

Part 2

Beyond Likes: Social Engagement in 2025

Breaking Down Reactions, Comments,
Shares, and Saves Across Platforms

5,000,000+
Posts
Analyzed

Key Insights: How Audiences Engage Beyond Likes



Facebook still wins on conversation with strong comment numbers.



TikTok dominates reactions & shares, making it the best for reach & virality.



Instagram saves highlight long-term content value.



Short videos drive strong engagement, with Reels leading the way.

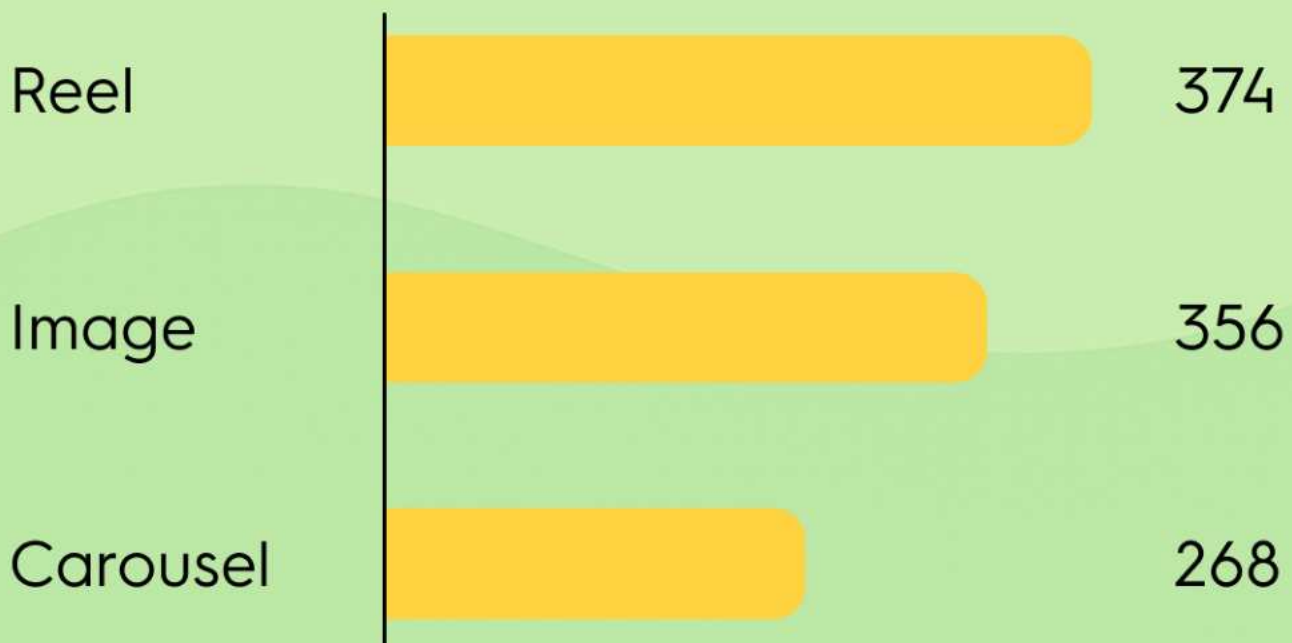
We crunched 5,000,000+ posts, and the message is clear: Facebook sparks conversations, Instagram drives saves, and TikTok rules shares.

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



Instagram Reactions

Where likes still count, but Reels lead the way



Average Reactions per Post



Reels earn the most reactions, with images close behind. Carousels sit noticeably lower, which suggests people engage more with quick, scroll-stopping formats than multi-slide posts.

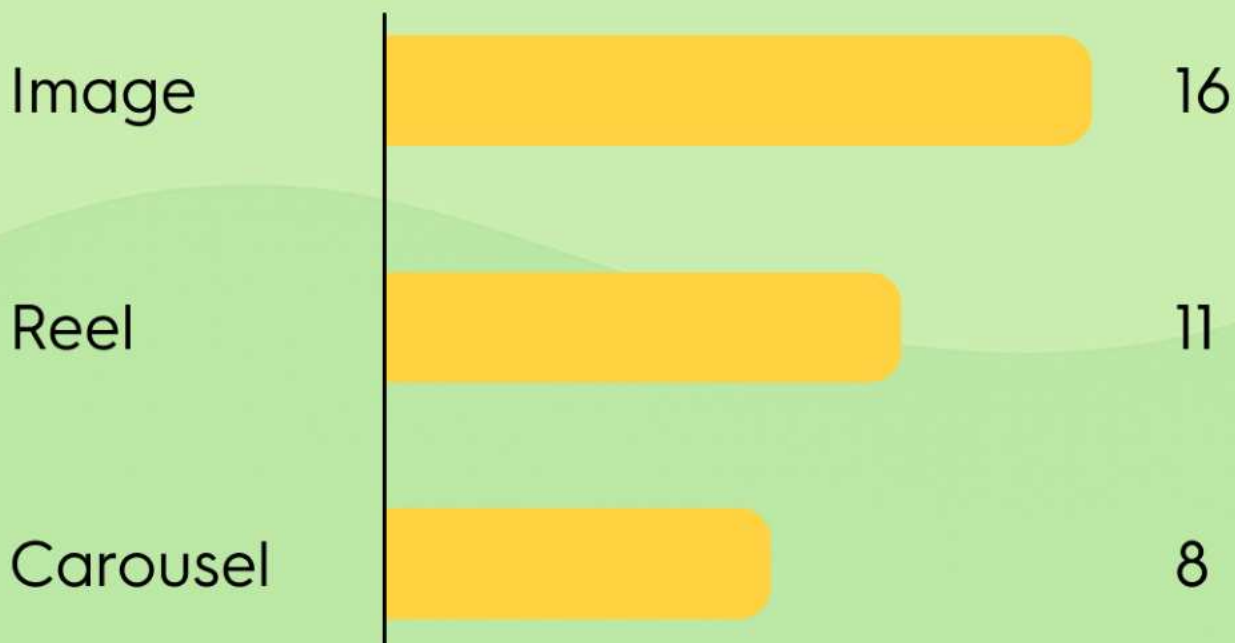


Reels should be the anchor of your Instagram strategy, but static images still deliver steady visibility and likes. Carousels work best for storytelling, not chasing quick engagement.



Instagram Comments

Conversations are rare but content still matters



Average Comments per Post



Comments are low across Instagram. Images lead with an average of 16, while Reels follow with 11. Carousels and longer videos generate very few comments.



Instagram isn't built for long conversations, but authentic and visually striking content can spark discussion. Treat comments as a measure of deeper connection, not your main goal.



Instagram Shares

Sharing is rare but powerful



Average Shares per Post



Nehali Pattani

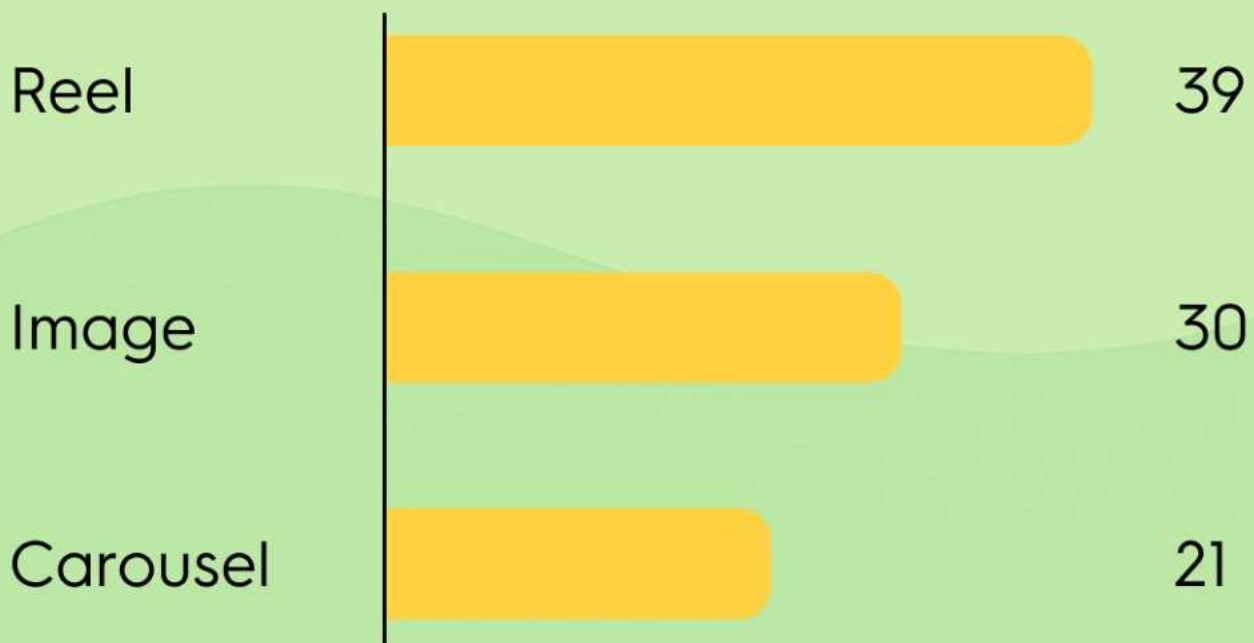
Human-first Marketer

In 2025, engagement isn't about chasing vanity metrics - it's about creating moments that feel human. Audiences don't just want to see content, they want to experience it, whether that's through storytelling, interactivity, or sensory-driven campaigns. They want to see the people behind their favourite brand. The brands that win are the ones who stop asking 'how do we get more likes?' and start asking 'how do we make people feel something worth sharing?'



Instagram Saves

The metric that signals lasting value



Average Saves per Post



Reels are saved the most, followed by images. This shows that when content is useful or informative, people want to come back to it.

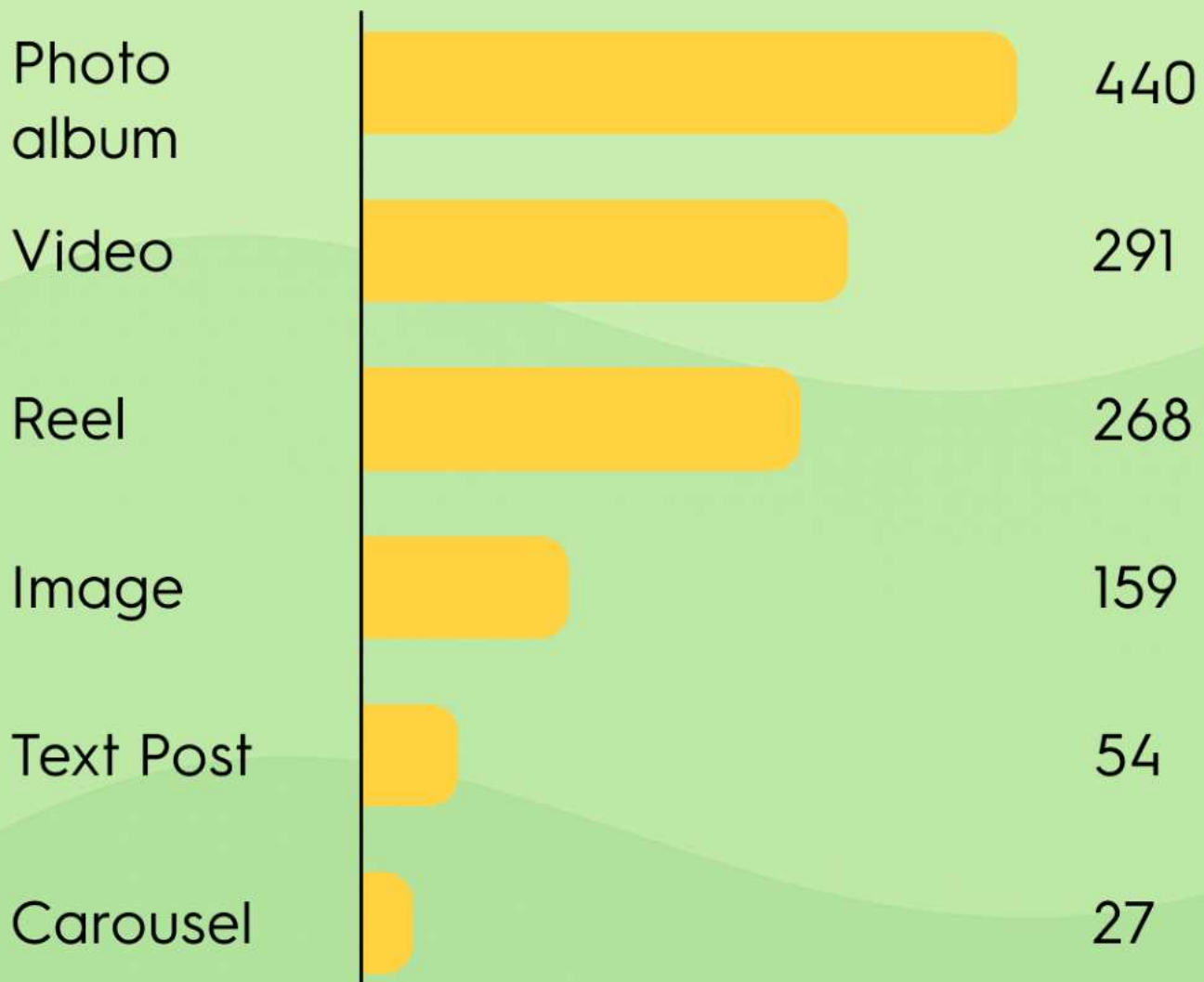


Saves are a clear signal that your content matters beyond the first scroll. Focus on posts that inspire or provide practical value, as these are the ones your audience wants to keep and revisit later.



Facebook Reactions

Reactions drive Facebook engagement



Average Reactions per Post



Photo albums dominate reactions, with videos and Reels close behind.

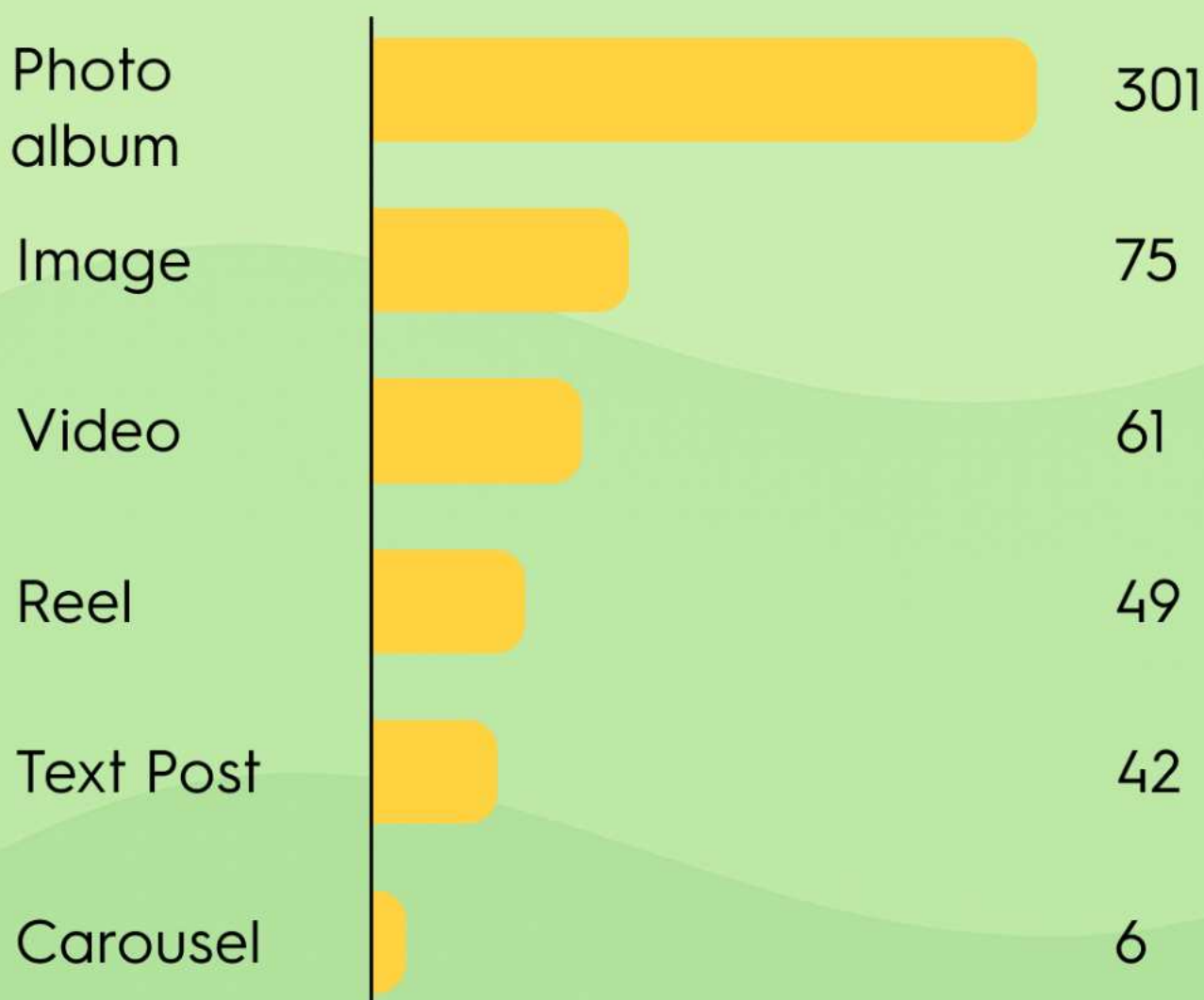


Focus on visual content. Albums, images and videos spark the strongest engagement.



Facebook Comments

Facebook is still about conversation



Average Comments per Post



Photo albums spark by far the most comments. Images and videos drive steady but smaller discussion.

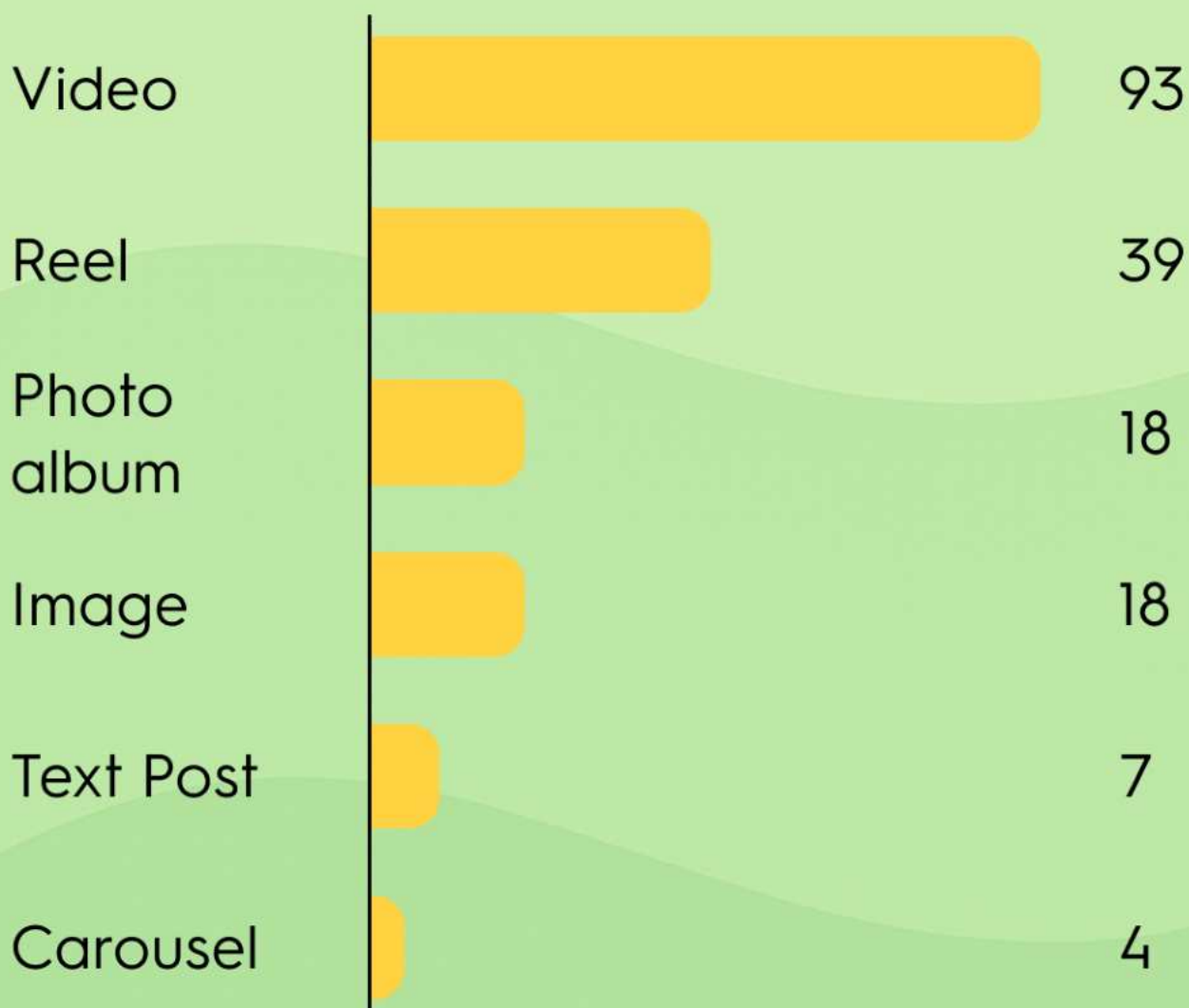


Use albums to boost community interaction. Strong visuals are key to sparking comments.



Facebook Shares

Sharing extends Facebook's reach



Average Shares per Post



Videos and Reels get the most shares, while other formats trail behind.

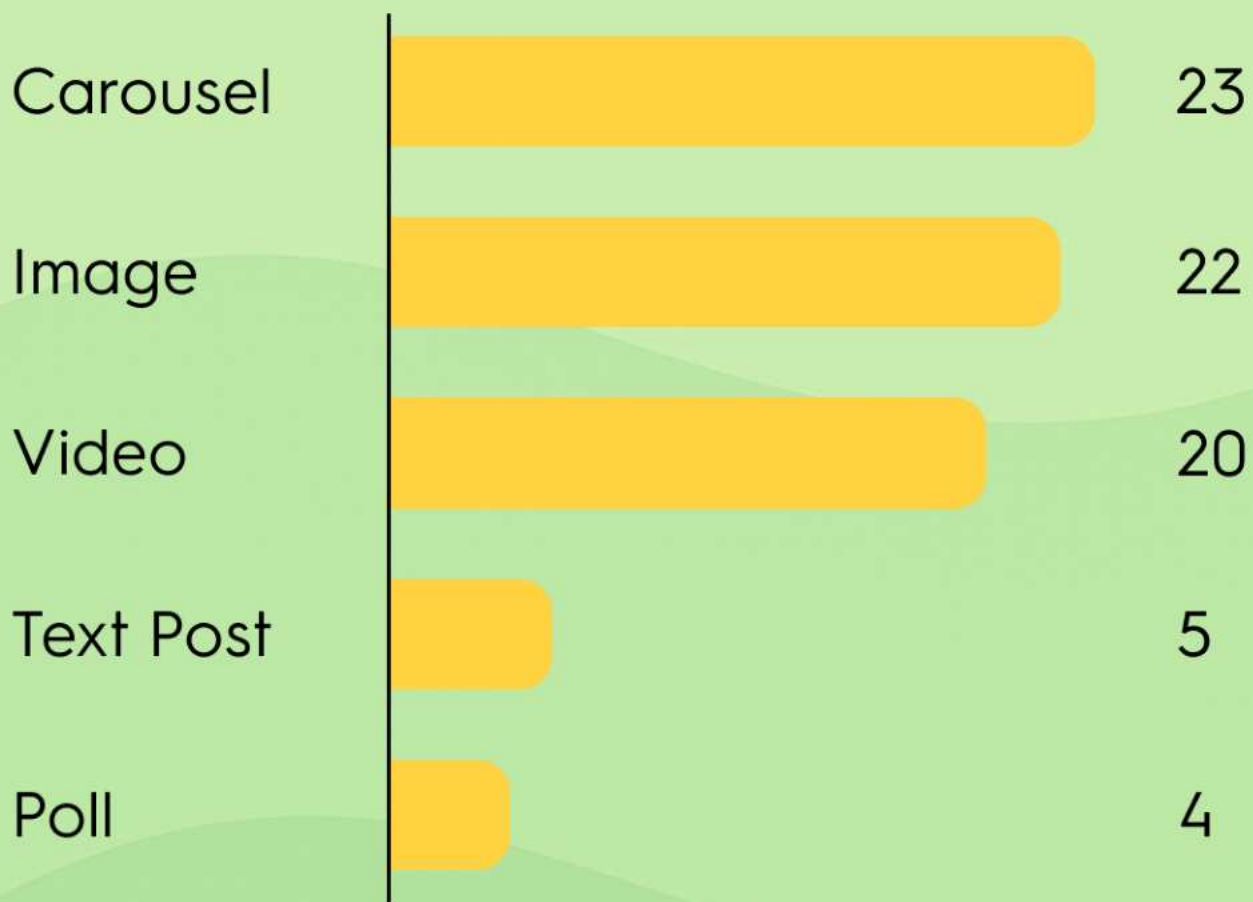


Prioritize strong visuals. Shareable content is key to expanding reach beyond your page.



LinkedIn Reactions

Reactions dominate LinkedIn engagement



Average Reactions per Post



Pratishtha Agrawal
Marketing Campaign Manager

LinkedIn engagement is moving away from the pursuit of virality and toward the cultivation of micro-communities. The most powerful interactions are emerging in smaller, value-rich spaces, places where professionals feel recognized and connected, not simply reached.





LinkedIn Comments

Conversations are rare on LinkedIn



Average Comments per Post



Comments on LinkedIn are low compared to reactions, but images generate the most discussion.

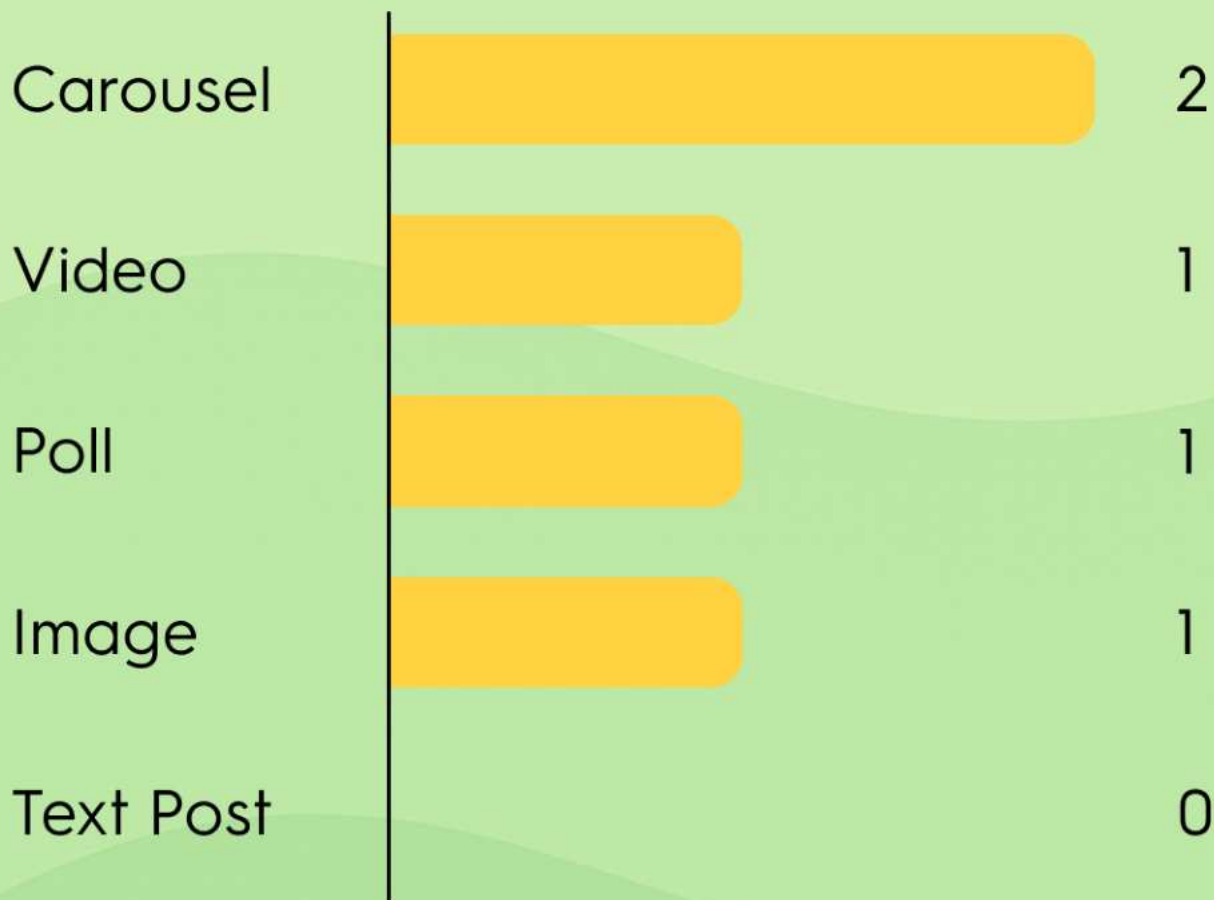


While comments aren't common, they can be a sign of strong resonance with your audience. Encourage discussion by posting thought-provoking takes or questions alongside your content.



LinkedIn Shares

Sharing is uncommon on LinkedIn



Average Shares per Post



Chloe Maguire

Brand & Social Media Lead @ Leapsome

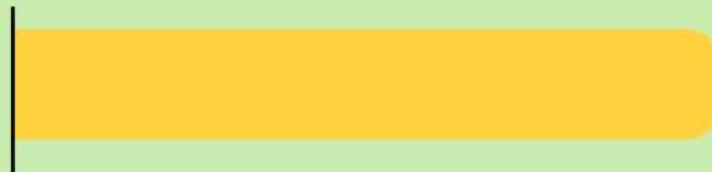
While the vanity metrics of likes are nice, the real magic is in saves which LinkedIn now let's us track. The reality is, most people will engage with your content in one way. Metrics like saves and reposts carry much more weight than a like. Use that to inform your content.



TikTok Reactions

Reactions power TikTok engagement

TikTok



691

Average Reactions per Post



Reactions are by far the dominant engagement on TikTok, averaging in the hundreds per post.



Strong, scroll-stopping videos are key to TikTok success. Prioritize creative, high-energy formats to capture attention and maximize reactions.

Still waiting for those posts to be approved?

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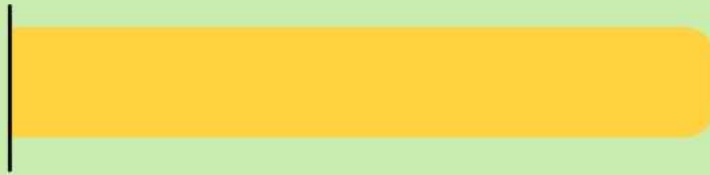
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TikTok Comments

TikTok comments fuel interaction

TikTok



13

Average Comments per Post



Comments on TikTok are lower than reactions but still higher than on most other platforms.



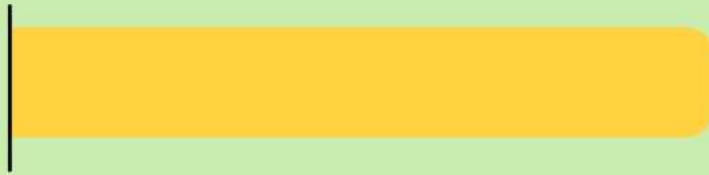
Comments signal active community interaction. Use storytelling, questions, or call-to-actions in videos to encourage replies and build stronger audience connections.



TikTok Shares

Shares drive TikTok virality

TikTok



51

Average Shares per Post



Shares are strong on TikTok, making it the most share-friendly platform in the dataset.



Shares expand reach far beyond followers. Focus on highly entertaining or relatable videos that people want to spread to their own networks.



Samanneeta Chakraborty

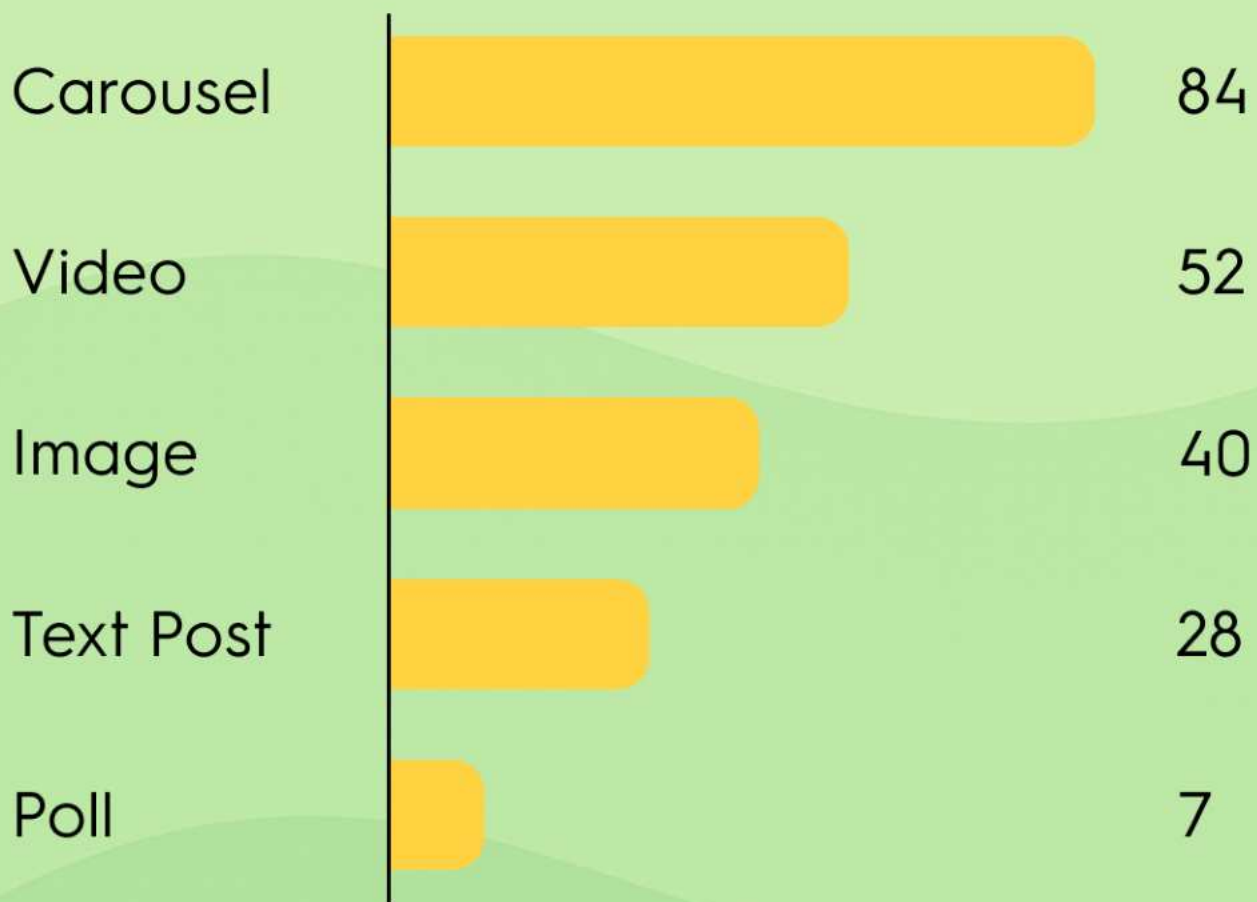
Founder and Chief Marketing Officer @ Kreative Bari

Think of each platform as its own space, not just another channel. Don't repost blindly. TikTok, for example, is about discovery, so lean into cultural moments and trends. But remember, a viral TikTok means nothing if you don't nurture it. Build a flow: TikTok grabs attention → Instagram adds depth → Facebook builds loyalty → LinkedIn secures authority.



X Reactions

Reactions on X are modest



Average Reactions per Post



Reactions on X are lower than on visual-first platforms. Carousels, videos and images perform slightly better than text-only posts, but the gap is small.



X is built for fast consumption. Use it to share quick takes and updates, but don't expect reactions at the same scale as Instagram or TikTok.



X Comments

Comments are rare on X



Average Comments per Post



Tweets generate very few comments across all formats. Videos and text posts see slightly more replies than other formats, but overall numbers are minimal.

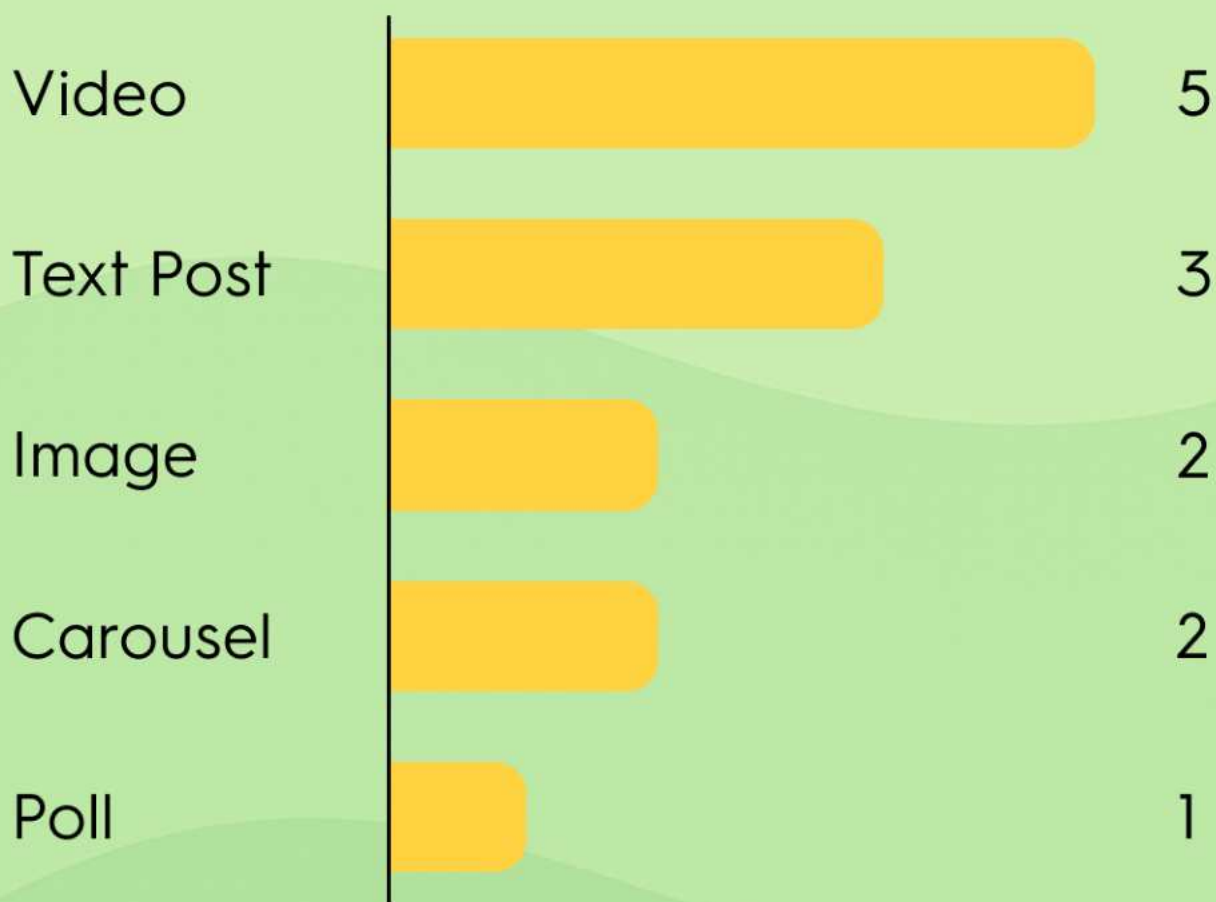


Don't rely on comments as a sign of success on X. Use them as a bonus indicator of strong resonance, but focus on reach and impressions instead.



X Shares

Retweets are X's strongest signal



Average Shares per Post



Videos and text posts lead slightly, but even images earn retweets when they're timely or catchy.



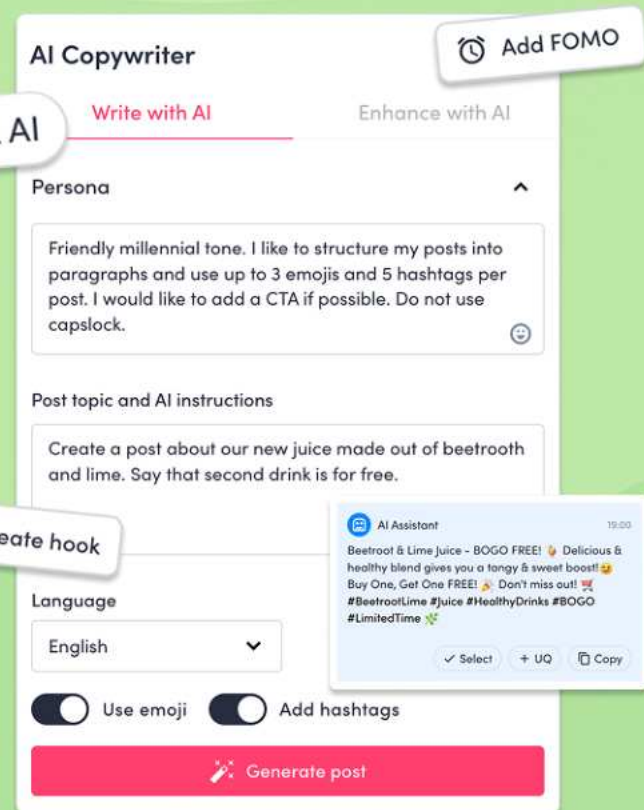
Retweets extend reach well beyond your followers. Craft content with a newsworthy, witty or relatable angle to maximize sharing.

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
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The screenshot shows the 'AI Copywriter' interface with a pink header. At the top right is a button 'Add FOMO'. Below the header are two tabs: 'Write with AI' (active) and 'Enhance with AI'. A 'Persona' section contains a text box with instructions: '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.' Below this is a 'Post topic and AI instructions' section with a text box: 'Create a post about our new juice made out of beetroot and lime. Say that second drink is for free.' To the left of the main interface is a 'Create hook' button. Below the instructions is a 'Language' dropdown menu set to 'English'. At the bottom are two toggle switches: 'Use emoji' (checked) and 'Add hashtags' (unchecked). A large pink button at the bottom says 'Generate post'. On the right side, there is a preview of 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 🍹'. Below the preview are buttons for 'Select', '+ UQ', and 'Copy'.

✨ Enhance with AI

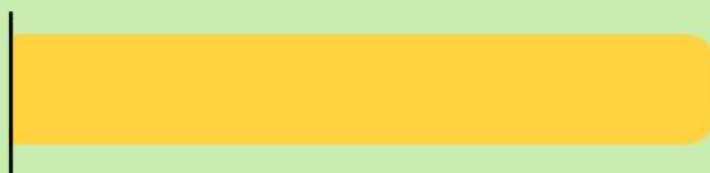
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YouTube Reactions

Shorts drive quick wins on YouTube

Short



209

Average Reactions per Post



YouTube Shorts pull strong reaction numbers, proving this platform isn't something marketers should leave behind.



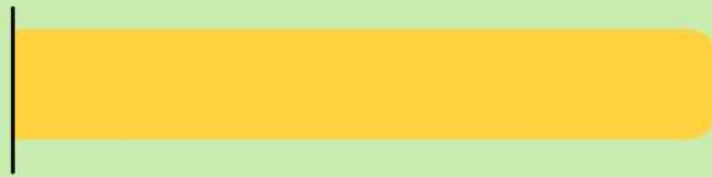
Focus on Shorts to boost visibility and quick interactions, they're the most reliable way to generate engagement on YouTube today.



YouTube Comments

Comments show deeper interaction

Short



4

Average Comments per Post



YouTube Shorts generate fewer comments compared to reactions, but they still outperform a few other platforms when it comes to sparking discussion.



Comments are a sign your Shorts resonate strongly. Use questions, hooks and storytelling to invite replies and boost interaction beyond quick likes.



Samanneeta Chakraborty

Founder and Chief Marketing Officer @ Kreative Bari

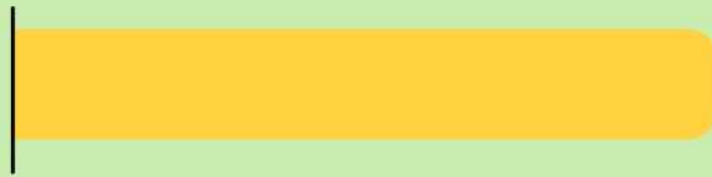
Measure what really matters. A save or a comment is worth more than a like. Prioritize metrics tied to retention and participation. This isn't about posting more. It's about posting smarter. The brands thriving today are building ecosystems, not broadcasts. They understand that going viral might get you attention, but it's the saves, the conversations, and the trust that turn attention into actual relationships.



YouTube Shares

Shares boost Shorts beyond subscribers

Short



11

Average Shares per Post



YouTube Shorts earn a solid number of shares compared to other platforms, showing their strong viral potential.



Shares expand Shorts to audiences outside your channel. Focus on entertaining, relatable or surprising content to maximize spread.

How marketers can turn insights into impact



Use albums and strong visuals to spark reactions and comments.



Focus on short-form video that's entertaining, relatable or surprising.



Post inspirational or practical content people want to save.



Share documents and visuals to build credibility.



Post timely, witty updates optimized for retweets.



Quick, snackable content wins attention and spreads fast.

What Do the Experts Say About the Results?



Lauren Freund, Social Media & Influencers @ Canva

Engagement no longer looks the same across platforms—and it shouldn't. Reels might drive saves on Instagram, comments rule on Facebook, and shares are everything on TikTok. That's why I always come back to 'Why share, why care?' The best strategies don't make one post do everything. They optimize for the behaviors that matter most: comment-worthy on one channel, saveable on another, shareable on a third. It's not about doing more. It's about showing up smarter.



Shweta Rashmi, Marketing Content Manager & Social Media Expert

By 2025, engagement isn't universal: each platform has its own signals. Facebook is for discussion; Instagram marks stories with a save signal; TikTok thrives on shares; YouTube Shorts spark instant reactions. The opportunity isn't likes but building around each platform's behavior: sparks where attention matters, posts that save time, and snappy, shareable snippets for short form needs.

What Do the Experts Say About the Results?



Niharika Kunder, Sales And Marketing Associate & Founder of SheMarketer

I believe brands need to stop chasing likes and start focusing on the metrics that actually drive growth conversations, saves, and shares. Short-form video will keep leading the pack, but the real win is creating content people want to talk about, pass along, and come back to later.



Shivangi Rai, LinkedIn Content & Brand Strategist

I believe 2025 isn't the year of chasing likes, it's the year of sparking conversations. People don't want polished perfection, they want stories that feel real, human, and worth sharing. That's why storytelling and authenticity win, whether it's a behind-the-scenes moment on Instagram, a thought starter on LinkedIn, or a quick discovery on TikTok. The brands that treat social media like a two-way conversation (not a megaphone) are the ones building real communities, not just counting followers. Because in the end, #BeyondLikesMeansBeyondPerfect!

What Do the Experts Say About the Results?



Natalia Dziewiz, Social Media & Content Marketing

Social engagement today isn't all about likes. It's more about sparking meaningful interactions that build trust, loyalty, and long-term community value. The content that cuts through in 2025 is authentic, conversational, and resonates with the audience.



Shayla Crowder, B2B Marketing Manager @ New Engen

Creators learn quickly that you can hack reach, but you can't fake relevance. Engagement looks different on every platform — saves, shares, comments — and those signals matter. The key is not treating them as pressure points, but as insights into what your audience is telling you. Reading them takes internet literacy and real involvement in the culture. In 2025, the brands and creators who win will see social not as a scoreboard, but as a community they're building with every post.

What Do the Experts Say About the Results?



Melissa Keen, Content Marketing Expert

Marketers have spent years obsessing over algorithms, but in 2025 the real shift is back to something very human. People buy people, not logos and taglines. If your content doesn't feel like it could come from an actual human being (with a personality, flaws and all), it just won't have impact. Engagement now is about creating connections, not just collecting clicks.



Hafsa Tasneem, Social Media & Content Strategy

Stop creating for the algorithm, start creating for your audience. In 2025, engagement has shifted. On Instagram, it's storytelling formats—carousels, reels, UGC that feel raw and authentic. On LinkedIn, it's thought leadership that sparks dialogue instead of chasing visibility. The brands winning now aren't the loudest; they're the most human. They're building ecosystems that serve both quick discovery and long-term loyalty. If your content doesn't invite participation, you're just adding to the noise.

Conclusion: Engagement looks different on every platform



Facebook still drives conversations, especially with photo albums.



TikTok leads in reactions and shares, making it the top platform for viral reach.



Instagram shines in saves, showing long-term content value.



LinkedIn engagement is light, with reactions carrying most of the weight.



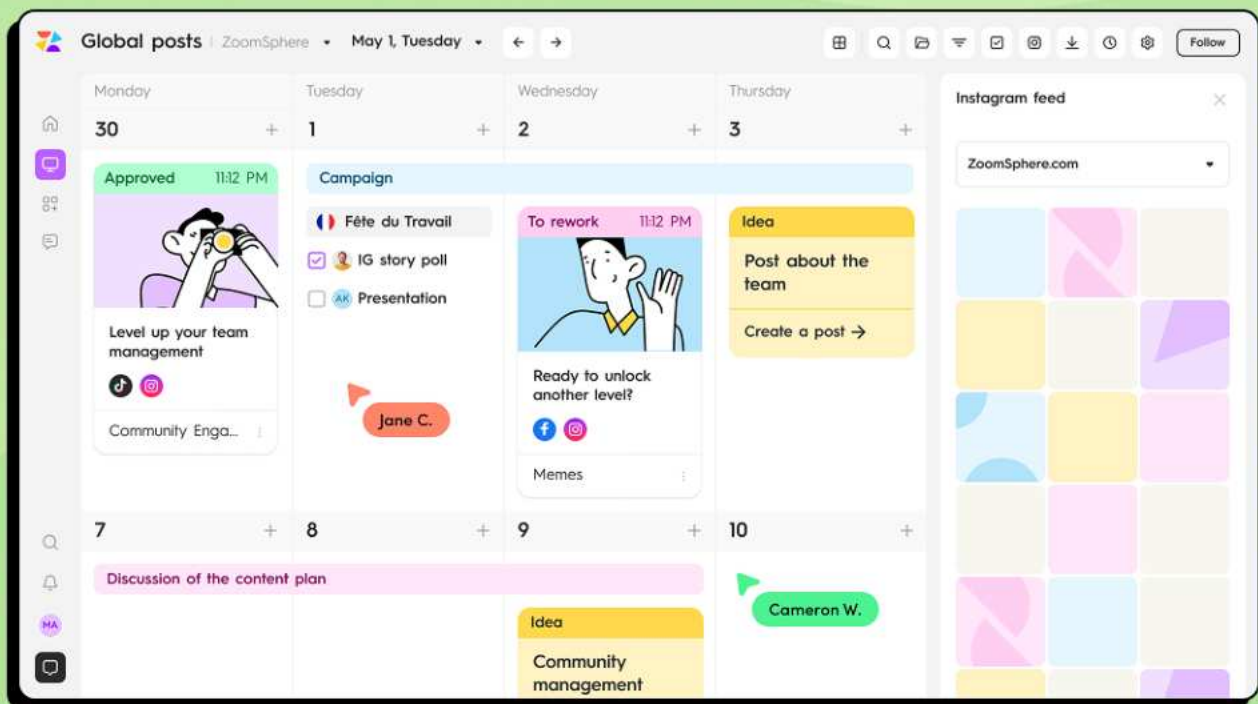
X relies on retweets to amplify reach, as comments and likes stay low.



YouTube Shorts deliver quick reactions and strong share potential.

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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