

SportOnSocial International Federations 2026

Five trends leaders should care about right now

**SPORTON
SOCIAL**



SportOnSocial League Table 2026

Ranking	International Federation	Change	Score
1	World Athletics	0	93.0
2	Fédération Internationale de Football Association (FIFA)	+2	89.4
3	Volleyball World (FIVB)	+4	88.5
4	Fédération Internationale de Ski et de Snowboard (FIS)	+11	87.9
5	International Cricket Council (ICC)	-2	85.7
6	Badminton World Federation (BWF)	+2	81.7
7	Fédération Internationale de Basketball (FIBA)	-2	81.6
8	Union Cycliste Internationale (UCI)	+1	80.9
9	World Aquatics (AQUA)	-7	80.4
10	World Rugby	-4	78.5
11	United World Wrestling (UWW)	-1	71.6
12	World Table Tennis (WTT)	+2	71.2
13	International Handball Federation (IHF)	+14	67.2
14	International Skating Union (ISU)	+4	66.8
15	World Triathlon	+15	63.0
16	Fédération Equestre Internationale (FEI)	-4	61.9
17	World Archery (WA)	-6	60.7
18	International Biathlon Union (IBU)	+2	60.3
19	International Tennis Federation (ITF)	0	58.3
20	World Gymnastics	-7	56.6
21	World Taekwondo (WT)	0	53.6
22	International Judo Federation (IJF)	-6	53.5

Ranking	International Federation	Change	Score
23	International Ice Hockey Federation (IIHF)	-6	48.8
24	International Bobsleigh & Skeleton Federation (IBSF)	+14	48.3
25	World Climbing (IFSC)	+3	48.1
26	World Baseball Softball Confederation (WBSC)	-4	40.5
27	World Skate	+4	39.5
28	World Curling	+5	36.0
29	World Boxing	New entry	33.1
30	International Hockey Federation (FIH)	-5	32.8
31	World Lacrosse	+4	31.0
32	World Rowing	-6	30.5
33	Fédération Internationale d'Escrime (FIE)	+3	28.8
34	International Surfing Association (ISA)	-5	28.5
35	International Shooting Sport Federation (ISSF)	-3	26.5
36	World Squash	-2	26.5
37	International Federation of American Football (IFAF)	+5	25.0
38	International Canoe Federation (ICF)	-15	19.1
39	World Pentathlon (UIPM)	+2	17.7
40	International Luge Federation (FIL)	-1	16.7
41	International Ski Mountaineering Federation (ISMF)	+2	14.4
42	International Weightlifting Federation (IWF)	-2	13.3
43	World Sailing (WS)	-6	10.2
44	International Golf Federation (IGF)	New entry	3.9



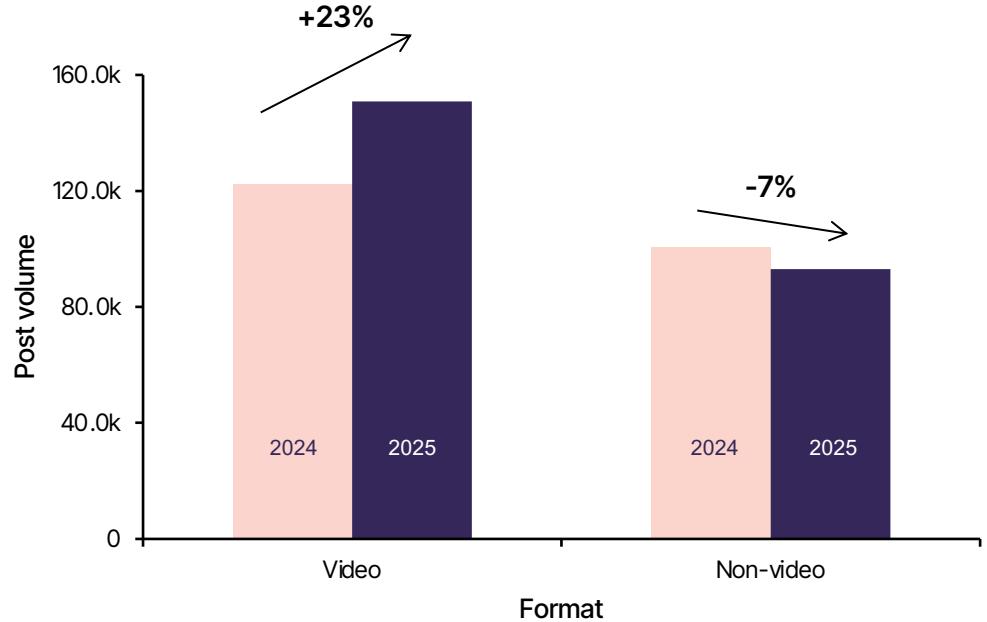
IFs Pivot Further Towards Video

62% of IF posts are now video

70% more TikTok posts than 2024

Video drives two-thirds of engagement on Facebook

YoY post volume by format (excluding X)



Facebook & TikTok: Unique Platform Engagement

44 International Federations



	IFs with YoY engagement increase	Engagements vs 2024
Facebook	29 IFs	+30%
TikTok	30 IFs	+17%
Instagram	12 IFs	-21%
X	7 IFs	-30%
YouTube	19 IFs	-69%



Trend 3

Instagram

Declining engagement for the second consecutive year

Trend 4

YouTube

Now the 3rd largest platforms for IFs

Chinese Platform Trends

China: a long-term growth market

All platforms saw a YoY increase in engagement

Under-adoption is an issue

29 IFs on Weibo, 22 on WeChat, 21 on Douyin

Douyin drives engagement

59% of total engagements from only 16% of posts

Athlete-driven engagement

More than 80% of top posts featured star athletes



Takeaways

01 Don't waste time: use AI tools to keep up with video output

02 YouTube is a huge opportunity: short and long-term

03 TikTok is still the fastest growing platform

Bonus: Get on Chinese platforms!

