

2016

Social Media Industry Index

TrackMaven



Introduction

Is your business leading or lagging in your industry? Find out how you stack up against social media marketing benchmark's in TrackMaven's 2016 Social Media Industry Index.

This index provides a comprehensive analysis of the state of social media marketing for businesses in 2016. For this report, we used the TrackMaven software platform to analyze the social media content for over 40,000 companies across 130 major industries. Collectively, this analysis includes 51 million pieces of content on four major social networks — Facebook, Twitter, Instagram, and LinkedIn.

The findings point to drastic disparities in the influence and usage of social networks by businesses across industries. In this report you'll learn:

- ▶ Trends in the adoption of social media marketing across major social networks;
- ▶ Benchmarks for social media audience size, posting frequency, and engagement by industry;
- ▶ Which top-performing brands lead their industry on social media.

Table of Contents

04

Social Media Marketing Trends

Trends in Engagement by Social Network... 04

Trends in Posting Frequency by Social Network... 06

07

Industry Trends by Social Network

Facebook... 07

Twitter... 09

Instagram... 11

LinkedIn... 13

15

The 2016 Social Media Industry Index

SOCIAL MEDIA MARKETING TRENDS

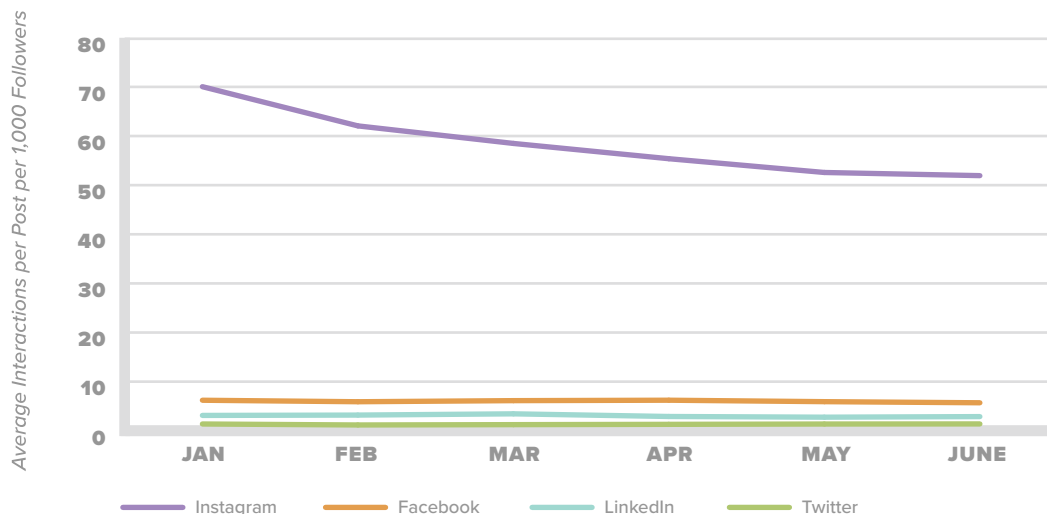
Trends in Engagement by Social Network

From January 2016 through June 2016, the engagement ratio — or average interactions per post per brand per 1,000 followers — decreased on Facebook, LinkedIn, and Instagram.

Instagram has the highest average engagement ratio for brands, more than 10 times greater than that on Facebook across the first half of 2016. However, as Instagram made major moves towards monetization across the year, including the introduction of a [ranking algorithm](#) and [Instagram business profiles](#), its engagement ratio cascaded. The average engagement ratio on Instagram dropped 26 percent from January 2016 through June 2016. By comparison, Facebook and LinkedIn's engagement ratios each dropped by 8 percent. Twitter's engagement ratio, however, surged slightly across the first half of 2016, with an uptick of 1 percent.

Average Interactions Per Post per 1,000 Followers on Social Networks

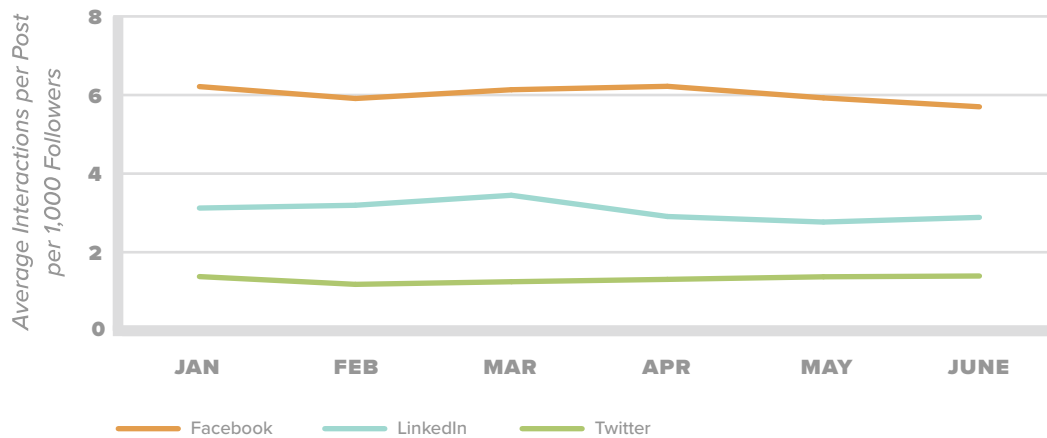
January 2016 - June 2016



The slight surge in the engagement ratio for businesses on Twitter can be seen more clearly once Instagram is removed from the graph. Businesses on Twitter saw the highest engagement levels in June of 2016, with an average engagement ratio of 1.39. LinkedIn and Facebook saw surges in the average engagement ratio for businesses on their networks in March 2016 and April 2016, respectively, but have since fallen.

Average Interactions per Post per 1,000 Followers

January 2016 - June 2016

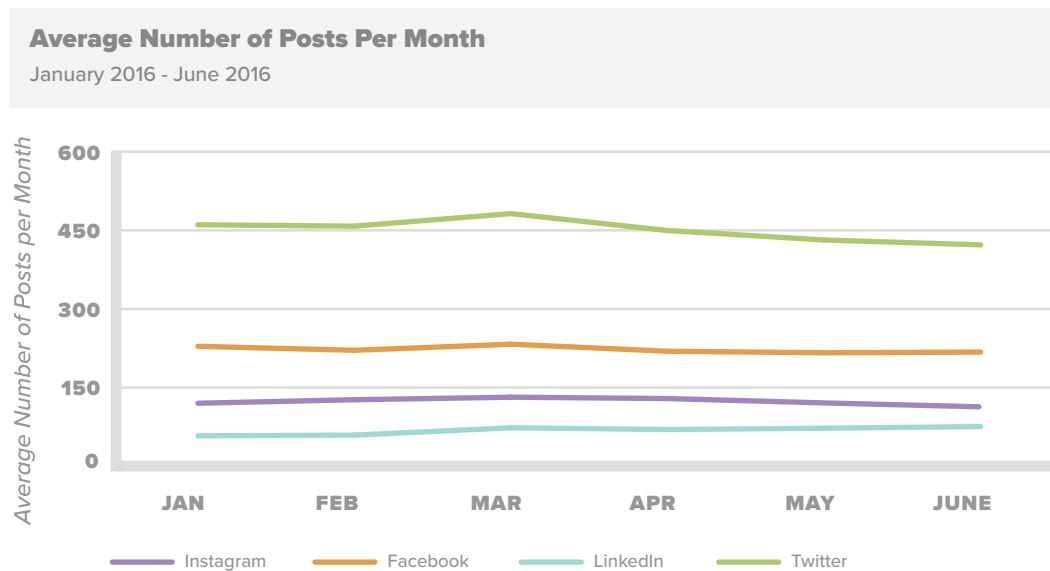


SOCIAL MEDIA MARKETING TRENDS

Trends in Posting Frequency by Social Network

The average monthly posting frequency for businesses remained relatively steady on Facebook and Instagram across the first half of 2016. On Twitter, however, the average number of tweets per brand per month fell from a peak of 482 tweets per brand on average in March of 2016 to 422 tweets per brand on average in June of 2016.

On LinkedIn, the average monthly posting frequency on business pages rose 30 percent across the first half of 2016, from 58 posts per month in January 2016 to 76 posts per month in June 2016. However, LinkedIn remains the lowest-volume social network for businesses.



INDUSTRY TRENDS BY SOCIAL NETWORK

Facebook

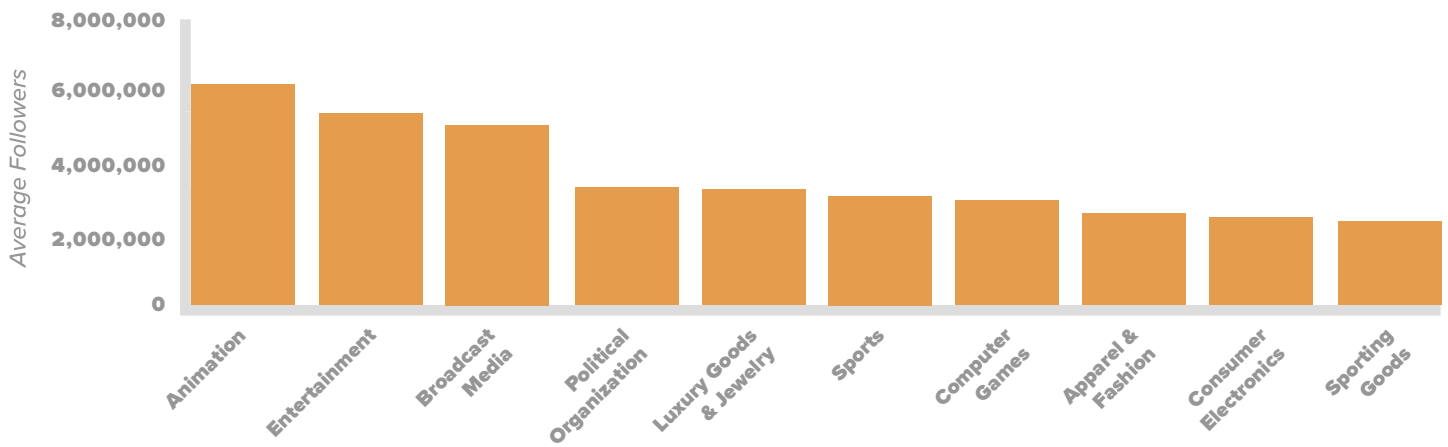
There are some commonalities between the industries that are the most popular, the most prolific, and the most engaging on Facebook. A handful of industries score in the top 10 in two out of three of these categories:

- ▶ Political Organizations and businesses in the Animation industry score in the top 10 for both highest average Facebook followers and highest average interactions per post, indicating high brand affinity on the network;
- ▶ Businesses in the Broadcast Media industry score in the top 10 for both highest average Facebook followers and highest average posts per month, reflecting a strong commitment to content output on Facebook.

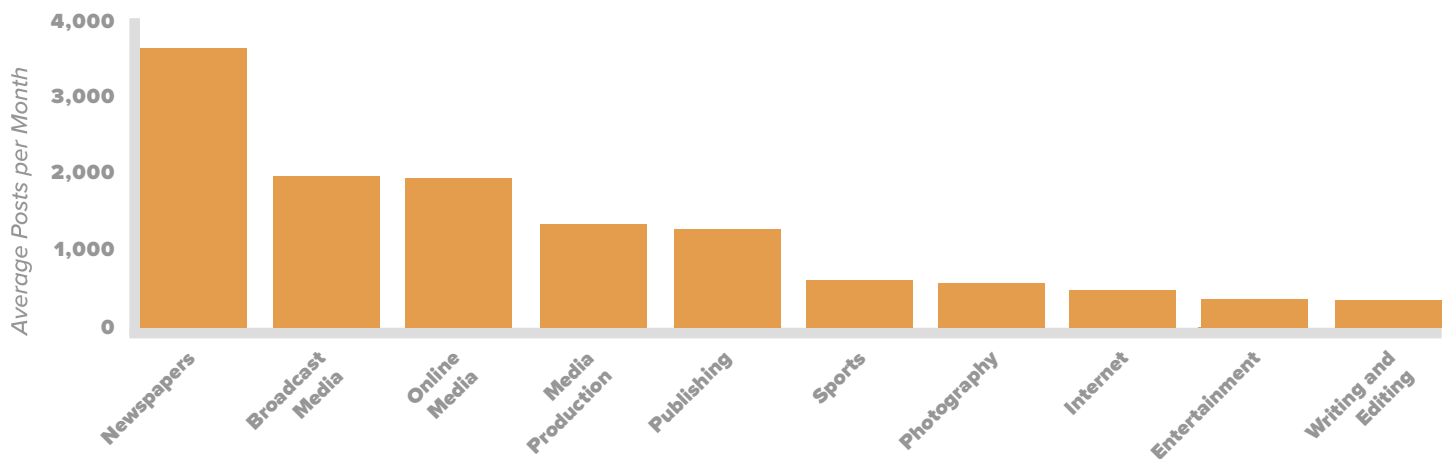
The Sports and Entertainment industries score in the top 10 in all three categories, indicating that Facebook is a highly effective channel for businesses in these industries. Put differently, Sports and Entertainment brands post frequently, see high levels of engagement, and attract large audiences on Facebook.



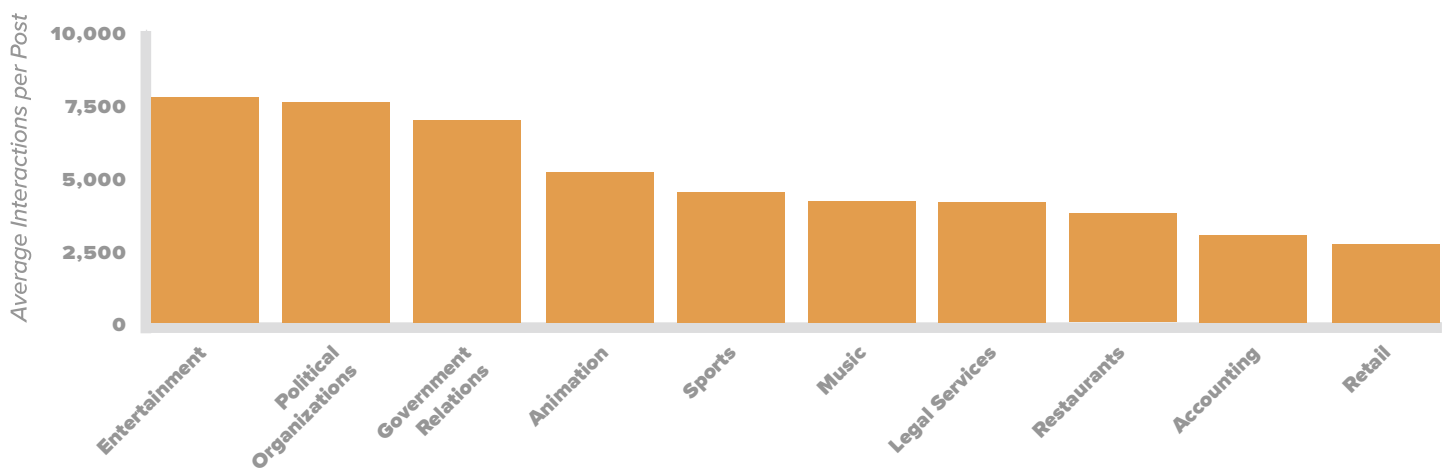
Top 10 Industries on Facebook by Follower Count



Top 10 Industries on Facebook by Posting Frequency



Top 10 Industries on Facebook by Average Interactions per Post



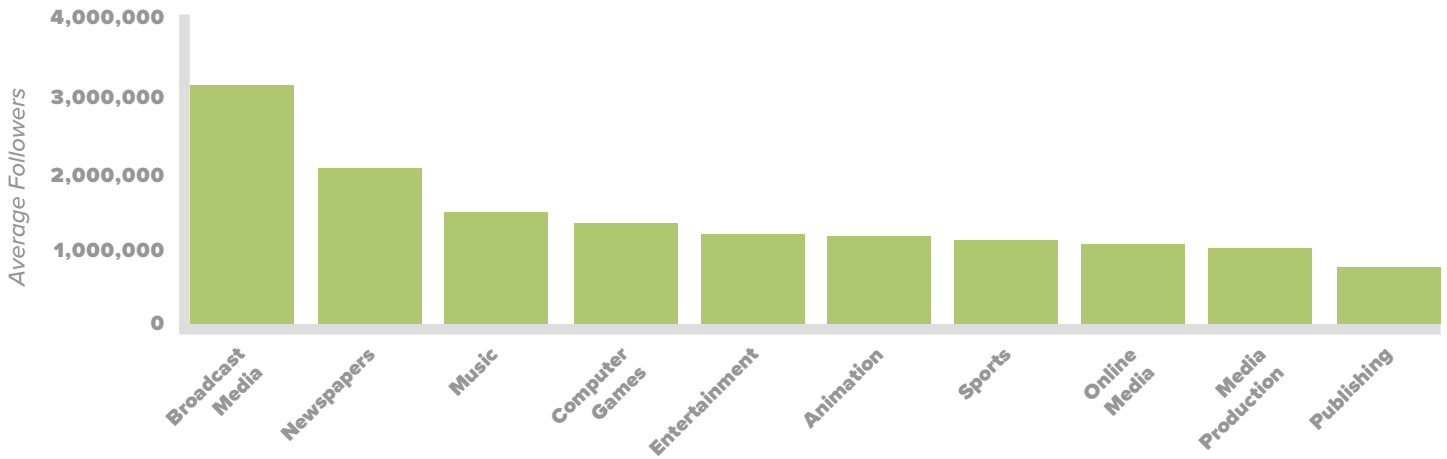
INDUSTRY TRENDS BY SOCIAL NETWORK

Twitter

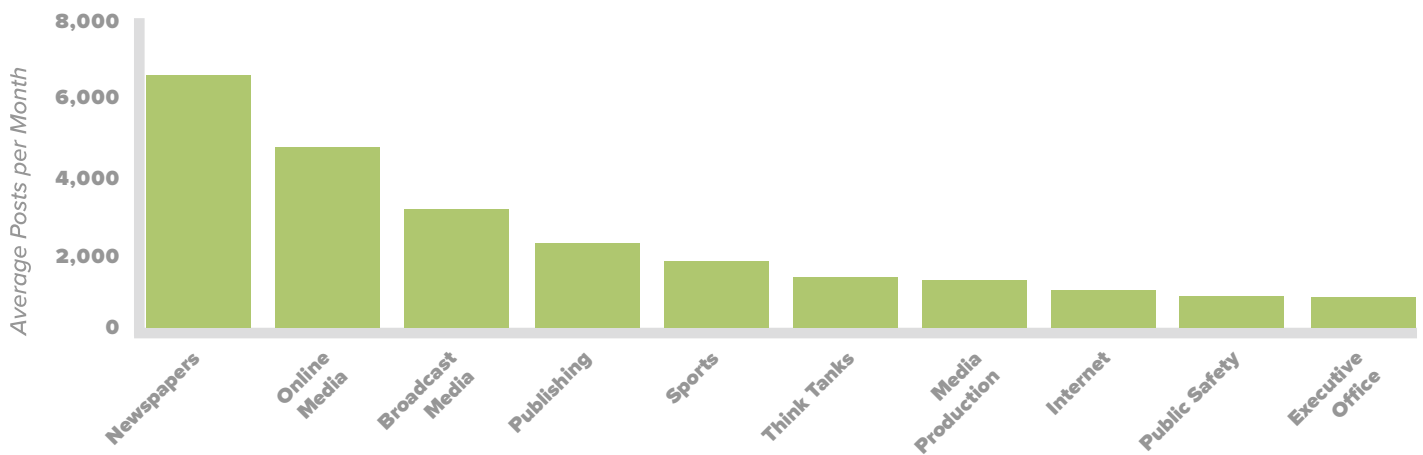
Remaining true to Twitter's usage as a real-time news channel, businesses in the Broadcast Media, Online Media, Media Production, and Newspapers industries rank in the top 10 for both highest average Twitter followers and highest average tweets per month. However, from an engagement standpoint, the Music industry leads the pack on Twitter. One Direction, for example, averages 68,960 total interactions (likes and retweets) per tweet.



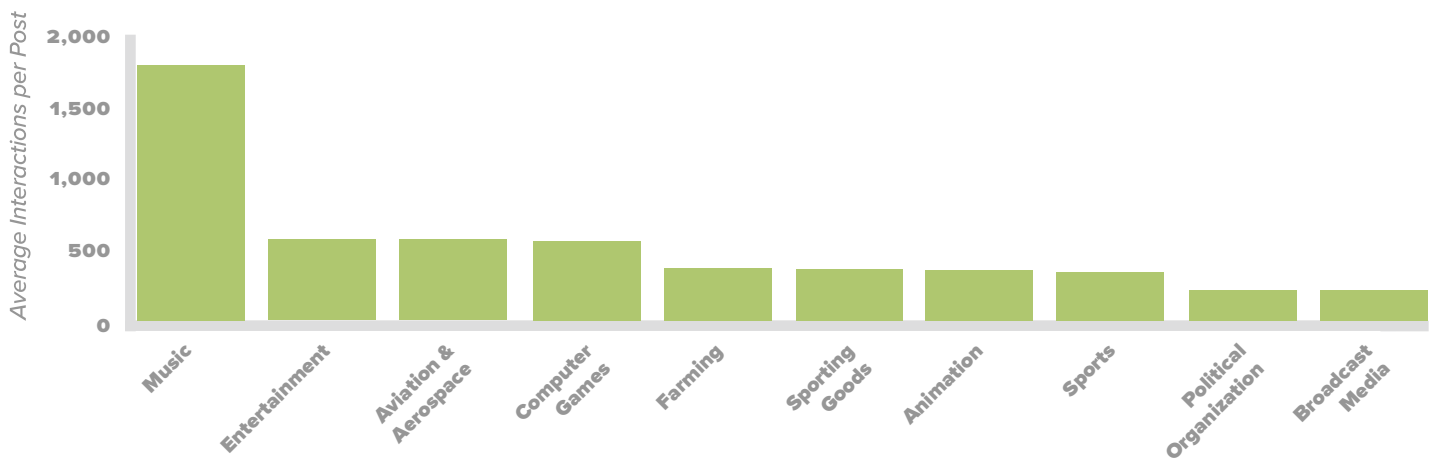
Top 10 Industries on Twitter by Follower Count



Top 10 Industries on Twitter by Posting Frequency



Top 10 Industries on Twitter by Average Interactions per Post

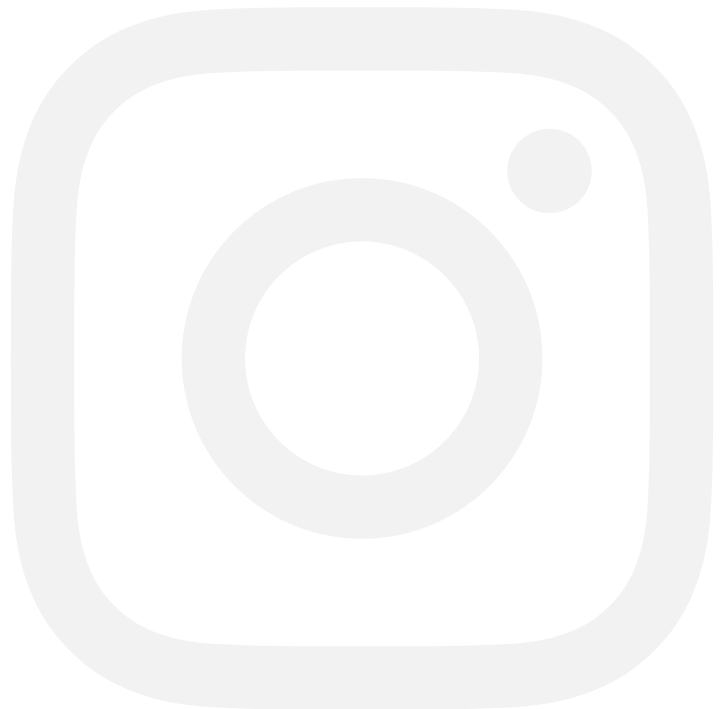


INDUSTRY TRENDS BY SOCIAL NETWORK

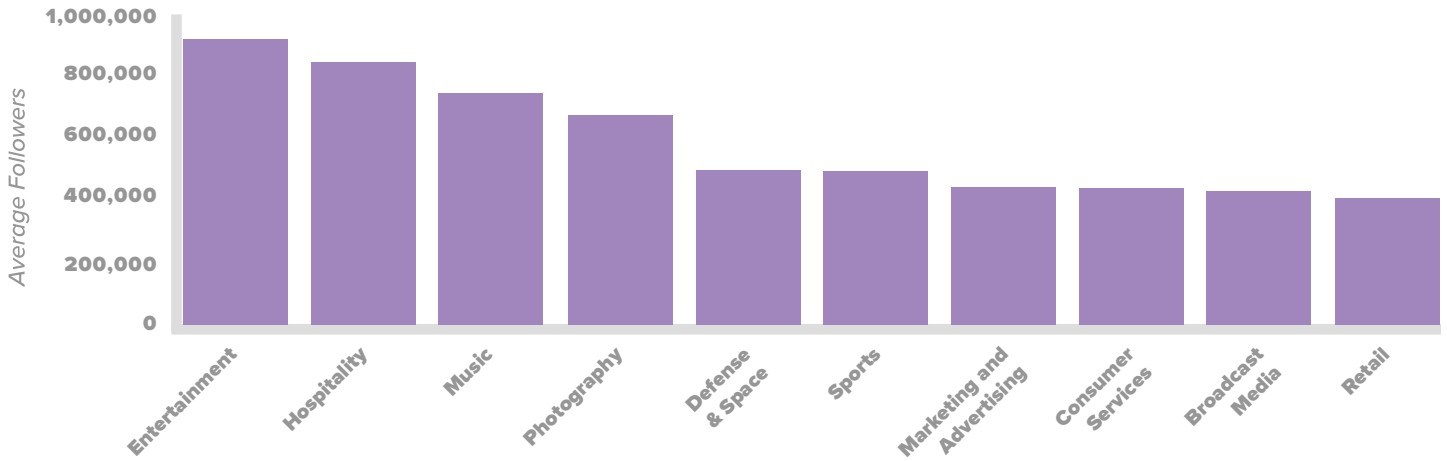
Instagram

On Instagram, consumer-focused industries with strong celebrity influence dominate the top 10 list with the highest average number of interactions per post. However, note that the Government Relations industry is also in the top 10 on Instagram by average interactions per post, buoyed largely by the [official White House Instagram account](#). On Instagram, The White House averages 26,381 interactions (likes and comments) per post.

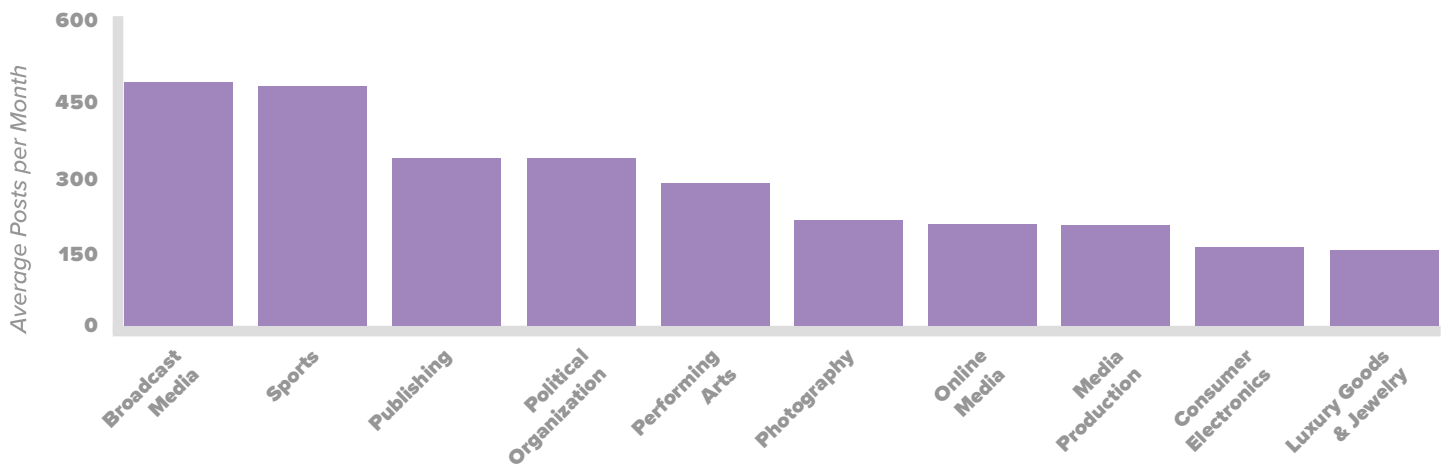
The Music industry also leads the pack on Instagram from an engagement standpoint, averaging 58,546 interactions per posts. The high average number of Instagram followers for the Defense & Space industry is buoyed by the popularity of the [official NASA Instagram account](#), which sports 13.9 million followers and counting.



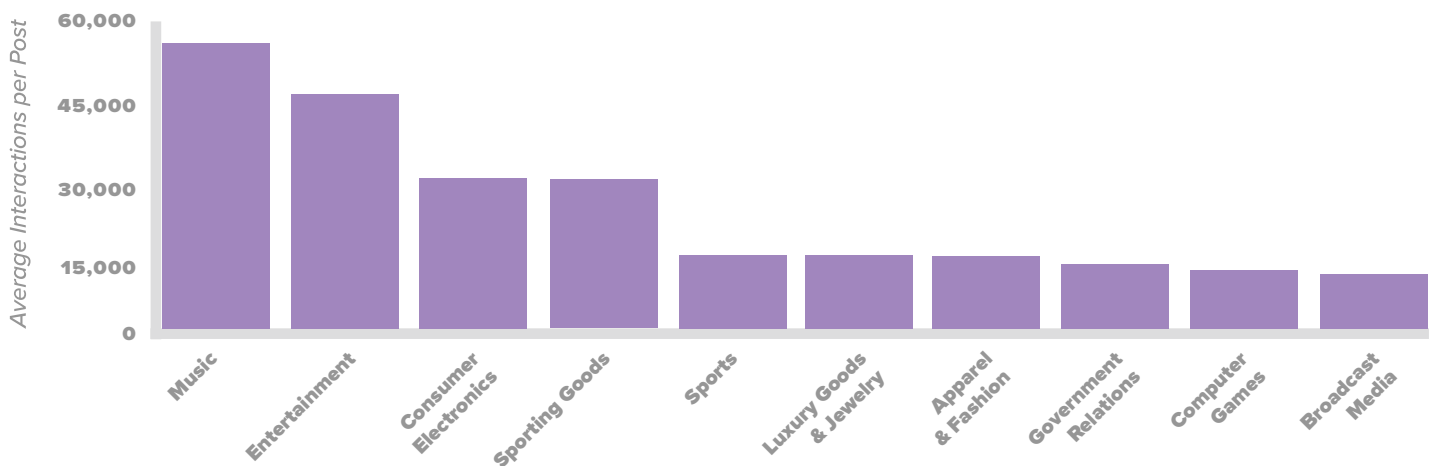
Top 10 Industries on Twitter by Follower Count



Top 10 Industries on Instagram by Posting Frequency



Top 10 Industries on Twitter by Average Interactions per Post



INDUSTRY TRENDS BY SOCIAL NETWORK

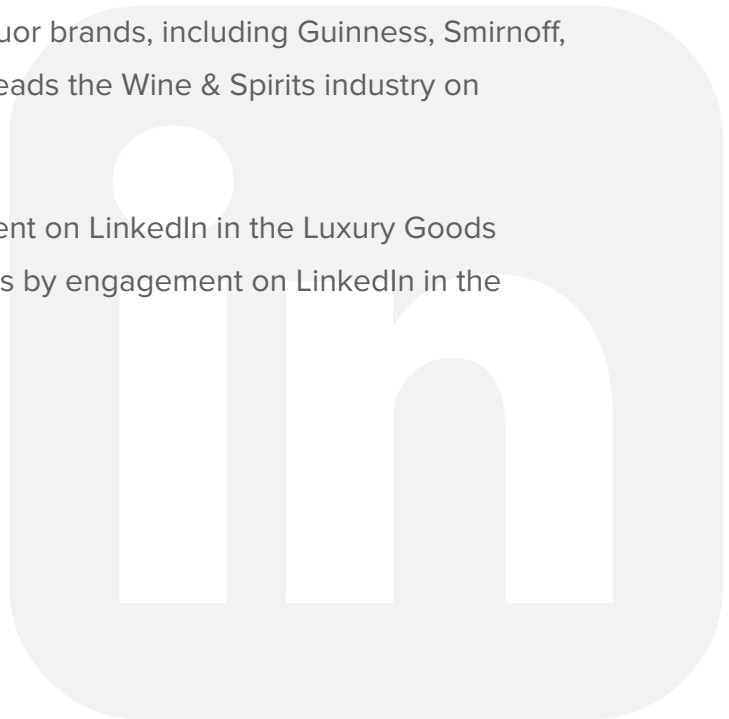
LinkedIn

On LinkedIn, the standard deviation between follower counts, posting frequency, and engagement is smaller than that seen on Facebook, Twitter, and Instagram. There are also several notable disparities between the industries that are the most popular, the most prolific, and the most engaging on LinkedIn.

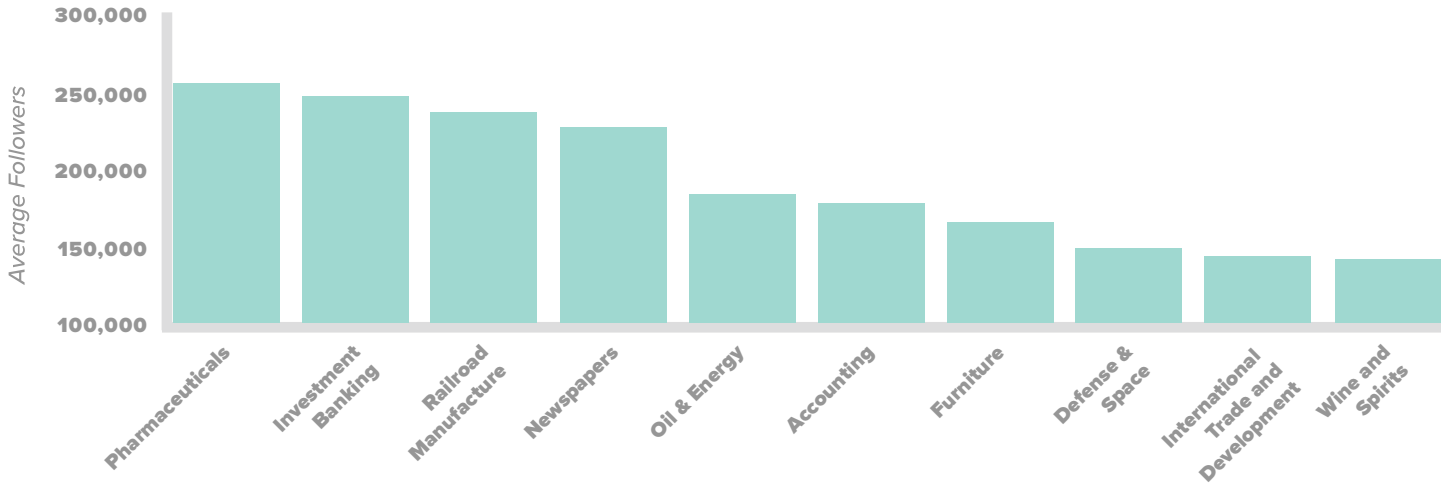
For example, companies in the Pharmaceuticals industry have the highest average number of LinkedIn followers (257,619). This industry's average follower count is inflated by a high density of companies with over 10,000 employees, such as Pfizer, which boasts over 1.3 million LinkedIn followers and counting.

However, the Wine & Spirits industry is the surprising winner on LinkedIn with the highest average number of interactions per post (385). [Diageo](#), the parent company to myriad liquor brands, including Guinness, Smirnoff, Johnnie Walker, and Tanqueray, leads the Wine & Spirits industry on LinkedIn by engagement.

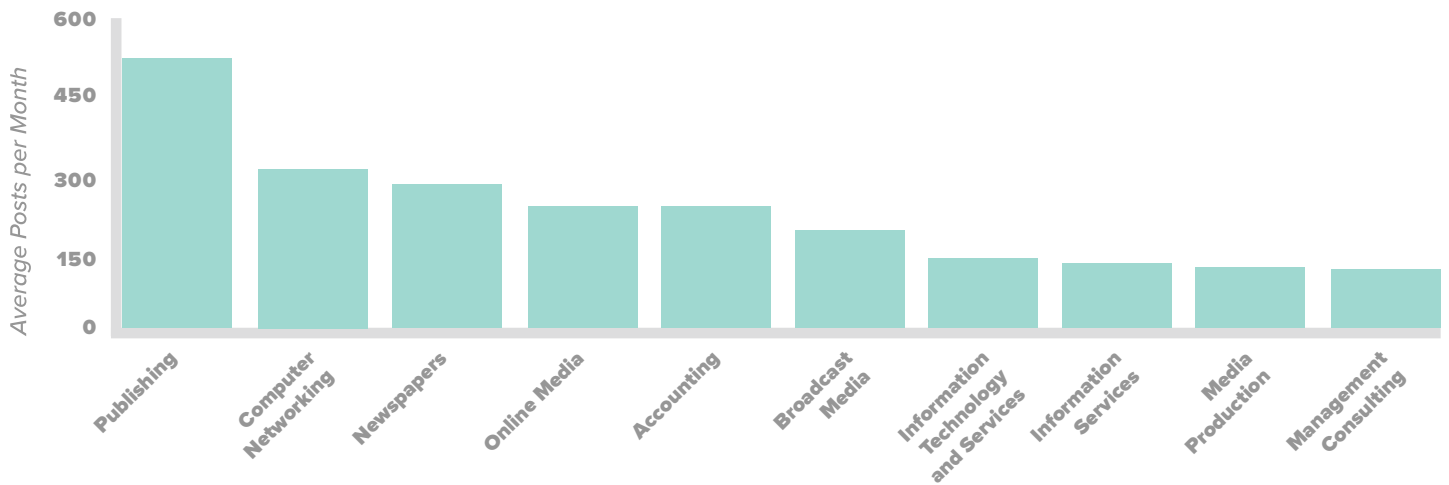
[Louis Vuitton](#) leads by engagement on LinkedIn in the Luxury Goods & Jewelry industry. [Emirates](#) leads by engagement on LinkedIn in the Airlines/Aviation industry.



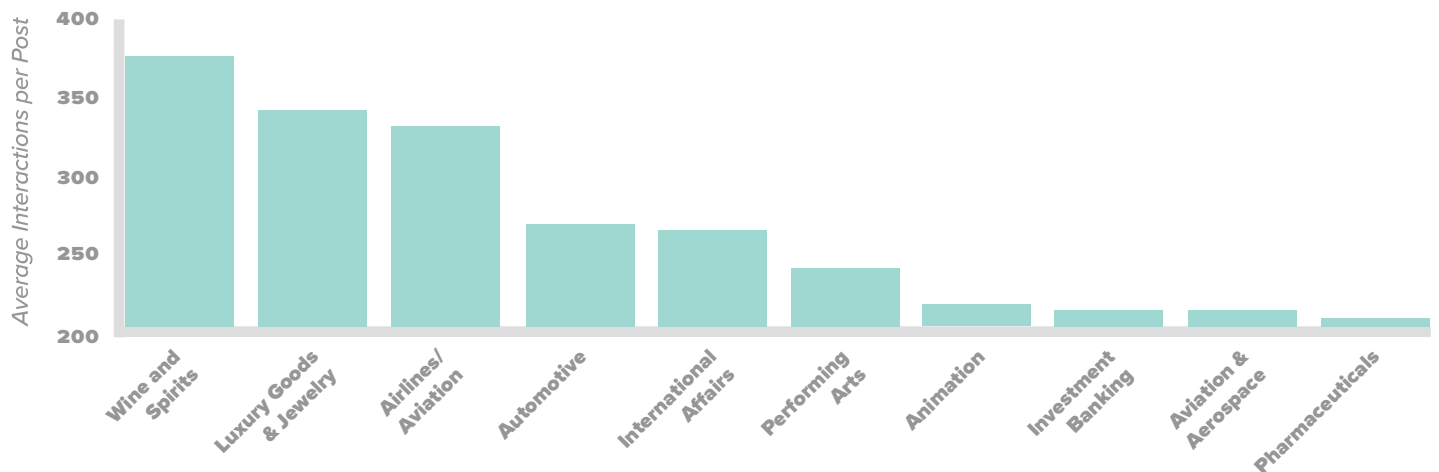
Top 10 Industries on LinkedIn by Follower Count



Top 10 Industries on LinkedIn by Posting Frequency



Top 10 Industries on LinkedIn by Average Interactions per Post



The 2016 Social Media Industry Index

Accounting

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	256,946	47,757	120,676	178,808
AVERAGE POSTS PER MONTH	55	265	15	237
AVERAGE INTERACTIONS PER POST	2,988	13	55	84

Airlines/Aviation

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	2,015,695	679,302	76,047	105,282
AVERAGE POSTS PER MONTH	73	129	53	25
AVERAGE INTERACTIONS PER POST	2,215	132	5,880	337

Alternative Dispute Resolution

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	25,587	28,398	--	829
AVERAGE POSTS PER MONTH	79	353	--	--
AVERAGE INTERACTIONS PER POST	281	11	--	--

Alternative Medicine

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	138,056	46,862	170	29
AVERAGE POSTS PER MONTH	50	691	31	--
AVERAGE INTERACTIONS PER POST	359	7	117	--

Animation

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	6,029,701	1,118,125	5,182	123,623
AVERAGE POSTS PER MONTH	30	59	33	1
AVERAGE INTERACTIONS PER POST	5,135	345	1,732	215

Apparel & Fashion

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	2,508,627	566,800	173,480	61,015
AVERAGE POSTS PER MONTH	154	200	146	42
AVERAGE INTERACTIONS PER POST	830	154	14,866	174

Architecture & Planning

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	44,203	54,127	254,944	31,640
AVERAGE POSTS PER MONTH	90	105	62	34
AVERAGE INTERACTIONS PER POST	121	11	461	116

Arts & Crafts

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	180,957	25,742	2,671	570
AVERAGE POSTS PER MONTH	99	83	67	76
AVERAGE INTERACTIONS PER POST	323	41	1,269	1

Automotive

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,500,677	197,673	114,493	74,482
AVERAGE POSTS PER MONTH	105	181	70	20
AVERAGE INTERACTIONS PER POST	1,493	114	7,620	270

Aviation & Aerospace

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	451,348	215,554	33,729	110,905
AVERAGE POSTS PER MONTH	137	88	24	25
AVERAGE INTERACTIONS PER POST	2,480	553	9,144	211

Banking

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	266,907	39,389	24,575	81,105
AVERAGE POSTS PER MONTH	69	151	86	41
AVERAGE INTERACTIONS PER POST	550	14	77	75

Biotechnology

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	35,426	17,539	31,756	53,928
AVERAGE POSTS PER MONTH	145	238	44	59
AVERAGE INTERACTIONS PER POST	233	7	129	73

Broadcast Media

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	4,924,189	3,035,173	444,396	80,684
AVERAGE POSTS PER MONTH	2,066	3,255	500	191
AVERAGE INTERACTIONS PER POST	1,789	209	11,180	67

Building Materials

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	263,028	44,664	28,289	14,202
AVERAGE POSTS PER MONTH	29	87	19	28
AVERAGE INTERACTIONS PER POST	248	21	958	30

Business Supplies & Equipment

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	368,504	241,084	87,823	41,145
AVERAGE POSTS PER MONTH	88	177	58	79
AVERAGE INTERACTIONS PER POST	908	32	69	59

Chemicals

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	409,095	120,838	86,159	117,661
AVERAGE POSTS PER MONTH	58	97	53	27
AVERAGE INTERACTIONS PER POST	2,662	80	465	111

Civic & Social Organization

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	610,829	66,805	101,149	10,742
AVERAGE POSTS PER MONTH	86	180	65	15
AVERAGE INTERACTIONS PER POST	522	32	349	31

Civil Engineering

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	61,250	17,388	1,838	83,283
AVERAGE POSTS PER MONTH	35	91	8	26
AVERAGE INTERACTIONS PER POST	117	6	57	71

Commercial Real Estate

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	28,854	19,359	146,836	64,432
AVERAGE POSTS PER MONTH	60	213	30	77
AVERAGE INTERACTIONS PER POST	140	8	64	30

Computer & Network Security

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	42,195	20,275	14,979	22,106
AVERAGE POSTS PER MONTH	78	276	8	73
AVERAGE INTERACTIONS PER POST	31	6	14	29

Computer Games

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	2,868,834	1,283,38	19,200	48,138
AVERAGE POSTS PER MONTH	52	77	36	27
AVERAGE INTERACTIONS PER POST	2,470	545	12,010	84

Computer Hardware

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	304,698	63,808	85,453	24,414
AVERAGE POSTS PER MONTH	195	305	--	64
AVERAGE INTERACTIONS PER POST	1,190	19	--	31

Computer Networking

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	89,333	46,977	319,618	84,248
AVERAGE POSTS PER MONTH	229	473	18	311
AVERAGE INTERACTIONS PER POST	198	13	26	38

Computer Software

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	188,221	172,879	363,338	25,505
AVERAGE POSTS PER MONTH	91	317	93	87
AVERAGE INTERACTIONS PER POST	378	16	259	19

Construction

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	372,911	253,084	179,541	21,878
AVERAGE POSTS PER MONTH	42	128	48	18
AVERAGE INTERACTIONS PER POST	775	79	708	55

Consumer Electronics

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	2,407,005	396,991	46,378	122,349
AVERAGE POSTS PER MONTH	154	557	162	19
AVERAGE INTERACTIONS PER POST	1,112	173	30,845	55

Consumer Goods

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	530,852	57,364	330,084	49,120
AVERAGE POSTS PER MONTH	41	82	55	27
AVERAGE INTERACTIONS PER POST	1,501	43	2,828	97

Consumer Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	592,178	57,600	455,317	29,904
AVERAGE POSTS PER MONTH	83	150	36	23
AVERAGE INTERACTIONS PER POST	1,882	38	716	41

Cosmetics

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,626,597	176,968	145,128	37,873
AVERAGE POSTS PER MONTH	100	252	127	30
AVERAGE INTERACTIONS PER POST	923	98	6,911	185

Dairy

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	40,552	18,703	--	221
AVERAGE POSTS PER MONTH	18	18	--	2
AVERAGE INTERACTIONS PER POST	20	--	--	0

Defense & Space

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	138,882	90,955	515,177	149,273
AVERAGE POSTS PER MONTH	73	172	26	38
AVERAGE INTERACTIONS PER POST	644	47	350	173

Design

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	268,426	89,732	42,131	17,921
AVERAGE POSTS PER MONTH	46	122	56	32
AVERAGE INTERACTIONS PER POST	623	90	2,365	54

E-Learning

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	233,796	42,361	352,923	15,733
AVERAGE POSTS PER MONTH	195	405	44	40
AVERAGE INTERACTIONS PER POST	188	33	462	30

Education Management

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	233,796	42,361	352,923	15,733
AVERAGE POSTS PER MONTH	195	405	44	40
AVERAGE INTERACTIONS PER POST	188	33	462	30

Electrical/Electronic Manufacturing

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	182,412	53,131	168,459	14,321
AVERAGE POSTS PER MONTH	94	272	65	42
AVERAGE INTERACTIONS PER POST	453	18	1,179	23

Entertainment

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	5,242,387	1,144,861	950,899	54,506
AVERAGE POSTS PER MONTH	383	429	150	27
AVERAGE INTERACTIONS PER POST	7,710	553	48,088	92

Environmental Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	209,831	74,568	60,269	25,043
AVERAGE POSTS PER MONTH	77	267	20	34
AVERAGE INTERACTIONS PER POST	1,152	24	1,454	43

Events Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	847,345	93,943	148,118	9,961
AVERAGE POSTS PER MONTH	362	172	92	10
AVERAGE INTERACTIONS PER POST	2,354	19	3,147	19

Facilities Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,593,902	190,392	290,910	24,772
AVERAGE POSTS PER MONTH	30	72	--	9
AVERAGE INTERACTIONS PER POST	1,279	49	--	26

Farming

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	323,473	403,544	8,222	72,014
AVERAGE POSTS PER MONTH	31	128	10	51
AVERAGE INTERACTIONS PER POST	2,582	361	85	109

Financial Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	371,326	162,617	80,847	77,174
AVERAGE POSTS PER MONTH	106	306	81	74
AVERAGE INTERACTIONS PER POST	695	48	512	59

Fine Art

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	823,260	189,901	23,523	70,613
AVERAGE POSTS PER MONTH	75	120	19	34
AVERAGE INTERACTIONS PER POST	2,526	26	315	95

Food & Beverages

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,998,247	172,788	147,781	63,252
AVERAGE POSTS PER MONTH	238	164	81	23
AVERAGE INTERACTIONS PER POST	1,454	82	5,190	110

Food Production

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	479,392	10,759	13,402	80,084
AVERAGE POSTS PER MONTH	30	50	32	13
AVERAGE INTERACTIONS PER POST	1,482	9	88	171

Fund Raising

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	164,064	73,339	27,221	2,242
AVERAGE POSTS PER MONTH	81	153	6	18
AVERAGE INTERACTIONS PER POST	808	18	36	10

Furniture

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	133,619	49,053	64,645	165,960
AVERAGE POSTS PER MONTH	39	84	54	12
AVERAGE INTERACTIONS PER POST	393	13	381	172

Gambling & Casinos

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	507,543	40,116	73,166	12,897
AVERAGE POSTS PER MONTH	48	92	38	11
AVERAGE INTERACTIONS PER POST	1,869	18	960	27

Government Relations

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,288,835	21,869	121,553	4,878
AVERAGE POSTS PER MONTH	102	113	40	43
AVERAGE INTERACTIONS PER POST	6,914	19	13,197	7

Graphic Design

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	467,413	498,661	45,147	83,043
AVERAGE POSTS PER MONTH	182	220	30	24
AVERAGE INTERACTIONS PER POST	292	18	739	57

Higher Education

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	127,928	46,628	154,170	16,446
AVERAGE POSTS PER MONTH	71	174	54	19
AVERAGE INTERACTIONS PER POST	366	19	910	30

Hospital & Health Care

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	527,326	29,613	147,115	39,926
AVERAGE POSTS PER MONTH	150	381	58	42
AVERAGE INTERACTIONS PER POST	692	9	450	63

Hospitality

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	688,826	65,267	871,956	38,304
AVERAGE POSTS PER MONTH	80	213	93	30
AVERAGE INTERACTIONS PER POST	1,043	21	950	107

Human Resources

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	27,277	17,452	154,501	36,771
AVERAGE POSTS PER MONTH	65	210	53	72
AVERAGE INTERACTIONS PER POST	46	5	29	24

Industrial Automation

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	10,409	5,673	7,090	25,828
AVERAGE POSTS PER MONTH	57	67	4	34
AVERAGE INTERACTIONS PER POST	24	3	52	41

Information Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	449,781	32,214	51,128	26,965
AVERAGE POSTS PER MONTH	145	583	83	126
AVERAGE INTERACTIONS PER POST	113	6	30	15

Information Technology & Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	263,067	74,980	317,708	99,887
AVERAGE POSTS PER MONTH	141	447	144	136
AVERAGE INTERACTIONS PER POST	342	23	1,034	49

Insurance

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	273,480	33,270	111,708	31,540
AVERAGE POSTS PER MONTH	81	177	78	59
AVERAGE INTERACTIONS PER POST	518	50	2,410	41

International Affairs

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	712,510	202,024	242,377	114,660
AVERAGE POSTS PER MONTH	75	69	47	16
AVERAGE INTERACTIONS PER POST	563	29	2,271	266

International Trade & Development

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	639,941	422,670	20,133	143,811
AVERAGE POSTS PER MONTH	100	203	40	42
AVERAGE INTERACTIONS PER POST	1,055	69	8,604	156

Internet

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,489,771	461,325	397,637	50,132
AVERAGE POSTS PER MONTH	510	1,039	135	86
AVERAGE INTERACTIONS PER POST	1,007	59	1,427	49

Investment Banking

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	75,265	195,236	0	249,302
AVERAGE POSTS PER MONTH	42	561	0	96
AVERAGE INTERACTIONS PER POST	211	25	0	211

Investment Management

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	24,468	26,148	1,552	15,416
AVERAGE POSTS PER MONTH	57	258	27	95
AVERAGE INTERACTIONS PER POST	211	6	48	13

Law Enforcement

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	88,922	70,158	0	25,768
AVERAGE POSTS PER MONTH	39	45	0	6
AVERAGE INTERACTIONS PER POST	525	50	0	67

Law Practice

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	92,405	52,705	40	16,897
AVERAGE POSTS PER MONTH	43	119	33	37
AVERAGE INTERACTIONS PER POST	598	42	37	17

Legal Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	92,139	63,944	3,284	7,102
AVERAGE POSTS PER MONTH	60	173	0	15
AVERAGE INTERACTIONS PER POST	4,126	151	0	13

Libraries

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	104,819	333,184	31,722	8,084
AVERAGE POSTS PER MONTH	122	312	21	32
AVERAGE INTERACTIONS PER POST	165	31	157	13

Logistics & Supply Chain

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	29,108	6,172	93,555	73,740
AVERAGE POSTS PER MONTH	36	123	10	31
AVERAGE INTERACTIONS PER POST	136	3	41	106

Luxury Goods & Jewelry

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	3,164,797	653,551	229,358	96,159
AVERAGE POSTS PER MONTH	118	292	154	30
AVERAGE INTERACTIONS PER POST	1,717	168	15,131	348

Machinery

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	149,246	18,690	110,675	48,859
AVERAGE POSTS PER MONTH	33	110	47	29
AVERAGE INTERACTIONS PER POST	331	12	814	110

Management Consulting

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	918,283	81,303	114,040	112,182
AVERAGE POSTS PER MONTH	205	541	140	115
AVERAGE INTERACTIONS PER POST	1,520	30	7,988	78

Market Research

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	21,075	12,754	24,242	11,813
AVERAGE POSTS PER MONTH	43	172	15	44
AVERAGE INTERACTIONS PER POST	23	3	98	11

Marketing & Advertising

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	682,021	341,643	458,401	36,440
AVERAGE POSTS PER MONTH	147	495	51	61
AVERAGE INTERACTIONS PER POST	930	65	1,483	39

Mechanical/Industrial Engineering

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	302,805	91,079	46,442	90,410
AVERAGE POSTS PER MONTH	74	159	47	53
AVERAGE INTERACTIONS PER POST	284	18	82	105

Media Production

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,061,284	958,402	241,422	40,151
AVERAGE POSTS PER MONTH	1,416	1,309	206	119
AVERAGE INTERACTIONS PER POST	967	111	3,847	31

Medical Devices

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	181,612	14,454	136,736	46,195
AVERAGE POSTS PER MONTH	38	51	91	22
AVERAGE INTERACTIONS PER POST	503	13	413	70

Medical Practice

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	49,593	22,516	53,463	6,290
AVERAGE POSTS PER MONTH	44	60	29	9
AVERAGE INTERACTIONS PER POST	117	57	27	15

Mental Health Care

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	23,637	9,644	189,528	2,851
AVERAGE POSTS PER MONTH	55	205	0	2,851
AVERAGE INTERACTIONS PER POST	127	8	0	7

Military

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	244,056	17,435	9,437	634
AVERAGE POSTS PER MONTH	72	164	6	0
AVERAGE INTERACTIONS PER POST	886	22	53	0

Mining & Metals

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	9,268	35,269	551	128,214
AVERAGE POSTS PER MONTH	14	26	0	14
AVERAGE INTERACTIONS PER POST	29	22	0	109

Motion Pictures & Film

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	918,503	365,074	148,759	38,587
AVERAGE POSTS PER MONTH	38	263	13	7
AVERAGE INTERACTIONS PER POST	1,401	78	118	153

Museums & Institutions

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	369,710	279,401	12,028	10,050
AVERAGE POSTS PER MONTH	73	139	47	11
AVERAGE INTERACTIONS PER POST	1,041	69	2,262	39

Music

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,802,230	1,414,759	768,805	27,472
AVERAGE POSTS PER MONTH	259	504	83	51
AVERAGE INTERACTIONS PER POST	4,141	1,745	58,546	118

Newspapers

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	2,037,488	1,982,213	46,018	228,478
AVERAGE POSTS PER MONTH	3,829	6,917	114	281
AVERAGE INTERACTIONS PER POST	641	55	416	47

Nonprofit Organization Management

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	439,132	163,449	219,387	19,011
AVERAGE POSTS PER MONTH	133	266	75	38
AVERAGE INTERACTIONS PER POST	896	38	2,072	56

Oil & Energy

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	181,257	48,588	46,979	184,591
AVERAGE POSTS PER MONTH	52	139	38	40
AVERAGE INTERACTIONS PER POST	376	49	222	181

Online Media

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,134,973	1,012,350	174,903	97,056
AVERAGE POSTS PER MONTH	2,045	4,937	209	237
AVERAGE INTERACTIONS PER POST	638	50	3,356	88

Outsourcing/Offshoring

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	129,266	51,473	62,709	63,754
AVERAGE POSTS PER MONTH	90	213	51	27
AVERAGE INTERACTIONS PER POST	31	18	51	32

Package/Freight Delivery

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	202,743	62,138	2,036	47,481
AVERAGE POSTS PER MONTH	103	217	154	112
AVERAGE INTERACTIONS PER POST	387	41	1,071	179

Packaging & Containers

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	59,081	18,227	13,856	35,491
AVERAGE POSTS PER MONTH	26	34	28	20
AVERAGE INTERACTIONS PER POST	403	10	1,659	54

Performing Arts

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	876,732	308,011	103,023	18,363
AVERAGE POSTS PER MONTH	157	630	293	9
AVERAGE INTERACTIONS PER POST	1,065	93	9,543	240

Pharmaceuticals

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	119,471	43,052	22,667	257,619
AVERAGE POSTS PER MONTH	95	318	47	64
AVERAGE INTERACTIONS PER POST	314	15	176	206

Philanthropy

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	219,029	306,006	18,328	46,639
AVERAGE POSTS PER MONTH	106	371	45	33
AVERAGE INTERACTIONS PER POST	493	117	122	28

Photography

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	382,235	97,451	698,323	13,402
AVERAGE POSTS PER MONTH	614	186	216	20
AVERAGE INTERACTIONS PER POST	594	29	3,557	49

Plastics

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	120,215	9,097	4,098	1,916
AVERAGE POSTS PER MONTH	14	85	23	6
AVERAGE INTERACTIONS PER POST	44	4	25	10

Political Organizations

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,052,204	380,925	324,941	3,018
AVERAGE POSTS PER MONTH	315	788	344	71
AVERAGE INTERACTIONS PER POST	7,525	210	1,012	104

Primary/Secondary Education

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	282,411	15,248	200,463	12,509
AVERAGE POSTS PER MONTH	61	133	72	7
AVERAGE INTERACTIONS PER POST	387	10	564	88

Printing

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	958,154	280,137	249,955	58,705
AVERAGE POSTS PER MONTH	44	68	27	14
AVERAGE INTERACTIONS PER POST	504	99	2,267	167

Professional Training & Coaching

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	137,031	64,001	181,725	9,026
AVERAGE POSTS PER MONTH	40	160	28	25
AVERAGE INTERACTIONS PER POST	358	37	965	22

Program Development

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	140,795	83,671	0	80,488
AVERAGE POSTS PER MONTH	71	269	0	36
AVERAGE INTERACTIONS PER POST	88	14	0	88

Public Policy

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	238,056	44,499	97,129	3,957
AVERAGE POSTS PER MONTH	75	375	1	21
AVERAGE INTERACTIONS PER POST	675	15	15	6

Public Relations & Communications

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	161,302	37,352	17,473	22,383
AVERAGE POSTS PER MONTH	32	114	19	16
AVERAGE INTERACTIONS PER POST	459	8	1,348	52

Public Safety

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	242,055	81,874	1,438	1,961
AVERAGE POSTS PER MONTH	258	865	0	41
AVERAGE INTERACTIONS PER POST	884	33	0	8

Publishing

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,385,427	720,445	248,587	88,896
AVERAGE POSTS PER MONTH	1,347	2,302	344	527
AVERAGE INTERACTIONS PER POST	741	60	9,578	43

Railroad Manufacture

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	73,260	20,486	0	238,649
AVERAGE POSTS PER MONTH	29	0	0	0
AVERAGE INTERACTIONS PER POST	160	0	0	0

Real Estate

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	251,865	52,872	111,163	15,263
AVERAGE POSTS PER MONTH	125	363	148	36
AVERAGE INTERACTIONS PER POST	522	33	1,059	34

Recreational Facilities & Services

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	26,350	2,757	8,615	1,207
AVERAGE POSTS PER MONTH	35	41	11	8
AVERAGE INTERACTIONS PER POST	58	4	96	8

Religious Institutions

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	620,325	60,208	19,099	3,350
AVERAGE POSTS PER MONTH	111	166	77	49
AVERAGE INTERACTIONS PER POST	2,418	56	486	24

Renewables & Environment

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	90,353	28,297	--	45,168
AVERAGE POSTS PER MONTH	26	105	--	14
AVERAGE INTERACTIONS PER POST	142	46	--	126

Research

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	65,134	62,450	197,716	29,162
AVERAGE POSTS PER MONTH	108	184	32	110
AVERAGE INTERACTIONS PER POST	93	11	95	28

Restaurants

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	2,196,826	207,346	291,939	19,014
AVERAGE POSTS PER MONTH	55	125	67	29
AVERAGE INTERACTIONS PER POST	3,726	136	1,868	43

Retail

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,708,508	185,417	421,660	39,590
AVERAGE POSTS PER MONTH	139	270	149	45
AVERAGE INTERACTIONS PER POST	2,669	79	5,408	82

Security & Investigations

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	668,057	17,790	83,340	27,619
AVERAGE POSTS PER MONTH	271	131	--	27
AVERAGE INTERACTIONS PER POST	632	24	--	37

Semiconductors

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	260,363	39,620	6,289	42,658
AVERAGE POSTS PER MONTH	69	72	36	41
AVERAGE INTERACTIONS PER POST	555	24	1,736	31

Sporting Goods

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	2,290,325	445,064	238,034	92,034
AVERAGE POSTS PER MONTH	94	237	116	114
AVERAGE INTERACTIONS PER POST	895	350	30,558	192

Sports

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	2,982,621	1,056,798	511,387	23,949
AVERAGE POSTS PER MONTH	646	1,819	492	28
AVERAGE INTERACTIONS PER POST	4,472	332	15,145	69

Staffing & Recruiting

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	42,743	6,353	160,782	56,920
AVERAGE POSTS PER MONTH	48	219	13	42
AVERAGE INTERACTIONS PER POST	162	4	26	25

Supermarkets

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,500,060	54,888	137,277	62,408
AVERAGE POSTS PER MONTH	243	130	27	17
AVERAGE INTERACTIONS PER POST	2,259	27	428	140

Telecommunications

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	1,562,592	402,438	172,764	86,003
AVERAGE POSTS PER MONTH	329	419	46	64
AVERAGE INTERACTIONS PER POST	415	30	474	48

Textiles

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	65,876	16,679	23,737	2,311
AVERAGE POSTS PER MONTH	19	50	23	11
AVERAGE INTERACTIONS PER POST	320	5	1,964	19

Think Tanks

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	295,726	127,830	1,517	57,030
AVERAGE POSTS PER MONTH	293	1,384	33	91
AVERAGE INTERACTIONS PER POST	478	19	17	44

Translation & Localization

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	10,459	4,214	1,842	13,807
AVERAGE POSTS PER MONTH	19	109		17
AVERAGE INTERACTIONS PER POST	25	2		22

Transportation/Trucking/Railroad

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	260,805	33,993	21,715	30,676
AVERAGE POSTS PER MONTH	59	192	49	37
AVERAGE INTERACTIONS PER POST	332	7	536	41

Utilities

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	40,817	13,054	52,201	17,405
AVERAGE POSTS PER MONTH	51	116	17	21
AVERAGE INTERACTIONS PER POST	91	5	28	39

Venture Capital & Private Equity

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	52,327	59,659	4,216	5,779
AVERAGE POSTS PER MONTH	25	55	21	27
AVERAGE INTERACTIONS PER POST	65	23	238	10

Veterinary

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	46,878	1,445	3,042	122
AVERAGE POSTS PER MONTH	129	174	0	0
AVERAGE INTERACTIONS PER POST	32	1	0	0

Warehousing

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	346,570	57,860	7,878	24,700
AVERAGE POSTS PER MONTH	80	124	63	36
AVERAGE INTERACTIONS PER POST	342	30	354	65

Wholesale

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	69,016	43,423	236,745	13,109
AVERAGE POSTS PER MONTH	24	55	76	11
AVERAGE INTERACTIONS PER POST	1,056	11	2,160	47

Wine & Spirits

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	956,538	17,931	38,922	141,504
AVERAGE POSTS PER MONTH	15	23	13	27
AVERAGE INTERACTIONS PER POST	630	69	513	385

Wireless

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	223,585	45,508	0	29,992
AVERAGE POSTS PER MONTH	37	128	0	32
AVERAGE INTERACTIONS PER POST	293	28	0	43

Veterinary

	Facebook	Twitter	Instagram	LinkedIn
AVERAGE FOLLOWERS	336,397	173,267	15,891	5,101
AVERAGE POSTS PER MONTH	373	613	111	21
AVERAGE INTERACTIONS PER POST	428	36	1,764	6

TrackMaven

Track your marketing success against leading competitors!

START TRACKING



twitter.com/TrackMaven



facebook.com/TrackMaven



instagram.com/trackmaven



Go to trackmaven.com/start-tracking to get a custom benchmark of your marketing across 15 digital channels. You'll learn exactly which topics and tactics are working for you, and what you can do to leapfrog your competitors.