



#sport on social

League Table 2023

powered by Redtorch



contents

methodology	3
#SportOnSocial League Table 2023	5
overall platform trends	9
Facebook League Table	16
Instagram League Table	23
Twitter League Table	28
YouTube League Table	34
TikTok League Table	39

methodology

The #SportOnSocial League Table 2023 ranks every Olympic International Federation (IF) by its performance in 2022 across Facebook, Instagram, Twitter, YouTube, and TikTok.

To determine the rankings, our proprietary **#SportOnSocial Tracker** analysed the primary social media pages and handles of all Olympic IFs, as well as the active pages and handles of their specific disciplines and World Championships.

The following metrics were analysed:

- **total fans** (on Facebook, Instagram, Twitter, YouTube)
- **follower growth** (on Facebook, Instagram, Twitter, YouTube)
- **growth rate** (on Facebook, Instagram, Twitter, YouTube)
- **engagement rate*** (on Facebook, Instagram, Twitter)
- **total engagements** (on Facebook, Instagram, Twitter, YouTube, TikTok)
- **engagements per post** (on Facebook, Instagram, Twitter, YouTube, TikTok)
- **total views** (on Facebook, YouTube, TikTok)
- **views per video** (on Facebook, YouTube, TikTok)

Insights gathered from last year's #SportOnSocial Survey enabled us to weight each social media channel based on the average level of priority for IFs:

- Instagram (25%)
- Facebook (20%)
- YouTube (20%)
- TikTok (20%)
- Twitter (15%)

*engagement rate = number of post engagements divided by number of fans

notes

- data correct as of January 2023
- analysis of open-source data meant it was not possible to determine whether engagements/views were organic or paid
- 'followers' has replaced 'likes' to measure size, growth and engagement rate of Facebook pages
- Instagram Stories, Instagram Reels and Twitter video views have not been included in the report as data not available
- TikTok has been included for the first time in this year's report and was divided into 2 separate sections
 - the TikTok top 10 table on page 41 (views + engagements) has been included in the overall ranking because data was available on all IFs with TikTok accounts
 - the TikTok top 10 table on page 42 (fans + growth) has not been included in the overall ranking because of insufficient data on all IFs

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



Welcome to this year's League Table

Jonny Murch, CEO, Redtorch

Welcome to the 7th edition of #SportOnSocial, which measures the social media performance of Olympic International Federations across 2022, a year that started with the Beijing Winter Olympic & Paralympic Games and ended with the FIFA World Cup in Qatar.

2022 saw a growth in social media activity and engagement across Olympic sport, with big moments and unfiltered behind-the-scenes content resonating best with fans.

It's our belief at Redtorch that if Olympic Federations are to remain relevant and compete for audiences in the future, they must improve their connections beyond sport in areas of culture and important issues. Sports that position themselves in people's minds to have meaning beyond elite competition are certain to grow.

Apart from access to resource, two things are required to do this well.



remember that those of us working in sport do not always think like the consumer.

Use research to help understand how consumers perceive your sport, why they engage with it, and what's important to them. Build strategies based on consumer insights not assumptions.

Second, creativity – one of the biggest drivers of marketing effectiveness – must be exciting to capture audience attention and build your sport's brand. It can, literally, be a game-changer.

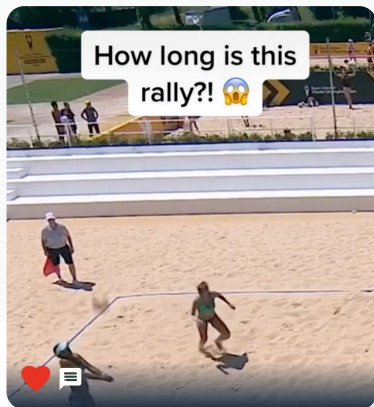
We wish you all well and a year of growth in 2023.

#SportOnSocial League Table 2023

International Federation	2022	2021	change	International Federation	2022	2021	change
Volleyball World (FIVB)	1	2	+1 ▲	International Tennis Federation (ITF)	21	17	-4 ▼
Fédération Internationale de Football Association (FIFA)	2	3	+1 ▲	International Hockey Federation (FIH)	22	24	+2 ▲
World Athletics	3	4	+1 ▲	International Biathlon Union (IBU)	23	20	-3 ▼
Fédération Internationale de Basketball (FIBA)	4	5	+1 ▲	World Karate Federation (WKF)	24	19	-5 ▼
Badminton World Federation (BWF)	5	1	-4 ▼	World Curling Federation (WCF)	25	28	+3 ▲
World Rugby	6	8	+2 ▲	World Triathlon	26	36	+10 ▲
World Aquatics (FINA)	7	10	+3 ▲	World Rowing	27	31	+4 ▲
Union Cycliste Internationale (UCI)	8	6	-2 ▼	International Boxing Association (IBA)	28	21	-7 ▼
United World Wrestling (UWW)	9	11	+2 ▲	International Weightlifting Federation (IWF)	29	30	+1 ▲
International Skating Union (ISU)	10	18	+8 ▲	International Handball Federation (IHF)	30	16	-14 ▼
International Judo Federation (IJF)	11	13	+2 ▲	International Surfing Association (ISA)	31	27	-4 ▼
World Table Tennis (WTT)	12	12	0 -	International Bobsleigh and Skeleton Federation (IBSF)	32	39	+7 ▲
Fédération Equestre Internationale (FEI)	13	9	-4 ▼	International Luge Federation (FIL)	33	35	+2 ▲
Fédération Internationale de Ski et de Snowboard (FIS)	14	15	+1 ▲	Fédération Internationale d'Escrime (FIE)	34	32	-2 ▼
World Archery (WA)	15	7	-8 ▼	International Canoe Federation (ICF)	35	37	+2 ▲
Fédération Internationale de Gymnastique (FIG)	16	14	-2 ▼	International Shooting Sport Federation (ISSF)	36	29	-7 ▼
International Federation of Sport Climbing (IFSC)	17	22	+5 ▲	World Sailing (WS)	37	34	-3 ▼
International Ice Hockey Federation (IIHF)	18	25	+7 ▲	World Pentathlon (UIPM)	38	38	0 -
World Baseball Softball Confederation (WBSC)	19	23	+4 ▲	World Skate	39	33	-6 ▼
World Taekwondo (WT)	20	26	+6 ▲	International Golf Federation (IGF)	40	40	0 -

most engaged with posts overall

Volleyball World



2nd



4.9m

engagements

FIFA



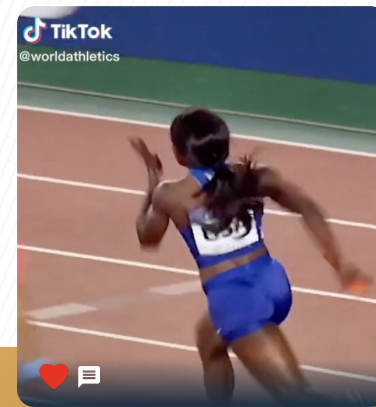
1st



6.6m

engagements

WORLD ATHLETICS



3rd



1.4m

engagements

most engaged with posts determined by most engagements per IF



Karishma's headlines

Karishma Riar, Senior Research & Insights Manager



ranked #1 overall

also climbing to #1 on Instagram – largely driven by a surge in fan growth/engagements – testament to the delivery of captivating content on event highlights



biggest climber

climbing 10 places to #26 overall, largely driven by fan growth/video views capturing a larger audience



holds on to #1 ranking on Facebook

by maintaining high engagement/video views, generated by having the most views per video across any IF coupled with engaging athlete content



2nd biggest riser/highest ranked Winter IF

climbing 8 places to a top 10 position overall, and up 15 places in Instagram ranking – driven by a rise in fan growth/engagements following #Beijing2022 Olympics



#1 on Twitter

climbing 5 places thanks to high fan growth/engagements on Twitter, achieved by high-performing event highlights/celebration of achievements by female athletes



football dominates YouTube/TikTok

taking the #2 spot overall after the Men's World Cup, FIFA's video views are attributed to its top-of-the-table rankings on both platforms



interview with Volleyball World

Ace Asas, Digital Content Manager, Volleyball World

A big congratulations for ranking #1 overall in the #SportOnSocial League Table 2023 – up from #2 last year. Do you think any of the strategic decisions you made were particularly key to this success?

Thank you so much. It's great to rank first and see the product of our hard work. In terms of strategy, we really wanted to focus on what the platforms are recommending us to do such as long forms for Facebook & more REELS on Instagram. We also listened to our community on what they wanted more of. Overall, every strategic decision got us to where we are and we are not stopping.

You also came out top on Instagram, moving up from #3. Did you specifically prioritise this platform in 2022?

We didn't specifically prioritise this platform but we listened better to what the platform is telling us, i.e. push more REELS, and we also improved the storytelling of our events, players and teams, capitalizing on the other features of the platform such as the carousel and Story.

What tactical executions that performed well in 2022 are you looking to continue going forward?

Short-form videos remain one of our main focuses and we will continue to improve how we deliver this type of content. Meta has recommended that we use Facebook Reels more at the same time as pushing more YouTube shorts.

How does social media fit within Volleyball World's wider marketing strategy and long-term goals?

Social media is a frontliner of Volleyball World and will always and forever be a major touchpoint to showcase our products, campaigns, events, community building, the rising and established stars of volleyball and beach volleyball.

What advice would you give other federations for creating a successful social media strategy?

The main advice I can give is present your sport to your audience based on how each digital platform is recommending or advising you to push content.



We listen, we strategize, we execute and then we evaluate to keep on improving. Our winning formula over the years.

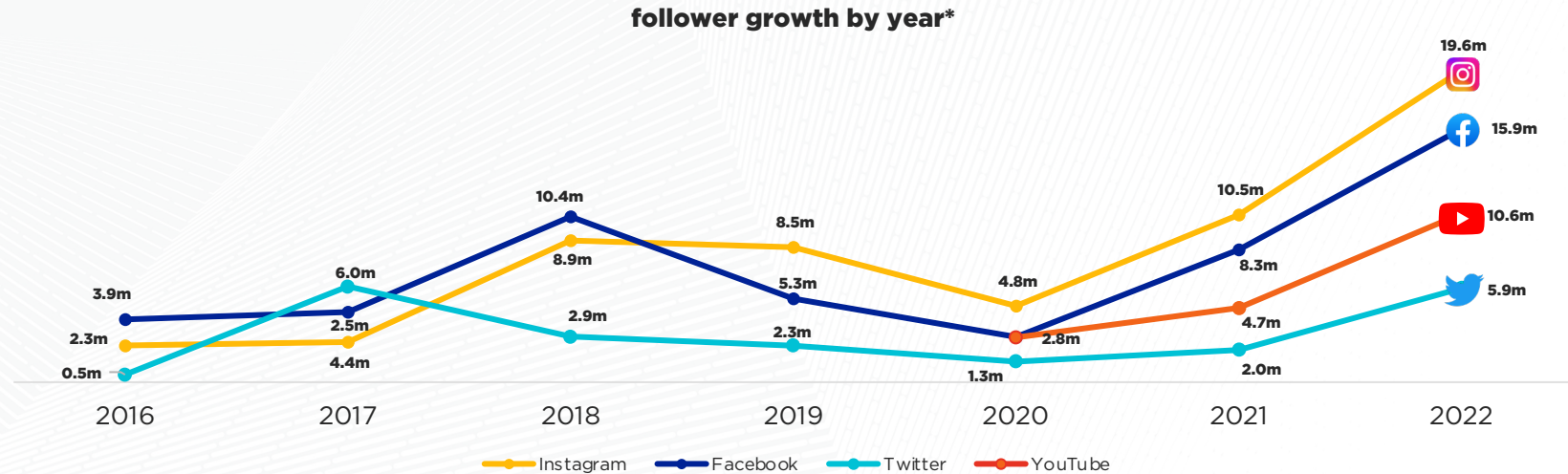




overall platform trends

IFs experienced a growth of 228.1m since 2016

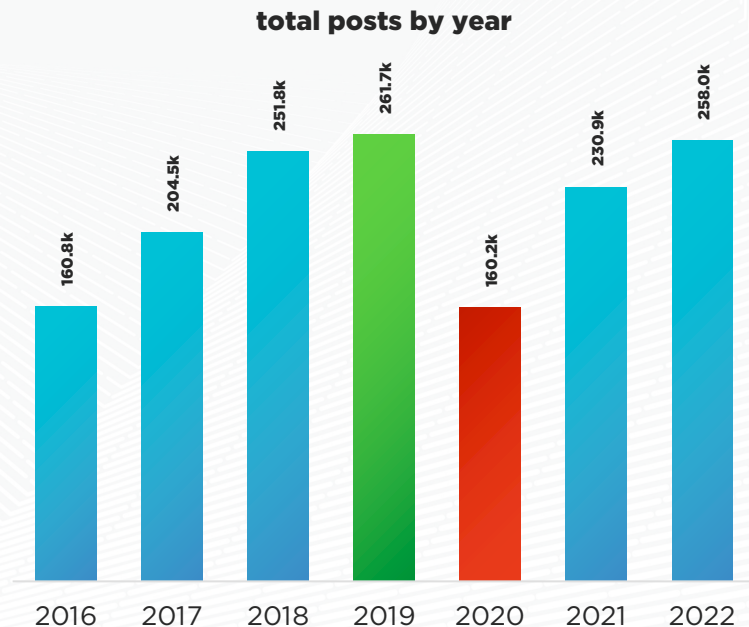
68% increase in new followers vs 2021



* includes follower growth on Facebook, Instagram, Twitter, YouTube; TikTok data was added only in 2022

IFs posted a total 258k times in 2022, 14% more vs 2021

but still down on 2019 (when posts reached a record 261.7k)



15% less videos

vs 2019, when the European Games took place and participating IFs accumulated 67% of total tweets



13k more posts

vs 2019, the platform continued to be a primary source for IFs to showcase championship events



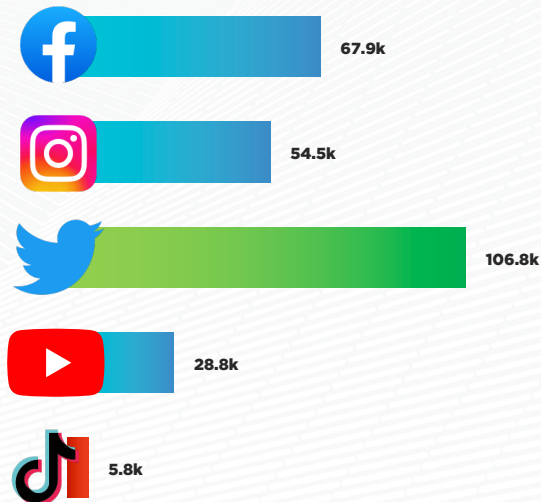
39% more posts

vs 2019, primarily driven by the platform's surge in popularity/ introduction of Reels

IFs post the most content on Twitter

averaging 4.2x tweets per day

total posts by platform



4.2x tweets per day

Winter IFs averaged more per day than Summer IFs



31.9k photos

more than any other type of content – an indicator that this classic content medium still resonated with fans



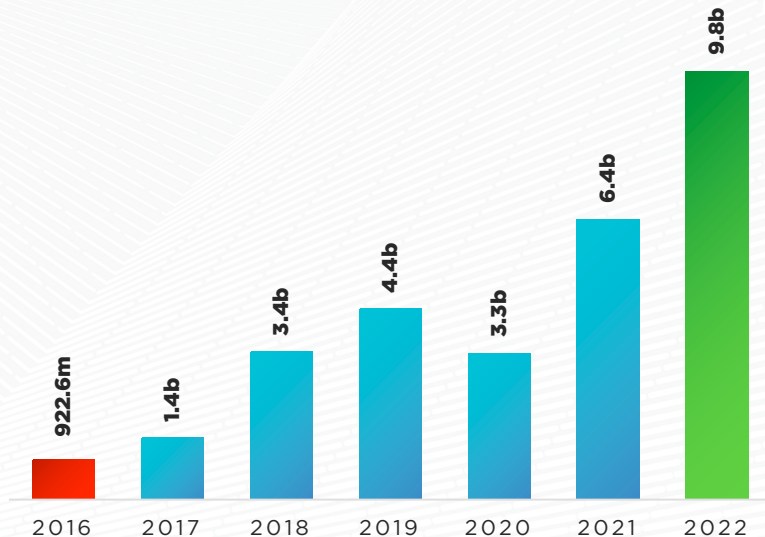
22k Reels

this recently released feature was identified by both Summer/Winter Olympic IFs as having a proven ability to engage audiences

total video views: 9.8bn

driven by multiple IFs beginning to use TikTok (generating nearly 42% of total views)

total video views



4.1bn TikTok views

FIFA accounted for 2.3bn, reinforcing football's global impact



175% increase

in video views (to 2.2bn):
256 videos (vs 75 in 2021)
had over 1m views -
although only 89 were
Shorts, these totalled
409.4m views



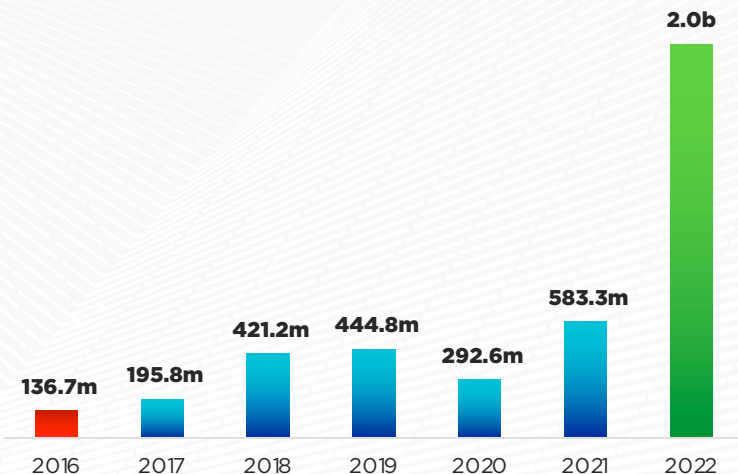
3.4bn video views

generated from 28.2k video posts, down 18% (from 4.2bn in 2021, an Olympic year that saw the most ever video views on this platform)

IFs amassed 2.0bn engagements

238% overall increase vs 2021, largely driven by 1.2bn FIFA engagements

engagements by year



1.2bn total engagements

(167% increase vs 2021) – on average, 40% were generated by Reels



322% increase

in total engagements vs 2021, more than any other platform: 12.5m (of 43.7m total) were generated by Shorts



374.9m engagements

a new addition to this year's metrics, accounting for an average 25.2k engagements per post (the most across any platform)



interview with International Federation of Sport Climbing

Marco Vettoretti, Head of Communications, International Federation of Sport Climbing

Are there any strategic decisions you made that you think were particularly key to your success in 2022 – moving up 5 places in the overall standings?

I wouldn't call it a strategic decision, because it came as a natural consequence of the type of organisation that the IFSC wants to be, so here it is: athletes first, always and foremost.

Their faces, their performances, and most importantly, their stories are the most valuable assets we can rely on. In 2022, then, we tried to bring a larger group of climbers under the spotlight: not just the big names, not just the medal winners, but the ones with the stories no-one heard about, the first-timers and the ground-breakers.

Eventually, it turned out to be a win-win situation, because it gave us the chance to engage with a larger audience, and, at the same time, it offered our die-hard fans with a new perspective on the sport they have always loved.

You recorded the largest growth on Facebook across all IFs – moving up 22 places. Was this an area you specifically prioritised in 2022?

I believe it's a bit late to break the news that Facebook is a video-centred platform, isn't it? In this case, I will go against the tide and say an uncomfortable truth: most of the time, results are determined by a combination of luck and randomness.

Did we expect a growth on the platform? Yes, definitely.

Did we expect a growth of that size? Honestly, not really.

We had one specific video that went unexpectedly viral a few days after we published it, collecting almost 100 million views in the following weeks. I'm sure that has something to do with how much we have improved on Facebook. I would be either a liar or stupid if I didn't acknowledge it.

Of course, this doesn't mean we will not keep planning and strategizing our content, luck and randomness are things we have no control over, at all.



In the long term, a good plan is always the one that brings the best results.

Do you treat Facebook differently to other platforms when planning and creating your content and, if so, how?

We came up with a formula a couple of years ago: for each platform we are on, we wrote down three percentages, representing how much we wanted to engage, entertain, and inform on that specific social media.

It's not something we follow slavishly, but it's a good guidance when we are in the planning phase. A reminder that we always publish with a purpose, not because we have to.

Does IFSC have any tactical changes lined up for its social media strategy moving forward to continue this growth?

We believe we are on the right track, so we don't plan to have any big change in our tactics. The beginning of the qualification process to the Olympic Games Paris 2024 is THE big change in our season. Our debut at Tokyo 2020 had a long-lasting positive impact on the growth of our sport, and we are ready to ride that same wave around the upcoming Olympics. Of course, athletes will be at the top of our priorities, and we will be hunting for compelling, good stories to tell.

What was your most important learning from 2022?

Going back to our Facebook growth, the lesson we learned in 2022 is that there is no direct correlation between the size of the effort that is put in to content, and the size of its results.

Many times, it is the less curated, less planned, and less treated content that gathers the better insights.

And that doesn't mean we have to stop putting efforts in our photos, videos and stuff; not at all. It is just the way it is.

The only thing we can do is save some space for the last-minute things, the unexpected, and keep thinking out of the box.

A dynamic action shot from a water polo match. In the center, a player in a blue and black jersey is being tackled by a player in a white jersey. A third player in a white jersey is on the right, reaching up. A yellow water polo ball is in the upper left corner. The scene is filled with splashing water and is backlit by bright stadium lights, creating a high-contrast, energetic atmosphere.

Facebook League Table

Facebook top 10

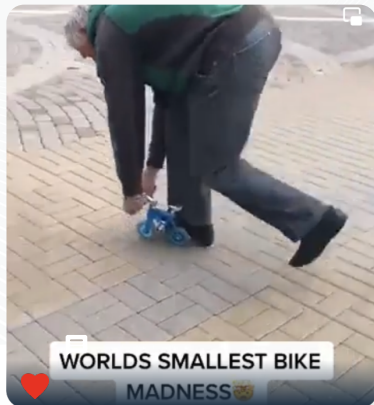
International Federation

	2022	2021	change
World Aquatics (FINA)	1	1	0 -
Volleyball World (FIVB)	2	3	+1 ▲
Fédération Internationale de Gymnastique (FIG)	3	10	+7 ▲
Fédération Internationale de Football Association (FIFA)	4	6	+2 ▲
Union Cycliste Internationale (UCI)	5	8	+3 ▲
World Athletics	6	3	-3 ▼
Fédération Internationale de Basketball (FIBA)	7	9	+2 ▲
Fédération Equestre Internationale (FEI)	8	11	+3 ▲
Badminton World Federation (BWF)	9	5	-4 ▼
World Archery (WA)	10	2	-8 ▼



most engaged with posts

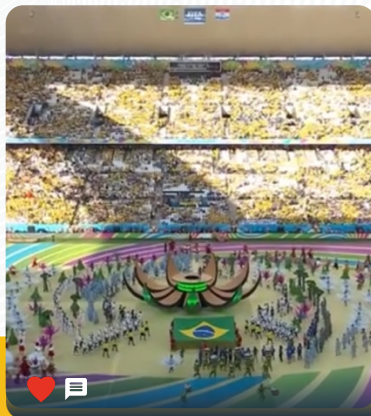
2nd



 **UCI** UNION
CYCLISTE
INTERNATIONALE

3.0m
engagements

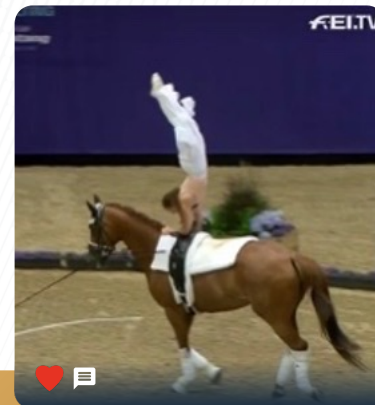
1st



FIFA

5.2m
engagements

3rd





1.4m
engagements

most engaged with posts determined by most engagements per IF

IFs with highest growth rate



73%

highest growth rate

14.0k

new followers

+35%

new fan increase vs 2021



49%

2nd highest growth rate

58.9k

new followers

+582%

new fan increase vs 2021

f content



FIFA

posted

3.9k

photos
the most overall
(**394%** above average)

most engaged with photo
1.8m engagements



posted

3.0k

videos
the most overall
(**321%** above average)

most engaged with video
720k engagements



posted

4.0k

among the top 3 overall
(**138%** above average), posted
more photos than videos

most engaged with post
1.4m engagements



interview with World Aquatics

Luca Fasani, Digital Manager, World Aquatics

Congratulations on retaining your #SportOnSocial Facebook crown. Did you specifically prioritise this platform when building your social media strategy?

We are very happy for this back-to-back success! Our Facebook fan base represents the biggest community among World Aquatics social media channels, with more than 1.5M followers, and we are proud to lead this ranking ahead of other global sport federations with a larger fan base. It means a lot to see how much our fans are engaged and express their love for aquatic sports every day. Our priority was indeed to keep up the engagement and eventually do better than last year, and we did it.

Facebook counts 2 billion active users every month and we can still grow in many regions and age groups. Still, Facebook is and will remain an important channel for World Aquatics, but we need to focus also on other platforms where bigger improvements can be done.

You also moved up from #10 to #7 in the overall standings. Have you changed anything in your strategy to achieve this?

Our digital content strategy reflects a wider modernisation process that World Aquatics undertook right before the Tokyo Games. After outstanding results during the Olympic year, in 2022 we wanted to consolidate our presence on Facebook, while growing faster on other channels such as Instagram and TikTok.

For the latter, we opened our official account only few months ago (May 2022) with an impressive growth of younger generation aquatic sports fans.

At the end of the year, you launched your new name and branding. How much did social media affect this decision-making process?



Social media is like a thermometer to understand the sentiment towards a brand and its reputation."

Insights and deep analysis of our social media channels and community surely helped us throughout the rebranding process as well as the valuable support of our athletes, coaches, National Federations and all stakeholders involved.

The former name 'FINA' was reflecting only one sport (swimming) and one language (French). While our community is global and, in most cases, interested in more than one aquatic sport.

Moreover, the brand-new logo and fresh design fit great with our video content and graphics spread out on social media.

The new brand was launched only a few months ago, but we have already received lots of positive feedback from our fans. Especially the 209 emblems we created for our National Federations were greatly appreciated and we see them being more and more used by our fans as profile images.

How does social media fit within World Aquatics' wider marketing strategy?

Social media is a very important part of the new marketing strategy. The platforms rapidly became the main channels to promote our sports, events and, most importantly, our athletes.

Fans can access our Facebook or TikTok accounts to find out results from the World Aquatics Championships, enjoy watching a crazy dive reel, or receive some good hints to improve their swimming technique. No matter the reason, there are many opportunities to engage with our community that are also interesting from a marketing standpoint.

What tactical executions from 2022 are you most proud of?

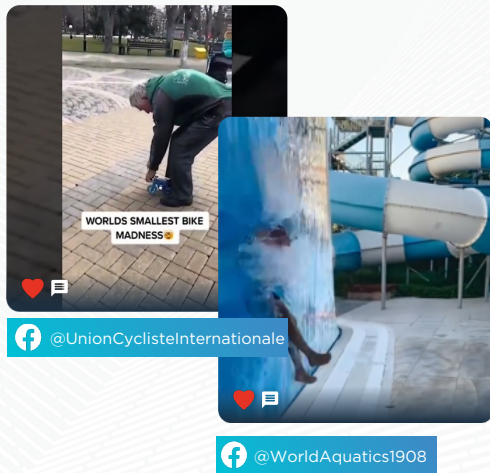
Running the digital content operations internally, I am very proud of my team of editors and creators. No one can talk better about tactical executions and daily content production than the team, and I like to share what Jacopo Briatore, our digital content creator at World Aquatics, told me:

"I am very satisfied with the results achieved in 2022. The aim was to reach new audiences, be more engaging and create content that our fans would find fun, interesting and useful.

"Pursuing these objectives throughout the year, I believe we have tailored and delivered what our public wanted to see according to the period. In addition, we secured a presence on our channels of athletes, coaches and all of the aquatics family who create content daily.

"We are now closer to our followers and, hopefully, we have inspired someone to jump into a pool and start an aquatic sport."

how to use videos that capture attention on Facebook



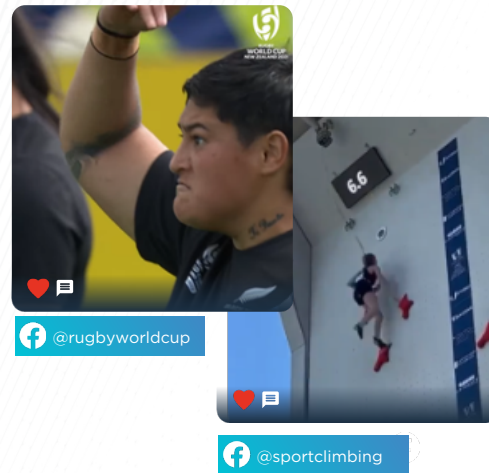
create unconventional/distinctive content that presents something out of the ordinary

2 out of the 5 top-performing posts featured this type of content*



showcase athletes taking their performance to the highest level in their sport

8 out of the 10 top-performing posts featured this type of content*



create anticipation in the lead-up to competitions, reminding followers about the event/highlighting the athletes to watch out for



interview with International Ice Hockey Federation

Shelby Mull, Marketing & Communications Director, International Ice Hockey Federation

Do you think any strategic decisions you made in 2022 were particularly key to your success – moving up 7 places in the overall standings?

There are two strategic decisions that led to our success in 2022.

First, we invested in people. For the first time, all top division tournaments included equal-sized social media content teams, which allowed us to create more content overall, and supported the creative process. Recognizing that TikTok and Instagram have the largest opportunity for growth, we prioritized content for these channels to drive reach, impressions and overall engagements.

We also invested in technology like Canva and WSC Sports, which streamlined our content production and created a more cohesive and professional look and feel across all platforms.

Eventually, it turned out to be a win-win situation, because it gave us the chance to engage with a larger audience, and at the same time it offered our die-hard fans a new perspective on the sport they have always loved.

Does the IIHF have any tactical changes lined up for its social media strategy moving forward to continue this growth?

In 2023, our strategy is to expand our investment in people to include work outside tournaments. Our social media content team is an integral part of our success at events, and we will aim to replicate and expand those opportunities.

In 2023, we will also implement additional marketing campaigns such as “Inspire The Next” (to support women in hockey) and “Officially Cool” (to support the recruitment of game officials).

You recorded 163% year-on-year increase in Facebook engagements. Did you specifically prioritise this platform in 2022?

Facebook for us is a unique platform where we can publish feature videos and drive views and engagement.



There is a lot of opportunity on Facebook to incorporate targeting (geographic and language), which was the biggest key to success for driving engagement on this platform.

Do you treat Facebook differently to other platforms when planning and creating your content and, if so, how?

For the IIHF, Facebook is a unique tool where we can connect with audiences outside English-speaking countries. We do this by creating unique pieces of content in localized languages, and

geotargeting those posts via paid ads. This strategy has supported follower growth and engagement in countries like Czech Republic, Latvia and Sweden.

What tactical executions from 2022 are you most proud of?

In 2022, the IIHF's coverage of the 2022 Olympic Winter Games was our most unique approach to content compared to other tournaments. In the case of the Olympics, we need to cover two tournaments (men's and women's) without access to Olympic video footage.

Beijing2022 was an opportunity to be creative with photos, GIFs and archive footage and this helped re-shape our approach to content creation for future tournaments.



A female beach volleyball player from Brazil is shown in a celebratory pose, shouting with her mouth wide open. She is wearing a yellow and blue Brazilian national team jersey with the number 1 and the word 'BRASIL' visible. She is also wearing a yellow and blue visor and a necklace. The background is a blurred indoor volleyball court with a net and spectators.

Instagram League Table

Instagram top 10

International Federation	2022	2021	change
Volleyball World (FIVB)	1	3	+2 ▲
Fédération Internationale de Football Association (FIFA)	2	2	0 -
Badminton World Federation (BWF)	3	1	-2 ▼
World Athletics	4	5	+1 ▲
Fédération Internationale de Basketball (FIBA)	5	9	+4 ▲
United World Wrestling (UWW)	6	4	-2 ▼
International Judo Federation (IJF)	7	7	0 -
Union Cycliste Internationale (UCI)	8	8	0 -
International Skating Union (ISU)	9	24	+15 ▲
World Rugby	10	10	0 -



most engaged with posts

2nd



3.3m
engagements

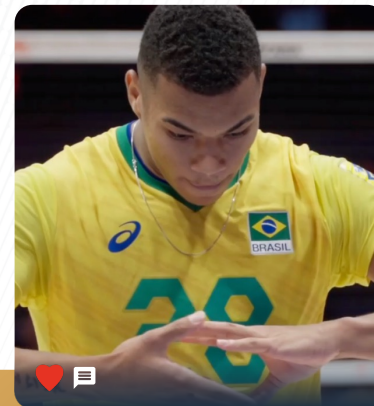
1st



FIFA

6.6m
engagements

3rd



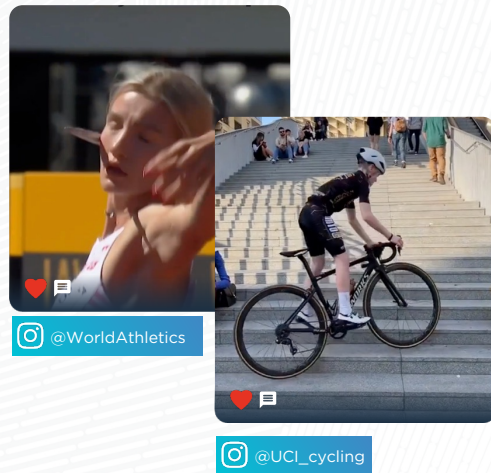
1.7m
engagements

most engaged with posts determined by most engagements per IF

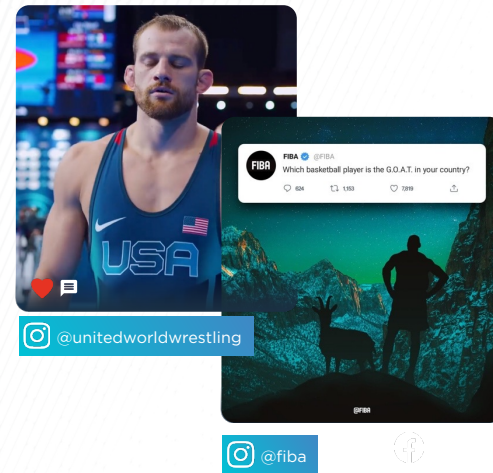
creative that sparks conversation



Collaboration between athletes/NFs allows posts to reach a wider audience/inspire bigger conversations



Video content that can be used as both Instagram Reels/ on TikTok generated high engagement/encouraged discussion among fans on both platforms



Directly asking fans to comment with their opinions resulted in discussions with others

IFs with highest growth rate



67%

highest growth rate

518.8k

new followers

+110%

new fan increase vs 2021



66%

2nd highest growth rate

15.9m

new followers

+183%

new fan increase vs 2021



content



posted
967
photos
the most overall
(**261%** above average)

most engaged with photo
29k engagements



posted
3.6k
videos (including reels)
the most overall
(**393%** above average)

most engaged with video
1.5m engagements



posted
2.0k
carousels
the most overall
(**443%** above average)

most engaged with carousel
114k engagements

A high jumper in mid-air over a yellow bar. The athlete is wearing a white singlet with 'DUPLAN' on the back and blue shorts. The background is a blurred stadium structure.

Twitter League Table

Twitter top 10

International Federation	2022	2021	change
World Athletics	1	6	+5 ▲
Volleyball World (FIVB)	2	1	-1 ▼
Badminton World Federation (BWF)	3	2	-1 ▼
International Skating Union (ISU)	4	7	+3 ▲
Fédération Internationale de Football Association (FIFA)	5	8	+3 ▲
Fédération Internationale de Basketball Amateur (FIBA)	6	9	+3 ▲
Union Cycliste Internationale (UCI)	7	5	-2 ▼
Fédération Internationale de Ski et de Snowboard (FIS)	8	14	+6 ▲
World Curling Federation (WCF)	9	27	+18 ▲
International Tennis Federation (ITF)	10	10	0 -



most engaged with posts

2nd



TOBI AMUSAN
WORLD ATHLETE OF THE YEAR
NOMINEE



3.3m
engagements

1st



FIFA

1.1m
engagements

3rd



1.7m
engagements

most engaged with posts determined by most engagements per IF

IFs with highest growth rate



48%

highest growth rate

127.2k

new followers

+22%

new fan increase vs 2021



22%

2nd highest growth rate

24.7k

new followers

+180%

new fan increase vs 2021



how to use tweets to increase engagement



Volleyball World
@volleyballworld

Congratulations 🎉🎊🎊 to Yuji Nishida & Sarina Koga 🇯🇵 who recently announced their marriage!

We wish you the best 🍀! 🍀!



@volleyballworld

give interviews/showcase athletes in non-sporting events to provide a glimpse of their personalities beyond athletic performance



World Athletics
@WorldAthletics

Female Athlete of the Year nominee 🇮🇵

Retweet to vote for @Evaglobal01 in the #AthleticsAwards.



TOBIN AMUSAN

WORLD ATHLETE OF THE YEAR
NOMINEE



@WorldAthletics

engage followers through CTA tweets, encouraging them to support their favourite athlete/team by retweeting/voting

highlight major accomplishments during championship events, e.g. achieving world champion status



@Judo

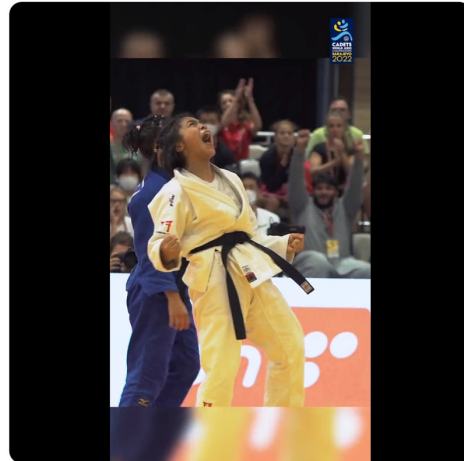


Judo
@Judo

First ever world championship medal for India! 🇮🇳🥇 Gold for Linthoi!

"I cannot explain now how I feel but I know I'm very happy with this victory" - Linthoi Chanambam

#JudoCadets #Judo #Sport #sarajevo #cadets #JudoKids





interview with World Athletics

Laura Arcoleo, Head of Digital Media, World Athletics

A big congratulations for ranking #1 on Twitter in this year's #SportOnSocial League Table. Did you specifically prioritise this platform in 2022?

Thank you, we are really proud of the results achieved in 2022 and happy to see that hard work and dedication still pays off. In all honesty, Twitter was not our number 1 priority for 2022 but remained a very important focus in our digital strategy. Internal data showed Twitter was our second-best performing platform with a 23% increase in followers.

Our World Athletics Championships were held in the United States for the first time ever and – as the US is top of our digital audience on Twitter, we did anticipate that numerous conversations would happen on this platform.

Do you treat Twitter differently to other platforms when planning/creating your content and, if so, how?

Yes absolutely! As the world governing body for athletics, we are expected to be the trusted source of information and our most direct communication path is Twitter.

We see the platform as the primary news outlet for our most important stakeholders: media professionals, athletes & officials, athletics fans.

In real terms, all our corporate communication will be shared on Twitter and in terms of event or competition related updates, Twitter will get chronological priority over all other social media platforms.

You also moved up from #4 to #3 overall. Do you think any of the decisions you made were particularly key to this?

We tend to work in four-year and two-year cycles mirroring the Olympic Games and our World Athletics Championships. Specifically in 2022, we invested a lot of effort into developing our YouTube channel and implementing a strict monitoring policy which helped us break the barrier of 1 million subscribers for an annual increase of 67%.

In addition to the YouTube-specific strategy, we enhanced our digital identity by hiring two full-time graphic designers which gave us greater flexibility to be responsive and creative.

Does World Athletics have any tactical changes lined up for its social media strategy moving forward?

Moving forward, we always want to give more to our fans.



We want to be able to share more competition highlights, more behind the scenes, more personalities.

For our upcoming World Athletics Championships in Budapest, we are looking to produce a 360 degree experience – what happens on and off the track and field. Some of the greatest stars in our sport spend just seconds or minutes competing, so we want to share more behind the scenes and preparation for our fans to see what it takes to make a champion.

Budapest will mark the 40th anniversary of our World Championships and we want our fans to have the best experience of their lives! We will also focus on helping our athletes share more material with their fans across the major championships and the 1-day meeting circuit, and will also continue the important work we do to track, trace and report online abuse.

A full-page background image of Lionel Messi, a professional footballer, celebrating a victory. He is wearing a white and light blue striped Argentina national football team jersey. He is holding a large, ornate golden trophy (the Copa Libertadores) in his right hand and has his left arm raised high in the air. He has a joyful expression with his mouth open. The background is a blurred stadium at night with bright lights.

YouTube League Table

YouTube top 10

International Federation

	2022	2021	change
Fédération Internationale de Football Association (FIFA)	1	3	+2 ▲
World Athletics	2	5	+3 ▲
Volleyball World (FIVB)	3	1	-1 ▼
Badminton World Federation (BWF)	4	2	-2 ▼
Fédération Internationale de Basketball (FIBA)	5	6	+1 ▲
World Rugby	6	7	+1 ▲
World Table Tennis (WTT)	7	11	+4 ▲
International Skating Union (ISU)	8	10	+2 ▲
United World Wrestling (UWW)	9	9	0 -
Fédération Equestre Internationale (FEI)	10	15	+5 ▲



📺 IFs with highest growth rate



88%

highest growth rate

1.3k

new followers

+271%

new fan increase vs 2021



68%

2nd highest growth rate

7.5m

new followers

321%

new fan increase vs 2021

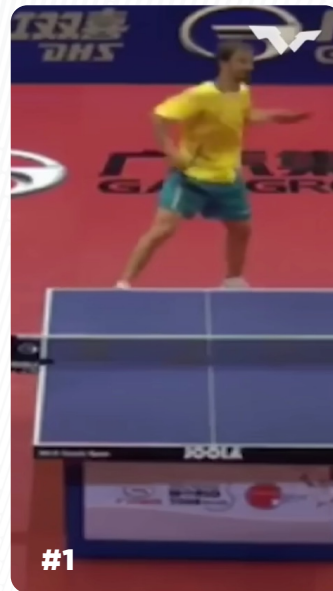
YouTube Shorts drive increase in content

YouTube Shorts grew to generate 50 billion daily views in 2022* – they have proven consistently to generate growth far beyond the original post date

*source: [TechCrunch](#)



WTT produced an additional **2.7k** videos (+146%) in 2022, in part due to incorporating YouTube Shorts



3 of WTT's top 5 posts were Shorts, generating a combined **10.5m** video views

most engaged with posts

2nd



66m views
700k engagements

1st



FIFA

140.1m views
5.1m engagements

3rd



49.4m views
726k engagements

most engaged with posts determined by most engagements per IF



TikTok League Table

TikTok top 10 (engagements & video views)

International Federation

2022

Fédération Internationale de Football Association (FIFA)

1

Volleyball World (FIVB)

2

World Athletics

3

Fédération Internationale de Basketball (FIBA)

4

World Rugby

5

United World Wrestling (UWW)

6

International Ice Hockey Federation (IIHF)

7

World Triathlon

8

International Judo Federation (IJF)

9

International Biathlon Union (IBU)

10



TikTok top 10 (fans & growth)

International Federation

2022

Volleyball World (FIVB)	1
United World Wrestling (UWW)	2
World Athletics	3
Fédération Internationale de Basketball (FIBA)	4
World Rugby	5
Union Cycliste Internationale (UCI)	6
World Baseball Softball Confederation (WBSC)	7
International Bobsleigh and Skeleton Federation (IBSF)	8
World Sailing (WS)	9
Badminton World Federation (BWF)	10



Includes all IFs with follower growth data available in 2022

content

FIFA

accumulated
236.7m
engagements

(highest)
with

872
TikToks



generated
1.9m
views per post

(highest)
with

167
TikToks



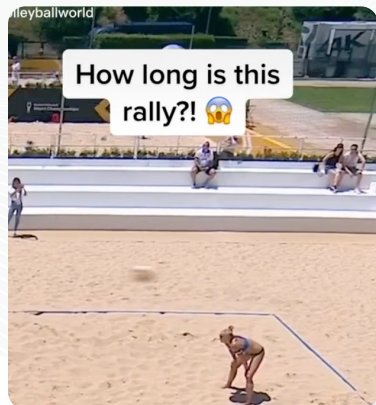
amassed
45.1m
engagements

(2nd highest)
with

521
TikToks

most engaged with posts

2nd



46.6m views
4.9m engagements

1st



FIFA

52.9m views
622k engagements

3rd



42m views
915k engagements

most engaged with posts determined by most engagements per IF



7 creative tips for producing top-performing sport on social

Matt Weiner, Creative Director, Redtorch

While reviewing this year's 100 top-performing social posts from a creative standpoint, it's impossible to ignore the impact of TikTok. Unsurprisingly really, considering that in 2022 it became the most downloaded app in the world. By the end of 2023, it's predicted to overtake YouTube as the most watched platform.



TikTok's meteoric rise is affecting the way we create and consume content across the social landscape; its aesthetic has spread like an alien weed, encouraging other platforms to increasingly 'TikTokify'.

Despite all this, it's reassuring to see that the golden rules of creativity remain inviolate – even if they're all now viewed in portrait!

1. vertical video rules

TikTok's influence has seen vertical video dominant on all channels. With the ascent of Reels and Shorts, the format battle appears to have been won for the moment with 9x16 seeing off its square/landscape rivals. It might seem predictable that vertical should be so popular: not only does it mirror the shape of our screens but also that of the human body.

It enables us to capture the athleticism of the human body in a single frame, making it a great format for sport.

2. sound on

Audio was largely ignored on social for a long time. Everyone was scrolling on their phones without headphones and could rely solely on visuals to engage. Thanks to the birth of the 'trending sound', we have entered a new era. Most fans now leave 'sound on' – according to TikTok, 88% of users say that sound is essential to their experience which, of course, is great news for creatives! They currently have more tools at their disposal and are able to engage audiences by combining sports clips with viral songs and dialogue.

3. strip it back

Fans have always craved exciting and unique sporting moments. But what TikTok has shown is that they don't need unnecessary layers of added creative production. Too many filters, graphics and animations risk obscuring the fan experience on social. Success comes from keeping it simple so the focus can be on the moments that matter. The best clips to use should feature incredible action or something odd or unique that surprises and captures attention.

4. curate as well as create

The power of curation can be incredibly liberating from a resource point of view because it means you don't have to produce all your own output. Sourcing brilliant athlete and fan content that tallies with your brand strategy and tone can be a great way to lighten your production team's load while still delivering excellent value to your audience.

5. words matter

So much of success on social is about the visuals – but a witty, concise caption can take a post to new heights. Fortunately, you don't have to be Oscar Wilde to deliver the LOLs – there are some handy copywriting hacks out there. Relatable memes provide a really useful way to create highly shareable content that connects your sport with new fans.

6. experience the emotion

One of the main reasons we love sport is the way it makes us feel. At its best, social media can bring us closer to that visceral experience. It is also scientifically proven that emotional content is more shareable – so look out for those clips where athletes uncork their emotions like Champagne!

7. representing women

We are experiencing a revolution in women's sport and the results are clear to see in this year's #SportOnSocial. Women athletes are incredibly well represented in the 100 best-performing posts by International Federations. This is a giant leap forward considering that it was only in 2019 that a Purdue University report revealed that women received a mere 5.4% of overall sports coverage. Of course, there is a moral imperative for organisations to deliver equality in sport, but it's incredibly encouraging to see fans demanding it too.

[click here to read in full](#)



thank you

Redtorch is a global research, digital & creative agency that makes sport more relevant to more people.

Get in touch to chat about creating a #SportOnSocial report specific to your sport.

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