



2015

SOCIAL MEDIA BENCHMARKS

Report



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1. INTRODUCTION

Remember back in 2007, 2008 when “social media marketing” was just becoming a thing? And then, of course, for a few years after that it felt like social media marketing was *the* thing.

“Invest in social!” was the battle cry. “Social media guru” was the new job title in everyone’s marketing department.

Fast forward to today. Modern marketers, for the most part, have stopped thinking about social media as an independent system or category of marketing. Instead, we think of social media as [one of several channels](#), which together form a holistic inbound marketing strategy.

But that’s not to say that social media is no longer important. It is! The numbers, well oft-quoted, are still staggering ...

Twitter has **284 million** monthly active users. Instagram has **300 million** actives. (For comparison, the fourth most populous country in the world, Indonesia, has a population of *merely* 255 million.)

And then there’s Facebook, with **1.35 BILLION** monthly active users. That means it’s just a hair smaller (population-wise) than China, which is currently the most populous country in the world (with about 1.37 billion people).

What’s more, according to [PewResearch](#), 74% of online adults (ages 18+) use social networks regularly.

23% are on Twitter. And a whopping 71% are on Facebook.

All this to say: social media isn’t going anywhere. At least not in the near future, anyway. The social media usage stats I just cited can help convince us of that. And they can also help us grasp just how much potential there is for engaging with prospective customers on the social web.

The numbers inspire us to act.

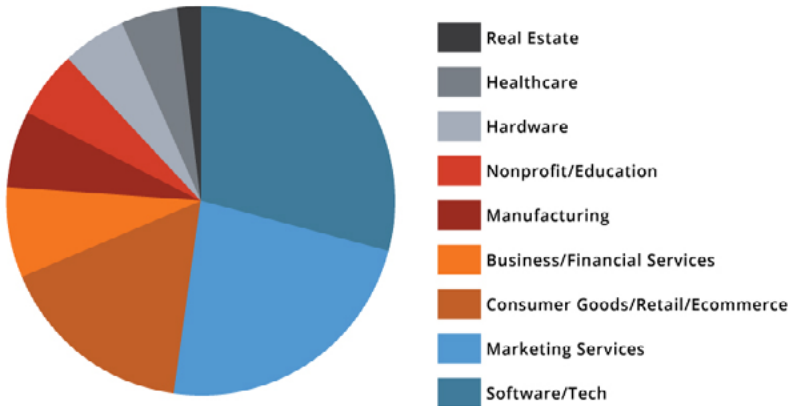
What those numbers don’t do, however, is show us *how* to act; they fail to provide us with any actionable insights into how we can improve our marketing.

That’s why we created the 2015 *Social Media Benchmarks Report*: to provide you with insights into how 7,000+ real-world businesses utilize social media for their marketing and how their efforts are paying off.

DATA FROM
7,000+
BUSINESSES

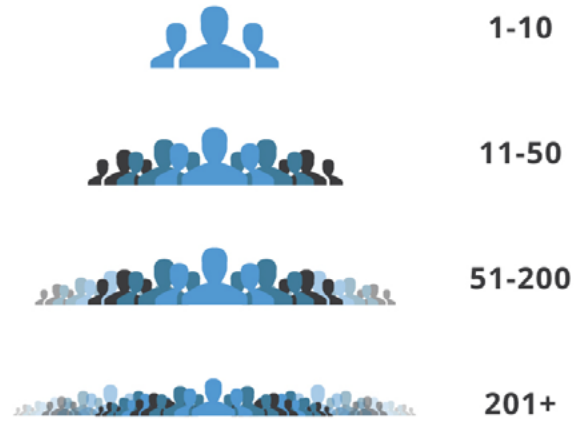
9

INDUSTRIES REPRESENTED



4

COMPANY SIZES



All of the data in the report is broken down both by industry and by company size. This will allow you to see how you stack up against other businesses in your industry as well as against other businesses with a similar company size.

The report sheds light on the number of social posts businesses are publishing; the amount of followers businesses have; and how much engagement (i.e., interactions, including “likes” and “retweets”) businesses typically receive per post.

After the Key Takeaways section (coming up next) the rest of the report is organized according to the three categories I just mentioned: posting, following, and engagement.

Thanks for reading!

-Erik Devaney | Content Strategist, HubSpot

POSTING



FOLLOWING



ENGAGEMENT



2. KEY TAKEAWAYS

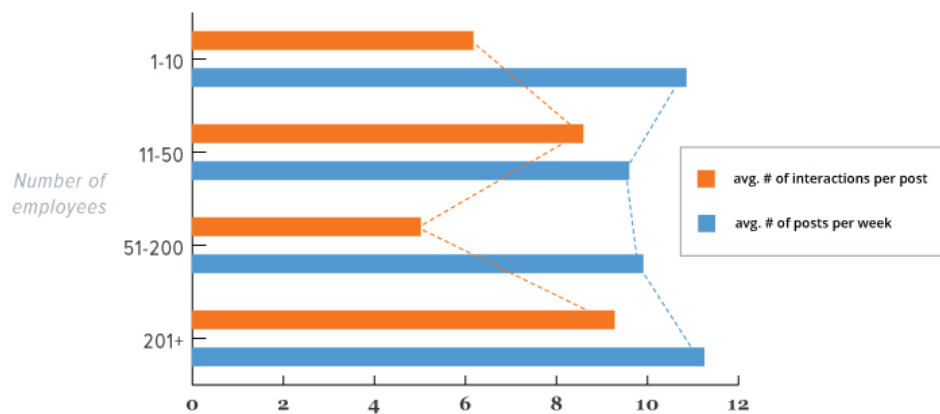
Full disclosure: There are 60+ charts and graphs awaiting you in the pages to follow. If that sounds a bit overwhelming, you've made a good decision by stopping *here*.

In this section, I'll be highlighting the three most important takeaways I discovered while pouring through the social media metrics of 7,000+ businesses. So, if you read anything at all in this report, make sure it's this section. Right here. Right now. Let's get to it!

TAKEAWAY #1

Posting More ≠ More Engagement

INTERACTIONS vs. POSTS BY COMPANY SIZE



Average number of interactions per post (all posts): orange
Average number of posts published per week (across all social networks): blue

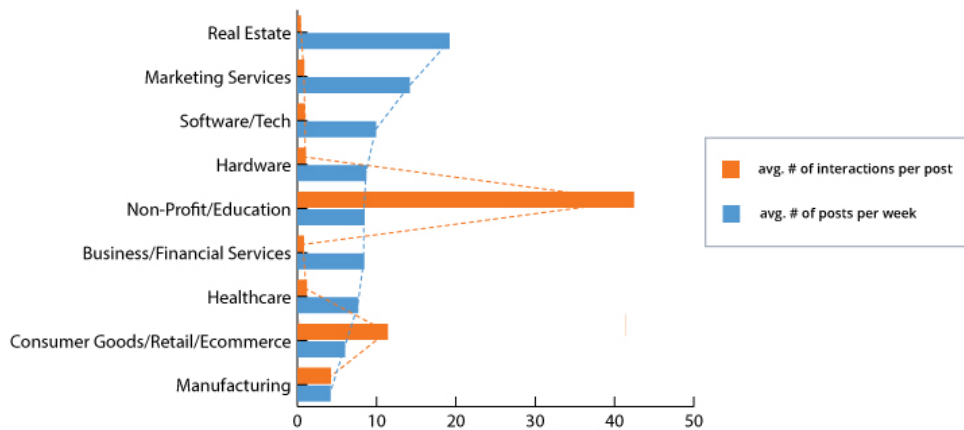
If you were under the impression that increasing the number of social media posts you publish per week would have a positive effect on overall engagement levels, I've got some bad news:

Our data shows no discernible correlation between the average number of posts companies publish per week and the average number of interactions (e.g., likes, retweets, etc.) each of those posts receives.

In the above graph, you can see that there is no clear correlation between posts published per week (blue) and interactions per post (orange). If there *were* a correlation, those dotted blue and orange lines would follow a similar pattern.

When we look at the same data set organized by industry, it's the same story: there's isn't a positive correlation between posts per week and interactions per post. If anything, there's a very slight *negative* correlation between the two, as the two industries that post the least (consumer goods/retail/ecommerce and manufacturing) have two of the highest interaction per post averages.

INTERACTIONS vs. POSTS BY INDUSTRY



Average number of social interactions per post (all posts): orange
Average number of social posts per week (across all social networks): blue

But then again, the industry with *the* highest interaction per post average -- nonprofit/education -- has a post frequency that's right in the middle of the pack. So, what's going on here? Let's keep digging...

TAKEAWAY #2

Size of Following is a Better Predictor of Engagement Than Post Frequency

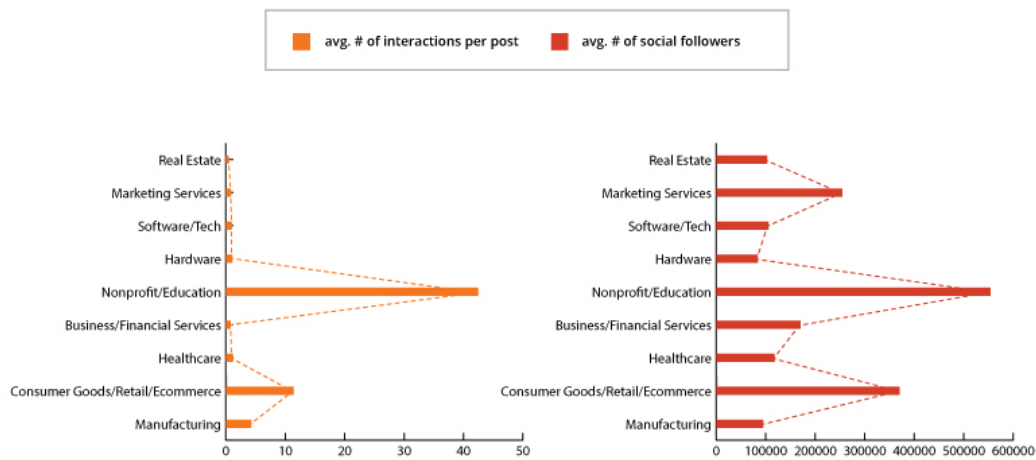
It makes sense, right? If a business has a huge social following, they'll naturally receive more likes, retweets, shares, etc. per post than a business with a tiny following. It's a numbers game: a business with a huge following has more people it can potentially engage, so the odds of getting someone *to* engage are better.

Of course, there's a major flaw in the above assumption. Or perhaps more accurately, flaws - plural. For starters, there's no guarantee your social followers will actually see the posts you publish. On Facebook, for example, your public posts don't go out to *all* of your followers, just some of them.

Another issue: not all of your social followers are active. There are bots and scammers with fake profiles out there, following your business. Not to mention people who follow or connect with you and then stop using that particular social network, or who abandon an old username/profile for a new one. Those all inflate your follower count without adding any engagement value.

All that being said, look at the graph below: having the largest social following seems to perfectly explain why the nonprofit/education industry gets the most interactions per post. And look at the industry with the second largest following, consumer goods/retail/ecommerce: it gets the second most interactions per post.

INTERACTIONS vs. FOLLOWING BY INDUSTRY

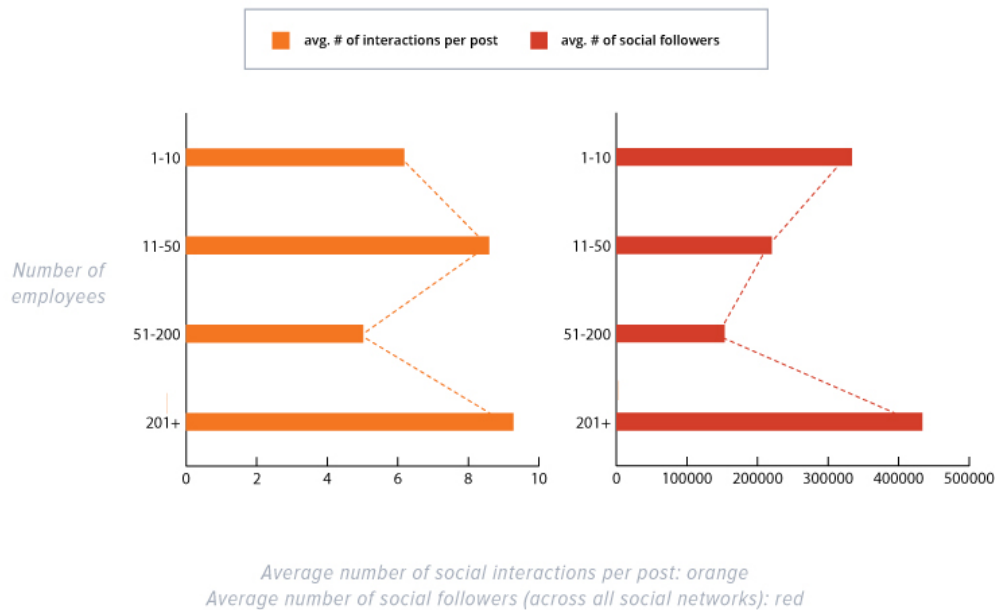


Average number of social interactions per post: orange
 Average number of social followers (across all social networks): red

However, the trend doesn't continue all the way down the line. The marketing services industry, for example, has the third highest average following but the sixth highest (or third worst, depending on how you look at it) average number of interactions per post.

The same phenomenon is present when we break the data down by company size, as you'll see on the next page.

INTERACTIONS vs. FOLLOWING BY COMPANY SIZE



When you look at the bottom three company sizes -- 11-50, 51-200, and 201+ -- there again seems to be a correlation between interactions and following. But when we move up to the 1-10 group, the theory falls apart. Given that the 1-10 group has a larger average following than the 11-50 group, we'd expect the former to have a higher interaction per post average than the latter ... yet that's not the case.

So, while we can argue that average social following is a *better* predictor of social engagement than post frequency, it's still not a very *good* predictor. There are too many outliers.

TAKEAWAY #3

Social engagement is driven by multiple factors: Find the ideal balance

There is no magic bullet. No secret weapon. It would be amazing if we could simply turn up the “social following” dial and watch social engagement increase as a direct result. But ultimately, the issue is more complex than that.

After all, your company could have a billion followers, but if you *never* post, you'll never get any interactions per post. And then there's post quality. Surely, a high-quality post (i.e., a post with relevant messaging, well-crafted copy, beautiful design, etc.) will drive more interactions on average than a low-quality post. But where does that factor into the equation?

Unfortunately, “post quality” wasn’t a column in our data. (It’s a pretty difficult thing to calculate given its subjective nature.)

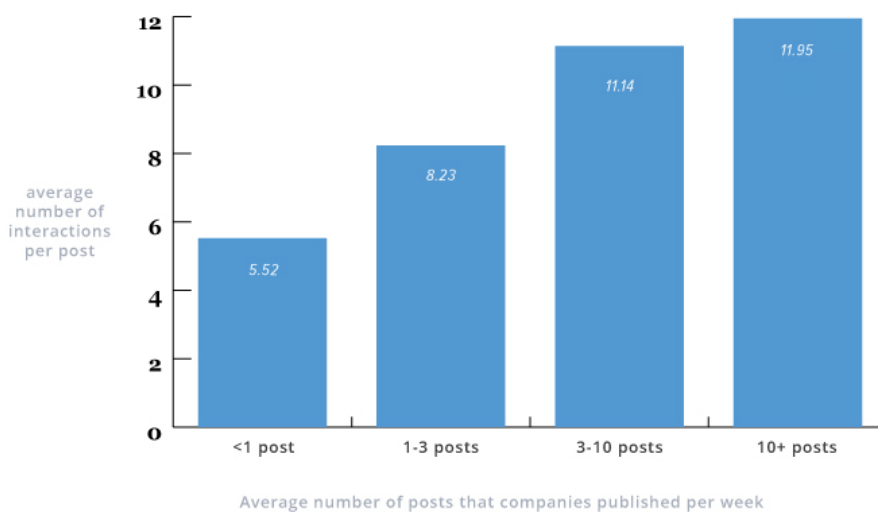
What I can show you, however, is the difference between an industry with (what I consider to be) a good balance of engagement factors -- the consumer goods/retail/ecommerce industry -- and an industry with a poor balance of engagement factors -- the real estate industry.

First up, the consumer goods/retail/ecommerce industry. This industry has an average social following of **370,321**, and posts **6.02 times per week** (across all social networks) on average.

In the graph below, I’ve divided the companies in the consumer goods/retail/ecommerce industry into four groups: those that post less than once per week, those that post 1 to 3 times per week, those that post 3 to 10 times per week, and those that post 10 or more times per week.

On the y-axis is the average number of interactions per post for each of those groups. As you can see, there’s an incremental increase in interactions as you move across the x-axis from the lowest-frequency posting group (<1 post) to the highest (10+ posts). So, for the consumer goods/retail/ecommerce industry, posting more *does* seem to increase engagement. Why is this the case?

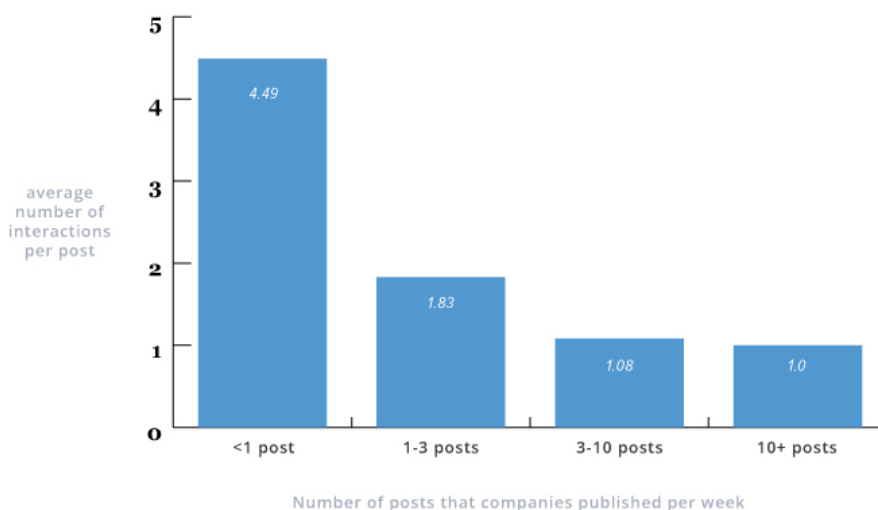
INTERACTIONS PER POST CONSUMER GOODS / RETAIL / ECOMMERCE



(Note: The ranges on the x-axis are *actually* 0.999... and below, 1 to 2.999..., 3 to 9.999..., and 10+. For the sake of graph cleanliness, I avoided using decimal values.)

Finding the balance between following and posting frequency is the key. Remember: the consumer goods/retail/ecommerce industry has an average social following of **370,321**, and posts **6.02 times per week** on average across all networks. Compare that to the real estate industry, which has an average social following of **103,229**, and posts **19.21 times per week** on average across all networks. The former has 3x times the audience of the latter, yet the latter posts 3x as frequently as the former. The result?

INTERACTIONS PER POST REAL ESTATE



As you can see, the trend for interactions per post in the real estate industry is the complete opposite of what we saw for the consumer goods/retail/ecommerce industry. Here, the groups that post the most receive the lowest levels of engagement. This could be a saturation issue: the real estate industry posts more than any other industry, yet its social following numbers can't necessarily sustain all that posting. It's a flooded market.

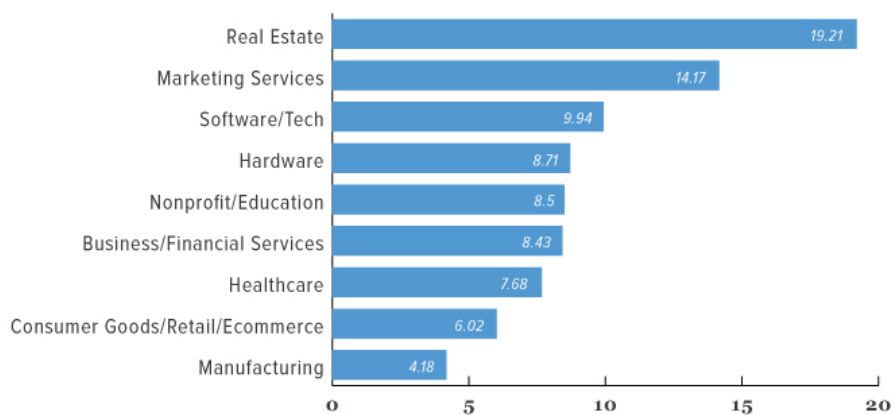
The solution? Let's say you're using Facebook. One well-timed, high-quality post per week (or every 2 weeks) might stand a better chance of cutting through noise than posting to Facebook, let's say, 14 times per week (which is the average number of Facebook posts that companies in the real estate industry publish per week -- see page 13 for graph). Companies in the consumer goods/retail/ecommerce industry, on the other hand, could experiment with increasing their posting frequency.

At the end of the day, different audiences respond in different ways. What works for one industry or company size might not work for another. I've tried to keep the takeaways in this section high-level enough to apply to all industries and company sizes. In the pages to follow, you can dive deeper into more industry- and company size-specific data.

3. POSTING BENCHMARKS

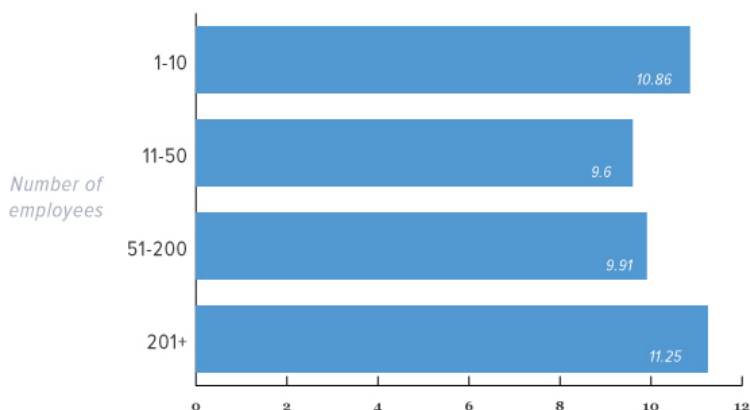
In the two graphs below, you'll see the average number of social media posts that companies publish per week across all of their social networks. The first graph shows the average number of posts published per week by industry, while the second shows the average number of posts published per week by company size. (We use the company size ranges 1-10, 11-50, 51-200, and 201+ throughout the report.)

SOCIAL MEDIA POSTS PER WEEK BY INDUSTRY



Average number of social posts published per week (all platforms/formats)

SOCIAL MEDIA POSTS PER WEEK BY COMPANY SIZE



Average number of social posts published per week (all platforms/formats)

Now we'll turn our attention to the average number of image posts (i.e., social posts that include attached photos or graphics) that companies publish per week across all of their social networks.

In the "by Industry" graph up top, we've left the industries in the same order that they were in on the previous page (highest average post per week at the top, lowest at the bottom). We'll maintain this same order throughout the report.

IMAGE POSTS PER WEEK BY INDUSTRY

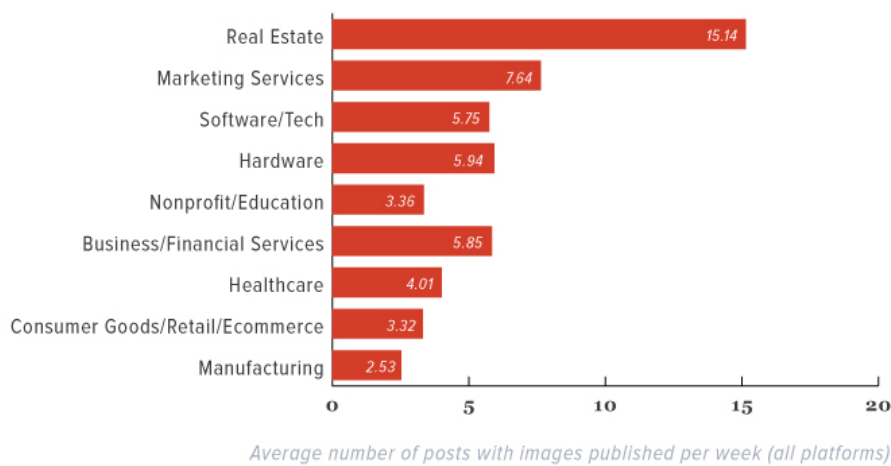
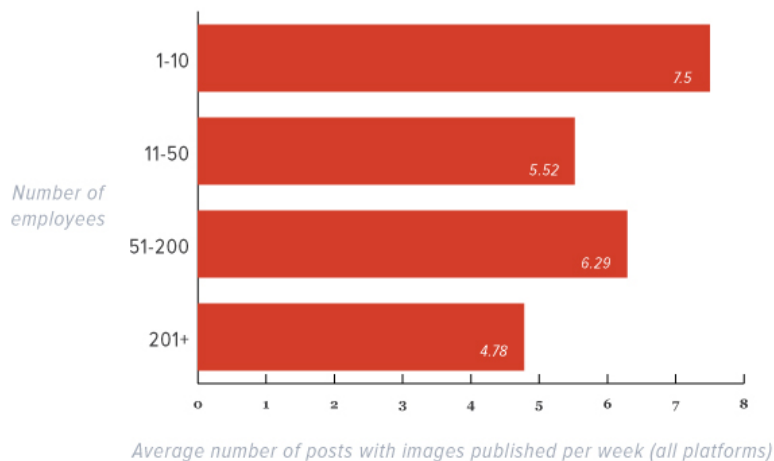


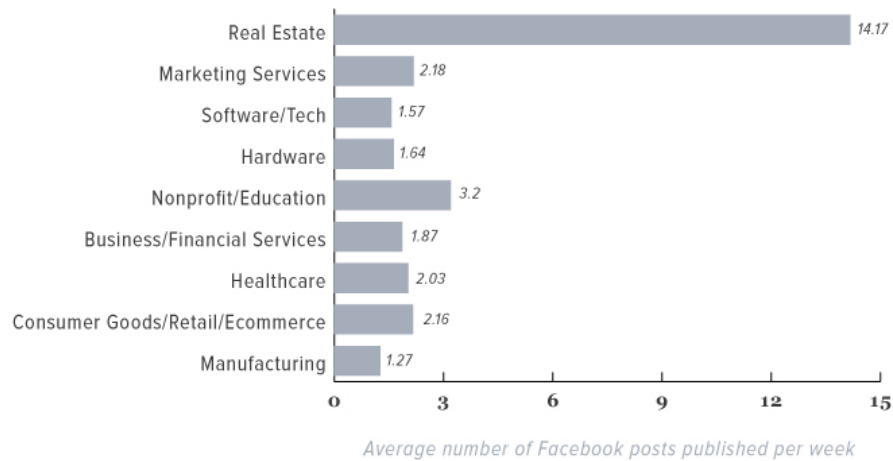
IMAGE POSTS PER WEEK BY COMPANY SIZE



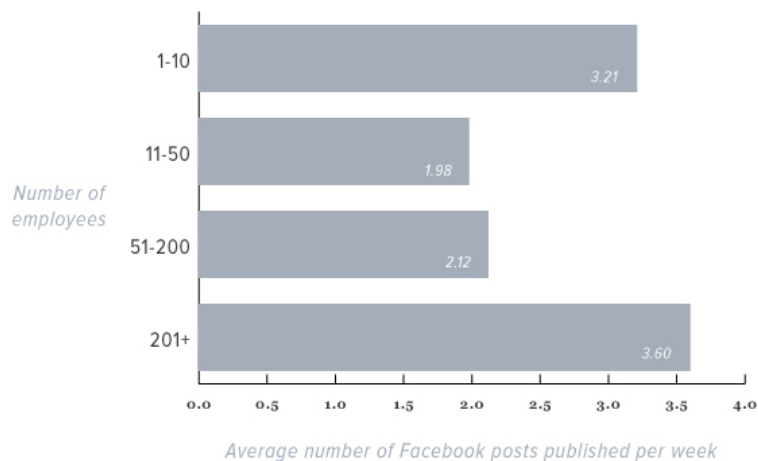
Here is our first pair of social network-specific graphs, which focus on the average number of Facebook posts that companies publish per week.

The biggest takeaway from the data below? The real estate industry *loves* Facebook, as companies in the industry post to Facebook two times *per day* on average.

FACEBOOK POSTS PER WEEK BY INDUSTRY



FACEBOOK POSTS PER WEEK BY COMPANY SIZE

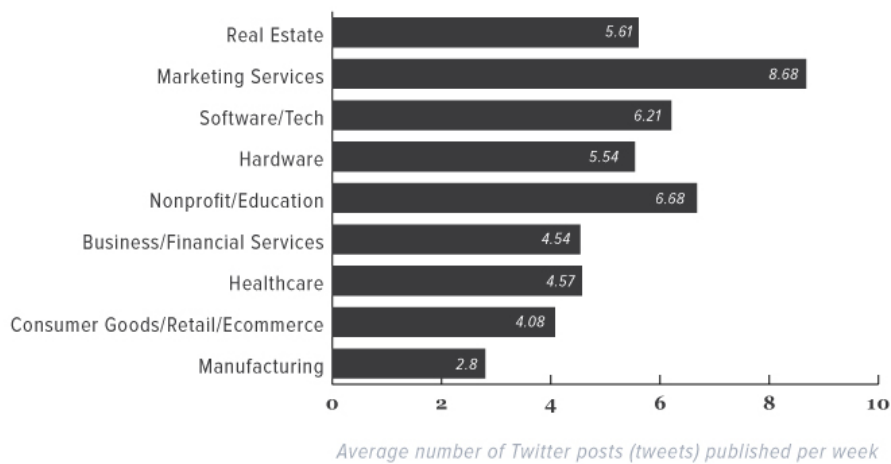


In our second pair of social network-specific graphs, we have the average number of Twitter posts (a.k.a. “tweets”) that companies publish per week.

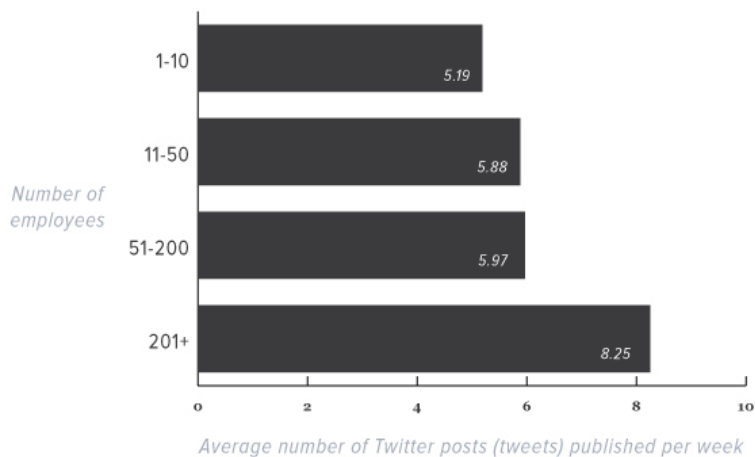
While the real estate industry has dominated all posting categories thus far -- posts per week (all), image posts per week, and Facebook posts per week -- the marketing services industry takes top Twitter marks. Companies in that industry tweet 8.68 times per week on average.

When it comes to company size, the largest companies tweet the most, averaging 8.25 tweets per week.

TWEETS PER WEEK BY INDUSTRY



TWEETS PER WEEK BY COMPANY SIZE



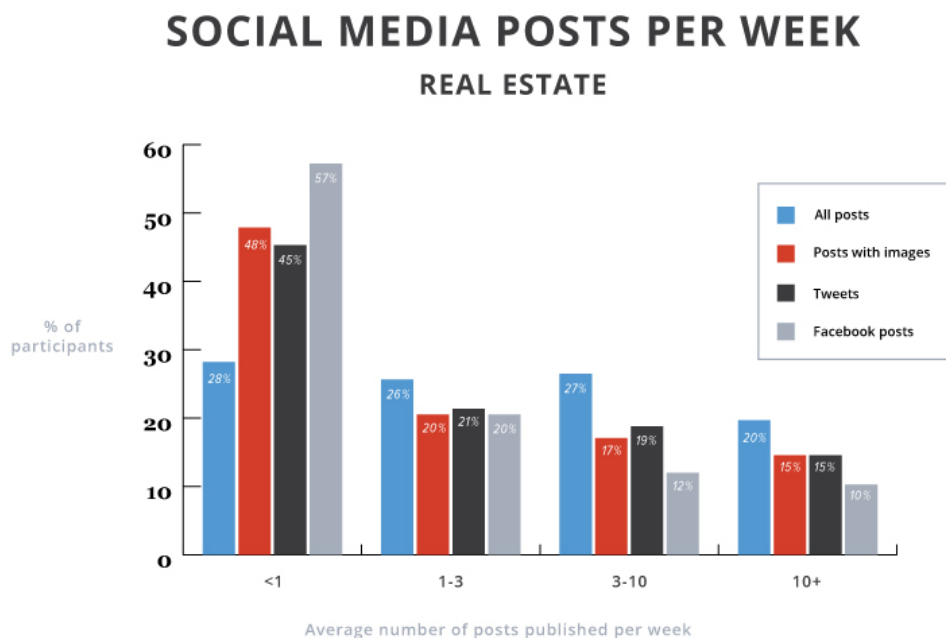
INDUSTRY-SPECIFIC DATA

In this section we're going to look at social posting metrics for specific industries. For each graph, I've broken the industry's posting data into four ranges (which you'll find on the x-axis): companies that post less than once per week on average, companies that post between 1 and 3 times per week on average, companies that post between 3 and 10 times per week on average, and companies that post 10 or more times per week on average.

To see what percentage of companies in a given industry post in those ranges, look along the y-axis, or simply look at the (rounded) figures printed on each bar. The different bar colors represent different post types. Blue bars = all posts. Red bars = image posts. Dark gray bars = tweets. Light gray bars = Facebook posts.

First up: Let's take a look at the real estate industry's post-per-week breakdown.

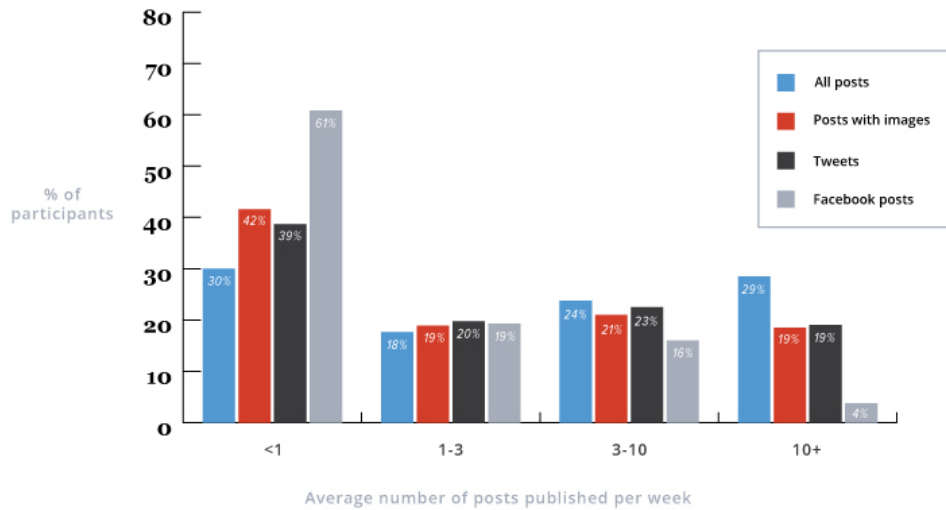
Real Estate: The real estate industry posts more than any other industry in our report. So, we'd expect to find high percentages of companies (relative to other industries) in the 3-10 and 10+ posting ranges (which we do). Another way real estate's high posting frequency is represented in the data: only 28% of companies post less than once per week across all of their social networks. That's the lowest of any industry.



(Note: The ranges on the x-axis are *actually* 0.999... and below, 1 to 2.999..., 3 to 9.999..., and 10+. For the sake of graph cleanliness, I avoided using decimal values.)

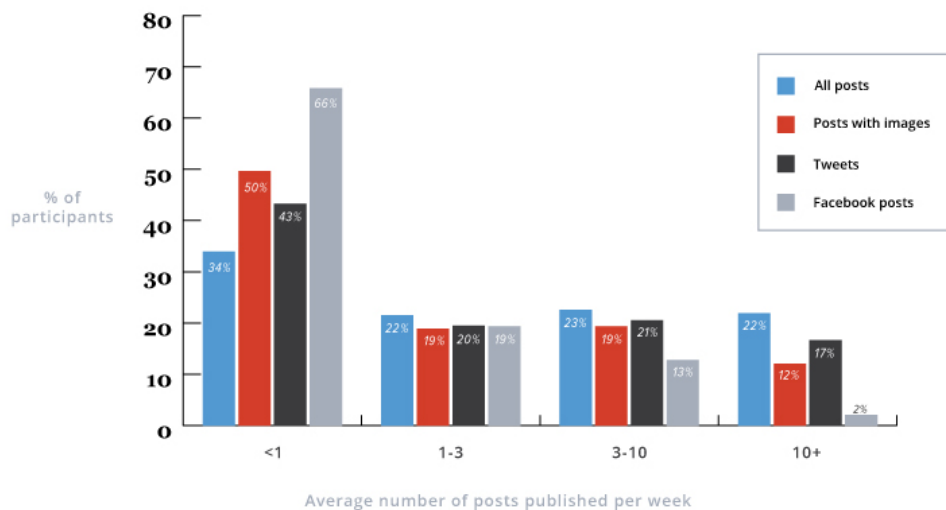
Marketing Services: This industry has the second-highest average number of posts per week, and that's clearly reflected in the graph below. Marketing services leads all other industries when it comes to the percent of companies in the 10+ average post per week range for all posts (29%), image posts (19%), and tweets (19%).

SOCIAL MEDIA POSTS PER WEEK MARKETING SERVICES



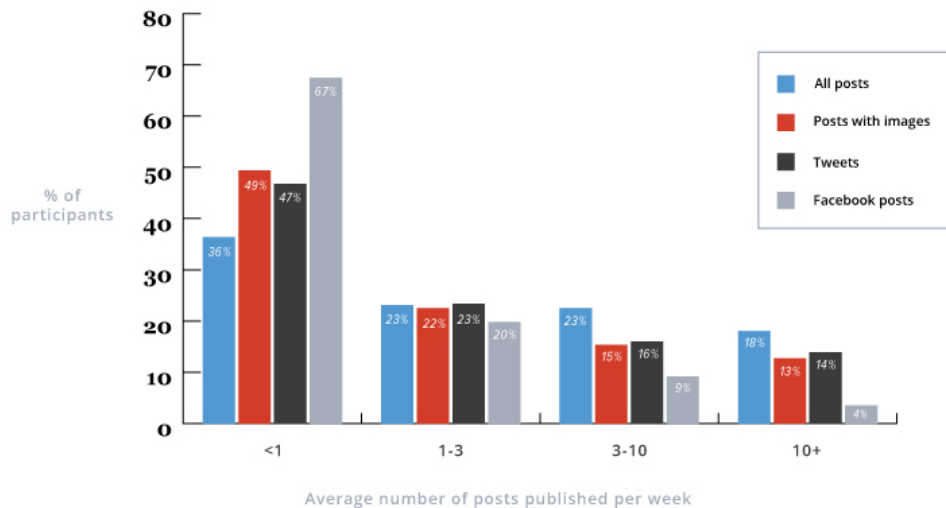
Software/Tech: The most interesting insight here: while the software/tech industry boasts the third highest average of all posts published per week, it also has the second *lowest* average of Facebook posts published per week. This is reflected in the high percentage of companies in the <1 range for Facebook posts (66%) and the low percentage of companies in the 10+ range (2%).

SOCIAL MEDIA POSTS PER WEEK SOFTWARE / TECH



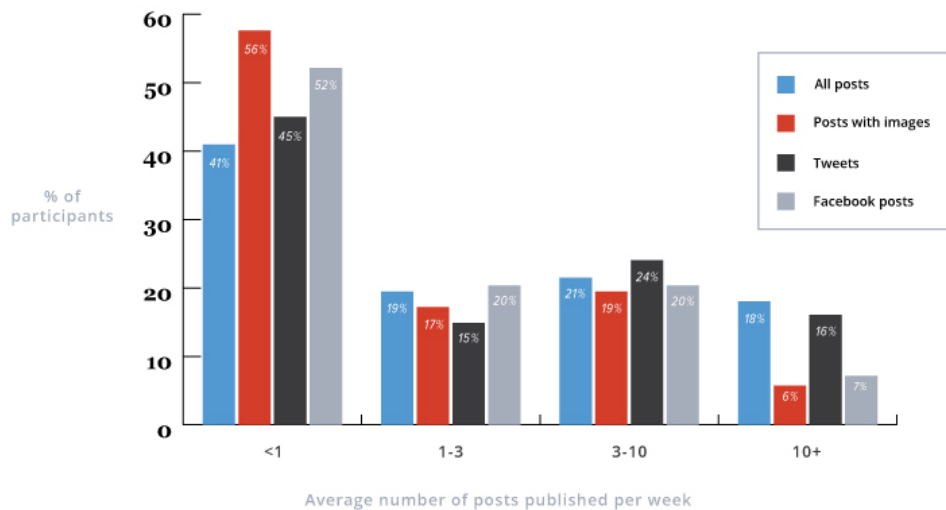
Hardware: The hardware industry's post per week breakdown tracks very closely to the software/tech industry's (which you just saw). This is not surprising considering the two industries have nearly identical image post per week averages (hardware: 5.94, software/tech: 5.75), Facebook post per week averages (hardware: 1.64, software/tech: 1.57), and -- to a lesser extent -- tweet per week averages (hardware: 5.54, software/tech: 6.21).

SOCIAL MEDIA POSTS PER WEEK HARDWARE



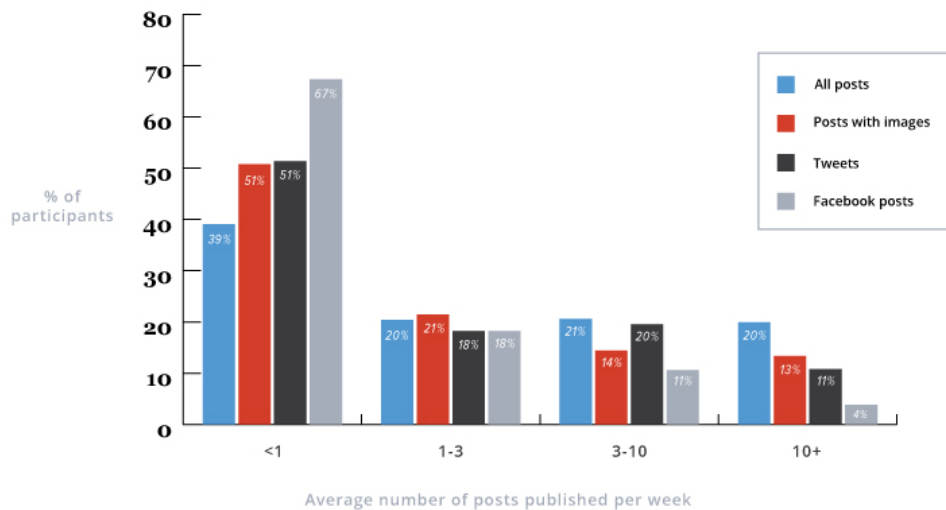
Nonprofit/Education: The nonprofit/education industry skews Facebook. Of all the industries, it has the lowest percentage of companies in the <1 range for Facebook posts, and the second *highest* percentage of companies in the 10+ range for average Facebook posts. (Real estate has the highest.)

SOCIAL MEDIA POSTS PER WEEK NONPROFIT / EDUCATION



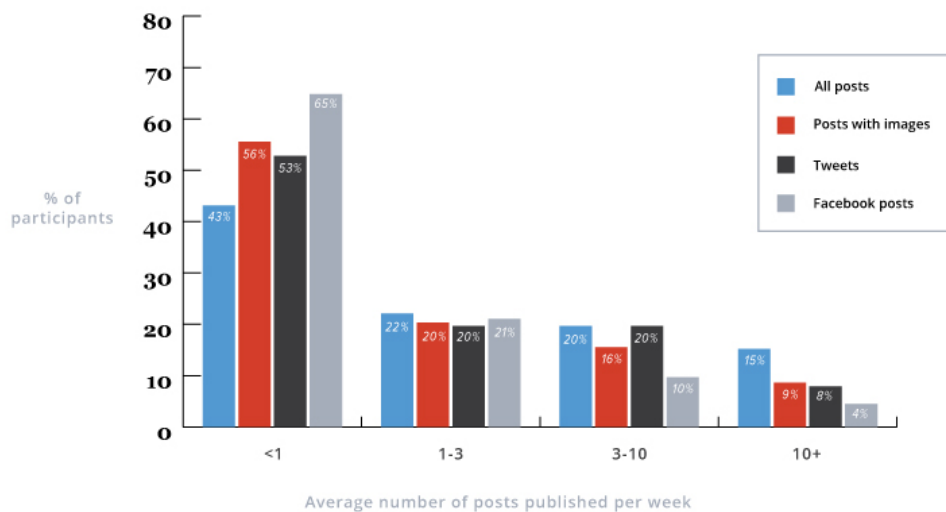
Business/Financial Services: The business/financial services industry has a social posting breakdown that's reminiscent of the software/tech and hardware industries'. One of the main differences, however, is that the business/financial services industry has a notably higher percentage of companies that tweet in the <1 range and a notably lower percentage of companies that tweet in the 10+ range.

SOCIAL MEDIA POSTS PER WEEK BUSINESS / FINANCIAL SERVICES



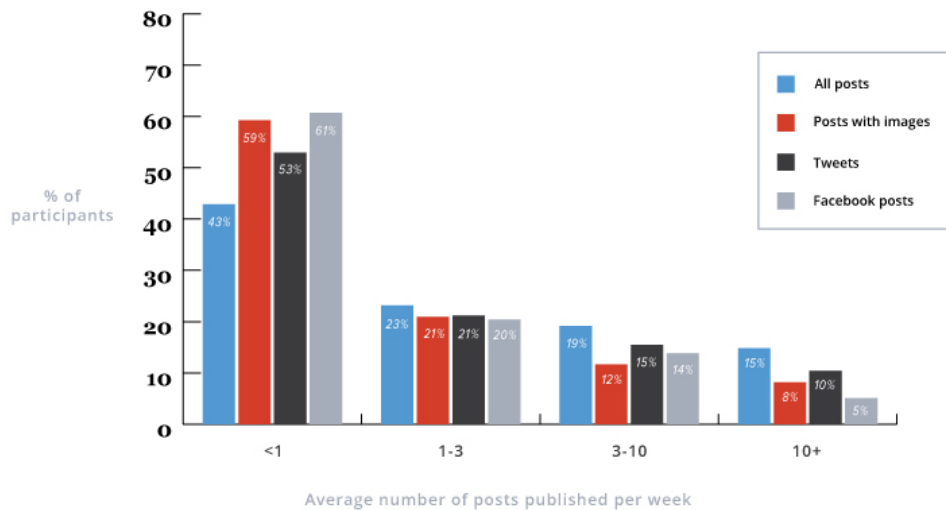
Healthcare: The healthcare industry is the business/financial services industry's twin ... at least in terms of Twitter & Facebook posting frequency. Healthcare has a tweet per week average of 4.57. Business/financial services: 4.54. Healthcare has a Facebook post per week average of 2.03. Business/financial services: 1.87. The main difference here is that the healthcare industry posts less frequently overall, which is why the bars in the 10+ range are (mostly) lower, and why the bars in the <1 range are (mostly) higher.

SOCIAL MEDIA POSTS PER WEEK HEALTHCARE



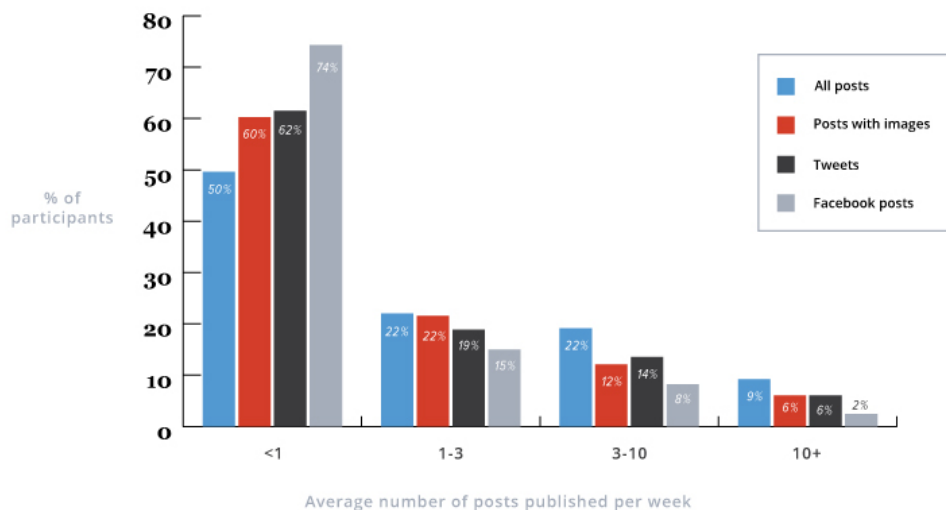
Consumer Goods / Retail / Ecommerce: This industry has the 2nd lowest overall post per week average (6.02), the 2nd lowest image post per week average (3.32), and the 2nd lowest tweet per week average (4.08). Facebook is the outlier: companies in the consumer goods/retail/ecommerce industry publish 2.16 Facebook posts per week on average, which is the 4th *highest* of the 9 industries in this report.

SOCIAL MEDIA POSTS PER WEEK CONSUMER GOODS / RETAIL / ECOMMERCE



Manufacturing: The manufacturing industry is not a big fan of Facebook. An incredible (and industry-leading) 74% of companies in the industry post to Facebook less than once per week on average. What's more, only 8% post to Facebook between 3 and 10 times per week (another industry-leading figure), and a meager 2% post more than 10 times per week.

SOCIAL MEDIA POSTS PER WEEK MANUFACTURING



COMPANY SIZE-SPECIFIC DATA

In this section we're going to look at social posting metrics by company size (1-10, 11-50, 51-200, and 201+). For each graph, I've broken the posting data into four ranges (which you'll find on the x-axis): companies that post less than once per week on average, companies that post between 1 and 3 times per week on average, companies that post between 3 and 10 times per week on average, and companies that post 10 or more times per week on average.

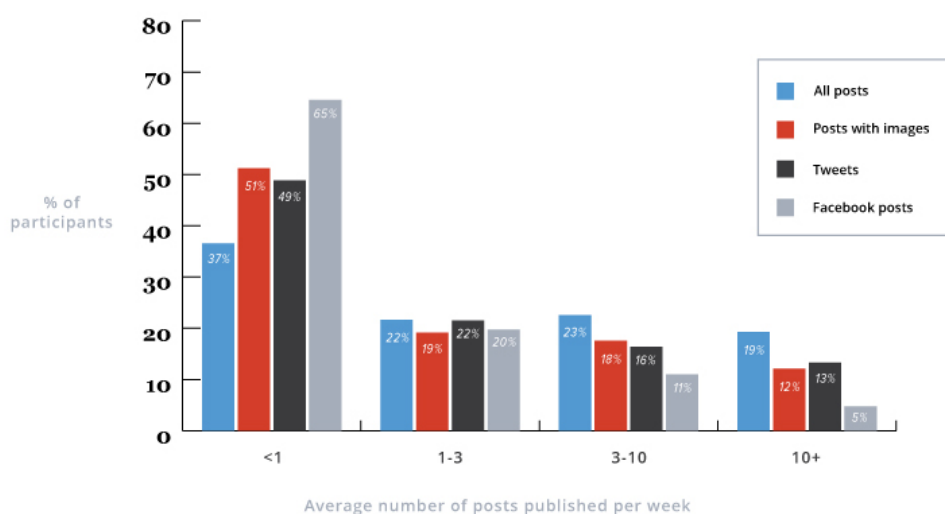
To see what percentage of companies in a given company size post in those ranges, look along the y-axis, or simply look at the (rounded) figures printed on each bar. The different bar colors represent different post types. Blue bars = all posts. Red bars = image posts. Dark gray bars = tweets. Light gray bars = Facebook posts.

First up: Let's take a look at the post-per-week breakdown for companies with between 1 and 10 employees.

1-10 employees: Despite having the fewest number of employees, companies in the 1-10 employee range have the second highest overall post per week average (10.86) of the four company sizes in this report. They also have *the* highest image post per week average (7.5), and the second highest Facebook post per week average (3.21). However, companies in the 1-10 employee range tweet the least of all company sizes, averaging just 5.19 tweets per week.

SOCIAL MEDIA POSTS PER WEEK

COMPANY SIZE: 1-10

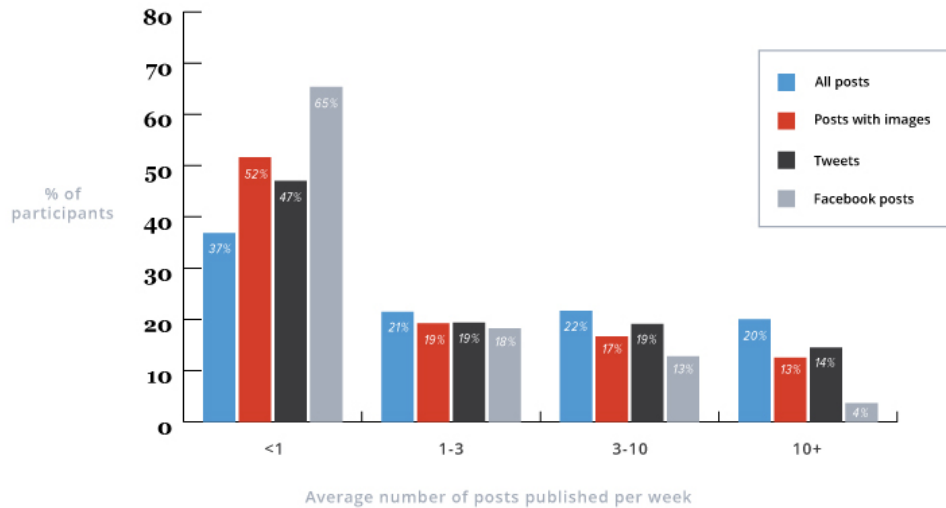


(Note: The ranges on the x-axis are *actually* 0.999... and below, 1 to 2.999..., 3 to 9.999..., and 10+. For the sake of graph cleanliness, I avoided using decimal values.)

11-50 employees: Companies in this group post the least frequently of all four company size groups, averaging 9.6 overall posts per week. They also have the lowest average Facebook posts per week (1.98), and the second lowest tweets per week (5.88) and image posts per week (5.52).

SOCIAL MEDIA POSTS PER WEEK

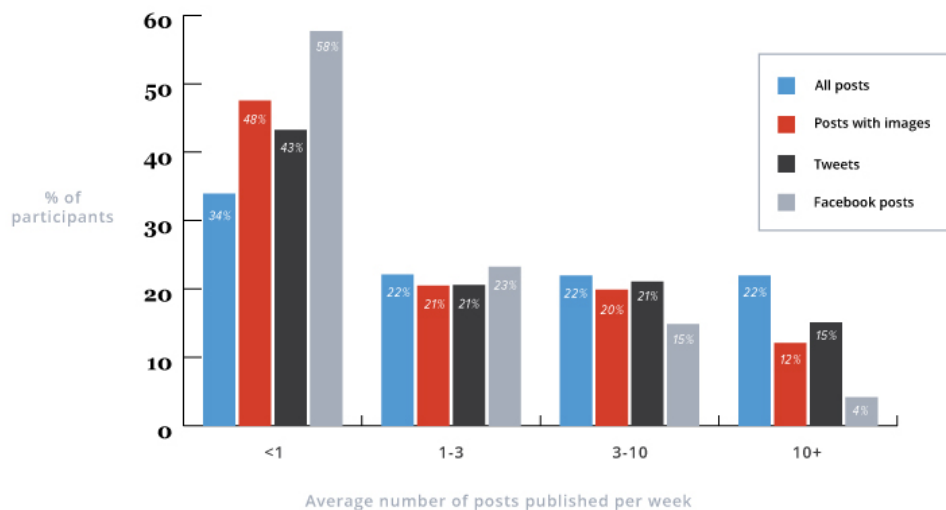
COMPANY SIZE: 11-50



51-200 employees: The 51-200 company size group tracks very closely to the 11-50 group. The main differences: companies in the 51-200 group post a little bit more overall (9.91 vs. 9.6 average posts per week); they post a few more image posts (6.29 vs. 5.52 average image posts per week); they tweet a little bit more (5.97 vs. 5.88 average tweets per week); and they post to Facebook a bit more frequently (2.12 vs. 1.98 average Facebook posts per week).

SOCIAL MEDIA POSTS PER WEEK

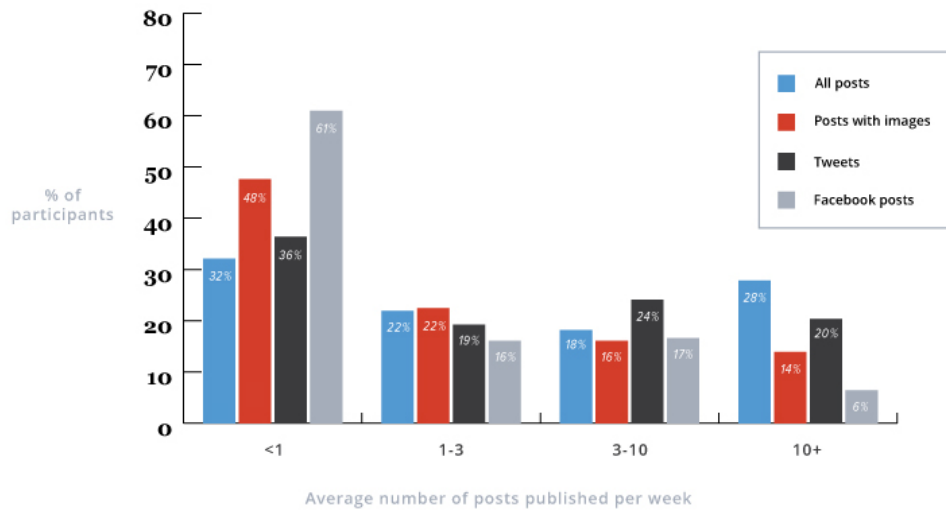
COMPANY SIZE: 51-200



201+ employees: The largest companies (201+ employees) lead the pack in all posting categories with the exception of image posts. (Interestingly, the 201+ group has the lowest average number of image posts per week with 4.78.) Even still, the 201+ group has a higher percentage of companies in the 10+ average post-per-week range (see x-axis) across all post categories (all posts: 22%, posts with images: 14%, tweets: 20%, and Facebook posts: 6%). The general takeaway here: big companies typically post the most.

SOCIAL MEDIA POSTS PER WEEK

COMPANY SIZE: 201+

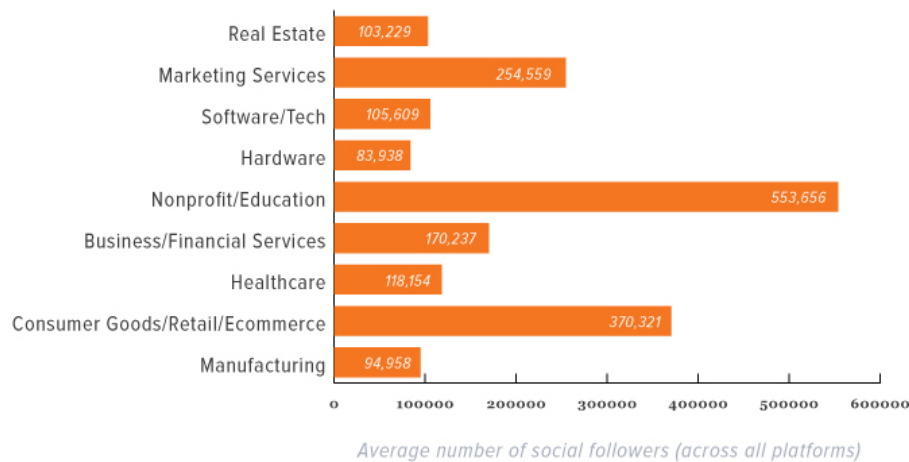


4. FOLLOWING BENCHMARKS

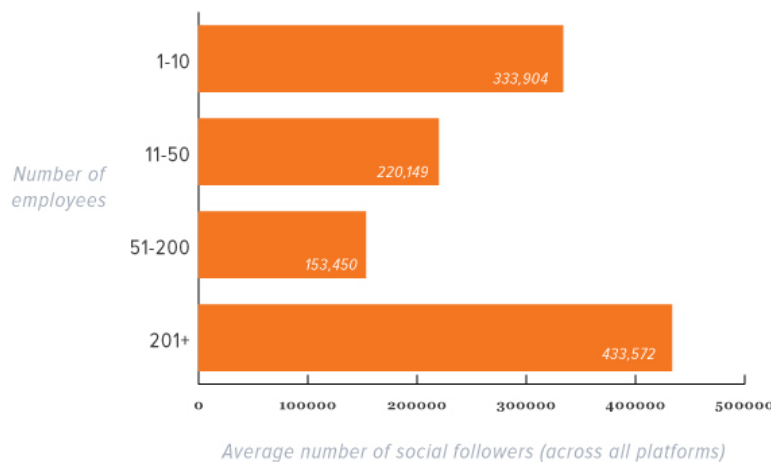
Disclaimer: When we discuss “following” and “followers” in this report, bear in mind that the data includes social users who like/follow a company’s Facebook pages, as well as social users who belong to a company’s LinkedIn groups.

In the charts below, you’ll see the average number of social followers companies have broken out by industry and by company size.

AVERAGE SOCIAL FOLLOWING BY INDUSTRY



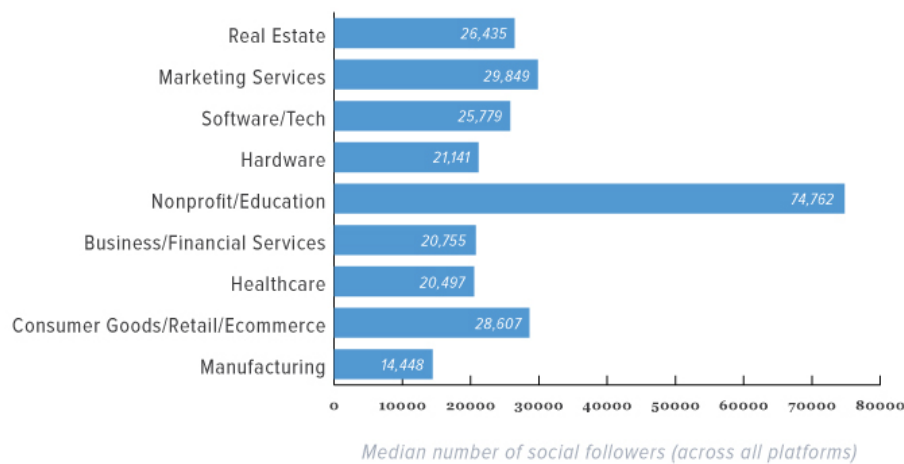
AVERAGE SOCIAL FOLLOWING BY COMPANY SIZE



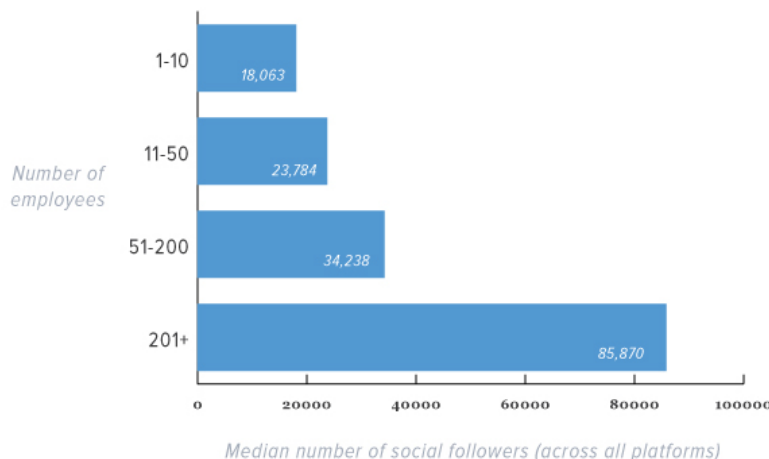
On the previous page we saw that the largest companies (201+ employees) had the largest average number of social followers. But somewhat unexpectedly, the smallest companies (1 to 10 employees) had a larger average following than companies with 11 to 50 employees, while companies with 11 to 50 employees had a larger average following than companies with 51 to 200 employees.

When we look at the median, however, number of social followers increases incrementally as company size increases.

MEDIAN SOCIAL FOLLOWING BY INDUSTRY



MEDIAN SOCIAL FOLLOWING BY COMPANY SIZE



INDUSTRY-SPECIFIC DATA

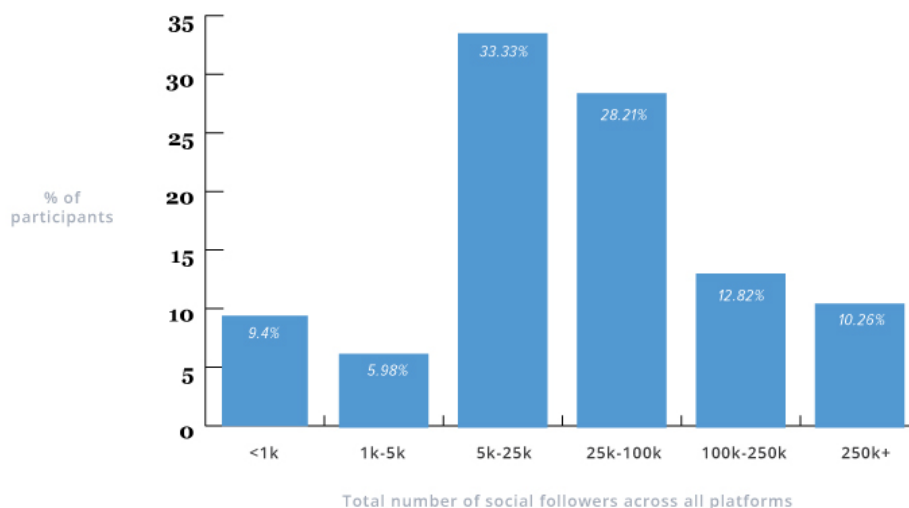
In this section we're going to look at social following metrics for specific industries. For each graph, I've broken the industry's following data into six ranges (which you'll find on the x-axis): companies with fewer than 1 thousand followers; companies with between 1 thousand and 5 thousand followers; companies with between 5 thousand and 25 thousand followers; companies with between 25 thousand and 100 thousand followers; companies with between 100 thousand and 250 thousand followers; and companies with 250 thousand+ followers.

To see what percentage of companies in a given industry have following sizes within those ranges, look along the y-axis, or simply look at the percentage values printed on each bar.

First up: let's take a look at the real estate industry's social following breakdown.

Real Estate: One-third (33.33%) of the real estate companies in our report have between 5 thousand and 25 thousand social followers across all social networks. 28.21% fall within the 25 thousand- and 100 thousand-follower range.

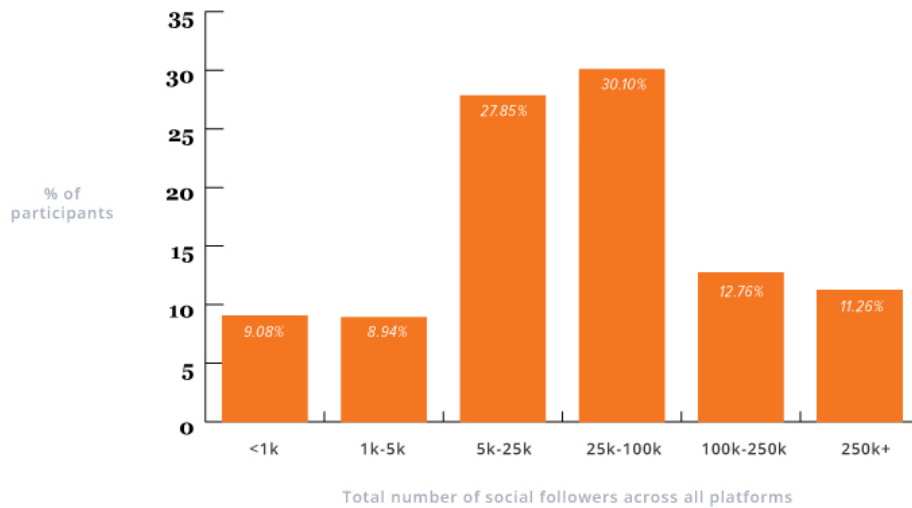
SOCIAL FOLLOWING BREAKDOWN REAL ESTATE



(Note: The ranges on the x-axis are *actually* 999.999... and below, 1,000 to 4,999.999..., 5,000 to 24,999.999..., 25,000 to 99,999.999..., 100,000 to 249,999.999..., and 250,000 and above. For the sake of graph cleanliness, I avoided using decimal values.)

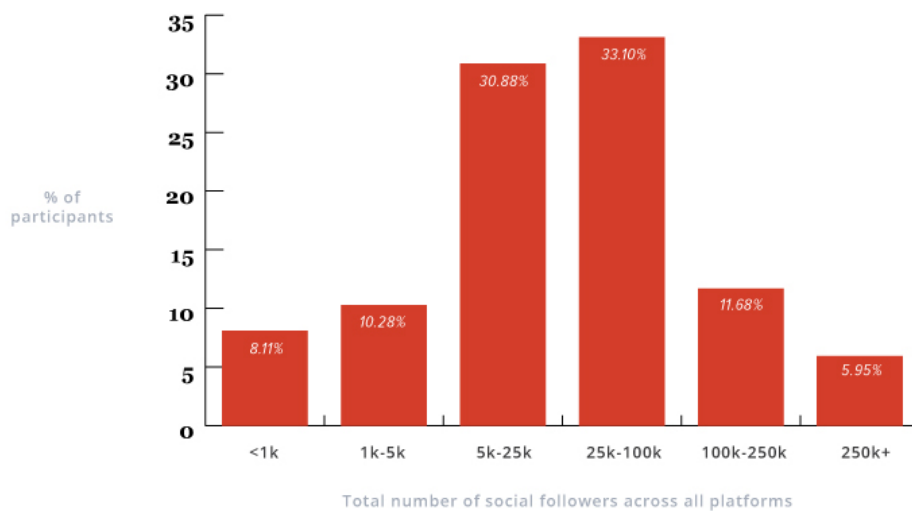
Marketing Services: The marketing services industry has the second largest average social following (254,559) as well as the second largest median social following (29,849) of all the industries in this report. As you can see in the graph below, the relative majority (a.k.a. plurality) of marketing services companies (30.1%) have between 25 thousand and 100 thousand followers.

SOCIAL FOLLOWING BREAKDOWN MARKETING SERVICES



Software/Tech: The software/tech industry boasts even more companies in the 25 thousand to 100 thousand-follower range than the marketing services industry, with 33.1%. However, with an industry-wide low of just 5.95% of companies in the 250 thousand+ follower column, it's easy to see why software/tech doesn't stack up to marketing services in terms of average (105,609 vs. 254,599) or median (25,779 vs. 29,849) following size.

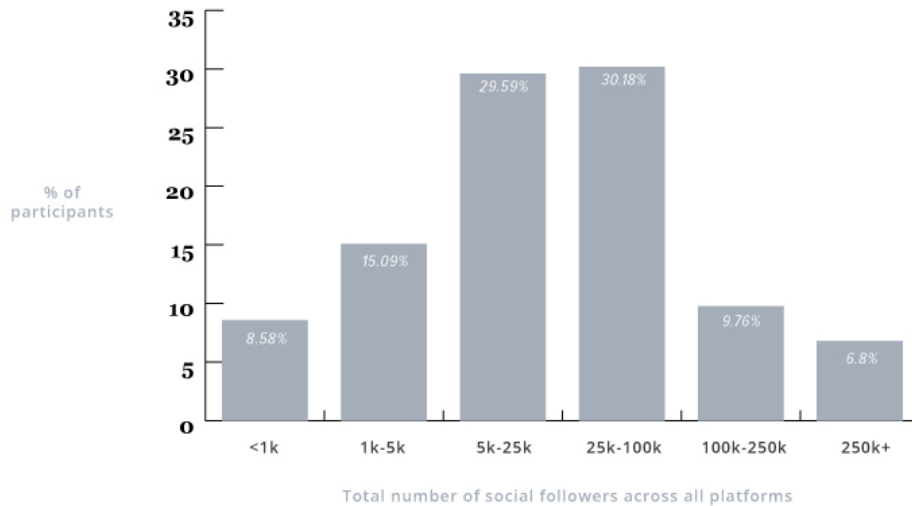
SOCIAL FOLLOWING BREAKDOWN SOFTWARE / TECH



Hardware: The hardware industry has the lowest average social following (83,938) and fourth lowest median social following (21,141) of all the industries in this report. As was the case with the marketing services and software/tech industries, the 25 thousand to 100 thousand-follower group contains the highest percentage of companies in the hardware industry.

SOCIAL FOLLOWING BREAKDOWN

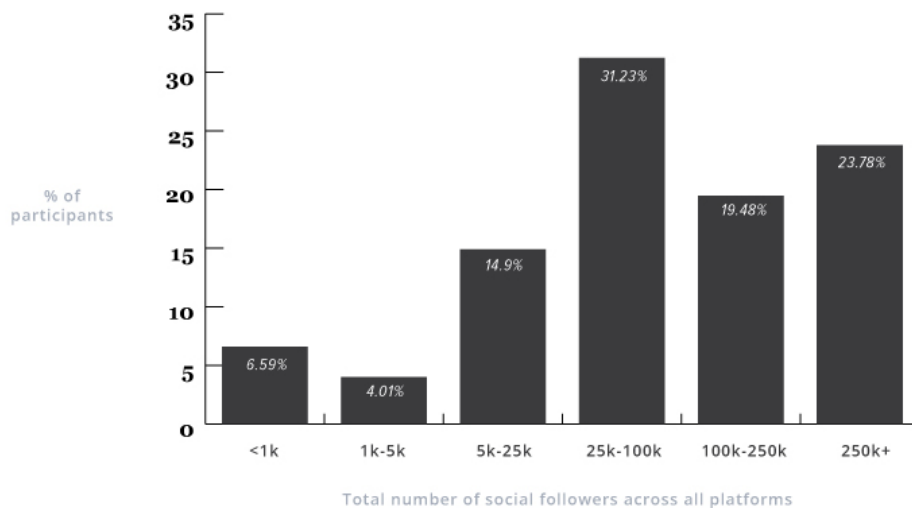
HARDWARE



Nonprofit/Education: Only 6.59% of nonprofit/education organizations have fewer than 1 thousand followers, while a whopping 23.78% belong to the 250 thousand+ follower group. Both figures are industry-leading, which isn't surprising considering the nonprofit/education industry has far and away the largest average social following (553,656) and largest median social following (74,762) of all the industries in this report.

SOCIAL FOLLOWING BREAKDOWN

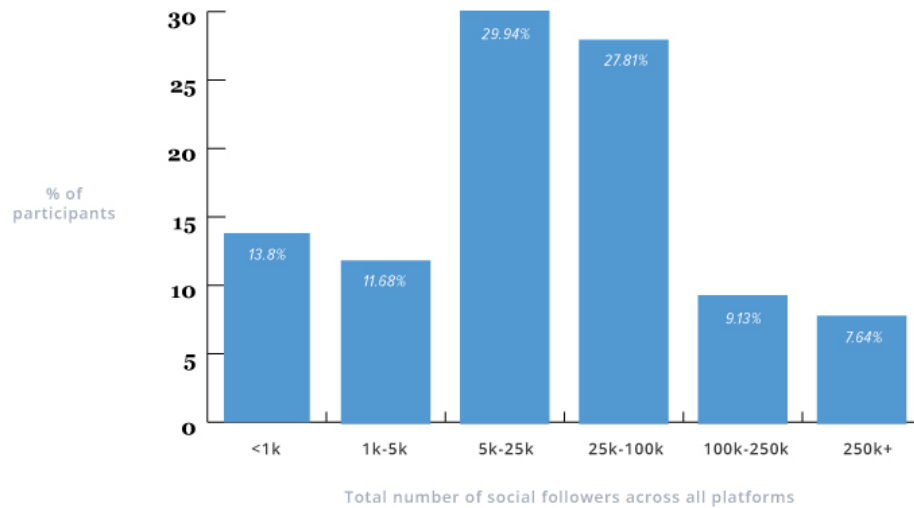
NONPROFIT / EDUCATION



Business/Financial Services: The business/financial services industry's claim to social following fame? It has the highest percentage of companies in the fewer than 100 thousand-followers group, with 13.8%

SOCIAL FOLLOWING BREAKDOWN

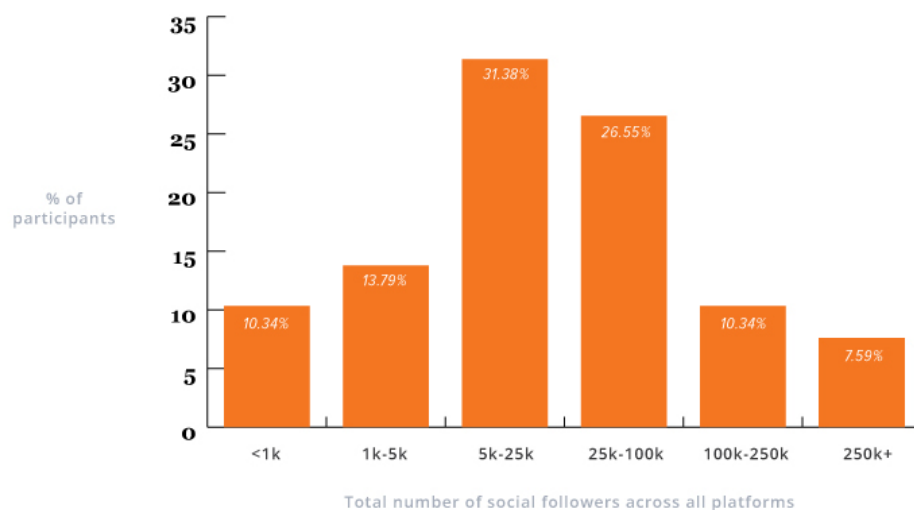
BUSINESS / FINANCIAL SERVICES



Healthcare: The healthcare industry has the 4th lowest (or 5th highest) average social following at 118,154, but the 2nd lowest median social following at 20,497. The relative majority of healthcare companies (31.38%) fall within the 5 thousand to 25 thousand follower group.

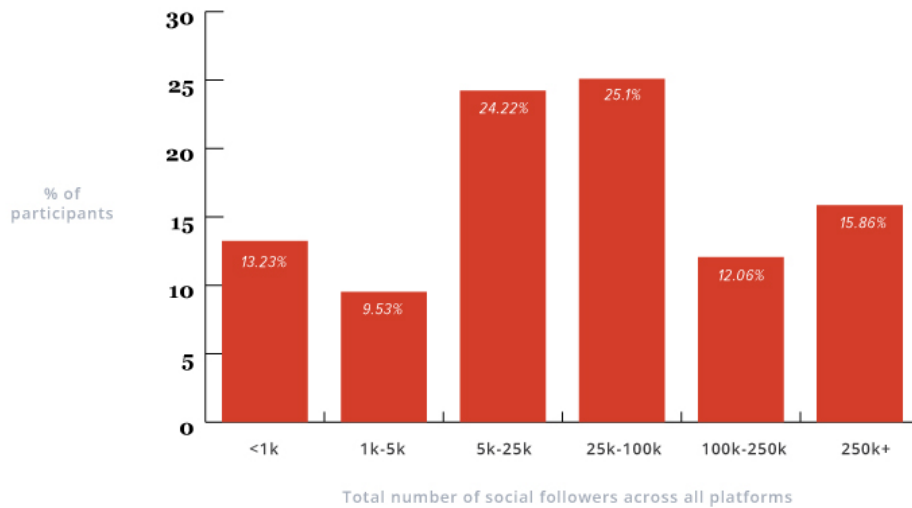
SOCIAL FOLLOWING BREAKDOWN

HEALTHCARE



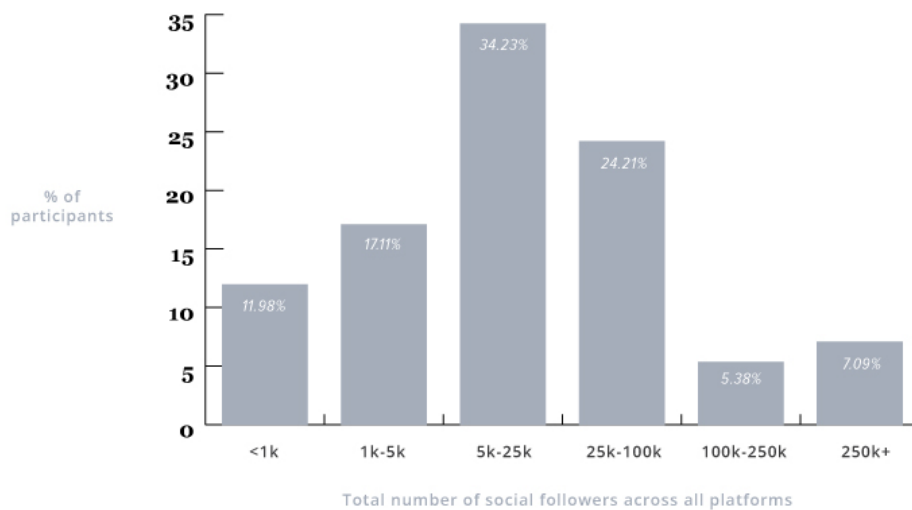
Consumer Goods/Retail/Ecommerce: With 15.86% of its companies boasting 250 thousand+ social followers, it's not surprising that the consumer goods/retail/ecommerce industry has the second largest average social following (370,321), as well as the third highest median social following (28,607) of all industries in the report.

SOCIAL FOLLOWING BREAKDOWN CONSUMER GOODS / RETAIL / ECOMMERCE



Manufacturing: The manufacturing industry has the second lowest average social following (94,958) and *the* lowest median social following (14,448) of all industries in the report. Just 5.38% of manufacturing companies have between 100 thousand and 250 thousand followers, which is an industry-wide low.

SOCIAL FOLLOWING BREAKDOWN MANUFACTURING



COMPANY SIZE-SPECIFIC DATA

In this section we're going to look at social following metrics by company size. For each graph, I've broken the social following data into six ranges (which you'll find on the x-axis): companies with fewer than 1 thousand followers; companies with between 1 thousand and 5 thousand followers; companies with between 5 thousand and 25 thousand followers; companies with between 25 thousand and 100 thousand followers; companies with between 100 thousand and 250 thousand followers; and companies with 250 thousand+ followers.

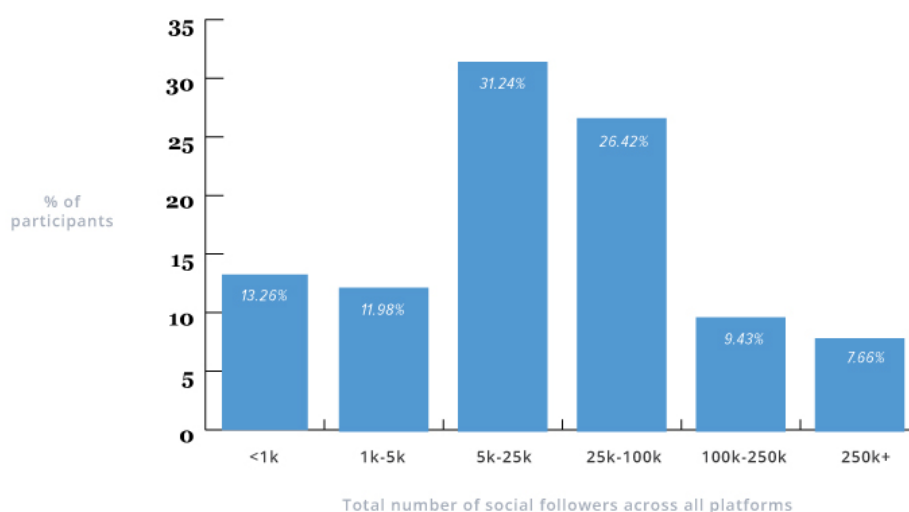
To see what percentage of companies in a given industry have following sizes within those ranges, look along the y-axis, or simply look at the percentage values printed on each bar.

First up: let's take a look at the social following breakdown for companies with between 1 and 10 employees.

1-10 employees: Despite having the second highest average social following (333,904) of all company size groups, the 1-10 company size group has the smallest median social following (18,063). The relative majority of companies in this size group (31.24%) have between 5 thousand and 25 thousand followers. Across all company sizes, the 1-10 company size group has the lowest percentages of companies in the 25 thousand to 100 thousand range (26.42%), the 100 thousand to 250 thousand range (9.43%), as well as the 250 thousand+ range (7.66%).

SOCIAL FOLLOWING BREAKDOWN

COMPANY SIZE: 1-10

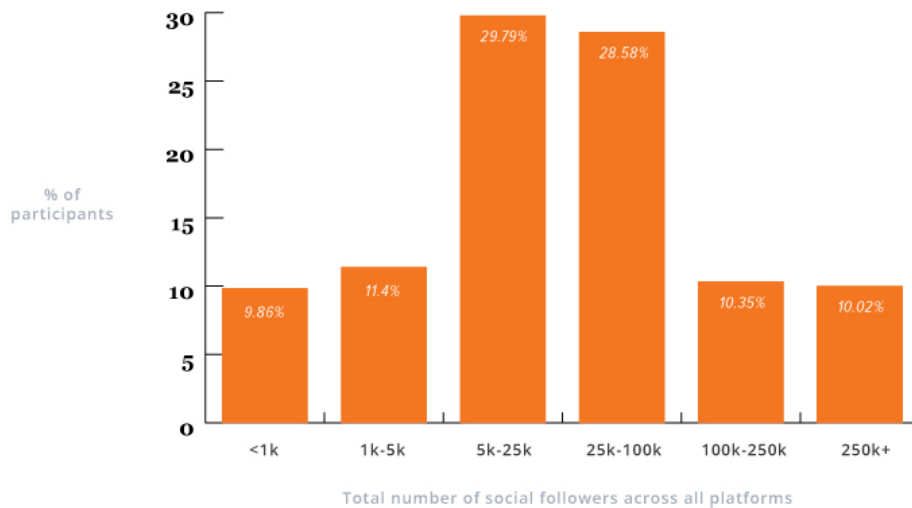


(Note: The ranges on the x-axis are *actually* 999.999... and below, 1,000 to 4,999.999..., 5,000 to 24,999.999..., 25,000 to 99,999.999..., 100,000 to 249,999.999..., and 250,000 and above. For the sake of graph cleanliness, I avoided using decimal values.)

11-50 employees: Like the 1-10 company size group, the 11-50 company size group finds the relative majority of its companies in the 5 thousand to 25 thousand-follower range. However, overall distribution in the 11-50 group is weighted more heavily toward the right side of the graph in comparison to the 1-10 group: (i.e., there are more companies in the 25 thousand to 100 thousand, 100 thousand to 250 thousand, and 250 thousand+ ranges.)

SOCIAL FOLLOWING BREAKDOWN

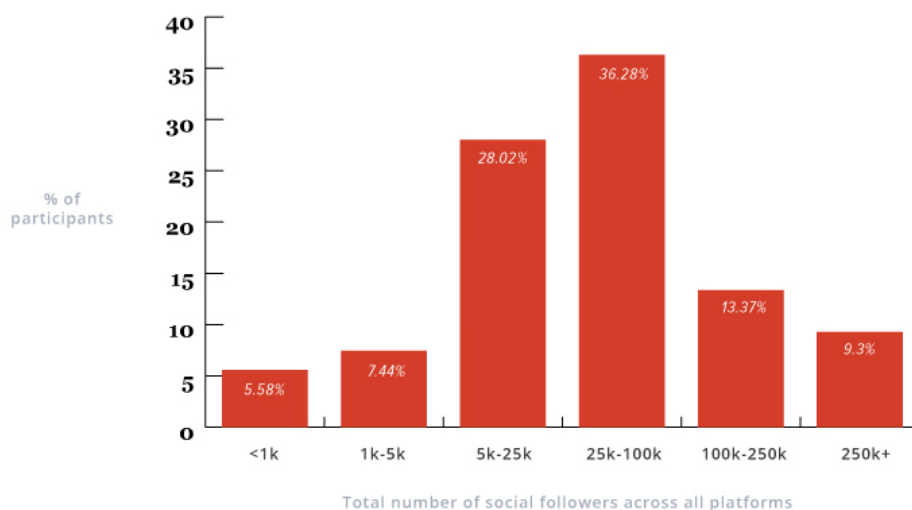
COMPANY SIZE: 11-50



51-200 employees: With the 51-200 company size group, the relative majority shifts to the 25 thousand to 100 thousand-follower range (with 36.28% of companies fitting in there). The 5 thousand to 25 thousand range sees the second largest percentage (with 28.02%).

SOCIAL FOLLOWING BREAKDOWN

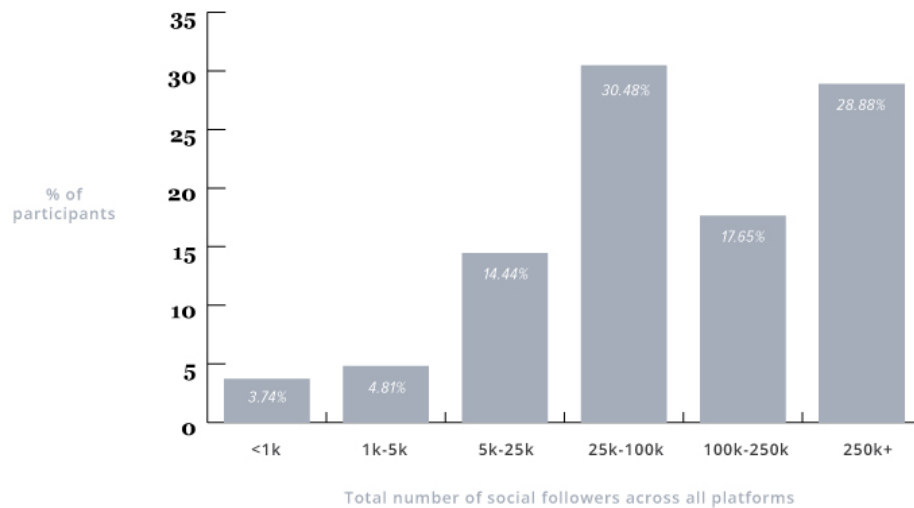
COMPANY SIZE: 51-200



201+ employees: The 201+ company size group boasts the largest average and largest median social followings of all company size groups. So, the distribution we see in the graph below is not surprising. As was the case with the 51-200 group, the relative majority (in this case, 30.48%) belongs to the 25 thousand to 100 thousand-follower range. However, the 250 thousand+ follower column yields the second largest percentage (with 28.88%), which is pretty impressive. It means that nearly 29% of companies with 201+ employees have 250 thousand social followers or more.

SOCIAL FOLLOWING BREAKDOWN

COMPANY SIZE: 201+

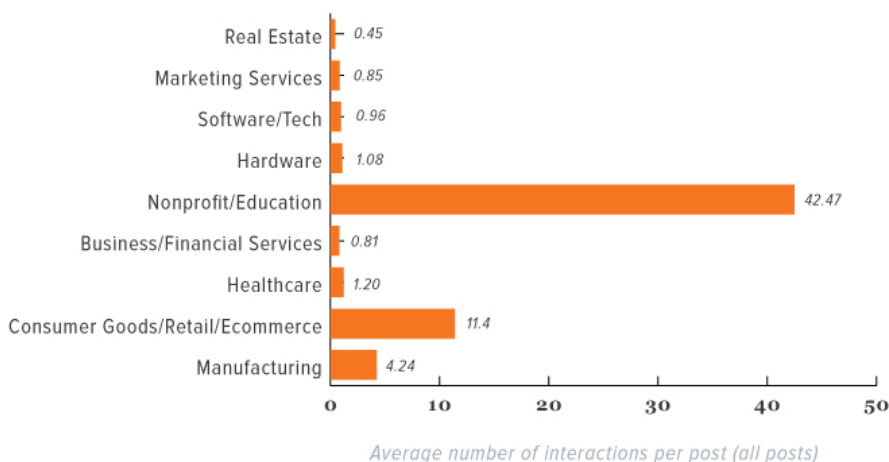


5. ENGAGEMENT BENCHMARKS

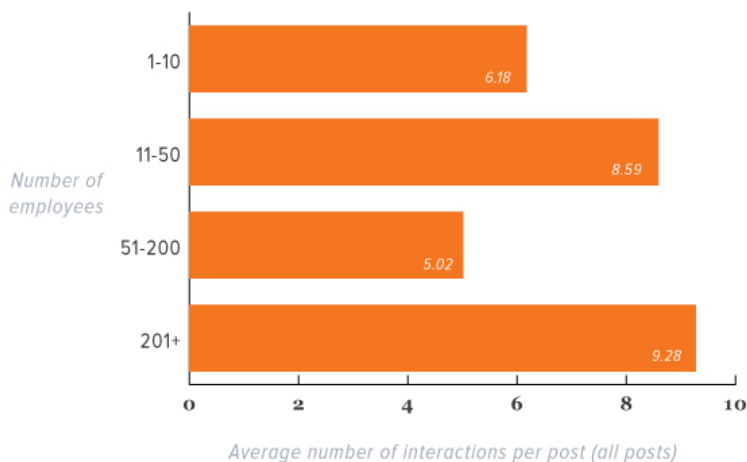
When we talk about “social engagement” in this report, we’re really talking about interactions: measurable actions (e.g., likes, shares, comments, retweets, favorites, etc.) that social users take in regards to particular posts.

In the graphs below, you can see the average number of interactions companies receive per social post broken out by industry and by company size. These figures represent social interactions that occur across all social networks.

INTERACTIONS PER POST BY INDUSTRY



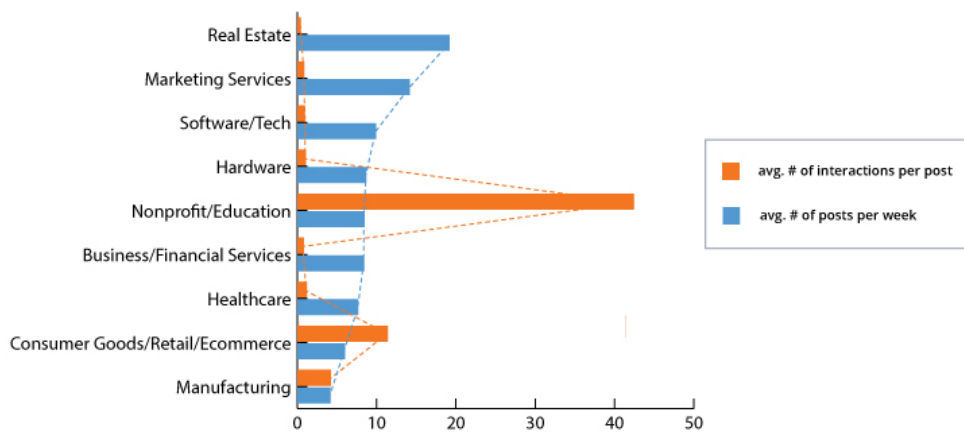
INTERACTIONS PER POST BY COMPANY SIZE



As you just saw, the nonprofit/education industry *dominates* the social interaction game, earning an average of 42.47 interactions per post. 42.47! How is that even possible? Let's run through some of the numbers and try to find out. (Note: if you read the key takeaways section at the beginning of this report, some of this will be familiar).

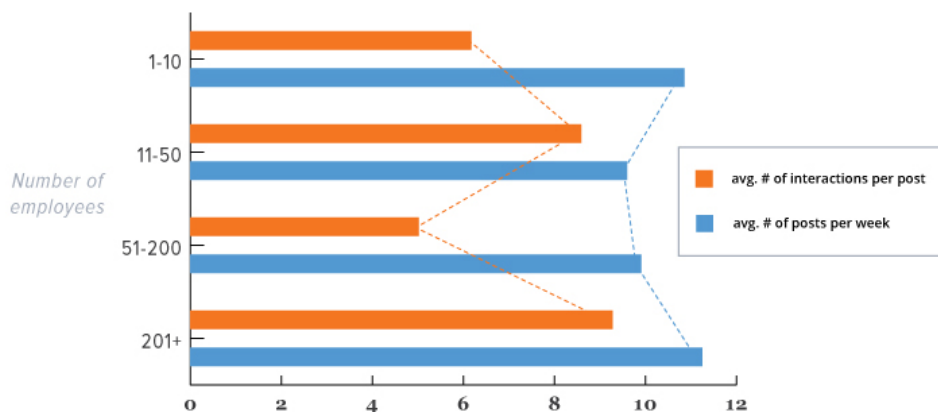
Below we have the average number of interactions companies receive per post (orange) compared to the average number of overall posts companies publish per week (blue). As you can see, there's not a strong correlation between the two.

INTERACTIONS vs. POSTS BY INDUSTRY



Average number of social interactions per post (all posts): orange
Average number of social posts per week (across all social networks): blue

INTERACTIONS vs. POSTS BY COMPANY SIZE

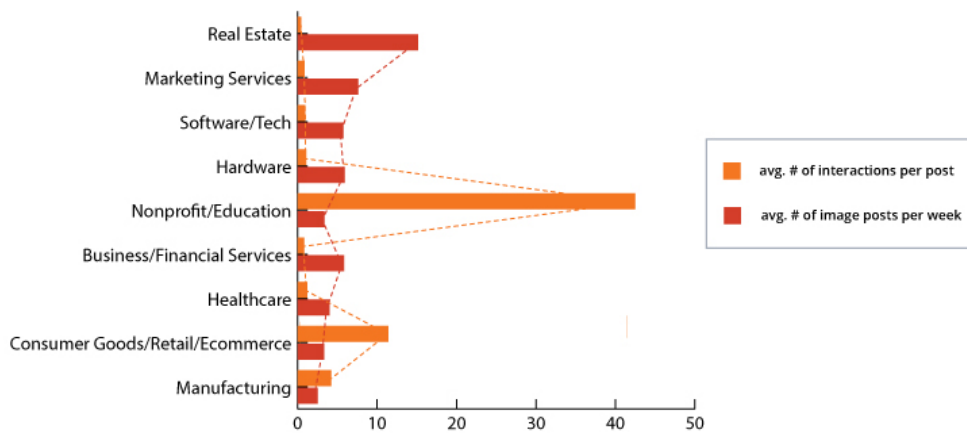


Average number of interactions per post (all posts): orange
Average number of posts published per week (across all social networks): blue

When we compare interactions to images posts, there actually appears to be a *negative* correlation: in several instances in the graphs below, the average number of interactions received per post decreases as the average number of image posts published per week increases.

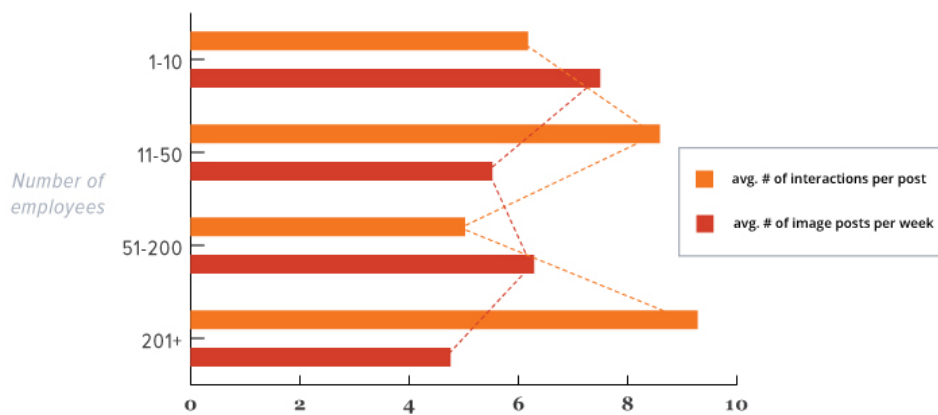
(That finding goes against conventional social media marketing wisdom, which says posting [images on social = more social engagement](#).)

INTERACTIONS vs. IMAGE POSTS BY INDUSTRY



Average number of social interactions per post (all posts): orange
Average number of image posts per week (across all social networks): red

INTERACTIONS vs. IMAGE POSTS BY COMPANY SIZE

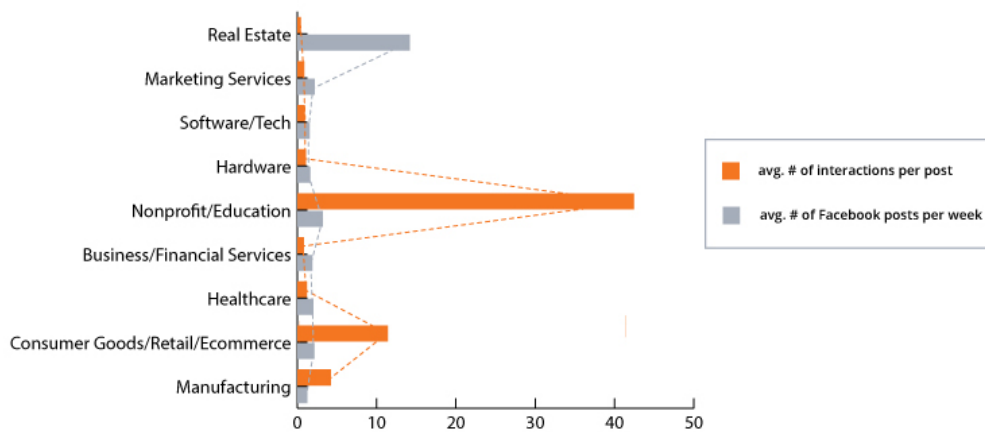


Average number of interactions per post (all posts): orange
Average number of image posts published per week (across all social networks): red

The industry that receives the highest average number of interactions per post, nonprofit/education, has the second highest Facebook post per week average across all industries. Meanwhile, the company size that receives the highest average number of interactions per post, 201+ employees, has *the* highest Facebook post per week average across all company sizes. Is there a correlation here?

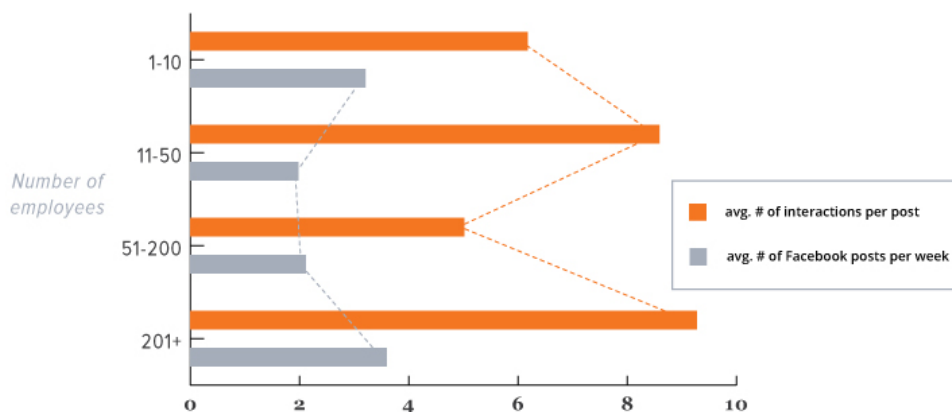
Not really. When you compare the dotted gray and orange lines, there's no sustained pattern. The real estate industry, for example, publishes far and away the most Facebook posts per week on average, but receives the lowest number of interactions per post on average across all industries. And look at the 11-50 employees company size: it has the second highest interaction per post average, but the lowest Facebook posts per week average across all company sizes.

INTERACTIONS vs. FACEBOOK POSTS BY INDUSTRY



Average number of social interactions per post (all posts): orange
Average number of Facebook posts per week: gray

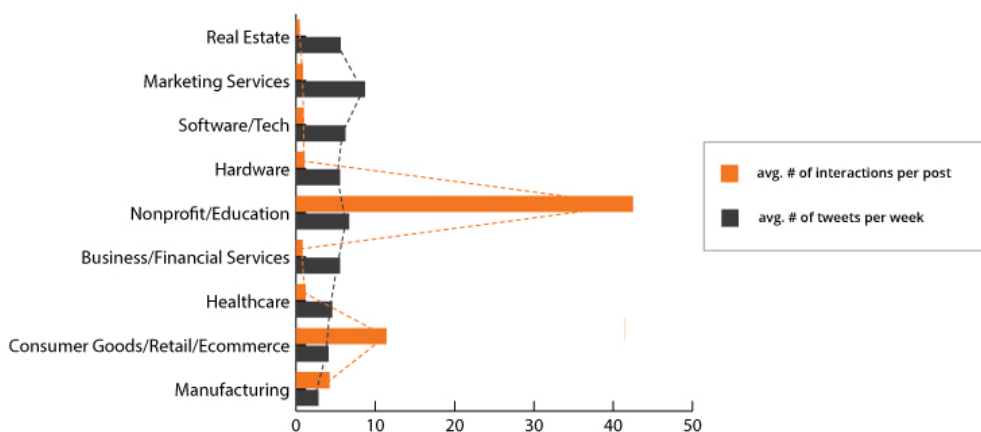
INTERACTIONS vs. FACEBOOK POSTS BY COMPANY SIZE



Average number of interactions per post (all posts): orange
Average number of Facebook posts published per week: gray

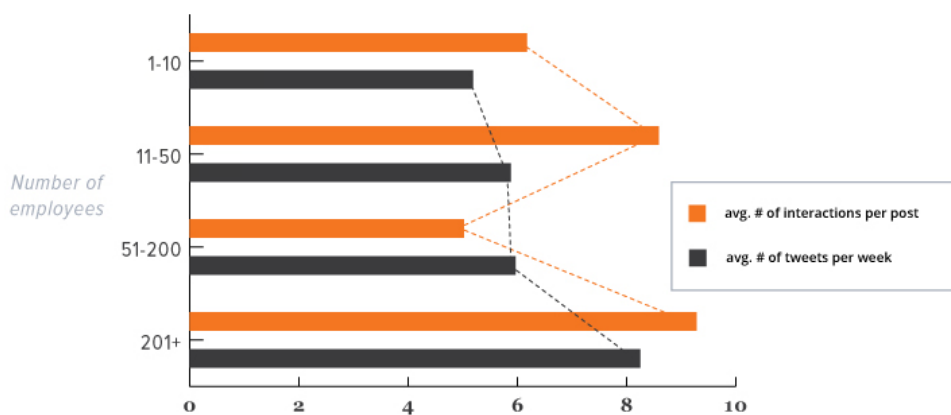
As was the case when comparing interactions to Facebook posting frequency, there doesn't appear to be a strong correlation between average interactions per post and average number of tweets published per week. Still, one can't help but look at the company size graph and try to make the dotted lines match up more closely. The main outlier here is the 11-50 company size group: assuming tweet frequency does correlate positively to increased interactions, the 11-50 group doesn't tweet often enough to account for its high interaction per post average. There has to be some other reason -- or reasons -- behind why certain company sizes (and industries) receive more social interactions than others.

INTERACTIONS vs. TWEETS BY INDUSTRY



Average number of social interactions per post (all posts): orange
Average number of tweets published per week: dark gray

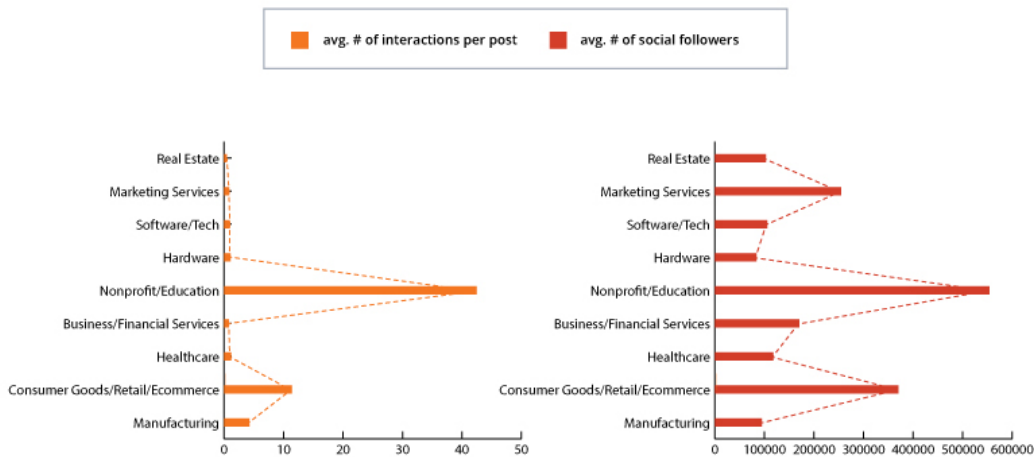
INTERACTIONS vs. TWEETS BY COMPANY SIZE



Average number of interactions per post (all posts): orange
Average number of tweets published per week: dark gray

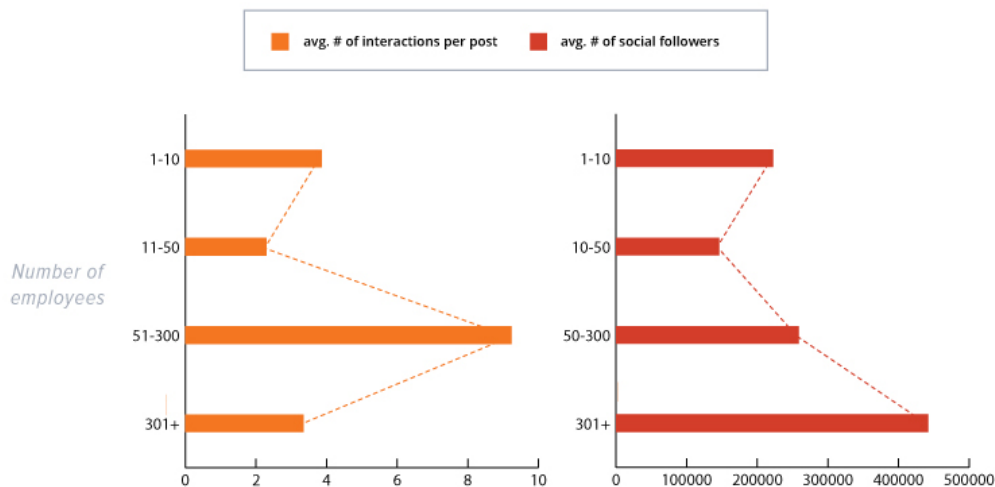
Social following is by far the best indicator of social interaction, but it is by no means perfect. True, a high number of social followers seems to perfectly explain why the nonprofit/education industry receives more interactions than other industries. And there are definitely some interesting -- if not rudimentary -- similarities between the shapes of the dotted orange and red lines. Still, the correlation isn't strong enough to stand on its own. If you want to increase engagement, growing your following is a smart move, but it shouldn't be your *only* move. You also need to experiment with post frequency (and post format) in order to find the ideal balance for your following.

INTERACTIONS vs. FOLLOWING BY INDUSTRY



Average number of social interactions per post: orange
Average number of social followers (across all social networks): red

INTERACTIONS vs. FOLLOWING BY COMPANY SIZE



Average number of social interactions per post: orange
Average number of social followers (across all social networks): red

INDUSTRY-SPECIFIC DATA

In this section we're going to look at interaction metrics for specific industries. For each graph, I've broken the industry's interaction per post data into four ranges (which you'll find on the x-axis): companies that post less than once per week on average, companies that post between 1 and 3 times per week on average, companies that post between 3 and 10 times per week on average, and companies that post 10 or more times per week on average.

Look along the y-axis, or simply look at the values printed on each bar, to see how many interactions per post the companies within each posting range receive on average.

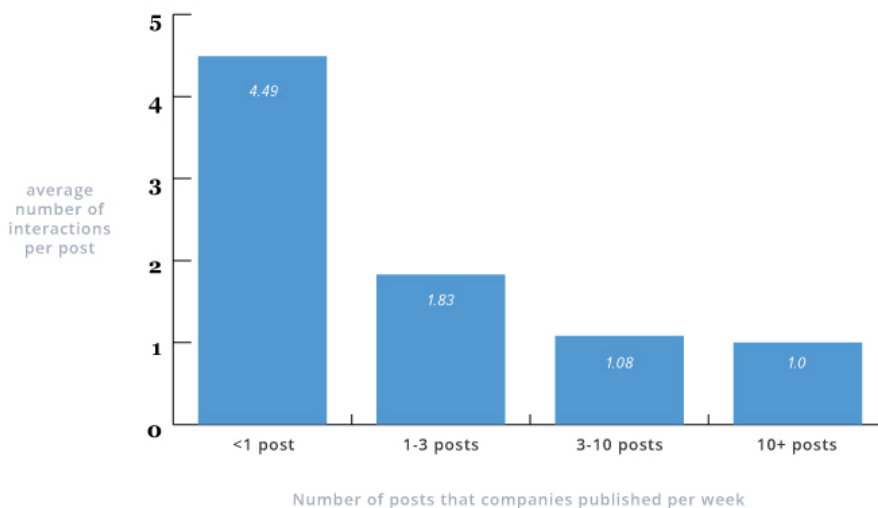
For each industry, I'll keep the commentary to a minimum and will instead list the average number of followers, average number of overall posts published per week, and average number of interactions above each graph. This will allow you to diagnose what companies in certain industries are doing right and what they're doing wrong.

Real Estate:

19.21 avg. posts per week | 103,229 avg. social following | 0.45 avg. interactions per post

(Notice how as post frequency increases, the average number of interactions per post decreases.)

INTERACTIONS PER POST REAL ESTATE

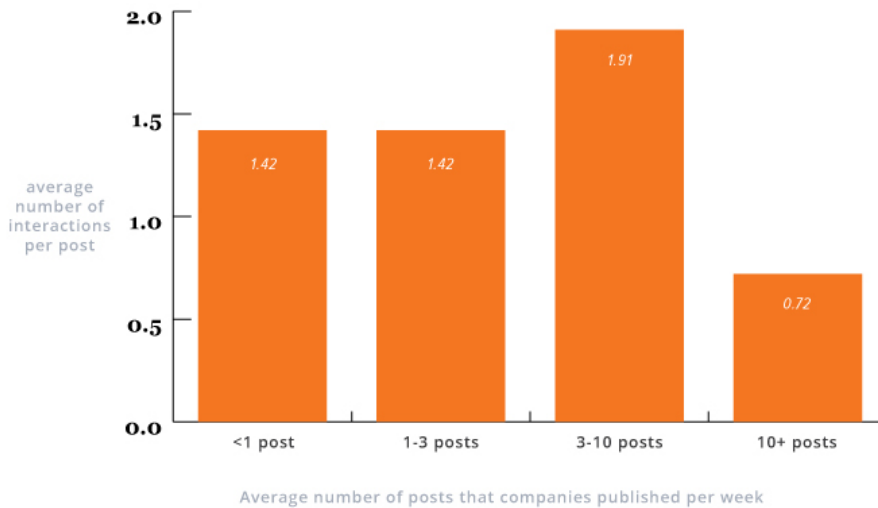


(Note: The ranges on the x-axis are *actually* 0.999... and below, 1 to 2.999..., 3 to 9.999..., and 10+. For the sake of graph cleanliness, I avoided using decimal values.)

Marketing Services:

14.17 avg. posts per week | 254,559 avg. social following | 0.85 avg. interactions per post

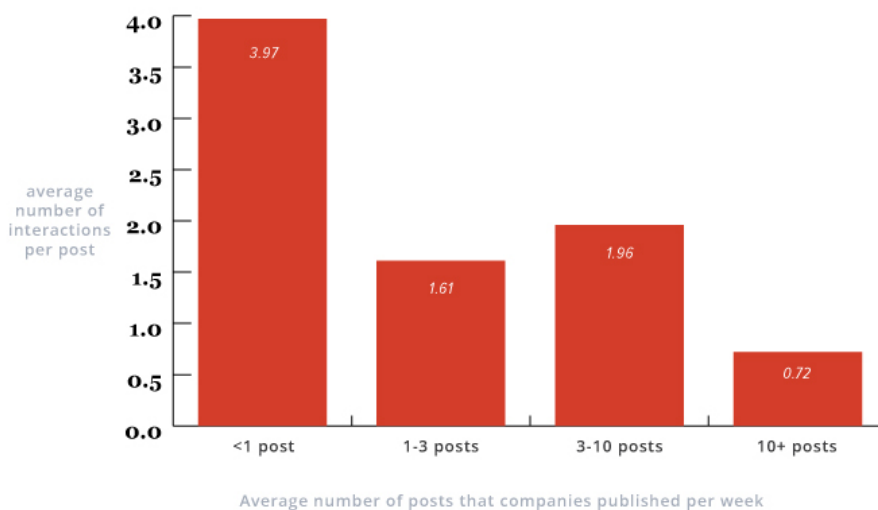
INTERACTIONS PER POST MARKETING SERVICES



Software/Tech

9.94 avg. posts per week | 105,609 avg. social following | 0.96 avg. interactions per post

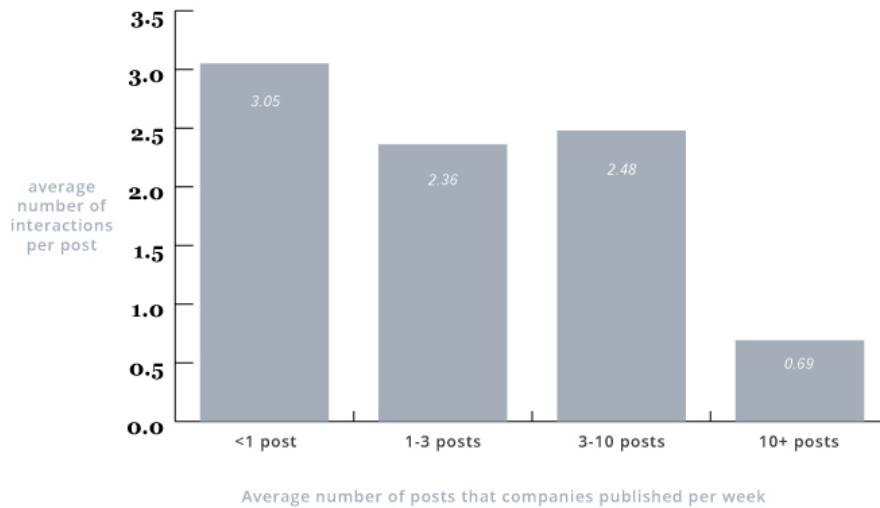
INTERACTIONS PER POST SOFTWARE / TECH



Hardware:

8.71 avg. posts per week | 83,938 avg. social following | 1.08 avg. interactions per post

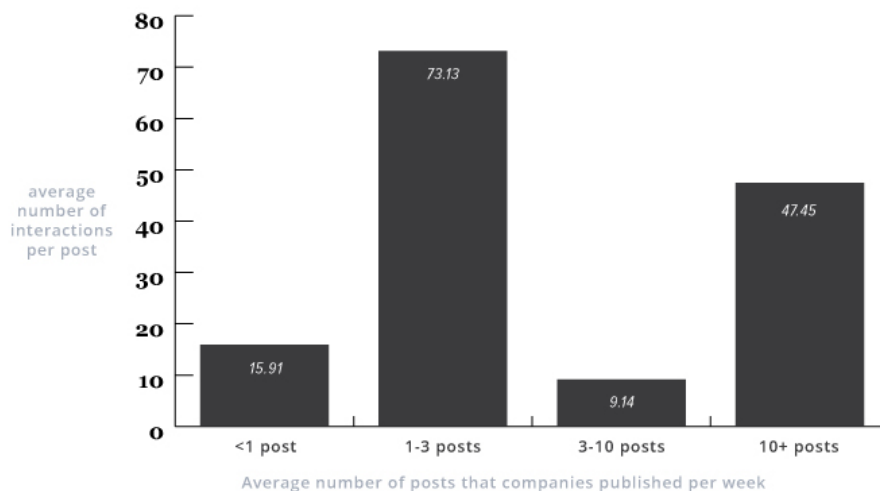
INTERACTIONS PER POST HARDWARE



Nonprofit/Education:

8.5 avg. posts per week | 553,656 avg. social following | 42.47 avg. interactions per post

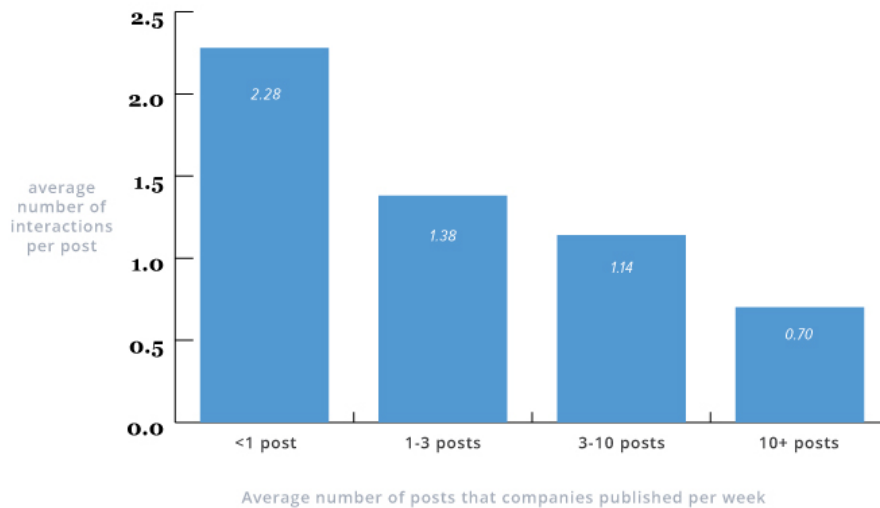
INTERACTIONS PER POST NONPROFIT / EDUCATION



Business/Financial Services:

8.43 avg. posts per week | 170,237 avg. social following | 0.81 avg. interactions per post

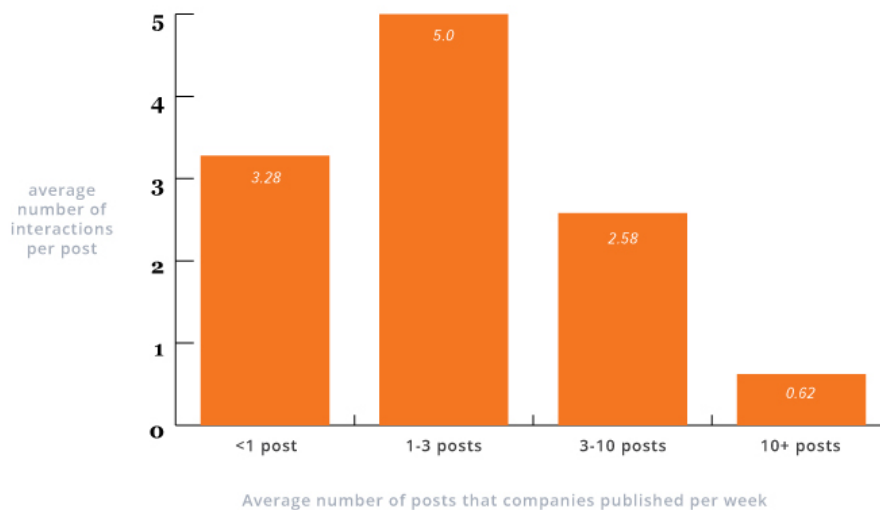
INTERACTIONS PER POST BUSINESS / FINANCIAL SERVICES



Healthcare:

7.68 avg. posts per week | 118,154 avg. social following | 1.20 avg. interactions per post

INTERACTIONS PER POST HEALTHCARE

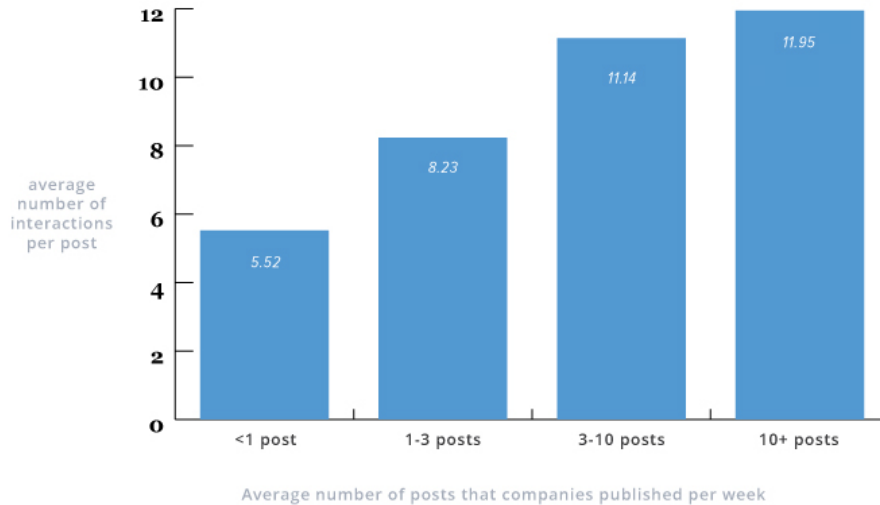


Consumer Goods/Retail/Ecommerce:

6.02 avg. posts per week | 370, 321 avg. social following | 11.4 avg. interactions per post

(Notice how as post frequency increases, the average number of interactions post increases, too.)

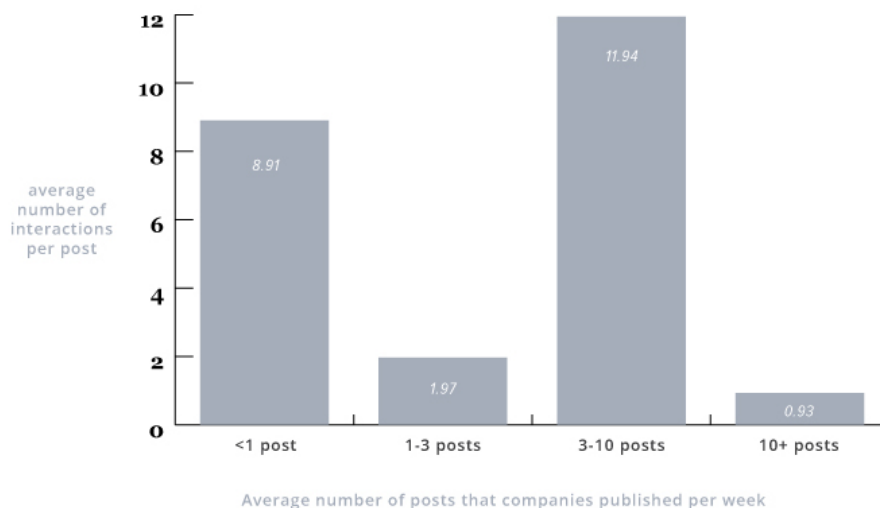
INTERACTIONS PER POST CONSUMER GOODS / RETAIL / ECOMMERCE



Manufacturing:

4.18 avg. posts per week | 94,958 avg. social following | 4.24 avg. interactions per post

INTERACTIONS PER POST MANUFACTURING



COMPANY SIZE-SPECIFIC DATA

In this section we're going to look at interaction metrics for specific company sizes. For each graph, I've broken interaction per post data into four ranges (which you'll find on the x-axis): companies that post less than once per week on average, companies that post between 1 and 3 times per week on average, companies that post between 3 and 10 times per week on average, and companies that post 10 or more times per week on average.

Look along the y-axis, or simply look at the values printed on each bar, to see how many interactions per post the companies within each posting range receive on average.

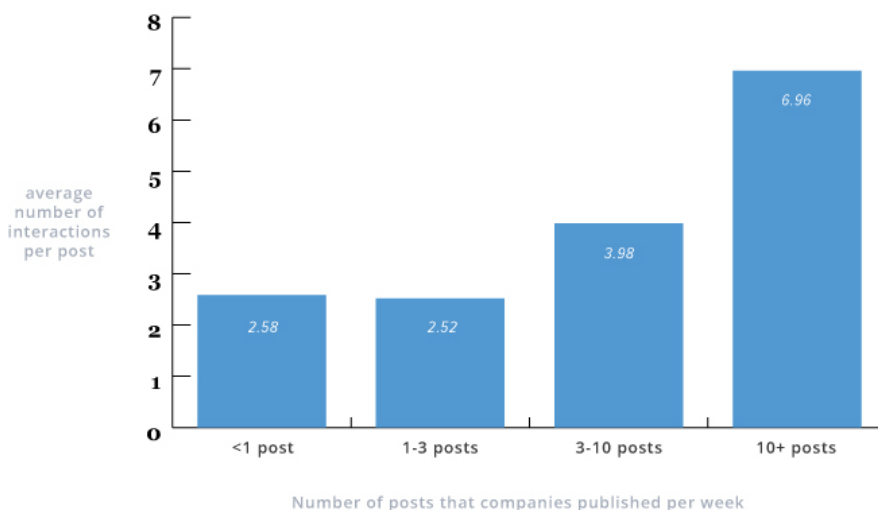
For each company size, I'll keep the commentary to a minimum and will instead list the average number of followers, average number of overall posts published per week, and average number of interactions above each graph. This will allow you to diagnose what companies of certain sizes are doing right and what they're doing wrong.

1-10 employees:

10.86 avg. posts per week | 333,904 avg. social following | 6.18 avg. interactions per post

INTERACTIONS PER POST

COMPANY SIZE: 1-10



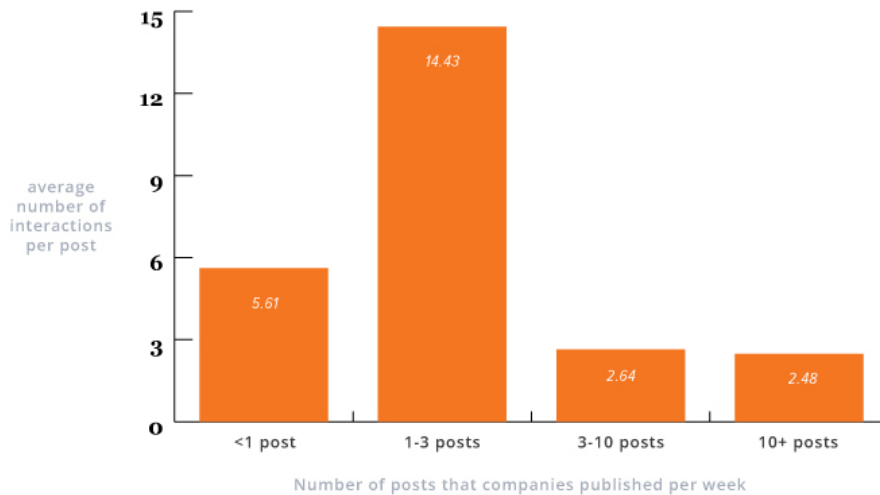
(Note: The ranges on the x-axis are *actually* 0.999... and below, 1 to 2.999..., 3 to 9.999..., and 10+. For the sake of graph cleanliness, I avoided using decimal values.)

11-50 employees:

9.6 avg. posts per week | 220,149 avg. social following | 8.59 avg. interactions per post

INTERACTIONS PER POST

COMPANY SIZE: 11-50

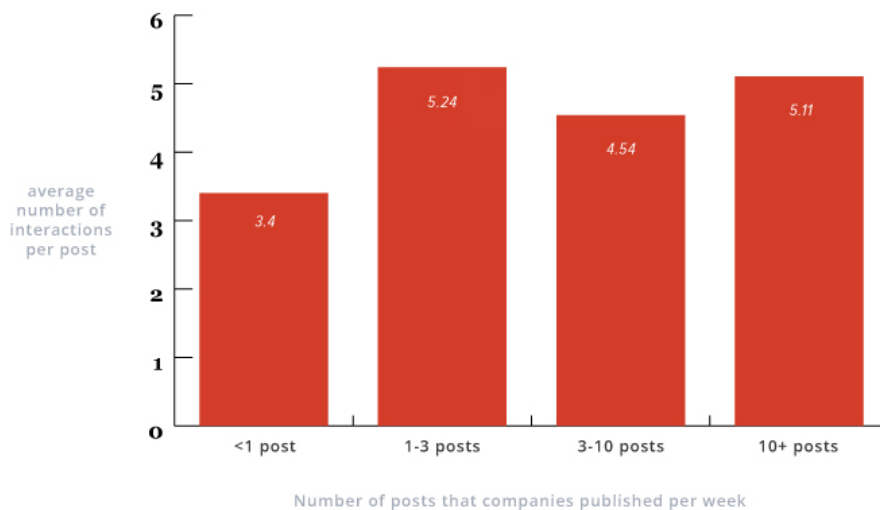


51-200 employees:

9.91 avg. posts per week | 153,450 avg. social following | 5.02 avg. interactions per post

INTERACTIONS PER POST

COMPANY SIZE: 51-200

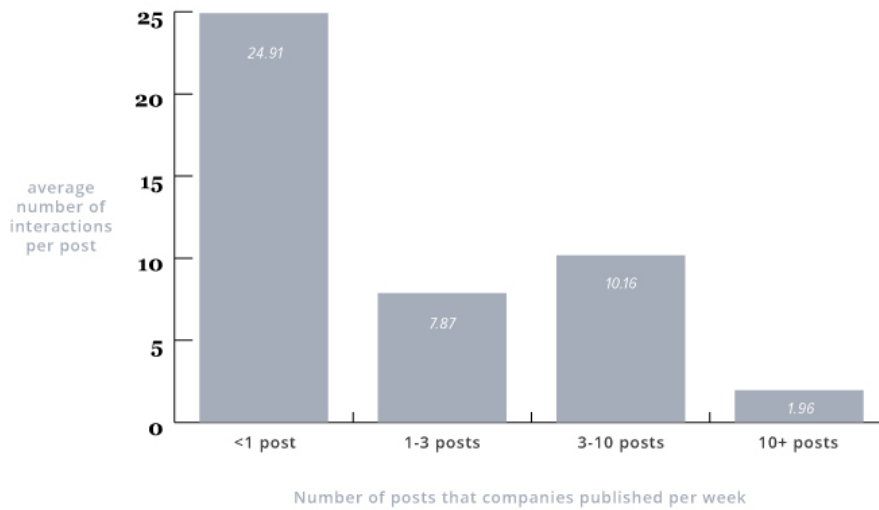


201+ employees:

11.25 avg. posts per week | 433,572 avg. social following | 9.28 avg. interactions per post

INTERACTIONS PER POST

COMPANY SIZE: 201+



6. METHODOLOGY

Thanks for reading!

This report was created using social data from 7,000+ HubSpot customers (who use HubSpot's [Social Inbox](#) tool for their social media scheduling, publishing, and monitoring).

Only customers with a listed a) industry, and/or b) company size in our database were included in the study.

ABOUT THE TEAM

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Data Retrieval: Maggie Hibma & Lars Osterberg

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