

A cyclist in a yellow jersey is riding a bicycle, celebrating. The jersey features logos for 'Santini', 'LCL', and 'JUMBO VISMA'. The cyclist is wearing a yellow helmet and black gloves. In the background, a crowd of spectators is visible, and a car with 'ŠKODA' and 'E.Leclerc' logos is partially visible.

#sport on social

Tour de France 2022

credit: @jumbovisma_road

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credit: @letour · Sports event



welcome to #SportOnSocial Tour de France 2022

Chris Argyle-Robinson, Research and Strategy Director, Redtorch

Welcome back to the second in the series of reports looking at the cycling Grand Tours. This #SportOnSocial report focuses on the digital performance of the Tour de France 2022.

Here are some of the report's key insights

Bora-Hansgrohe and DSM are the Tour's biggest underperformers on social

To maximise the commercial return of a team's performance on the road, they need to excel on social media. Of the 22 teams, Bora-Hansgrohe and Team DSM were left behind by the rest of the peloton: data reveals they were the Tour's big underperformers based on social media performance. TotalEnergies and AG2R massively exceeded expectations.

Teams need to attack TikTok to win the social media yellow jersey

TikTok is the fastest growing social media platform. Incredibly, over a quarter of the teams aren't using it. Failure to get onboard fast means missing out on a younger fanbase and ultimately risks their brand suffering in the long term.

Search interest in North America and Asia hits the wall

This year was among the most exciting in recent years ... if you're European. Tadej Pogačar and Jonas Vingegaard battled it out over three weeks for the yellow jersey but a lack of riders from growth markets in North America and Asia saw a significant decline in interest compared to 2021.

I hope you enjoy the report and the insights provided.

Chris



Bora-Hansgrohe and Team DSM were left behind by the rest of the peloton: data reveals they were the Tour's big underperformers based on social media performance. Meanwhile TotalEnergies and AG2R Citroën Team massively exceeded expectations.



Our key insights from **Tour de France 2022**



Jumbo-Visma took the overall win

Jumbo-Visma translated their successful performance on-the-road onto social media securing the no .1 position on the #SportOnSocial Tour de France League table.



TDF and teams miss a trick on TikTok

With only a total of 68k new followers across Le Tour and all the teams combined, we would have expected a larger uplift on TikTok. For context, Giro d'Italia's own TikTok account amassed 328k new followers during the race in Italy – 8.6x higher than what TDF generated at Le Tour.



Two second-division teams outperform most UCI World Teams on social media

Pro tours teams TotalEnergies and Team Arkéa-Samsic both finish in the top 10 of the #SportOnSocial Tour de France league table, partly as a result of their social media stars Peter Sagan and Nairo Quintana.



Several teams performed significantly better on social than on the road

Including AG2R Citroën Team - which ranked 20th for team performance on the road but 5th for social media performance, which was driven by video content – notably on Facebook and TikTok. AG2R Citroën Team produced more TikTok content (30 videos) than any other team.



Rider profiles drive the growth of some teams while holding others back

Colombian Nairo Quintana drives engagement for pro tour Team Arkéa-Samsic thanks to his large social media presence. Conversely, Bora-Hansgrohe's 5th place rider Aleksandr Vlasov is not active enough on social. His lack of activity contributes to Bora-Hansgrohe finishing a lowly #18 on #SportOnSocial Tour de France League Table.



Global search interest is static

Search interest is up by 15% on the 2021 Tour, but there are considerable regional changes. Interest in Europe rose 25% but interest in South America and North America decreased 5% and 15% respectively. Changing search interest correlates with rider performance from each region.

#SportOnSocial Tour de France league table 2022

* UCI ProTeam

Teams	#SportOnSocial rank	race performance rank	#SportOnSocial differential
Jumbo-Visma	1	1	0
Ineos Grenadiers	2	2	0
UAE Team Emirates	3	3	0
TotalEnergies	4	12	+8
AG2R Citroën Team	5	20	+15
Quick-Step Alpha Vinyl Team	6	16	+10
EF Education-EasyPost	7	15	+8
Groupama-FDJ	8	4	-4
Team Arkéa-Samsic	9	8	-1
Astana Qazaqstan Team	10	10	0
Movistar Team	11	17	-6

Teams	#SportOnSocial rank	race performance rank	#SportOnSocial differential
Trek-Segafredo	12	7	-5
Lotto-Soudal	13	22	+9
Team BikeExchange-Jayco	14	11	-3
Intermarché-Wanty-Gobert Matériaux	15	5	-10
Israel-Premier Tech	16	19	+3
Alpecin-Deceuninck	17	13	-4
Bora-Hansgrohe	18	6	-12
Team DSM	19	9	-10
B&B Hotels-KTM	20	21	+1
Cofidis	21	14	-7
Bahrain Victorious	22	18	-4

#SportOnSocial Rank = a scoring system to calculate the social media performance based on total growth, engagements and video views on Facebook, Instagram, Twitter, YouTube and TikTok.

race performance rank = a scoring system to calculate team performance, combining the final team classification, final individual standings, final sprint standings and final mountain standings.

#SportOnSocial differential = the gap between where a team finished on #SportOnSocial vs team performance position. If we assume social media performance is dictated by team performance, then a score of +8 would suggest a team performed 8 places higher on social media than expected.



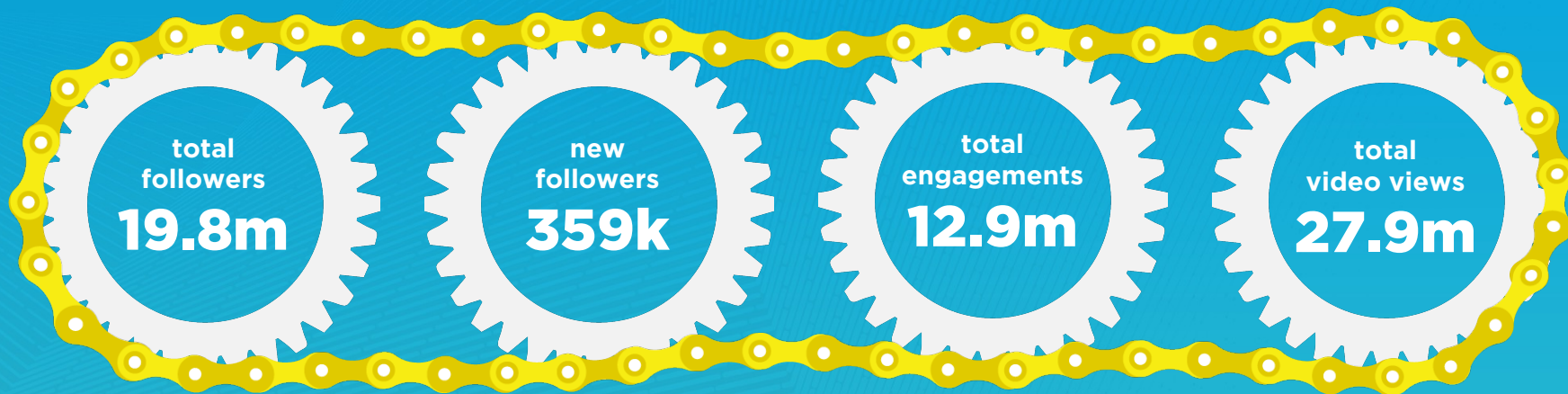
social media performance of cycling teams

This section analyses performance of the 22 competing teams

credit: @letour · Sports event

the 22 teams produced over 11k posts - but the key metrics were dominated by Jumbo-Visma's success on and off the road

topline social media performance (all teams)



16%
from INEOS Grenadiers

31%
from Jumbo-Visma

25%
from Jumbo-Visma

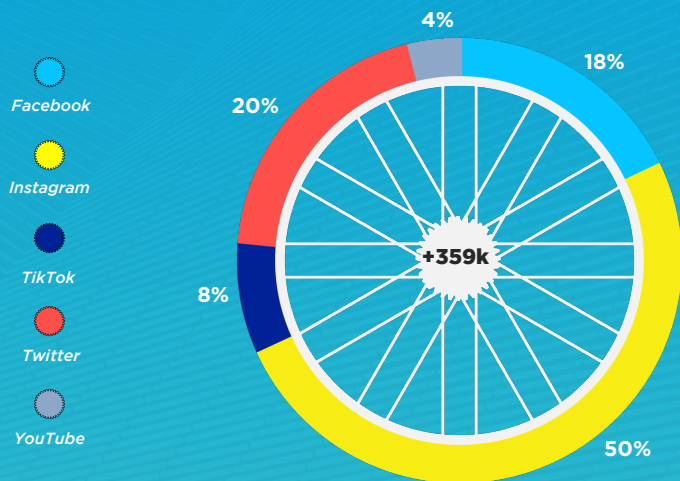
22%
from Jumbo-Visma

excludes Instagram Reels

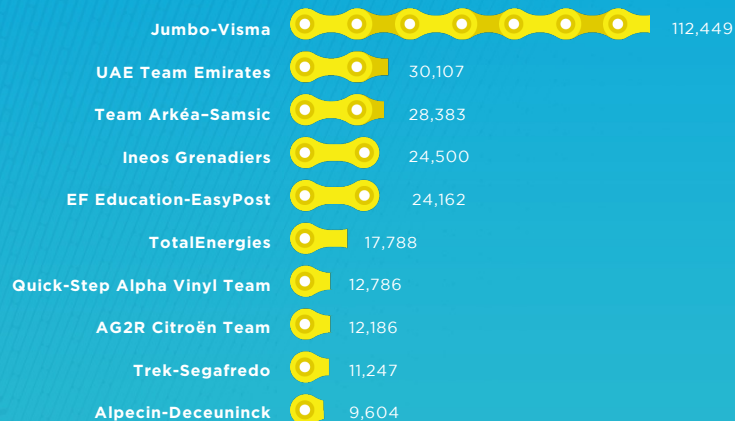
TotalEnergies led TikTok growth (+8.0k) and Jumbo-Visma gained the most new followers across all platforms (+112.4k)

60% of Jumbo-Visma growth came on Instagram (+67.9k), followed by Facebook (+18.4k). The biggest growth occurred on the Final Stage (Stage 21) when Jonas Vingegaard confirmed his first Tour victory. Their second highest growth (+13.7k) coincided with Wout van Aert and Jonas Vingegaard finishing first and second respectively on Stage 20

Total team follower growth by platform



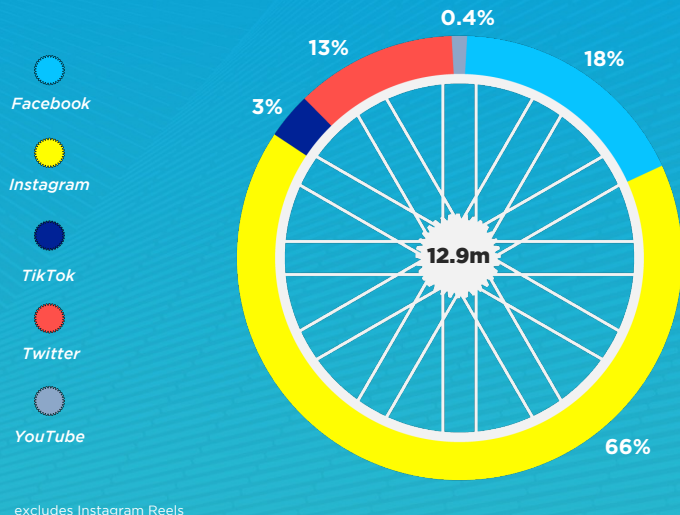
Top 10 teams by follower growth



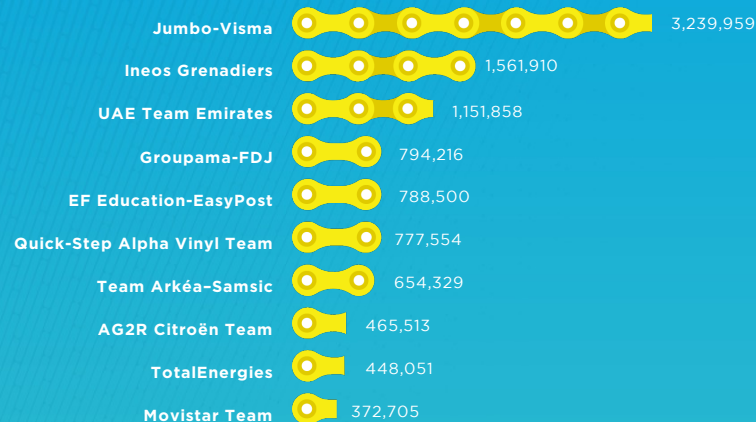
top-performing content came from key race moments

As expected, Jumbo-Visma features highly with images that included Jonas Vingegaard with his family, and then key moments such as Tadej Pogac battling it out and Tom Pidcock winning on Alpe d'Huez

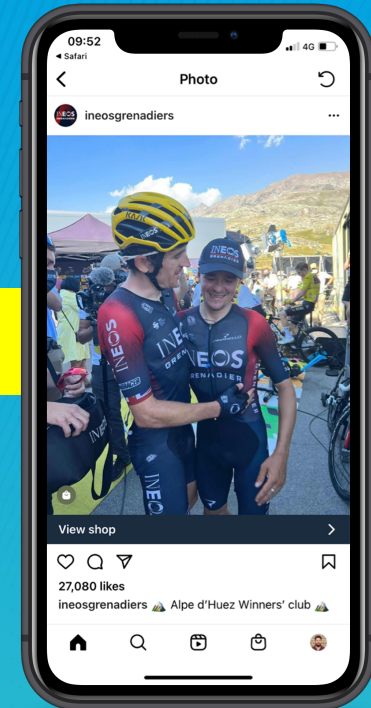
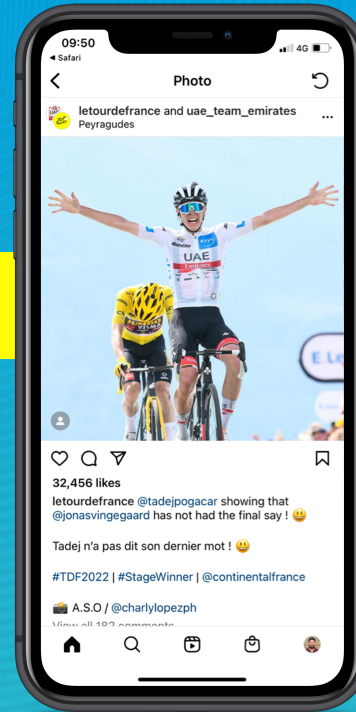
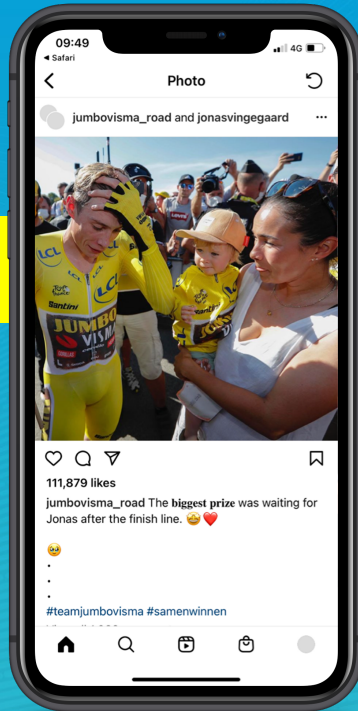
total team engagements by platform



top 10 teams by engagement



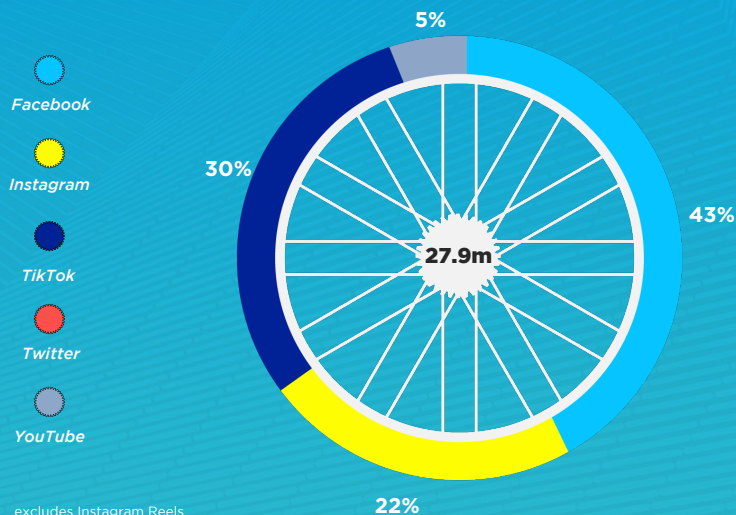
top-performing content came from key race moments



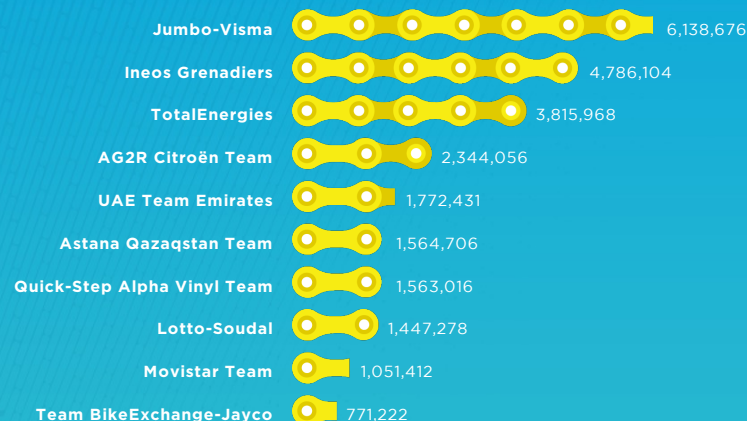
video views were driven by behind-the-scenes content that allowed fans to experience the tour from a fresh perspective

Facebook was responsible for more video views than any other platform (12.0m), with five teams each generating over 1.0m views. Three teams amassed over 1.0m video views on TikTok; Ineos Grenadiers, TotalEnergies and AG2R Citroën Team. This includes: a [Peter Sagan Soigneur miss](#), [bottles being handed out](#), and a [POV bike change](#)

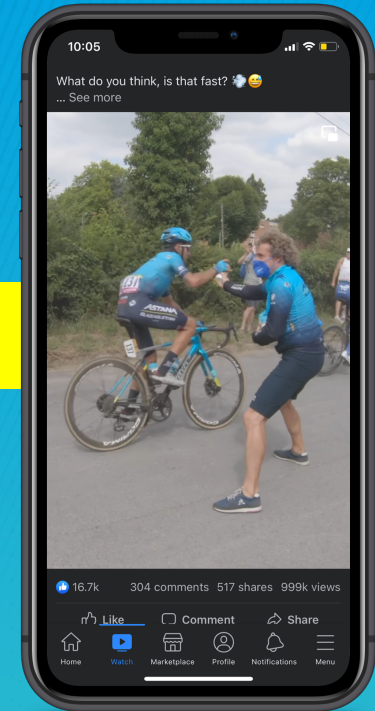
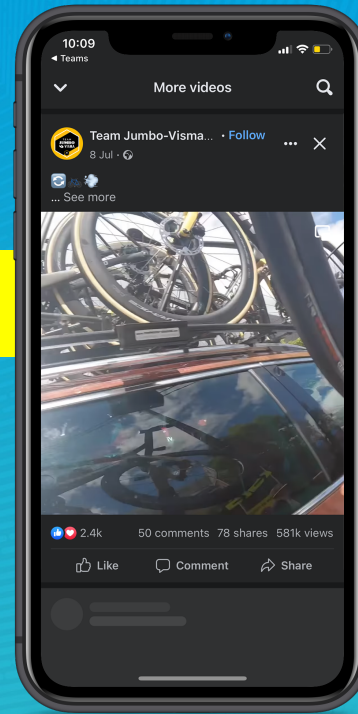
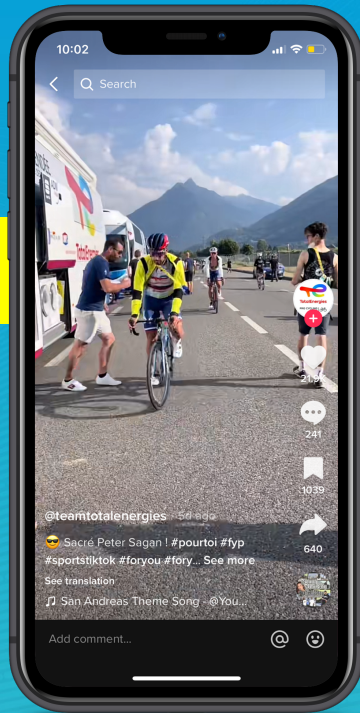
Total Team Video Views by Platform



Top 10 Teams by Video Views



fresh behind-the-scenes video content drove views



TikTok insights

What you need to know to be successful on the fastest growing social media platform



Miles Lockhart
Campaign Executive
Redtorch

At Redtorch, we know TikTok well and have built expertise on the platform in the world of cycling. In just over a year, we have grown International Cycling Union's (UCI) account by 60k followers and amassed 800k likes.

In our latest #SportOnSocial report, we saw that only 14 of the 22 teams competing in the 2022 Tour de France had TikTok. Combined with 'Le Tour's' account, these teams gained a total of 68k new followers. This was just 8% of their total new followers on social.

We believe these figures could have been a lot better.

Keep up with trends

Keeping up with the latest trends is imperative on TikTok due to its algorithm. The platform suggests videos a user may enjoy based on content previously consumed.

Therefore, creating videos using the latest trending sounds, hashtags, challenges or dances is crucial to success and shows you fundamentally understand the platform.

It's no wonder during the 2022 Tour de France some of the best content was made using trending sounds.

Keep content relatable

Sports fans always want to see behind the scenes: how athletes train, what they do at competitions, how they react to winning.

30% of all team video views during the 2022 Tour de France came on TikTok, driven by behind-the-scenes content that allowed fans to experience the Tour from a different perspective.

High-end content doesn't work on TikTok. Users want to see life as it really is. So, keep your content relatable – don't be worried about a video being too informal, and have your phone ready to capture raw footage. TikTok is where social media guidelines are bent, and the shackles of formal practice removed.

Ensure variety of content

You must have a range of content on your TikTok page. If you want to cater to every audience your content needs to feature a mix of created, co-created and curated videos.

Created = new content you have created
Co-created = working with another user to make a video eg athlete/influencer
Curated = sharing relevant videos posted by another user eg athlete/influencer

These methods are essential to success, and all come with their own benefits.

Want to know more? Check out the rest of this article on the [Redtorch website](#)



social media performance of Tour de France

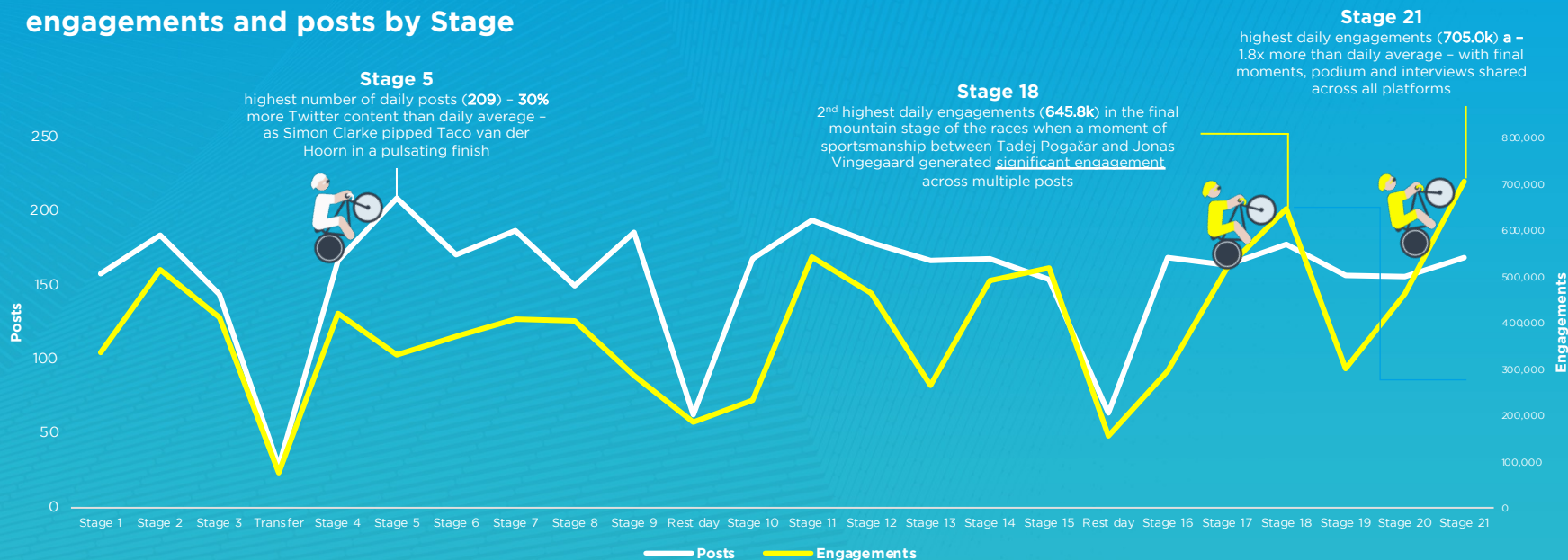
This section analyses the performance only of Tour de France social media channels

credit: @letour · Sports event

Instagram was the fan favourite for Tour de France content, generating 5.6m engagements – more than any other channel

60% of content was produced on Twitter, yet this represented only 10% of total engagements. Facebook was responsible for 20% of all posts and generated 2.3m engagements. Facebook also accounted for 30.1m video views, 65% of the total. 303 YouTube videos generated 5.0m views and 914k engagements.

engagements and posts by Stage



excludes Instagram Reels

during the key Stages 327.4k new followers were gained across all channels – accounting for 40% of total growth

132.8k new followers were generated on Instagram, more than any other platform, followed by Facebook (+70.2k) and Twitter (+59.3k).

total growth by Stage

Stages 1-3

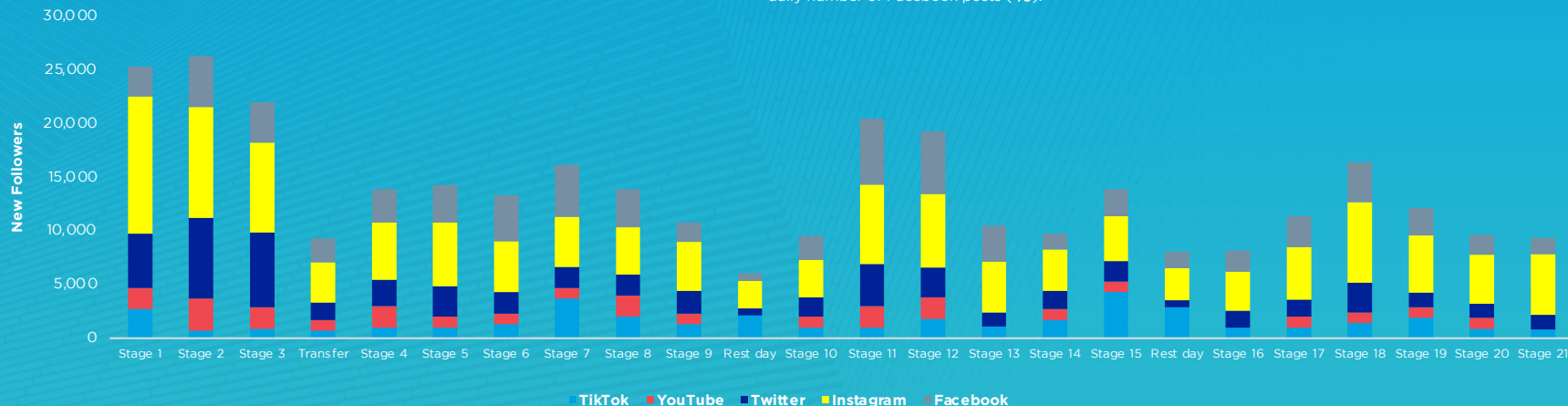
accounted for the three days with the highest growth – largely on Instagram. One reason for this was a result of general excitement for Le Tour, particular in Denmark, which finally hosted these stages – two years later than planned.

Stages 11 – 12

saw a spike in new followers (+30.0k) – particularly on Facebook which coincided with back-to-back mountain stages – the 2nd of which was responsible for the highest daily number of Facebook posts (40).

Stage 18

generated 16.4k new followers – of which 7.5k came from Instagram – the highest since Stage 3.





global
search interest

credit: @letour · Sports event

Europe dominated global interest

search interest reveals lack of rider geo-diversity is a challenge

large increase in European interest

With compelling racing and two young European cycling stars battling it out for the yellow jersey, interest increased 25% in mainland Europe.

a mixed result in South American markets

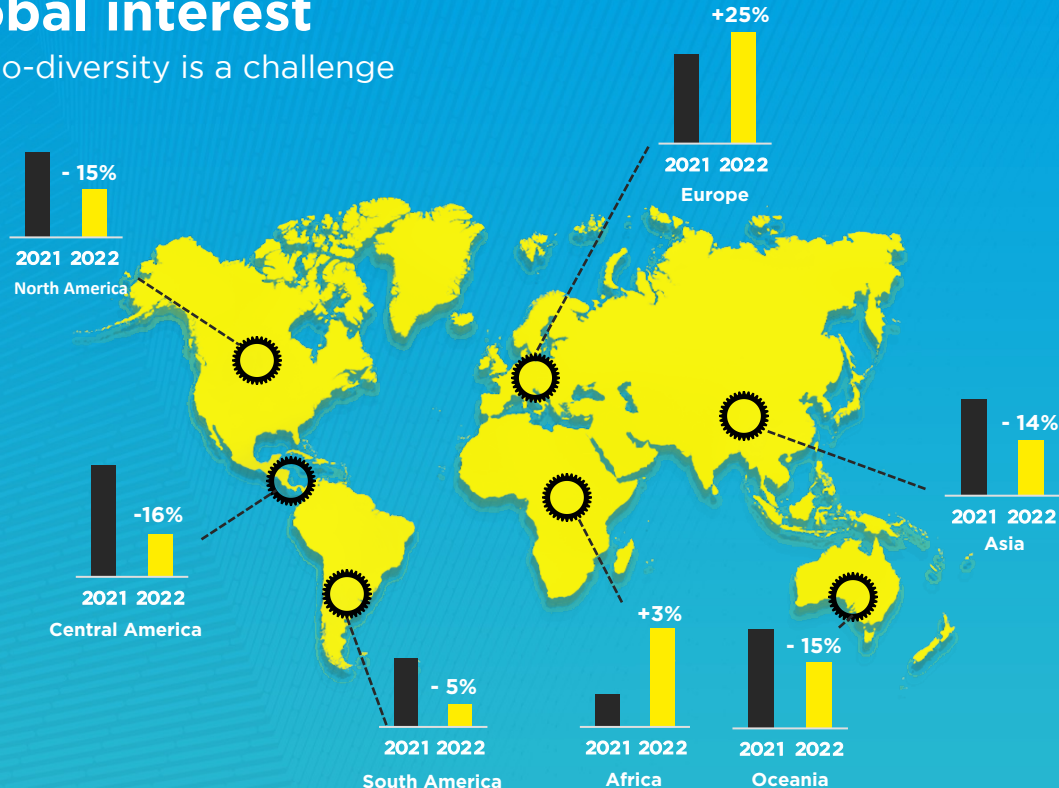
While Ecuadorian interest reduced with no riders competing, and interest from the powerhouse Colombia falling slightly, interest grew in Argentina and Venezuela to slow the decline in interest from South America.

North America struggles for growth

Despite the stage wins of Canadians Hugo Houle and Michael Woods, Canadian interest dropped; the United States saw a similar drop in interest.

Africa growth continues

With Biniam Girmay's Stage win in Giro de Italia this year, the Tour de France has continued to see a rise in interest in Africa.



*Google worldwide search data around the topic 'Tour de France'
Dates: 1-24 July 2022 vs 26 June-18 July 2021

Local riders deliver uplift in interest in Europe

Denmark sees a huge uplift in interest

Interest in Denmark increased by 190% due to the Grand Départ starting in Copenhagen and Danish rider Jonas Vingegaard winning the yellow jersey.

European stars shine

Wout van Aert (Belgium), Jonas Vingegaard (Denmark) and Tadej Pogačar (Slovenia) all drove significant interest in their respective countries. Interest in Belgium increased by 80%.

South America needs its superstars

Although the ageing Colombian Nairo Quintana took 6th place overall, his compatriot Egan Bernal was out through injury and Ecuadorian Richard Carapaz did not compete. This meant South America lacked stars its fans could support and resulted in reduced interest in both Colombia and Ecuador compared to 2021.

United States lacks winners

American Seb Kuss took a Stage win on the 2021 Tour De France, but this year the United States had no Stage winners despite there being more American riders. This resulted in a 32% drop of interest in the United States.

*Google worldwide search data around the topic 'Tour de France'
Dates: 1-24 July 2022 vs 26 June-18 July 2021

search interest from Top 20 countries

Argentina	45%
Australia	-33%
Austria	40%
Belgium	80%
Colombia	-9%
Denmark	190%
France	8%
Germany	46%
Italy	21%
Japan	-66%
Luxembourg	85%
Netherlands	13%
New Zealand	33%
Norway	51%
Portugal	11%
Slovenia	30%
Spain	25%
Switzerland	116%
United Kingdom	-33%
United States	-32%

methodology

social media performance

Our proprietary #SportOnSocial Tracker analysed the social media pages of the Tour de France and its 22 competing teams on the following platforms:

- **Facebook**
- **Instagram**
- **Twitter**
- **YouTube**
- **TikTok**

The monitoring period covered the entire Tour: 1st – 24th July 2022.

Engagements included reactions, comments, shares and retweets.

Video views were collected on every platform except Twitter.

Instagram Reels was not included.

Redtorch cannot guarantee the accuracy of analysis of #SportOnSocial and disclaims all warranties — either express or implied — including warranties for merchantability and fitness for any particular purpose

global search interest

Google has over 90% of the search engine market and 5 billion users worldwide. As it is the most representative method of measuring global interests, Google Trends data was used to reflect the searches users made throughout the Tour de France.

- Each country was individually measured by the ‘Tour de France’ search topic for the entirety of the race in both 2021 and 2022
- An index score was calculated by averaging each weekly index score over the event period in 2021 and 2022
- The percentage given illustrates the direction of change

countries included

Europe: Italy, Belgium, Netherlands, Hungary, Portugal, Slovenia, Spain, France, Switzerland, Denmark, Austria, Germany, Czech Republic, Norway, United Kingdom, Sweden, Ireland, Poland, Finland

Africa: South Africa, Eritrea, Mozambique, Namibia, Angola, Nigeria, Kenya

South America: Colombia, Ecuador, Venezuela, Uruguay, Chile, Argentina

Central America: El Salvador, Costa Rica, Honduras

Oceania: Australia, New Zealand

Asia: Japan, Malaysia, Philippines

North America: Canada, United States, Mexico



We're a global research, digital and social media agency that makes sport more relevant to more people.



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