



# #SPORT ON SOCIAL

League Table 2020

Report & Analysis

REDTORCH

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## SAY HELLO!

# A MESSAGE FROM OUR CEO



**Jonny Murch**

CEO, Redtorch

*Jonny Murch*



*Our motivation is simple: help sport to promote its unique experiences, values and opportunities around the world.*



Welcome to the 4th edition of the #SportOnSocial League Table — a ranking of 35 IOC-recognised International Federations (IFs) according to their social media performance in 2019.

Many variables impact the results each year — the event calendar being a crucial one.

Redtorch believes a data-inspired creative approach between events, using ‘non-competition’ campaign narratives, will attract new audiences and build stronger relationships with fans worldwide.

The time between events is important for IFs to grow their inspirational role, engage more people with healthy activities and use their influence to encourage positive social impact.

## What do we do?

We specialise in understanding audiences, enabling us to design bespoke solutions that improve how your sport, event or brand is regarded.

## How?

Our team of experts harnesses the power of data to provide invaluable market intelligence and communications that are culturally relevant, timely and inspiring.

## The outcome?

Our programmes win hearts and minds, build brands, and help develop long-term audience relationships.

We hope the #SportOnSocial League Table Report 2020 inspires you to improve the performance of your IF on social media.

Enjoy!

# METHODOLOGY

Data analysis period:

1 January – 31 December 2019

We analysed IFs' main page/handle and discipline-specific or World Championship pages/handles.

The League Table ranks IFs on their performance across Facebook, Instagram, Twitter and YouTube.

Specifically, we analysed the following metrics:

**Total Fans**

**Absolute Growth**

**Growth Rate**

**Engagement Rate\***

**Total Engagements**

**Engagements per Post**

**Total Views**

**Views per Video**

\*Engagement Rate = no. of post engagements divided by no. of fans.

We analysed open source data so couldn't determine whether Engagements and Views were Organic or Paid.

The League Table includes AIBA.

**\*NEW\***

Insight from the recent #SportOnSocial Survey 2019 enabled us to weight each social media channel as follows:

Facebook (30%)

Instagram (30%)

YouTube (25%)

Twitter (15%)

**Fig.1** FIFA often skews data and has therefore been excluded from certain analysis.

When we provide % increases and decreases, these compare 2019 results with those from 2018.

DISCLAIMER: 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.

# #SPORTONSOCIAL

## League Table 2020

Overall Ranking across 4 social media platforms

INTERNATIONAL FEDERATION	2020	2019	CHANGE	INTERNATIONAL FEDERATION	2020	2019	CHANGE
<b>FIBA</b> International Basketball Federation	1	2	1 ▲	<b>IHF</b> International Handball Federation	19	21	2 ▲
<b>WR</b> World Rugby	2	3	1 ▲	<b>FIG</b> International Gymnastics Federation	20	17	3 ▼
<b>FIVB</b> International Volleyball Federation	3	5	2 ▲	<b>IBU</b> International Biathlon Union	21	16	5 ▼
<b>BWF</b> Badminton World Federation	4	12	8 ▲	<b>IIHF</b> International Ice Hockey Federation	22	19	3 ▼
<b>World Athletics</b> World Athletics	5	6	1 ▲	<b>AIBA</b> International Boxing Association	23	34	11 ▲
<b>FIFA</b> International Federation of Association Football	6	1	5 ▼	<b>WT</b> World Taekwondo Federation	24	22	2 ▼
<b>ITTF</b> International Table Tennis Federation	7	4	3 ▼	<b>ITU</b> International Triathlon Union	25	23	2 ▼
<b>FEI</b> International Federation for Equestrian Sports	8	8	0 -	<b>FISA</b> World Rowing Federation	26	28	2 ▲
<b>IJF</b> International Judo Federation	9	9	0 -	<b>WS</b> World Sailing	27	29	2 ▲
<b>FINA</b> International Swimming Federation	10	24	14 ▲	<b>WCF</b> World Curling Federation	28	26	2 ▼
<b>UWW</b> United World Wrestling	11	13	2 ▲	<b>FIE</b> International Fencing Federation	29	27	2 ▼
<b>ISU</b> International Skating Union	12	11	1 ▼	<b>ICF</b> International Canoe Federation	30	30	0 -
<b>UCI</b> International Cycling Union	13	7	6 ▼	<b>ISSF</b> International Shooting Sport Federation	31	25	6 ▼
<b>IWF</b> International Weightlifting Federation	14	18	4 ▲	<b>FIL</b> International Luge Federation	32	32	0 -
<b>FIS</b> International Ski Federation	15	14	1 ▼	<b>UIPM</b> International Modern Pentathlon Union	33	31	2 ▼
<b>FIH</b> International Hockey Federation	16	10	6 ▼	<b>IBSF</b> International Bobsleigh & Skeleton Federation	34	33	1 ▼
<b>WA</b> World Archery	17	15	2 ▼	<b>IGF</b> International Golf Federation	35	35	0 -
<b>ITF</b> International Tennis Federation	18	20	2 ▲				



**Ollie Davis**

Head of  
Research & Insight

“

*It was another incredible year for IFs on social media, with some great success stories and highly engaging campaigns. Here are my headlines from the Report.*

”

# OLLIE'S HEADLINES

## FIBA Took Overall Win

The **2019 FIBA Basketball World Cup** helped FIBA rank #1 overall whilst remaining 1st on Facebook, 2nd on Instagram and climbing to 2nd on Twitter.

## WR Ranked #1 on Instagram

**890k** new fans, **46m+** engagements and **186m+** video views ensured WR climbed 2 places to **#1** on Instagram.

## World Athletics Took #1 on YouTube

Live streaming the **2019 World Athletics Championships** to 150+ territories enabled World Athletics to climb 3 places to #1 on YouTube.

## BWF Jumped to #4 Overall

Launching an Instagram account before the **2019 BWF World Championships** contributed to BWF's jump from #12 to #4 overall.

## FINA Made Biggest Improvement

The **2019 FINA World Aquatics Championships** guaranteed FINA climbed 14 places to #10 overall and accounted for 52% of their new Facebook fans and 40% of video views.

## ISU Remained Highest Ranked Winter IF

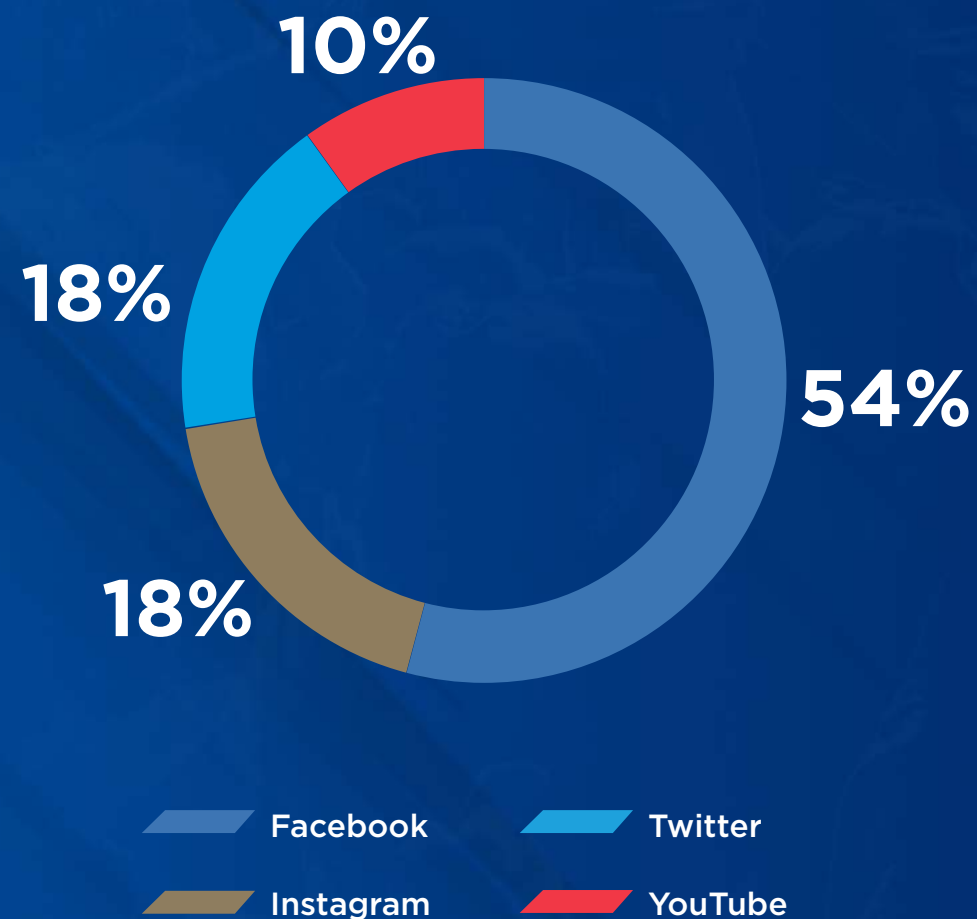
Live streaming the **2019-20 ISU Grand Prix of Figure Skating** resulted in ISU climbing 5 places on YouTube and remaining the highest ranked winter IF overall.

A wide-angle, high-angle shot of a large stadium at night, filled with spectators. The stadium is illuminated with blue lights, and a massive fireworks display is in progress, with numerous streaks of light in white, blue, and red exploding in the dark sky. The text "PLATFORM TRENDS" is overlaid in the center in a bold, white, sans-serif font. Two horizontal red lines are positioned above and below the text.


# PLATFORM TRENDS


# TOTAL FANS INCREASED BY 15%

Total fans per platform



**155.5m** total fans

 **+42%**  
growth rate on Instagram -  
higher than any other platform

 **54%**  
of all fans are on Facebook  
(58% in 2018)

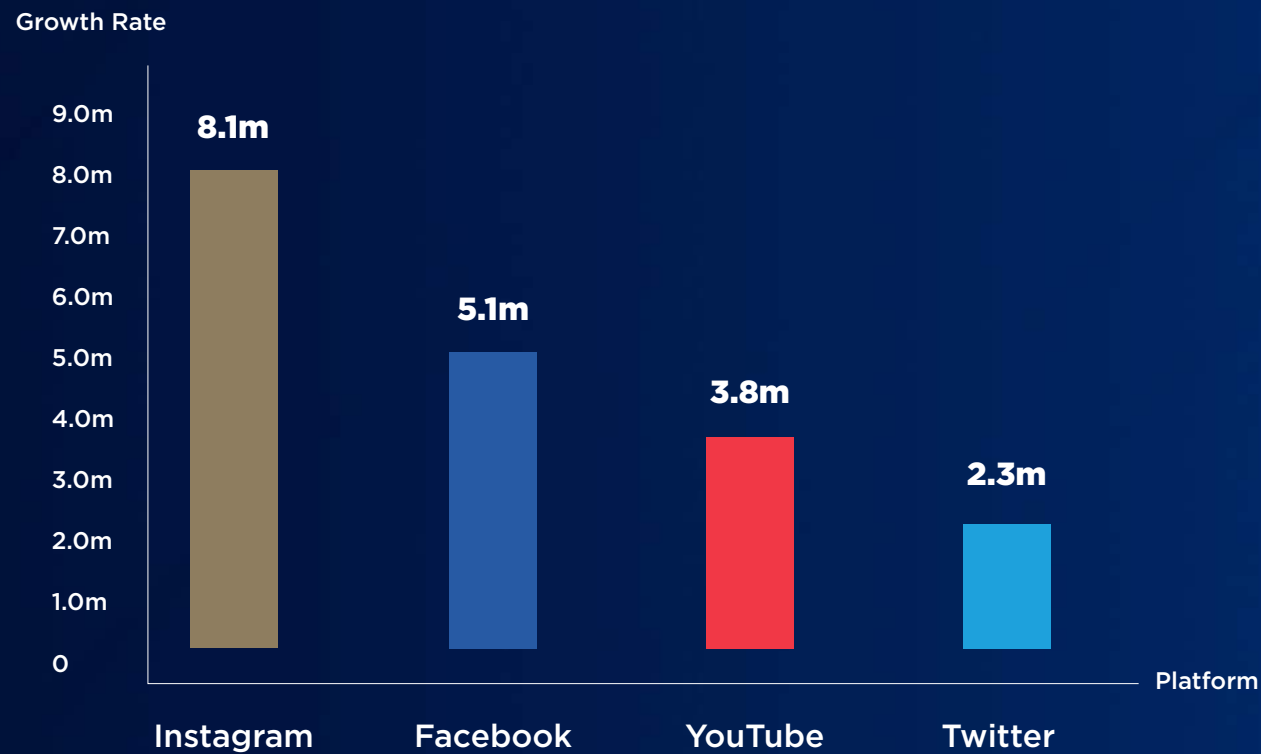
 **+2.3m**  
new Twitter followers, less than  
any other platform

 YouTube's growth fell from  
7.0m to **3.8m**

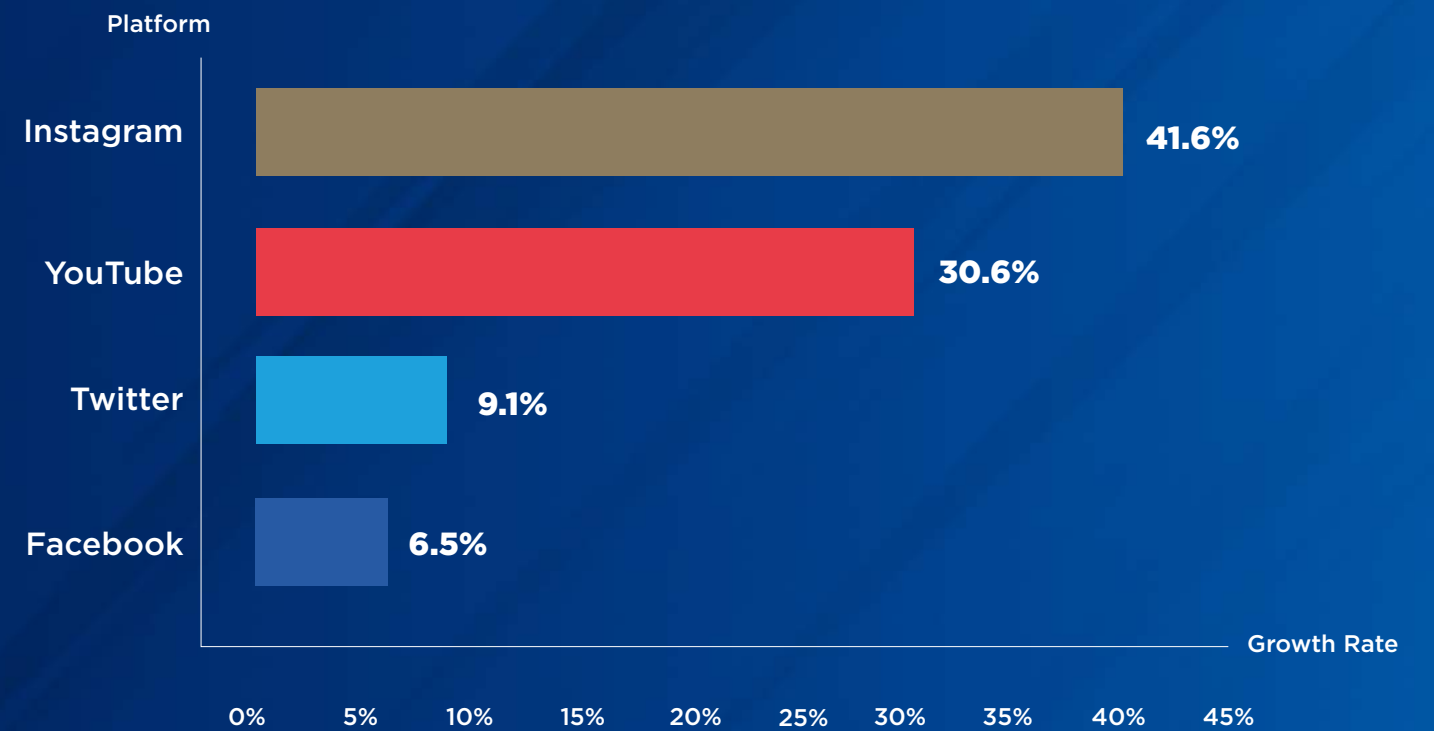


# INSTAGRAM FOLLOWERS INCREASED MORE THAN ANY PLATFORM

### Total growth per platform

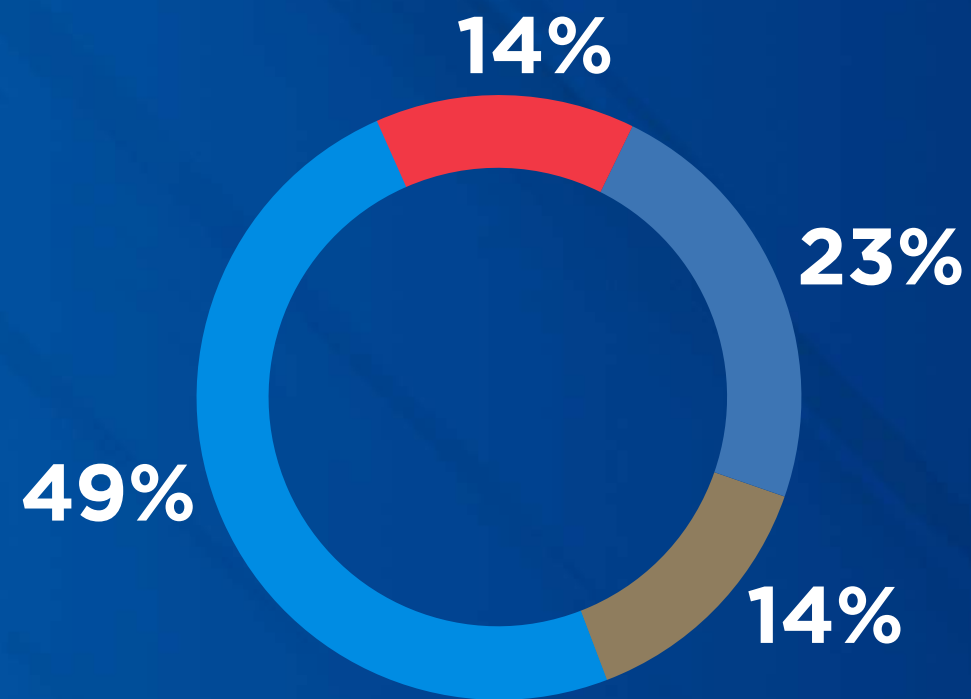


### Average growth rate per platform



# TWITTER REPRESENTED 49% OF ALL POSTS

Posts by Platform



- Facebook
- Twitter
- Instagram
- YouTube

**246k** posts analysed — 10% increase

**121k** tweets — 1% decrease

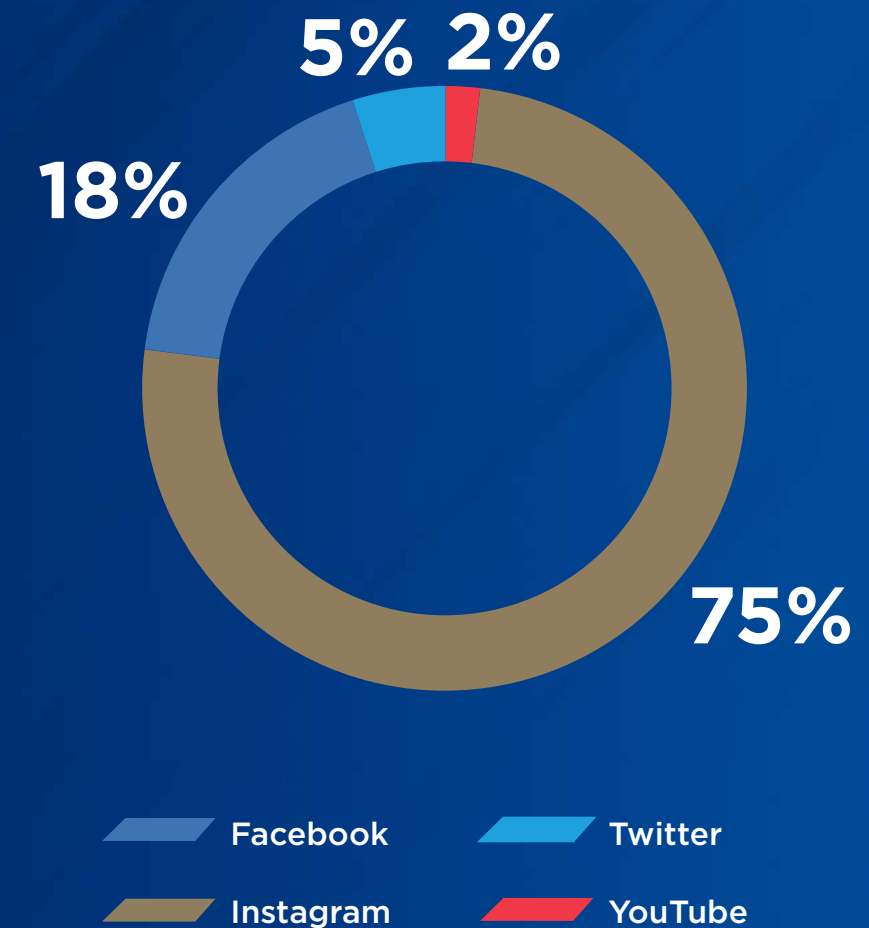
**36k** Instagram posts — 23% increase

**33k** YouTube videos — 18% increase

**56k** Facebook posts — 3% increase

# 434.8M ENGAGEMENTS ACROSS ALL PLATFORMS

Engagements by Platform



**434.8m** total engagements — 13.8m increase

**325.2m** Instagram engagements — 119% increase\*

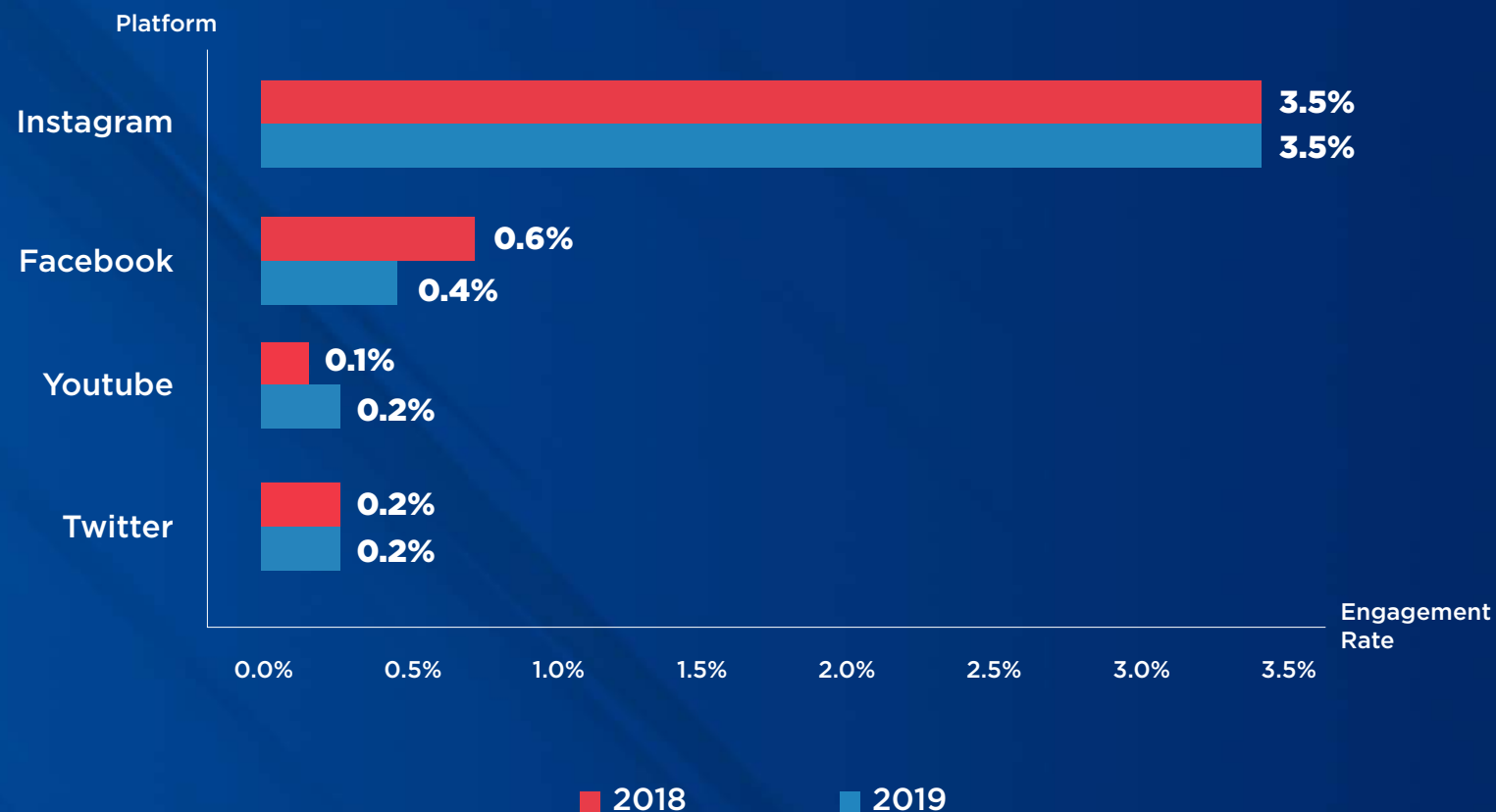
**79.9m** Facebook engagements — 118% increase\*

**22.1m** Twitter engagements — 108% increase\*

\*Please refer to Fig.1 in Methodology

# INSTAGRAM'S ENGAGEMENT RATE WAS THE BEST OF ANY PLATFORM

Engagement Rate by Platform



Instagram had the highest average **3.5%**

Facebook's engagement rate dropped from 0.6% to **0.4%**

An increase in overall subscribers and working with influencers helped increase YouTube's average engagement rate to **0.2%**

IFs using Twitter for live updates, short highlight clips and to drive website traffic ensured the platform's engagement rate remained the same

# VIDEO VIEWS INCREASED BY 17%

Video views on Facebook, Instagram and YouTube increased 17% to **3.8bn**

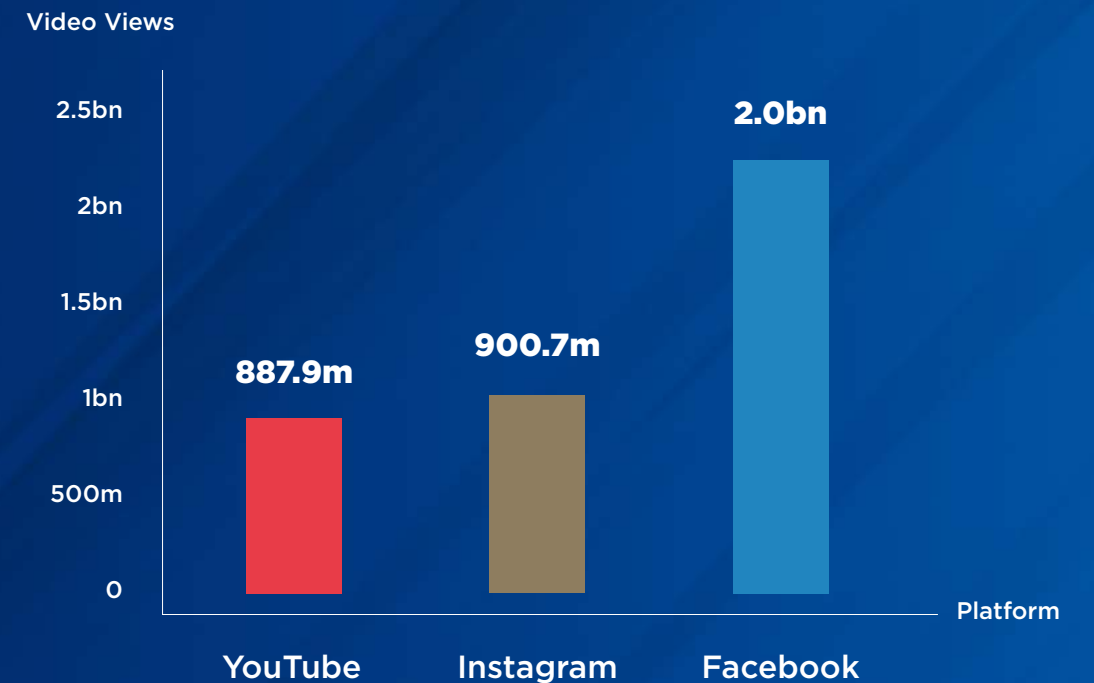
Facebook accounts for **53%** of video views as a result of (i) having the most fans and (ii) a 25% increase in video

Video views on Instagram increased by 93% to over **900m**

**64%** of Instagram content includes video

**72%** increase in YouTube video views\*

## Video Views per Platform



\*Please refer to Fig.1 in Methodology



**FACEBOOK**

# TOP 10

INTERNATIONAL FEDERATION		2020	2019	CHANGE	
<b>FIBA</b>	International Basketball Federation	1	1	0	-
<b>BWF</b>	Badminton World Federation	2	7	5	▲
<b>FEI</b>	International Federation for Equestrian Sports	3	2	1	▼
<b>FIVB</b>	International Volleyball Federation	4	4	0	-
<b>WR</b>	World Rugby	5	5	0	-
<b>ITTF</b>	International Table Tennis Federation	6	6	0	-
<b>World Athletics</b>	World Athletics	7	18	11	▲
<b>IWF</b>	International Weightlifting Federation	8	11	3	▲
<b>FIH</b>	International Hockey Federation	9	8	1	▼
<b>ITF</b>	International Tennis Federation	10	13	3	▲

# FIBA GENERATED 5.6X MORE VIDEO VIEWS THAN THE AVERAGE IF

**2.8** average number of daily posts  
0.5% increase

**38%** of posts were photos

FIG (71% photos) and FIFA (62% photos) went against this trend

**15%** average growth rate in 2019  
12% average growth rate in 2018

**890** engagements per post  
35% increase

**0.4%** average engagement rate  
0.6% engagement rate in 2018

**44k** views per video  
91% increase



# SUMMER IFS EXPERIENCED

# 15% GROWTH RATE

## Growth Rate by Olympic Tier



Winter IFs growth rate **8%**

**Tier B**  
Summer IFs had highest growth rate **21%**

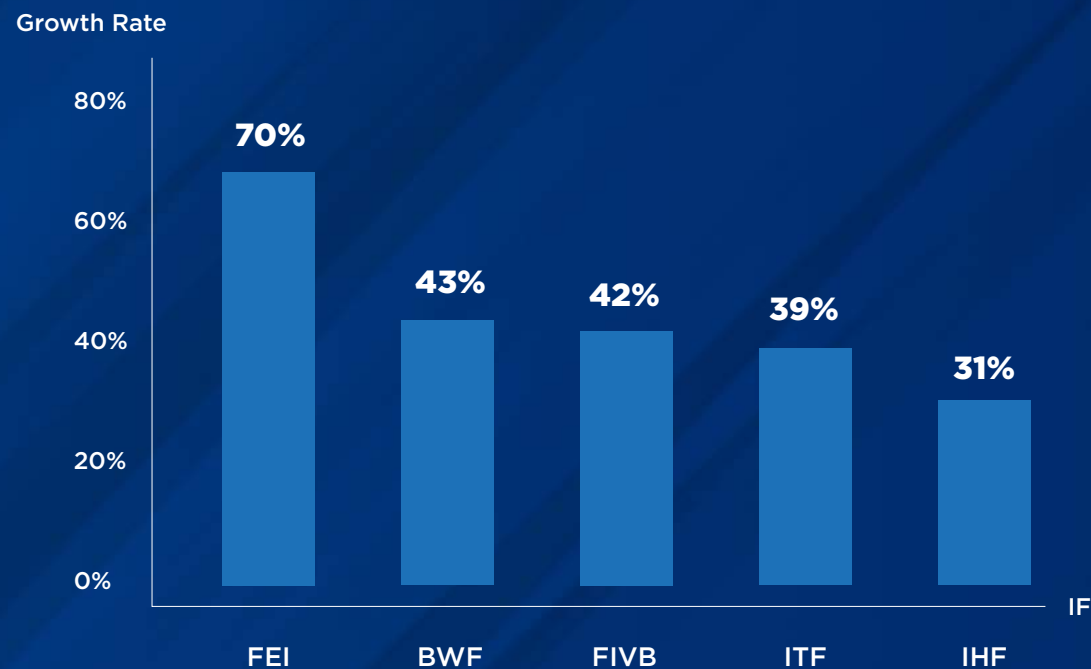
IFs with World Championships every 4 years experienced an average growth rate of **18%**

Followed by **Tier D**  
Summer IFs with a growth rate of **16%**

IFs with annual World Championships saw a growth rate of **9%**

# FEI INCREASED ITS NUMBER OF FANS BY 70%

## Growth Rate by IF



### FEI gained 613k new fans

A 70% growth rate — higher than any other higher IF — due to discipline-specific pages and data-driven creative campaigns at key equestrian events

### FIVB attracted 525k new fans

A growth rate of 42% — 3rd highest — with June accounting for 32% of total growth due to the 2nd edition of Men's and Women's 2019 FIVB Volleyball Nations League

### FIBA amassed 2.3m new fans

The 2019 FIBA Basketball World Cup's opening week in September resulted in FIBA's largest weekly increase

# 10 WAYS TO ENGAGE FANS ON FACEBOOK



**Live coverage**

**Inspirational stories**

**Track / arena / stadium guides**

**Athlete interviews**

**Memes**

**Winning moments**

**Award ceremonies**

**Record-breaking moments**

**Awareness campaigns**

**Compilation videos**

“

*We took learnings from 2018 to better adapt our content and strategy to the needs of each audience.*

*Strong results showed the positive impact on our reach and engagement with the target audience; this gave impetus to a continued focus on agile content development.*

*Combined with a focused paid strategy, we achieved strong follower growth and audience engagement throughout 2019. We built on the year-on-year success of new pages and paved the way to expansion onto other platforms.*

”

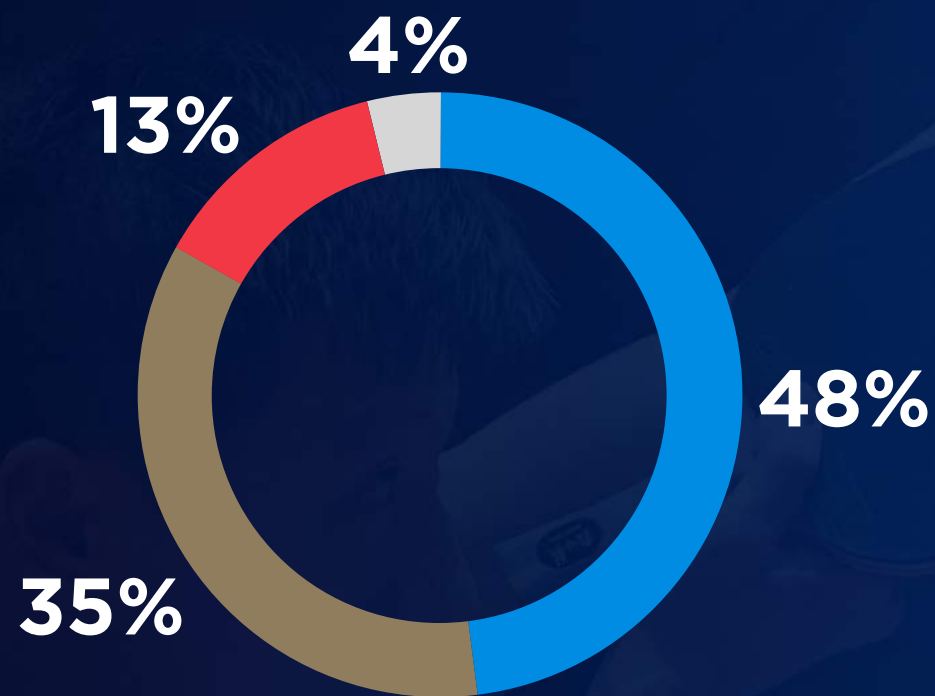
**Alice Permain**

Sports Content Manager, Broadcast & Digital

FEI

# IFS POSTED AN AVERAGE **2.8X** PER DAY

## Posts by Type



- Video
- Photo
- Link
- Other

**48%** of posts were video

**35%** of posts were photo

**51%** of content produced by Summer IFs was video

**37%** of content produced by Winter IFs was video

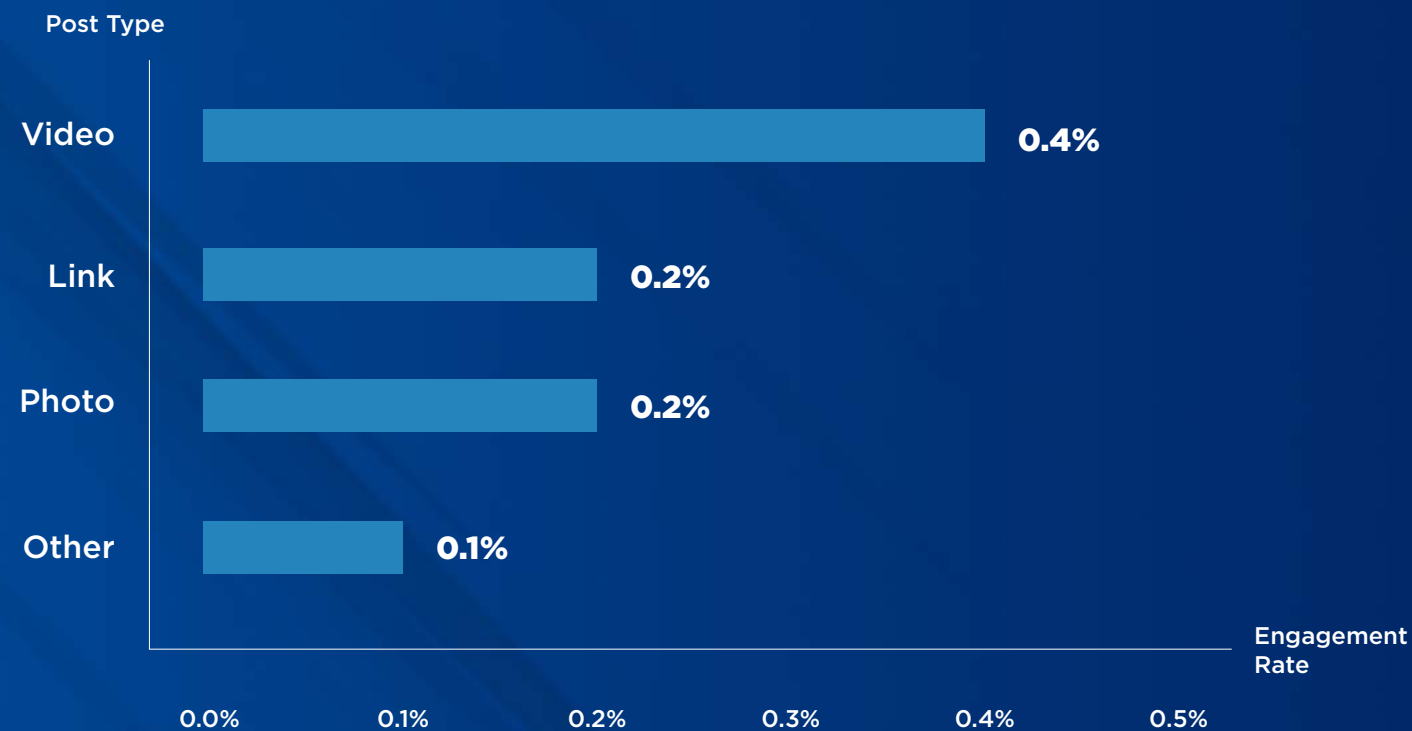
Summer IFs posted **2.8x** per day

**12%** more than Winter IFs, who posted 2.5x per day

ITTF posted **8.6x** per day more than any other IF with frequency spiking at the 2019 World Table Tennis Championships in April

# VIDEO WAS KEY TO ENGAGING FANS

### Engagement Rate by Post Type



**0.4%** average engagement rate of posts with video  
0.2% higher than posts without video

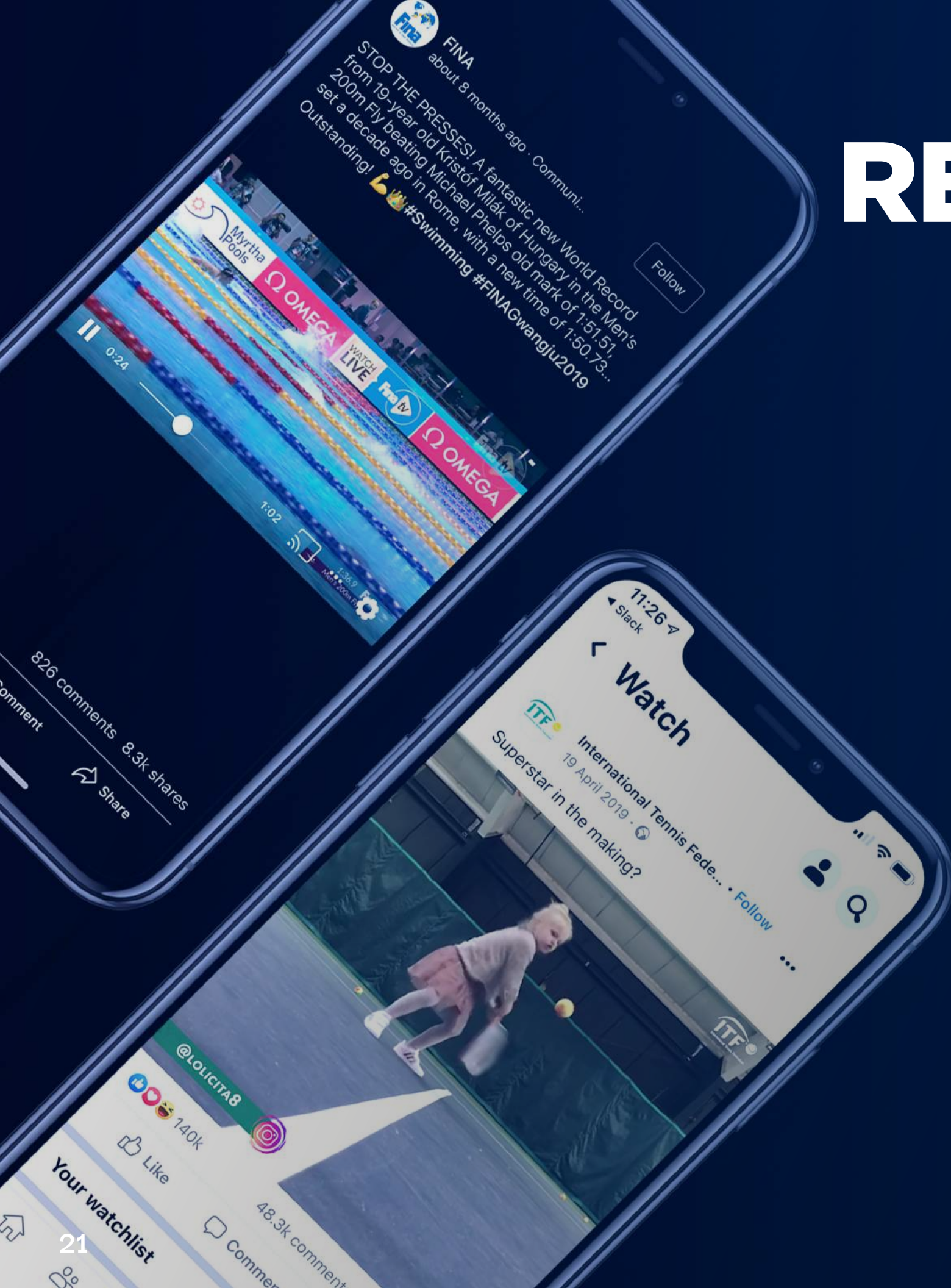
**0.5%** engagement rate on content posted by Winter IFs  
0.2% higher than posts by Summer IFs

# REACTIONS DOMINATED ENGAGEMENT

**87%** of engagements are Reactions  
Followed by Shares (9%) and Comments (4%)

**10%** of ITF's engagements were Comments  
More than any other IF, partly due to one video generating 48k comments

**11%** of FINA's engagements were Shares  
More than any other IF, and was a result of viral world-record videos from the 2019 FINA World Aquatics Championships



# FACEBOOK ACCOUNTED FOR OVER 2BN VIDEO VIEWS

**88%** of views (1.8bn) from owned videos and 12% of views (255m) from shared videos

**Winter IFs** had a greater reliance on shared videos with shared videos totalling 14% of their total video views (11m) but only 6% for Summer IFs (243m video views)

**Tier B** IFs generated **110k** views per video More than any other Tier and followed by Tier C IFs with an average of 61k views per video

Average Views per Video by Olympic Tier



# FIBA GENERATED 31% OF ALL VIDEO VIEWS

FIBA's **22k** videos generated **631m** views across its Facebook pages

FIBA's 3x3 page featured a meme with the Serbian Basketball player Dušan Bulut that generated 195m views

The Rugby World Cup page generated **52%** of its total video views during the 2019 tournament

The page's mix of content — including players embracing new cultures, match highlights and emotive clips — resulted in a total of 140m video views





# FIBA INSIGHTS

## FACEBOOK IS A CENTRAL PART OF FIBA'S DIGITAL ECOSYSTEM



**José Pages**

Digital Content Manager Europe  
FIBA

Facebook is the bulk of our audience outside China. It's the bread and butter of our social media distribution chain and where we reach our biggest numbers.

### **Who is your most highly engaged audience on Facebook?**

Asia in general is still very Facebook-centric (outside of China obviously, and Japan). A majority of our audience are avid basketball fans from the Asia-Oceania region.

### **How do you balance video content between Facebook and YouTube?**

YouTube used to be the place where we put all long-form content; Facebook was where we placed visuals and short videos. Nowadays, with the introduction of Facebook Watch, our approach to the two platforms has become more similar with the posting of long-form content. Livestreaming (non-sold properties) is also an important feature of both platforms.

### **What role does video play in your Facebook content strategy?**

A dominant one — the vast majority of our content is video.

### **What video metrics do you look at?**

Views, engagement and overall interactions.

### **What type of video does your audience engage with most on Facebook during event-time?**

It used to be 'spectacular' plays. Now it's player and game highlights or mainstream/feel-good moments not necessarily directly related to basketball.



## How did you use video to engage your audience on Facebook during the 2019 FIBA Basketball World Cup?

To showcase the best moments of the competition and paint a picture of FIBA Basketball World Cup heroes.

## What learnings will you implement for Tokyo 2020 to engage new fans in basketball?

The Olympics are a bit tricky — not being allowed to use video content can prove quite a challenge. We will use beautiful static imagery to promote our sport to a wider audience and take the opportunity to feature some of the biggest overall stars of the Games.

## What type of video does your audience engage with most on Facebook outside of event-time?

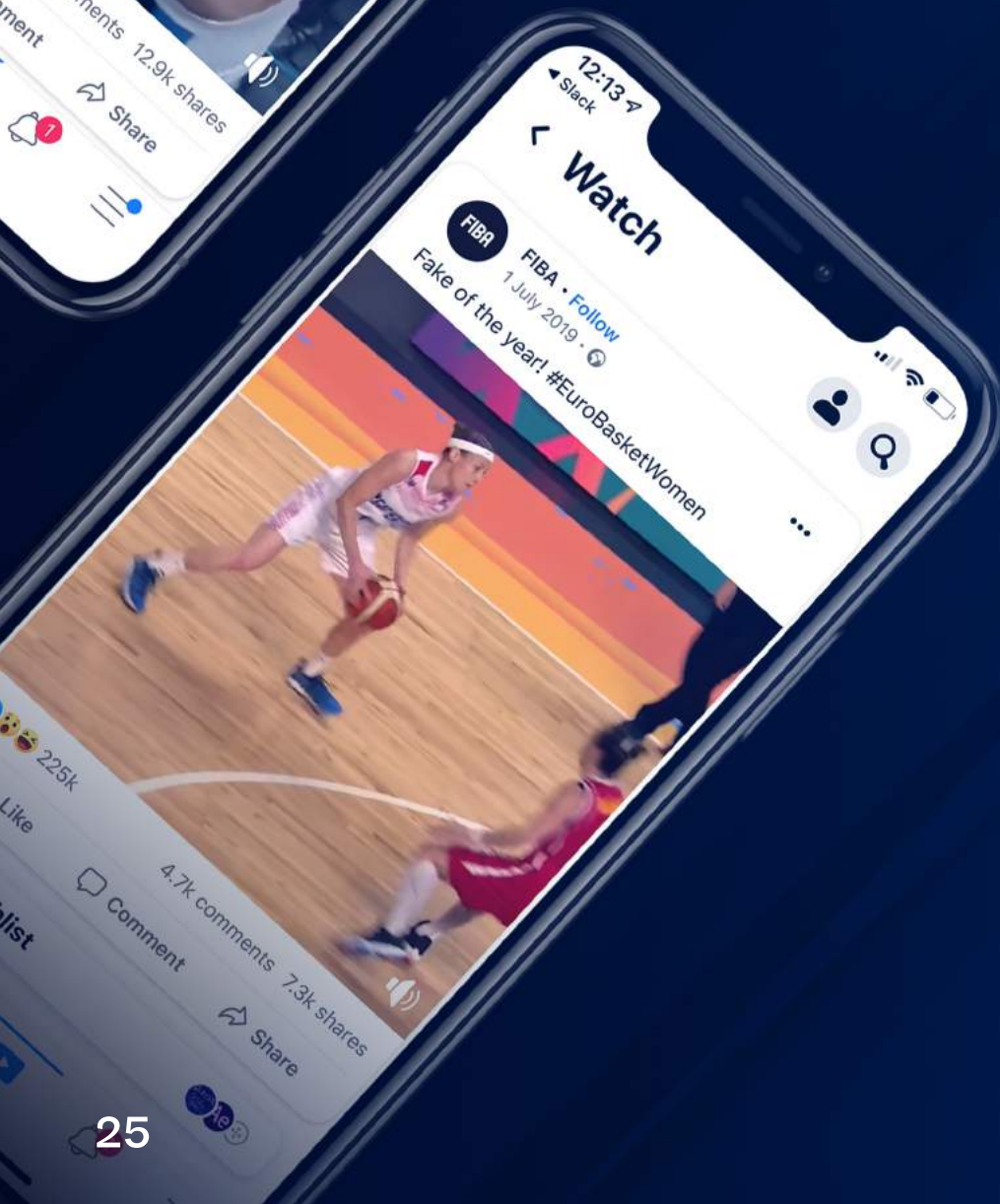
Timeless content / archive footage from previous events or from basketball's stars tend to be most popular. Impressive and out-of-the-ordinary user-generated content also does well.

## What are the main challenges you face with video?

Producing a large number of videos to stay ahead of the curve requires additional work and more attention to detail than, for example, using pictures or link posts. Focusing on video slightly shifted the way we worked as we had to take on more freelancers capable of editing videos or following the Games.

## What are your objectives for video in your 2020 Facebook strategy?

To keep increasing our numbers, although it might be difficult to reach 2019's metrics without a World Cup this year.





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# INSTAGRAM

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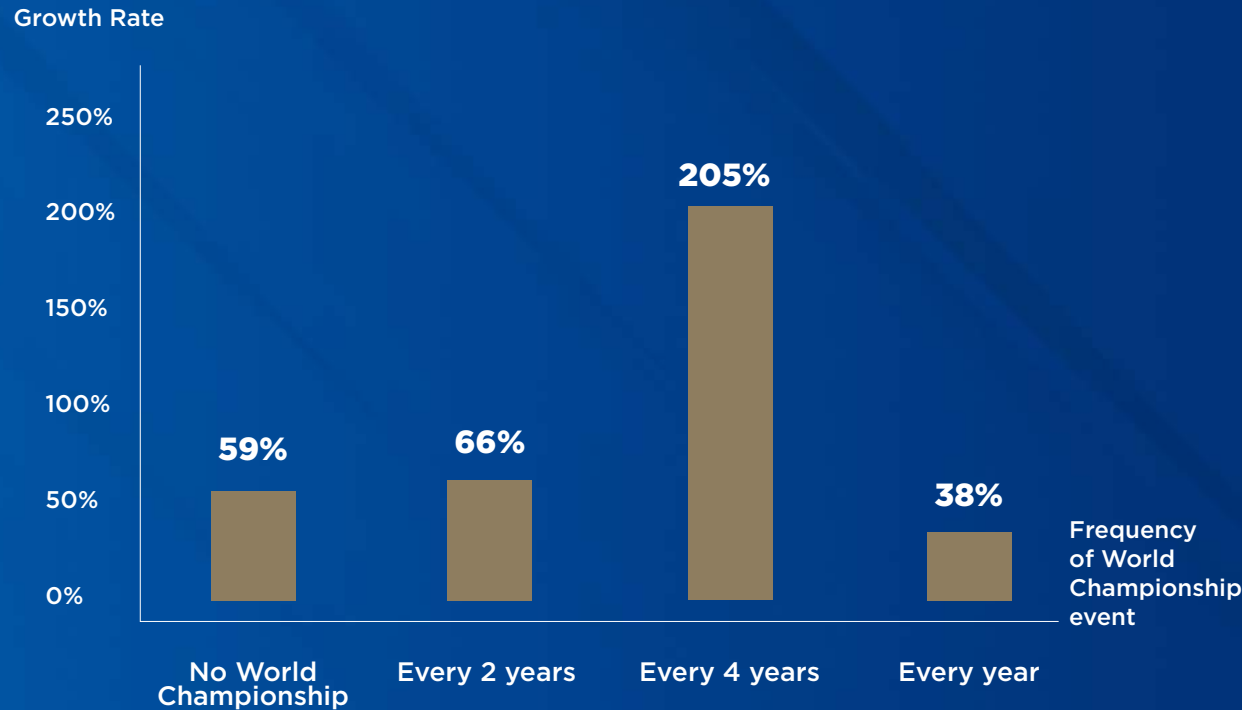
# TOP 10

INTERNATIONAL FEDERATION		2020	2019	CHANGE	
<b>WR</b>	World Rugby	1	3	2	▲
<b>FIBA</b>	International Basketball Federation	2	2	0	-
<b>FIVB</b>	International Volleyball Federation	3	6	3	▲
<b>World Athletics</b>	World Athletics	4	4	0	-
<b>FIFA</b>	International Federation of Association Football	5	1	4	▼
<b>BWF</b>	Badminton World Federation	6	-	-	-
<b>UWW</b>	United World Wrestling	7	5	2	▼
<b>AIBA</b>	International Boxing Association	8	33	25	▲
<b>FINA</b>	International Swimming Federation	9	15	6	▲
<b>ITTF</b>	International Table Tennis Federation	10	10	0	-

# SUMMER IFS EXPERIENCED

# A GROWTH RATE OF **77%**

## Growth Rate by World Championship Event



Winter IFs growth rate **40%**

IFs with World Championships every 4 years had average growth rate of **205%**

This is partly a result of WR's growth rate of 603% and FIBA's growth rate of 119%

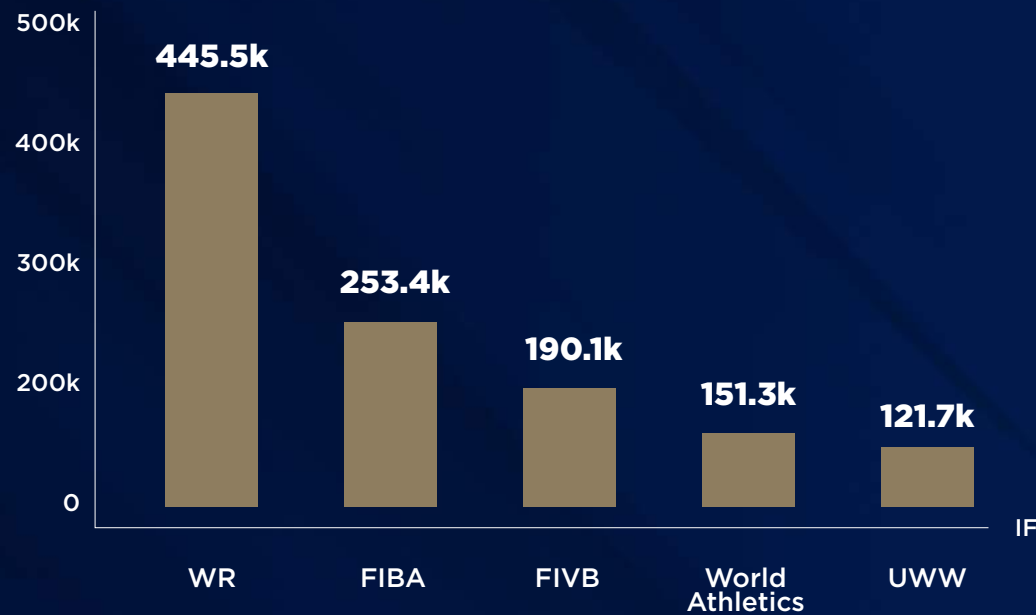
IFs with World Championships every 2 years averaged **61k** new fans

this was 1.8x higher than IFs with an annual World Championships, which averaged 33k new fans

# FIFA ATTRACTED 4.4M NEW FANS - MORE THAN ANY OTHER IF

## Growth by IF\*

Follower Growth



FIFA had growth rate of **36%**

Contributing factors included the FIFA Women's World Cup, nominees for the FIFA Puskás Award and The Best FIFA Football Awards

Rugby World Cup page saw number of fans grow by **22%** during the tournament's opening two weeks

**22k** new fans were generated on the tournament's 2nd day when New Zealand played South Africa

AIBA had 2nd highest growth rate with **69k** new fans  
30% of their new fans came during the 2019 AIBA World Boxing Championships

\*Please refer to Fig.1 in Methodology

# CAROUSEL POSTS HAD HIGHEST ENGAGEMENT RATE ON INSTAGRAM

Carousel posts accounted for **25%** of all posts — an increase of 17%

**1.7** average number of carousel posts per day  
6% increase

**69%** average growth rate  
47% average growth rate in 2018

**6k** engagements per post  
3% increase

**3.5%** average engagement rate  
No change

**26** IFs used IGTV  
an increase of 13, with BWF posting 356 times (more than any other IF) which represented 26% of their total content



# 10 WAYS TO ENGAGE FANS ON INSTAGRAM

**Emotion**

**Inspire**

**Humour**

**International awareness days**

**Social media trends**

**Short highlights**

**User-generated content**

**Influencers**

**Pop culture / memes**

**Infographics**



“

*FIS is fortunate to have a sport that produces spectacular and unique visuals which is very well suited to Instagram.*

*We always try to ensure that our posts are eye-grabbing, which makes our followers stop scrolling through their feeds to have a closer look at our posts, which ultimately drives engagement and helps further promote skiing.*

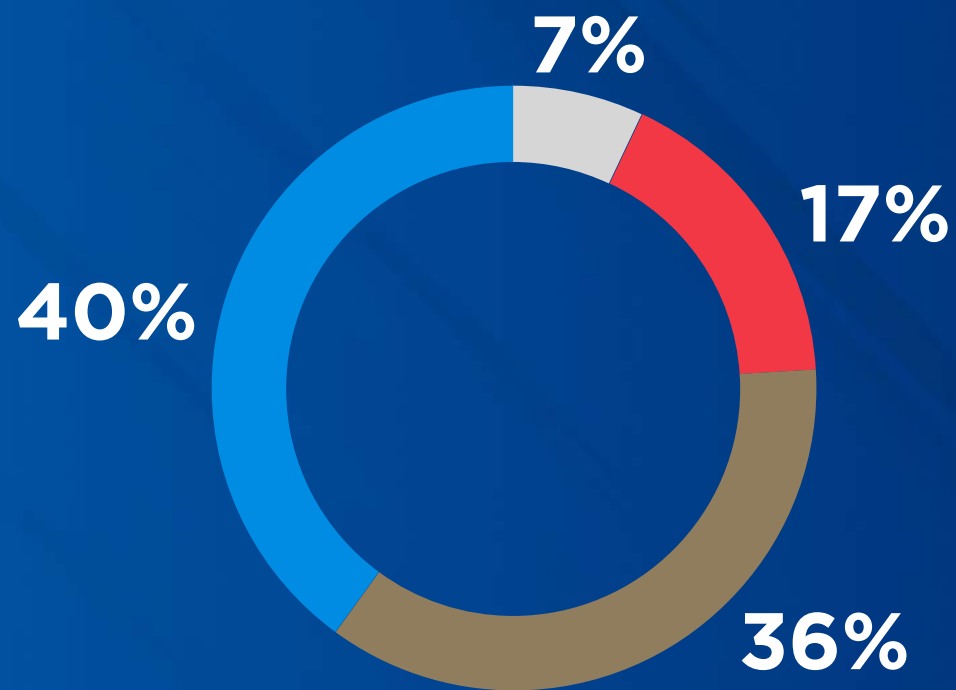
”

Jenny Wiedeke  
Communications Manager  
FIS



# VIDEO REMAINED THE MOST POPULAR FORMAT

Posts by Type



- Video
- Photo
- Carousel
- IGTV

**40%** of Instagram posts were video

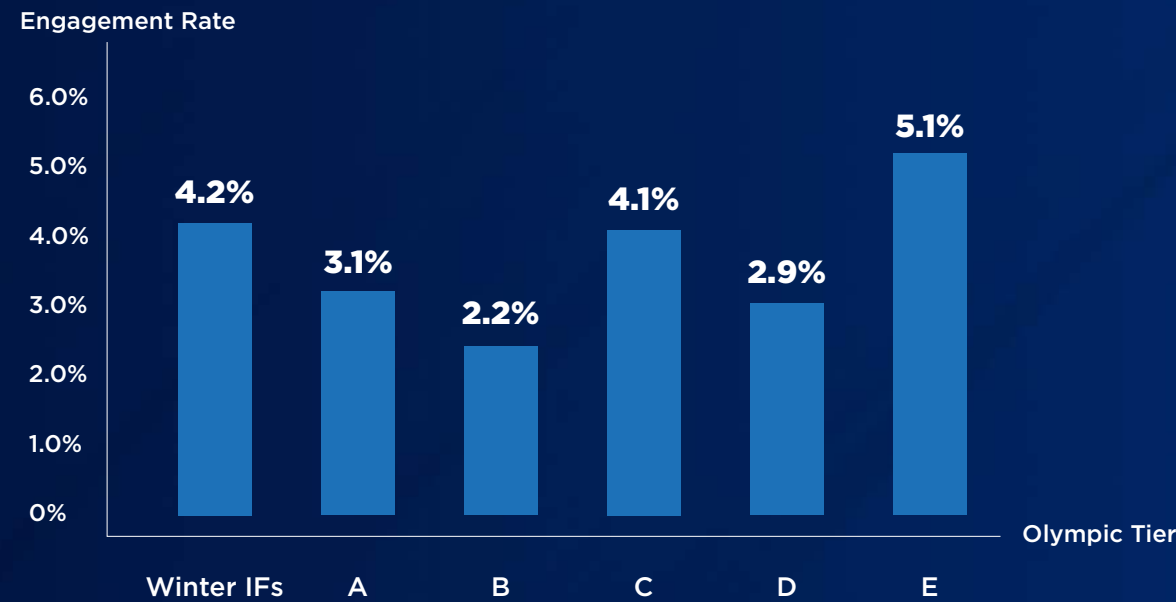
**43%** of Winter IF posts were photos  
34% of Summer IF posts were photos

Summer IFs posted **1.9x** per day  
36% more than Winter IFs who posted 1.4x per day

ITTF posted **8.6x** a day — more than any other IF  
Frequency spiked during the ITTF World Tour and the 2019 Pan American Games in August

# TIER E IFS ACHIEVED HIGHEST AVERAGE ENGAGEMENT RATE

## Engagement Rate by Olympic Tier



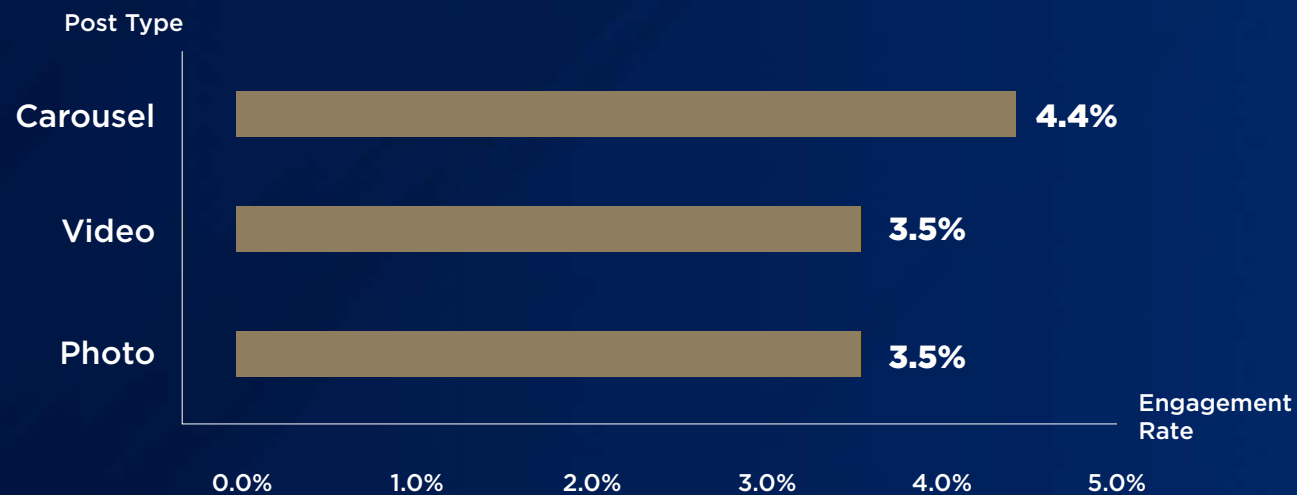
Tier E IFs had the highest average engagement rate **5.1%**

Followed by Winter IFs with an average engagement rate of **4.2%**

Summer and Winter IFs had an average engagement rate of **4.4%** on Carousel posts

All other content averaged an engagement rate of **3.5%**

## Engagement Rate by Post Type



IFs with World Championships every 2 years had an average engagement rate of **4.0%**

IFs with annual World Championships generated an engagement rate of **3.8%**

# CAROUSELS AND PHOTOS ACHIEVED MORE ENGAGEMENTS THAN VIDEO POSTS

**95%** of all engagements were on posts by Summer IFs  
3.4x more engagements per post than Winter IFs

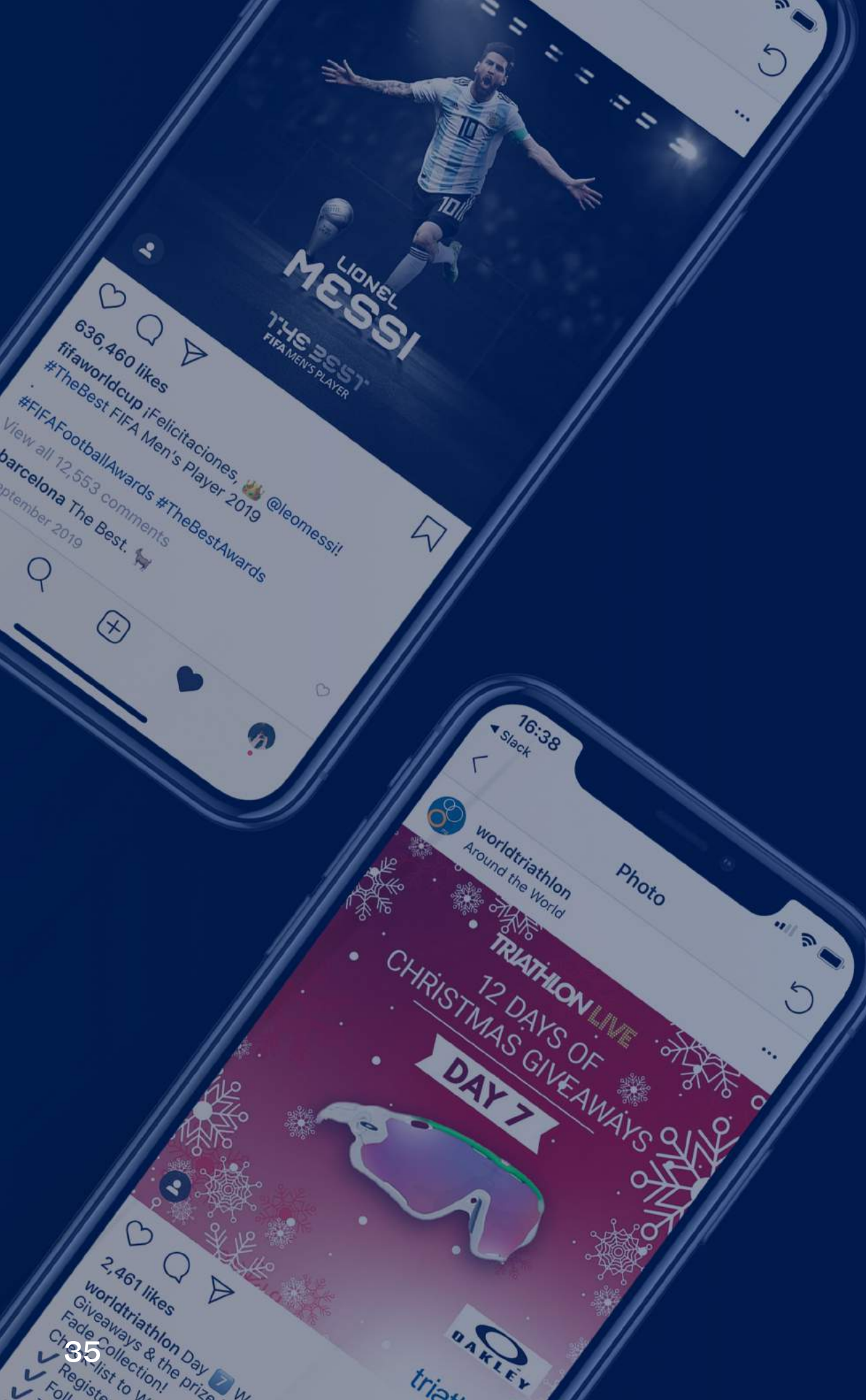
Tier B IFs generated an average of **2.8x** more engagements per post

**46.9m** engagements generated by WR

### Engagements per Post



# ENGAGEMENTS



**ITU** generated the highest proportion of Comments compared to Likes, partly due to ITU's '12 Days of Christmas Giveaways' where fans tagged friends to enter

**FIFA's** most popular content was dominated by The Best FIFA Football Awards 2019  
 Its top 3 pieces of content (i) The Awards' shortlist (ii) Awards Finalists (iii) Winners Announced

**WR** achieved the 3rd highest number of Comments  
 Content from the Rugby World Cup Final generated the most engagements, however 3 of the top 5 posts by Comments were reactions to the nominees for the WR Annual Awards

# BWF CAPITALISED ON IGTV

**BWF** created the most content for IGTV

BWF's total views on IGTV reached 13m — 40% of BWF's total video views on Instagram

Summer IFs generated **6.2x** more video views than Winter IFs  
 Tier B and Tier E IFs generated 2.9x more video views than average

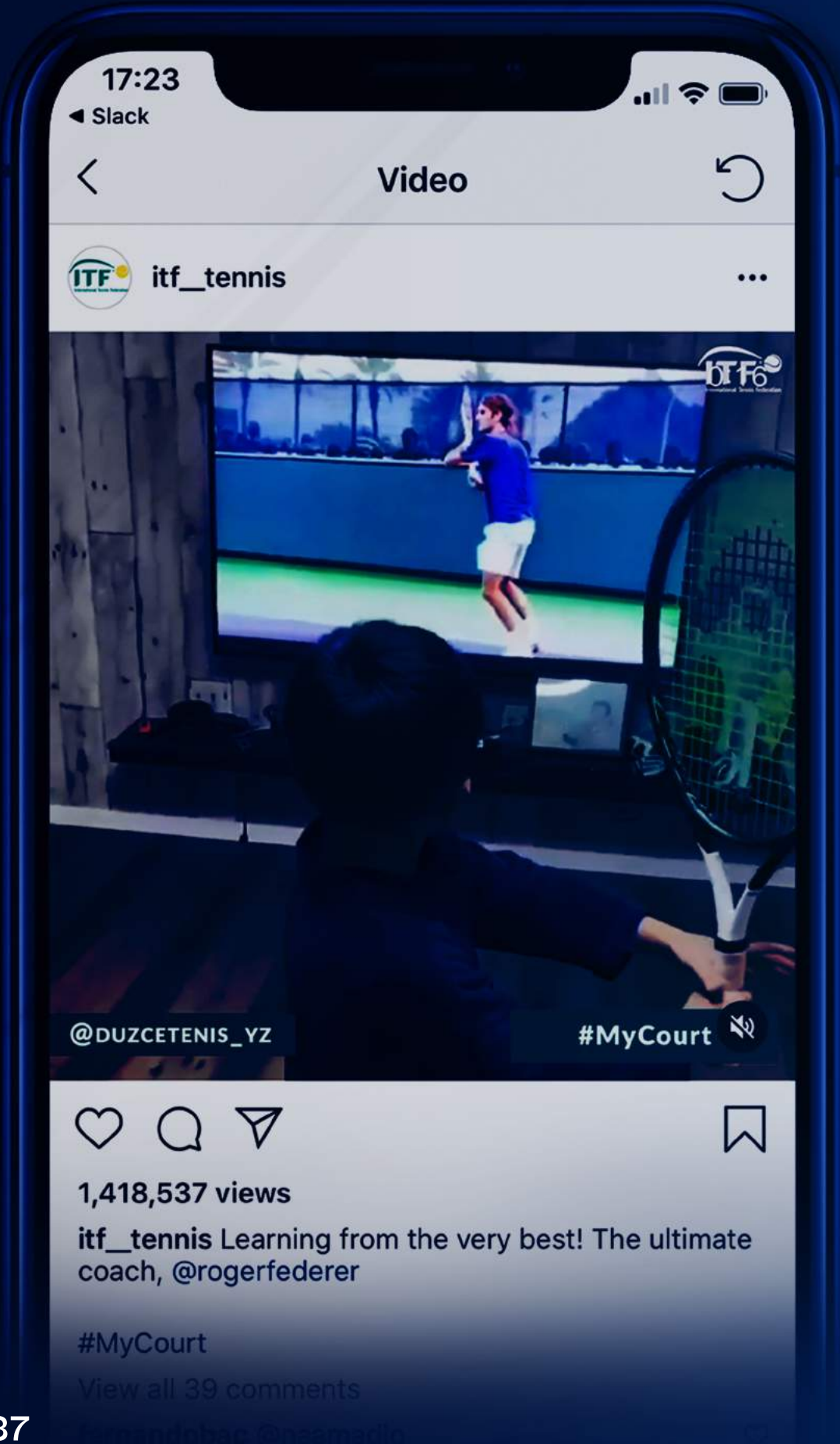
Video views on Instagram exceeded **900m**

4 IFs generated over 100m video views:  
 FIFA (206m); WR (186m); FIBA (123m); FIVB (122m)

## Video Views by IF



# ITF MADE THE MOST OF ITS BIGGEST STAR



## ITF'S #MyCourt campaign went viral

One video featuring a young athlete watching — and learning from — Roger Federer has over 1.4m views

FIS accounted for **38%** of all Winter IF video views

December-March made up 73% of FIS' total video views, highlighting the challenge of creating content all year round

## FIVB created the most videos

with their 2k videos generating 118m views — the 4th highest number of views

# WR INSIGHTS

## MAKING THE MOST OF INSTAGRAM'S THREE CHANNELS



**James Bass**

Social Media Manager  
WR

Instagram is one of social media's most versatile platforms.

It offers 3-platforms-in-1 with (1) a main feed (2) Instagram Stories and (3) IGTV. This versatility presents both opportunities and challenges. When planning our content, how can we best divide it between the three platforms?

Here's our approach...

### **1. Instagram main feed: Timeless content**

We don't use the Instagram main feed to post real-time match updates. Our feed is a place to tell stories and display key art — it needs to feel timeless.

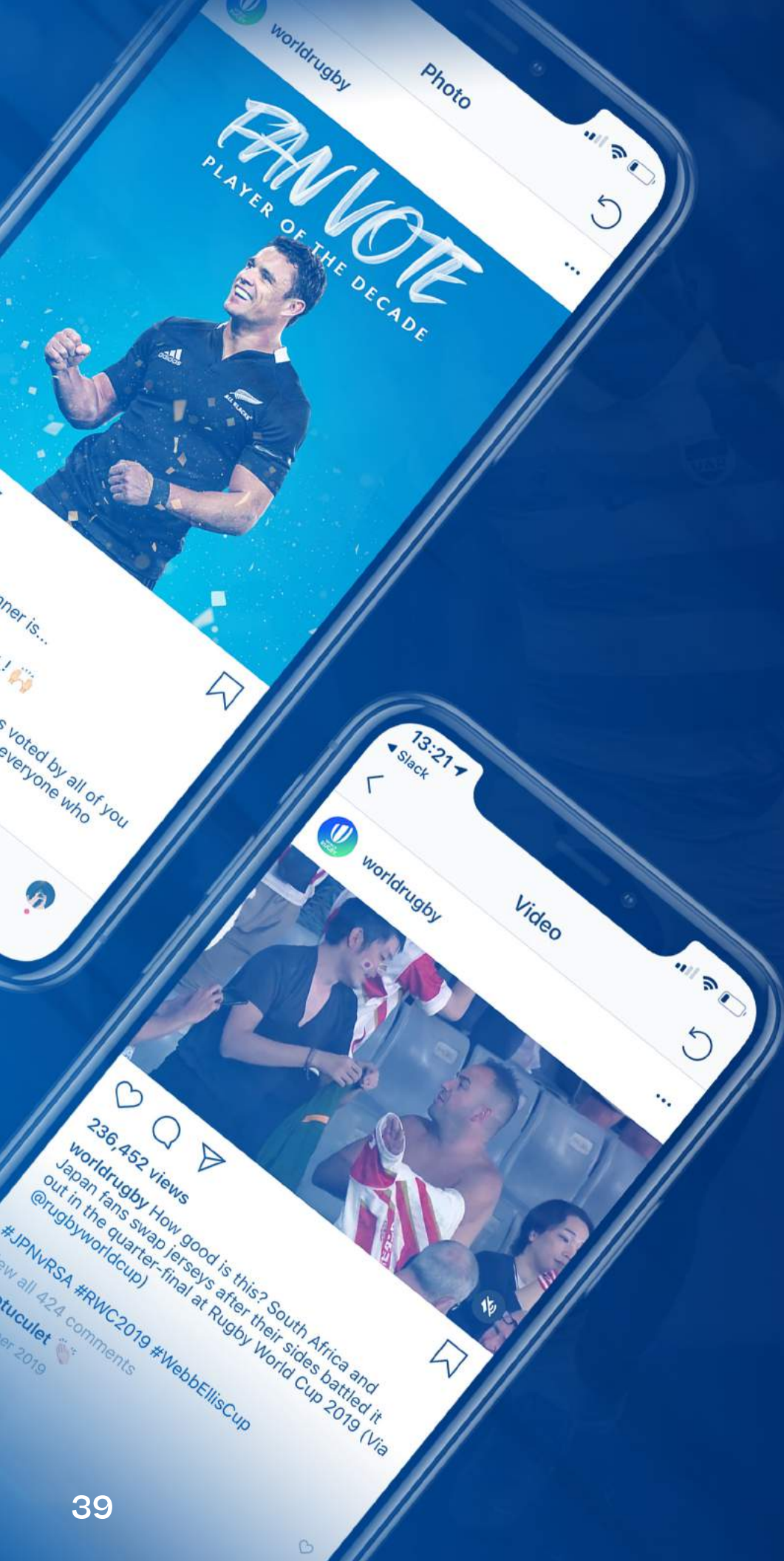
Content that works really well isn't always tournament specific — value-led content also hits the mark and taps into the World Rugby ethos: e.g. Players interacting off the pitch, sharing a beer and swapping shirts.

### **2. Instagram Stories: Player-led content**

Instagram Stories is predominantly about behind-the-scenes content during events. The ultimate insight for fans? Putting the phone into a player's hands and letting them take over. This tactic drives high engagement and creates content we can't get from anywhere else.

The recent Rugby World Cup is a great example of this approach in action — especially as in Japan players are treated more like the sort of superstars associated with the NBA and NFL. Forget graphical templates. Hearing from a winning captain immediately after a game is the best way to convey emotion and atmosphere; it breaks down barriers between World Rugby followers and players — strategically that's the sweet spot!

Using voting mechanisms is also a real driver of engagement — especially when there isn't a current match or tournament. For example, our successful knock-out at the end of 2019 led to fans choosing New Zealand's Dan Carter as fans' player of the decade.



### 3. IGTV: Long-form content

IGTV is our YouTube equivalent for long-form content. We include highlights and coverage from press conferences — and at our top-level tournaments we always apply subtitles in multiple languages to give fans the best possible user experience.

### A final thought: Optimising resource to achieve full impact

We put heavy emphasis on multi-language content. Growing our four core language channels — English, Spanish, French and Japanese — is a key World Rugby objective.

Four languages, three Instagram platforms, different tournament accounts... it all becomes a pretty big pull on resource!

We meet regularly with our social community managers based in the UK, Argentina, France and Japan. These experts work closely with camera operators and content production agencies to create bespoke content from live events.

During Rugby World Cup 2019, tournament-specific content sat predominately on the Rugby World Cup account. Additional content giving in-depth insights into the players sat on the World Rugby account. And sometimes, to manage the challenge of serving content to fans across different time zones, we'd duplicate content on both accounts at different times.

Always at the forefront of our mind? 'How can we localise this?' Think 4 languages, not 1.





**TWITTER**

# TOP 10

INTERNATIONAL FEDERATION		2020	2019	CHANGE	
<b>BWF</b>	Badminton World Federation	1	1	0	-
<b>FIBA</b>	International Basketball Federation	2	3	1	▲
<b>ISU</b>	International Skating Union	3	2	1	▼
<b>WR</b>	World Rugby	4	7	3	▲
<b>FIVB</b>	International Volleyball Federation	5	8	3	▲
<b>ITTF</b>	International Table Tennis Federation	6	6	0	-
<b>UCI</b>	International Cycling Union	7	4	3	▼
<b>FIFA</b>	International Federation of Association Football	8	5	3	▼
<b>World Athletics</b>	World Athletics	9	11	2	▲
<b>FINA</b>	International Swimming Federation	10	14	4	▲

# IFS EXPERIENCED

## DOUBLE DIGIT GROWTH

**5.6** average number of daily tweets

Down from 5.8 tweets per day

**17%** average growth rate

16% average growth rate in 2018

**0.2%** average growth rate

No change

**105** engagements per tweet

24% increase

Retweets account for

**24%** of all engagements

Video or image feature in

**65%** of all tweets

62% increase

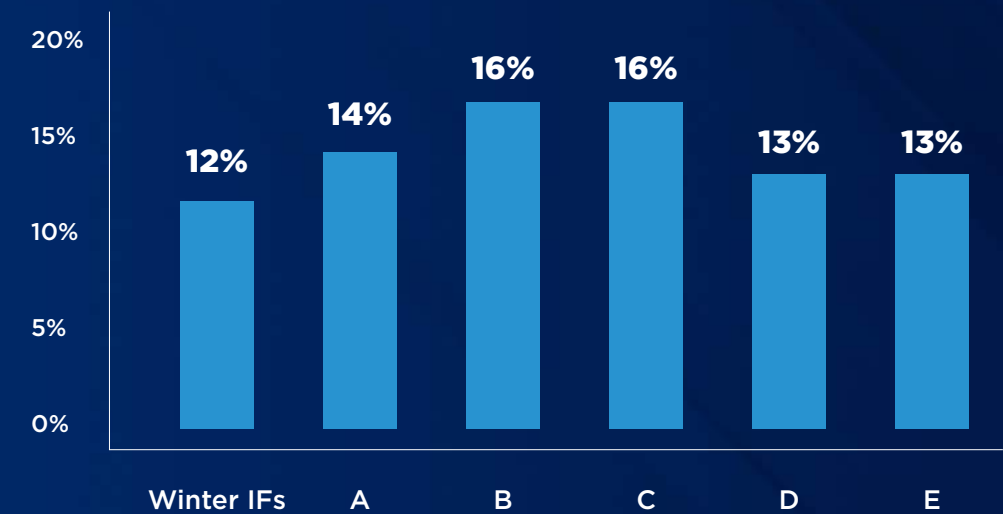
# SUMMER IFS TWITTER GROWTH OUTPERFORMED THEIR WINTER COUNTERPARTS

Summer IFs saw **10.3x** more growth on Twitter than Winter IFs

Tier B and Tier C IFs experienced highest growth rate – **16%**  
 Followed by Tier A IFs with growth rate of **14%**

**20%** growth for IFs with World Championships every 4 years  
 8% growth for IFs without quadrennial World Championships

Growth Rate by Olympic Tier

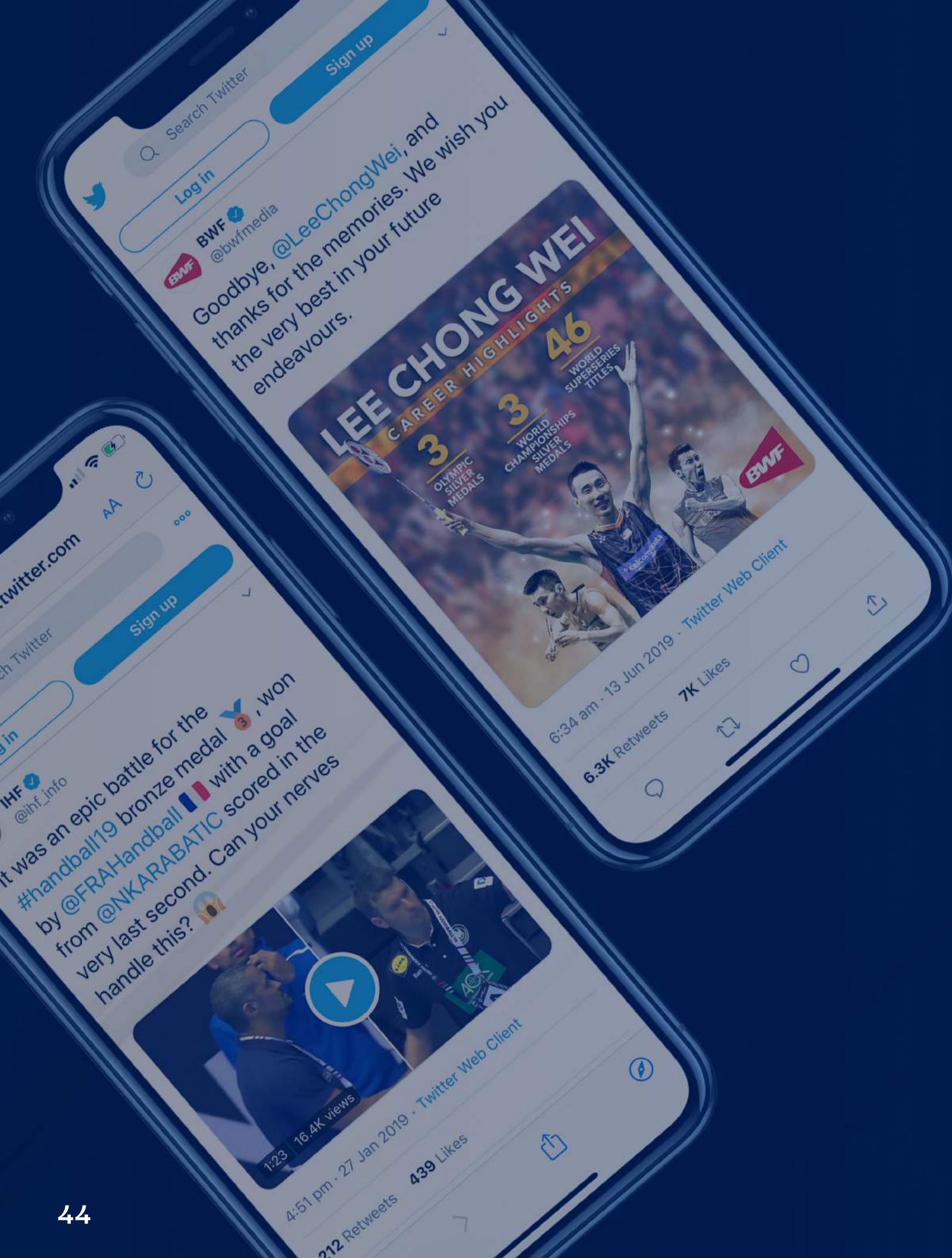


# THE KEY TO GROWTH? MORE CONTENT

**IHF** experienced the highest growth rate  
IHF had a growth rate of 56%, with content production peaking at 68 tweets per day during January's 2019 World Men's Handball Championship

**BWF** saw 2nd highest growth rate on Twitter  
BWF saw its growth on Twitter jump 38%, experiencing substantial growth during months with a high volume of fan retweets

**ISU** was the Winter IF with the highest growth rate  
ISU had a growth rate of 22%, with content production peaking at 19 tweets per day during March's 2019 World Figure Skating Championships



# 10 WAYS TO ENGAGE FANS ON TWITTER



“

*Current, easy to share, snackable content is at the core of the International Skating Union's strategy.*

*We increased our output especially in video form on all social media platforms during the 2019/20 season.*

*Twitter enables us to expand and amplify our reach among a large and organic target audience.*

*Providing 'backstage access' to major events and featuring our sport's superstars lies at the core of our success on Twitter.*

”

**Andrés Duran**

Digital Communications Coordinator

ISU

**Birthday messages**

**Short highlights**

**Athlete interviews**

**Fixture announcements**

**Score updates and results**

**World ranking updates**

**Throwback video**

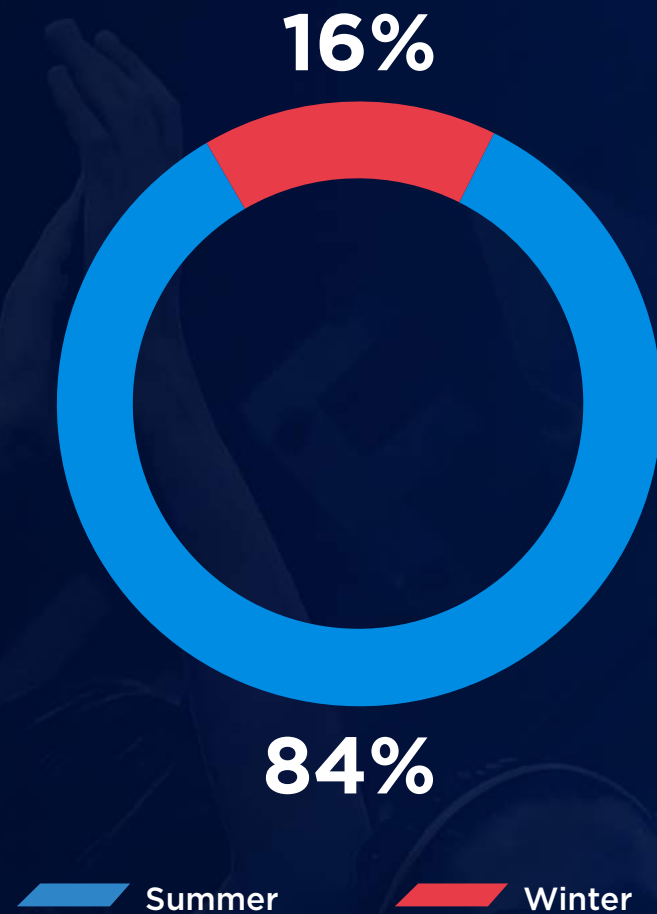
**Award ceremonies**

**Humour**

**Record-breaking moments**

# IFS TWEETED AN AVERAGE OF **9.8** PER DAY

## Tweets



Summer IFs tweeted **1.3x** more than Winter IFs per day

IFs tweeting the most included **FIFA, FIBA, WR, FIVB**  
The IFs tweeting the most govern sports that are more receptive to in-play commentary and updates

FIFA Women's World Cup page posted **37%** of tweets during the tournament  
Video or photo was included in 69% of 2.8k tweets posted during this period

Summer IFs produced **101.4k** tweets compared to 20.0k from Winter IFs

# ISU UTILISED STAR ATHLETES TO ACHIEVE HIGHEST ENGAGEMENT RATE

**Yuzuru Hanyu** mentioned in ISU's top 5 most engaging tweets  
 #FigureSkating featured in 85% of tweets, and half of tweets on the Figure Skating page used the Japanese flag emoji

**BWF** generated one of the highest engagement rates  
 BWF used Twitter to (i) generate conversation during live broadcasts and (ii) share athlete news outside of event-time





# FIFA GENERATED 806 ENGAGEMENTS PER TWEET

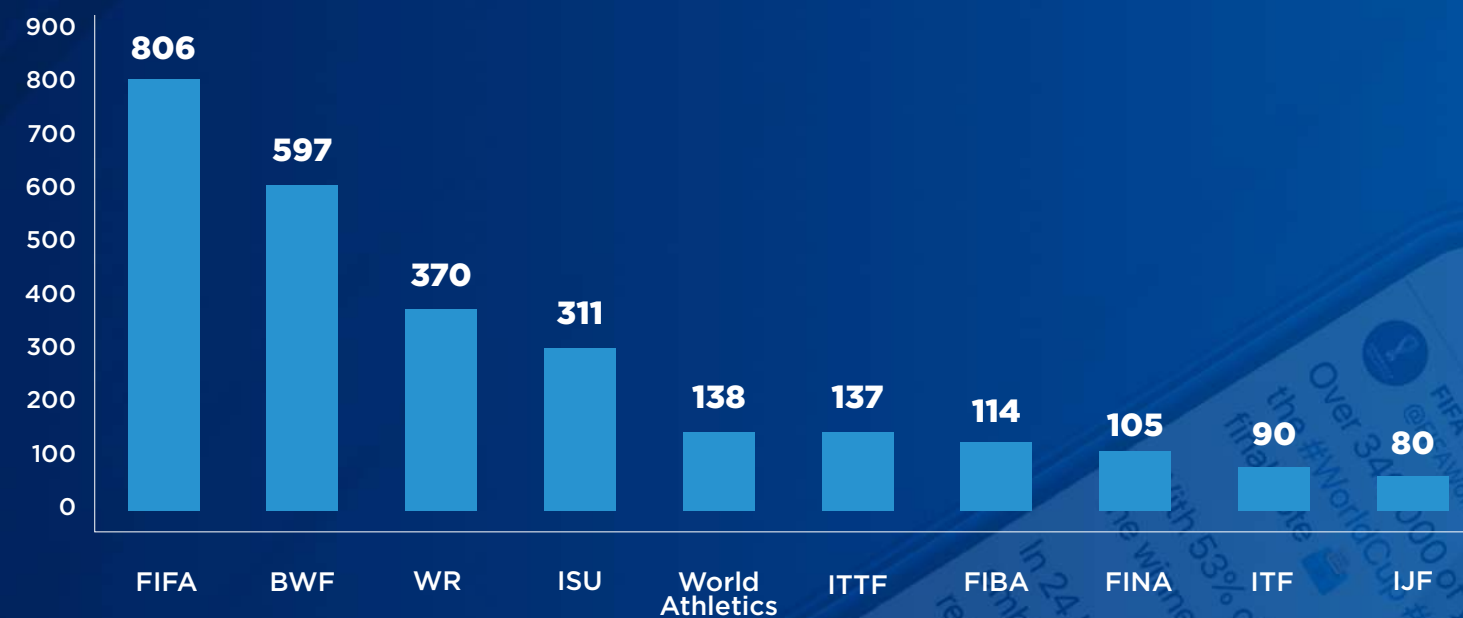
Emojis were included in over **90%** of the most popular 1k tweets  
 Emojis led to increased fan engagements and add personality

FIFA accounted for **42%** of all Twitter engagements  
 FIFA generated most of its 9.2m engagements across 3 highly followed accounts: (i) @FIFACOM (ii) @FIFAWWC (iii) @FIFAWorldCup

Over **340k** votes were cast for FIFA World Cup Emblem competition

The competition asked fans to vote for the greatest FIFA World Cup Official Emblem, and ran during the build-up to launching the Official Emblem for the FIFA World Cup Qatar 2020

Engagements per Tweet



# BWF GENERATED MORE RETWEETS PER TWEET THAN ANY OTHER IF

BWF generated **174** Retweets per tweet

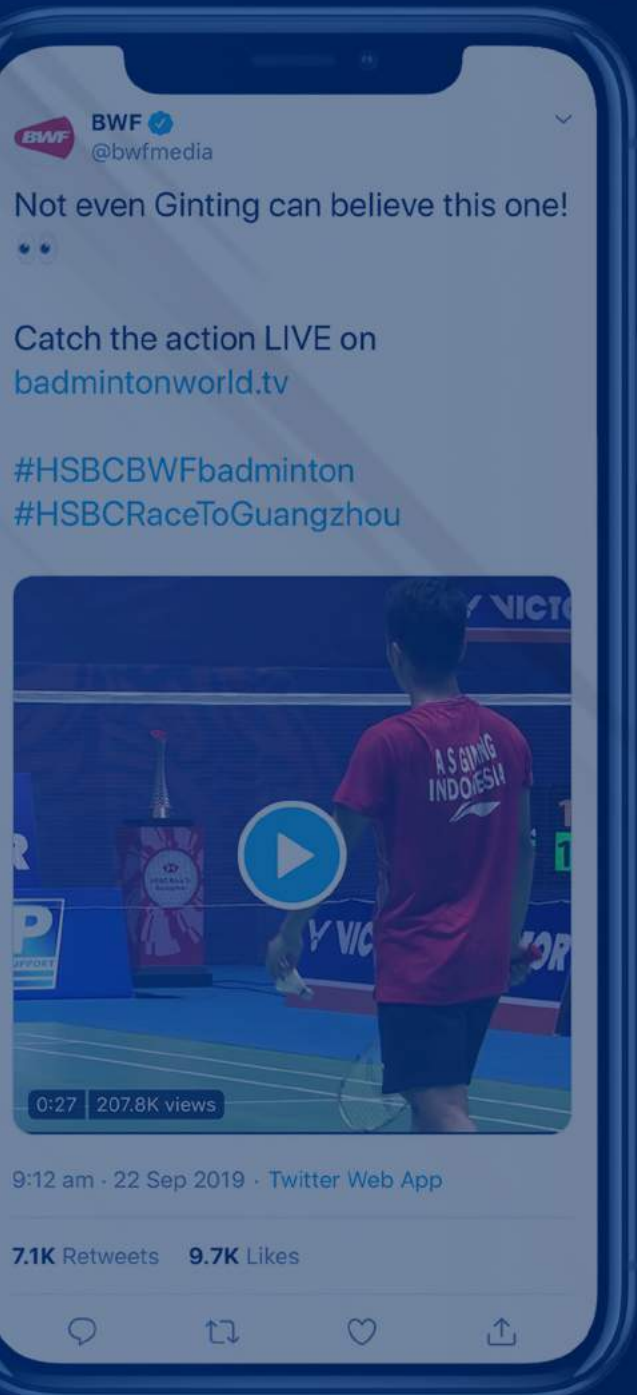
BWF capitalised on the World Mixed Team Championships to engage fans with a mix of (i) near live clips (ii) highlights and (iii) breaking news

**World Athletics** engaged fans through different types of emotive content

E.g: humorous highlight edits, voting in the Athlete Awards, inspirational stories featuring older athletes, and powerful moments displaying true sportsmanship

**FIBA** resonated with all ages and focused on regional tournaments

Basketball's global appeal is highlighted by Japan, Nigeria, Egypt and Spain all featuring in FIBA's most engaged with tweets



# BWF INSIGHTS

## BOOSTING ENGAGEMENT ON TWITTER



**Lloyd Green**

Communications and  
Media Manager  
BWF

Twitter is about immediacy and brevity.

Our Twitter coverage on @bwfmedia and @bwfscore therefore focuses on (i) Near Lives clips (ii) Highlights (iii) breaking news and lives scores and (iiii) results.

We find Twitter behaviour to be regional specific and always keep our strategy focused: live — near live — breaking — current news.

### Best practice for boosting engagement

Most of our video content is Near Live and Highlights, the best form of engagement is when fans become commentators and pundits.

Our fans often watch live, and Twitter enables them to become part of the conversation — agreeing or disagreeing with commentators on the live broadcast.

### Engaging fans during event-time

Our Near Live clips of epic rallies or key moments generate the most engagement and views. Badminton is an incredibly fast-paced sport so capturing these moments in bite-sized content works well!

While most fans follow individual athletes, Sudirman Cup — BWF's 10+ day World Mixed Team Championships — encourages national pride and enables friendly fan rivalries to play out on social media, particularly in Asia.

### Engaging new fans at Tokyo 2020

The Olympics is the pinnacle of our sport.

Not owning video rights during the Games requires us to focus on results and breaking-news. We're currently finalising our Tokyo 2020 Twitter Strategy and are excited to offer fans the most comprehensive Games coverage ever! One key area of focus? Convey the atmosphere and vibe from Tokyo to our fans around the world.

## Engaging fans outside of events

Badminton fans love badminton, so uploading archive content performs amazingly!

Latest athlete news also generates huge engagement during times when there isn't a live event.

Our recent and comprehensive content audit revealed fans want to connect with athletes on a more personal level, so over the last 6 to 12 months we've worked on a new digital content approach to maximise engagement outside of events. The new approach will impact the content across all social platforms and focuses on posting user-generated content from fans and athletes.

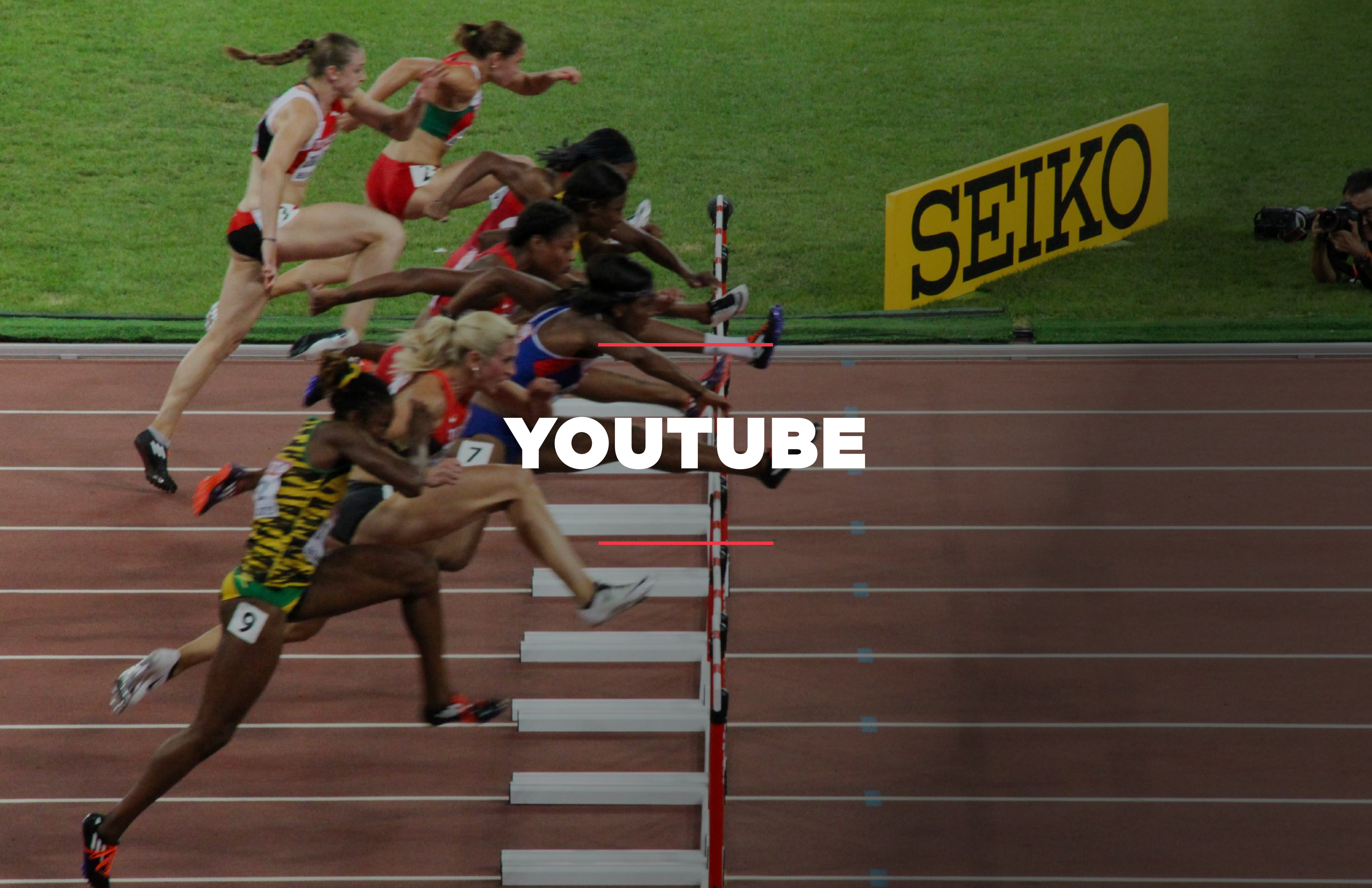
## Engagement challenges

Our biggest challenges include:

1. Customising Highlights and Near Live clips for Twitter (e.g. framing, length of video, cropping).
2. Creating content fans want — which requires an element of trial and error.
3. The high volume of new posts and consistent coverage is resource intensive.

## Engaging fans in 2020

Adding visuals to live scores on @bwfscore is our biggest challenge in 2020. We're therefore utilising the latest technologies to produce automated and real-time graphical overlay on live scores.



SEIKO

YOUTUBE

# TOP 10

INTERNATIONAL FEDERATION		2020	2019	CHANGE
<b>World Athletics</b>	World Athletics	1	4	3 ▲
<b>FIVB</b>	International Volleyball Federation	2	11	9 ▲
<b>WR</b>	World Rugby	3	8	5 ▲
<b>BWF</b>	Badminton World Federation	4	3	1 ▼
<b>FIFA</b>	International Federation of Association Football	5	1	4 ▼
<b>ITTF</b>	International Table Tennis Federation	6	6	0 -
<b>FIBA</b>	International Basketball Federation	7	5	2 ▼
<b>IJF</b>	International Judo Federation	8	7	1 ▼
<b>WA</b>	World Archery	9	13	4 ▲
<b>ISU</b>	International Skating Union	10	15	5 ▲

# YOUTUBE ENGAGEMENT RATE DOUBLED

**50%** average growth rate

38% average growth rate in 2018

**23k** views per video

26k views per video in 2018

**21%**

increase in number of videos produced

**13** IFs each posted over 500 videos

18% increase

**0.2%** average engagement rate

0.1% average engagement rate in 2018

**209** engagements per video

5% increase

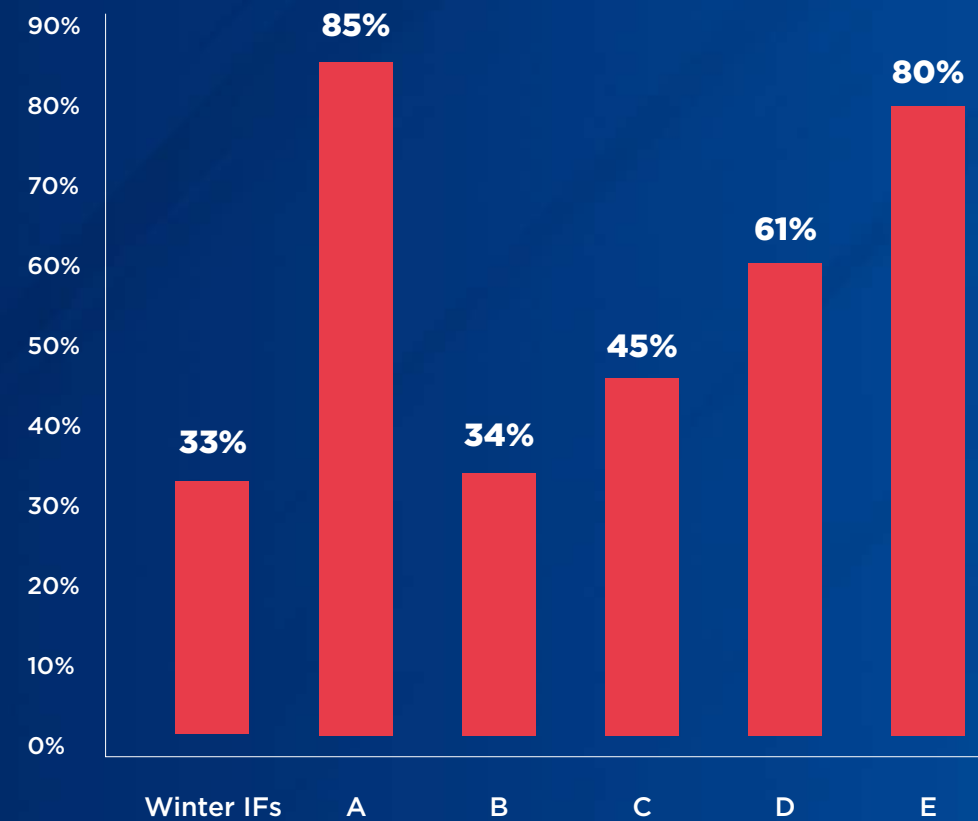
# TIER A IFS ACHIEVED HIGHEST AVERAGE GROWTH RATE

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Summer IFS experienced growth rate of **55%**  
Winter IFS saw growth rate of **33%**

Tier A IFS saw average growth rate of **85%**  
World Athletics experienced a growth rate of 147%

### Growth Rate by Olympic Tier





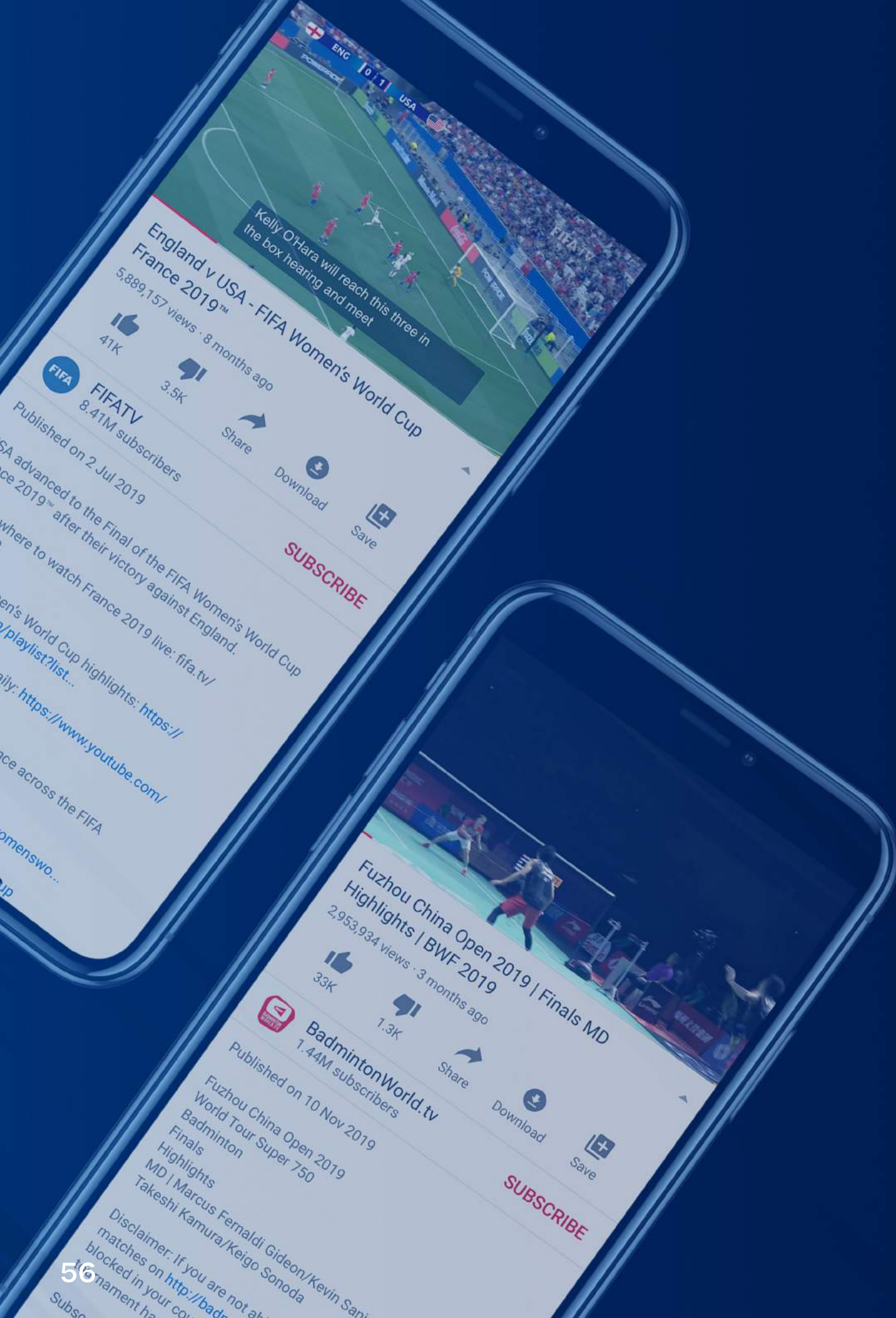
# IHF RECORDED HIGHEST GROWTH RATE

**FIFA** experienced largest growth in subscribers  
227k of FIFA's 885k new subscribers came during the FIFA Women's World Cup

**BWF** generated 2nd highest growth in subscribers  
November's China Open and Hong Kong Open helped BWF amass over 589k new subscribers

The Rugby World Cup helped World Rugby attract **226k** new subscribers  
66% of its new subscribers came during the tournament

2019 Men's Junior World Championship helped IHF achieve growth rate of **272%**



# 10 WAYS TO ENGAGE FANS ON YOUTUBE

**Nation-specific content**

**Behind-the-scenes footage**

**Extended highlights**

**Inspirational videos**

**Influencers**

**Live coverage**

**Live draws**

**Press conferences**

**Throwbacks**

**Athlete-focused compilations**



“

*Weekly data analysis optimised our content production.*

*With a new and adaptable digital framework implemented in 2019 and a focus on engaging content, we were able to quickly change our production for each platform and provide the fans with what they want to watch.*

*That is why we are developing in-house structure and collaborating with state-of-the-art technologies that use data to offer our fans a wide range of content, products and services that are adapted to their needs.*

”

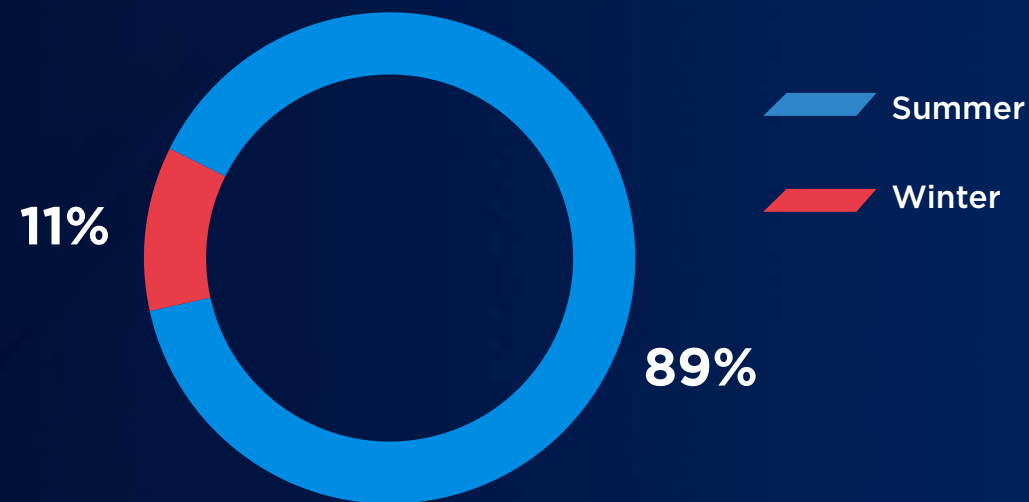
**Motasem El Bawab**

Head of Digital

FIVB

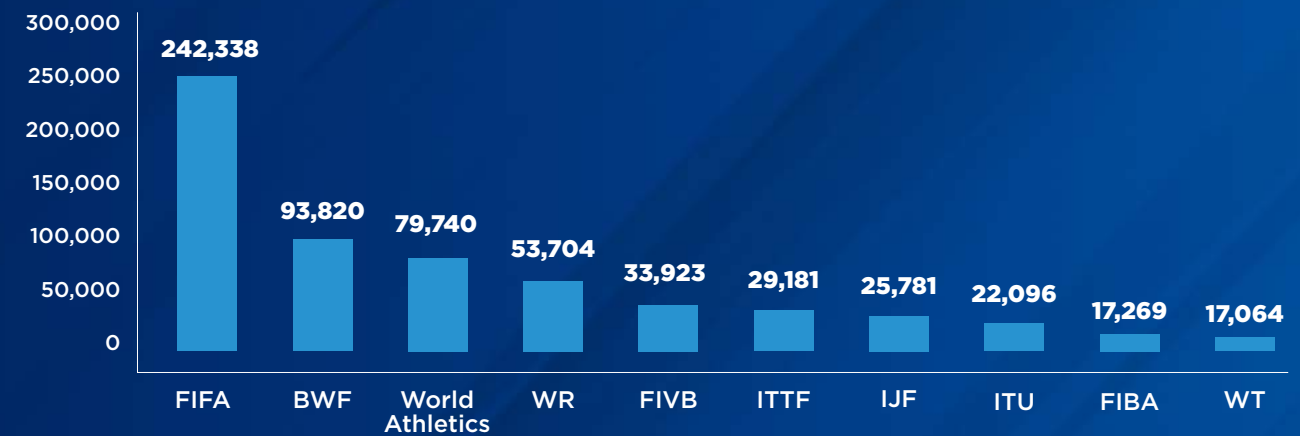
# SUMMER IFS DOMINATED VIDEO VIEWS

Total Videos



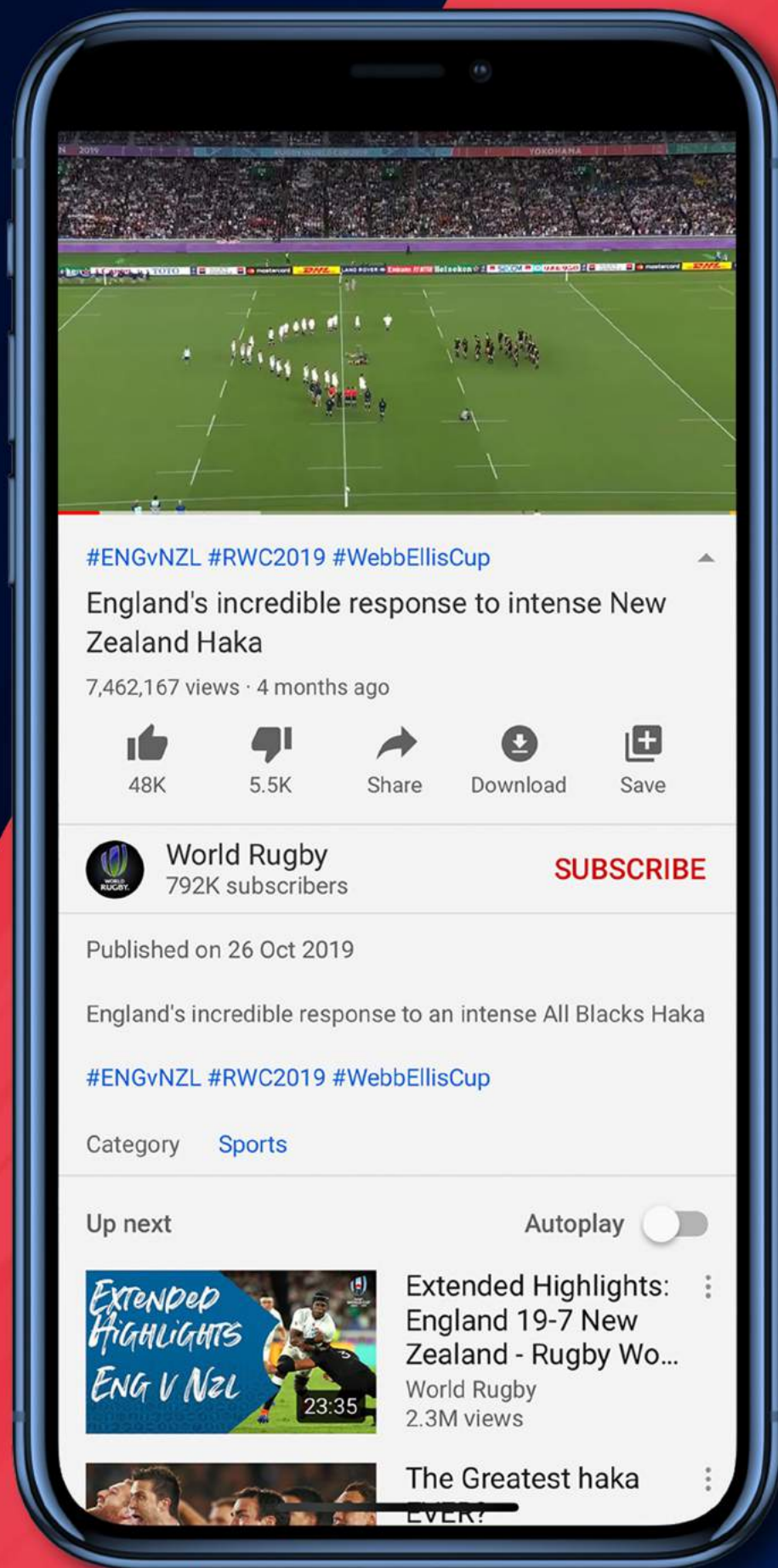
Summer IFs produced **89%** of all videos  
 Their 29.6k videos had 867m views and accounted for 98% of all video views

Views per Video



Summer IFs generated **28k** views per video  
 7x times more than the 4k views of videos posted by Winter IFs

# FIFA WOMEN'S WORLD CUP SHONE ON YOUTUBE



FIFA's **233m** video views accounted for **26%** of all views  
 23 of the top 25 most viewed videos were highlights from the FIFA Women's World Cup

The Rugby World Cup featured in **93** of the top 100 videos posted by WR  
 7.4m people watched England's response to New Zealand's Haka, making it WR's most watched video

BWF amassed **161m** video views  
 Live coverage from the BWF World Championships resulted in 15 videos with viewing figures over 1m

# FIBA ACCOUNTED FOR 11% OF VIDEO VIEWS

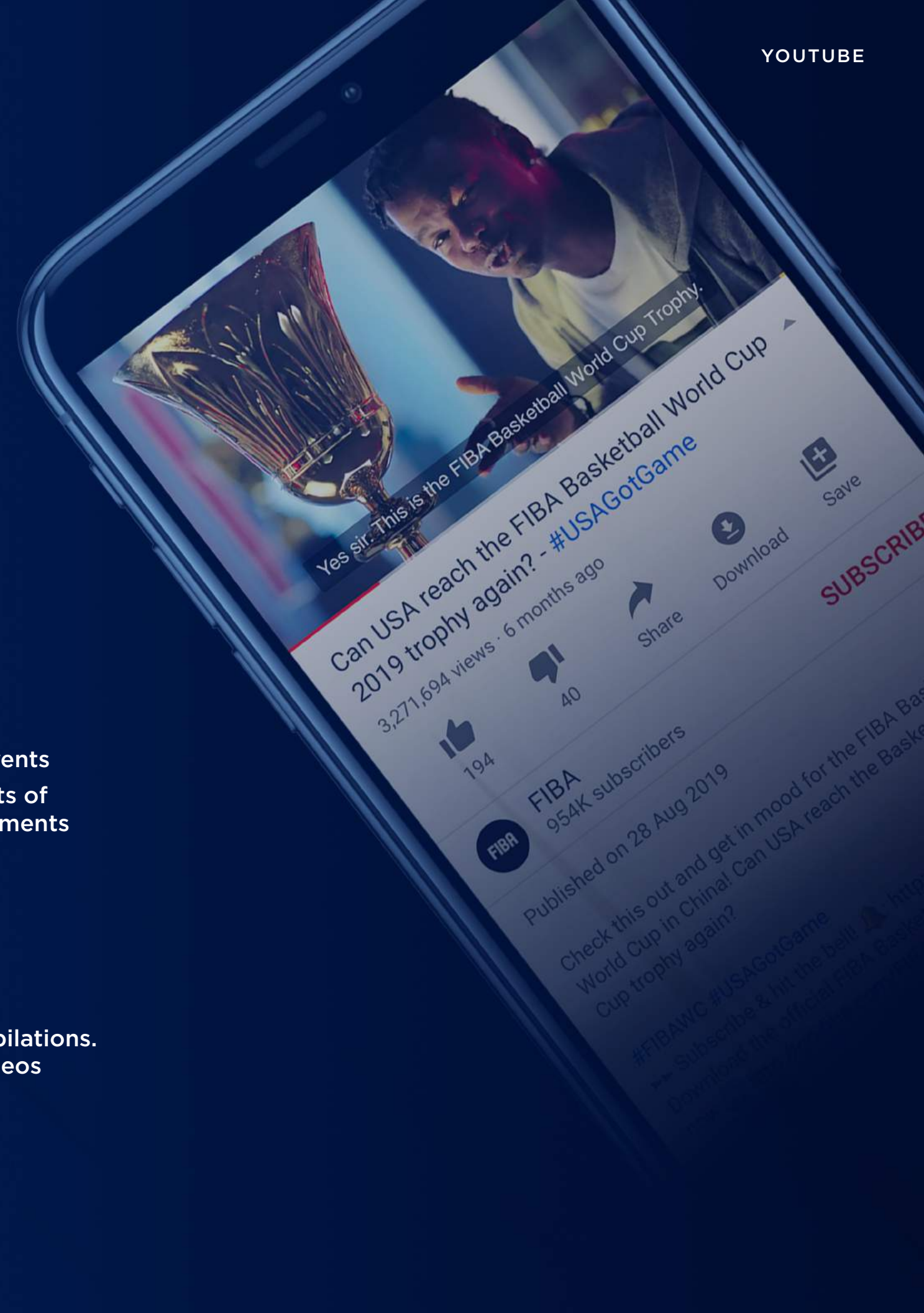
FIBA amassed **101m** video views

Their two most watched videos were from 'The World's Got Game' campaign (i) #USAGotGame with 3.3m views and (ii) #HellasGotGame with 2.6m views

**8** of the 25 most watched videos posted by World Athletics didn't feature 2019 events  
World Athletics generated millions of views by posting (i) full coverage and highlights of London's 2017 IAAF World Championships (ii) 'Best Of' — a series looking at top moments in IAAF Diamond League history

ITTF generated **82m** video views

2 of the top 3 most watched videos posted by ITTF were best shots of the year compilations.  
Current Olympic and World Champion, Ma Long, featured in 30 of ITTF's top 100 videos



# WORLD ATHLETICS INSIGHTS

ACCESS TO ATHLETICS FOR ALL



**Laura Arcoleo**

Senior Manager of Social Media  
and Fan Engagement



**Michael Lasserre**

Chief Editor and  
Video Manager

2019 was a huge year for World Athletics as we unveiled our new name and logo. We used the rebrand to relaunch our YouTube account with original and exclusive content such as the World Athletics Club. The aim was to service our entire fanbase with as much access to athletics as possible.

The objectives of our 2019 YouTube strategy were threefold:

1. As much live video content as possible
2. As much exclusive content as possible
3. Make the most of archive footage

Our YouTube audience is diverse because we produce different types of video to cater for multiple audiences. Dynamic short-form videos, such as highlight videos, attract our core audience of 18-24 and 25-34 year olds, while long-form videos, such as documentary-style videos using archive footage, attract an older audience.

## Anchoring archive footage to key moments

Athletics is one of the oldest sports in the world. We have a lot of history, plenty of archive footage and many stories to tell.

We created a long-form video playlist with footage from the 1991 World Athletics Championships in Tokyo to leverage interest in the 2020 Olympic Games and the fact the 1991 Championships took place in the same city.

We launched the playlist to coincide with the opening of the new Olympic Stadium in Tokyo with the aim of tapping into the buzz of this Olympic moment. The playlist performed well. It engaged our core fans already interested in the upcoming Games, and it resonated with an older audience who remember watching the 1991 event and recall where they were on that day.

## Getting creative with live content

We sell the live broadcast rights to our World Championships to enable our sport to be seen on live and terrestrial television around the world. The challenge is we can only show live content on our own channels in territories where the rights have not been sold. But our ambition is to offer the same level of live access to the whole world.

This has given us the opportunity to become more creative. We created the World Athletics Club, an exclusive and innovative in-house production featuring event highlights, athlete interviews, exclusive behind-the-scenes access and more. Via the World Athletics Club which aired on the World Athletics YouTube and Facebook page, we were able to provide a live element from the World Championships around the world every day without geo-blocking.

We used this approach for other World Athletics Series events in 2019, and plan to use it for our 2020 events too.

## Consciously cross-promoting content

There was a conscious effort to cross-promote content. Everything we did on YouTube was highlighted and advertised on our other channels. We used our Facebook and Twitter handles extensively.

We identified a trend in how Facebook could support long-form videos. Our World Athletics Club content also sits on Facebook but we used different edits, and encouraged our audience to follow us on YouTube for more extensive edits such as behind-the-scenes video.

Most of our content on YouTube was also reshaped and repurposed for Instagram. However, because Instagram is a unique platform with different formats and shorter video lengths, there was a focus on more trailer-style videos.

## The glue that holds it together

Our YouTube channel is the glue that holds all our platforms together. Video is our best-performing content which is why we put all our effort into making YouTube the central point of reference for our fans.

Video drives our fans, so we want to offer as much of it as possible to all our fans and followers, including federations and athletes.

In 2020 we want to experiment with different types of content. We have plans to explore more cinematic-style videos and artistic, long-form documentaries. And not just for our YouTube channel — though YouTube will be the start of it.

# SAY HELLO!

Redtorch is an independent sports marketing agency based in London.

Our team of sport-obsessed data fanatics, strategic thinkers and creative communicators grow and engage audiences with data-driven strategies and campaigns.

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