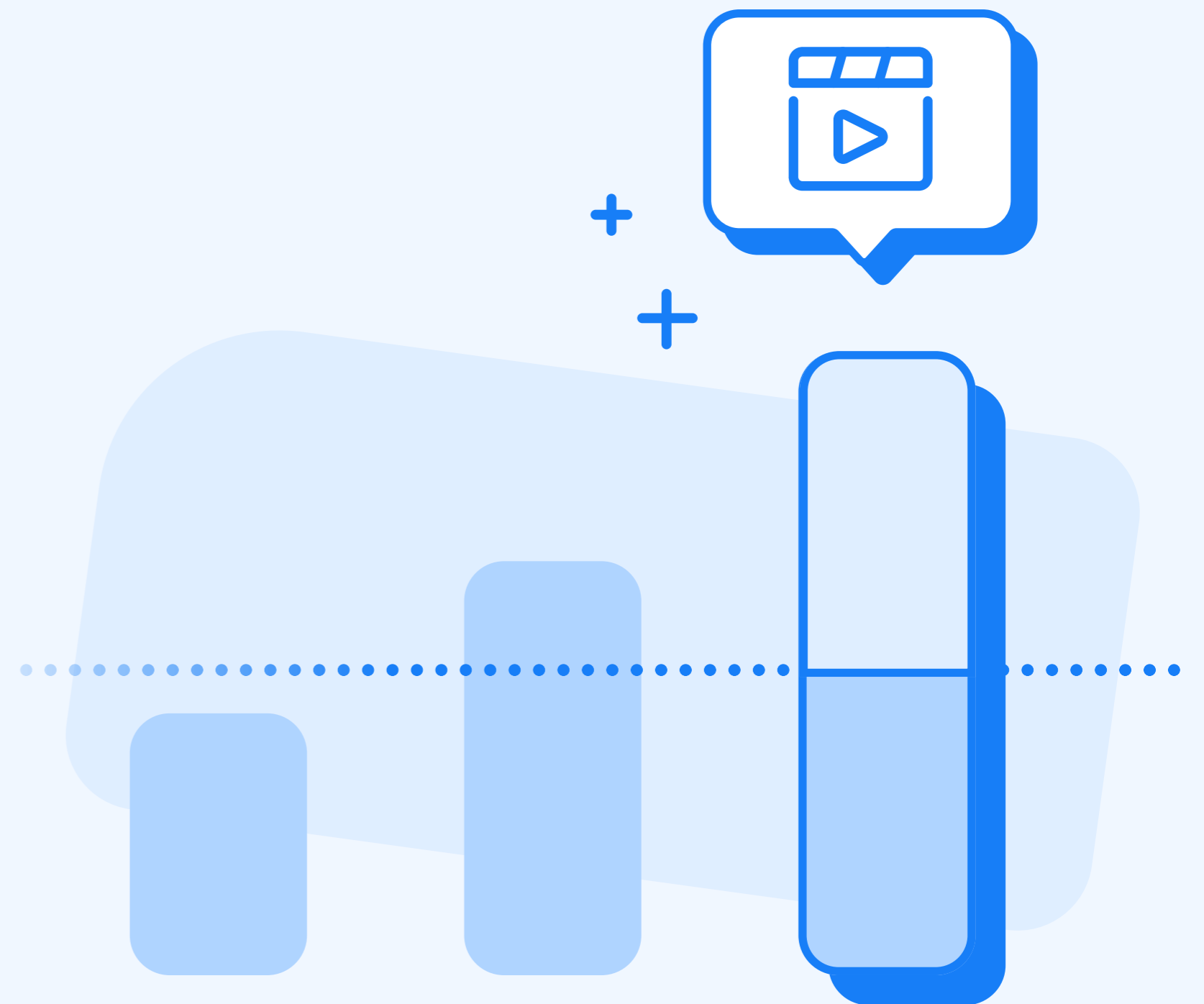


# Social Media Benchmark Report

Media and Publishing Industry

DASH HUDSON



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# Benchmarking Performance

Given the expense and effort required to consistently produce high-quality social content, it's critical that brands understand what truly resonates with their audiences to maximize ROI and achieve lasting success. While metrics like follower count and growth rate remain important, brands are looking to measures such as engagement, owned reach, and posting cadence to gain a deeper understanding of how content is received. Learn why the following KPIs are critical to brands' social strategy.

## Methodology

For the 2H 2024 Social Media Benchmark Reports, Dash Hudson pulled a sample of global companies across TikTok (n=1,150), Instagram (n=2,956), and YouTube (n=631), analyzing their activity between January 1, 2024 – June 30, 2024, to determine average performance against a predetermined set of KPIs. These benchmarks include handles with a minimum of 1K followers, from both customers and non-customers. The results have been published in separate reports broken down into the following industries: beauty, fashion, luxury, media and publishing, CPG, food and beverage, retail, home, baby and children, wellness, B2B and sports.



## Defining the Media and Publishing Industry

The media and publishing industry is the ever-changing world of content syndication, news updates and popular culture.

# KPIs

## Average Monthly Growth Rate

The average number of followers added on a monthly basis.

*Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.*

## Cross-Channel Engagement Rate

The Cross-Channel Engagement Rate is a metric that was created to compare each platform's short-form video offering equally.

TikTok and Instagram:  $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Reach}$ .

YouTube:  $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Video Views}^*$ .

\*As Reach is not an available metric for YouTube, Video Views was used.

*Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.*

## Average Reach (TikTok and Instagram)

The average number of unique accounts that see your post.

*Why It Matters: It helps brands understand the number of unique people its message reaches. This is important because it provides insight into brand awareness.*

## Average Entertainment Score (TikTok and Instagram Reels)

The Entertainment Score is a proprietary Dash Hudson metric and is scored against a global database of industry benchmarks.

*Why It Matters: It helps brands understand how entertained its audience is by a TikTok or Reel.*

## Average Engagement Rate (TikTok and Instagram)

The average Engagement each post receives.

TikTok Engagement Rate =  $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Video Views}$ .

Instagram Engagement Rate =  $(\text{Likes} + \text{Comments}) / \text{Followers}$ .

\*This TikTok calculation differs from what is used in Dash Hudson's platform. Video Views is used instead of Reach in order to include brands that are not customers.

*Why It Matters: It helps brands understand the rate at which the industry is growing and how they measure up.*

## Average Effectiveness Rate

A Dash Hudson metric that includes video views as a way to understand video performance.

Effectiveness Rate =  $(\text{Likes} + \text{Comments} + \text{Saves} + \text{Video Views}) / \text{Est. Reach}$ .

*Why It Matters: It helps brands understand how posts were received by those who saw it, rather than the brand's total Followers.*

## Average Number of Weekly Posts

The average number of posts brands share per grouping and industry.

*Why It Matters: It helps determine the right cadence for posting.*

## Average Video Views

The average number of views each video receives.

*Why It Matters: Users watching video more often have a higher likelihood of remembering brand messages or products.*

## Average Shares

The average number of times each piece of content is shared.

*Why It Matters: Shares indicate that content resonates with users and is deemed 'shareable'.*

## Average Comments

The average number of comments that each post receives.

*Why It Matters: Comments signify community and suggest that users connect with the video.*

## Retention Rate (TikTok)

The percentage of a video that people watched.

Retention Rate =  $\text{average time watched} / \text{video duration}$ .

\*This number can be over 100% if viewers rewatch a video.

*Why It Matters: Understanding how long audiences stay engaged is key to figuring out what types of content work on TikTok.*

# Cross-Channel Trends

## TikTok Is Still the Best Platform for Engagement

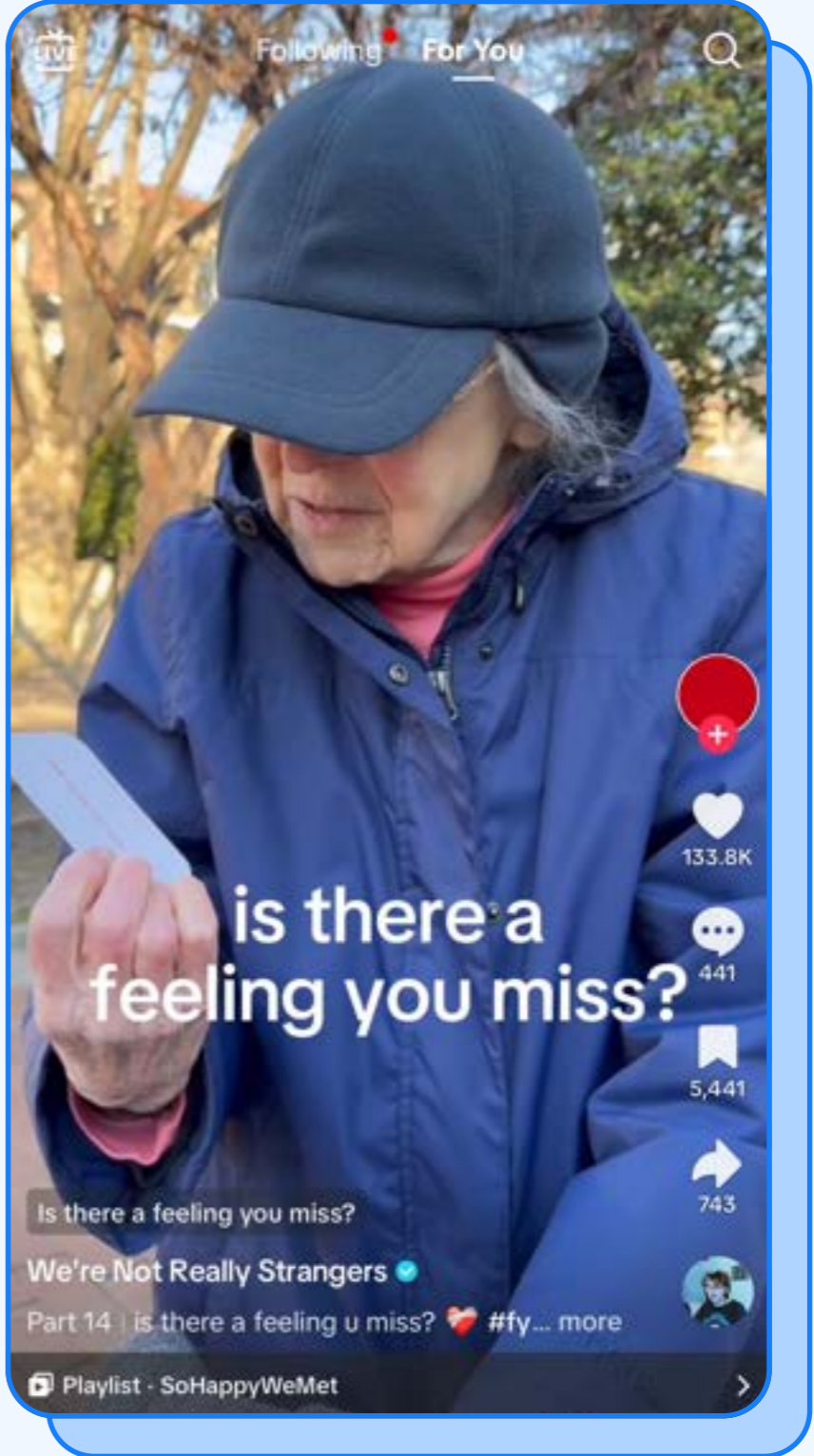
When using a common metric to compare engagement across all channels (cross-channel engagement rate), TikTok leads with 4.5%, followed by Instagram with 4.0% and YouTube with 2.8%. This indicates that TikTok has superior user interaction. This trend continues in short-form content, with TikTok leading at 4.5%, followed by Instagram Reels at 3.6% and YouTube Shorts at 3.4%. These figures underscore TikTok's effectiveness in captivating and engaging its audience, while brands see lower engagement in Reels than Instagram overall.

## TikTok Has Caught up to Instagram Reels in Reach

Historically, Instagram Reels has outperformed TikTok due to its seniority and built-in user base. However, this recent analysis shows the gap is narrowing. Instagram now only leads by 4%. This highlights TikTok's growing influence and the strength of its algorithm, especially considering how brands often have fewer followers on TikTok than Instagram.

## “Shares” Become the Metric To Watch

All three platforms have seen a significant increase in shares compared to six months ago. This trend underscores the growing importance of creating shareable content as more conversations are moving into direct messages. The rise in shares highlights that regardless of user behavior changing, share-worthy content from brands still sees meaningful engagement.



@werenotreallystrangers

### Dash Hudson Insight

Create highly engaging, shareable content across TikTok, Instagram and YouTube to boost interaction, reach and conversations. Take advantage of each platform's growing engagement and capitalize on trendy content to grow your community.

# TikTok Trends

## TikTok Continues to Experience Rapid Growth and Widespread Popularity

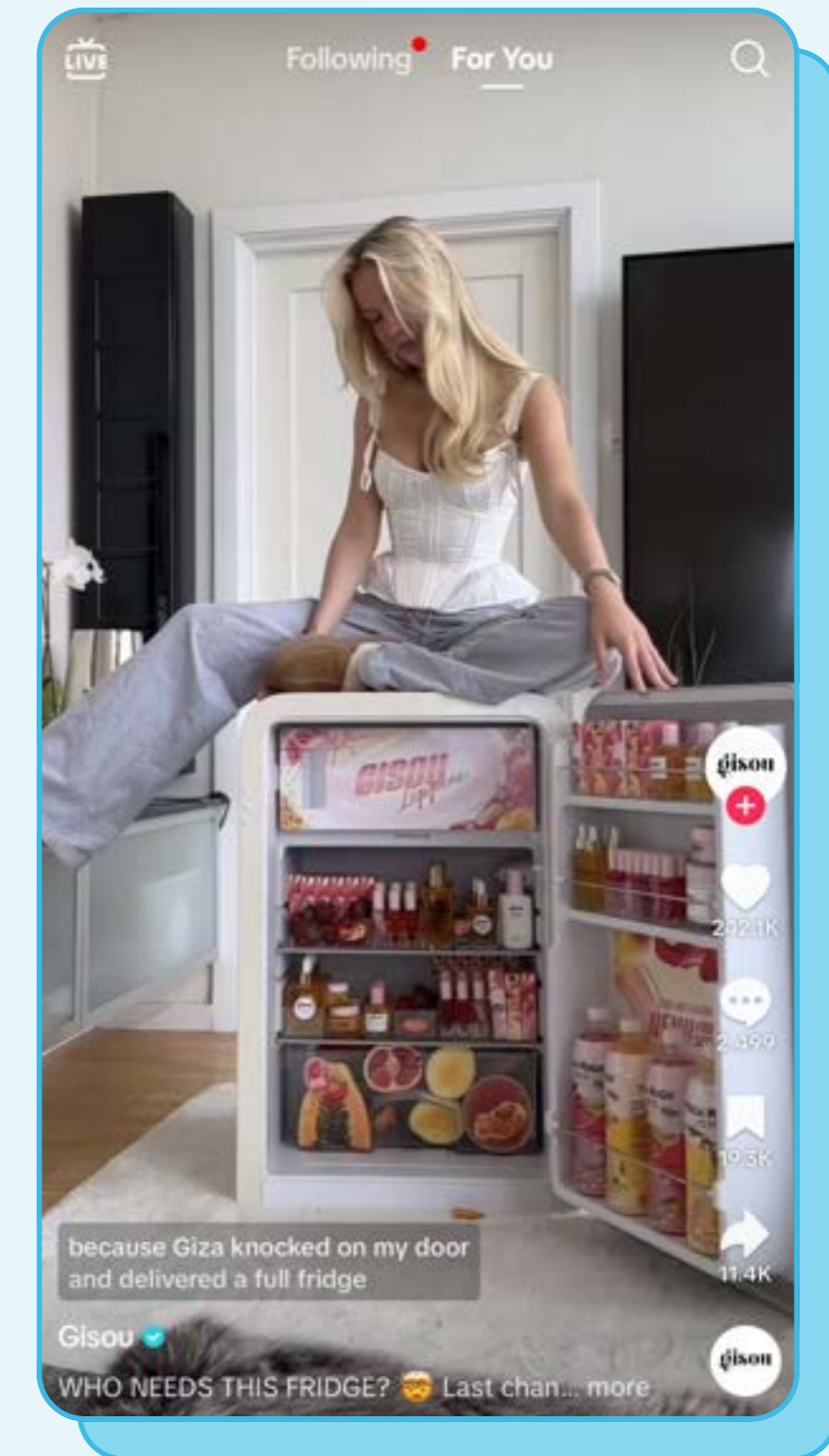
Brands on TikTok still see momentum, with 6% monthly follower growth. Brands are more invested in the channel than ever, increasing their posting cadence to 6 times a week, up from 5 times a week over the past year. This consistent growth and increased posting frequency highlight how TikTok is a key focus for both brands and users.

## Brands Are Producing Better Content and Seeing Better Results

Average Entertainment Scores have grown from 3.6 to 3.8, shares from 111 to 146 and overall reach by 5%. Brands have gotten better at creating the entertaining, highly shareable content that users are most likely to engage with, and the algorithm is rewarding them. This also highlights how competition for creating great content is heating up, and brands need to get good at becoming entertainers to grow their social channels.

## Brands With Higher Engagement Rates Attract More Followers

As an algorithm-based platform, the objective for TikTok is to make engaging content, not grow follower count. However, follower growth is one indicator that brands are succeeding. This trend can be visualized as the circle of engagement: create good content, drive engagement, gain followers, and in turn, these followers contribute to even more engagement. As a result, large brands (4.3%) outperform established (3.6%) and growing (3.3%) brands in engagement rate.



@gisou

### Dash Hudson Insight

Brands that post more often have increased Entertainment Scores and shares. Focus on creativity and consistency to maximize reach and audience engagement.

# Instagram Trends

## Engagement Sees an Uptick While Reach Remains Flat

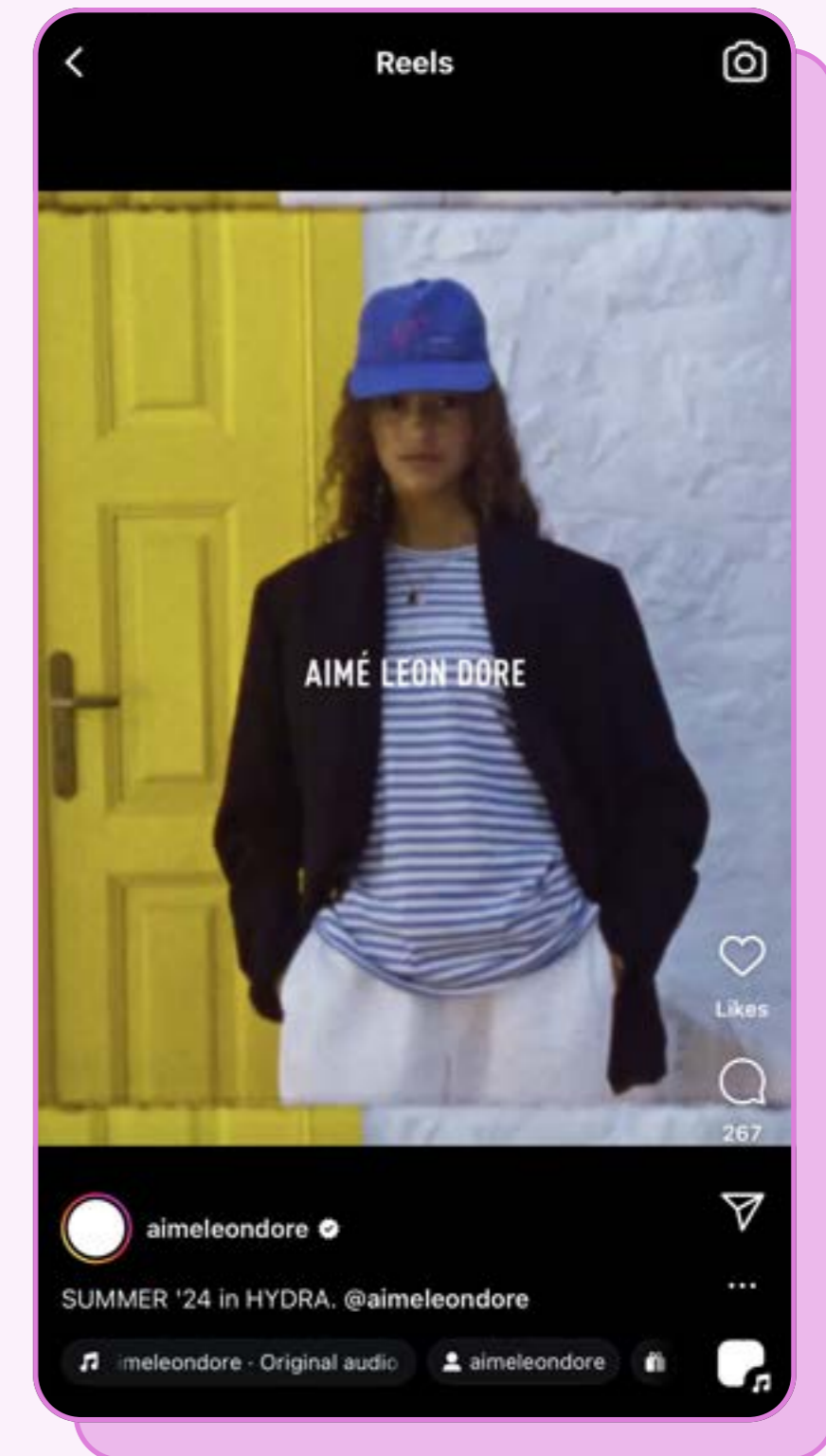
The cross-channel engagement rate has seen an increase in the second half of 2024 for Instagram, while overall brand reach remains flat.

## Images and Carousels Drive Greater Reach Than Reels

On average, single images (188.6K average reach) and carousel content (149.9K average reach) achieve greater reach than Reels (109.4K average reach).

## Instagram Stories Continue to Drive Strong User Engagement

Instagram Stories continue to be a powerful tool for engagement, as demonstrated by impressive reach (14.1K) and completion rates (92%) that are high regardless of follower count. These metrics highlight the effectiveness of Stories in connecting with audiences and driving forward momentum, making them an essential part of any social media strategy.



@aimeleondore

### Dash Hudson Insight

Single images and carousels can drive higher reach, yet Reels and Stories remain crucial tools for brand engagement and visibility.

# YouTube Trends

## Shorts See Substantial Increase in Views, While On-Demand Declines

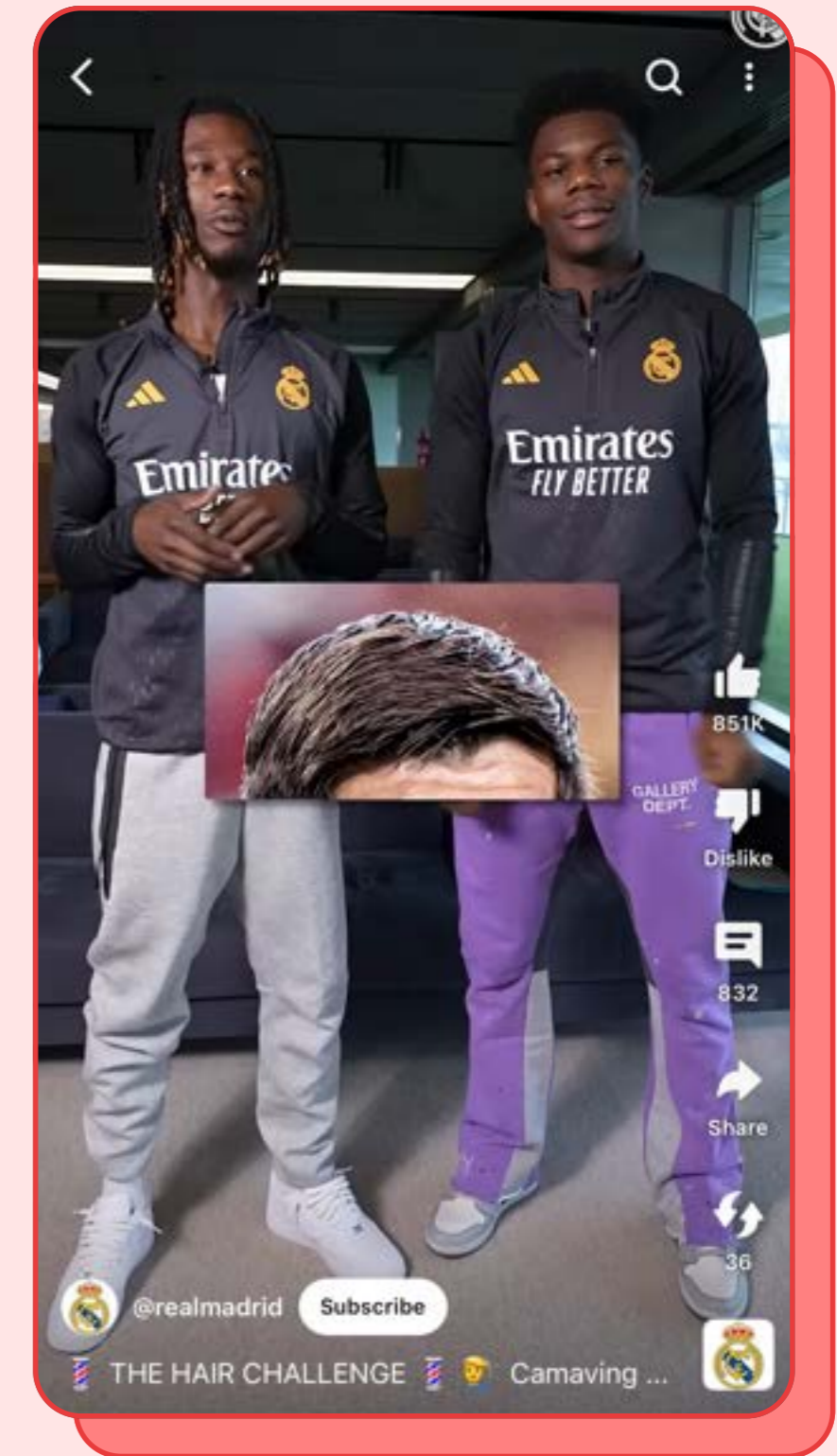
Compared to six months ago, YouTube Shorts video views have increased by 153%, suggesting that the short-form offering continues to gain traction. Meanwhile, On-Demand video views dropped by 15%.

## Shorts Drive Higher Engagement Compared to On-Demand

YouTube Shorts receive three times more likes than On-Demand, differentiating the format as more engagement-driven. Users' tendency to comment on and participate in whatever they're watching is beneficial to brands looking to build community.

## YouTube Has Higher Viewer Retention Compared to TikTok

YouTube's role as a search engine significantly contributes to its higher viewer retention rates, with users completing an average of 67% of videos, compared to TikTok's 25%-30%. Unlike TikTok's infinite scroll, YouTube leverages Google's advanced discoverability tools to help users find content tailored to their interests. For brands, optimizing YouTube content like blog posts ensures it reaches and engages the right audience effectively.



@realmadrid




### Dash Hudson Insight

YouTube Shorts has experienced significant growth in video views yet remains a largely untapped opportunity for brands.






# Across All Industries

## TikTok, Instagram and YouTube (Average)

	 TikTok	 Instagram	 YouTube
Followers/Subscribers	<b>357K</b> +7%	<b>2.1M</b> -2%	<b>791K</b> +13%
Monthly Follower/Subscriber Growth Rate	<b>5.8%*</b> -25%	<b>0.8%</b> +14%	<b>1.2%</b> No change
Weekly Posts	<b>6</b> +20%	<b>9</b> No change	<b>7</b> +17%
Cross-Channel Engagement Rate	<b>4.5%*</b> -2%	<b>4.0%*</b> +14%	<b>2.8%*</b> -28%
Reach	<b>105K*</b> +5%	<b>158K*</b> -10%	Reach is not available through Dash Hudson

\*Customer data only  
Compared to six months prior

## TikTok, Reels and Shorts (Average)

	 TikTok	 Instagram Reels	 YouTube Shorts
Weekly Posts	<b>6</b> +20%	<b>4</b> No change	<b>4</b> No change
Cross-Channel Engagement Rate	<b>4.5%*</b> -2%	<b>3.6%*</b> +20%	<b>3.4%*</b> -15%
Video Views	<b>128K</b> -2%	<b>117K*</b> -5%	<b>81K</b> +17%
Reach	<b>105K</b> +5%	<b>109K</b> -7%	Reach is not available through Dash Hudson
Shares	<b>142</b> +28%	<b>408</b> +36%	<b>51</b> +9%

Cross-Channel Engagement Rate is a metric designed specifically for this report. It allows for an equal comparison across TikTok, Instagram, and YouTube by applying the same calculation across all three platforms.

Calculation: TikTok and Instagram = (Likes + Comments + Shares) / Reach | YouTube = (Likes + Comments + Shares) / Video Views

# Media and Publishing Content Thrives Across Social Media Platforms

## Brands Excel on TikTok by Maximizing Entertainment Value

Media and publishing brands continue to lead in reach, shares and Entertainment Scores compared to other industries. This success indicates that the industry's content aligns perfectly with TikTok's role as an entertainment platform.

## The Industry Also Leads in Reach and Shares on Instagram

Media and publishing brands lead on Instagram with the highest reach and share count, supported by a strong Entertainment Score of 5.1. This sector demonstrates how consistent, high-quality content can effectively captivate and grow an audience, reinforcing its role as a primary outlet for entertainment, news and updates.

## Media and Publishing Thrive With YouTube Shorts Over Traditional On-Demand Content

The Media and Publishing industry sees greater success with YouTube Shorts compared to On-Demand videos. Shorts garner significantly higher views, with (113.9K) views versus (77.8K) for On-Demand, demonstrating the industry's adeptness at engaging audiences with shorter, more dynamic content formats.

## Average Media and Publishing Engagement Rate and Video Views

H2 2024

### Engagement Rate

### Video Views

4.7%

↓ 4%

0.4%

No change

159.9K

↑ 10%

209.1K

↓ 8%

90K

↓ 7%



Percentage change compared to six prior

# TikTok



# Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
<b>Overall</b>	<b>357K</b>	<b>6</b>	<b>5.8%</b>	<b>128.1K</b>	<b>142</b>	<b>105K</b>	<b>3.8</b>
<b>Growing Brands</b> <small>(0 – 11.5K Followers)</small>	<b>4.1K</b>	<b>3</b>	<b>7.6%</b>	<b>19.3K</b>	<b>9</b>	<b>12.9K</b>	<b>3.4</b>
<b>Established Brands</b> <small>(11.5K – 110K Followers)</small>	<b>44.7K</b>	<b>5</b>	<b>6.8%</b>	<b>61.8K</b>	<b>36</b>	<b>47.4K</b>	<b>3.6</b>
<b>Large Brands</b> <small>(110K+ Followers)</small>	<b>894.6K</b>	<b>9</b>	<b>3.5%</b>	<b>177.8K</b>	<b>216</b>	<b>145.6K</b>	<b>3.9</b>

\*Customer data only

## Engagement Rate



Engagement Rate: (Likes+Comments+Shares) / Video Views

# By Industry

	Media and Publishing	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Baby and Children	B2B	Wellness	Sports	Travel
Follower Count	676.9K	339.7K	252.3K	200.6K	514.9K	329.9K	564.5K	121.3K	208.2K	193.9K	110K	604.6K	139K
Weekly Posts	11	6	4	5	4	4	3	3	3	8	4	5	3
Monthly Follower Growth Rate*	9.3%	4.7%	4.0%	4.9%	5.8%	5.1%	5.0%	7.5%	4.1%	**	6.8%	**	5.6%
Video Views	159.9K	96.3K	141K	107.1K	207.2K	146.6K	161.5K	60.7K	99.9K	125.3K	66.7K	168.3K	151.7K
Shares	269	66	71	55	127	121	164	50	98	105	47	178	128
Reach	138K	79.3K	107K	86.6K	154.7K	121.4K	120.8K	48.8K	54.9K	**	54K	**	96.3K
Entertainment Score*	4.0	3.9	3.4	3.4	3.8	3.9	3.8	3.7	3.6	**	3.3	**	3.4
Engagement Rate	4.7%	4.0%	3.3%	3.2%	4.2%	3.6%	3.5%	3.4%	3.9%	2.4%	3.3%	5.6%	3.7%

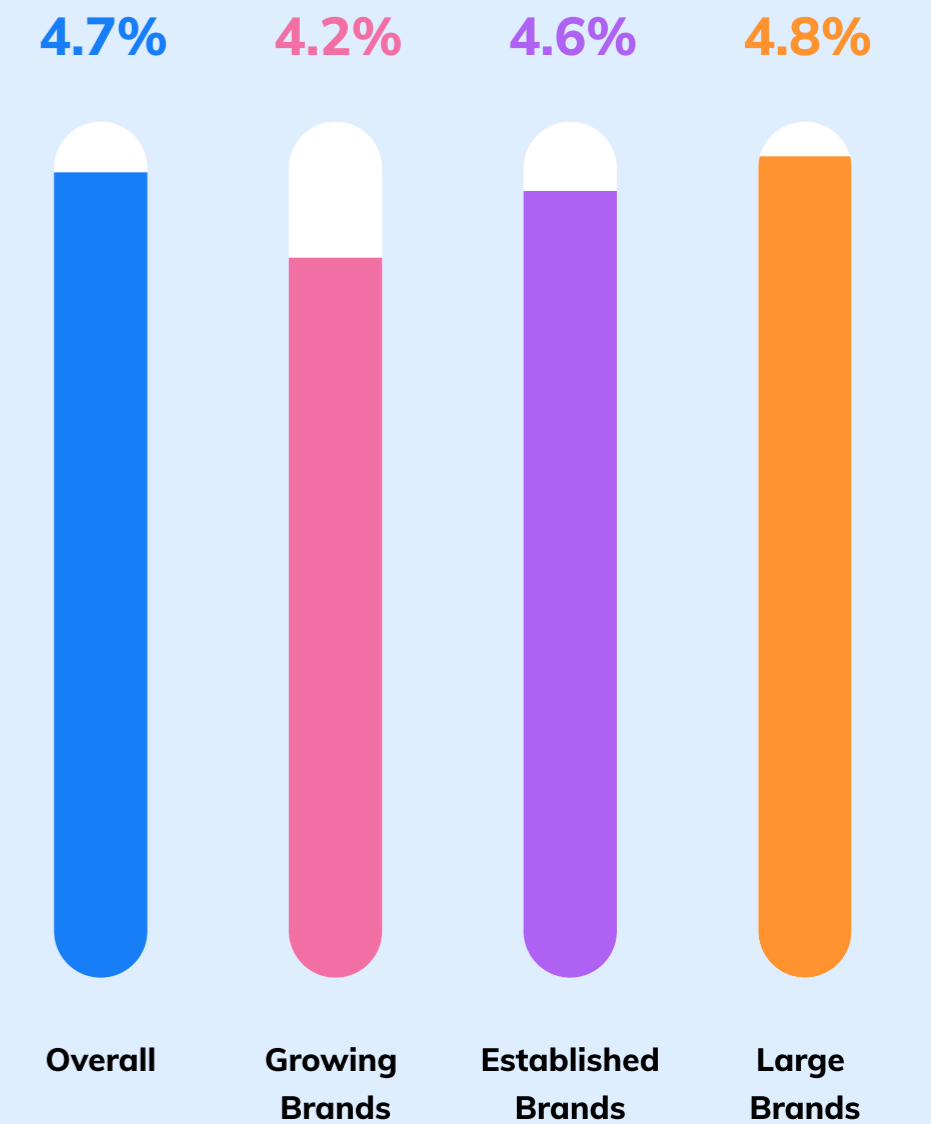
\*Customer data only  
\*\* Limited data available

# Media and Publishing Brands Industry-Wide

	Follower Count	Weekly Posts	Monthly Follower Growth Rate*	Video Views	Shares	Reach*	Entertainment Score*
<b>Media and Publishing Overall</b>	<b>676.9K</b>	<b>11</b>	<b>9.3%</b>	<b>159.9K</b>	<b>269</b>	<b>138K</b>	<b>4.0</b>
<b>Growing Brands</b> <small>(0 – 11.5K Followers)</small>	<b>4.2K</b>	<b>3</b>	<b>11.8%</b>	<b>7.1K</b>	<b>18</b>	<b>6.3K</b>	<b>4.0</b>
<b>Established Brands</b> <small>(11.5K – 110K Followers)</small>	<b>44.2K</b>	<b>5</b>	<b>23.5%</b>	<b>47.5K</b>	<b>88</b>	<b>42.2K</b>	<b>4.1</b>
<b>Large Brands</b> <small>(110K+ Followers)</small>	<b>1.1M</b>	<b>15</b>	<b>2.6%</b>	<b>184.5K</b>	<b>309</b>	<b>158.9K</b>	<b>3.9</b>

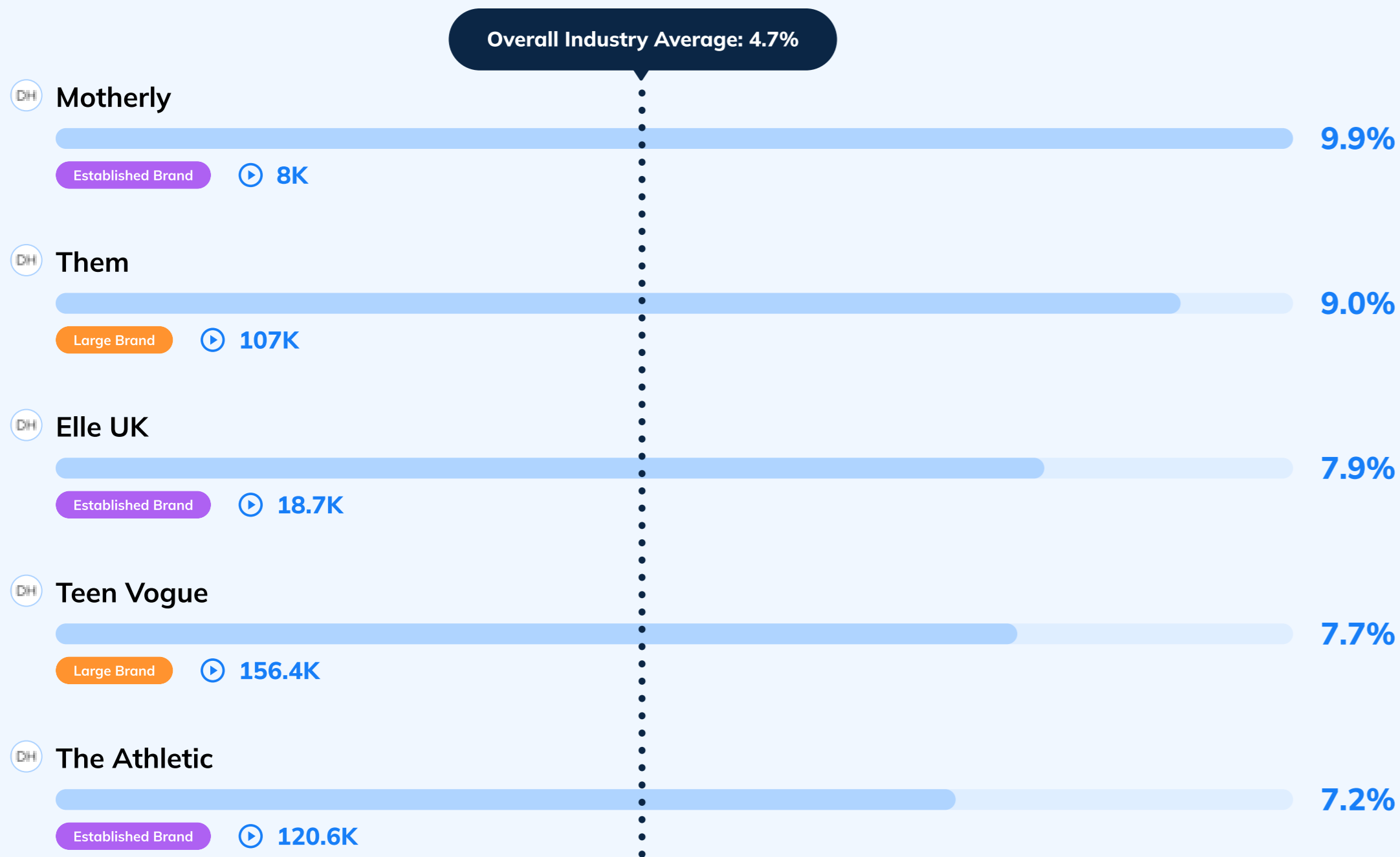
\*Customer data only

## Engagement Rate



Engagement Rate: (Likes+Comments+Shares) / Video Views

# Top Media and Publishing Industry Performers by Engagement Rate



 Average Video Views  Dash Hudson User  Growing Brand: 0 – 11.5K Followers  Established Brand: 11.5K – 110K Followers  Large Brand: 110K+ Followers

## Deep Dive Into Top Performing Media and Publishing Brand

### The Athletic

The Athletic drives high TikTok engagement with its cutting edge sports coverage, commentary and storytelling. Its fast-paced content appeals directly to sports enthusiasts, who are passionate about their interests and much more inclined to engage than typical media audiences.



The Athletic outperforms the average Engagement Rate for media and publishing brands by **42%**.



# Winning Formulas for Creating Entertaining TikTok Content

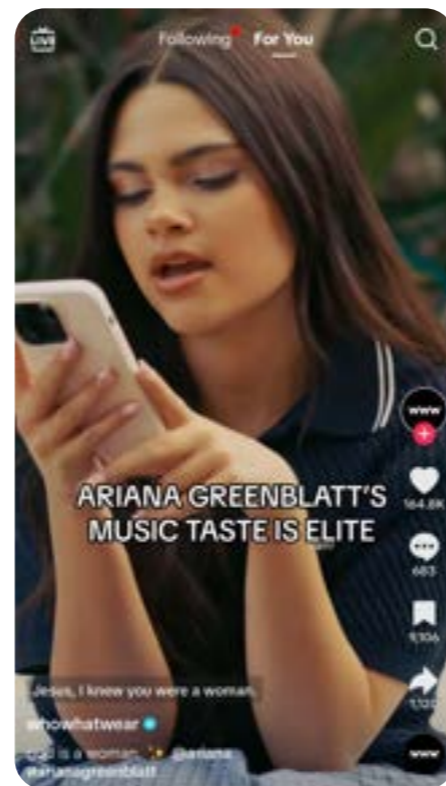
**WHO WHAT WEAR** Who What Wear earns a high Entertainment Score by tapping into the latest trends with lively, engaging videos — always with snappy overlay text. The brand gives an inside look into celebrity culture, with interviews and red carpet footage, making the brand’s TikTok an essential destination for pop culture fans.

**Entertainment Score: 9.8/10**

Compared to the media and publishing industry average of 4.0, and Who What Wear’s own average of 5.9.

**Retention Rate: 106%**

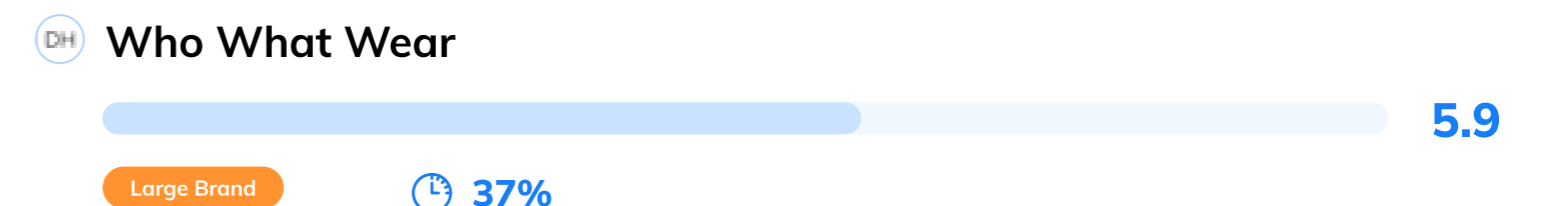
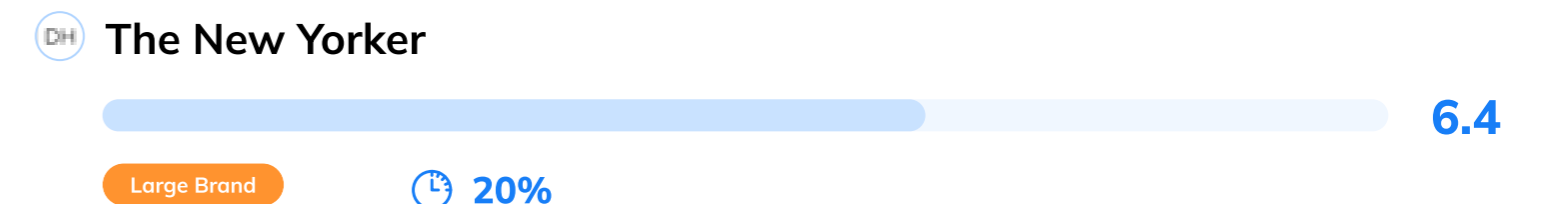
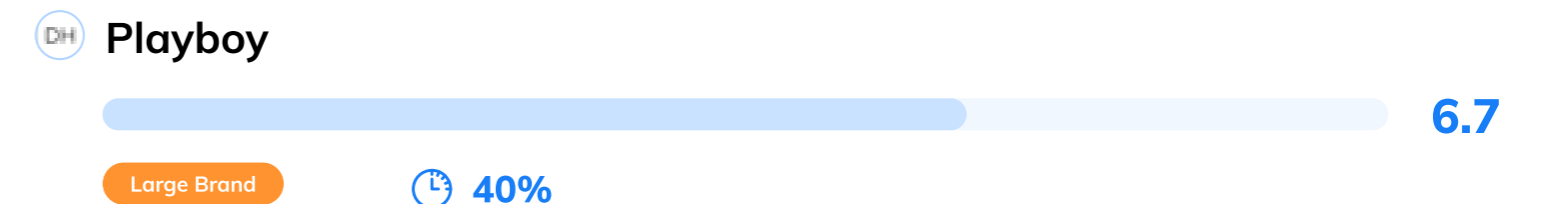
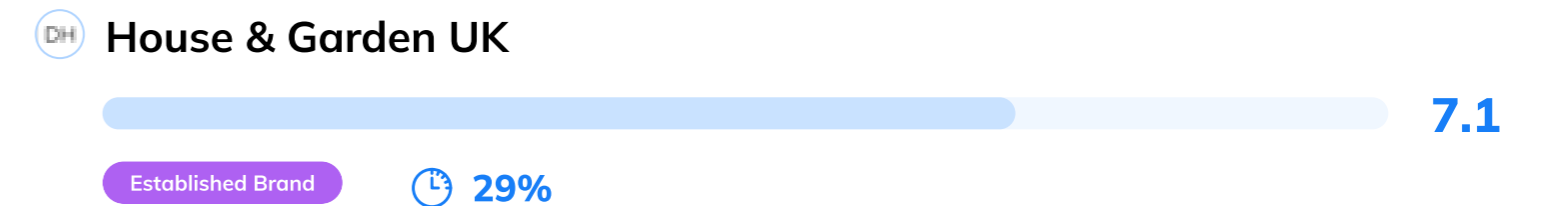
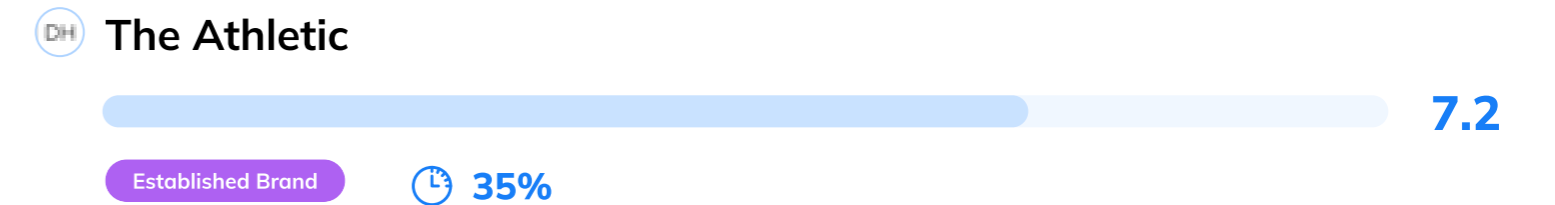
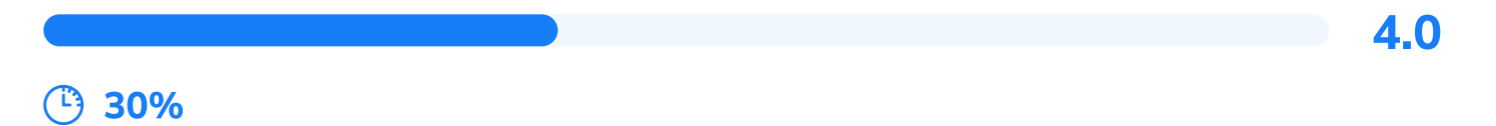
Compared to the media and publishing industry average of 30%, and Who What Wear’s own average of 27%.



## Top Media and Publishing Industry Performers by Entertainment Score

 Average Retention Rate

Overall Average





# Instagram

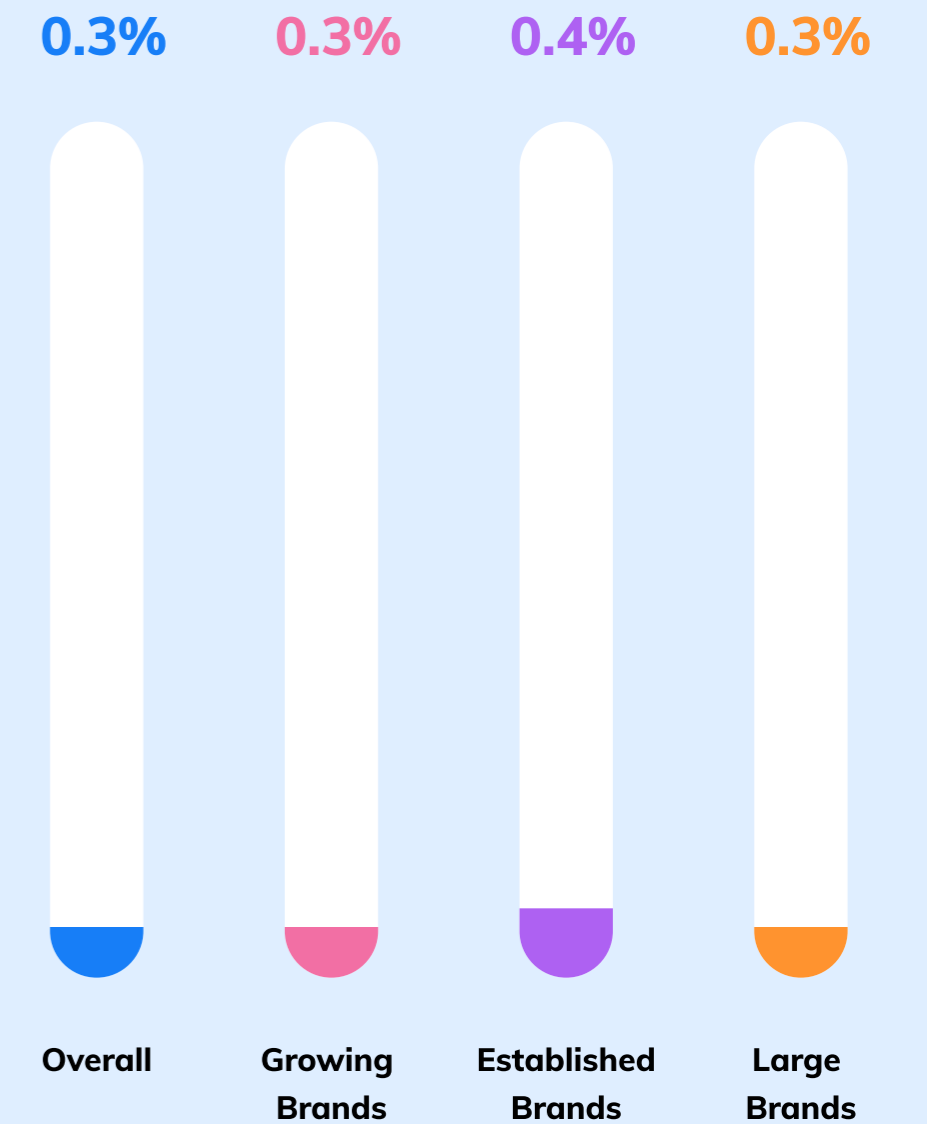


# Across All Industries

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Reach*	Entertainment Score* (Reels)	Effectiveness Rate*	Shares
<b>Overall</b>	2.1M	4	5	0.8%	158.2K	4.6	14.7%	363
<b>Growing Brands</b> <small>(0 – 190K Followers)</small>	87.5K	2	3	1.1%	9.9K	4.5	21.1%	34
<b>Established Brands</b> <small>(190K – 1.1M Followers)</small>	497.3K	3	4	0.7%	40.5K	4.1	16.6%	140
<b>Large Brands</b> <small>(1.1M+ Followers)</small>	7.4M	7	10	0.5%	304.8K	5.1	10.9%	658

\*Customer data only

## Engagement Rate

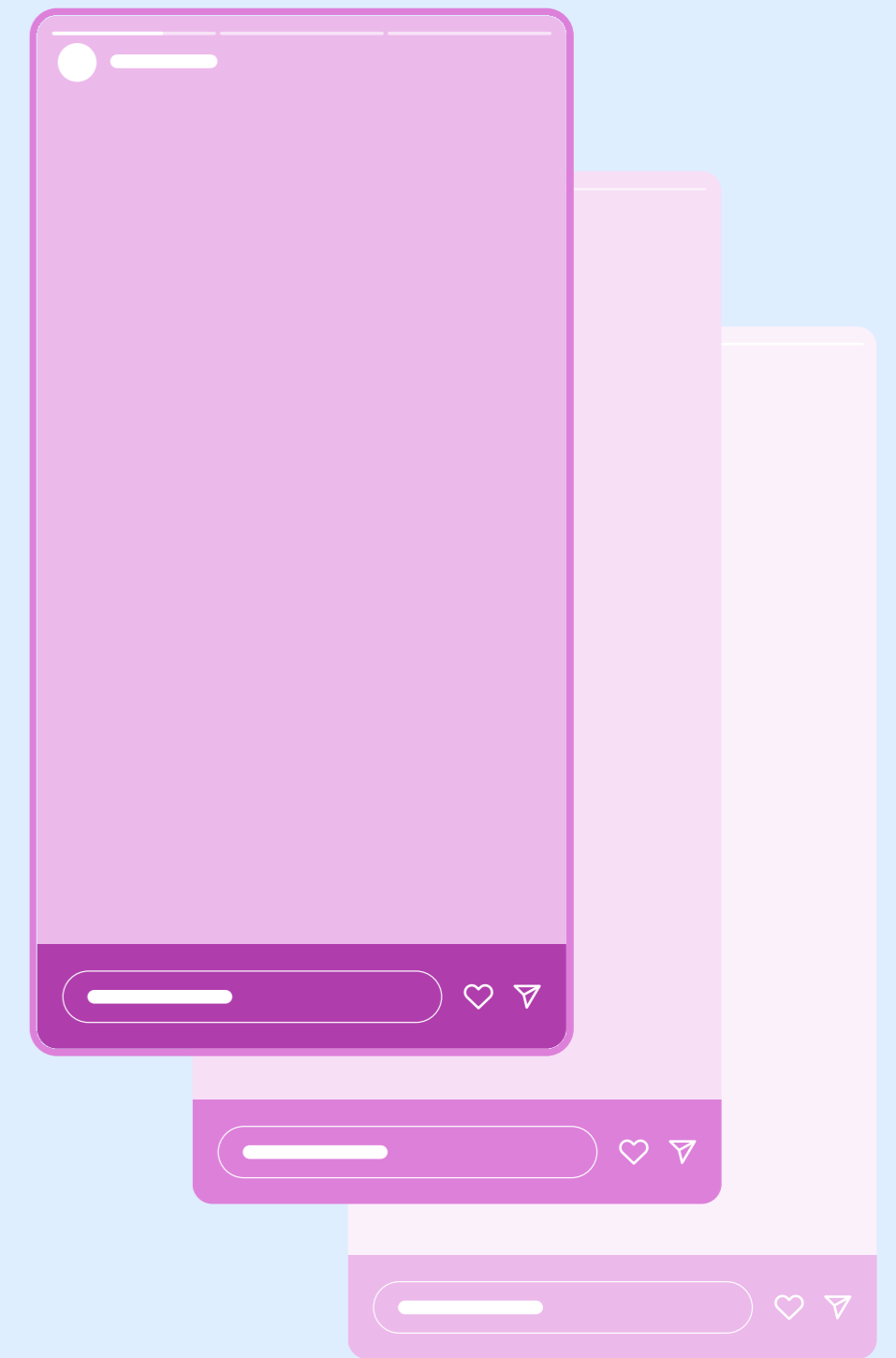


Engagement Rate: (Likes+ Comments) / Followers

# Across All Industries

	Daily Posts	Post Completion Rate	Post Exit Rate	Reach	Impressions	Tap Forwards	Tap Backwards
<b>Overall</b>	3	92%	8%	14.1K	14.3K	11.9K	632
<b>Growing Brands</b> (0 – 190K Followers)	2	91%	8%	903	914	772	39
<b>Established Brands</b> (190K – 1.1M Followers)	3	92%	7%	4.1K	4.1K	3.6K	171
<b>Large Brands</b> (1.1M+ Followers)	4	93%	6%	35.8K	35.8K	29.6K	1.6K

\*Customer data only



# By Industry

	Media and Publishing	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Baby and Children	B2B	Wellness	Sports	Travel
<b>Follower Count</b>	6.2M	2.5M	3.2M	3.6M	8M	1.5M	1.6M	1M	989.6K	418.1K	680.8K	28.2M	1.5M
<b>Weekly Posts</b> (Reels)	12	6	4	3	2	2	2	2	2	2	3	6	2
<b>Weekly Posts</b> (Carousel and Image)	19	5	5	6	5	2	3	4	3	2	3	12	4
<b>Monthly Follower Growth Rate</b>	0.8%	0.8%	0.5%	0.6%	0.7%	0.9%	0.9%	0.6%	0.7%	1.6%	1.0%	1.1%	1.0%
<b>Shares*</b>	688	119	79	60	127	165	313	109	257	**	198	**	213
<b>Entertainment Score*</b> (Reels)	5.1	4.9	3.4	3.6	4.9	4.9	5.4	3.7	3.6	**	3.6	**	5.3
<b>Reach*</b>	284.7K	81.2K	64K	68.8K	136.6K	31.3K	72.6K	58K	40.5K	**	47.4K	**	60.8K
<b>Effectiveness Rate*</b>	15.3%	15.6%	9.8%	9.4%	11.4%	19.8%	17.8%	10.2%	14.4%	**	16.2%	**	17.5%
<b>Engagement Rate</b>	0.4%	0.2%	0.1%	0.2%	0.3%	0.4%	0.3%	0.2%	0.2%	0.4%	0.2%	0.9%	0.4%

\*Customer data only  
\*\* Limited data available

# Media and Publishing Brands Industry-Wide

	Follower Count	Weekly Posts (Reels)	Weekly Posts (Carousel and Image)	Monthly Follower Growth Rate	Shares*	Entertainment Score* (Reels)	Reach*	Effectiveness Rate*
<b>Media and Publishing Overall</b>	6.2M	12	19	0.8%	688	5.1	284.7K	15.3%
<b>Growing Brands</b> (0 – 190K Followers)	98.7K	5	9	1.3%	78	3.7	19.2K	25.8%
<b>Established Brands</b> (190K – 1.1M Followers)	523.4K	8	13	1.0%	292	4.7	64.5K	21.8%
<b>Large Brands</b> (1.1M+ Followers)	8.9M	17	27	0.5%	954	5.6	420.9K	10.8%

\*Customer data only

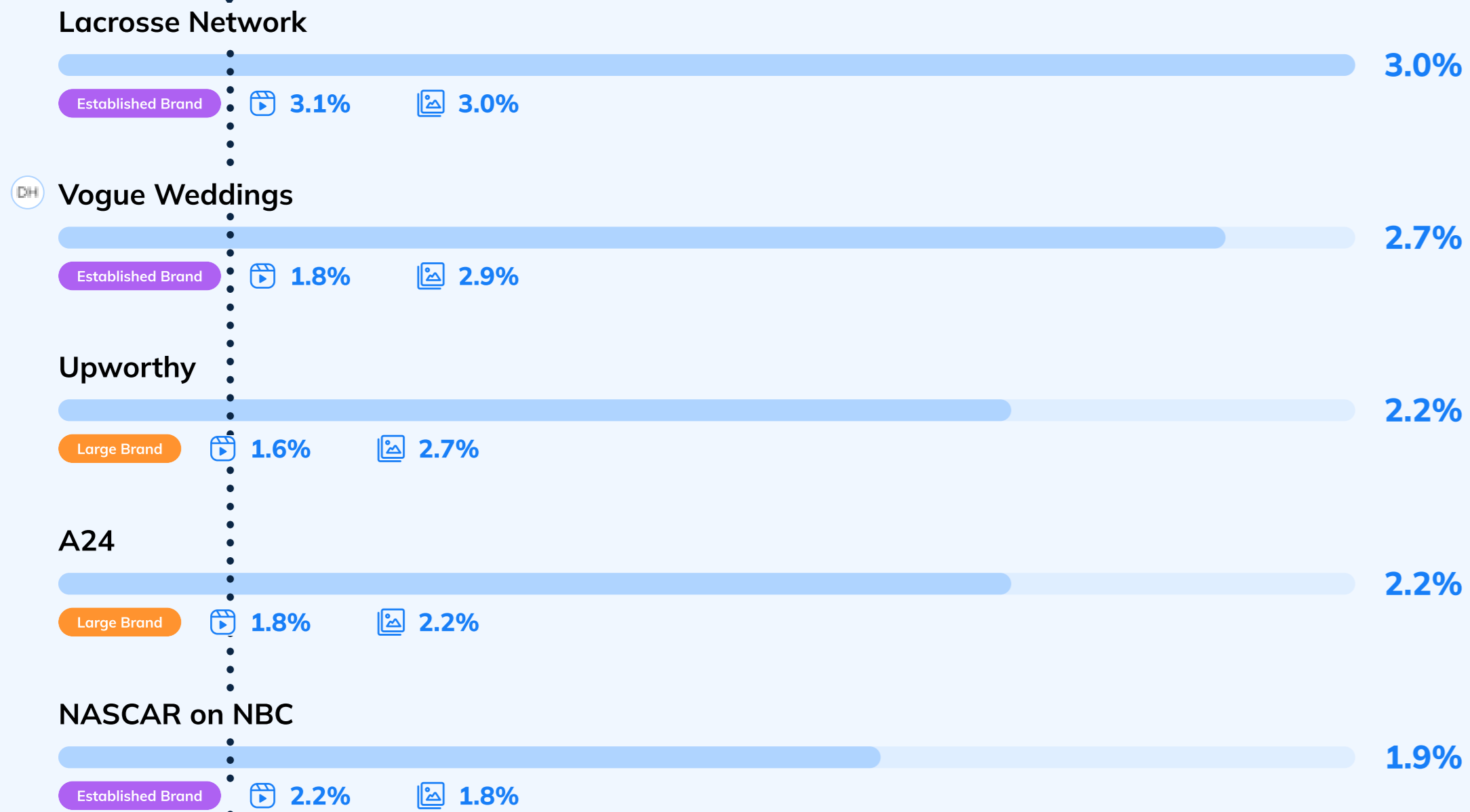
## Engagement Rate






Engagement Rate: (Likes+ Comments) / Followers

# Top Media and Publishing Industry Performers by Engagement Rate

Overall Industry Average: 0.4%



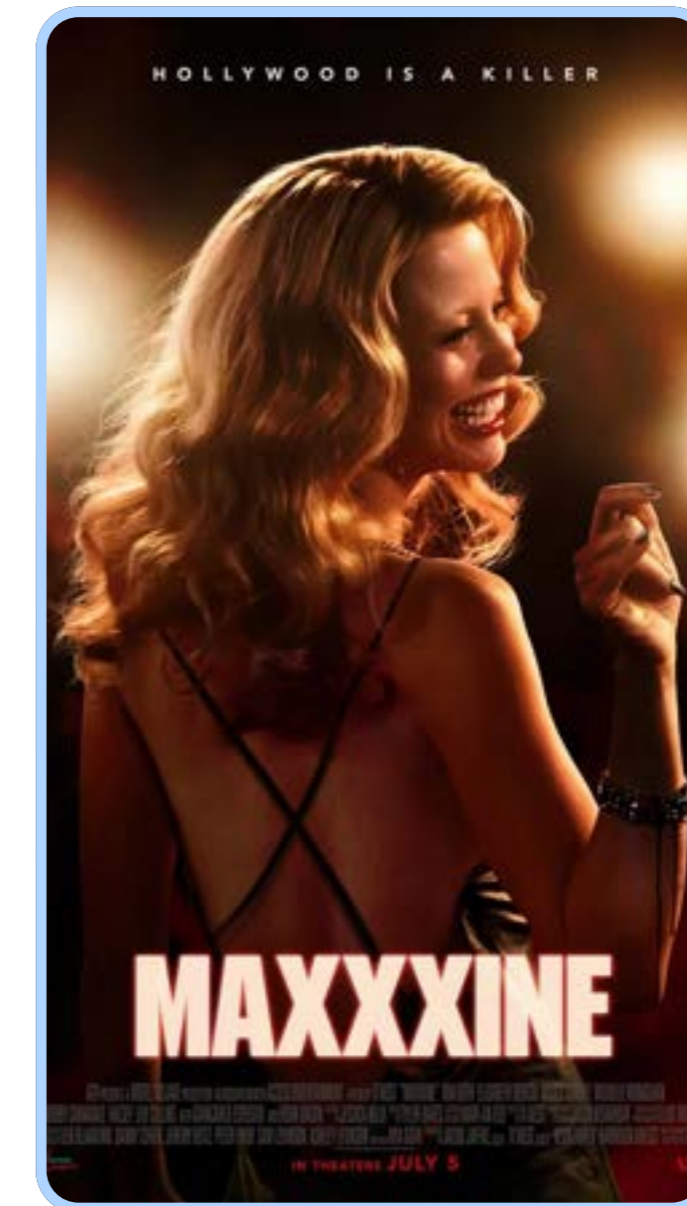
 Average Engagement Rate (Reels) | Industry Average: 0.4%  Average Engagement Rate (Static and Carousel) | Industry Average: 0.4%  Dash Hudson User

 Growing Brand: 0 – 190K Followers  Established Brand: 190K – 1.1M Followers  Large Brand: 1.1M+ Followers

## Deep Dive Into Top Performing Media and Publishing Brand

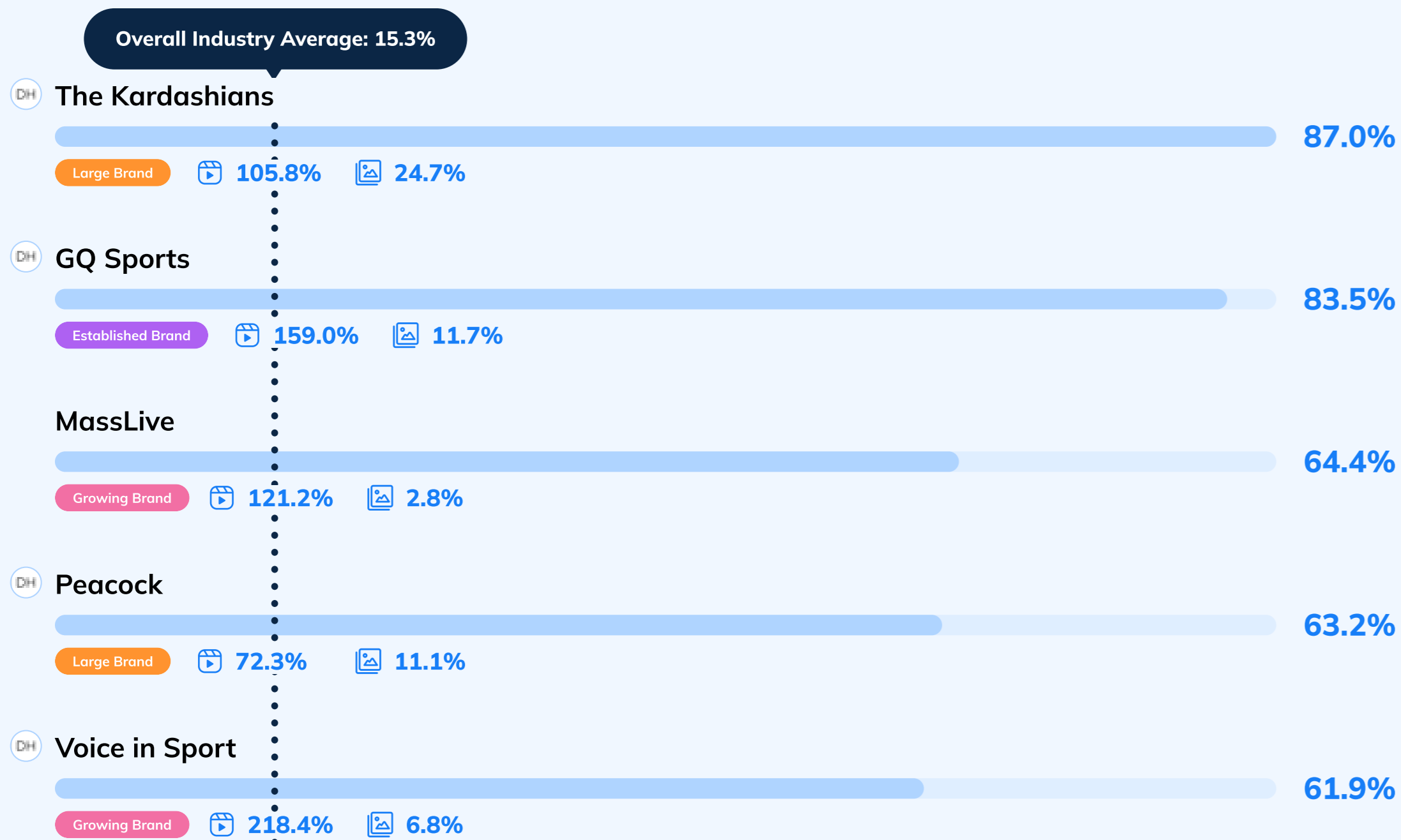
### A24




A24 uses Instagram to share film promo, interviews and behind-the-scenes content. Its high Instagram engagement is an extension of the studio's success in growing an audience of film aficionados, as niche communities make for the most engaged followers.



A24 outperforms the average Engagement Rate for media and publishing brands by **138%**.

# Top Media and Publishing Industry Performers by Effectiveness Rate



 Average Effectiveness Rate (Reels) | Industry Average: 36.0%  Average Effectiveness Rate (Static and Carousel) | Industry Average: 5.9%  Dash Hudson User

 Growing Brand: 0 – 190K Followers  Established Brand: 190K – 1.1M Followers  Large Brand: 1.1M+ Followers

## Deep Dive Into Top Performing Media and Publishing Brand



Peacock achieves a remarkable Instagram Effectiveness Rate by strategically showcasing its broad range of streaming content with vibrant visuals and a focus on humor. Its videos always have overlay captions, which helps for accessibility and also for scrollers who watch on mute. The brand also tactically incorporates social media trends and gives a spotlight to older, beloved series that audiences are talking about.



Peacock outperforms the average Effectiveness Rate for media and publishing brands by **122%**.

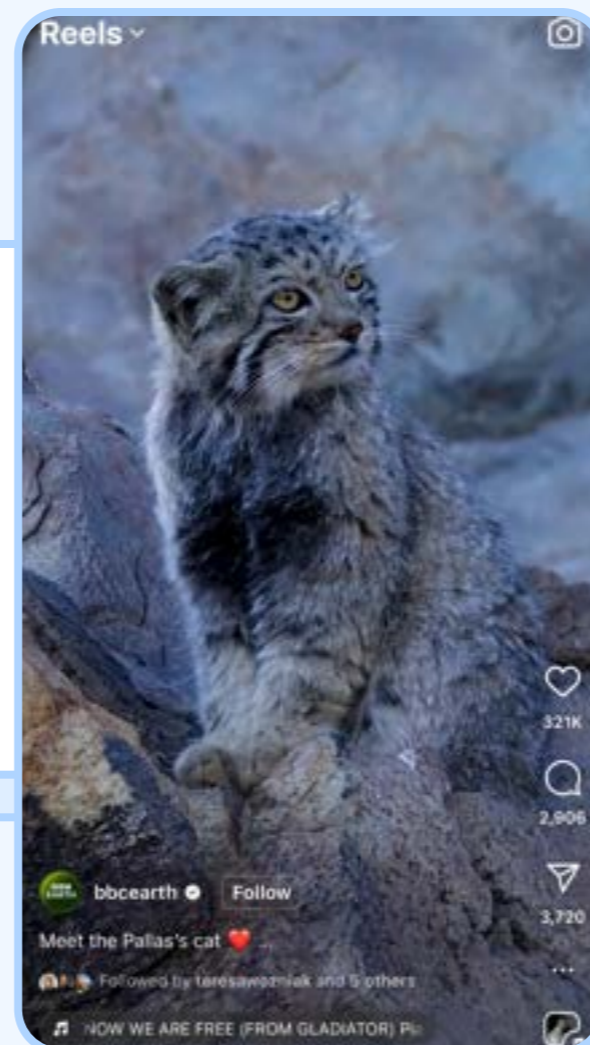
# Winning Formulas for Creating Entertaining Reels Content

## BBC EARTH

BBC Earth's Instagram thrives with a high Entertainment Score by sharing breathtaking natural imagery and captivating wildlife videos that inspire and educate. Its Instagram is truly an extension of the network, and its content engages viewers passionate about nature.

**Entertainment Score: 9.8/10**

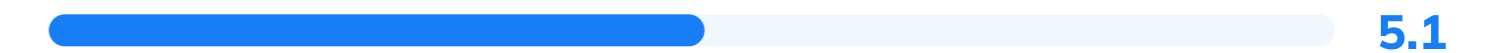
Compared to the media and publishing industry average of **5.1**, and BBC Earth's own average of **8.4**.



## Top Media and Publishing Industry Performers by Entertainment Score (Reels)

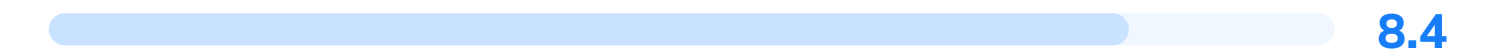
 Average Video Views

Overall Average



 209.1K

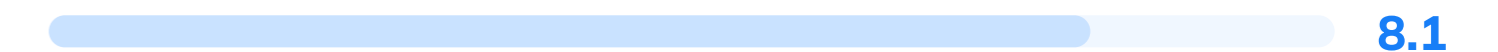
 BBC Earth



Large Brand

 560.7K

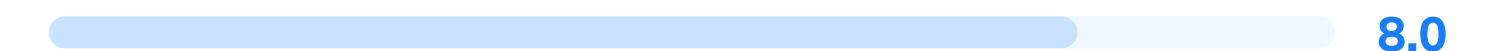
 The Kardashians



Large Brand

 652.8K

 The Shade Room



Large Brand

 1.4M

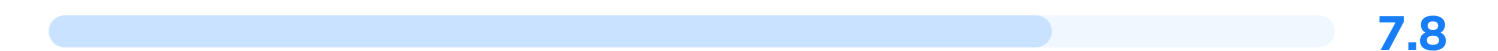
 New York Times



Large Brand

 851.8K

 Vogue



Large Brand

 1M



# YouTube



 Average YouTube Performance

# Across All Industries

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes	Shares	Percentage Viewed
<b>Overall</b>	<b>791.2K</b>	<b>7</b>	<b>1.2%</b>	<b>2.1K</b>	<b>84</b>	<b>67%</b>
<b>Growing Brands</b> <small>(0 – 20K Followers)</small>	<b>5.8K</b>	<b>3</b>	<b>1.6%</b>	<b>201</b>	<b>7</b>	<b>86%</b>
<b>Established Brands</b> <small>(20K – 150K Followers)</small>	<b>70K</b>	<b>5</b>	<b>0.9%</b>	<b>236</b>	<b>8</b>	<b>68%</b>
<b>Large Brands</b> <small>(150K+ Followers)</small>	<b>2.7M</b>	<b>17</b>	<b>0.9%</b>	<b>3K</b>	<b>156</b>	<b>60%</b>

\*Customer data only

## Overall Video Views



# By Industry

	Media and Publishing	Beauty	Retail	Fashion	Luxury	CPG	Food and Beverage	Home	Baby and Children	B2B	Wellness	Sports	Travel
Subscriber Count	3.7M	98.2K	343.4K	48.2K	312.6K	714.3K	622.2K	94K	335.4K	192.3K	200.1K	1.6M	132.8K
Weekly Videos	35	8	7	9	4	4	3	3	4	3	5	15	6
Monthly Follower Growth Rate	1.5%	1.3%	0.5%	0.9%	1.1%	1.1%	1.0%	1.4%	0.8%	1.4%	1.4%	1.4%	1.6%
Likes*	2.4K	1.3K	368	247	1.3K	3.2K	3.6K	151	592	135	355	4.5K	146
Shares*	188	34	6	4	36	12	24	15	17	2	34	35	6
Percentage Viewed*	57%	88%	59%	68%	100%	64%	64%	74%	73%	**	**	**	**
Overall Video Views	90K	72.5K	77.7K	45.9K	118.8K	163.2K	163.7K	56.8K	55.9K	33.9K	55.8K	135.2K	30.3K

\*Customer data only  
\*\* Limited data available

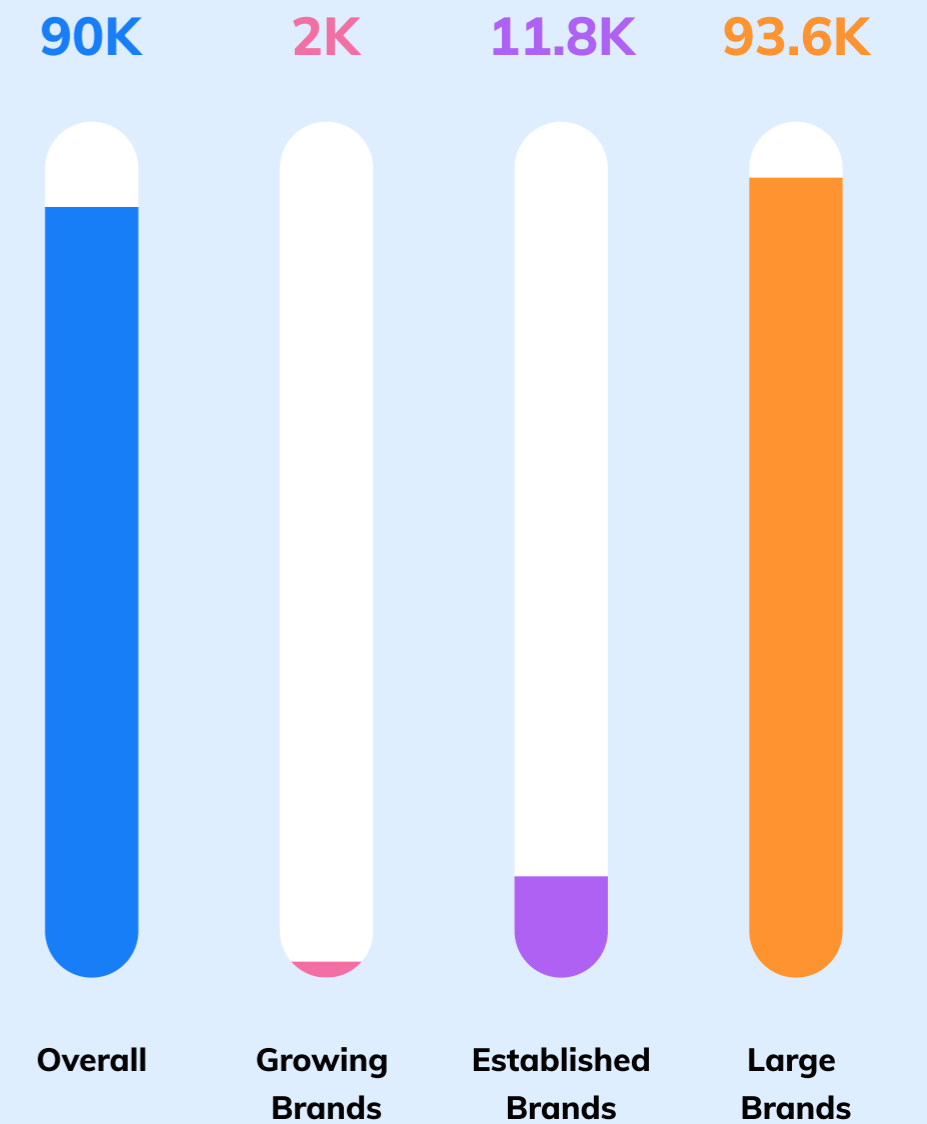
 Average YouTube Performance

# Media and Publishing Brands Industry-Wide

	Subscriber Count	Weekly Videos	Monthly Follower Growth Rate	Likes*	Shares*
<b>Media and Publishing Overall</b>	<b>3.7M</b>	<b>35</b>	<b>1.5%</b>	<b>2.4K</b>	<b>188</b>
<b>Growing Brands</b> (0 – 20K Followers)	<b>4.8K</b>	<b>4</b>	<b>6.6%</b>	<b>71</b>	<b>7</b>
<b>Established Brands</b> (20K – 150K Followers)	<b>73K</b>	<b>5</b>	<b>1.0%</b>	<b>349</b>	<b>23</b>
<b>Large Brands</b> (150K+ Followers)	<b>5M</b>	<b>34</b>	<b>1.0%</b>	<b>2.5K</b>	<b>205</b>

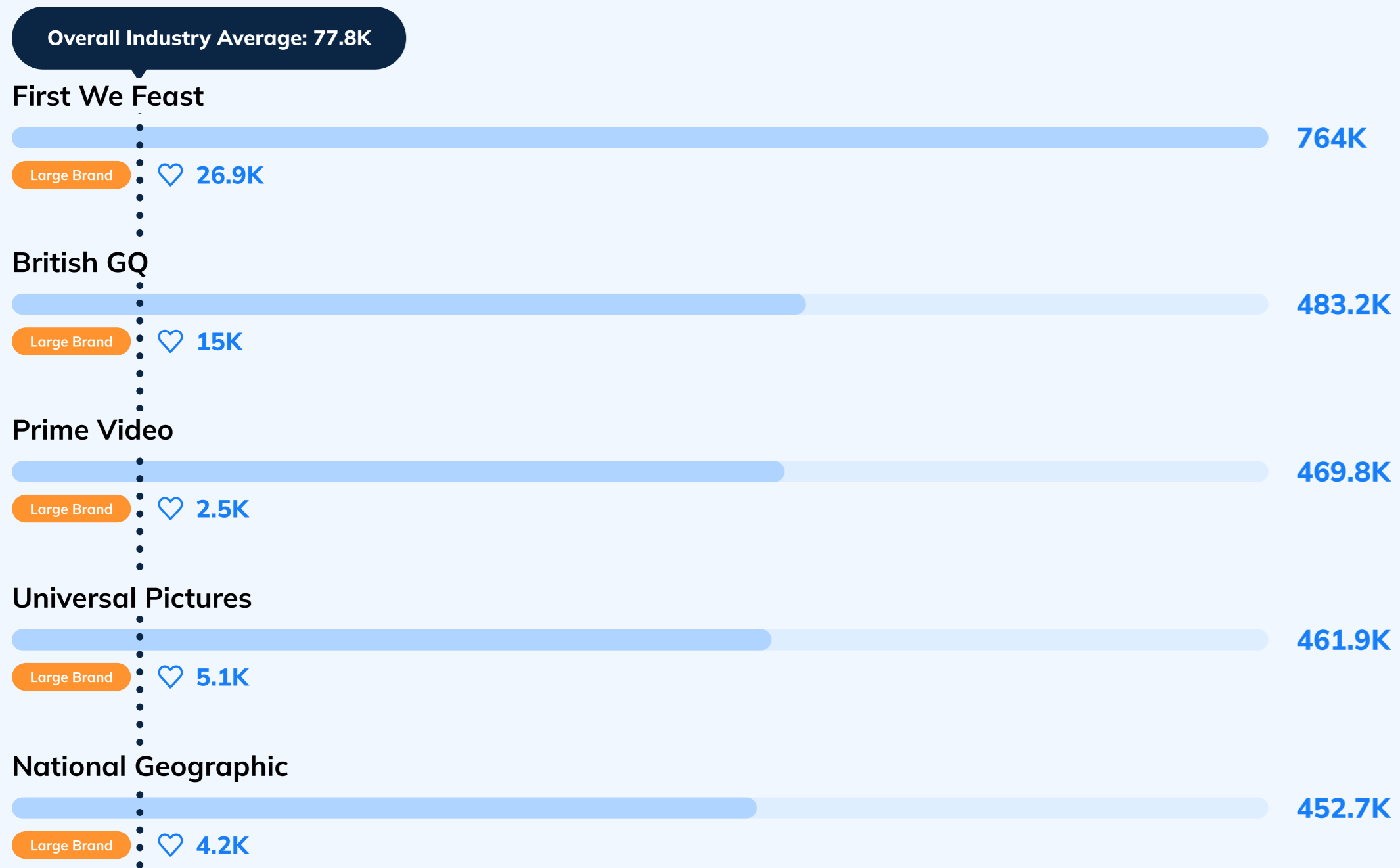
\*Customer data only

## Overall Video Views



**▶ Average On-Demand Video Views and Industry Leaders**

# Top Media and Publishing Industry Performers by On-Demand Video Views



♥ Average Likes | Industry Average: 1.1K
Ⓜ Dash Hudson User
● Growing Brand: 0 – 20K Followers
● Established Brand: 20K – 150K Followers
● Large Brand: 150K+ Followers

## Deep Dive Into Top Performing Media and Publishing Brand

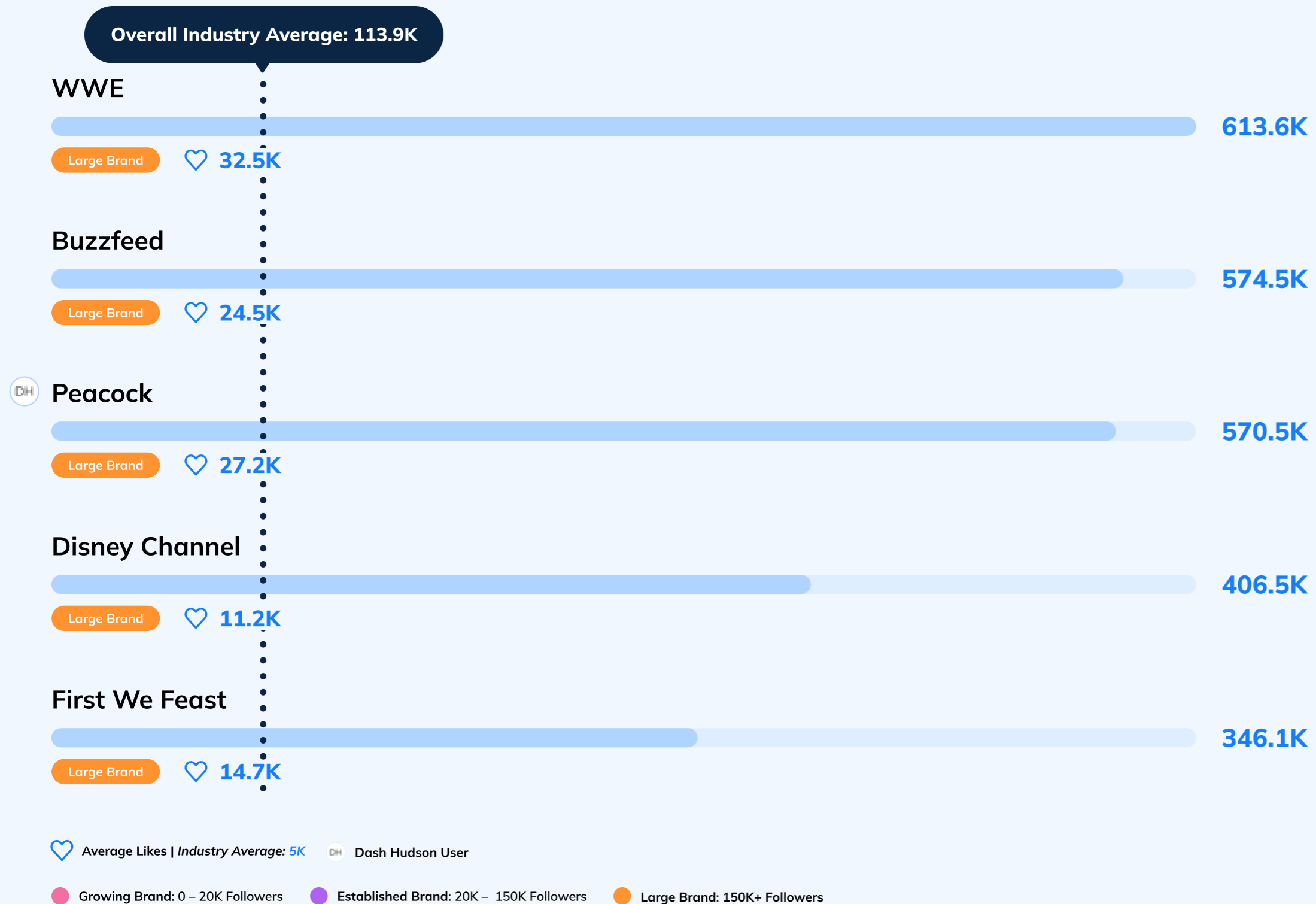


First We Feast has become a YouTube phenomenon, drawing in millions of viewers per episode with its ultra-popular series like Hot Ones and Heat Eaters. The brand has a keen understanding of pop culture, and its videos are always incredibly timed and well-received.

**First We Feast outperforms the average Video Views for media and publishing brands by 163%.**



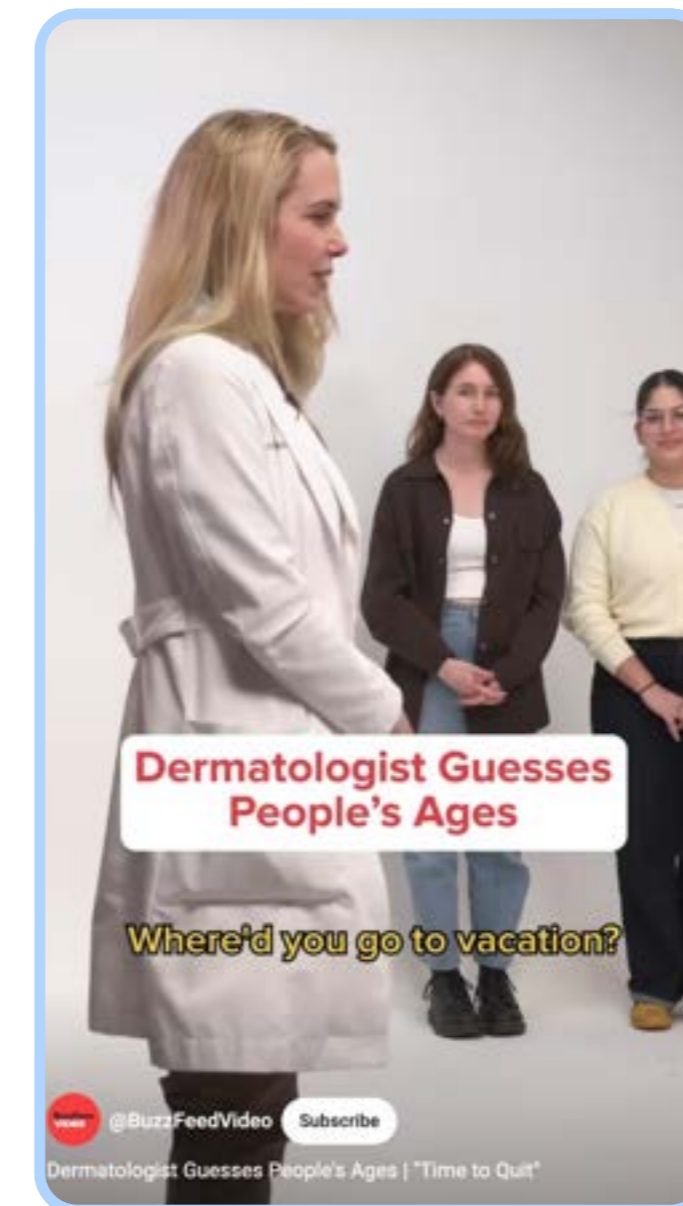
# Top Media and Publishing Industry Performers by Shorts Video Views



## Deep Dive Into Top Performing Media and Publishing Brand

### BuzzFeed

Buzzfeed translates its content into viral, bite-sized content that finds new life in the Shorts algorithm. Most notably, BuzzFeed slices and dices its longer videos into an extraordinary number of Shorts, getting the full mileage out of its productions. BuzzFeed's quick and catchy vibe perfectly adapts to the short-form video format, consistently engaging a wide audience.



Buzzfeed outperforms the average Shorts Video Views for media and publishing brands by **134%**.



# What We Can Learn From Media and Publishing Brands' Strategies



## Capitalize on Niche Interests

Focus content strategies on niche interests and communities, such as sports enthusiasts or film aficionados, to drive higher engagement rates and foster dedicated followings.

## Incorporate Vibrant Visuals and Humor

Utilize vibrant visuals and humor to make content more appealing and accessible, especially on platforms like Instagram where visual storytelling and light-hearted content can greatly enhance effectiveness.

## Adapt Content for Platform Formats

Tailor content to fit different social media formats, from TikTok's short, snappy videos to YouTube's long format, ensuring that each piece maximizes its reach and impact within the platform's unique environment.

DASH HUDSON

# Outsmart Social

Dash Hudson is a social media management platform that equips brands with intelligence and speed to stay ahead of the curve. Through its sophisticated cross-channel insights and workflow tools, Dash Hudson enables brands to create content that entertains, engages, and drives consistent business results. To discover how Dash Hudson empowers brands to outsmart social, visit [dashhudson.com](https://dashhudson.com).



Scan the QR code to sign up for a free demo of Dash Hudson.



**Andie** Social Media Manager

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





At a Glance

# Facebook, Pinterest and X

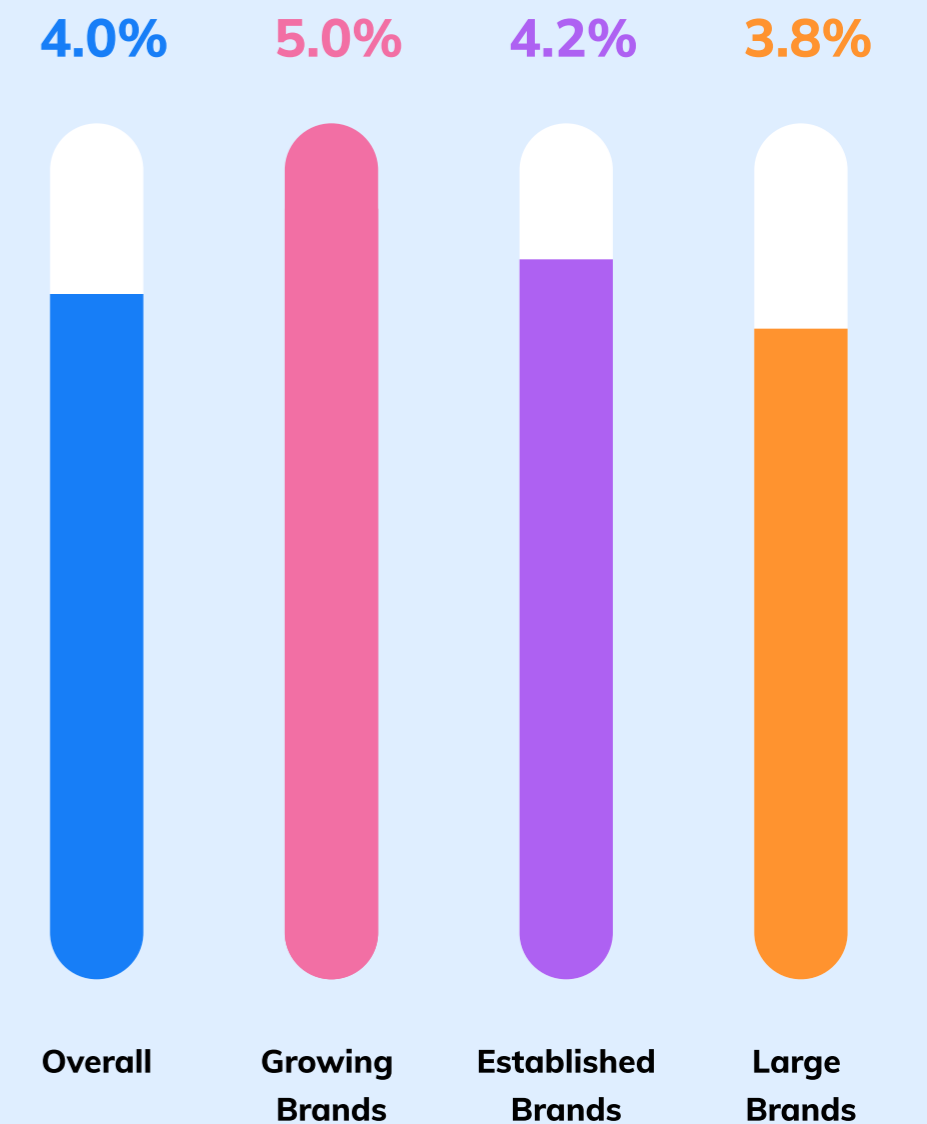


# Across All Industries

	Follower Count	Weekly Posts	Monthly Growth Rate	Reach	Effectiveness Rate
<b>Overall</b>	<b>927.1K</b>	<b>8</b>	<b>0.5%</b>	<b>63.5K</b>	<b>9.7%</b>
<b>Growing Brands</b> <small>(0 – 100K Followers)</small>	<b>29.3K</b>	<b>2</b>	<b>1.0%</b>	<b>5.1K</b>	<b>12.3%</b>
<b>Established Brands</b> <small>(100K – 850K Followers)</small>	<b>337.3K</b>	<b>7</b>	<b>0.2%</b>	<b>26.6K</b>	<b>9.1%</b>
<b>Large Brands</b> <small>(850K+ Followers)</small>	<b>3.5M</b>	<b>20</b>	<b>0.1%</b>	<b>89.8K</b>	<b>7.4%</b>

*Customer data only*

## Engagement Rate



*Engagement Rate: (Total Engagements) / Impressions*

# Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Video Views
<b>Overall</b>	<b>235.4K</b>	<b>22</b>	<b>1.3%</b>	<b>845</b>
<b>Growing Brands</b> <small>(0 – 8K Followers)</small>	<b>2.7K</b>	<b>9</b>	<b>2.5%</b>	<b>285</b>
<b>Established Brands</b> <small>(8K – 105K Followers)</small>	<b>37.9K</b>	<b>18</b>	<b>1.1%</b>	<b>850</b>
<b>Large Brands</b> <small>(105K+ Followers)</small>	<b>769.5K</b>	<b>43</b>	<b>0.3%</b>	<b>4.4K</b>

Customer data only

## Engagement Rate



Engagement Rate: (Likes + Comments) / Followers

# Across All Industries

	Follower Count	Weekly Posts	Monthly Follower Growth Rate	Impressions	Likes	Total Engagements	Retweets
<b>Overall</b>	<b>813.1K</b>	<b>48</b>	<b>0.1%</b>	<b>16.4K</b>	<b>38</b>	<b>258</b>	<b>8</b>
<b>Growing Brands</b> <small>(0 – 12.5K Followers)</small>	<b>5.1K</b>	<b>6</b>	<b>0.2%</b>	<b>818</b>	<b>7</b>	<b>23</b>	<b>5</b>
<b>Established Brands</b> <small>(12.5K – 200K Followers)</small>	<b>70K</b>	<b>21</b>	<b>0.04%</b>	<b>3.3K</b>	<b>18</b>	<b>90</b>	<b>6</b>
<b>Large Brands</b> <small>(200K+ Followers)</small>	<b>2.0M</b>	<b>100</b>	<b>-0.03%</b>	<b>17.9K</b>	<b>40</b>	<b>284</b>	<b>10</b>

Customer data only