

SPORT ON SOCIAL 2017



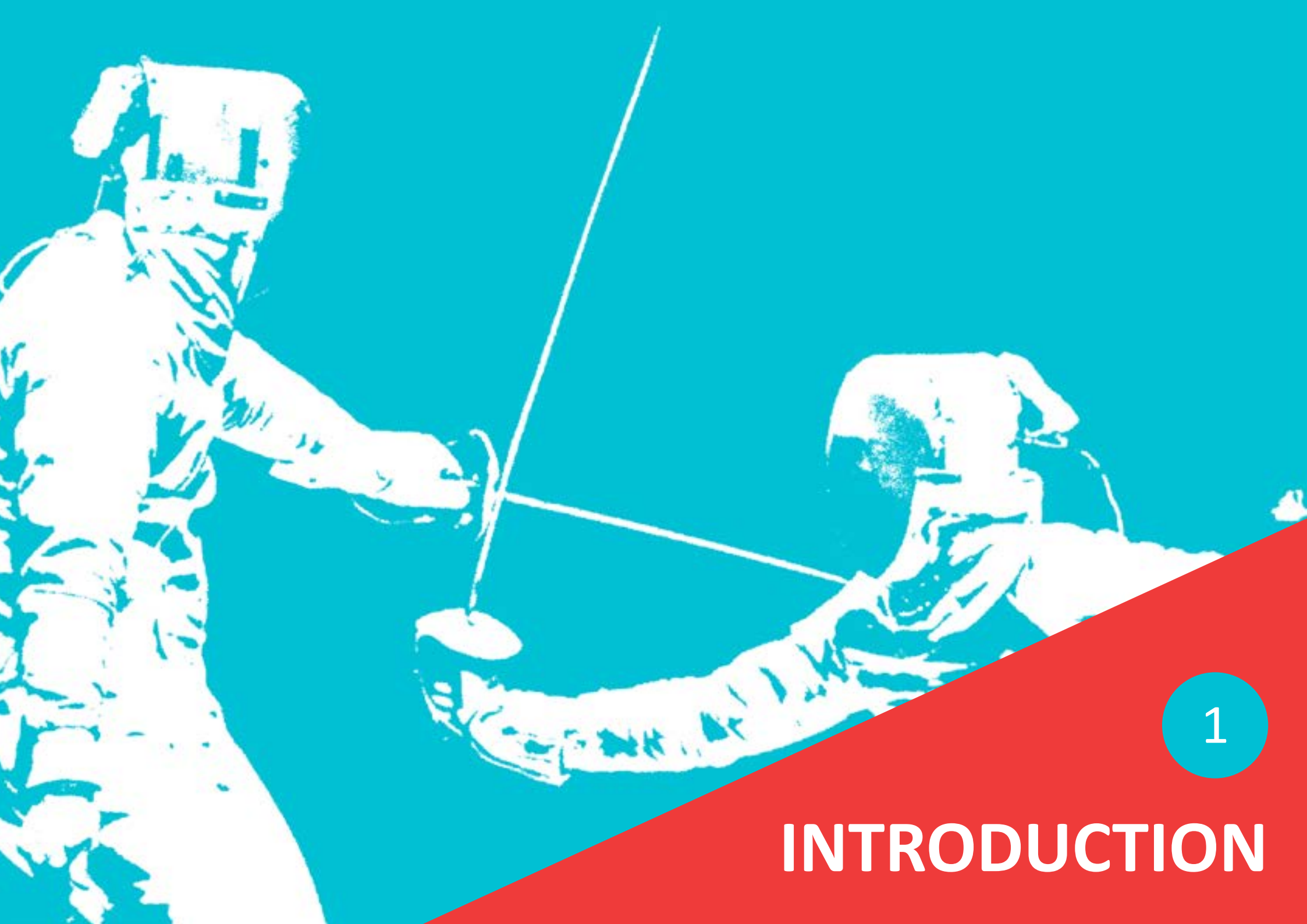
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CONTENTS

- 1 INTRODUCTION
- 2 ABOUT
- 3 HEADLINES
- 4 RANKINGS TABLE
- 5 CHANNEL SUMMARIES
 - a FACEBOOK
 - b INSTAGRAM
 - c TWITTER
 - d YOUTUBE
- 6 ABOUT REDTORCH
- 7 APPENDIX





1

INTRODUCTION

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Welcome to **Sport on Social 2017**, a free annual report by REDTORCH that analyses the presence and performance of 35 International Sports Federations on social media.

Sport on Social ranks every member of Association of Summer Olympic International Federations (ASOIF) and Association of International Olympic Winter Sports Federations (AIOWF), based on their performance over the past year across the four most popular social channels.

Together, members of ASOIF and AIOWF make up one of the most popular sporting events in the world – the Olympic Games. We want to share how they fared off the field.

We trust you find the report interesting and informative.

Your REDTORCH Team



2

ABOUT

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Sport on Social measures social media performance of the 35 member Federations of ASOIF and AIOWF.

Performance is calculated by an analysis of the four most popular global social channels – Facebook, Instagram, YouTube and Twitter – and then ranked in our Engagement League.

The **Engagement League** is calculated by the number of official account followers each Federation has, and the number of interactions each account has had over the past year.

This report provides a global picture of **Sport on Social**.



3

HEADLINES



HEADLINES

FIS ranked number 1 in the Engagement League as a result of high scores across the 4 social channels. Scored on Engagement Rate, FIS placed first on Twitter and second on Instagram.

WR ranked number 2 in the Engagement League. WR finished first on YouTube, fifth on Twitter and fifth on Instagram.

FIBA, **FEI** and **FIFA** made up the rest of the top 5. This was largely due to them owning some of the largest social followings, and also FIBA scoring the highest Engagement Rate on Instagram.

IJF ranked second in the Facebook table. IJF had the fourth highest number of Fan Page Likes, and also squeezed into the top 10 Engagement Rates.

IBU had the second highest Engagement Rate across all social channels. Images of the **Crystal Globe winners** for the **IBU World Cup** generated particularly high engagement.



RANKINGS TABLE

SOCIAL MEDIA ENGAGEMENT LEAGUE

Channel Rank					Sport Federation	Overall Rank
11	2	1	3	FIS: International Ski Federation		1
12	5	5	1	WR: World Rugby		2
3	1	17	11	FIBA: International Basketball Federation		3
1	15	8	6	FEI: International Federation for Equestrian Sports		4
19	6	20	2	FIFA: International Federation of Association Football		5
2	10	15	10	IJF: International Judo Federation		6
21	13	7	4	UCI: International Cycling Union		7
10	3	25	13	FIVB: International Volleyball Federation		8
5	22	3	15	IAAF: International Association of Athletics Federations		9
4	12	31	8	ITTF: International Table Tennis Federation		10
6	9	4	27	UWW: United World Wrestling		11
7	20	19	7	WA: World Archery Federation		12
15	4	13	19	IIHF: International Ice Hockey Federation		13
22	21	14	5	WTF: World Taekwondo Federation		14
9	14	12	18	IBU: International Biathlon Union		15
24	19	2	12	ISU: International Skating Union		16
13	8	18	21	FINA: International Swimming Federation		17
25	11	16	20	ITU: World Triathlon		18

Channel Rank					Sport Federation	Overall Rank
14	18	29	14	FIE: International Fencing Federation		19
32	7	28	9	IWF: International Weightlifting Federation		20
18	24	24	17	FIH: International Hockey Federation		21
17	30	6	22	FIG: International Federation of Gymnastics		22
20	23	26	26	IBSF: International Bobsleigh and Skeleton Federation		23
28	16	23	28	IHF: International Handball Federation		24
30	17	9	32	IGF: International Golf Federation		25
16	26	34	23	FIL: International Luge Federation		26
8	-	27	16	BWF: Badminton World Federation		27
27	25	30	24	WS: World Sailing		28
23	28	32	25	FISA: International Federation of Rowing Associations		29
29	31	10	31	AIBA: International Boxing Association		30
26	27	22	33	ISSF: International Shooting Sport Federation		31
33	32	33	29	WCF: World Curling Federation		32
31	29	35	30	ICF: International Canoe Federation		33
34	33	21	35	UIPM: International Modern Pentathlon Union		34
35	-	11	34	ITF: International Tennis Federation		35

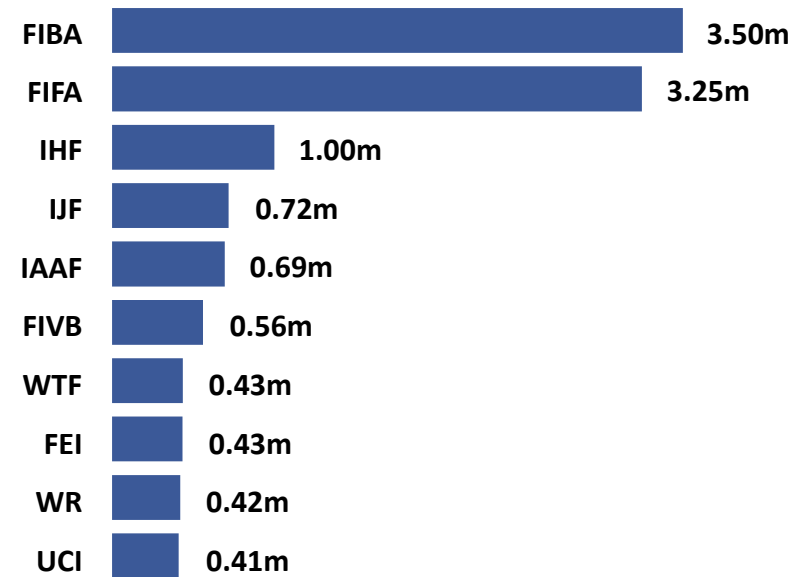


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FACEBOOK SUMMARY

FAN RANKING

- Across the 35 federations, the average Number of Fans per Facebook page was 442.9k. **FIBA** and **FIFA** had 3.5m and 3.3m fans respectively.
- Of the top 10 federations ranked by Number of Fans, only 3 appear in the top 10 by annual Facebook Fan Growth Rate: **FIVB** (59%), **FEI** (59%), and **UCI** (42%).
- **FIFA** is the only federation in the top 5 not ranked in the top 10 by Number of Posts. **FIBA** sent 2,100 posts in the monitoring period (5.7 posts per day). **IJF**, **IAAF** and **FIH** sent more Facebook posts per day than the average of 2.4.



Summary by Platform: Facebook

ENGAGEMENT RANKING

- **FIL** had the highest Facebook Engagement Rate. The 2 most successful FIL posts were images of the start of the **2016-17 Luge World Cup** in Winterberg, Germany. Engaging video content was produced to celebrate **#1YearToGo** until the **2018 Winter Olympics** in Pyeongchang.
- Of the top 10 federations by Engagement Rate, **FEI** and **IJF** were the only 2 to appear in the top 10 by Number of Likes. The **FEI** ran a powerful **#TwoHearts** campaign 3 months before the start of the Olympic Games, inspiring fans old and new.
- Video content was the most engaging format for the **IJF**. It generated 1.8x more reactions than the average rate. The top 7 posts were all videos, with the **#MoreThanASport** campaign proving hugely popular with sports fans ahead of the Olympic Games.

Rank	Facebook page
1	International Luge Federation
2	International Biathlon Union
3	International Table Tennis Federation
4	International Bobsleigh and Skeleton Federation
5	World Archery
6	International Federation for Equestrian Sports
7	International Ski Federation
8	United World Wrestling
9	International Fencing Federation
10	International Judo Federation

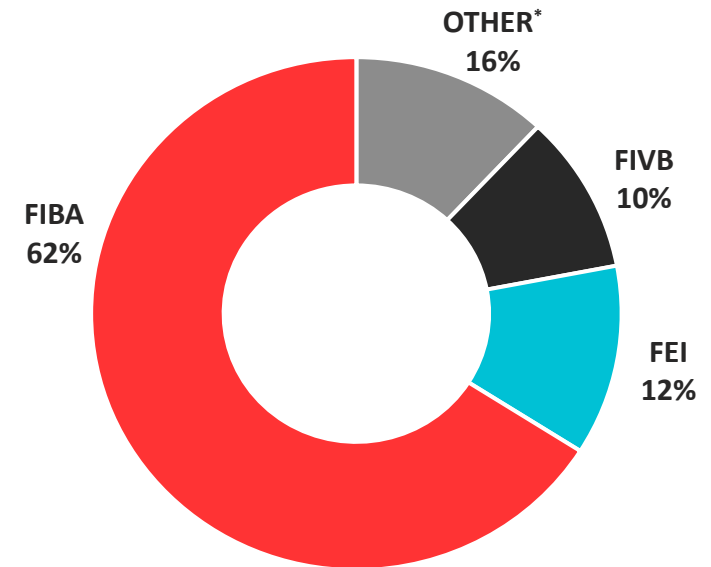


Summary by Platform: Facebook

TOP POSTS

- 31 of the 50 most engaged-with posts on Facebook came from **FIBA**. The federation had the highest number of Page Likes (3.5m). FIBA's images of the Olympic Games appealed to its large audience, and **#Rio2016** was the most engaged with and most used hashtag.
- The top post came from the **2016 FIVB World Grand Prix** featuring the USA Volleyball team. This was also the most shared post on Facebook.
- **The Brownlee brothers** featured in one of the most shared videos on Facebook in the finale of the **Triathlon World Series** in Mexico, watched 7.4m times on the **ITU** page.
- A viral video from **FIS** showing **ski mogul crashes** resulted in the page generating one of the highest Engagement Rates and the second highest number of comments of all posts.

**Other is a total of IIHF, IJF, ITTF, ITU, WR and UCI*



Top 50 posts by federation (ranked by ranked by Interactions [the total number of reactions, comments and shares])



Summary by Platform: Facebook

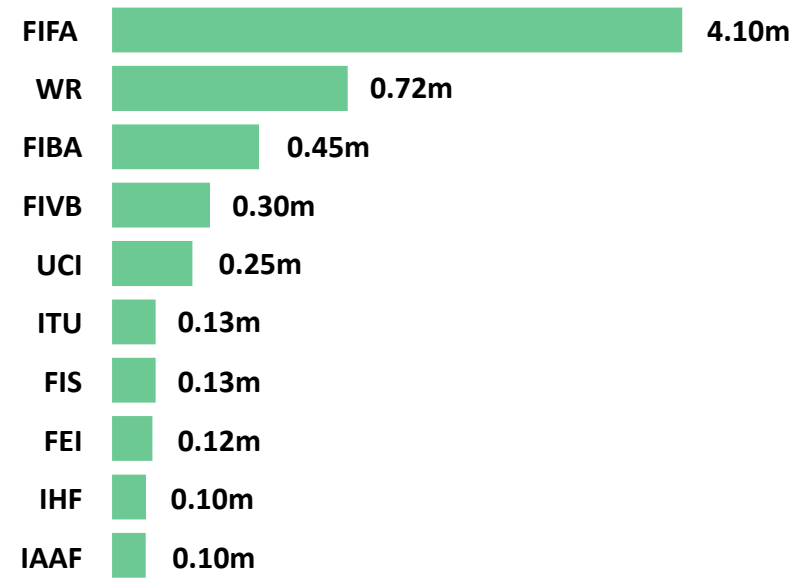


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INSTAGRAM SUMMARY

FOLLOWER RANKING

- **FIFA** was measured at 4.1m Instagram followers – the highest overall. This is nearly 6x more than **WR**, who were second with 0.7 million followers.
- 4 of the top 10 accounts by Followers were also amongst the top 10 by Number of Posts. **FIFA** posted on average 4.4 times a day, higher than the average 1.4 posts across all federations.
- There is a correlation between the Number of Followers and Total Number of Post Likes, with 8 accounts featuring in the top 10 of both lists.
- **FINA** had the highest Likes per Post (2.5k). This was due to engaging content that tagged Olympic stars including **Michael Phelps** and **Joseph Schooling**.



Summary by Platform: Instagram

ENGAGEMENT RANKING

- The **IIHF** had the highest Instagram Engagement Rate. It produced a large amount of content (1,532 posts), especially during the **2016 IIHF World Championships** in Russia.
- Only **FIFA** generated more Instagram posts (1,621), but suffered a lower-than-average Engagement Rate.
- **FIBA** had the third most engaged-with Instagram account. It had the third highest Number of Followers and produced the fifth highest Number of Posts. **#Rio2016** was used in 28% of all posts, and appeared in 6 of FIBA's top 10 most liked Instagram posts.

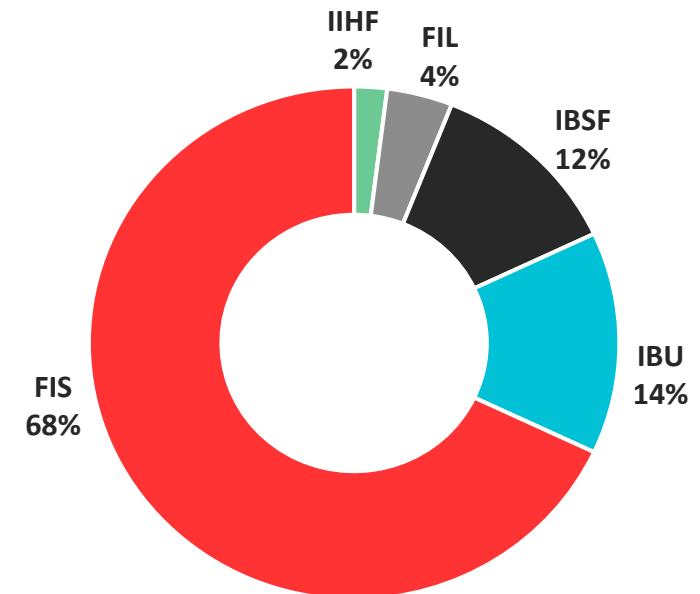
Rank	Instagram page
1	International Ice Hockey Federation
2	International Ski Federation
3	International Basketball Federation
4	International Golf Federation
5	International Bobsleigh and Skeleton Federation
6	International Weightlifting Federation
7	International Volleyball Federation
8	International Biathlon Union
9	World Taekwondo Federation
10	International Handball Federation



Summary by Platform: Instagram

TOP POSTS

- **FIFA** produced the 50 most liked Instagram posts, with Cristiano Ronaldo mentioned in 9 of them. **#OnThisDay** was used in 7 posts and 11 **#HappyBirthday** messages were sent to former and current players.
- **WR** had the second highest number of followers (723k). It produced an average 4.1 posts a day resulting in over 14.8m Post Likes (an average of 9.9k Likes per Post).
- The top 50 posts on Instagram by Post Interaction Rate were from **AIOWF**, with **FIS** accounting for the top 11 posts. 34 of the top 50 posts were from the FIS account and generated the highest Post Interaction Rate of all federations (11.3%).
- **IBU** had 7 of the top 50 most interacted with posts. 6 of these came from the first few days of the **World Championship in Hochfilzen**.



Top 50 posts by federation (ranked by Post Interaction Rate [the number of reactions of a post in relation to the number of followers])



Summary by Platform: Instagram

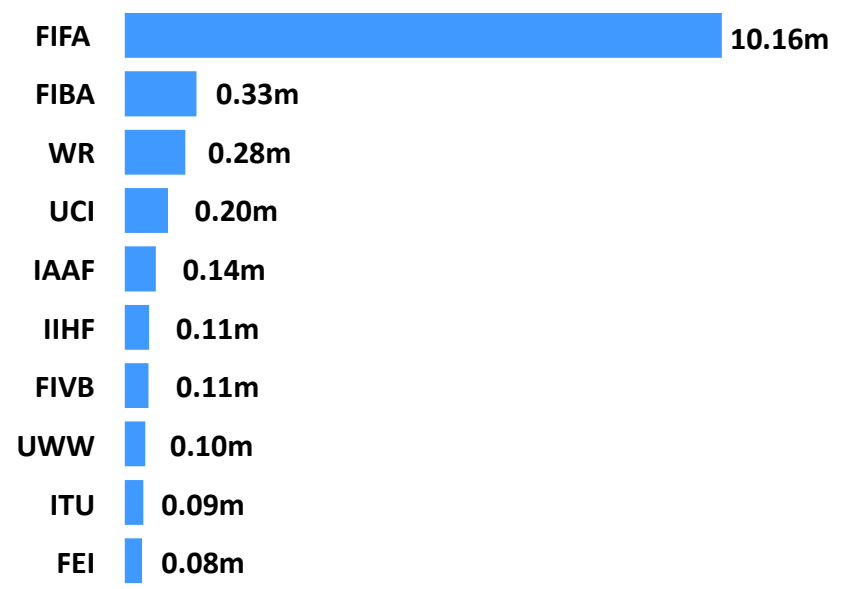



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TWITTER SUMMARY

FOLLOWER RANKING

- **FIFA** has the highest Number of Followers than any other federation (10.2m) and experienced a 25% Growth Rate during the monitoring period.
- **ITU, IAAF** and **FIVB** were the 3 other accounts featured in the top 10 Number of Followers and top 10 highest Growth Rates.
- The **IAAF** account grew by 65.2%, more than any other account. 6 of the top 10 days by New Followers came during the Olympic Games. On the 18 August, IAAF sent 84 tweets, the third highest during the monitoring period. Several tweets received over 1k retweets and likes, including **Usain Bolt winning the 200m Final**.

Summary by Platform:Twitter

ENGAGEMENT RANKING

- The top 10 Twitter accounts by Engagement Rate were largely made up of federations with smaller Twitter followings and a lower number of Tweets.
- The **ISU** had the highest Engagement Rate, in addition to the highest Conversation Rate and second highest Interactions per Tweet. This was partly due to a number of tweets receiving high levels of engagement at the **ISU Grand Prix of Figure Skating** events in Sapporo and Marseille.
- **IGF** had the second highest Engagement Rate. Significant social media buzz was generated around **Golf's first appearance at the Olympic Games since 1904**. However, as the account was less active during the rest of the year, it retained one of the smallest followings.
- **FIG** was the only federation with a top 10 Engagement Rate that also ranked in the top 10 Number of Tweets (1.2k). 18% of tweets included **#Rio2016**, with the top 10 Tweets by text and images all coming from the **Olympic Games**.

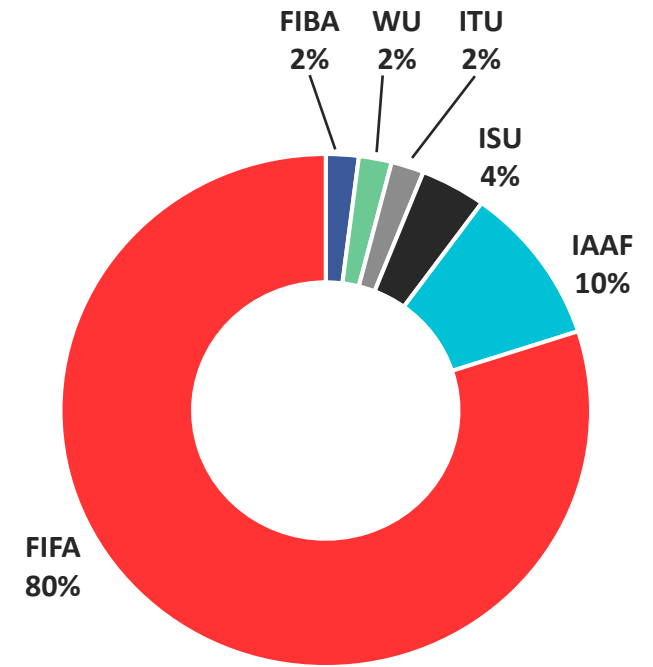
Rank	Twitter page
1	International Skating Union
2	International Golf Federation
3	International Boxing Association
4	International Modern Pentathlon Union
5	International Tennis Federation
6	International Biathlon Union
7	International Shooting Sport Federation
8	International Ski Federation
9	World Taekwondo Federation
10	International Federation of Gymnastics




Summary by Platform:Twitter

TOP TWEETS

- **FIFA** enjoyed 40 of the 50 most retweeted tweets. The top 3 came from **The Best FIFA Football Awards** on 9 January.
- For the other 10 posts, 5 were produced by **IAAF**. 3 were from the **Olympic Games** and 2 from the **Male and Female World Athlete of the Year** nominations in October, which was decided by Number of Retweets.
- One of the most retweeted tweets came from **ITU** (10.4k). This was a video showing the **Brownlee brothers** in the **WTS season finale** in Mexico.
- An image posted by **FIBA** of the draw for the **Men's Basketball tournament** at the Olympic Games generated 2k retweets, whilst **Ireland's historic defeat of New Zealand** in Chicago produced over 4.1k retweets for **WR**.



Top 50 tweets by federation (ranked by most retweets)

 Summary by Platform: Twitter

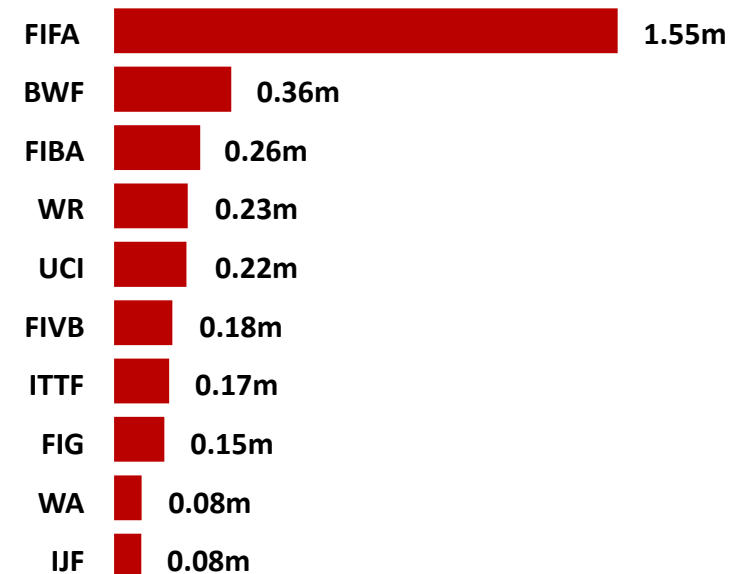


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YOUTUBE SUMMARY

SUBSCRIBER RANKINGS

- **FIFA** has the most subscribers on YouTube (1.5m). **BWF** took second place (360k). 5 of the top 10 by Subscribers are amongst the top 10 channels by Subscriber Growth, including **IHF** (26.0%), **FIBA** (25.6%) and **BWF** (18.9%).
- **FINA** experienced the largest relative Subscriber Growth (65.9%), gaining 9.3k subscribers. The highest absolute day-on-day Subscriber Growth came in March 2016 as a result of a **FINA video trailer**, which included a **'subscribe' button** at the end of the video.
- **IHF's** official YouTube channel grew by 50.7%. The largest day-on-day Subscriber Growth occurred in January 2017 after a highlights video was published from **Croatia's defeat of Hungary** in the **Men's Handball World Championship**.



Summary by Platform: YouTube

ENGAGEMENT RANKING

- **FIS** had the highest Engagement Rate, enjoying a high Number of Interactions per Video. Content produced around events in **Lillehammer** and **Zakopane** generated substantial Likes.

IWF had the second highest Engagement Rate and the third highest

- Interactions per Video. However, the channel was one of the least active, posting only 10 times during the monitoring period. The 2 most watched videos focused on athletes in a **'Road to Rio'** feature.

WR and **FIFA** both produced high Engagement Rates. The channels

- produced 159 and 418 Interactions per Video respectively, with FIFA generating more Views per Video (51.7k) than any other channel.

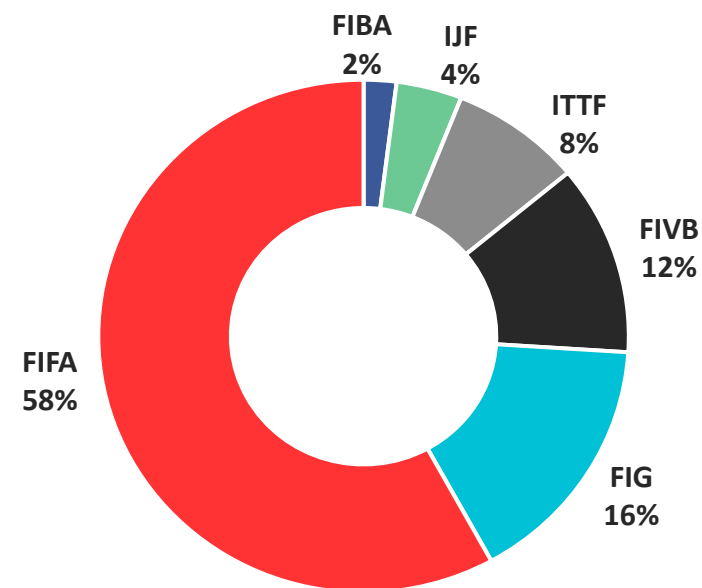
Rank	YouTube Channel
1	International Ski Federation
2	International Weightlifting Federation
3	World Taekwondo Federation
4	World Rugby
5	International Federation for Equestrian Sports
6	International Biathlon Union
7	International Luge Federation
8	International Federation of Association Football
9	International Skating Union
10	International Cycling Union



Summary by Platform: YouTube

TOP VIDEOS

- The most watched video was the **2016 FIGs highlights** of Olympic Test Event in Rhythmic Gymnastics (5m views).
- **FIFA** accounted for 58% of the most watched videos in the top 50. 7 of these were in the top 10. 6 videos were nominees for the **FIFA Puskás Goal of the Year Award 2016**, with the winning video receiving 4m views.
- **ITTF** uploaded 4 videos to their channel which were in the top 50. 1 video of a **Table Tennis shot** generated 1.3m views.
- 4 of 6 **FIVB** videos featured in the top 50 by Views were from the **2016 Volleyball World Grand Prix**. 2 compilations of **IJF** highlights generated an average of 359k views.



Top 50 videos by federation (ranked by the number of views)

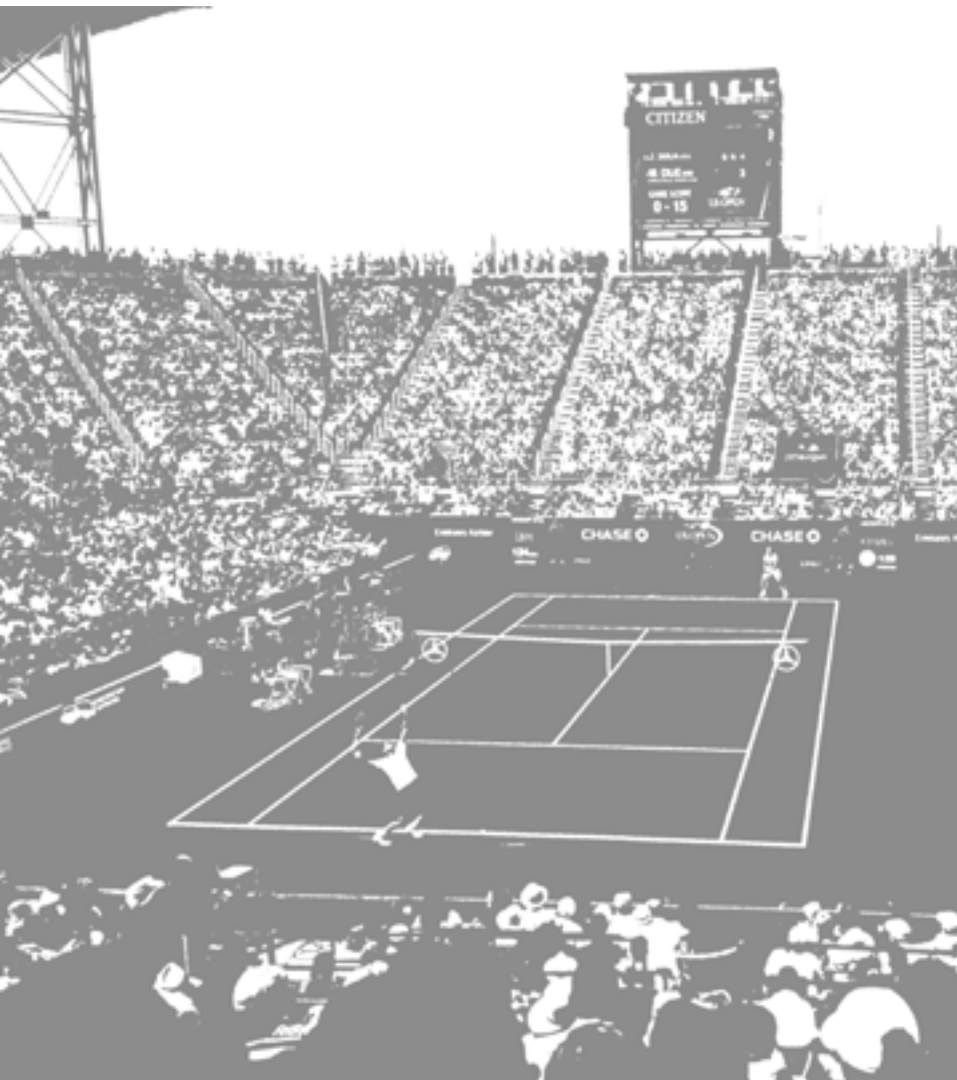


Summary by Platform: YouTube



ABOUT REDTORCH

ABOUT REDTORCH



We are REDTORCH, a data-driven communications agency focusing on sport.


Our mission is to engage, influence, and grow international sports audiences

Whatever your objective, and no matter where you're based, we create, manage, and deliver data-driven campaigns that achieve record-breaking results – worldwide.

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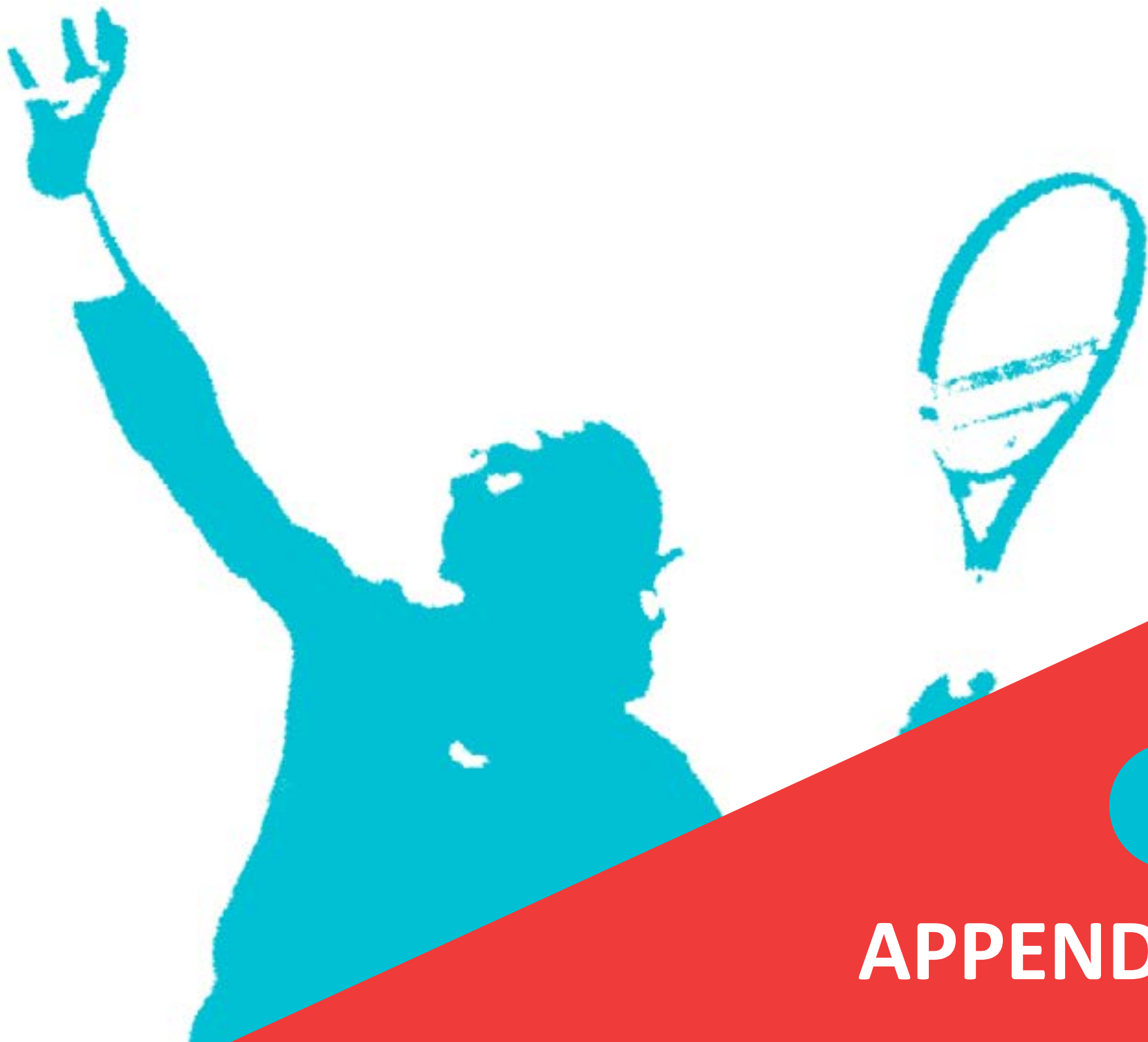
 hello@redtorch.co

 @REDTORCHLtd

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 / RedTorchMarketing

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7

APPENDIX

APPENDIX

All stats and results used in this report were measured between 13th February 2016 - 12th February 2017.

As the International Tennis Federation (ITF) and Badminton World Federation (BWF) do not own official Instagram accounts, they were both at a disadvantage in the Engagement League for having no presence on this channel.

Where historical Twitter data was not available, it was extrapolated to ensure the monitoring period was consistent across all channels.

As the International Ski Federation (FIS) is split into six disciplines, we analysed the one with the largest following across all four social media platforms (FIS Ski Jumping).

In this report, the International Skating Union refers to the ISU Figure Skating accounts on each platform.

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