

A DEEPER LOOK AT THE 2018 SOCIAL MEDIA BENCHMARK STUDY

Seth Bridges

Founder, Rival IQ

NEXT WEEK,
JUNE 20TH



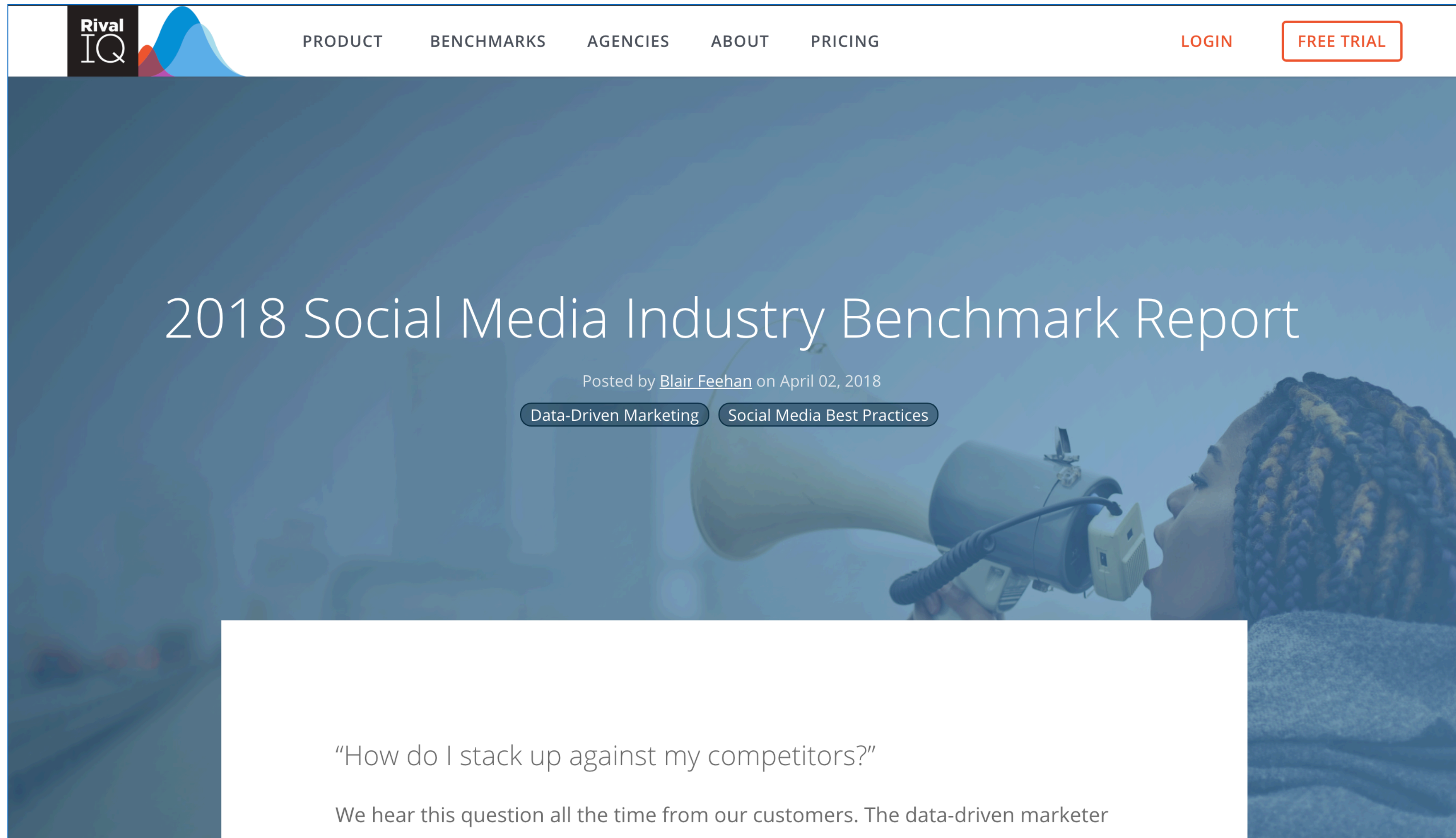
LEVERAGING DATA TO TRANSFORM YOUR SOCIAL MEDIA STRATEGY

LEE ODDEN, TOPRANK MARKETING

bit.ly/riq-lee

Rival
IQ

data**driven**
MARKETER



bit.ly/riq-benchmark-2018



AGENDA

- Background & Methodology
- Industry Summary
- Deep Dive / Real-world Examples
 - Facebook, Instagram, and Twitter



BACKGROUND & METHODOLOGY



THE COMPANIES
/ INDUSTRIES

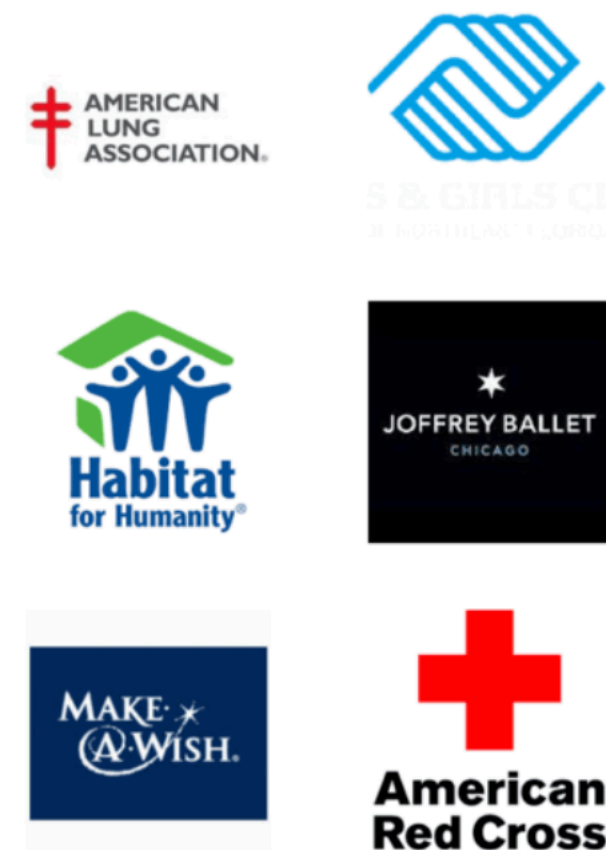
10
INDUSTRIES

150
COMPANIES PER INDUSTRY

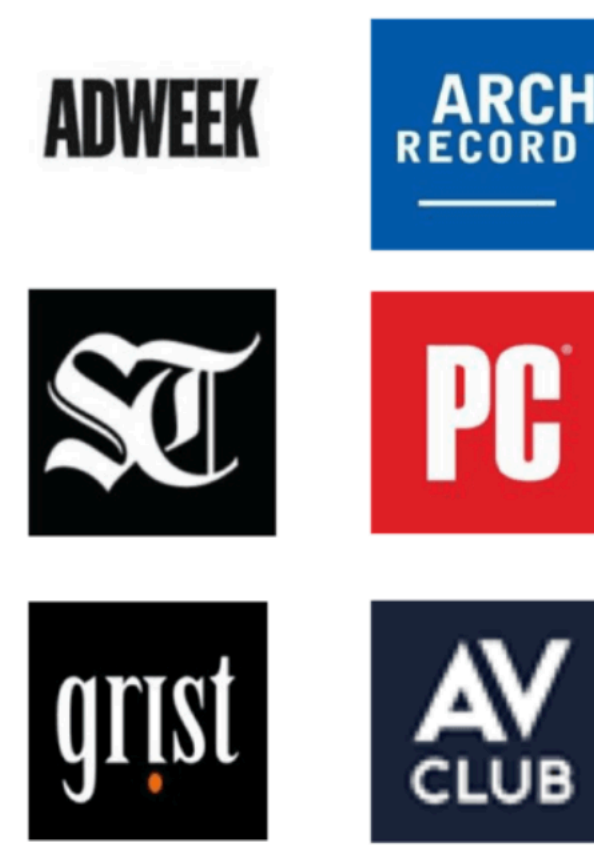
HIGHER ED



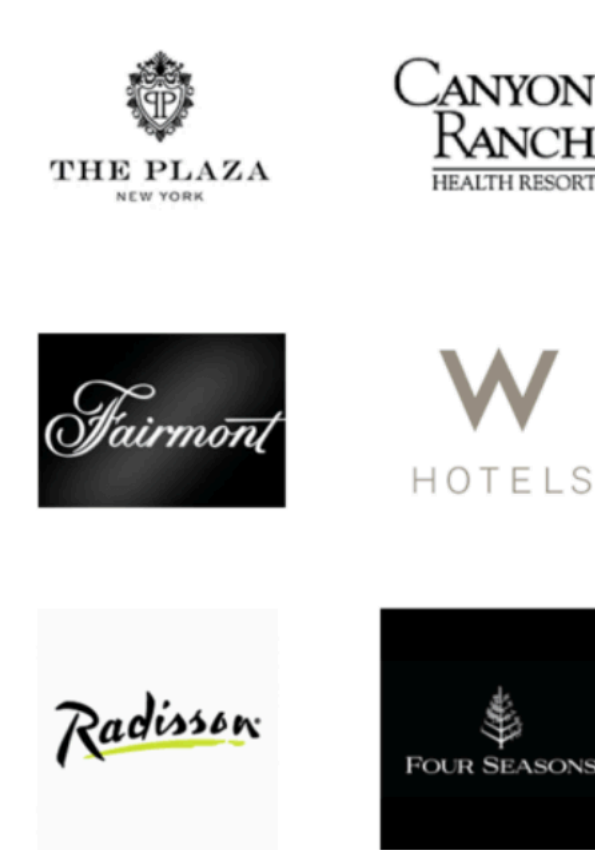
NONPROFIT



MEDIA



HOTEL & RESORT



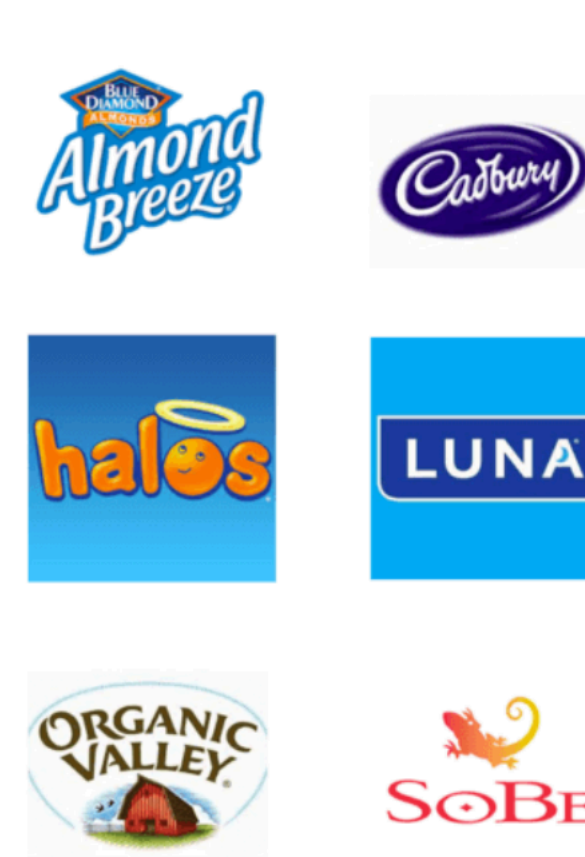
SPORTS TEAMS



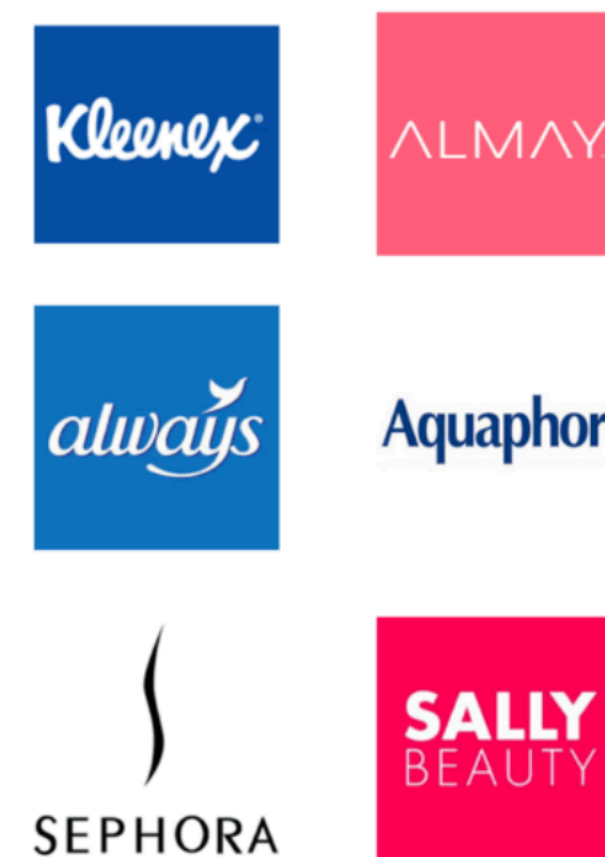
FASHION



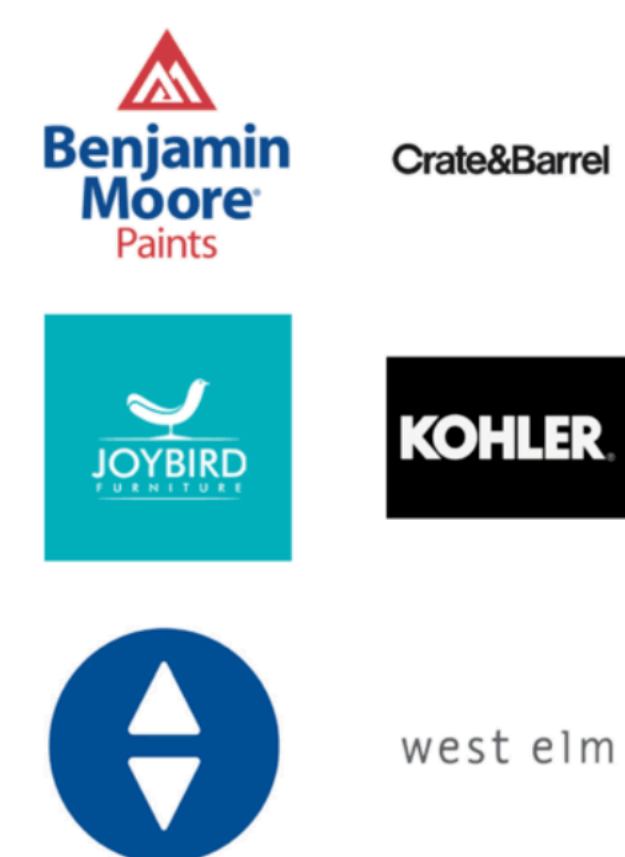
FOOD & BEVERAGE



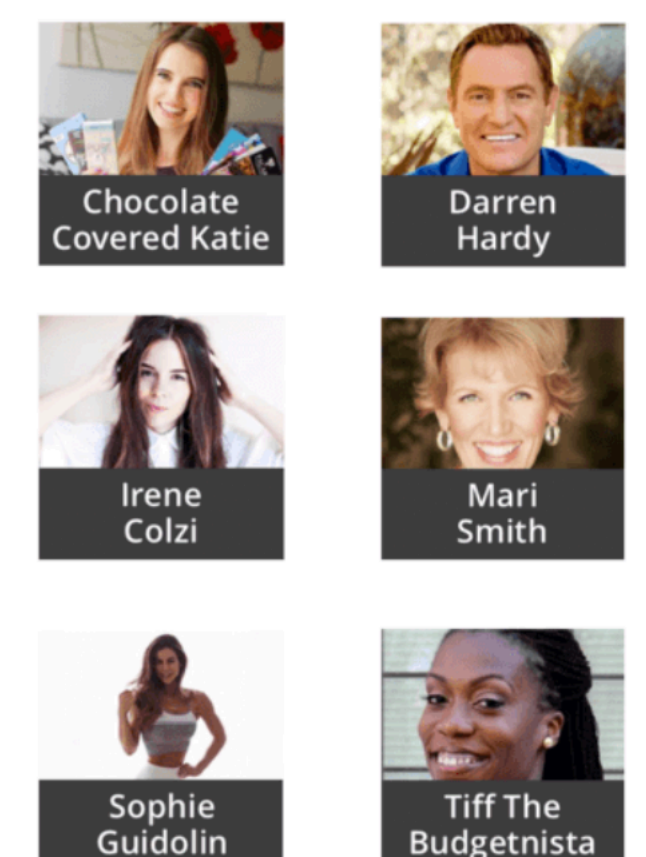
HEALTH & BEAUTY



HOME DECOR



PUBLIC FIGURES





ACTIVITY /
ENGAGEMENT

5M
SOCIAL POSTS

2.3B
TOTAL ENGAGEMENT



1.7M



FACEBOOK POSTS



623M



FACEBOOK ENGAGEMENT



0.6M



INSTAGRAM POSTS



1,600M



INSTAGRAM ENGAGEMENT



2.7M



TWEETS



125M



TWITTER ENGAGEMENT



1.1

POSTS / DAY



0.16%

ENGAGEMENT RATE / POST



0.7

POSTS / DAY



1.73%

ENGAGEMENT RATE / POST



1.1


TWEETS / DAY



0.046%

ENGAGEMENT RATE / POST

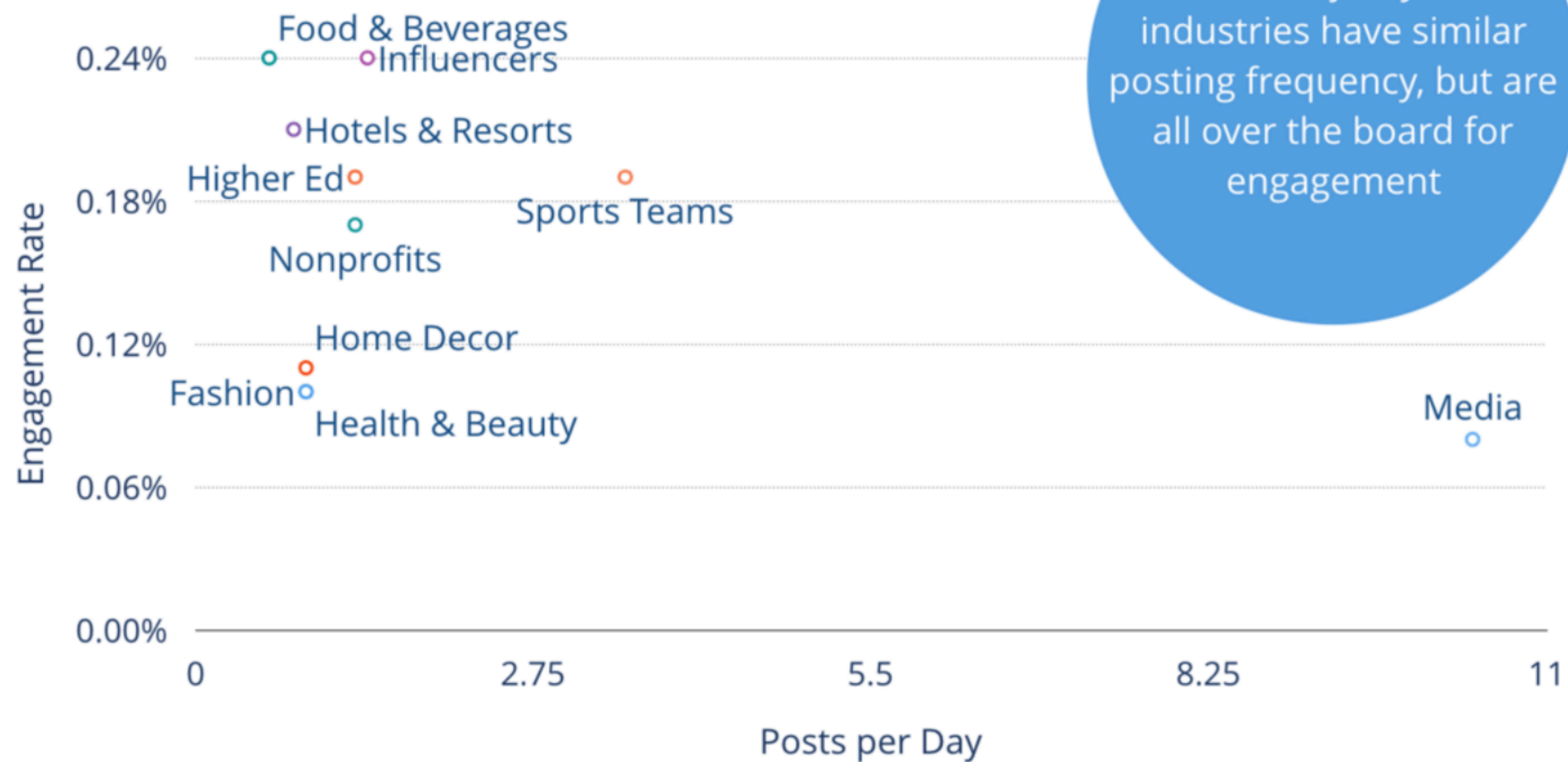




INDUSTRY COMPARISON

FACEBOOK ACTIVITY & ENGAGEMENT

Facebook posts per day vs. engagement rate



INSTAGRAM ACTIVITY & ENGAGEMENT

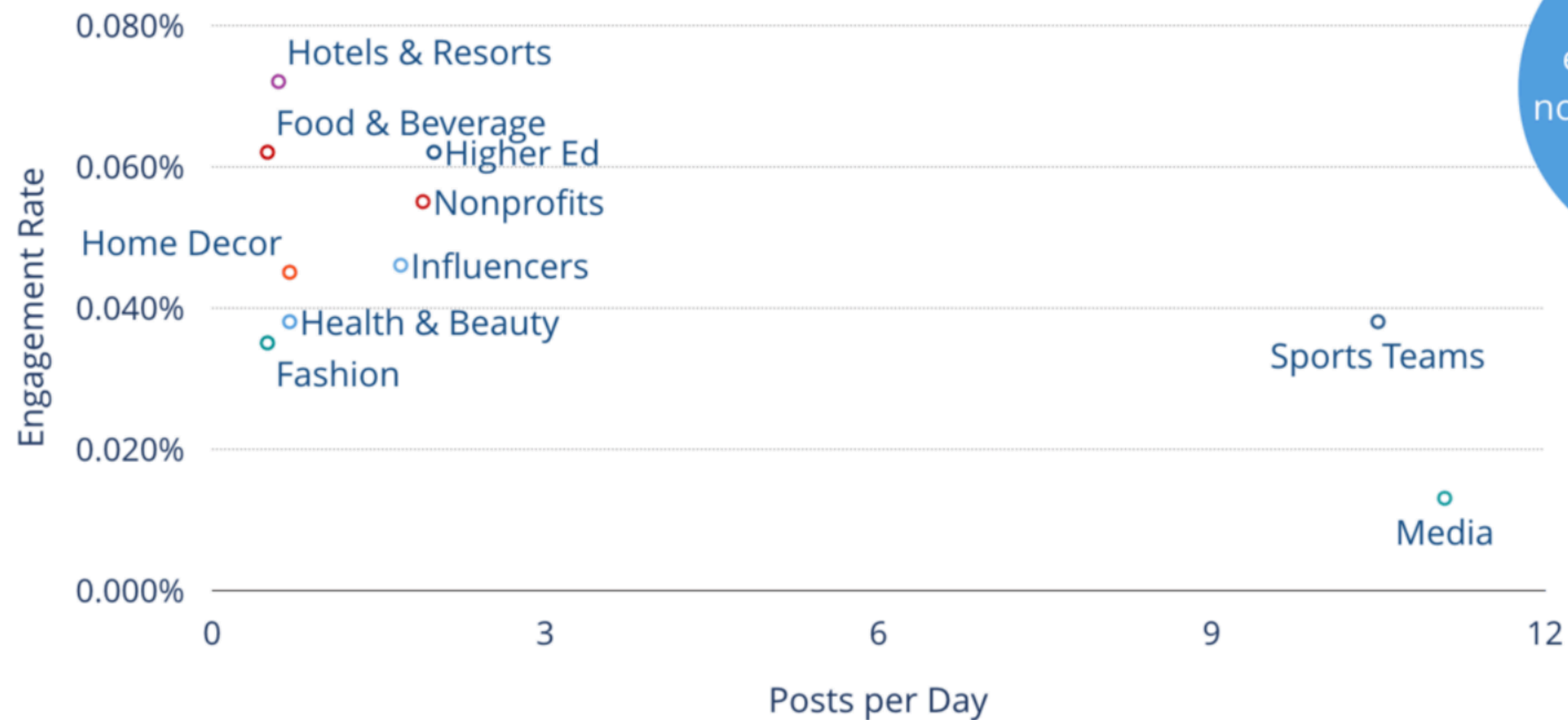
Instagram posts per day vs. engagement rate



There's a significant difference in posting frequency across industries

TWITTER ACTIVITY & ENGAGEMENT

Twitter posts per day vs. engagement rate



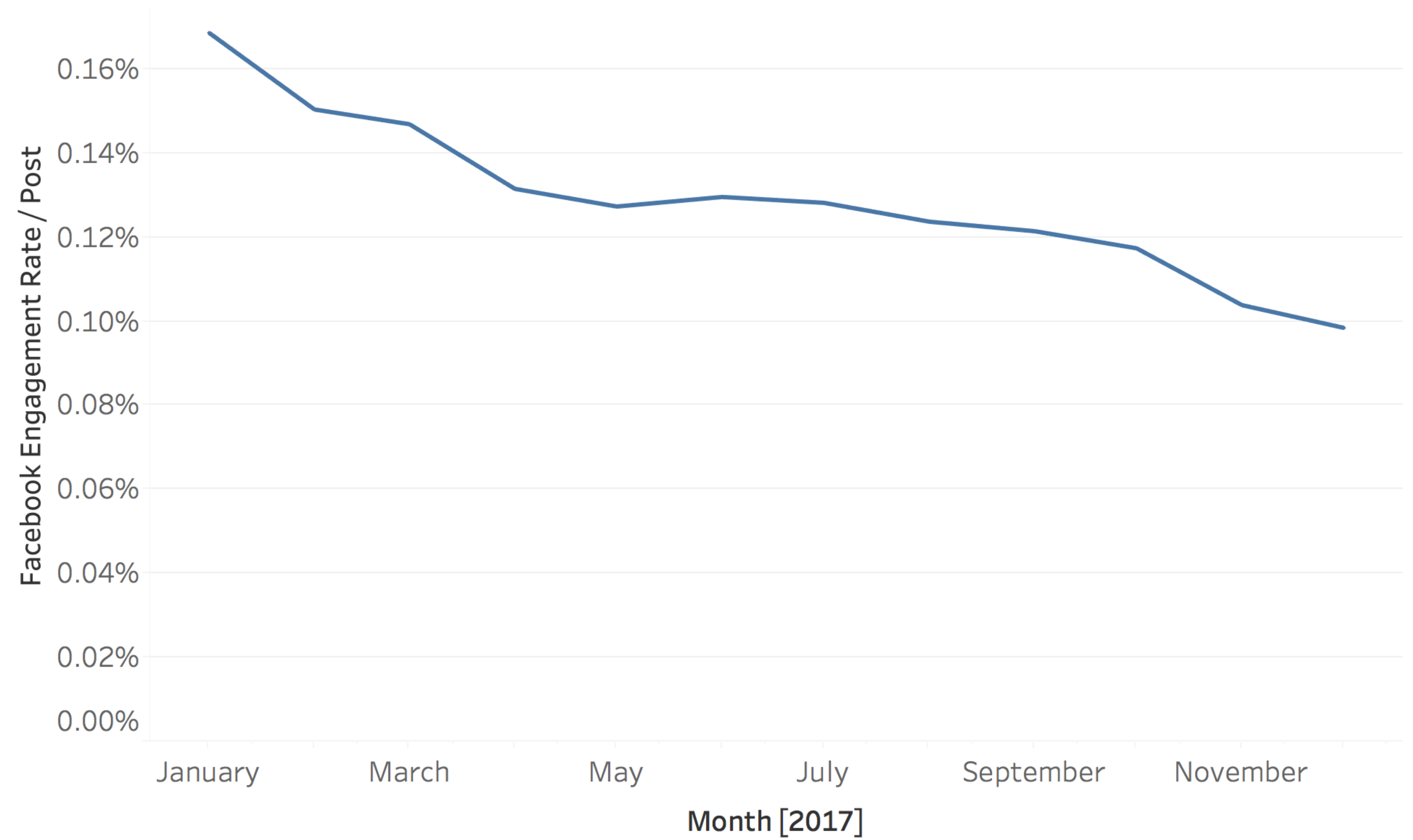
Per post engagement is not impressive for any industry

FACEBOOK



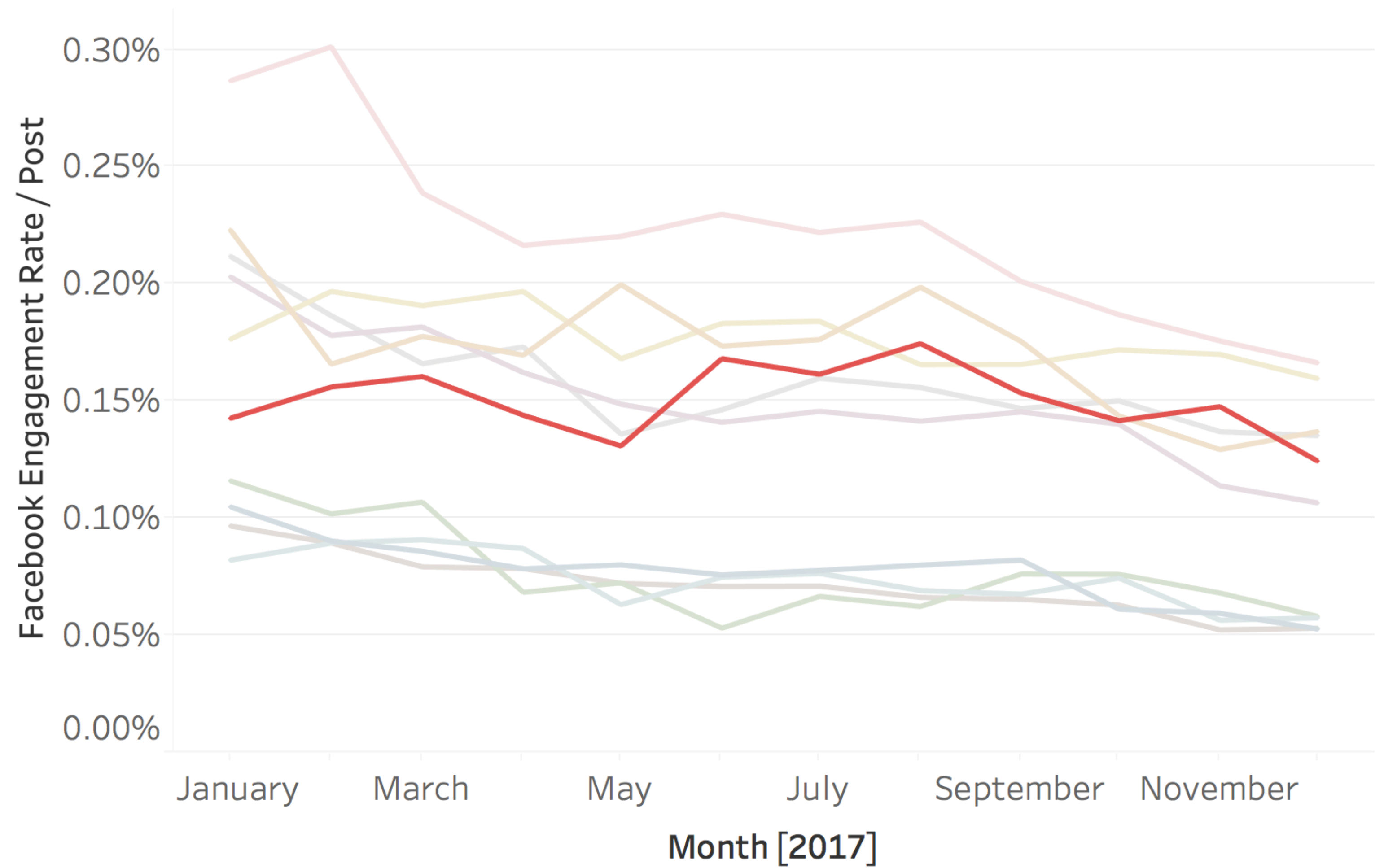
DECLINING REACH, DECLINING ENGAGEMENT?

FACEBOOK AVERAGE ENGAGEMENT RATE / POST

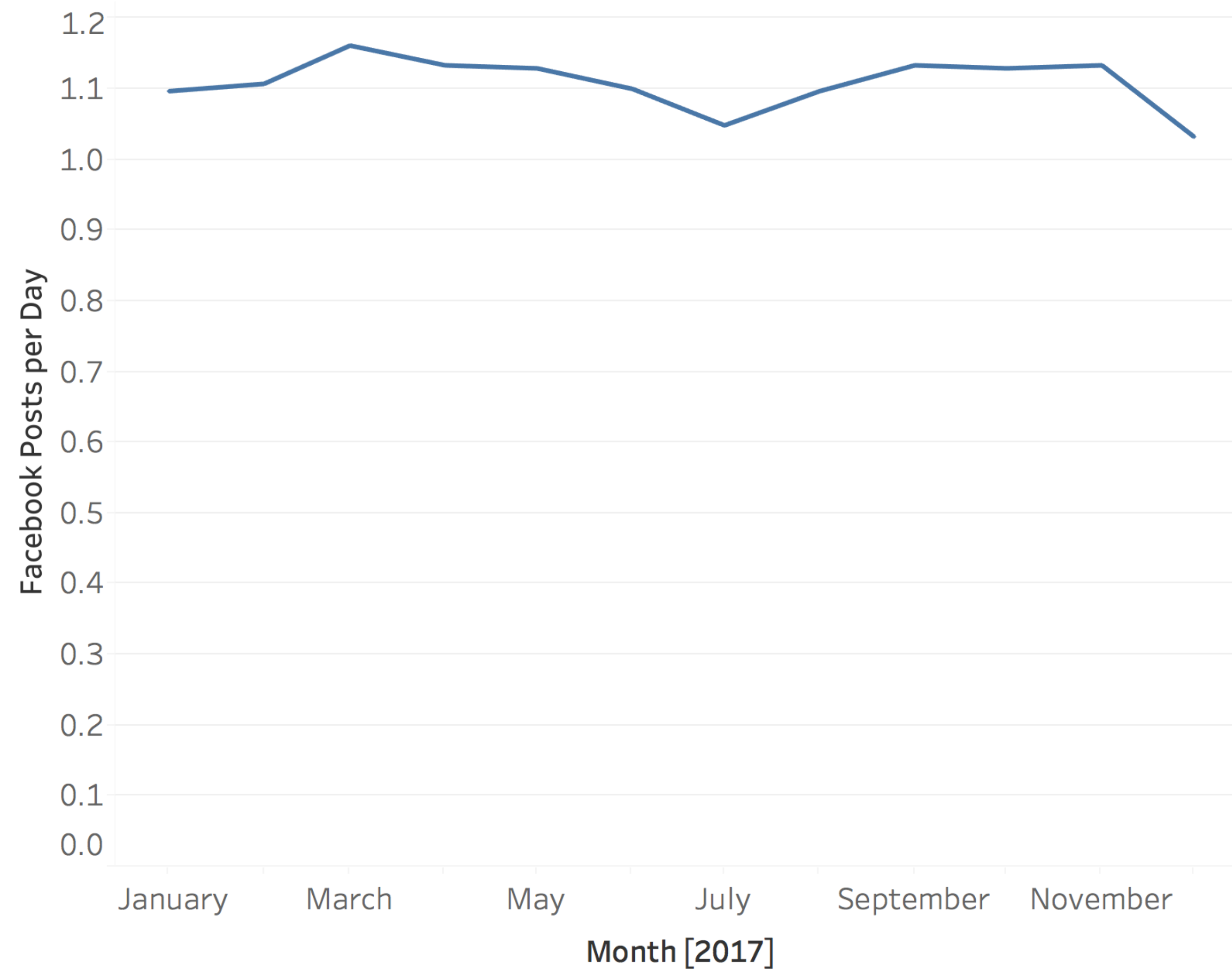


FACEBOOK AVERAGE ENGAGEMENT RATE / POST

FOOD & BEVERAGE



FACEBOOK AVERAGE POSTS PER DAY





IS EVERYONE DECLINING ON FACEBOOK?

[PRODUCTS](#)[SHOP](#)[WHERE TO BUY](#)[CHEW CREW](#)[EVENTS](#)[STORY](#)

THE FAMOUS FRUITY CHEWY CANDY FROM JAPAN

What's so great about HI-CHEW™? Is it all the fresh fruit flavors? The smooth, chewy texture? The international community of HI-CHEW™ Fans? Come see, and taste, for yourself.

CHECK US OUT ➡



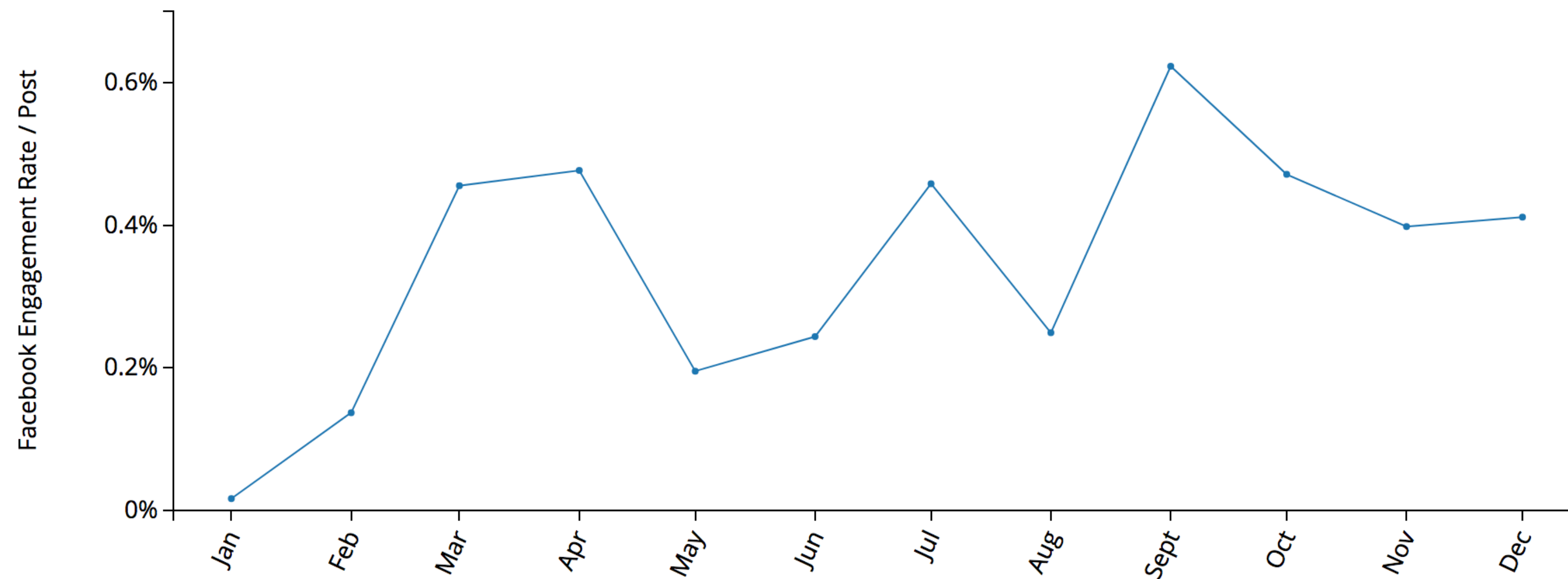
[PRODUCTS](#)[SHOP](#)[WHERE TO BUY](#)[CHEW CREW](#)[EVENTS](#)[STORY](#)

205

FACEBOOK POSTS

0.35%

TOTAL ENGAGEMENT RATE PER POST







Hi-Chew
4.82k Engagement Total
[View on Facebook](#)



Hi-Chew
3.56k Engagement Total
[View on Facebook](#)



Hi-Chew
2.65k Engagement Total
[View on Facebook](#)



Hi-Chew
2.28k Engagement Total
[View on Facebook](#)




Hi-Chew
2.26k Engagement Total
[View on Facebook](#)



Hi-Chew
2.23k Engagement Total
[View on Facebook](#)



Hi-Chew
2.18k Engagement Total
[View on Facebook](#)



Hi-Chew
1.94k Engagement Total
[View on Facebook](#)



Hi-Chew
1.93k Engagement Total
[View on Facebook](#)



Hi-Chew
1.93k Engagement Total
[View on Facebook](#)



Hi-Chew
1.93k Engagement Total
[View on Facebook](#)



Hi-Chew
1.90k Engagement Total
[View on Facebook](#)







 Hi-Chew
6 Engagement Total
 [View on Facebook](#)





 Hi-Chew
8 Engagement Total
 [View on Facebook](#)



 Hi-Chew
8 Engagement Total
 [View on Facebook](#)



 Hi-Chew
8 Engagement Total
 [View on Facebook](#)



 Hi-Chew
9 Engagement Total
 [View on Facebook](#)



 Hi-Chew
9 Engagement Total
 [View on Facebook](#)




 Hi-Chew
9 Engagement Total
 [View on Facebook](#)





 Hi-Chew
9 Engagement Total
 [View on Facebook](#)





 Hi-Chew
10 Engagement Total
 [View on Facebook](#)



 Hi-Chew
10 Engagement Total
 [View on Facebook](#)



 Hi-Chew
10 Engagement Total
 [View on Facebook](#)



 Hi-Chew
12 Engagement Total
 [View on Facebook](#)



Hi-Chew

October 3, 2017 · 🌐

We are FALLing for our new Sweet and Sour Mysteri
this Halloween season at your local Walgreens and
Mysterious Flavor and take a guess to win the ultin
hookup from HI-CHEW and Spirit Halloween <http://>



Hi-Chew

October 3, 2017 · 🌐

We are FALLing for our new Sweet and Sour Mystery Mix. Go grab one
this Halloween season at your local Walgreens and Target, try the
Mysterious Flavor and take a guess to win the ultimate Halloween
hookup from HI-CHEW and Spirit Halloween <http://bit.ly/2xWIDss>

~10%

CONTEST POSTS
FOR HI-CHEW

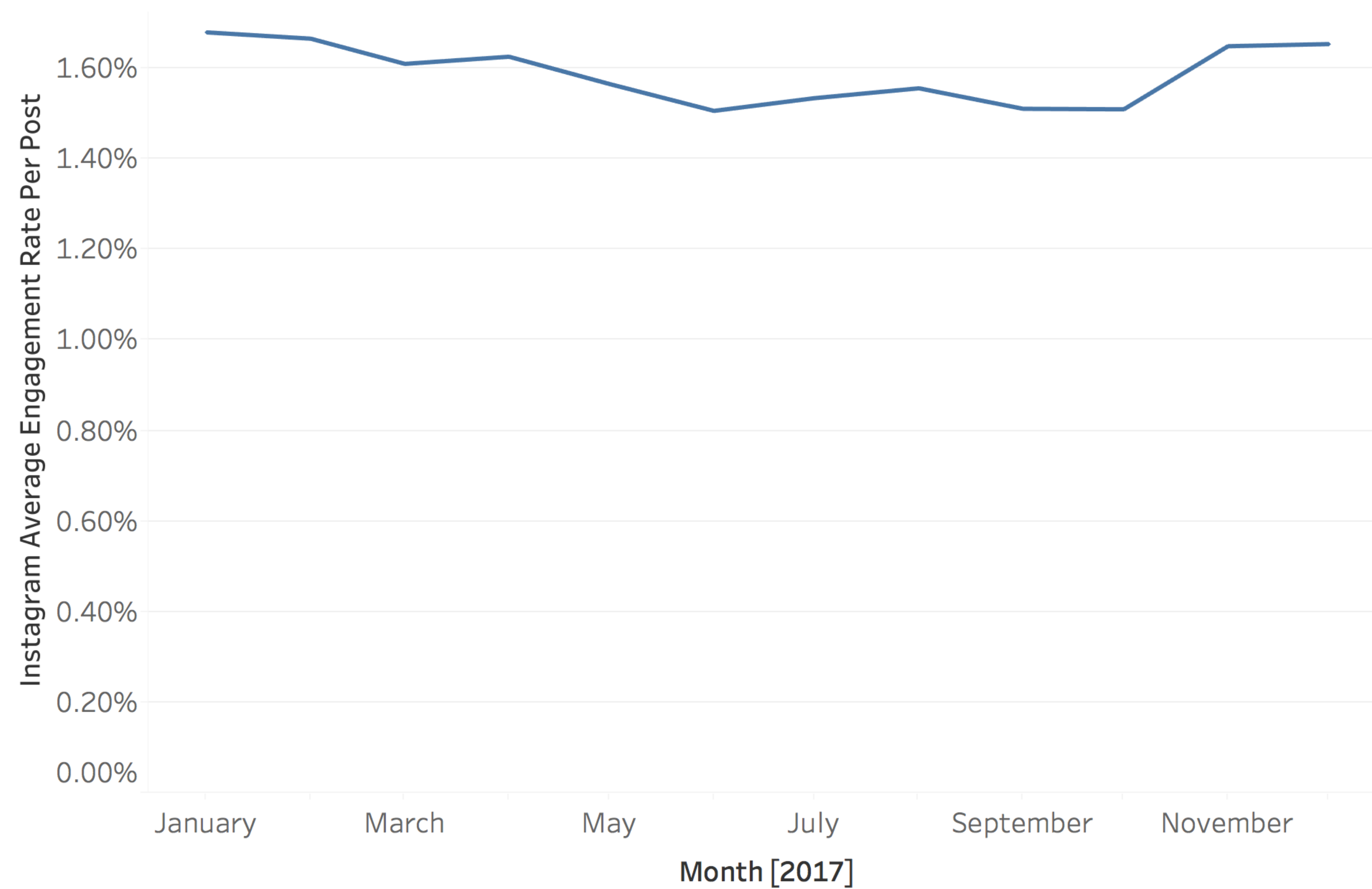
~7%

CONTEST POSTS
FOR FOOD & BEVERAGE

INSTAGRAM

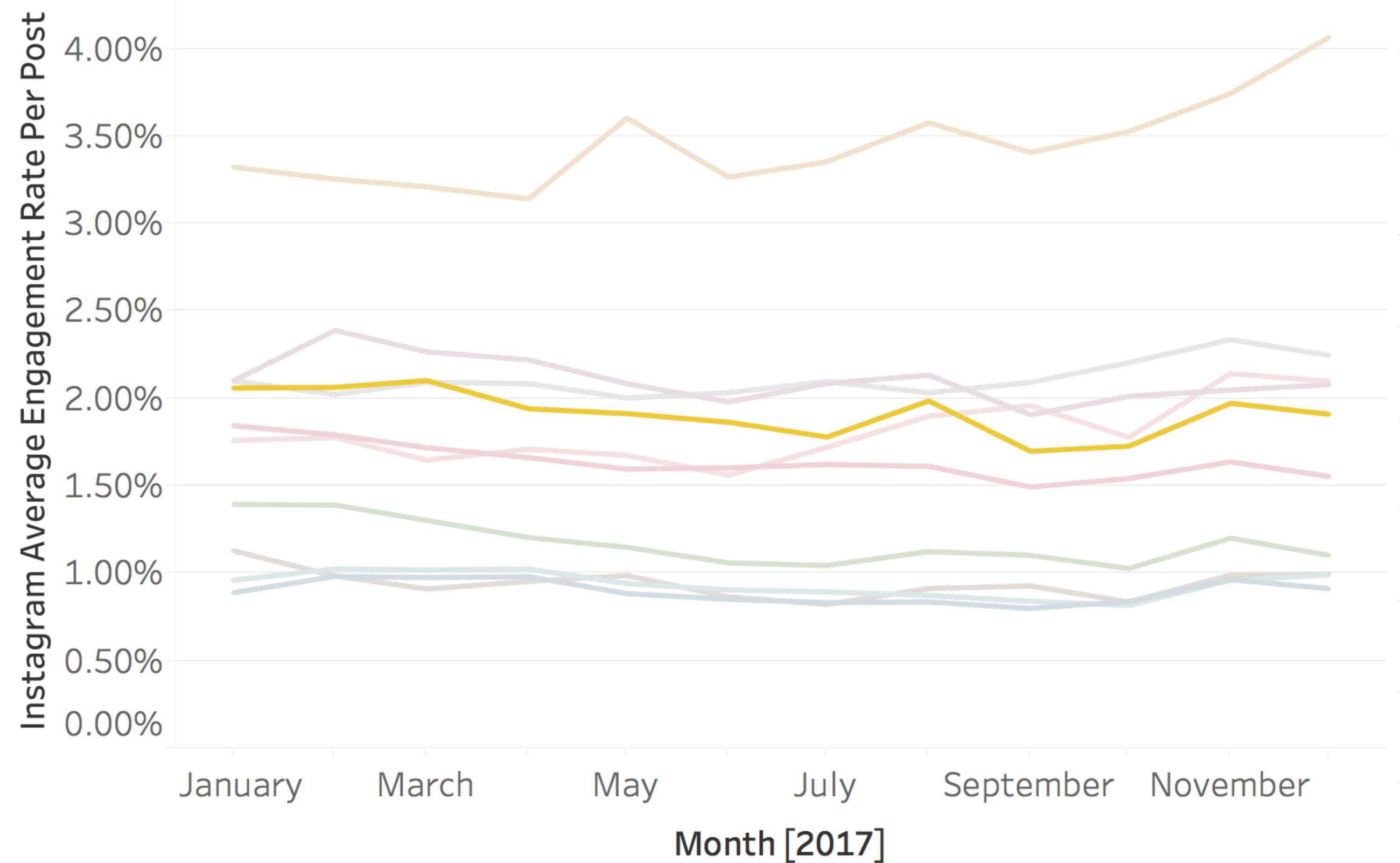


INSTAGRAM AVERAGE ENGAGEMENT RATE / POST



INSTAGRAM AVERAGE ENGAGEMENT RATE / POST

HOTELS & RESORTS



INSTAGRAM AVERAGE POSTS PER DAY





STABLE ENGAGEMENT RATES ARE GOOD



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EXPERIENCE THE SPA

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CHECK AVAILABILITY

MY PROFILE

Lake Louise



Fairmont Chateau Lake Louise



ARRIVAL DATE

DEPARTURE DATE

12-Jun-2018

13-Jun-2018

Check Availability & Rates

View or Modify Reservation

▼ Expand

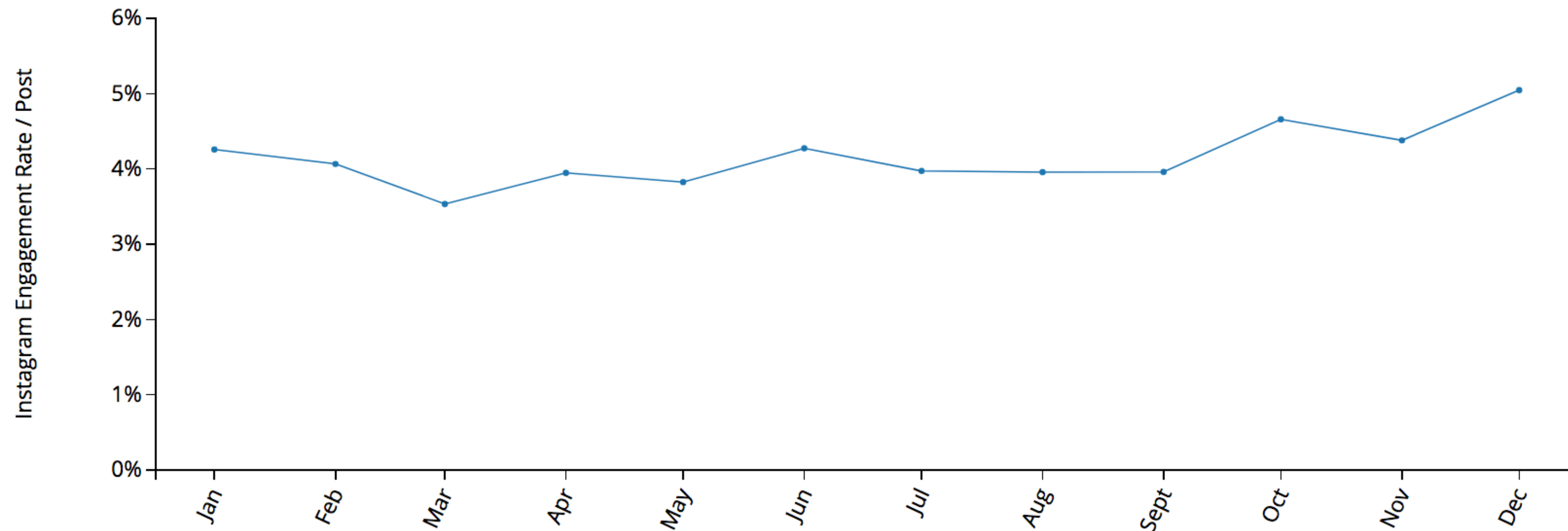


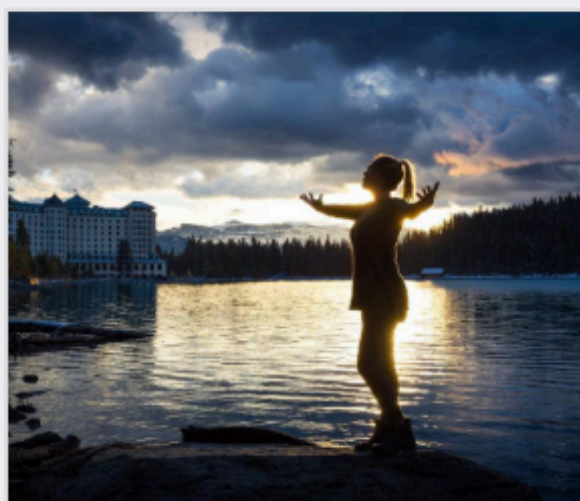
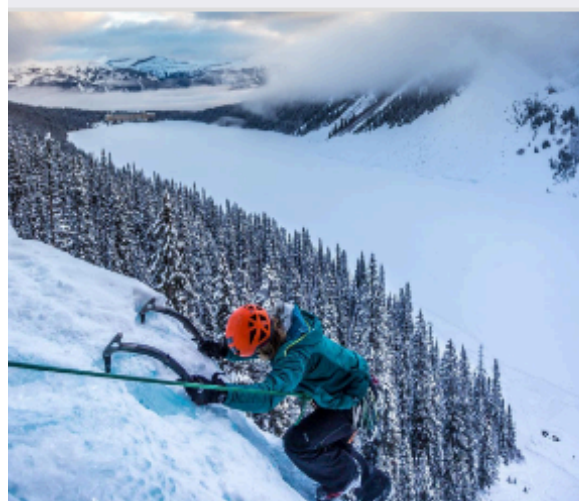
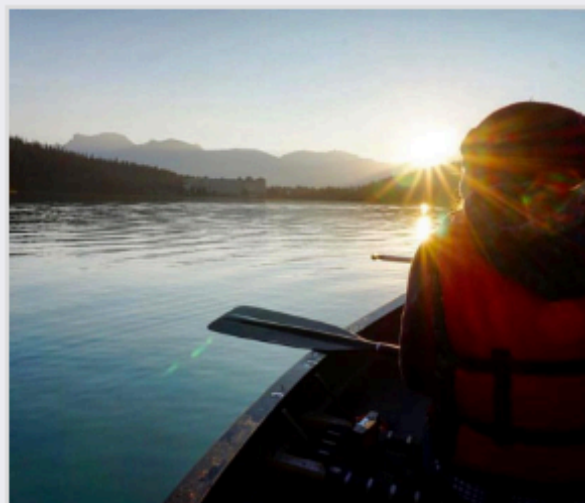
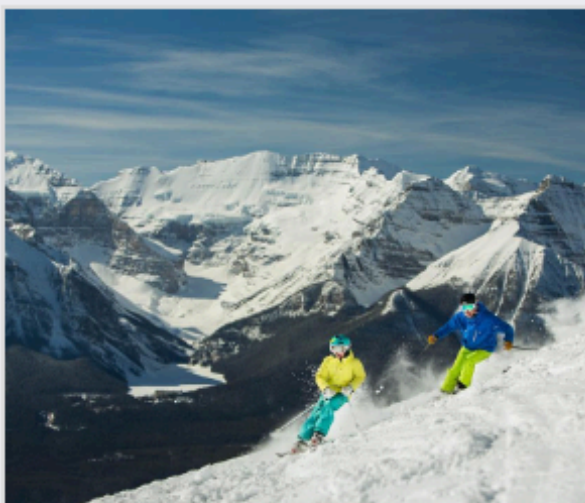
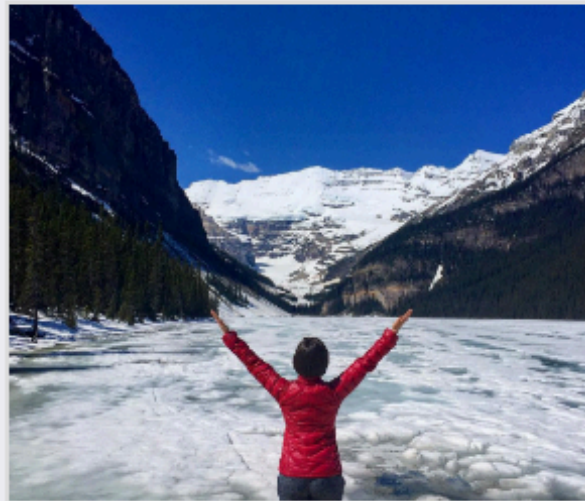
326

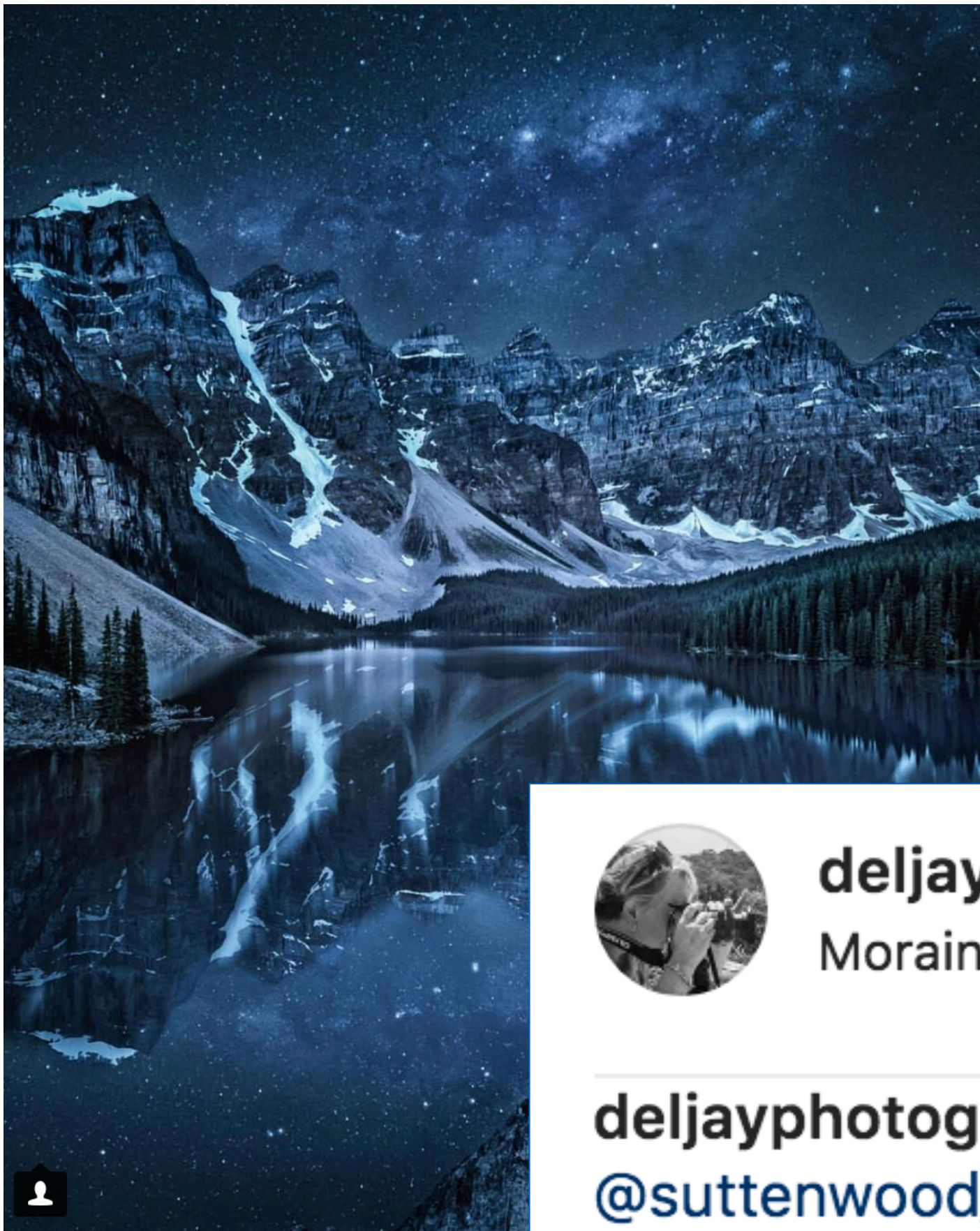
INSTAGRAM POSTS

4.20%

TOTAL ENGAGEMENT
RATE PER POST







fairmontcll • Follow
Banff National Park

fairmontcll This has got to be one of the best night shots of Moraine Lake we have ever seen. 🥰 Have you visited our sister lake?

📷 : @deljayphotography

thepointnb Beautiful



deljayphotography • Follow
Moraine Lake

deljayphotography Thank you 🥰
@suttonwood_photography

jeremiahbang Spectacular!

fairmontcll Incredible! 🥰 We would love to repost with credit!

meera_ejaz I have no words- this is something else.

deljayphotography @fairmontcll I would be delighted for you to repost

~78%

UGC REPOSTS

4.62%

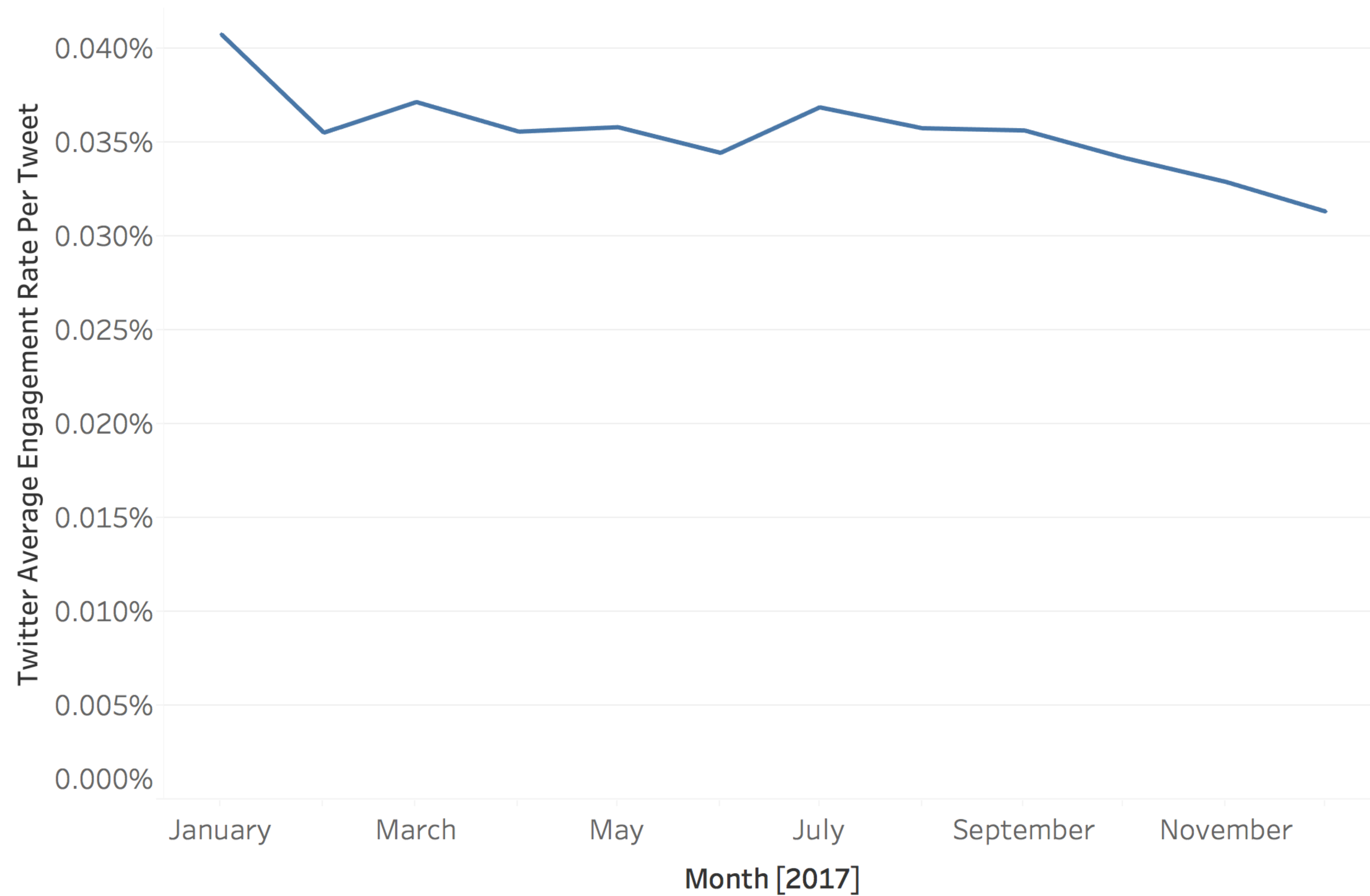
ENGAGEMENT RATE
PER POST

LANDSCAPE AVERAGE: 18% UGC
REPOSTS

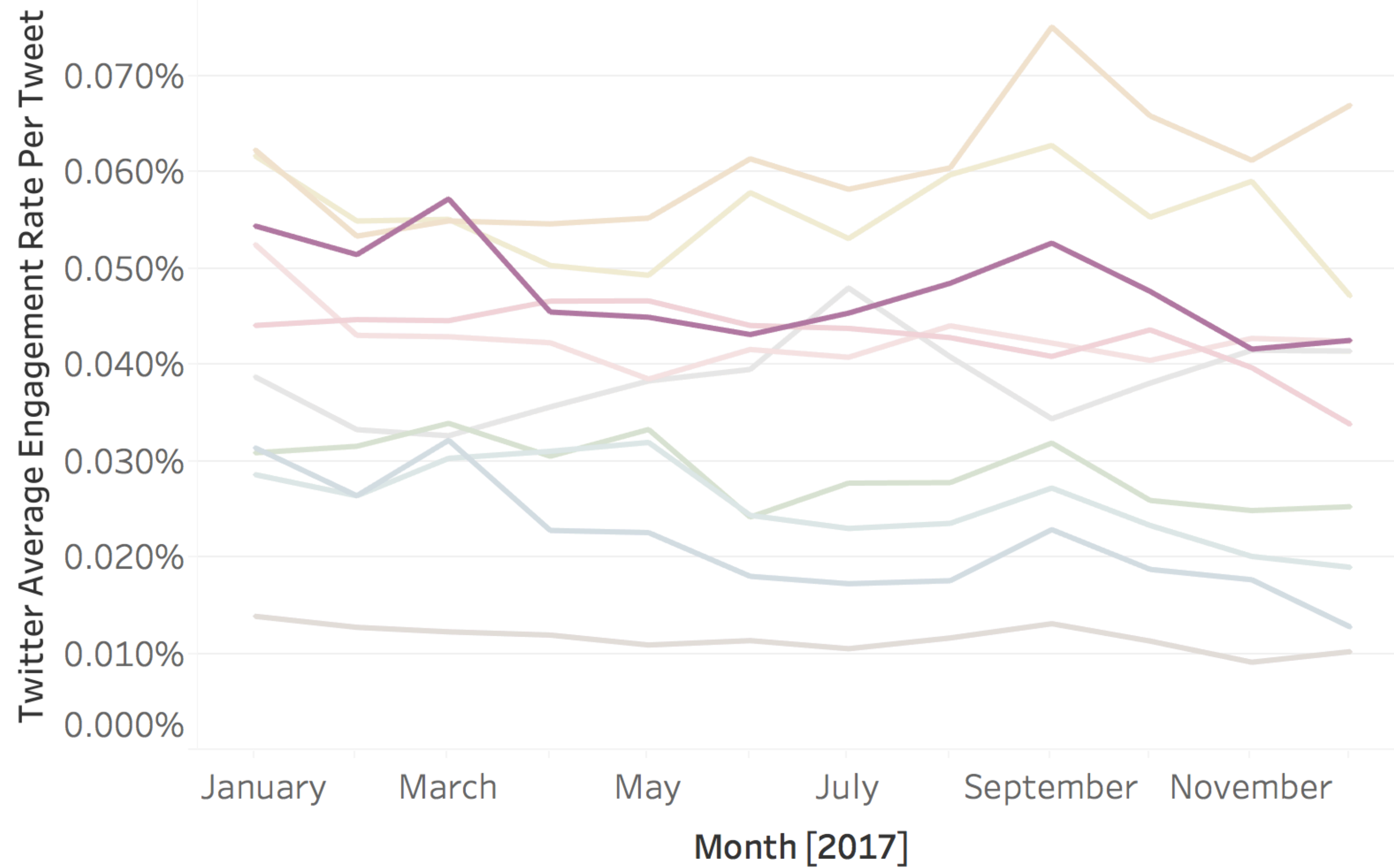
A hand-drawn design sketch on a wooden desk. A hand is holding a pink marker, writing on a piece of paper. The sketch includes a smartphone screen with various app icons, a list of items, and a search bar. There are also some handwritten notes and diagrams. The background is a wooden desk with various drawing tools like pens, pencils, and a ruler. The word "TWITTER" is written in large white letters on the left side of the image.

TWITTER

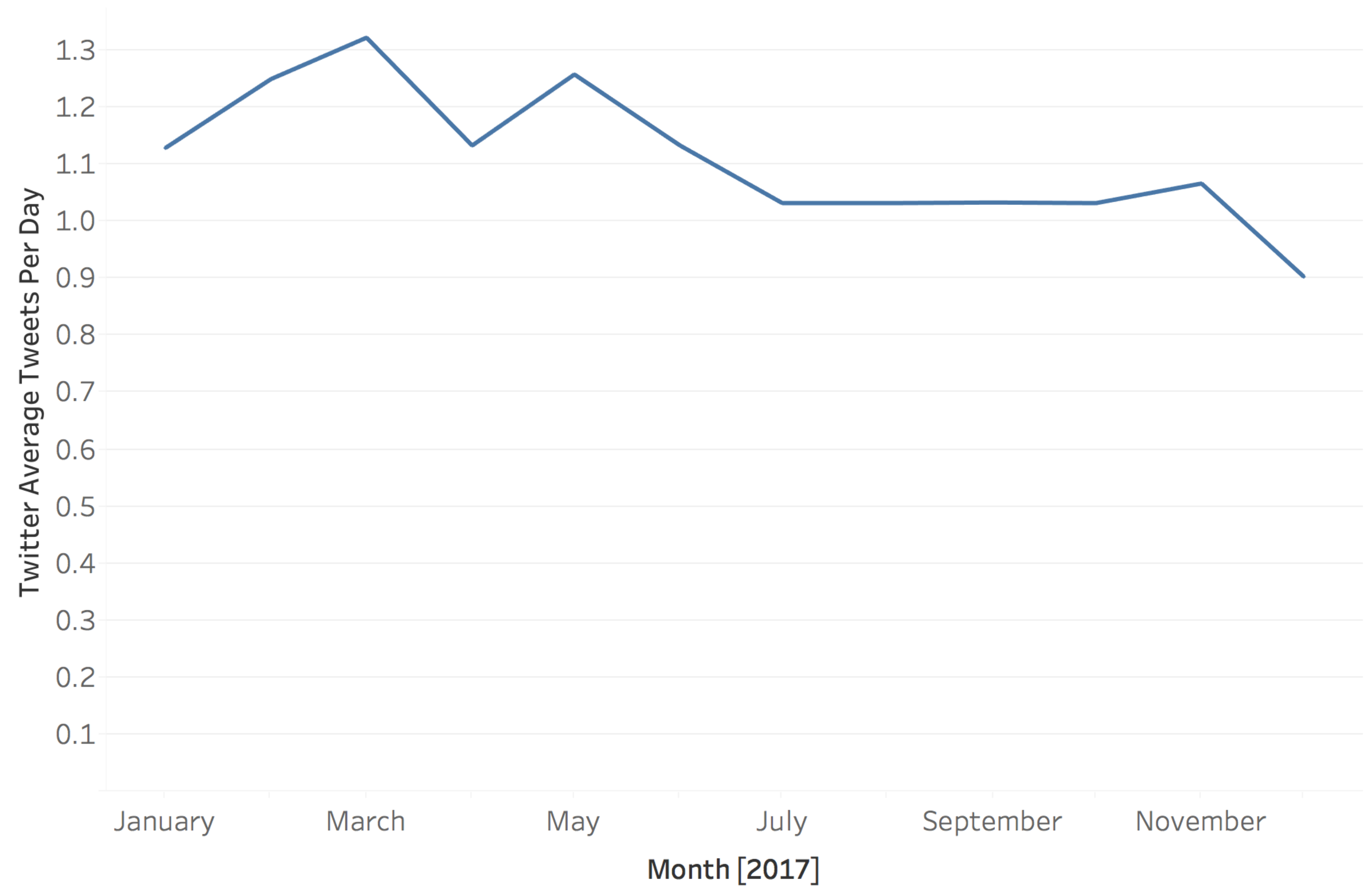
TWITTER AVERAGE ENGAGEMENT RATE / POST NONPROFITS



TWITTER AVERAGE ENGAGEMENT RATE / POST NONPROFITS



TWITTER AVERAGE POSTS / DAY





YOU'VE HEARD: "IS TWITTER EVEN WORTH IT?"

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Expert Orthopaedic Care

With the help of our team at Children's Physician Group—Orthopaedics and Sports Medicine, and our Sports Medicine Program, Aleks Golde overcame multiple knee injuries to become one of the top female high school golfers in Georgia.

[Read Her Story >](#)

Locations

Find the care you need at any of our convenient hospital, urgent care or neighborhood locations.



Wait Times

Know before you go by checking out the wait times at our urgent care and emergency department locations.



Find a Doctor

Our database of physicians makes it easy to find the right doctor for your child.



Medical Services

Our nationally-ranked physicians provide advanced, compassionate care in more than 30 specialties.



Patient Information

Learn more about what to expect when your child becomes a patient at Children's.



MYChart

Children's MYChart allows you to securely access your child's medical records and communicate with your healthcare team.

205

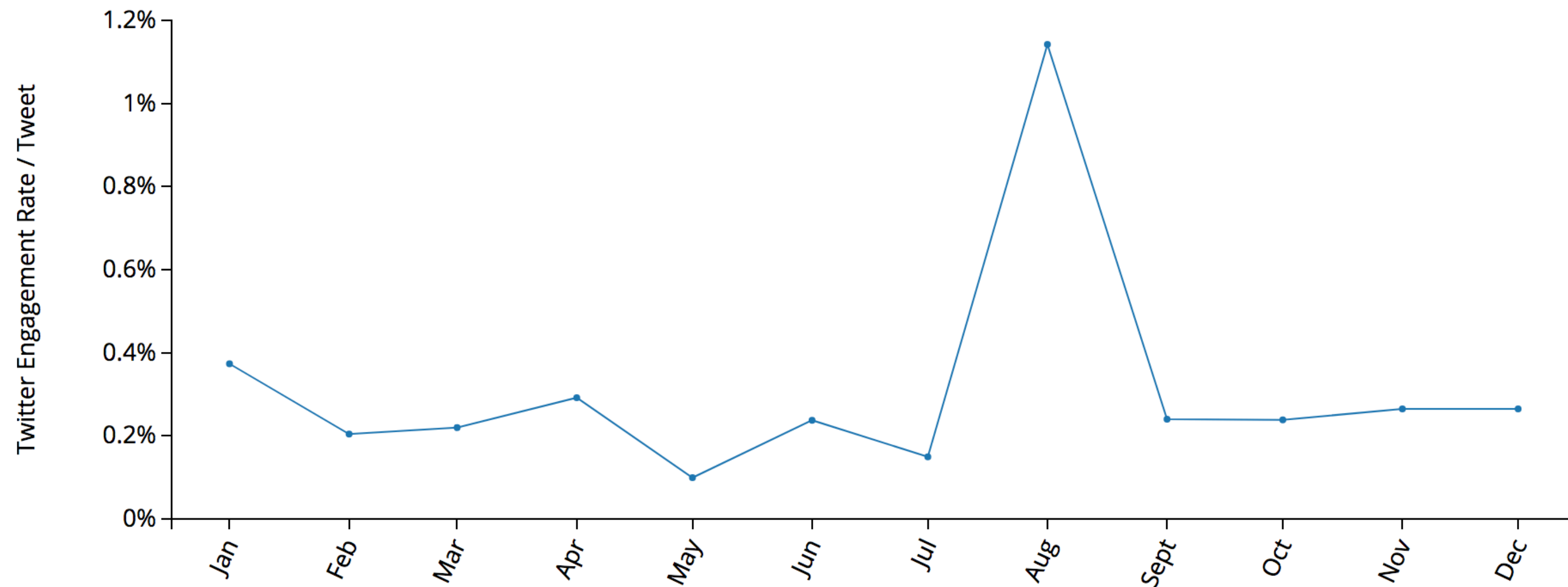
TWEETS

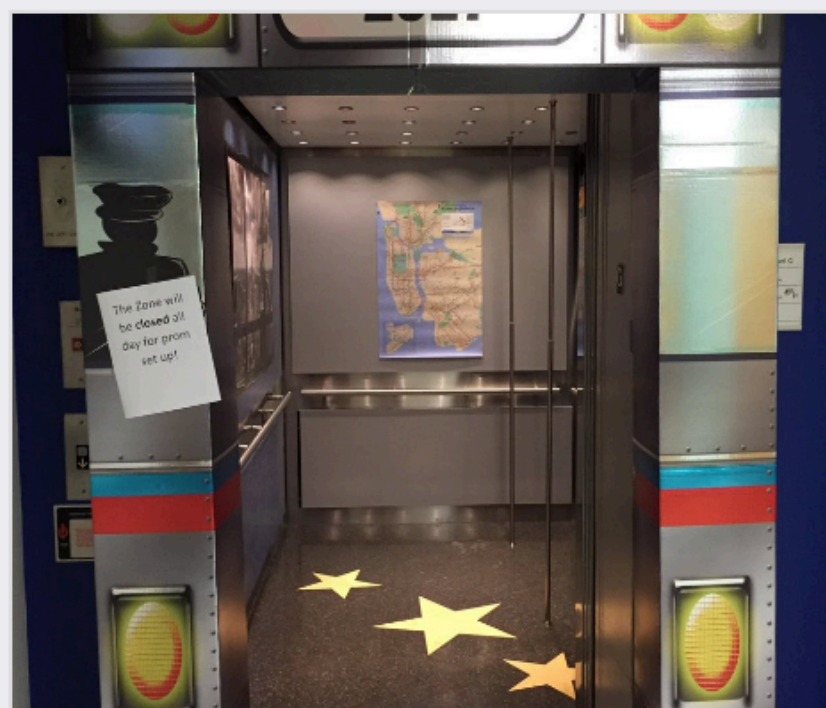
226

RETWEETS OF
OTHERS

0.32%

ENGAGEMENT
RATE PER TWEET







@RINGOFHONOR



@CHARLIEPUTH



@ATLANTAFALCONS



@NICKJONAS



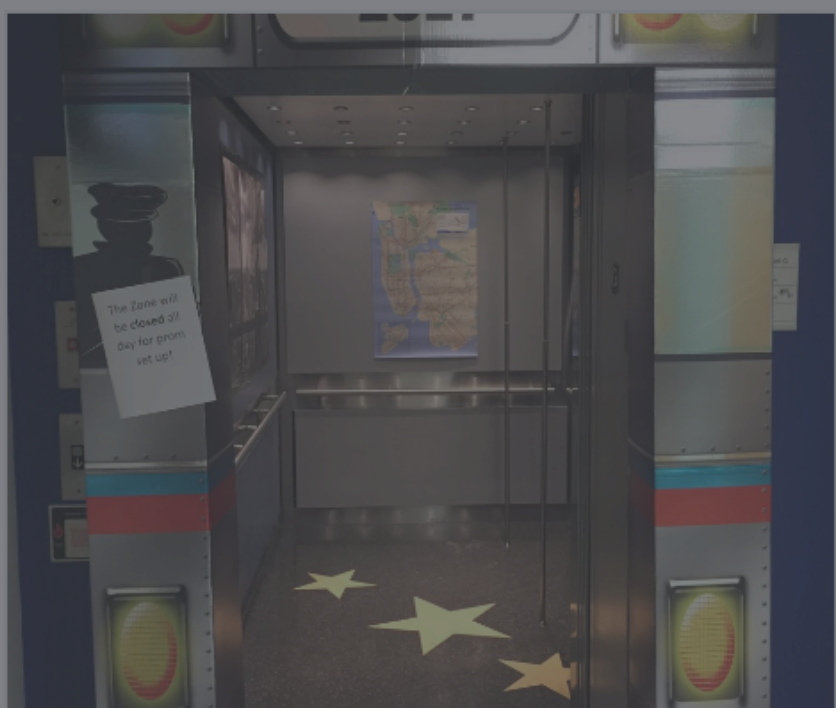
@CHASEELLIOT



@LUDACHRIS



VINCE DOOLEY



@BRAVES





Children's
@childrensatl

Follow

Thank you @ringofhonor wrestlers for spending the day with our patients!



11:37 AM - 26 Aug 2017

298 Retweets 1,424 Likes



Cody Rhodes, The Young Bucks, The Young Bucks and 4 others

18 298 1.4K



Follow

ROH Wrestling
@ringofhonor

Download the new [#ROHApp](#) for free now!

Tweets
44.8K

Following
22.8K

Followers
208K

Followed by [Barack Obama](#) and 2 others



Children's
@childrensatl

Follow

Thank you @ringofhonor wrestlers for spending the day with our patients!



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18

298

1.4K



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@ringofhonor

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Tweets	Following	Followers
44.8K	22.8K	208K

Followed by [Barack Obama](#) and 2 others

73

@MENTIONS

1.95X

ENGAGEMENT WITH
MENTIONS VS NOT

- 
- 1. KNOW YOUR PLATFORMS**
- 2. LEVERAGE THE UNIQUE STRENGTH OF EACH**
- 3. TEST, MEASURE, AND REFINE**



QUESTIONS?

sethb@rivaliq.com
@seth_bridges
@RivalIQ