



# **ANOC** **SOCIAL MEDIA** **PRESENTATION**

**OCTOBER 2020**



# Key findings

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

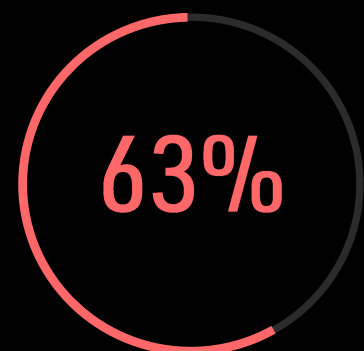
28.4m

Total



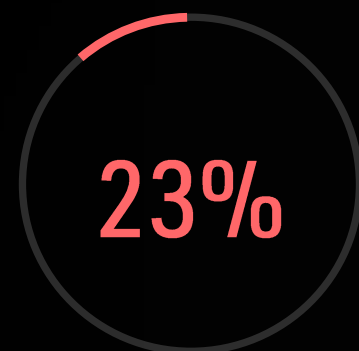
17.8m

Facebook



6.5m

Twitter



3.7m

Instagram

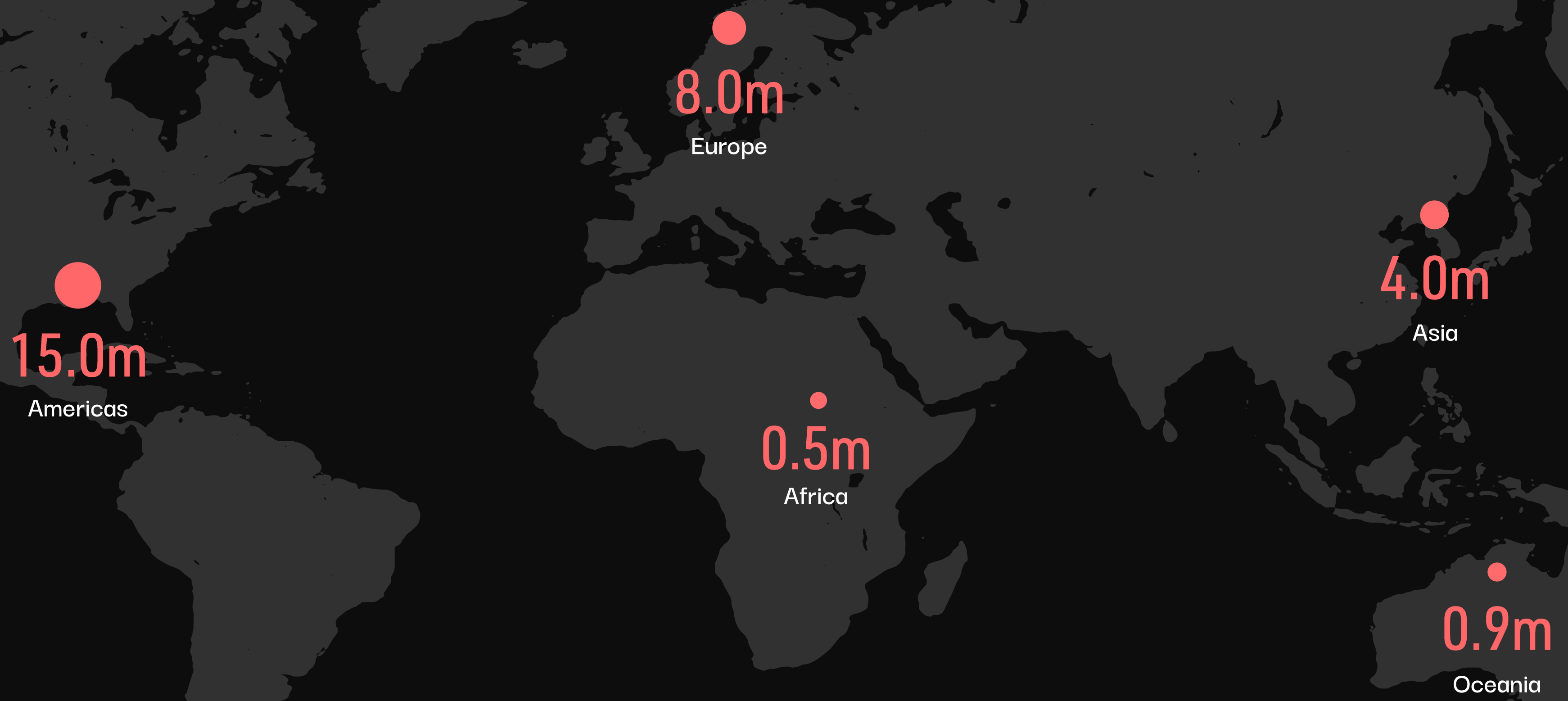


0.4m

YouTube

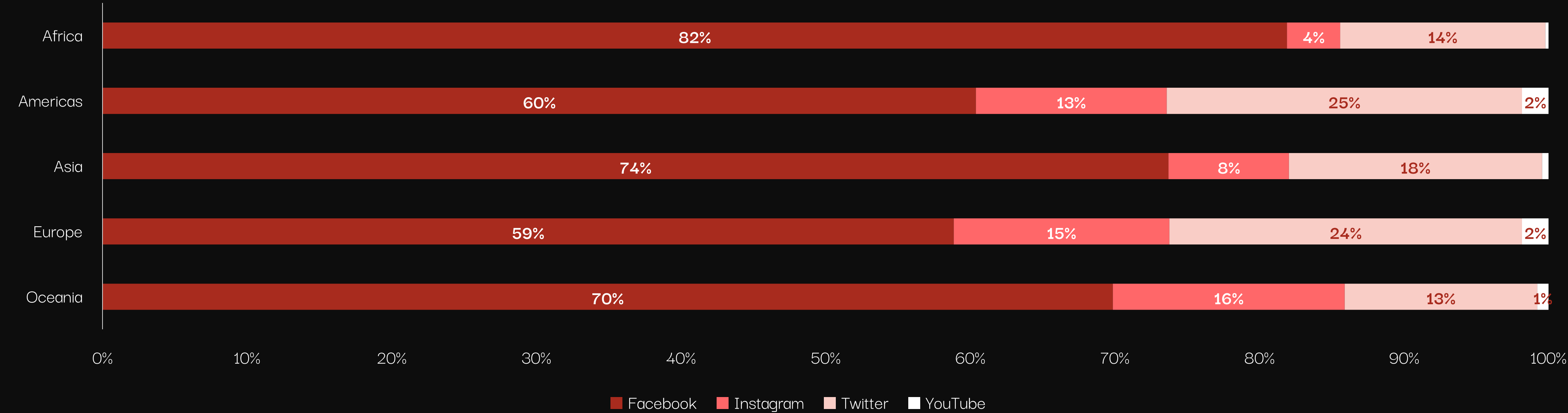


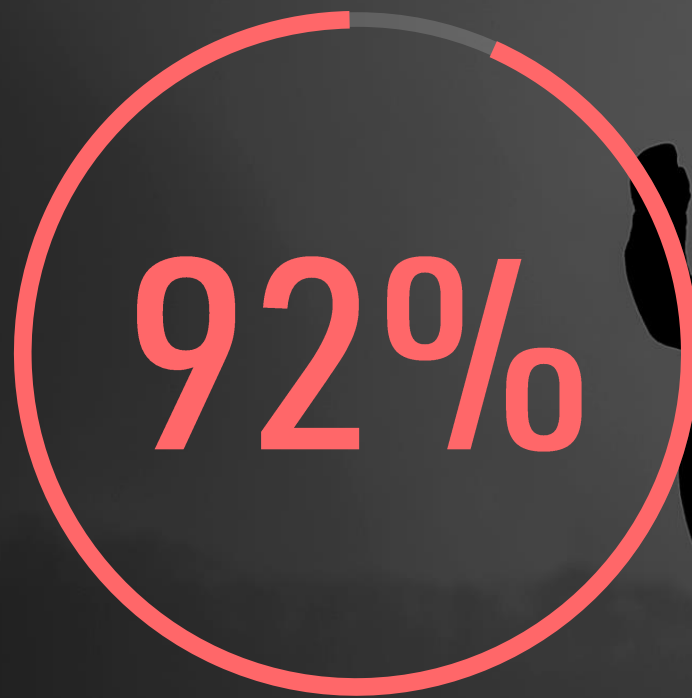
# Audience size by continent



# Facebook represents 63% of total NOC social media size

Continent social media size by platform





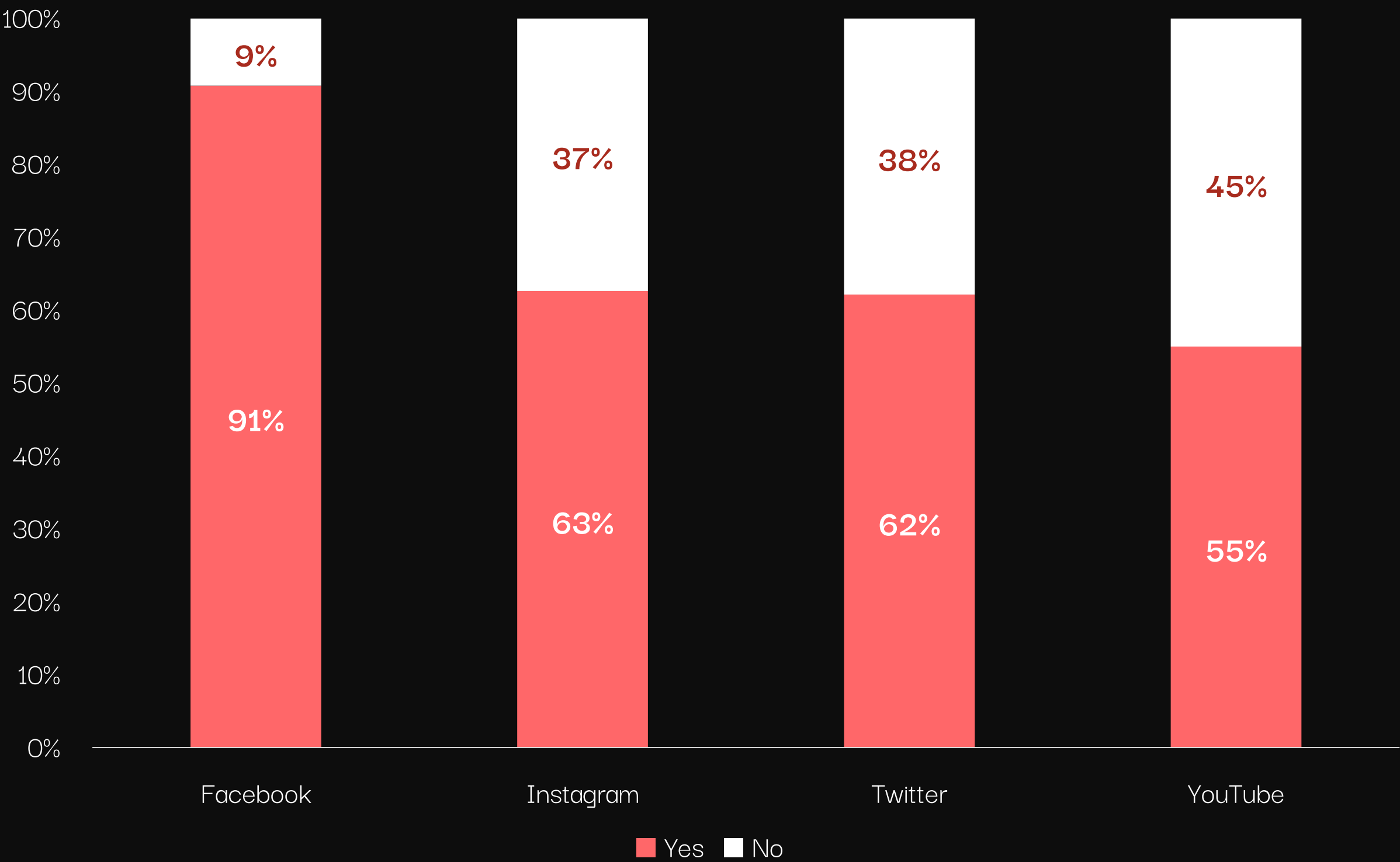
of NOCs have at least 1 social media account



of NOCs are active on at least 1 social media account

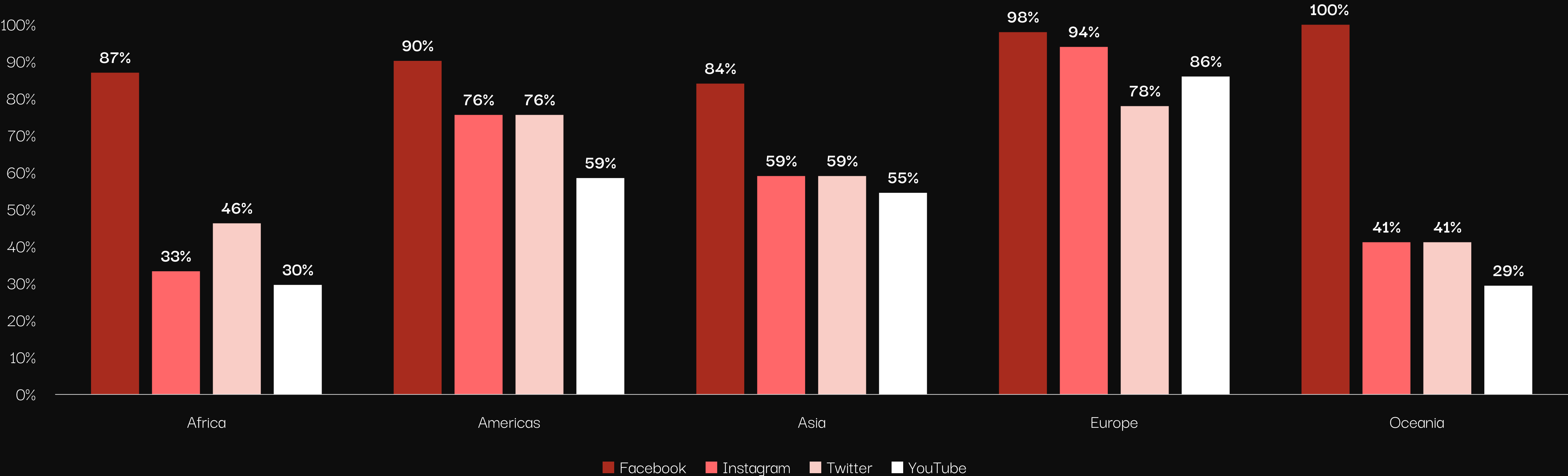
# The majority of NOCs have at least 1 social media account

Platform overview



# Facebook is the most used platform in each continent

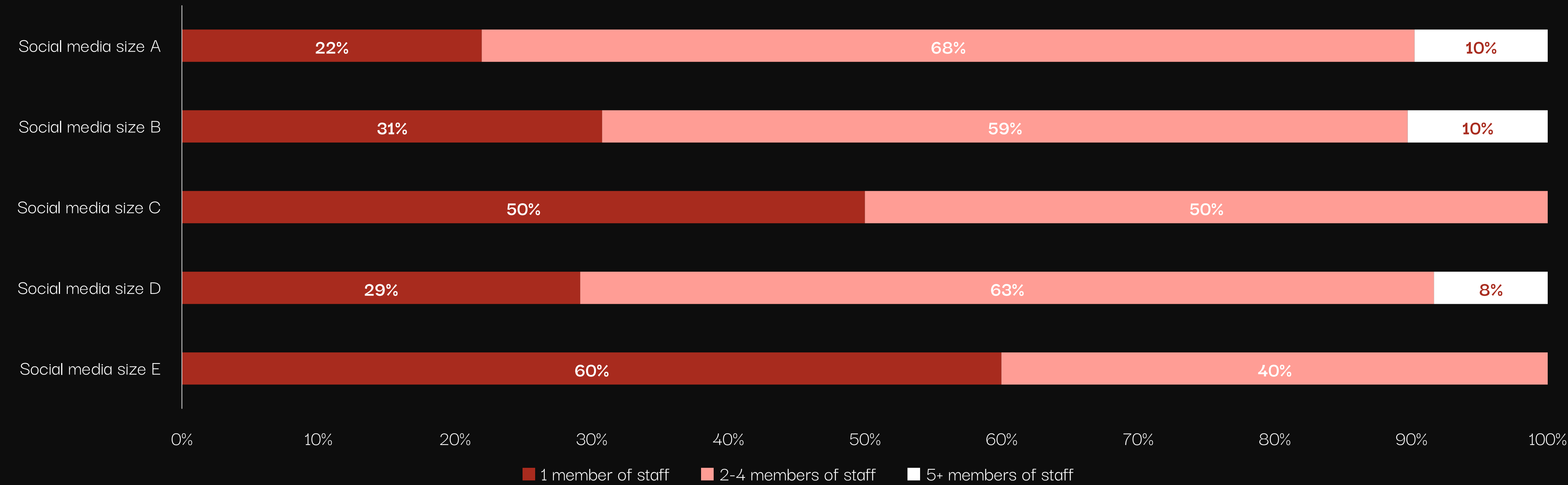
Platform overview by continent





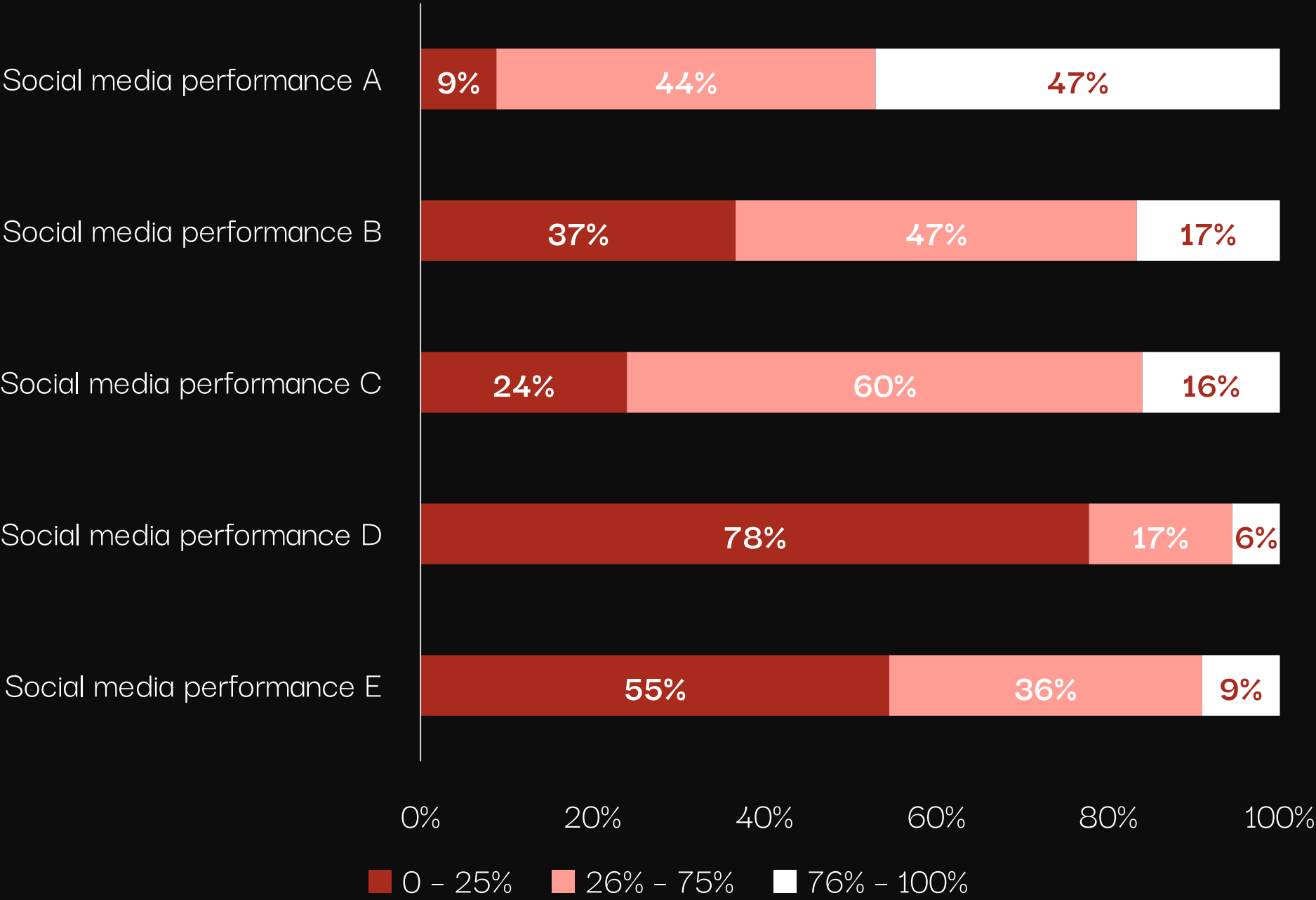
# The larger a country's social media size, the more people involved in running the accounts

Social media size vs social media staff

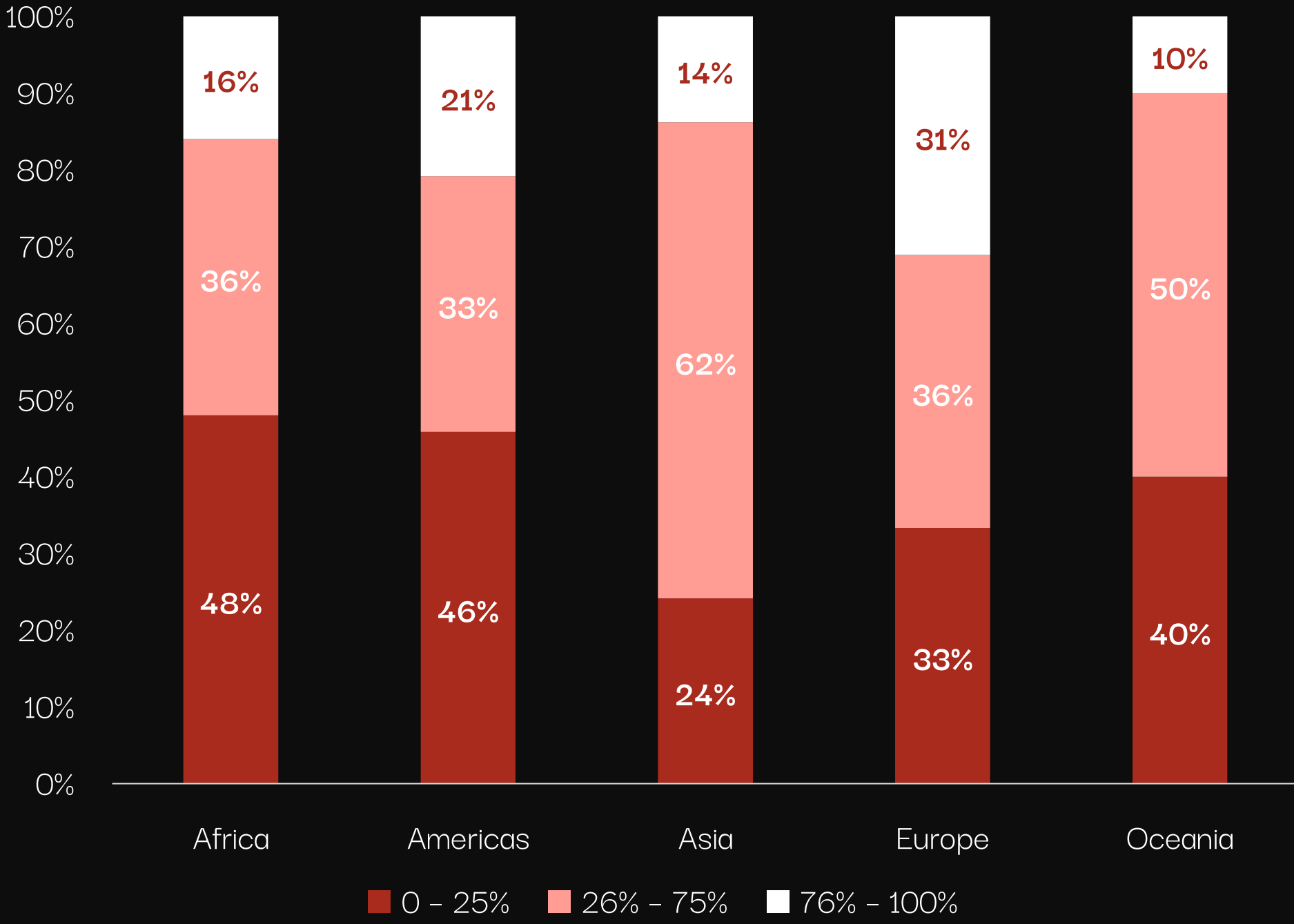


# Over 1/3 of NOCs spend less than 25% of their time running social media accounts

Social media performance vs social media time



Continent vs social media time





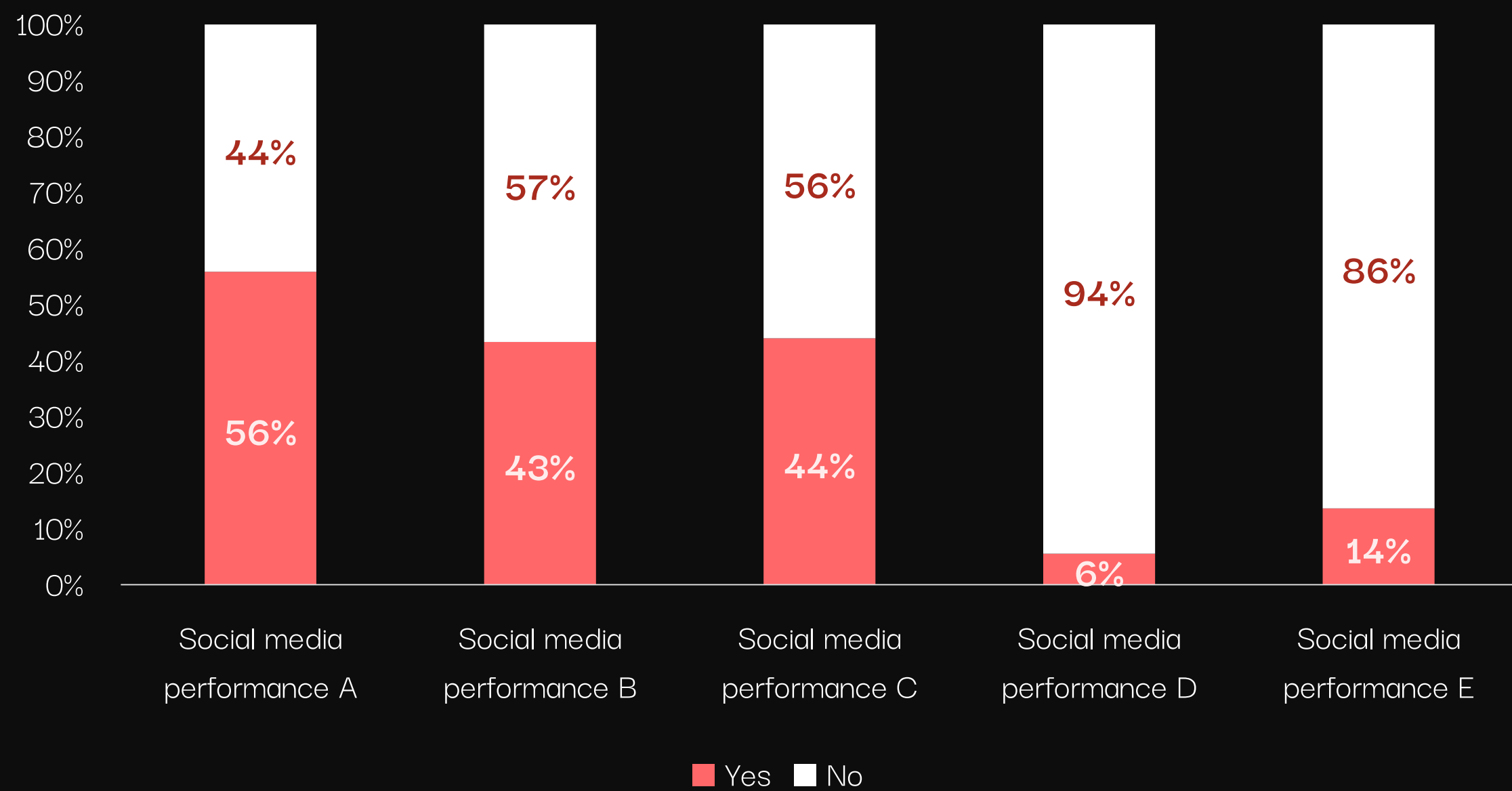
of NOCs have social media  
integrated into their  
strategic plan



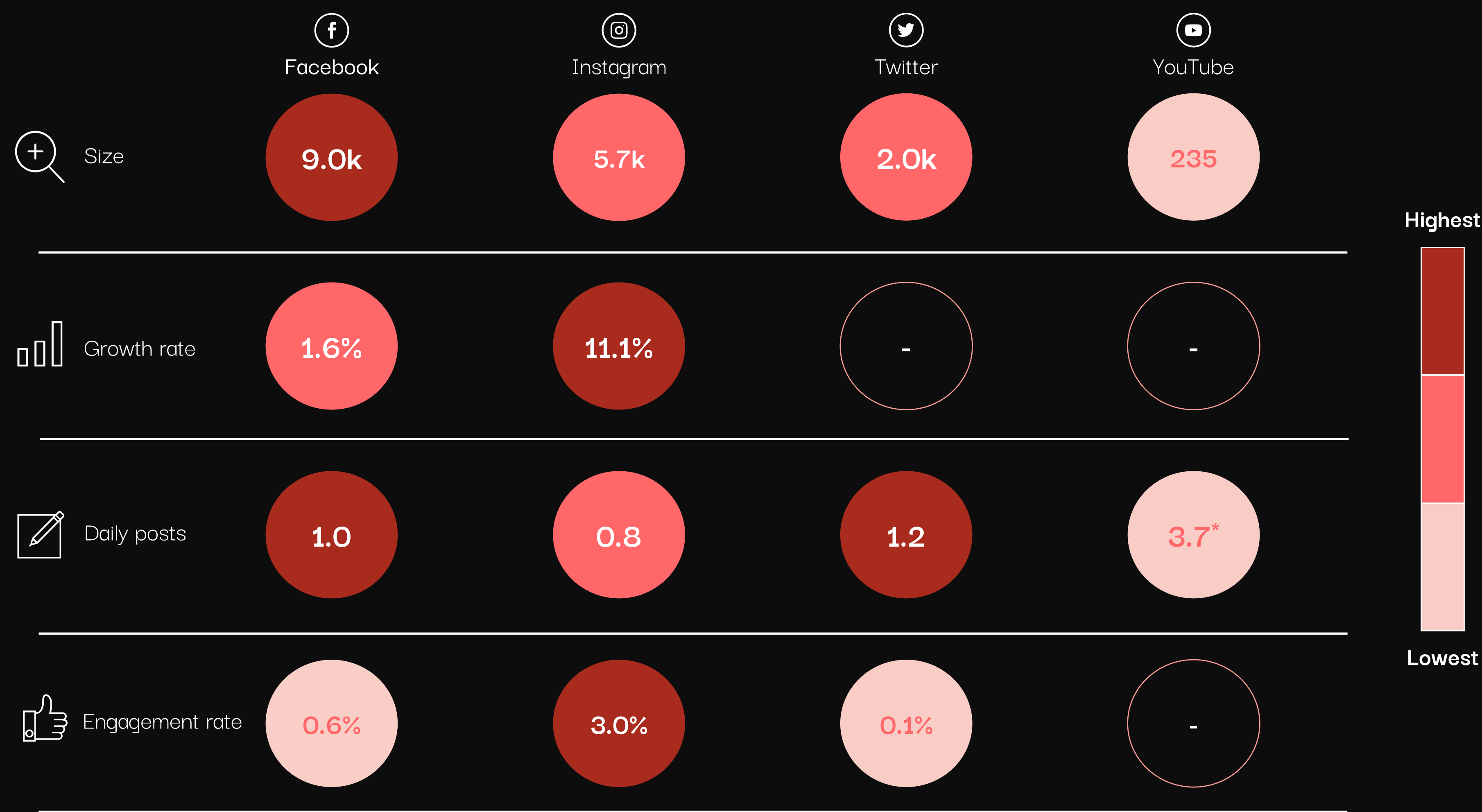
of NOCs have a documented  
social media strategy

The best-performing NOCs are more likely to have social media integrated into their **strategic plan** and have a **documented social media strategy**

Social media performance vs documented social media strategy



# Average performance matrix by platform

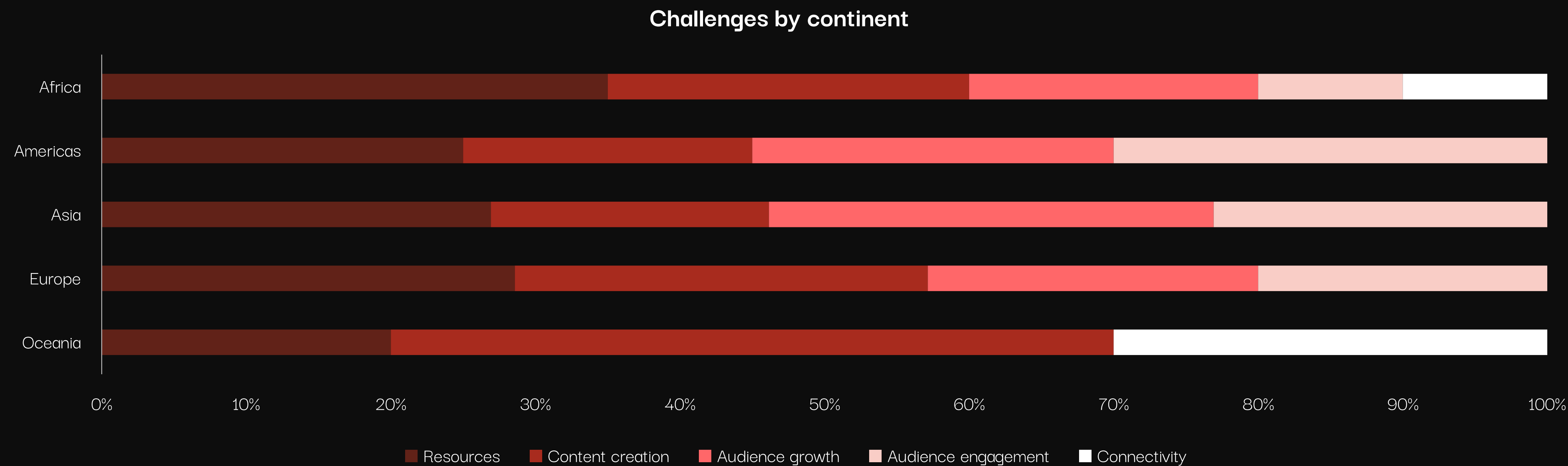


\*YouTube data shows videos per month

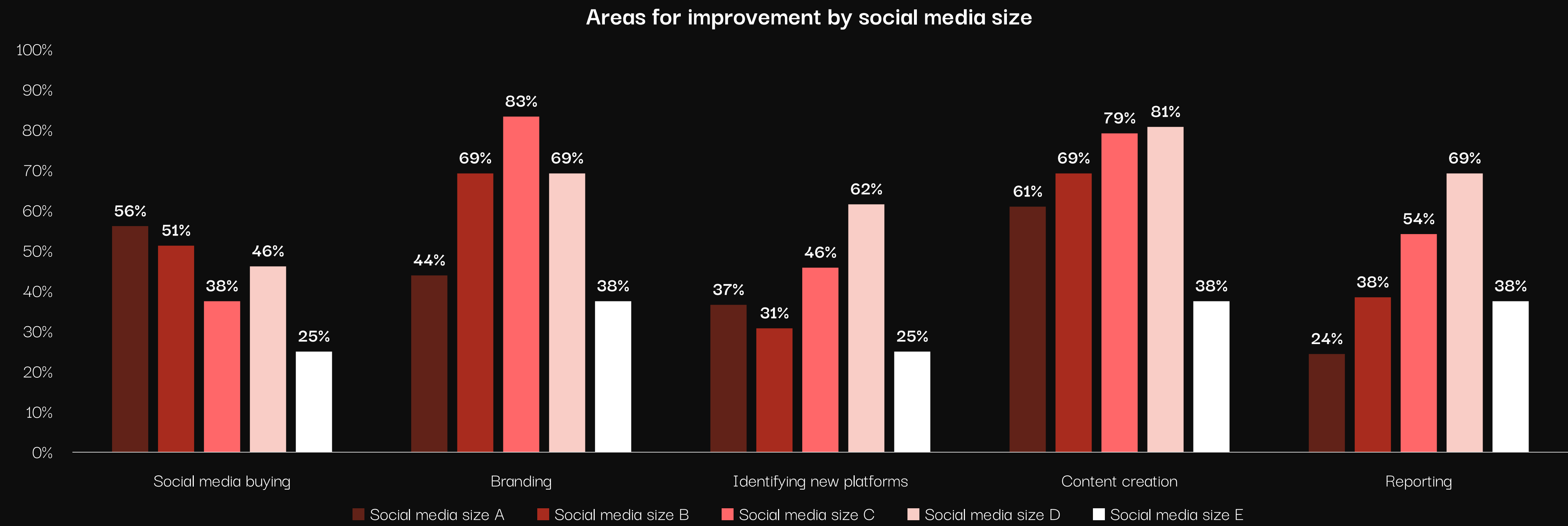




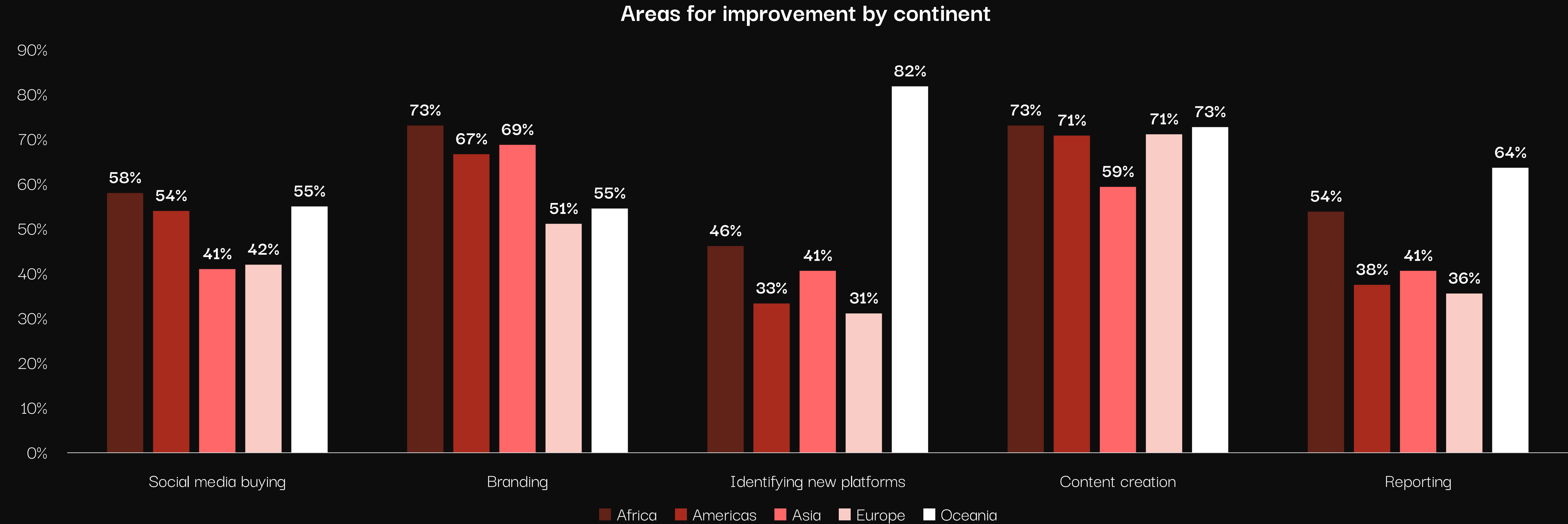
# Connectivity is an issue for NOCs in Africa and Oceania as a result of slow internet speeds and unreliable internet services



# Content creation and branding are the areas that NOCs most want to improve



# NOCs in Oceania consider identifying new platforms and reporting as the biggest areas for improvements







# THANK YOU ANOC

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