

sproutsocial

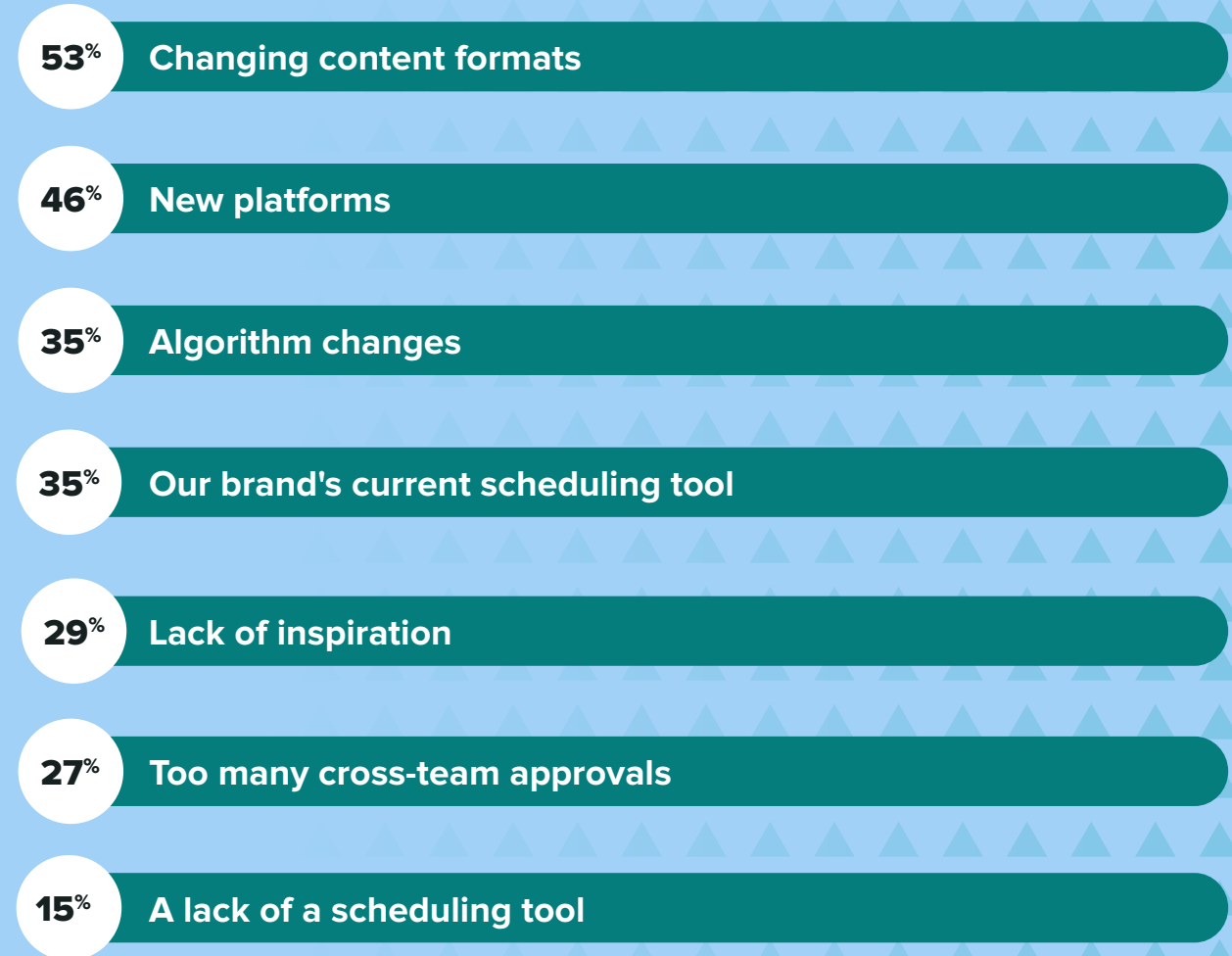
The 2023 Content Benchmarks Report

Keeping up with content

The speed of social keeps accelerating. With constantly shifting platforms, features, algorithms and trends, keeping up with the latest in content can feel daunting. Over half (53%) of marketers cited changing content formats as a challenge for planning and scheduling content.

And even when you plan, schedule and post your content, it can be hard to see how you stack up with your competition. We've created the 2023 Content Benchmark Report to help you identify the most important trends by industry—giving you more tailored insights into what your competition is doing.

The following are challenges when planning and scheduling our content



Industry publishing & engagement benchmarks

	Avg. posts published per day	Avg. inbound engagements on content per day	Avg. outbound engagements per day	Avg. daily inbound engagements per post
All Industries	10	87	2	14
Advertising & Marketing	19	99	3	10
Automotive	16	70	3	10
Banking	8	40	3	7
Consumer Products	10	105	4	23
Education	7	28	1	4
Financial Services	7	37	2	8
Food & Beverage	8	54	3	15
Health, Wellness & Fitness	10	120	3	26
Higher Education	8	32	2	5

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Internet & Tech	12	63	3	9
Legal	6	32	1	5
Leisure, Sports & Recreation	9	114	2	16
Media & Entertainment	21	334	4	30
Non-Profit	9	83	2	12
Professional Sports	26	639	5	45
Real Estate	10	21	1	5
Retail	15	110	4	18
Recruiting & Staffing	10	11	1	2
Travel & Tourism	11	125	4	21

How brands should adjust their content strategy to keep up with social

A lot of questions come up when you're building your content strategy. Understanding what engages and excites consumers—and how often they want to see it—is the key to developing content that resonates with your audience.

Short-form video continues to reign supreme with two thirds of consumers (66%) finding it engaging, with static images coming in at a close second (61%). Social media is visual and marketers who use that to their advantage are primed to win.

74%

of consumers think the publishing sweet spot is for brands to post 1-2x per day.

The most engaging types of in-feed social content

66%

Short-form video

61%

Images

37%

Live video

32%

GIFs/memes

32%

Text-based posts

26%

User-generated content

24%

Long-form video

13%

Audio

11%

URL/links to other content

Additional readings for your 2023 success

A good content strategy has a lot of moving parts. Whether you're building out an Employee Advocacy program, managing your budget, leveraging social data or measuring and demonstrating ROI, Sprout has the tools you need to stay ahead of the game.

The Sprout Social [Trusted Toolkit](#) has everything you need to manage a holistic social media program.



Learn Social Listening in 90 Minutes

Social listening helps you monitor and analyze the constant conversations happening about your brand online 24/7—even when you aren't tagged or mentioned. Use this workbook to build your first social listening query in just 90 minutes.

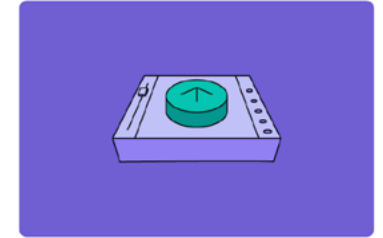
[Start Listening](#)



How to Measure the Value of TikTok

Every day brands are getting thousands of followers and millions of likes on TikTok. How are they creating viral moments? Watch this webinar to learn how, and to assess if TikTok is right for your brand and which KPIs to focus on.

[Find Value in TikTok](#)



6-Step Checklist to Launch Your Employee Advocacy Program

Your employees can be your biggest advocates. They can help you shorten sales cycles, build trust and increase opportunities for earned media. Download this checklist to create an advocacy program that garners maximum participation.

[Create Employee Advocates](#)

About the data

The report analyzed more than 523 million messages from 729,000 public social profiles that were active between January 1, 2022 and September 30, 2022. Data includes posts from Facebook, Google My Business, Instagram, LinkedIn company pages, Pinterest, TripAdvisor, and Twitter. Engagement activities include actions that generate a published message, such as retweeting or commenting. Non-publishing activities such as likes and reactions are not included.

Graphics are rounded to the nearest whole percentage and may not add up to exactly 100%. The top 0.5% of data was winsorized to limit the impact of extreme outliers.

For questions about the data, please contact pr@sproutsocial.com.

Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care, commerce and advocacy solutions to more than 33,000 brands and agencies worldwide. Sprout's unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, TikTok, Pinterest, YouTube and LinkedIn.

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