



QUARTERLY INDUSTRY BENCHMARKS

Governmental Worldwide

Q3 2025



The Emplifi quarterly industry report reveals insights into the latest social media trends around the world

Including data on the developments in both paid and organic, the report helps marketers gain knowledge about their industry.

Emplifi is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry, Emplifi's unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes.

Working with over 20,000 brands globally, Emplifi develops the leading social media management platform.





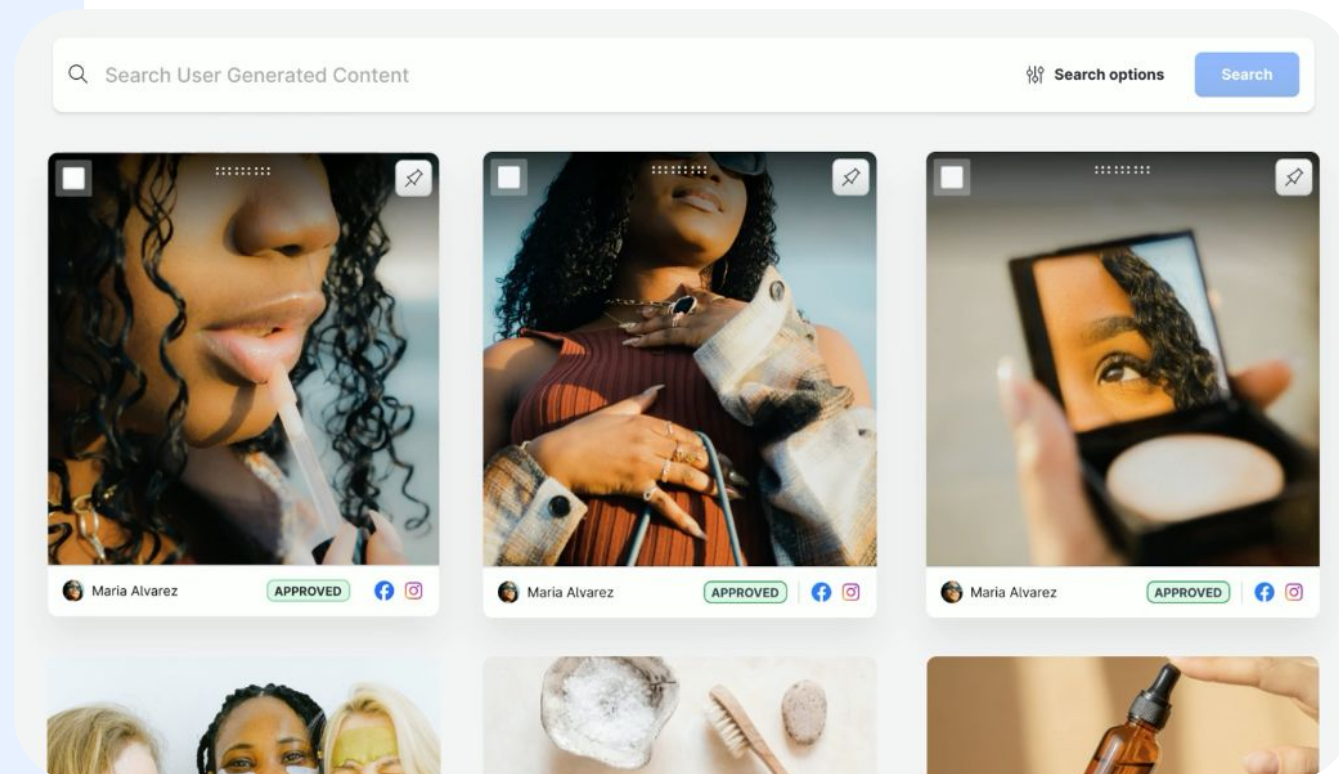
User Generated Content

Drive commerce conversion with Emplifi UGC

Discover the best user-generated content with a few clicks

- Collect content from top social channels, influencers, or employees
- Share and manage content with robust access management and automated approval/denial rules
- Easily analyze UGC performance to evolve your marketing strategy

Book a demo at:
<https://emplifi.io/demo>



Brands leveraging our UGC solution:

SEPHORA alo crocs™ Kirkland's

What's Achievable with UGC?

Our Global customers saw:



10.21x

Increase in
Conversion



3.9x

Increase in Website
Visits



1.06x

Increase in Average
Order Value

Date range: July 01, 2025 - September 30, 2025

Sample: Global UGC Accounts Benchmark

Source: Emplifi data

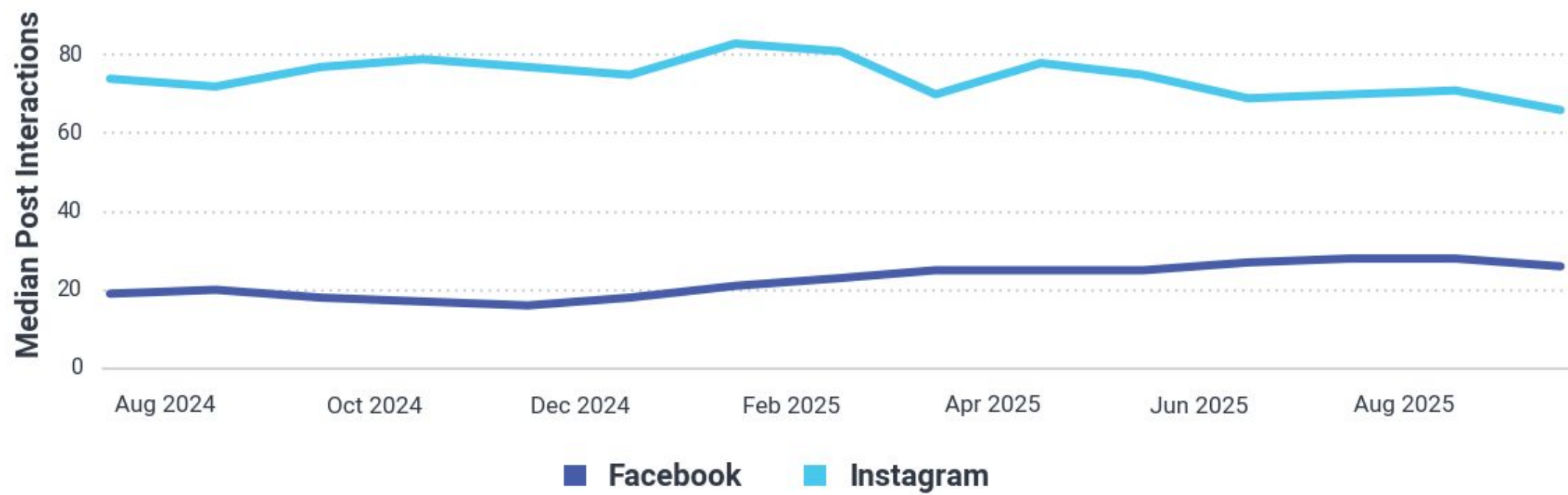
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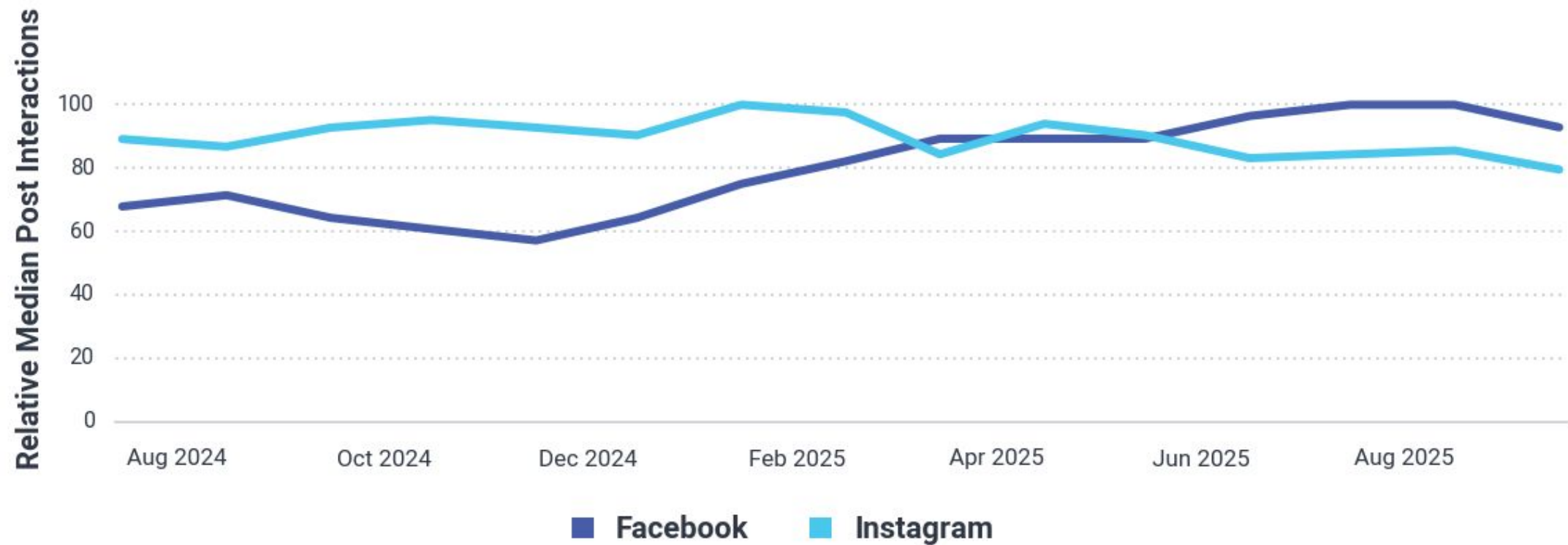
Organic: Facebook & Instagram

Median Post Interactions



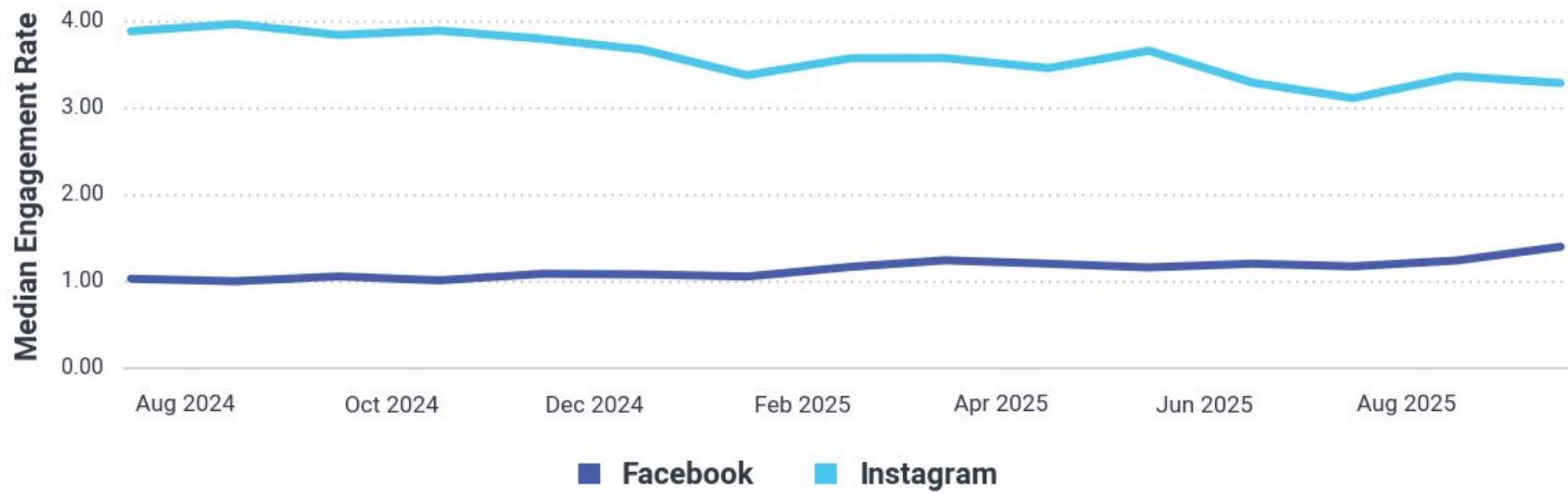
Date range: July 01, 2024 - September 30, 2025
Sample: 7,997 Facebook and 2,082 Instagram Governmental Profiles in Worldwide
Source: Emplifi data

Relative Median Post Interactions



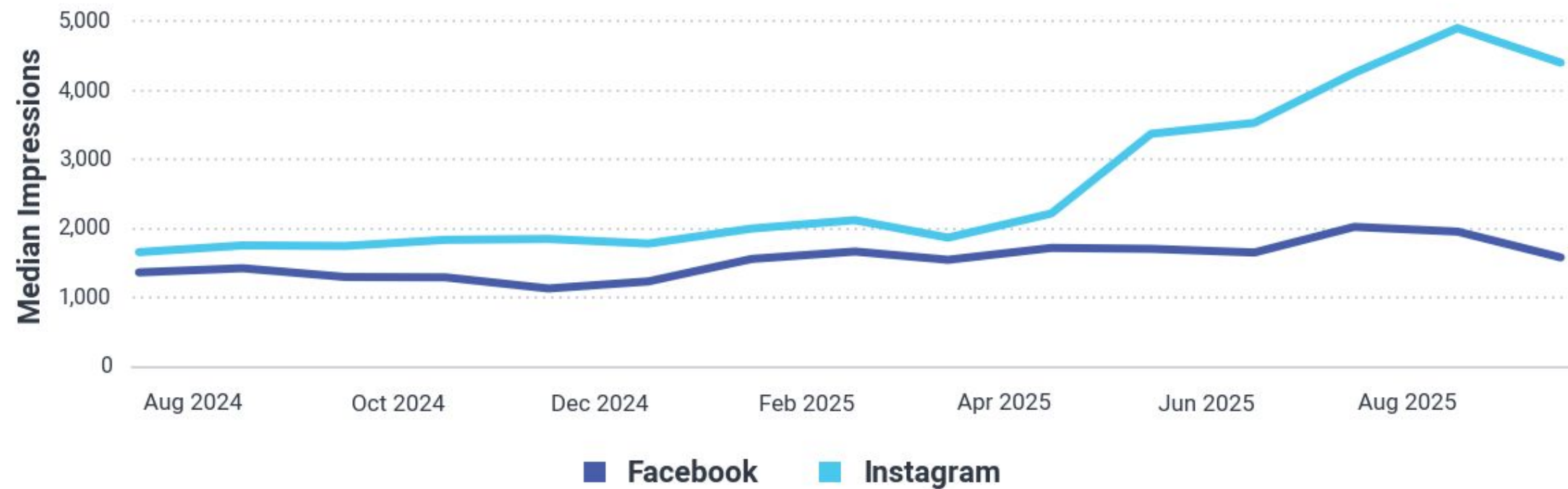
Date range: July 01, 2024 - September 30, 2025
Sample: 7,997 Facebook and 2,082 Instagram Governmental Profiles in Worldwide
Source: Emplifi data

Median Post Engagement Rate



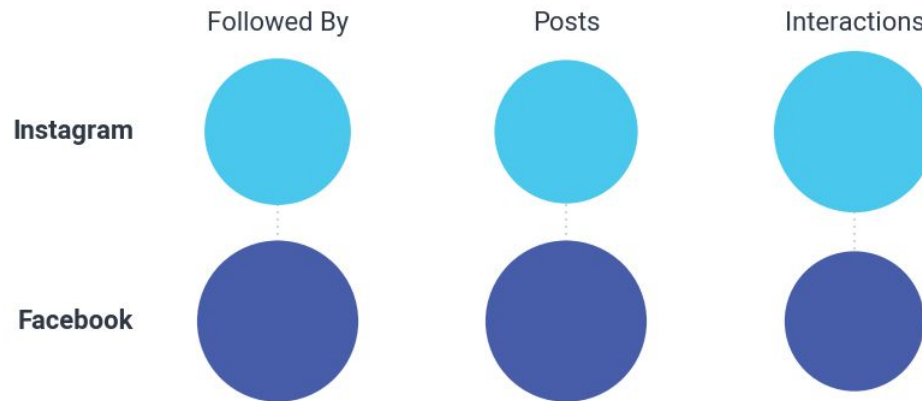
Date range: July 01, 2024 - September 30, 2025
Sample: 7,997 Facebook and 2,082 Instagram Governmental Profiles in Worldwide
Source: Emplifi data

Median Post Impressions



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Source: Emplifi data

Social Media Landscape



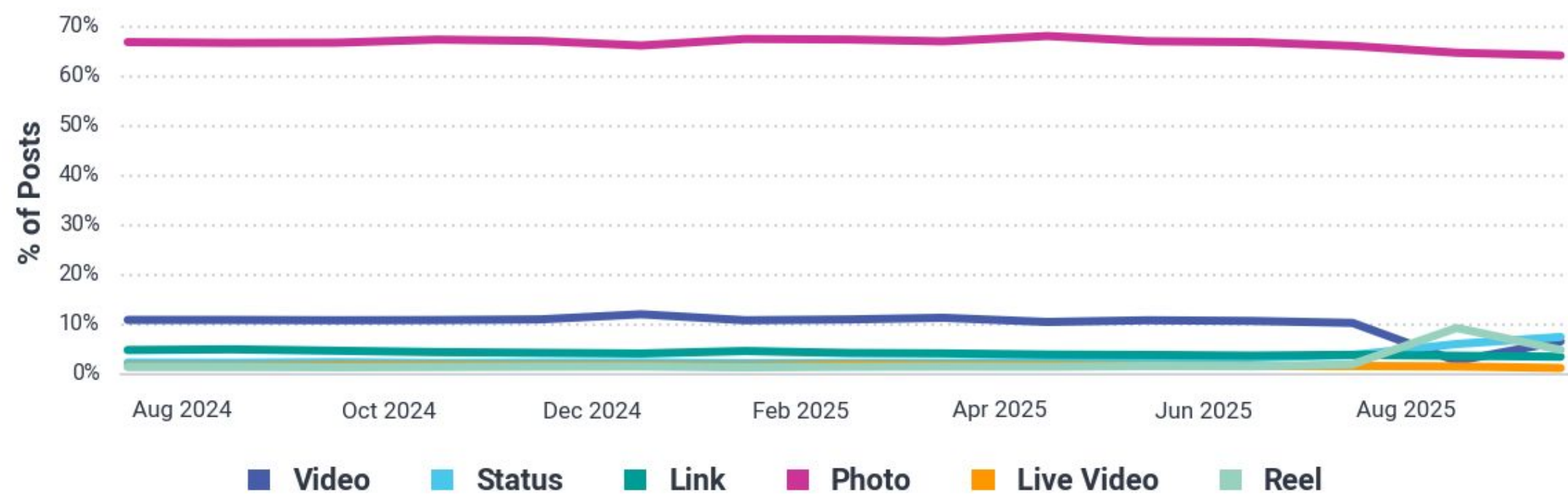
When it comes to audience size Worldwide, the median number of followers for Instagram accounts in Governmental is lower than the number of fans for Facebook accounts. Activity Volume on Instagram is lower than on Facebook and User Engagement on Instagram higher than on Facebook.

Date range: July 01, 2025 - September 30, 2025

Sample: 7,635 Facebook and 1,955 Instagram Governmental Profiles in Worldwide

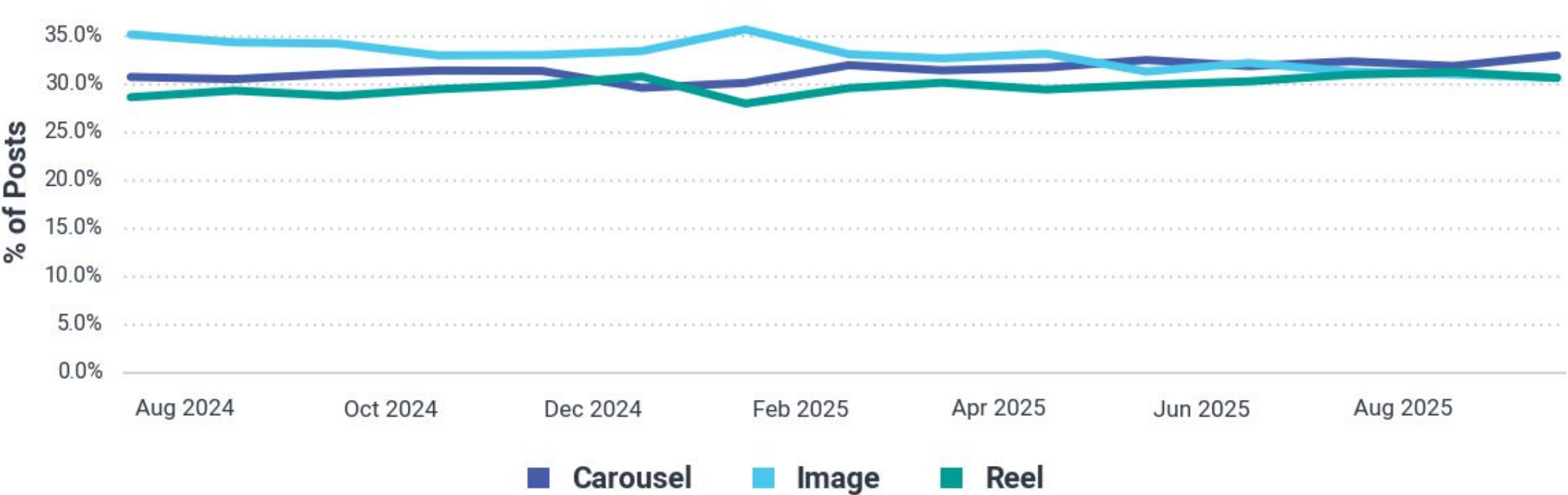
Source: Emplifi data

Facebook: Post Type Distribution



Date range: July 01, 2024 - September 30, 2025
Sample: 7,997 Facebook governmental Pages in Worldwide
Source: Emplifi data

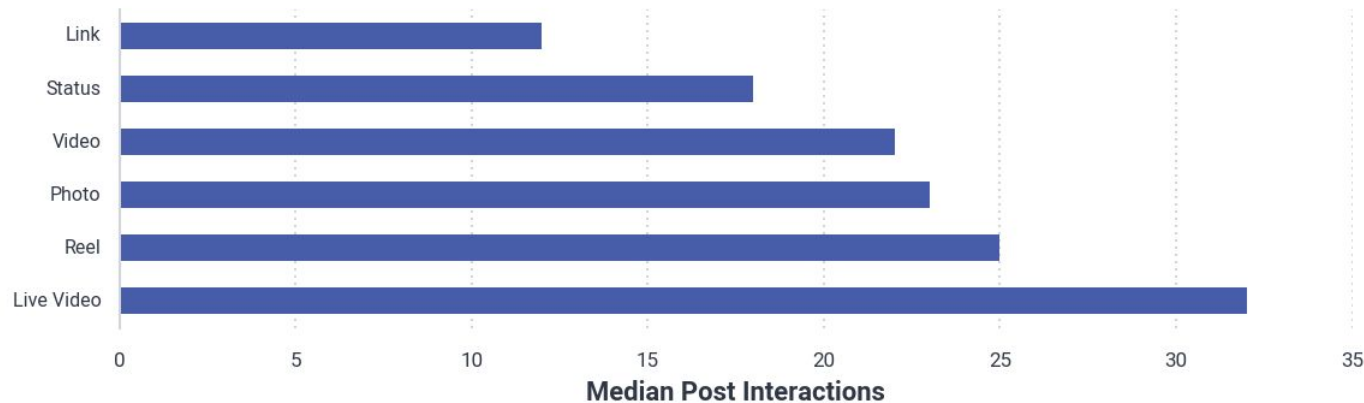
Instagram: Post Type Distribution



Date range: July 01, 2024 - September 30, 2025
Sample: 2,082 Instagram governmental Profiles in Worldwide
Source: Emplifi data

Facebook: Organic Post Type Performance

In terms of organic performance on Facebook Worldwide, Live Video and Reel perform well, with 32 median post interactions for Live Video and with 25 median post interactions for Reel.



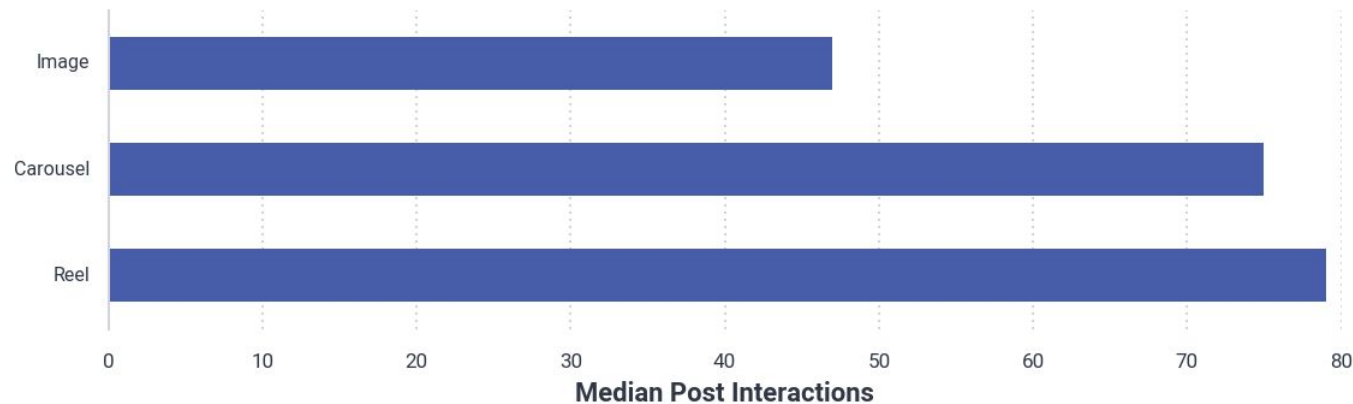
Date range: July 01, 2025 - September 30, 2025

Sample: 7,631 Facebook governmental Pages in Worldwide

Source: Emplifi data

Instagram: Organic Post Type Performance

In terms of organic performance on Instagram Worldwide, Reel and Carousel perform well, with 79 median post interactions for Reel and with 75 median post interactions for Carousel.



Date range: July 01, 2025 - September 30, 2025

Sample: 1,955 Instagram governmental Profiles in Worldwide

Source: Emplifi data

Rank		Name	Fans	Posts	Interactions
1		The White House /whitehouse	12,485,769	650	26,243,488
2		الصفحة الرسمية لوزار... /moiegy	12,083,986	1,780	24,370,680
3		Samdech Thipadei Hun... /dr.hunmanetofcambodia	4,961,090	666	19,116,205
4		Indian National Cong... /incbihar	903,825	3,443	17,573,904
5		Immigration And Cust... /wwwicegov	970,054	1,084	10,527,501
6		Офіс Президента Укра... /president.gov.ua	1,613,108	434	9,277,220
7		MoEYS Cambodia /moeys.gov.kh	4,770,470	1,125	8,884,400
8		Governor Newsom /cagovernor	774,151	407	5,733,179
9		Defensamx /sedenamxoficial	3,959,542	387	5,390,155
10		Presidential Communi... /pcogovph	3,361,189	563	4,551,007

Facebook: Top Performing Pages

For Governmental Worldwide, the top performing page on Facebook is The White House, with 26,243,488 interactions on 650 posts. Other pages performing well include الصفحة الرسمية لوزارة الداخلية and Samdech Thipadei Hun Manet, Prime Minister of Cambodia.

Date range: July 01, 2025 - September 30, 2025

Sample: Facebook governmental Pages in Worldwide

Source: Emplifi data

Rank		Name	Followers	Posts	Interactions
1		Congress /incindia	10,113,156	2,461	154,713,890
2		The White House /whitehouse	9,889,407	535	30,881,839
3		NASA /nasa	96,540,857	71	24,908,967
4		Israelpersian /israelinpersian	2,115,275	515	18,988,945
5		Governo do Brasil /govbr	2,947,527	387	13,601,051
6		Indian Army /indianarmy.adgpi	11,159,116	168	9,701,262
7		MyGov, Government of... /mygovindia	3,821,646	878	8,772,176
8		Indian Navy Official... /indiannavy	5,264,256	256	6,008,733
9		US ICE /icegov	661,316	955	4,988,493
10		National Park Servic... /nationalparkservice	6,746,759	69	3,756,038

Instagram: Top Performing Profiles

For Governmental Worldwide, the top performing profile on Instagram is Congress, which has 10,113,156 followers and generated 154,713,890 interactions on 2,461 posts. Other profiles performing well include The White House and NASA.

Date range: July 01, 2025 - September 30, 2025

Sample: Instagram governmental Profiles in Worldwide

Source: Emplifi data

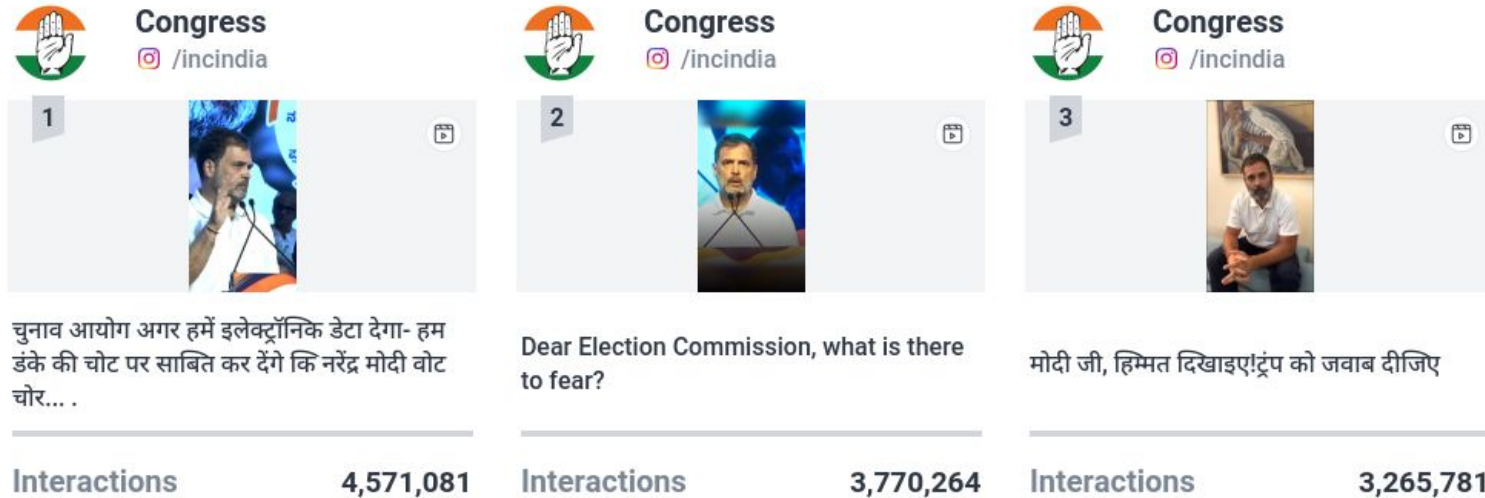
Facebook: Top Posts

 Defensamx f /sedenamxoficial	 The White House f /whitehouse	 กระทรวงการพัฒน สังคม f /msdhs.go.th
1 	2 	3 
Comprometidos con la niñez mexicanaEl #EjércitoMexicano #FuerzaAéreaMx y #GuardiaNacional con #Disci...	A REVIVAL. A celebration of Charlie Kirk.	พม๑ แถลงการณ์ประณามการโจมตีพลเรือน ตามแนวชายแดนไทย-กัมพูชา ละเมิดกฎหมาย มนุษยธรรมระหว่างประเทศร้ายแรง ...
Interactions4,339,506	Interactions1,166,907	Interactions545,876

What are the posts in governmental that created the most engagement on Facebook Worldwide in the last quarter? Defensamx, The White House and กระทรวงการพัฒนสังคม managed to skyrocket their Facebook performance, with the top post generating 4,339,506 interactions.

Date range: July 01, 2025 - September 30, 2025
Sample: 7,635 Facebook governmental Pages in Worldwide
Source: Emplifi data

Instagram: Top Posts



What are the posts in governmental that created the most engagement on Instagram Worldwide in the last quarter? Congress managed to completely skyrocket Instagram performance in the region as a whole, creating 11,607,126 interactions with their top three posts.

Date range: July 01, 2025 - September 30, 2025
Sample: 1,955 Instagram governmental Profiles in Worldwide
Source: Emplifi data



Boost your engagement on social media with Emplifi

Get everything you need to create content that really drives audience engagement:

- Discover what content your audience actually likes
- Learn what to post, exactly when and where
- Uncover crucial content insights to direct your strategy

Book a demo at:
<https://emplifi.io/demo>





Ads: Facebook & Instagram

CPC and CPM by Placement – TOP 5 by Relative Spend

When it comes to cost per click (CPC) and cost per thousand (CPM) for Worldwide, the lowest CPC are on FB feed, FB facebook reels, and IG instagram reels while the lowest CPM are on FB facebook reels, FB feed, and IG instagram reels.



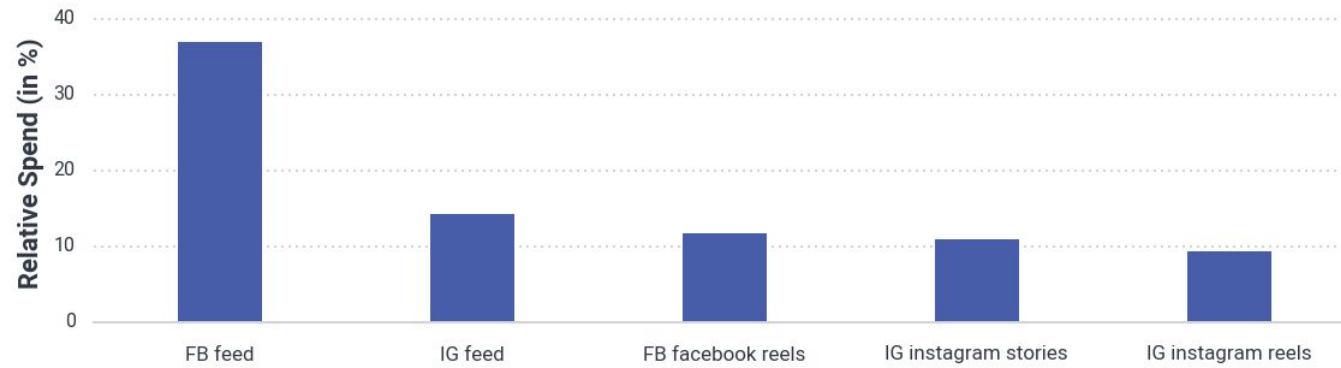
Date range: July 01, 2025 - September 30, 2025

Sample: Worldwide Ad Accounts Benchmark

Source: Emplifi data

Relative Spend by Placement – TOP 5

Looking closer at Worldwide, most of the relative spend goes to FB feed, followed by IG feed, and FB facebook reels. Spending on FB feed is 22.76 p.p. higher than spending on IG feed.

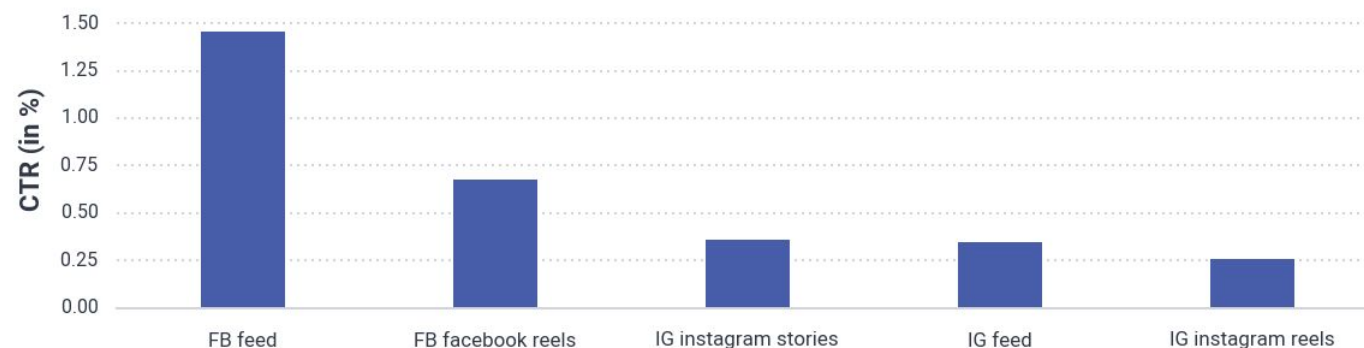


Date range: July 01, 2025 - September 30, 2025

Sample: Worldwide Ad Accounts Benchmark

Source: Emplifi data

CTR by Placement – TOP 5 by Relative Spend



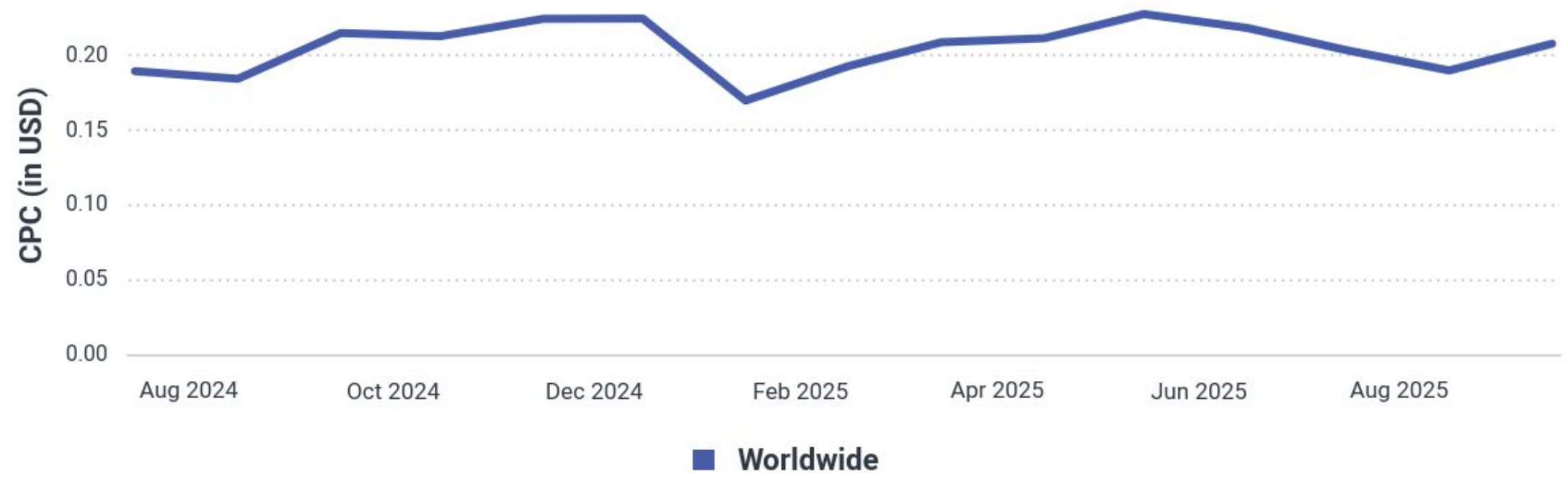
WithWorldwide, the highest CTR is seen on FB feed, followed by FB facebook reels, and IG instagram stories. FB feed gets CTR of 1.46% compared to FB facebook reels, which gets 0.68%.

Date range: July 01, 2025 - September 30, 2025

Sample: Worldwide Ad Accounts Benchmark

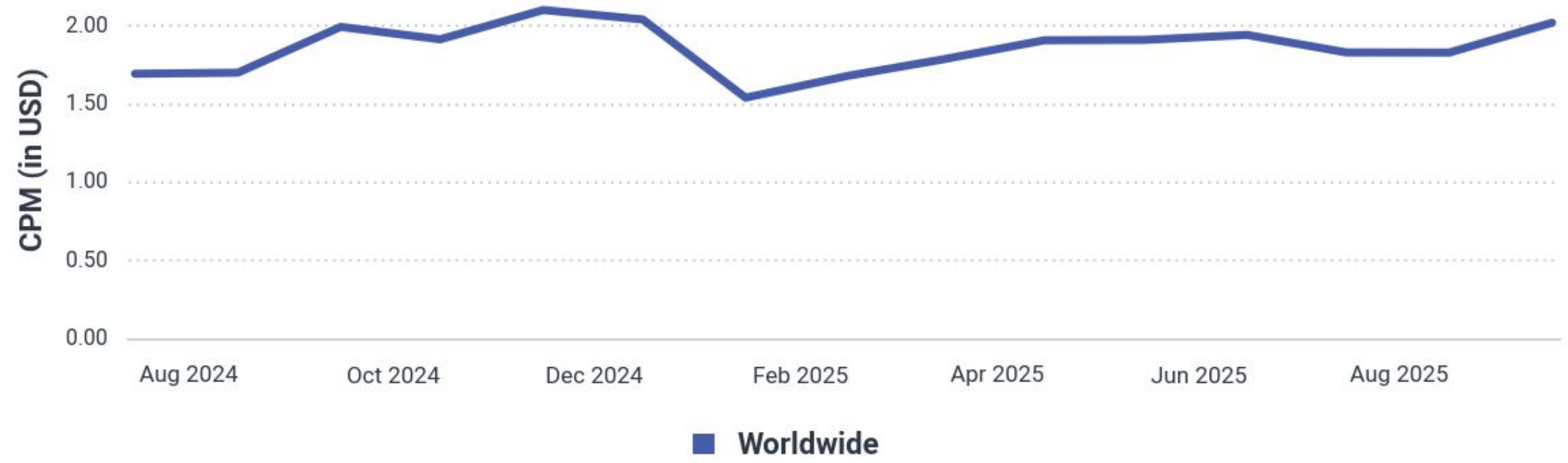
Source: Emplifi data

Cost per Click (CPC)



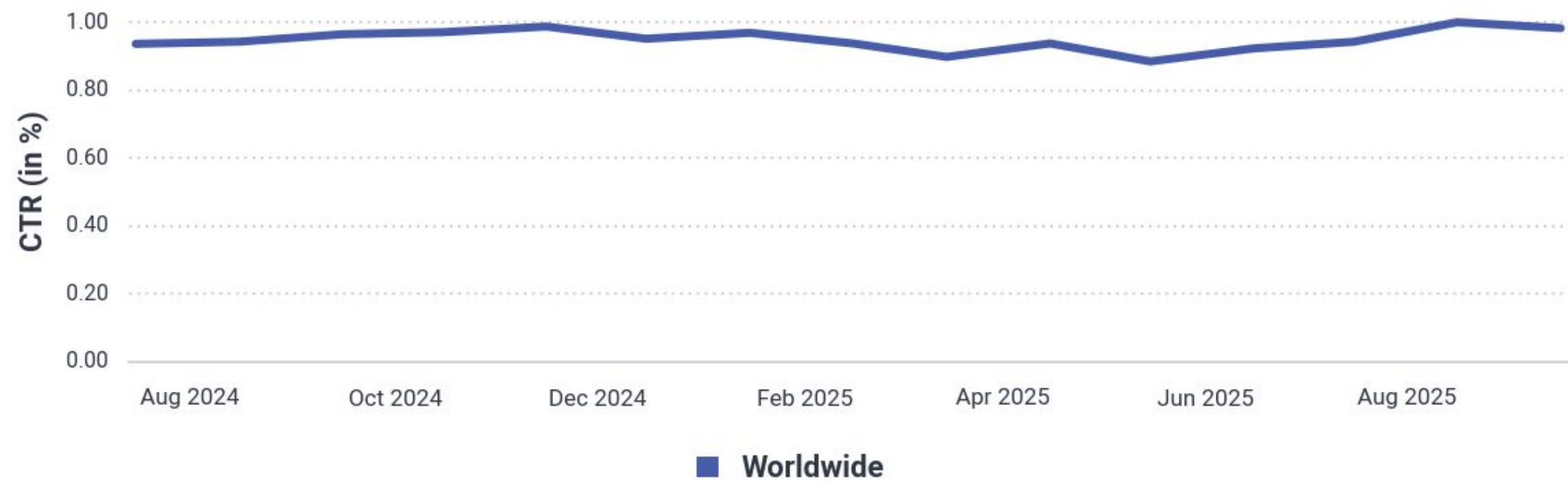
Date range: July 01, 2024 - September 30, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

Cost per Mille (CPM)



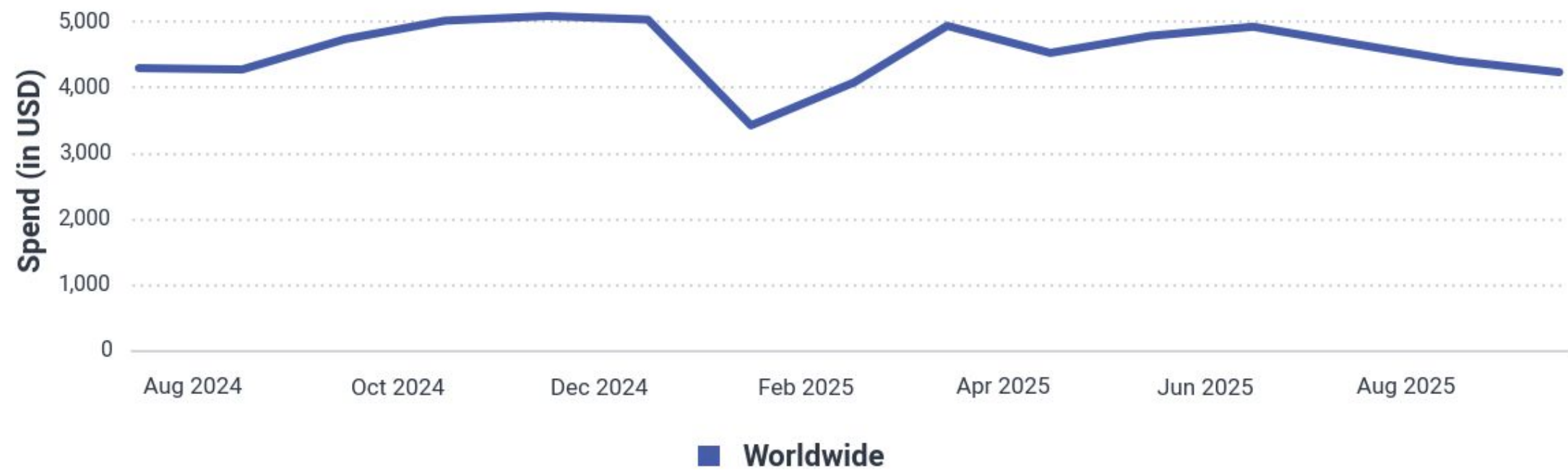
Date range: July 01, 2024 - September 30, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

Click Through Rate (CTR)



Date range: July 01, 2024 - September 30, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

Spend (USD)



Date range: July 01, 2024 - September 30, 2025
Sample: Ad Accounts Benchmark
Source: Emplifi data

Get the most out of paid campaigns with Emplifi's data-driven metrics

Everything you need to create content that really drives audience engagement

- Use insights to make smarter decisions about your budget
- Instantly visualise KPIs alongside critical ad benchmarks
- Have AI help improve costs & boost CTR

Book a demo at:
<https://emplifi.io/demo>

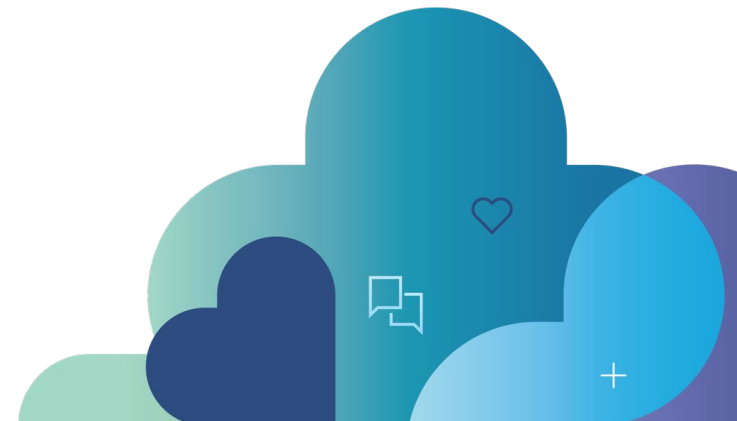


The quarterly industry reports reflect the state of Emplifi's database at the beginning of the following quarter to the quarter analysed in the reports. The data is pulled only once and is not updated between releases.

The minimum threshold for the report to be generated is 50 profiles on Instagram and 50 pages on Facebook, for the given region and category combination. When the combination for a specific slide does not meet the threshold, if possible, data for a broader area is provided instead.

Note: *Additional thresholds may be applied for specific slides:*

- Total interactions distribution at a minimum of 300
- Internal ads-benchmarks at a minimum 200 active benchmarks from a region/industry



Reactions:

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook. Facebook doesn't provide number of Care reactions, therefore Care reactions are included in the Like reactions count.

Interactions:

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

Median post interactions in time:

The middle page when ranking Pages (Profiles) by median monthly post interaction. Median post by interactions is the page's middle post published in given month ranked by interactions.

Relative median interactions in time:

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

SOCIAL MEDIA LANDSCAPE

Audience size:

Median of pages Fans (Followers) count at the end of the quarter.

Posts:

Median of total posts published in the quarter, aggregated on Page level.

Interactions:

Median of total page interactions (on the posts published in the quarter), aggregated on Page level.

ADS

Organic means not promoted (not paid to be shown in the feed). We use Emplifi' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

Relative Spend by Platform Position:

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

Click-Through Rate (CTR) by Platform Position:

CTR median values of the top 5 positions by relative spend. CPC, CPM and Spend metrics are in USD.



Extended glossary available on docs.emplifi.io. All data (unless specified differently) is first normalized on Profile/Page/Channel.