

2026 Study

SOCIAL MEDIA

39 million posts analyzed

metricool

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New features, platforms, algorithm rumors, and 48-hour “hacks” show up every day. But beneath all the noise, one thing remains: *the data*.

This report dives into real activity from the accounts connected to Metricool. It reveals what brands, creators, and businesses actually did on social media this past year, so you can make smarter decisions in 2026.



We are *Metricool*

Over four million professionals use our tool to manage, schedule, and analyze their social media. And one thing we've learned is that gut feeling is great, but data is better.

Want to join them?

[Create your account](#)

This year, we went further than ever.

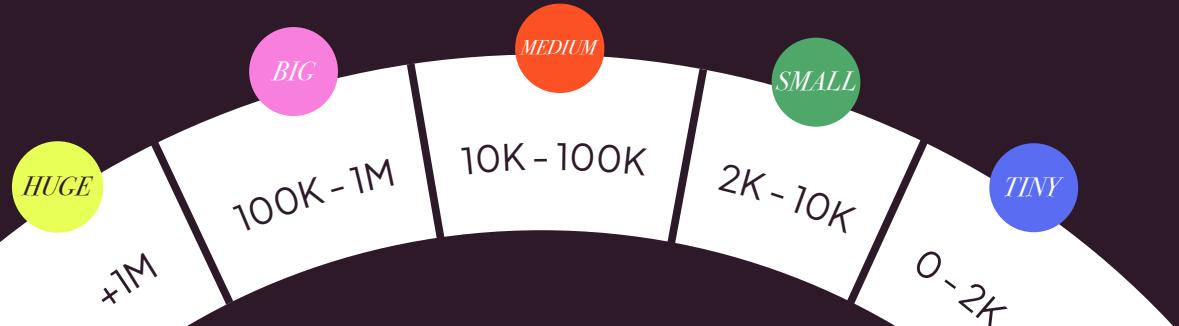
39,762,999 posts

from 1,059,949 accounts connected to Metricool.

This includes content planned in our tool and posts published directly on each platform. It's the most extensive analysis we have done on what is actually happening across social networks.

| | 𝕏 | 𝕏 | 𝕏 | 𝕏 | 𝕏 | 𝕏 | 𝕏 | 𝕏 | 𝕏 | 𝕏 |
|----------|---------|---------|-----------|-----------|------------|-----------|------------|---------|---------|--------|
| Posts | 171,193 | 848,697 | 1,123,528 | 1,045,904 | 15,095,587 | 7,327,083 | 12,916,732 | 446,977 | 771,413 | 15,885 |
| Accounts | 7,287 | 30,665 | 15,116 | 73,106 | 358,457 | 82,074 | 409,723 | 10,772 | 64,409 | 8,340 |

To add context, we segmented accounts by follower count.
When you see "Tiny," "Small," or another label, it refers to these groups:



A snapshot of 2025



LinkedIn

-23%
Impressions

Views per video on
TikTok

-17%

X/Twitter

-28%
Link Clicks

+51%
Reach on
Facebook

Impressions
per post on
Threads

1,536.09

What matters, *at a glance*

We focused on three metrics: impressions, interactions, and growth. Together, they show which platforms give more visibility, spark more engagement, and offer stronger room to grow. Because it's not just about being everywhere... but being where there's the most potential.

| Impressions ↓ | |
|---------------|---|
| 1 |  28,482.90 |
| 2 |  18,395.09 |
| 3 |  9,376.98 |
| |  2,711.39 |
| |  1,536.09 |
| |  812.00 |
| |  687.21 |
| |  374.00 |

Average number of views per post

| Interactions ↓ | |
|----------------|--|
| |  944.90 |
| |  445.88 |
| |  180.39 |
| |  42.71 |
| |  24.81 |
| |  24.59 |
| |  16.38 |
| |  16.09 |
| |  14.16 |

Average interactions per post (likes, comments, shares, etc.).

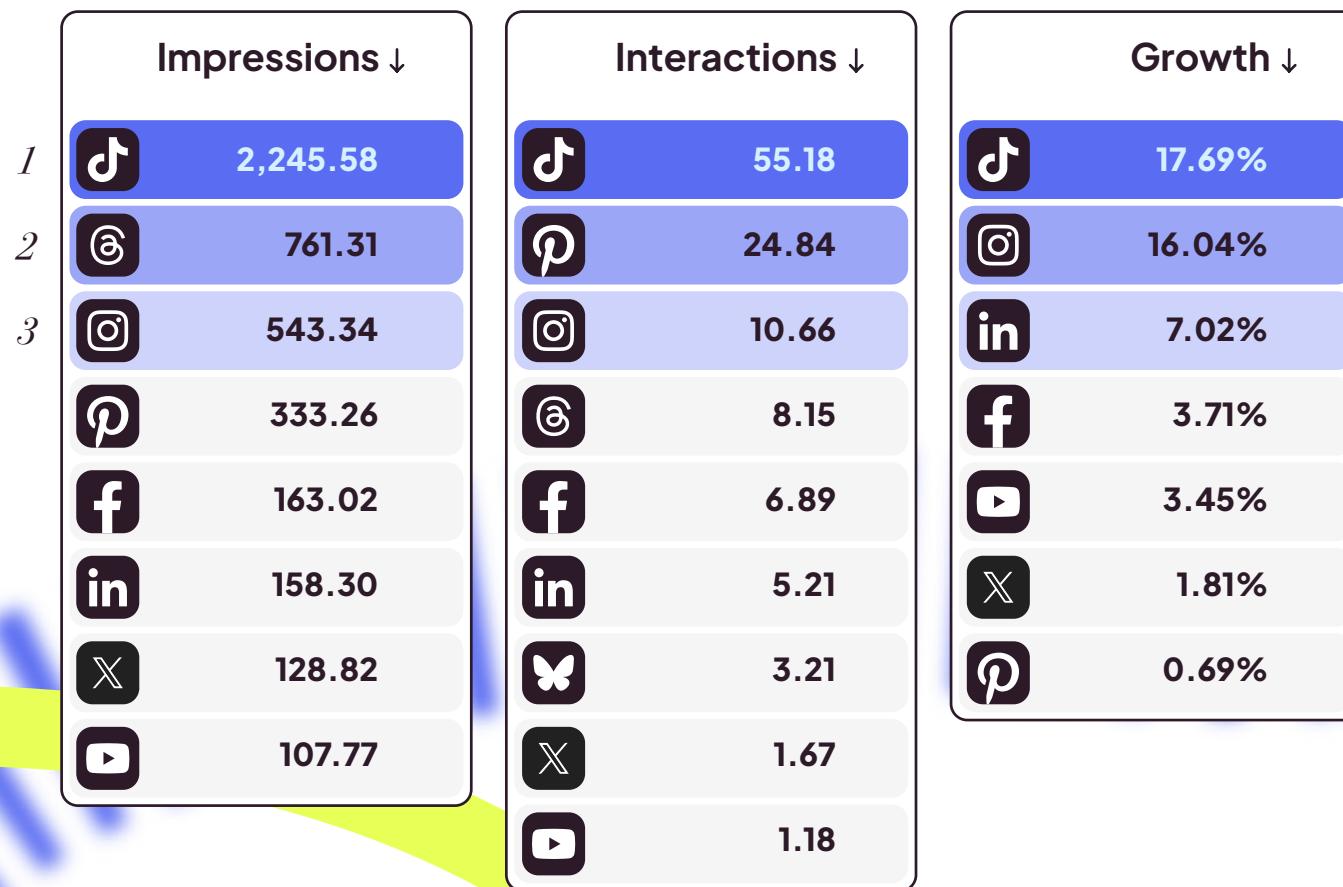
| Growth ↓ | |
|----------|---|
| |  17.33% |
| |  8.87% |
| |  6.92% |
| |  4.36% |
| |  3.86% |
| |  1.48% |
| |  0.71% |

Percentage of accounts that gained enough followers to move up a category (e.g., from Small to Medium).

TIKTOK LEADS THE WAY IN REACH *(28,483 impressions/post)*, INTERACTIONS *(944 interactions/post)* & GROWTH POTENTIAL *(17% of accounts grew)* IN 2026

Tiny Accounts in 2025

(0 - 2K followers)



Small accounts in 2025

(2K - 10K followers)

Impressions ↓

| | |
|---|---|
| 1 |  11,123.44 |
| 2 |  3,169.51 |
| 3 |  1,405.50 |
| |  973.79 |
| |  699.76 |
| |  494.81 |
| |  445.74 |
| |  203.85 |

Interactions ↓

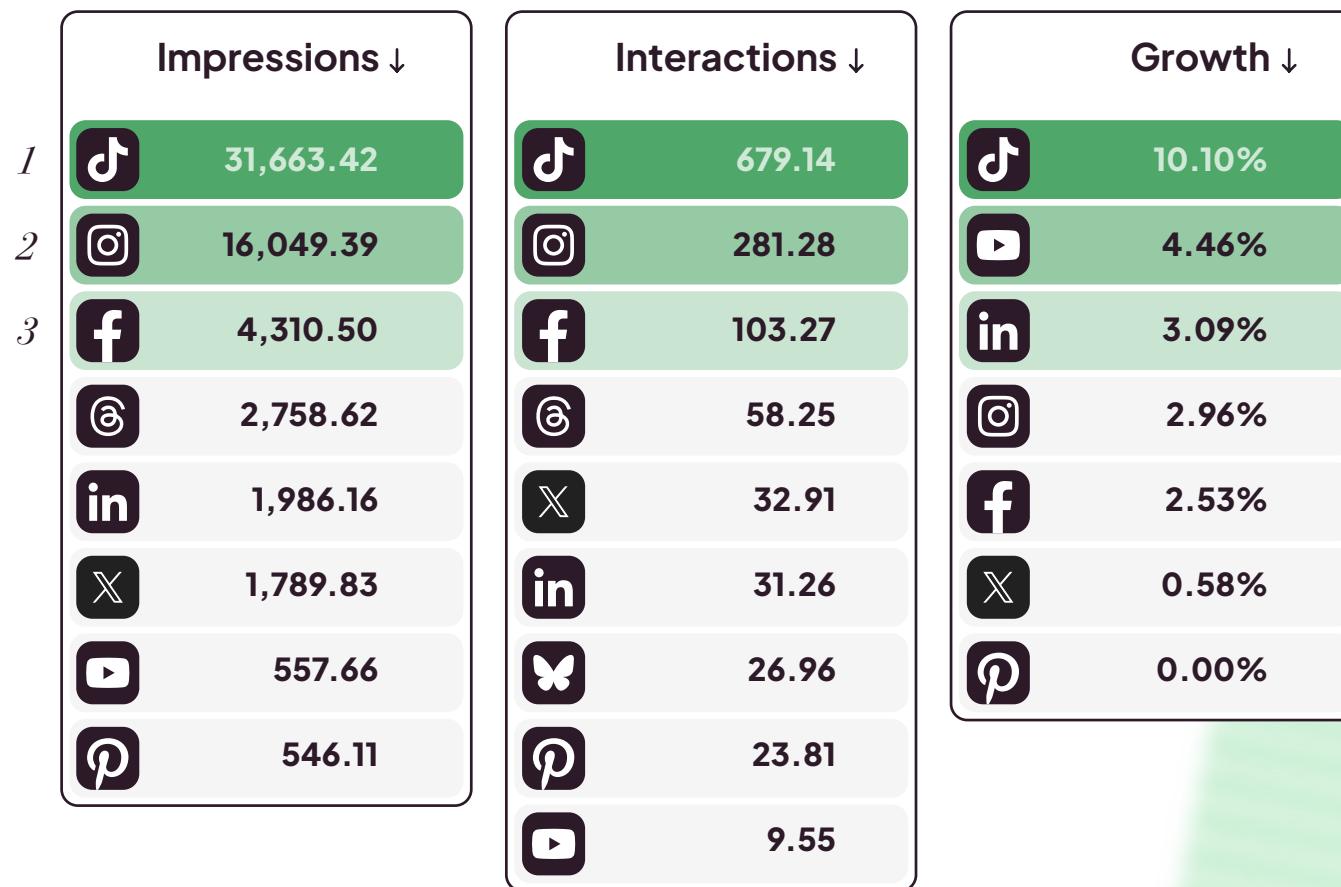
| |
|--|
|  238.40 |
|  49.19 |
|  27.43 |
|  26.93 |
|  25.22 |
|  16.34 |
|  10.32 |
|  8.04 |
|  3.30 |

Growth ↓

| |
|---|
|  29.16% |
|  11.39% |
|  10.18% |
|  8.37% |
|  5.51% |
|  1.60% |
|  1.46% |

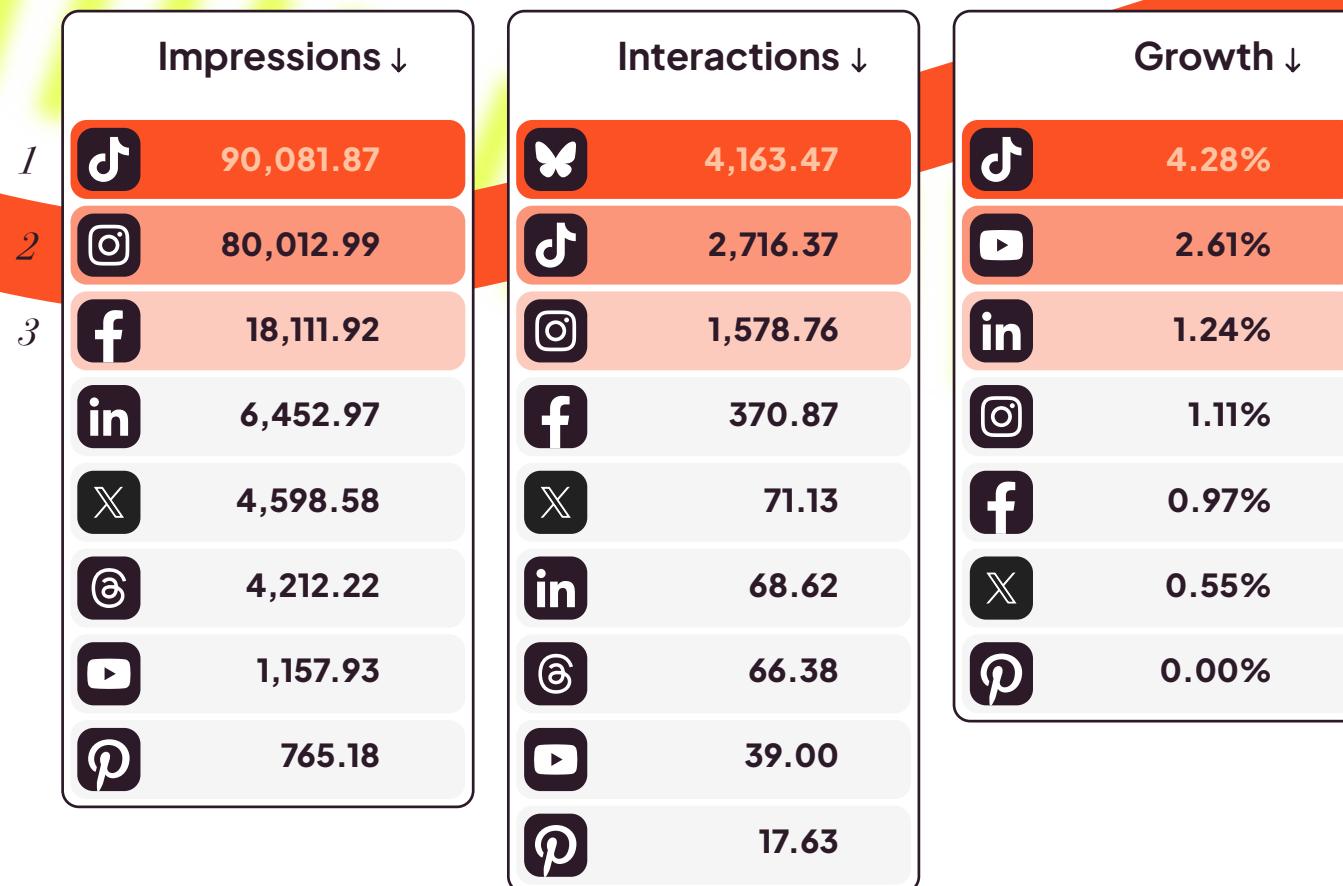
Medium accounts in 2025

(10K - 100K followers)



Big accounts in 2025

(100K - 1M followers)



“The real shift in 2026 will be the widening gap between creators who use AI well and those who use it badly. AI can be an incredible amplifier if you have taste, ideas, and a point of view. But it can also flood feeds with low-effort content, automated comments, and empty personal branding.

The winners will not be the people who automate the most. The winners will be the ones who combine AI with original thinking, personal insight, and a real human voice. AI will help you go faster, but it will not substitute having something worth saying.”

Tomas Loucky

Produced By, with Tommen



@tomasloucky
25K followers

The ideal social media funnel

Because social media isn't just about posting for the sake of it, it's about taking advantage of what each format and platform does best. That way, every piece of content you share truly works in favor of your brand.

TOP OF THE FUNNEL

To capture attention

**IMAGE**10,884
Impressions**POSTS**9,376
Impressions**REELS**15,492
Views**CAROUSEL**30,809
Impressions**REELS**11,932
Views**VIDEO**32,008
Views

MIDDLE OF THE FUNNEL

To build connections

**POSTS**180
Interactions**IMAGE**234
Interactions**VIDEO**1,078
Interactions**REELS**339
Interactions**REELS**624
Interactions**CAROUSEL**794
Interactions

Same content, more impact, *less effort*

The data is loud and clear: video is the key to getting discovered, building real connections, and growing your audience. And when the signals are this strong, it's time to act on them.

Right now, the opportunity is bigger than ever. That same piece of content could reach tens of thousands more people just by showing up on a platform you haven't tapped into yet.

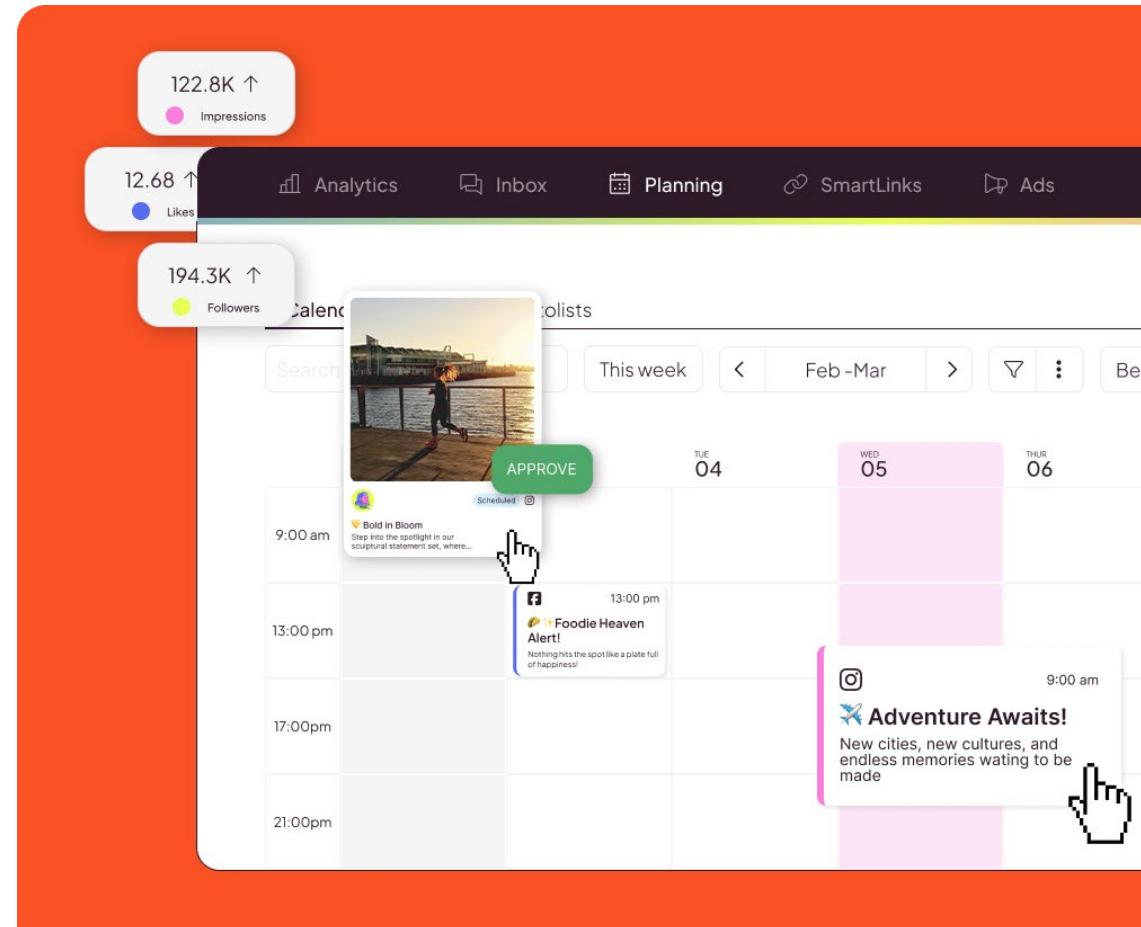
Too much potential to ignore.

With Metricool, one piece of content goes a long way. Publish it everywhere it matters and measure its true impact without jumping between tools.

Because sometimes the answer isn't doing more, it's getting more from what you're already doing.

[Try Metricool](#)

Free. No trial periods. No credit card required.



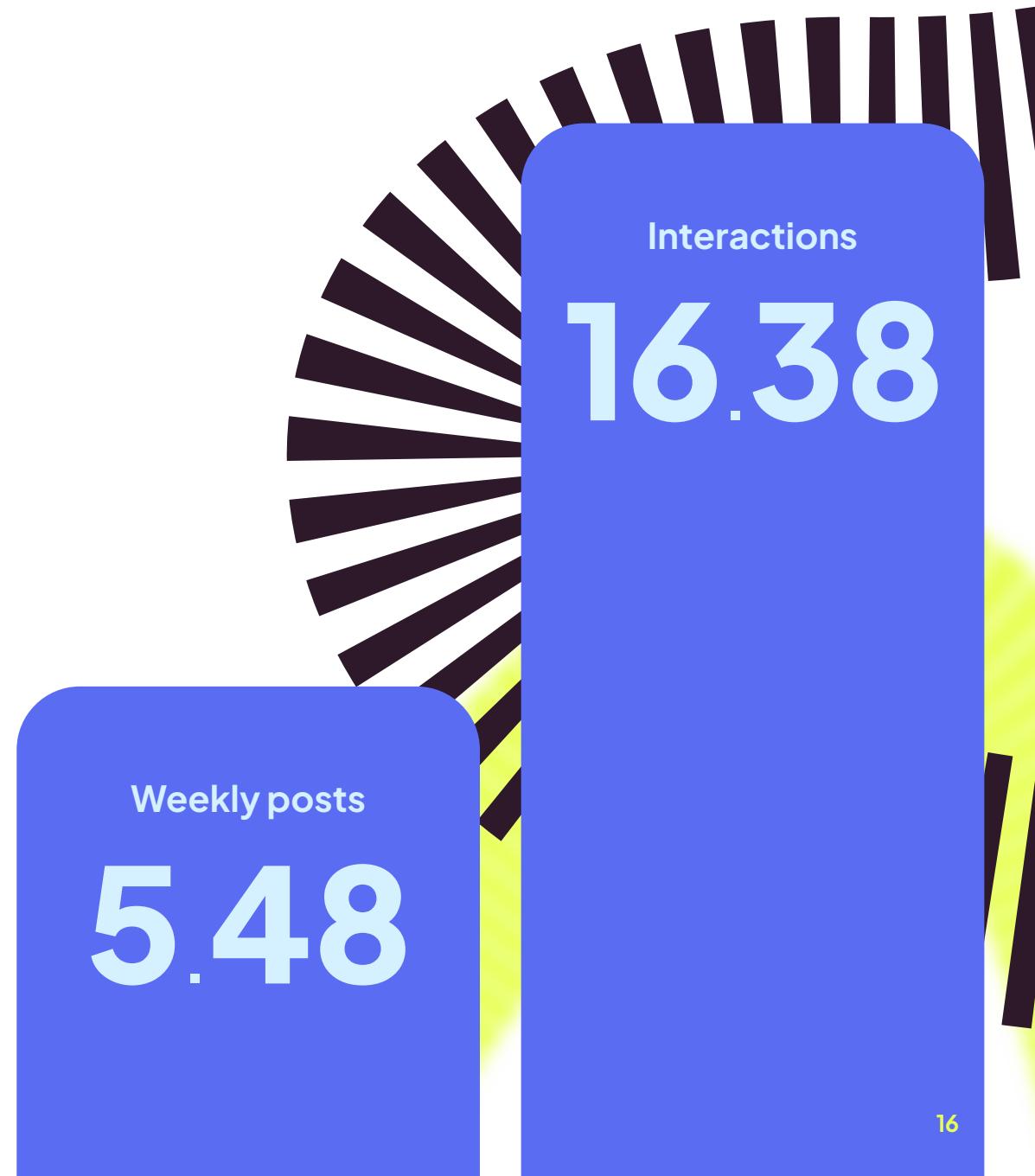
2025 Social Media *Analysis*



A promising *alternative*

Bluesky is starting to carve out its own space in the social media world. In 2025, it passed 40 million registered users and launched key features like videos up to three minutes long (currently the format with the highest engagement), filters for direct messages, and an official blue-check verification system.

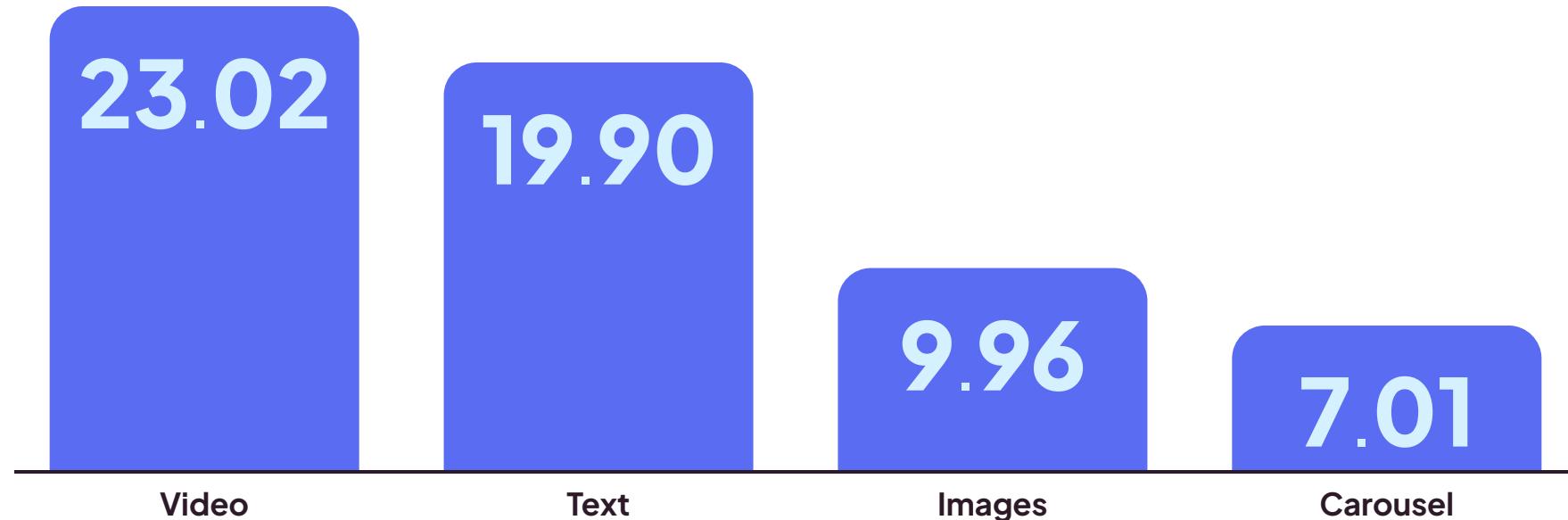
We've only recently connected it to Metricool, so we don't have historical data just yet. Still, our 2025 numbers already point to one thing: while it's still behind other microblogging platforms, Bluesky is showing promising signs. For instance, accounts with up to 100K followers are already seeing more engagement here than on X/Twitter.





A promising *alternative*

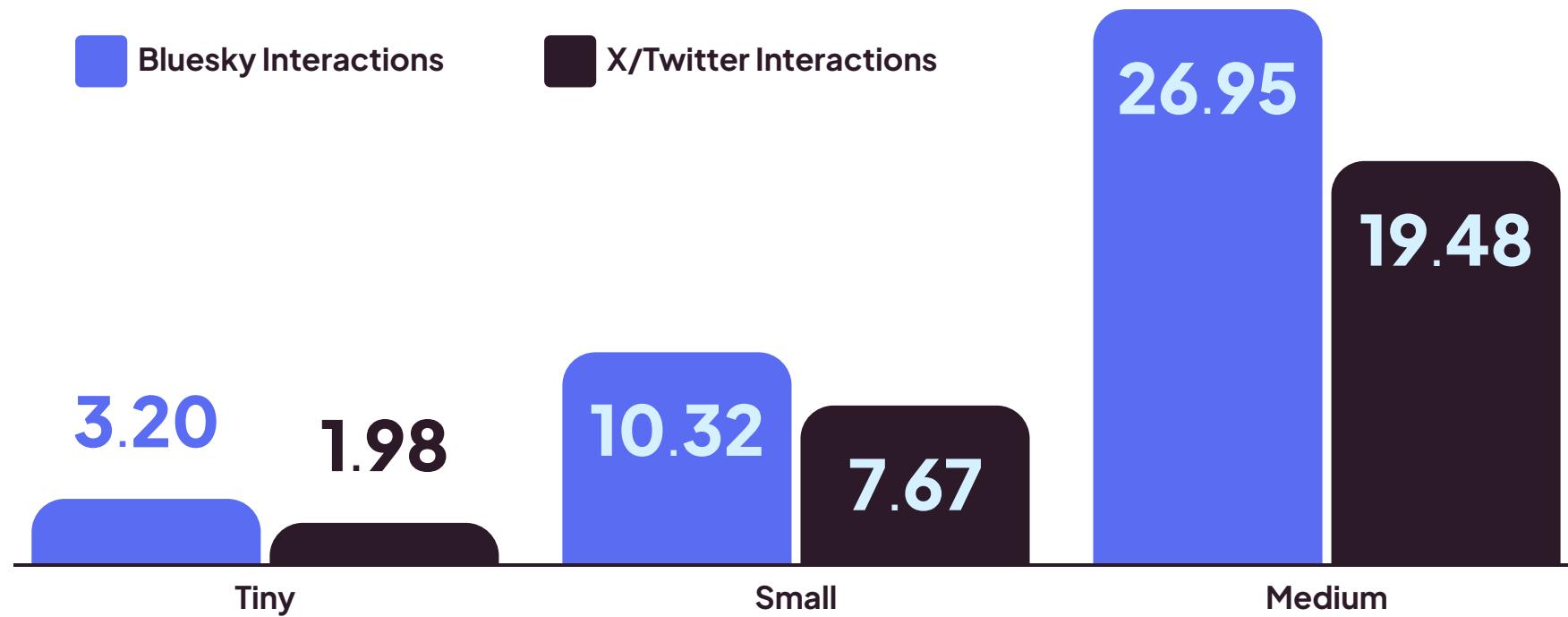
AVERAGE INTERACTIONS BY FORMAT ON BLUESKY IN 2025





A promising *alternative*

AVERAGE INTERACTIONS ON BLUESKY, COMPARED WITH X/TWITTER IN 2025





Facebook dead? *HA!*

It might have a reputation for being outdated, but Facebook is far from forgotten. In 2025, over 3.07 billion people used it every month, making it the platform with the largest global reach.

And our data also shows how post performance has jumped significantly compared to 2024. Average reach grew by 51%, impressions by 57%, and interactions by 56%. That's no joke.

Reach on Facebook





Facebook dead? *HA!*

FACEBOOK EVOLUTION 2024-2025

+4%
4.17 vs. 4.37
(2024) (2025)

+51%
5,795.99 vs. 8,779.13
(2024) (2025)

+57%
5,969.12 vs. 9,376.98
(2024) (2025)

+56%
114.97 vs. 180.39
(2024) (2025)

+3%
1.98 vs. 2.05
(2024) (2025)

Weekly posts

Reach

Impressions

Interactions

Engagement

f

+ 51%

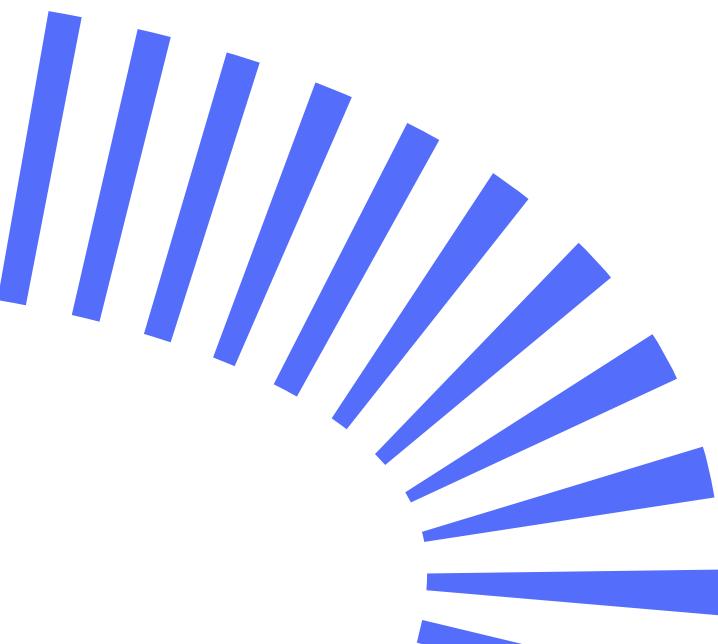
Facebook Reach in 2025

Posts went from reaching an average of 5,795.99 accounts in 2024 to 8,779.13 in 2025

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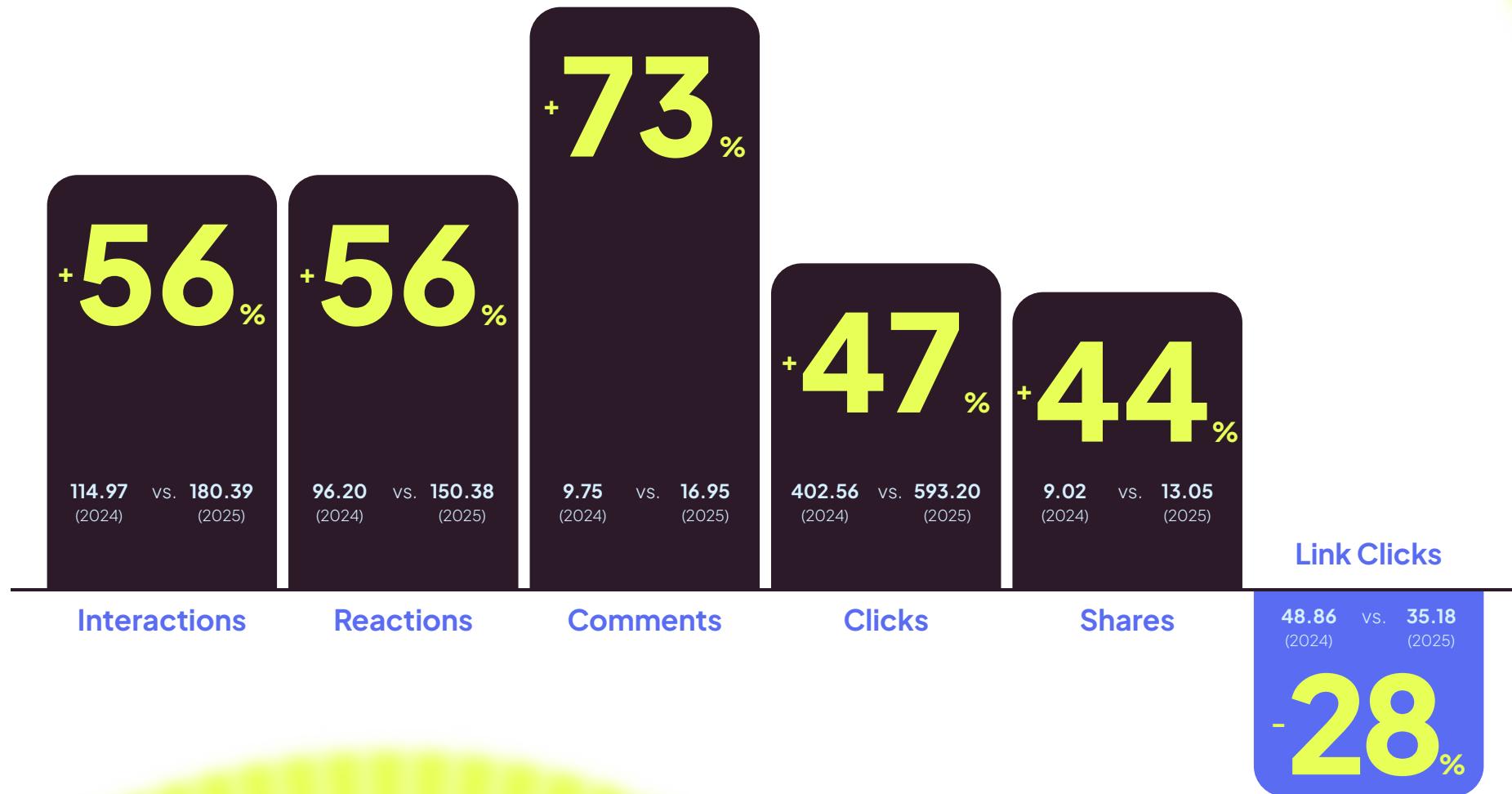
Facebook dead? *HA!*





Facebook dead? *HA!*

FACEBOOK INTERACTIONS EVOLUTION 2024–2025



“The growth, views, engagement, and monetization opportunities on Facebook are mind-blowing. I am simply reposting content from TikTok and Instagram, and it's going viral like crazy. The best part is that you can post several times a day on the platform, and they're offering incentives for new accounts to get paid.”

Robert Benjamin

Content Creator



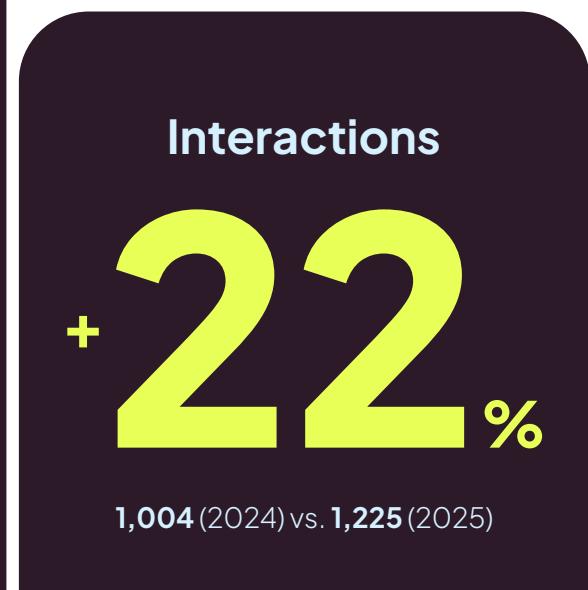
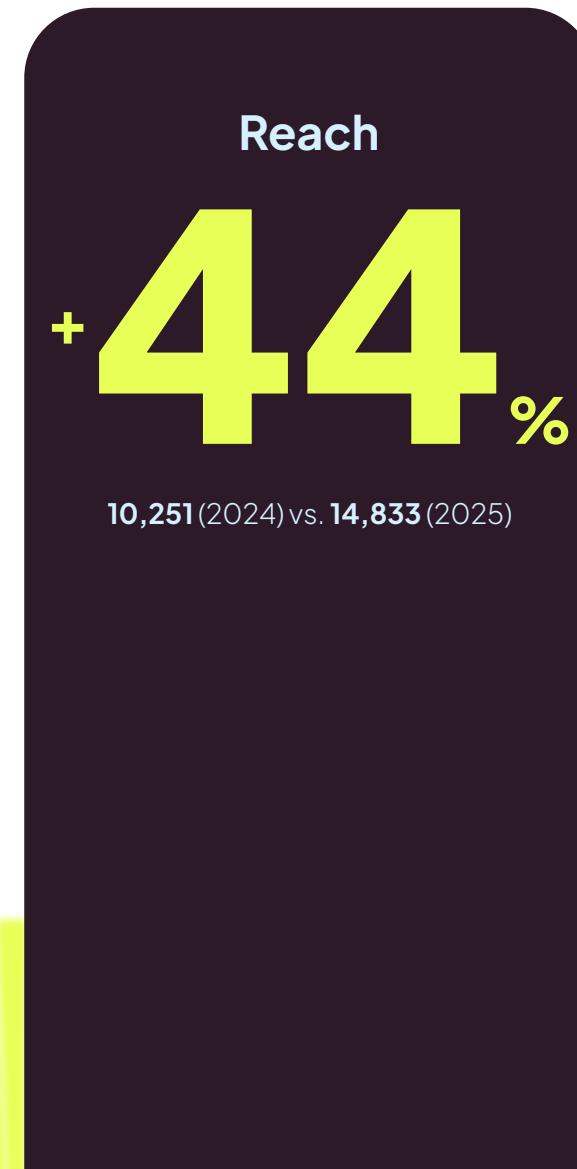
 @RobertBenjaminChannel
866K subscribers



Video is *BOOMING*

The video craze has officially made its way to Facebook. And while photos are still the most used format (and even saw a 25% increase in 2025), video is dominating where it counts.

Reach, impressions, interactions, comments; video leads across the board. Users want it, and creators have delivered. Video posts went up by 71% compared to 2024, and 44% more accounts jumped on the trend. Forecast for 2026? Even more video.

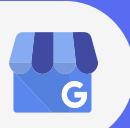




Video is *BOO-MING*

FACEBOOK FORMATS EVOLUTION 2024–2025

| | Photos | Videos | Album | Events |
|--------------|----------|--------|-----------|--------|
| Weekly posts | 2.42 | +7% | 2.06 | +19% |
| Reach | 9,179.21 | +79% | 14,833.82 | +44% |
| Impressions | 9,813.43 | +86% | 15,794.95 | +47% |
| Interactions | 754.57 | +90% | 1,225.43 | +22% |
| Comments | 18.83 | +111% | 26.32 | +42% |
| Shares | 12.11 | +27% | 28.34 | +44% |
| Engagement | 8.22 | +6% | 8.26 | -15% |



It's not just a profile, *it's your best storefront*

Local visibility still starts with your Google Business Profile. Over 46% of Google searches are about finding services nearby, and verified businesses are up to 2.7x more likely to earn customer trust.

Our 2025 data shows the same pattern. Direction requests grew by 34% compared to the previous year, food orders jumped by 78%, and impressions on mobile searches increased by almost 30%.

These numbers point in one direction: the Google Business Profile doesn't just display your business, it helps move it forward.

Bookings from Google Business Profile

+13%

76 (2024) vs. 87 (2025)



It's not just a profile, it's your *best storefront*

GOOGLE BUSINESS PROFILE EVOLUTION 2024-2025

+14 %

3,594.19 vs. 4,123.91
(2024) vs. (2025)

+13 %

76.44 vs. 86.81
(2024) vs. (2025)

+34 %

265.80 vs. 356.10
(2024) vs. (2025)

+78 %

10.51 vs. 18.73
(2024) vs. (2025)

+5 %

92.03 vs. 96.92
(2024) vs. (2025)

+3 %

193.39 vs. 199.75
(2024) vs. (2025)

Impressions

Bookings

Direction requests

Food orders

Clicks to call

Clicks to website



78%
+%

Growth in food orders from *Google Business Profiles* in 2025

Increased from an average of 10.51 orders
per month in 2024 to 18.73 in 2025.

metricool



A needle in a haystack

In 2025, Instagram surpassed 3 billion monthly active users. It launched Edits, a new tool that further strengthens its push into short-form video, where it's competing head-on with TikTok and YouTube. The platform continues to expand its features, but it also faces the challenge of standing out.

Instagram accounts connected to Metricool grew by 64%, posts doubled, and weekly posting frequency increased by 21%. But visibility and engagement metrics are showing signs of saturation. Reach and interactions both dropped in 2025. What does that mean? As with most platforms these days, posting more just isn't enough. Now, it's all about posting better.

Post Reach

-31 %

9,877 (2024) vs. **6,754** (2025)

Reels Reach

-35 %

14,922 (2024) vs. **9,689** (2025)

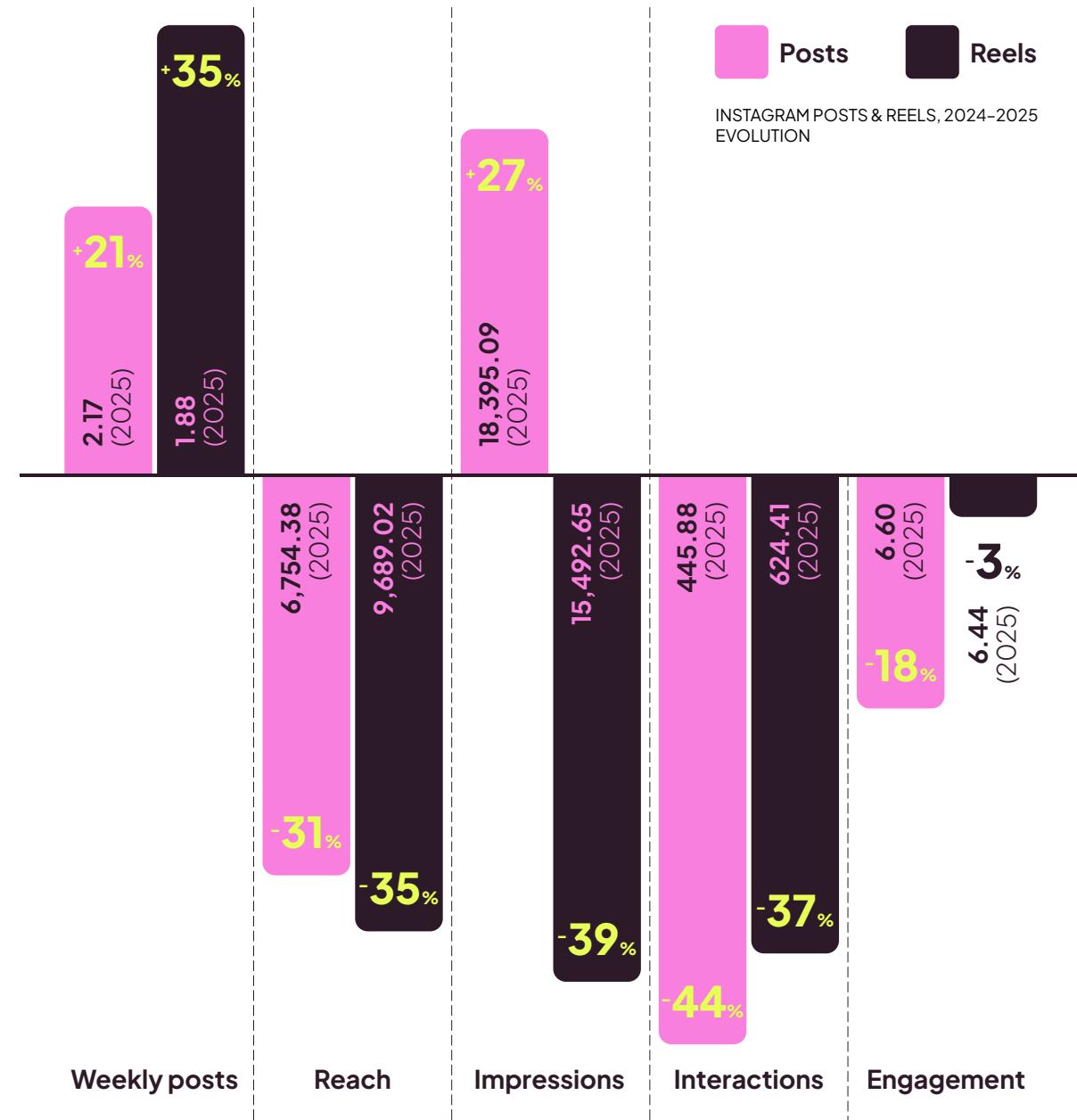


A needle in a haystack

Reels reach more people, but posts rack up more views, mainly because the algorithm shows them multiple times. With Reels, there are no second chances; if you don't catch their attention right away... bye-bye.

And even though video is consumed in seconds, in 2025, Reels drove way more interactions than posts. More comments, more saves, more shares.

Each format has its place, but if you had to bet, both the algorithm and the audience are saying the same thing: they want video.

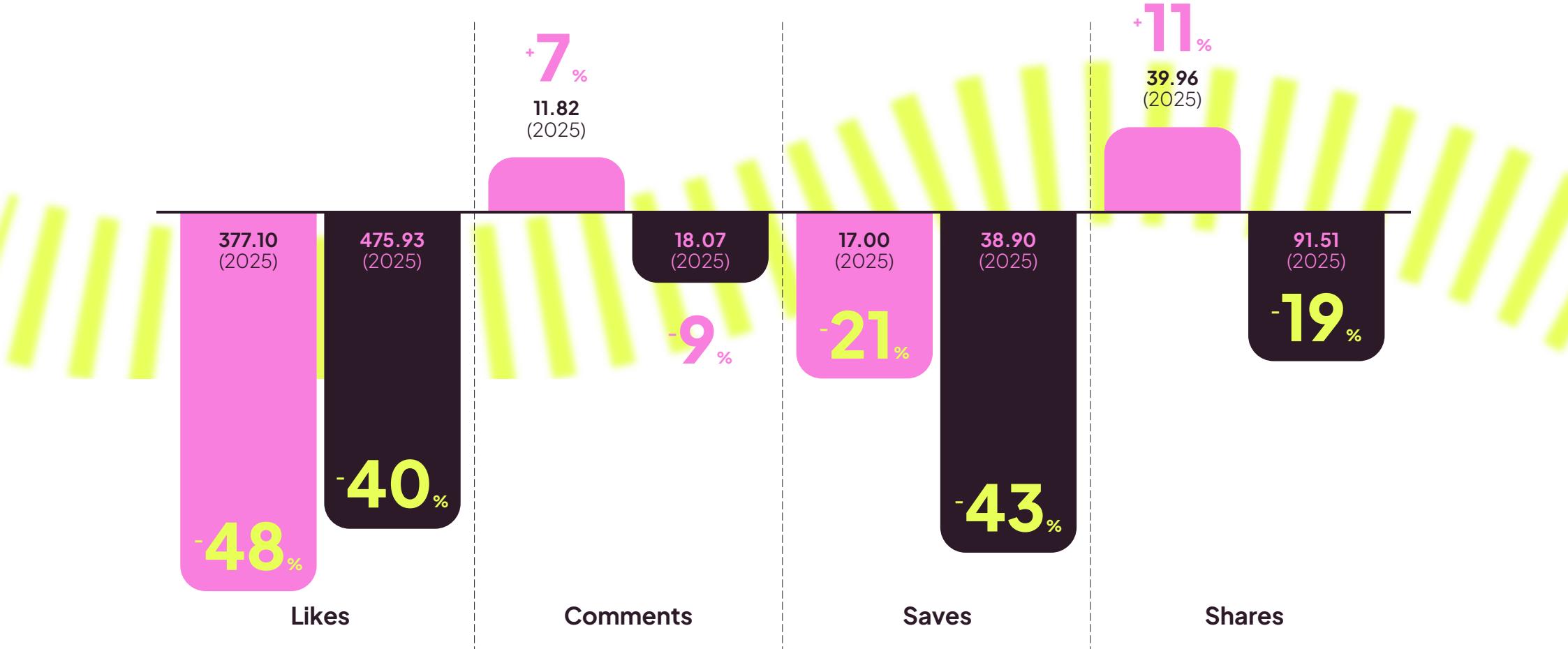




A needle in a haystack

INSTAGRAM POSTS & REELS, 2024–2025 EVOLUTION

Posts Reels



“I was surprised by Instagram’s reach drop. I feel the platform still hasn’t found a balance that allows both small and large brands to feel truly visible.”

— *Valery Taborda*

Social at Fundación Gabo



 @fundaciongabo
63K followers



The format nobody *saw coming*

But what happens when we zoom in on single-image posts? Turns out, if one image is worth a thousand words... imagine three.

In 2025, carousels outperformed across the board: higher reach, more impressions, and over 3x the interactions compared to single-image posts.

And the wildest part is that they're the least used format. Of the three, carousels were the least published, with just 1.13 per week.

INSTAGRAM FORMAT COMPARISON 2025

| | Image | Carousel | Reel | | | |
|--------------|-----------|----------|-----------|------|-----------|------|
| Weekly posts | 1.77 | +18% | 1.13 | +25% | 1.88 | +35% |
| Reach | 4,789.29 | -33% | 10,002.86 | -35% | 9,689.02 | -35% |
| Impressions | 10,884.92 | +18% | 30,809.69 | +26% | 15,492.65 | -39% |
| Interactions | 234.91 | -51% | 794.62 | -45% | 624.41 | -37% |



CAROUSELS WORK.
THEIR IMPRESSIONS
PROVE IT *(30,809 per post)*
AND SO DO THEIR
INTERACTIONS *(794 per post)*
YET THEY'RE THE
LEAST USED FORMAT *(1.13 per week)*



Stories are a different story

A unique format with its own rules. Here, the goal isn't growth, it's building stronger relationships with the people who already follow you.

In 2025, performance metrics dipped slightly, but nothing major: around -6% in the most relevant indicators.

What's interesting is that, despite this apparent calm, more accounts leaned into them. Metricool accounts publishing Stories grew by 28%, and the weekly frequency stayed steady at 8.39 Stories per week.

Weekly posts

-3%
8.39 (2025)

Impressions

-6%
952.71 (2025)

Forward taps

-6%
52.83 (2025)

Back taps

-6%
794.73 (2025)

INSTAGRAM STORIES EVOLUTION 2024-2025



Everyone wants *a piece of the pie*

Interest in LinkedIn keeps growing, especially in the B2B world. And our data backs it up. In 2025, the number of Metricool-connected accounts and posts on the platform nearly doubled (+108% and +97% respectively).

But more activity also means more competition. Posting more doesn't always lead to more visibility. Impressions and interactions per post dropped in 2025.

Creating content isn't enough anymore. Standing out in the feed takes strategy, quality, and a deep understanding of what your professional audience actually wants.

LinkedIn Impressions

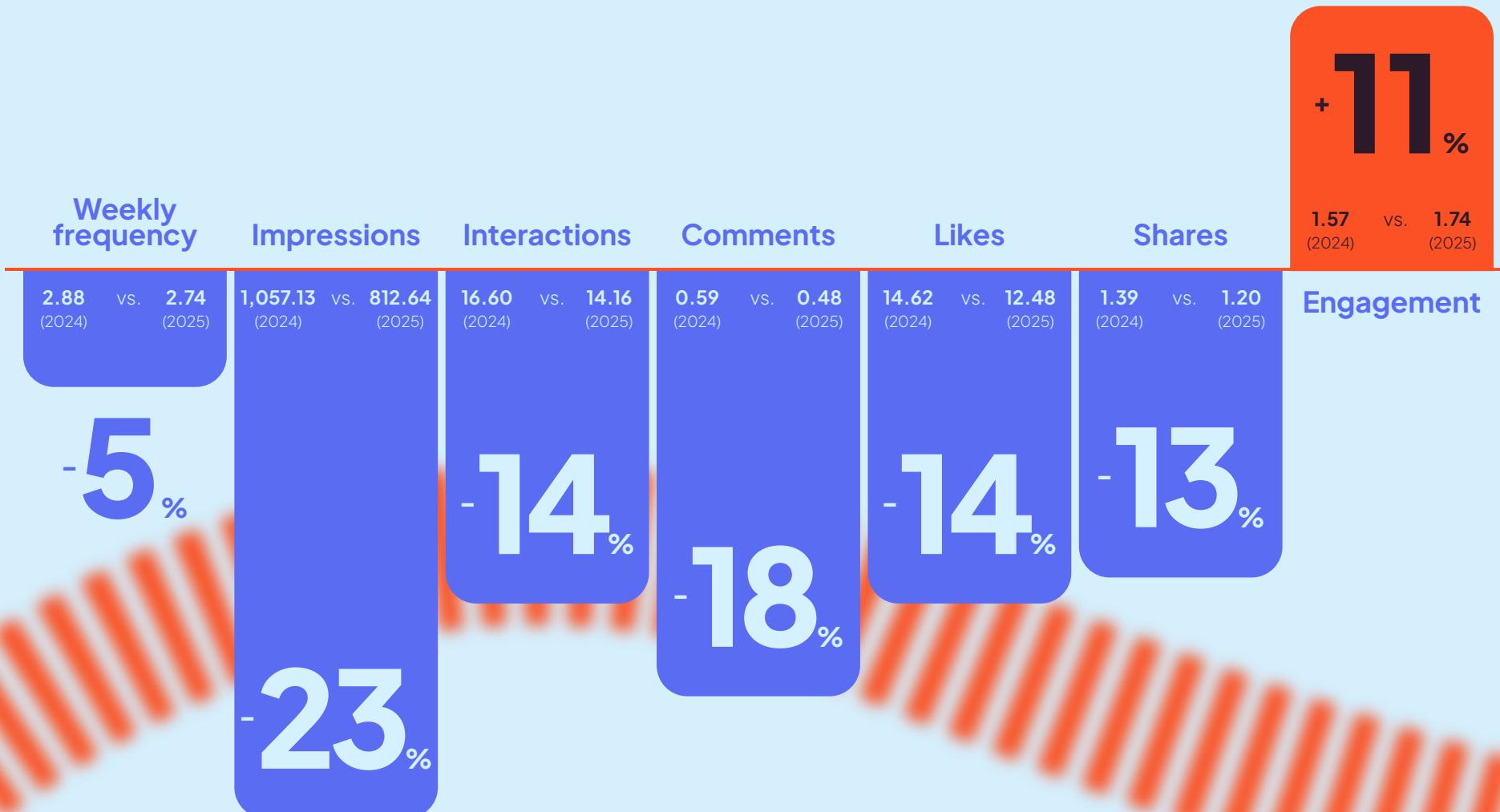
-23%

1,057 (2024) vs. 813 (2025)



Everyone wants *a piece of the pie*

LINKEDIN EVOLUTION 2024-2025





Format isn't everything... *but it helps*

On a platform where competition is growing fast, choosing the right post format isn't just about aesthetics or trends. It's a strategic move.

In 2025, the most used formats were image and video, with a posting volume 180% and 35% above average, respectively. But they weren't the top performers.

If your goal is reach, polls and carousels stood out with 158% and 13% more impressions than the average. And if you're aiming for interactions, carousels were unbeatable, generating 247% more interactions than any other format.

LINKEDIN FORMATS COMPARISON 2025

| | Text | Survey | Image | Multi image | Carousel | Article | Video |
|------------------|--------|----------|--------|-------------|----------|---------|--------|
| Impressions | 530.77 | 2,863.81 | 890.56 | 1,054.69 | 1,251.74 | 442.97 | 726.12 |
| Interactions | 36.71 | 138.68 | 53.33 | 294.93 | 578.56 | 16.48 | 50.92 |
| Clicks | 30.36 | 133.43 | 37.07 | 270.24 | 559.93 | 12.59 | 36.92 |
| Comments | 0.28 | 0.67 | 0.60 | 0.61 | 0.59 | 0.12 | 0.47 |
| Likes | 6.41 | 4.91 | 13.99 | 22.59 | 16.17 | 3.66 | 12.22 |
| Weekly frequency | 0.59 | 0.45 | 1.41 | 0.74 | 0.70 | 1.64 | 1.04 |
| Engagement | 6.93 | 4.82 | 5.95 | 27.98 | 46.23 | 3.70 | 7.01 |

in

“

“LinkedIn video would have to be the biggest dud that had the most promise but didn't deliver. I tried different versions of things, but the numbers didn't stack up.”

— *Michelle J Raymond*

B2B Growth Co. (LinkedIn)



 @michellejraymond
28K followers



Business *is personal*

Personal accounts or company pages? It's often assumed personal profiles perform better, but our data tells a more nuanced story.

Especially for small and mid-sized accounts, the differences aren't that significant. In 2025, company pages saw more interactions and shares, while personal accounts sparked more conversation.



LINKEDIN PAGES VS PERSONAL ACCOUNTS (2025)

“

“We were very surprised by LinkedIn’s evolution, from a much more serious network with a strictly professional tone, to a platform where conversational, trendy, and pop-culture-related content is now fully integrated.”

— *Ricardo García*

Social Media Specialist at Seedtag



 @seedtag
116K followers



Pouring Pins

Pinterest keeps growing. In 2025, it surpassed 570 million monthly active users, confirming its role as a powerhouse of inspiration and discovery. Its audience remains female primarily (over 70%) and young (ages 25–34). But Pinterest grew out of its “cute pictures” phase a while ago. 46% of weekly users turn to Pinterest to find new brands or products.

Our data reflects the trend. In 2025, Pinterest accounts connected to Metricool grew 78.08%, while publications skyrocketed 131.27% compared to the previous year.

Average weekly posts on Pinterest

+29%

7 (2024) vs. 10 (2025)



Pouring Pins

PINTEREST EVOLUTION 2024–2025

+30%

7.46 vs. 9.68
(2024) (2025)

Reach

+26%

5.22 vs. 6.57
(2024) (2025)

Interactions

Impressions

Engagement

912.53 vs. 374.72
(2024) (2025)

47.64 vs. 24.59
(2024) (2025)

-59%

-48%

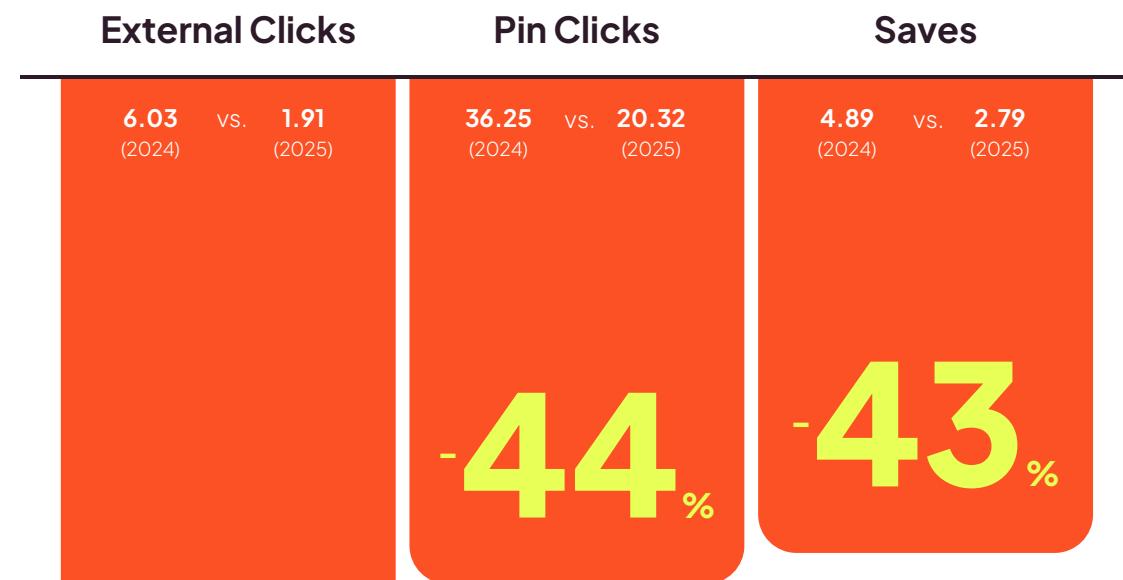
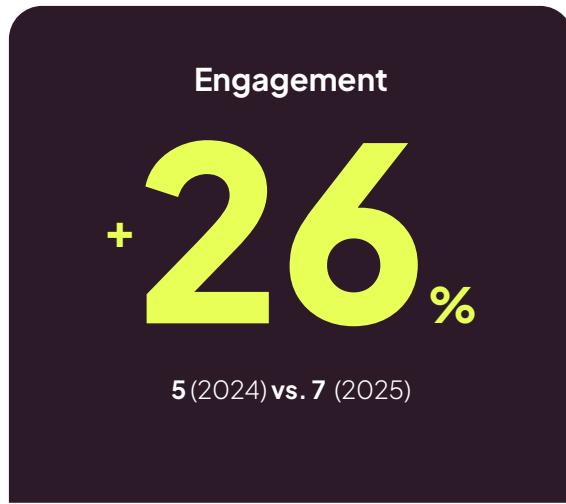


More reach doesn't always mean *greater impact*

Both impressions and interactions dropped on Pinterest in 2025, but engagement actually went up. Wait... what?

Here's why: impressions fell by 59%, while interactions dropped by 48%. That gap made every view count more, pushing engagement per impression higher.

The upside is that creators and brands are reaching a smaller, but more tuned-in and connected audience.



PINTEREST INTERACTIONS EVOLUTION 2024-2025



Take note

This marketer increased her Pinterest impressions by +144% and traffic to her website by +165%.

It wasn't magic, or luck.

She did it by planning her content strategically using our free template.

If you want to make the most of Pinterest's potential... you know what to do.

| MAIN GOALS | | Choose the type of content you'll use on each platform based on your objectives | VISIBILITY / LOYALTY | | |
|----------------|--|--|---|----------|------|
| GOAL BREAKDOWN | | Describe point by point what you want to achieve on each social network. Be as specific as possible. Identify the type of content and type of posts have worked best and take them into consideration when planning. | <ul style="list-style-type: none"> Get known among people interested in yoga in my city. Stay in touch with my current followers. Announce events or special sessions. Create a community around yoga and well-being. | | |
| FREQUENCY | | Choose how often you'll publish new content | X times/week | | |
| CONTENT PILLAR | | <p>Content pillars are the main themes your audience will find on your profile. They are the "promise" of your account and help structure your communication. The best content pillars are 3-4 pillars that stay consistent and avoid losing your audience's attention. Define your audience's needs for each platform, adapting your communication to its format and audience.</p> <p>Very important: think about what type of clients you want to reach on</p> | <p>Text</p> <p>Looking for an easy way to boost your physical and mental well-being? Yoga might be the answer you've been searching for! Discover how these five beginner-friendly poses can transform your daily life.</p> <p>Tell me which one is your favorite and comment "EASY WAY" to get more tips on how to start improving your physical and mental well-being. #wellbeing #mentalhealth #yoga</p> <p>This morning's session with Ana. Focus: flexibility and channeling energy. A very simple yet demanding exercise.</p> <p>More info about my coaching sessions link in bio.</p> | Date | Time |
| | | | 2026-09-25 | 10:30:00 | |
| | | | 2026-09-29 | 18:30:00 | |

Target Audience 1
A seeking to improve their physical and mental well-being through yoga. Potential user of online or in-person yoga classes.

| | |
|--|---|
| | Name: Ana Age: 28 Gender: Female, lives with her cat Market status: Works in digital marketing, spends many hours in front of the computer, needs to find ways to reduce stress Current situation: Health, wellness, motivation, healthy eating, physical exercise Interests: Favourite social networks: Instagram, follows yoga and wellness accounts |
| Biggest fear: That her sedentary lifestyle and stress will damage her health. She needs to find ways to work out and maintain her health. | |
| Her wishes & aspirations: - Improve flexibility and strength - Improve physical and mental well-being - Reduce stress and increase energy - Maintain healthy habits consistently | |
| Objectives: - Improve her technique and get better at yoga - If she doesn't have enough time to go to the gym, she wants to find ways to stay fit - Improve her flexibility and strength - Reduce stress and increase energy - Maintain healthy habits consistently | |

[Get the template](#)

(Yes, it's free)



Threading the *needle*

Meta wants it all, and Threads might just get them there. In 2025, the app surpassed 400 million monthly active users and is nearing 115 million daily, growing 127.8% year over year. Not bad for a platform that still feels brand new.

Metricool just added Threads this year, so we don't have past data to compare yet. But the early numbers are already interesting: 6.4 weekly posts, 1,536 views, and 24.8 interactions per post, on average.

Weekly posts

Impressions

Interactions

Engagement

6.46

1,536.09

24.81

1.62

THREADS IN 2025



Threads vs. X/Twitter

The most interesting insights come from larger profiles. Accounts between 100K and 1M followers are very active on Threads, posting more than 53 times per week. The results show that Threads not only competes with X/Twitter... it actually surpasses it in impressions and interactions.

Interactions

66.38 vs. **94.39**
Threads X/Twitter

-29%

Impressions

4,212.22 vs. **4,598.58**
Threads X/Twitter

-8%

BIG ACCOUNTS ON
THREADS AND X/
TWITTER IN 2025

+109%

471.73 vs. **224.76**
Threads X/Twitter

+593%

83,373.73 vs. **12,031.10**
Threads X/Twitter

HUGE ACCOUNTS
ON THREADS AND
X/TWITTER IN 2025

Interactions

Impressions

“

“I jumped on a trending audio thinking it would be a hit. I spent hours filming, editing, and syncing every beat perfectly, and it completely flopped. The funny part? A quick, unplanned behind-the-scenes clip I posted right after, and performed 10x better. Lesson learned: perfection doesn't always connect, authenticity does.”

— *Emma Persson*

The Social Creatives Club



 @thesocialcreativesclub
171K followers



In the spotlight

For better or worse, TikTok continues to hold a prominent place in the social media landscape. On one hand, its numbers keep climbing, and in 2025, it surpassed 1.5 billion monthly active users worldwide.

And it's not just the audience that's growing. TikTok doubled its social commerce revenue, generating over \$26 billion in sales. It might just be the platform that best understands this game isn't just about entertainment, it's about business.

At the same time, it remained at the heart of controversy in the U.S., where legal pressure and talks of a potential sell-off added a layer of uncertainty to its year.

Average TikTok Views

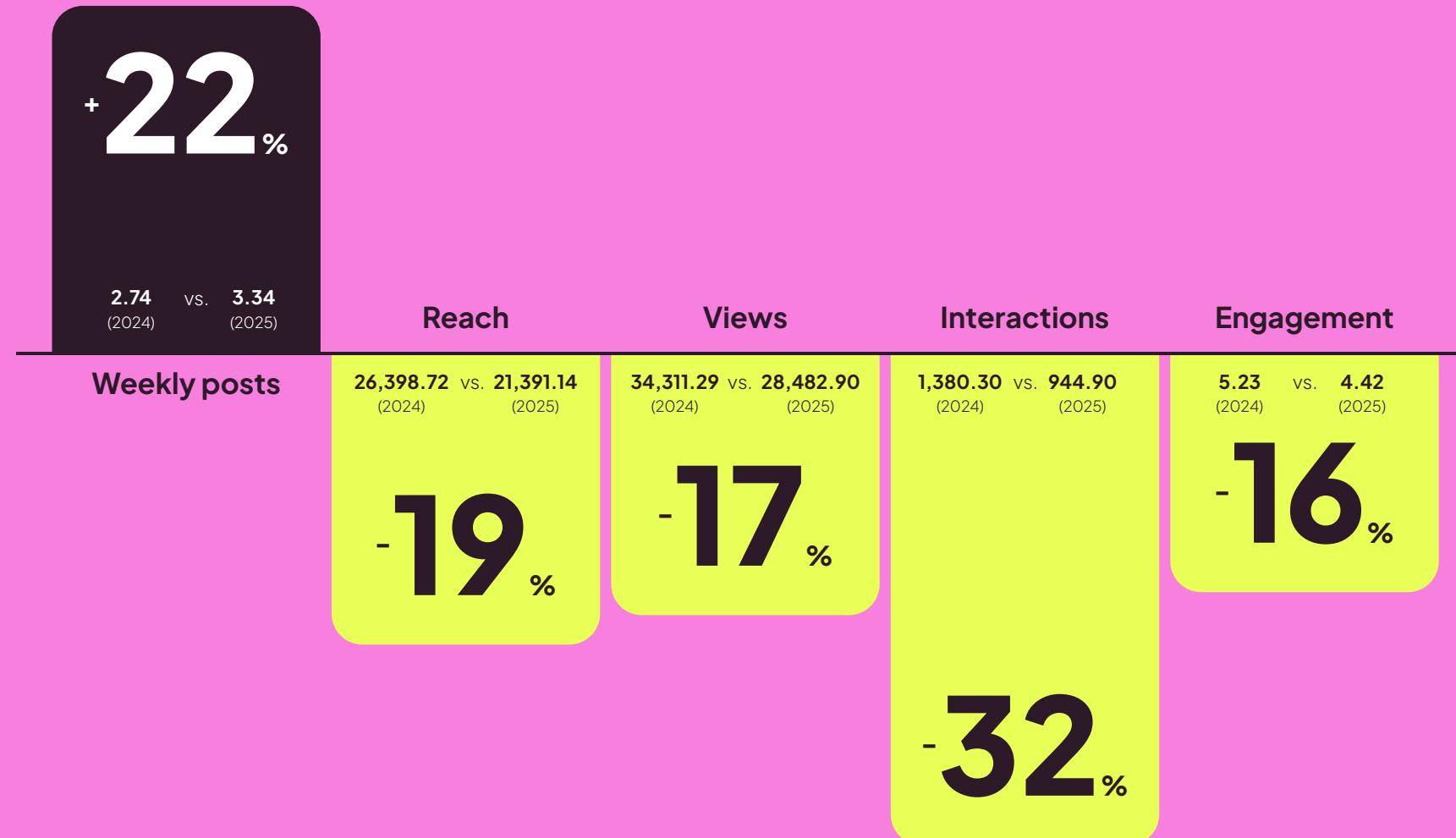


34,311 (2024) vs. **28,483** (2025)



In the spotlight

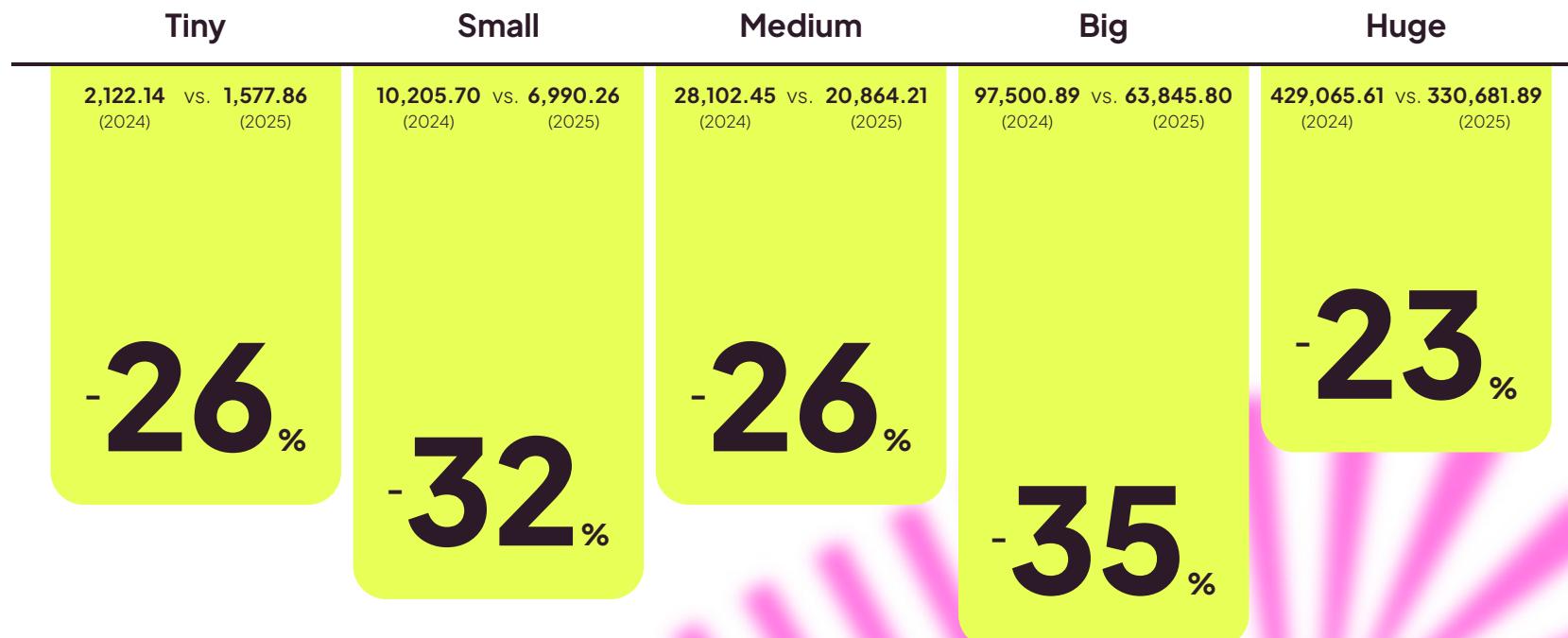
TIKTOK EVOLUTION 2024-2025





Reach drops on TikTok (for everyone)

TIKTOK REACH EVOLUTION 2024–2025

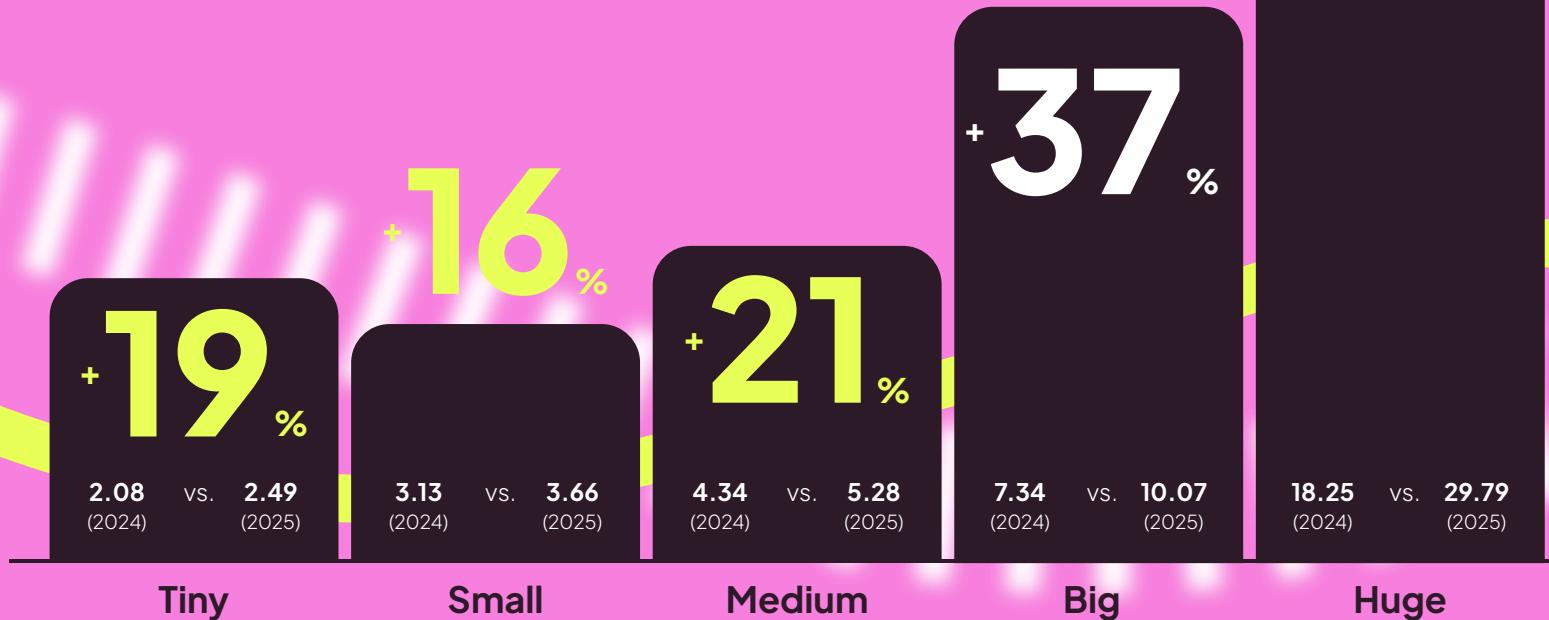
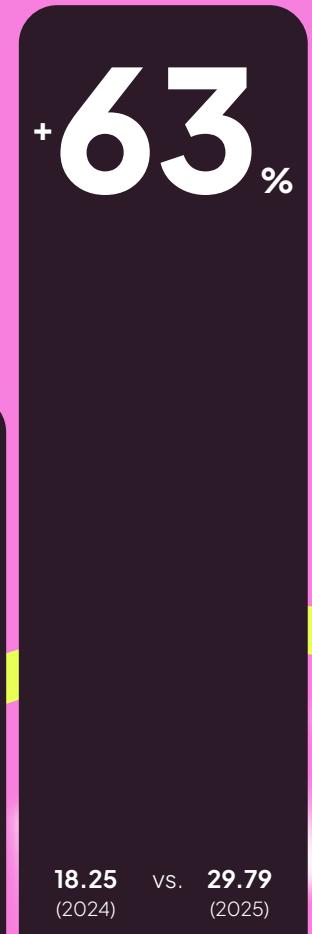




More content, more competition, *metrics down*

In 2025, it wasn't just reach that dropped, almost every engagement metric saw a decline on average. And the reason is simple: more content means the pie gets sliced into more pieces.

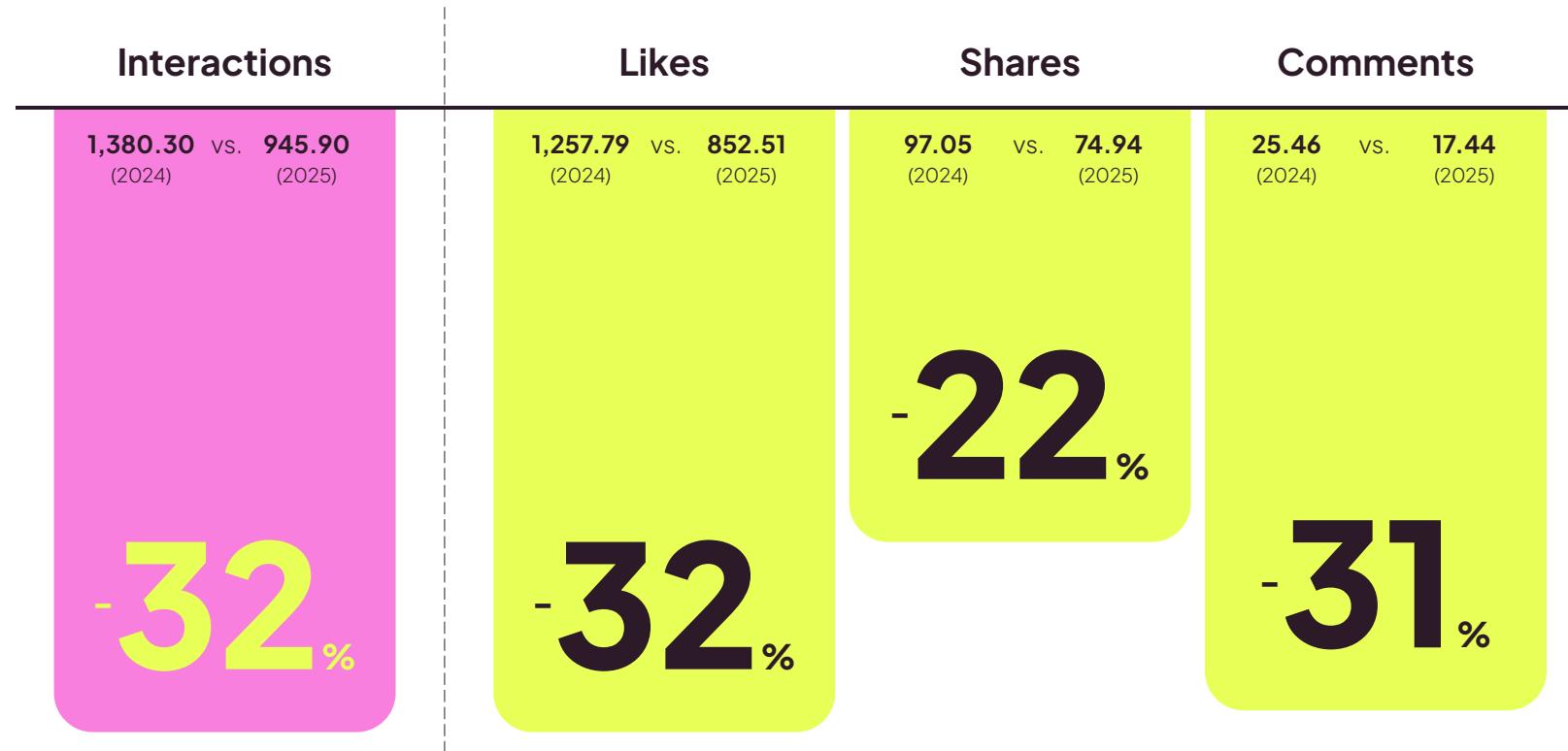
Weekly posting frequency on TikTok was higher than on Instagram across all account sizes, and for accounts with over 1 million followers, it nearly doubled.





More content, more competition, *metrics down*

TIKTOK INTERACTIONS EVOLUTION 2024–2025





TikTok Interactions

From 1,380.30 interactions per post
in 2024 to 944.90 in 2025

metricool

“

“In 2026, I predict social media will shift away from being platform-first to being content-first. The algorithms are evolving so quickly with AI that the question won’t be ‘should I post this on Instagram, TikTok, or YouTube?’ It’ll be about creating adaptable content that platforms themselves will redistribute based on user intent.”

Alexa Carlin

a.rose media founder



 @alexarosecarlin
49K followers



Many changes, *similar results*

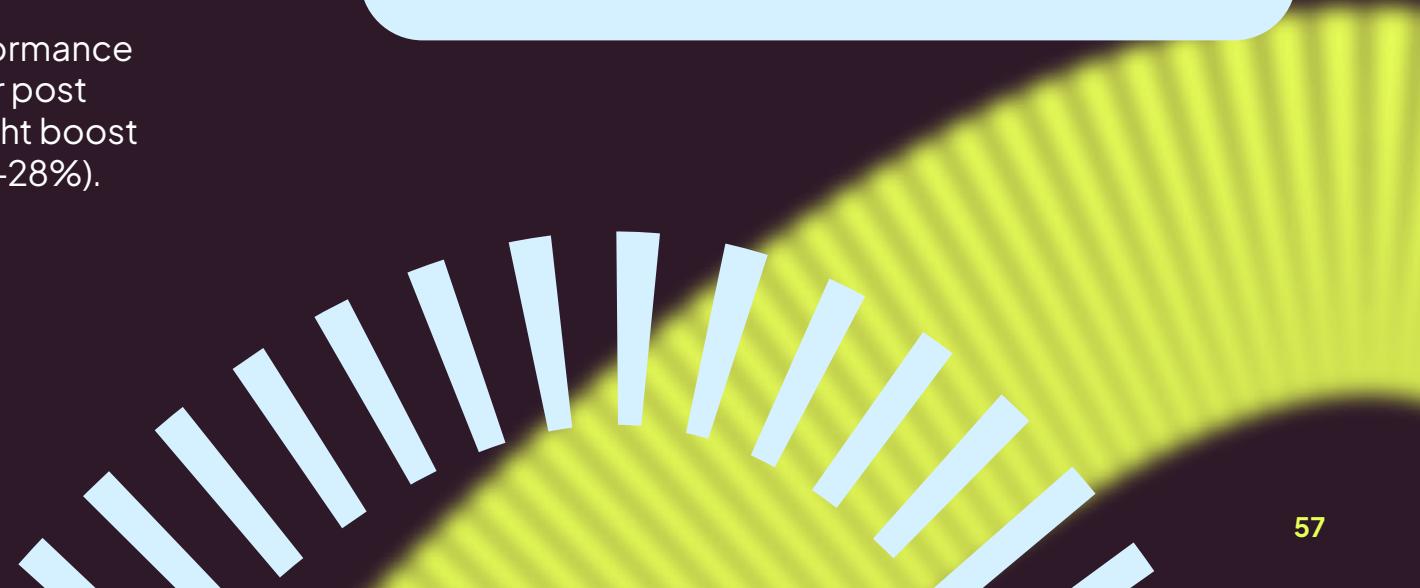
X/Twitter has made change its only constant. In 2025, it kept reinventing itself with customizable feeds, updates to its moderation system, new layers of privacy, and—above all—the integration of AI through @grok, its in-app chatbot designed to provide context, verify posts, and answer questions on the spot.

Still, our data shows that organic performance remains relatively flat; impressions per post dropped (-5%), interactions saw a slight boost (+12%), and link clicks continue to fall (-28%).

Average link Clicks on X/Twitter

-28%

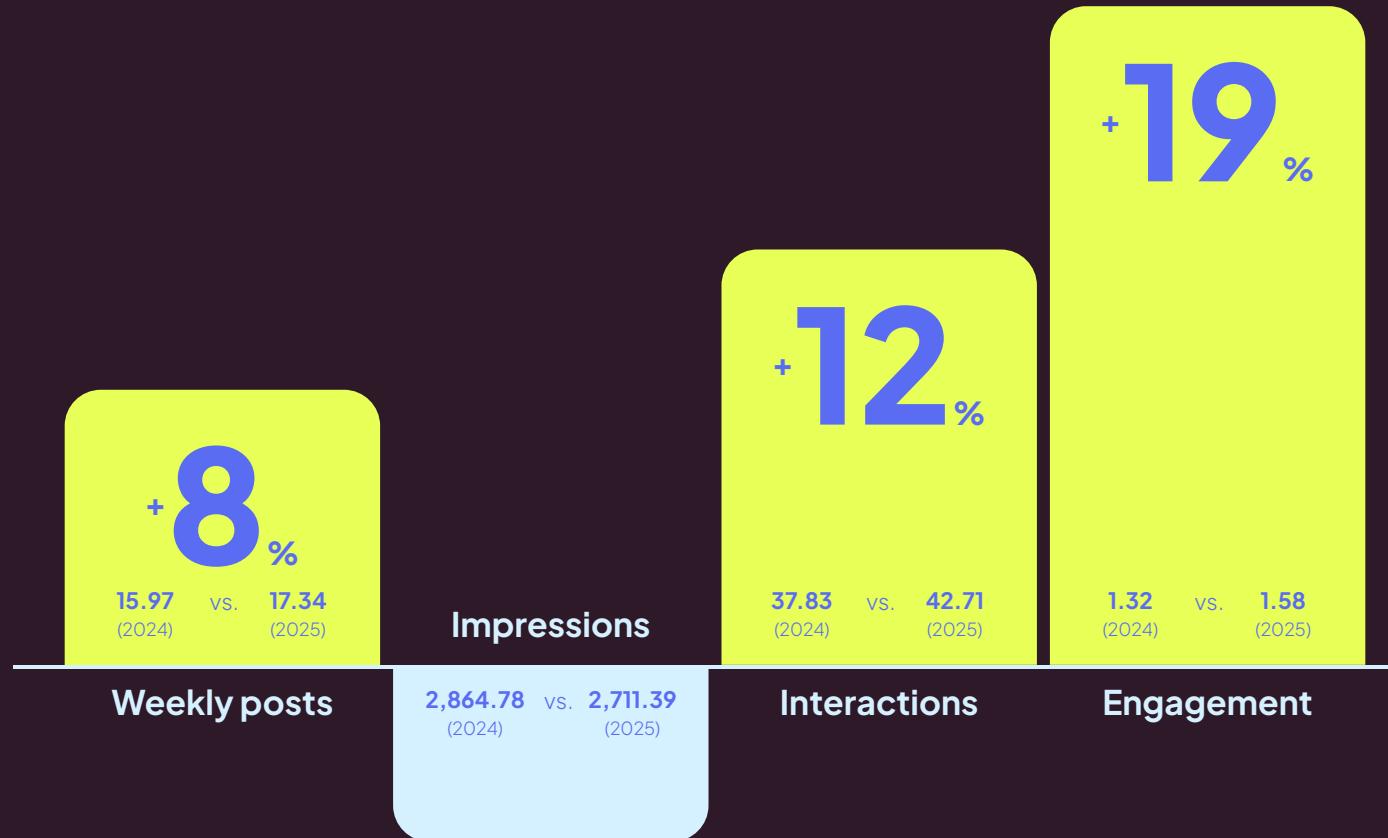
10 (2024) vs. 7 (2025)





Many changes, *similar results*

X/TWITTER EVOLUTION 2024-2025



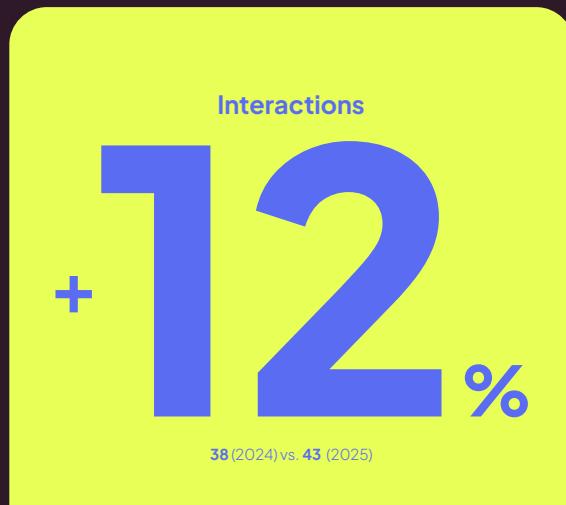
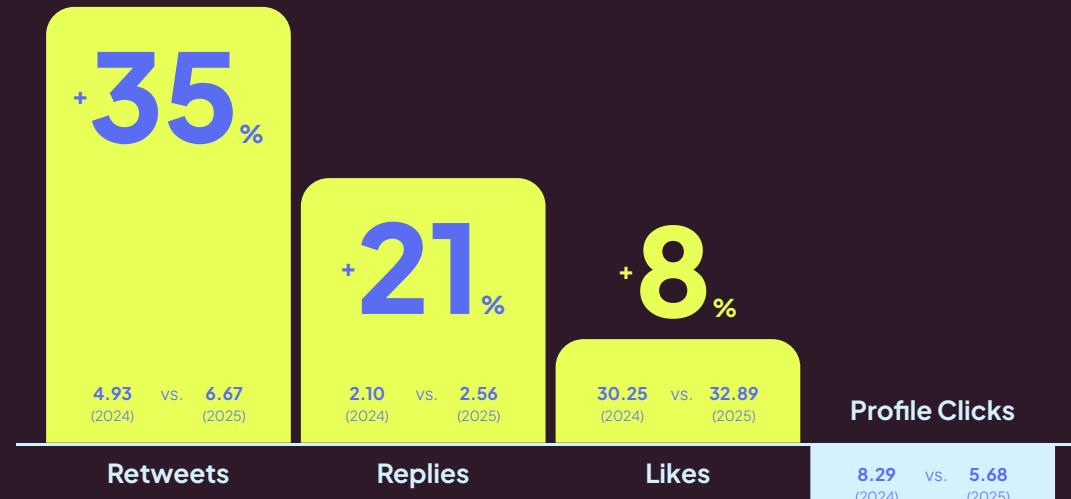


More (and better) interactions

The average interactions per post on X/Twitter saw a modest uptick in 2025 (+12%). Replies and Retweets rose sharply, a sign that content is still sparking conversation and being shared. Profile clicks, however, dropped.

Video is the one format that broke this trend across the board: interactions jumped by +35%, going from 81.15 in 2024 to 110.01 in 2025.

X/TWITTER INTERACTIONS EVOLUTION 2024–2025





Take note

Action–Reaction

The connection between interactions and visibility is evident, and when posts generate reactions, they travel farther. Sometimes, speaking to fewer people is the best way to grow. Medium-sized accounts are proof. They were the only group that increased average impressions per post, and the reason was simple. Their interactions jumped 68%.

Connecting with your real audience and creating content that stands out, sparks responses, and generates reactions is the most effective path to visibility.

| | Interactions | Impressions |
|--------|--------------|-------------|
| Tiny | -15% | -22% |
| Medium | +68% | +9% |
| Big | +9% | -17% |



YouTube isn't just holding up, it's growing

YouTube swims effortlessly in the sea of entertainment. It offers the same experience across every device, blends short and long-form video, and, unlike platforms like Netflix, it still has what makes social media social: community. And the proof is that interactions are up by 11%.

Globally, the platform surpassed 2.5 billion monthly active users. And our data shows the same trend: total posts grew by 53%, average views per video increased by 76%, and weekly publishing frequency rose by 4%.

That last stat busts one of the biggest myths around YouTube, creating content here isn't harder than on other platforms. In 2025, creators published 524% more often than on TikTok, and 1,007% more than on Instagram Reels.

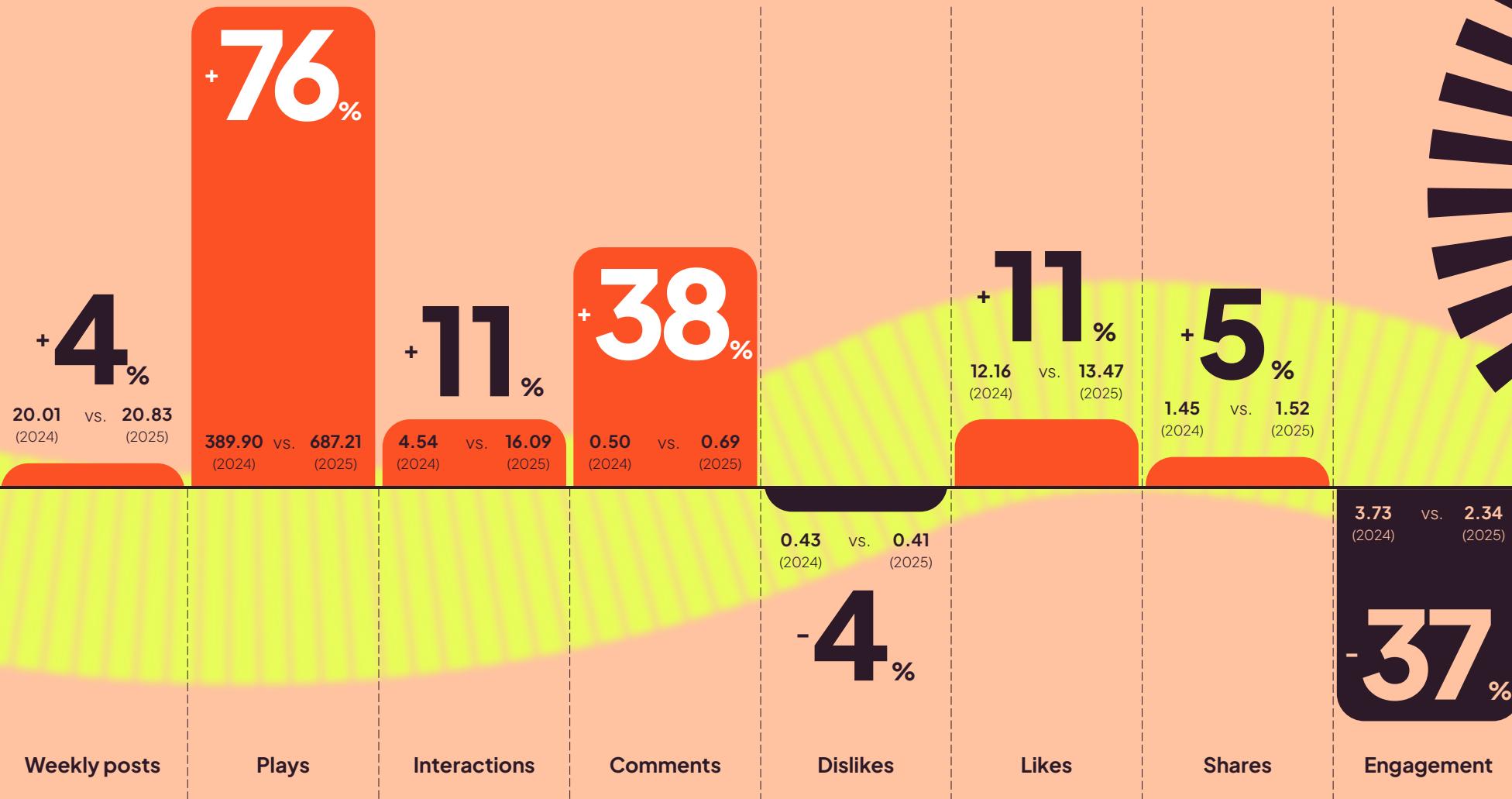
Average Views per YouTube video

+ 76%
390 (2024) vs. 687 (2025)



YouTube isn't just holding up, it's growing

YOUTUBE EVOLUTION 2024-2025





Video views on YouTube

From averaging 389.90 in 2024 to 687.21 in 2025

metricool



“

“I predict the most drastic shift back to slow social we've seen in a while. Think long-form YouTube videos, blog posts, and the rise of comfort creators. After half a decade of snappy, short-form videos and an explosion of AI-generated content, people are craving a more human pace and authentic storytelling again.”

— *Latasha James*

James + Park Creative



 [@thelatashajames](#)
228K subscribers

| | | | |
|---|-----|----|----|
|  | Mon | 10 | AM |
|  | Mon | 10 | AM |
|  | Mon | 10 | AM |
|  | Mon | 06 | PM |
|  | Mon | 06 | PM |
|  | Tue | 10 | AM |
|  | Tue | 10 | AM |
|  | Tue | 12 | AM |
|  | Tue | 01 | PM |

Rush hour on the timeline

Just like roads and restaurants, social networks also have their rush hour. And in 2025, posting activity followed a clear trend: most platforms peaked early in the week and early in the day.

What's this helpful for?

As you already know, there are no magic formulas in social media. Use this as a reference point. If most brands tend to post on certain days and times, there's probably a reason. Knowing when others are posting helps you decide whether you want to join the noise or go against the grain.

Conclusions

Video rules

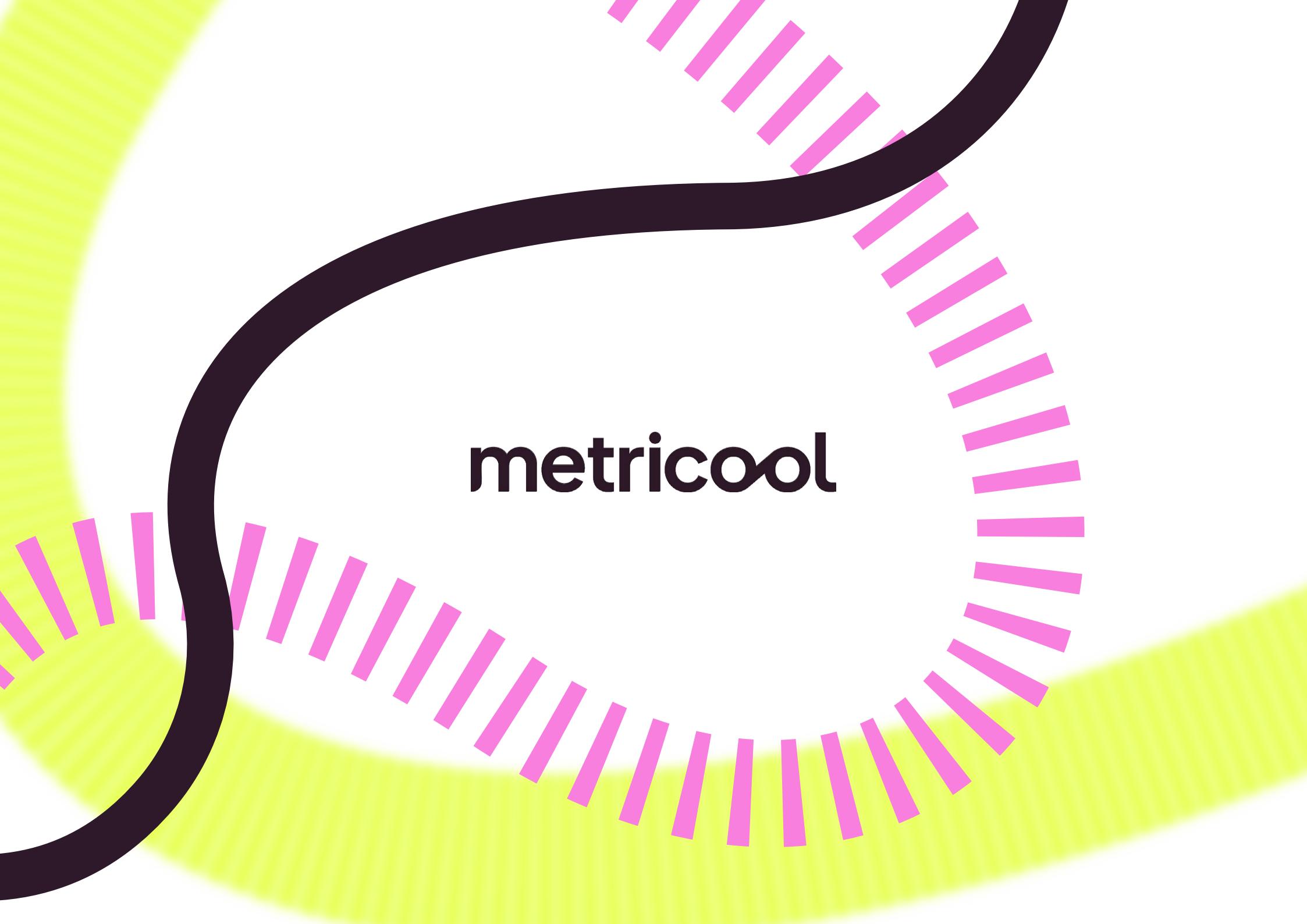
The report's data leaves no room for doubt: video is the best-performing format on most platforms, in terms of both reach and interactions. The key lies in its ability to stop the scroll, convey an entire story in a matter of seconds, and connect emotionally with the audience. Plus, the platforms' own commitment to prioritizing video content (especially vertical and short-form) makes it a central part of any social media strategy. The challenge is no longer whether to include video, but how to integrate it in a coherent, sustainable way that's tailored to each network.

The others

Because not everything in life is video, other formats also offer remarkable results. Depending on the platform. This is the case with carousels on Instagram and LinkedIn, which drive above-average reach and engagement metrics, especially for small and medium-sized accounts. The same is true for LinkedIn polls, which generate click-through and engagement rates well above other content formats. These formats share a common feature: inviting direct participation, whether by swiping, commenting, or reacting. This more "conversational" and interactive dimension is key in an increasingly saturated environment. Capturing attention is no longer enough; you have to activate it.

Time to fine-tune

If there's one thing every major platform has in common, it's that signs of saturation are clearly evident. Every year brings more accounts, more posts, and more competition for attention. Reaching for mass appeal and succeeding is within reach of very few. For social media professionals, the way forward is to know your audience better than ever and create content that connects authentically and relevantly. It's not about reaching everyone, but about resonating with the right ones.

The logo for metricool is centered within a large, dark gray circle. The circle is partially overlaid by a series of pink, diagonal bars that create a sense of motion, resembling a stylized DNA helix or a series of data points. The background behind the circle is white, and the bottom right corner features a bright yellow-green diagonal band.

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