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:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>1,277,697</td>
</tr>
<tr>
<td>2</td>
<td>FIBA</td>
<td>@fiba</td>
<td>1,027,411</td>
</tr>
<tr>
<td>3</td>
<td>FIVB Volleyball World</td>
<td>@volleyballworld</td>
<td>845,989</td>
</tr>
<tr>
<td>4</td>
<td>UCI</td>
<td>@uci_cycling</td>
<td>696,630</td>
</tr>
<tr>
<td>5</td>
<td>International Judo Federation</td>
<td>@judogallery</td>
<td>486,605</td>
</tr>
<tr>
<td>6</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>475,096</td>
</tr>
<tr>
<td>7</td>
<td>Olympic Wrestling</td>
<td>@unitedworldwrestling</td>
<td>392,956</td>
</tr>
<tr>
<td>8</td>
<td>FEI</td>
<td>@fei_global</td>
<td>374,050</td>
</tr>
<tr>
<td>9</td>
<td>FIS Ski World Cup</td>
<td>@fisalpine</td>
<td>276,379</td>
</tr>
<tr>
<td>10</td>
<td>World Karate Federation</td>
<td>@worldkaratefederation</td>
<td>275,810</td>
</tr>
</tbody>
</table>

Date: 31.12.2019
Source: Crowdtangle.com
### Highest Follower Growth on Instagram:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Absolute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIVB Volleyball World</td>
<td>@volleyballworld</td>
<td>351'039</td>
<td>70.9%</td>
</tr>
<tr>
<td>2</td>
<td>FIBA</td>
<td>@fiba</td>
<td>305'593</td>
<td>42.3%</td>
</tr>
<tr>
<td>3</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>239'171</td>
<td>23%</td>
</tr>
<tr>
<td>4</td>
<td>Badminton World Federation</td>
<td>@bwf.official</td>
<td>233'015</td>
<td>5'602.7%</td>
</tr>
<tr>
<td>5</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>197'487</td>
<td>71.2%</td>
</tr>
<tr>
<td>6</td>
<td>UCI</td>
<td>@uci_cycling</td>
<td>151'958</td>
<td>27.9%</td>
</tr>
<tr>
<td>7</td>
<td>Olympic Wrestling</td>
<td>@unitedworldwrestling</td>
<td>121'401</td>
<td>44.7%</td>
</tr>
<tr>
<td>8</td>
<td>UCI Mountain Bike</td>
<td>@uci_mountainbike</td>
<td>107'295</td>
<td>376.9%</td>
</tr>
<tr>
<td>9</td>
<td>International Judo Federation</td>
<td>@judogallery</td>
<td>95'953</td>
<td>24.6%</td>
</tr>
<tr>
<td>10</td>
<td>FIBA3x3</td>
<td>@fiba3x3</td>
<td>94'362</td>
<td>65.9%</td>
</tr>
</tbody>
</table>

**Range** 01.01.2019 - 31.12.2019  
**Source** Crowdtangle.com
## Highest True Reach on Instagram:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Followers</th>
<th>True Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Badminton World Federation</td>
<td>@bwf.official</td>
<td>237'174</td>
<td>149'000</td>
</tr>
<tr>
<td>2</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>1'277'697</td>
<td>122'300</td>
</tr>
<tr>
<td>3</td>
<td>FIVB Volleyball World</td>
<td>@volleyballworld</td>
<td>845'989</td>
<td>99'700</td>
</tr>
<tr>
<td>4</td>
<td>UCI</td>
<td>@uci_cycling</td>
<td>696'630</td>
<td>92'100</td>
</tr>
<tr>
<td>5</td>
<td>FIS Ski World Cup</td>
<td>@fisalpine</td>
<td>276'379</td>
<td>88'873</td>
</tr>
<tr>
<td>6</td>
<td>IWF</td>
<td>@iwfnet</td>
<td>147'667</td>
<td>87'993</td>
</tr>
<tr>
<td>7</td>
<td>World Baseball Classic</td>
<td>@wbebaseball</td>
<td>97'016</td>
<td>79'371</td>
</tr>
<tr>
<td>8</td>
<td>FEI</td>
<td>@fei_global</td>
<td>374'050</td>
<td>76'800</td>
</tr>
<tr>
<td>9</td>
<td>FIBA</td>
<td>@fiba</td>
<td>1'027'411</td>
<td>74'400</td>
</tr>
<tr>
<td>10</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>475'096</td>
<td>73'200</td>
</tr>
</tbody>
</table>

**Date:** 31.12.2019  
**Source:** Klear.com
## Most Posts Per Day on Instagram:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Total Posts</th>
<th>Posts per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIVB Volleyball World</td>
<td>@volleyballworld</td>
<td>2'538</td>
<td>6.95</td>
</tr>
<tr>
<td>2</td>
<td>ITTF World</td>
<td>@ittfworld</td>
<td>2'376</td>
<td>6.51</td>
</tr>
<tr>
<td>3</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>1'670</td>
<td>4.58</td>
</tr>
<tr>
<td>4</td>
<td>IIHF</td>
<td>@iihfhockey</td>
<td>1'623</td>
<td>4.45</td>
</tr>
<tr>
<td>5</td>
<td>Olympic Wrestling</td>
<td>@unitedworldwrestling</td>
<td>1'485</td>
<td>4.07</td>
</tr>
<tr>
<td>6</td>
<td>Badminton World Federation</td>
<td>@bwf.official</td>
<td>1'366</td>
<td>3.74</td>
</tr>
<tr>
<td>7</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>1'193</td>
<td>3.27</td>
</tr>
<tr>
<td>8</td>
<td>International Judo Federation</td>
<td>@judogallery</td>
<td>1'057</td>
<td>2.9</td>
</tr>
<tr>
<td>9</td>
<td>FIBA</td>
<td>@fiba</td>
<td>1'038</td>
<td>2.85</td>
</tr>
<tr>
<td>10</td>
<td>FINA</td>
<td>@fina1908</td>
<td>887</td>
<td>2.44</td>
</tr>
</tbody>
</table>

**Range:** 01.01.2019 - 31.12.2020  
**Source:** Crowdtangle.com
## HIGHEST CONSIDERATION

### Most Views per Post on Instagram:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Views</th>
<th>Views per Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>99'992'578</td>
<td>70'121</td>
</tr>
<tr>
<td>2</td>
<td>FIBA</td>
<td>@fiba</td>
<td>50'551'052</td>
<td>67'945</td>
</tr>
<tr>
<td>3</td>
<td>AIBA – Boxing</td>
<td>@aiba_official</td>
<td>11'545'019</td>
<td>63'088</td>
</tr>
<tr>
<td>4</td>
<td>FIVB Volleyball World</td>
<td>@volleyballworld</td>
<td>117'618'403</td>
<td>55'013</td>
</tr>
<tr>
<td>5</td>
<td>IWF</td>
<td>@iwfnet</td>
<td>10'587'269</td>
<td>43'390</td>
</tr>
<tr>
<td>6</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>18'198'268</td>
<td>39'136</td>
</tr>
<tr>
<td>7</td>
<td>International Judo Federation</td>
<td>judogallery</td>
<td>18'351'398</td>
<td>37'149</td>
</tr>
<tr>
<td>8</td>
<td>FIS Ski World Cup</td>
<td>@fisalpine</td>
<td>8'066'446</td>
<td>33'893</td>
</tr>
<tr>
<td>9</td>
<td>FIBA3x3</td>
<td>@fiba3x3</td>
<td>24'316'368</td>
<td>33'867</td>
</tr>
<tr>
<td>10</td>
<td>UCI</td>
<td>@uci_cycling</td>
<td>5'637'181</td>
<td>33'756</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIVB Volleyball World</td>
<td>@volleyballworld</td>
<td>26'914'043</td>
</tr>
<tr>
<td>2</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>18'969'935</td>
</tr>
<tr>
<td>3</td>
<td>FIBA</td>
<td>@fiba</td>
<td>13'997'814</td>
</tr>
<tr>
<td>4</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>12'690'503</td>
</tr>
<tr>
<td>5</td>
<td>ITTF World</td>
<td>@ittfworld</td>
<td>12'268'935</td>
</tr>
<tr>
<td>6</td>
<td>Olympic Wrestling</td>
<td>@unitedworldwrestling</td>
<td>8'822'688</td>
</tr>
<tr>
<td>7</td>
<td>Badminton World Federation</td>
<td>@bwf.official</td>
<td>8'583'900</td>
</tr>
<tr>
<td>8</td>
<td>International Judo Federation</td>
<td>@judogallery</td>
<td>8'411'784</td>
</tr>
<tr>
<td>9</td>
<td>FINA</td>
<td>@fina1908</td>
<td>5'163'117</td>
</tr>
<tr>
<td>10</td>
<td>IIHF</td>
<td>@iihfhockey</td>
<td>5'105'477</td>
</tr>
</tbody>
</table>

**Range**: 01.01.2019 - 31.12.2019  
**Source**: Crowdtangle.com
Most Comments on Instagram:

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

Range 01.01.2019 - 31.12.2019
Source Crowdtangle.com
## Most Interactions per Post on Instagram:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Interactions per Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIBA</td>
<td>@fiba</td>
<td>13'589</td>
</tr>
<tr>
<td>2</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>11'427</td>
</tr>
<tr>
<td>3</td>
<td>UCI</td>
<td>@uci_cycling</td>
<td>11'386</td>
</tr>
<tr>
<td>4</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>10'723</td>
</tr>
<tr>
<td>5</td>
<td>FIVB Volleyball World</td>
<td>@volleyballworld</td>
<td>10'679</td>
</tr>
<tr>
<td>6</td>
<td>FIS Ski World Cup</td>
<td>@fisalpine</td>
<td>9'153</td>
</tr>
<tr>
<td>7</td>
<td>FEI</td>
<td>@fei_global</td>
<td>8'316</td>
</tr>
<tr>
<td>8</td>
<td>International Judo Federation</td>
<td>@judogallery</td>
<td>7'992</td>
</tr>
<tr>
<td>9</td>
<td>Badminton World Federation</td>
<td>@bwf.official</td>
<td>6'353</td>
</tr>
<tr>
<td>10</td>
<td>Olympic Wrestling</td>
<td>@unitedworldwrestling</td>
<td>5'985</td>
</tr>
</tbody>
</table>

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 3,495,66 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:

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

Date: 31.12.2019
Source: Crowdtangle.com
### Highest Growth of Page Likes on Facebook:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Absolute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIBA</td>
<td>@FIBA</td>
<td>647'537</td>
<td>10.80%</td>
</tr>
<tr>
<td>2</td>
<td>FIVB Volleyball World</td>
<td>@FIVBVolleyballWorld</td>
<td>506'037</td>
<td>62.99%</td>
</tr>
<tr>
<td>3</td>
<td>Fédération Equestre Internationale</td>
<td>@the.fe</td>
<td>398'383</td>
<td>57.90%</td>
</tr>
<tr>
<td>4</td>
<td>FIFA</td>
<td>@fifa</td>
<td>233'045</td>
<td>5.81%</td>
</tr>
<tr>
<td>5</td>
<td>BWF — Badminton World Federation</td>
<td>@bwfbadminton</td>
<td>202'697</td>
<td>42.72%</td>
</tr>
<tr>
<td>6</td>
<td>International Hockey Federation (FIH)</td>
<td>@fihockey</td>
<td>182'927</td>
<td>16.67%</td>
</tr>
<tr>
<td>7</td>
<td>World Athletics</td>
<td>@WorldAthletics</td>
<td>153'767</td>
<td>18.09%</td>
</tr>
<tr>
<td>8</td>
<td>International Handball Federation – IHF</td>
<td>@ihf.info</td>
<td>118'393</td>
<td>30.60%</td>
</tr>
<tr>
<td>9</td>
<td>FIBA3x3</td>
<td>@FIBA3x3</td>
<td>116'472</td>
<td>7.75%</td>
</tr>
<tr>
<td>10</td>
<td>ITF</td>
<td>@InternationalTennisFederation</td>
<td>98'908</td>
<td>38.62%</td>
</tr>
</tbody>
</table>

**Range** 01.01.2019 - 31.12.2020  
**Source** Crowdtangle.com
### Most Posts per Day on Facebook:

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

**Range:** 01.01.2019 - 31.12.2020  
**Source:** Crowdtagle.com
## HIGHEST CONSIDERATION

### Most Total Views on Facebook:

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

**Date** 01.01.2019 - 31.12.2020  
**Source** Crowdangle.com
## HIGHEST ENGAGEMENT

### Most Likes on Facebook:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIH</td>
<td>@fihockey</td>
<td>4'725'577</td>
</tr>
<tr>
<td>2</td>
<td>BWF</td>
<td>@bwfbadminton</td>
<td>4'442'731</td>
</tr>
<tr>
<td>3</td>
<td>FIBA</td>
<td>@FIBA</td>
<td>3'248'966</td>
</tr>
<tr>
<td>4</td>
<td>FIVB</td>
<td>@FIVBVolleyballWorld</td>
<td>3'241'515</td>
</tr>
<tr>
<td>5</td>
<td>ITTF</td>
<td>@ITTFWorld</td>
<td>2'481'546</td>
</tr>
<tr>
<td>6</td>
<td>FIBA3x3</td>
<td>@FIBA3x3</td>
<td>1'840'968</td>
</tr>
<tr>
<td>7</td>
<td>FEI</td>
<td>@the.feii</td>
<td>1'360'744</td>
</tr>
<tr>
<td>8</td>
<td>World Rugby Sevens</td>
<td>@worldrugby7s</td>
<td>1'098'441</td>
</tr>
<tr>
<td>9</td>
<td>United World Wrestling</td>
<td>@unitedworldwrestling</td>
<td>843'785</td>
</tr>
<tr>
<td>10</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>784'699</td>
</tr>
</tbody>
</table>

Date: 01.01.2019 - 31.12.2020
Source: Crowdtangle.com
## Most Comments on Facebook:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ITTF</td>
<td>@ITTFWorld</td>
<td>255'062</td>
</tr>
<tr>
<td>2</td>
<td>FIBA</td>
<td>@FIBA</td>
<td>200'551</td>
</tr>
<tr>
<td>3</td>
<td>BWF</td>
<td>@bwfbadminton</td>
<td>186'064</td>
</tr>
<tr>
<td>4</td>
<td>FIBA3x3</td>
<td>@FIBA3x3</td>
<td>157'618</td>
</tr>
<tr>
<td>5</td>
<td>FIFA</td>
<td>@fifa</td>
<td>134'498</td>
</tr>
<tr>
<td>6</td>
<td>FIVB</td>
<td>@FIVBVolleyballWorld</td>
<td>96'988</td>
</tr>
<tr>
<td>7</td>
<td>World Rugby Sevens</td>
<td>@worldrugby7s</td>
<td>85'166</td>
</tr>
<tr>
<td>8</td>
<td>ITF</td>
<td>@InternationalTennisFederation</td>
<td>61'348</td>
</tr>
<tr>
<td>9</td>
<td>World Rugby Sevens</td>
<td>@worldrugby7s</td>
<td>53'488</td>
</tr>
<tr>
<td>10</td>
<td>FEI</td>
<td>@the.fei</td>
<td>51'935</td>
</tr>
</tbody>
</table>

**Date**: 01.01.2019 - 31.12.2020  
**Source**: Crowdttangle.com
Most Shares on Facebook:

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

Date: 01.01.2019 - 31.12.2020
Source: Crowdtangle.com
**Most Interactions per Post on Facebook:**

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

**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:

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

Date 30.01.2020
Source Crowdtangle.com
### Highest Follower Growth on Twitter:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Absolute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIFA</td>
<td>FIFA.com @fifacom</td>
<td>802'786</td>
<td>6.57%</td>
</tr>
<tr>
<td>2</td>
<td>FIFA</td>
<td>FIFA.com – عربي @fifacom_ar</td>
<td>505'268</td>
<td>16.65%</td>
</tr>
<tr>
<td>3</td>
<td>FIFA</td>
<td>FIFA.com en español @fifacom_es</td>
<td>56’128</td>
<td>1.25%</td>
</tr>
<tr>
<td>4</td>
<td>World Rugby</td>
<td>WorldRugby @WorldRugby</td>
<td>50’694</td>
<td>14.74%</td>
</tr>
<tr>
<td>5</td>
<td>FIV3</td>
<td>Volleyball World @FIVBVolleyball</td>
<td>50’337</td>
<td>32.32%</td>
</tr>
<tr>
<td>6</td>
<td>FIBA</td>
<td>FIBA @FIBA</td>
<td>37’760</td>
<td>9.55%</td>
</tr>
<tr>
<td>7</td>
<td>BWF</td>
<td>BWF @bwfmedia</td>
<td>32’532</td>
<td>35.00%</td>
</tr>
<tr>
<td>8</td>
<td>BWFScore</td>
<td>BWFScore @BWFScore</td>
<td>25’764</td>
<td>56.48%</td>
</tr>
<tr>
<td>9</td>
<td>IAAF</td>
<td>IAAF @iaaforg</td>
<td>25’328</td>
<td>10.98%</td>
</tr>
<tr>
<td>10</td>
<td>UCI</td>
<td>UCI @UCI_cycling</td>
<td>24’258</td>
<td>10.09%</td>
</tr>
</tbody>
</table>

**Range**: 01.01.2019 – 30.09.2019  
**Source**: Crowdtangle.com
### Most Tweets per Day:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Total Tweets</th>
<th>Tweets per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Volleyball World @FIVBVolleyball</td>
<td>9'451</td>
<td>25.89</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>BWFScore @BWFScore</td>
<td>7'998</td>
<td>21.91</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>IIHF @IIHFHockey</td>
<td>4'738</td>
<td>12.98</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>FIFA FIFA.com en français @fifacom_fr</td>
<td>3'744</td>
<td>10.26</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>FIFA FIFA.com en español @fifacom_es</td>
<td>3'458</td>
<td>9.47</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>FIFA FIFA.com @fifacom</td>
<td>3'374</td>
<td>9.24</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>United World Wrestling @wrestling</td>
<td>3'210</td>
<td>8.79</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>FIFA FIFA.com عربى – @fifacom_ar</td>
<td>3'116</td>
<td>8.54</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>FIBA3x3 @FIBA3x3</td>
<td>3'018</td>
<td>8.27</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>ITTF World @itfworld</td>
<td>2'927</td>
<td>8.02</td>
<td></td>
</tr>
</tbody>
</table>

**Range** 01.01.2019 – 30.09.2019  
**Source** Crowdtangle.com
### HIGHEST ENGAGEMENT

Highest Number of Likes on Twitter:

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

Range: 01.01.2019 – 30.09.2019

Source: Crowdtangle.com
### Highest Number of Retweets (shares):

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

**Range**: 01.01.2019 – 30.09.2019  
**Source**: Crowdtangle.com
## Most Interactions per Tweet:

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

**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:

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

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.

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

Range 29.01.2020
Source BCW proprietary tools
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?

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

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

Range Source
29.01.2020
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:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIFA</td>
<td>FIFA</td>
<td>130,890</td>
</tr>
<tr>
<td>2</td>
<td>FIBA</td>
<td>FIBA</td>
<td>33,137</td>
</tr>
<tr>
<td>3</td>
<td>International Tennis Federation</td>
<td>International Tennis Federation</td>
<td>20,132</td>
</tr>
<tr>
<td>4</td>
<td>Federation Equestre Internationale (FEI)</td>
<td>Federation Equestre Internationale (FEI)</td>
<td>11,016</td>
</tr>
<tr>
<td>5</td>
<td>World Rugby</td>
<td>World Rugby</td>
<td>10,472</td>
</tr>
<tr>
<td>6</td>
<td>FINA</td>
<td>FINA</td>
<td>7,758</td>
</tr>
<tr>
<td>7</td>
<td>Union Cycliste Internationale</td>
<td>Union Cycliste Internationale</td>
<td>7,406</td>
</tr>
<tr>
<td>8</td>
<td>International Ski Federation</td>
<td>International Ski Federation</td>
<td>5,787</td>
</tr>
<tr>
<td>9</td>
<td>World Athletics</td>
<td>World Athletics</td>
<td>4,877</td>
</tr>
<tr>
<td>10</td>
<td>International Ice Hockey Federation</td>
<td>International Ice Hockey Federation</td>
<td>4,524</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Broadcasts</th>
<th>Hearts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIBA</td>
<td>15</td>
<td>1'721'027</td>
</tr>
<tr>
<td>2</td>
<td>ITTF World</td>
<td>20</td>
<td>804'308</td>
</tr>
<tr>
<td>3</td>
<td>World Rugby</td>
<td>2</td>
<td>357'260</td>
</tr>
<tr>
<td>4</td>
<td>ISU Figure Skating</td>
<td>20</td>
<td>344'580</td>
</tr>
<tr>
<td>5</td>
<td>World Rugby Sevens</td>
<td>0</td>
<td>108'930</td>
</tr>
<tr>
<td>6</td>
<td>World Curling</td>
<td>0</td>
<td>49'987</td>
</tr>
<tr>
<td>7</td>
<td>World Wrestling</td>
<td>20</td>
<td>49'758</td>
</tr>
<tr>
<td>8</td>
<td>World Triathlon</td>
<td>0</td>
<td>47'032</td>
</tr>
<tr>
<td>9</td>
<td>FIBA 3x3</td>
<td>19</td>
<td>27'320</td>
</tr>
<tr>
<td>10</td>
<td>FIBA en espanol</td>
<td>20</td>
<td>25'175</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank 1</th>
<th>Link</th>
<th>Federation</th>
<th>Date</th>
<th>Type</th>
<th>Likes</th>
<th>Comments</th>
<th>Total Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>World Athletics</td>
<td>27/09/2019</td>
<td>Video</td>
<td>214'124</td>
<td>1'453</td>
<td>215'577</td>
</tr>
<tr>
<td></td>
<td></td>
<td>@worldathletics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank 2</th>
<th>Link</th>
<th>Federation</th>
<th>Date</th>
<th>Type</th>
<th>Likes</th>
<th>Comments</th>
<th>Total Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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Philippines wins SEA Games gold in both men's and women's basketball over Thailand
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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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