

2025  
**SOCIAL  
MEDIA**  
Study

metricool

**Hello!**

# We are Metricool.

The tool that helps you plan,  
publish, and measure your social  
media content.

More than

# 2,000,000

**professionals already trust us**

from large global players like **Adidas, Starbucks, and Elle**, to smaller companies like a **diving school in Cape Town**.

**Analytics is in our DNA.** It's in our name and was the first feature we provided at birth.

Since then, we haven't stopped analyzing data and activity on social media. Why? Because we believe it's an essential part of:

- **Measuring the temperature of networks.**
- **Following their evolution.**
- **Spotting trends that shape the future.**



## In 2024

we published comprehensive studies on:



To kick off 2025 with a bang, we analyzed over

# 21,000,000

**posts from 8 platforms**

We have found some very interesting results...  
**read on to find out!**

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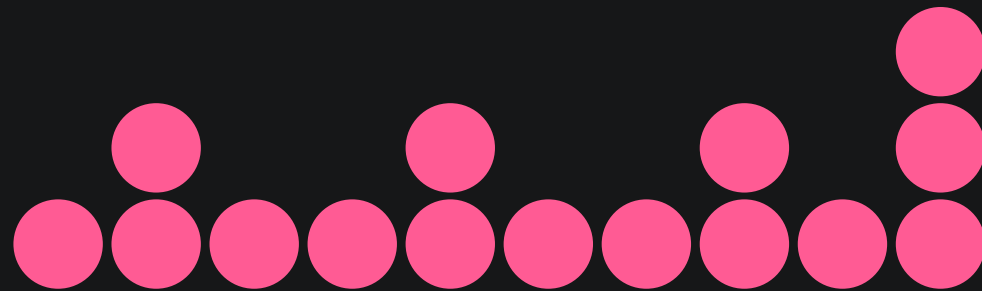
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## Data Set

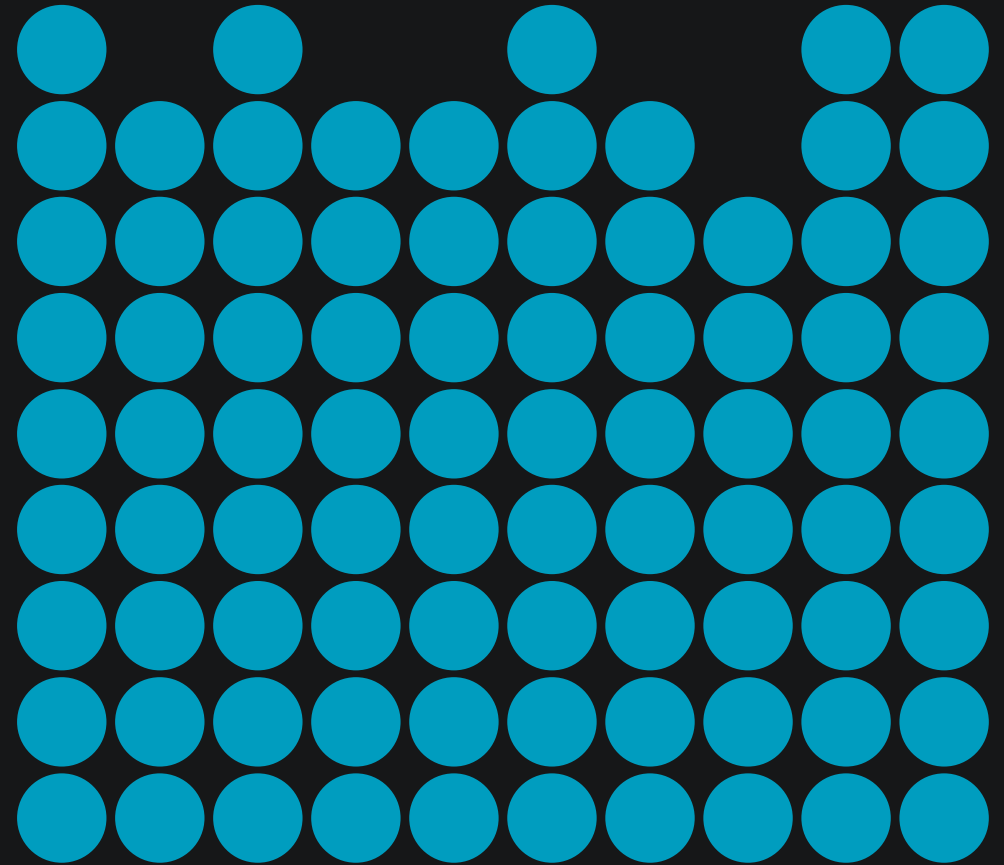
We analyzed the following number of accounts and posts from around the world, in multiple languages, to understand the evolution of social media platforms from September 2023 to September 2024, when the data for the current study was collected.

This was the total sample for the study:



**1,387,457**

**Analyzed accounts**

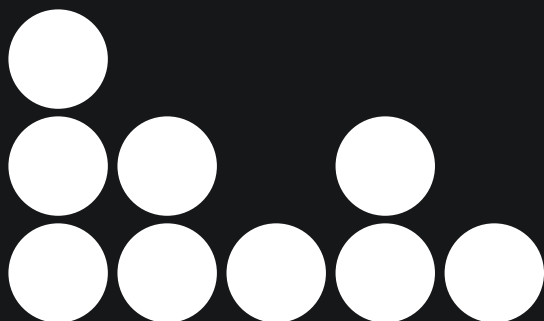










**21,211,149**

**Analyzed posts**

## Data Set

# In detail



|   |           | Accounts       | Posts             |
|---|-----------|----------------|-------------------|
|    | Pinterest | <b>12,571</b>  | <b>420,504</b>    |
|    | Twitch    | <b>12,982</b>  | <b>90,347</b>     |
|    | Instagram | <b>391,463</b> | <b>16,574,627</b> |
|    | X         | <b>24,909</b>  | <b>1,267,544</b>  |
|  | Facebook  | <b>662,338</b> | <b>338,313</b>    |
|  | TikTok    | <b>100,667</b> | <b>1,228,101</b>  |
|  | LinkedIn  | <b>55,575</b>  | <b>519,209</b>    |
|  | YouTube   | <b>49,107</b>  | <b>772,547</b>    |

For accurate comparison, we divided the accounts into five groups, according to the number of followers:

|               | Followers             |
|---------------|-----------------------|
| <b>Tiny</b>   | <b>0 - 500</b>        |
| <b>Small</b>  | <b>501 - 2,000</b>    |
| <b>Medium</b> | <b>2,001 - 10,000</b> |
| <b>Big</b>    | <b>50,000</b>         |
| <b>Huge</b>   | <b>&gt; 50,001</b>    |

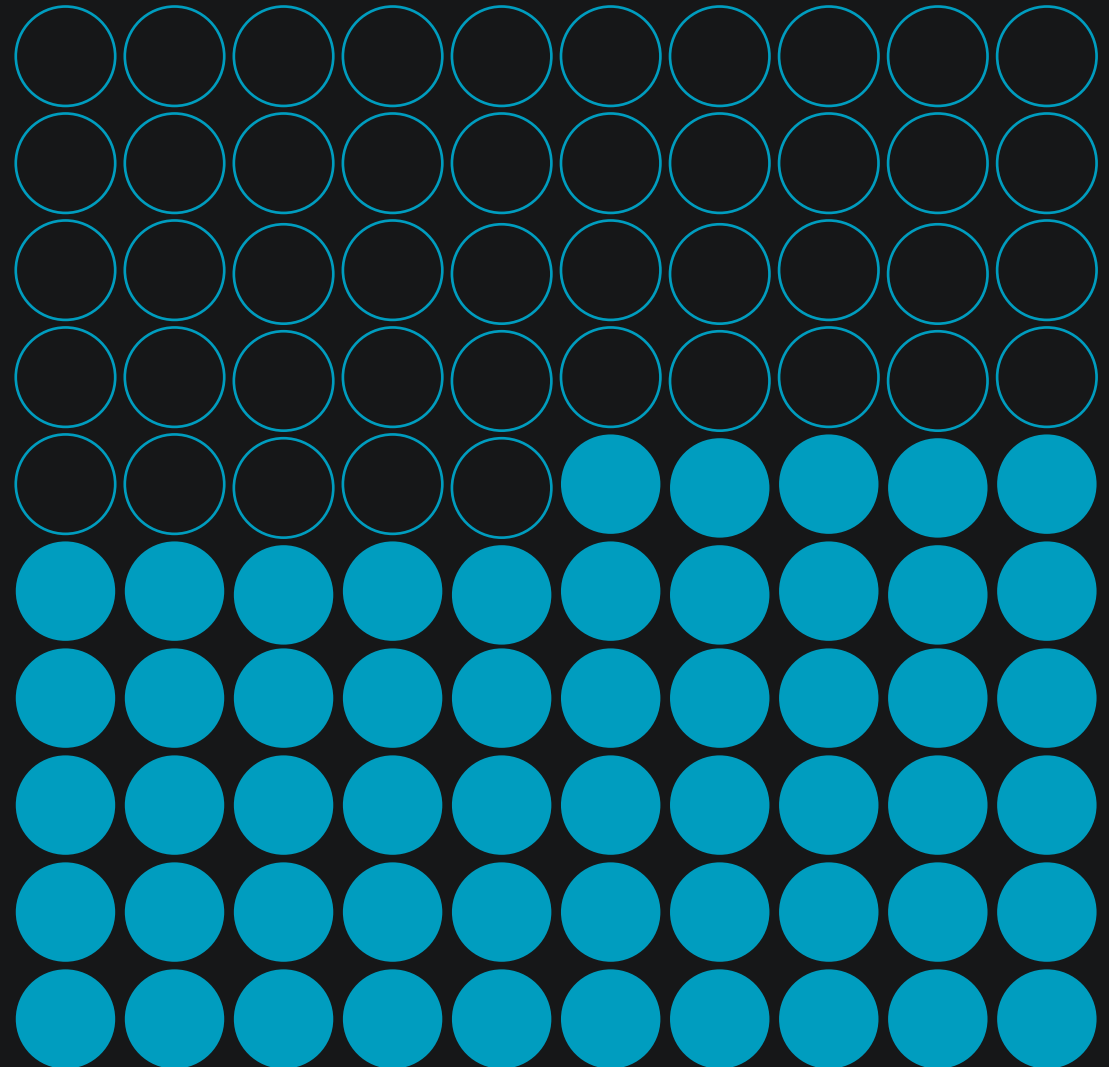
When talking about averages in some sections, we carried out a detailed analysis by dividing the accounts into groups according to their size. We extracted the values for reach, interactions, and clicks separately and calculated the average for each group. From this data, we concluded the performance and opportunities for each key metric. This allows us to provide more accurate, actionable insights, tailored to different account sizes.


# 2024 AT A GLIMPSE

A fact to summarize each platform in 2024.



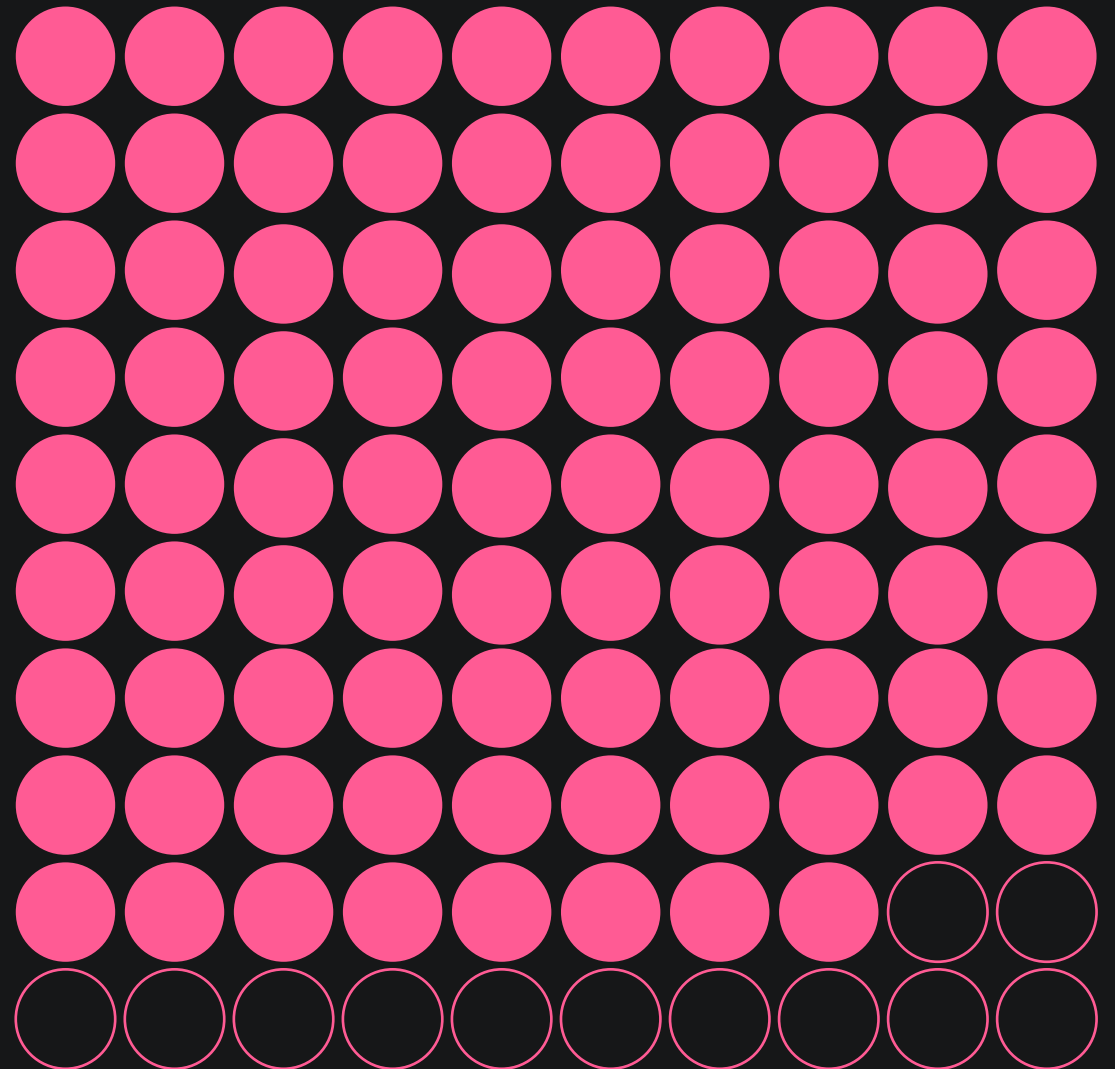
# Pinterest




**55%** 

**Clicks** (vs. 2023)

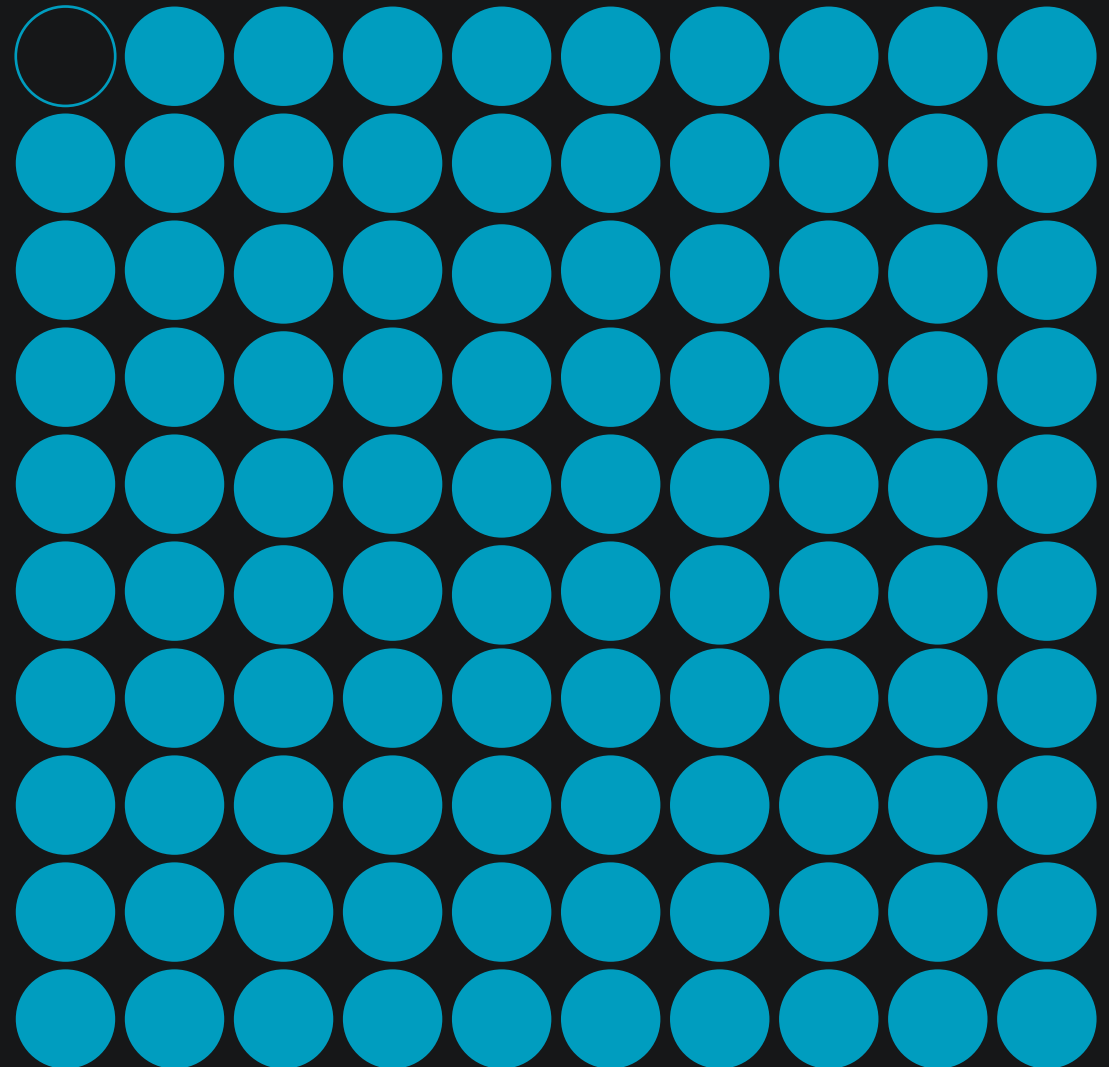
# Twitc




**-88%** 

**Subscriptions** (vs. 2023)


# LinkedIn



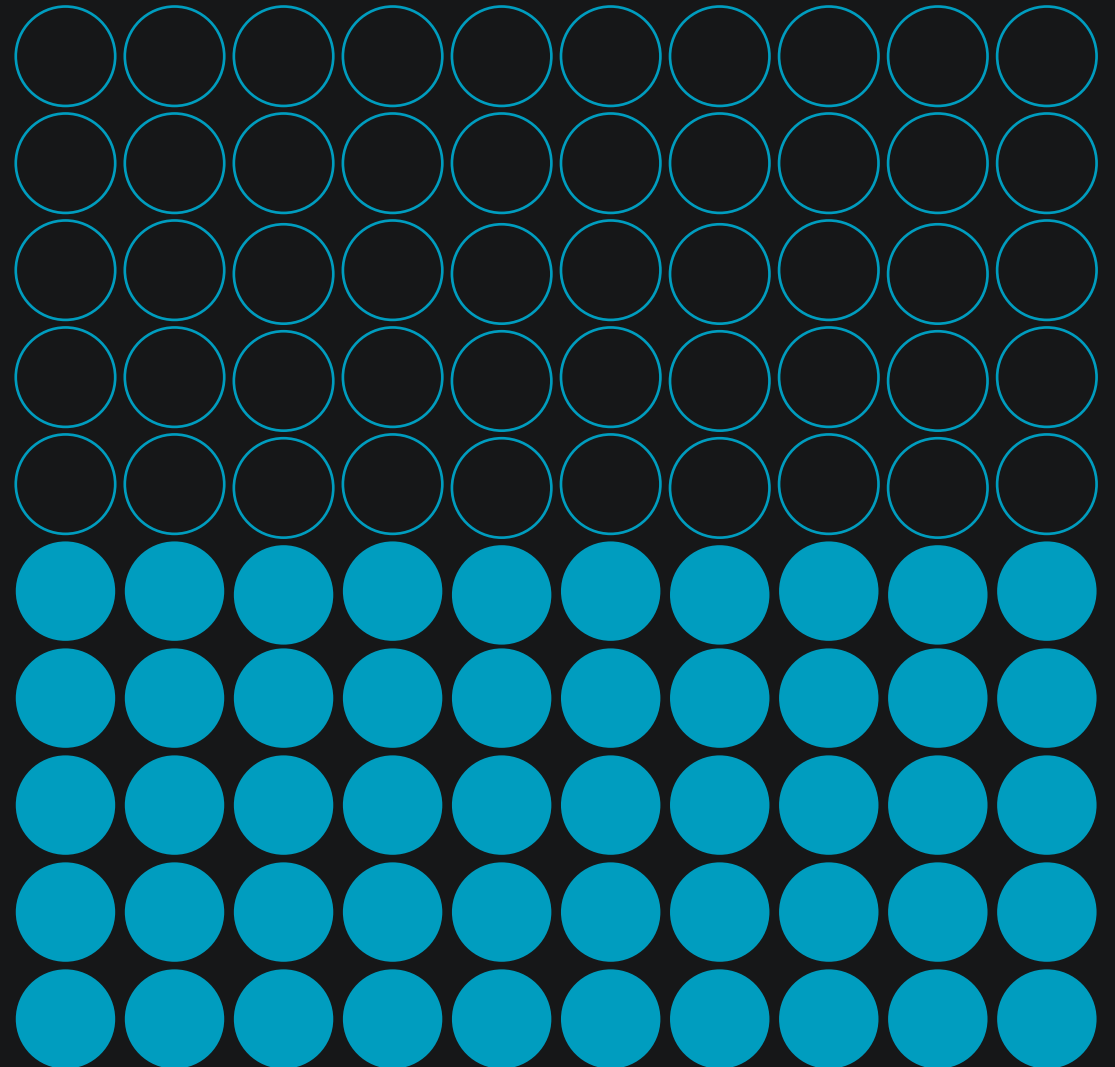
**99%** 

**Average interactions** (vs. 2023)

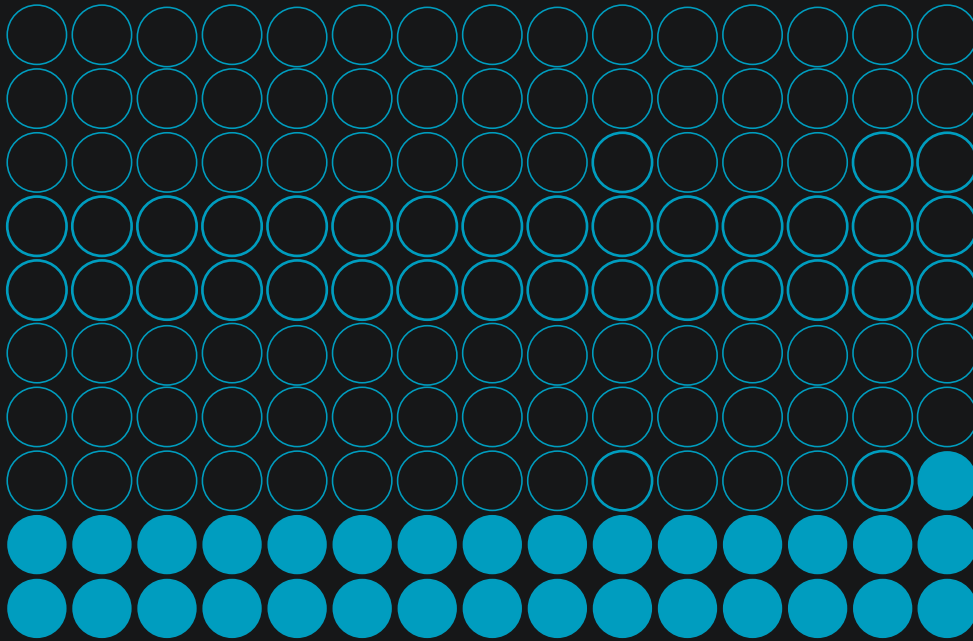
**X**

**50%** 

**Impressions** (vs. 2023)

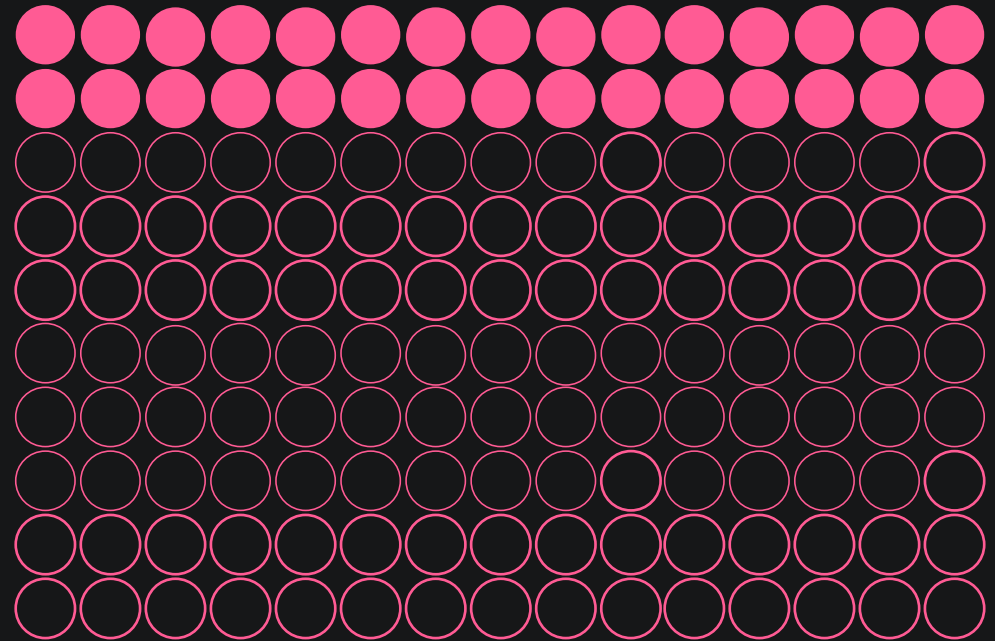


# Instagram



**21%**

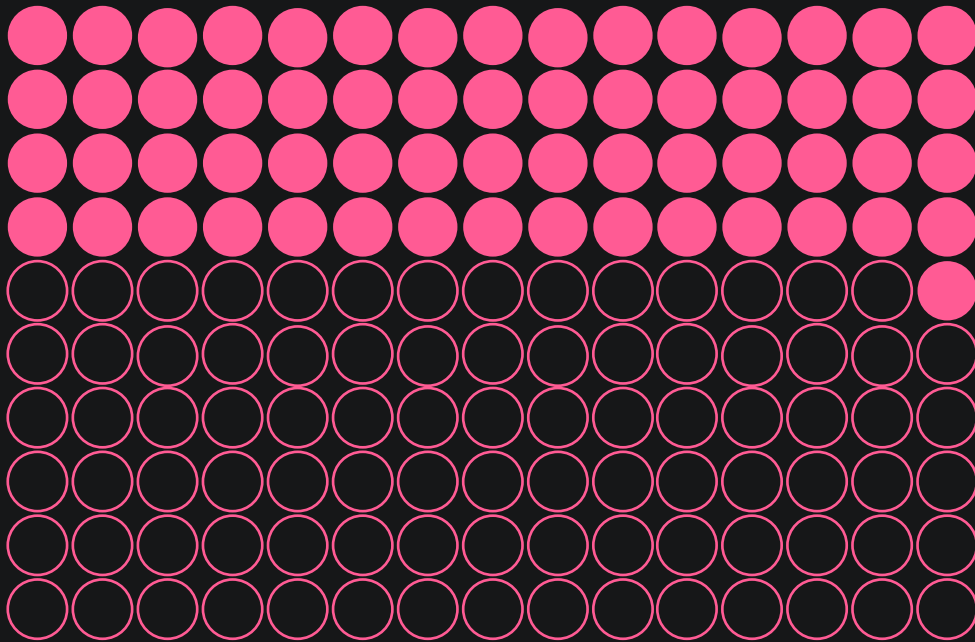
**Post Reach** (vs. 2023)



**-20%**

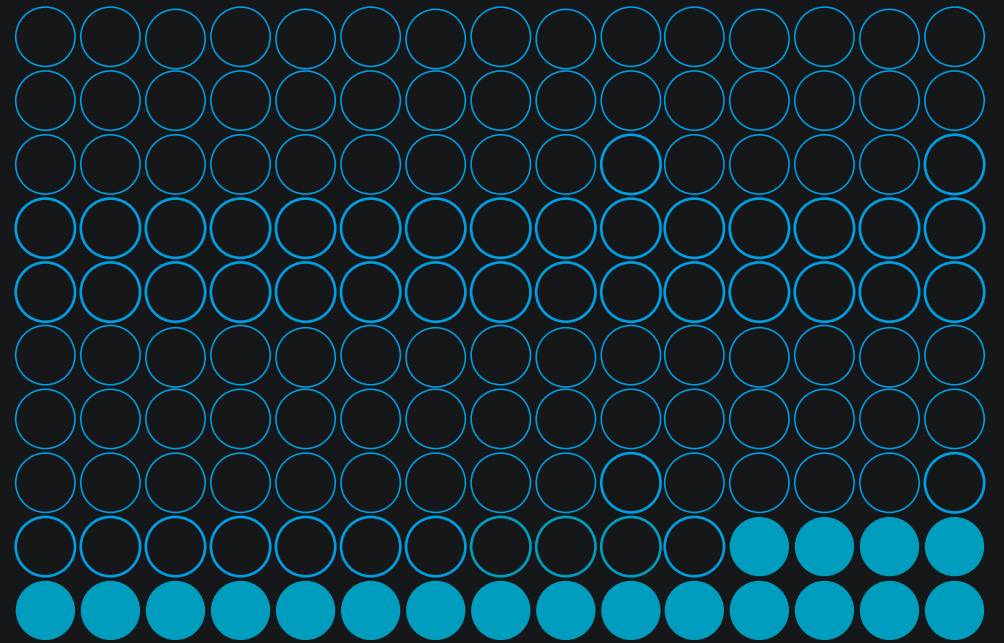
**Reels Reach** (vs. 2023)

# Facebook



**-41%** ↓

**Post Reach** (vs. 2023)



**13%** ↑

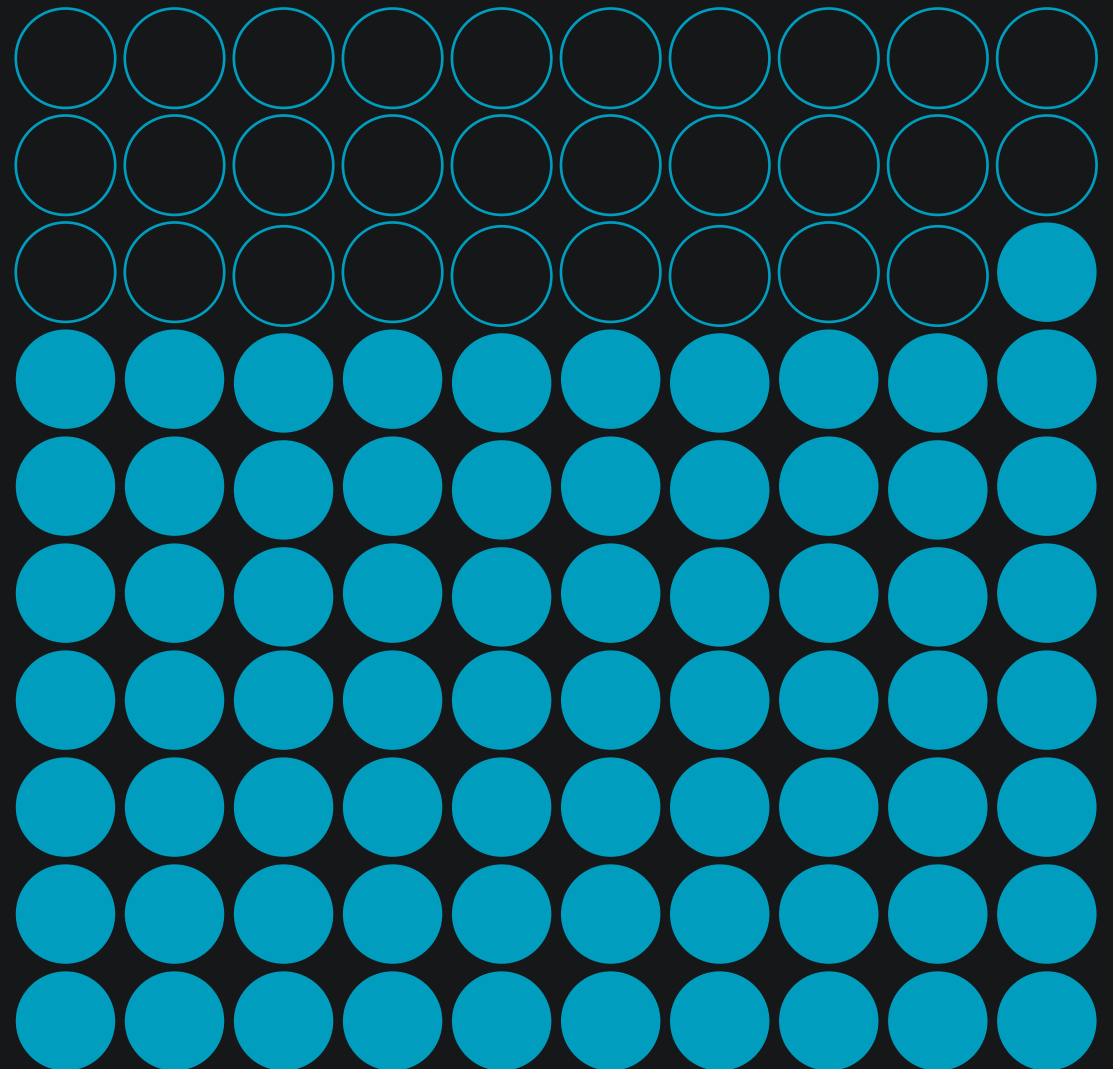
**Reels Reach** (vs. 2023)

# TikTok

71%



**Average total watch time**  
(vs. 2023)

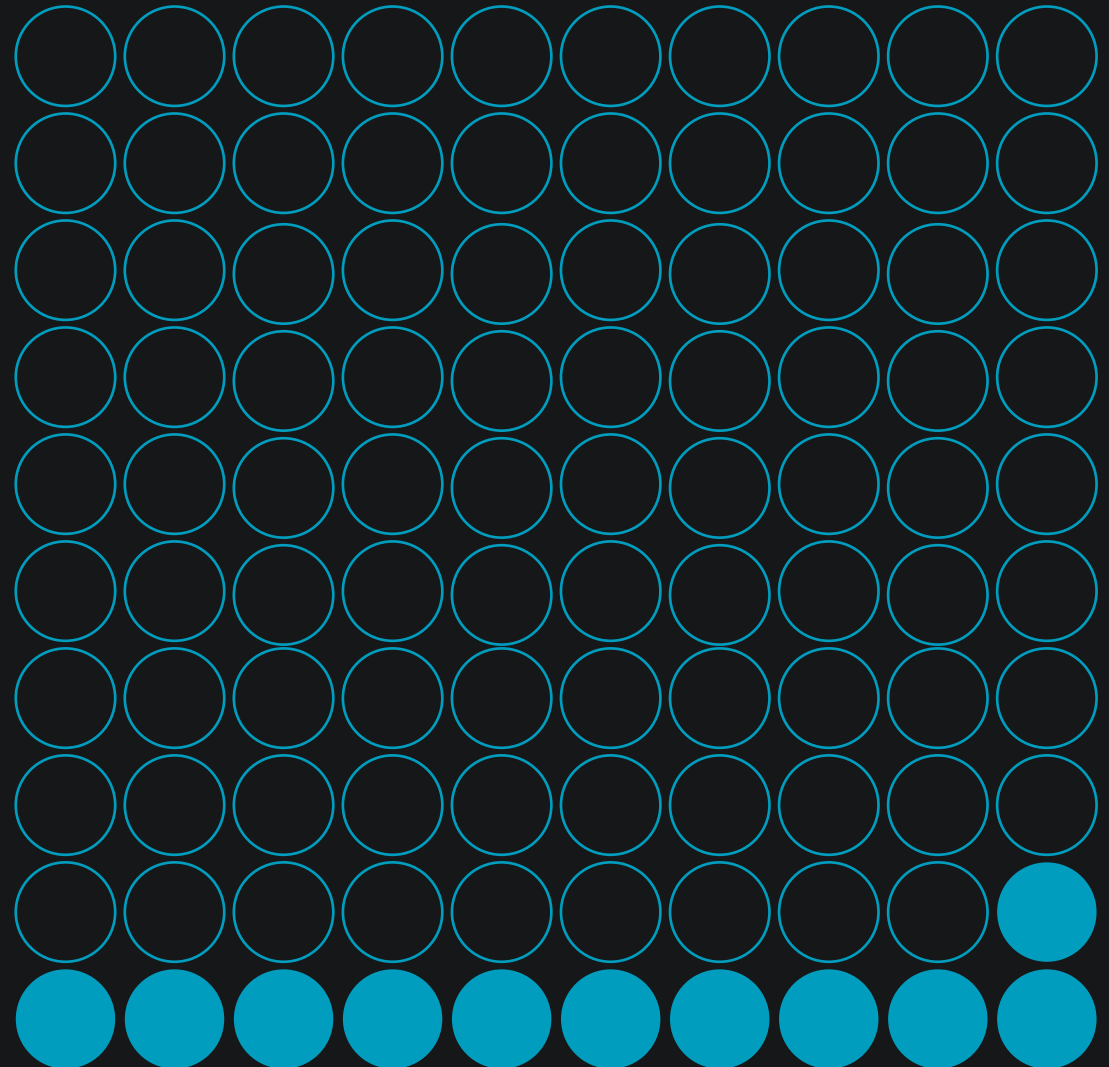


# YouTube

**11%**

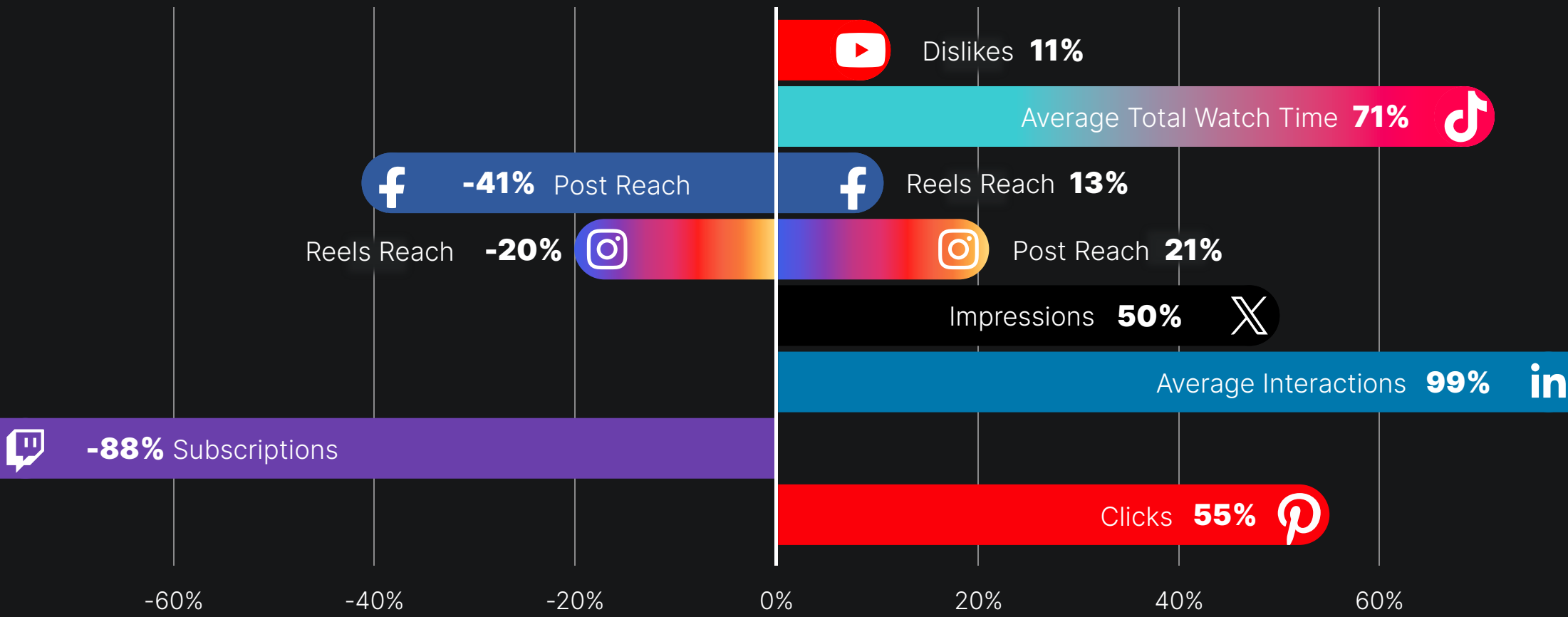


**Dislikes** (vs. 2023)





# 2024 for each social network AT A GLIMPSE



# KEY METRICS

Focus on: growth

# The larger the audience, the better the results.

If you're in the content creation business, you know it takes blood, sweat, and tears to grow. And not achieving it can be frustrating. The first step to growth is choosing where to invest your efforts.

Yes, your target audience and available resources already set certain limits. But, most platforms have millions of active users and in almost all of them, you can reach any represented segment.

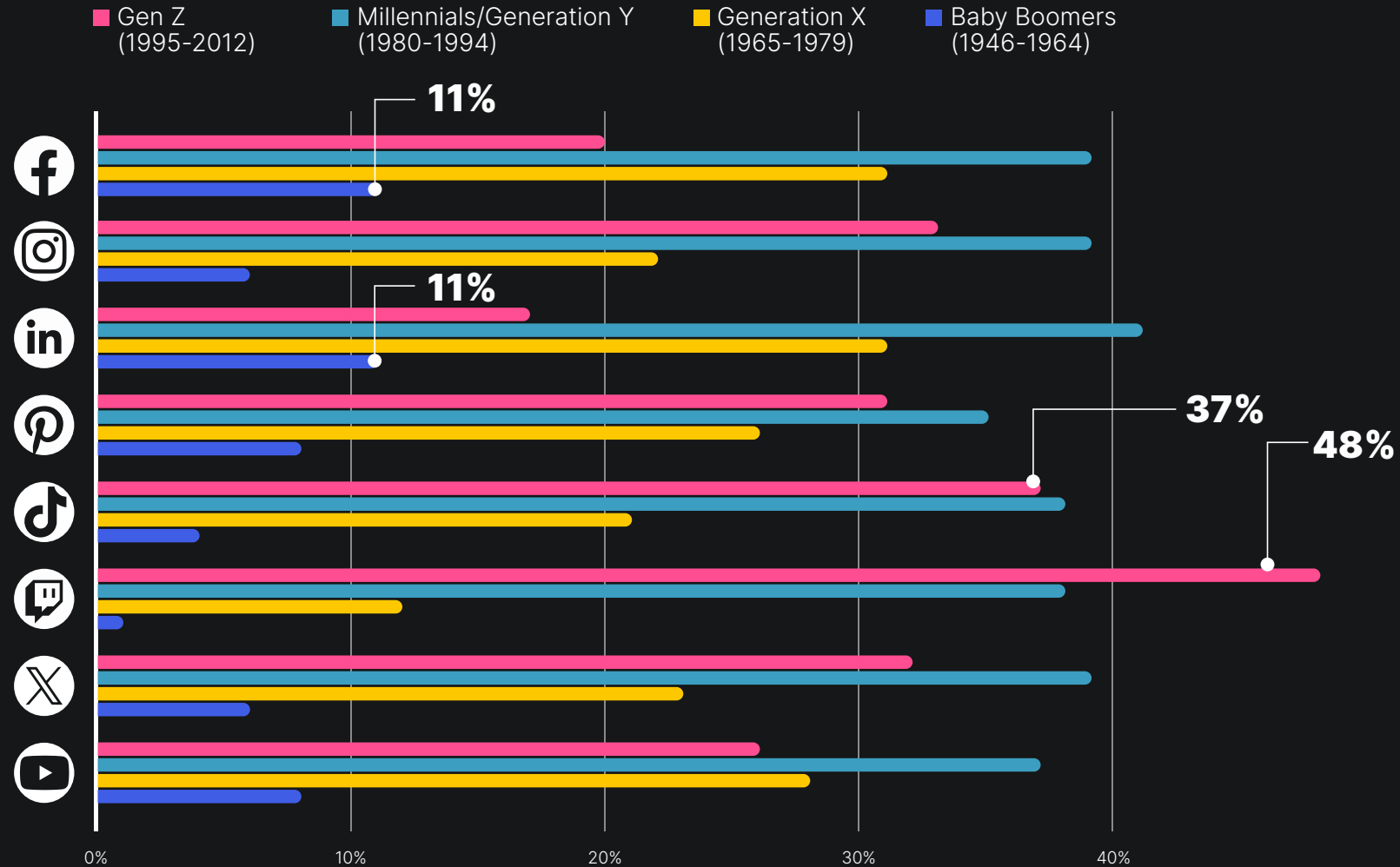
Once you are clear on who you are targeting, the next step is the potential of each network.

**Is it thriving or declining?**  
More importantly, **how easy is it to grow, especially if you're starting from scratch?**

This is where data makes the difference.

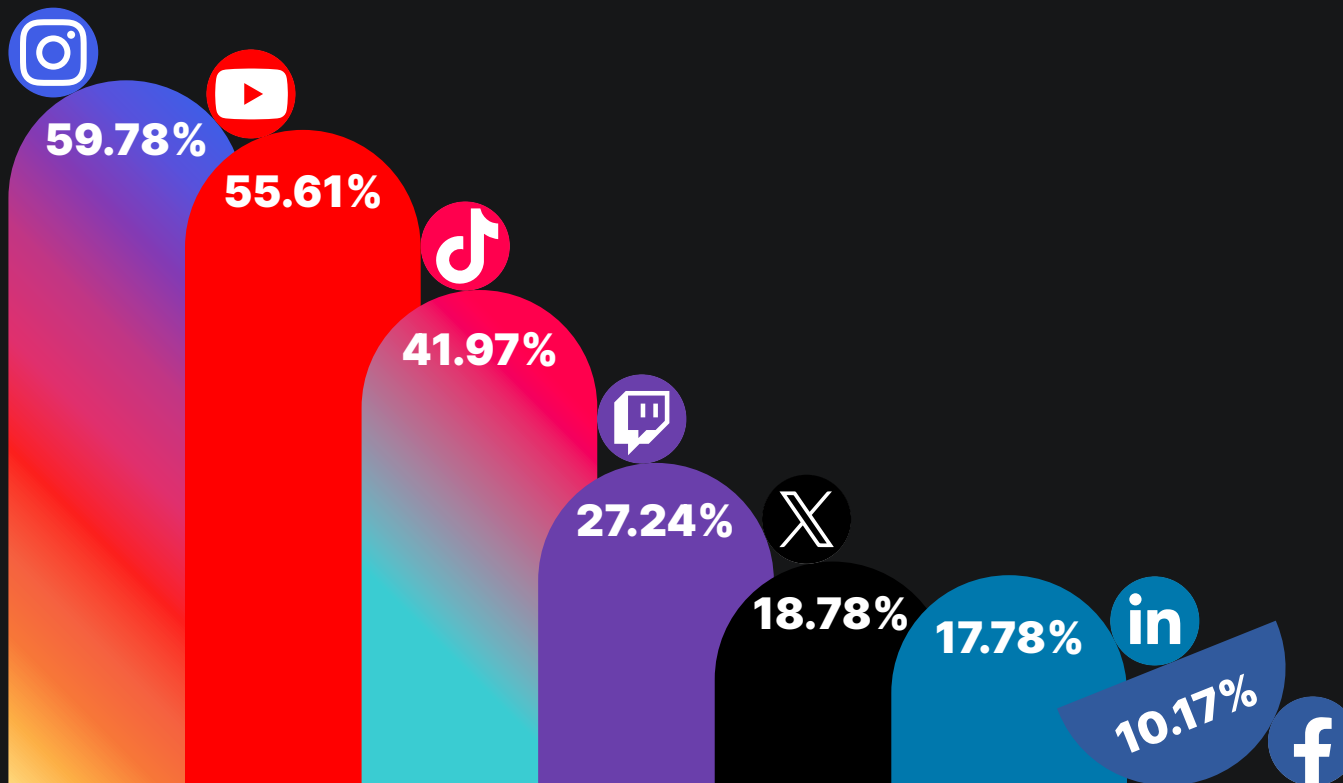


For example, if we look at this user classification by age from Statista, there is a similar distribution on almost all platforms. However, there are a few highlights, especially in the younger and older generations:



Data pulled from Statista's Global Consumer Survey from the period: October 4, 2023 to September 23, 2024.

# Where do small accounts grow most easily?



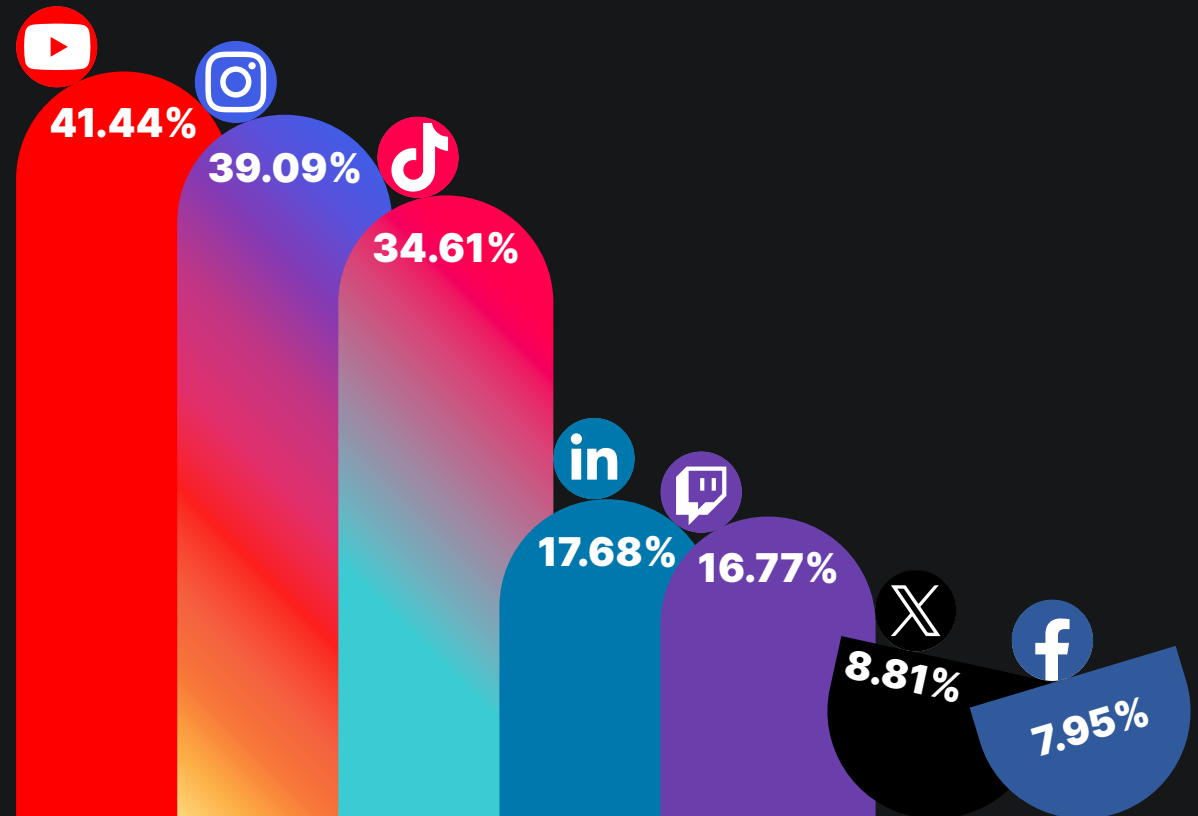
Percentage of Tiny accounts that moved up a category in 2024

There are platforms where algorithms allow smaller accounts to be discovered, and others where getting over the first 500-follower hump is like climbing Everest without oxygen.

\*The chart represents the percentage of tiny accounts that have moved to a superior category compared to the previous study on each platform.

# In general, which platform is the easiest to grow on?

But it doesn't stop there. That ease or difficulty is usually directly related to how fast (or slow) you can get to the next level, regardless of the number of followers.



\*The chart represents the percentage of accounts that have moved to a superior category (ie: from tiny to small, from medium to huge, etc.) compared to the previous study in each platform.

Percentage of accounts that moved up a category in 2024

Focus on: reach

# Platforms? Check. Now it's time to be seen.

Algorithms dominate our feeds. Not all of them are in favor of small accounts.



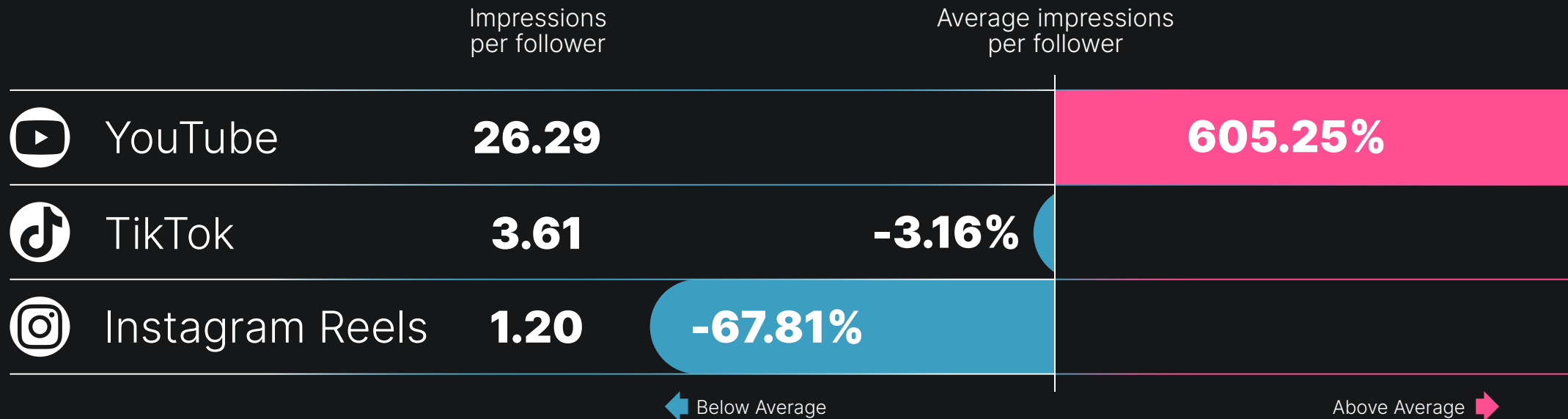
That's why we asked ourselves:

**Where do accounts  
starting from scratch  
have the best chance to  
grow?**



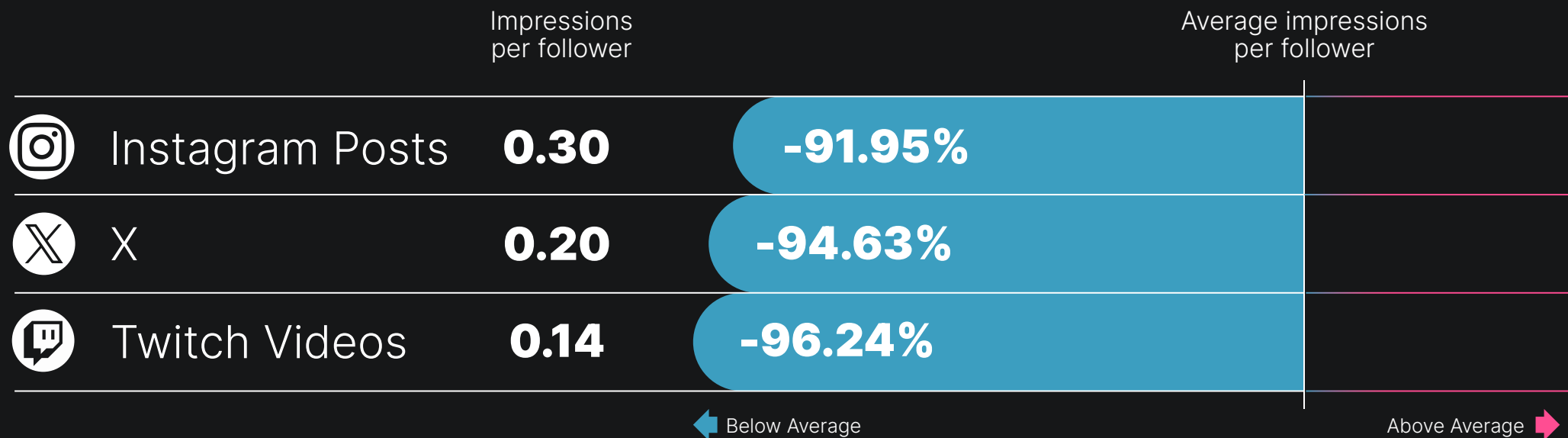
We analyzed reach based on impressions per follower for accounts with **less than 2,000 followers**.

The data shows that these platforms stand out for offering the best reach and impressions per follower, making them fertile ground, even for those starting from scratch:



Accounts with less than  
**2,000**  
**FOLLOWERS**

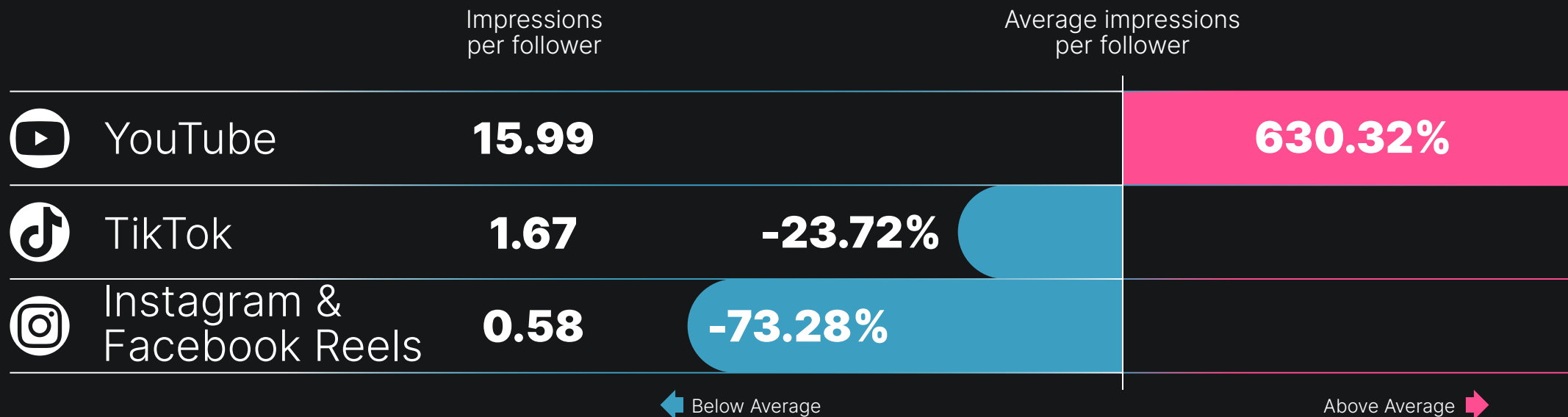
On the other hand, we have other platforms, where **accounts with less than 2,000 followers** have a harder time gaining visibility:



Accounts with less than  
**2,000**  
FOLLOWERS

**And for accounts between 2,000 to 50,000 followers?**

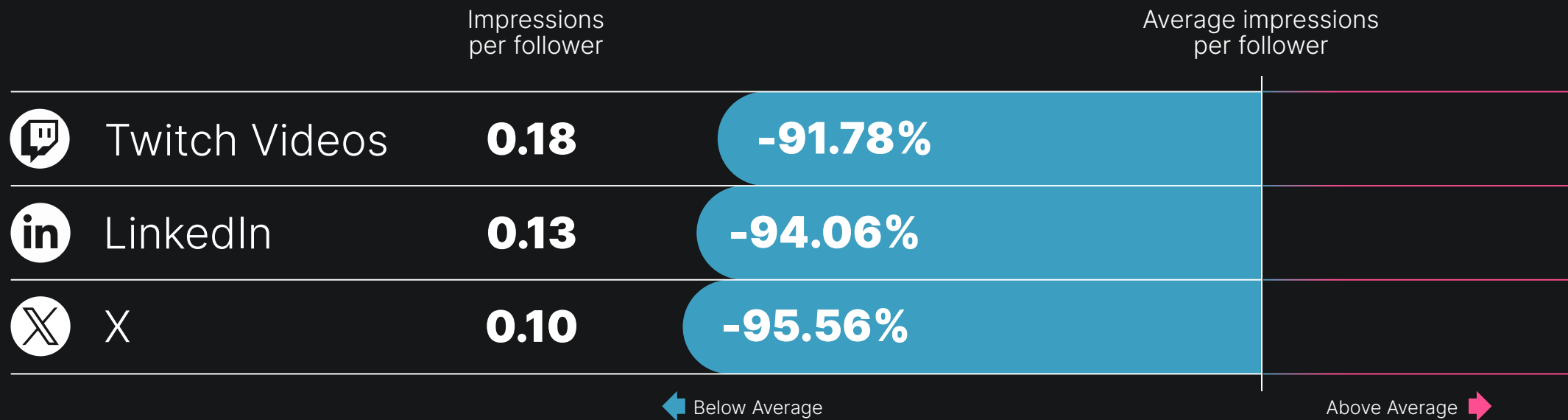
The results are similar for the top 3 options:



Accounts between

**2,000 - 50,000**  
**FOLLOWERS**

As for the platforms with poorer performance:



Accounts between

**2,000 - 50,000**

**FOLLOWERS**

## Keep in mind

**1**

### **YouTube is the leading platform for visibility**

with exceptional maintained performance even as accounts grow.

**2**

### **TikTok is positioned as another solid option**

although its effectiveness decreases in larger accounts, losing some of its initial advantage.

**3**

### **X, LinkedIn, and Instagram Posts show low scalability.**

We've already seen that growing followers on these platforms is most difficult. This also confirms the difficulties in reaching a significant number of followers through content.

Focus on: interactions

# You have the attention, now you need the interaction.

It's not just about getting the content seen. We want people to react.

We want them to pause in their infinite scroll, leave a like, comment, or share it.

**Even if our posts are seen and well-received, if the viewer doesn't react, we can't know if we're really getting it right. We need signals that confirm our content connects and works.**









In addition to demographic or sociocultural factors, user behavior also varies by platform.

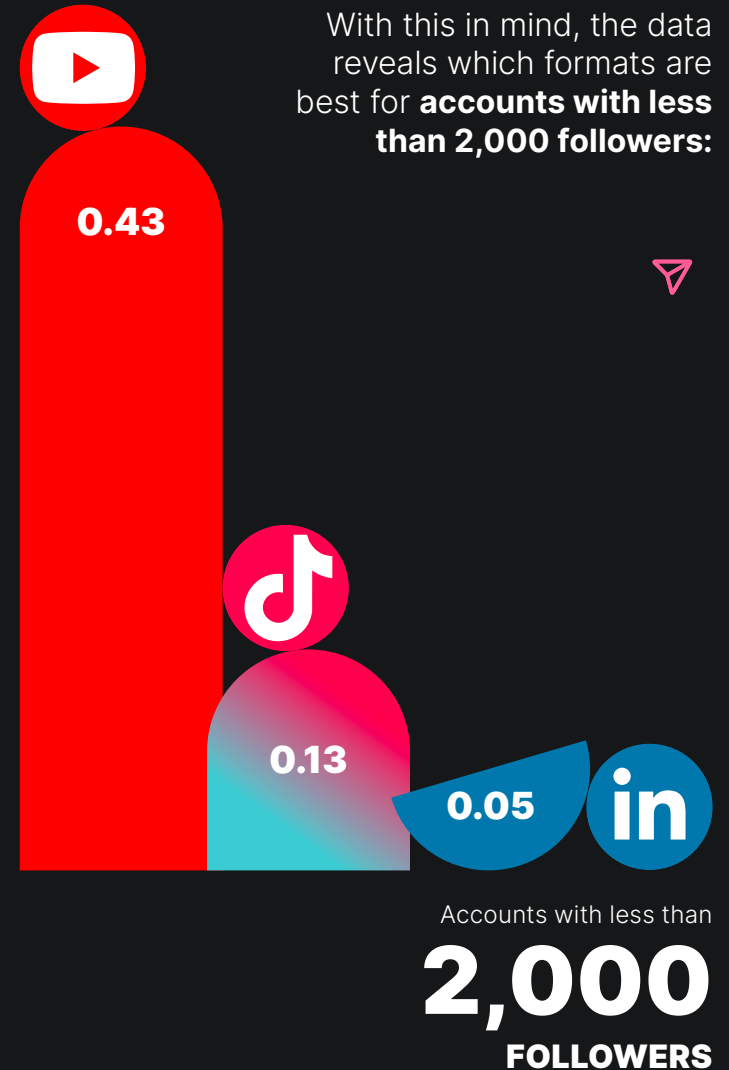
## Why?








Sometimes, the content itself incites certain behaviors. Other times, the dynamics and network interface encourage (or limit) more active participation.

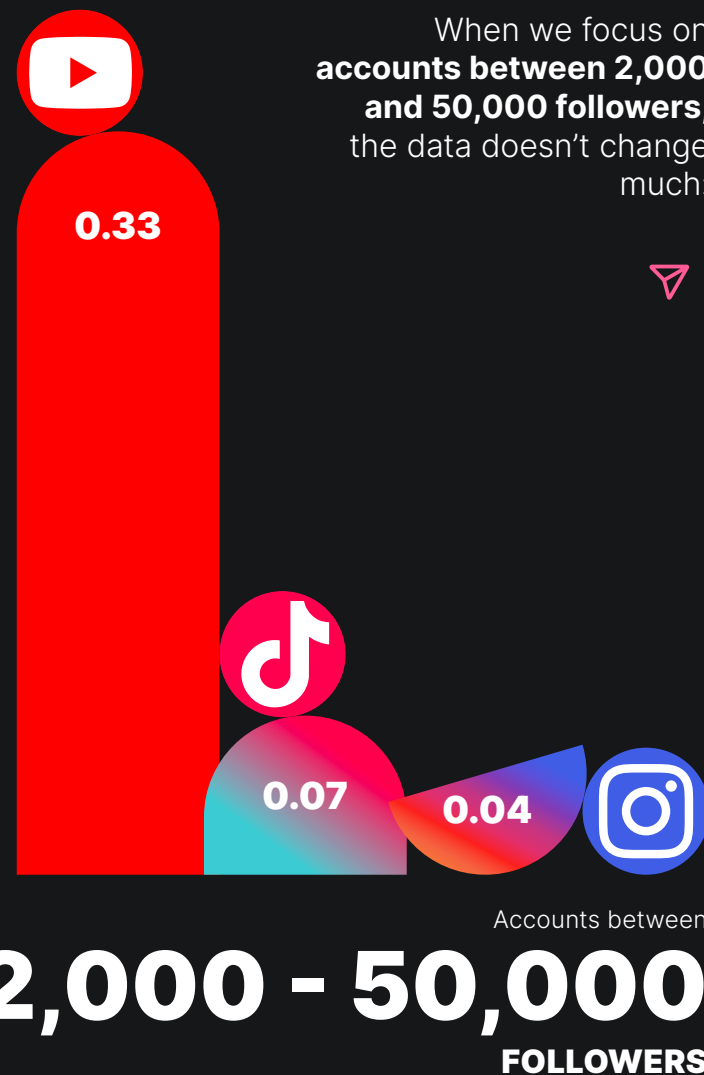


Interactions per Follower

|   |             |
|---|-------------|
|  YouTube           | <b>0.43</b> |
|  TikTok            | <b>0.13</b> |
|  LinkedIn          | <b>0.05</b> |
|  Instagram Reels   | <b>0.05</b> |
|  Facebook Posts   | <b>0.04</b> |
|  X               | <b>0.02</b> |
|  Instagram Posts | <b>0.02</b> |
|  Facebook Reels  | <b>0.02</b> |



|   | Interactions per Follower |
|---|---------------------------|
|  YouTube           | <b>0.33</b>               |
|  TikTok            | <b>0.07</b>               |
|  Instagram Reels   | <b>0.04</b>               |
|  LinkedIn          | <b>0.02</b>               |
|  Facebook Posts   | <b>0.01</b>               |
|  X               | <b>0.01</b>               |
|  Instagram Posts | <b>0.01</b>               |
|  Facebook Reels  | <b>0.01</b>               |





1

## **YouTube also dominates in terms of interactions**

especially with larger numbers of followers, with a significant advantage in average interactions per follower compared to other platforms.

2

## **TikTok is also good for interactions,**

but content performance decreases by almost 50% when the number of followers grows, showing less scalability.

3

## **Consistently low performance on X and Facebook Reels**

which has a negative on content interaction ratios.

## **Keep in mind**

Focus on: engagement

# The metric that defines the health of your social media presence.

We analyzed impressions and interactions per platform. Now it's time to connect the dots: engagement is the natural result of combining the two.

In case you need a refresher, here's the formula to calculate engagement:

**(Total Interactions / Reach) x 100 = Engagement Rate**

High engagement signifies that your content captures your audience's attention and drives them to interact with your brand. Not only does this increase your visibility—platforms prioritize content with high levels of interaction—but it also demonstrates your ability to build an active and loyal community.









**What if my engagement rate is low?**

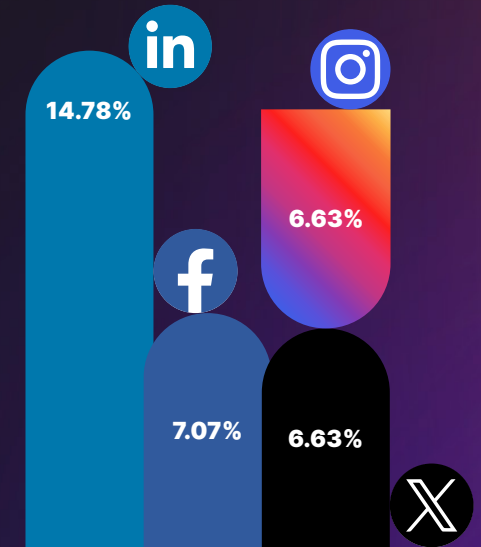
It will be harder to grow your reach, or worse, it could start to decline.

**So, let's explore which platforms you can achieve higher engagement rates, which ultimately translates into higher growth and better conversions.**











Engagement Rate ▲ Above/below ▼ average

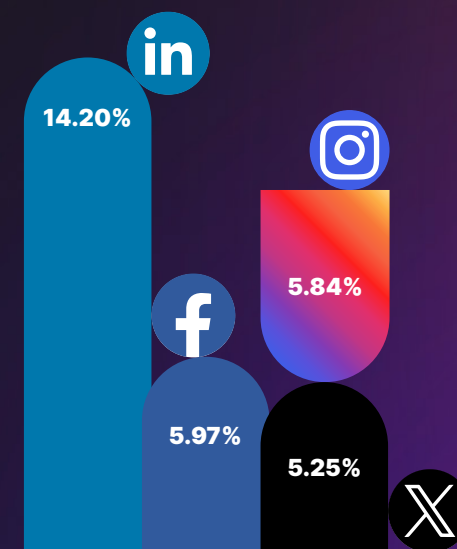
|   |                 |               |  |                |
|---|-----------------|---------------|--|----------------|
|    | LinkedIn        | <b>14.78%</b> | <span style="color: #ff00ff;">▲</span> | <b>146.23%</b> |
|    | Facebook Posts  | <b>7.07%</b>  | <span style="color: #ff00ff;">▲</span> | <b>17.78%</b>  |
|    | X               | <b>6.63%</b>  | <span style="color: #ff00ff;">▲</span> | <b>10.45%</b>  |
|    | Instagram Posts | <b>6.63%</b>  | <span style="color: #ff00ff;">▲</span> | <b>10.45%</b>  |
|   | Instagram Reels | <b>5.62%</b>  | <span style="color: #00aaff;">▼</span> | <b>6.37%</b>   |
|  | TikTok          | <b>3.65%</b>  | <span style="color: #00aaff;">▼</span> | <b>39.19%</b>  |
|  | Facebook Reels  | <b>1.99%</b>  | <span style="color: #00aaff;">▼</span> | <b>66.85%</b>  |
|  | YouTube         | <b>1.65%</b>  | <span style="color: #00aaff;">▼</span> | <b>72.51%</b>  |



Accounts with less than  
**2,000**  
FOLLOWERS

Engagement Rate ▲ Above/below ▼ average

|   |                 |               |  |               |
|---|-----------------|---------------|--|---------------|
|    | LinkedIn        | <b>14.20%</b> | <span style="color: #ff00ff;">▲</span> | <b>72.51%</b> |
|    | Facebook Posts  | <b>5.97%</b>  | <span style="color: #ff00ff;">▲</span> | <b>7.43%</b>  |
|    | Instagram Reels | <b>5.84%</b>  | <span style="color: #ff00ff;">▲</span> | <b>5.00%</b>  |
|    | X               | <b>5.25%</b>  | <span style="color: #00aaff;">▼</span> | <b>5.70%</b>  |
|   | Instagram Posts | <b>5.25%</b>  | <span style="color: #00aaff;">▼</span> | <b>5.70%</b>  |
|  | TikTok          | <b>3.79%</b>  | <span style="color: #00aaff;">▼</span> | <b>31.77%</b> |
|  | Facebook Reels  | <b>2.11%</b>  | <span style="color: #00aaff;">▼</span> | <b>26.06%</b> |
|  | YouTube         | <b>2.08%</b>  | <span style="color: #00aaff;">▼</span> | <b>62.51%</b> |



Accounts between  
**2,000 - 50,000**  
 FOLLOWERS

1

## LinkedIn leads in engagement

showing exceptional performance in proportion to its audience size. Although its total interactions are lower, each interaction has a higher proportional weight.

2

## Facebook Posts and Instagram Reels stand out for consistency

managing to outperform the average in both interactions and engagement rate, albeit with tighter margins in larger accounts.

3

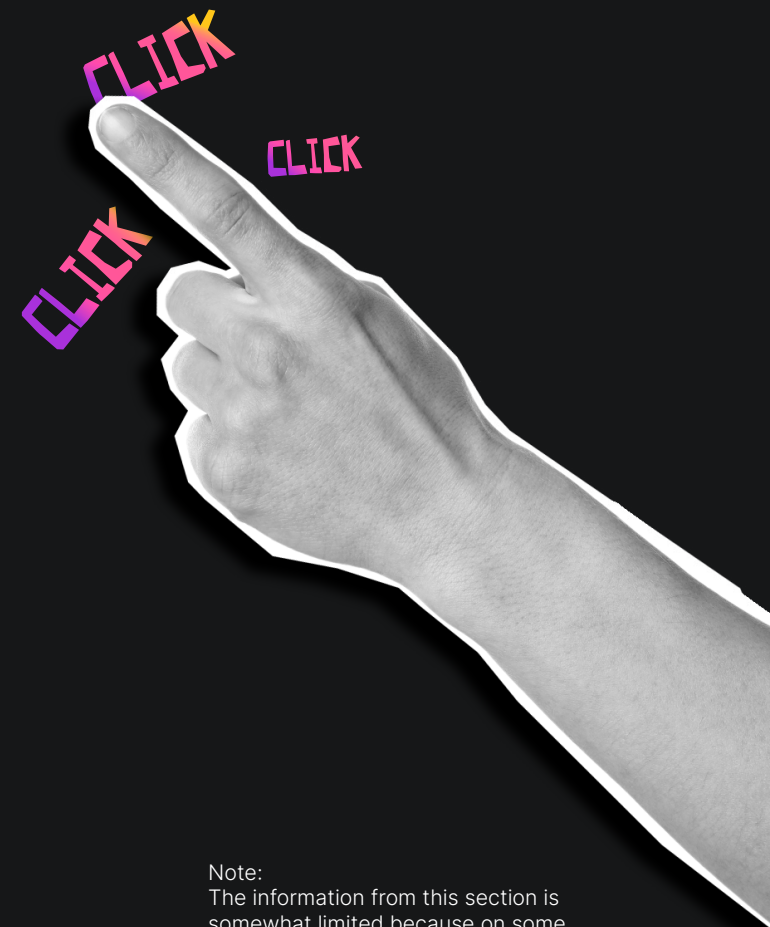
## YouTube and Facebook Reels stall in success

generating a large number of total interactions, but not growing in the same proportion as followers and impressions, which dilutes the relative interaction percentage.

## Keep in mind

Focus on: clicks

## From visibility to conversion.



Clicks are the direct connection between generated attention and results we seek: sales, downloads, registrations, or any other conversion goal.




Yes, some networks are ideal for increasing brand visibility, but not all make it easy to lead customers to the next step in the sales funnel. Without clicks, that attention can remain stagnant at the top and not translate into concrete results.

That's why when defining where to focus efforts, we should not only think about visibility. Analyzing which platforms facilitate action is key to building a complete and effective strategy.




Note:

The information from this section is somewhat limited because on some platforms, links aren't allowed to be shared directly in posts or this data is not available through the API used by tools like Metricool.

These are the results for **accounts with less than 2,000 followers:**

|  | Clicks per post |
|--|-----------------|
|  LinkedIn       | <b>23.54</b>    |
|  Facebook Posts | <b>21.34</b>    |
|  Pinterest     | <b>4.56</b>     |

And for **accounts between 2,000 and 50,000 followers:**

|  | Clicks per post |
|--|-----------------|
|  LinkedIn       | <b>156.78</b>   |
|  Facebook Posts | <b>130.54</b>   |
|  X             | <b>11.81</b>    |

Accounts with less than  
**2,000**  
FOLLOWERS

Accounts between  
**2,000 - 50,000**  
FOLLOWERS

# THE IDEAL FUNNEL TO GET STARTED

According to the data, this is a possible strategic path to **building a brand with more than 2,000 loyal followers** and achieving results, thanks to optimizing efforts on the most effective platforms according to each stage of the marketing funnel.



Top of the Funnel:

**BECOME VISIBLE**

The ideal platforms to maximize reach and increase visibility from the start:

Middle of the Funnel:

**CREATE CONNECTIONS**

Platforms that encourage audience engagement:

Bottom of the Funnel:

**CONVERT**

# The ideal funnel

Impressions per follower



26.29



1.20



3.61



0.13

Interactions per follower

**14.78%** Engagement rate

**7.07%** Engagement rate



0.05



0.13



0.04



0.43

Clicks/post



11.81



4.56



23.54



21.34

# 2024 SOCIAL NETWORK X-RAY

Discover in detail how each platform has evolved over the year. In-depth analysis, key metrics, and a look at the complete evolution. Essential to understand the opportunities, and challenges, at a glimpse.

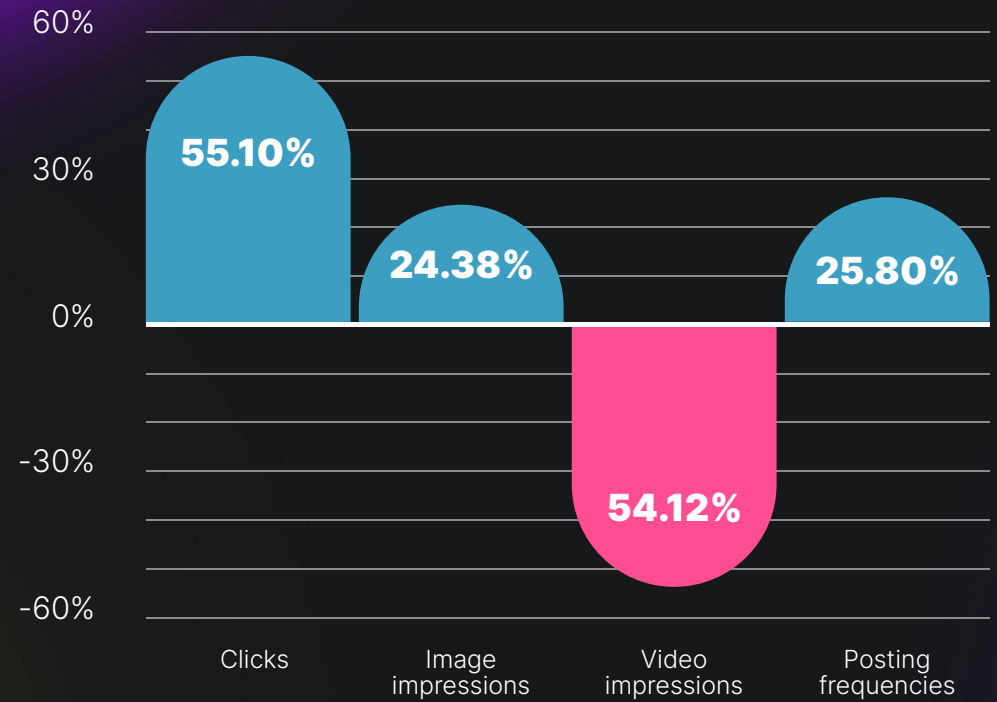
**Can't wait to explore the details? Go ahead, turn the page.**



# Pinterest

2023 vs. 2024

**Clicks up,  
but videos  
don't take off.**



Over the years, Pinterest has maintained a unique position in the market, yet often underestimated in the social media landscape. However, **in 2024 it surpassed 500 million monthly active users**, 42% of which belong to Gen Z, the demographic segment with the fastest growth on the platform.

**42%**

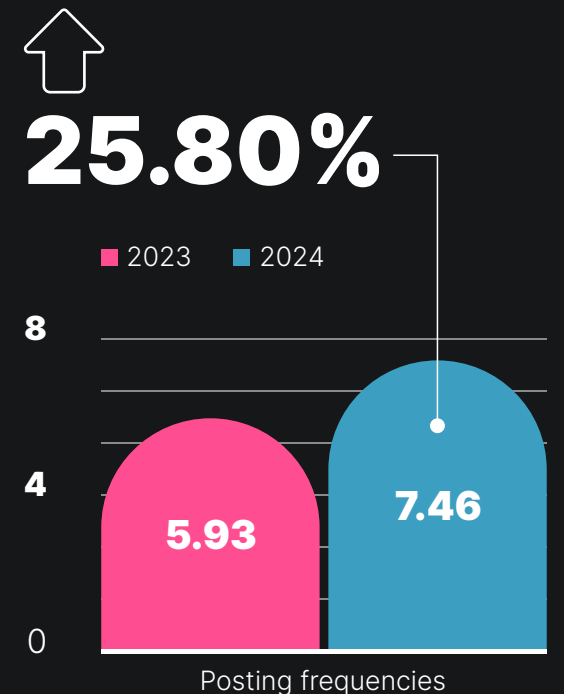
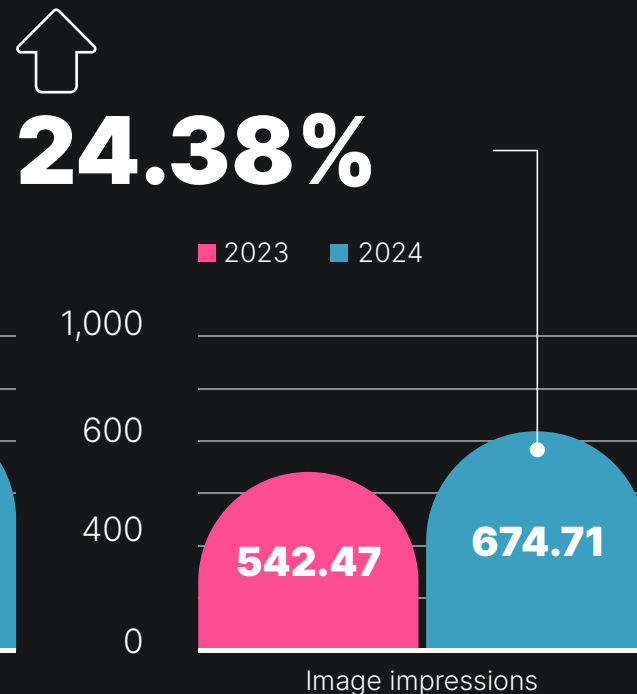
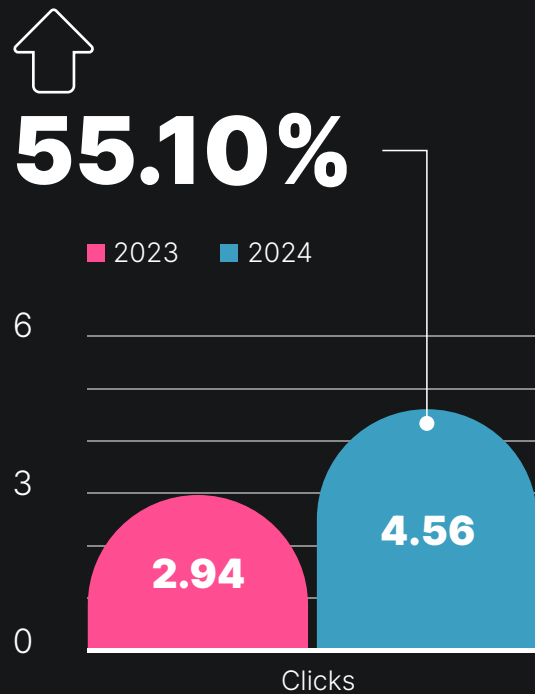
of users belong to

**GENERATION Z**

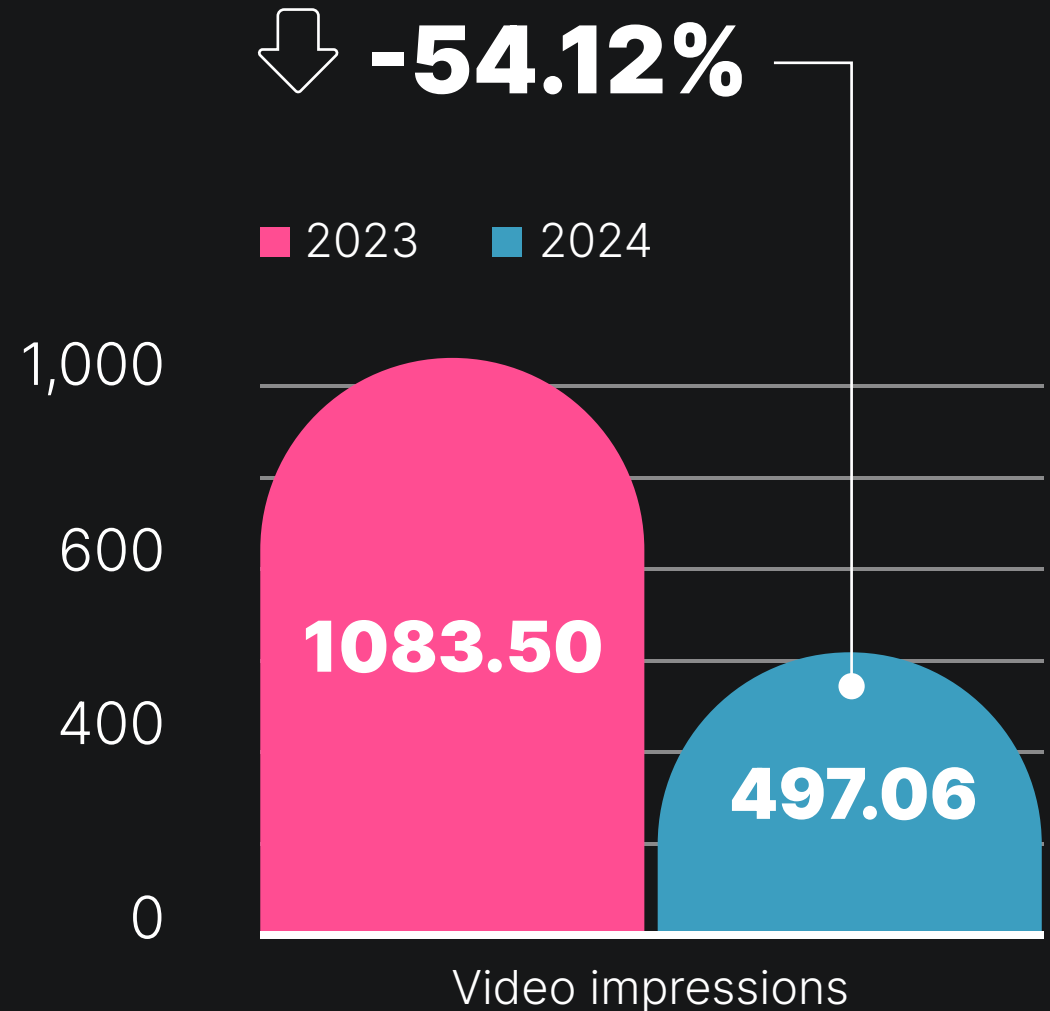


If we look at the data, there are also very positive signs. Although the numbers are modest compared to other platforms, **clicks to external websites (55.10%)** and **impressions (24.38%)** are growing.

**This data seems to have led to an increase in posting frequency (25.80%).**



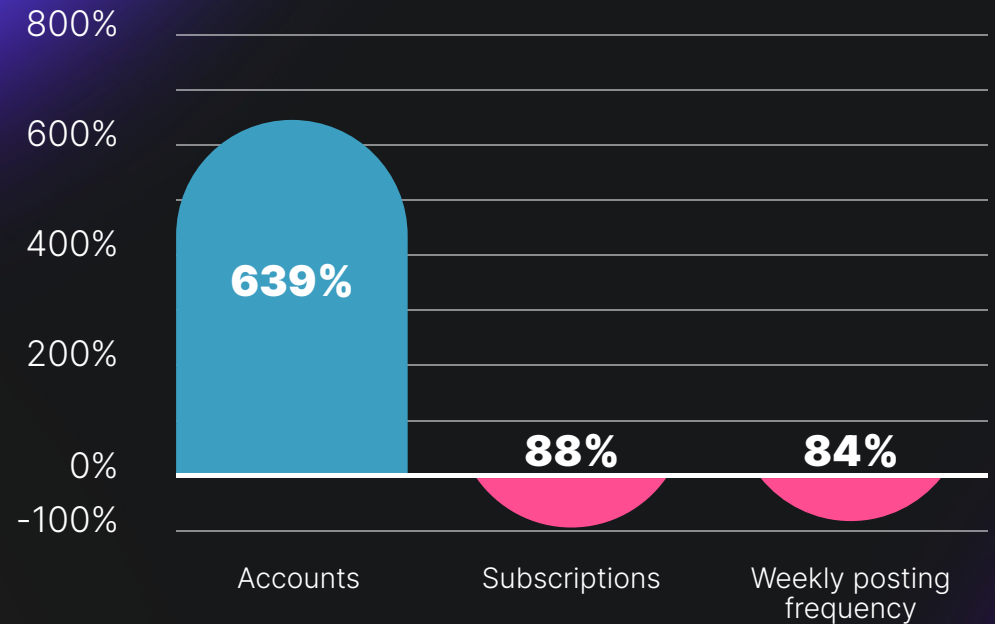
Among the areas for improvement is video, which does not seem to be gaining traction. Although users continue to post this content at a similar frequency compared to last year, all of its performance metrics have dropped significantly.



# Twit

2023 vs. 2024

**More accounts.  
Less content.  
Fewer subscriptions.  
Higher views (for some).**





A complicated year for Twitch:

# Has the streaming giant lost steam?

Twitch still sets the benchmark in the streaming world, with more than 21 million active streamers, 9.5 million of whom joined this year.



**21 M**

active streamers





However, the tailwind that streaming gained during lockdown with less in-person interaction and skyrocketing daily screen consumption, has lost steam.

In addition, big names like [TimTheTatman](#) and [DrLupo](#) have already left Twitch, dedicating their full time to YouTube.

Our data confirms this trend:



Lower posting frequency in streams and clips.

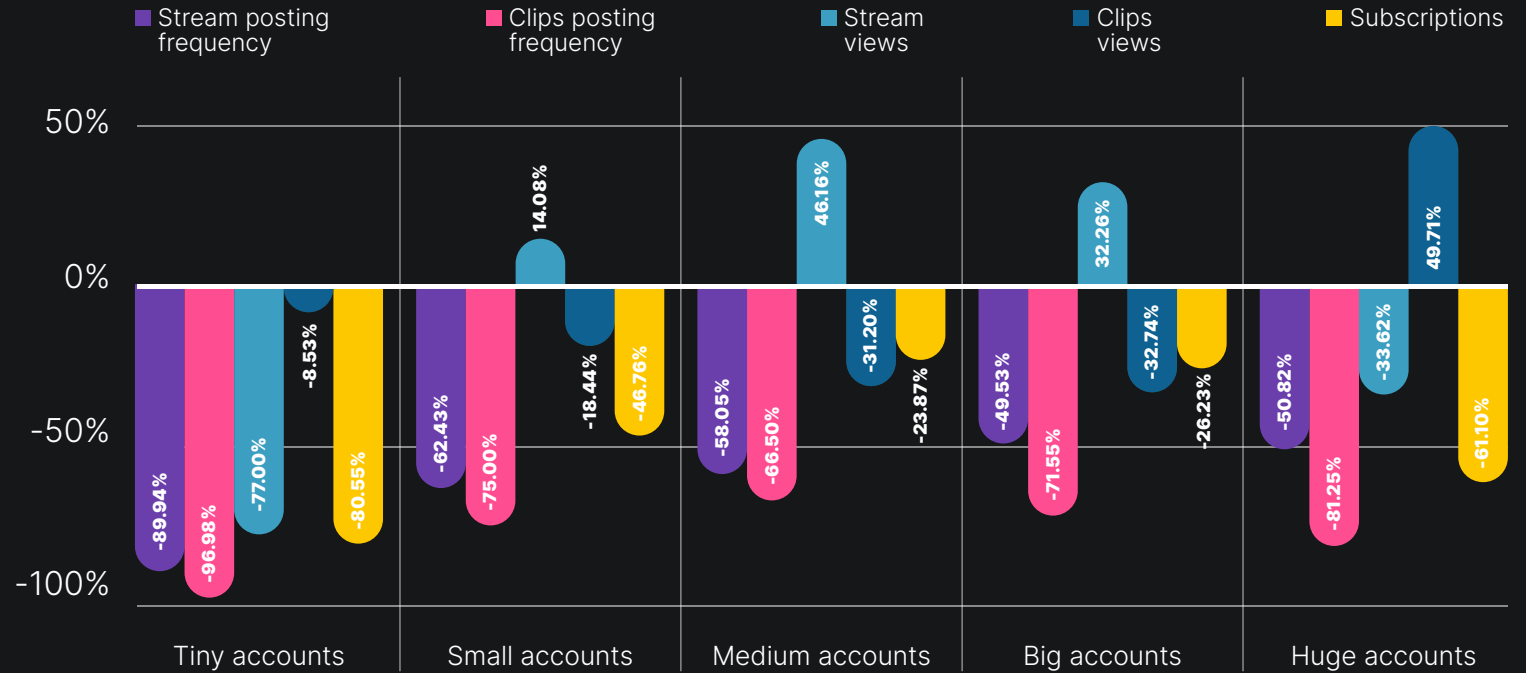


A general decrease in views.



Falling subscriptions at all account levels.

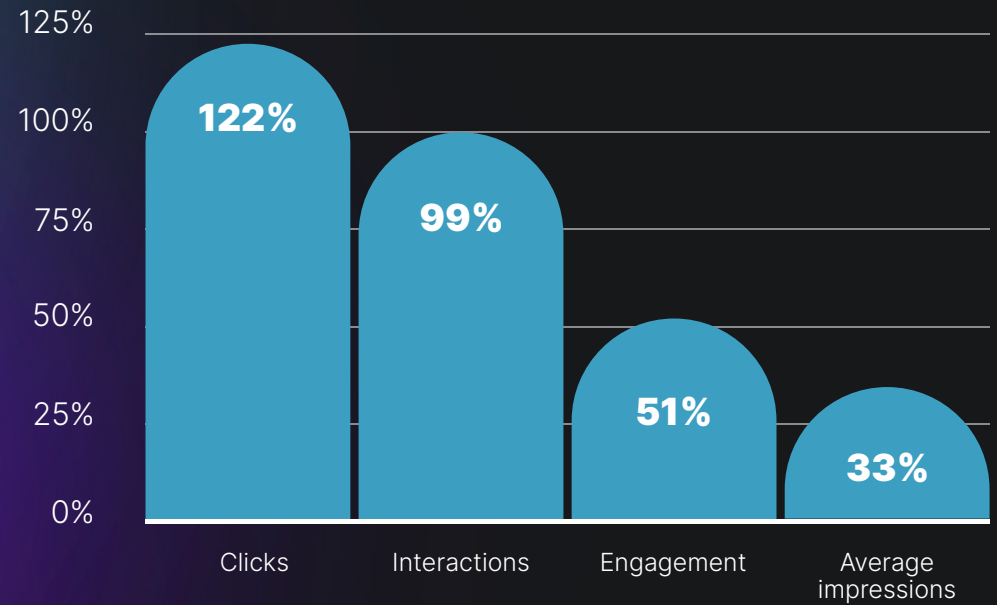
The only optimistic data is that, despite everything, **accounts with between 2,000 and 50,000 followers are up in views.**



# LinkedIn

2023 vs. 2024

# The year LinkedIn expanded beyond job search.



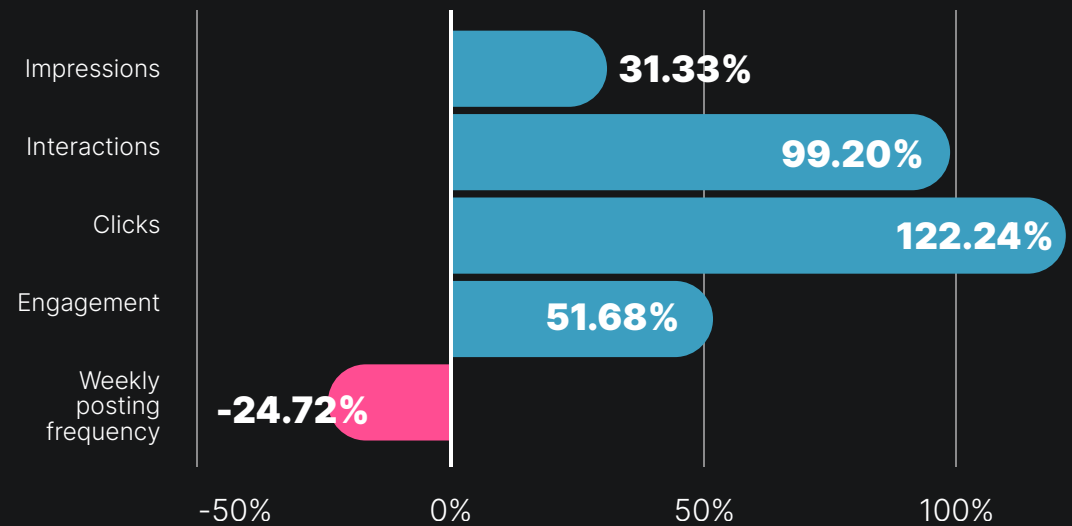
**1.5 BILLION**  
profiles

In 2024 LinkedIn surpassed 1.5 billion profiles, of which 310 million are active at least once a month.

It has been the year that LinkedIn became more social than ever. Its image as a job search platform was completely shattered, as informality – memes and conversations – took center stage.

Newsletters, carousels, games, short-form videos, profile verification... LinkedIn has undergone many changes and developments to become a full-fledged social network. The platform benefits from its unique professional positioning, allowing users to build a personal brand and find job connections, unlike other networks.

# What does this mean for those who share content on LinkedIn?



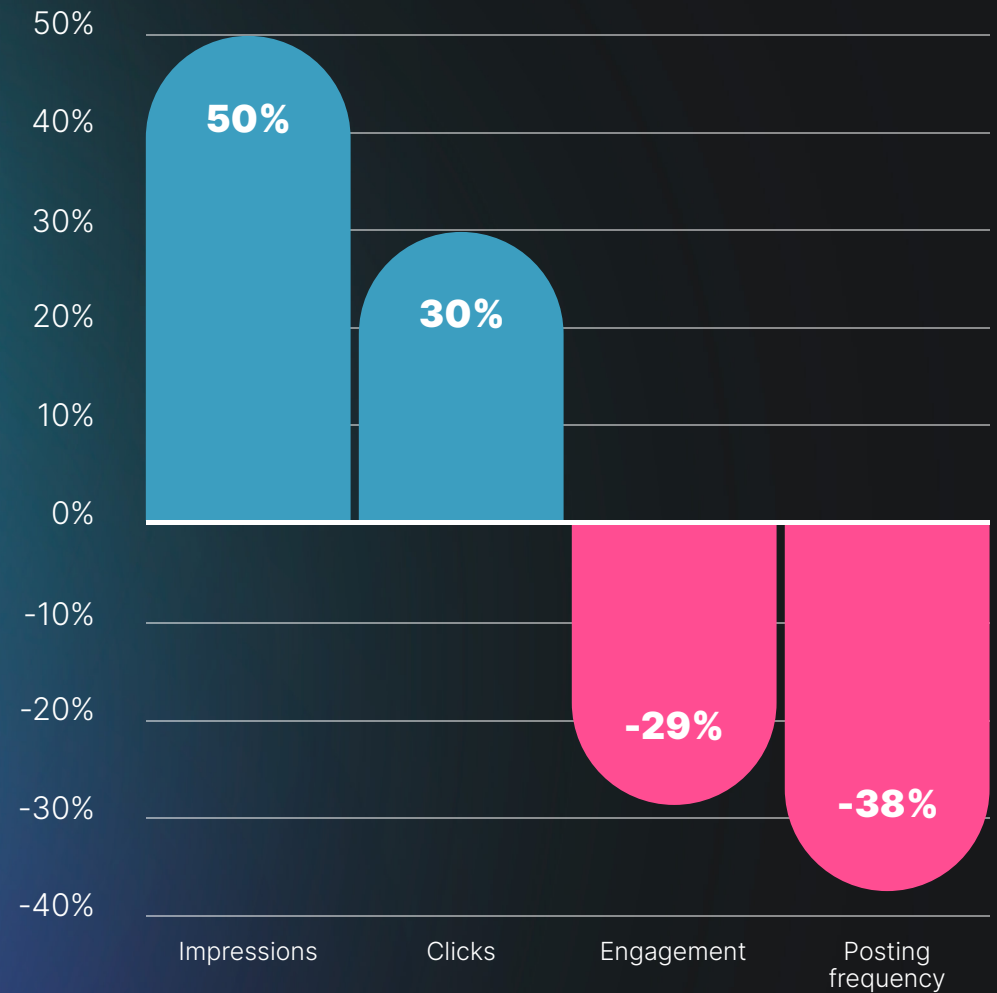
**It's uncommon to see a social network doing so well.** No matter the size of your account, the numbers on LinkedIn are growing.

The best part? The posting frequency for most accounts is decreasing, creating a great opportunity to capitalize on growing impressions and interactions.

X

2023 vs. 2024

# A tumultuous year.



**-38.79%**  
weekly posting frequency

2024 marked the platform's first full year under its new identity as X, and no one was indifferent. Opinions about the network are widely polarized: while some users gave abandoned the platform with a public announcement, others have been quick to express their enthusiasm for the network's direction and owner.

It's been a year with lots of controversies. Among the highlights include legal problems that led to its temporary suspension in Brazil, accusations of stirring disinformation, and the CEO's controversial involvement in the U.S. election.

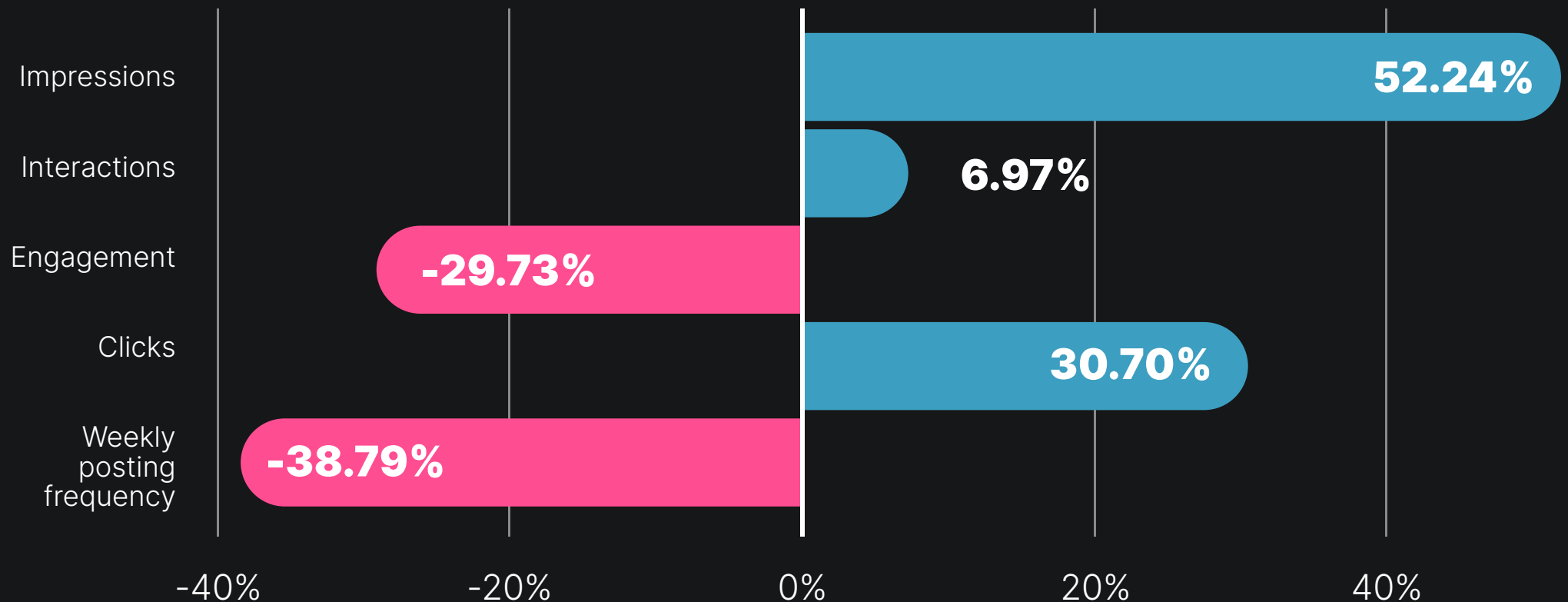
And with many challenges.

The above context made a significant portion of users devote partial or full attention to other microblogging networks such as Threads – Meta's new alternative – or other existing ones such as Bluesky or Mastodon, which gained more momentum.



# What does the data say?

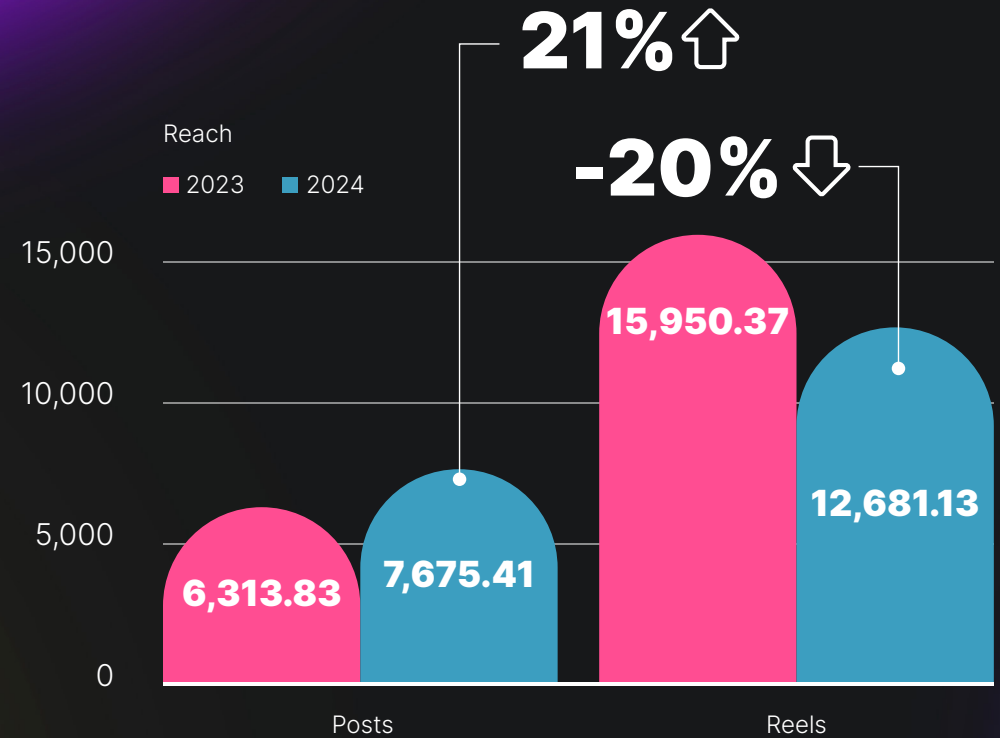
**Significant rises in impressions and clicks**, caused by a decrease in posting frequency signaling a decline in feed competition.



# Instagram

2023 vs. 2024

**Posts are on the rise,  
but Reels continue to  
dominate.**

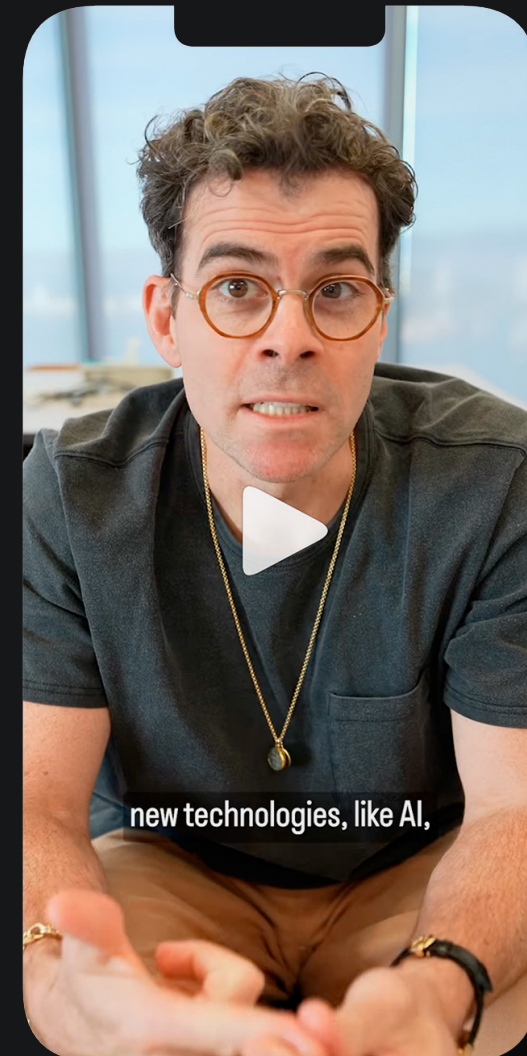


One of the novelties of 2024 was getting used to updates from Adam Mosseri, Instagram CEO, who every so often, kept us abreast on the star metrics of the moment or new priorities on the platform, and how to take advantage of it.

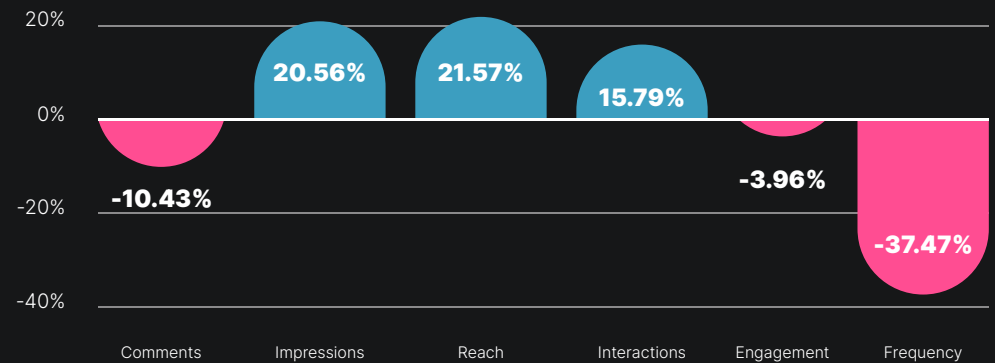
There are two main types of content: **Posts and Reels.**

# POSTS & REELS

Main types of content

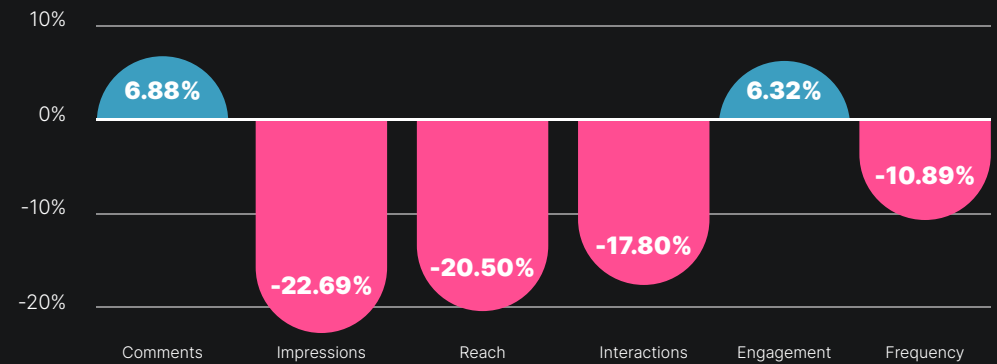


# Posts



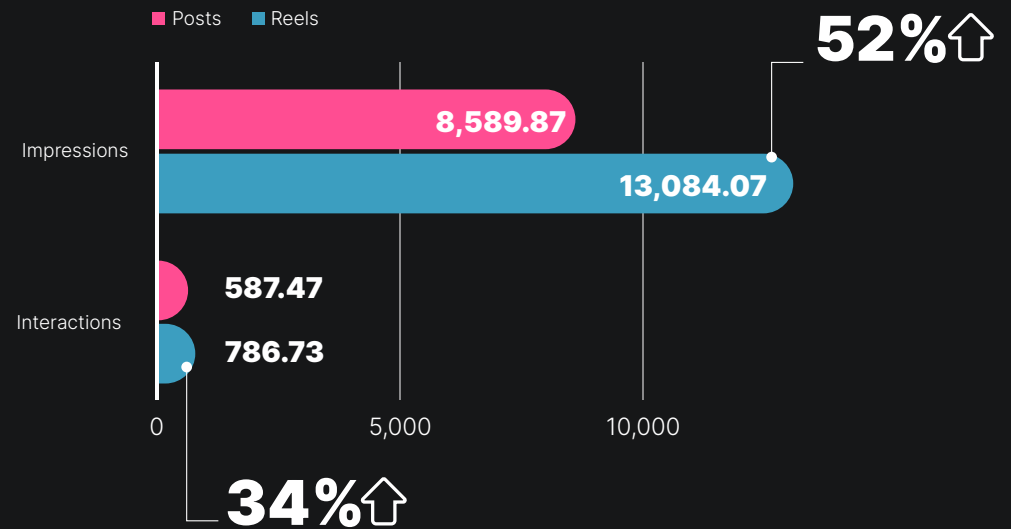
**Posts' metrics are improving** in almost all important aspects, driven by the expansion of carousel limits, now allowing up to 20 images or videos. These have become a sensation and a tremendous source of engagement.

# Reels



Meanwhile, **Reels** performance has decreased, just as much as Posts performance has increased.

# Reels



However, in absolute numbers, **Reels offer better results:** 52% more views and 34% more interactions on average.

# Stories

Regarding the third format in discussion, **Stories reach continues to drop** and as a consequence, the average posting frequency has decreased by 33.44%, going from 13.3 to 8.85 weekly posts.

Instagram relies on consolidating high-impact formats such as Reels and carousels. This change implies the need to adjust strategies to take advantage of this trend and maximize results.

Frequency

**-33.44%**

Impressions

**-7.37%**

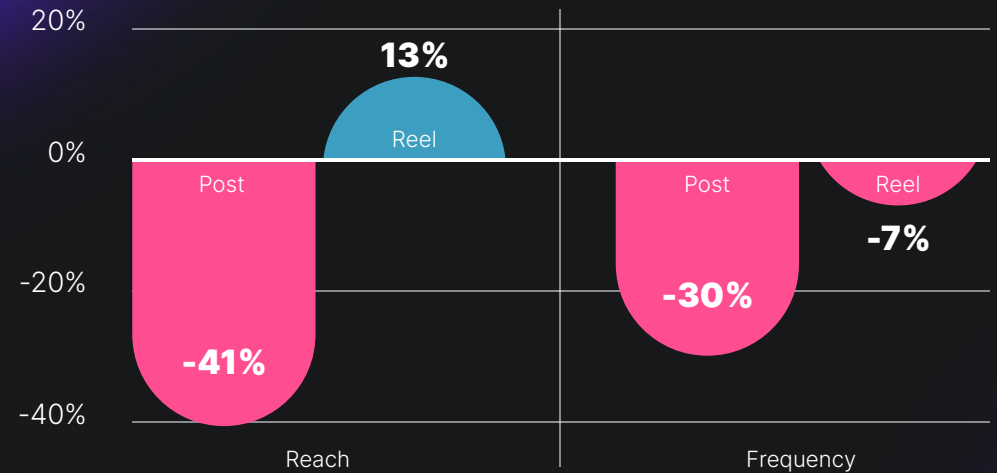
Reach

**-7.89%**

# Facebook

2023 vs. 2024

**Downward trend,  
but still a giant  
in absolute terms.**





**3 BILLION**  
users

In 2024 Facebook reaffirmed its position as the world's most-used social media network, surpassing 3 billion monthly active users, a growth of 3.4% since the previous year.

The bad news? The platform's key metrics show a significant decline, **with across-the-board drops of nearly 40%**.

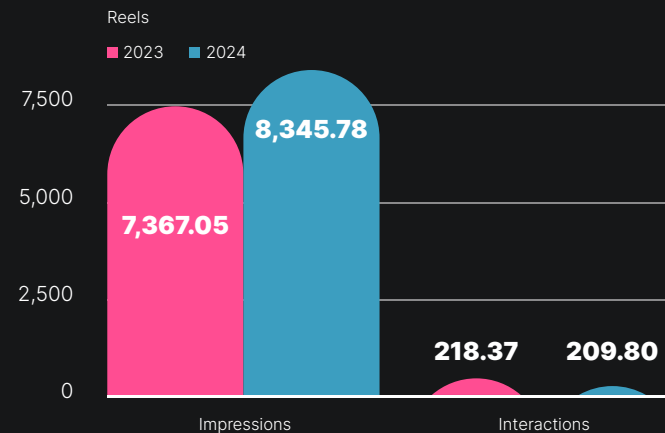
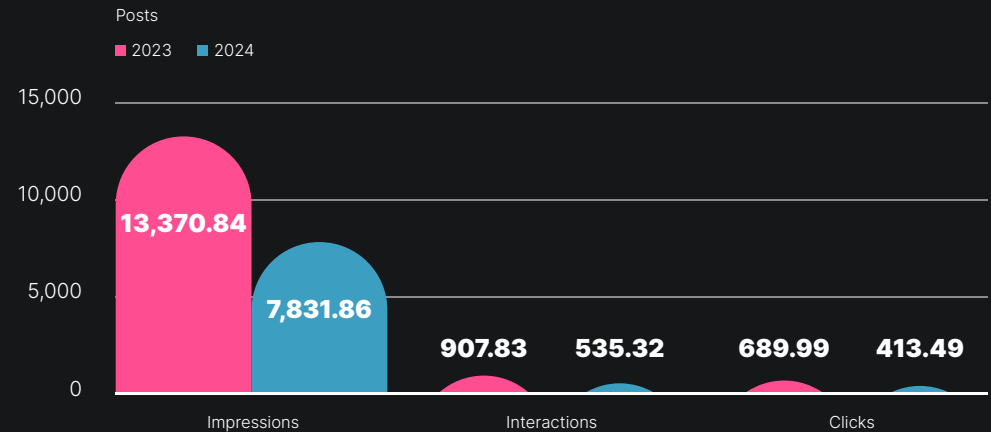
But there is good news. The mass of active users is so large that, regardless of the negative trend, Facebook still stands out in absolute metrics among the best in the industry.

The number of clicks it can drive to a website is unrivaled. Posts with links get 413.49 clicks on average.

One of the keys to this behavior is linked to Reels. Thanks to the ease of republishing content from Instagram, either natively or through third-party tools (ahem, wink wink), **the weekly posting frequency has grown by 7%.**

**413.49**

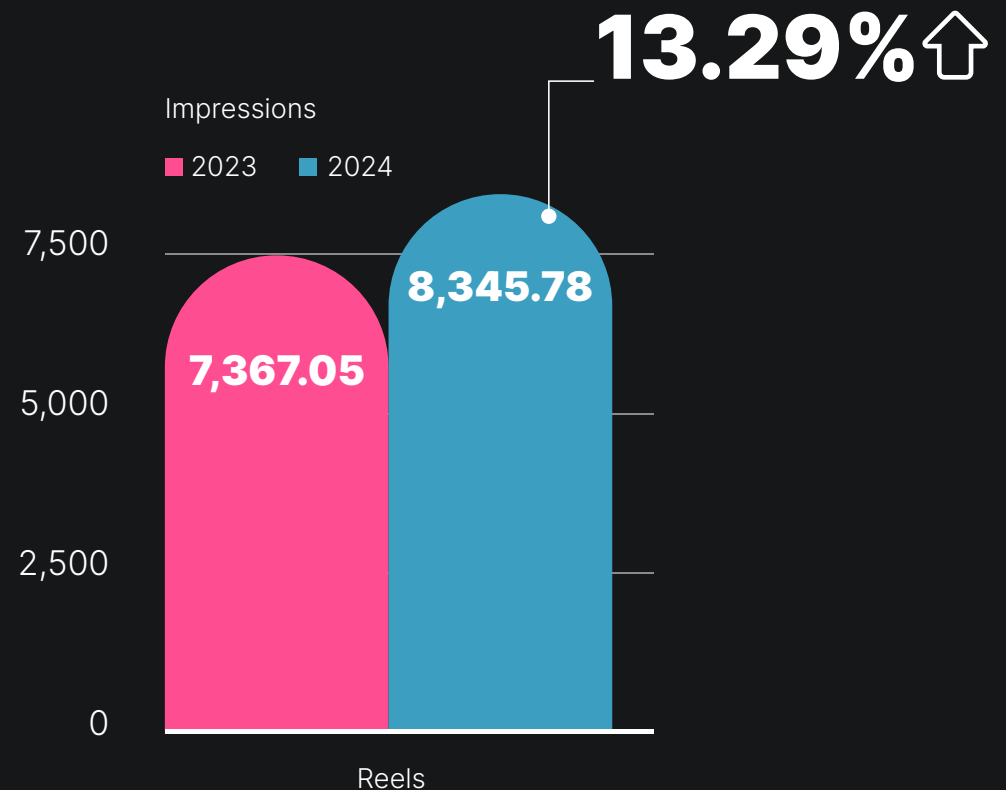
clicks



Another reason to keep an eye on them: **Reels garner 13.29% more reach** than last year, and in absolute terms, achieve **8,345.78 impressions on average**.

Despite the challenges, Facebook demonstrates its ability to adapt and maintain relevance in the social media ecosystem.

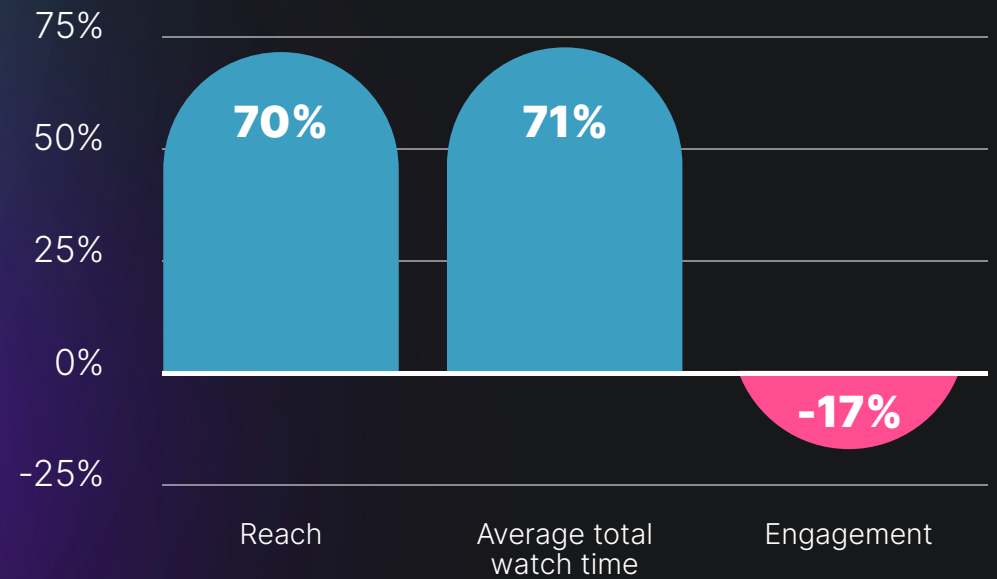
**8,345.78**  
impressions on average



# TikTok

2023 vs. 2024

**A rocket that doesn't stop. Until it's forced to.**



# 1 BILLION

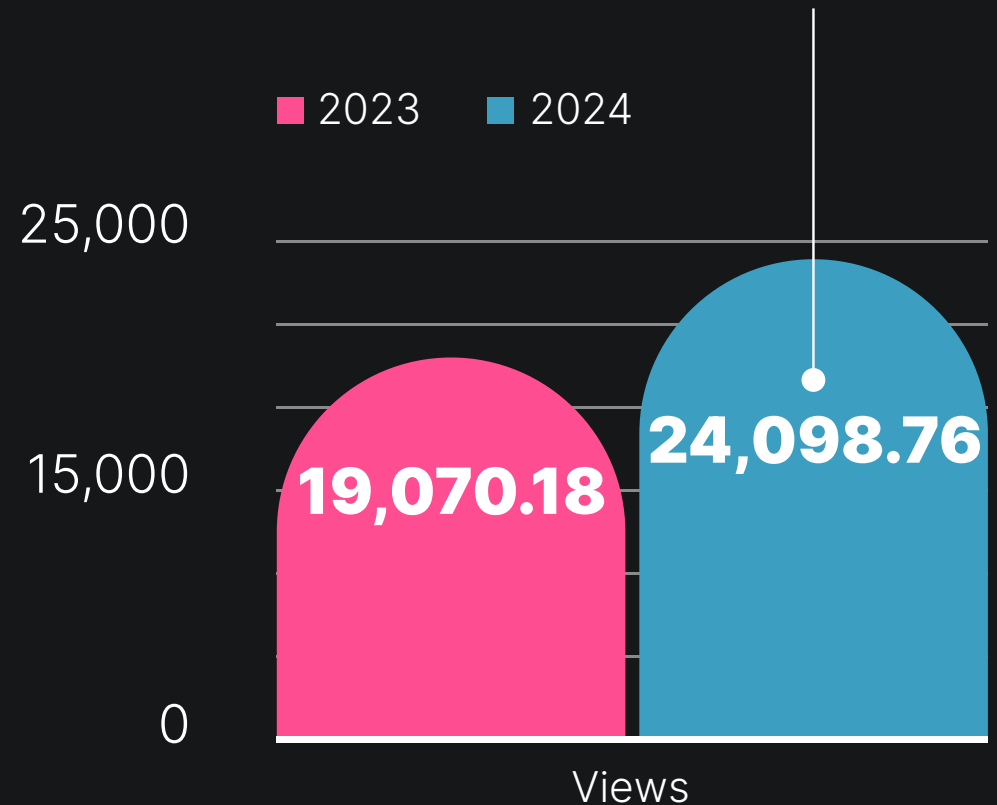
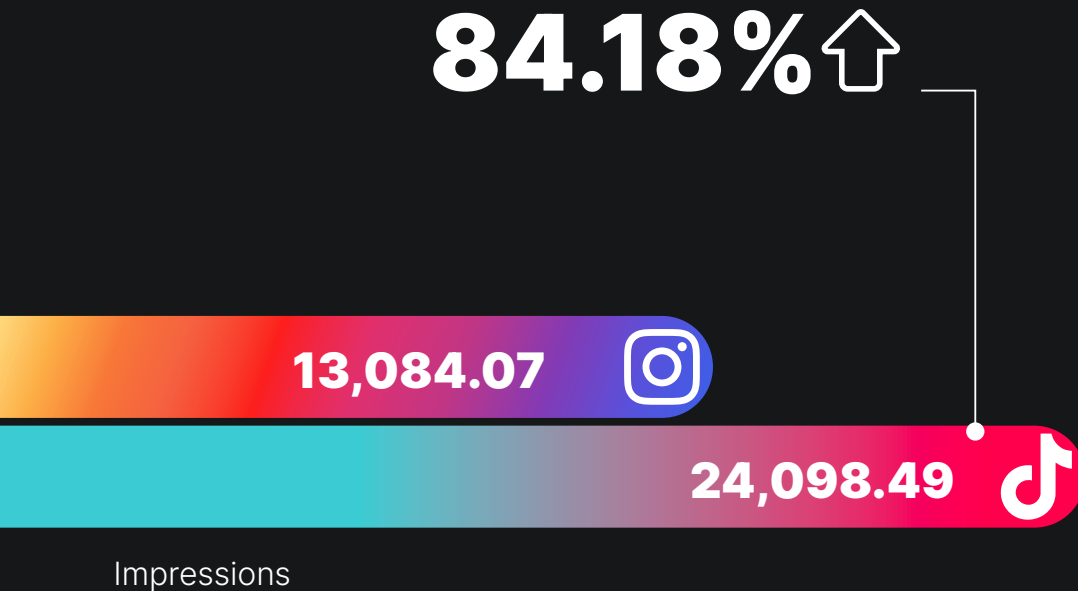
monthly active users

TikTok kicked off 2024 by joining the exclusive club of platforms with more than **1 billion monthly active users**.

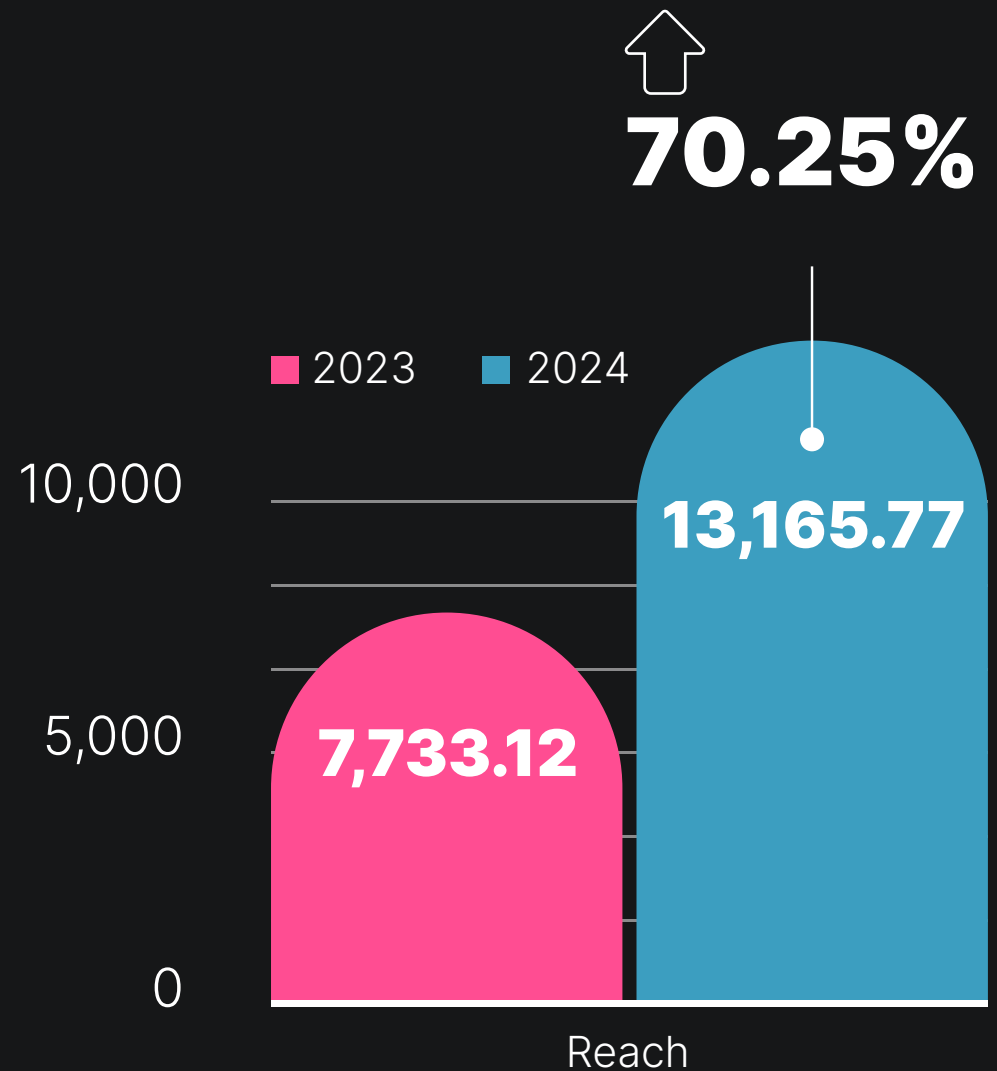
Despite the possible ban in the United States, (regarding privacy and national security concerns) TikTok has not stopped making headlines. These controversies have not affected its relationship with users, in fact, the opposite. **It has been a year of unstoppable growth.** And that's great news for content creators.

**Average content plays are up** (+26.37% vs. 2023) and if we compare in absolute terms with Instagram Reels, its most direct competitor, it wins by a landslide (24,098.76 vs. 13,084.07, 84.18% more).

↑  
**26.37%**



**Post reach was up an impressive 70.25%**, driven by algorithm recommendations and a 20% increase in content sharing.



These figures confirm that **TikTok remains an ideal place for discoverability**, combining organic visibility and virality like no other platform.

Despite regulatory challenges and controversies, TikTok maintained (and grew) its relevance and popularity in 2024, adapting to trends and consolidating its influence in digital culture.

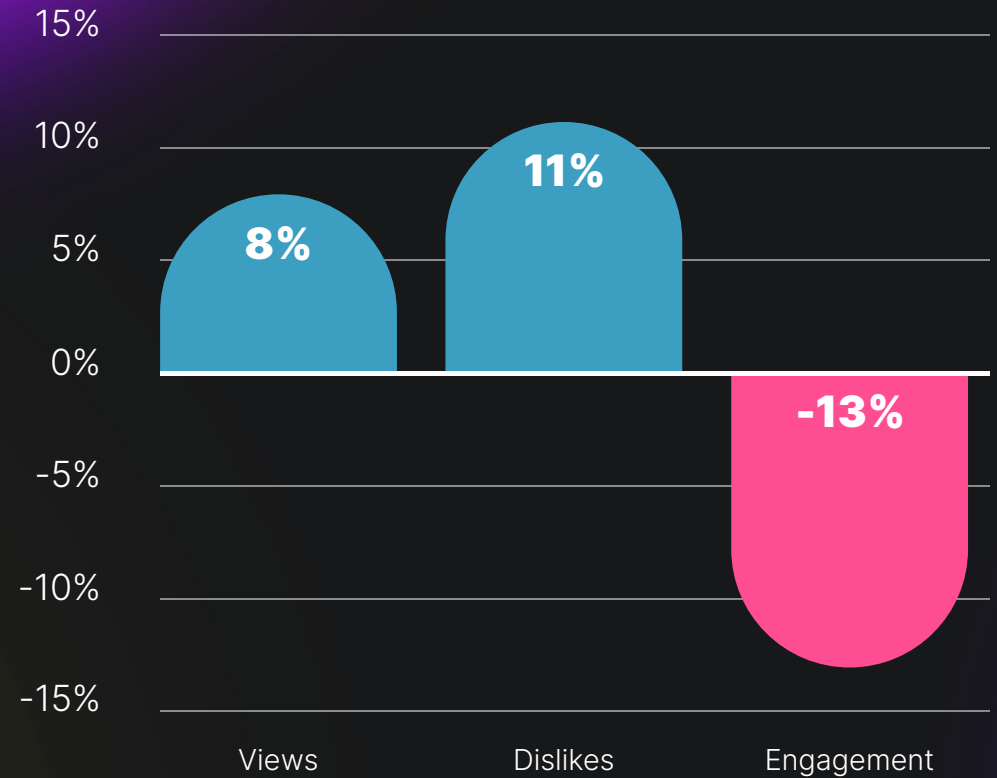




# YouTube

2023 vs. 2024

**Views are up,  
but engagement  
is down.**



# 2.7 BILLION

monthly active users

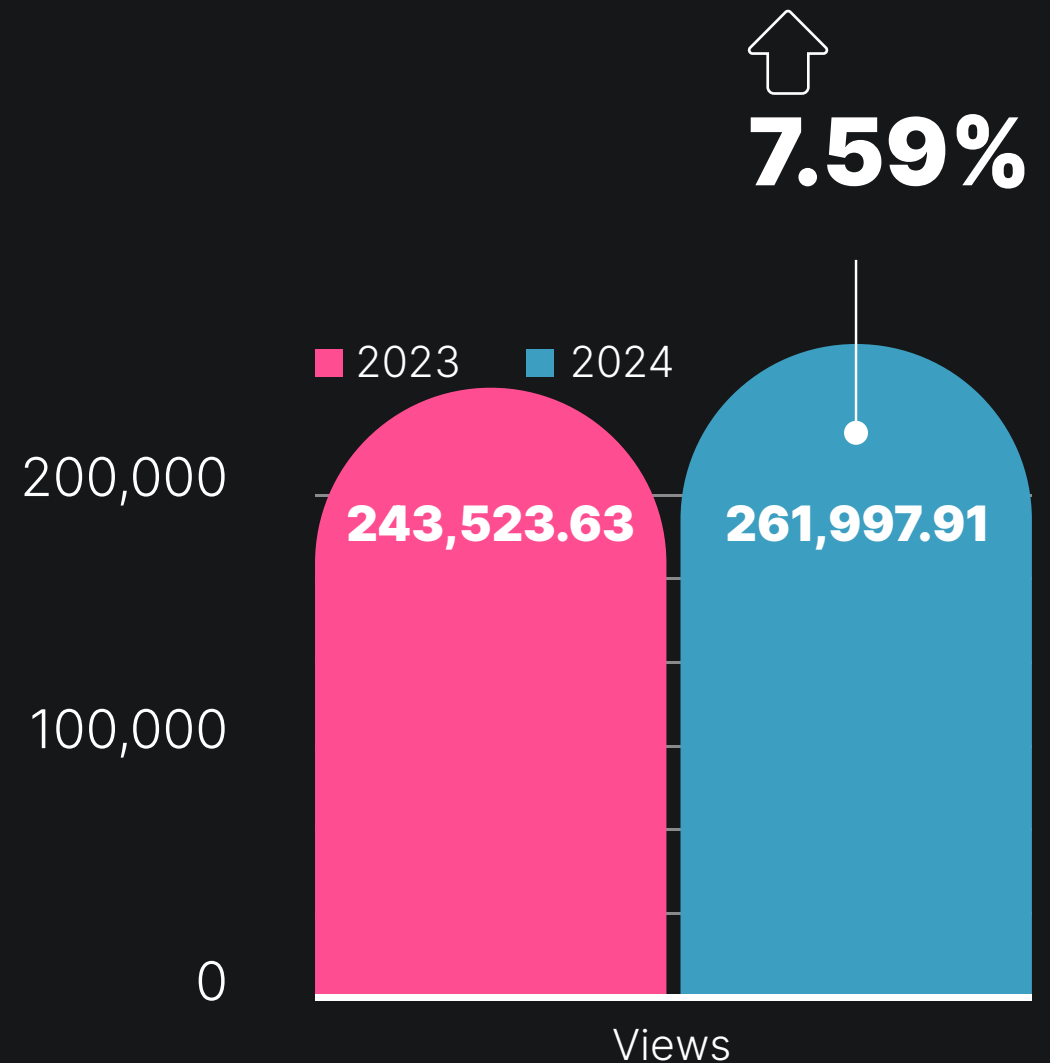
This year, YouTube surpassed an impressive **2.7 billion monthly active users**.

Video content, especially in short form, is more competitive than ever. It's a format that engages and drives platforms to want their piece of the pie.

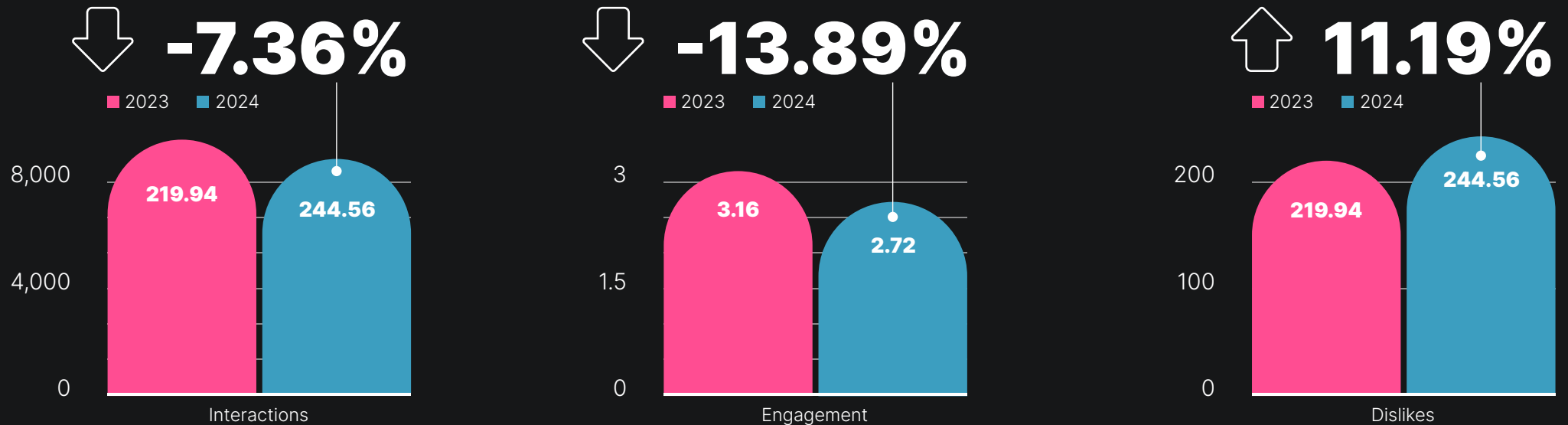
According to Meta's data, users watch more than 200 billion Reels daily. YouTube Shorts is growing by leaps and bounds, going from 30 billion daily plays in 2021 to 90 billion in 2024.

# What do the numbers say?

**YouTube dominates in views and reach.** Although its growth compared to last year is moderate (7.59%), in absolute terms, **it's still 10 times higher than TikTok.**



However, it's not all good news: **total interactions and engagement are down, and the only interaction up are "dislikes"**. Could this be the way users are trying to tell the algorithm that they don't like its recommendations?



Phew, what a data tsunami.

**Lots to process, right?**

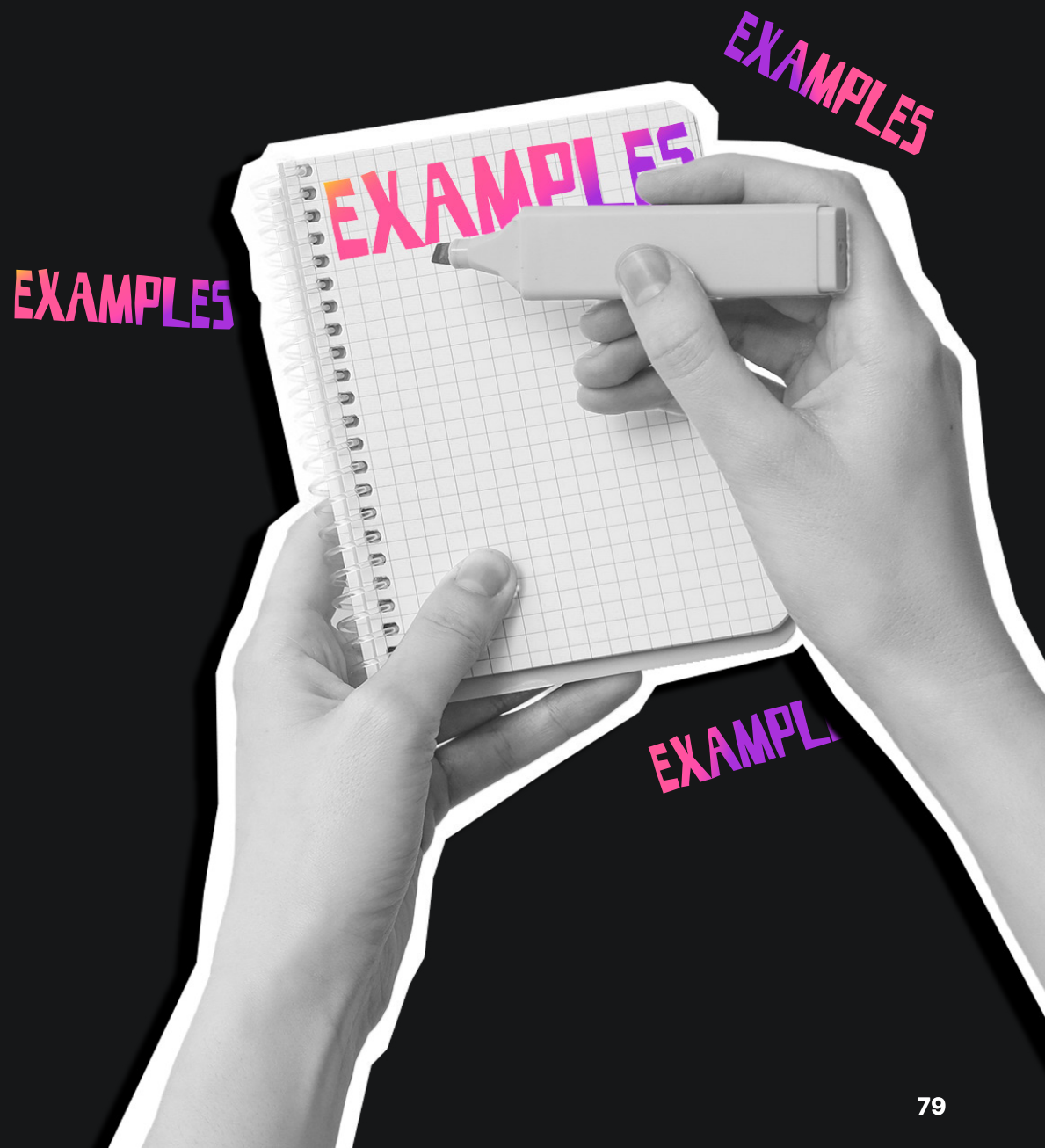
**Well, this isn't over yet...  
The best is still to come,  
turn the page!**



# BEST PRACTICES

And since it's not all about cold data, we've tried to analyze some **accounts with extraordinary performance** and extract strategies that work, with concrete examples that can serve as reference and inspiration.

The accounts mentioned in this section have metrics well above the average in their group, so it might be a good idea to take a closer look at them for more details.



#1

# Focus on your niche

It is increasingly difficult to succeed in the social media world with general content.

Specializing in more specific content will help you grow like-minded followers and loyal fans.

## The Apple Museum Foundation

Niche: **Apple**

Channel: **LinkedIn**

Followers: **627**

Average Impressions: **5,265**



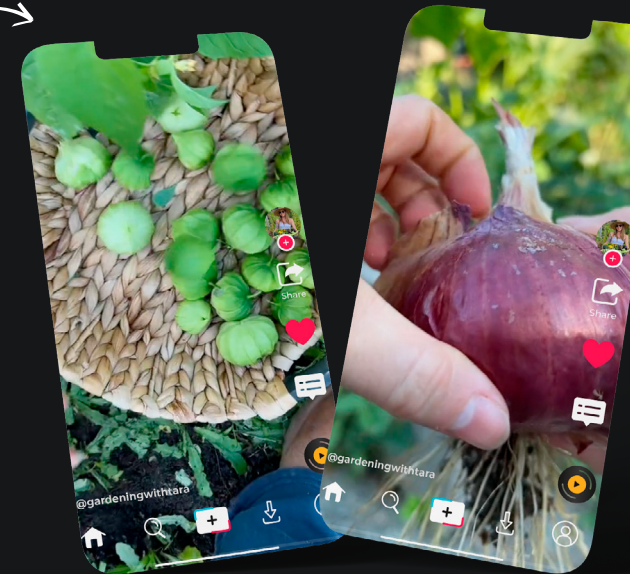
## Gardeningwithtara

Niche: **Gardening**

Followers: **2.6 million**

Network: **TikTok**

2.6M views



3.3M views

## crochetwithannah

Niche: **Crochet and knitting**

Network: **TikTok**

Followers: **216.4k**



2.7M views

7.6M views



#2

# Create valuable content

A perfect example of how to get your brand in front of 20 million people.

With a simple short-form video, sharing a simple and effective trick for your target audience, how to clean a makeup sponge can become an online sensation.

**UVé Beauty**

Industry:  
**Beauty**

Network:  
**Instagram**

Followers:  
**76.4K**

**Simple and effective trick**

**21M plays**



1.2M views



**Georgina Wilson**

Industry:  
**Architecture**

Network:  
**Youtube**

Followers:  
**52.7K**

**Interior design tips**

1.8M views

#3

# A bit of humor always helps

Some content creators don't dare, but humor is one of the keys to success in short-form videos.

Leave the embarrassment at home and don't ignore humorous content that not only connects with your audience emotionally but multiplies the chances of your content being amplified through shares.

**passthatpuss**

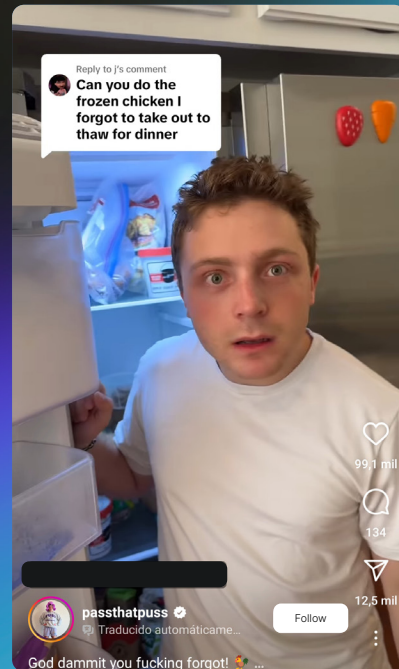
Industry:  
**Comedy**

Network:  
**Instagram**

Followers:  
**957K**

**Responding to follower comments**

**99K Likes**



**Kramer Autoplex**

Industry:  
**Automotive**

Network:  
**Youtube**

Followers:  
**23.4K**

**Funny and unexpected closing cuts**



#4

# If it works, up the ante

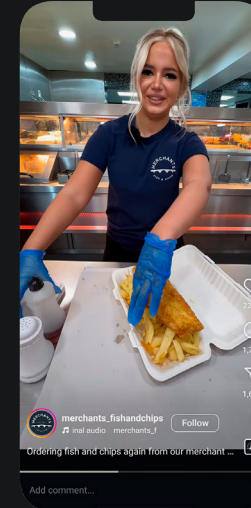
An incredible example is a local UK fish and chips restaurant repeating the same video pattern. The chip shop “worker” shines in the lead role, but the restaurant’s menu items are always clearly shown and mentioned, leading to millions of views. How? By starting the video off the same each time, with the same “characters”, and the same direction... Always with the restaurant’s signature dishes.

Keep it in mind: identify the posts that work best and continue to use the formula. A secret, Metricool’s analytics option allows you to see the list of all your posts and sort them by views. So, you just need to find what worked before and do it again and give your reel a spin.



549k views

1.8M views



5.4M views

9.3M views



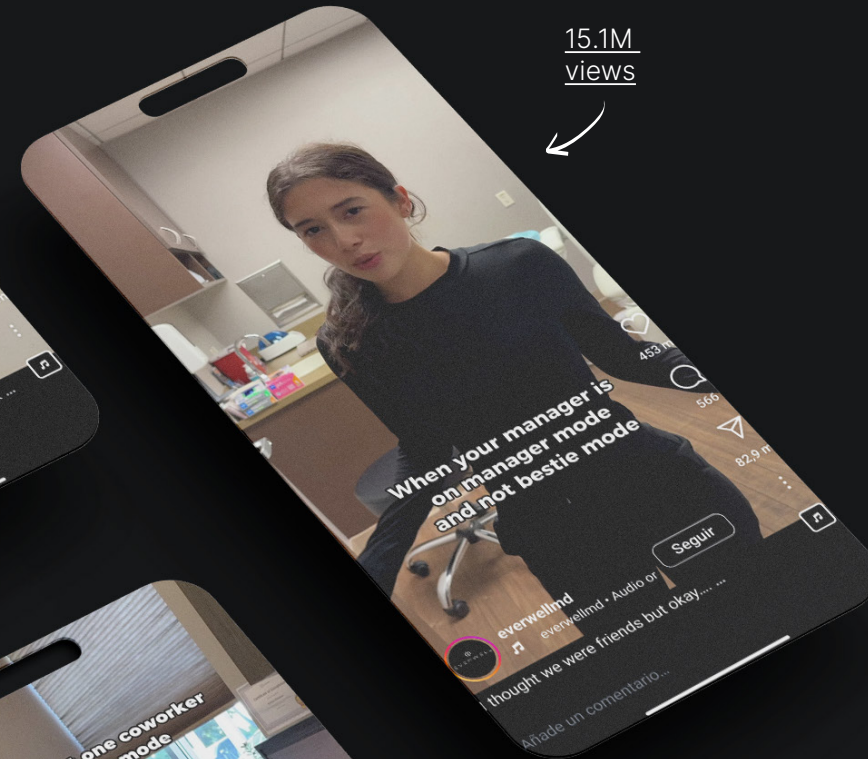
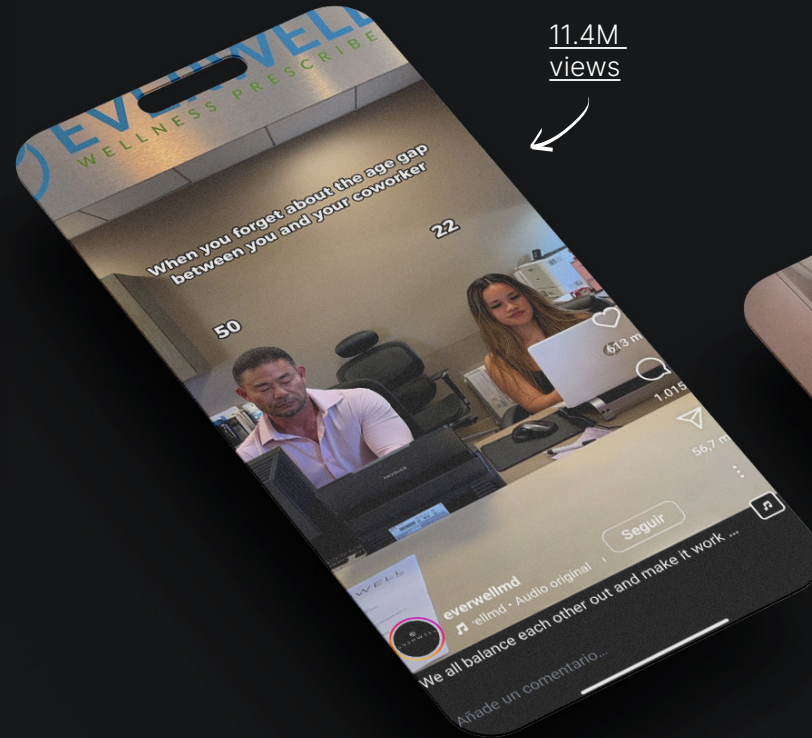
**merchants\_fishandchips**

Industry:  
**Fast food**

Network:  
**Instagram**

Followers:  
**87.2k**

Another impressive example is this wellness clinic, which consistently reaches tens of thousands, and even millions of views with its Reels, with less than 7K followers. To achieve this, the account mainly incorporates short humorous videos and viral sounds, while using posts focused on bottom-of-the-funnel content.



**everwellmd**

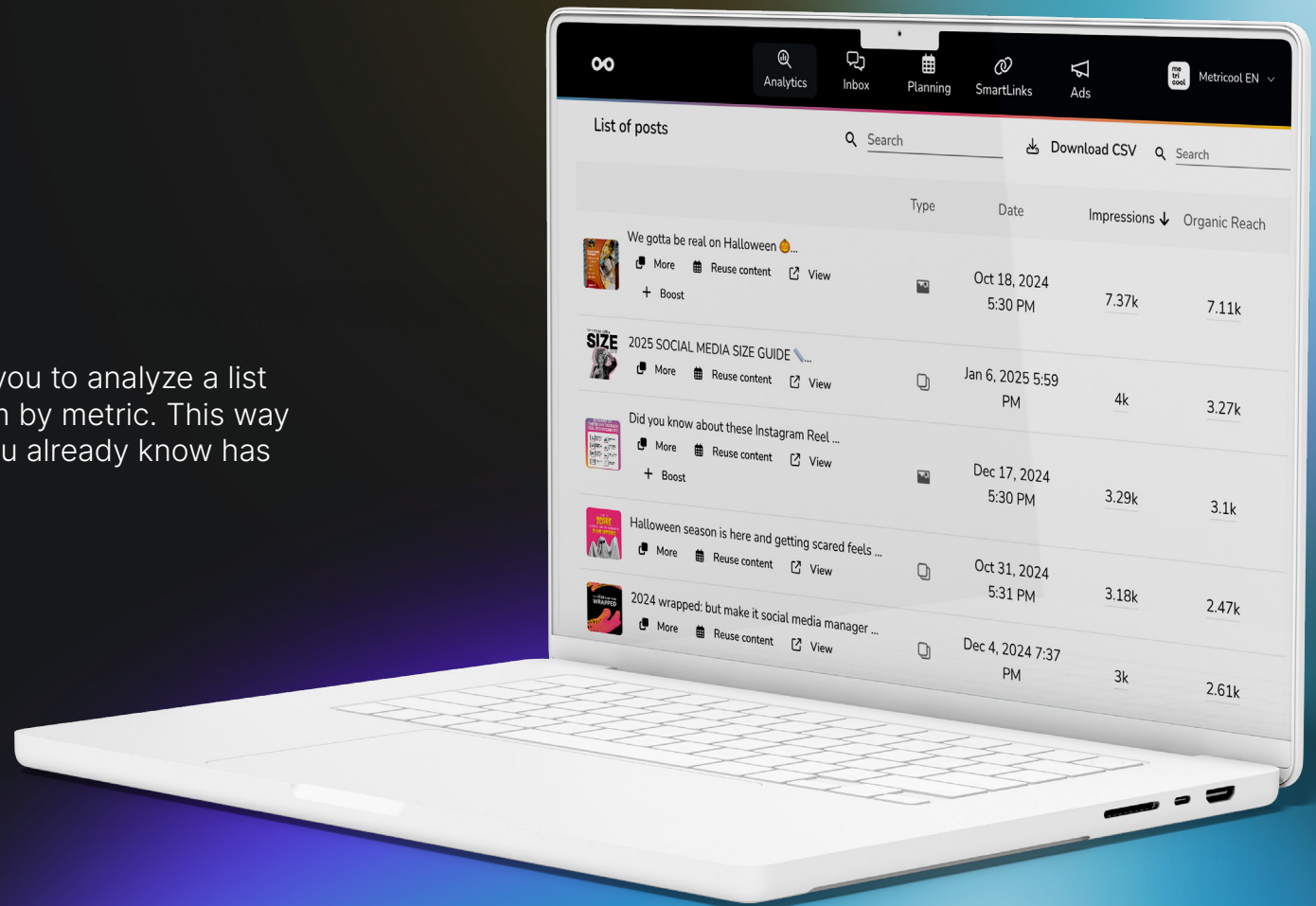
Industry:  
**Wellness**

Network:  
**Instagram**

Followers:  
**7k**

# 💡 METRITIP

A little secret... Metricool's analytics allow you to analyze a list of your top-performing posts and sort them by metric. This way you can add a twist to your content that you already know has worked well for your audience.




#5

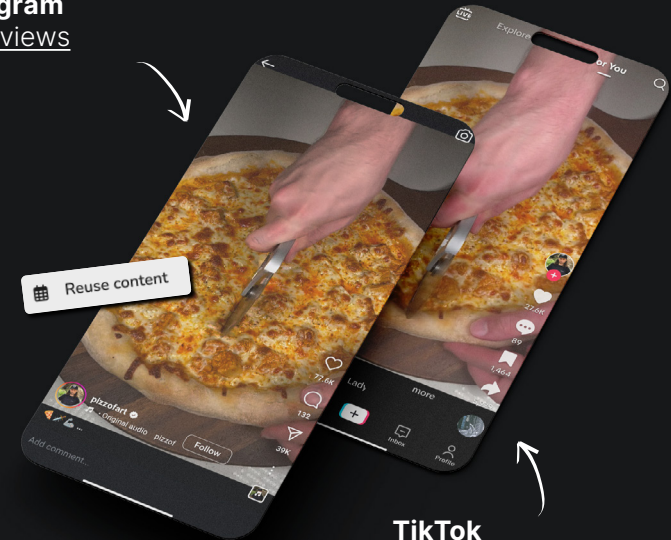
# Reuse, recycle

If it worked on Instagram, will it work for me on TikTok? Why not?

The account 'Pizz of Art' has the answer, and the answer is yes. The same reel, with different copy, adapted to each network's tone, achieves similar results, with more than 200k views.

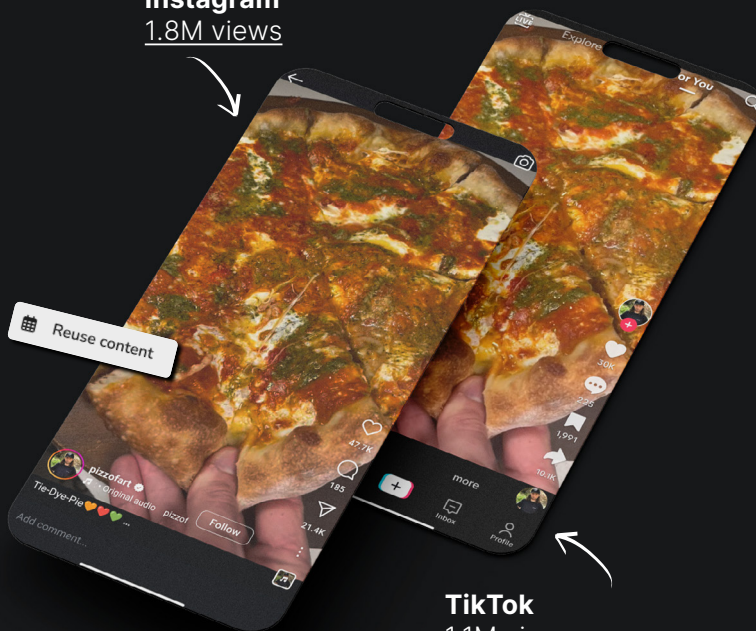
 Reuse content

**Instagram**  
4.5M views



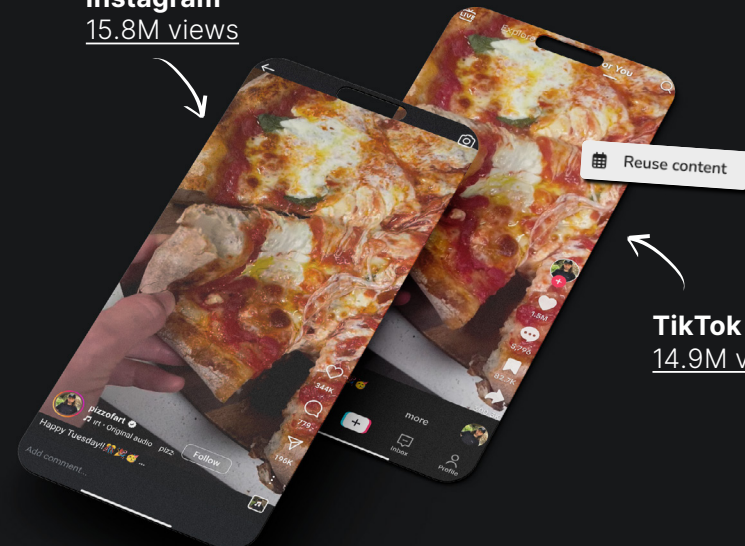
**TikTok**  
1.9M views

**Instagram**  
1.8M views



**TikTok**  
1.1M views

**Instagram**  
15.8M views



**TikTok**  
14.9M views

**Pizz of Art**

Industry:  
**Food**

Network:  
**Instagram**

Followers:  
**810k**

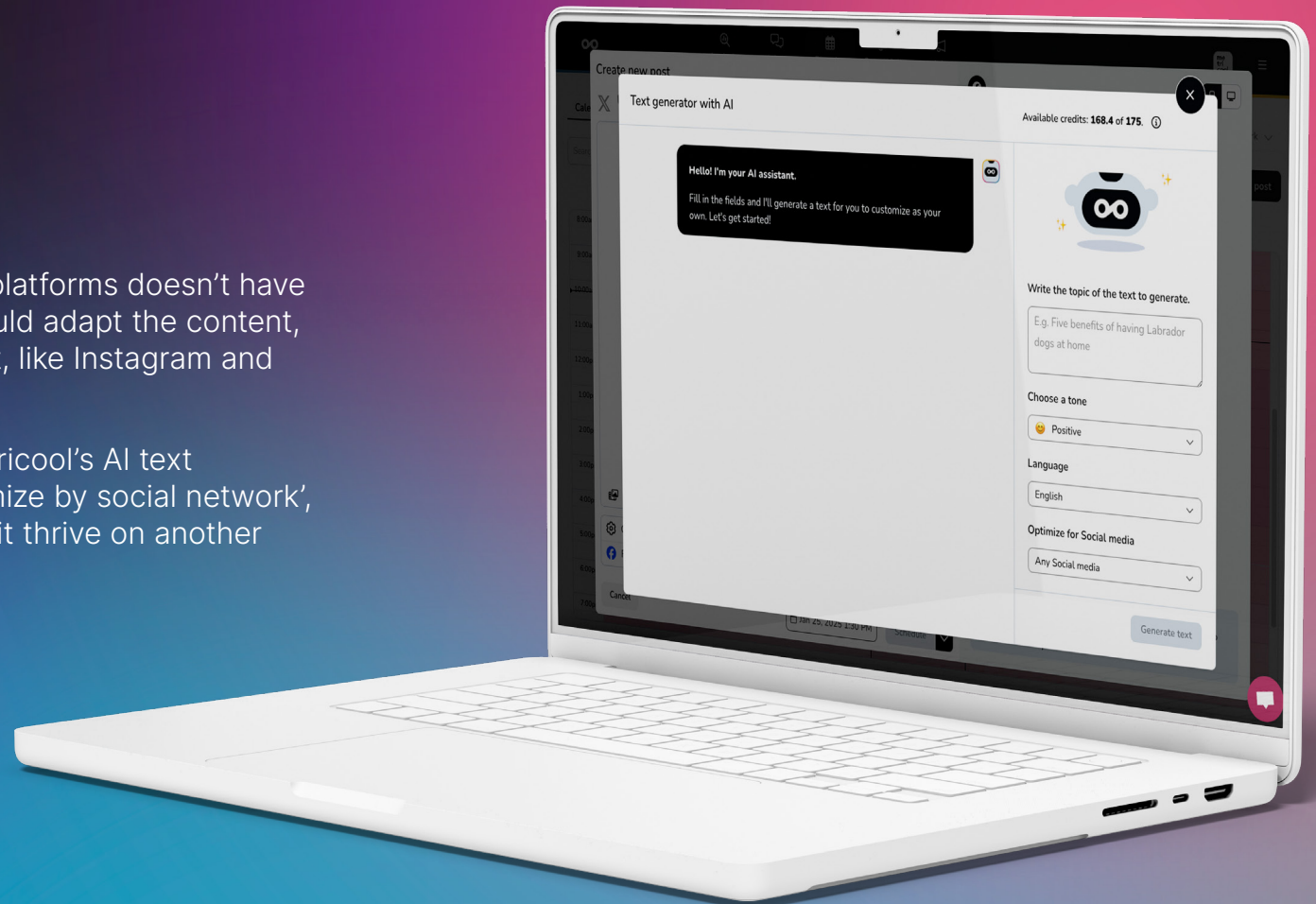
Network:  
**TikTok**

Followers:  
**132k**

## METRITIP

Sharing the same content across multiple platforms doesn't have to be consecutive in time or copy. You should adapt the content, especially if the channels are very different, like Instagram and LinkedIn.

To help with this process, you can use Metricool's AI text generator. This tool has an option to "Optimize by social network", allowing you to transform the copy and let it thrive on another platform.



#6

# Jump on trends

The internet was obsessed with a baby pygmy hippo, Moo Deng, that led brands like United and Chipotle to jump on the bandwagon. With 1 million and 3.2 million views respectively, it's clear that inserting your brand doesn't have to be limited to your specific wheelhouse, and even a hippo can become universal discourse.



1M views

3.2M views

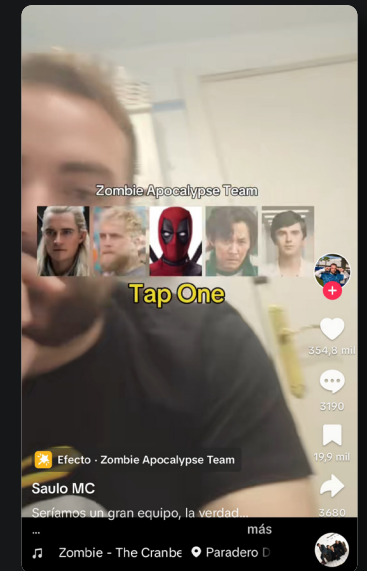
15.5M views

Another tip with trends is using filters. This one of what your equipment would look like in the event of a zombie apocalypse exploded (not literally) from an account of two thousand followers:

### saulo\_pmc

Network: **TikTok**

Followers: **2.4k**





#7

# You need good “hooks” if you want to catch something

As people scroll at 100MPH these days, you need to catch the audience immediately, before they can say “This video doesn’t interest me.” To do this, you only have three seconds to give it your all.

One of the techniques that works best is to present an impactful fact or question. This piques user’s curiosity and helps them decide whether to stay or continue scrolling.

Another card to play is that of curiosity or discovery. “Have you seen this?” or “Did you know that..?” A simple formula that makes users stop and watch.

**Neil Patel**

Industry:  
**Influencer Marketing**

Network:  
**LinkedIn**

Followers:  
**700k**



489  
reactions

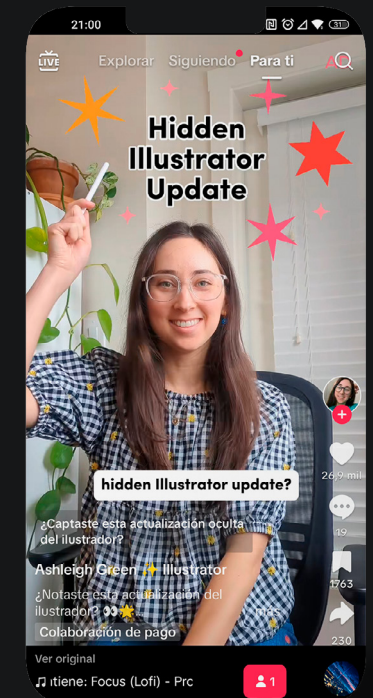
1.7M  
views

**ashsgreen**

Niche:  
**Graphic Design**

Network:  
**TikTok**

Followers:  
**4.7k**



#8

# Use a “call to action” to close the deal

Calls to action are a must for any post or format. Whether a reel, TikTok carousel, or YouTube video, prompting users to take a specific action will drive interactions and trigger the algorithm.

What advice do we have? Don't give alternatives, share a direct call to action. This way you avoid hesitation and get directly to the point of what you want to achieve: a comment, subscription, sign-up, etc. Don't be afraid to get to the point and ask for what you want!



In this first example from the '@theonlineadjudicator' Instagram account, they shared a meme of what their dream house would look like, hinting their community to leave an emoji with their response. This post is a recipe for success: humor, a nudge to their target audience, and a CTA to leave a comment.

### The results?

881  
[comments](#)

### theonlineadjudicator

Industry:  
**Dance**

Network:  
**Instagram**

Followers:  
**8.4k**

Another awesome example: the Grad Girl Marketing community regularly shares a post rounding up free marketing courses. Their CTA? “Drop your favorite in the comments!” This way, they hit two goals: getting interactions and gathering info they can use for their next post.



**Grad Girl Marketing**

Followers: 150,034

## FREE MARKETING COURSES

recommended by Grad Girl

- **HubSpot Academy** - Excel Crash Course
- **PR Academy** - Introduction to PR
- **Semrush** - Influencer Marketing Campaigns for Beginners
- **Future Learn** - How To Build A Social Media Campaign
- **Canva** - Social Media Mastery
- **Semrush** - Become an AI Powered Marketer
- **Mailer Lite** - Fundamentals of Email Marketing
- **Codecademy** - Learn Basic HTML
- **HubSpot Academy** - YouTube Marketing
- **Later** - Influencer Marketing 101
- **TikTok Academy** - TikTok's Learning Platform
- **Google Skillshop** - The Fundamentals of Digital Marketing
- **Pinterest** - Media Buying Official Certification
- **LinkedIn Learning** - Excel Essential Training (Microsoft 365)
- **HubSpot Academy** - Social Media Marketing
- **Quintly Academy** - Social Media Analytics
- **Semrush** - Mastering Digital PR
- **Acadium** - Influencer Marketing
- **Alison** - Copywriting


8,693

298 comments · 983 reposts

**Grad Girl Marketing**

Industry:  
**Marketing**

Network:  
**LinkedIn**

Followers:  
**150k**



298  
comments

#9

# Automate to grow

Let's be fair, receiving a good batch of comments is great, but it requires a lot of effort to respond and engage back with your community.

One of the most commonly used strategies to generate interactions is to offer something in exchange for leaving a comment. In this example below, content creator Sarah Gavilla shares a post and ends with a call to action of 'Comment IDEAS and I'll send you the link'.



[sarahgav.social](https://www.instagram.com/sarahgav.social)

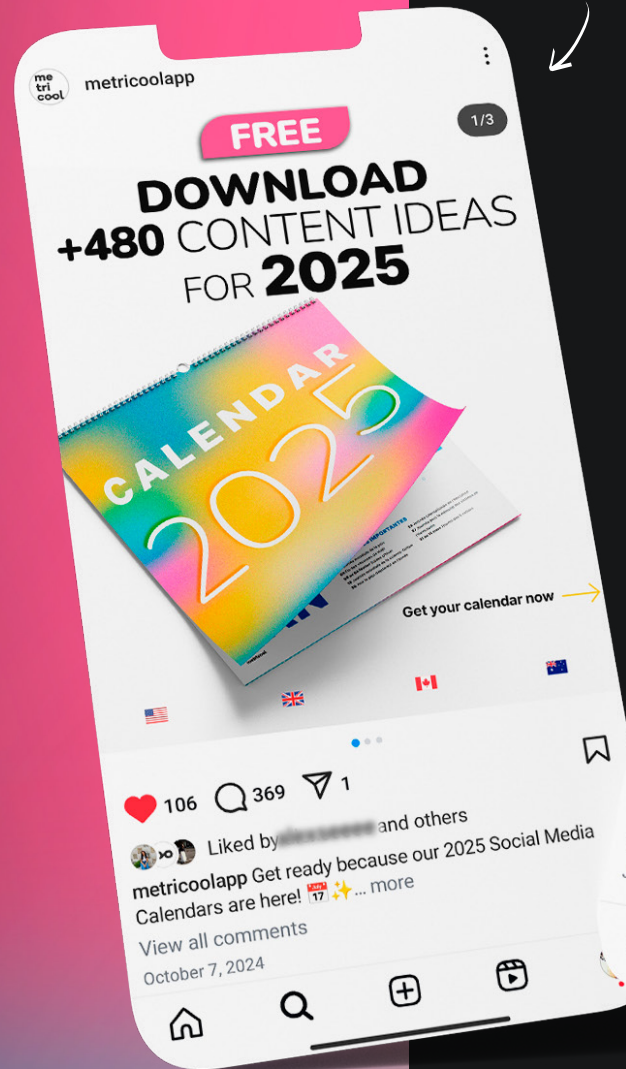
Industry:  
**Social Media**

Network:  
**Instagram**

Followers:  
**9.7k**

Another example, is in Metricool (sound familiar?) to share links, resources, or events, we use automations since they also happen to be our most popular posts. Can you imagine if we had to send more than 350 messages?

356  
comments



130  
comments

**Metricool**

Industry:  
**Social Media**

Network:  
**Instagram**

Followers:  
**9.3k**

# 💡 METRITIP

How can you manage all these comments and send the resources you've promised and not die trying? These four resources will save you dozens of hours:

For replying to comments and messages, Metricool's unified inbox. All comments and DMs from all platforms are in one place.

To send DMs automatically, here are other alternatives:

- **Manychat** → the all-in-one, comment and private messaging automation tool for Facebook MSN, Instagram DMs, and WhatsApp.
- **Tidio** → the tool for beginners, with pristine delivery and external integrations like Zapier.
- **Freshworks** → ideal if you have an e-commerce business, automate sales, and want to offer the attention your customers deserve.



# CONCLUSION

2024 was yet another year full of key learnings in the world of social media. Here are three great lessons to apply in 2025 to make your social networks grow even stronger and healthier:

**1**

## Video continues to be the star format

Videos dominate in reach, interaction, and the ability to be attention-grabbing. In both long and short formats, it continues to be the most effective medium for connecting with audiences.

Exploring new formats is key. And once we find one that works, we must focus our efforts and replicate it.

**2**

## Growth and engagement require different strategies

Not all platforms are equally effective at every stage of the funnel. While some stand out for their reach (YouTube, TikTok), others are better for deep engagement or conversions (LinkedIn, Facebook).

The key is to design a strategy that leverages the strengths of each platform according to your objectives: visibility, interaction, or conversion.

**3**

## Authenticity and value are the keys to reach more

Content that resonates emotionally or provides practical value is more shared and generates genuine connections with the audience.

Go for authentic content that shows the human side of your brand, and leverage trends or practical tips that connect naturally with your community.

**metricool**