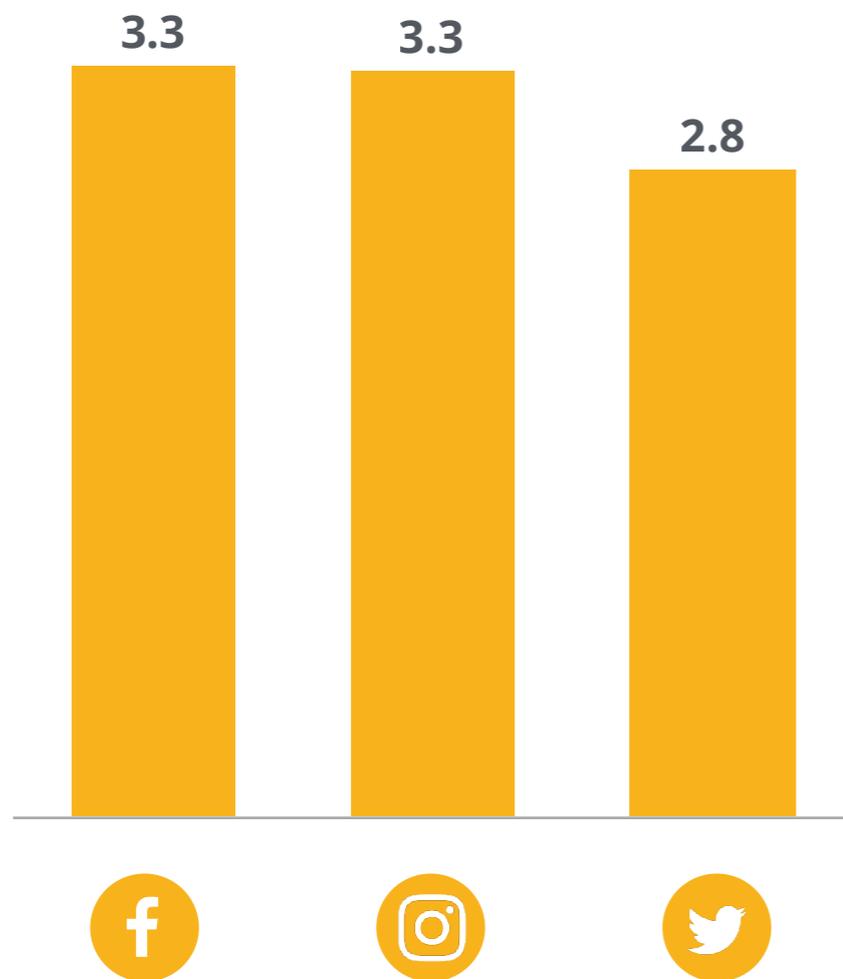
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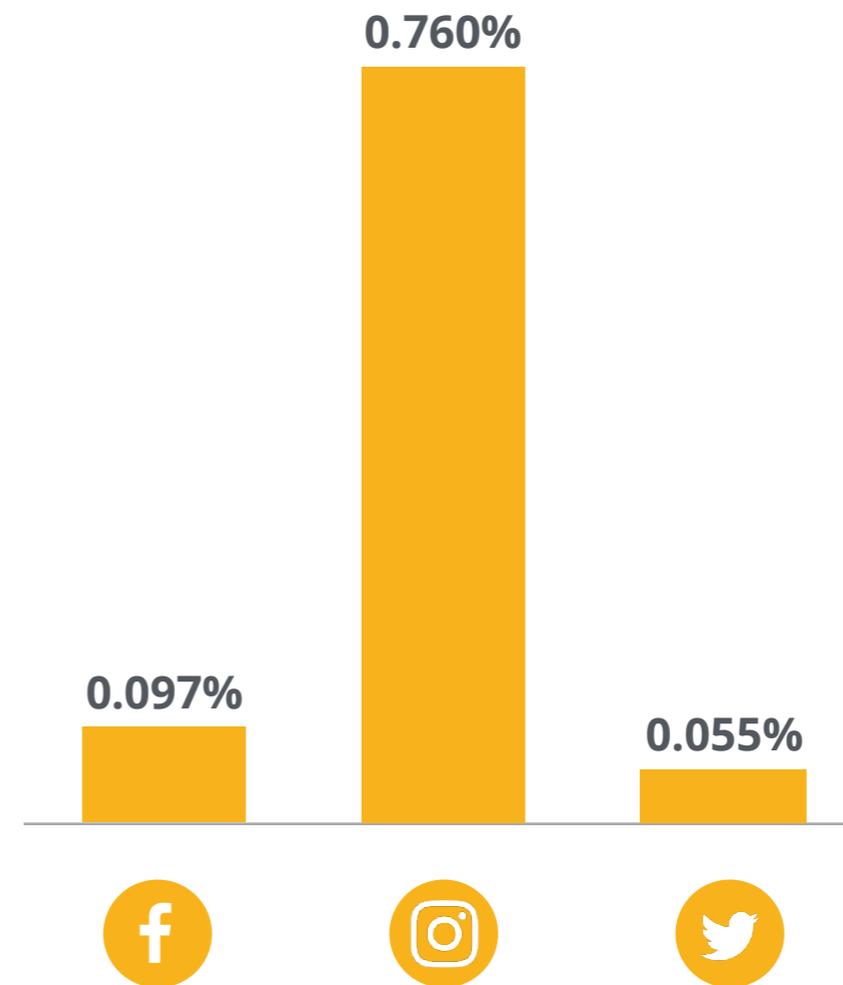
ALCOHOL

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)

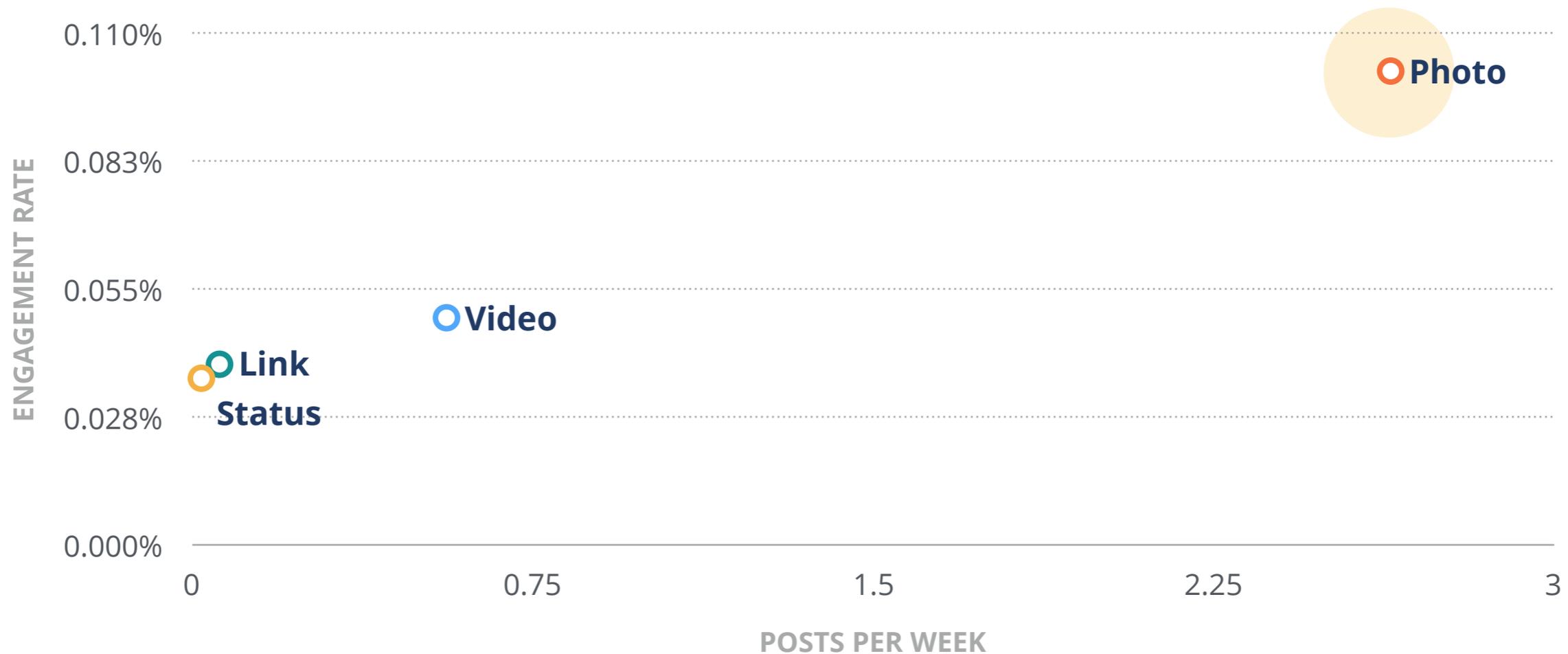


Alcohol was the third-most engaging industry on Twitter by rate but put the least posting energy to that channel. Beer, wine, and liquor brands might want to focus more time there.

ALCOHOL

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)

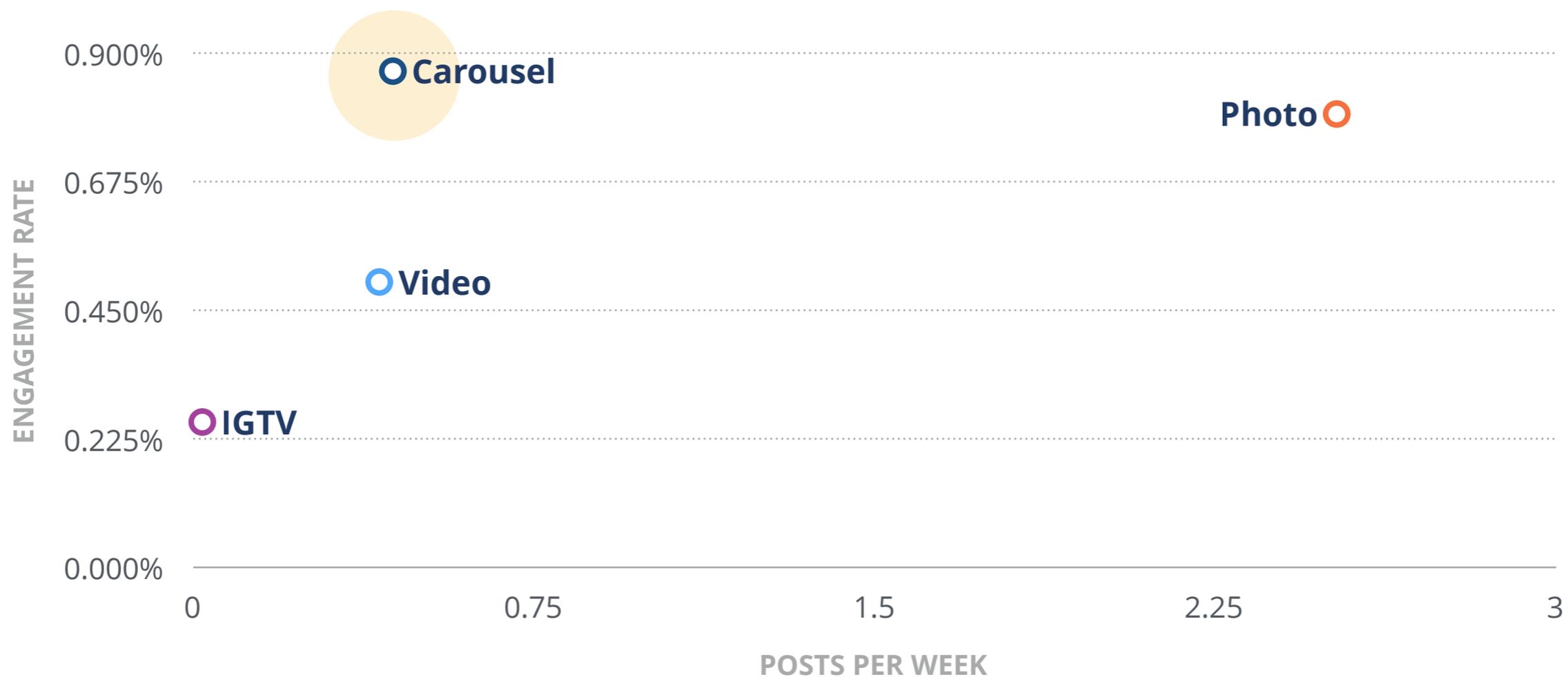


Alcohol brands were much likelier to post a photo on Facebook than any other post type, which is handy, since photo posts outperformed all other post types by a long shot.

ALCOHOL

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

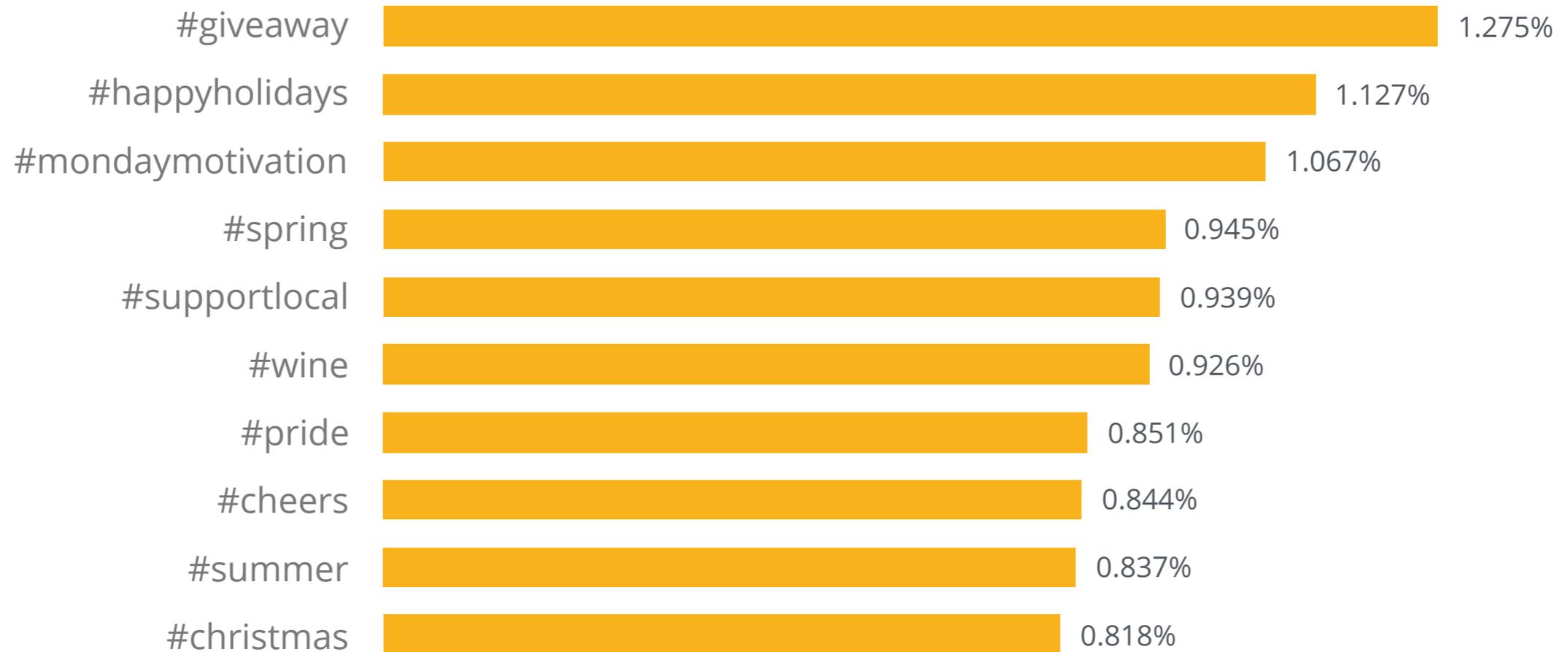


Carousels grabbed the highest engagement rates for Alcohol brands, who were much likelier to post photos on Instagram. Consider combining a few of those single-photo posts into high-performing carousels.

ALCOHOL

Instagram hashtags

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

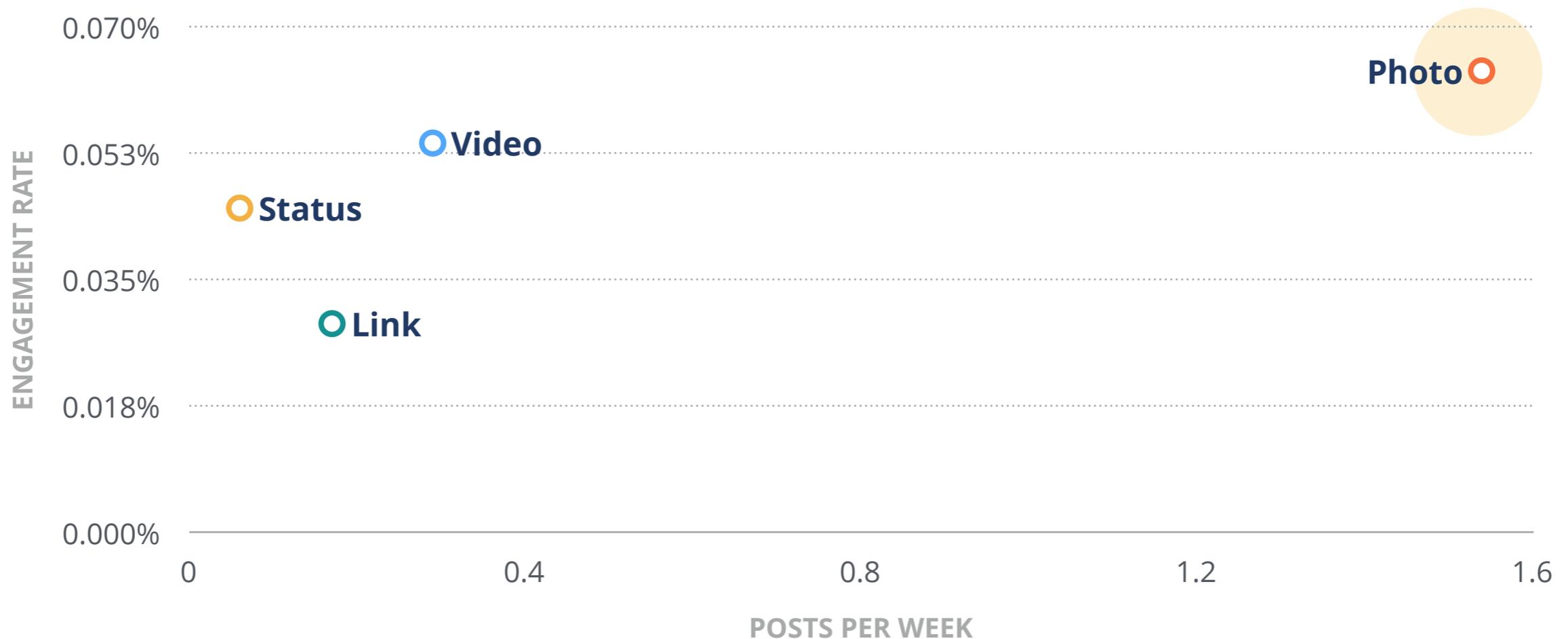


Holidays and seasons topped the charts for Alcohol brand hashtags on Instagram this year.

ALCOHOL

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)



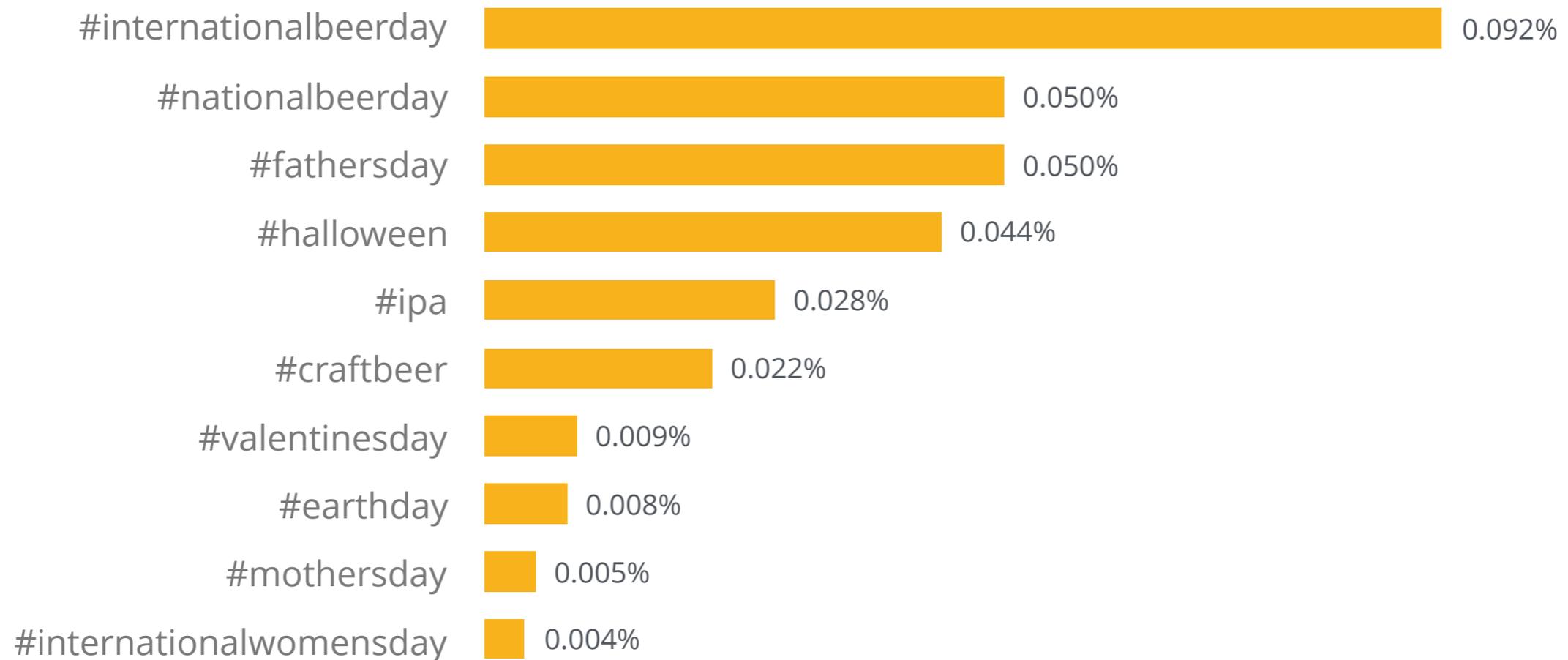
Alcohol brands outperformed many other industries on Twitter this year thanks in part to focusing on high-performing photo tweets.

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ALCOHOL

Twitter hashtags

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



Alcohol followers clearly raised a glass to all things #NationalBeerDay this year.



INDUSTRY SNAPSHOT
Fashion



FASHION Overview

Fashion Lagging Across All Three Channels

Fashion brands struggled to keep engagement rates up on Facebook, Instagram, and Twitter despite regular posting.

Some suggestions for Fashion brands:

- Carousels are key to any brand's Insta success: they outperform photos and videos because Instagram often re-serves them to folks who didn't engage with the post the first time around.
- #ValentinesDay and #competition hashtags were top performers, so be sure to measure performance and replicate what works.



A few examples from
Fashion brands



FACEBOOK
POSTS PER WEEK

5.32

FACEBOOK
ENG RATE / POST

0.025%



INSTAGRAM
POSTS PER WEEK

6.5

INSTAGRAM
ENG RATE / POST

0.363%



TWEETS
PER WEEK

1.87

TWITTER
ENG RATE / TWEET

0.02%

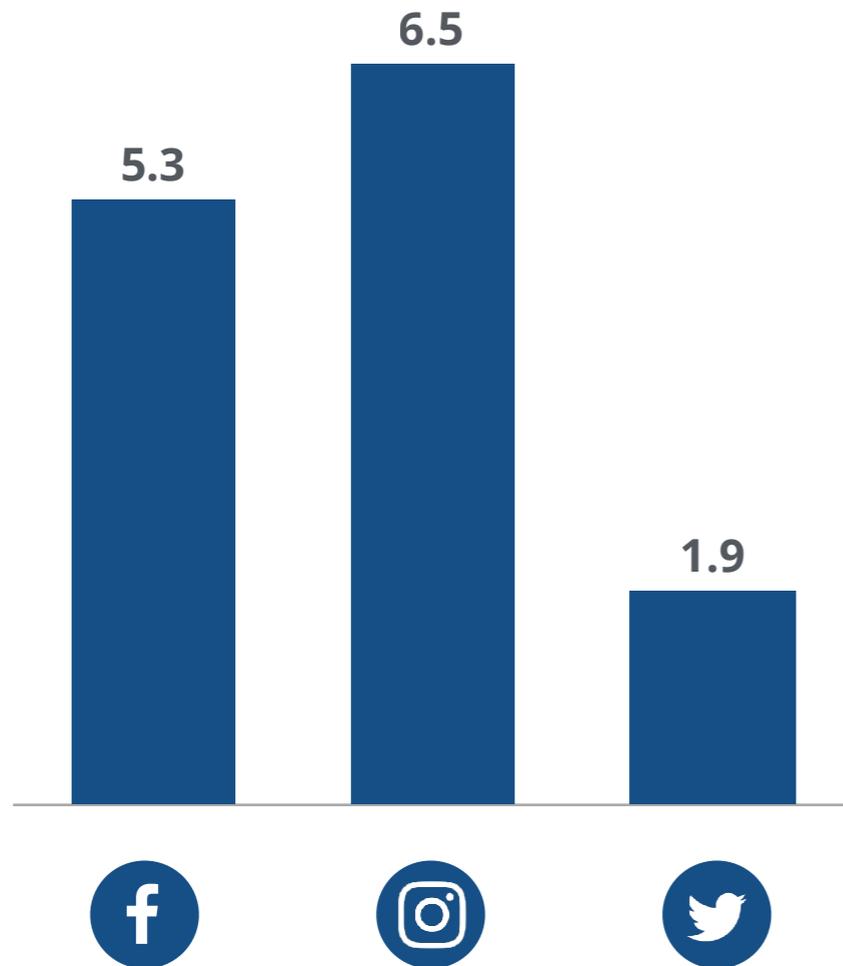
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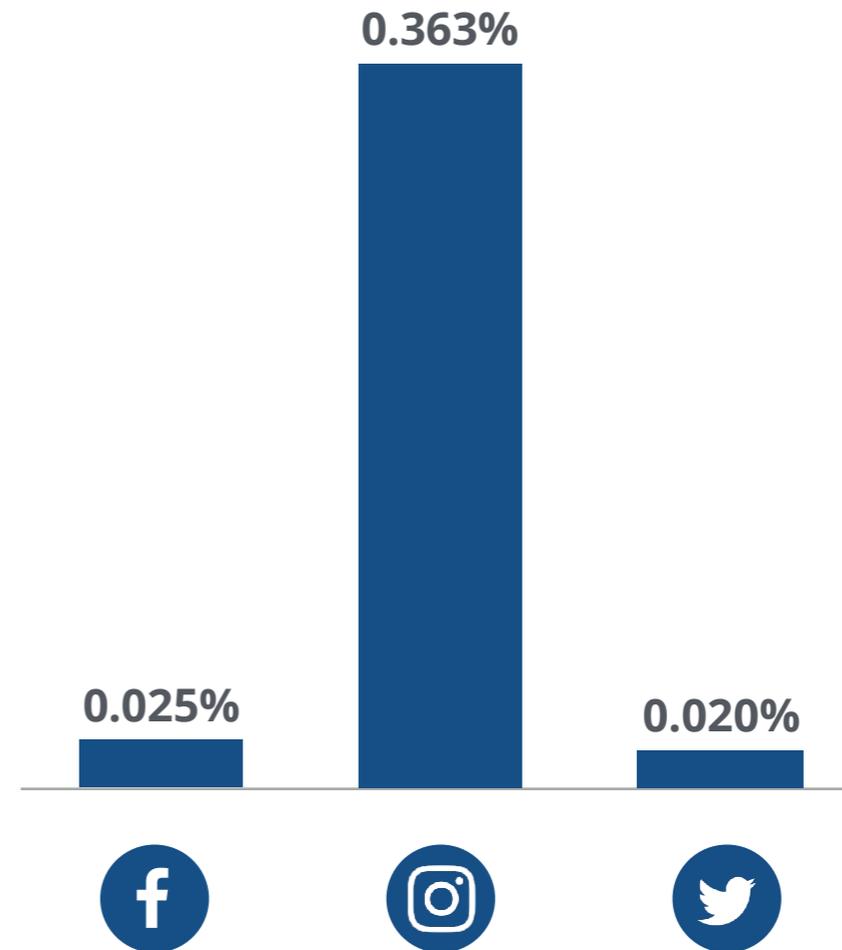
FASHION

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)

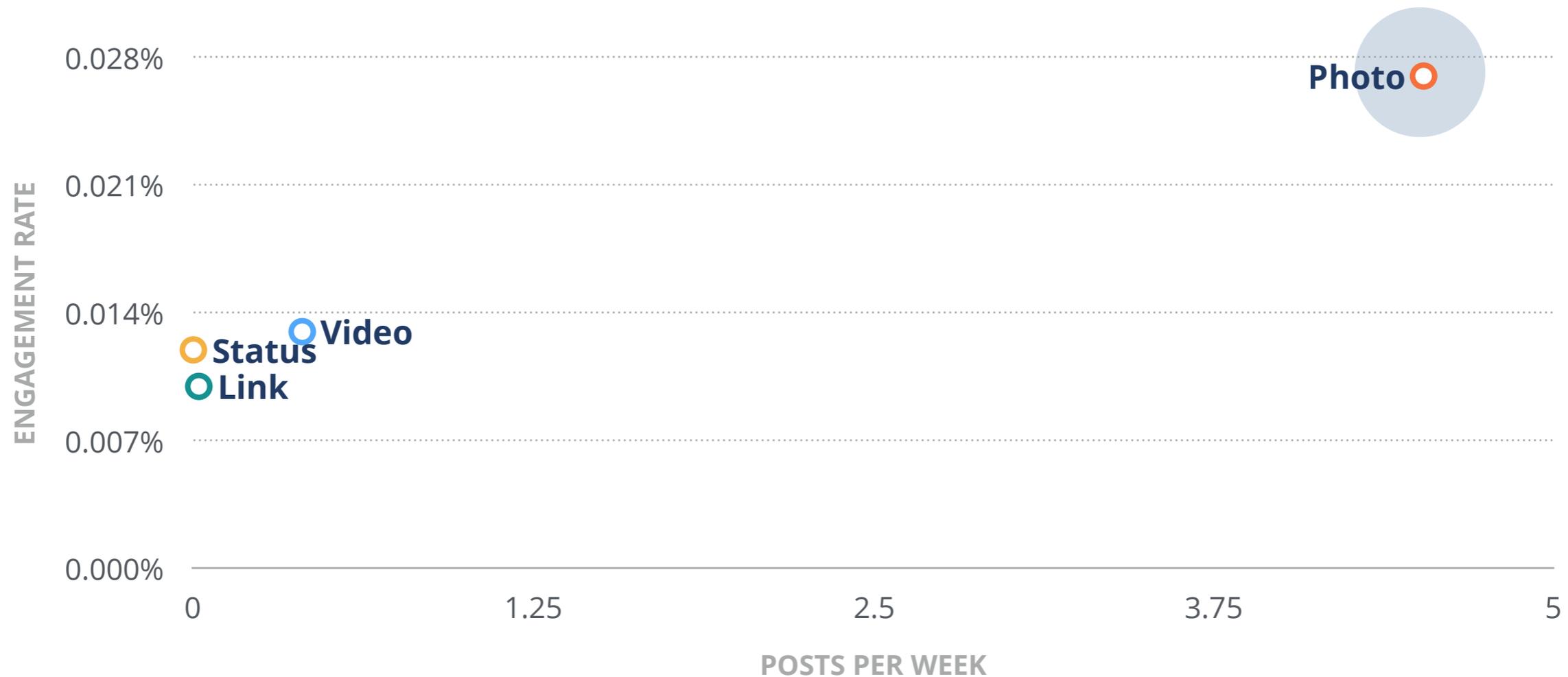


Fashion brands saw low engagement rates on both Facebook and Twitter, but were more than twice as likely to post on Facebook.

FASHION

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)



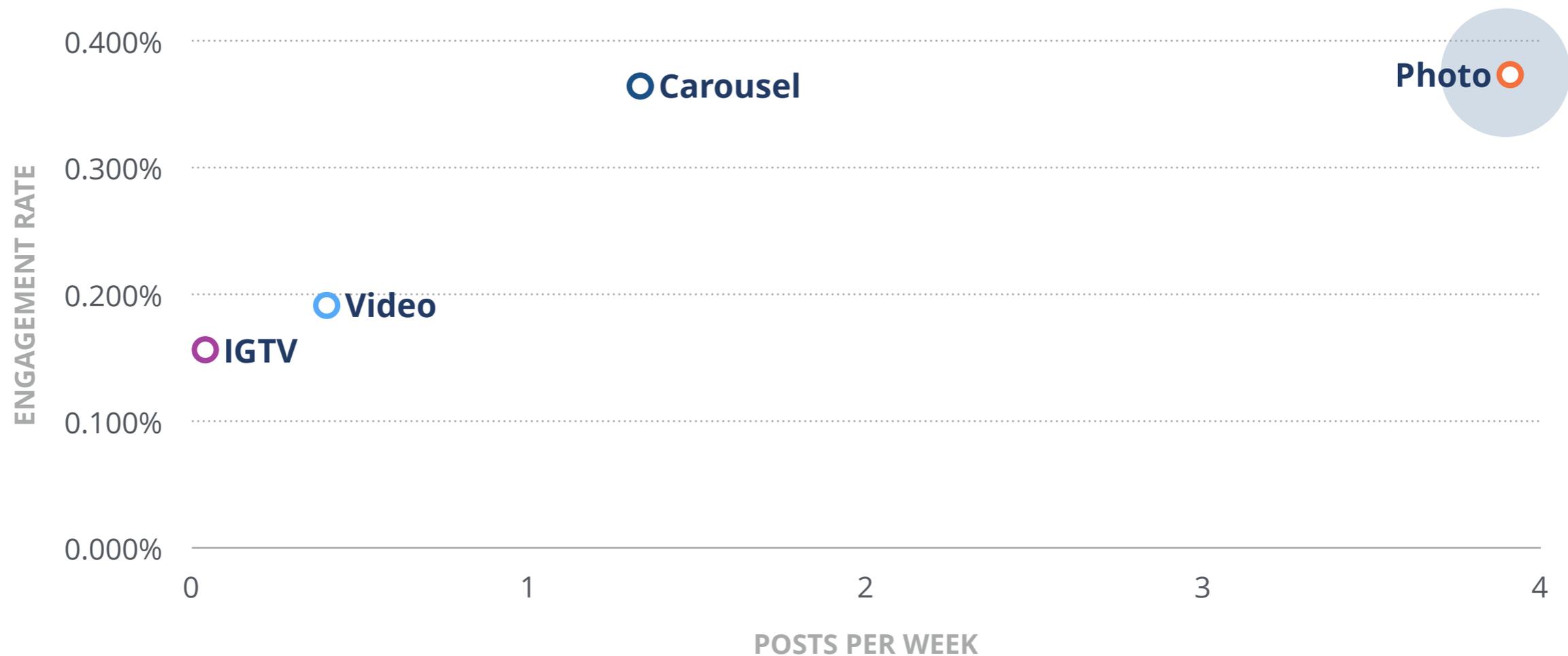
Photos were twice as engaging as the next best post type for Fashion brands on Facebook.

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FASHION

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)



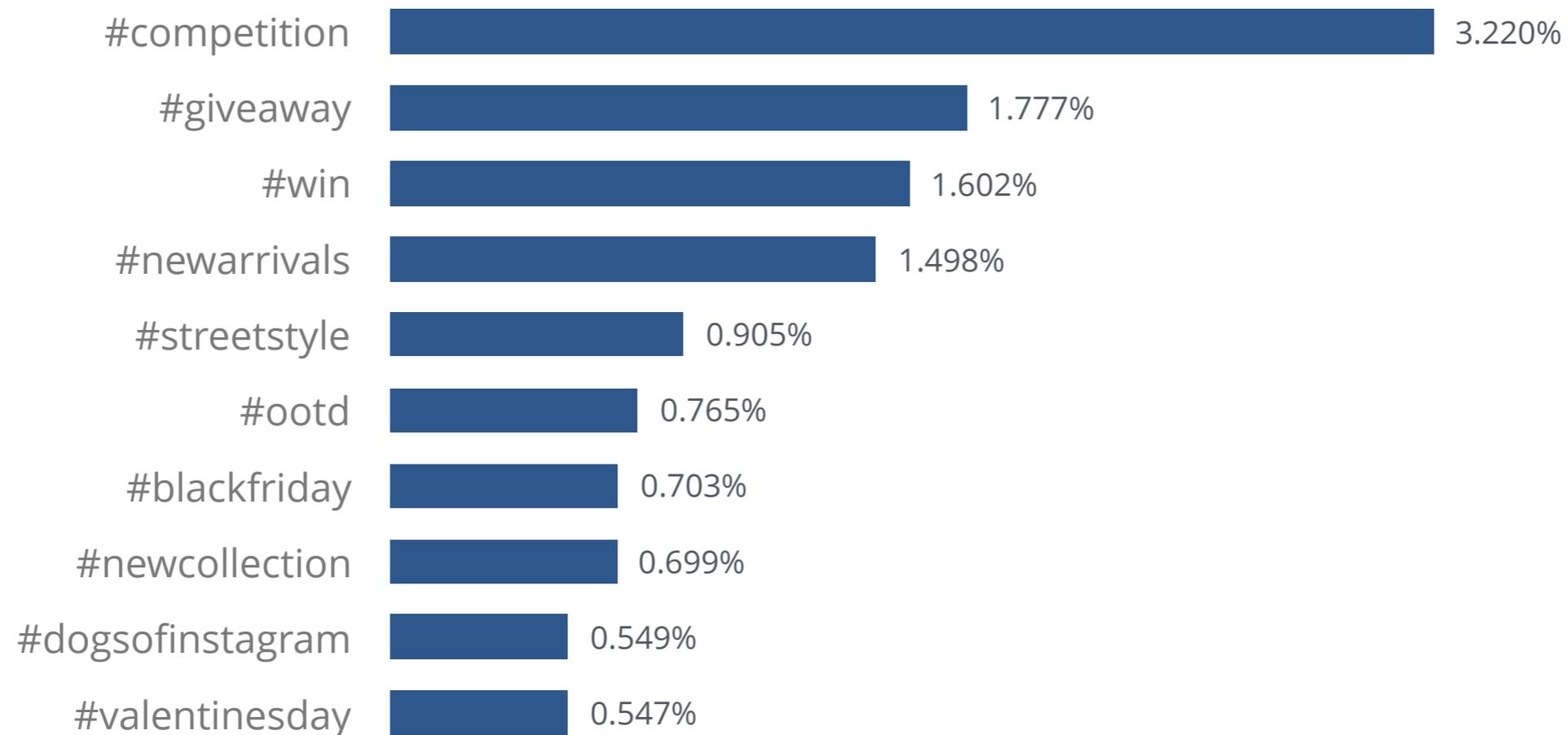
Photos and carousels garner near-identical engagement rates for Fashion brands, who are twice as likely to post a photo on Instagram. Try combining photos into carousels by theme to supercharge engagement rates.

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FASHION

Instagram hashtags

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



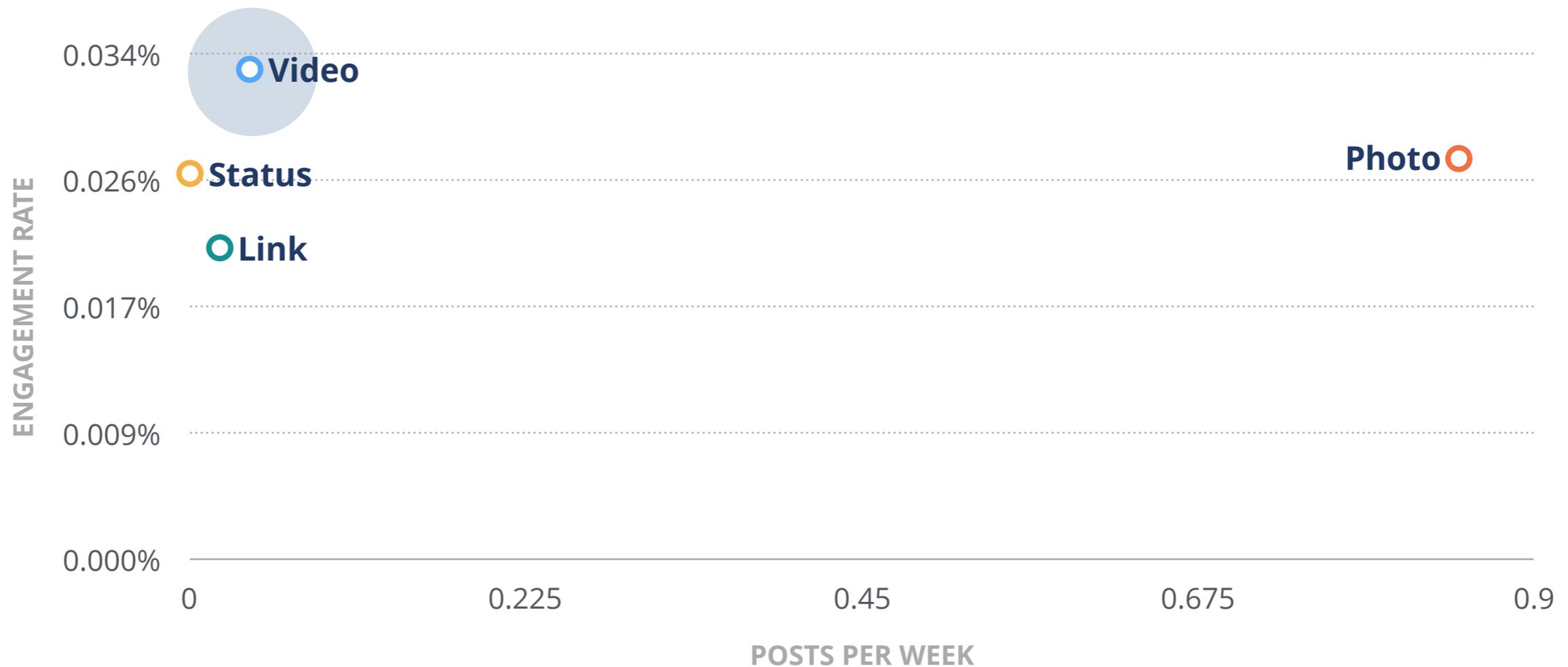
Fashion brands used #competition to grab nearly twice the engagement rates of the next most engaging hashtag. Giveaways and wins rounded out the winner's podium for these brands.

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FASHION

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)



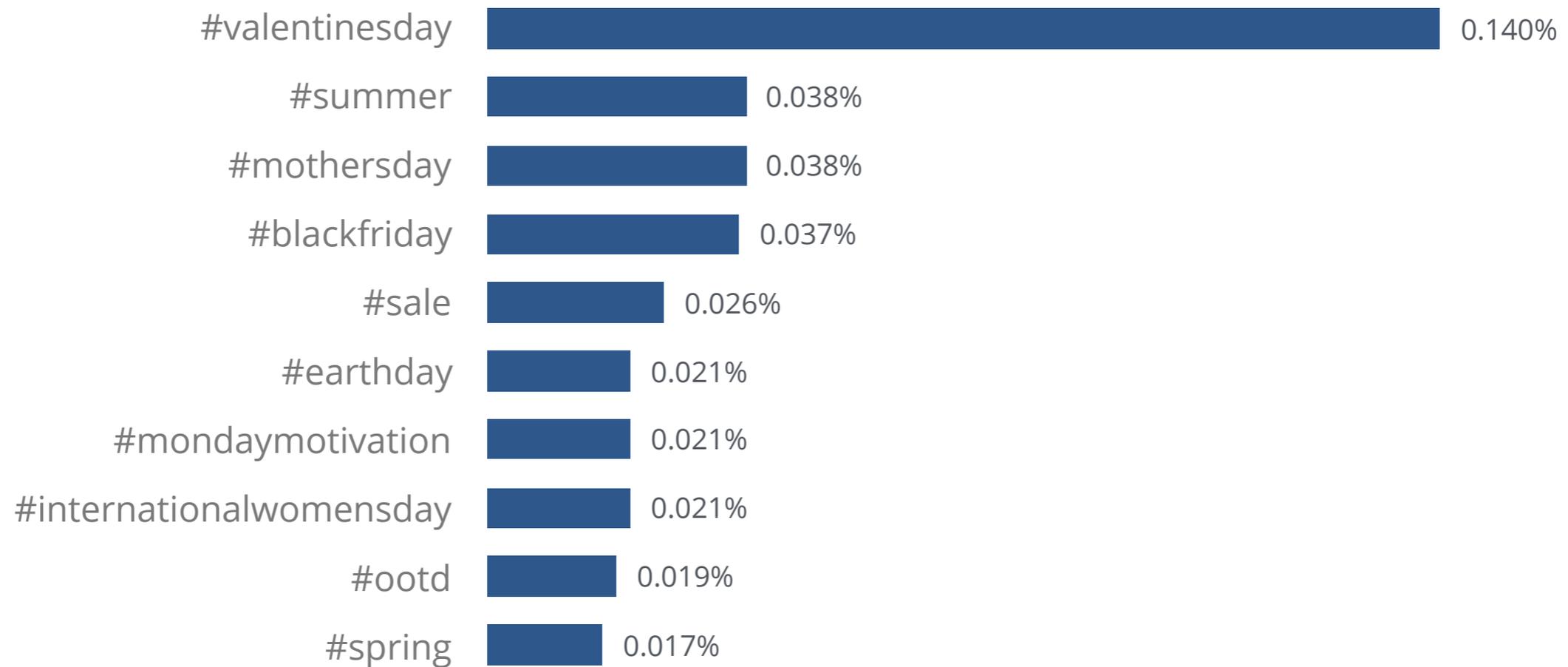
Many Fashion brands emphasized photo tweets on Twitter this year, but could up their engagement rates by focusing more on video.

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FASHION

Twitter hashtags

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



Fashion brands won big this year with engagement on posts featuring the #ValentinesDay hashtag, which is definitely a strategy to repeat.

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INDUSTRY SNAPSHOT

Financial Services



FINANCIAL SERVICES

Overview



Twitter is a gold mine for #FinServ brands

Financial Services brands saw above-median engagement rates on Twitter and was middle of the pack on Facebook.

A few ideas for Financial Services brands:

- More high-engagement videos could help Financial Services brands pull ahead of the pack.
- Diversity, holiday, and finance-themed hashtags dominated on Instagram and Twitter this year.



A few examples from
Financial Services companies



FACEBOOK
POSTS PER WEEK

5.01

FACEBOOK
ENG RATE / POST

0.049%



INSTAGRAM
POSTS PER WEEK

3.55

INSTAGRAM
ENG RATE / POST

0.449%



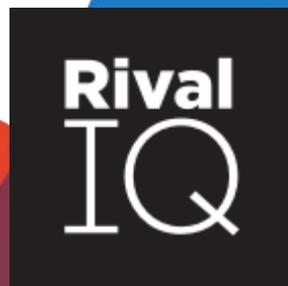
TWEETS
PER WEEK

5.70

TWITTER
ENG RATE / TWEET

0.040%

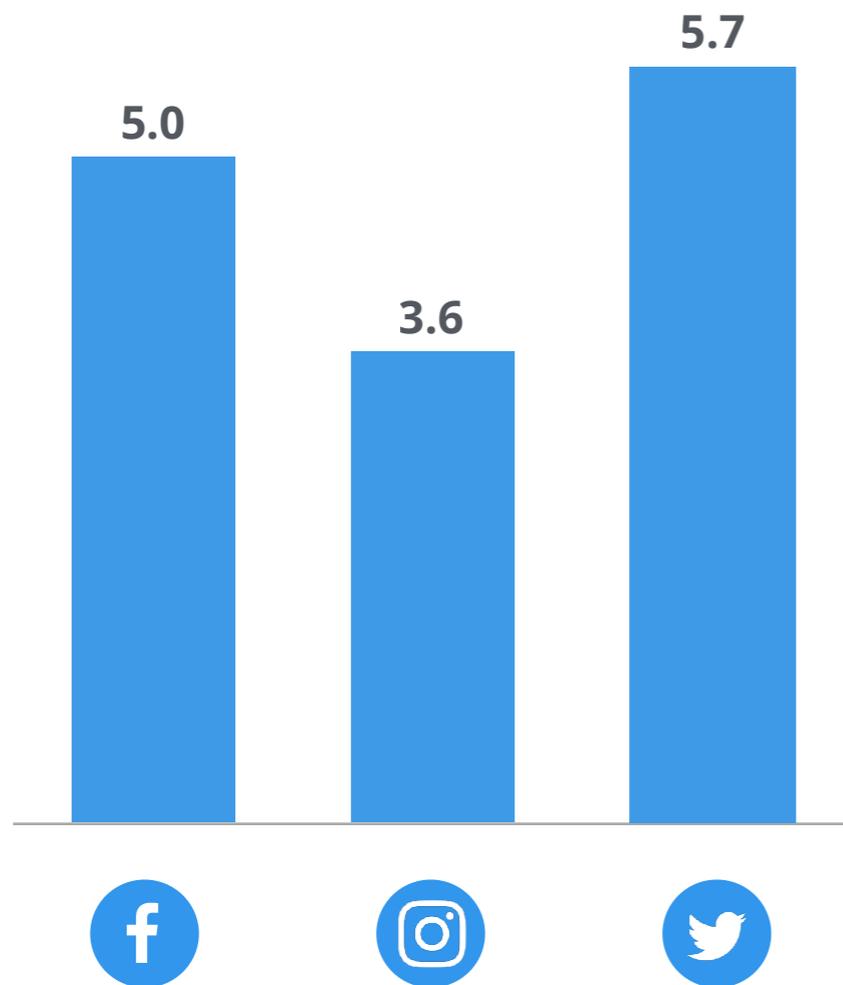
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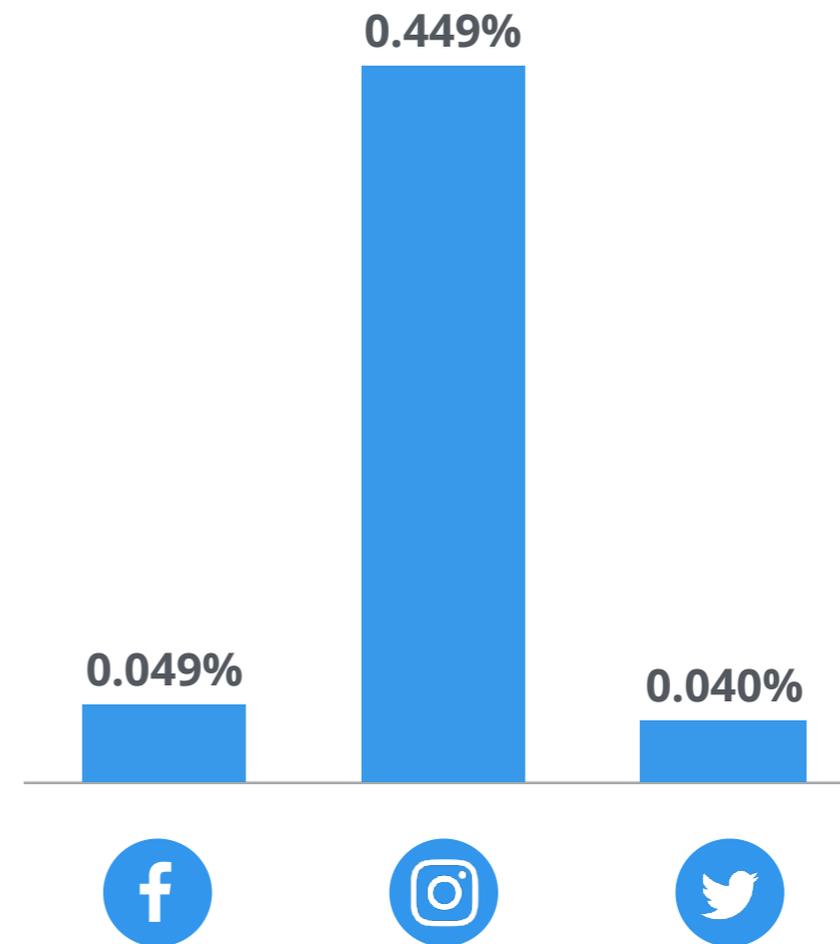
FINANCIAL SERVICES

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)



Financial Services sees engagement rates slightly above the median on Twitter, which helps explain the reason the industry has a high tweet per week count.

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)

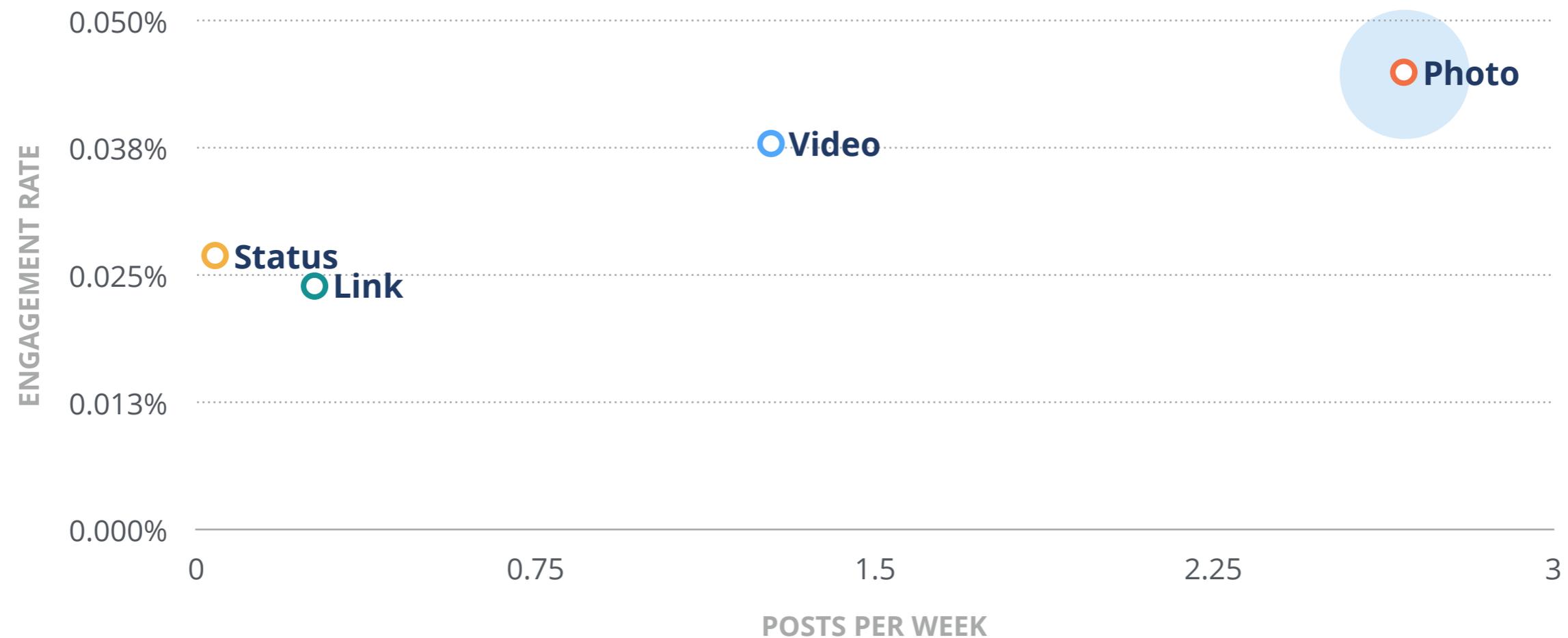


Photo and video posts are top performers on Facebook for Financial Services brands, so it's good that #FinServ brands are making the most of these post types.



Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

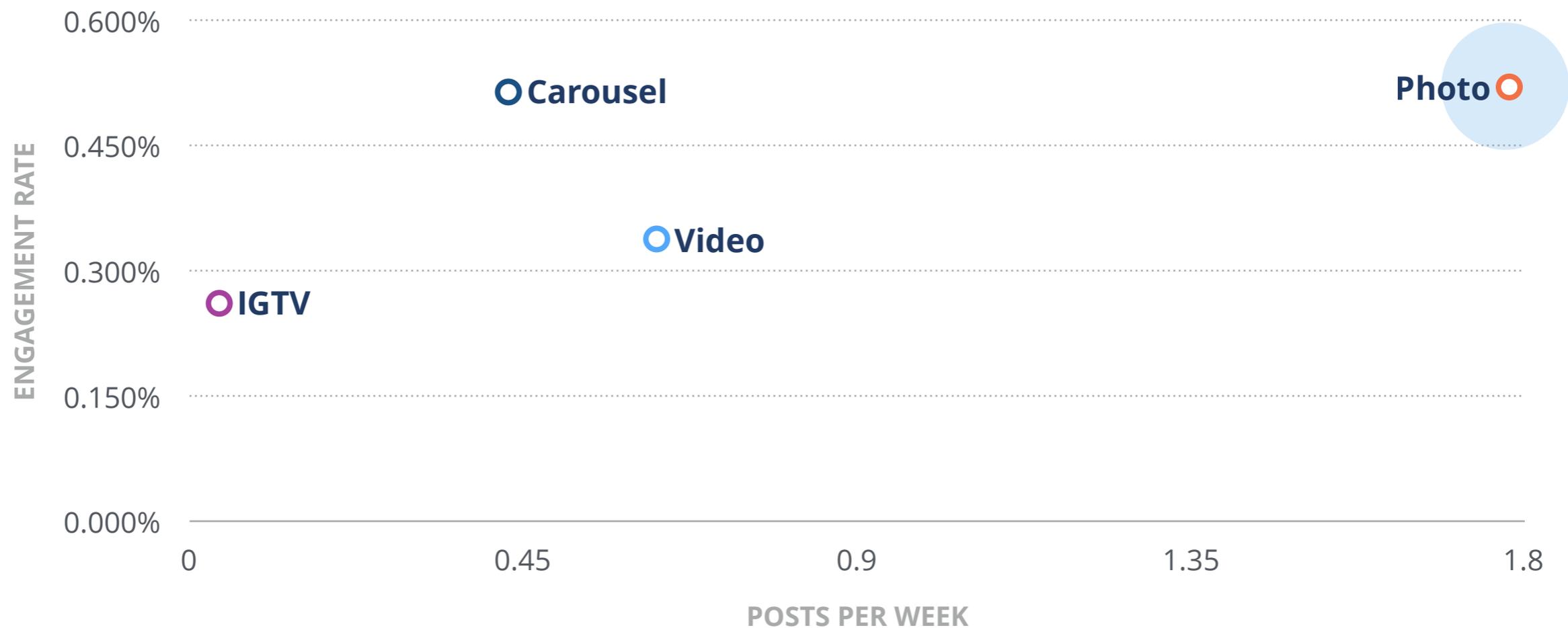
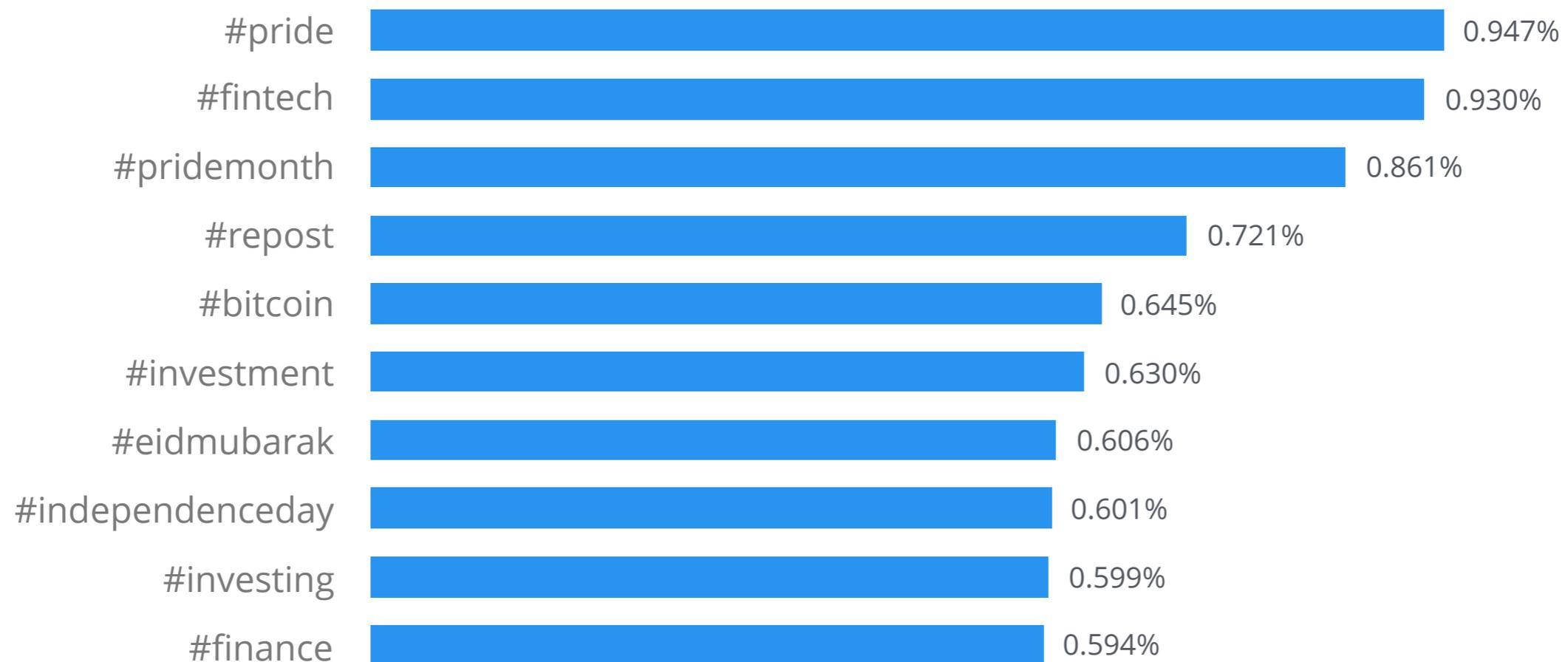


Photo and carousel posts performed almost equally well for Financial Services brands, who were much likely to post photos.

FINANCIAL SERVICES

Instagram hashtags

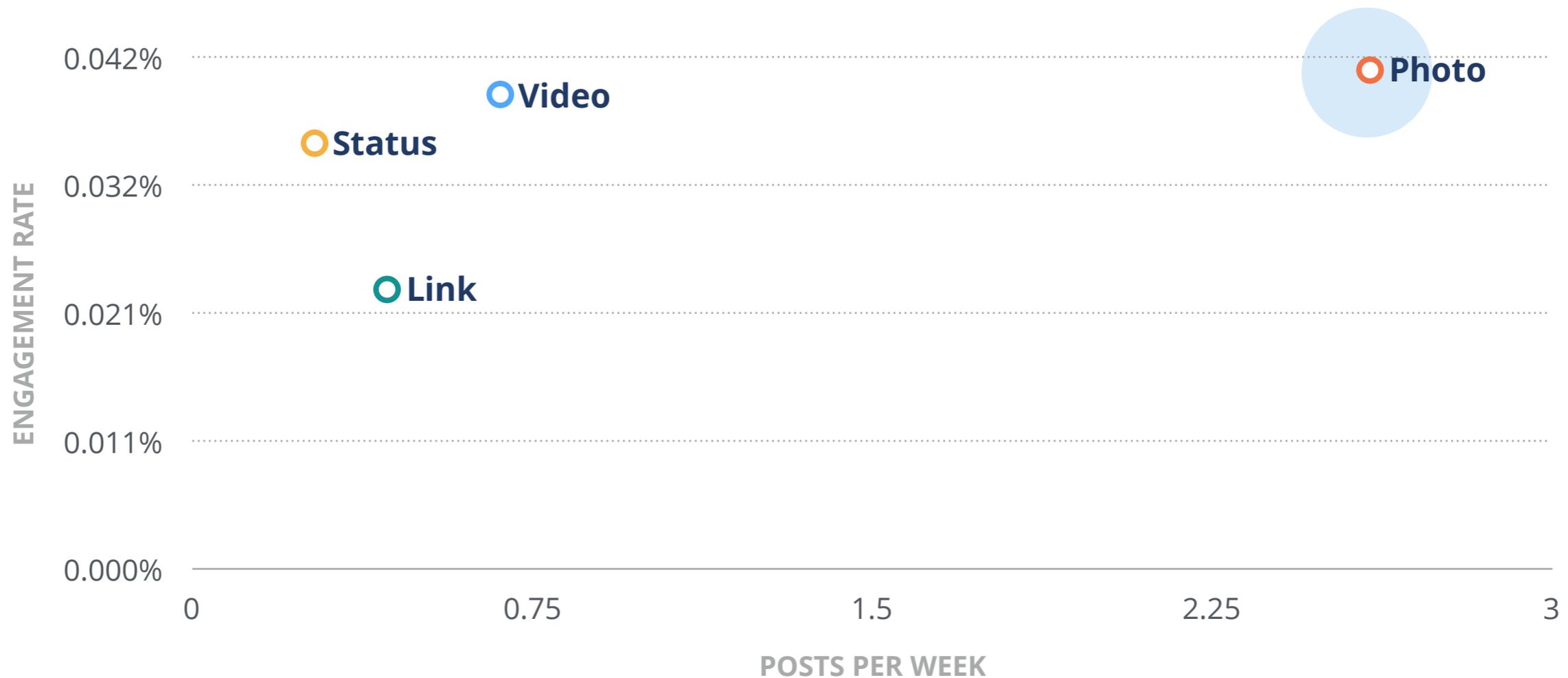
Top hashtags by engagement rate (used by more than 15 companies in this study)



We love seeing #Pride and #PrideMonth as trending hashtags for Financial Services brands on Instagram.

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

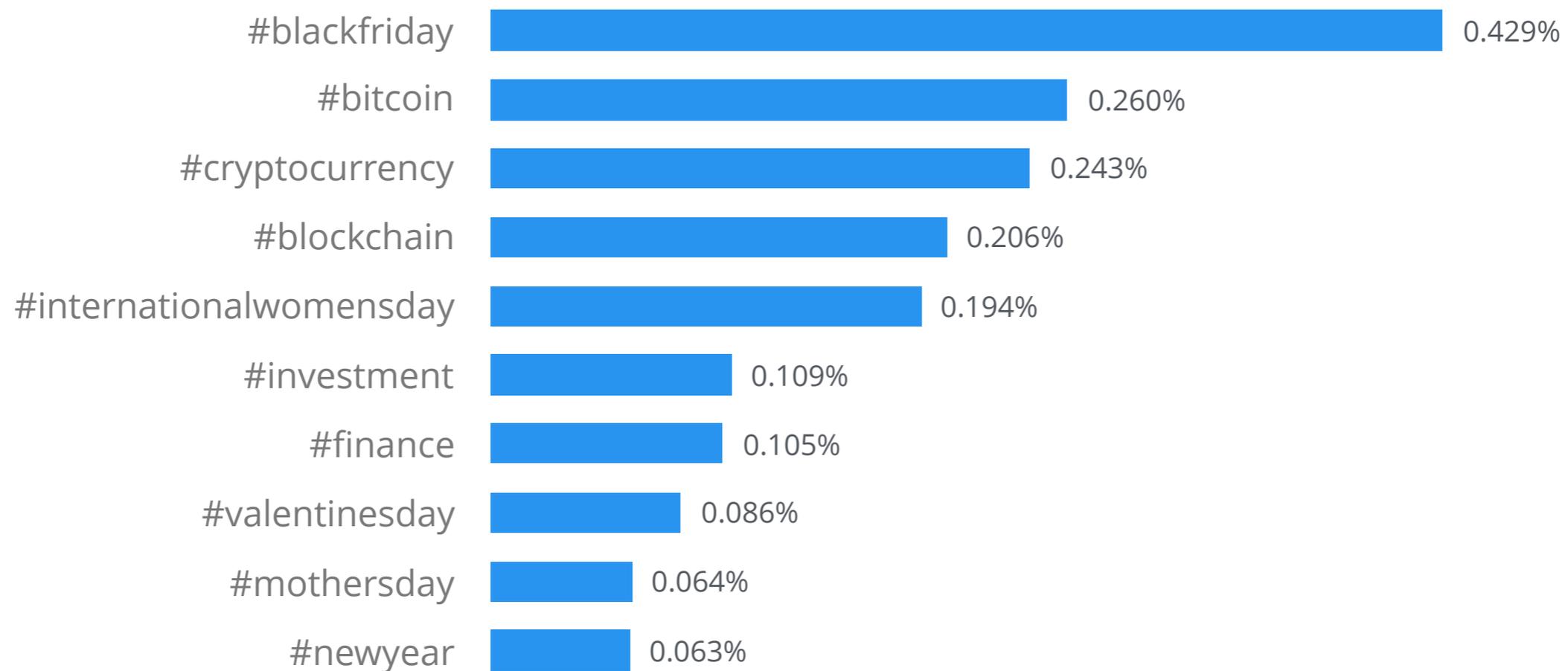


Financial Services brands saw great returns from tweeting photos, but might want to try more videos on Twitter to boost engagement rates further.

FINANCIAL SERVICES

Twitter hashtags

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



#BlackFriday trended hard for Financial Services brands on Twitter this year alongside other holiday-themed hashtags like #ValentinesDay and #MothersDay.

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INDUSTRY SNAPSHOT

Food & Beverage

FOOD & BEVERAGE Overview

Food & Beverage Eating Twitter for Lunch

Food & Beverage brands posted below the median frequency on every channel, but managed to beat out many other industries on Twitter.

Some ideas for improvement:

- Contests and giveaways are the hashtag secret sauce for Food & Beverage brands.
- Photos outperformed video on every channel for Food & Beverage brands, so don't be afraid to invest more in static visuals.



A few examples from
Food & Beverage companies



FACEBOOK
POSTS PER WEEK

2.91

FACEBOOK
ENG RATE / POST

0.041%



INSTAGRAM
POSTS PER WEEK

3.09

INSTAGRAM
ENG RATE / POST

0.627%



TWEETS
PER WEEK

2.18

TWITTER
ENG RATE / TWEET

0.040%

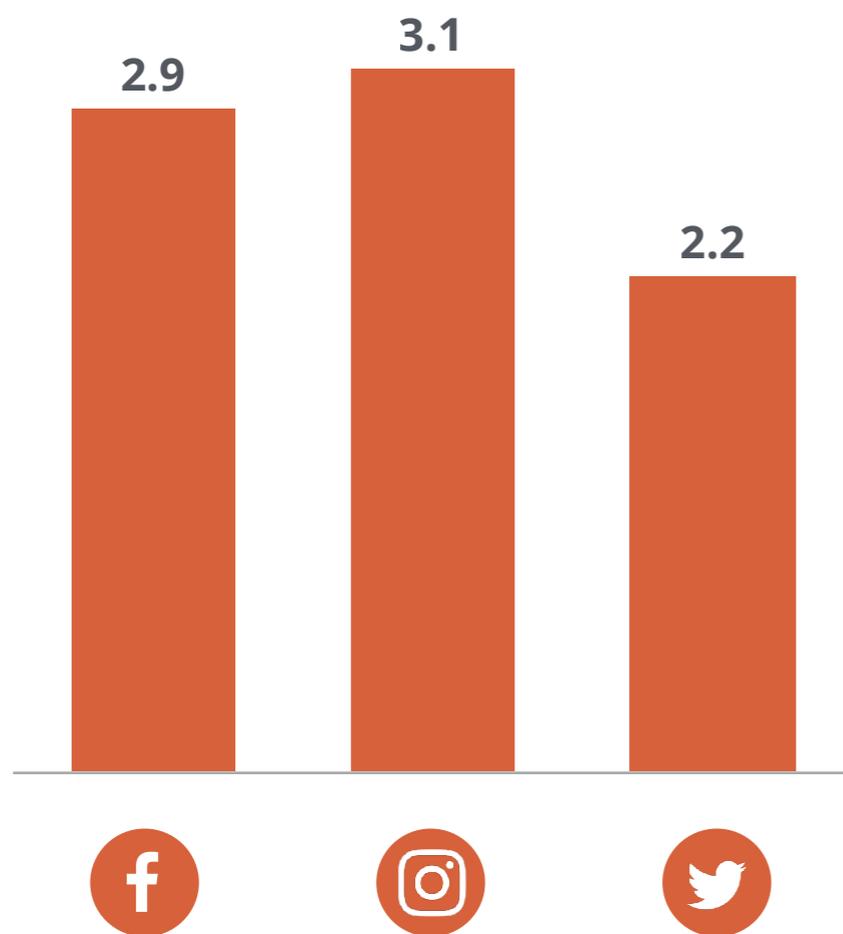
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Rival
IQ

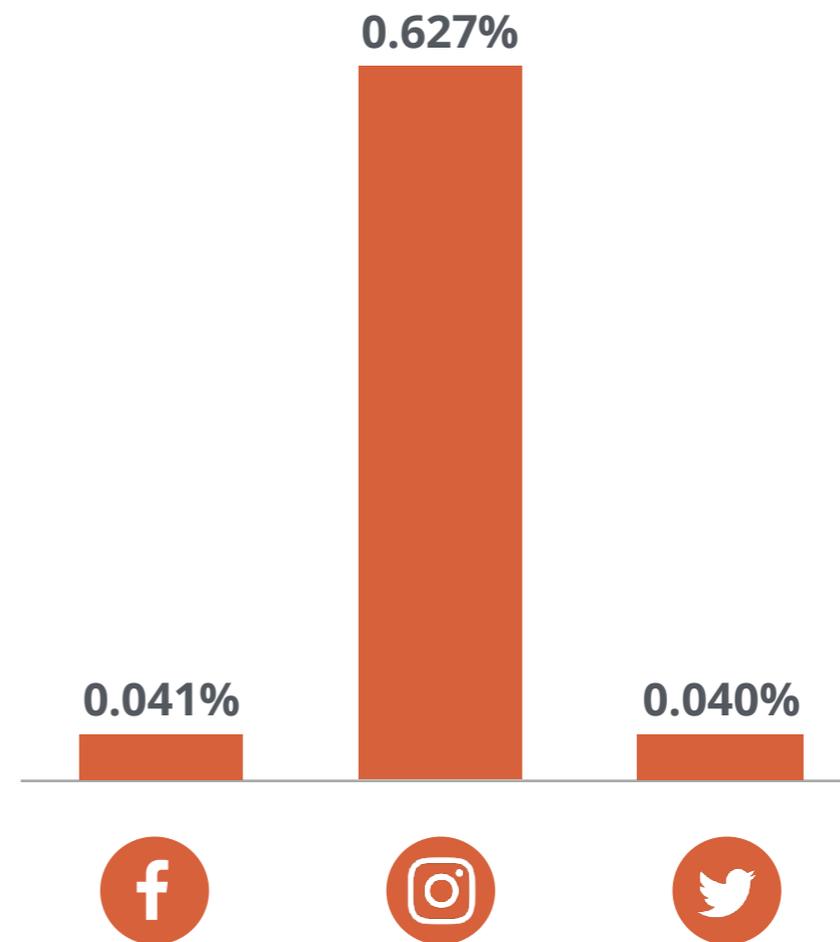


Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)

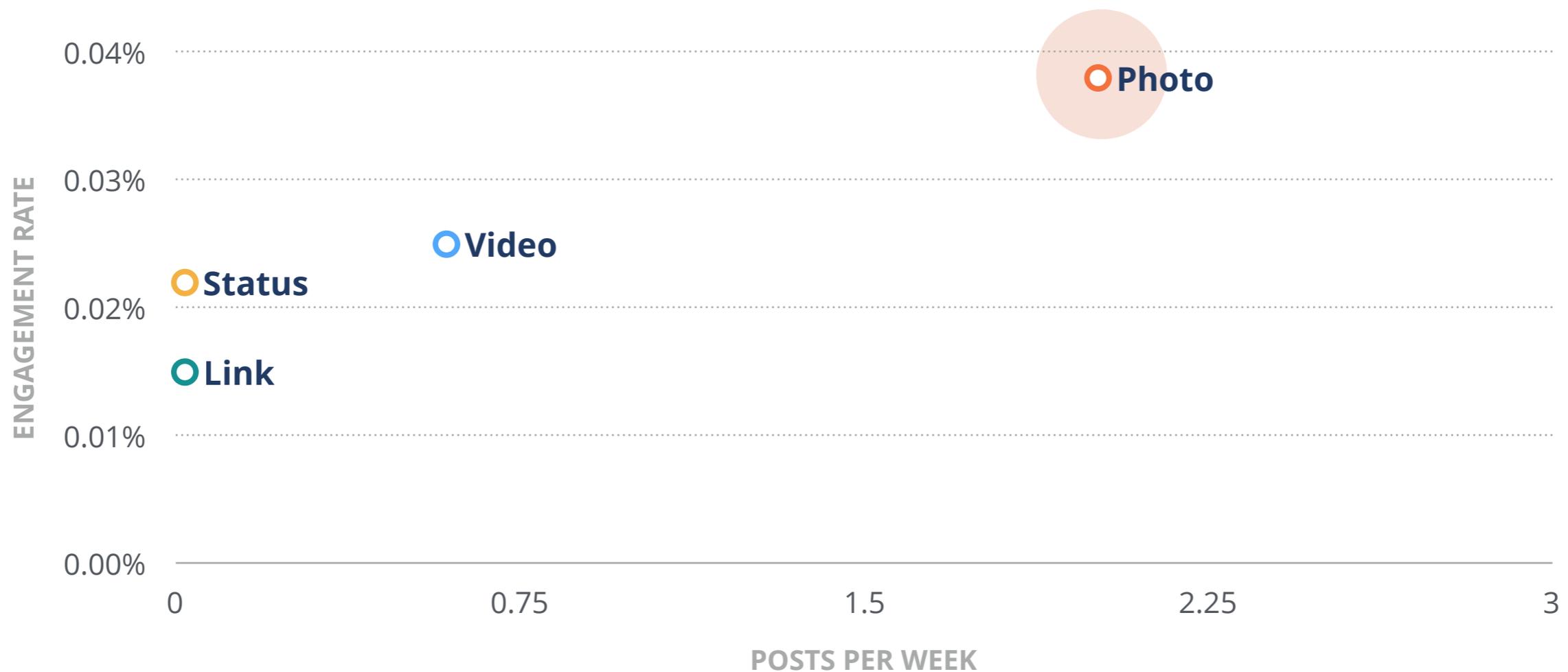


Food & Beverage brands lagged behind other industries with Facebook engagement rates, and might want to double down on investments in Twitter.

FOOD & BEVERAGE

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)

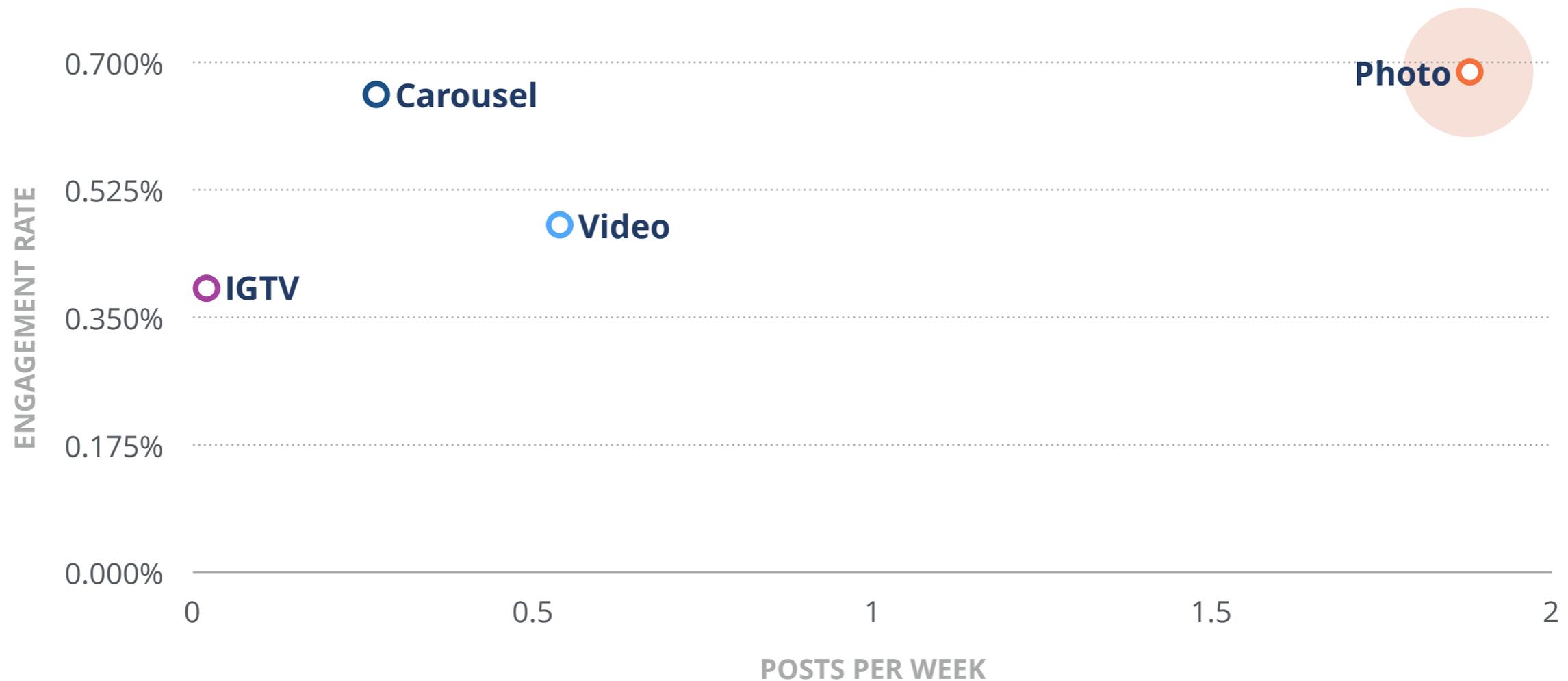


No surprise here that mouthwatering photos of tasty snacks and drinks performed well for Food & Beverage brands on Facebook, but investing more in video could help these brands shine on this channel.

FOOD & BEVERAGE

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

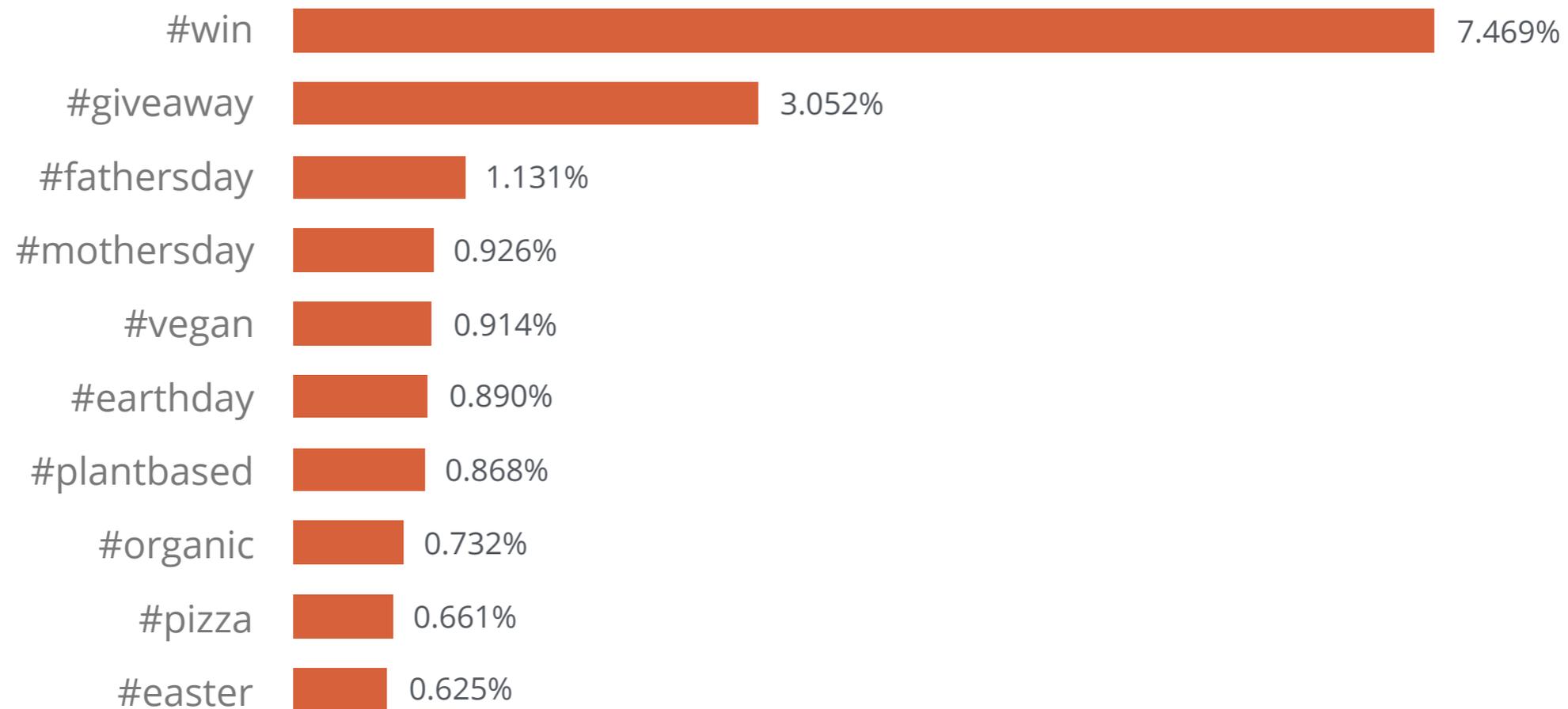


Static photo and carousel posts grabbed higher engagement rates for Food & Beverage brands than more dynamic video and IGTV posts.

FOOD & BEVERAGE

Instagram hashtags

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



Food & Beverage brands saw killer engagement rates on Instagram when posting about contests and giveaways.

FOOD & BEVERAGE

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

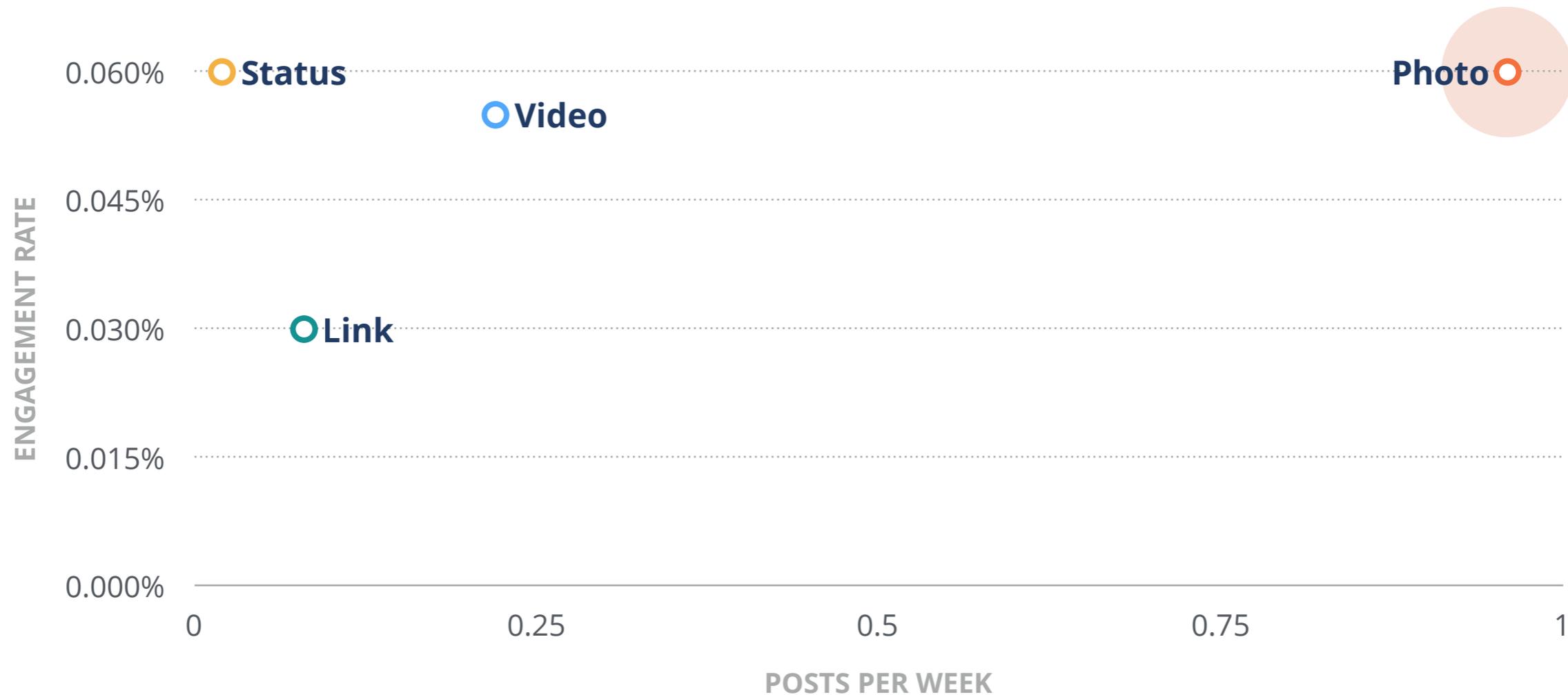
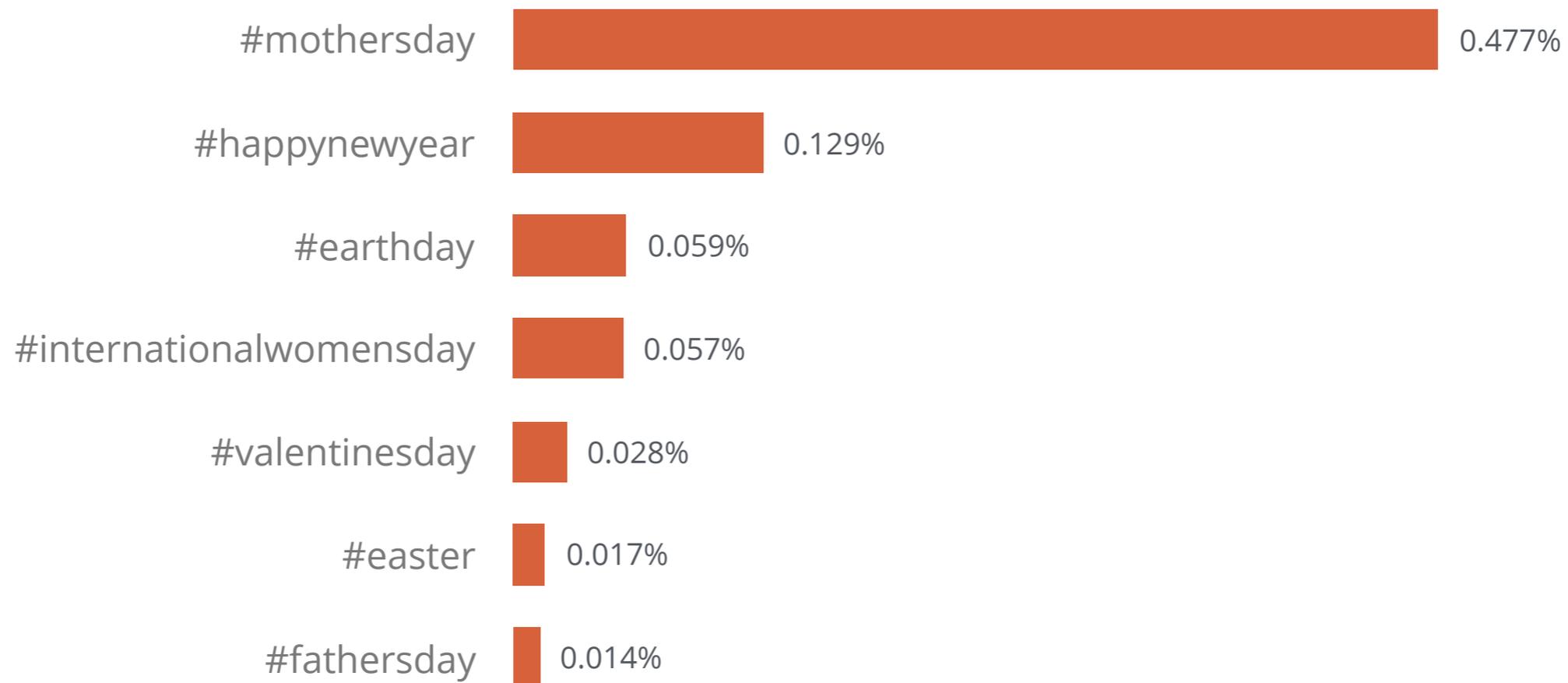


Photo tweets grabbed top engagement rates for Food & Beverage brands, who might want to also focus their tweeting on a sassy status update every once in a while.

FOOD & BEVERAGE

Twitter hashtags

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



#MothersDay dominated for Food & Beverage brands on Twitter this year as followers posted pics from their brunches and meals celebrating Mom.



INDUSTRY SNAPSHOT

Health & Beauty



HEALTH & BEAUTY

Overview

Health & Beauty Comes Up Short

Health & Beauty brands struggled to stay above the median on all three channels, but were most successful on Twitter thanks to extra investment there.

A few growth ideas:

- Don't be afraid to shake up a long feed of photo posts with high-engagement videos.
- Contests and giveaways were top-performing hashtags on both Instagram and Twitter, so keep giving things away.



A few examples from Health & Beauty brands



FACEBOOK
POSTS PER WEEK

6.19

FACEBOOK
ENG RATE / POST

0.022%



INSTAGRAM
POSTS PER WEEK

6.31

INSTAGRAM
ENG RATE / POST

0.319%



TWEETS
PER WEEK

1.83

TWITTER
ENG RATE / TWEET

0.033%

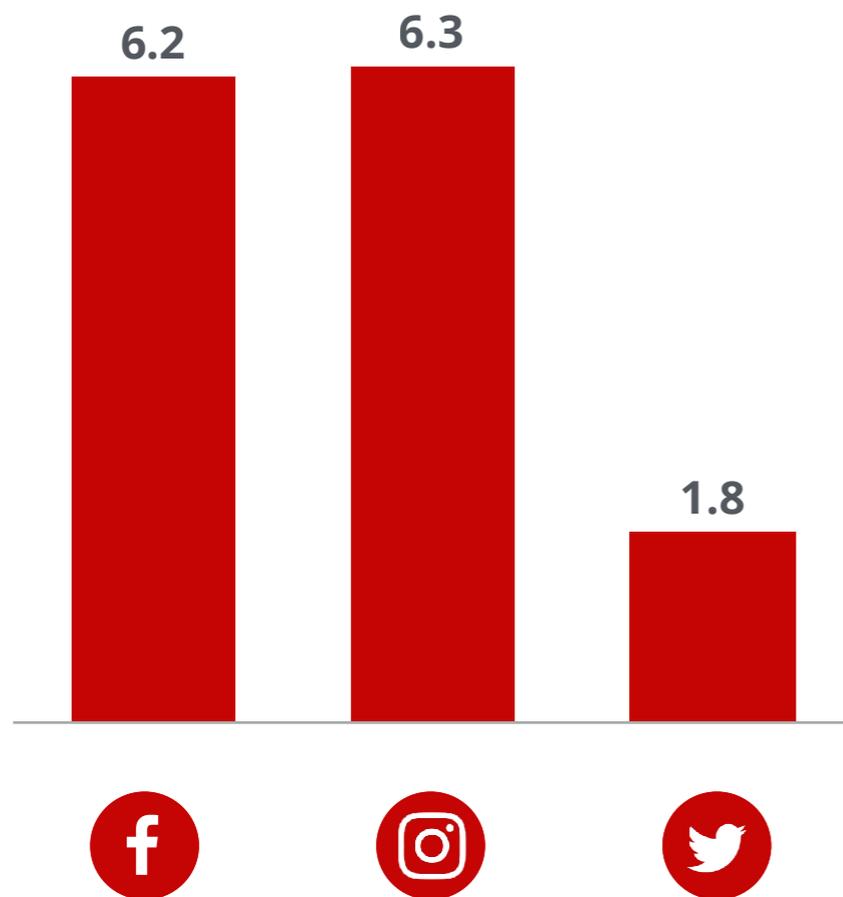
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

Rival
IQ

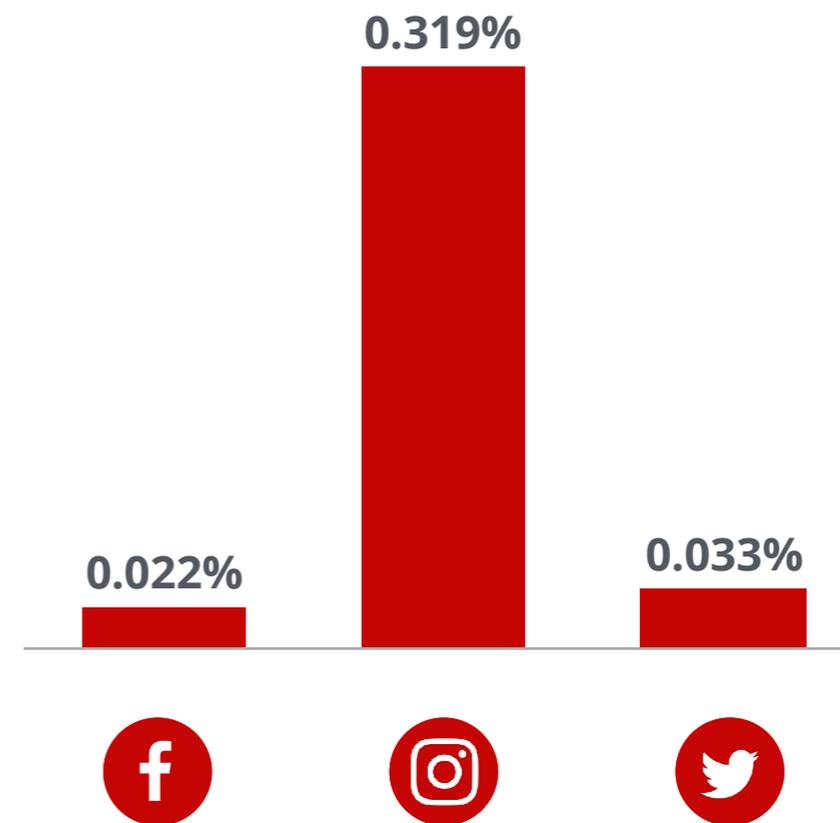
HEALTH & BEAUTY

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)

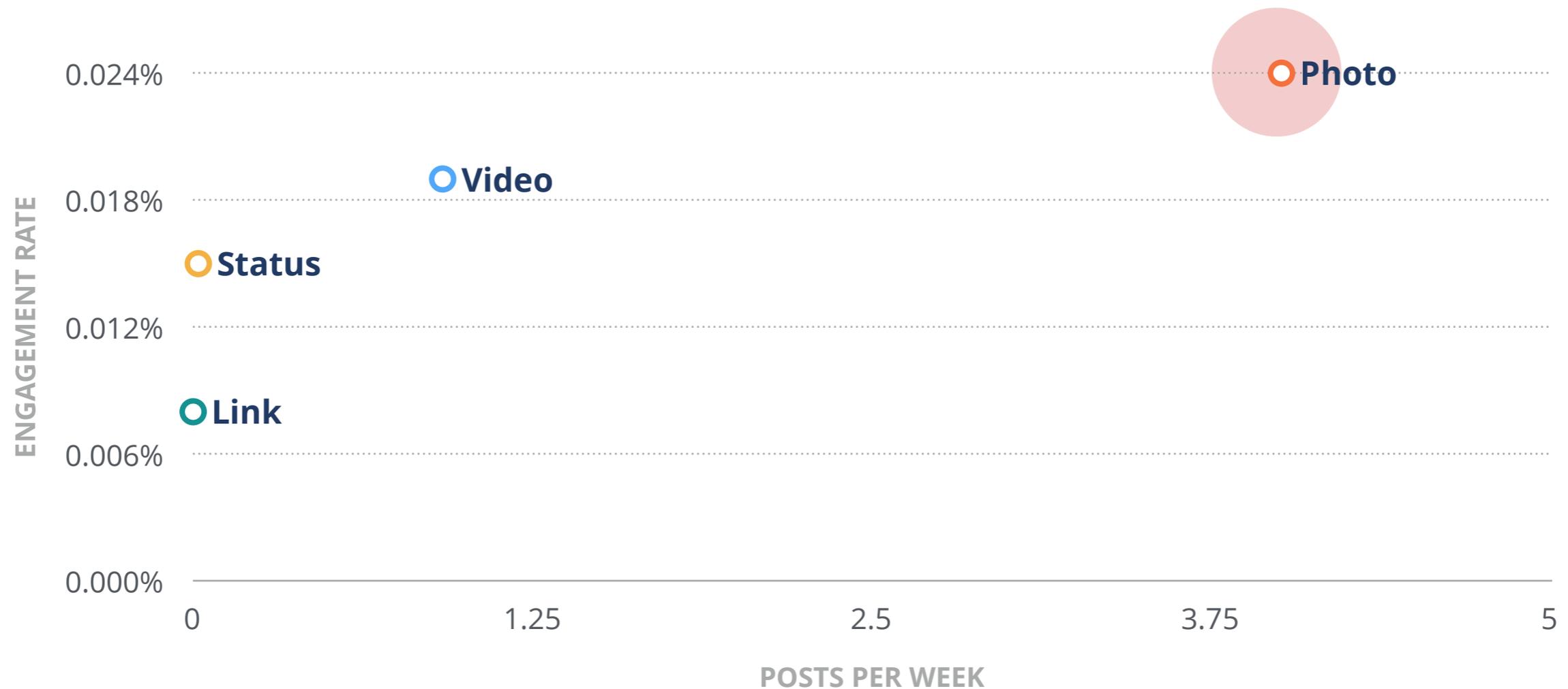


Health & Beauty had some of the lowest engagement rates on Facebook of any industry. Might want to redirect some of that energy to Twitter where these brands are more competitive.

HEALTH & BEAUTY

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)



Health & Beauty brands might want to invest more in video on Facebook to try to bring up engagement rates on this channel.

HEALTH & BEAUTY

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

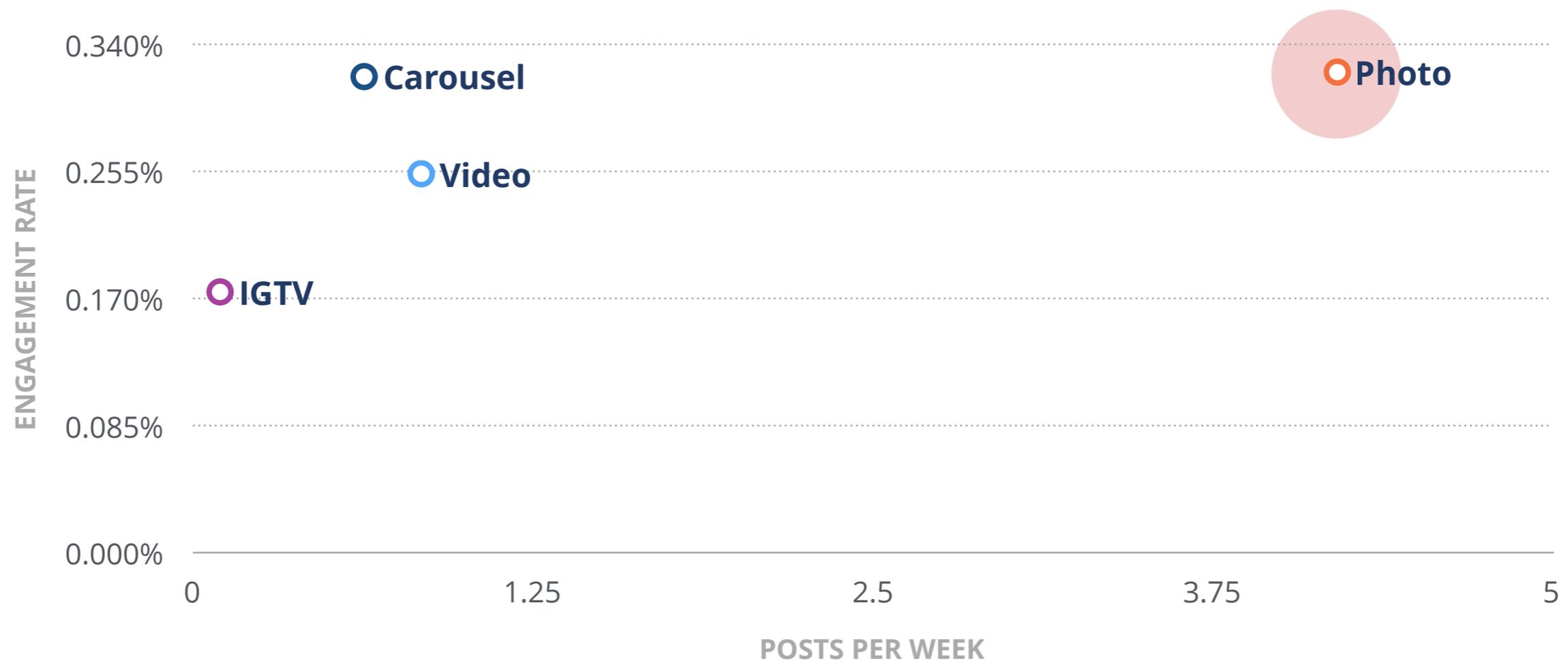
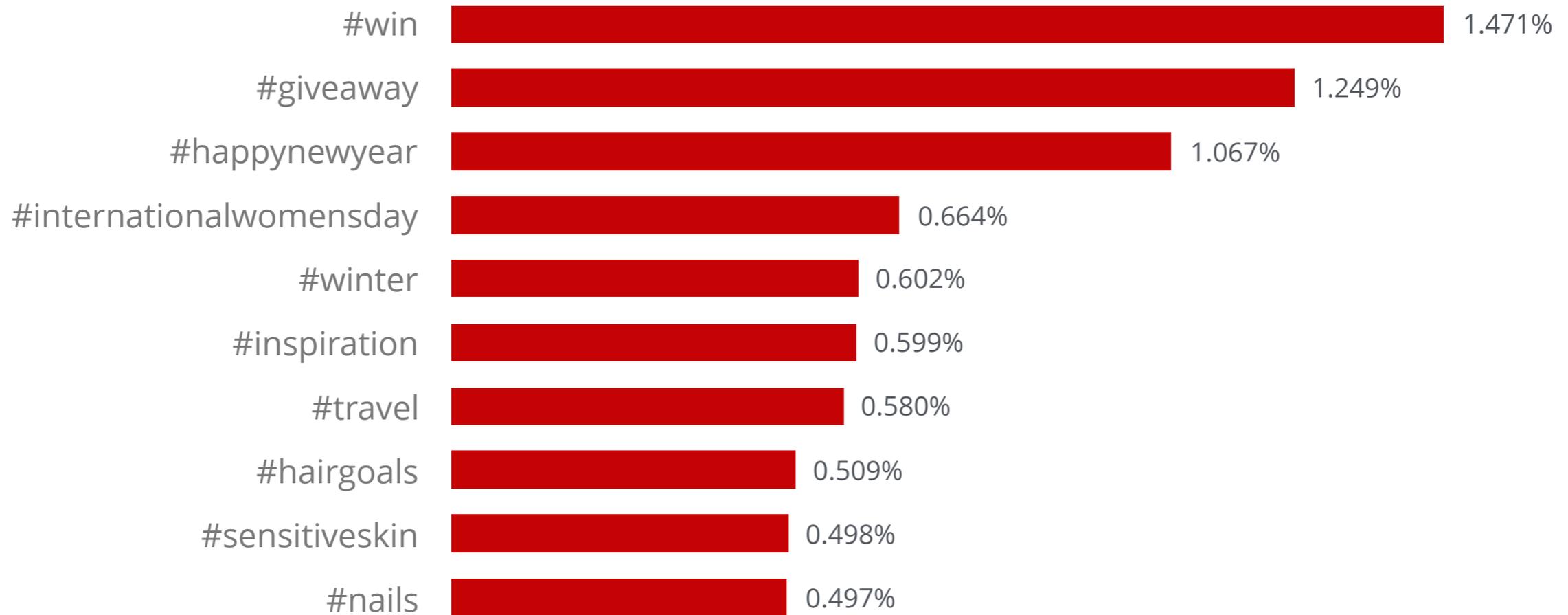


Photo and carousel posts were neck-and-neck for Health & Beauty brands this year, who were 6x as likely to post a photo on Instagram.

HEALTH & BEAUTY

Instagram hashtags

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

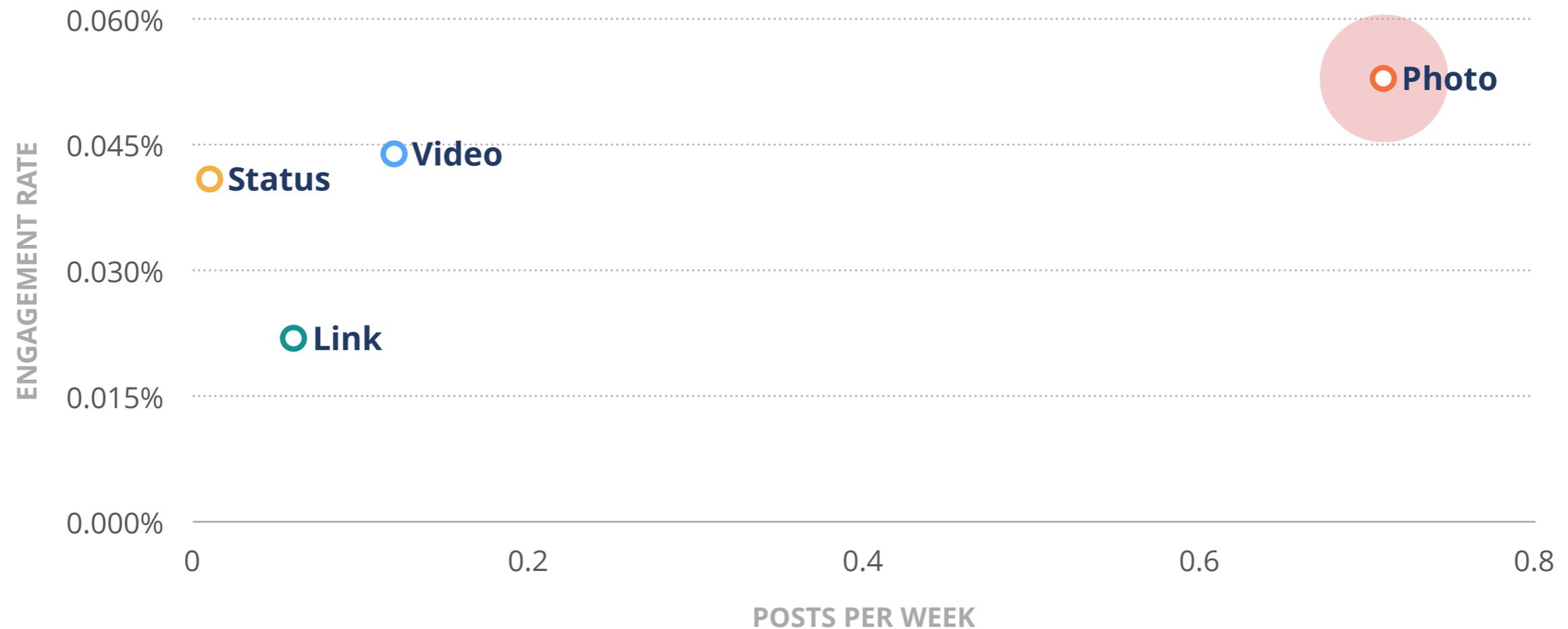


Contests and giveaways topped the Instagram hashtag charts for Health & Beauty brands again this year, while nail- and hair-themed hashtags also performed well.

HEALTH & BEAUTY

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

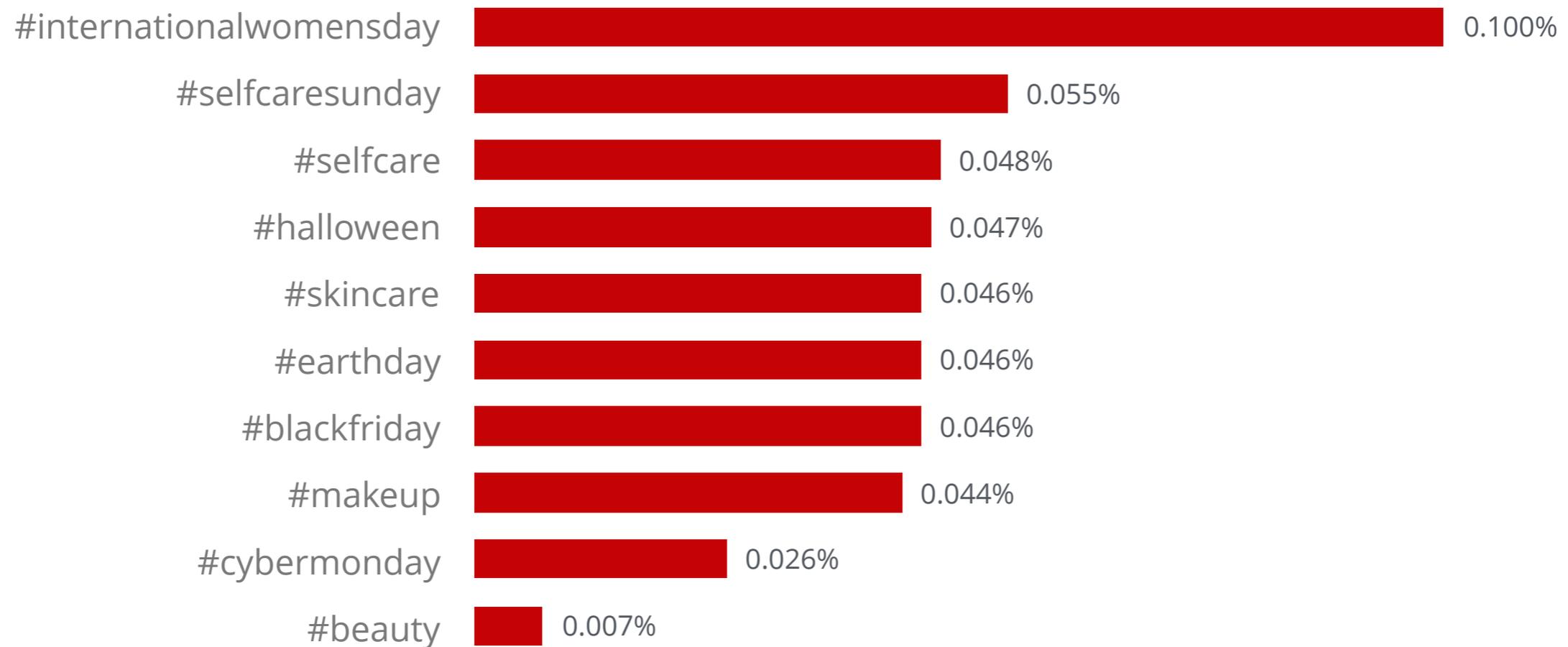


Health & Beauty brands increased their video tweets this year, but top-performing photo tweets still won the day on Twitter.

HEALTH & BEAUTY

Twitter hashtags

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



Tweets featuring the #InternationalWomensDay hashtag saw twice the engagement of the next most engaging hashtag on Twitter for Health & Beauty brands.



INDUSTRY SNAPSHOT:
Higher Ed



HIGHER ED Overview

Higher Ed Named Instagram Valedictorian

Higher Ed rocked it with killer engagement rates on Instagram and got on the podium for Facebook and Twitter too thanks to hyper-engaged fans.

For even higher Higher Ed engagement rates:

- Followers love a chance to chime in, so keep asking what they're up to on social media holidays like #NationalDogDay.
- Try to post more of what works for you: more carousels on Instagram, and more statuses and videos on Twitter.



A few examples from
Higher Ed



FACEBOOK
POSTS PER WEEK

6.91

FACEBOOK
ENG RATE / POST

0.148%



INSTAGRAM
POSTS PER WEEK

3.46

INSTAGRAM
ENG RATE / POST

2.991%



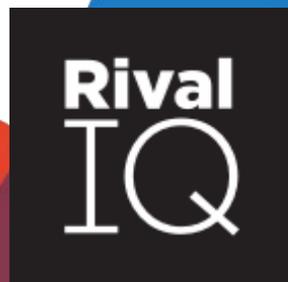
TWEETS
PER WEEK

9.74

TWITTER
ENG RATE / TWEET

0.071%

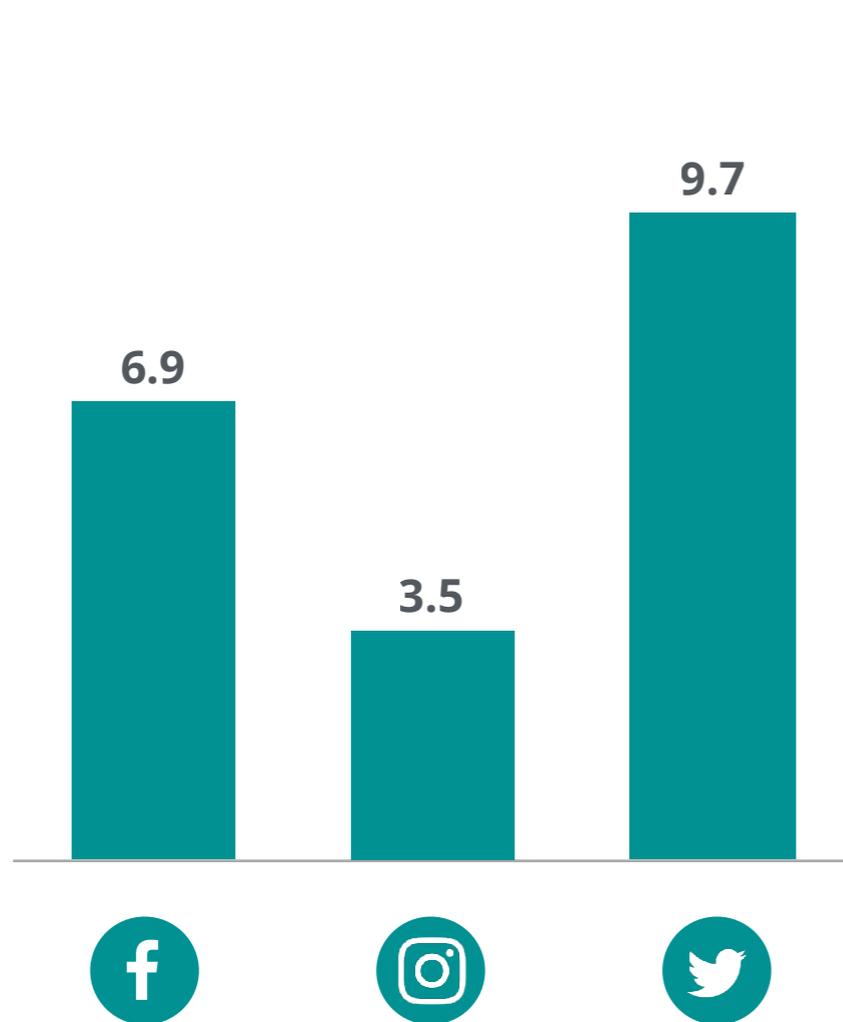
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►



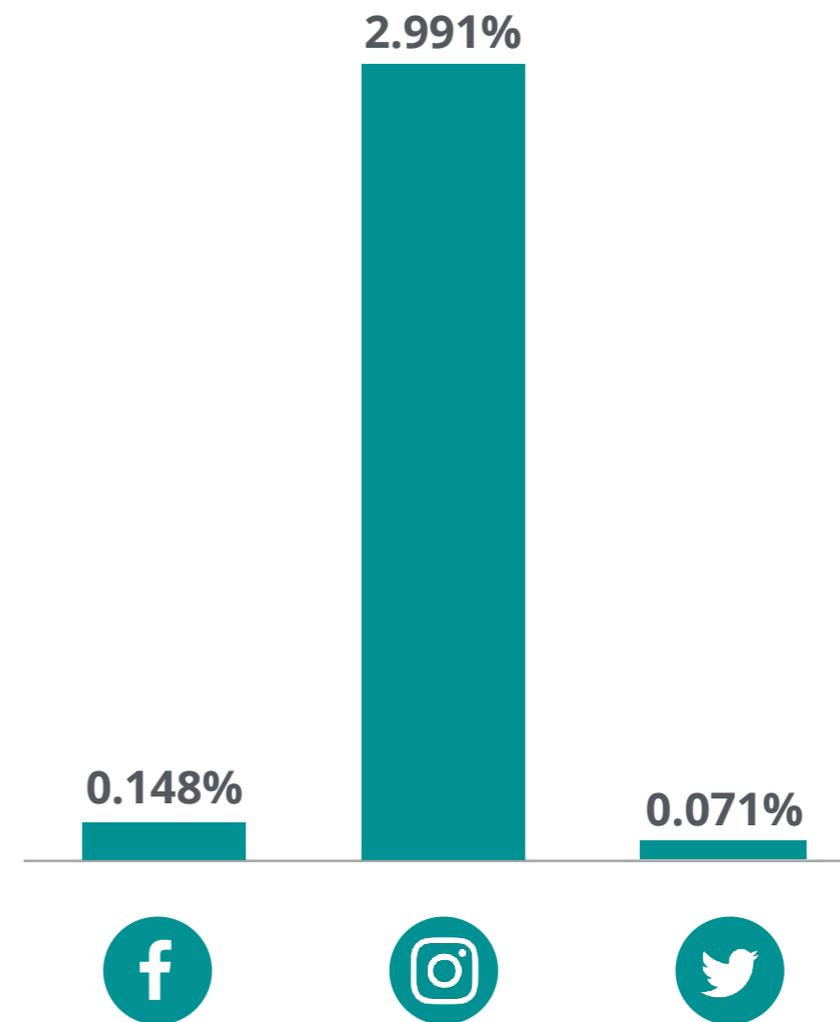
HIGHER ED

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)



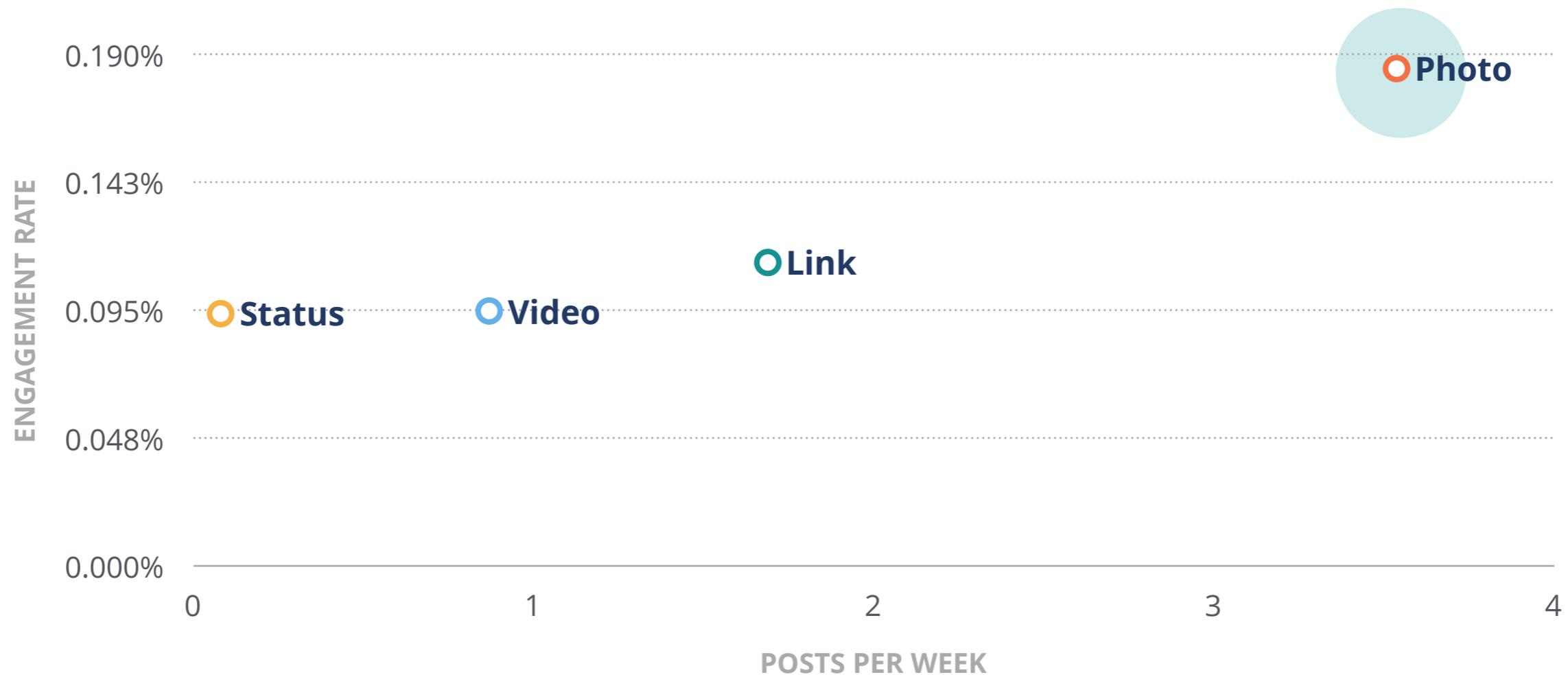
Higher Ed had killer engagement rates on Instagram but posted less frequently than the median industry. Try stealing some of that Twitter energy for Insta.

Rival
IQ

HIGHER ED

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)



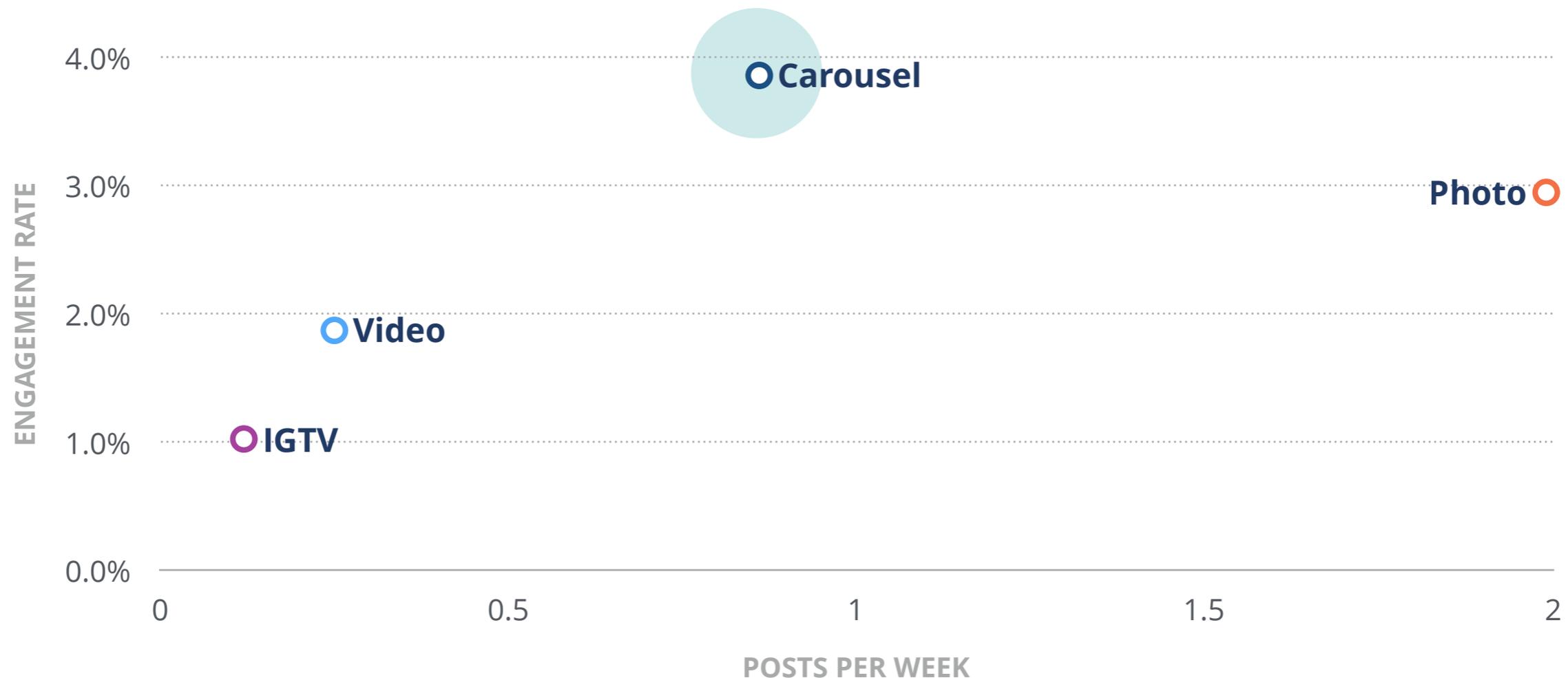
Higher Ed scored the bronze on Facebook this year thanks to lots of engaging photo posts.

Rival
IQ

HIGHER ED

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)



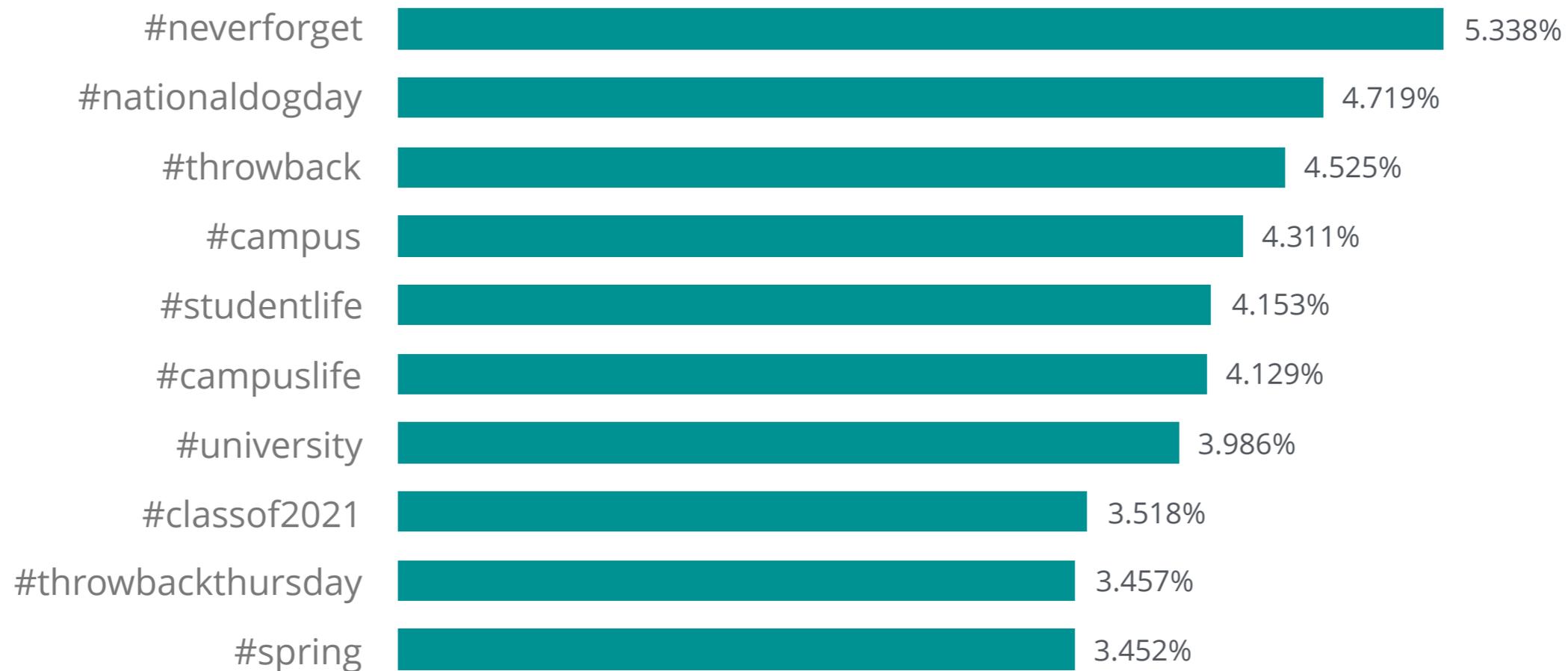
Higher Ed earned 4x the median engagement rate on Instagram this year thanks especially to carousel posts. Just look at James Madison University for some carousel inspo: their most engaging post of the year was a series of celebratory softball snaps.

Rival
IQ

HIGHER ED

Instagram hashtags

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



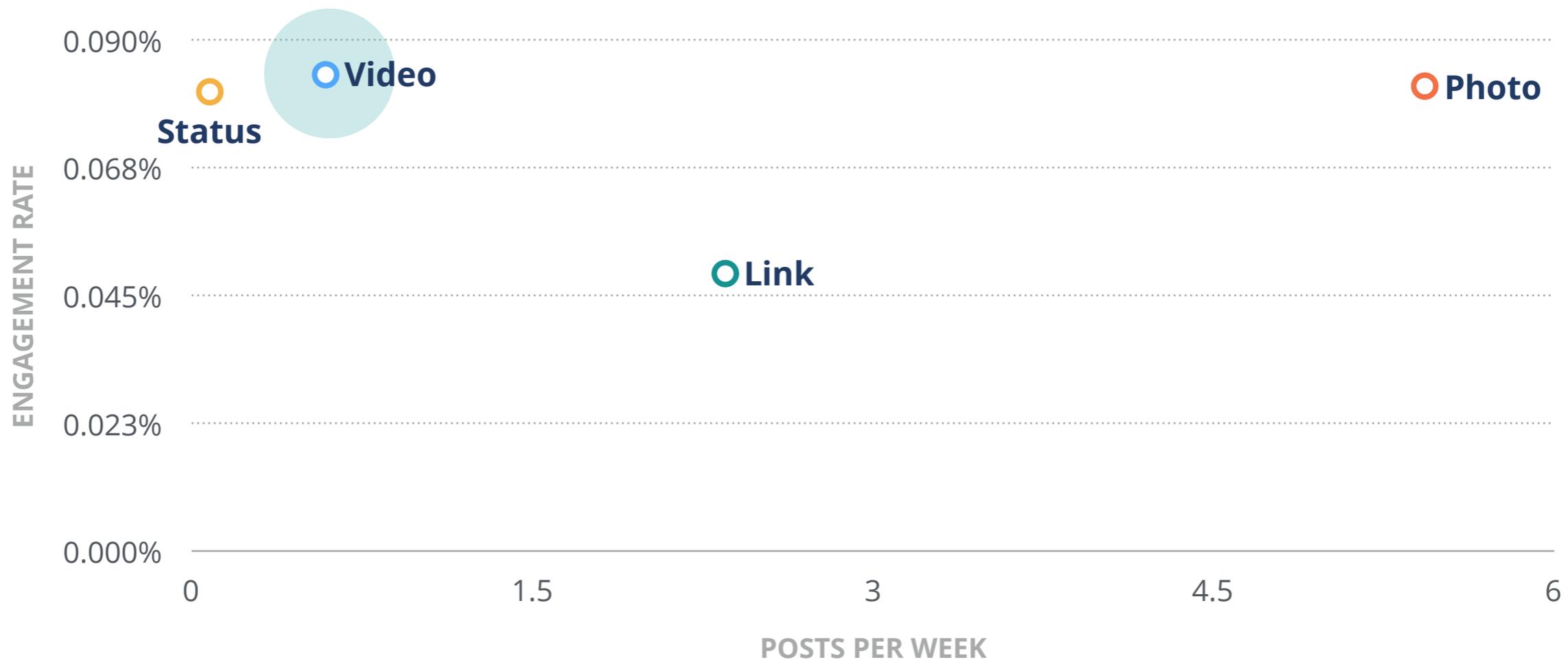
Higher Ed consistently sees the highest Instagram hashtag engagement rates of any industry we survey. No surprise that hashtags about campus life were top performers.

Rival
IQ

HIGHER ED

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

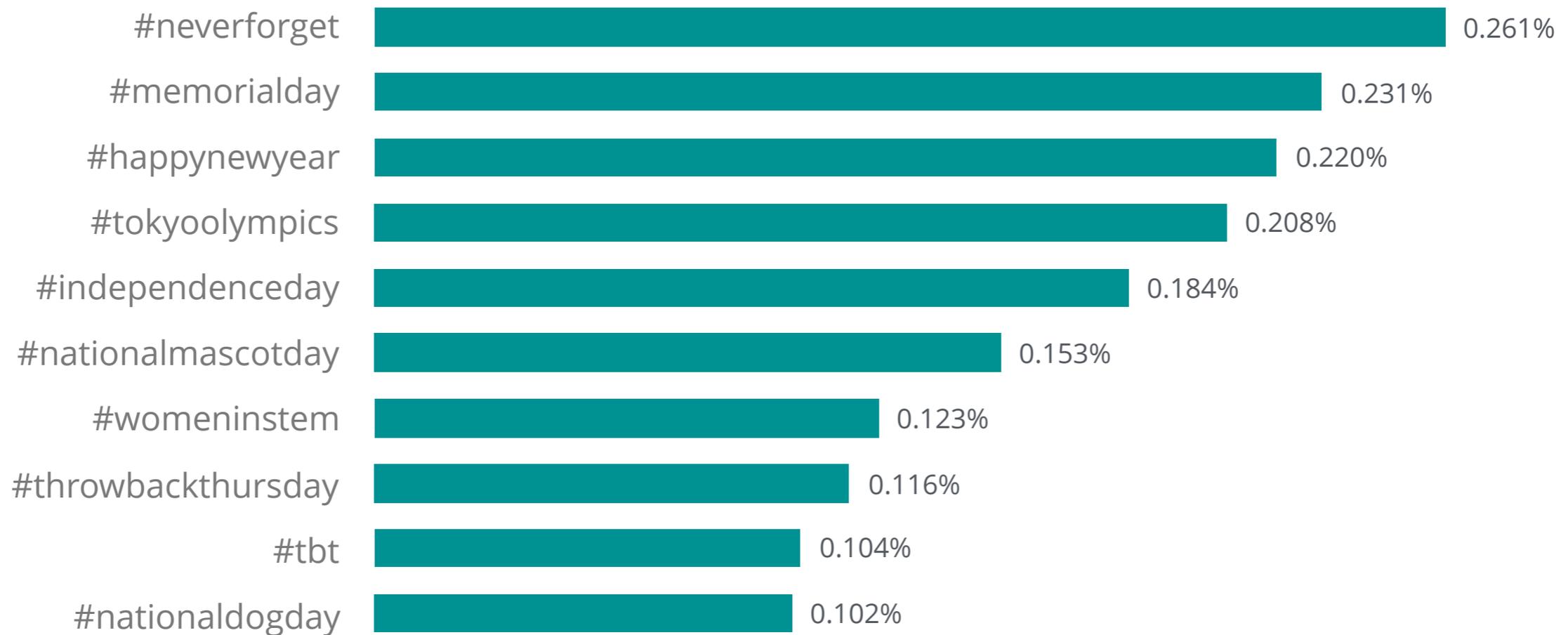


Status updates are a top performer for colleges and universities on Twitter but are rarely tweeted. Consider bulking up this tweet type to further dominate this channel.

HIGHER ED

Twitter hashtags

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



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

Rival
IQ



INDUSTRY SNAPSHOT
Home Decor



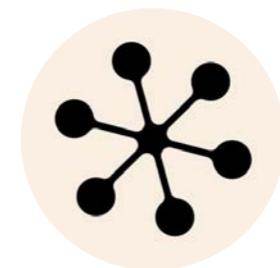
HOME DECOR Overview

Home Decor See Low Engagement Rates Again

Home Decor brands came in below the median engagement rates on Facebook, Instagram, and Twitter. These brands were most competitive on Instagram, and focused efforts there.

Some ideas for increasing engagement:

- Combine photos on Instagram into carousels.
- Try shaking up your Twitter routine with more videos and status updates.



A few examples from
Home Decor companies



FACEBOOK
POSTS PER WEEK

4.37

FACEBOOK
ENG RATE / POST

0.038%



INSTAGRAM
POSTS PER WEEK

4.72

INSTAGRAM
ENG RATE / POST

0.447%



TWEETS
PER WEEK

2.28

TWITTER
ENG RATE / TWEET

0.020%

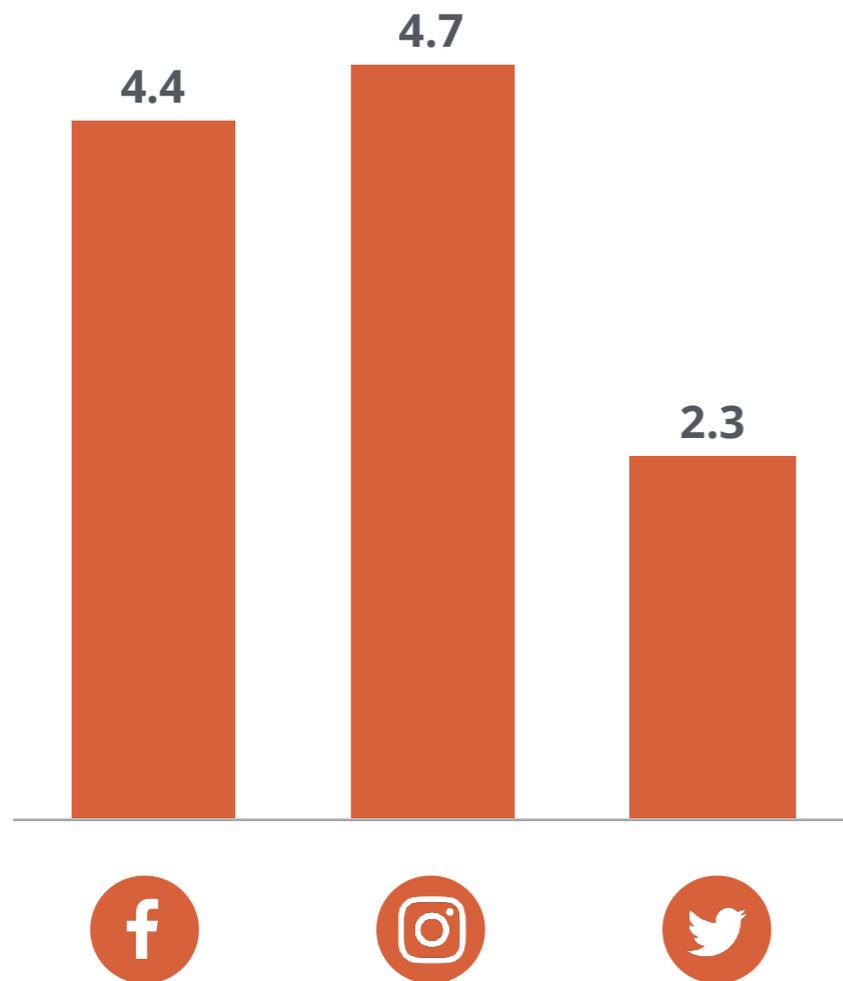
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

Rival
IQ

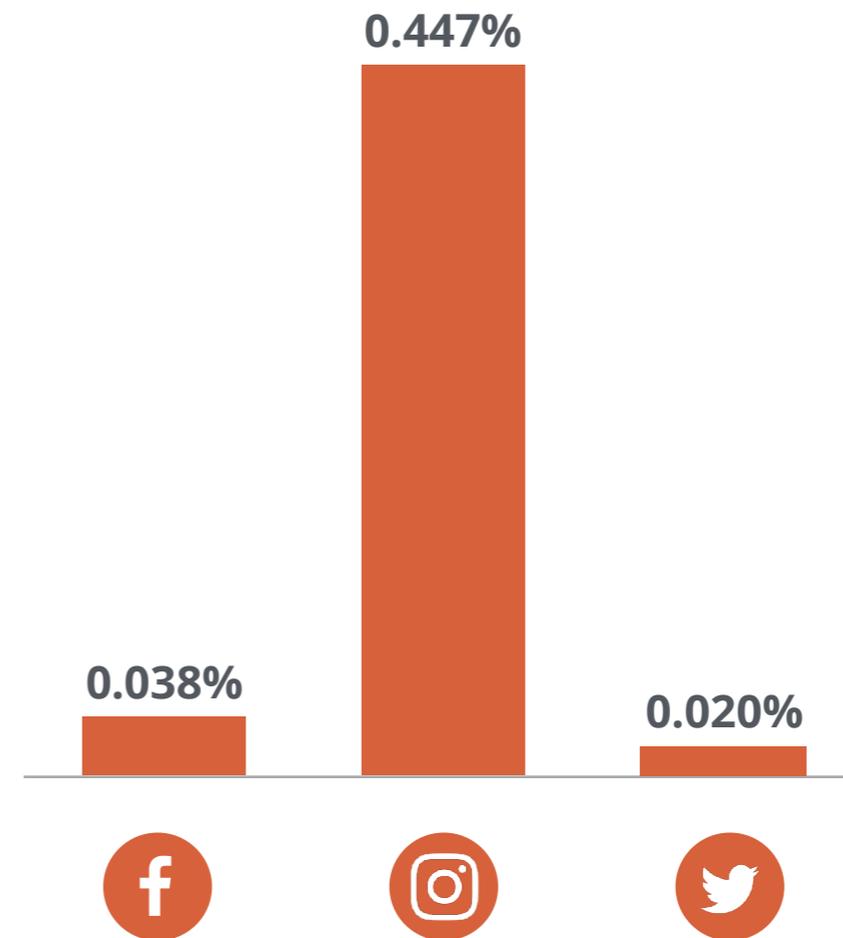
HOME DECOR

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)

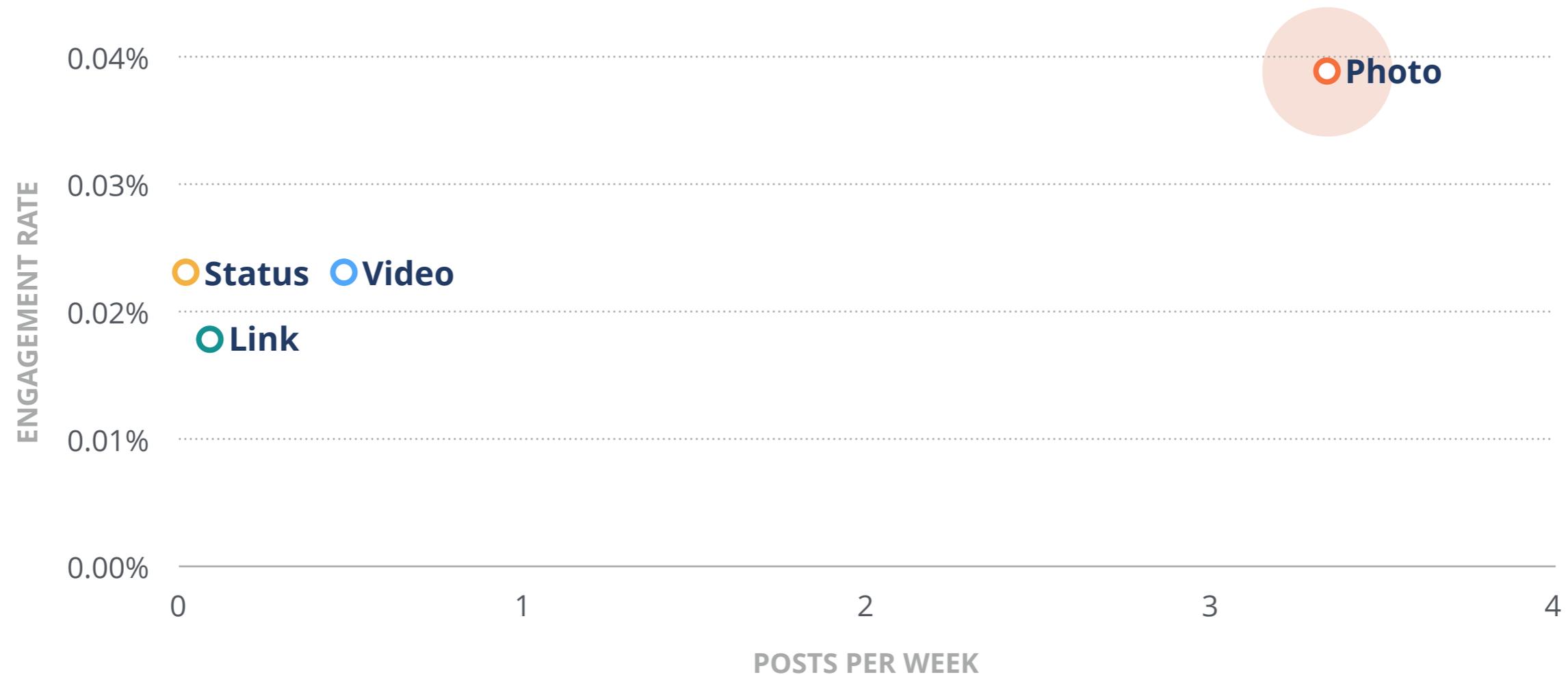


Home Decor brands saw below-median engagement rates on Facebook and Twitter and focused less posting here. Try experimenting more with post type and frequency on these channels.

HOME DECOR

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)

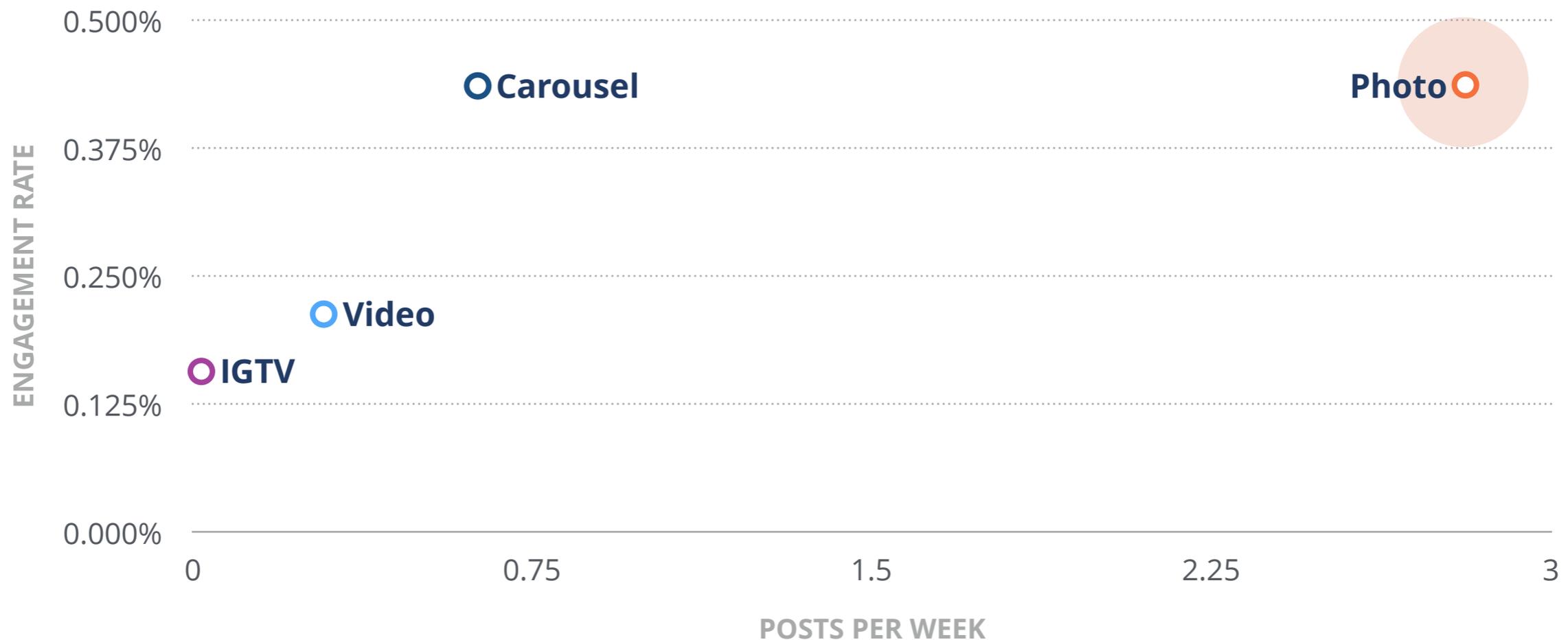


Home Decor brands were way likelier to post a photo on Facebook than any other post type, which is a smart move, since photos grabbed much higher engagement rates.

HOME DECOR

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)



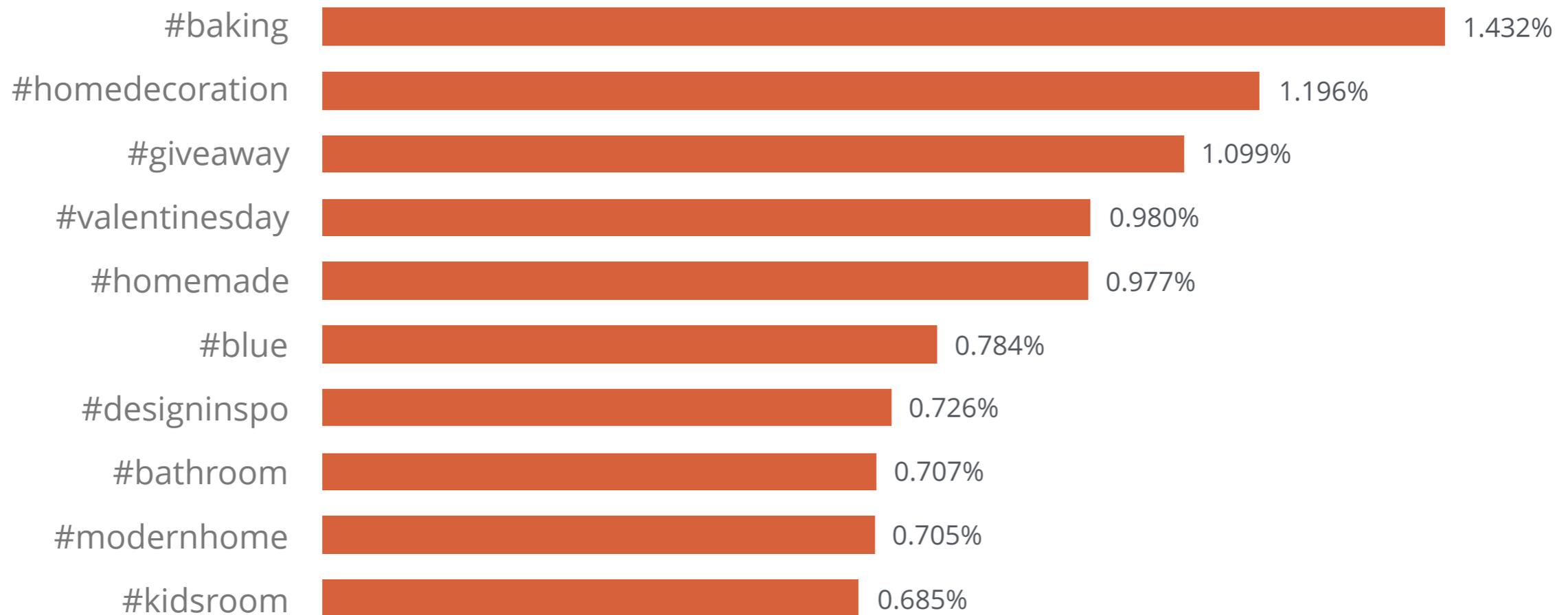
Photos and carousel posts were neck and neck for Home Decor brands on Instagram this year, so try combining a few photos into a carousel post for more engagement oomph.

Rival
IQ

HOME DECOR

Instagram hashtags

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



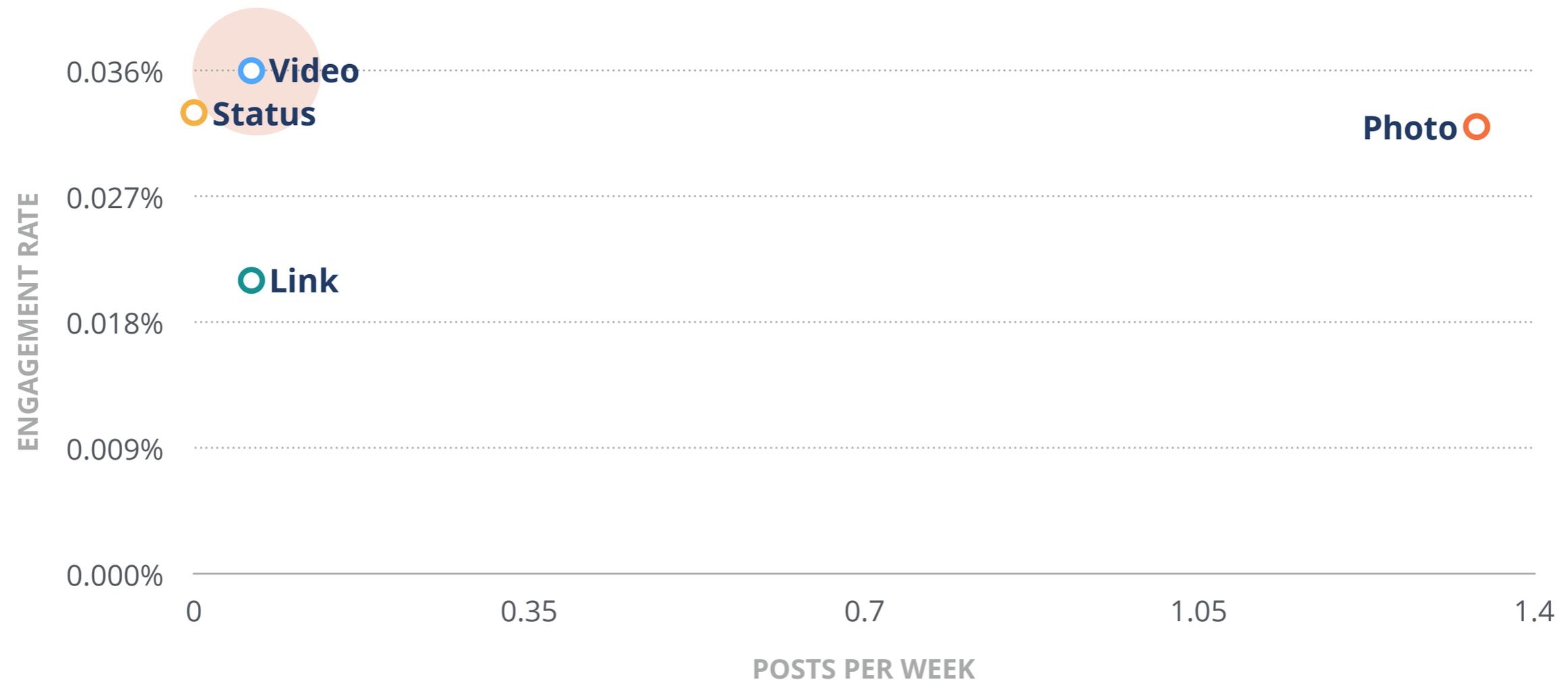
Giveaways topped the Insta hashtag charts for Home Decor brands, as did room-specific tags like #bathroom and #kidsroom. Breville UK killed it with super-engaging #giveaway posts.

**Rival
IQ**

HOME DECOR

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

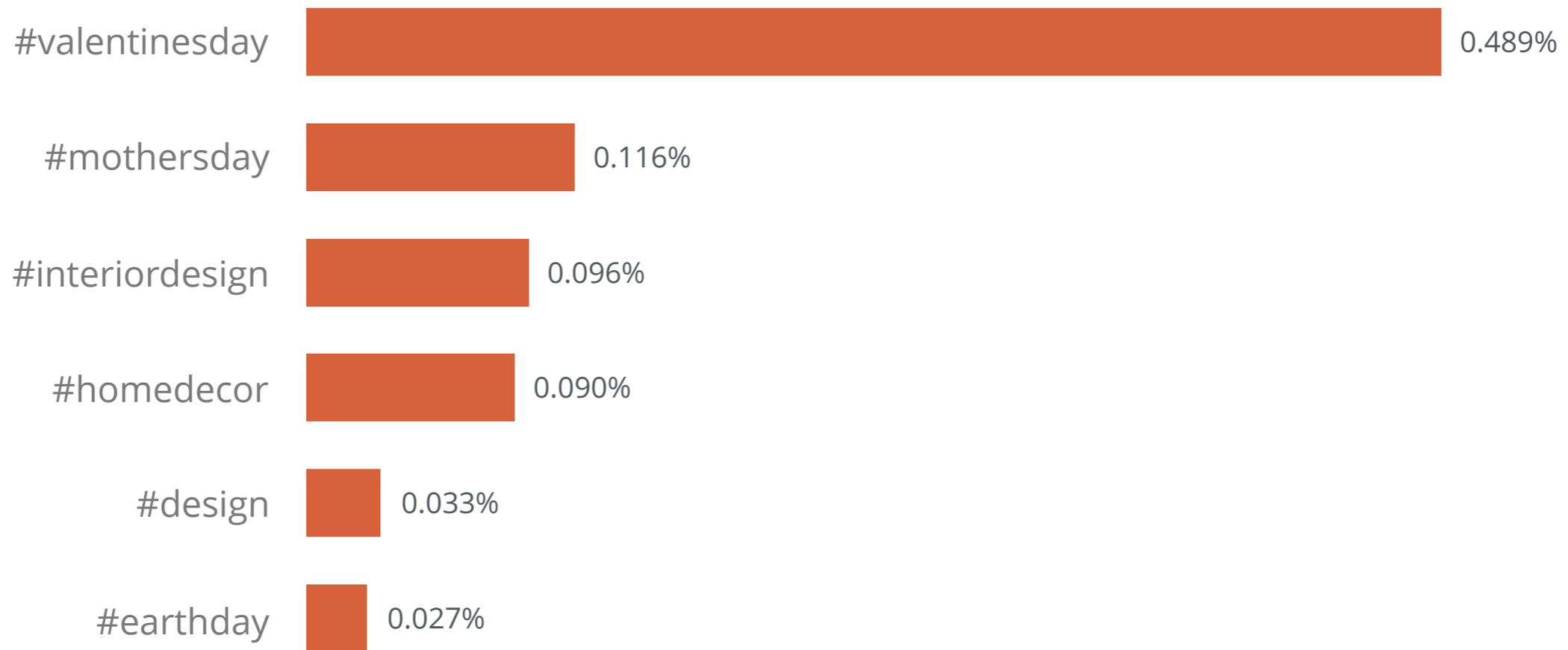


Engagement was almost the same for photos, videos, and status updates on Twitter for Home Decor brands, who might want to shake up their photo tweeting a little.

HOME DECOR

Twitter hashtags

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



Valentine's Day was clearly a winner for Home Decor brands on Twitter this year. These brands were all over the map with Twitter hashtags this year, which is why there are just a few on this list used by 15 or more companies in the study.



Rival
IQ

INDUSTRY SNAPSHOT

Hotels & Resorts

HOTELS & RESORTS

Overview

Hotels & Resorts Holding Steady

Hotels & Resorts saw twice the median engagement on Facebook this year and hovered right around the median on Instagram and Twitter, which is impressive.

A few suggestions to grow engagement:

- Pay attention to the success of giveaways on Instagram, and consider replicating this strategy on other channels.
- Posting frequency was below-median across the board, so experiment with an uptick here to see if you can increase your current engagement rates.



FACEBOOK
POSTS PER WEEK

3.36

FACEBOOK
ENG RATE / POST

0.094%



INSTAGRAM
POSTS PER WEEK

2.96

INSTAGRAM
ENG RATE / POST

0.702%



TWEETS
PER WEEK

2.66

TWITTER
ENG RATE / TWEET

0.038%

A few examples from
Hotels & Resorts

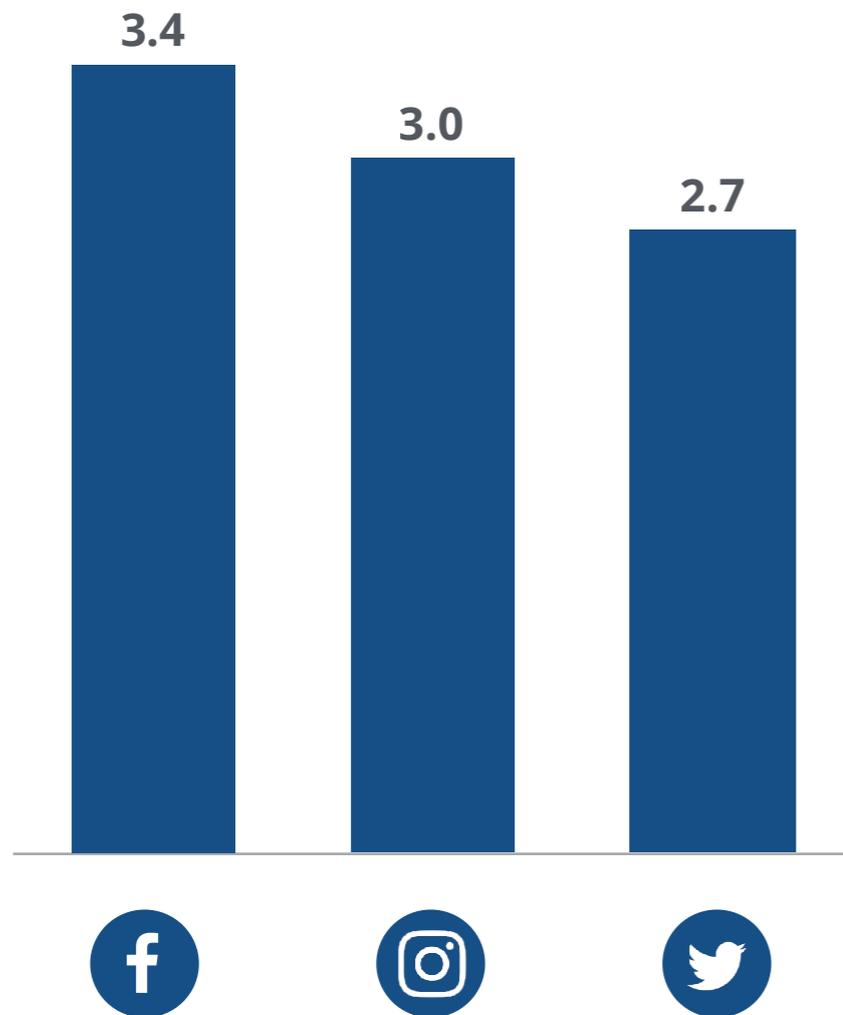
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

Rival
IQ

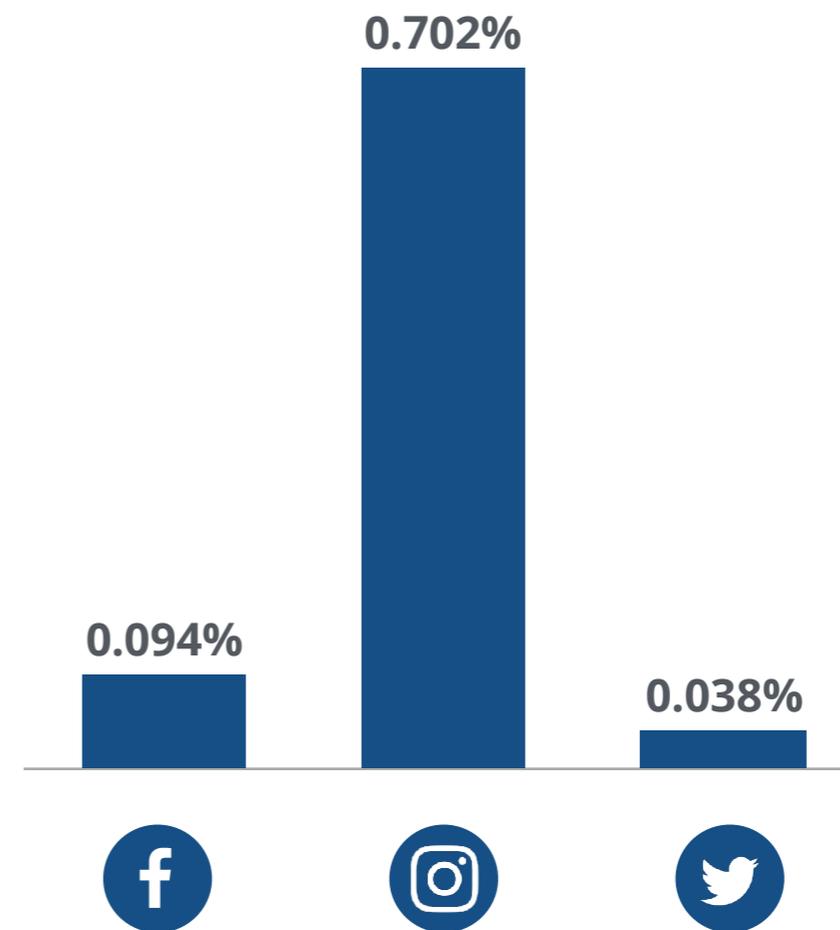
HOTELS & RESORTS

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)

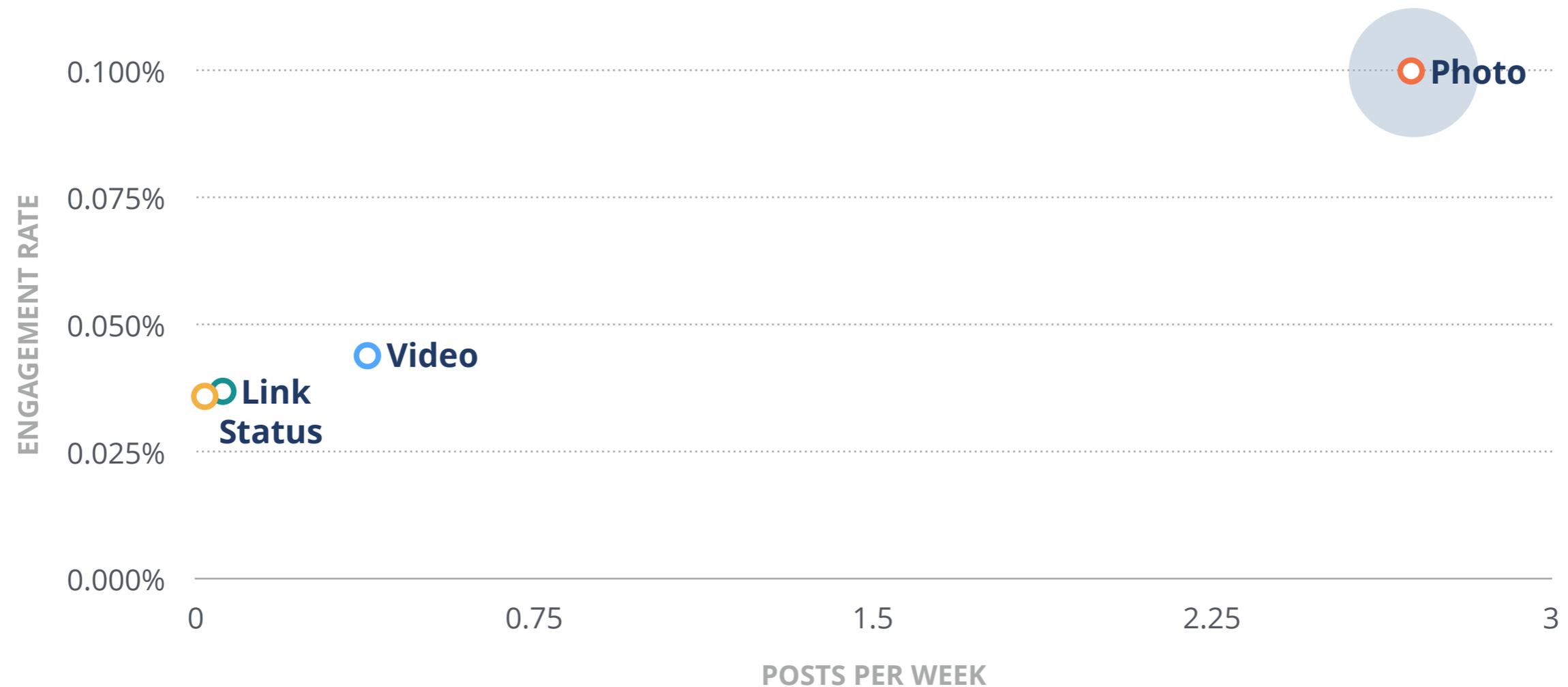


Hotels & Resorts came in at or above median for engagement rates across all three channels, but really succeeded on Facebook, so it's good to focus posting energy there.

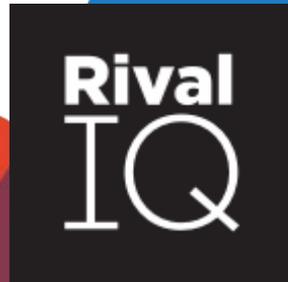
HOTELS & RESORTS

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)



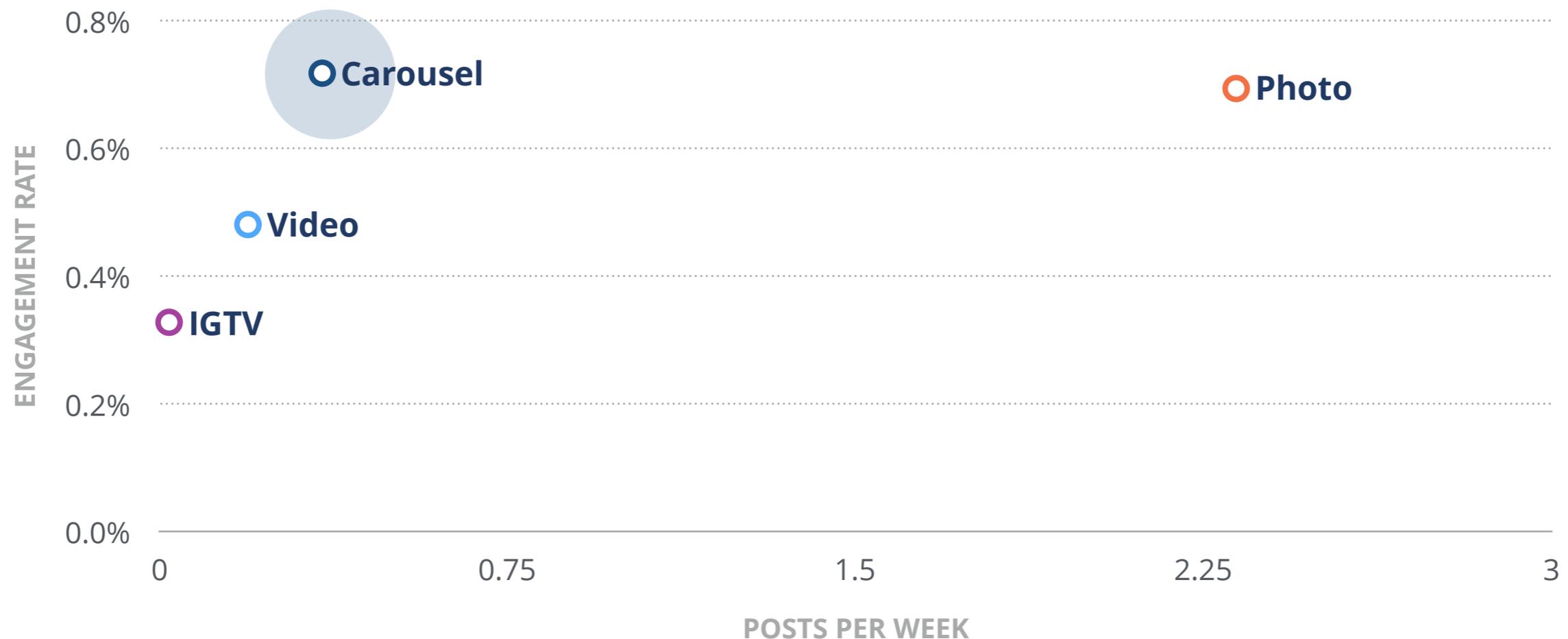
Photos were more than twice as engaging as the next best post type on Facebook for Hotels & Resorts.



HOTELS & RESORTS

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

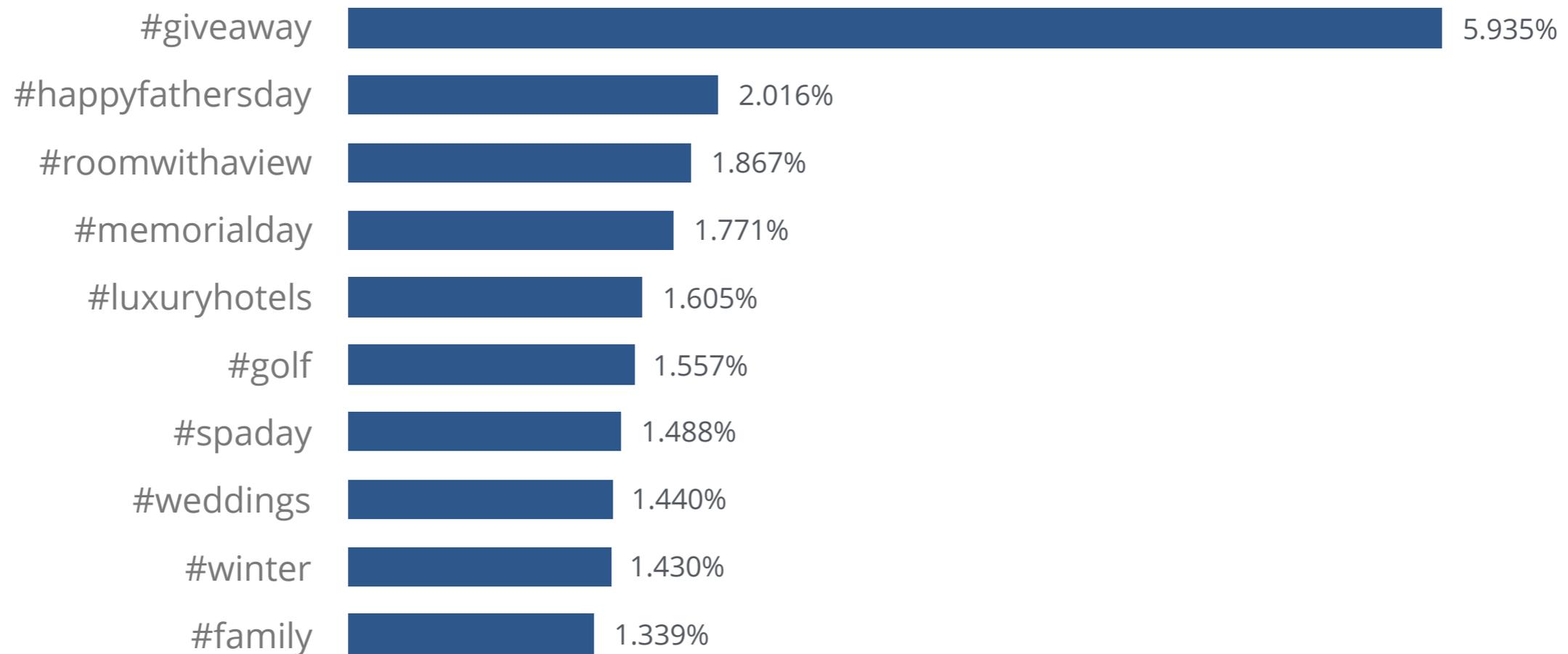


Carousels edged out photo posts for Hotels & Resorts this year, so consider combining a few photo faves into one carousel post.

HOTELS & RESORTS

Instagram hashtags

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

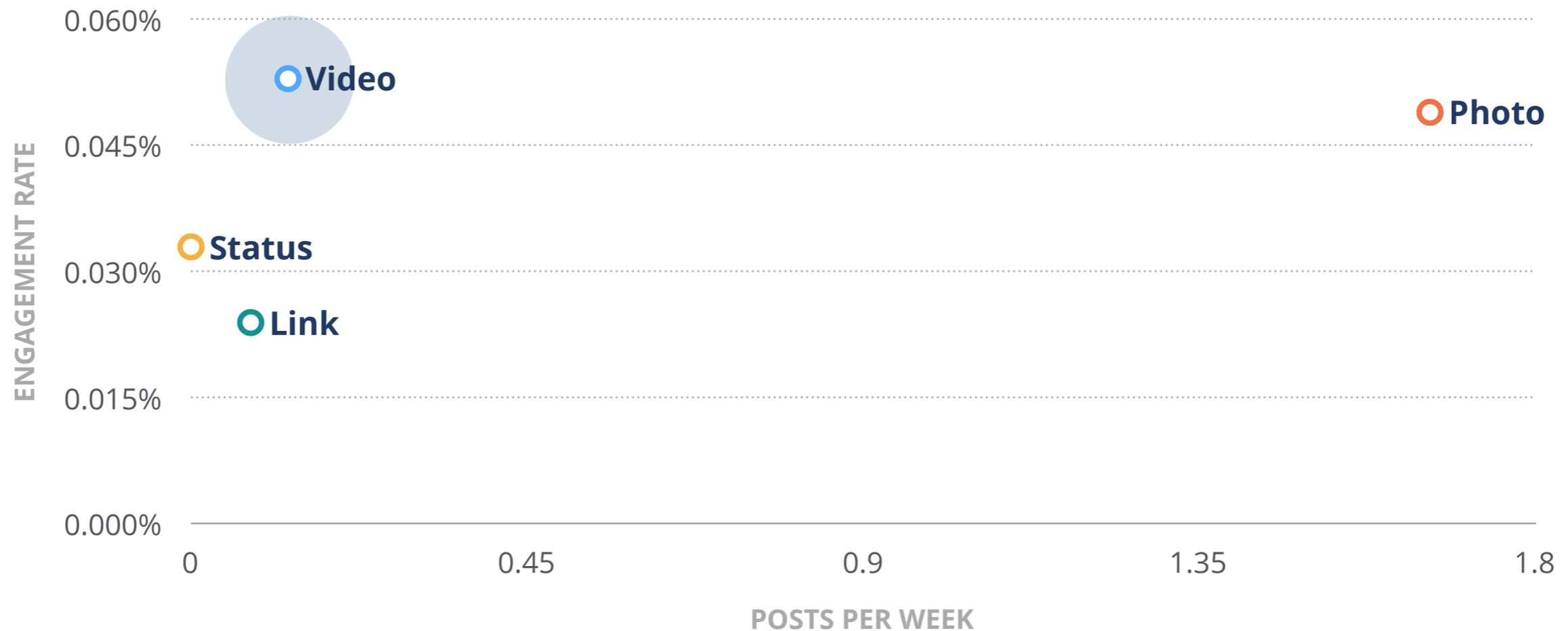


Contest and #giveaway posts outperformed other hashtags by about 3x on Instagram this year for Hotels & Resorts, proving this strategy is definitely one to replicate.

HOTELS & RESORTS

🐦 Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

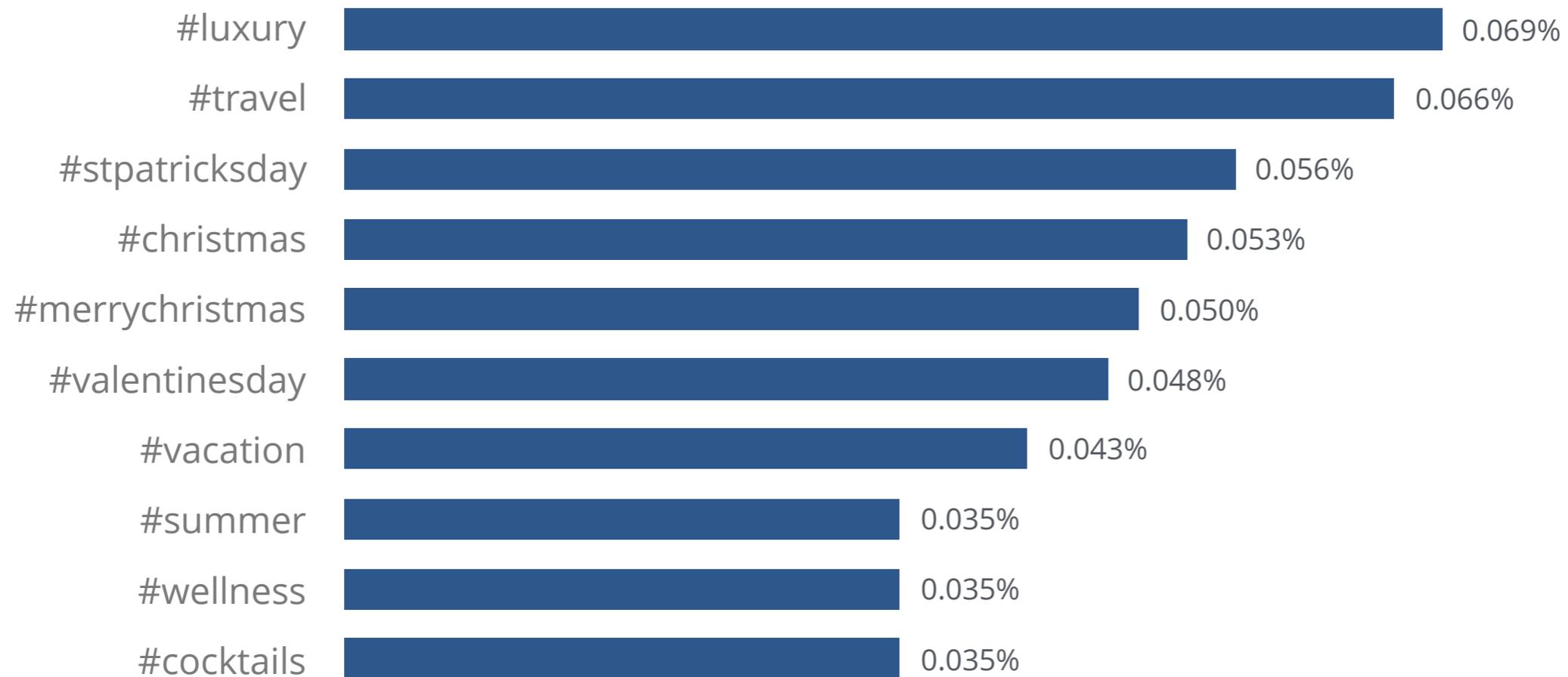


No surprise that it's all about the visuals for Hotels & Resorts on Twitter, with video and photo tweets topping their charts by engagement rate.

HOTELS & RESORTS

Twitter hashtags

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



Hotels & Resorts might want to experiment with giveaways on Twitter this year since they performed so well on Instagram but aren't represented in the industry's top Twitter hashtags.



INDUSTRY SNAPSHOT
Influencers





INFLUENCERS Overview

Influencers Dominating on Facebook

Influencers earned 3x the median engagement rate on Facebook for a silver medal, and also killed it on Instagram. Influencers posted right around the median frequency on all three channels, suggesting they've dialed in how often to post on social.

Ideas to boost that engagement even more:

- Photos continue to be a great place to focus efforts on Facebook.
- The top-performing hashtag on Instagram and Twitter was #tbt, so don't be afraid to lean into nostalgia on those channels.



A few examples from
Influencers



FACEBOOK
POSTS PER WEEK

5.56

FACEBOOK
ENG RATE / POST

0.227%



INSTAGRAM
POSTS PER WEEK

4.47

INSTAGRAM
ENG RATE / POST

1.180%



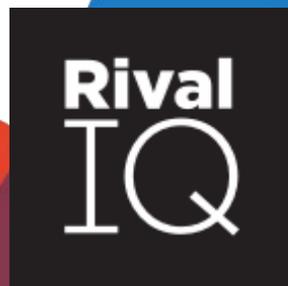
TWEETS
PER WEEK

4.24

TWITTER
ENG RATE / TWEET

0.037%

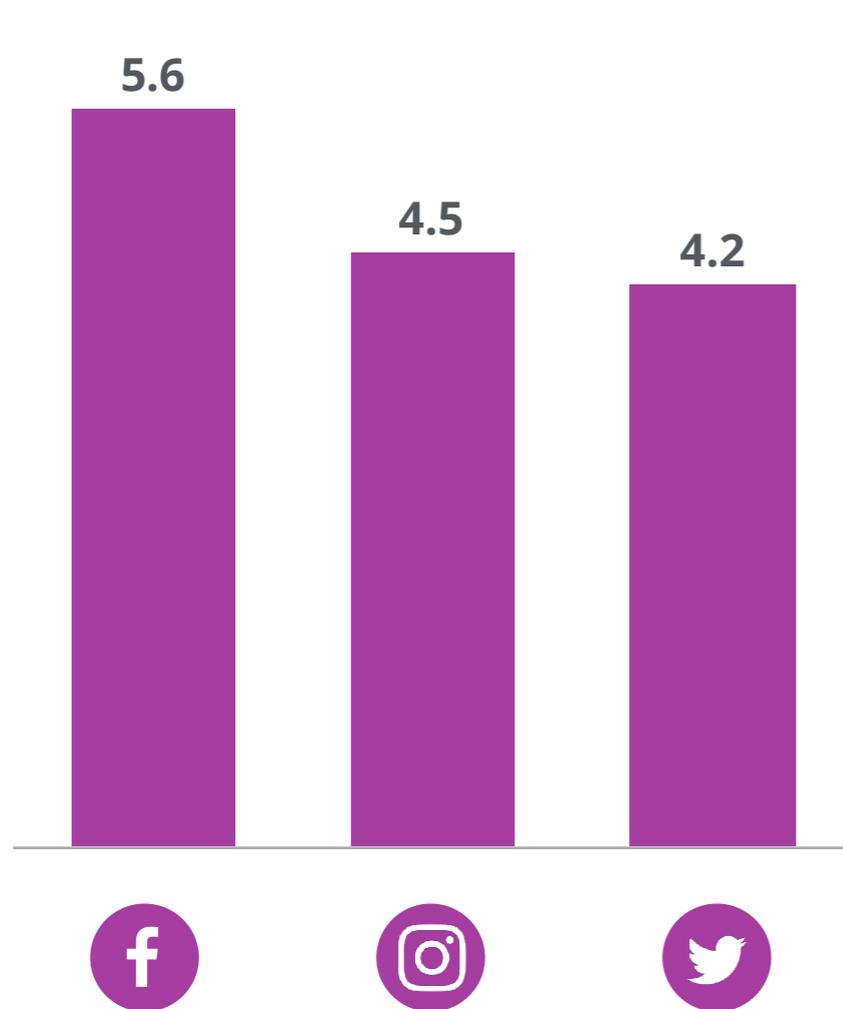
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►



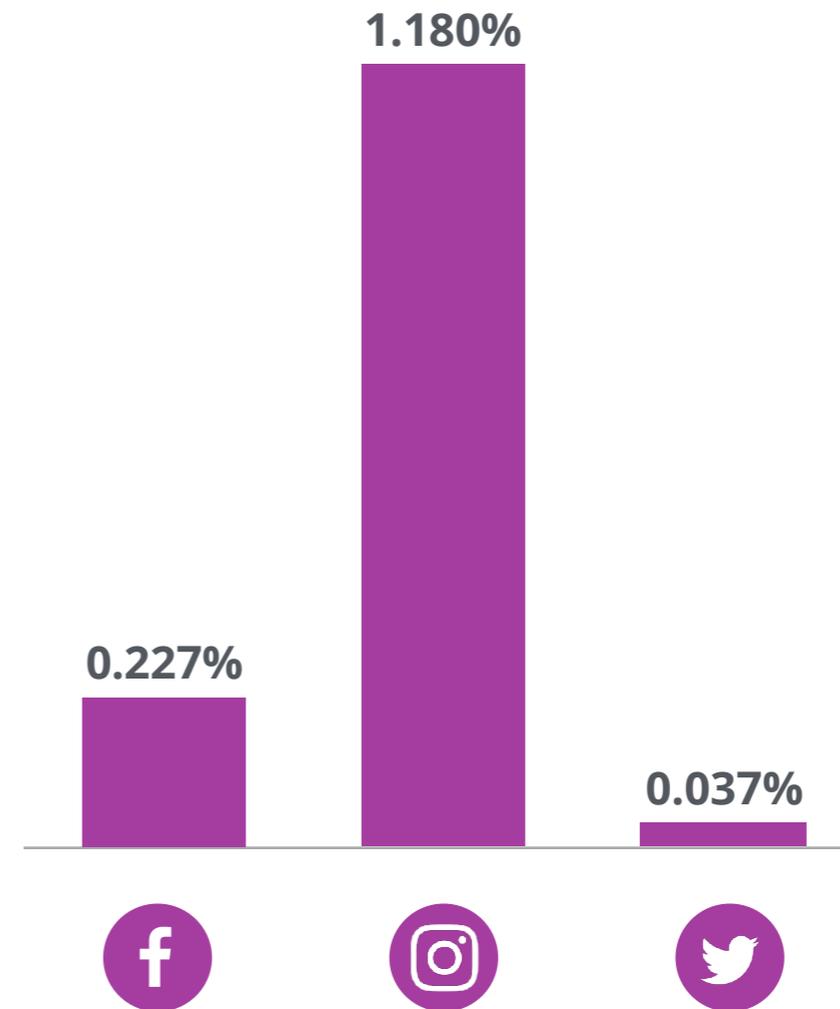
INFLUENCERS

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)

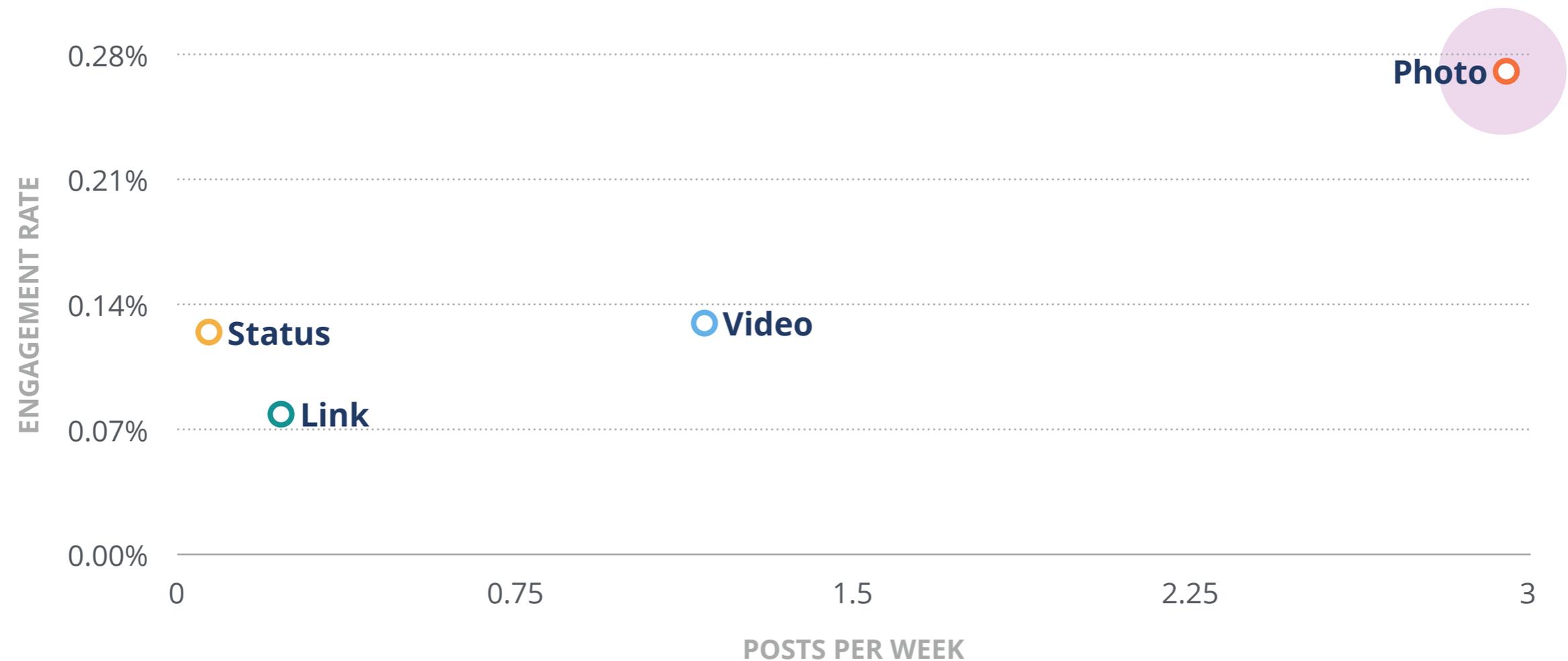


Influencers earned 3.5x the median engagement rate on Facebook and 2x on Instagram this year, so no surprise that they're heavy posters on those channels.

INFLUENCERS

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)

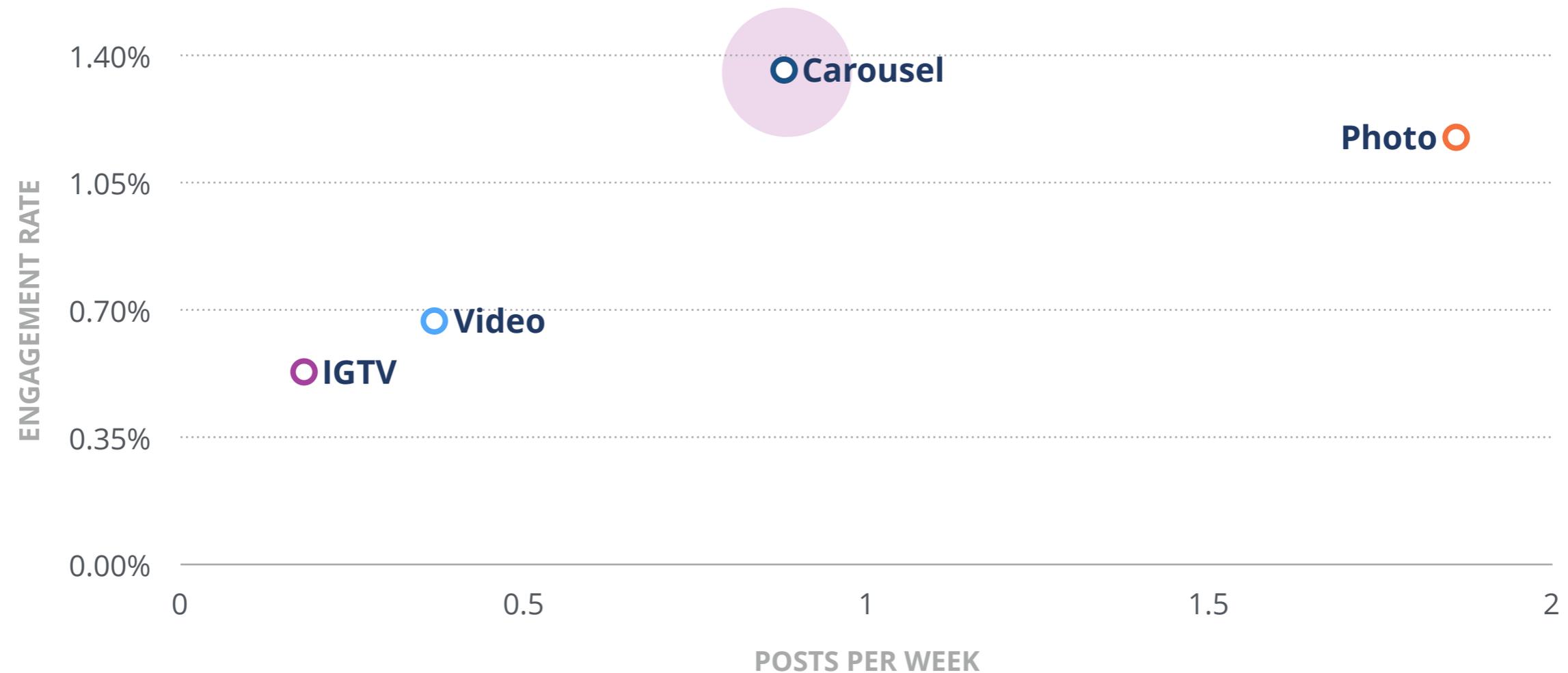


Photos perform twice as well as the next most engaging post type for Influencers, so concentrating efforts here is a smart move.

INFLUENCERS

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

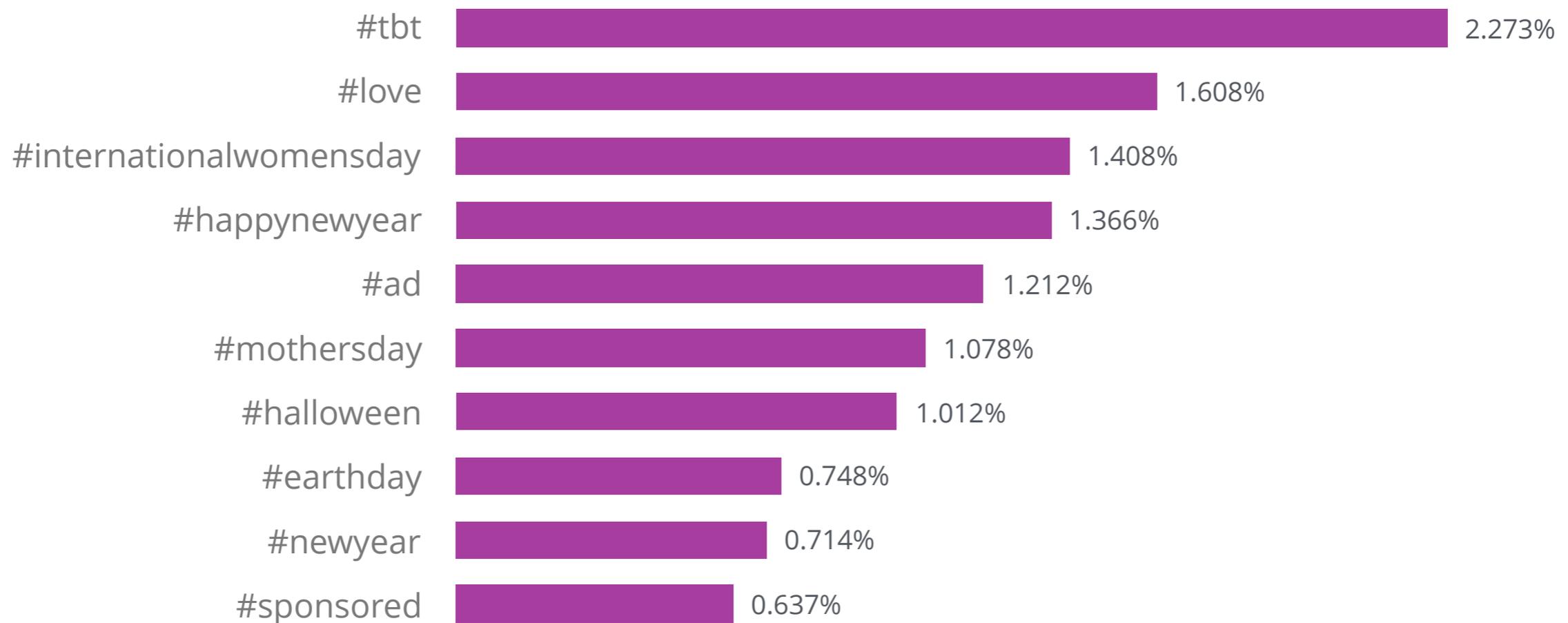


Influencers saw top scores on Instagram, but could further widen that lead by posting more carousels.

INFLUENCERS

Instagram hashtags

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

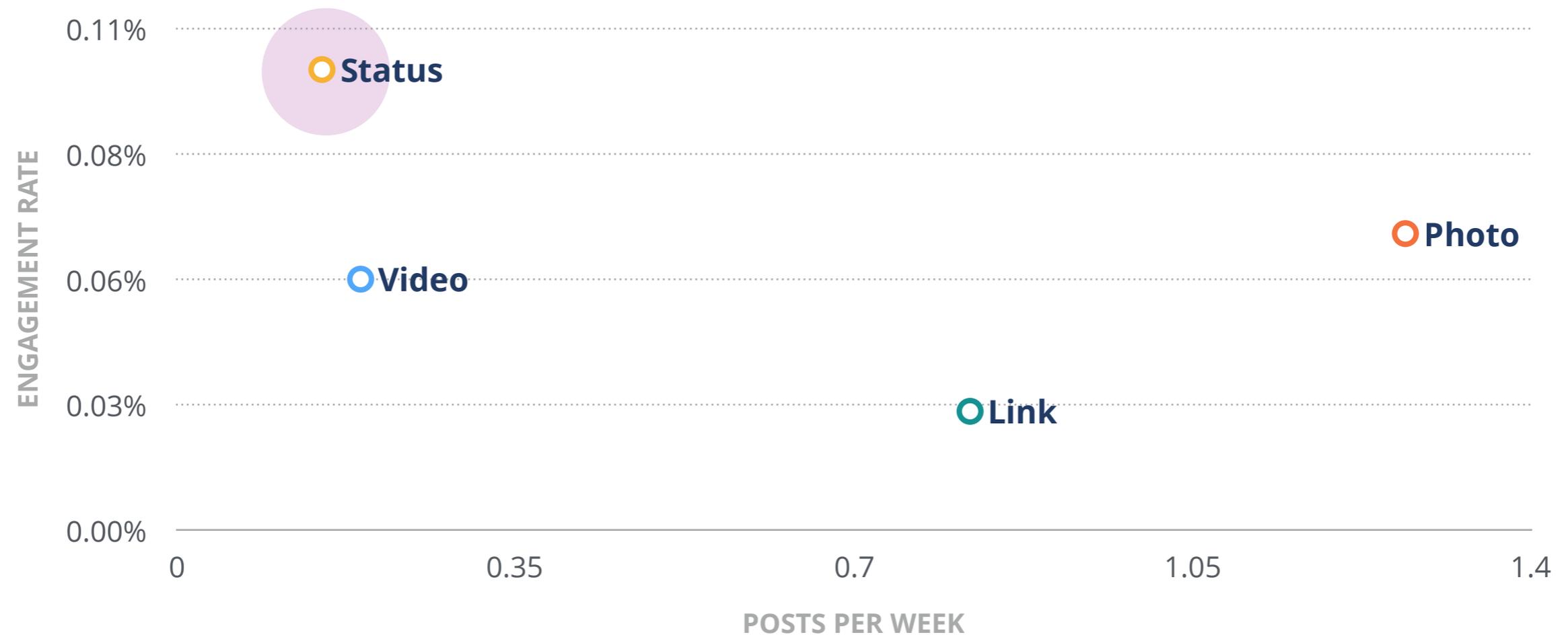


No surprise that sponsored content indicators like #ad and #sponsored trended for Influencers this year, but it's also nice to see more personal content like #tbt and holidays performed well too.

INFLUENCERS

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

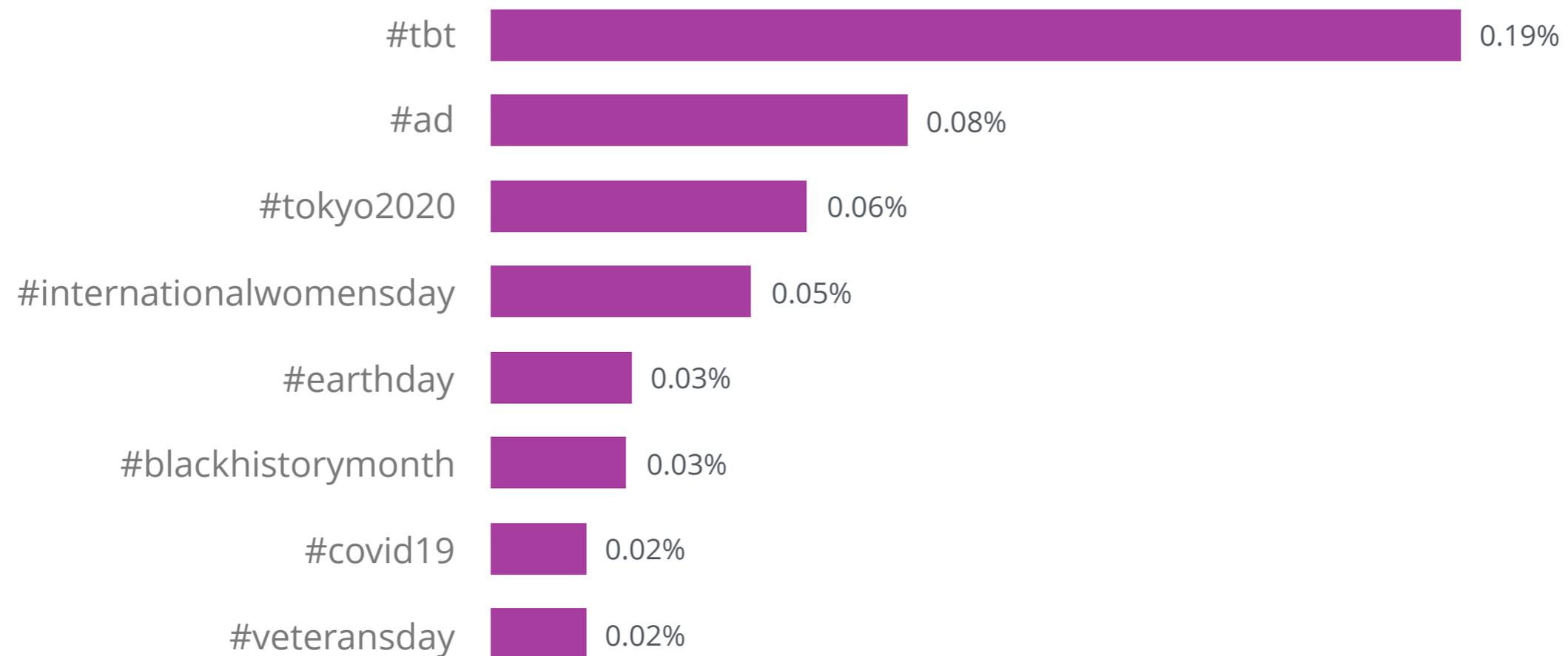


Status updates were the most engaging tweet type for Influencers this year but were tweeted the least often of any tweet type.

INFLUENCERS

Twitter hashtags

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



Just like on Instagram, #tbt was the top-performing hashtag by a mile, suggesting followers relish the chance to get to know content creators.



INDUSTRY SNAPSHOT
Media



MEDIA

Overview

Media Brands All About the Post Frequency

Media increased its posting frequency on Facebook and Twitter dramatically but were largely able to hold onto the same engagement rates as last year as the uncertainty of 2021 sent people hunting for news and updates.

A few ideas to improve engagement rates:

- Followers loved the the chance to enter a #giveaway, so put that swag to work.
- Links are the easiest and most frequently queued post type for media brands, but visual posts like photos and videos performed way better.



FACEBOOK
POSTS PER WEEK

87.15

FACEBOOK
ENG RATE / POST

0.051%



INSTAGRAM
POSTS PER WEEK

8.12

INSTAGRAM
ENG RATE / POST

0.635%



TWEETS
PER WEEK

75.89

TWITTER
ENG RATE / TWEET

0.011%

A few examples from
Media companies

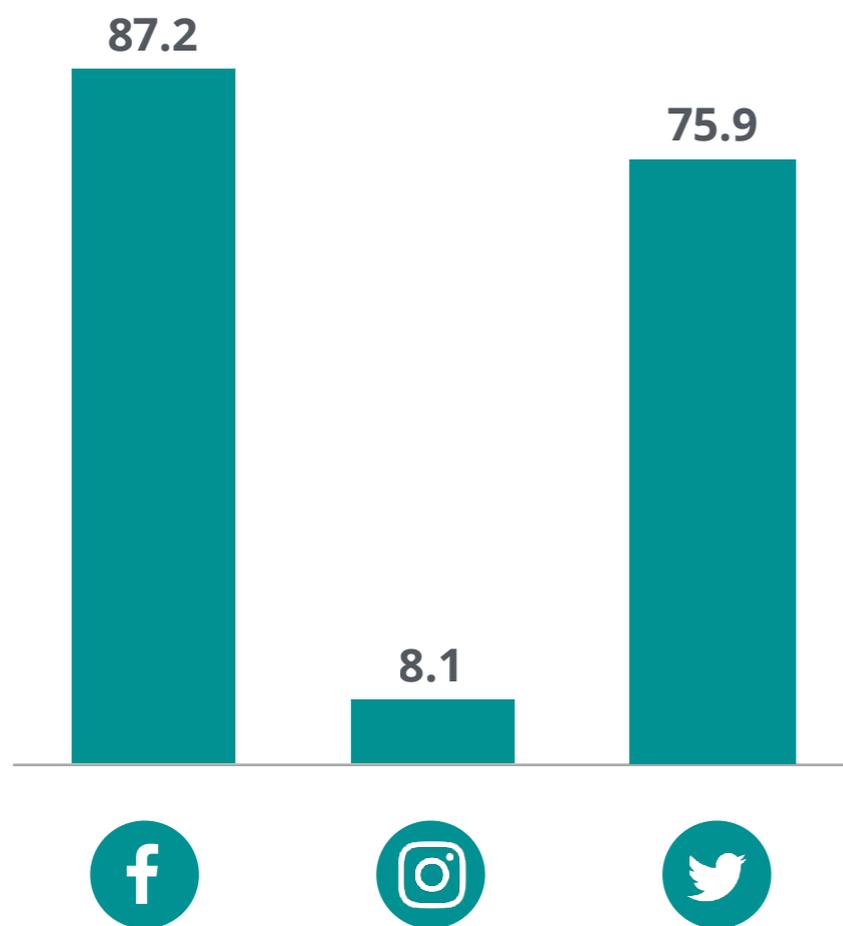
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

Rival
IQ

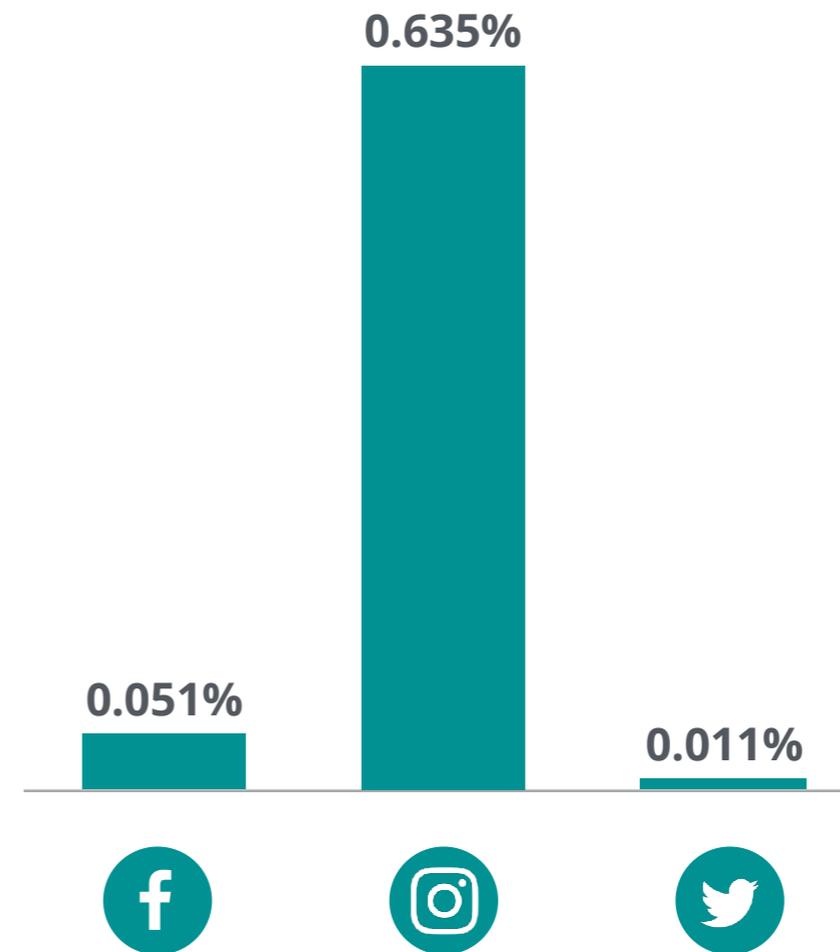
MEDIA

Posts per week & engagement rate

Posts / Week



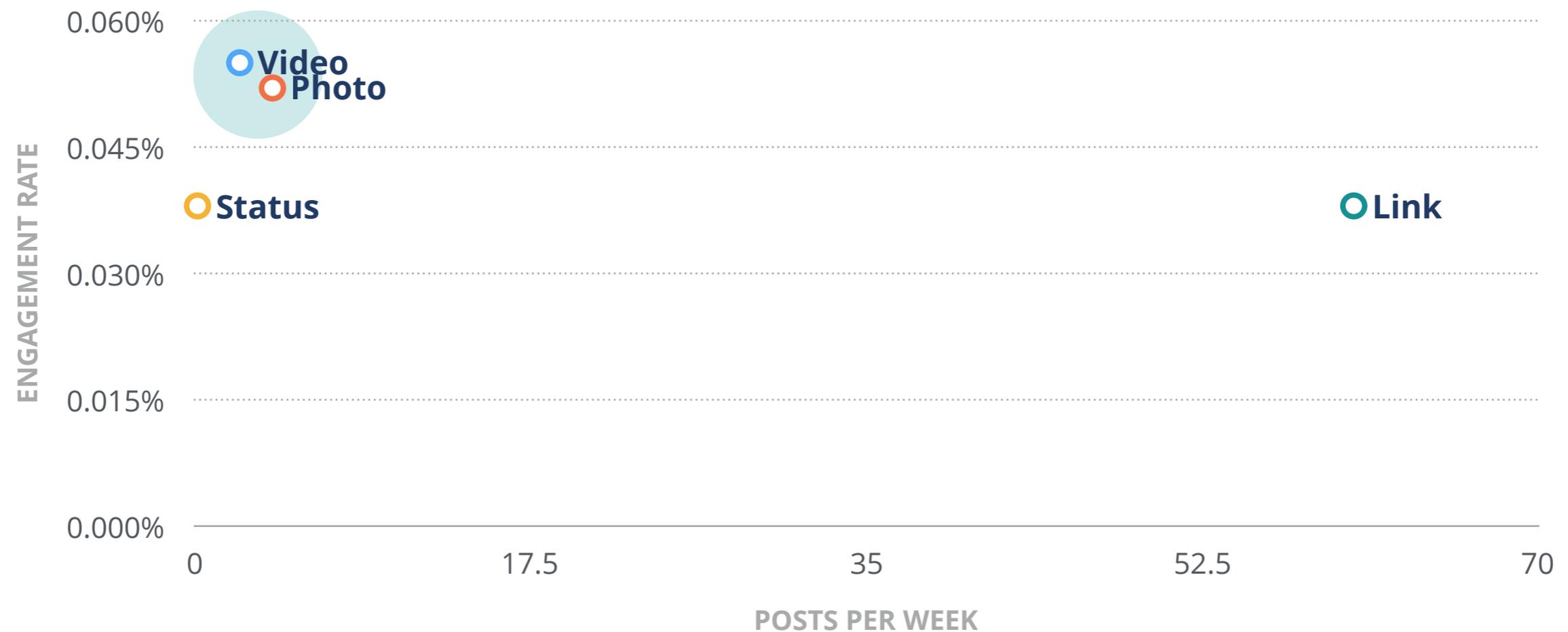
Engagement Rate / Post (by follower)



As usual, Media brands dominated the conversation on social this year, especially on Facebook and Twitter.

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)



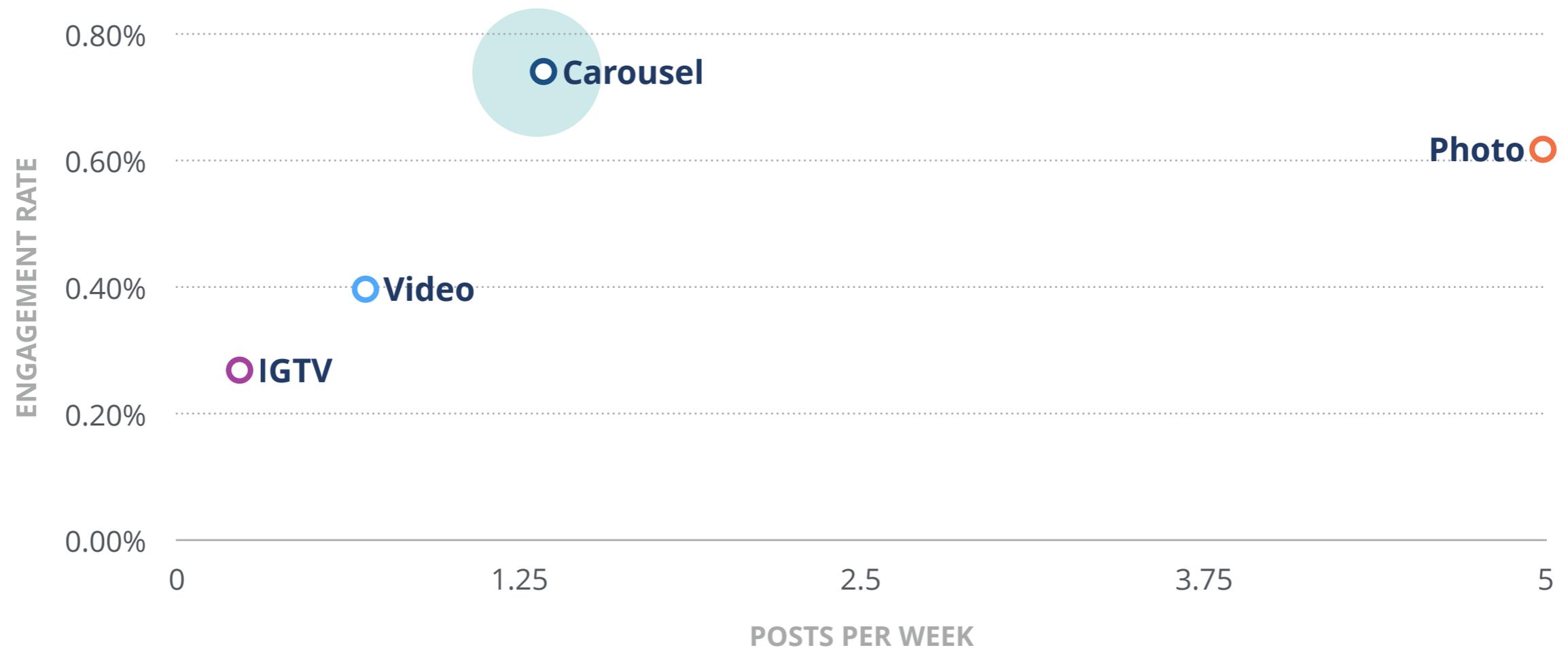
Videos and photos rock top engagement rates for Media brands on Facebook, though these brands were more than 15x as likely to post a link.



MEDIA

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)



Media ranked right around the median engagement rate on Instagram this year despite posting twice as often as the median industry. Try increasing carousel posting to get ahead on this ultra-visual channel.

MEDIA

Instagram hashtags

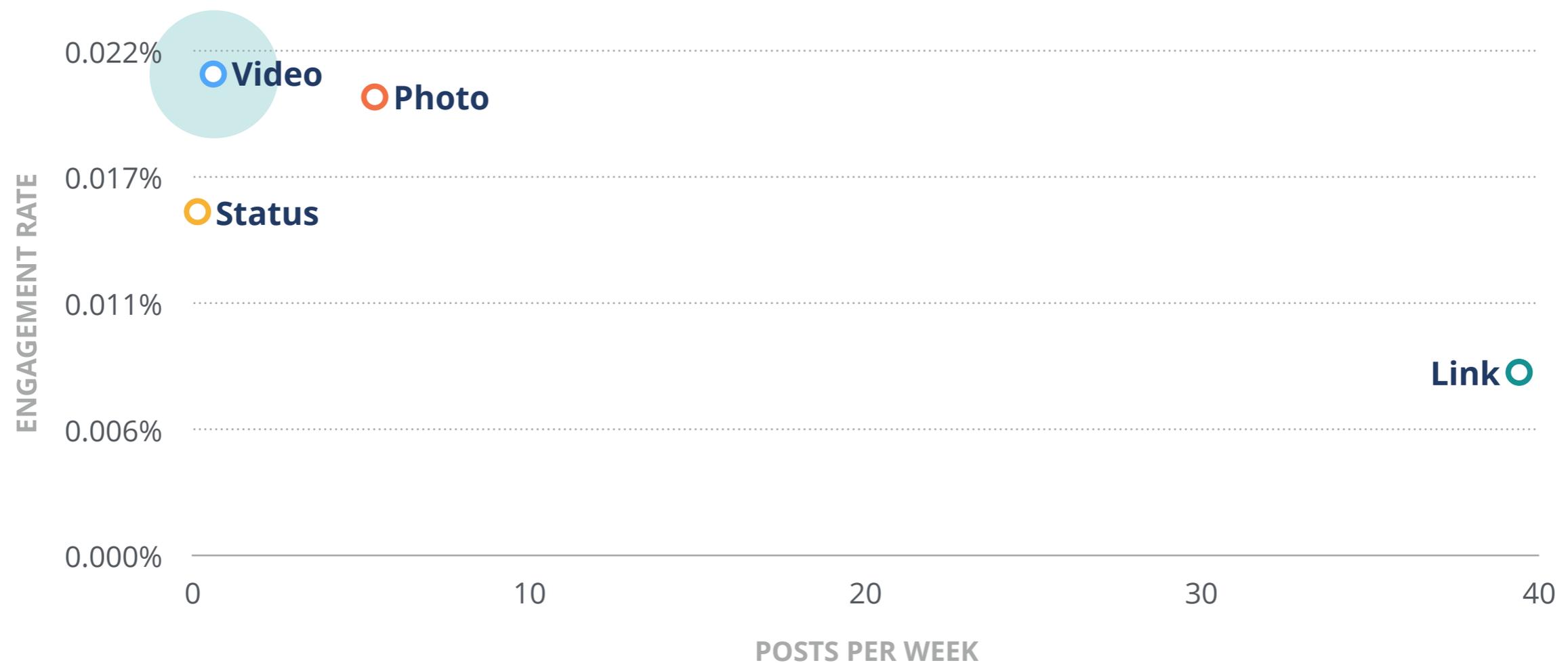
Top hashtags by engagement rate (used by more than 15 companies in this study)



#Giveaway posts were a hit for Media brands this year, as was anything having to do with sports.

🐦 Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

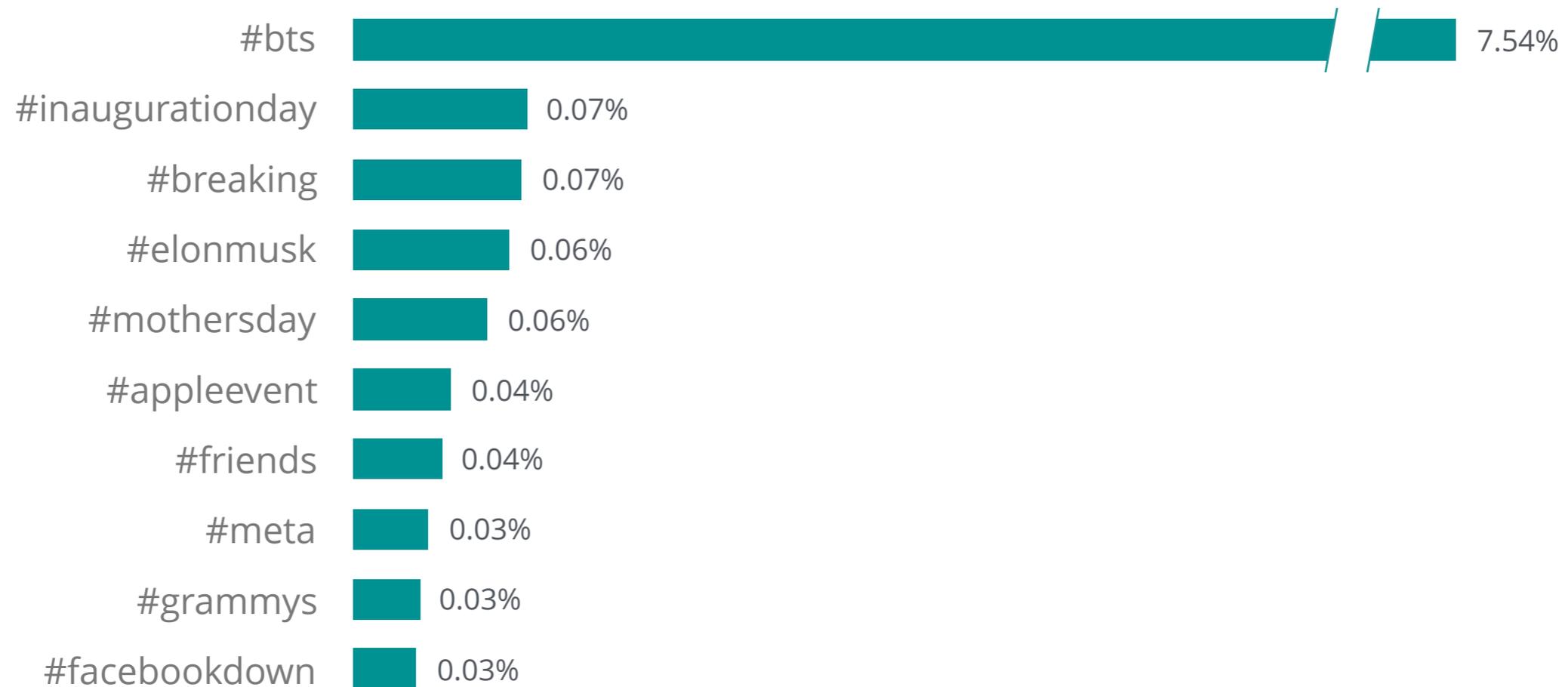


Once again, Media brands heavily favored link tweets, but might want to invest more energy in video tweets, which grabbed more than twice the engagement rates.

MEDIA

Twitter hashtags

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



You might be thinking #bts meant “behind the scenes” of making the news, but the hashtag that dominated Twitter for Media brands was all about Korean boy band BTS.

The Rival IQ logo is displayed in white text on a black rectangular background. The word "Rival" is positioned above the letters "IQ".

Rival
IQ

A solid red vertical bar is located on the left side of the page, partially overlapping the text.

INDUSTRY SNAPSHOT
Nonprofits

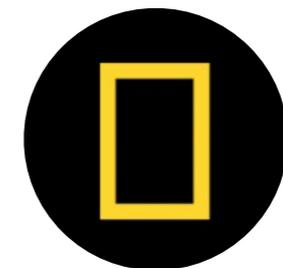
NONPROFITS Overview

Nonprofits Rocking It Across the Board

Nonprofits saw above-median engagement rates across all social channels this year and posted about twice the median frequency on Facebook and Twitter.

Suggestions for Nonprofits:

- Don't be afraid to play with posting frequency to try to replicate these stellar engagement rates with fewer posts.
- Photos really helped Nonprofits tell their stories this year, so this is a good post type to focus on in the year ahead (along with its cousin, carousels).



FACEBOOK
POSTS PER WEEK

7.57

FACEBOOK
ENG RATE / POST

0.114%



INSTAGRAM
POSTS PER WEEK

4.45

INSTAGRAM
ENG RATE / POST

1.039%



TWEETS
PER WEEK

9.86

TWITTER
ENG RATE / TWEET

0.054%

A few examples from
Nonprofits

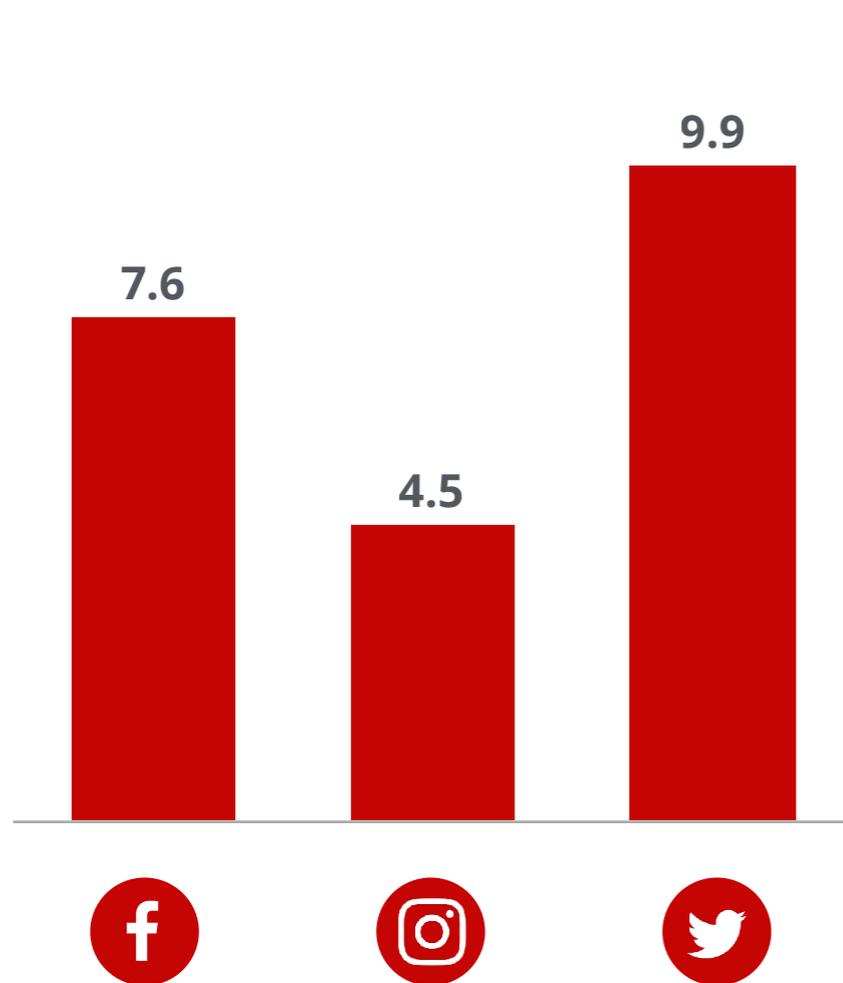
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

Rival
IQ

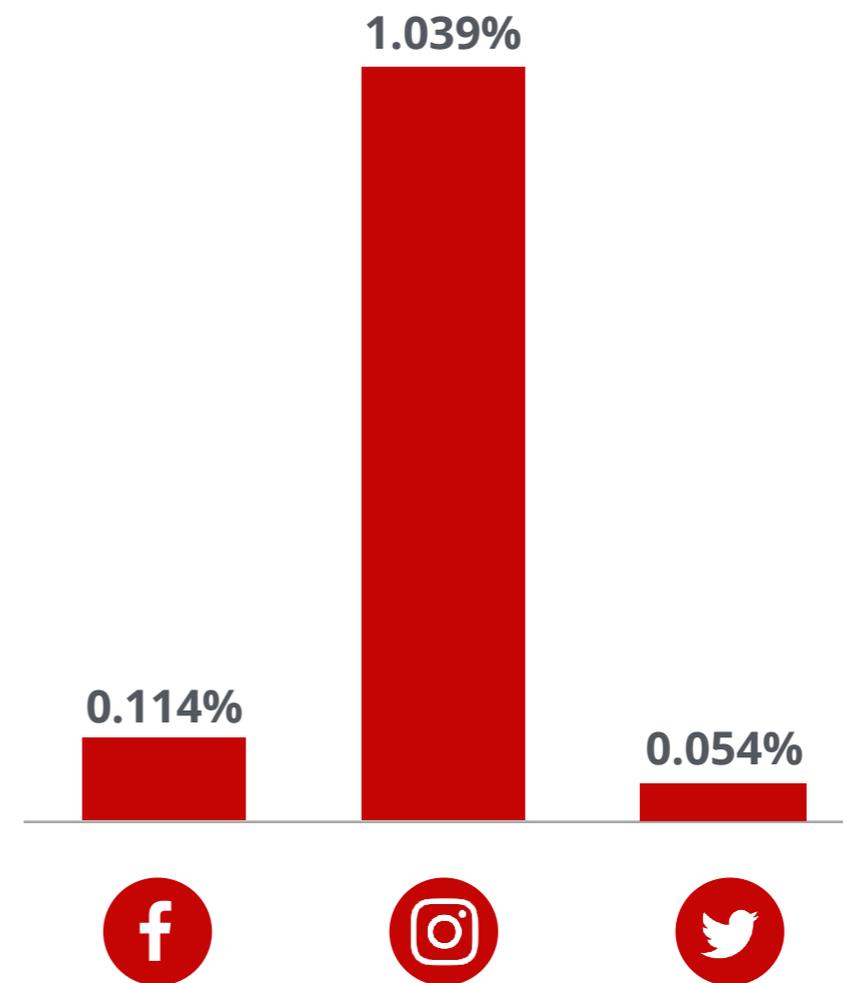
NONPROFITS

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)

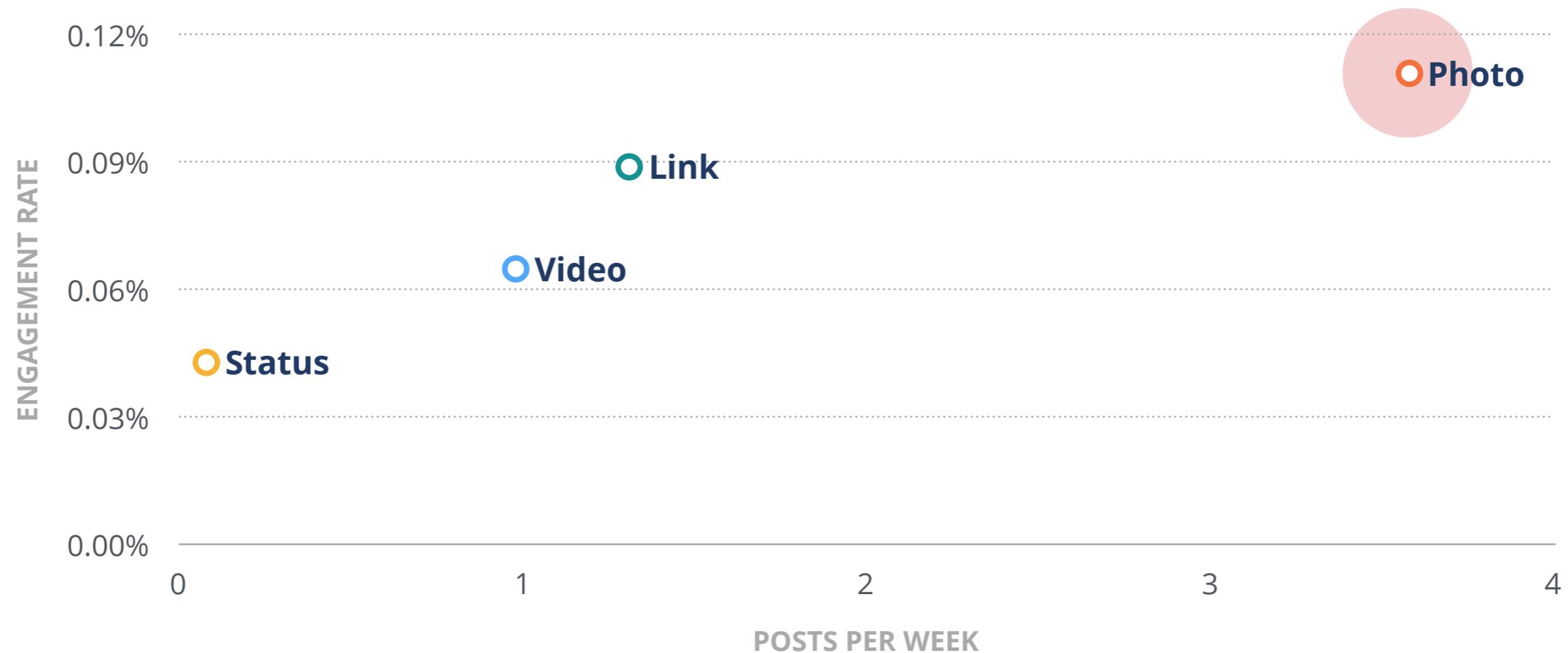


Nonprofits earned nearly twice the median engagement on every channel this year, and were especially prolific on Facebook and Twitter.

NONPROFITS

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)



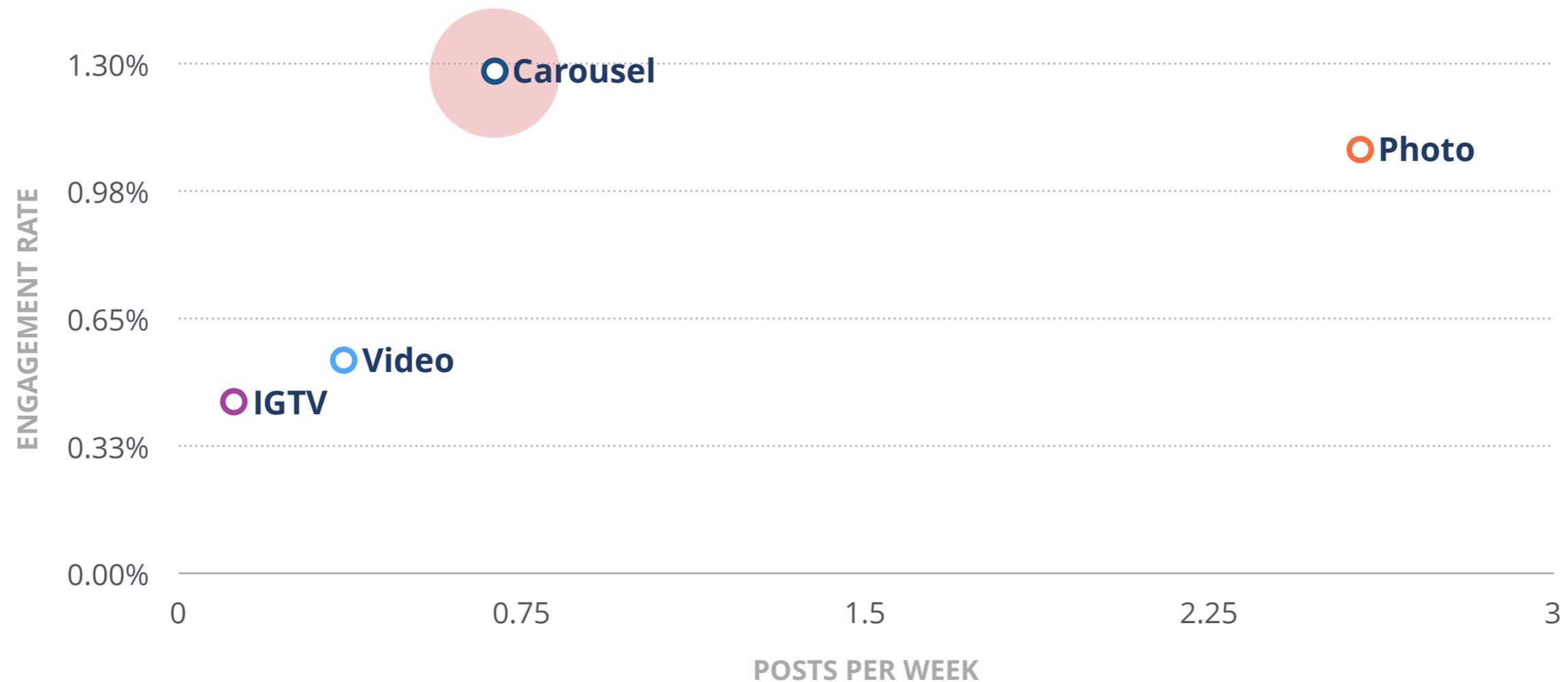
Photos helped Nonprofits soar on Facebook this year and were posted about twice as frequently as the next most engaging post type.



NONPROFITS

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

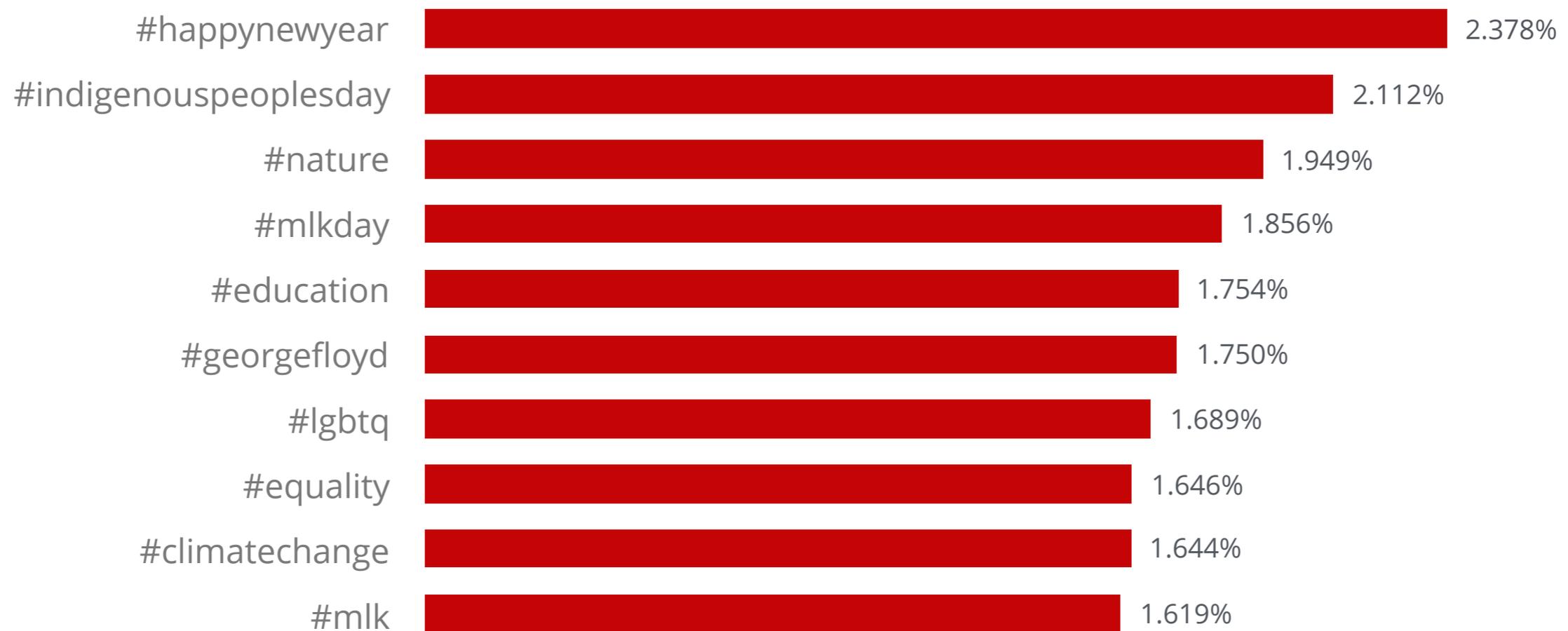


Carousels and photos performed much better for Nonprofits on Instagram than videos. Nonprofits like Immigration Equality made great use of carousels to educate followers using the extra real estate from multiple views.

NONPROFITS

Instagram hashtags

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

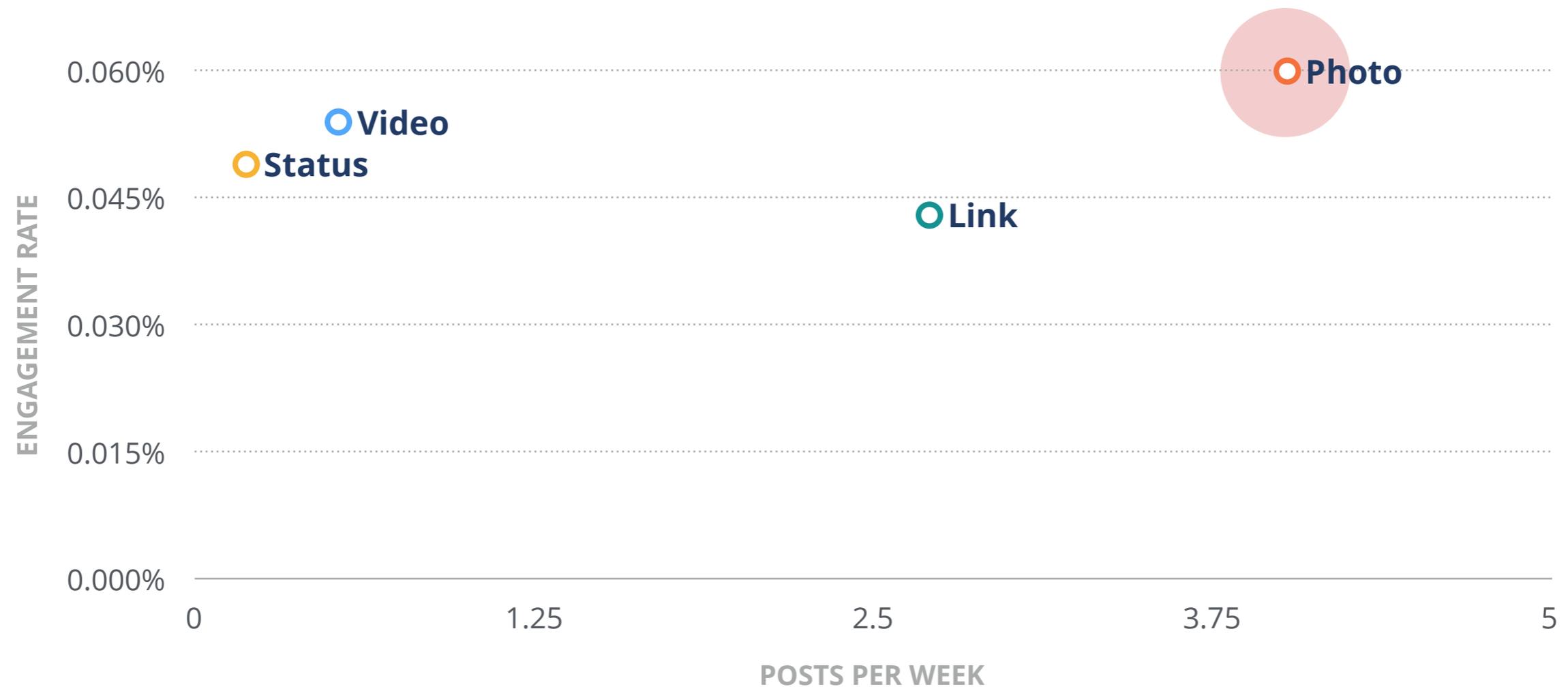


Nonprofits seized the opportunity to discuss issues that matter on Instagram with hashtags like #IndigenousPeoplesDay and #ClimateChange.

NONPROFITS

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

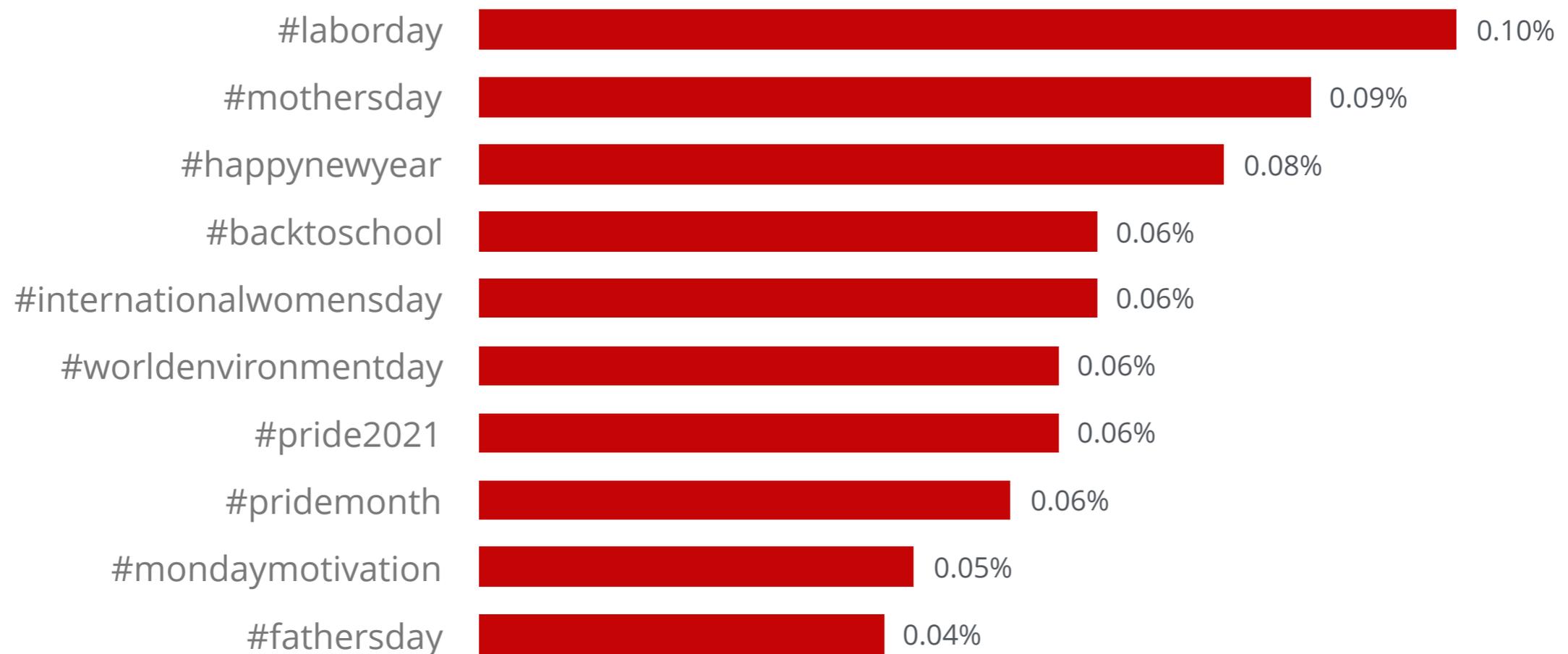


Photos earned top marks for Nonprofits on Twitter this year, but every tweet type scored above average engagement rates on this channel, so don't be afraid to shake it up.

NONPROFITS

Twitter hashtags

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



These top hashtags prove Nonprofits weren't afraid of a holiday-themed tweet on Twitter this year.



INDUSTRY SNAPSHOT
Retail



RETAIL

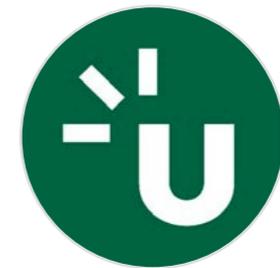
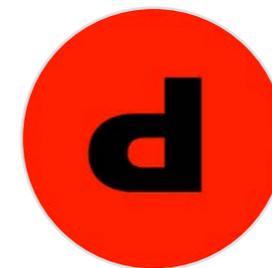
Overview

Retail Lagging Across the Board

Retail brands earned about 50% the engagement of the median brand on all three channels this year.

Some ideas for improving social performance this year:

- Experiment with tweet type on Twitter to drive to drive up engagement.
- Stick with what works for hashtags, like contest-themed hashtags on Insta and holidays on Twitter.



A few examples from
Retail brands



FACEBOOK
POSTS PER WEEK

6.79

FACEBOOK
ENG RATE / POST

0.026%



INSTAGRAM
POSTS PER WEEK

6.06

INSTAGRAM
ENG RATE / POST

0.333%



TWEETS
PER WEEK

2.73

TWITTER
ENG RATE / TWEET

0.018%

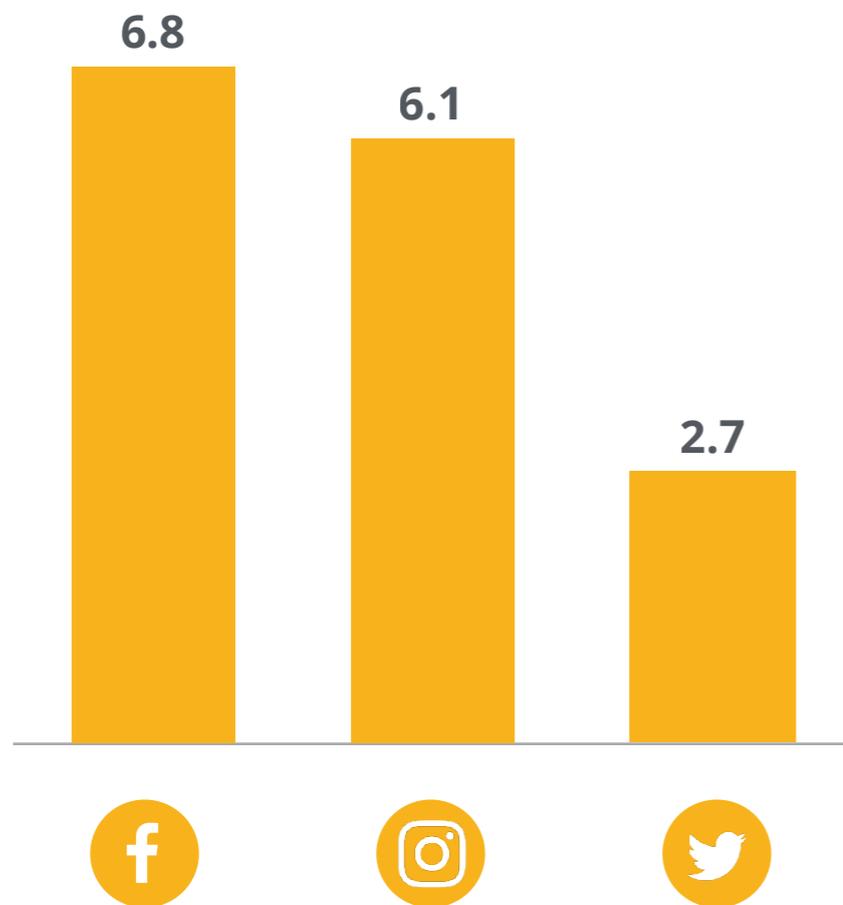
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►

Rival
IQ

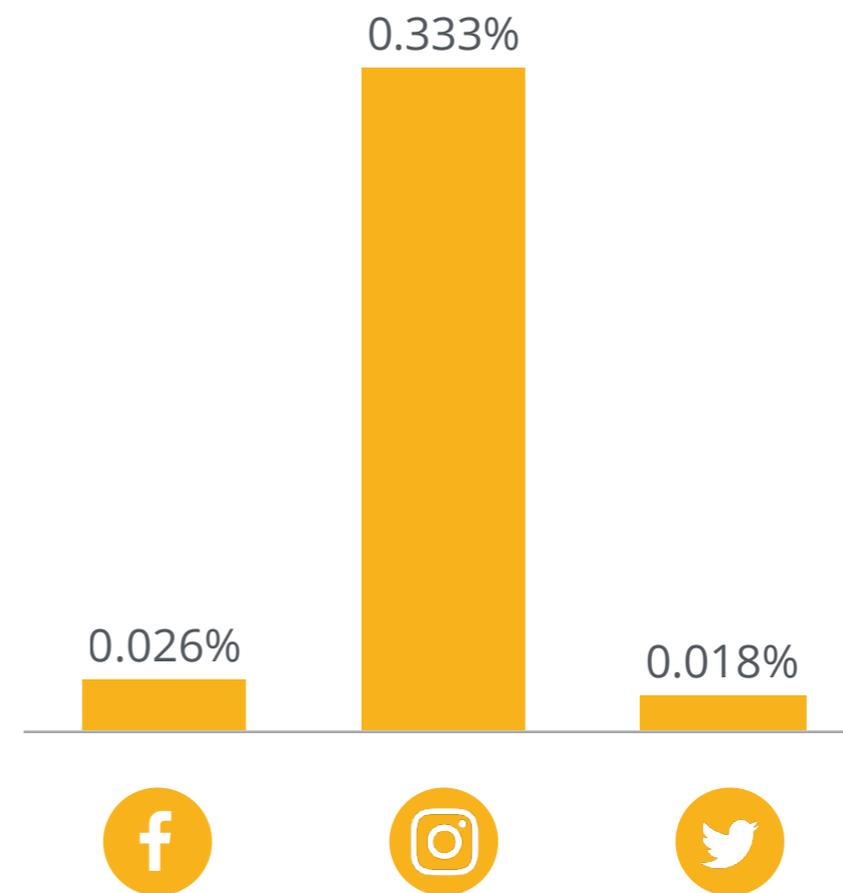
RETAIL

Posts Per week & Engagement Rate

Posts / Week



Engagement Rate / Post (by follower)

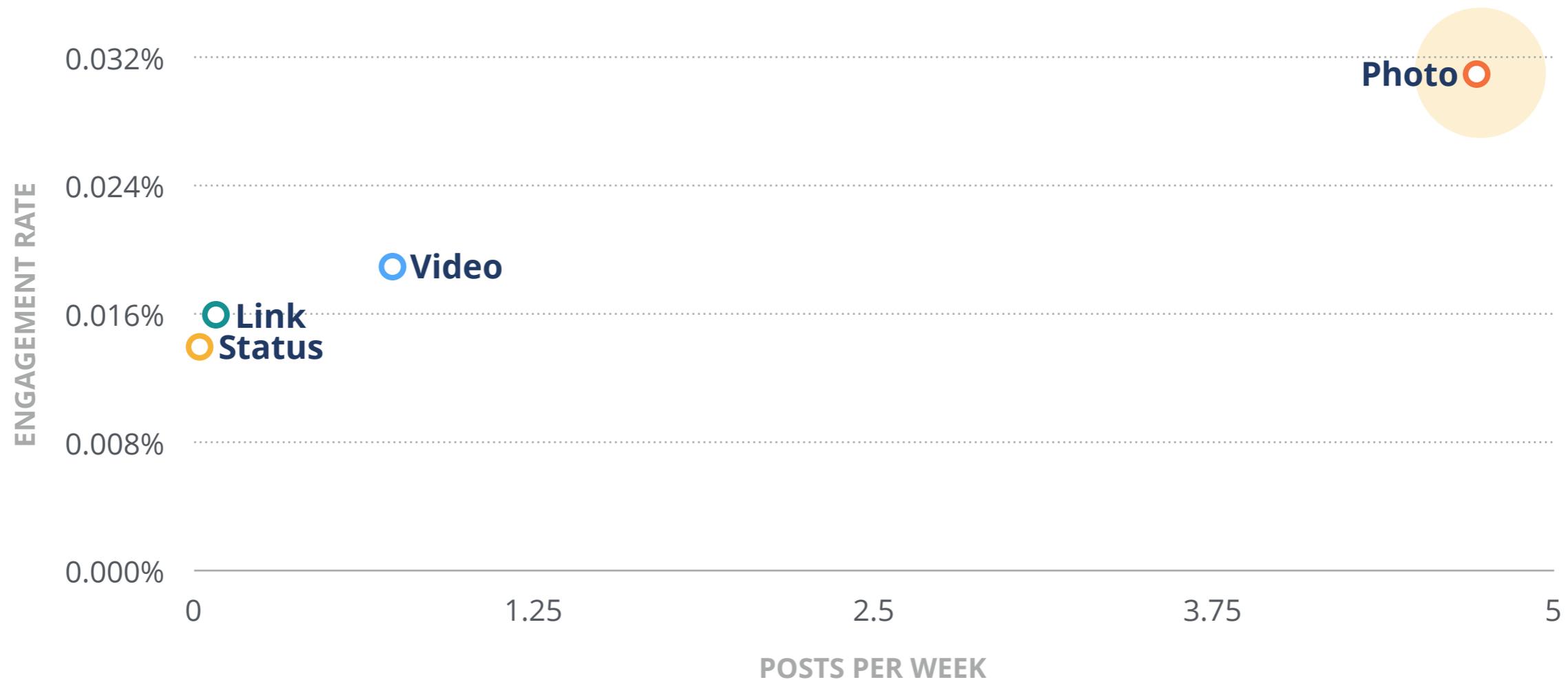


Retail brands were more than twice as likely to post on Facebook and Instagram as they were on Twitter.

RETAIL

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)



Photos earned twice the engagement rates of any other post type for Retail brands on Facebook, so this was a smart place to concentrate efforts.



RETAIL

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

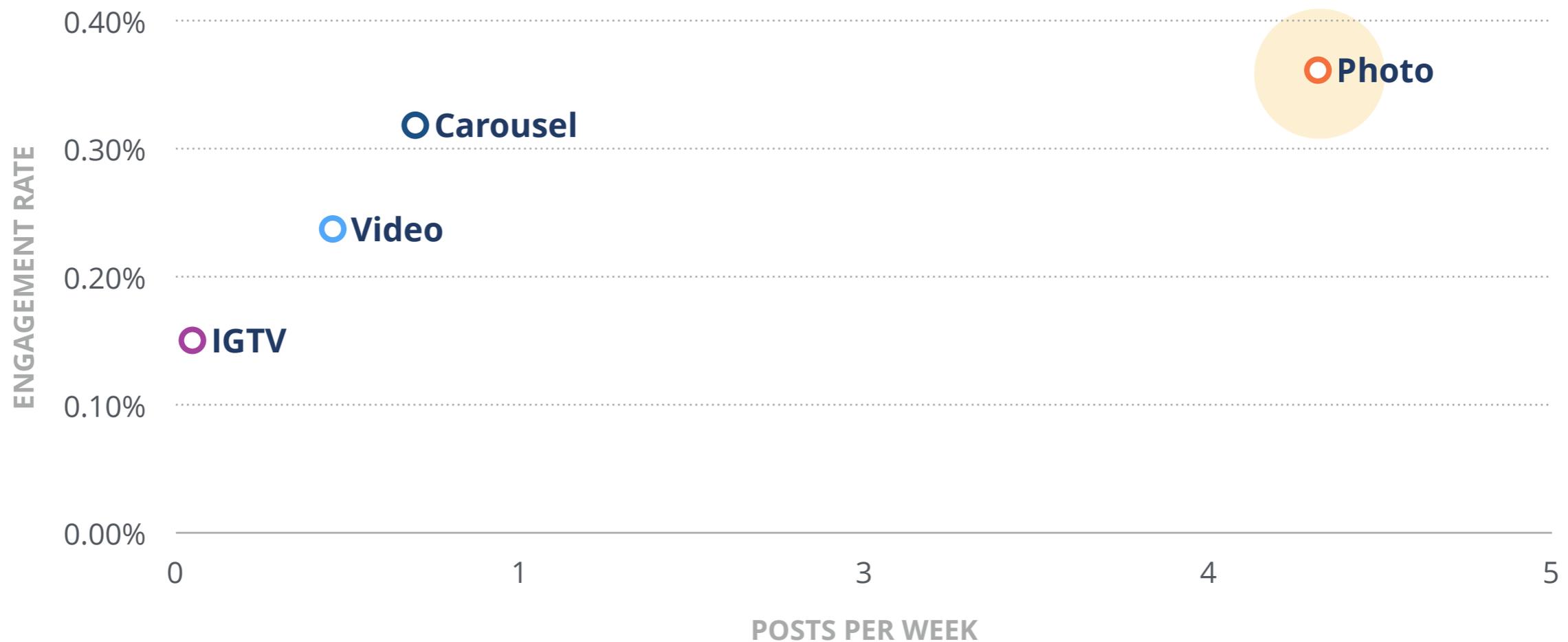
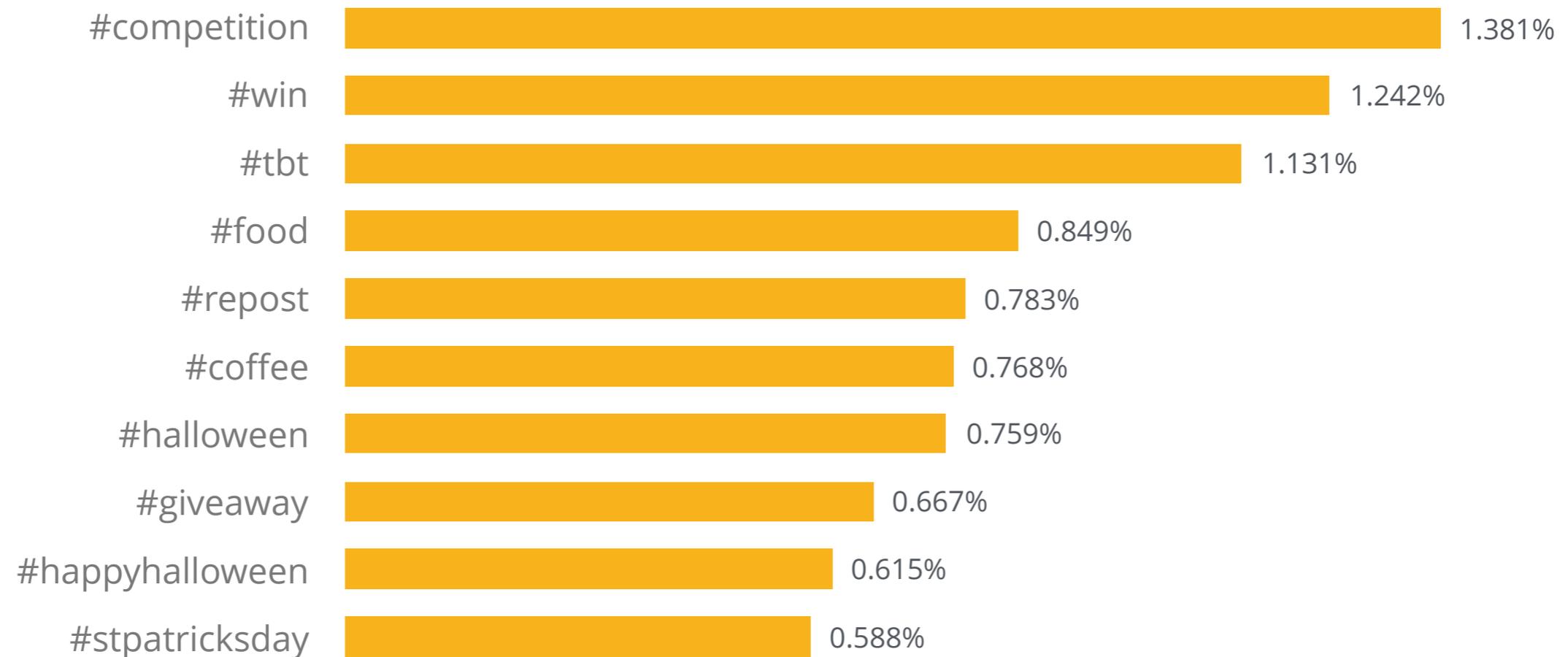


Photo posts edged out carousels for Retail brands this year on Instagram. Cowboy gear brand Snuggle Bugz grabbed the Retail Instagram engagement rate gold this year with giveaway-themed photo posts.

RETAIL

Instagram hashtags

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

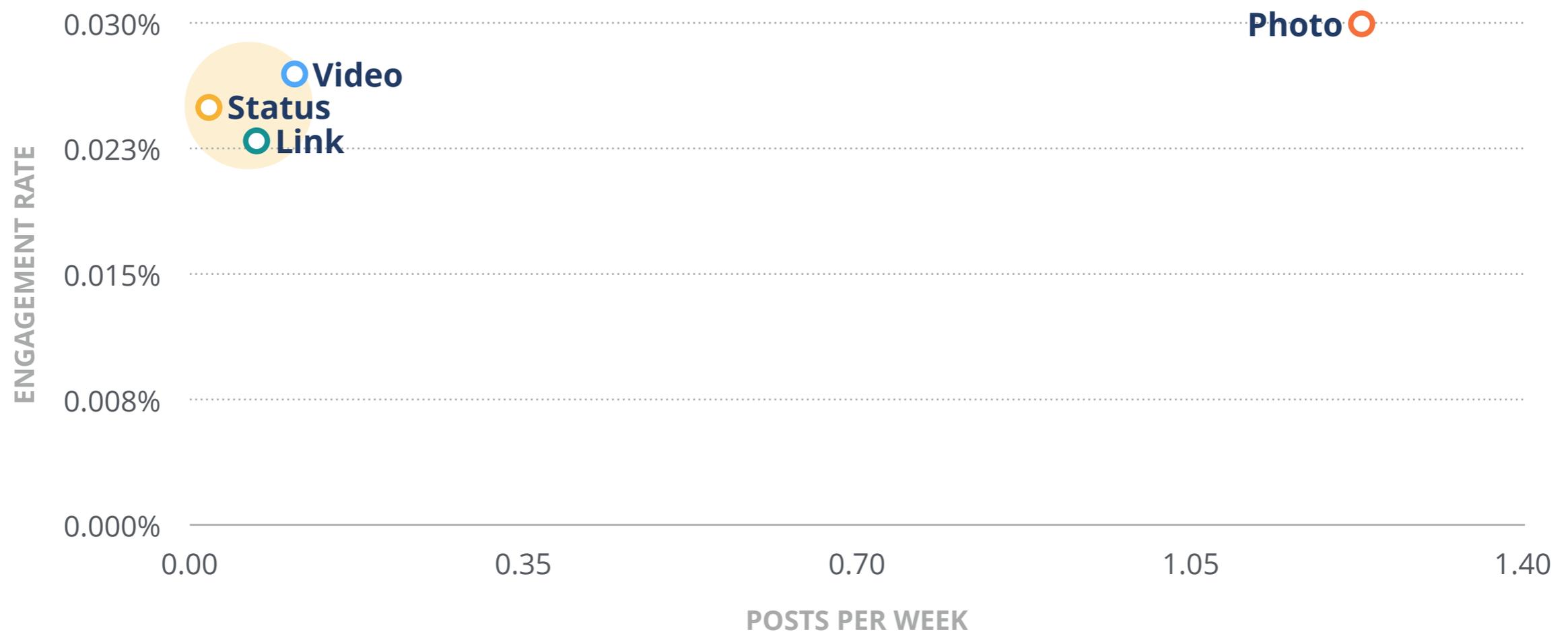


Contest and #giveaway hashtags did great for Retail brands on Instagram, as did #food and #coffee hashtags.

RETAIL

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

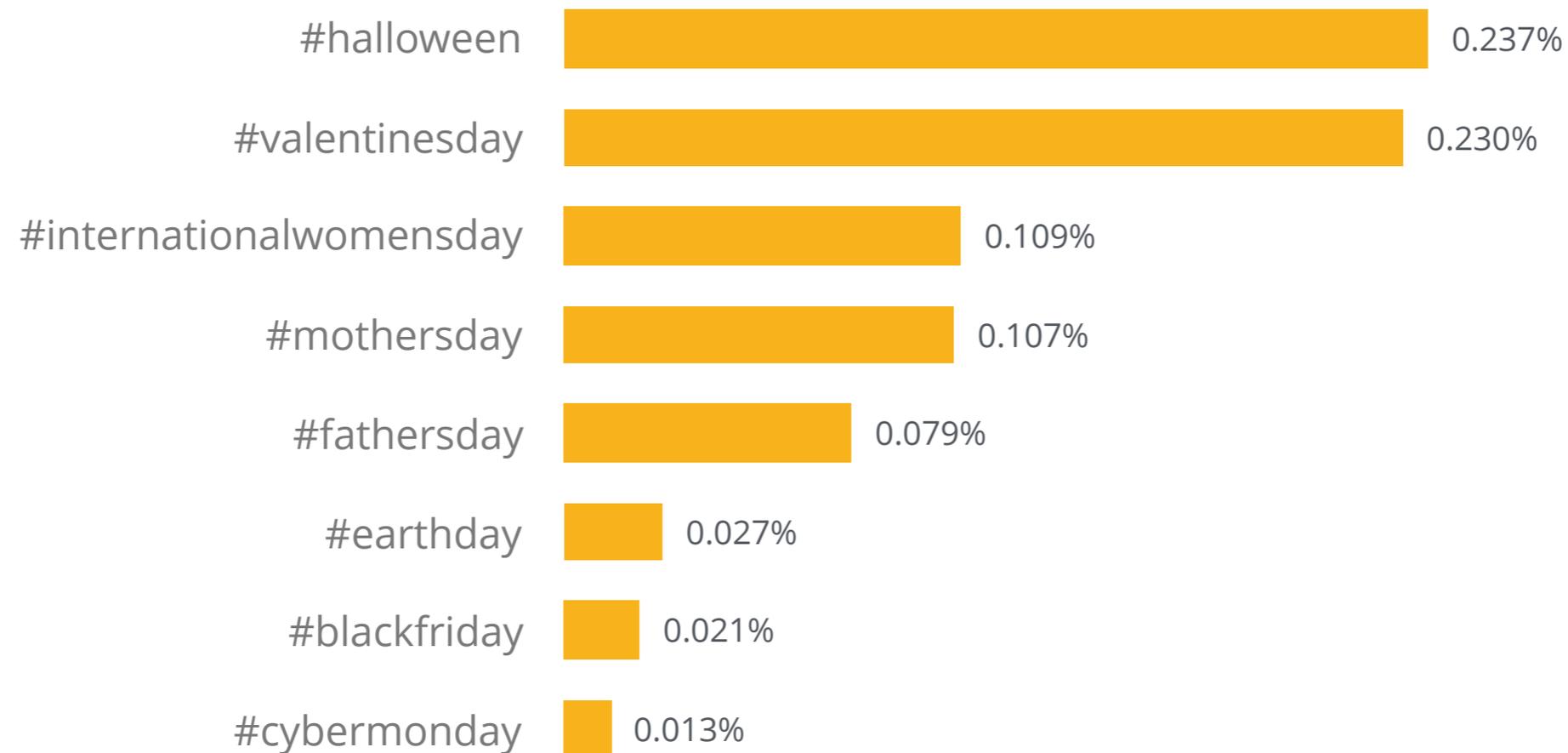


Retail brands saw success with every tweet type this year, so don't be afraid to shake up those photo tweets.

RETAIL

Twitter hashtags

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



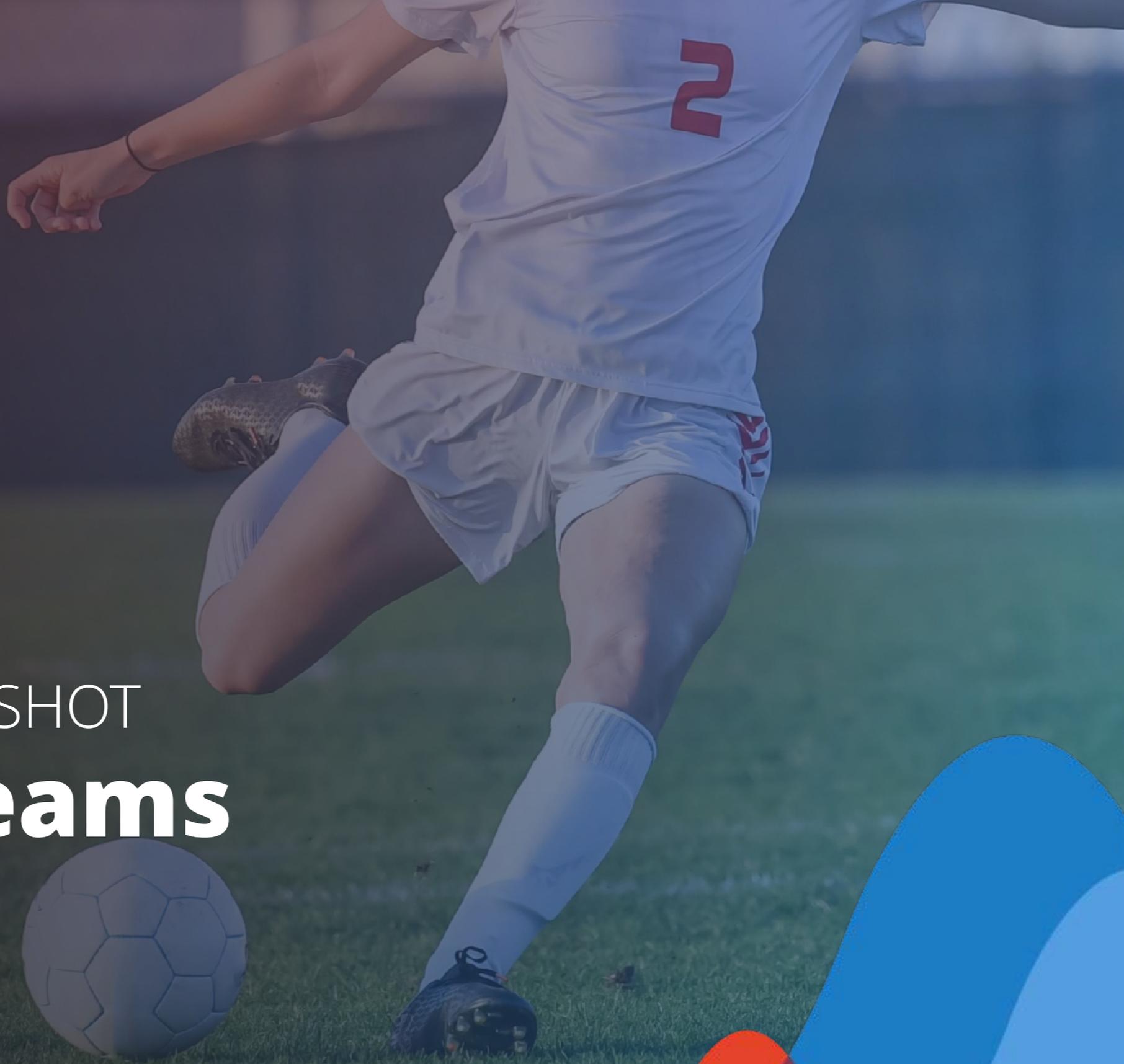
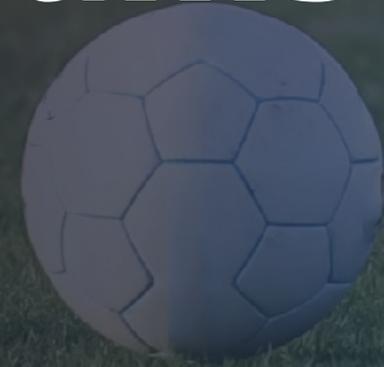
Like so many other industries, Retail was all about the holidays on Twitter this year.

Rival
IQ



INDUSTRY SNAPSHOT

Sports teams



SPORTS TEAMS Overview



Sports Teams Go for the Gold

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

Some ways to improve engagement rates even more:

- Posting early and often is working, so keep it up.
- Hashtags about sports events like #Euro2020 and #Tokyo2020 helped fans find what they were looking for.



A few examples from
Sports Teams



FACEBOOK
POSTS PER WEEK

21.41

FACEBOOK
ENG RATE / POST

0.266%



INSTAGRAM
POSTS PER WEEK

13.64

INSTAGRAM
ENG RATE / POST

1.840%



TWEETS
PER WEEK

41.65

TWITTER
ENG RATE / TWEET

0.084%

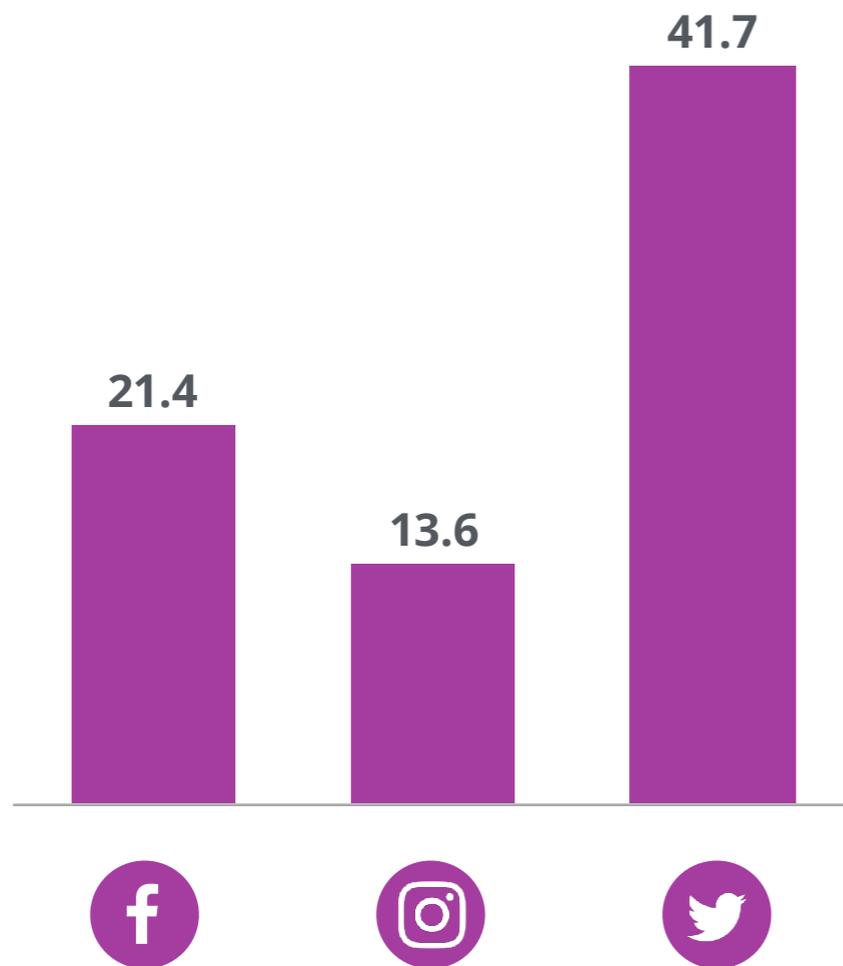
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Rival
IQ

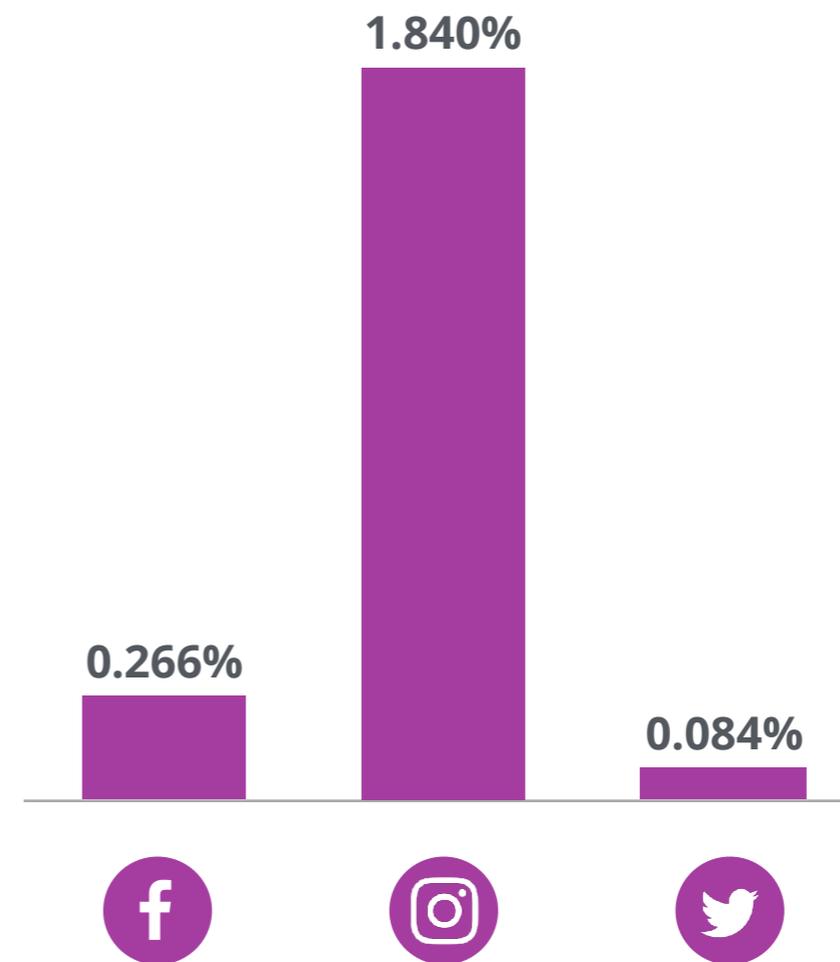
SPORTS TEAMS

Posts per week & engagement rate

Posts / Week



Engagement Rate / Post (by follower)



Sports Teams were the only industry to pull off engagement rate increases on all three channels. Why? We bet it has something to do with 2021 having more games than 2020...

SPORTS TEAMS

f Facebook engagement by post type

Posts / week and engagement rate / post (by follower)

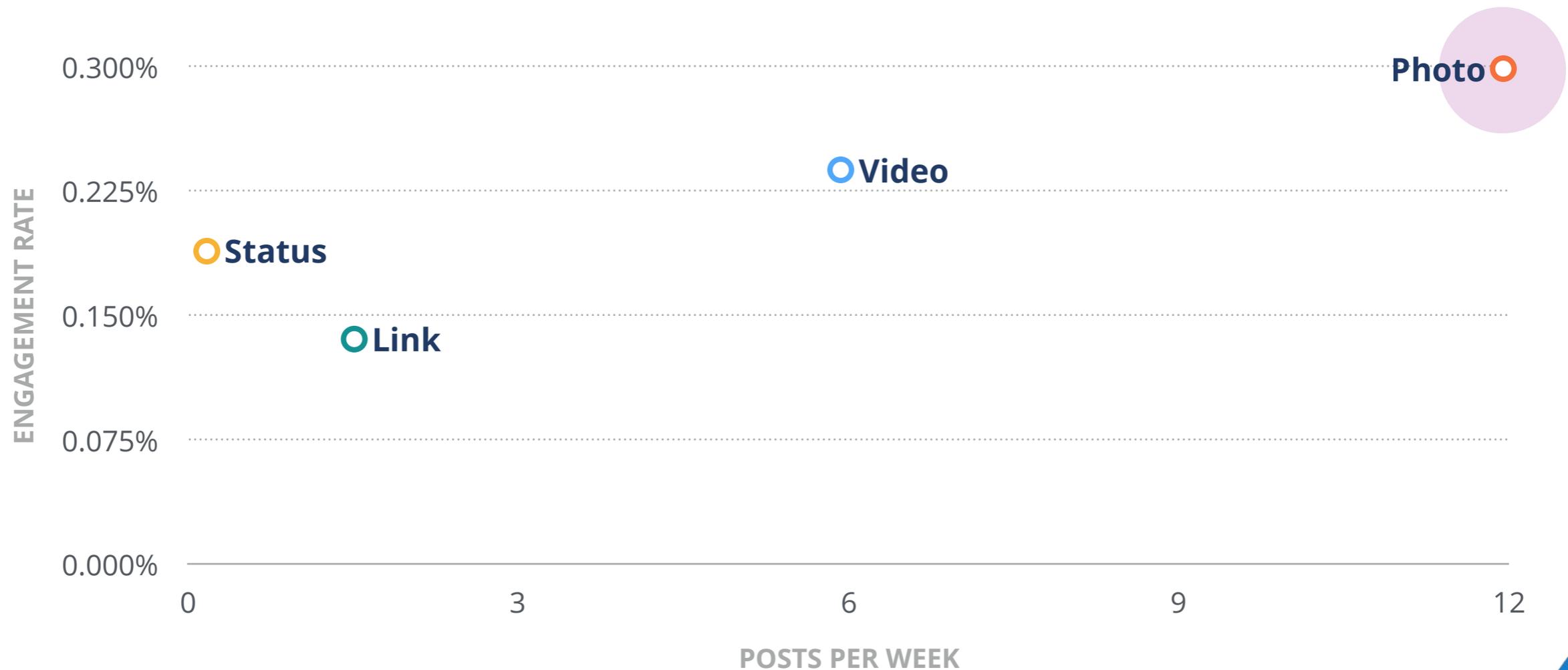
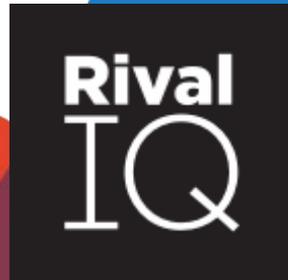


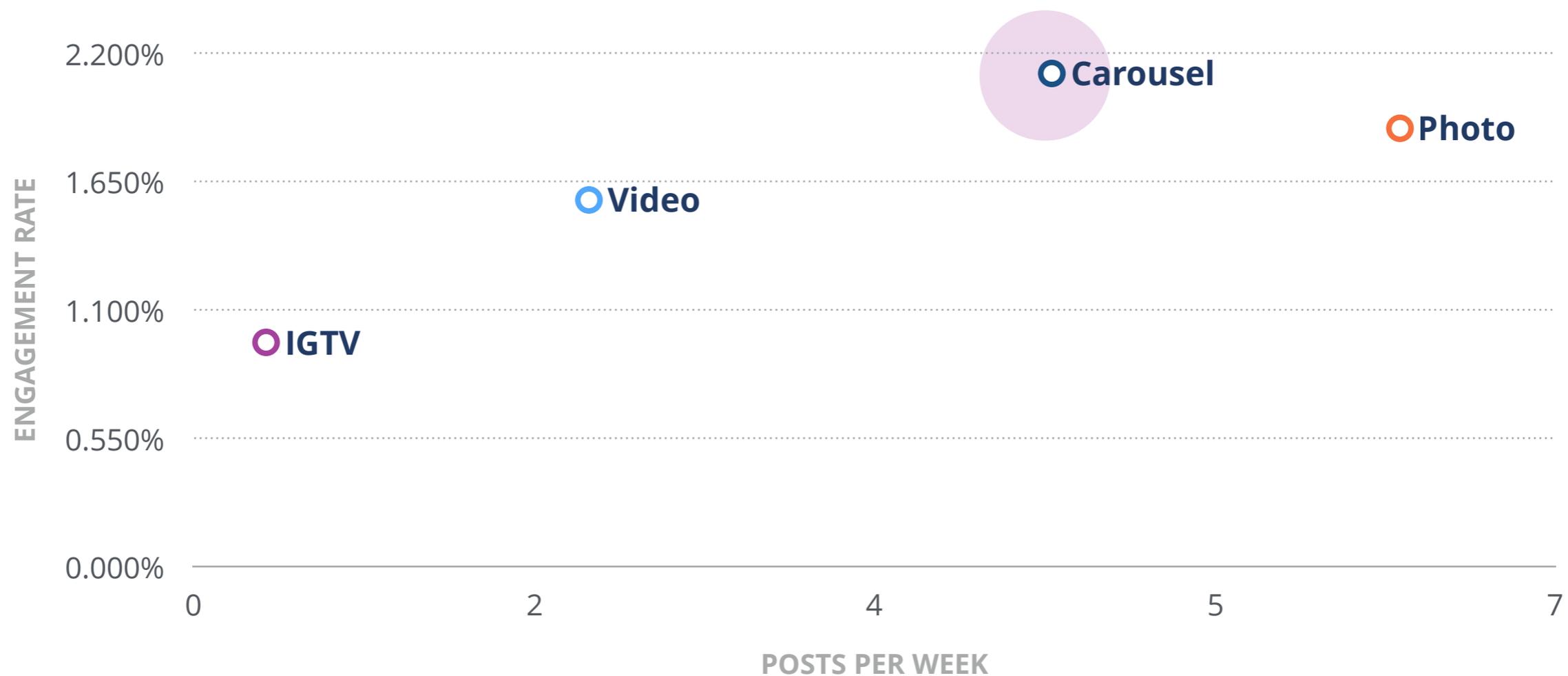
Photo posts on Facebook helped Sports Teams earn more than 2x the median engagement rate on this channel, putting these brands comfortably in first place.



SPORTS TEAMS

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)

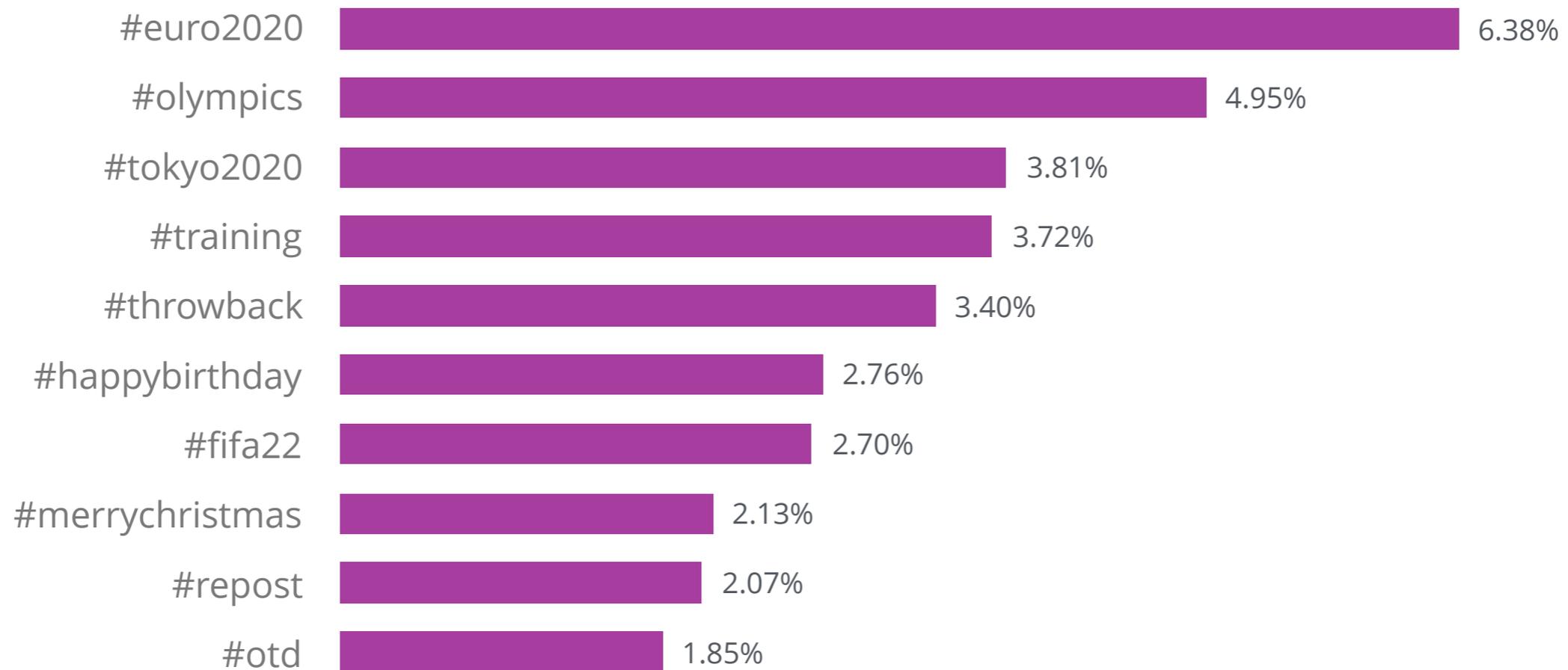


Sports Teams like top-ranking Belgian Olympic team maximized engagement with photos and carousels promoting the successes of its athletes in the 2021 Tokyo Olympics.

SPORTS TEAMS

Instagram hashtags

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

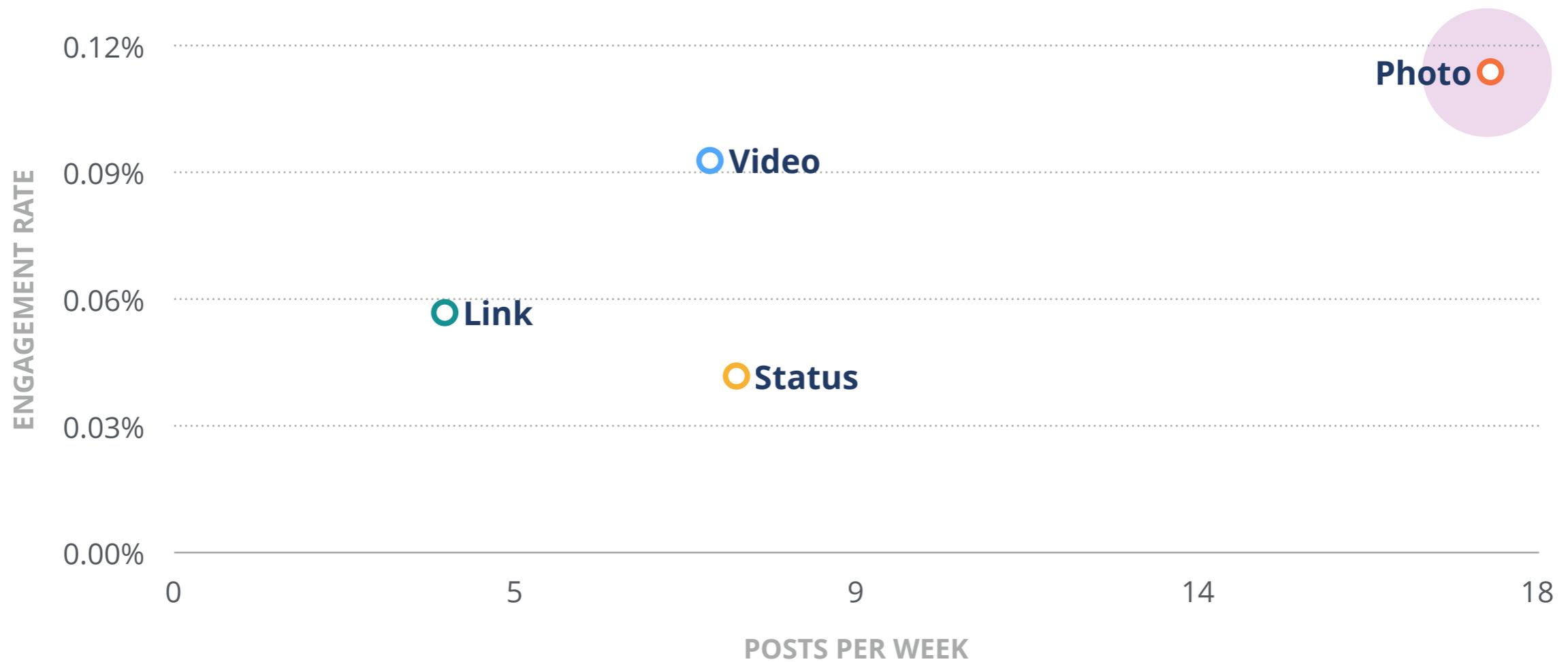


No surprise that Sports Teams saw high engagement on Instagram with hashtags helping fans follow the world tournament du jour, from Eurovision to Tokyo 2020 to FIFA.

SPORTS TEAMS

Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

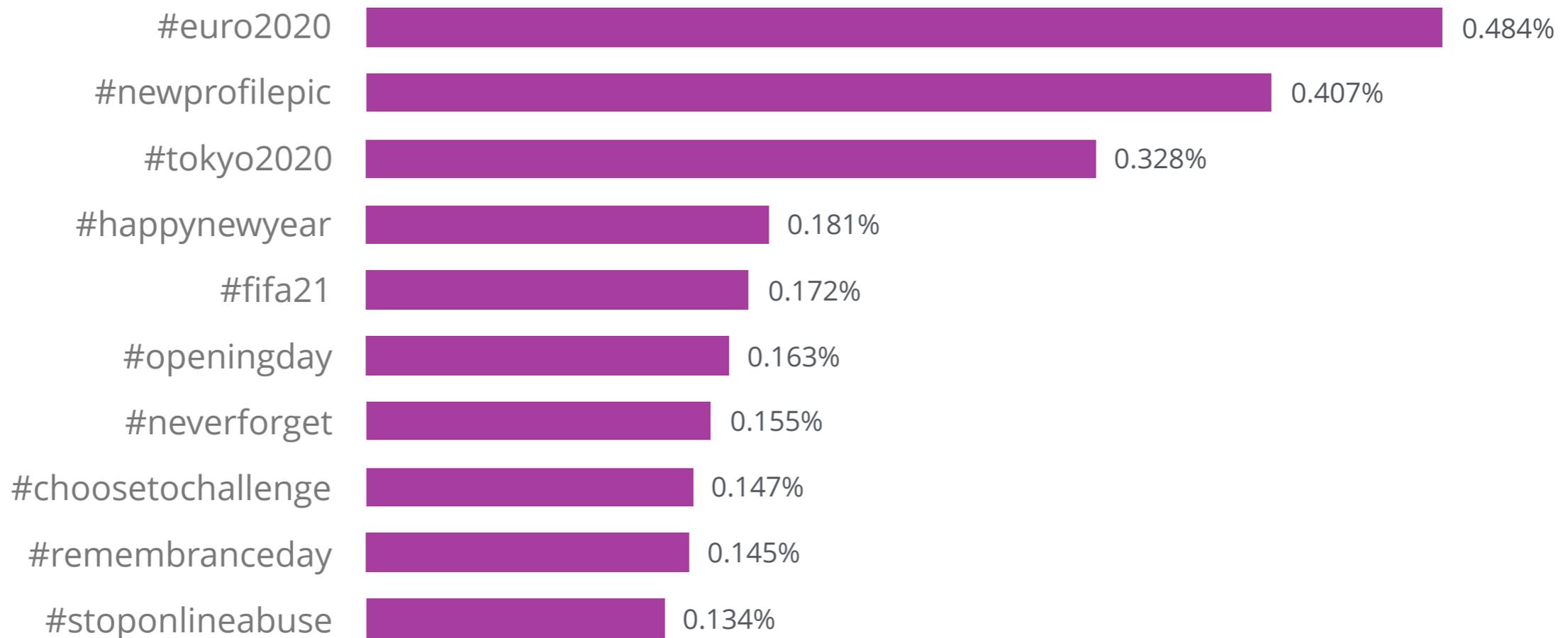


Avid sports fans ate up photo tweets from Sports Teams this year.

SPORTS TEAMS

Twitter hashtags

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



Event-themed hashtags like #Euro2020 and #Tokyo2020 helped Sports Teams succeed on Twitter, and fans also loved when teams moved to a #NewProfilePic.



INDUSTRY SNAPSHOT

Tech & Software



TECH & SOFTWARE Overview

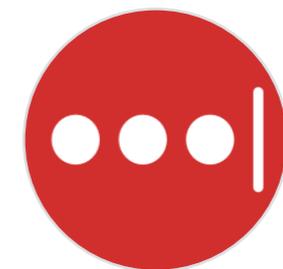


Tech & Software Holding Steady(ish)

Tech & Software brands saw engagement rates right around the median this year on Instagram and Twitter but tied for last on Facebook.

Here are two ideas for improving engagement rates:

- Try experimenting with more video on Twitter to boost engagement.
- Followers on both Instagram and Twitter loved seeing a little #StarWars in their feeds, so don't be afraid to get nerdy.



FACEBOOK
POSTS PER WEEK

5.20

FACEBOOK
ENG RATE / POST

0.021%



INSTAGRAM
POSTS PER WEEK

2.35

INSTAGRAM
ENG RATE / POST

0.593%



TWEETS
PER WEEK

7.40

TWITTER
ENG RATE / TWEET

0.029%

A few examples from
Tech & Software

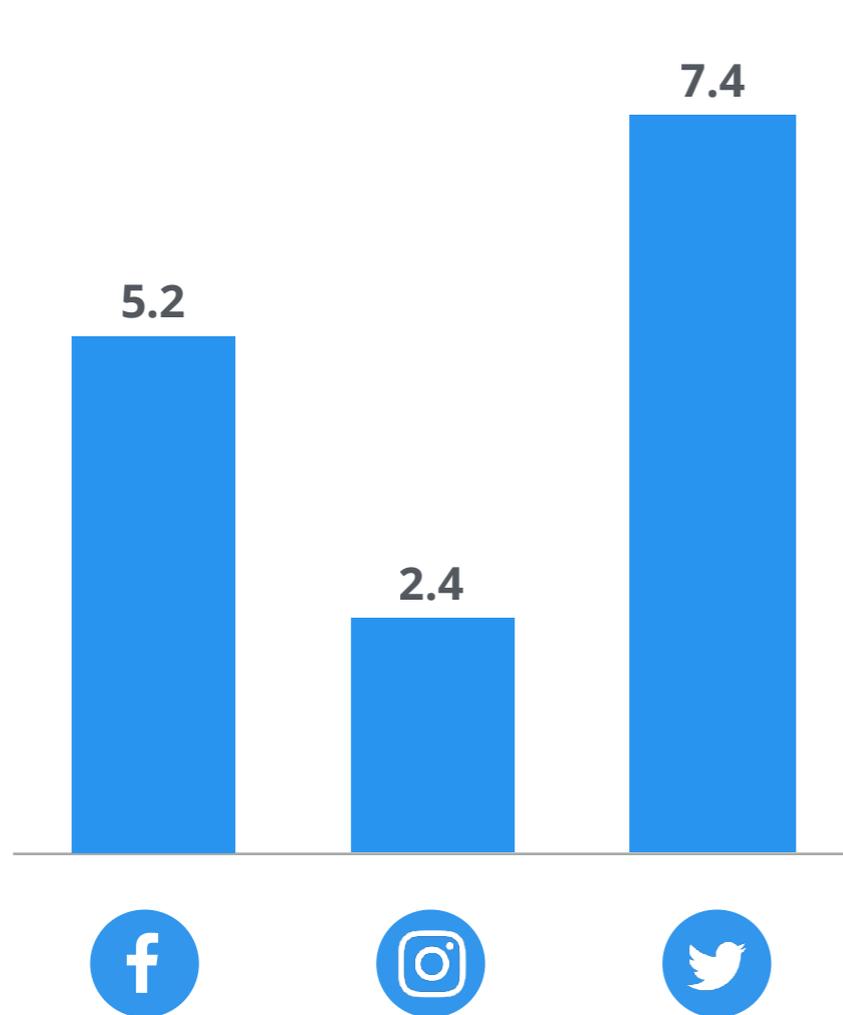
SEE WHERE YOU RANK WITH A FREE TRIAL OF RIVAL IQ ►



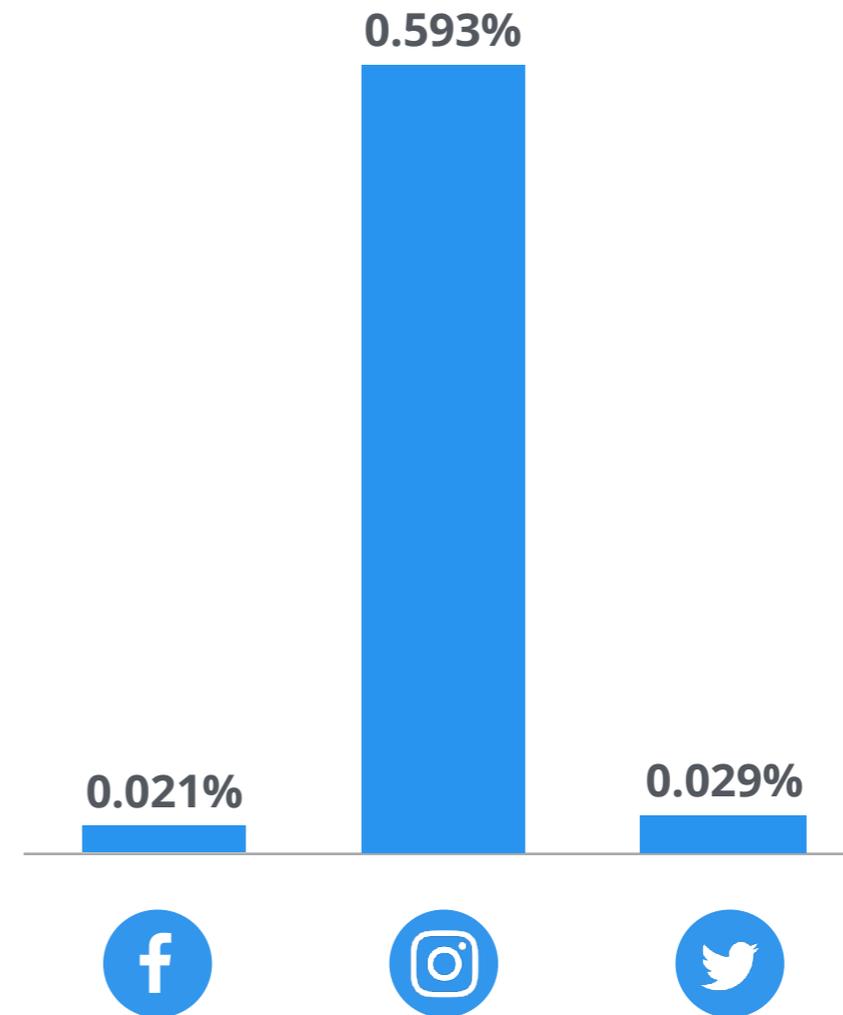
TECH & SOFTWARE

Posts per week & engagement rate

Posts / Week



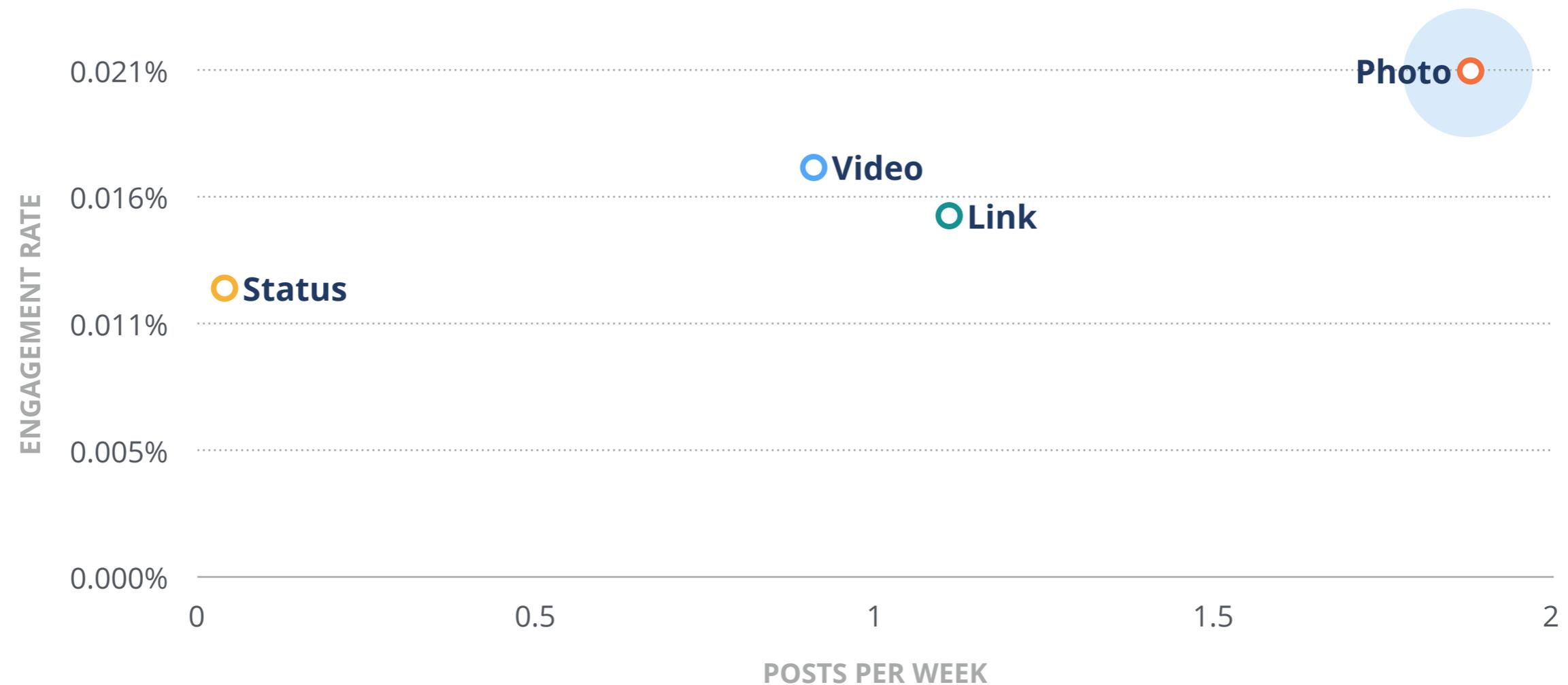
Engagement Rate / Post (by follower)



Tech & Software brands saw flat engagement on Facebook and Twitter but dropped by about 50% on Instagram, suggesting more investment is needed on this channel.

f Facebook engagement by post type

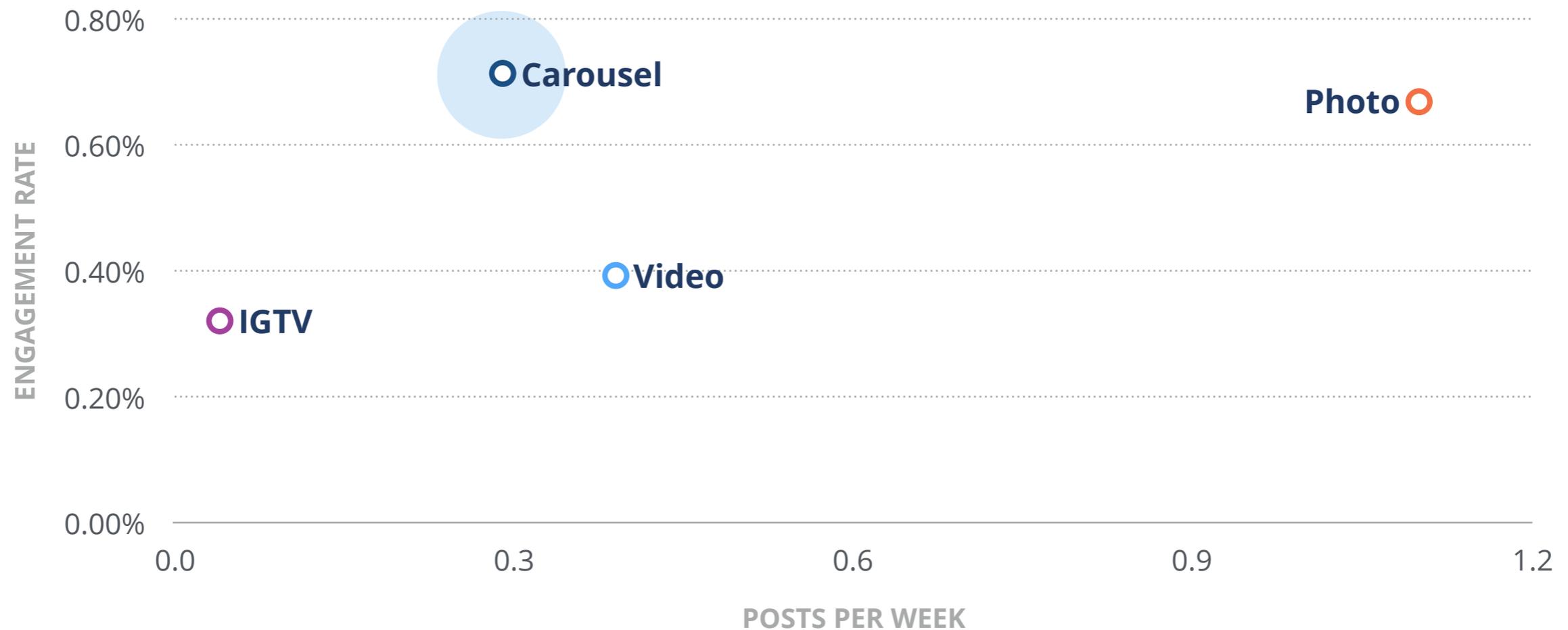
Posts / week and engagement rate / post (by follower)



Photos grabbed great engagement on Facebook for Tech & Software companies, but automation company UiPath dominated Facebook engagement rates with links (and a healthy dose of boosting).

Instagram engagement by post type

Posts / week and engagement rate / post (by follower)



Tech & Software companies increased their carousel posting on Instagram this year, which was a smart move for this top-performing post type.

TECH & SOFTWARE

Instagram hashtags

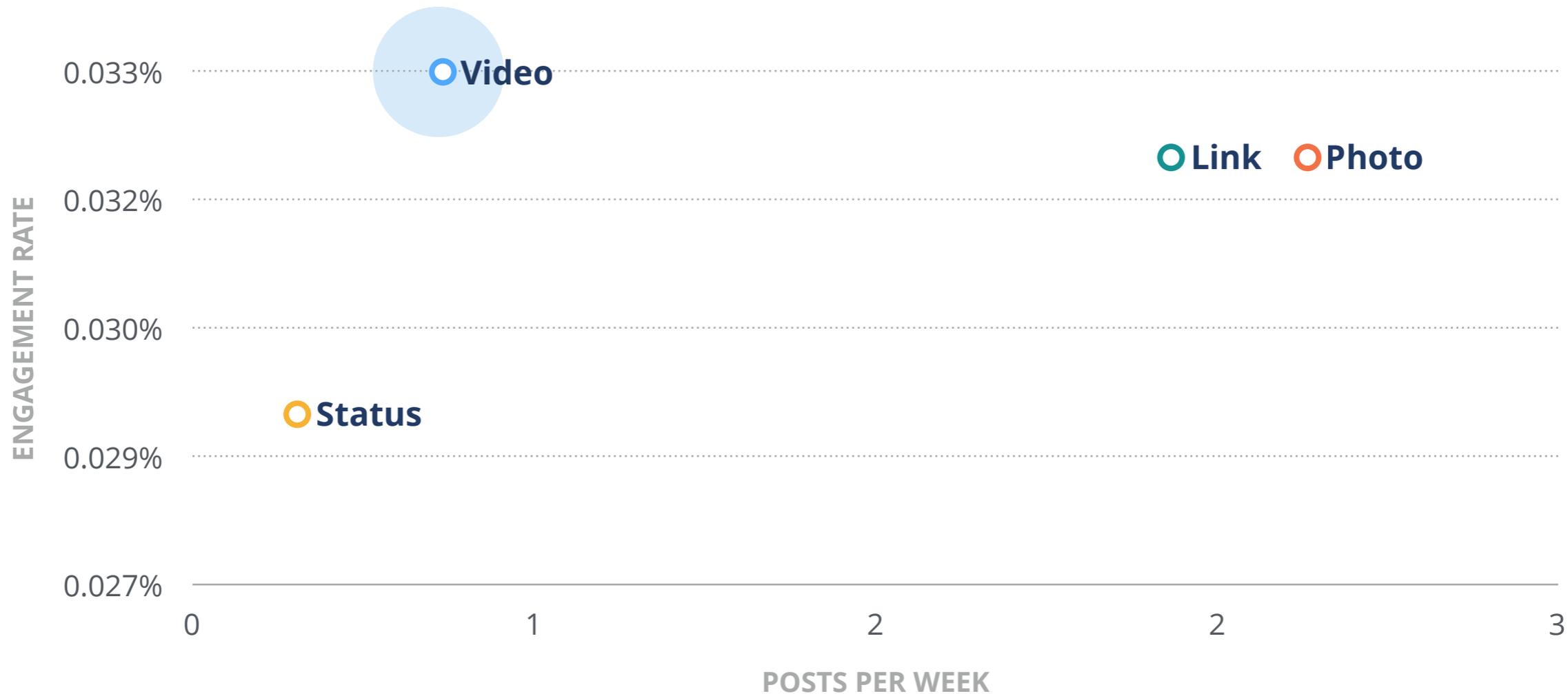
Top hashtags by engagement rate (used by more than 15 companies in this study)



The nerd vibes were strong on Instagram for Tech & Software brands with hashtags like #MayThe4thBeWithYou and #StarWars.

🐦 Twitter engagement by tweet type

Tweets / week and engagement rate / tweet (by follower)

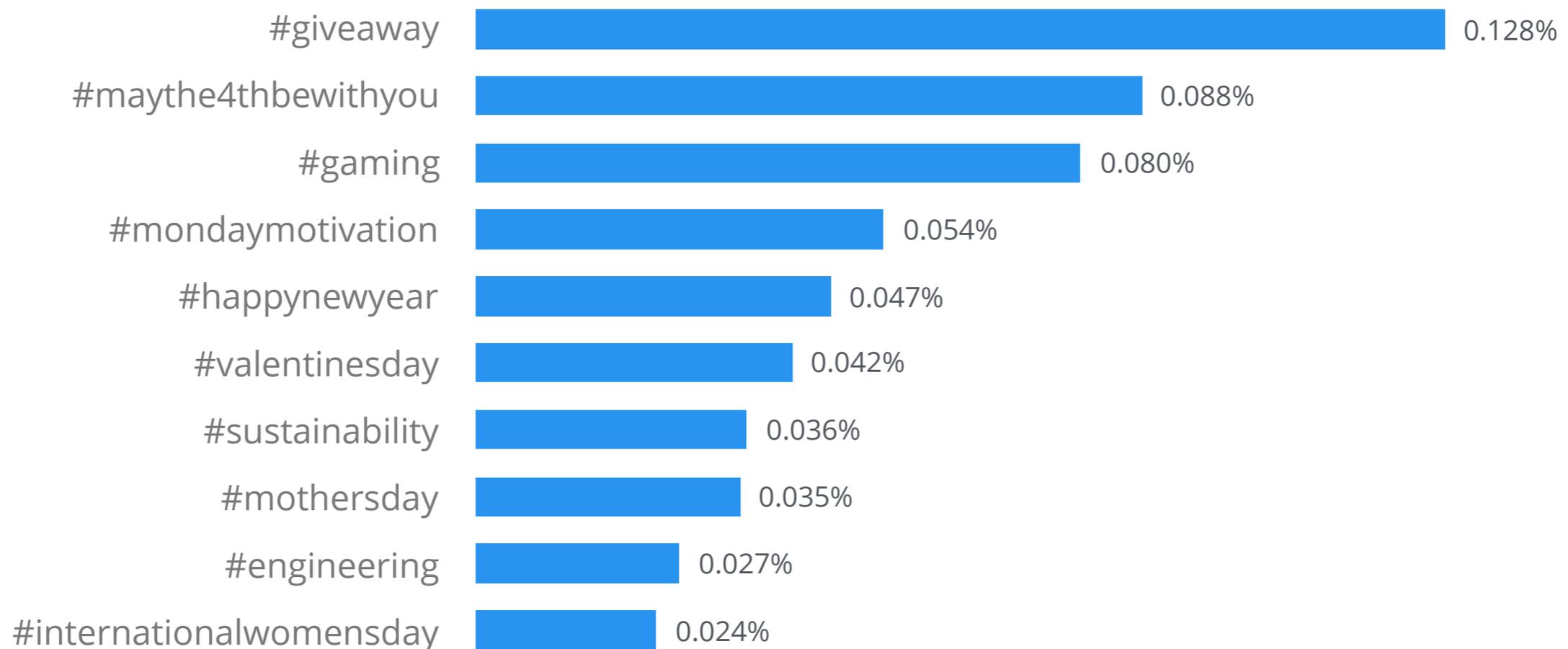


Video earned top engagement rates for Tech & Software brands on Twitter, who were much more likely to tweet a link or a photo.

TECH & SOFTWARE

Twitter hashtags

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



Giveaways topped the hashtag charts for Tech & Software brands on Twitter this year despite not breaking into the top 10 for the same brands on Instagram.

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 and respond to competitor activity before the market shifts.

Do more with your data

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

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