

A female gymnast is captured in mid-air, performing a leap. She is wearing a red and white leotard with a blue and white patterned top. Her arms are extended horizontally, and her legs are also extended horizontally, one forward and one back. The background is a large, dimly lit stadium filled with spectators.

#SportOnSocial 2020: The Story So Far

A benchmarking Report for International Federations

REDTORCH

Introducing this Report

Welcome to *#SportOnSocial 2020: The Story So Far*

What is #SportOnSocial?

One of world sport's most widely referenced series of Reports, League Tables, Roundtables and Leadership Interviews.

What is *#SportOnSocial 2020: The Story So Far*?

Our #SportOnSocial Tracker compared the digital performance of 34 IOC-recognised International Federations (IFs) in the first six months of 2020 with the first six months of 2019.

What's more, we've organised IFs by their social media size – making it easier to benchmark!

Some key questions answered:

- How has COVID impacted IFs' performance on social media?
- Has the lack of live sport resulted in IFs producing less content?
- What impact has lockdown had on IF growth and engagement?
- Has website traffic been affected by the lack of live sport?

#SportOnSocial 2020: The Story So Far is a must-have resource for everybody involved in world of sport.

How we did it

- We analysed 220 social media handles and 34 websites.
- The following social media platforms were analysed:
 - Facebook
 - Instagram
 - Twitter
 - YouTube



Website traffic was analysed for the first time.

The graphs in this Report analyse data from IF's main social pages only. All other analysis includes discipline-specific pages and World Championship pages.

Monitoring period:

1 January – 30 June 2020 compared with the same period of 2019.

IF tiers

We created 4 Tiers that grouped summer IFs on the size of their main social pages on Facebook, Instagram, Twitter and YouTube. The fifth Tier E, grouped together all winter IFs.

Tier	International Federation	Definition*
A	FIFA, FIBA, WR, FIVB, BWF, World Athletics	Over 2.2m fans
B	UCI, FIH, IJF, UWW, FEI, ITTF	Up to 2.2m fans
C	WT, FIG, FINA, WA, ITU, ISSF, IHF, ITF	Up to 1m fans
D	WS, IWF, AIBA, FISA, FIE, ICF, UIPM	Up to 500k fans
E	IIHF, ISU, FIS, IBU, WCF, IBSF, FIL	All Winter IFs

*Data correct as of August 2020

IGF has not been included in this Report due to a lack of activity on social media.



Ollie Davis

Head of
Research & Insight

Ollie's headlines

Social media

- **Number of followers grew by 6.3m**
17% less than same period last year (**7.6m**)
- **Content output fell by 22% across all channels**
with **91.2k** posts compared with **116.5k**
- **Content posted on Facebook increased by 32%**
largely as a result of more photos (**+43%**) and videos (**+26%**)
- **Engagement levels increased on Instagram and Twitter**
as engagements per post increased by **20%** and **10%** respectively
- **Instagram video views increased by 30%**
as a result of more video content, notably on IGTV (**+516%**), and more Carousel posts (**+20%**)

Website

- **Overall website visits fell by 34%**
from **157.8m** to **103.4m**
- **Time spent on website decreased by 13%**
- **Pages per visit fell by 18%**
- **Winter IFs were the best performing**
A large number of events taking place before COVID-19 resulted in a **15%** increase in time spent on website and **16%** increase in pages per visit.



PLATFORM TRENDS

TIER B'S OVERALL AUDIENCE GROWTH BUCKS THE TREND

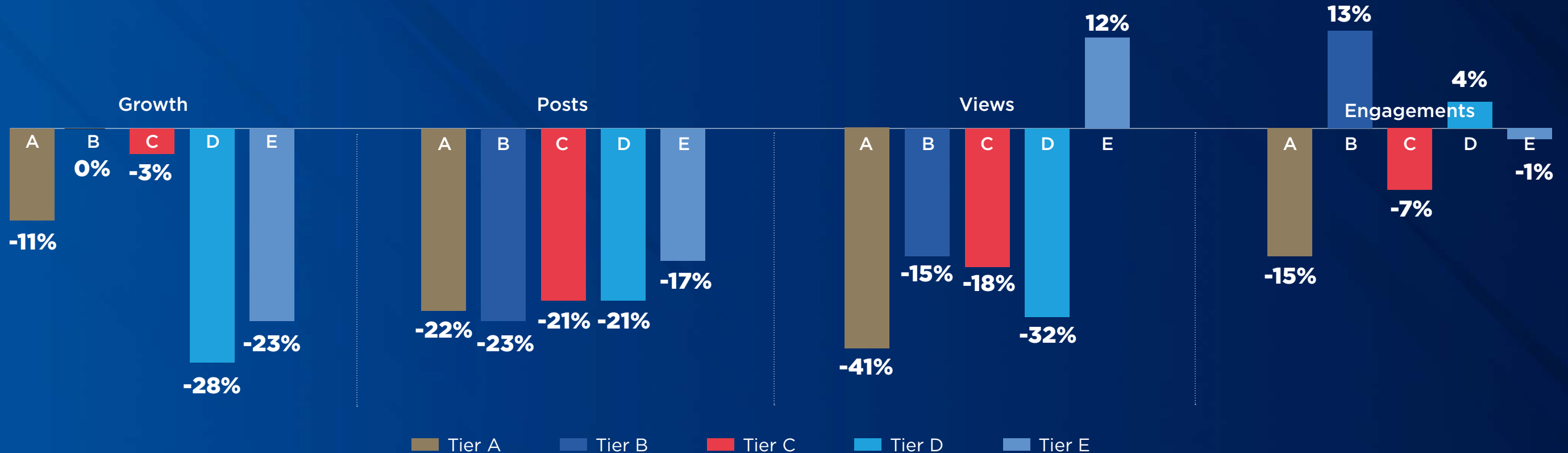
Strong performance on Facebook meant Tier B is the only Tier not to experience a decline in overall growth.

12% increase in video views for Winter IFs

13% increase in engagements for Tier B

4% increase in engagements for Tier D

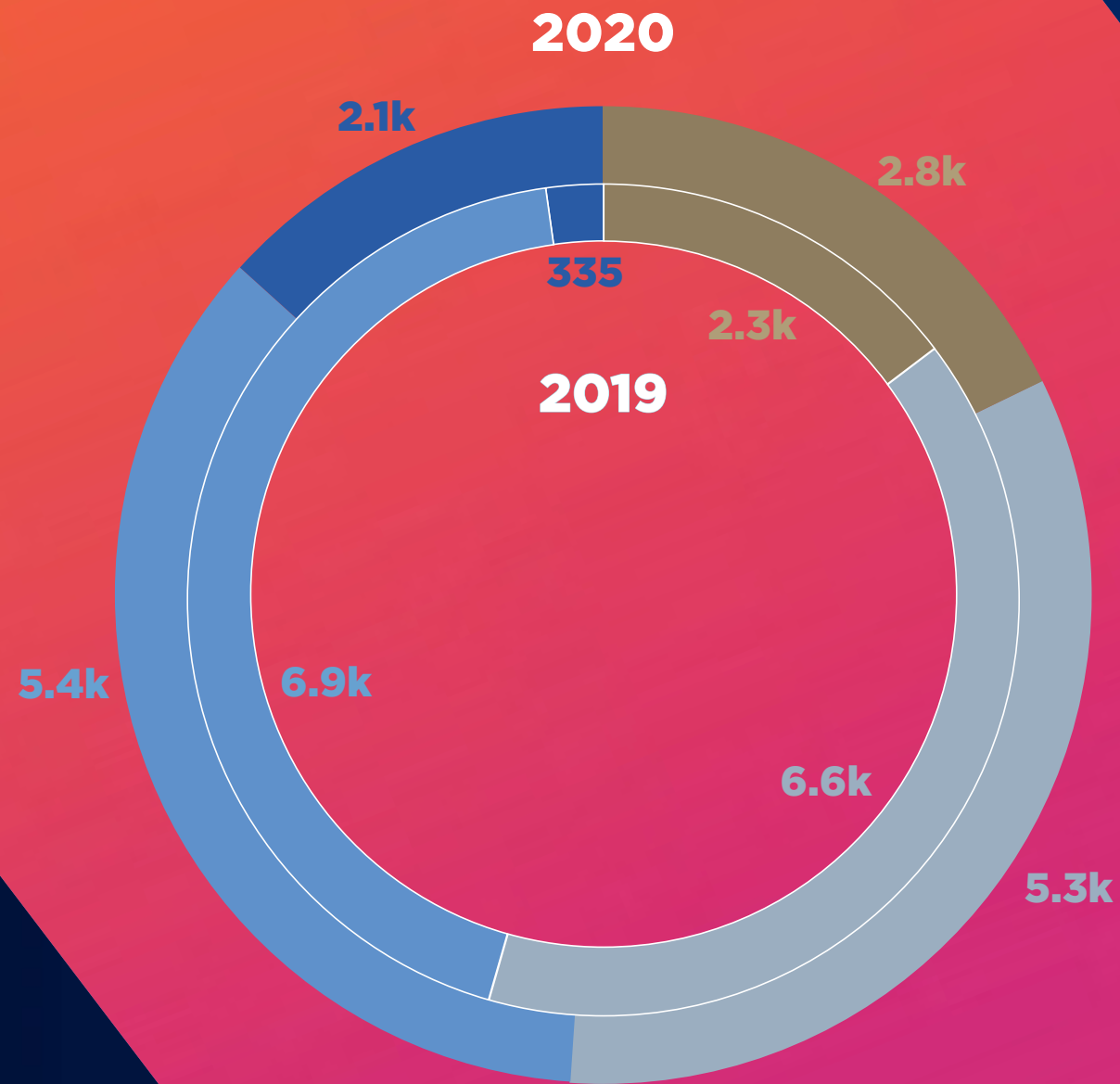
First six months of 2020 vs. first six months of 2019





INSTAGRAM

Instagram



↓ **5%** fall in posts
17.4k vs. 18.2k

↑ **5.2x** more IGTV videos

↑ **20%** more carousel posts

- Carousel
- Photo
- Video
- IGTV



2.4m new followers

27% decrease



4% fall in engagements

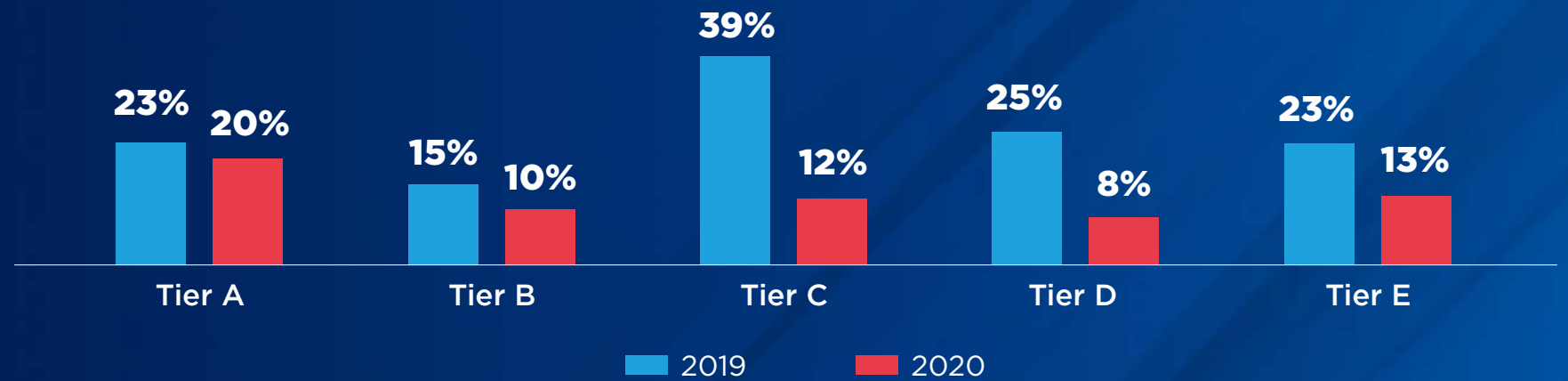
113.8m vs. 118.7m



30% increase in video views

430.7m vs. 332.0m

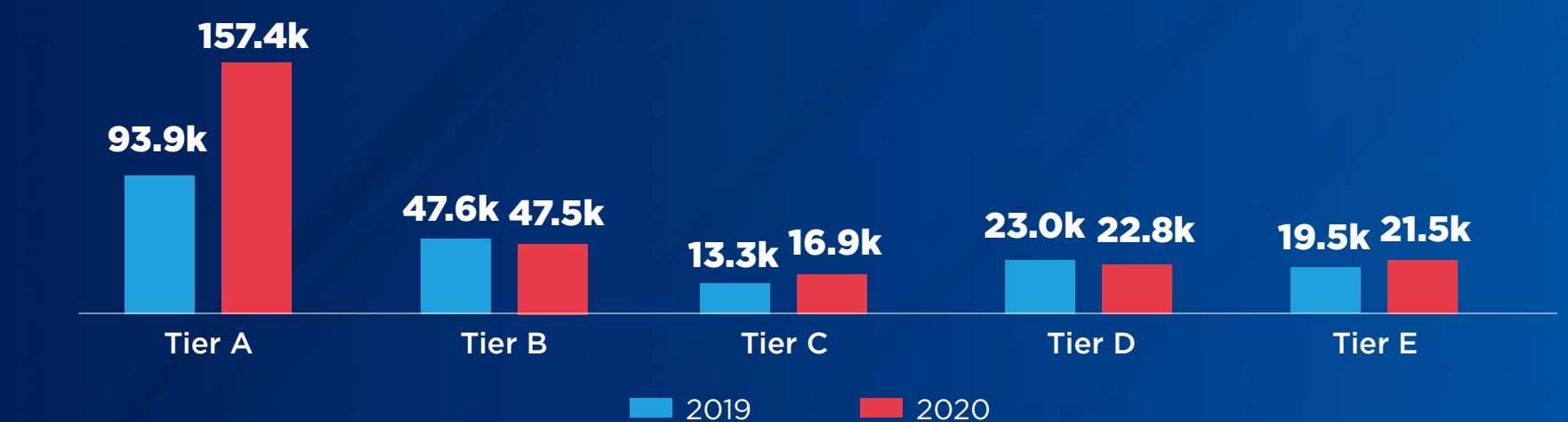
Average growth rates have halved



20% increase in engagements per post



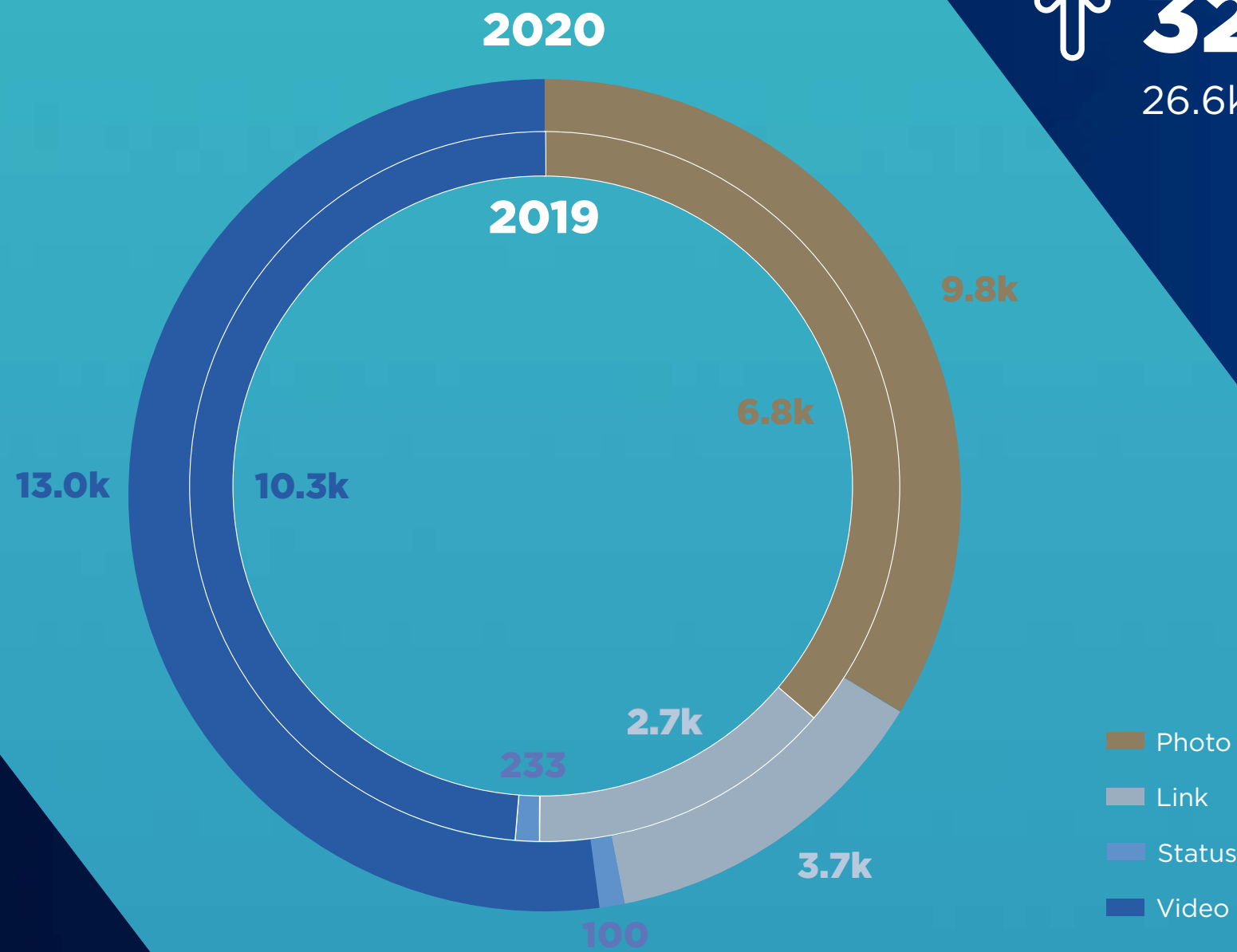
34% increase in views per video



A photograph of two boxers in a ring. The boxer on the left is wearing a blue singlet and blue boxing gloves with "STING" and "Rio 2016" logos. The boxer on the right is wearing a red singlet and red boxing gloves with "Rio 2016" and "AIBA" logos. The word "FACEBOOK" is overlaid in large white capital letters in the center of the image, flanked by two horizontal red lines.

FACEBOOK

Facebook



↑ **32%** increase in posts
26.6k vs. 20.1k

↑ **43%** increase in photo posts
9.8k vs. 6.8k

↑ **37%** increase in link posts
3.7k vs. 2.7k



2.0m new followers

12% increase



14% fall in engagements

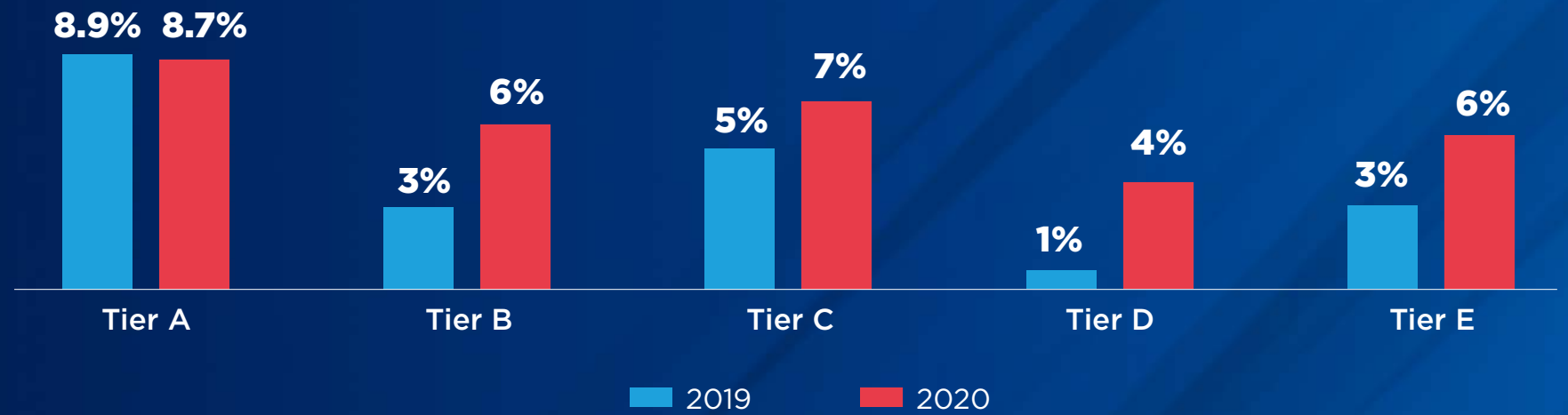
22.8m vs. 26.5m



34% decrease in video views

533.2m vs. 806.1m

Average growth rates have doubled



42% decrease in engagements per post



38% decrease in views per video







TWITTER

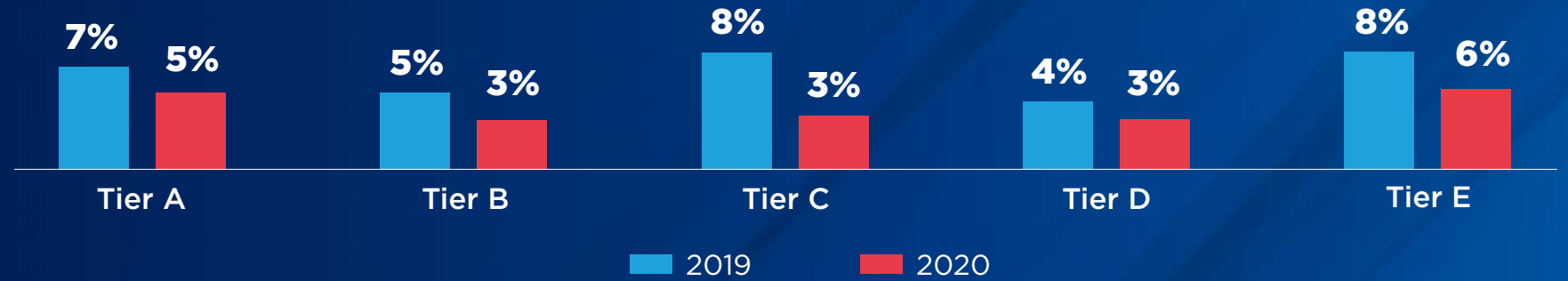
Twitter

 **466k** new followers
56% decrease

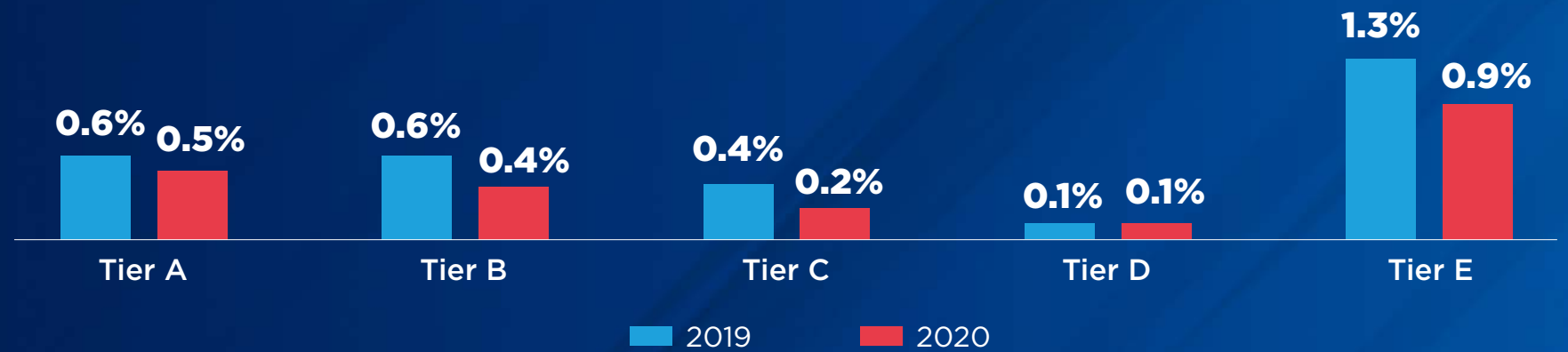
 **39%** decrease in tweets
38.7k vs. 63.3k

 **33%** fall in engagements
5.2m vs. 7.8m

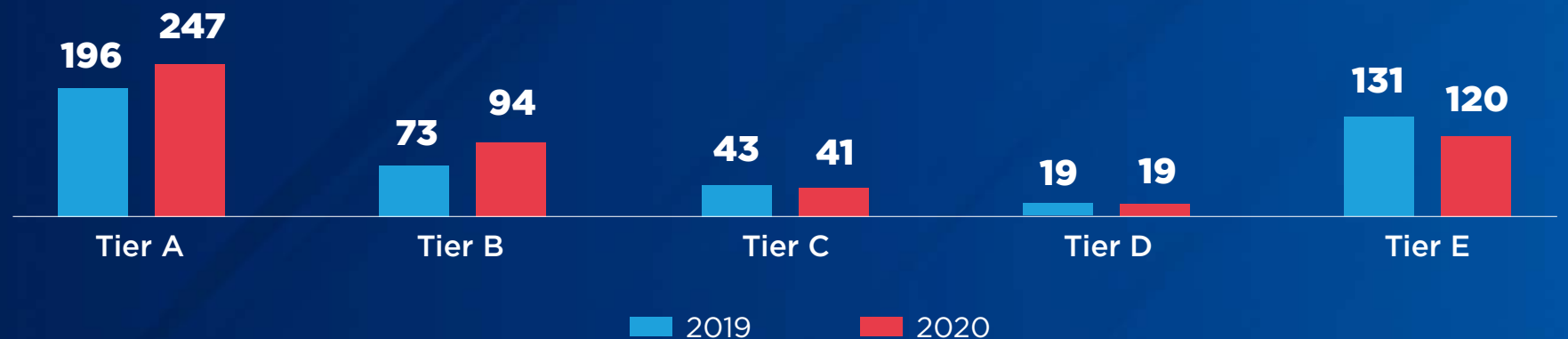
Growth rate fell across all Tiers



Engagement rate fell by an average of 33%



Engagements per post increased by 26% in Tier A and 28% in Tier B





YOUTUBE

YouTube



1.4m new subscribers

3% decrease



43% decrease in videos posted

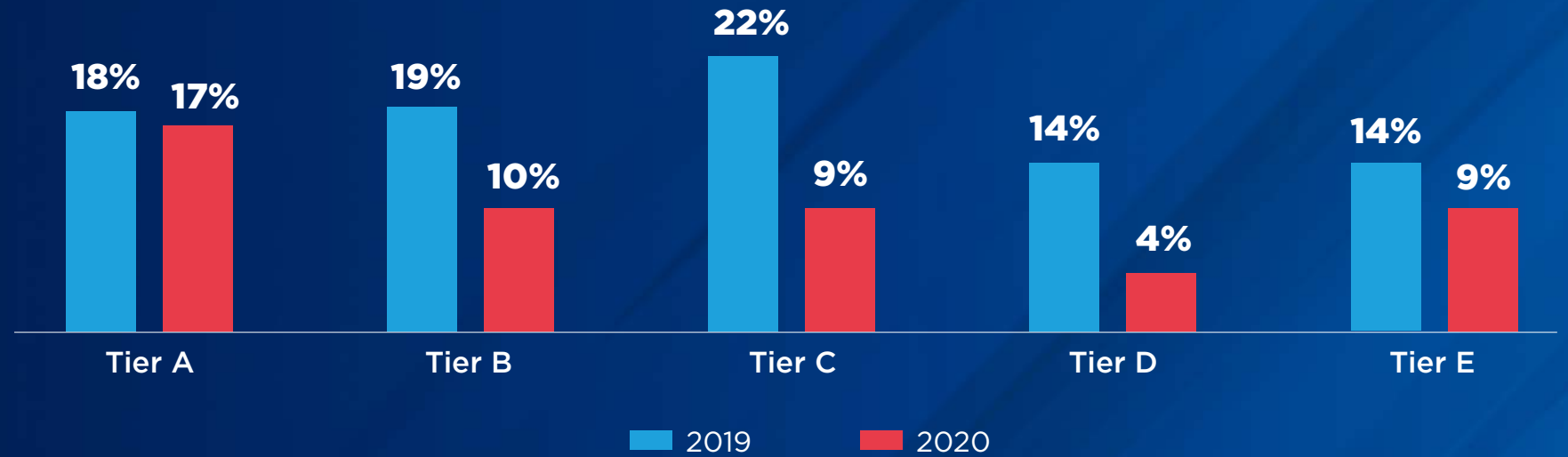
8.5k vs. 14.9k



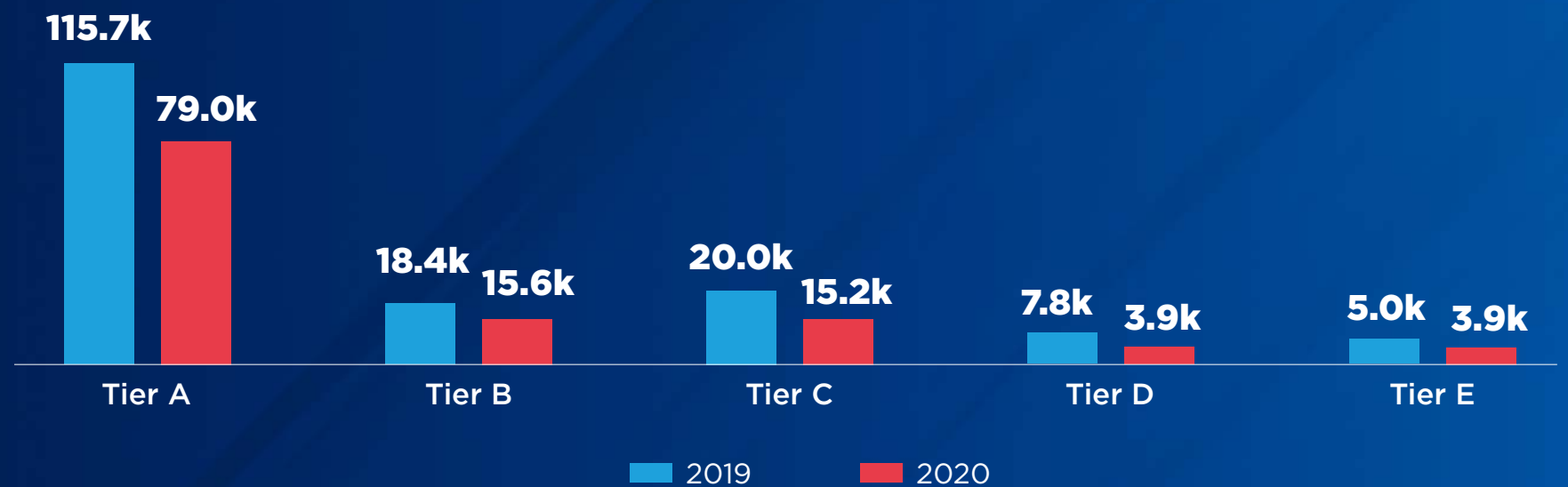
58% fall in video views

174.2m vs. 417.6m

Growth rate nearly halved



Views per video fell by an average of 27%





WEBSITE

Website

↓ **34%** decrease in website visits
103.4m vs. 157.8m

↓ **18%** fall in pages per visit
3.7 vs. 4.4

↓ **13%** fall in average time on site

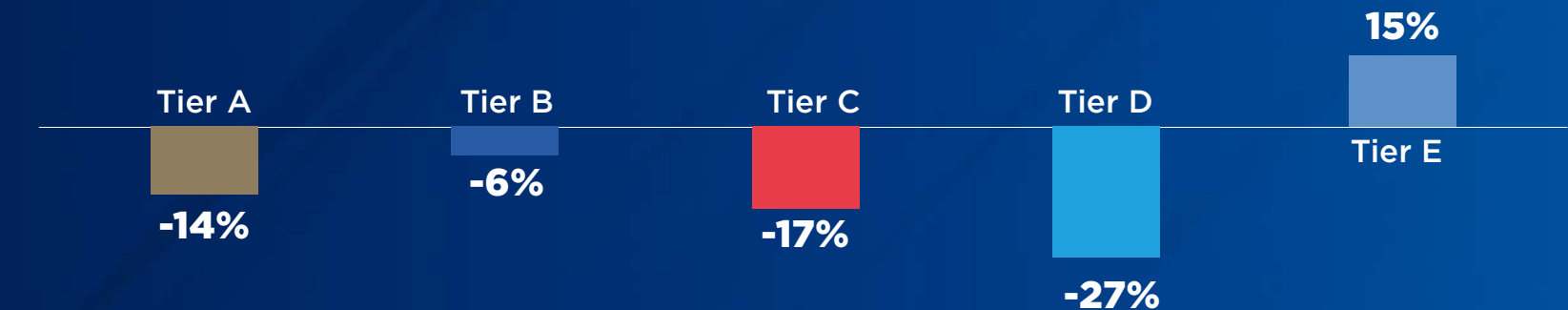
Tier E had the lowest average decrease in visits (3% decrease)



Tier E saw a 16% increase in pages per visit



Tier E experienced a 15% increase in average duration



SAY HELLO!

Our London-based team consists of sport obsessed data fanatics, strategic thinkers and creative communicators.

We passionately believe that *every* sport is for *everybody*, and work with organisations to share their passions and inspire action around the world.

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