

# The 2026 engagement benchmark

If you judge every creator against one engagement number, you will misread most of them. The platforms have diverged so far that a great TikTok rate and a great Instagram rate are not even close. This report pulls the 2026 platform benchmarks from a published 70 million post study, lays out what good looks like per platform, then shows why a single benchmark is the fastest way to misjudge a creator. All figures cited.

# 7x

HOW MUCH HIGHER TIKTOK  
ENGAGES THAN INSTAGRAM  
IN 2025

3.70% vs 0.48%

## 3.70%

TIKTOK AVERAGE  
ENGAGEMENT RATE,  
UP 49% YOY

## 0.48%

INSTAGRAM AVERAGE  
ENGAGEMENT RATE,  
ROUGHLY FLAT

## 0.15%

FACEBOOK AVERAGE  
ENGAGEMENT RATE

## 0.12%

X (FORMERLY  
TWITTER) AVERAGE  
ENGAGEMENT RATE

Headline figures: Socialinsider 2026 Social Media Benchmark Report, based on an analysis of 70 million posts from January 2024 to December 2025. Full sources below.

## The one-number trap

Here is the mistake brands make. They pick an engagement benchmark, say 1%, then judge every creator against it. But a 1% rate is mediocre on TikTok and extraordinary on Instagram, so the same yardstick rates a weak TikTok creator as good and a strong Instagram creator as weak. The platforms are not in the same range anymore, so treating them as if they are guarantees you misjudge creators in both directions.

Worse, it hides fraud. An engagement rate that sits far off the real benchmark for that platform and follower tier is one of the clearest signals of a bought audience. If your benchmark is wrong, you

cannot spot the anomaly, so the padded account sails through. Knowing the real per-platform numbers is not just for planning, it is a fraud check.

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## Six benchmark findings.

### 1 TikTok leads at 3.70%, with the gap still widening.

TikTok's average engagement rate reached 3.70% in 2025, up 49% year over year, per Socialinsider's analysis of 70 million posts. It is the only major platform moving up, so the distance between it and the rest is growing, not shrinking. (Source: Socialinsider 2026 Social Media Benchmark Report.)

### 2 Instagram sits near 0.48%, roughly seven times lower than TikTok.

Instagram's average engagement rate was about 0.48% in 2025, close to flat year over year, which puts TikTok at roughly 7x Instagram. A strong Instagram creator and a strong TikTok creator live in completely different numeric ranges. (Source: Socialinsider.)

### 3 Facebook and X are lower still, at 0.15% and 0.12%.

Facebook averaged 0.15% and X about 0.12% in 2025. These are not failing accounts, it is just what normal looks like on those platforms, which is exactly why a cross-platform benchmark is meaningless. (Source: Socialinsider.)

### 4 Engagement is shifting from comments to shares.

Average comments per post fell on TikTok (down 24%) and Instagram (down 16%), while shares grew sharply (TikTok up 45%, Instagram up 12%). Engagement is moving from public comments toward private sharing, so the signals brands track are changing shape, not just size. (Source: Socialinsider.)

### 5 Posting more does not fix a weak platform.

Brands post roughly five times a week on both TikTok and Instagram, yet TikTok still generates far higher engagement per post. On Facebook, brands cut posting frequency 48% as returns fell. Volume is not the lever, platform and format fit are. (Source: Socialinsider.)

**6****Different studies disagree on the number but agree on the direction.**

Other published benchmarks (for example Rival IQ and Quid) report different absolute engagement figures because they use different samples and formulas, yet they agree on the trend: engagement is declining on most platforms while TikTok holds or grows. The lesson is to never copy one number as a universal target. (Source: Socialinsider, with Rival IQ and Quid for directional comparison.)

## How to use these benchmarks

Use them per platform, never across platforms. Judge a TikTok creator against the TikTok number, an Instagram creator against the Instagram number, then adjust for follower tier, since smaller accounts engage higher. A creator landing near or above the benchmark for their platform and size is doing well. One sitting far above it for no clear reason deserves a second look, because abnormally high engagement can mean bought engagement, not real popularity.

That is the link between a benchmark and verification. The benchmark tells you what real looks like. Anything wildly off it, in either direction, is a flag worth checking before you pay. Treat these numbers as the baseline you measure against, then verify the creators who do not fit the pattern.

## Methodology and what this report is

### WHAT THIS IS

A summary of published 2026 platform engagement benchmarks, with our read on how to apply them to creator selection and fraud screening. The framing is ours. The numbers are from the cited study.

### SOURCE STANDARD

The headline figures come from Socialinsider's 2026 benchmark, a published analysis of 70 million posts with a stated methodology. We reference Rival IQ and Quid only to show that absolute numbers differ by dataset while the direction holds.

### A NOTE ON COMPARABILITY

Engagement rates are not comparable across studies because formulas and samples differ. We cite one primary study for the headline numbers rather than mixing figures, then flag where others diverge.

### WHAT WE DID NOT DO

We used no private account data, nor did we generate any figure ourselves. Every number traces to a named public study you can check.

## Sources

1. Socialinsider, 2026 Social Media Benchmark Report (TikTok 3.70% engagement, up 49% YoY; Instagram 0.48%; Facebook 0.15%; X 0.12%; comments down on TikTok and Instagram while shares rose; Facebook posting frequency down 48%; based on 70 million posts, January 2024 to December 2025).
2. Rival IQ, 2025 Social Media Industry Benchmark Report (year-over-year engagement declines across major platforms, cited for directional comparison only).
3. Quid, 2026 social media benchmark (alternative Instagram engagement figure, cited to show methodologies differ).

*Figures are reported as published by the sources above as of June 2026. Engagement rates differ between studies because of different samples and formulas, so the headline numbers are drawn from a single primary study and divergences are flagged. This page links to no competitor and reproduces no third-party report; it summarizes published figures with attribution for industry reference.*

## Go deeper

An engagement rate far off its benchmark is a fraud signal, which is the theme of [the creator verification gap](#). For the full market picture, see [The Verified Creator Report 2026](#).



### About this content

Editorial, verification and review standards for this page.

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Published by **KALO IQ**, the US influencer marketing platform headquartered in Beverly Hills, California. Founded December 2015.

Every creator on the **KALO IQ database** is hand-verified by our 15-person verification team before being listed. We exclude bots, fake-follower accounts and creators outside the US.

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