



# #sport on social

## Giro d'Italia 2023

powered by Redtorch



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# methodology

## social media performance

Our proprietary #SportOnSocial Tracker analysed the social media pages of Giro d'Italia and its 22 competing teams on the following platforms:

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

The monitoring period covered the entire Tour: 6–28 May 2023.

Engagements included reactions, comments, shares, retweets.

Video views were collected on every platform except Twitter/Instagram.

## League Table

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

**race performance rank** = a scoring system to calculate team performance, combining final team classification, final individual standings, final sprint standings, & 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.

## 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 Giro d'Italia.

- Each country was individually measured by the 'Giro d'Italia' search topic for the entirety of the race in both 2022 and 2023.
- An index score was calculated by averaging each weekly index score over the event period in each of the 2 years.
- The percentage illustrates the direction of change.

## countries included

**Europe:** Italy, Belgium, Netherlands, Hungary, Portugal, Slovenia, Spain, France, Switzerland, Denmark, Austria, Germany, Czech Republic, Norway, UK, Sweden, Ireland, Romania, Poland, Finland, Luxembourg, Israel, Andorra, Slovakia

**Africa:** South Africa, Eritrea, Morocco, Angola

**South America:** Colombia, Ecuador, Venezuela, Uruguay, Chile, Argentina, Peru, Brazil

**Central America:** El Salvador, Costa Rica, Guatemala, Panama

**Oceania:** Australia, New Zealand

**Asia:** Japan, India, Indonesia, Russia

**North America:** Canada, USA, Mexico

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# headlines



## Team Jumbo-Visma tops social media league table

Propelled by Primož Roglič's incredible overall victory, the Dutch team generated 1.9m social media engagements (55% of which were on Instagram) to top the league table.



## Giro d'Italia shines on YouTube

The effective use of 2-min video clips and Shorts resulted in the main Giro account seeing huge YoY success on YouTube, including an increase in follower growth (14%), engagements (116%) and video views (32%).



## Instagram drives team fan engagement

20 of the teams amassed more than half their total engagements on Instagram – driven largely by carousel posts of the final stages – with 10 teams achieving 50% of their follower growth via the platform.

## mountain stages dominate engagements

The popularity of gruelling mountain climbs was reflected on social media: content posted by teams during the mountain stages averaged 396.9k engagements.

## worldwide search interest increases YoY

This was primarily fuelled by Slovenia experiencing the largest uplift in search interest toward the final stage of the event when Primož Roglič took home the pink jersey after his overall victory in the 2023 race.

## Oceania & Europe experience surges in search interest

Notable events – such as the Stage 5 finish for Australian rider Kaden Groves and a maiden podium place for Portuguese rider João Almeida contributed to searches piquing in these regions

# Giro d'Italia Social Media League Table 2023

Teams have been ranked on their social media performance at the 2023 Giro d'Italia.

UCI ProTeam

UCI WorldTeam

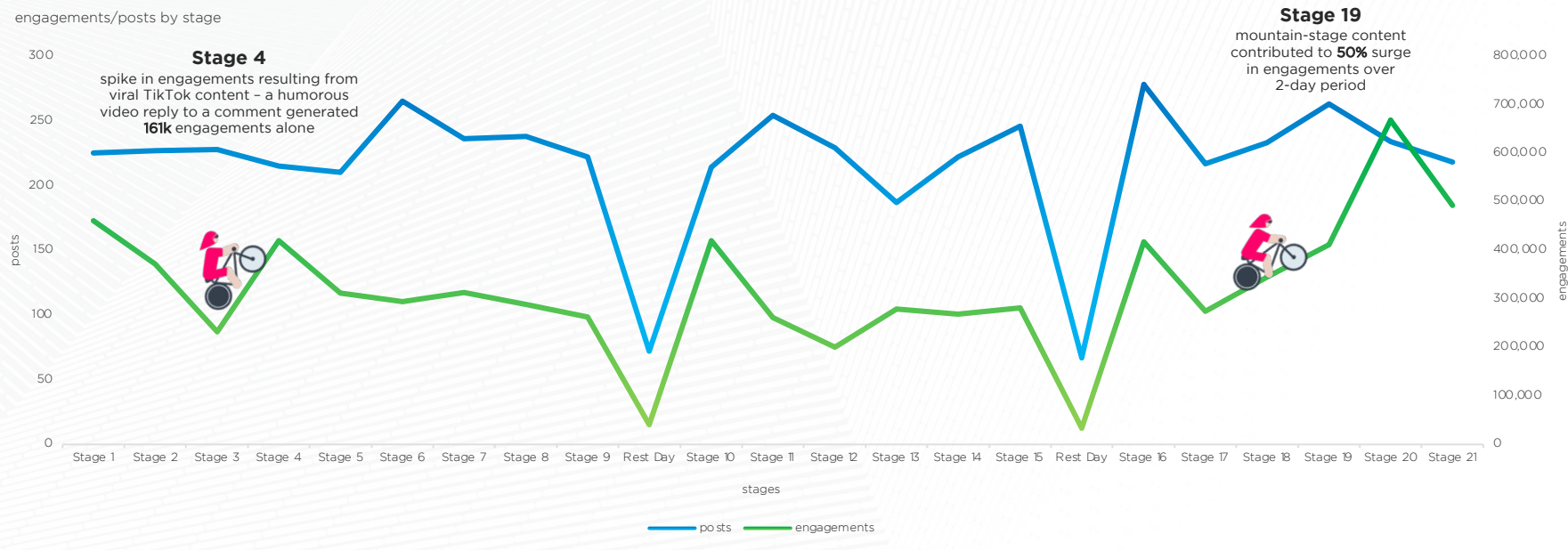
team	2023 ranking	2022 ranking	change
Team Jumbo-Visma	1	6	+5
Astana Qazaqstan Team	2	13	+11
Ineos Grenadiers	3	2	-1
Soudal-Quick-Step	4	4	0
UAE Team Emirates	5	3	-2
Bora-Hansgrohe	6	8	+2
Movistar Team	7	7	0
EF Education-EasyPost	8	11	+3
Groupama-FDJ	9	14	+5
AG2R Citroën Team	10	17	+7
Team Jayco-AlUla	11	15	+4

team	2023 ranking	2022 ranking	change
Team DSM	12	10	-2
Israel-Premier Tech	13	20	+7
Trek-Segafredo	14	9	-5
Team Bahrain Victorious	15	16	+1
Arkéa-Samsic	16	-	-
Intermarché-Circus-Wanty	17	1	-16
Eolo-Kometa	18	18	0
Alpecin-Deceuninck	19	5	-14
Green Project-Bardiani-CSF-Faizanè	20	21	+1
Cofidis	21	19	-2
Team Corrattec-Selle Italia	22	-	-

# social media performance of Giro d'Italia

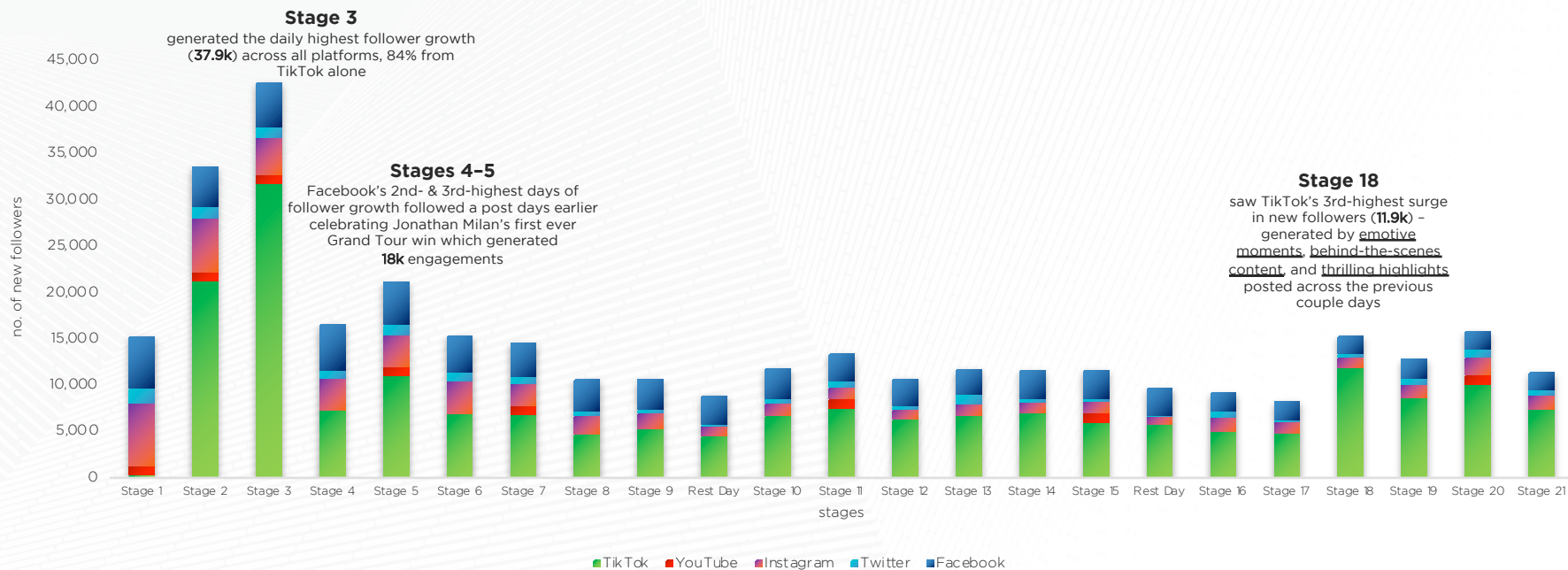
Giro d'Italia shared **5,000** posts (**5%** less than 2022) which generated **7.3m** engagements – a **24%** YoY increase. TikTok represented **24%** of total engagements although it accounted for just **2%** of total posts; **72%** of content was produced on Twitter and **9%** on Facebook.

engagements/posts by stage



# social media performance of Giro d'Italia

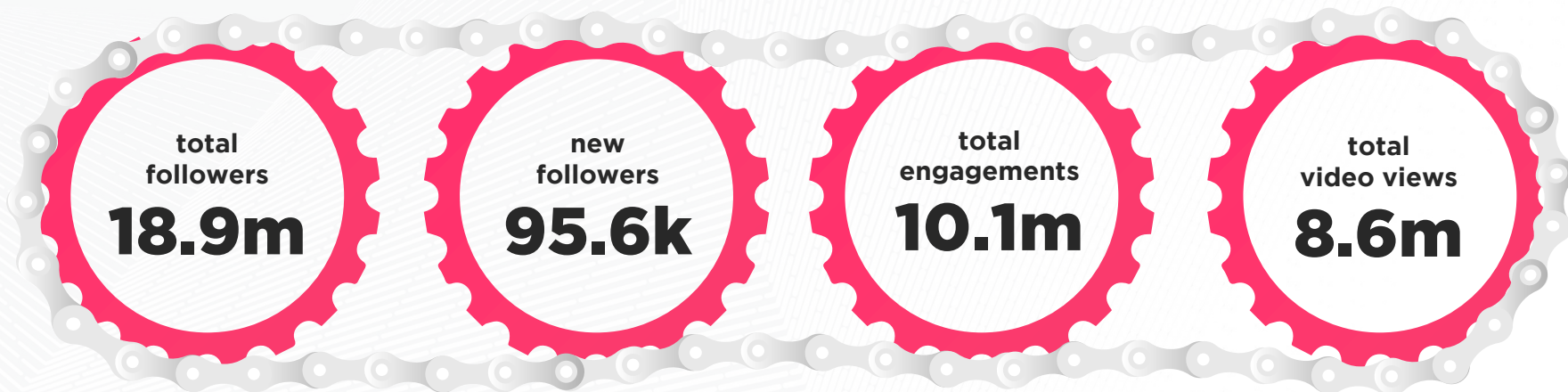
Giro d'Italia gained **341,908** new social media followers, **193,500** from TikTok. **57%** of new followers were generated on TikTok, more than any other platform, followed by Facebook (**+73.9k**) and Instagram (**+50.9k**).



## overall social media performance of cycling teams

The 22 teams shared **9,828** posts between them; Groupama-FDJ produced the most (**926**). Although Team Jumbo-Visma shared **36%** fewer posts (**596**) than Groupama-FDJ, it generated the most engagements of any team (**1.9m**).

### social media performance (all teams)



17%  
of total followers were from  
**INEOS Grenadiers**

13%  
of new followers were from  
**Astana Qazaqstan Team**

18%  
of engagements were  
generated by **Team  
Jumbo-Visma**

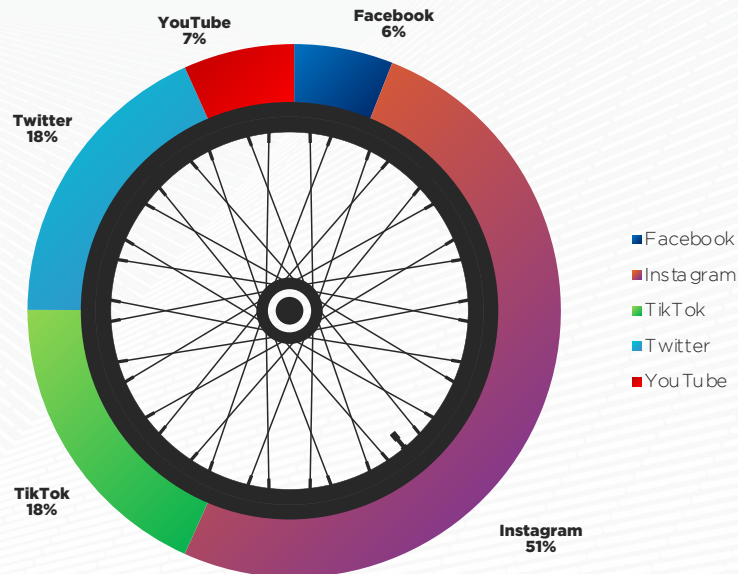
17%  
of video views were from  
**Bora-Hansgrohe**



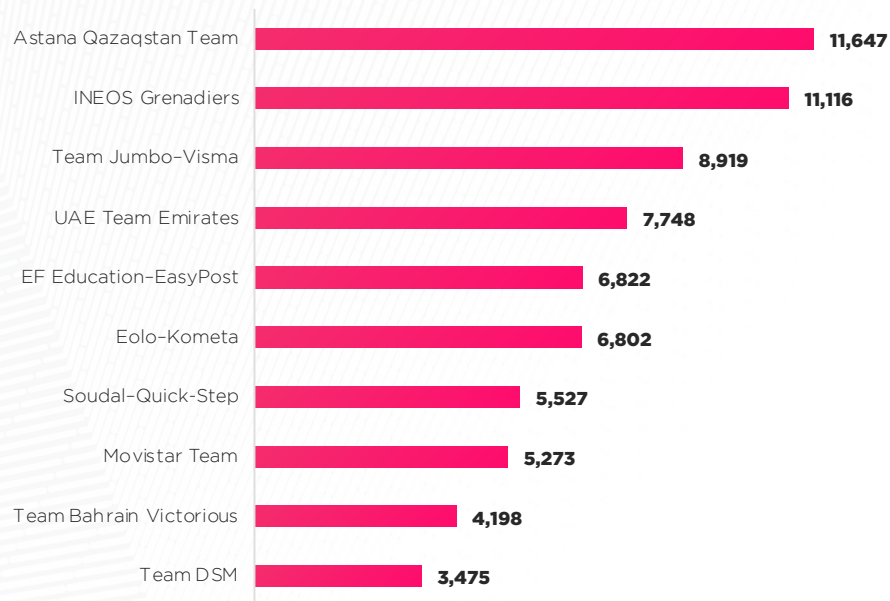
# total follower growth of cycling teams

Astana Qazaqstan Team gains most followers of any team (**11,647**) – **51%** from Instagram.

total team follower growth by platform



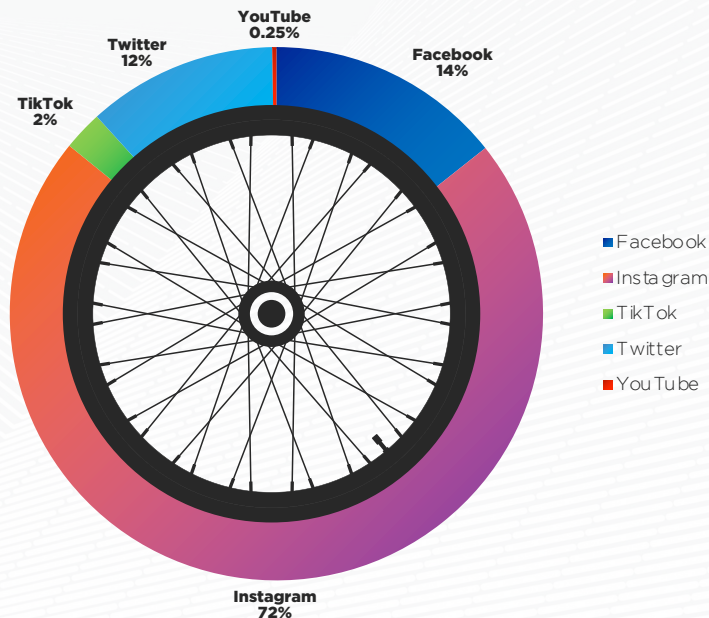
top 10 teams by follower growth



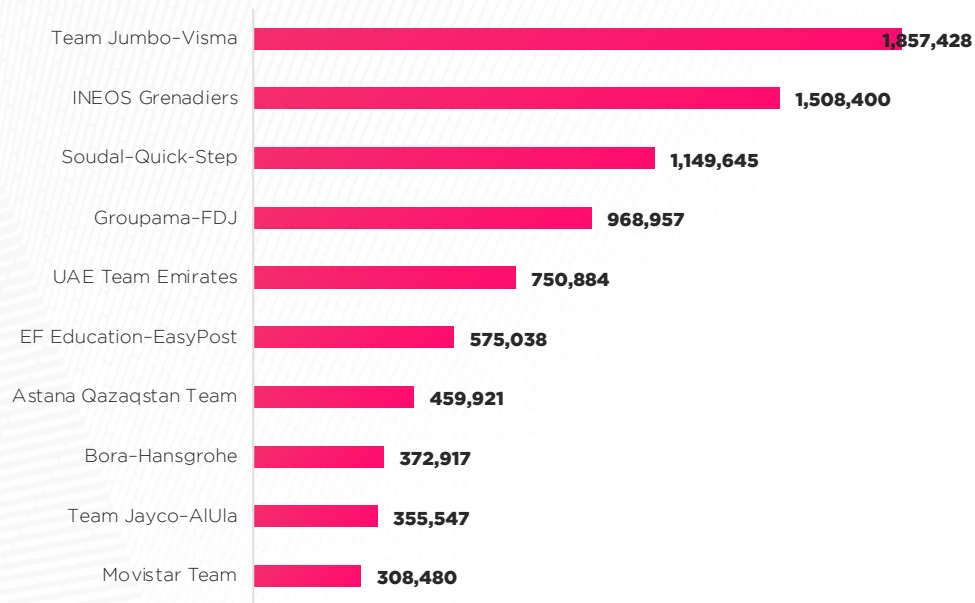
# total engagements of cycling teams

Team Jumbo-Visma amasses **1.9m** engagements – more than any other team. The Dutch team’s **102** Instagram posts generated **1.6m** engagements – an average of **15,500** per post.

total team engagements by platform



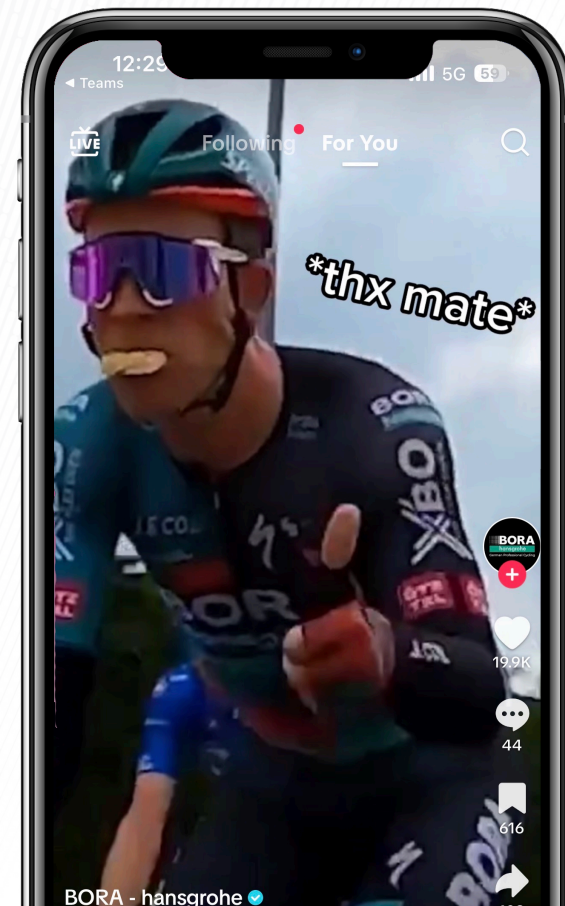
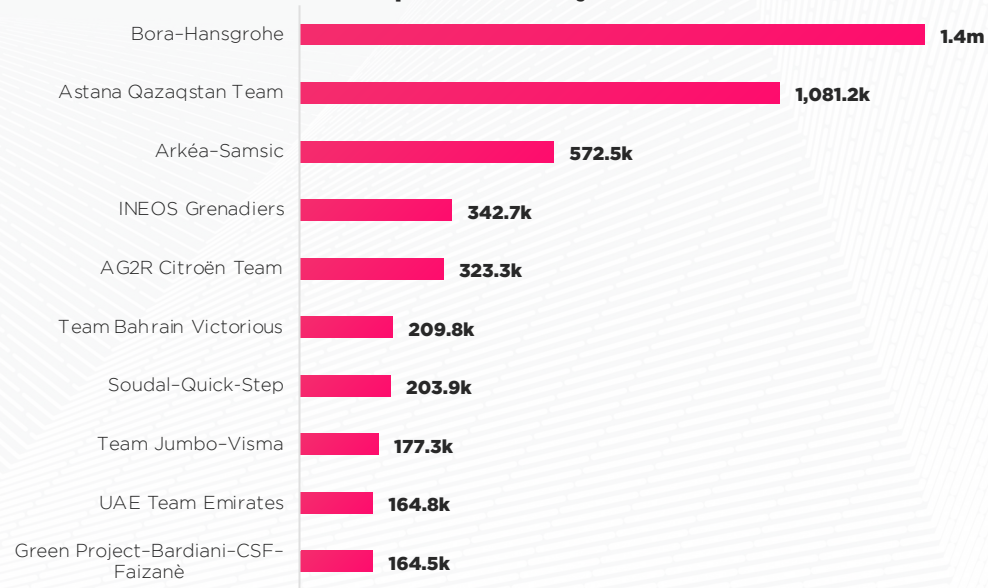
top 10 teams by engagement



# total video views of cycling teams

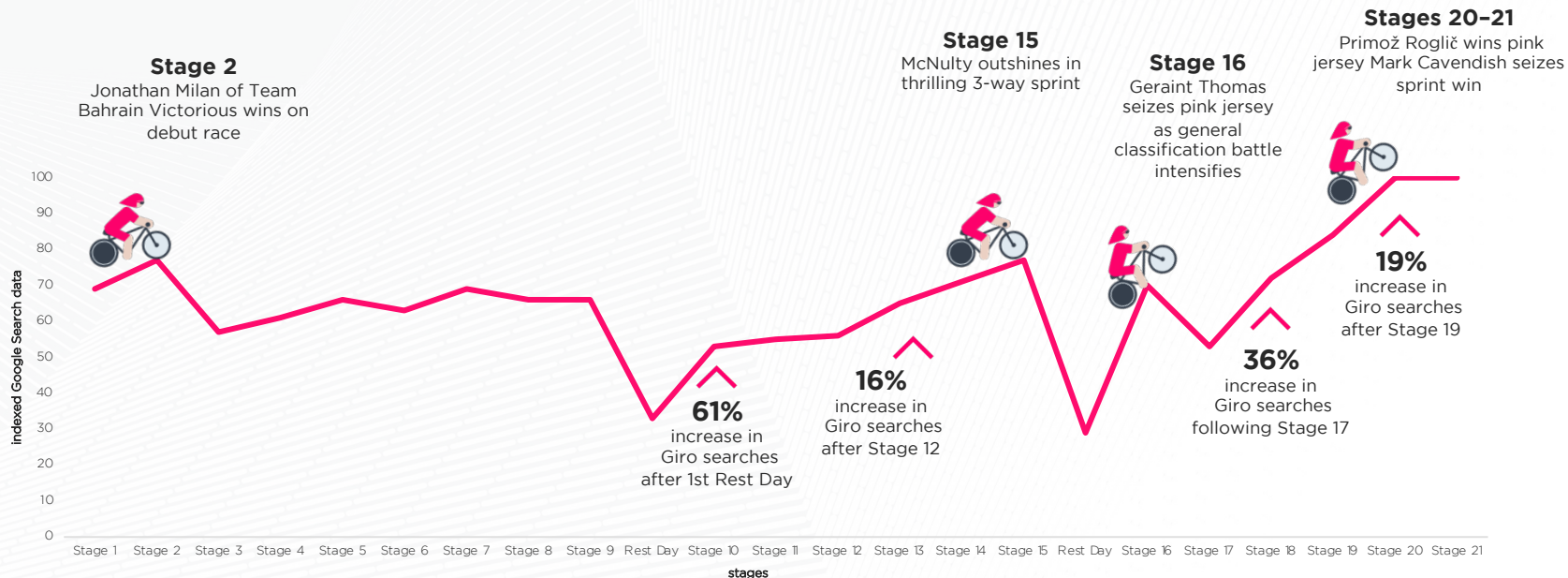
TikTok generated **5.1m** video views, more than any other platform. Bora-Hansgrohe gained more TikTok video views than any other team (**1.4m**).

## top 10 teams by TikTok video views



# global search interest

YoY worldwide search interest remained consistent, but large increases in markets such as Slovenia (+303%), Belgium (+151%), and Ireland (+122%) resulted in a **2%** global increase



# global search interest

Oceania sees largest increase in search interest as Queensland native Kaden Groves claimed his 2nd Grand Tour stage win amidst crash-filled in stage 5, triggered by the unexpected presence of a dog on the track.

## South American interest drops

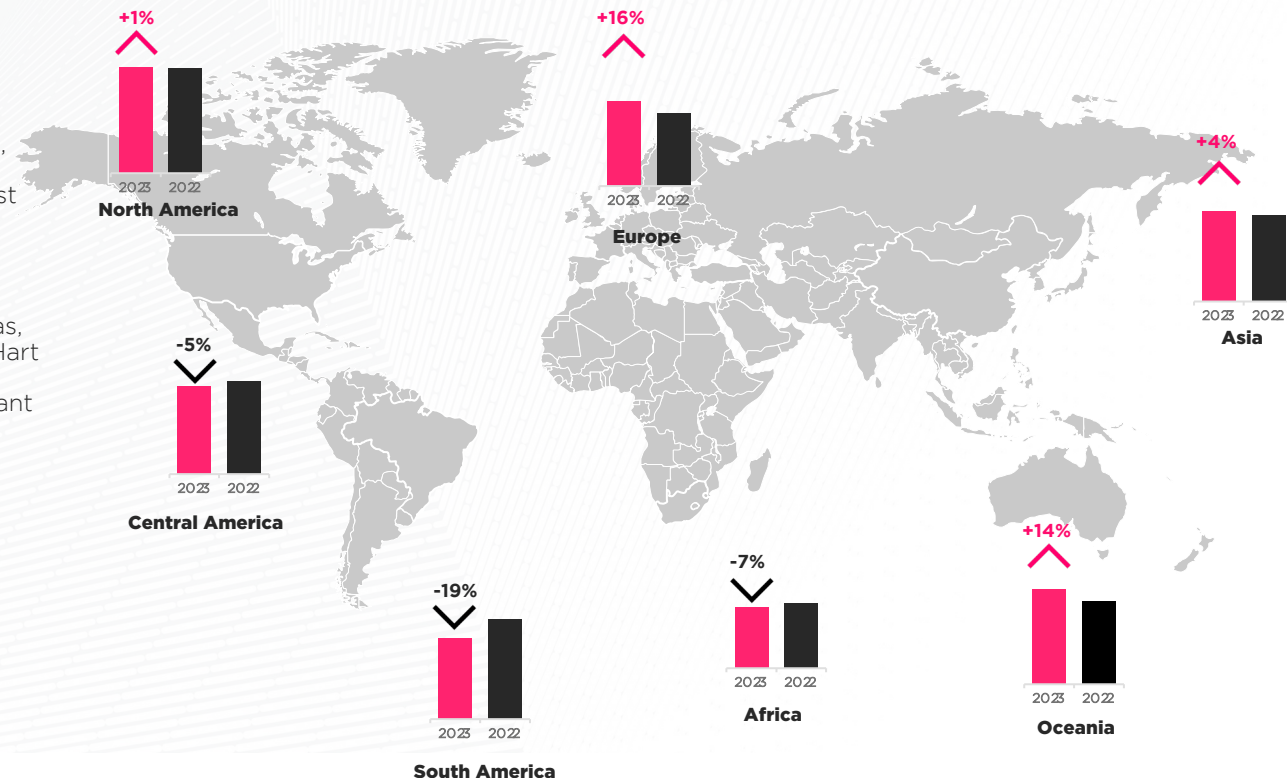
With a decline in Colombian presence, and the 4 riders missing the top 30 in the opening sprint race, search interest decreased by **19%**.

## Europe experiences surge of interest

European frontrunners Geraint Thomas, Primož Roglič's and Tao Geoghegan Hart were expected to dominate the competition. Roglič emerged triumphant and fueled regional enthusiasm as demonstrated in the search uplift.

## Africa interest drops

The region's search interest waned as rider representation dwindled: just 3 starters and 2 DNFs.



## regional search interest

Primož Roglic's victory ignites Slovenia's search interest.

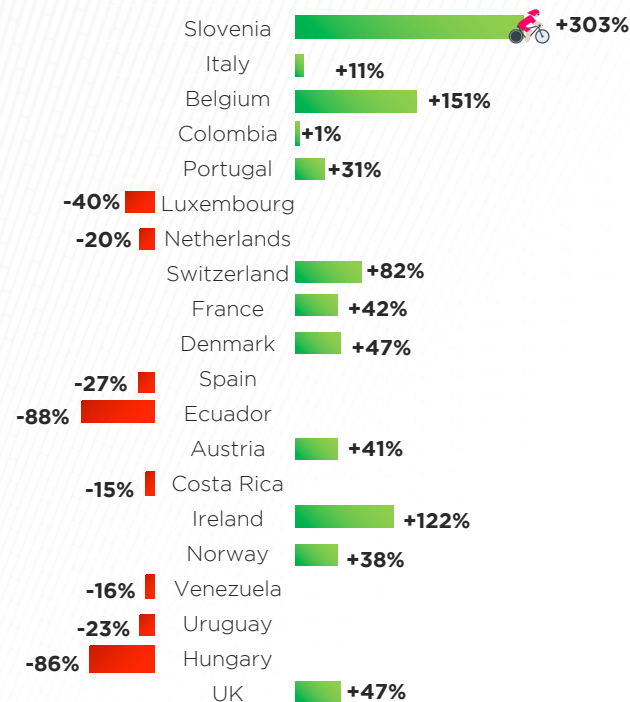
The extraordinary performance by Primož Roglič as he overtook the UK's Geraint Thomas during the Stage 20 time-trial – before winning his country's first ever pink jersey – resulted in a **303%** increase of interest in Slovenia.

Interest in Ecuador decreased by **88%** as last year's runner-up, Richard Carapaz, did not compete having decided to focus on the Tour de France in 2023.

Search interest surged in Belgium (**+151%**) thanks to Remco Evenepoel's dramatic involvement: a double crash in Stage 5 followed by a sublime performance to win the Stage 9 time-trial, the Belgian was forced to withdraw after testing positive for COVID-19.

Hungary's interest in 2022 was largely the result of the country hosting of 3 of the stages. Giro d'Italia 2023 saw just one Hungarian rider competing (and no stages in Hungary) and a corresponding downturn in search interest (**-86%**).

### top 20 countries by search interest






# Redtorch

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