

2019

International Sports Federations Social Media Ranking

#IFRANKING



IT TAKES TWO TO SOCIAL MEDIA

On behalf of Burson Cohn & Wolfe Sports (BCW Sports), we are pleased to publish the 2019 International Sports Federations Social Media Ranking.

Social media has become an integral part of sport business, and it continues to be a strong driver in how sports organisations communicate and engage with fans and new audiences. However, as social media channels are not a one-way street, its successful use should not be taken for granted.

It is important to keep in mind that social media is not only a platform from which to showcase sport, but also the place where the true relationship with fans start. It is the starting point where a community can be cultivated – and where users can contribute to a unique experience around the sport itself.

This ranking aims to capture the social media footprint of international sports federations and provide some insightful takeaways of how different content leads to different outcomes. This year's ranking, as per previous years, includes summer and winter International Sports Federations (IFs) from both the summer and winter Olympic programme.

I truly hope that you enjoy our findings. Make sure to let us know your thoughts by engaging with us at @bcwsports and use our hashtag #IFRanking.

Lausanne, February 13 – 2020



Lars Haue-Pedersen
Managing Director, Burson Cohn & Wolfe Sports Practice

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EXECUTIVE SUMMARY

Although 2019 was a seemingly slower year in terms of the international sport calendar compared to the year before, the rise in social media numbers did not slow down.

This was clearly shown by the strong display of the 53 Olympic International Federation Instagram profiles that have attracted a total of 3'079'200 new followers during the last year. On average, the IFs have grown their accounts by 40.83%, with the International Volleyball Federation (FIVB) being one of the strongest – growing by 351'039, or 70.92%. The most popular Instagram account for the year belongs to World Rugby. The Dublin-based IF grew to 1'277'697 followers.

Interestingly, for the first time ever, the BCW IF Social Media Ranking has been able to track the True Reach of Instagram accounts. True Reach is determined using an algorithm metric that is able to identify patterns that correspond with real users, as opposed to automated bots or sporadic users. An astonishing result: the Badminton World Federation (BWF) topped the highest True Reach of all IFs even though it was not even in the top ten of the most-followed accounts!

Equally interesting to see are the profile compositions of different kinds of posts – and the respective traction caused. 36.23% of all IF posts on Instagram are photo posts and, 38.03% are video posts. Hence, they are close to having the same share.

However, when it comes to interactions, video posts are responsible for 34.63% of total interactions, whereas photo posts only account for 30.77%.

On Facebook, the 56 IF accounts were able to attract a total of 3'349'566 new followers with an average growth rate of 11.4%. Although already having one of the leading Facebook accounts, the FIVB has been able to grow by almost another 63%. The most popular account remains the International Basketball Federation (FIBA) with 6'644'128 page likes.

Even more strikingly than on Instagram, the trend of video content on Facebook has become very visible in 2019: Native video content accounted for 42.51% of total posts of all International Federations, generating no less than 67.5% of all interactions. This proves that focusing more on moving-image content can increase a Federation's engagement on social media.

BCW Sports also reviewed the social media footprint of Twitter within Olympic Sports Federations and it has also grown there. 1'919'530 new followers have been welcomed by the 79 IF accounts seeing an increase in followers by an average rate of 17%. The dominant force on Twitter this year: the International Football Federation (FIFA).

Apart from the Big Three – Instagram, Facebook and Twitter – our ranking also looked at platforms like LinkedIn and Periscope. By reviewing the data, we hope that this ranking can provide federations with insights on the social media trends for the year 2020 and inspiration for their social media presence in the future.

PERFORMANCE INDICATORS

When it comes to monitoring social media channels, there is a multiplicity of different approaches. In order to generate meaningful insights about the digital performance of organisations, it is vital to have one consistent method.

For the 2019 Olympic Sports Social Media Ranking, BCW Sports adopted a three-level analysis with which we have been able to measure all the various ways of digital interaction between an organisation and its followers.

FIRST we quantified the reach and **the frequency of an organisation's** social media behaviour. The impact of this one-way-aspect of communication is measured with the following parameters:

NUMBER OF FOLLOWERS: How many followers does an International Olympic Sports Federation have on each individual social media platform?

GROWTH: To what extent have the organisations been able to grow their followership?

TRUE REACH: How many users do they actually reach with their posts? (for Instagram only)

POSTS PER DAY: How often are they trying to reach their followers?

SECOND we quantified the **consideration** from IFs' posts. This aimed at responding to the question of how many users have actually taken note of the output. In order to do so, we have applied one central unit of measurement:

VIEWS: How many users have looked at their posts?

VIEWS PER POST: How effectively are the posts reaching their audience?

THIRD we analysed the **engagement** that IFs have been able to generate with their output. How many users have contributed interaction?

LIKES: How many likes have the users given to IFs' posts?

COMMENTS: How many comments have users left on the IFs' posts?

SHARES/RETWEETS: How many times has content of the IFs been shared (Twitter: retweeted)?

INTERACTIONS PER POST: How many interactions do the IFs receive on average per post?

Most indicators provide for an analysis for the period between the 1st of January and the 31st of December 2019. Some others, however, are specific snapshots – and have been generated at the latest possible date.











INTERNATIONAL OLYMPIC SPORTS FEDERATIONS ON INSTAGRAM

Instagram is often seen as the being the land of filtered photos. However, this social media platform is quickly growing its reputation for its high engagement rates. This is especially seen in this year's ranking where IF accounts have collected a total of 169'386'273 interactions with followers. This aggregated interaction number is 378.7% higher than the IF Facebook accounts (44'725'970 total interactions).

Instagram's user demographic skews toward younger audiences, making it the perfect way to reach athletes, volunteers and other young members and fans. The world is already talking about sports; now it is up to IFs to get involved in the conversation.











HIGHEST REACH & FREQUENCY

Highest Number of Followers on Instagram:

Rank	Federation	Account Name/Username	Followers
1	 WORLD RUGBY	World Rugby @worldrugby	1'277'697
2	 FIBA	FIBA @fiba	1'027'411
3	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World @volleyballworld	845'989
4	 UCI UNION CYCLISTE INTERNATIONALE	UCI @uci_cycling	696'630
5		International Judo Federation @judogallery	486'605
6	 WORLD ATHLETICS	World Athletics @worldathletics	475'096
7	 UNITED WORLD WRESTLING	Olympic Wrestling @unitedworldwrestling	392'956
8	 FEI	FEI @fei_global	374'050
9	 FIS	FIS Ski World Cup @fisalpine	276'379
10	 WORLD KARATE FEDERATION	World Karate Federation @worldkaratefederation	275'810

Date 31.12.2019
Source Crowdtangle.com











Highest Follower Growth on Instagram:

Rank	Federation	Account Name/Username	Absolute	Percentage
1	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World @volleyballworld	351'039	70.9%
2	 FIBA The Art of Basketball	FIBA @fiba	305'593	42.3%
3	 WORLD RUGBY	World Rugby @worldrugby	239'171	23%
4	 BWF BADMINTON WORLD FEDERATION	Badminton World Federation @bwf.official	233'015	5'602.7%
5	 WORLD ATHLETICS	World Athletics @worldathletics	197'487	71.2%
6	 UCI UNION CYCLISTE INTERNATIONALE	UCI @uci_cycling	151'958	27.9%
7	 INTERNATIONAL WRESTLING	Olympic Wrestling @unitedworldwrestling	121'401	44.7%
8	 UCI UNION CYCLISTE INTERNATIONALE	UCI Mountain Bike @uci_mountainbike	107'295	376.9%
9		International Judo Federation @judogallery	95'953	24.6%
10		FIBA3x3 @fiba3x3	94'362	65.9%

Range 01.01.2019 - 31.12.2019

Source Crowdtangle.com











Highest True Reach on Instagram:

Rank	Federation	Account Name/Username	Followers	True Reach
1	 BADMINTON WORLD FEDERATION	Badminton World Federation @bwf.official	237'174	149'000
2	 WORLD RUGBY	World Rugby @worldrugby	1'277'697	122'300
3	 FIVB FEDERATION INTERNATIONALE DE VOLLE-BALL	FIVB Volleyball World @volleyballworld	845'989	99'700
4	 UNION CYCLISTE INTERNATIONALE	UCI @uci_cycling	696'630	92'100
5	 FIS	FIS Ski World Cup @fisalpine	276'379	88'873
6	 IWF	IWF @iwfnet	147'667	87'993
7		World Baseball Classic @wbcbaseball	97'016	79'371
8		FEI @fei_global	374'050	76'800
9	 FIBA The Art of Basketball	FIBA @fiba	1'027'411	74'400
10	 WORLD ATHLETICS	World Athletics @worldathletics	475'096	73'200

Date 31.12.2019

Source Klear.com

Most Posts Per Day on Instagram:











Rank	Federation	Account Name/Username	Total Posts	Posts per Day
1	 FIVB FÉDÉRATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World @volleyballworld	2'538	6.95
2	 ITTF	ITTF World @ittfworld	2'376	6.51
3	 WORLD RUGBY	World Rugby @worldrugby	1'670	4.58
4	 IIHF	IIHF @iihfhockey	1'623	4.45
5	 UNITED WORLD WRESTLING	Olympic Wrestling @unitedworldwrestling	1'485	4.07
6	 BWF BADMINTON WORLD FEDERATION	Badminton World Federation @bwf.official	1'366	3.74
7	 WORLD ATHLETICS	World Athletics @worldathletics	1'193	3.27
8	 JUDO FEDERATION INTERNATIONALE	International Judo Federation @judogallery	1'057	2.9
9	 FIBA Fédération Internationale de Basketball	FIBA @fiba	1'038	2.85
10	 Fina FÉDÉRATION INTERNATIONALE DE NATATION	FINA @fina1908	887	2.44

Range 01.01.2019 - 31.12.2020

Source Crowdtangle.com

HIGHEST CONSIDERATION

Most Views per Post on Instagram:

Rank	Federation	Account Name/Username	Views	Views per Post *
1	 WORLD RUGBY.	World Rugby @worldrugby	99'992'578	70'121
2	 FIBA We Are Essential	FIBA @fiba	50'551'052	67'945
3	 aiba International Boxing Association	AIBA – Boxing @aiba_official	11'545'019	63'088
4	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World @volleyballworld	117'618'403	55'013
5	 IWF	IWF @iwfnet	10'587'269	43'390
6	 WORLD ATHLETICS.	World Athletics @worldathletics	18'198'268	39'136
7	 JUDO INTERNATIONAL FEDERATION	International Judo Federation judogallery	18'351'398	37'149
8	 FIS	FIS Ski World Cup @fisalpine	8'066'446	33'893
9	 FIBA 3x3	FIBA3x3 @fiba3x3	24'316'368	33'867
10	 UCI UNION CYCLISTE INTERNATIONALE	UCI @uci_cycling	5'637'181	33'756











Range 01.01.2019 - 31.12.2019

Source Crowdtangle.com

* Only those posts are considered which are technically able to create views. Namely: IGTV, video posts, and album posts.

HIGHEST ENGAGEMENT











Most Likes on Instagram:

Rank	Federation	Account Name/Username	Likes
1	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World @volleyballworld	26'914'043
2	 WORLD RUGBY	World Rugby @worldrugby	18'969'935
3	 FIBA The Art of Basketball	FIBA @fiba	13'997'814
4	 WORLD ATHLETICS	World Athletics @worldathletics	12'690'503
5	 ITTF	ITTF World @ittfworld	12'268'935
6	 UNITED WORLD WRESTLING	Olympic Wrestling @unitedworldwrestling	8'822'688
7	 BWF BADMINTON WORLD FEDERATION	Badminton World Federation @bwf.official	8'583'900
8	 INTERNATIONAL JUDO FEDERATION	International Judo Federation @judogallery	8'411'784
9	 FINA FÉDÉRATION INTERNATIONALE DE NATATION	FINA @fina1908	5'163'117
10	 IIHF	IIHF @iihfhockey	5'105'477

Range 01.01.2019 - 31.12.2019











Source Crowdtangle.com

Most Comments on Instagram:

Rank	Federation	Account Name/Username	Comments
1		FIVB Volleyball World @volleyballworld	189'396
2		World Rugby @worldrugby	113'626
3		FIBA @fiba	107'685
4		World Athletics @worldathletics	101'653
5		Badminton World Federation @bwf.official	94'477
6		ITTF World @ittfworld	83'757
7		Olympic Wrestling @unitedworldwrestling	64'868
8		IIHF @iihfhockey	39'049
9		FIBA3x3 @fiba3x3	38'444
10		International Judo Federation @judogallery	35'851

Range 01.01.2019 - 31.12.2019
Source Crowdtangle.com

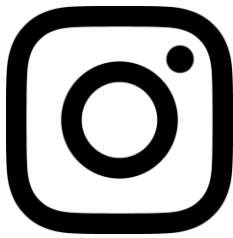
Most Interactions per Post on Instagram:

Rank	Federation	Account Name/Username	Interactions per Post
1	 FIBA	FIBA @fiba	13'589
2	 WORLD RUGBY	World Rugby @worldrugby	11'427
3	 UNION CYCLISTE INTERNATIONALE	UCI @uci_cycling	11'386
4	 WORLD ATHLETICS	World Athletics @worldathletics	10'723
5	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World @volleyballworld	10'679
6	 FIS	FIS Ski World Cup @fisalpine	9'153
7	 FEI	FEI @fei_global	8'316
8	 JUDO FEDERATION INTERNATIONALE	International Judo Federation @judogallery	7'992
9	 BADMINTON WORLD FEDERATION	Badminton World Federation @bwf.official	6'353
10	 UNITED WORLD WRESTLING	Olympic Wrestling @unitedworldwrestling	5'985

Range 01.01.2019 - 31.12.2019

Source Crowdtangle.com

INSTAGRAM DATA INTERPRETATION



All Olympic sports federations have a presence on Instagram and some even have several accounts for each discipline. Considering the performance indicators, one of the most striking points to notice in this year's ranking is the difference of results between the total number of interactions and the number of interactions per post.

Counting likes and comments together, FIVB received almost twice as many interactions (27'103'439) than FIBA (14'105'499). FIBA, however, produced less than half of the posts (1'038 compared to 2'538). This puts FIBA on top of the Interactions per Post Ranking and shows that the quality of the content (i.e. how engaging the content is) is much more important than its quantity.

The performance of the Judo Federation and the International Cycling Union (UCI) in the above-mentioned fields are also a good case-in-point: UCI shows up on the third rank of the Interactions per Post Ranking, whilst the Judo Federation is not present in the Top Ten at all, despite having had a significantly higher amount of interactions compared to the UCI.

'Quality before quantity' also holds true for the Views per Post Ranking for moving-image content. As seen, World Rugby finishes off on top – although having had around 17 million less views than heavyweight FIVB.

Another Federation worth mentioning here is the Badminton World Federation (BWF). Being the rising star on social media, the Kuala Lumpur-based Federation has managed to grow exponentially in 2019 – and it looks poised for more growth in 2020.

And last but not least: The True Reach! This newest indicator is based on a machine-learning algorithm (Klear) that predicts the number of total views an account gets per post. True Reach is able to identify patterns that correspond with real users, as opposed to automated bots or the sporadic users. For example, interactions from newly created accounts will count less than long-lasting relationships and accounts. This new indicator provides a true account of the long-lasting relationships that IFs are generating with their audiences.

INTERNATIONAL OLYMPIC SPORTS FEDERATIONS ON FACEBOOK

Facebook is still at the heart of most sport organisations' social media efforts and it is easy to see why. With the greatest number of followers across the social media platforms, the 56 accounts of the IFs count a total of 28'908'373 users following them.

This corresponds to a growth of 3'49'566 new users compared to 2018, and an average growth rate of 11.4%. Interestingly all accounts together have collected a total of 44'725'970 interactions.

HIGHEST REACH & FREQUENCY

Highest Number of Page Likes on Facebook:

Rank	Federation	Account Name/Username	Followers
1		FIBA @FIBA	6'644'128
2		FIFA @fifa	4'241'706
3		FIBA3x3 @FIBA3x3	1'620'245
4		FIVB Volleyball World @FIVBVolleyballWorld	1'309'350
5		International Hockey Federation (FIH) @fihockey	1'280'289
6		Fédération Equestre Internationale @the.fei	1'086'426
7		World Athletics @WorldAthletics	1'003'856
8		IJF - International Judo Federation @judo	823'022
9		World Rugby Sevens @worldrugby7s	776'855
10		World Rugby @worldrugby	722'207

Date 31.12.2019

Source Crowdtangle.com











Highest Growth of Page Likes on Facebook:

Rank	Federation	Account Name/Username	Absolute	Percentage
1		FIBA @FIBA	647'537	10.80%
2		FIVB Volleyball World @FIVBVolleyballWorld	506'037	62.99%
3		Fédération Equestre Internationale @the.fei	398'383	57.90%
4		FIFA @fifa	233'045	5.81%
5		BWF – Badminton World Federation @bwfbadminton	202'697	42.72%
6		International Hockey Federation (FIH) @fihockey	182'927	16.67%
7		World Athletics @WorldAthletics	153'767	18.09%
8		International Handball Federation – IHF @ihf.info	118'393	30.60%
9		FIBA3x3 @FIBA3x3	116'472	7.75%
10		ITF @InternationalTennisFederation	98'908	38'62%

Range 01.01.2019 - 31.12.2020

Source Crowdtangle.com

Most Posts per Day on Facebook:

Rank	Federation	Account Name/Username	Total Posts	Posts per Day
1		FIVB Volleyball World @FIVBVolleyballWorld	3'489	9.59
2		FIBA.basketball @FIAbasketball	3'399	9.34
3		International Table Tennis Federation @ITTFWorld	3'003	8.25
4		BWF – Badminton World Federation @bwfbadminton	2'803	7.7
5		International Ice Hockey Federation @iihfhockey	2'095	5.76
6		WBSC @WBSC	1'802	4.95
7		International Hockey Federation (FIH) @fihockey	1'731	4.76
8		FIBA @FIBA	1'703	4.68
9		United World Wrestling @unitedworldwrestling	1'695	4.66
10		World Rugby Sevens @worldrugby7s	1'428	3.92

Range **01.01.2019 - 31.12.2020**

Source **Crowdtangle.com**

HIGHEST CONSIDERATION

Most Total Views on Facebook:











Rank	Federation	Account Name/Username	Owned Views
1		FIBA3x3 @FIBA3x3	890'673'123
2		BWF — Badminton World Federation @bwfbadminton	659'782'934
3		FIBA @FIBA	516'860'111
4		FIVB Volleyball World @FIVBVolleyballWorld	484'392'913
5		International Table Tennis Federation @ITTFWorld	447'028'817
6		World Rugby Sevens @worldrugby7s	149'345'734
7		International Weightlifting Federation @iwfnet	114'656'784
8		International Tennis Federation @InternationalTennisFederation	99'833'783
9		World Rugby @worldrugby	95'012'376
10		Fédération Equestre Internationale @the.fei	88'230'036

Date 01.01.2019 - 31.12.2020

Source Crowdtangle.com

HIGHEST ENGAGEMENT











Most Likes on Facebook:

Rank	Federation	Account Name/Username	Likes
1		International Hockey Federation (FIH) @fihockey	4'725'577
2		BWF – Badminton World Federation @bwfbadminton	4'442'731
3		FIBA @FIBA	3'248'966
4		FIVB Volleyball World @FIVBVolleyballWorld	3'241'515
5		International Table Tennis Federation @ITTFWorld	2'481'546
6		FIBA3x3 @FIBA3x3	1'840'968
7		Fédération Equestre Internationale @the.fei	1'360'744
8		World Rugby Sevens @worldrugby7s	1'098'441
9		United World Wrestling @unitedworldwrestling	843'785
10		World Rugby @worldrugby	784'699

Date 01.01.2019 - 31.12.2020

Source Crowdtangle.com











Most Comments on Facebook:

Rank	Federation	Account Name/Username	Comments
1		International Table Tennis Federation @ITTFWorld	255'062
2		FIBA @FIBA	200'551
3		BWF — Badminton World Federation @bwfbadminton	186'064
4		FIBA3x3 @FIBA3x3	157'618
5		FIFA @fifa	134'498
6		FIVB Volleyball World @FIVBVolleyballWorld	96'988
7		World Rugby Sevens @worldrugby7s	85'166
8		International Tennis Federation @InternationalTennisFederation	61'348
9		World Rugby Sevens @worldrugby7s	53'488
10		Fédération Equestre Internationale @the.fei	51'935

Date 01.01.2019 - 31.12.2020











Source Crowdtangle.com

Most Shares on Facebook:

Rank	Federation	Account Name/Username	Shares
1		FIBA3x3 @FIBA3x3	823'318
2		BWF — Badminton World Federation @bwfbadminton	596'349
3		International Table Tennis Federation @ITTFWorld	585'058
4		FIVB Volleyball World @FIVBVolleyballWorld	361'758
5		FIBA @FIBA	300'588
6		Fédération Equestre Internationale @the.fei	264'008
7		World Rugby Sevens @worldrugby7s	252'000
8		World Rugby @ worldrugby	173'031
9		United World Wrestling @unitedworldwrestling	159'803
10		WBSC @WBSC	136'754

Date 01.01.2019 - 31.12.2020
Source Crowdtangle.com

Most Interactions per Post on Facebook:

Rank	Federation	Account Name/Username	Interactions per Post
1		FIBA3x3 @FIBA3x3	4'263
2		International Hockey Federation (FIH) @fihockey	2'803
3		International Weightlifting Federation @iwfnet	2'553
4		FIBA @FIBA	2'462
5		BWF – Badminton World Federation @bwfbadminton	2'046
6		Fédération Equestre Internationale @the.fei	1'805
7		World Karate Federation @wkfofficial	1'535
8		FIFA @fifa	1'486
9		World Sailing @worldsailingofficial	1'395
10		International Table Tennis Federation @ITTFWorld	1'255

Date 01.01.2019 - 31.12.2020
Source Source

FACEBOOK DATA INTERPRETATION



‘Quality before quantity’ should also be food for thought for many Facebook account holders. Using Facebook as a news platform is simply not as effective as using it as an engagement platform.

FIVB, for example, posts content on Facebook almost 10 times per day (9.59 posts per day) but does not reach the Top Ten of the Interactions per Post Ranking. Category leader FIBA3x3 provides high-quality video content with highlights of 3x3 basketball games and off-court stories that are perfectly suited for a young and digital-oriented audience and instigates a lot of interactions.

These two approaches could imply two things: First, too many posts could start to compete against one another because only so many posts by the same account are visible at the same time. Second, for Facebook, the quality of the content is decisive – raising the question: Is the post engaging enough for the audience?

Another important aspect to think about when wanting to increase an account’s reach is the number of shares. Keep in mind: Shares widen the audience exponentially, so maximising the number of shares must be a goal within itself.

Follow the rule of thumb: Likes are good, comments are worth gold and shares are the holy grail when it comes to spreading a post far and wide.

INTERNATIONAL OLYMPIC SPORTS FEDERATIONS ON TWITTER

Twitter is still a powerful communication tool for IFs. While the social media platform is primarily used by IFs for sharing one-way information rather than engaging with the followers to a greater level, it is interesting to see that the 79 IF Twitter accounts have a total of over 26'483'863 followers which is not too far from the number of total followers on Facebook (28'908'373).

The average number of interactions, however, varies significantly: On Twitter, the IFs have an average number of interactions of just below 200'000. On Facebook, the IFs have an average number of interactions above 700'000 – and, on Instagram, more than 3 million. This shows that IFs need to make better use of Twitter to engage followers.

Note: As the main tool for the Twitter analysis was changed during 2019, the data for some categories were only able to be gathered from the 1st of January 2019 to the 30th of September 2019. Others, in turn, could be pulled in the first weeks of the year 2020.

HIGHEST REACH & FREQUENCY








Highest Number of Followers on Twitter:

Rank	Federation	Account Name/Username	Followers
1	FIFA	FIFA.com @fifacom	13'188'132
2	FIFA	FIFA.com en español @fifacom_es	4'545'710
3	FIFA	FIFA.com – عربي @fifacom_ar	3'727'193
4		FIBA @FIBA	436'107
5		World Rugby @WorldRugby	419'412
6	FIFA	FIFA Media @fifamedia	315'564
7	FIFA	FIFA.com en français @fifacom_fr	292'485
8	FIFA	FIFA.com português @fifacom_pt	276'015
9		UCI @UCI_cycling	269'178
10	FIFA	FIFA.com (DE) @fifacom_de	257'937

Date 30.01.2020

Source Crowdtangle.com











Highest Follower Growth on Twitter:

Rank	Federation	Account Name/Username	Absolute	Percentage
1	FIFA	FIFA.com @fifacom	802'786	6.57%
2	FIFA	FIFA.com – عربي @fifacom_ar	505'268	16.65%
3	FIFA	FIFA.com en español @fifacom_es	56'128	1.25%
4	 WORLD RUGBY	World Rugby @WorldRugby	50'694	14.74%
5	 FIVB FEDERATION INTERNATIONALE DE VOLLEYPAL	Volleyball World @FIVBVolleyball	50'337	32.32%
6	 FIBA The Art of Basketball	FIBA @FIBA	37'760	9.55%
7	 BWF BADMINTON WORLD FEDERATION	BWF @bwfmedia	32'532	35.00%
8	 BWF BADMINTON WORLD FEDERATION	BWFScore @BWFScore	25'764	56.48%
9	 WORLD ATHLETICS	IAAF @iaaforg	25'328	10.98%
10	 UCI UNION CYCLISTE INTERNATIONALE	UCI @UCI_cycling	24'258	10.09%

Range 01.01.2019 – 30.09.2019

Source Crowdtangle.com











Most Tweets per Day:

Rank	Federation	Account Name/Username	Total Tweets	Tweets per Day
1	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	Volleyball World @FIVBVolleyball	9'451	25.89
2	 BWF BADMINTON WORLD FEDERATION	BWFScore @BWFScore	7'998	21.91
3	 IIHF	IIHF @IIHFHockey	4'738	12.98
4	 FIFA	FIFA.com en français @fifacom_fr	3'744	10.26
5	 FIFA	FIFA.com en español @fifacom_es	3'458	9.47
6	 FIFA	FIFA.com @fifacom	3'374	9.24
7	 UNITED WORLD WRESTLING	United World Wrestling @wrestling	3'210	8.79
8	 FIFA	FIFA.com – عربي @fifacom_ar	3'116	8.54
9	 FIBA 3x3	FIBA3x3 @FIBA3x3	3'018	8.27
10	 ITTF	ITTF World @ittfworld	2'927	8.02

Range 01.01.2019 – 30.09.2019
Source Crowdtangle.com

HIGHEST ENGAGEMENT











Highest Number of Likes on Twitter:

Rank	Federation	Account Name/Username	Likes
1		FIFA.com @fifacom	2'505'952
2		FIFA.com – عربي @fifacom_ar	1'296'036
3		BWFScore @BWFScore	1'150'558
4		Volleyball World @FIVBVolleyball	670'431
5		FIFA.com en español @fifacom_es	646'785
6		BWF @bwfmedia	569'311
7		ISU Figure Skating @ISU_Figure	516'472
8		IAAF @iaaforg	386'366
9		World Rugby @WorldRugby	382'931
10		ITTF World @ittfworld	348'837

Range 01.01.2019 – 30.09.2019

Source Crowdtangle.com











Highest Number of Retweets (shares):

Rank	Federation	Account Name/Username	Retweets
1		FIFA.com @fifacom	530'189
2		BWFScore @BWFScore	490'611
3		FIFA.com – عربي @fifacom_ar	261'391
4		BWF @bwfmedia	248'824
5		ISU Figure Skating @ISU_Figure	176'328
6		FIFA.com en español @fifacom_es	172'081
7		Volleyball World @FIVBVolleyball	147'416
8		IAAF @iaaforg	123'119
9		WBSC @WBSC	102'775
10		World Rugby @WorldRugby	95'031

Range 01.01.2019 – 30.09.2019

Source Crowdtangle.com

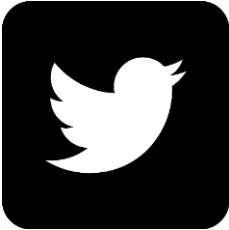
Most Interactions per Tweet:

Rank	Federation	Account Name/Username	Interactions per Tweet
1		FIFA.com @fifacom	900
2		BWF @bwfmedia	588
3		ISU Figure Skating @ISU_Figure	546
4		FIFA.com – عربي @fifacom_ar	500
5		WBC Baseball @WBCBaseball	372
6		WBSC @WBSC	348
7		FIFA Media @fifamedia	300
8		FIFA.com en español @fifacom_es	237
9		UCI @UCI_cycling	218
10		BWF @BWFScore	205

Range 01.01.2019 – 30.09.2019

Source Crowdtangle.com

TWITTER DATA INTERPRETATION



It is clear that Twitter is one of the most indispensable news feeds for IFs, as it allows sports federations to create valuable connections with a number of stakeholders.

This year, FIFA was a dominant force when it comes to using Twitter. This is noticeable in terms of the way they grow their accounts: seven of the 10 accounts with the most growth are owned by FIFA.

FIFA is also leading the field in engagement. One could say that the Badminton World Federation is – or might be – a considerable competitor for the near future. Why? The growth rates of bwf's two accounts are very high: 35% for @bwfmedia and 56.48% for @BWFscore. And the level of interaction is already quite good too.

FEDERATION LEADERS ON TWITTER

Once again, we see presidents and executives of 31 of the 42 international sports federations with personal Twitter profiles. This year in particular it is easy to see that many Federation leaders' accounts were not active, with only 17 regularly interacting. Noticeably, CEO of World Rugby Brett Gosper recently deleted his Twitter account – although having had around 16'000 followers.

Interesting to note is that FIFA Secretary General Fatma Samoura doubled her followers from 17'229 to 35'007, and newcomer IAAF CEO Jon Ridgeon made the top 10 list in his first year. IAAF president, former athlete and London 2012 president Sebastien Coe continues his reign at the top, having a considerably large community following.

Most Followed Federation Leaders on Twitter:

Rank	Leader	Followers
1	IAAF President @SebCoe	121'167
2	FIFA Secretary General @Fatma_Samoura	35'007
3	Chairman World Rugby @BillBeaumont	9'432
4	UCI President @DLappartient	5'195
5	Paralympics President @ParsonsAndrew	4'793
6	Judo Federation President @MariusVizer	4'310
7	ISA President @FernandoAguerre	2'750
8	World Baseball Softball Confederation President @WBSCPresident	2'600
9	Triathlon Union President @MarisolCasado	2'271
10	IAAF CEO @JRidgeon	1'844

Range **31.01.2020**

Source **BCW proprietary tools**

WHO THE FEDERATIONS ARE FOLLOWING ON TWITTER

ATHLETES MOST FOLLOWED BY FEDERATIONS

The crown for the most popular Olympic athlete followed by IFs on Twitter this year is a three-way tie between tennis champions Novak Djokovic and Rafael Nadal and football icon Neymar Jr. Since only active athletes are considered, Usain Bolt could not be considered this year.

Remarkably, six tennis player, three football players, and one basketball player form the Top Ten list of which only two are women.

The most interesting figures are US football goalkeeper Alex Morgan and Scottish tennis star Andy Murray. Despite their comparably small amount of followers, they are part of the Top Ten. This is due to their role model status for a lot of IFs.

Rank	Athlete	Followers	Federations Following
1	Novak Djokovic @DjokerNole	8'728'538	17
2	Neymar Jr. @neymarjr	45'385'805	17
3	Rafael Nadal @RafaelNadal	15'721'454	17
4	Roger Federer @rogerfederer	12'684'069	16
5	Cristiano Ronaldo @Cristiano	82'400'221	16
6	Alex Morgan @alexmorgan13	4'012'639	14
7	Andy Murray @Andy Murray	3'595'551	14
8	Stanislas Wawrinka @stanwawrinka	1'739'295	12
9	Serena Williams @serenawilliams	10'922'959	12
10	Pau Gasol @paugasol	7'409'713	11

Range **29.01.2020**

Source BCW proprietary tools

TEAMS MOST FOLLOWED BY FEDERATIONS

Many of the national teams have their own social media accounts and Team USA is once again in first place as the most followed by other Olympic Federations, ahead of Team Canada and TeamGB. The Australian and the Swiss Teams complete the Top 5 list.

Notably this year, Team Canada has overtaken TeamGB for the second place.

There is a close gap between leader USA and Canada, GB and Australia, which are not far behind in terms of International Federations following them.

Connections are key, and from the looks of it, seems to be far more important than the number of followers. Perhaps just for this ranking it would be best to ask the question: Do I have the right followers?

Rank	Team	Followers	Federations Following
1	Team USA @TeamUSA	2'029'879	39
2	Team Canada @TeamCanada	731'398	35
3	Team GB @TeamGB	890'283	34
4	AUS Olympic Team @AUSOlympicTeam	93'457	33
5	Swiss Olympic Team @swissteam	96'079	26
6	France Olympique @FranceOlympique	179'393	24
7	Time Brasil @timebrasil	367'488	23
8	NZ Olympic Team @nzolympics	30'459	22
9	Team Slovenia @TeamSlovenia	31'315	21
10	Team Ireland @TeamIreland	33'817	18

Range

Source

MEDIA SOURCES MOST FOLLOWED BY FEDERATIONS

Sport and media have always had a symbiotic relationship; one does not exist without the other. Now, with the impact of social media outlets – especially Twitter, specialist sports media have an even greater impact, as their stories are seen by readers and viewers almost instantaneously.

As with last year, the Olympic sports news website insidethegames.biz is the most followed media organisation ahead of Around the Rings, followed by 50 and 45 international sports federation accounts, respectively. The NBC Olympics Twitter feed is in third position followed by 38 international sports federation accounts. New in the Top Ten this year is SportsBusiness.

Rank	Logo	Media Source	Followers	Federations Following
1		insidethegames @insidethegames	29'298	50
2		Around the Rings @AroundTheRings	23'441	45
3		NBC Olympics @NBCOlympics	92'1629	38
4		Sportcal @sportcal	15'042	30
5		BBC Sport @BBCSport	8'233'877	30
6		Getty Images Sport @GettySport	926'220	28
7		CBC Olympics @CBCOlympics	227'289	23
8		SportsPro @SportsPro	28'037	20
9		ESPN @espn	34'812'742	18
10		SportsBusiness @SportsBusiness	14'133'036	18

Range 29.01.2020

Source BCW proprietary tools

OTHER PLATFORMS

LINKEDIN

The use of the professional networking platform LinkedIn has not been as relevant for IFs. However, some bigger IFs have been using LinkedIn as a way to connect with the business side of sport and for recruiting, and were able to attract an impressive number of followers. FIFA is far ahead of all the others, with 130'890 followers.

Most Followers on LinkedIn:

Rank	Federation	Account Name	Followers
1	FIFA	FIFA	130'890
2	FIBA	FIBA	33'137
3	ITF International Tennis Federation	International Tennis Federation	20'132
4	FEI	Federation Equestre Internationale (FEI)	11'016
5	WORLD RUGBY.	World Rugby	10'472
6	FINA FÉDÉRATION INTERNATIONALE DE NATATION	FINA	7'758
7	UCI UNION CYCLISTE INTERNATIONALE	Union Cycliste Internationale	7'406
8	FIS	International Ski Federation	5'787
9	WORLD ATHLETICS	World Athletics	4'877
10	IHF	International Ice Hockey Federation	4'524











Range 03.02.2020

Source BCW proprietary tools

PERISCOPE

Periscope is closely linked to the creation of moving-image content on Facebook. Unsurprisingly, video leader FIBA is present in the Top Ten, with no less than three different accounts (FIBA, FIBA3x3, and FIBA En Español). Clearly, focusing more on moving-image content can increase a Federation's engagement on social media.

Most Hearts on Periscope:

Rank	Federatu	Federation	Broadcasts	Hearts
1		FIBA @FIBA	15	1'721'027
2		ITTF World @ittfworld	20	804'308
3		World Rugby @WorldRugby	2	357'260
4		ISU Figure Skating @ISU_Figure	20	344'580
5		World Rugby Sevens @WorldRugby7s	0	108'930
6		World Curling @worldcurling	0	49'987
7		World Wrestling @wrestling	20	49'758
8		World Triathlon @worldtriathlon	0	47'032
9		FIBA 3x3 @FIBA3x3	19	27'320
10		FIBA en espanol @FIBA_es	20	25'175

Range 03.02.2020

Source BCW proprietary tools

SOCIAL MEDIA POST PARADE

After addressing the overall social media performance of whole accounts, this year Burson Cohn & Wolfe Sports also showcased the individual posts that had the most impact. We therefore had a look at the best posts of all Olympic Sports Federations both on Instagram and Facebook. The indicator for this ranking is the total amount of interactions (the sum of all likes and comments generated). Regarding Facebook, the number of shares, “loves”, “wow”, “hahas”, “sads” and “angrys” were also considered (Source: Crowdtangle.com).

INSTAGRAM

Rank 1	Link	
Federation	World Athletics @worldathletics	
Date	27/09/2019	
Type	Video	
Likes	214'124	
Comments	1'453	
Total Interactions	215'577	

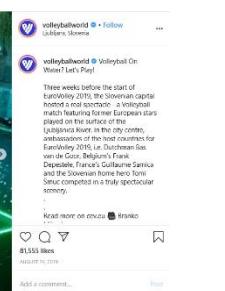
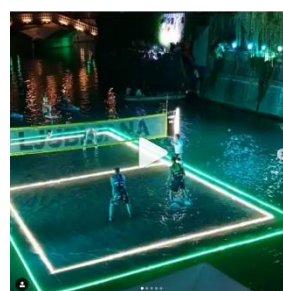
Rank 2	Link	
Federation	UCI @uci_cycling	
Date	19/07/2019	
Type	Photo	
Likes	97'517	
Comments	539	
Total Interactions	98'056	

Rank 3	Link	
Federation	World Rugby @worldrugby	
Date	15/12/2019	
Type	Video	
Likes	86'120	
Comments	1'138	
Total Interactions	87'258	

Rank 4	Link
Federation	FIBA @fiba
Date	10/09/2019
Type	Video
Likes	82'606
Comments	2'022
Total Interactions	84'628



Rank 5	Link
Federation	FIVB @volleyballworld
Date	24/08/2019
Type	Album
Likes	81'700
Comments	1'097
Total Interactions	82'797



FACEBOOK

Rank 1	Link
Federation	FIBA @FIBA
Date	10/12/2019
Type	Link
Likes	17'218
Comments	253
Shares	224
Loves	1'158
Wows	312
Hahas	25
Sads	1
Angrys	2
Total Interactions	19'193



Rank 2	Link	
Federation	BWF @bwfbadminton	<p>BWFBADMINTON.COM Lee Chong Wei Bids Farewell Lee Chong Wei breaks down at the press conference announcing his...</p>
Date	13/06/2019	
Type	Link	
Likes	7'741	
Comments	582	
Shares	3'079	
Loves	871	
Wows	98	
Hahas	15	
Sads	4'187	
Angrys	4	
Total Interactions	16'577	

Rank 3	Link	
Federation	FIBA @FIBA	<p>FIBA BASKETBALL Japan, Iran, Philippines and Jordan complete FIBA Asia cast at World Cup!</p>
Date	24/02/2019	
Type	Link	
Likes	11'237	
Comments	422	
Shares	842	
Loves	1'634	
Wows	408	
Hahas	13	
Sads	0	
Angrys	4	
Total Interactions	14'560	

Rank 4	Link
Federation	FIH @fihockey
Date	13/11/2019
Type	Link
Likes	13'955
Comments	10
Shares	21
Loves	74
Wows	3
Hahas	8
Sads	2
Angrys	1
Total Interactions	14'114



Rank 5	Link
Federation	FIBA @FIBA
Date	21/02/2019
Type	Link
Likes	11'174
Comments	342
Shares	396
Loves	1'017
Wows	421
Hahas	34
Sads	1
Angrys	0
Total Interactions	13'385



HOW TO IMPROVE IN 2020?

2019 was an excellent year – and a big congratulations must be given to all of the IFs for a job well done! Clearly some great work and effort has been made – which has led to a big improvement compared to 2018.

However, in order to improve even more in 2020, we have compiled three tips to keep in mind for future social media campaigns.

FOCUS MORE ON ENGAGEMENT

The days of using social media accounts as news platforms are over. If IFs want to increase their digital impact, it is important to ask the question: Is my content engaging and actionable enough for my followers?

FIBA is a good example of how to prioritize engagement. The Basketball Federation has two accounts: FIBA and FIBA3x3. Each account allows for specific engagement for the audiences and enables the IFs to gain higher interactions with their followers, whether on Instagram or on Facebook. The Badminton World Federation (BWF) has quite remarkable engagement, too. Despite the number of followers, the bwf is able to get high engagement on every post that is shared, ensuring that the information/post is not only consumed by one individual, but by a hundreds, if not thousands!

FOCUS MORE ON COMMUNITY BUILDING

Social media is about engagement, and the best way to engage is to build a community of likeminded people. This means interacting beyond simply providing information: invite followers to online events, share content that followers will engage with, create content with followers in mind and increase the opportunities for your community to engage (events/world championships, fan groups, exclusive content, athlete take-overs, etc).

It takes more than having a community manager; it is about building customised communities. This will be even more important by the end of 2020 than it was in 2019.

BE OPEN TO USING NEW CHANNELS

There are always new platforms coming up, and an IF needs to be open and aware of these new systems in order to stay engaged with fans. Recently, TikTok (a social networking service used to create short lip-synch videos) and Lasso (a short-video sharing app) are gaining huge momentum.

While some International Federations have already hopped on the train, some have not. Regardless of the decision to join various social media platforms, the most important point is to be aware that they exist and be open to using them. Otherwise, the risk is losing huge market share to other sports and industries.

There are many opportunities for IFs to improve in 2020. While the Lausanne 2020 Winter Youth Olympic Games have already been a great opportunity for all Winter Olympic IFs, it will be interesting to see how the Summer Olympic IFs use social media ahead of the Tokyo 2020 Summer Olympic Gamers.



FOR MORE INFORMATION

For more information about the 2019 International Sports Federation Social Media Ranking, please contact us.

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