

Industry KPIs: X's engagement spikes around news are inconsistent

Article

The news: Engagement rates on X (formerly Twitter) fluctuated dramatically throughout 2024, per our [Industry KPI data](#) from [Dash Social](#). The significant spikes and declines show

that X is still a go-to platform for users looking for discussion around major events—but also that it struggles to keep users' attention outside major news events.

By the numbers: Dash Social data from Q1 to Q3 2024 showed that X's average engagement rate hit a peak in Q2 before falling off significantly. Rival platforms had less eye-popping but far more stable engagement rates.

- X's average engagement **jumped from 1.9% in Q1 to 26.3% in Q2**—before dropping back down to 1.7% in Q3. The extremely high Q2 engagement overlapped with historic news events like former President **Joe Biden** dropping out of the 2024 presidential race.
- **Meta** platforms showed far more consistent average engagement throughout the year; **Instagram** engagement averaged a notably lower .3% through all three quarters, while **Facebook** averaged 4.2% in Q1 and 4.7% in both Q2 and Q3.

What this means: The Q2 spike shows that, despite troubles under **Elon Musk's** ownership, X is still viewed as a go-to platform for tracking news. Advertising alongside news content is a prickly decision for some brands, but X's engagement reveals an opportunity to reach politically active users.

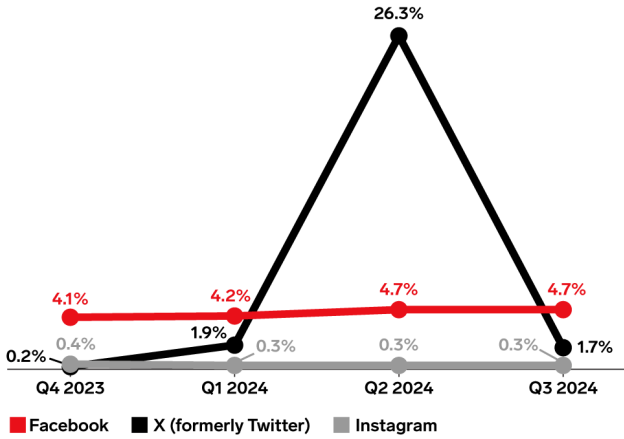
21% of US adults say they regularly get news from influencers, per an August 2024 Pew Research survey—and X has more news influencers than any other social platform.

Our take: Major news events are hard to predict, and brands may not want to commit consistent spending to X given its notable brand safety struggles. Instagram and Facebook's consistent engagement makes them much more reliable channels for long-term ad spending and brand presence—even if Instagram's engagement is comparatively low.

X also isn't the only text-based social media platform on the block anymore. **Bluesky** has attracted significant attention in recent months and has floated advertising, while Meta's **Threads** drew 1 million new users daily in Q4 2024 and is currently testing ads.

Go deeper: Want more social media benchmarking data? PRO+ subscribers have access to Industry KPIs, our collection of more than 400 benchmarks in marketing and retail and ecommerce across a range of industries and countries, Click here for more information.

Industry KPIs: Worldwide Average Social Engagement Rates of Select Social Networks, Q4 2023-Q3 2024



Note: the average percentage of an X audience that engaged with a tweet during a given time period; the percentage of an audience that engaged with a Facebook photo post; the percentage of an audience that engaged with an Instagram post
Source: Dash Social, Sep 30, 2024

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