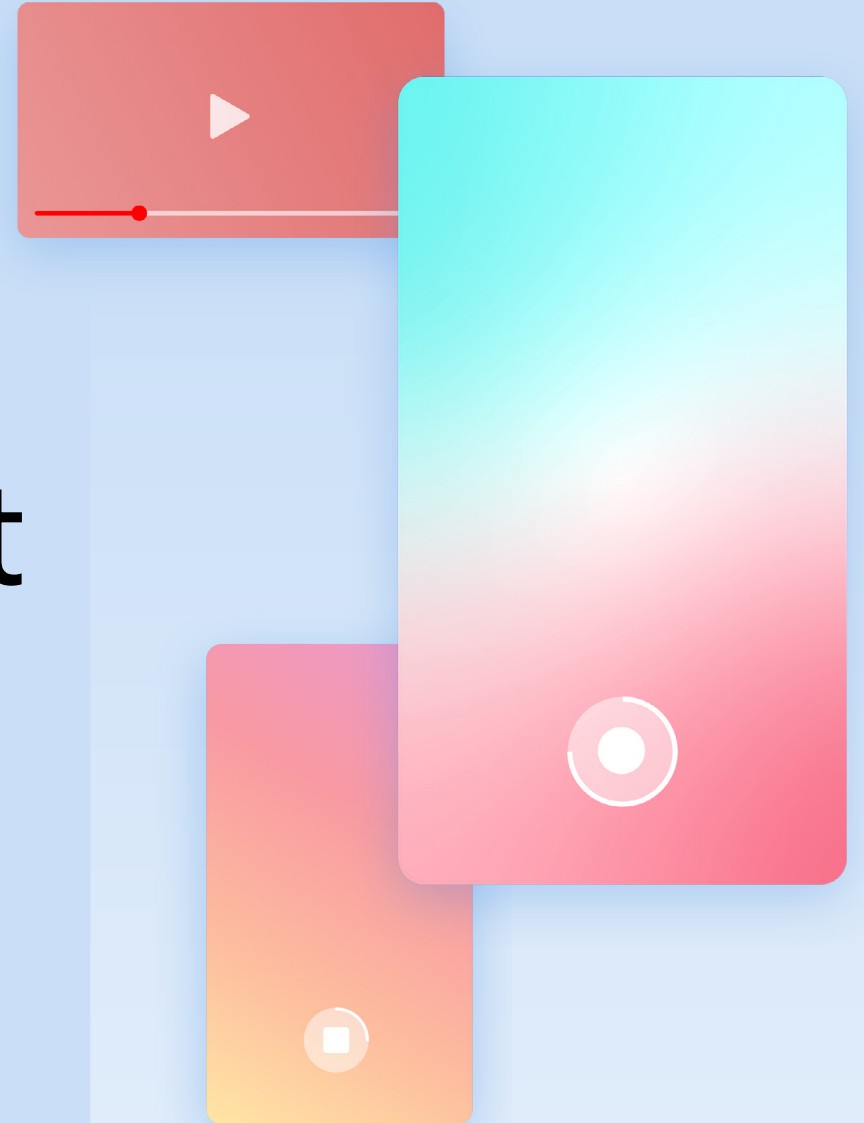


Global Digital Insights Report | January 2023

# Social Entertainment in a Cross-Channel Landscape

DASH HUDSON



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# Introduction

Spearheaded by TikTok's dynamic short-form videos that entice users into an addictive infinite scroll, the social media landscape has shifted from social connection-driven feeds to content-driven ones. Audiences are served up content profoundly differently, favoring what's popular and trending over updates from those they follow. Reach is no longer capped by the size of one's digital network and is propelled by the strength of the content being shared. This means anyone creating content has just as much chance to go viral and build an engaged audience as a multibillion-dollar brand or celebrity. Quality and creativity matter more than ever.

Social media has asserted itself as the global hub for engaging with culture today. In the US alone, [the average daily time spent on social in 2022](#) has increased by 27% since 2019, up to 1 hour and 15 minutes. Beyond connecting with friends, social platforms are increasingly the first place people go to be entertained, discover new products and trends, and search for recommendations on just about anything. This is most apparent amongst Gen Z — [US teens surveyed by the Pew Research Center](#) report logging onto YouTube (58%), TikTok (41%), and Instagram (27%) several times a day.

At the same time, the existence of a unifying monoculture has all but disappeared. [Research conducted by Horizon Media](#) supports this assertion, finding that 91% of 18 to 25-year-olds believe mainstream pop culture is a thing of the past. In the absence of anything universal, people seek out the fringes, creating an evermore fragmented

landscape populated by hyper-niche communities with their own set of shared norms and needs. Communities and fandoms now spring up around virtually any topic, activity, team, media property, passion, etc., often arising at the intersection of multiple identifiers. In an era defined by niches, broad categorizations and demographics lose all impact and utility.

With so much diversity of thought and expression, no social media channel can claim to be the one platform to house everyone, despite their best efforts to do so. For their part, the big social media players are rushing to develop the features and experiences that will grow their active user base and daily time spent on their platforms. They're tweaking their algorithms to serve the perfect mix of personalized content and connections, rolling out revenue-sharing models and content creation tools to attract the best talent, building better ad products and sophisticated data capabilities, and seamlessly embedding commerce tools into the core experience.

In the midst of fiercer competition and slowing audience growth, the playing field has leveled with no platform asserting market dominance. At the same time, traditional social media advertising revenue stalled in 2022. Multiple headwinds contributed to this, including plateauing reach and usage, brand safety concerns, and targeting limitations. Research by Magna found that global ad sales grew by just 4% to \$149 billion, a far cry from the growth rates of 20% to 35% observed in the previous three years. TikTok was the only social channel to post advertising

growth, while the remaining platforms experienced flat or declining ad sales. The totality of these factors creates a wildly complex landscape for marketers to navigate. In the face of this, brands must diversify their social media strategies to engage their audiences across channels and double down on the one thing they can control — producing quality content.

As we look ahead to 2023, Dash Hudson's latest Global Insights Report will assess the importance of a cross-channel strategy in the era of social entertainment. We will give brand marketers the data they need to understand key shifts and connect the dots to meaningful actions to make their creativity and content more measurable and impactful.

## Defining the Social Landscape in 2023

- A shift from social connection to content-driven graph impacting the way content is served to audiences and what breaks through.
- With the rise of sub-cultures, audiences are more niche than ever before and they're turning to multiple platforms to meet their needs.
- Increased competition for audience share among the major social channels with no clear winner emerging.
- The creation of quality, entertaining content and the diversification of how and where it's distributed emerge as key opportunities.

# Marketing in a Social Entertainment Era

In 2022, [TikTok overtook Netflix](#) to become the second most popular app in the United States among people under 35, behind only YouTube, suggesting that social media platforms are morphing into one-stop entertainment hubs. Vertical videos paired with sound have overtaken static images as the preferred media format, creating a profoundly different experience for audiences. Active, lean-forward viewing behaviors have largely replaced more passive, multi-tasking habits. This deeper level of attention and engagement is far more valuable and monetizable for platforms, creators, and brands.

Reels and Shorts have become a key area of focus for their respective companies, and even Twitter is considering bringing back Vines. During its [Q3 earnings call](#), Pinterest CEO Bill Ready noted the platform's supply of videos has increased by 3x over the past year. In June, [Google](#) reported that more than 1.5 billion people watch YouTube Shorts every month, while [Mark Zuckerberg](#) announced that viewership of Reels accounts for 20% of the time people now spend on Instagram. While many [users and celebrity influencers](#) (the Kardashians notable amongst them) have pushed back on this prevailing shift in platform strategy, there appears to be no turning back.

Brands now consider video engagement the most valuable metric for measuring platform, campaign, and post success, and they're allocating more of their social media spend accordingly. [Kantar's 2022 Media Reactions Report](#) found that online video, video streaming, and social media stories are the top three channels set to receive a net increase in budget allocations between 2022 and 2023.

But because entertainment can mean different things to different audiences — from trending dance moves and in-jokes about relatable situations to product tutorials and beyond — marketers must have the data and insights to understand what resonates with their audience on each particular channel. This is even more important when creating and managing cross-platform content.

Given the complexity of video as a media format, capturing meaningful insights becomes orders of magnitude harder, particularly when trying to ascertain something as nuanced as audience sentiment. Thankfully, the next wave of sophisticated analytics tools is poised to give social media marketers the superpowers to succeed in today's landscape. When paired with competitive benchmarking, CRM tools to tap into creators and fan communities, and the ability to integrate with a host of 3rd-party apps for everything from commerce to CX, these social marketing ecosystems will become an indispensable part of every CMO's budget moving forward.

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“In a time when there are more channels than ever to reach desired audiences, it's critical that insights on ROI are attainable and easy to understand. Brands can't afford to waste valuable ads on the wrong audiences.”



**Imran Hirani,**  
VP of Media and Advertiser Analytics

◀▶ Nielsen

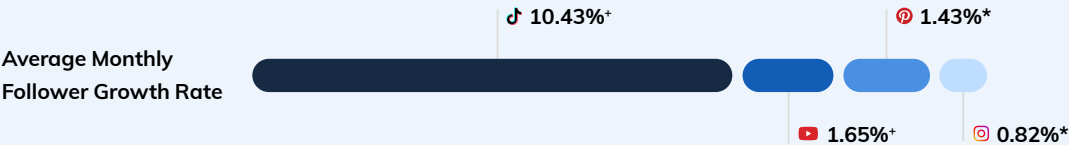
# Snapshot of Key Social Platform Dynamics

Video has become the preferred content format with higher engagement to back it up.

- In January 2022, brands posted an average of **3 Reels a month**, and by September, Reels became significantly more popular, rising to **11** per month.
- Reels content shows stronger average Engagement Rates (**0.45%**) over static content (**0.36%**)\*.
- The number of YouTube Shorts posted has risen throughout 2022, increasing from **6 Shorts a month** on average in January to **11** in October.
- Tweets featuring images or video receive higher engagement (**5.13%**) than text-only Tweets (**4%**).

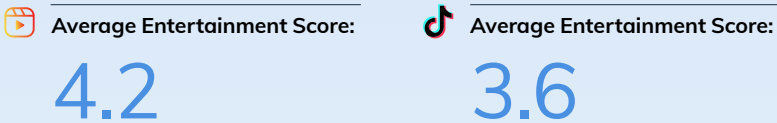
\* Includes data from January 2022–November 2022

While overall brand follower growth has slowed, the shift towards the content-graph means reach is still a major opportunity.



\* Includes data from January 2022–June 2022, Dash Hudson customers only

Entertaining content is more important than ever and brands have plenty of room to up their games.



Top Performing Brands based on Entertainment Score:



\* Based on content produced from July 2022–November 2022 with results calculated by averaging all brands' average Entertainment Scores and 10 being the highest score

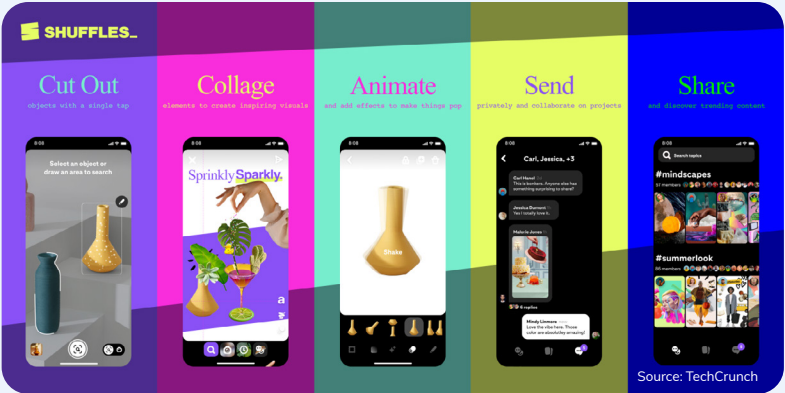
The **TikTok Entertainment Score metric** takes into account Engagement Rate (what percentage of your audience liked, commented on, or shared your post) and Retention Rate (on average, how much of your video your audience watched) to score content on a scale of 1–10 with 10 being the most entertaining.

The **Reels Entertainment Score metric** considers the number of Engagements (how people interact with your Reel) and Reach (How many people are exposed to your video) to score content on a scale of 1–10 with 10 being the most entertaining.

The major platforms make entertainment and creativity a priority with new partnerships and features.

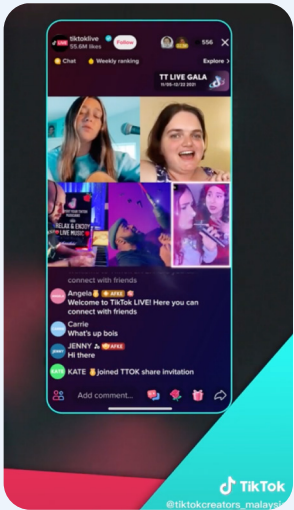
- Instagram enables users to [add music to image posts](#) and [AR elements](#) within Stories.
- Pinterest partners with Warner Music Group and Merlin to [expand music experience on the platform](#) and launches its collage-making app 'Shuffles' to the general public.
- YouTube is [expanding partnerships with music labels and publishers](#) to provide more music options for videos, and Shorts adds [narration voice overs](#) to power everything from tutorials to reaction videos.
- TikTok deepens its AR investment with the 'Camera IQ' tool, rolls out an in-app [text-to-image AI generator](#) to create video backdrops, and plans to launch a dedicated [gaming channel](#) within its app.

Pinterest launches its collage-making app 'Shuffles' to the general public.



They're also making a push to enhance live video and social interaction around content.

- TikTok expands [multi-participant live streams](#).
- Pinterest launches 'TV Studio' app to expand its live commerce offerings.
- Instagram tests 'Live Producer' tool to up the quality of IG Live Streams and releases an 'Add Yours' sticker for Reels that allows users to respond to other users' Reels with their own following a prompt or a certain topic.
- YouTube introduces a 'Live Q&A' feature to streamline audience interaction and adds option to [reply to video comments with Shorts](#).

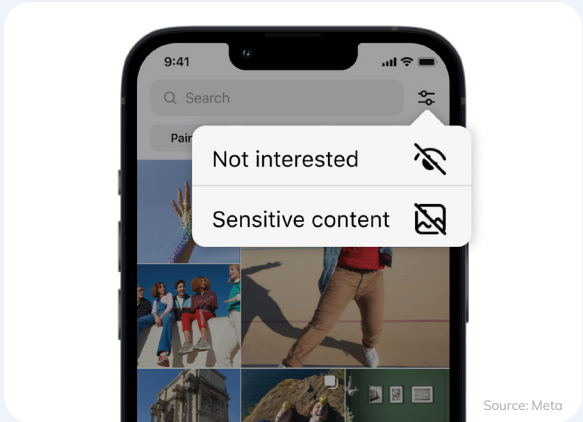


TikTok expands multi-participant live streams.

And investing in ways to personalize the user experience and boost the discoverability of relevant content.

- Instagram tests features to give users [more control over suggested posts](#), trials an 'Add Topics' option in the Reels upload process to help target interested audiences, and experiments with using [DMs as an alert option](#) for new posts.
- YouTube experiments with [personalizing channel experiences](#) based on individual preferences.
- TikTok tests a new feature that enhances [search functionality](#) by highlighting keywords in comments and links to search results and [expands the length of descriptions](#) to optimize content for users' searches and recommendations.

Instagram tests features to give users more control over suggested posts.



# Key Trends for 2023

The greatest challenge marketers face today is the expectation of consistently producing and distributing highly entertaining content. This content must authentically connect with an increasingly niche set of customer communities who split their time and attention across multiple channels and platforms. With a rapidly changing cultural and social media landscape and a volatile macro environment for businesses, marketers face a daunting mission, meaning brands must find ways to supercharge their teams' limited bandwidth and budget.

With [74.5% of U.S. marketers reporting](#) the use influencer marketing in 2022 and dedicated spending on influencer partnerships [projected to rise by 27.8% to \\$4.99 billion](#), creator marketing will remain a critical component of brands' social media marketing efforts moving forward.

When companies find the right creator — one who understands the company's values and audience and creatively navigates the two — the resulting content has the potential to be a substantial driver of impressions and meaningful ROI.

## The Competition for Creator Talent

### Stays Red Hot

As the leading social networks look to grow their daily active users and prove their value to brand advertisers, they prioritize attracting the best creative talent. To differentiate their platform experience, these channels are making substantial investments. These aim to diversify monetization opportunities and expand revenue-sharing, add more best-in-class content production and editing tools, provide resources and support to grow individual creators' audiences, and attract more brand partners. Marketers must keep a close eye on this competition to stay ahead of potential shifts in allegiances amongst creators and audiences if a clear winner emerges.



#### Join Creator Next to unlock more creator tools

You'll get access to more creator tools to help fund your creativity and turn your passions into something more.

To participate, accounts must be in good standing, follow our [Community Guidelines](#) and additional feature terms, and maintain certain eligibility criteria, which include:

- ✓ Have at least 1,000 followers
- ✓ Have at least 1,000 video views in the last 30 days
- ✓ Post at least 3 videos in the last 30 days
- ✓ Meet age requirement

TikTok Creator Next gives creators the tools and features they need to turn creativity and passions into monetization partnerships with brands.

# 75% of U.S. marketers reported using influencer marketing in 2022

Source: [Insider Intelligence](#)

Influencer marketing spending is projected to rise by

# 28% to \$4.9 billion this year

Source: [Insider Intelligence](#)

Data-backed Matchmaking Eclipses

Casting Calls

Choosing the right creator to work with is a nuanced approach. Marketers must consider complex factors such as audience demographics and metrics like follower counts and engagement rates when evaluating a potential partner. If it were as easy as picking someone based solely on the most extensive reach, then the same handful of celebrity influencers would sell nearly every product on the market. Instead, successful brand marketers are leaving nothing to chance by turning to sophisticated data-backed analytics and relationship management tools to help identify ideal creator candidates, streamline relationship management and track critical KPIs to measure partnership performance.

43%\* of brands have used Dash Hudson's Relationship tool to search for potential creators to connect with

36%\* of brands have added a creator relationship to the platform

\*Percentages are based on brands with the Relationship feature included in their package.

Nano-influencers receive

192% higher Effectiveness Rates than micro-influencers

213% higher Engagement Rates than micro-influencers

The Rise of the Nano-Influencer

While still important, the size of a creator's follower count is losing ground to the quality of their engagement as brands recognize that awareness alone is less powerful than awareness plus desired action. Once their audience scales, the most popular creators invariably lose some of the personal connection they've developed with their fan bases which is much easier to maintain when those numbers remain small. Enter the nano-influencer with audiences under 10K who excel at meaningful interaction with their followers. Data from Dash Hudson found that nano-influencers receive 192% higher effectiveness rates and 213% higher engagement rates than micro-influencers (10K to 100K followers). Brands are catching on with nano-influencers making up the fastest-growing segment of spending on influencer marketing with an increase of 220.5% this year based on [research from Insider Intelligence](#).

Cultivating a Roster of Brand

Ambassadors

While one-off and short-term creator partnerships can temporarily boost brands around campaigns and product launches, the positive impacts are often hard to sustain. In addition, a lot of time and effort goes into building rapport with a creator and agreeing on creative direction and project parameters, not to mention all the logistics and paperwork involved. To overcome these hurdles, many brands are exiting this hamster wheel by changing how they work with creators. Several brands are now establishing a roster of creators and empowering them to act as ambassadors through content and beyond. These creators see mutual value in these more collaborative models, which can give them access to more resources and boost their visibility in the marketplace. While selecting the right long-term partners can be trickier to navigate, the benefits can be far more impactful. These relationships have the potential to reinvigorate brand audiences and lead to new business and engagement opportunities.

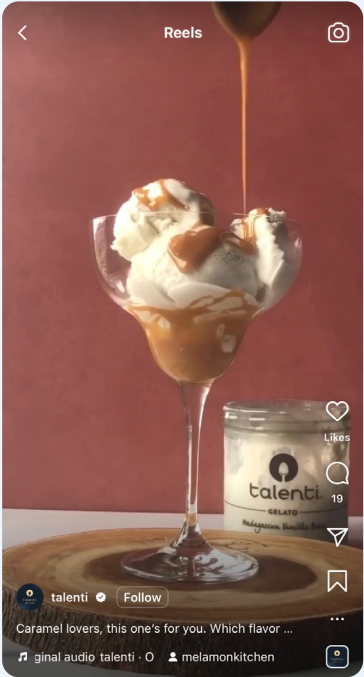




## How Talenti Leverages UGC to Boost Fan Engagement

Talenti, the #1 best-selling gelato brand in the U.S., truly embraces the culinary world and communicates the quality and richness of its ingredients through its social media channels. A big part of Talenti’s success is understanding the importance of UGC and nurturing good relationships with its fans. Using UGC is essential to the brand’s social strategy, whether it’s a simple video of caramel being drizzled on its products or recipes created by its fans using its gelato or sorbetto. The brand has found the most success in UGC content with Instagram Reels.

With Dash Hudson’s sophisticated Vision AI that identifies posts with the most potential, Talenti saves time searching for UGC and never misses the most influential posts featuring its brand. Following the insights provided, Talenti put UGC Reels content through a testing process to assess how it would perform in Feed — a decision the team was initially hesitant to make. However, they soon discovered that the Reels posted in Feed would boost engagement and gradually increase effectiveness by giving the content an added boost.



Increase in organic video views on Instagram\*

+366%

Increase in UGC estimated reach\*

+654%

Increase in Avg. TikTok Entertainment Score\*\*

+63%

\*in Q3 2022 compared to Q2 2022 \*\*in H1 2022 compared to H2 2021

## Creator Strategies for 2023

**Use a data-driven tool to identify the most impactful creators** for your next product launch or campaign based on alignment, quality, and audience size.

**Leverage nano-influencers and UGC** to expand the diversity of individuals and content showcasing your brand and products.

**Determine what resources you can provide to your partner influencers** to boost the effectiveness of their content.

**Track post performance** to understand which creators are performing well among your brand’s community, and promote their posts to boost reach and engagement.

**Consider ways to incentivize and reward your audience** for sharing content about your brand - promoting their posts to a larger audience, providing behind-the-scenes or early access to product launches and events, etc.

**Plan for a longer-term relationship with a creator or group of creators** and consider how that partnership could extend beyond content to community education, co-developed product lines, etc.

# Insights to Action

Dash Hudson analyzed proprietary platform data to understand what's truly driving social media marketing success for brands today. We've uncovered three key insights:



**Entertaining content** continues to resonate with audiences, directly impacting meaningful engagement and **sales**.



**Diversifying** where (channels) and how (content) a brand shows up for its audiences **amplifies key metrics** across the board and outperforms the competition.



As audiences shift from text to **visual and video-based communication**, brands must quickly adapt—both in how they participate in the conversation and what tools they use to measure impact.

Dig into the results on the following pages to see for yourself.



# Campaigns

As consumers identify with increasingly niche sub-cultures, they're naturally turning to a wider variety of channels to find the content, creators, and communities that fit their interests and needs. At the same, the major social platforms are locked in an ongoing competition for attention, with no clear winner yet emerging. Given these current dynamics, it's become critical for brands to diversify their social media marketing efforts both in terms of channels and content to ensure they're reaching their desired audiences, getting in front of new ones, and maximizing ROI. A cross-channel strategy for creating and distributing content protects brands from sudden shifts in the marketplace, gives them more test and learn opportunities, and, most importantly, drives greater engagement from audiences.

To underscore the importance of this approach, Dash Hudson analyzed proprietary data from our Campaigns tool and found the following:

- Overall, campaigns that include video perform stronger than campaigns without video in terms of Engagement Rate (+66%) and Impressions (+586%).
- Cross-channel campaigns perform stronger than single-channel campaigns in terms of Engagement Rate and Impressions. Metrics increase with the addition of each new channel.
- Over one-third (36%) of campaigns have one social channel, while a small percentage (2%) of brands use six channels. This highlights an untapped opportunity for brands to start leveraging cross-channel campaigns.

## Comparing the Effectiveness of Campaigns Featuring Video vs. Those Without

	Average Engagement Rate	Average Impressions
With Video	2.06%	3,375,657
Without Video	1.24%	492,028

## Measuring the Effectiveness of Multi-Channel Campaigns

Number of Channels	Average Engagement Rate	Average Impressions
1	0.86%	2,204,722
2	2.15%	1,357,225
3	2.21%	3,156,928
4	3.37%	3,794,992
5	2.69%	6,615,494
6	4.14%	13,034,139

- Every channel added after the second drive better engagement and impressions, with campaigns encompassing 6 different channels seeing the best results in all metrics.
- The vast majority of campaigns only include a single channel. Adding more channels to social media campaigns is an opportunity for brands to optimize the performance of their content.

# Commerce

While the idea that social media would replace the shopping mall or a brand's e-commerce website hasn't exactly come to pass, these channels remain an important aspect of the consumer purchase journey, particularly within the inspiration and discovery phases. Audiences are finding out about products through both passive viewing behaviors like influencer posts or paid ads showing up in their feeds and increasingly through more active means like targeted searches.

Video is particularly important within the shopping context, with 93% of consumers in a survey by [Animoto](#) stating that video is helpful when purchasing a product. This fact is further reinforced by [HubSpot research](#), where 66% of consumers reported watching video content (e.g., product demos, reviews, FAQs, unboxings, etc.) to learn about a brand or product. However, as we've seen, not all content is created equal, with entertaining content rising to the top.

93% of consumers state that video is helpful when purchasing a product

Source: [Animoto](#)

66% of consumers reported watching video content to learn about a brand or product

Source: [HubSpot](#)

## Measuring How Entertaining Content Drives Action

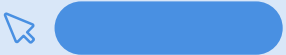
Dash Hudson analyzed nearly 7,000 TikTok LikeShop\* posts to understand what type of content garners the highest number of clicks+. While there are many contributing factors at play, a higher entertainment score was found to correlate with more clicks.

Posts that received an Entertainment Score of 5 or above (10 being the highest) received 200% more LikeShop clicks on average than posts that received an Entertainment Score below 5.

Entertainment Score Above 5



Entertainment Score Below 5



\* TikTok LikeShop is a relatively new feature on Dash Hudson and we will continue to monitor this trend in the future.  
+ Clicks refers to the number of times a product link was clicked.

# Competitive

Cross-channel marketing strategies aren't only helping brands boost their own numbers internally, but also giving them a leg up on the competition. To highlight the impact of this approach, we analyzed data from our Campaigns tool to identify brands consistently leveraging multiple platforms. We were then able to analyze them to understand how they stacked up against their industry and competitor benchmarks on Instagram. Two brands that significantly outperformed by this measure were Beis and JLo Beauty.

When we double-clicked into travel lifestyle brand **Beis**, its 'Navy' campaign, which launched a new colorway collection voted on by their customer community, particularly stood out. It was one of the top-performing campaigns analyzed and a great example of how a brand can effectively build momentum by actively sharing content across multiple platforms. The campaign utilized four channels (Instagram, TikTok, Twitter, and Facebook), receiving nearly 8M video views using short-form video through Reels and TikTok and nearly 8K link clicks (showing interest in purchase).

Another standout example from our research was **JLo Beauty**'s 'Firm + Flaunt Targeted Booty Balm' campaign, which spanned TikTok, Instagram, Facebook, Pinterest, and Twitter. The campaign showcased the brand's new Booty Balm in short-form videos and live streams (an increasingly popular format for driving social commerce) with Jennifer Lopez.

The content used a mix of product information and education to promote benefits and use cases. The campaign drove its strongest engagement through Facebook, demonstrating a strong understanding of where to reach its audience.

JLo Beauty's 'Firm + Flaunt Targeted Booty Balm' campaign drove its strongest engagement through Facebook.



## Highlighting the Impact of Cross-Channel Campaigns

BÉIS	J L O B E A U T Y ®
CAMPAIGN NAME	CAMPAIGN NAME
Navy	Firm + Flaunt Targeted Booty Balm Launch
OVERALL ENGAGEMENT RATE	OVERALL ENGAGEMENT RATE
33.11%	36.87%
TOTAL ENGAGEMENTS	TOTAL ENGAGEMENTS
323,137	474,437
TOTAL IMPRESSIONS	TOTAL IMPRESSIONS
1,294,842	10,673,021
VIDEO VIEWS	VIDEO VIEWS
7,641,274	8,648,717
TOTAL CHANNELS USED	TOTAL CHANNELS USED
4	5
COMPETITIVE RESULTS	COMPETITIVE RESULTS
108% higher compared to Retail Industry Benchmarks (Engagement Rate)	65% higher than Beauty Industry Benchmarks (Engagement Rate)
64% higher compared to competitive average	

# Listening

The future of conversation on social media is visual and increasingly video-first. More and more, audiences don't want to take the time to read or write; they simply want to engage and interact. Emojis, memes, and one-click, pre-programmed reactions have quickly overtaken text-based comments. The launch of new video tools might overtake them all, making it easier than ever for audiences to record and broadcast instant responses.

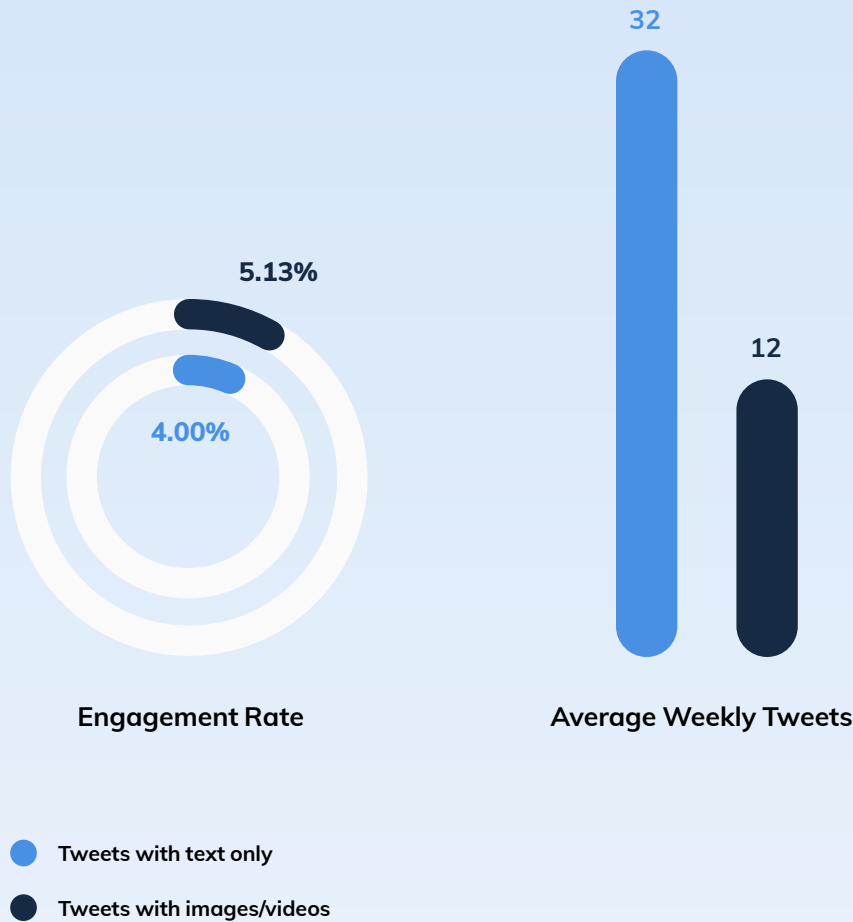
Current social media listening tools aren't keeping up with this shift towards short-form video and visual-first communication. Companies need to go beyond text and numbers with capabilities built for this new era to truly understand how brands and their competitors are being presented online and how audiences are responding.

Dash Hudson studied data on our platform to surface relevant shifts in audience behavior.

- Instagram users are more likely to 'share' a Reel than to 'comment' on it, suggesting a preference for visual communication.
- The average number of comments on a Reel is 132, and the average number of shares of a Reel is 546\*.
- Tweets with images or video receive higher Engagement Rates (5.13%) than Tweets with text-only (4.00%), which goes against the platform's text-focused perception.

\*Timeframe of data January 2022 – November 22 2022, including roughly 600 handles (Dash Hudson customer for Shares data)

## Comparing the Effectiveness of Visual-Based vs. Text-based Tweets



# Conclusion

Despite the numerous challenges in the current social media landscape, there are an incredible number of opportunities for marketers to leverage their creativity to get ahead in 2023. Based on Dash Hudson's analysis of our platform and the broader marketplace, the brands that continue to win out over the competition place a premium on giving audiences what they crave, entertaining content.

## **Social entertainment is here to stay.**

Audiences turn to social platforms to be entertained and the shift from the social graph to the content graph means the most entertaining content has the best chance to break through. Video has cemented itself as the most engaging type of content in this new landscape.

## **Nano-creators succeed in the era of hyper-niche audiences.**

As audiences become more niche, brands must tap into creators and brand ambassadors to expand their reach. Nano-creators and influencers — the champions of niche content — are the greatest driver in UGC engagement for brands.

## **Entertaining content inspires meaningful action.**

The entertainment quality of content not only drives meaningful metrics like engagement and impressions but also correlates with higher click-throughs, which suggest stronger purchase intent.

## **Cross-channel campaigns amplify effectiveness.**

Cross-channel social media campaigns, particularly those containing video, outperform single-channel campaigns and industry and competitor benchmarks. Yet, most brands continue to limit themselves to one channel, presenting an untapped opportunity for leveraging multiple platforms to deliver stronger results.

## **Deep customer insights drive sustained success.**

Brands must listen to their customers to understand what they need, what matters, and what truly resonates. The shift to video and visual-based communication from purely text means existing solutions won't provide the depth of insights that modern marketers need to succeed.

# Methodology

## Campaigns

Includes data from 2022. N=2,712 brands analyzed (Dash Hudson customers only).

## Relationships

Includes data from 2022. N=1,431 brands analyzed (Dash Hudson customers only).

## YouTube Growth Rate and Posting Cadence

Includes data from January 2022–November 2022. N=187 brands analyzed (Dash Hudson customers only).

## TikTok Growth Rate and Posting Cadence

Includes data from January 2022–November 2022. N=531 brands analyzed (Dash Hudson customers only).

## TikTok Entertainment Score

Includes data from July 2022–November 2022. N=531 brands analyzed (Dash Hudson customers only).

## Instagram Growth Rate and Posting Cadence

Includes data from January 2022–November 2022. N=1,679 brands analyzed.

## Reels Entertainment Score

Includes data from July 2022–November. N=1,608 brands analyzed (Dash Hudson customers only).

## Twitter

Includes data from January 2022–November 2022. N=536 brands analyzed.

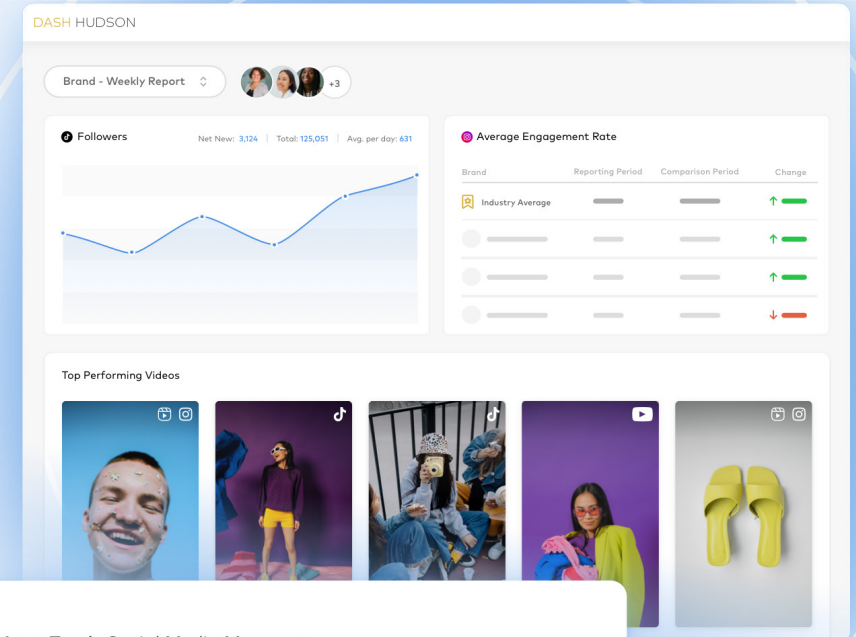
## Pinterest

Includes data from January 2022–June 2022. N=242 brands analyzed (Dash Hudson customers only).

DASH HUDSON

# Outsmart Social

Dash Hudson is a social marketing software that equips brands with intelligence, speed and creative ability to stay ahead of the social curve. Through cross-channel insights and improved team efficiency, Dash Hudson drives consistent business results by fuelling smarter decisions and enabling brands to craft content that entertains, engages and inspires. To discover how Dash Hudson is empowering brands to move at the speed of social, visit [dashhudson.com](https://dashhudson.com).



Lara Travis Social Media Manager

Hey team! Sharing our weekly social performance dashboard for review.