

NEED HELP DRIVING BUSINESS GROWTH?

Here are 12 social media statistics

LINKEDIN STATS



Video posts generate 119% more impressions and 3x more engagements than other posts



Photo posts generate 3x more clicks than other post types



LinkedIn posts on Sundays generate 26% more impressions



Wednesdays are the top day of the week, generating 44% more engagements and 155% more clicks



LINKEDIN TIPS

Videos tend to drive the highest average impressions and engagements on LinkedIn. Leverage video content by covering trending topics, sharing industry insights, and educating your audience.

INSTAGRAM STATS



Reels generate 8x more impressions and 2x more engagements than other posts



Carousel posts generate 3x more interactions than other post types



Sundays are the top day of the week, gaining 47% more impressions and 31% more engagements



Posts on Fridays and Saturdays generate 50% more interactions



INSTAGRAM TIPS

Reels are on the rise as Instagram focuses on video content. Your business can leverage Reels by sharing behind-the-scenes, how-to guides, team introductions, educational tips and more.

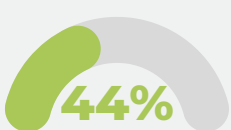
FACEBOOK STATS



Photo posts generate 159% more impressions than other post types



Photo posts bring 3x more engagements and 3x more clicks than other posts



Tuesdays are the top day of the week, bringing in 44% more engagements and 2x more clicks than other days



Sundays tend to generate 33% more impressions



FACEBOOK TIPS

Posts with one or more photos tend to perform the best on Facebook. We recommend sharing company news, employee highlights, information on your offers and more in image formats.