

Social Media Benchmark Reference Sheet

Purpose: one place for the published engagement benchmarks we reviewed in 2026, with their sources, dates and methods, plus the formulas and a tracker to benchmark your own accounts properly.

Part 1: Published figures (check each source for updates before quoting)

Quid (formerly Rival IQ), 2026 industry benchmark report

- Published: 5 March 2026
- Sample: 150 randomly selected companies in each of 18 industries, from a database of more than 200,000; organic and paid posts
- Method: engagement rate = total interactions / follower count; median values
- Instagram 0.30% (previous year 0.36%) | TikTok 2.01% | YouTube 0.21% | X 0.03%
- Source: quid.com, "2026 social media industry benchmark report"

Socialinsider, social media benchmarks

- Sample: organic posts from brand accounts with 1,000 to 1,000,000 followers; millions of posts per platform
- Method: per-post interactions / followers x 100, averaged. Instagram counts likes and comments; TikTok counts likes, comments, shares and saves
- 2025 values: TikTok 3.7% | Instagram 0.48% | Facebook 0.15% | X 0.12%
- Caution: the page labels some periods inconsistently; we used the figures shown as 2025
- Source: socialinsider.io/social-media-benchmarks

Dash Social, UK social media benchmarks

- Period: 1 July to 31 December 2025 (page updated March 2026)
- Sample: nearly 175 UK Instagram and TikTok accounts with at least 1,000 followers; sectors include beauty, fashion, media, food and drink, retail, home, baby and children, wellness
- Method: not stated
- Instagram 1.6% | TikTok 4.5%
- Source: dashsocial.com/blog/uk-social-media-benchmarks

ClickMinded roundup (compiled from other publishers)

- Updated: July 2026
- Shows Instagram figures from about 0.45% to about 5.4%, because sources use different samples and formulas. Not original data.

Takeaway: no official UK benchmark exists. Always quote the source, year, platform, sample and method.

Part 2: Engagement rate formulas

1. By followers: (likes + comments + saves + shares) / followers x 100
2. By reach: (likes + comments + saves + shares) / reach x 100
3. By views or impressions: (likes + comments + saves + shares) / views x 100

Worked example: 52 interactions, 5,000 followers, reach 1,800

- By followers: 1.04%
- By reach: 2.89%

Rule: use the same formula every time, and note it. Compare only like with like.

Part 3: Why benchmarks mislead (checklist before you compare)

- ☐ Same platform?
- ☐ Similar account size?
- ☐ Same sector and country?
- ☐ Same formula (followers, reach, views)?
- ☐ Same interactions counted?
- ☐ Median or average?
- ☐ Organic only, or paid included?
- ☐ Same time period?

If you tick fewer than six, use the figure as a rough guide only.

Part 4: Your 90-day benchmark tracker (copy to a spreadsheet)

Date | Platform | Format | Topic | Followers on day | Reach | Likes | Comments | Saves | Shares | Total interactions | Rate by followers % | Rate by reach % | Notes

Summary (update quarterly):

- Median rate by followers, all posts: ____%
- Median by format: Reels ____% | Carousels ____% | Images ____% | Stories ____%
- Median saves per post: ____
- Median reach per post: ____
- Share of reach from non-followers: ____%

Part 5: Competitor set (5 to 10 similar accounts)

Account | Followers | Posts in period | Avg likes | Avg comments | Rate by followers % (likes + comments only) | Main formats | Notes

Use likes and comments only, since that is all you can see on other accounts.

Part 6: Targets

Set targets against yourself, for example:

- Raise median saves per post by 20% this quarter
- Raise reach from non-followers by 15%
- Get 10 enquiries a month from social

My targets this quarter: 1. ____ 2. ____ 3. ____

Review date: ____

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.