The total social media size of NOCs is 28.4m

- 91% have at least 1 social media profile – 63% is Facebook
- 53% of the total audience is from the Americas NOCs (representing 15.0m)
- Better-performing NOCs on social media have a higher number of Olympians and Olympic medals
- Connectivity factors, including internet penetration and speed, have an impact on social media performance
Key findings

60% of NOCs have 2–4 people working on their social media channels, but:
• only 21% have staff working full-time on maintaining them
• while 80% have social media integrated into their strategic plan, just 37% have a documented social media strategy

The biggest challenges facing NOCs on social media typically relate to content creation and lack of resources.

The 2 areas on which they would most like to focus to improve their social media are:
• branding
• content creation
Audience size by platform

Total

28.4m

Facebook: 17.8m (63%)
Twitter: 6.5m (23%)
Instagram: 3.7m (13%)
YouTube: 0.4m (2%)
Audience size by continent

- Americas: 15.0m
- Europe: 8.0m
- Africa: 0.5m
- Asia: 4.0m
- Oceania: 0.9m
Facebook represents **63%** of total NOC social media size

Continent social media size by platform

- **Africa**: 82% Facebook, 4% Instagram, 14% YouTube
- **Americas**: 60% Facebook, 25% Instagram, 2% YouTube
- **Asia**: 74% Facebook, 8% Instagram, 18% YouTube
- **Europe**: 59% Facebook, 24% Instagram, 2% YouTube
- **Oceania**: 70% Facebook, 16% Instagram, 13% YouTube
The majority of NOCs have at least 1 social media account

- 92% of NOCs have at least 1 social media account
- 80% of NOCs are active on at least 1 social media account

Platform overview:

- Facebook: 91% Yes, 9% No
- Instagram: 63% Yes, 37% No
- Twitter: 62% Yes, 38% No
- YouTube: 55% Yes, 45% No
**Facebook is the most used platform in each continent**

Platform overview by continent

- **Africa**: Facebook 87%, Instagram 46%, Twitter 30%
- **Americas**: Facebook 90%, Instagram 76%, Twitter 76%
- **Asia**: Facebook 84%, Instagram 59%, Twitter 59%
- **Europe**: Facebook 96%, Instagram 94%, Twitter 78%, YouTube 86%
- **Oceania**: Facebook 100%, Instagram 41%, Twitter 41%, YouTube 29%
The larger a country’s social media size, the more people involved in running the accounts.
Over 1/3 of NOCs spend less than 25% of their time running social media accounts.
The best-performing NOCs are more likely to have social media integrated into their strategic plan and have a documented social media strategy.

- **80%** of NOCs have social media integrated into their strategic plan.
- **37%** of NOCs have a documented social media strategy.

Social media performance vs documented social media strategy:

- Social media performance A: 44% Yes, 56% No
- Social media performance B: 57% Yes, 43% No
- Social media performance C: 56% Yes, 44% No
- Social media performance D: 94% Yes, 6% No
- Social media performance E: 86% Yes, 14% No
## Average performance matrix by platform

<table>
<thead>
<tr>
<th>Platform</th>
<th>Size</th>
<th>Growth rate</th>
<th>Daily posts</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>9.0k</td>
<td>1.6%</td>
<td>1.0</td>
<td>0.6%</td>
</tr>
<tr>
<td>Instagram</td>
<td>5.7k</td>
<td>11.1%</td>
<td>0.8</td>
<td>3.0%</td>
</tr>
<tr>
<td>Twitter</td>
<td>2.0k</td>
<td>-</td>
<td>1.2</td>
<td>0.1%</td>
</tr>
<tr>
<td>YouTube</td>
<td>235</td>
<td>-</td>
<td>3.7*</td>
<td>-</td>
</tr>
</tbody>
</table>

*YouTube data shows videos per month*
The biggest social media challenges faced by NOCs are related to resources and content creation

- NOCs struggle to budget for dedicated and specialised staff members to run their social media accounts
- NOCs also face the challenge of creating content for their fans, especially during a pandemic which has halted live sport
Connectivity is an issue for NOCs in Africa and Oceania as a result of slow internet speeds and unreliable internet services.
Content creation and branding are the areas that NOCs most want to improve.

Areas for improvement by social media size

- Social media buying: 56% (A), 51% (B), 46% (C), 25% (D), 36% (E)
- Branding: 69% (A), 69% (B), 44% (C), 38% (D), 38% (E)
- Identifying new platforms: 69% (A), 69% (B), 37% (C), 31% (D), 25% (E)
- Content creation: 81% (A), 79% (B), 61% (C), 69% (D), 38% (E)
- Reporting: 69% (A), 54% (B), 38% (C), 38% (D), 38% (E)
NOCs in Oceania consider identifying **new platforms and reporting** as the biggest areas for improvements.

### Areas for improvement by continent

- **Social media buying**
  - Africa: 58%
  - Americas: 54%
  - Asia: 55%
  - Europe: 41%
  - Oceania: 41%

- **Branding**
  - Africa: 67%
  - Americas: 69%
  - Asia: 51%
  - Europe: 55%
  - Oceania: 42%

- **Identifying new platforms**
  - Africa: 63%
  - Americas: 33%
  - Asia: 31%
  - Europe: 41%
  - Oceania: 41%

- **Content creation**
  - Africa: 73%
  - Americas: 71%
  - Asia: 71%
  - Europe: 73%
  - Oceania: 59%

- **Reporting**
  - Africa: 54%
  - Americas: 38%
  - Asia: 41%
  - Europe: 36%
  - Oceania: 64%
Redtorch is a London-based, independent sports marketing agency made up of sport-obsessed data fanatics, strategic thinkers and creative communicators.

Known for our enthusiasm, initiative, agility and creativity, we work with organisations to deliver bespoke and data driven solutions that understand, grow and engage audiences worldwide.

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