

The State of Social Media Engagement Rate in 2025

The Best-Performing Content
Formats Across Platforms

5,000,000+
Posts
Analyzed

Video and Documents Dominate Social Media Engagement in 2025



LinkedIn Documents deliver record engagement (37%).



TikTok is the highest-performing short video format (4.1%).



Static images on Instagram (6.2%) surprisingly beats Reel (3.5%).



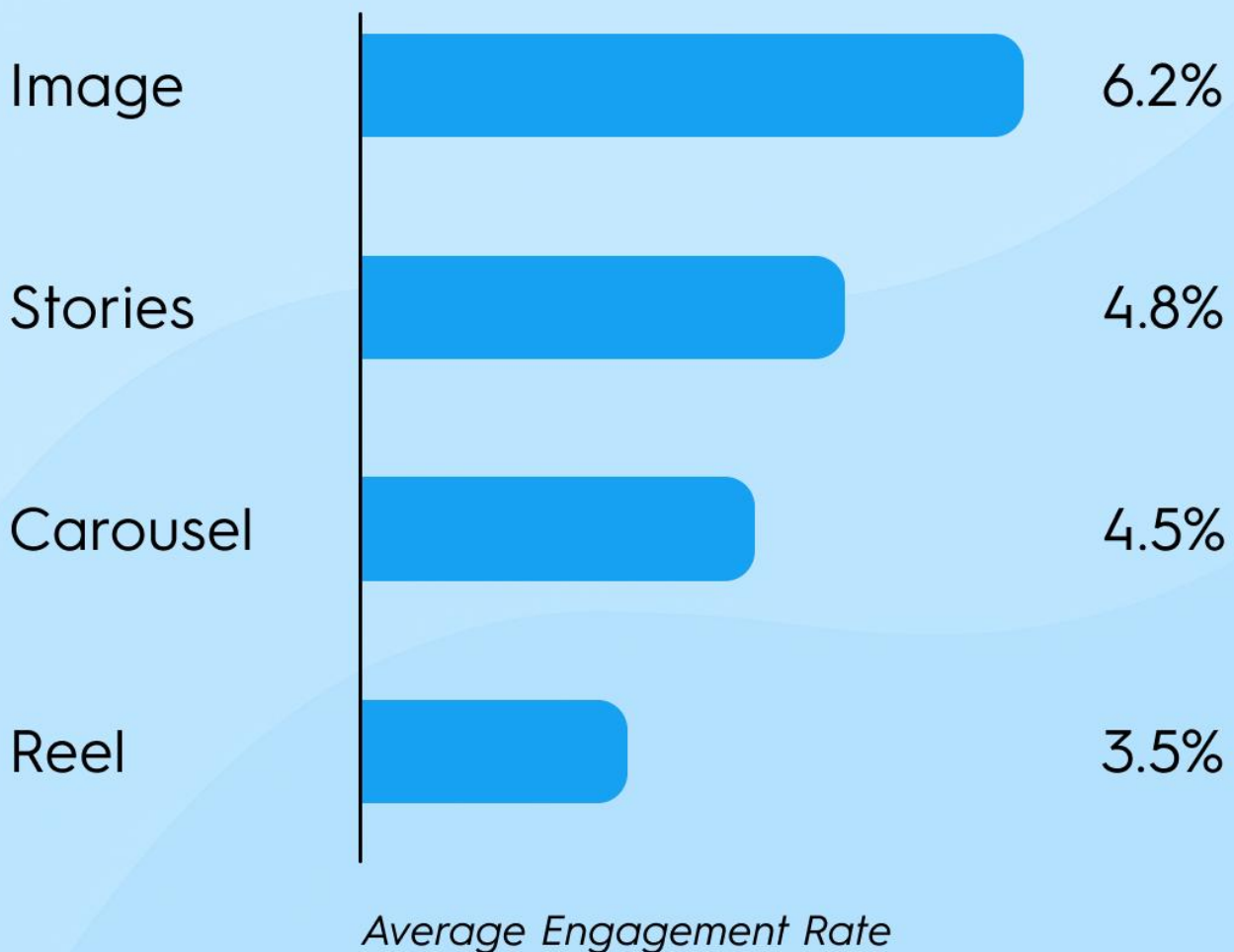
LinkedIn leads overall engagement across formats.

We crunched 5,000,000+ posts, and the message is clear: content format makes or breaks engagement in 2025. Brands that tailor content type to each platform are seeing the biggest payoffs.

We calculated the engagement rate as total interactions divided by reach, and for YouTube as total interactions divided by views.



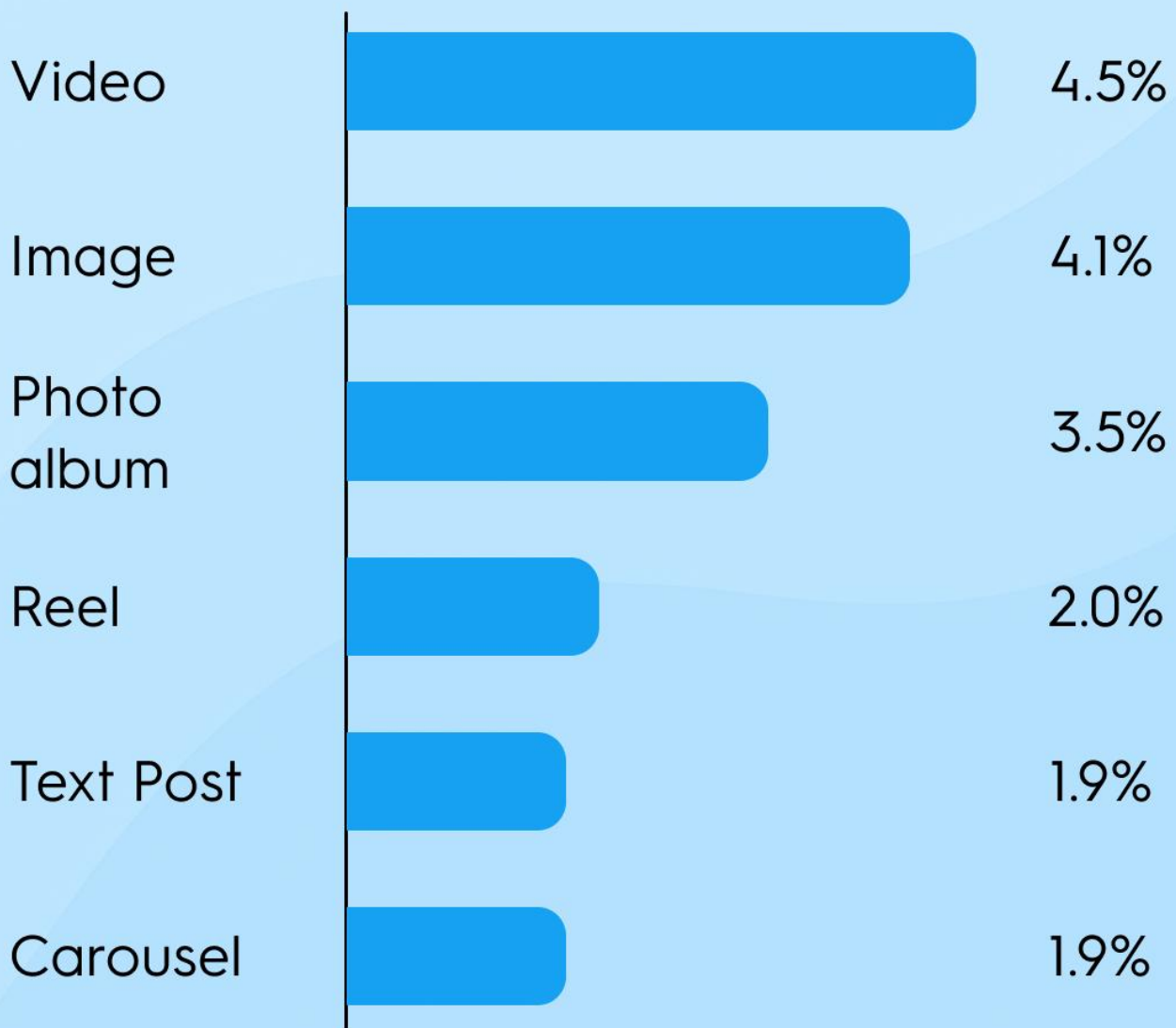
Instagram in 2025



Think static content is dead in 2025? The data proves otherwise. Don't just chase Reels, diversify your formats to reach more people.

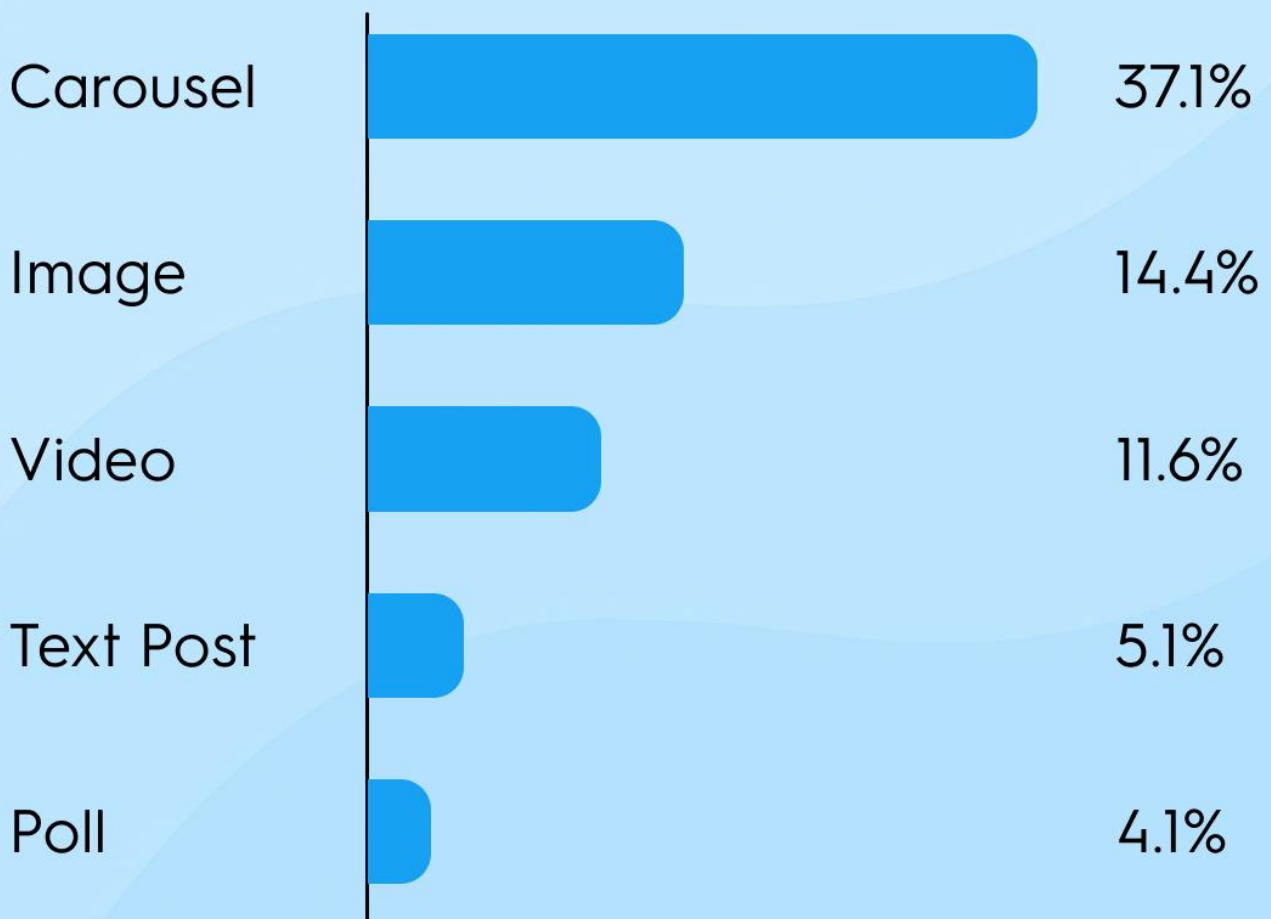


Facebook in 2025



Average Engagement Rate

LinkedIn in 2025



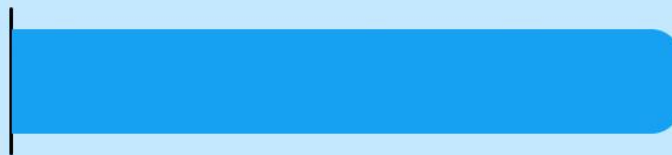
Average Engagement Rate



LinkedIn dominates engagement in 2025. If your brand isn't active, you're missing out. Carousels reach a 37% engagement rate, far ahead of every other platform. And yes, you can plan them in ZoomSphere.

TikTok in 2025

TikTok



4.1%

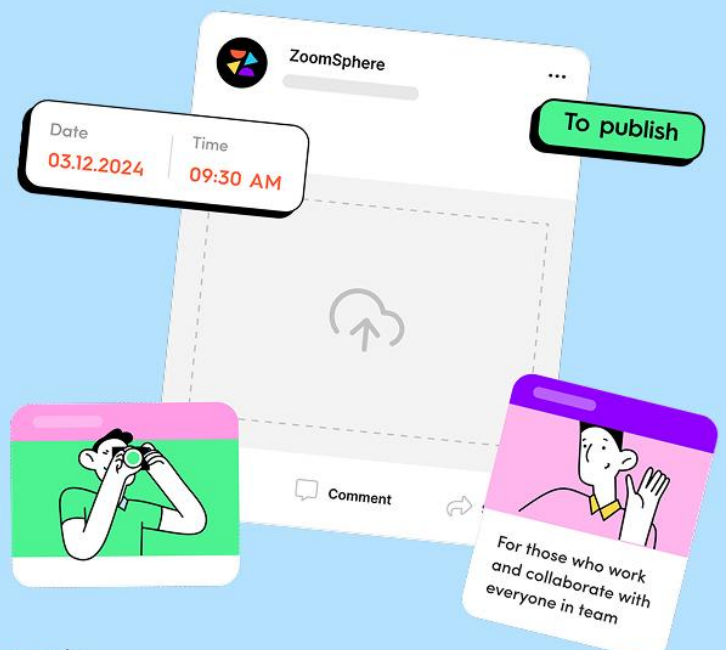
Average Engagement Rate

Simplify Your Social Media Workflow

ZoomSphere is the all-in-one social media management platform that helps teams create, approve, publish, and track content with ease.

-  17 Plan smarter
-  Smooth approvals
-  Publish everywhere
-  Measure what matters
-  Stay connected

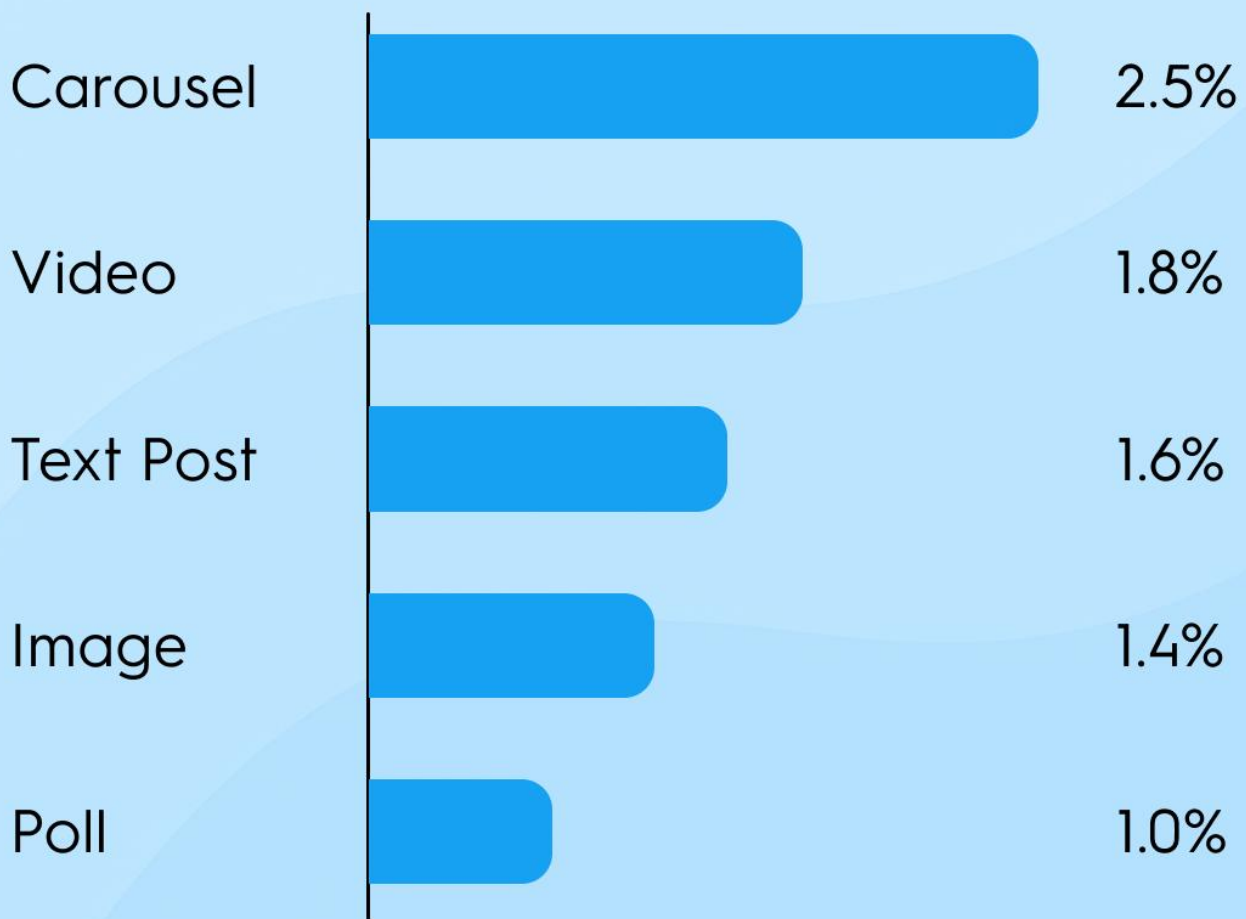
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X in 2025



Average Engagement Rate

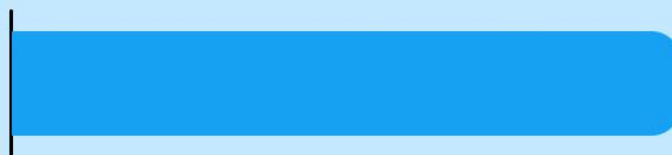


Despite all the buzz, X lags far behind in engagement. Don't rely on it for performance, use it for quick updates and focus most of your efforts on higher-performing platforms.



YouTube in 2025

Short



1.6%

Average Engagement Rate

Still waiting for those posts to be approved?

Not in ZoomSphere. With our Approval Flow, no posts are left behind. Send one or multiple posts in bulk to your client's **email**, our **built-in chat**, or simply **tag them in the comments**. Once the post status is switched to *Approved*, it's automatically scheduled.

Use code

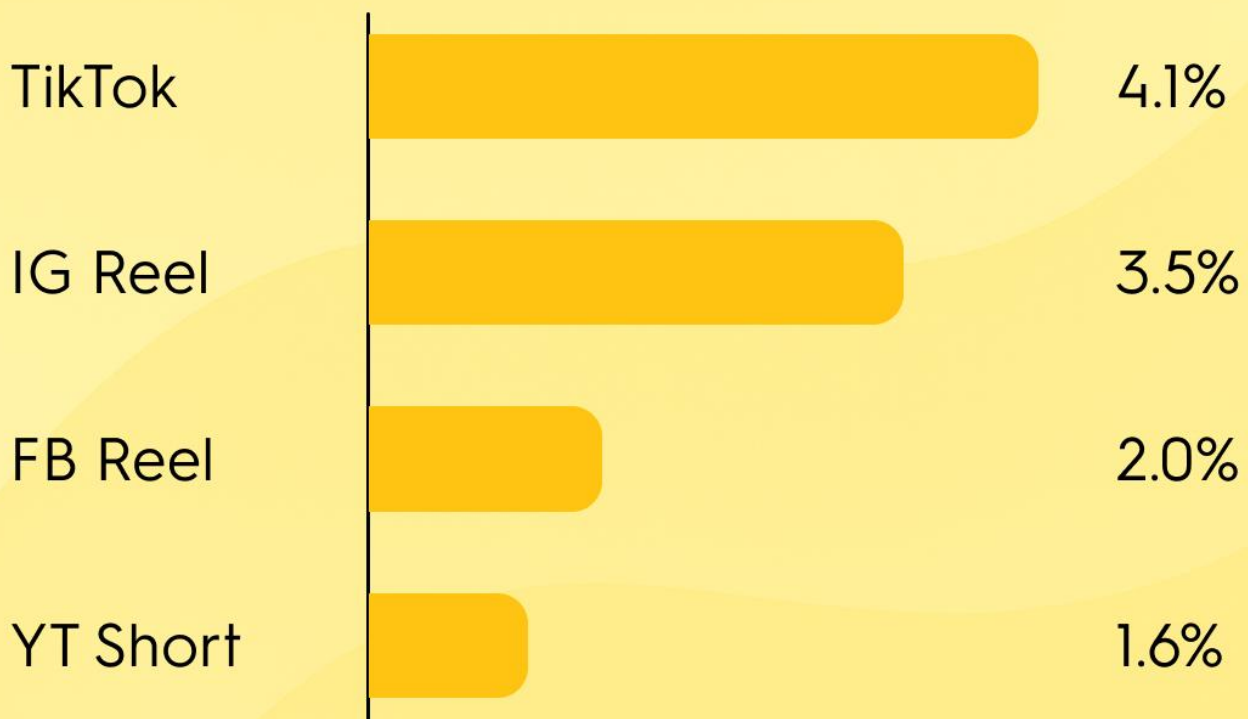
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Short Videos in 2025



Average Engagement Rate

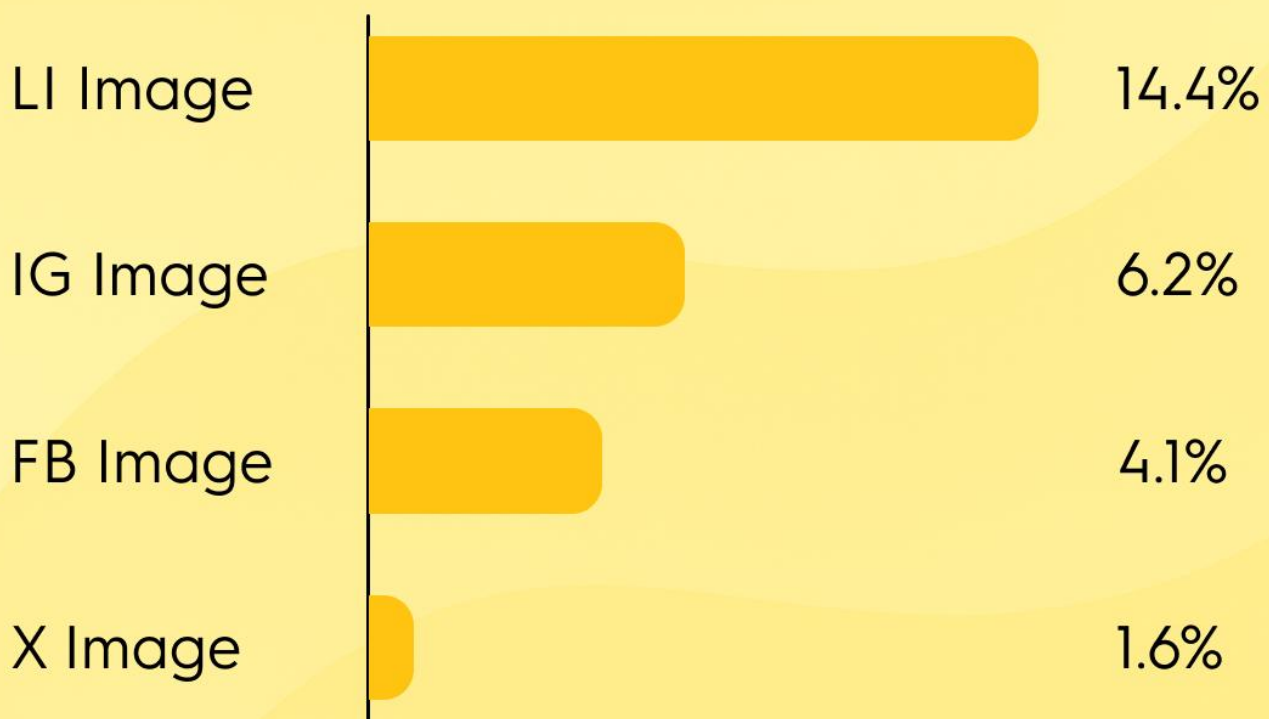


Kristin Thomas

Social Media Pro & Future-Focused Leader

Not all short-form video travels equally. TikTok thrives where culture moves fastest, but Reels and YouTube Shorts lag. Repurposing works best when you adapt to context, not just copy-paste formats.

Image Posts in 2025



Average Engagement Rate

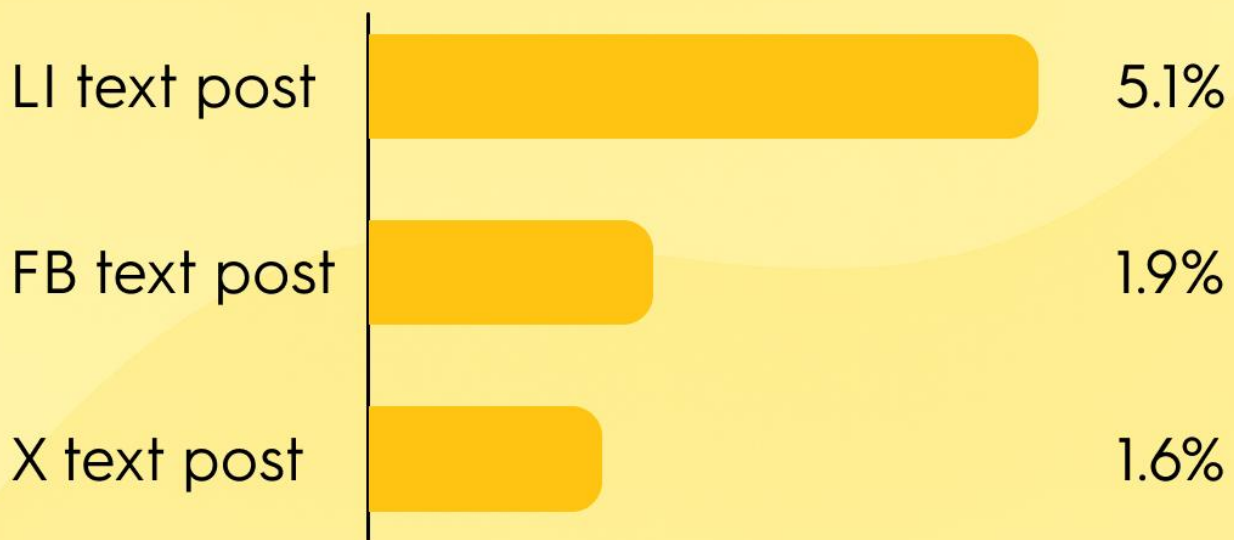


Khushi Thakkar

Head of Marketing @ The Basics Woman

I think static posts are clicking again because they feel more genuine. Reels often come across as polished productions but a static post feels like a direct thought shared with the audience.

Text Posts in 2025

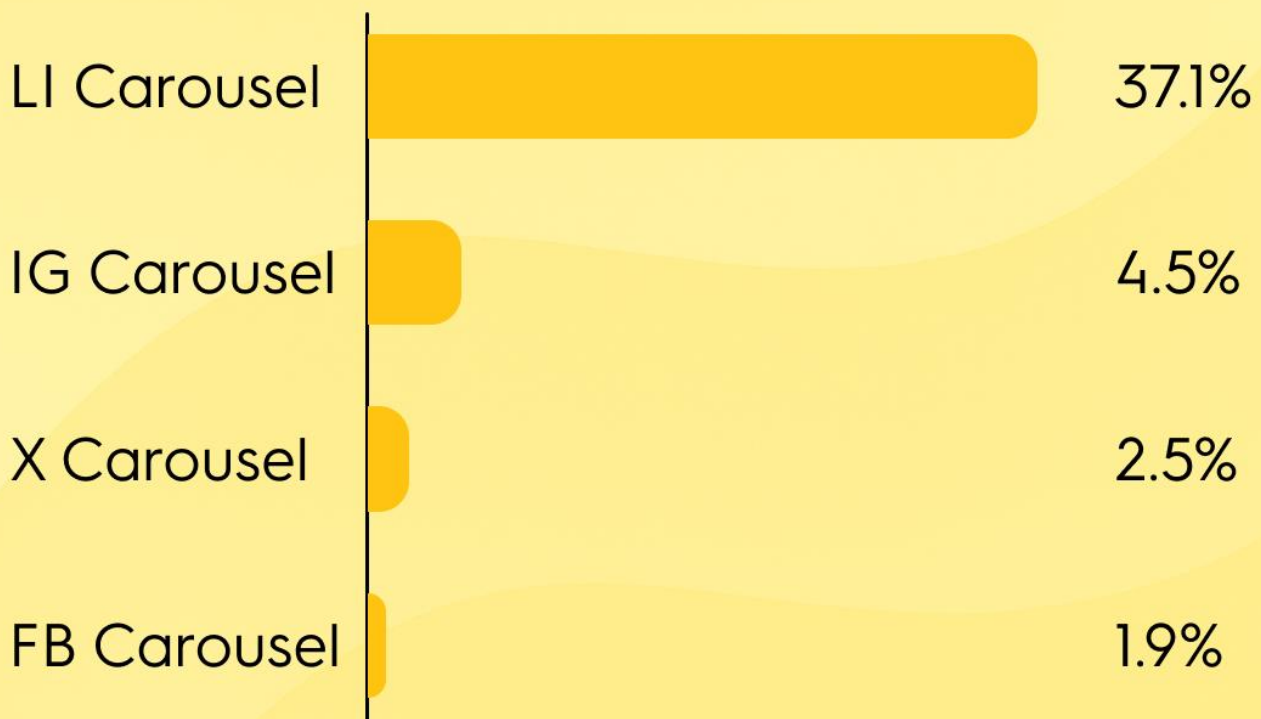


Average Engagement Rate



Text posts shine on LinkedIn with 5.1% engagement, far ahead of FB and X. Use them for thought leadership or storytelling, and remember the real boost comes from sparking an active comment section.

Carousels in 2025



Average Engagement Rate



Carousels dominate LinkedIn with a 37.1% engagement rate, because users come here to learn, not just scroll for fun. The swipe format keeps people engaged while delivering value step by step. For brands, this is the chance to turn insights, frameworks, and case studies into highly shareable, knowledge-packed content that performs better here than anywhere else.

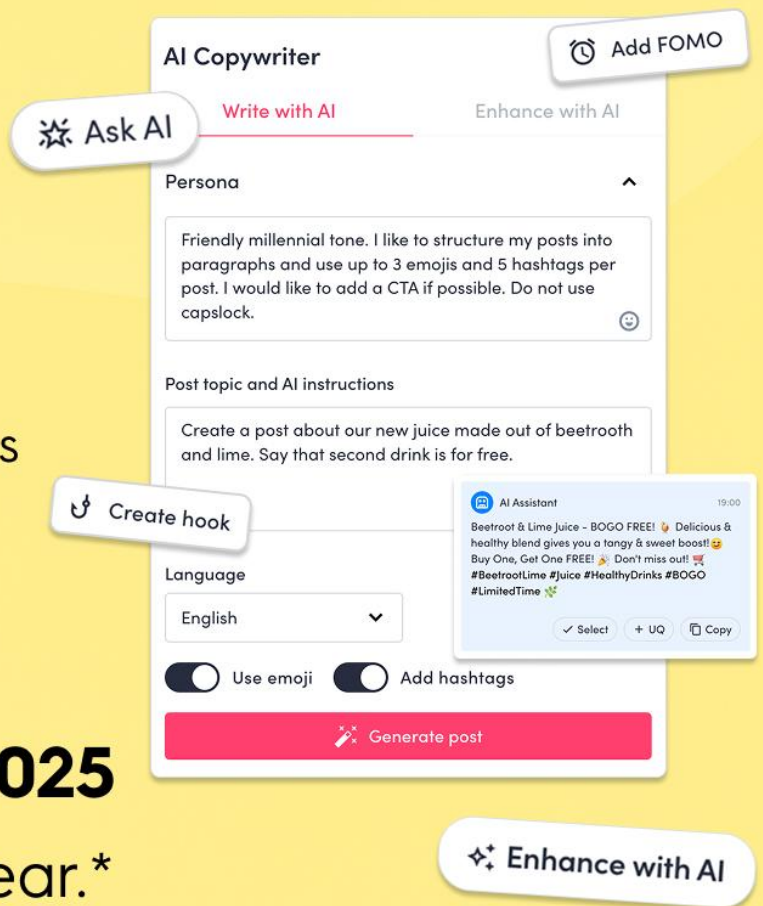
Write Captions in Seconds with AI Copywriter

ZoomSphere's AI Copywriter helps you create and enhance content right inside your Scheduler. No credits, no limits!

- ✍️ **Write** with AI
- ✨ **Enhance** with AI
- 🎯 Stay on brand with **predefined persona**
- 🌐 **Translate** in 75+ languages
- 💡 **Ask AI** for specific enhancements

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The screenshot shows the AI Copywriter interface with the following elements:

- AI Copywriter** header with an **Add FOMO** button.
- Two tabs: **Write with AI** (active) and **Enhance with AI**.
- Ask AI** button.
- Persona** section with a predefined tone: "Friendly millennial tone. I like to structure my posts into paragraphs and use up to 3 emojis and 5 hashtags per post. I would like to add a CTA if possible. Do not use capslock."
- Post topic and AI instructions** section with the text: "Create a post about our new juice made out of beetroot and lime. Say that second drink is for free."
- Create hook** button.
- Language** dropdown menu set to **English**.
- Toggles for **Use emoji** and **Add hashtags**.
- Generate post** button.
- AI Assistant** chat window showing the generated post: "Beetroot & Lime Juice - BOGO FREE! 🍹 Delicious & healthy blend gives you a tangy & sweet boost! 🍹 Buy One, Get One FREE! 🍹 Don't miss out! 🍹 #BeetrootLime #Juice #HealthyDrinks #BOGO #LimitedTime 🍹".
- Enhance with AI** button.

What Do the Experts Say About the Results?



**Jude Nnoruka, Social Media Manager,
LinkedIn & Instagram Optimization Expert**

We've reached a point where people are over-stimulated. Too many videos, too much motion, too many hooks trying to scream louder than the rest. A simple, well-designed static post feels like a breath of fresh air, it gives the brain a chance to pause, process, and actually absorb.



**Codi J., Social Media Strategist & Community
Manager**

I believe that static posts are making a comeback because people have short attention spans and it seems to be getting shorter every year and with static posts you can get your point across immediately versus with a video, audiences have to sit through it and watch and sometimes videos take too long to get to the point. Static content allows you to deliver your message instantly, and I think that's where good and effective content can shine and leave a lasting impact.

What Do the Experts Say About the Results?



Holly Cook, Marketing @ Harrison Clarke Limited

I think individuals want content that is authentic, easier to digest, and less overwhelming because the digital space is already so crowded, so they crave simpler content. Static photos are easier to digest and deliver value straight away, so it's no surprise they are on the rise.



Mirva Saarijärvi, Founder & CMimmiO

At the moment we can see that AI SEO increasingly treats LinkedIn carousels as a source of structured, bite-sized insights, often extracting key slides and text to feed AI Overviews and search results. Therefore well-optimized carousels boosting thought leadership visibility beyond LinkedIn for B2B brands, and individuals strengthening their personal branding by turning their expertise into searchable, AI-surfaced authority is becoming essential.

What Do the Experts Say About the Results?



Aleksandra Pytko-Włodarczyk, Marketing Core Lead @ Callstack

I'm not surprised carousels and documents top LinkedIn, as they line up with how we learn and how the feed works. They chunk complex ideas into bite-sized steps, create a natural "what's next?" pull slide by slide, and boost dwell time and saves; the exact behaviours LinkedIn rewards. For B2B and personal brands, treat them like mini-guides: a strong first-slide hook, 3-7 clear steps or an example in the middle, and a practical CTA or template at the end. Keep the design simple, one idea per slide, value first, and distribution will follow.



Kristin Thomas, Social Media Pro

The resurgence of static posts proves audiences are craving clarity in the scroll. Sometimes the simplest creative gets the deepest stop and engage. And more complex, static, data snacks can increase dwell time.

How to Win Engagement in 2025



Lean into formats that work

Lean into formats that work. Video still dominates on Instagram and Facebook, while carousels perform best on LinkedIn.



Static isn't dead

Images pull more engagement than Reels on Instagram, and they're solid on LinkedIn too.



Repurpose smartly

Share across platforms, but always tweak the format for where it's going.



Winning in 2025 isn't about one magic format. It's about adapting to each platform and experimenting with different content types to reach a wider audience.

Conclusion: The State of Social Media Engagement in 2025

LinkedIn is the winner

→ strongest engagement across almost every format.

Static posts aren't dead

→ images can outperform video if used smartly.

No one-size-fits-all

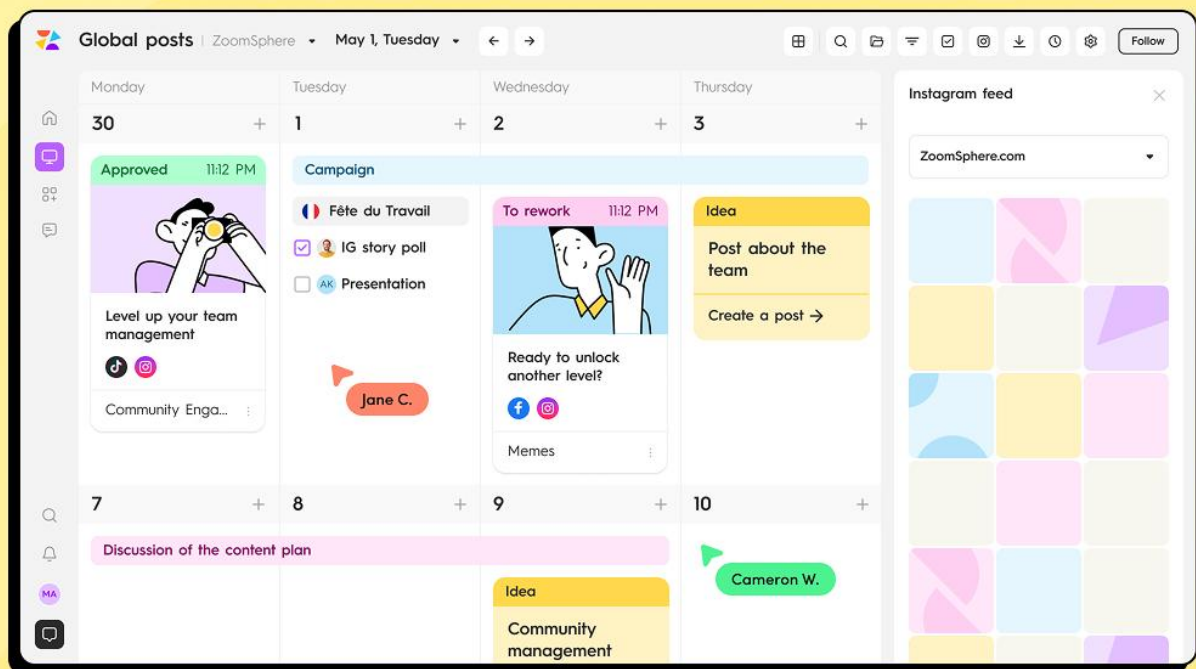
→ adapt formats per platform for the best results.

Videos Are Overhyped

→ while they're crucial on platforms like TikTok and YouTube, they're not always the best-performing format.

That's the State of Social Media Engagement in 2025.

Now it's your turn to put the data into action.



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