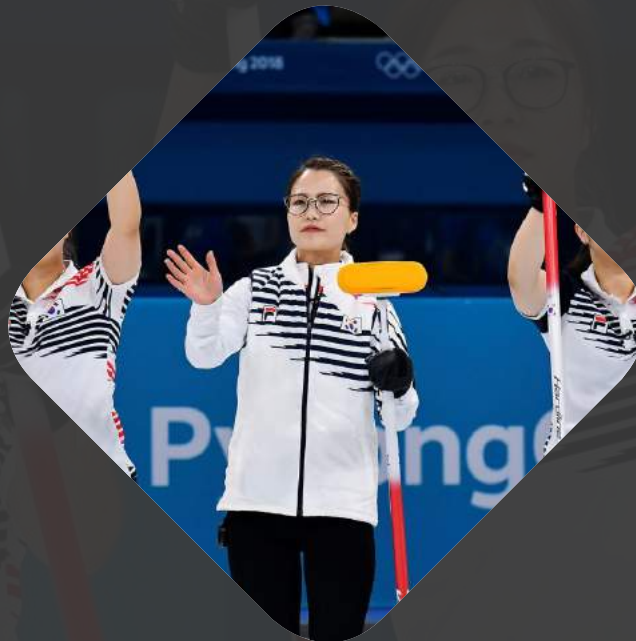




#SportOnSocial 2018

REDTORCH

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A rider in a red jacket and white breeches is jumping a brown horse over a black and white striped obstacle. The obstacle features a blue banner with the word "LONGINES" in white. The jump is flanked by stone pillars with "ARIAT" logos. A large crowd of spectators is visible in the background under a blue sky.

INTRODUCTION



INTRODUCTION

INTRODUCTION

Welcome to the second edition of **#SportOnSocial**.

This annual report by REDTORCH analyses the presence and performance of 35 IOC-recognised International Sport Federations (IFs) on Facebook, Instagram, Twitter and YouTube. The report includes links to examples of high-performing content that can be viewed by clicking on words in **red**.

Which sports were the highest climbers in our Rankings Table? How did IFs perform at PyeongChang 2018? What was the impact of their own World Championships? Who was crowned this year's best on social?

We hope you find the report interesting and informative!

The REDTORCH team.



RANKINGS TABLE

C 2017 #BRINGIT #WRWC2017 #BR

WOMEN'S RUGBY WORLD CUP 2017

CHAMPIONS

BY
D CUP™
EN'S

SOCIAL MEDIA RANKINGS TABLE

Overall Rank*	Change	International Federation	Channel Rank			
			f	Instagram	Twitter	YouTube
1	↑ +1	WR: World Rugby	1	5	7	1
2	↑ +8	ITTF: International Table Tennis Federation	2	4	10	2
3	− 0	FIBA: International Basketball Federation	5	1	2	18
4	↑ +7	UWW: United World Wrestling	3	2	11	9
5	↑ +3	FIVB: International Volleyball Federation	7	8	6	10
6	↑ +3	IAAF: International Association of Athletics Federations	9	12	1	15
7	↑ +9	ISU: International Skating Union	14	10	4	8
8	↓ -2	IJF: International Judo Federation	6	9	9	12
9	↓ -5	FEI: International Federation for Equestrian Sports	10	13	16	3
10	↓ -5	FIFA: International Federation of Association Football	18	6	18	4
11	↓ -4	UCI: International Cycling Union	15	17	13	6
12	↑ +1	IIHF: International Ice Hockey Federation	11	7	3	33
13	↓ -1	WA: World Archery	8	22	21	7
14	↑ +7	FIH: International Hockey Federation	12	23	8	19
15	↓ -14	FIS: International Ski Federation	25	3	20	20
16	↑ +1	FINA: International Swimming Federation	19	18	5	25
17	↑ +5	FIG: International Federation of Gymnastics	21	31	15	5
18	− 0	ITU: International Triathlon Union	29	20	17	14

Overall Rank*	Change	International Federation	Channel Rank			
			f	Instagram	Twitter	YouTube
19	↑ +1	IWF: International Weightlifting Federation	13	24	27	13
20	↓ -1	FIE: International Fencing Federation	22	14	22	22
21	↓ -6	IBU: International Biathlon Union	23	11	33	17
22	↑ +10	WCF: World Curling Federation	16	25	12	25
23	− 0	IBSF: International Bobsleigh and Skeleton Federation	17	15	19	30
24	− 0	IHF: International Handball Federation	24	19	14	28
25	↑ +1	FIL: International Luge Federation	20	21	26	23
26	↑ +1	BWF: Badminton World Federation	4	34	24	16
27	↑ +2	FISA: International Federation of Rowing Associations	27	16	25	24
28	↓ -14	WT: World Taekwondo Federation	28	30	31	11
29	↑ +5	UIPM: International Modern Pentathlon Union	33	26	30	21
30	↑ +1	ISSF: International Shooting Sport Federation	26	28	29	34
31	↓ -3	WS: World Sailing	31	27	28	32
32	↓ -2	AIBA: International Boxing Association	30	32	32	27
33	− 0	ICF: International Canoe Federation	32	29	34	31
34	↑ +1	ITF: International Tennis Federation	34	-	23	29
35	↓ -10	IGF: International Golf Federation	35	33	35	35

*Includes change from #SportOnSocial 2017

GET LIFTING

WORLD CHAMPIONSHIPS

AWARDS CEREMONY

HEADLINES





HEADLINES

HEADLINES

- **WR** ranked No. 1 in the Rankings Table (2nd in 2017) – having finished top on Facebook and YouTube. The 2017 World Rugby Under 20 Championship in Georgia and 2017 Women’s Rugby World Cup in Ireland generated substantial engagements, with viral content created from both tournaments.
- **ITTF** ranked No. 2 in the Rankings Table, climbing 8 places from 2017. 2nd on both YouTube and Facebook, it benefited from major tournaments including the 2017 World Table Tennis Championships and 2017 ITTF Men’s & Women’s World Cups.
- **WCF** was the biggest climber, jumping 10 places from 2017. It scored the 3rd-highest Engagement Rate on Facebook, helped by Curling’s popularity during the 2018 Winter Olympics.
- **ISU** was the 2nd-biggest climber, moving up 9 places into 7th spot. It performed well on Twitter and YouTube as a result of the 2017 World Figure Skating Championships in Finland and the 2018 Winter Olympics.
- **IAAF** ranked No. 1 on Twitter owing to the 2017 IAAF World Championships and the Athlete of the Year 2017 nominations.
- **UWW** ranked No. 2 on Instagram, with its large following and high Engagement Rate. It had particularly strong content around the 2017 World Wrestling Championships in Paris and with the use of a carousel feature in December 2017 which reviewed the previous 12 months.

A photograph of four British female sprinters celebrating their victory on a track. They are wearing blue and white athletic gear with "TOYOTA GBR LONDON 2017" printed on their bibs. They are holding large Union Jack flags aloft and jumping in the air. The background shows a large stadium with a complex roof structure.

CHANNEL SUMMARIES



FACEBOOK

FIS Ski World
Champion 201
Downhill

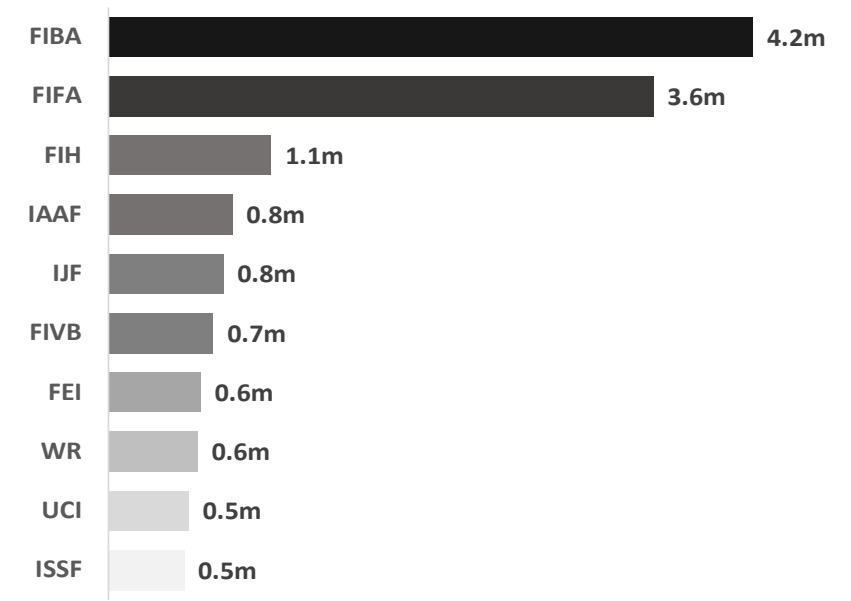
adsey



FAN RANKING

- **FIBA** has more Facebook fans (4.2m) than any other IF, acquiring 1.1m fans since March 2017. 31% of new fans came in August 2017, which coincided with the 2017 FIBA Asia Cup and the FIBA EuroBasket 2017.
- **FIBA** produced an average 6.4 posts per day, more than any other IF. This increased to 18 posts per day during the 2017 FIBA Asia Cup and the FIBA EuroBasket 2017.
- **FIFA** gained 335k new fans, 24% of them in October because of the 2017 FIFA U-17 World Cup in India.
- **IAAF** moved up a place to 4th for Facebook fans, with an additional 126k new fans.
- **FEI** experienced the 3rd-highest growth in Facebook fans (178k) having produced engaging repurposed content. This included a **#MusicMonday** post featuring a video from the Individual Dressage at the London 2012 Olympics.
- **WR** gained 167k fans; 23% of growth came during the 2017 Women's Rugby World Cup in Ireland.
- 3 of the top 5 IFs by Growth Rate were participants in the 2018 Winter Olympic Games participants.
- **IBSF** experienced the highest Growth Rate during the Games, more than doubling its fan base in the last 12 months (104% increase).
- **IWF** grew its Facebook fan base by 67% (to 65k fans) since March 2017, with a significant rise from November. This was due to several **viral video** posts during the 2017 IWF World Championships in the U.S. and an interview with American athlete, **Mattie Rogers**.

Top 10 IFs by Facebook Fans





ENGAGEMENT RATE RANKING

- 3 of the top 5 IFs by Engagement Rate were participants in the 2018 Winter Olympic Games.
- **IBSF** had the highest Engagement Rate as a result of strong video content which included **interviews** with legendary skeleton racers and a **first-person perspective** taken from a bobsleigh. The **IBSF** posted an average 2.8 times a day, with the most engaging content published on Fridays and related to the 2017/18 BMW IBSF World Cup in Switzerland.
- **WCF** had the 3rd-highest Engagement Rate as a result of live video coverage of the 2017 European Curling Championships in Switzerland. The **Women’s** and **Men’s** gold medal matches (both between Sweden and Scotland) generated the highest number of shares.
- **ITTF** was the top-performing ASOIF member by Engagement Rate, with a number of high-profile events such as the 2017 World Table Tennis Championships in Germany and 2017 ITTF Men’s and Women’s World Cups in Belgium and Canada respectively. ITTF posted an average 5.4 times a day, second only to **FIBA**.
- **WR** produced the 5th-highest average Engagement Rate, largely because of shareable content. It had the highest Shares per Post (355) and the 2nd-highest Comments per Post (110) as a result of producing highlights and engaging content from the **Women’s Rugby World Cup** and the **2017 World Rugby Under 20 Championship**. Live coverage of the **World Rugby Awards** in Monaco generated some of the highest Number of Comments of all **WR** content.

Top 10 IFs by Facebook Engagement Rate

Rank	International Federation
1	International Bobsleigh and Skeleton Federation
2	International Luge Federation
3	World Curling Federation
4	International Table Tennis Federation
5	World Rugby
6	Badminton World Federation
7	World Archery
8	United World Wrestling
9	International Skating Union
10	International Weightlifting Federation



TOP POSTS

- **WCF** generated 13 of the top 50 Posts by Engagement Rate. 1 post congratulated the first ever **Olympic mixed-doubles gold medal winners**; the remaining posts were live videos from the 2017 European Curling Championships, 2018 International Bernese Ladies Cup, and **2017 Final Qualification** event for the 2018 Winter Olympic Games.
- **IWF** accounted for 9 of the top 50 Posts by Engagement Rate; the most engaging was a highlights video of **Mohamed Ehab** winning gold in the Men's 77kg at the 2017 World Weightlifting Championships. The most watched **IWF** video (1.9m views) was a compilation of **failed lifts** that generated substantial engagements through shares and comments.
- Content from AIOWF members, performed significantly higher than average during the 2018 Winter Olympics, in particular with posts that **congratulated** gold medallists.
- A video of the Black Ferns performing the Haka before the **Women's Rugby World Cup 2017** Semi-Final generated more engagements than any other post by any IF.
- **FIBA** were responsible for 37 of the top 50 Posts by Engagement. Its fan base engaged with a variety of content across multiple events. The top 6 posts included famous **birthdays**, the **FIBA EuroBasket 2017** and the **2017 FIBA Asia Cup**.

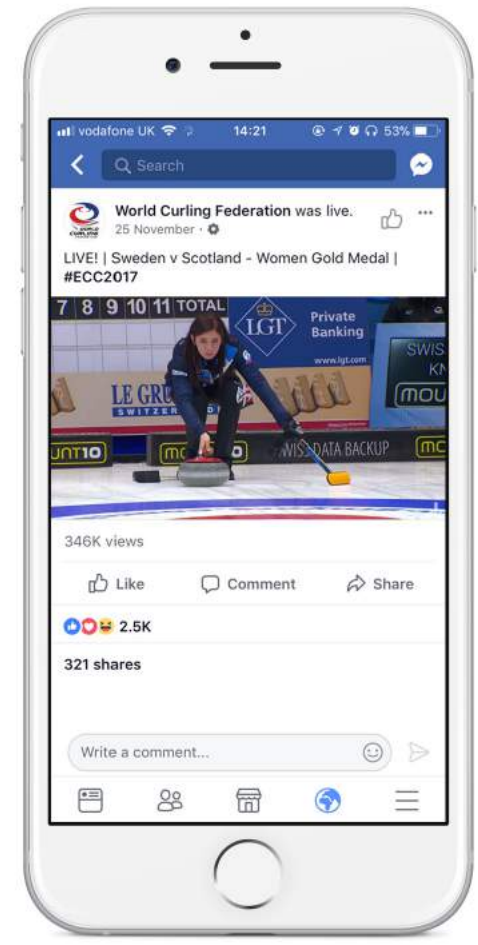
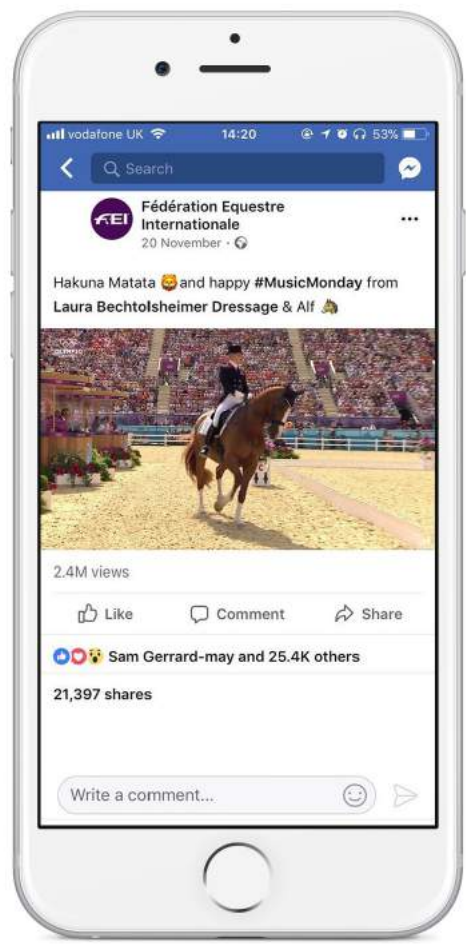
Top 50 Facebook Posts by IF (by Engagement Rate)





HIGH-PERFORMING FACEBOOK CONTENT

Click the screens to view content





INSTAGRAM

THE FINALS

WORLD LEAGUE FINALS
CURITIBA 2017

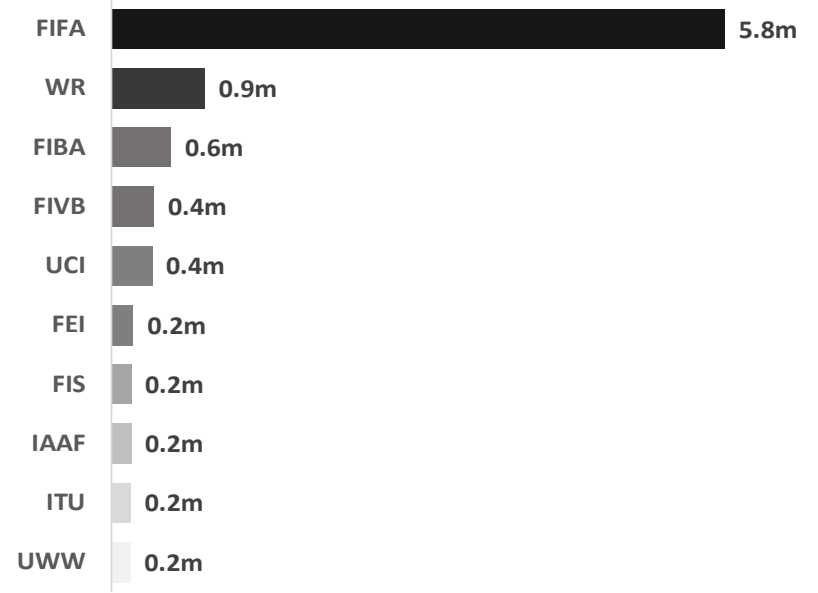
1ST PLACE
1,000



FAN RANKING

- **FIFA** (5.8m) has more Instagram followers than any other IF, and gained 1.6m fans since March 2017 – 14% of them in December. 1st December witnessed the largest increase (50k) which coincided with the draw for the 2018 FIFA World Cup.
- **FIFA** produced an average 5.3 posts a day, more than any other IF. During the Best FIFA Football Awards 2017 on 23rd October it produced 20 posts.
- **UCI** moved up 2 places to 3rd in Instagram growth, with an additional 129k followers.
- **WR** experienced the 2nd-highest Instagram growth, with 0.1m new followers. 12% of these came during May in the lead-up to the World Rugby Under 20 Championship.
- The average Growth Rate was 66%; **WT** had the highest (330%), followed by **WCF** (183%).
- 8 of the top 10 IFs by followers were among the top 10 for Absolute Growth.
- 6 IFs posted more than 1,000 times on Instagram. **FIFA** posted an average 5.3 times a day, followed by **FIBA** (4.7).

Top 10 IFs by Instagram Followers





ENGAGEMENT RATE RANKING

- **IBSF** had the highest Engagement Rate, with **live action images** reposted from other accounts. The 2017/18 BMW IBSF World Cup in Switzerland was the top event mention; #Sliding2PC18 was one the most engaging hashtags used.
- 3 of the top 5 IFs by Engagement Rate were participants in the 2018 Winter Olympic Games and also members of AIOWF.
- **IBU** had the 2nd-highest Engagement Rate by using the carousel feature to upload multiple images and videos from an event. Its most engaging feature was **Stage 5** of the 2017–18 Biathlon World Cup in Ruhpolding, Germany.
- **ITTF** was the highest-performing ASOIF member by Engagement Rate with several highlight clips from the Seamaster **2017 ITTF World Tour**. Its most engaging photo was a selfie of two players at the **ITTF World Cup**. It posted an average 3.2 times a day, above the average of 1.5.
- **UWW** published an average 2.9 posts a day, Wednesdays and Fridays proving the more popular days. The most popular post was a clip from a **documentary** about Cuban Wrestling, then a training routine from world champion, **Rasul Chunayev**. Other top posts published in December 2017 were carousels consisting of some of 2017's most **popular photos**.

Top 10 IFs by Instagram Engagement Rate

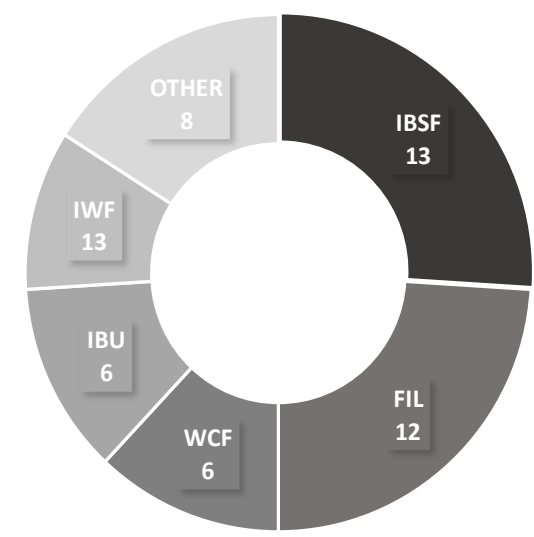
Rank	International Federation
1	International Bobsleigh and Skeleton Federation
2	International Biathlon Union
3	International Table Tennis Federation
4	United World Wrestling
5	International Ice Hockey Federation
6	International Luge Federation
7	International Ski Federation
8	International Fencing Federation
9	International Skating Union
10	International Judo Federation



TOP POSTS

- **ISU** produced the most engaging post on Instagram by Engagement Rate, with a photo of Japanese figure skater **Yuzuru Hanyu** celebrating winning gold at the 2018 Winter Olympics.
- 13 of the top 50 posts by Engagement Rate came from **IBSF**, 12 from **FIL**. 41 of the top 50 posts came from the 2018 Winter Olympics.
- **IWF** used archived **footage and questions** to build excitement ahead of the 2017 World Weightlifting Championships. Overall, **IWF** posts generated the 2nd-highest Number of Comments per Post (90).
- **FIFA** was responsible for the top 50 Posts by Engagement, the top post announcing the complete **Group Stage draw** for the 2018 FIFA World Cup.
- Other engaging **FIFA** posts included famous **birthdays** and **questions** to generate comments from fans.
- **WR** posted 40 of the 50 top Posts by Engagement (excluding FIFA). Their top post was a picture of the best costume at the **2018 Sydney Sevens**.
- Among other top posts from **WR** was a try from the **November Internationals 2017**, a video clip originally uploaded by **Irish rugby club Malahide RFC**, and a superimposed video featuring South African player, **Seabelo Senatla**.

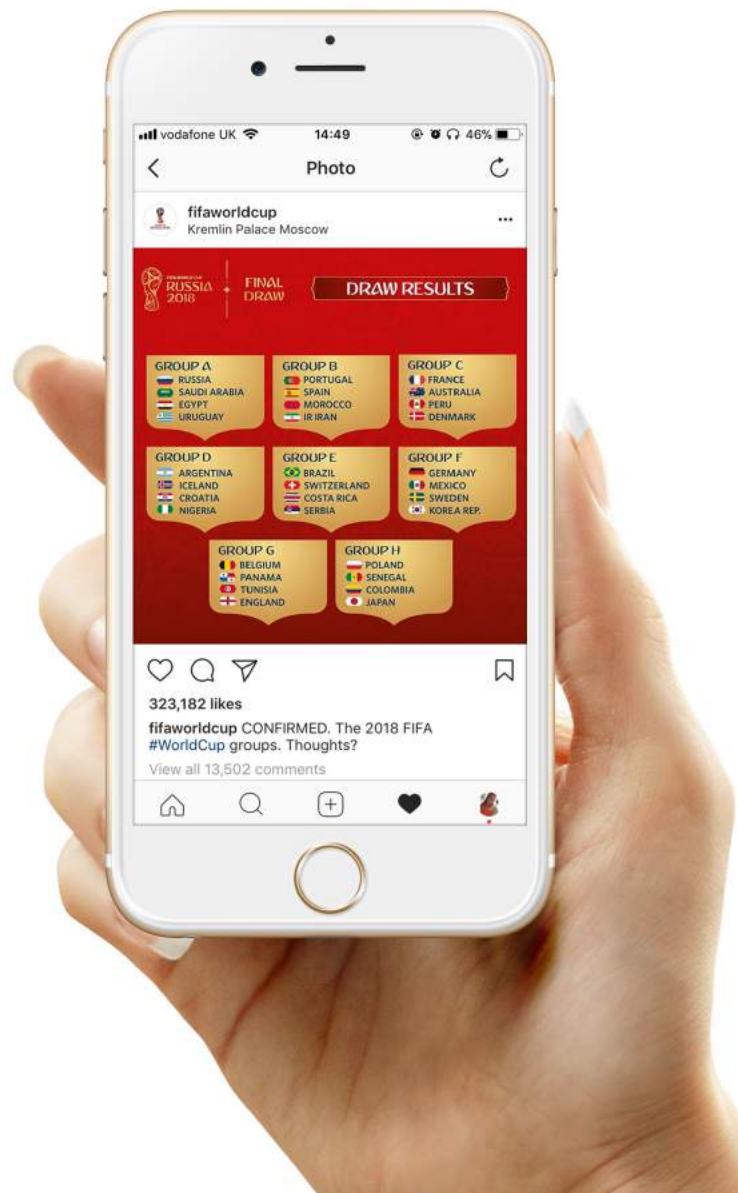
Top 50 Instagram Posts by IF (by Engagement Rate)





HIGH-PERFORMING INSTAGRAM CONTENT

Click the screens to view content





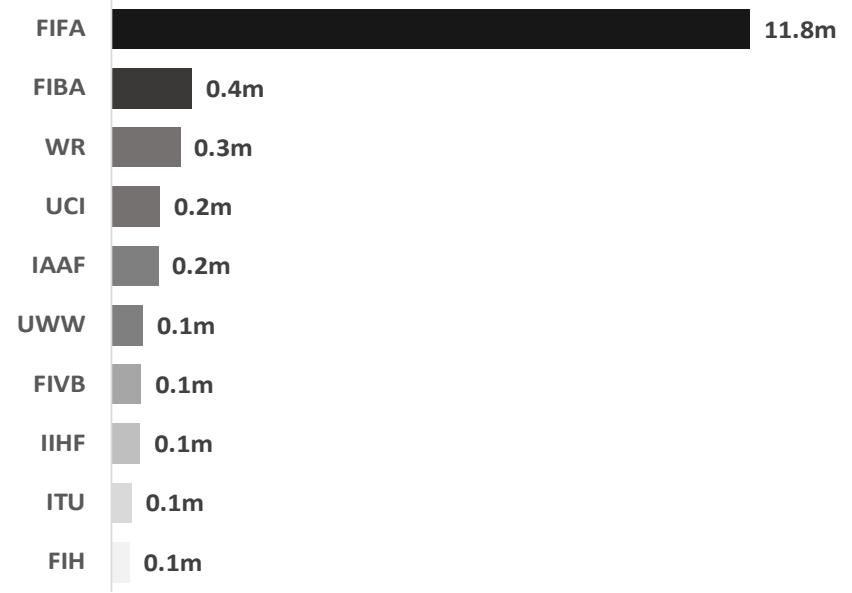
TWITTER



FAN RANKING

- **FIFA** (11.8m) has more Twitter followers than any other IF, gaining 1.5m followers since March 2017 and consistent growth month-on-month. 9th November experienced the largest daily increase in followers (15k) when the UEFA Second Round of 2018 FIFA World Cup qualification took place.
- **IAAF** moved up 3 places to 2nd for Follower Growth, with an additional 70k.
- **ISU** had the highest Follower Growth Rate (90%), with an additional 25k followers since March 2017. Its growth was 3.8 times higher than the average (23%). 29% of ISU's new followers came during February due to the 2018 Winter Olympics. On 17th February, ISU gained 843 new followers when the Men's Olympic Medallists were announced.
- There is a direct correlation between Number of Followers and Follower Growth, with 8 IFs featuring in the top 10 of both metrics.
- 7 of the top 10 IFs by followers were also among the top 10 by Number of Tweets.
- On average, IFs sent 6.9 tweets per day, with **FIVB** posting an average 41.2 times a day. This was due to high-profile events such as the 2017 Beach Volleyball World Championships in Austria, the 2017 FIVB Volleyball World League in Brazil, and the 2017 FIVB Volleyball World Grand Prix in China.

Top 10 IFs by Twitter Followers





ENGAGEMENT RATE RANKING

- **ISU** had the highest Engagement Rate, with more Engagements per Tweet than any IF. 3 major events in its calendar were responsible for this increased Engagement Rate: the 2017 World Figure Skating Championships in Finland, the 2017–18 Grand Prix of Figure Skating Final in Japan, and the 2018 Winter Olympics.
- 67% of **ISU** content included images; tagging high-profile skaters (e.g. Tessa Virtue, Kaetlyn Osmond and Alex Shibutani) was another strategy used to increase engagement.
- **IAAF** had the 2nd-highest Engagement Rate, the most engaging content coming from the Male World Athlete of the Year 2017 nominations. The most mentioned event was the 2017 IAAF World Championships in London, followed by the 2017 IAAF World U18 Championships in Nairobi. 64% of content included images; 15% of tweets were reshared content.
- The 2017 IHF Men's Junior World Championship in Algeria and the 2017 IHF Men's Youth World Championship in Georgia produced the highest Engagement Rates for IHF, followed by the 2017 IHF World Women's Handball Championship in Germany. 47% of tweets were reshared content; **IHF** engaged with a number of National Federations, including the **French Handball Federation**, the **Royal Spanish Handball Federation** and the **German Handball Association**.
- **FINA's** top tweet came during the 2017 FINA Swimming World Cup in the Netherlands, when **Mireira Belmonte** broke the 400m Individual Medley Final record. FINA Events which generated most engagement were the 2017 FINA Swimming World Cup stages in Beijing and Tokyo and 2017 World Aquatics Championships in Budapest.
- The 2017 **IIHF World Championship** in Paris was the most engaging tournament for **IIHF**, followed by the **2018 Winter Olympics**. USA Hockey was mentioned more than any other team (239 times); most tweets with links were to the YouTube channel to encourage fan subscription.

Top 10 IFs by Twitter Engagement Rate

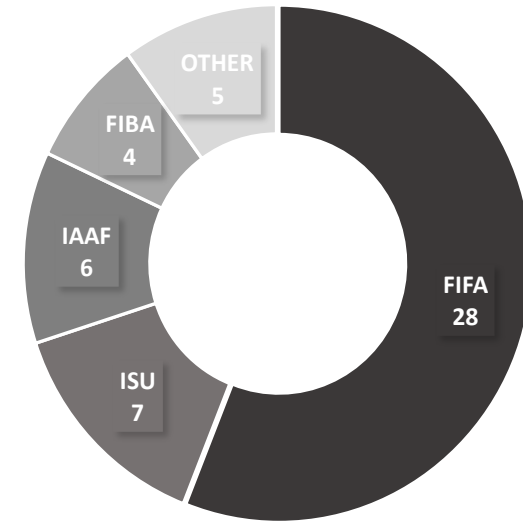
Rank	International Federation
1	International Skating Union
2	International Association of Athletics Federations
3	International Handball Federation
4	International Bobsleigh and Skeleton Federation
5	International Table Tennis Federation
6	International Swimming Federation
7	International Ice Hockey Federation
8	International Judo Federation
9	International Basketball Federation
10	World Curling Federation



TOP POSTS

- **FIFA** accounted for 28 of the top 50 Tweets by Engagement. Its most engaging tweet came through sharing the promotional video of Turkish club Beşiktaş as part of the viral **#ComeToBeşiktaş** campaign. Their 2nd most engaging tweet was one congratulating Cristiano Ronaldo for winning **FIFA Men's Player of the Year** at the Best FIFA Football Awards 2017.
- 6 of the top 50 Tweets by Engagement were from **IAAF**, including the top two which encouraged fans to vote for the **Male World Athlete of the Year 2017**.
- **ISU** produced 7 of the top Tweets by Engagement, including a video interview with Russian figure skater, **Evgenia Medvedeva**.
- **ISU** were responsible for 38 of the top 50 Tweets by Engagement Rate, largely due to a number of high-profile skaters with a significantly larger Twitter following than **ISU** helping distribute content.
- 3 of the top 50 Tweets by Engagement Rate came from **WCF**, including a photo which congratulated the **Korea team** for their 2018 Winter Olympics silver medals.

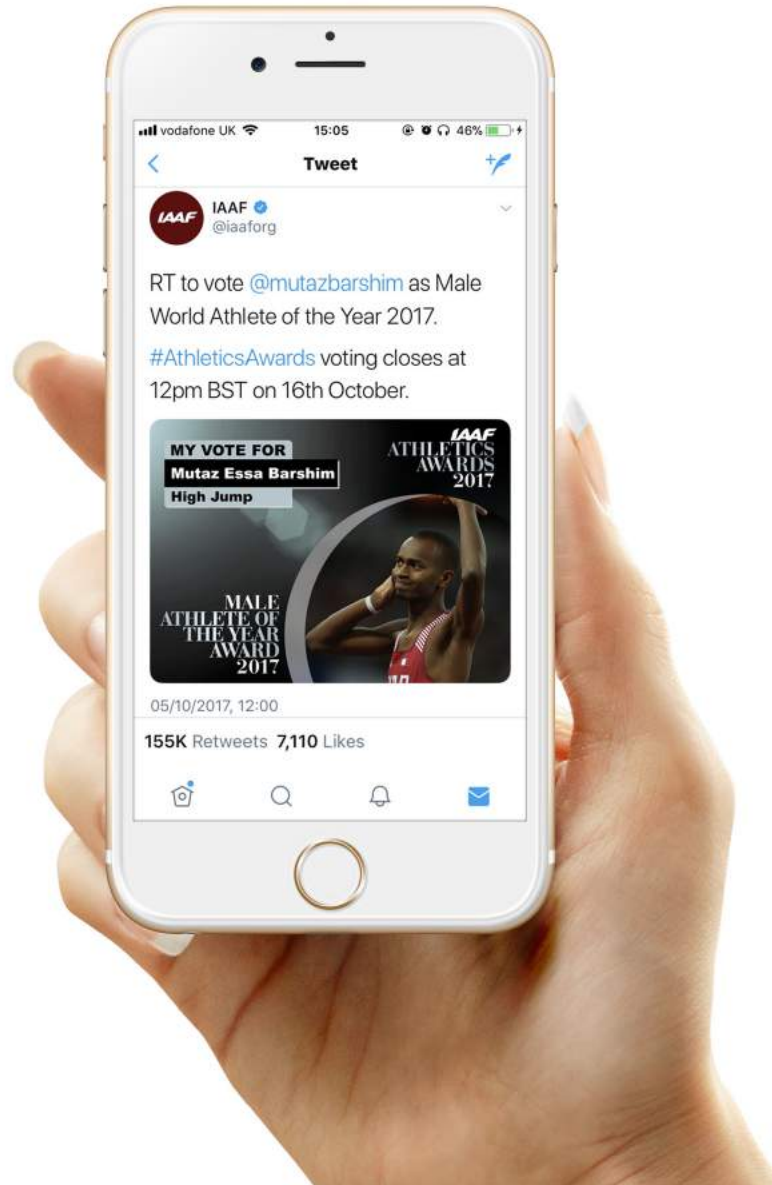
Top 50 Tweets by IF
(by Engagement)





HIGH-PERFORMING TWITTER CONTENT

Click the screens to view content





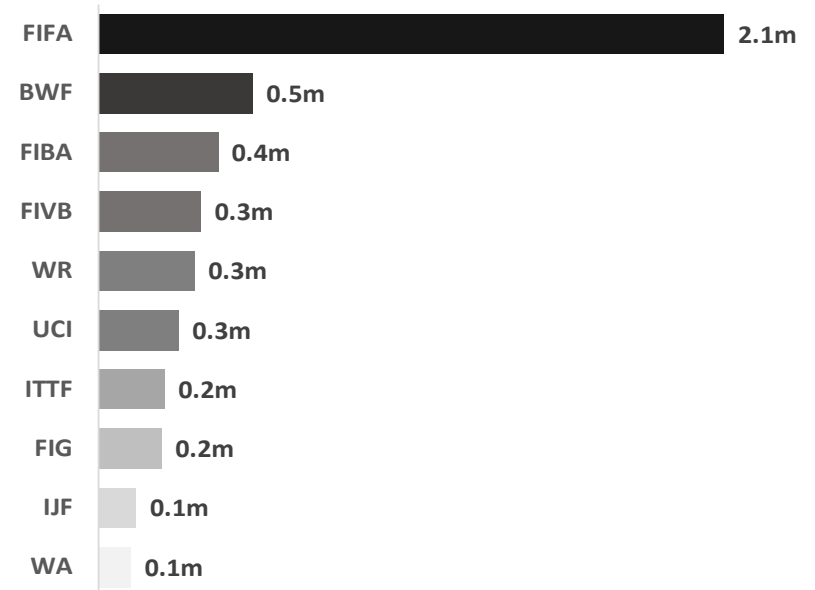
YOUTUBE



FAN RANKING

- **FIFA** has more YouTube subscribers than any other IF (2.1m) and gained 507k new subscribers in the past year. 23rd October saw 37k new subscribers during the Best FIFA Football Awards 2017.
- **BWF** is the 2nd-largest IF by YouTube subscriber (506K) and gained 146k new subscribers in the past year. Its highest growth in subscribers came on the final day of the 2017 All England Super Series Premier and the India Open 2018.
- **FIVB** experienced the 2nd-largest increase in subscribers (157k), with 37% coming during the 2017 FIVB Volleyball World League in Brazil.
- **FIBA** grew their YouTube channel by 128k subscribers (48% growth), with 3 of the top 5 days by New Subscribers coming during the 2017 FIBA Asia Cup. The 2nd-highest day of New Subscribers (4k) was on 1st September, coinciding with the opening 3 matches of Group C at the EuroBasket 2017 in Romania.
- **IAAF** had the largest percentage growth of all IFs (171%), gaining 40k new subscribers. Their largest growth period was in August during the 2017 IAAF World Championships in London.

Top 10 IFs by YouTube Subscribers





ENGAGEMENT RATE RANKING

- **FEI** had the highest Engagement Rate on YouTube as a result of having the largest proportion of Reactions and Comments to Video Views. Dressage and Jumping events generated higher Engagement Rates than other disciplines, whilst #FlashbackFriday videos resulted in an uplift in Reactions.
- **FIBA** produced 3.8k videos more than any other IF, these videos generated over 54m views. 29% of videos were uploaded in August, while 70 videos were uploaded on 4th July, more than any other day (during the 2017 FIBA Under-19 Basketball World Cup in Cairo).
- **FIG** produced the 2nd highest number of videos 2.3k, compared to the average of 559. They generated 6.9m video views across the year, with the majority of videos coming from the 2017 Trampoline World Championships in Bulgaria and 2017 World Artistic Gymnastics Championships in Canada.
- On average, **FIFA** received more Views per Video than any IF (131k) due to the number of subscribers (2.1m).
- While **IWF** only uploaded 19 videos on YouTube, it produced the 3rd highest Engagement Rate as a result of a relatively high volume of Reactions on videos, such as **Mohamed Ehab's** lift in the Men's 77kg at the 2017 World Weightlifting Championships in the United States.
- **ITTF** generated one of the highest Engagement Rates with a total of 137k Engagements from 14.0m Video Views. The most engaging ITTF video came from the 2017 World Table Tennis Championships in Germany between **Ma Long and Fan Zhendong**.

Top 10 IFs by YouTube Engagement Rate

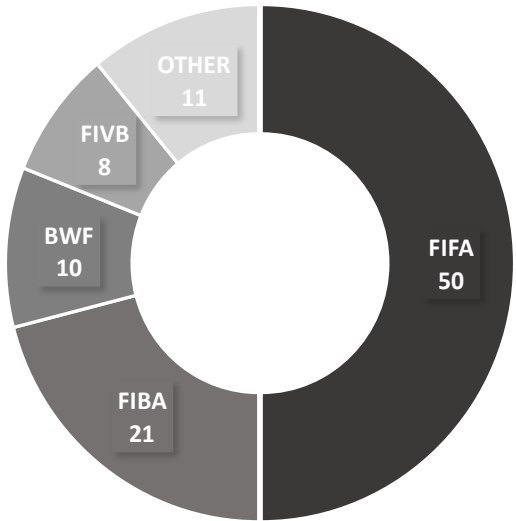
Rank	International Federation
1	International Federation for Equestrian Sports
2	International Skating Union
3	International Weightlifting Federation
4	International Biathlon Union
5	World Rugby
6	International Table Tennis Federation
7	International Modern Pentathlon Union
8	United World Wrestling
9	International Federation of Gymnastics
10	World Archery



TOP VIDEOS

- 50 of the top 100 video views were from **FIFA's** YouTube channel. FIFA's top video (2.8m views) was the **Portugal v Chile Semi-Final** in the 2017 FIFA Confederations Cup.
- The top 4 **FIFA** videos were from different events, exemplifying the variety of content engaged with by **FIFA** fans.
- Match 7 of the 2017 FIFA Beach Soccer World Cup between **Brazil and Tahiti** was the 2nd most viewed video of all IFs (2.4m views). The tournament accounted for 8 of the total 50 top videos.
- **FIBA** produced 21 of the top 50 videos on YouTube (excluding FIFA). Its top video, showing the highlights of **China v Philippines** in the 2017 FIBA Asia Cup, had 522k views.
- **WR** had 2 videos in the top 50 (excluding FIFA) including footage of **Perry Baker and Dan Norton** going head to head in a sprint at the HSBC USA Sevens (1.3m views).
- **BWF** produced 10 of the top 50 videos (excluding FIFA). 3 were from the Yonex All England Open 2017; their top video showed the match of **Gid/Suk vs Con/Kol** (649k views).
- **FIVB** had a total of 8 YouTube videos in the top 50. 6 showed matches from the FIVB Volleyball World League; their top video was a rally between **Thailand and Dominican Republic** (722k views).
- **FIG** produced 3 videos in the top 50. 2 provided highlights from the 2017 World Rhythmic Gymnastics Championships in Italy; their top video was the **Clubs and Ribbons Final** (845K views).

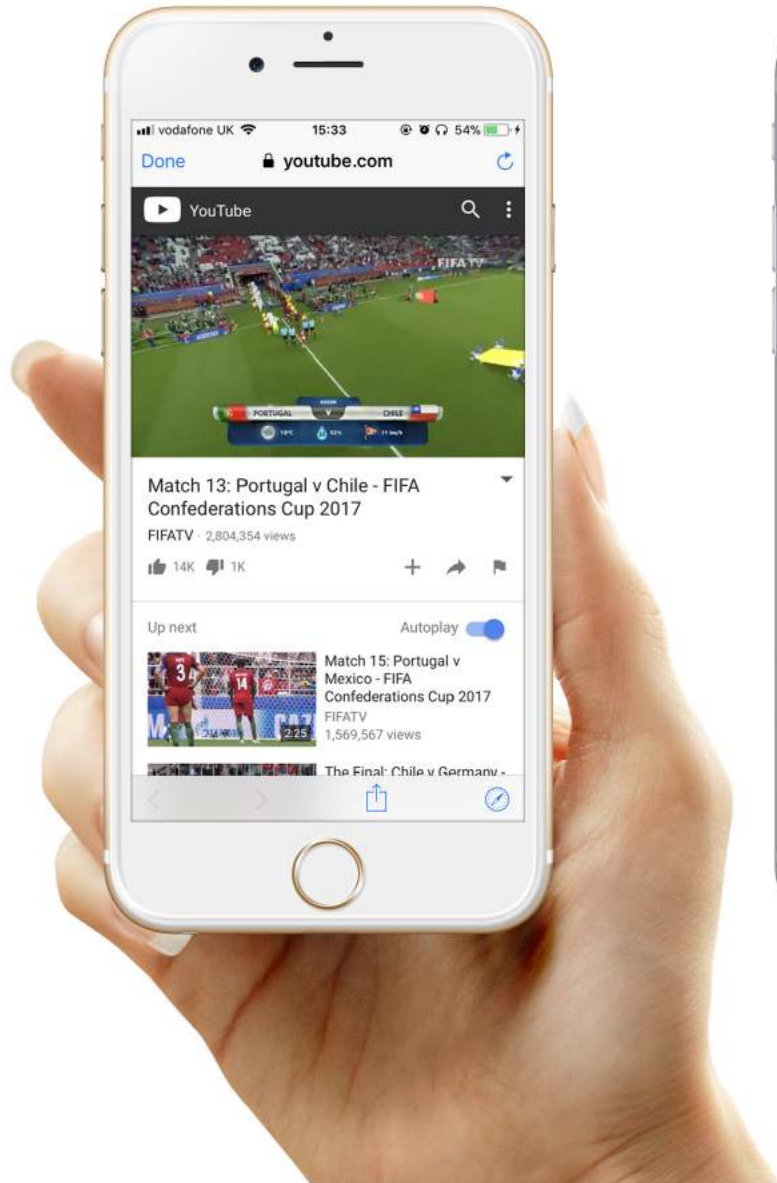
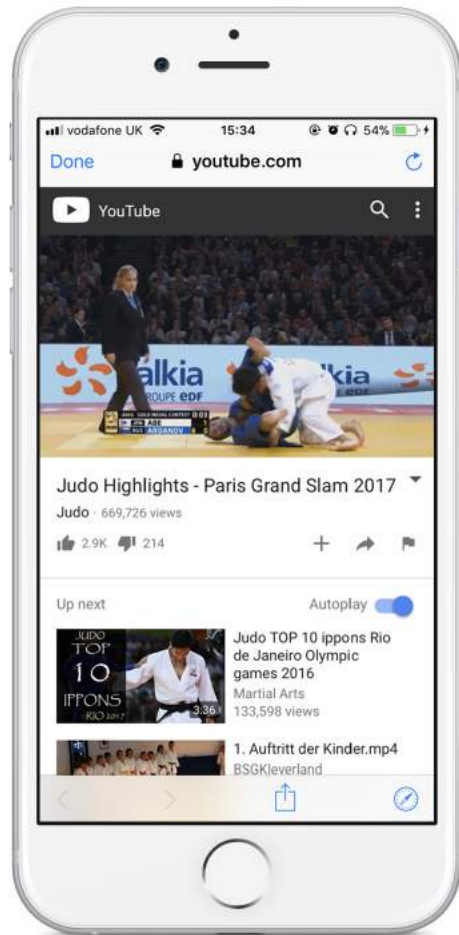
Top 100 YouTube Videos by IF (by Views)





HIGH-PERFORMING YOUTUBE CONTENT

Click the screens to view content



CHAMPIONS

METHODOLOGY





METHODOLOGY

METHODOLOGY

All stats and results used in this #SportOnSocial report were measured from 1st March 2017 – 28th February 2018.

155k posts were analysed from 35 International Federations, that generated over 171m engagements.

Performance is calculated through an analysis of 4 social media channels – Facebook, Instagram, Twitter and YouTube – which are then ranked in our Rankings Table.

The Rankings Table is calculated using the number of followers each IF has on its main page (as of 28th February 2018), and the Engagement Rate each page has generated over the past year.

How is the Rankings Table calculated?

- The Rankings Table is based on a score between 1 and 35.
- An IF with the highest number of followers on a channel scored 1 point.
- An IF with the lowest number of followers on a channel scored 35 points.
- An IF with the highest Engagement Rate on a channel scored 1 point.
- An IF with the lowest Engagement Rate on a channel scored 35 points.
- The lower the overall score across all 4 social media channels, the higher the position of the IF in the Rankings Table.

A photograph of four female fencers standing on a podium, smiling. They are wearing white fencing gear. The background is a blue banner with some text and logos, including 'GOLD' and 'FINA'.

METHODOLOGY CONT.

METHODOLOGY CONT.

- Engagements on Facebook refer to Reactions, Comments and Shares.
- Engagements on Instagram refer to Likes and Comments
- Engagements on Twitter refer to Likes and Retweets
- Engagements on YouTube refer to Reactions and Comments

For YouTube, the Engagement Rate is calculated by dividing the number of engagements by the number of video views. For all other channels, the Engagement Rate is calculated by dividing the number of engagements by the number of fans.

For year-on-year consistency, **the main channels** for each IF have been monitored. This means other discipline-specific, competition-specific or language-specific pages have been excluded from this report.

As open source data was used, it cannot be determined if engagements are based on Organic or Paid impressions.

ABOUT REDTORCH



Who?


We're an independent digital communications agency that turns data into insight to engage target audiences in the most authentic, innovative and creative way.


Why?

To inspire action. We deliver targeted digital campaigns that enable sports organisations to build sustainable relationships and share experiences, values and opportunities with millions of people worldwide.

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