

# #SPORT ON SOCIAL

Tokyo 2020 Olympics





**Ollie Davis**

Head of Data & Insight

“

Several International Federations (IFs) including FEI, UCI and FIBA benefited from having discipline-specific accounts. This allowed them to deliver niche content to highly targeted and engaged audiences. FIFA have separate accounts for their women’s football competitions.

”

## Ollie’s headlines

## growth tactics

IFs gained over **2.8m** new fans on social media – **1.7m** came from Instagram.

Various tactics were used to accelerate growth, including:

- leveraging the most widely followed, up-and-coming or stand-out athletes
- Games-specific creative campaigns (e.g. BWF’s #RaiseARacket and World Rugby ‘This is How We Sevens’)
- several IFs used paid media to reach new fans based on ‘lookalike’ audiences

## photo first

Due to broadcast restrictions, IFs relied primarily on imagery to tell their Olympic stories.

**67%** of Facebook posts were photos, compared to 2020’s total of **34%**.

## the use of video

Whilst some IFs released videos to launch their Olympic campaign, others used archive content in the build-up to Tokyo to excite its fans. Creative edits and raw footage were also used to evoke emotion, humour and inspiration.

Throwback content was a popular theme throughout the Games as IFs posted about their Olympians through compilation videos and archived key moments.

## fan engagement

Fans engaged with over **33k** posts from **199** social media accounts spanning Facebook, Instagram and Twitter.

Sports with passionate fanbases in certain markets such as Malaysia, the Philippines and Indonesia, generated substantial engagements on country-specific content.

There were over **106m** total engagements during the Games. Some of the most popular content included:

- world records
- youngest medal winners
- country-specific medal winners
- retiring athletes
- coverage of new Olympic sports



*Tokyo 2020*

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*Instagram*

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# Instagram top 10s

## new followers

fifaworldcup	1	623.8k
worldathletics	2	355.0k
bwf.official	3	133.9k
volleyballworld	4	107.7k
unitedworldwrestling	5	81.9k
fiba	6	71.4k
figymnastics	7	29.5k
fina1908	8	28.8k
fei_global	9	26.4k
judogallery	10	22.8k

## growth rate (%)

olympicgolfofficial	1	141%
figymnastics	2	29%
worldathletics	3	28%
fei_eventing	4	26%
bwf.official	5	22%
fei_dressage_	6	20%
unitedworldwrestling	7	13%
fei_jumping_	8	13%
worldarchery	9	12%
fencing_fie	10	11%

## engagements per post

fifaworldcup	1	177.9k
volleyballworld	2	42.9k
worldathletics	3	36.6k
bwf.official	4	29.3k
fiba	5	25.3k
fifawomensworldcup	6	16.6k
unitedworldwrestling	7	15.3k
fei_global	8	15.1k
uci_cycling	9	14.3k
judogallery	10	13.9k

# 5.8% average growth rate on Instagram

higher than any other platform

10.2k

new page likes\*

5.8%

growth rate\*

4.4

posts per day\*

42%

photo content

671.6k

total engagements\*

4.8k

engagements per post\*



# example content





*Tokyo 2020*

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*Facebook*

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# Facebook top 10s

## new pages likes

worldathletics	1	98.3k
InternationalTennisFederation	2	67.4k
WorldArchery	3	64.8k
fina1908	4	64.5k
bwfbadminton	5	56.5k
the.fei	6	56.4k
ihf.info	7	50.2k
FEIEventing	8	50.0k
FEIJumping	9	46.9k
VolleyBallworld	10	45.0k

## growth rate (%)

FEIEventing	1	99%
FEIJumping	2	32%
WorldPentathlon	3	25%
WorldArchery	4	19%
FEIDressage	5	18%
fina1908	6	15%
InternationalTennisFederation	7	15%
ihf.info	8	9%
WorldAthletics	9	9%
ISAsurfing	10	8%

## engagements per post

fifaworldcup	1	43.3k
FIBA	2	8.0k
worldathletics	3	6.4k
VolleyballWorld	4	6.2k
FIBA3x3	5	5.5k
the.fei	6	4.1k
WorldArchery	7	3.5k
fina1908	8	3.4k
bwfbadminton	9	3.3k
fifawomensworldcup	10	2.9k



# *216m video views on Facebook* more than any other platform

**7.1k**

new page likes\*

**1.8%**  
growth rate\*

**4.4**

posts per day\*

**67%**  
photo content

**196.6k**

total engagements\*


**1.2k**  
engagements per post\*

# example content

The image displays four smartphone screens showing social media content related to the Tokyo 2020 Olympics. The screens are arranged in a row, overlapping slightly from left to right.

- Screen 1 (Leftmost):** Shows a post titled "Watch" with a video player. The video shows a handball match between Germany and Egypt. The caption reads: "History made at Tokyo 2020 as Egypt the first African team to reach the Olympic semi-final and first non-European side since 1988 🙌 The Germany in the last quarter-final". The video player shows a handball player in a black jersey celebrating. Below the video, it says "GERMANY vs EGYPT QUARTER-FINAL RESULT 26:31 HANDBALL TOKYO 2020". The post has 49.7k likes and 12m views.
- Screen 2:** Shows a post titled "Watch" from FIBA3x3. The caption reads: "Pontejos - Gold at the Shoot-Out Contest". The video shows a basketball player in a white jersey (number 7) shooting a ball. A text overlay says: "symbolmultiply\_3 debut out here in Manila. And here's Pontejos." The post has 278k likes, 4.5k comments, and 24.7k shares.
- Screen 3:** Shows a post titled "Watch" with a video player. The caption reads: "History for India 🇮🇳 Neeraj Chopra unleashes a mighty 87.58m to win the men's javelin throw in #Tokyo2020 He is the first Indian athlete in history to win an Olympic gold medal in #Athletics". The video shows Neeraj Chopra celebrating with his arms raised. The post has 130k likes and 1,361 shares.
- Screen 4 (Rightmost):** Shows a post titled "Watch" with a video player. The caption reads: "Simone Biles 🇺🇸 has withdrawn from the Tokyo 2020 #Artistic #Gymnastics All-Around Final to protect her mental health. We hope she will be as well and hope to see her back in the ring when she's ready. A true champion. ❤️". The video shows Simone Biles celebrating with a gold medal. The post has 44 likes and 1,361 shares.





*Tokyo 2020*

*Twitter*

# Twitter top 10s

## new followers

fifacom	1	62.2k
volleyballworld	2	24.6k
bwfmmedia	3	19.1k
worldathletics	4	16.9k
fiba	5	15.7k
wbsc	6	9.5k
olympicgolf	7	8.3k
worldrugby	8	7.6k
fei_global	9	6.9k
worldarchery	10	6.0k

## growth rate (%)

olympicgolf	1	51%
isasurfing	2	11%
wbsc	3	11%
bwfmmedia	4	11%
worldarchery	5	10%
volleyballworld	6	9%
gymnastics	7	9%
worldpentathlon	8	8%
fei_global	9	8%
fiba3x3	10	7%

## engagements per post

volleyballworld	1	1.2k
wbsc	2	943
bwfmmedia	3	765
fifacom	4	504
fiba	5	487
worldathletics	6	447
uci_cycling	7	394
worldarchery	8	371
judo	9	313
fina1908	10	341



# *19.1k posts on Twitter* more than any other platform

65.7k

follower size\*

3.3k

new followers\*

5.2k

growth rate\*

12.8

posts per day\*

41.6k


total engagements\*


113


engagements per post\*


# example content

The image shows four smartphone screens displaying tweets from various sports organizations and fans. The first screen shows a tweet from WBSC (@WBSC) celebrating Japan's gold medal in baseball at the Tokyo 2020 Olympics. The second screen shows a tweet from Volleyball World (@volleyballworld) celebrating the Japanese volleyball team's gold medal. The third screen shows a tweet from FIBA (@FIBA) celebrating the end of an era for the Spanish basketball team. The fourth screen shows a tweet from IBWF (@bwfmedia) celebrating Indonesia's first ever gold medal in women's badminton.

**Screen 1: WBSC (@WBSC)**  
17:37  
Teams  
Tweet  
WBSC @WBSC  
Japan 🇯🇵 🏆  
#Tokyo2020 🏆 #Olympics #Baseball #Softball #Gold #JPN  
Translate Tweet  
  
SOFT JAPAN (ソフトボール日本代表) and 4 others  
14:32 · 07/08/2021 · [Twitter Web App](#)  
6,548 Retweets 218 Quote Tweets 25.9K Likes

**Screen 2: Volleyball World (@volleyballworld)**  
17:37  
Teams  
Tweet  
Volleyball World @volleyballworld  
FLY HIGH NIPPON 🇯🇵!  
If [#Haikyuu](#) was a movie in real life, the world saw it tonight with this team.  
[#Volleyball](#) [#Tokyo2020](#) 🏆  
[#TokyoHereWeGo](#)  
  
15:02 · 01/08/2021 · [Twitter Web App](#)  
10.6K Retweets 1,086 Quote Tweets 28.6K Likes

**Screen 3: FIBA (@FIBA)**  
17:37  
Teams  
Tweet  
FIBA @FIBA  
🐐🐐 End of an era 🇪🇸🇦🇷  
[#Tokyo2020](#) 🏆 [#Basketball](#)  
  
Pau Gasol and 3 others

**Screen 4: IBWF (@bwfmedia)**  
17:37  
Teams  
Tweet  
IBWF @bwfmedia  
asa !!  
ute 🇮🇩 Indonesia's first ever  
ic champions 🏆 in women's  
s.  
[ARacket](#) 🏸 [#Tokyo2020](#) 🏆  
pics  
  
12/08/2021 · [Twitter Web App](#)  
1,202 Quote Tweets 31.9K Likes



# Say *hello*

Redtorch is an independent agency delivering evidence-based and **award-winning sports marketing & communications** since 2014.

We combine no-nonsense research, clear strategic thinking, and outstanding creative execution to deliver highly effective business outcomes that actually matter to our clients.

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