



Engagement in freefall

Engagement In Freefall

While content proliferates, engagement is evaporating. Average interaction rates across major platforms are declining fast: Facebook and X posts now scrape an average 0.15% engagement, while Instagram has dropped 24% year-on-year. Even TikTok has begun to plateau. People aren't connecting or conversing on social media like they used to; they're just wading through slop, that is, low-effort, low-quality content produced at scale, often with AI, for engagement.

And much of it *is* slop: Less than half of American adults now rate the information they see on social media as "mostly reliable"—down from roughly two-thirds in the mid-2010s. Young adults register the steepest collapse, which is unsurprising; as digital natives, they better understand that the content they scroll upon wasn't necessarily produced by humans. And yet, they continue to scroll.

Date: 2025-09-13
Words: 5
Time to read: 1 min

[Older](#)

11 Sep 2025
Soap your brains out

Russell © 2022-2025

[Tags](#) [Archive](#) [RSS feed](#)

Made with [Montaigne](#) and [bigmission](#) 