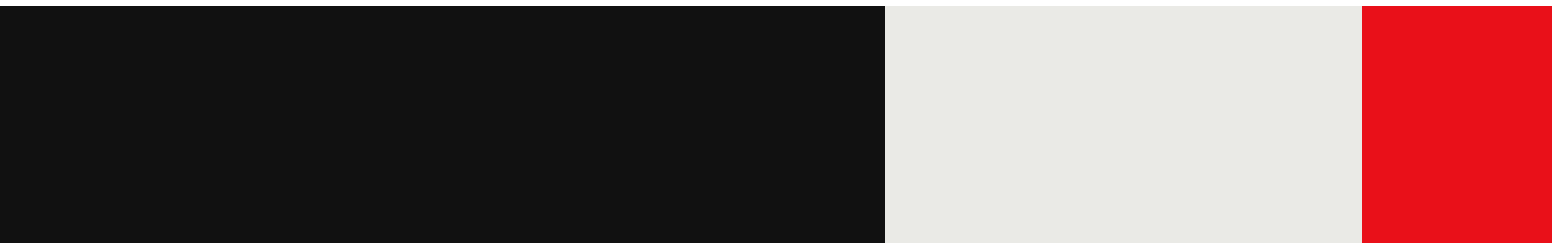
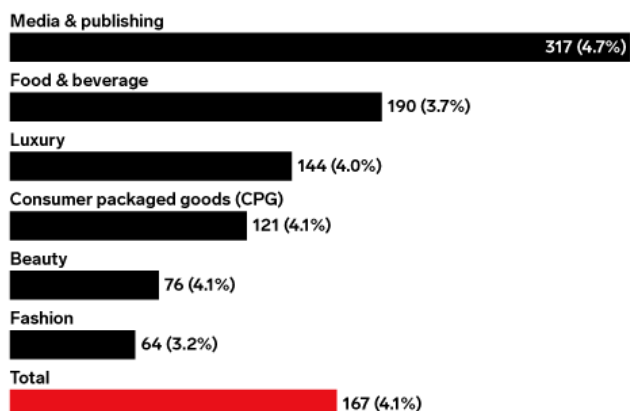


# Media and publishing dominates TikTok engagement rate

Article



## Industry KPIs: TikTok Shares per Post and Engagement Rate per View Worldwide, by Select Industries, Q2 2024



Note: data represents activity among Dash Hudson clients, broader industry metrics may vary; TikTok average shares per post are the number of shares a TikTok video received; TikTok average engagement rate per view is the percentage of an audience that engaged with a TikTok video  
Source: Dash Hudson, June 2024

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**Key stat:** Media and publishing has the highest TikTok engagement across six categories, with 317 shares per post and an engagement rate of 4.7%, according to June 2024 data from Dash Hudson.

### Beyond the chart:

- Media and publishing also has a higher engagement rate than the overall benchmark of 4.1%, indicating an exceptionally engaged audience.
- There will be 117.9 million TikTok users in the US next year, reaching over one-third (34.4%) of the population, according to our May 2024 forecast.

**Use this chart:** Marketers and retailers can use this chart to underscore TikTok's role in driving audience engagement, benchmark their own performance, and adjust social media marketing strategies.

### Related EMARKETER reports:

- [Social Ad CPMs Forecast 2024](#) (EMARKETER subscription required)
- [US Social Network Forecasts 2024](#) (EMARKETER subscription required)

Note: Data was provided to EMARKETER by Dash Hudson.

*Methodology: Data is collected and analyzed quarterly by Dash Hudson, including posts from national and international companies across major social media platforms, including TikTok (n=917), Instagram (n=2,829), YouTube (n=684), Facebook (n=1,318), Pinterest (n=548), and X (755 companies) to ensure a comprehensive and representative sample. The data includes content posted from October 1, 2023, to December 31, 2023. Only accounts with at least 1,000 followers were considered. Benchmarks were established by calculating the average performance of each brand, providing breakdowns by follower grouping as well as industry. Sample size among platforms, industries, and follower buckets may vary.*