ANOC
SOCIAL MEDIA
AUDIT

OCTOBER 2020

REDTORCH

CONTENTS

INTRODUCTION

Redtorch partnered with the Association of National Olympic Committees (ANOC) to help improve the social media performance of its 206 National Olympic Committee (NOC) members.

Using social media monitoring tools, a custom-built survey and proprietary technology, Redtorch analysed all 206 NOCs to fulfil the project's objectives.

Overall, the aim of this Report is to generate meaningful insights which will enable ANOC to improve the social media performance of its NOC members by:

- examining the visibility of current NOC social media performance
- understanding NOC resources and current social media challenges
- creating a benchmark to measure the impact that future initiatives have on NOC social media performance

Research questions

The following questions were presented in order to conduct the research:

- how do NOCs currently use social media?
- what size is the combined NOC social media audience?
- what channels are NOCs on and where are there gaps?
- what is the benchmark for NOC social media performance?
- who is performing best in the context of their specific situation?
- which NOCs could share best practice?

These questions are answered throughout the Report.

METHODOLOGY

What did we do?

We grouped NOCs by factors that might impact their social media performance in order to benchmark and analyse which perform best. Within each factor, various indicators were monitored.

Social media size

Combining the social media size across platforms helped identify which NOCs are likely to have the greatest resources and the ability to generate the highest engagements. We combined the size on the following platforms:

- **Facebook**
- **Instagram**
- **Twitter**
- **YouTube**

Connectivity

Several factors can impact growth opportunities and the ability of NOCs to maintain social media channels. We analysed the following datapoints:

- **population size**
- **internet penetration**
- **internet speed**

Olympians

The popularity of athletes from Olympic-recognised sports impacts the potential for growth and engagement levels in each country. We analysed the following datapoints from the last two Olympic Games:
(Rio 2016 and PyeongChang 2018)

- **number of Olympians**
- **number of Olympic medals**

Why did we choose these factors?

The assumption was that the bigger NOCs by social media size are likely to generate more engagements and amass more followers.

However, we wanted to understand which are the highest performing NOCs in country-specific context, e.g. What size is the population? How big is their social media?

Social media size

The number of fans on each of the following platforms, as of 1st September 2020:

Facebook
Instagram
Twitter
YouTube

Connectivity

Country population could reflect the current social media size (**30%** of total score)

Internet penetration could indicate the potential for growth (**50%** of total score)

Internet speed could indicate the ease of producing high-quality and engaging content (**20%** of total score)

Olympians

The **number of Olympians** represents **50%** and could indicate the popularity of the sport in each market (**50%** of total score)

The **number of Olympic medals** could indicate the success of each sport in each market (**50%** of total score)

How did we do it?

Each NOC was ranked and distributed into 5 similar-sized groups, based on their score in the classification groups below. (The number of NOCs in each continent by classification group is illustrated in the Appendix.)

Social media size

Connectivity

Olympians

The **largest NOCs** by social media size are in **Group A;** the smallest, or those without any channels, are in **Group E**

The **largest, most advanced** countries are in **Group A;** the **smallest, least developed** countries are in **Group E**

NOCs with the **highest number of Olympians and medals** are **in Group A;** NOCs with **the lowest number of Olympians and medals are in Group E**

Group A
Significantly above average

Group B
Slightly above average

Group C
Average

Group D
Slightly below average

Group E
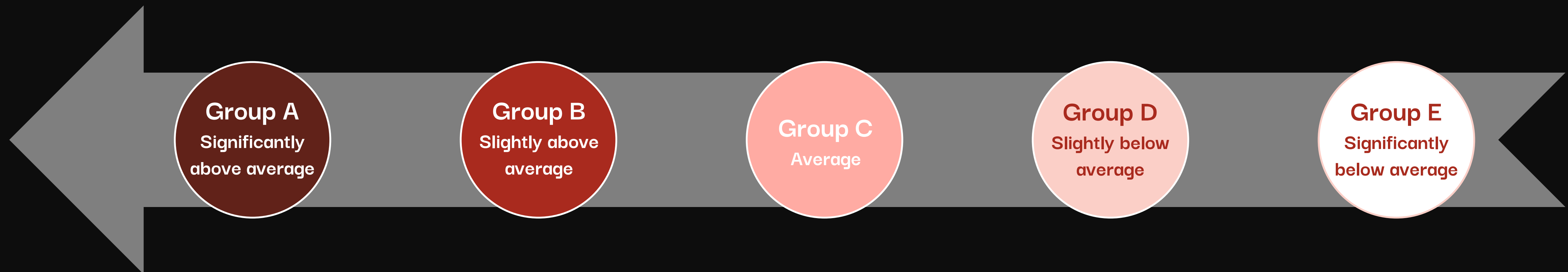**Significantly below average**

Social media performance

In addition to external factors and social media size, we used our own algorithm to rank each NOC, based on its social media performance across Facebook, Instagram, Twitter and YouTube between January and August 2020.

NOCs are ranked on several metrics across each platform that, where possible, consider growth, engagements, views and content frequency

(Note: only channels posted on NOC websites, or easily accessible through search engines, were analysed)

NOCs were given a score and then split into 5 similar-sized groups:

Group A
Significantly above average

Group B
Slightly above average

Group C
Average

Group D
Slightly below average

Group E
Significantly below average

NOCs by **continent**

50

Europe

European Olympic
Committees
(EOC)

41

Americas

Pan American Sports
Organisation
(PASO)

44

Asia

Olympic Council
of Asia
(OCA)

54

Africa

Association of National
Olympic Committees
of Africa
(ANOCA)

17

Oceania

Oceania National
Olympic Committees
(ONOC)

EXECUTIVE
SUMMARY

Overall: 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

Overall: key findings

60% of NOCs have **2–4** people working on their social media channels, but:

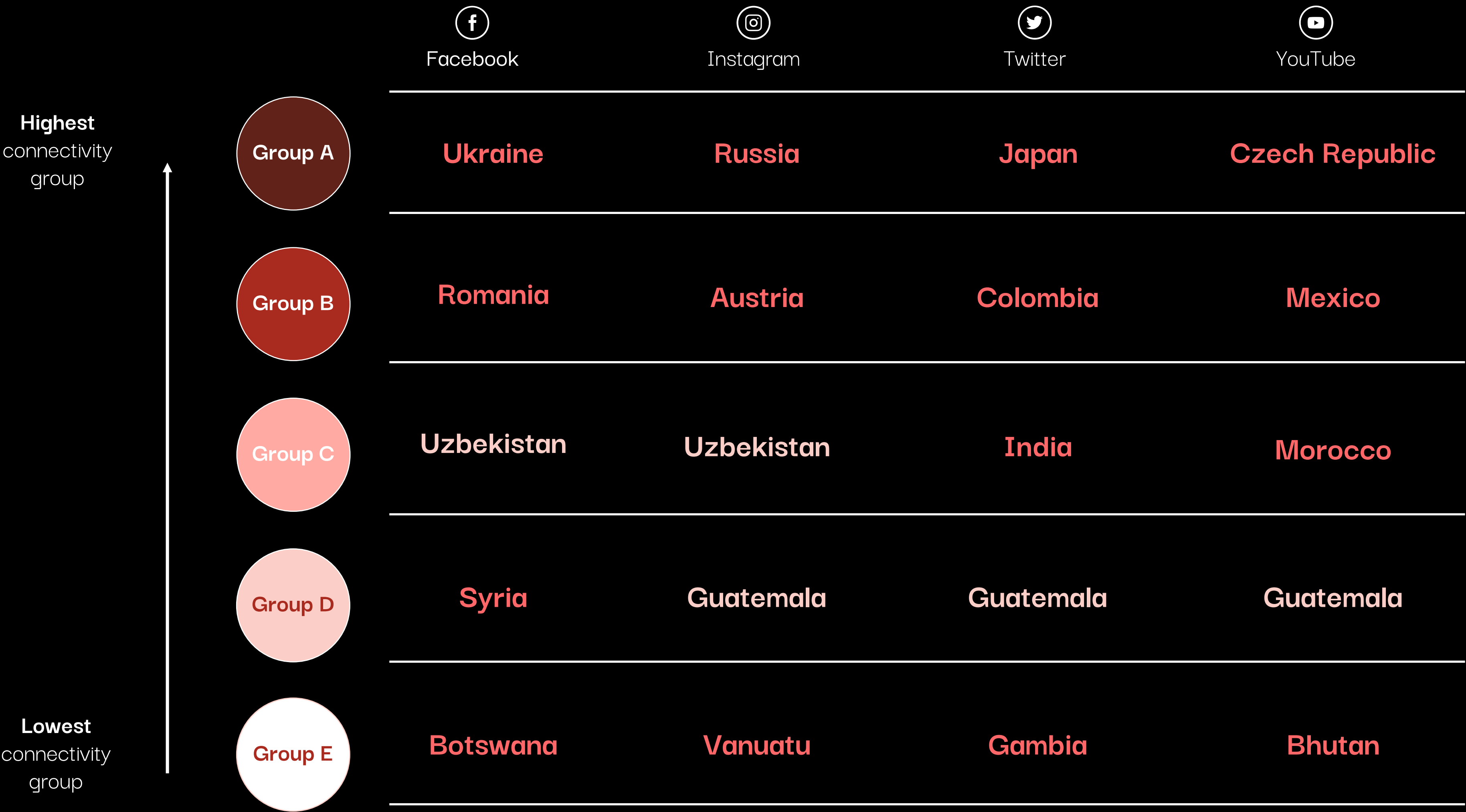- only **21%** have staff working full-time on maintaining them
- while **80%** have social media integrated into their strategic plan, just **37%** have a documented social media strategy

The biggest challenges facing NOCs on social media typically relate **to content creation** and **lack of resources.**
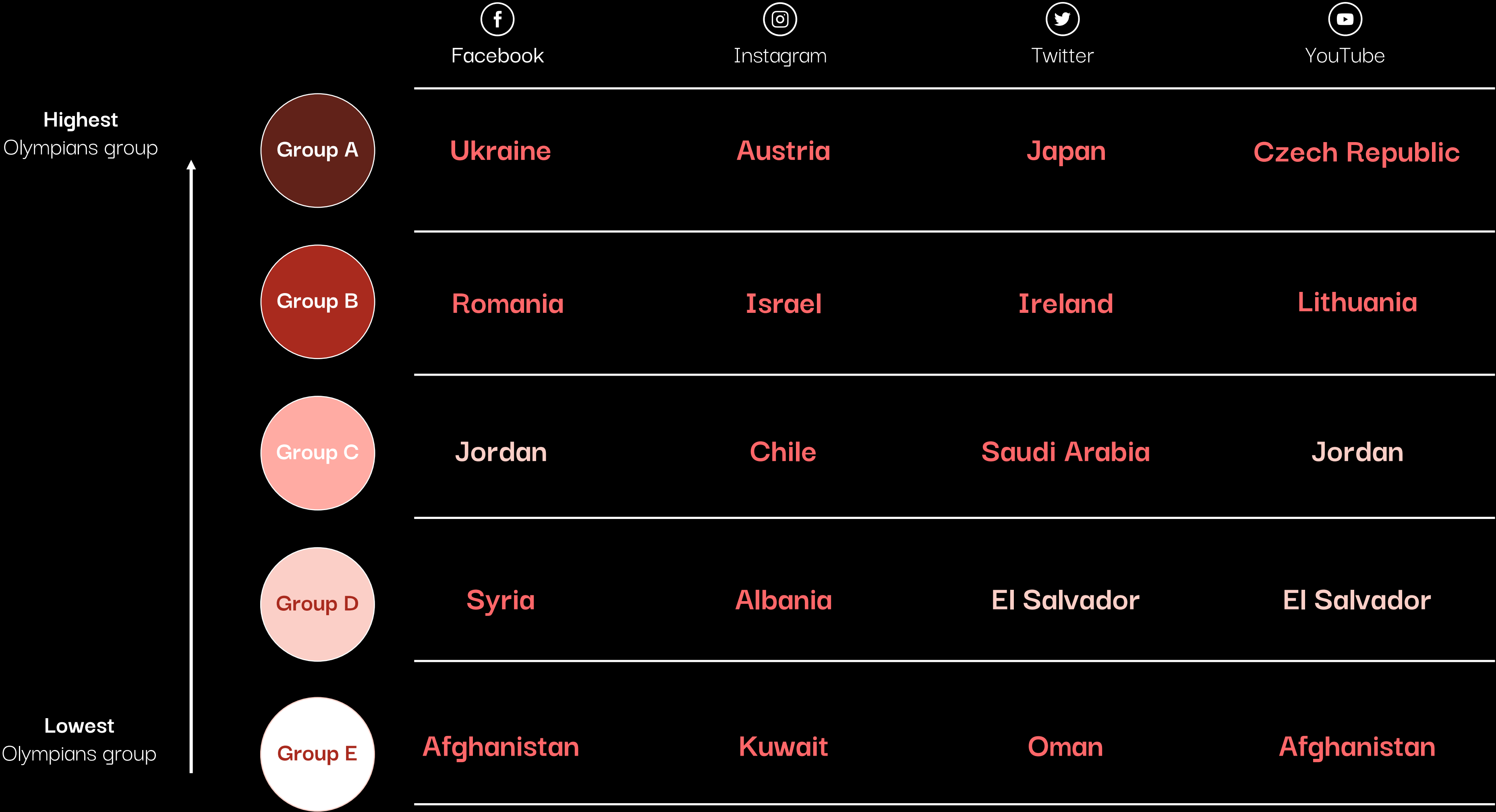
The **2 areas** on which they would most like to focus to improve their social media are:

- **branding**
- **content creation**

Best-performing NOCs by **connectivity**

	Facebook	Instagram	Twitter	YouTube
Group A — Highest connectivity group	Ukraine	Russia	Japan	Czech Republic
Group B	Romania	Austria	Colombia	Mexico
Group C	Uzbekistan	Uzbekistan	India	Morocco
Group D	Syria	Guatemala	Guatemala	Guatemala
Group E — Lowest connectivity group	Botswana	Vanuatu	Gambia	Bhutan

Best-performing NOCs by Olympians

	Facebook	Instagram	Twitter	YouTube
Group A *Highest Olympians group*	Ukraine	Austria	Japan	Czech Republic
Group B	Romania	Israel	Ireland	Lithuania
Group C	Jordan	Chile	Saudi Arabia	Jordan
Group D	Syria	Albania	El Salvador	El Salvador
Group E *Lowest Olympians group*	Afghanistan	Kuwait	Oman	Afghanistan

CONTINENT
BREAKDOWN

Continent overview

	Africa	Americas	Asia	Europe	Oceania
Social media size	0.5m	15.0m	4.0m	8.0m	0.9m
Resources	**68%** have **2–4** people running their social media accounts	**46%** have **2–4** people running their social media accounts	**62%** have **2–4** people running their social media accounts	**60%** have **2–4** people running their social media accounts	**70%** have **2–4** people running their social media accounts
Strategy	**64%** have social media integrated into their plans **24%** have a documented social media strategy	**92%** have social media integrated into their plans **33%** have a documented social media strategy	**86%** have social media integrated into their plans **44%** have a documented social media strategy	**84%** have social media integrated into their plans **44%** have a documented social media strategy	**50%** have social media integrated into their plans **20%** have a documented social media strategy
Biggest challenge	Resources	Audience engagement	Audience growth	Content creation	Content creation

Africa: key findings

Size & channels

- Africa has a combined size media size of **0.5m**, the smallest of the five continents

- **82%** of social media fans are from Facebook, a larger proportion than any other continent

- South Africa has the largest accounts on Instagram (**9.9k**) and Twitter (**42.3k**); Libya has the largest account on Facebook (**65.0k**)

Resources & strategy

- **64%** of NOCs have social media integrated into their wider strategic plans, but only **¼** have a documented social media strategy – the 2nd lowest of all continents

- The majority of NOCs have **2–4** people running their social media accounts; however, they aren't dedicated social media specialists and typically carry out other duties within the organisation

Challenges & improvements

- **Lack of resources** is the biggest challenge NOCs face

- **Branding** and **content creation** are the **2** areas in which NOCs most want to improve (both **73%**)

Africa: performance matrix

		Facebook	Instagram	Twitter	YouTube
🔍	Size	2.9k	649	258	8
📊	Growth rate	3.8%	13.1%	-	-
✏️	Daily posts	0.5	0.2	0.2	0.3*
👍	Engagement rate	0.8%	2.9%	0.1%	-

Highest

In relation to all NOCs in Africa with identified social media accounts

Lowest

*YouTube data shows videos per month

Africa: best-performing NOCs

		Facebook	Instagram	Twitter	YouTube
	Overall	Kenya	Nigeria	Kenya	Morocco
	Size	Libya	South Africa	South Africa	Morocco
	Posts	Kenya	Morocco	Kenya	Morocco
	Views	Botswana	Morocco	-	Morocco
	Engagement rate*	Mozambique	Morocco	Gambia	-

*Number of fans and posts were considered when providing an example of an NOC with a high engagement rate

Africa: challenges

"
We don't have enough content, and slow internet speed results in too much time spent uploading the content we do have

Seychelles

"
Our social media is handled by a volunteer who is working tirelessly, but we cannot provide him with any equipment or honorarium to support his work

Gambia

"
Internet connectivity is poor due electricity road shedding. We also lack financial resources to boost content on social media

Malawi

"
Not having a full-time dedicated social media person and not being able to boost posts due to financial constraints

Botswana

"
We need to improve editorial and visual content, but it is difficult to find real specialists

Tunisia

"
How do we reach the young population in our country?

Guinea-Bissau

"
Creating content to post regularly on our two channels; Facebook and Instagram

Togo

"
The only person who works in this area also has the marketing department to manage

Cape Verde

Americas: key findings

Size & channels

- The Americas have the largest combined size media size of **15.0m**

- **USA** pages account for **48%** of the total size (**7.2m**)

- Canada is 2nd to the USA on each channel by size, other than Facebook where Brazil has the 2nd largest following
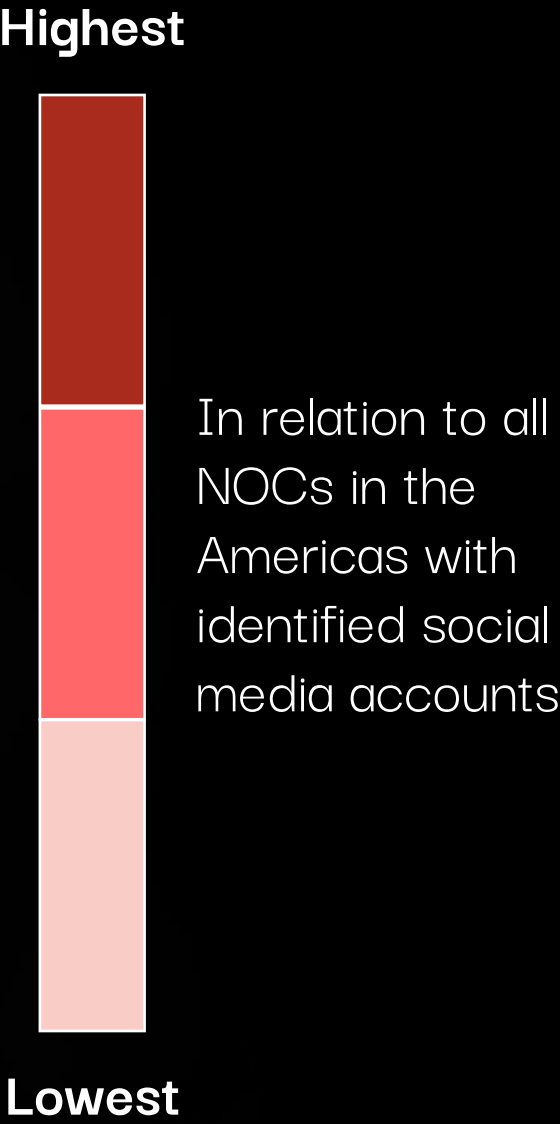
Resources & strategy

- A higher proportion of NOCs in the Americas than any other continent has just **1** person running their social media accounts (**45%**)

- Mexico and Canada both have **5+** people running their social media accounts; **11** NOCs have **2–4** people

- The larger NOCs by social media size typically have staff dedicated to running their social media accounts full time

- **92%** of NOCs have social media integrated into their strategic plan, the highest proportion of all continents, but only **33%** have a documented social media strategy

Challenges & improvements

- **Engaging audiences through authentic content** and **keeping fans entertained** are the biggest challenges NOCs face

- **Content creation** (**71%**) and **branding** (**67%**) are the **2** areas in which NOCs most want to improve

Americas: performance matrix

	Facebook	Instagram	Twitter	YouTube
Size	7.9k	7.8k	6.6k	396
Growth rate	1.1%	6.3%	-	-
Daily posts	1.4	1.1	2.0	5.5*
Engagement rate	0.2%	1.9%	0.04%	-

Highest

In relation to all NOCs in the Americas with identified social media accounts

Lowest

*YouTube data shows videos per month

Americas: best-performing NOCs

		Facebook	Instagram	Twitter	YouTube
Overall		USA	Canada	USA	USA
Size		USA	USA	USA	USA
Posts		Mexico	Venezuela	Dominican Republic	Mexico
Views		USA	Canada	-	USA
Engagement rate*		Guyana	El Salvador	Paraguay	-

*The number of fans and posts were considered when providing an example of an NOC with a high engagement rate

Americas: challenges

> " Keeping our community informed, increasing the impact and global reach on all our channels

Panama

> " Continue to strengthen our existing channels and entering new ones to reach more target groups

Guatemala

> " Unite the sports family of Colombia and promote the Olympic values to as many people as possible

Colombia

> " Generating engaging content in an extended non-Games window plus determining how to be relevant but authentic in conversation

Canada

> " Due to the pandemic, there is less sports news to share on social media

Mexico

> " The absence of a team with the capacity and access to tools to generate the content needed . Resources are needed to acquire videographers, editors and designers to get the content

Belize

> " Bringing Team Chile athletes closer to the public, so they are not only known when they have great sporting results

Chile

> " We have a huge fan base on Facebook but since the 2016 Olympic Games in Rio, we have been losing fans every month.

Brazil

Asia: key findings

Size & channels

- Asia has a combined size media size of **4.0m**, **74%** coming from Facebook

- Jordan has the largest Facebook size (**1.1m**), the 4th highest worldwide

- Japan has the most fans on other **3** platforms, followed by Qatar

Resources & strategy

- NOCs in Asia typically have the biggest social media teams who spend most of their time running social media accounts

- **86%** of NOCs have social media integrated into their strategic plan; **45%** have a documented social media strategy, the highest of all continents

Challenges & improvements

- **Growing their audiences** and a **lack of resources** in relation to staff and tools are the biggest challenges NOCs face

- **Branding** (**69%**) and **content creation** (**59%**) are the 2 areas in which NOCs most want to improve

Asia: performance matrix

		Facebook	Instagram	Twitter	YouTube
⊕	Size	8.6k	2.6k	1.2k	115
▁▃▅	Growth rate	2.4%	17.2%	-	-
✎	Daily posts	0.7	0.7	0.4	2.4*
👍	Engagement rate	0.8%	2.9%	0.1%	-

In relation to all NOCs in Asia with identified social media accounts

*YouTube data shows videos per month

Asia: performance matrix

		Facebook	Instagram	Twitter	YouTube
	Overall	**Uzbekistan**	**Uzbekistan**	**Japan**	**Japan**
	Size	**Jordan**	**Japan**	**Japan**	**Japan**
	Posts	**India**	**Uzbekistan**	**Japan**	**UAE**
	Views	**Jordan**	**Qatar**	**-**	**Japan**
	Engagement rate*	**Philippines**	**India**	**Singapore**	**-**

*Number of fans and posts were considered when providing an example of an NOC with a high engagement rate

Asia: challenges

"

Creating meaningful content that reflects the Olympic values and Bahrain's sporting journey, which will help increase the number of interactions with our followers

Bahrain

"

The lack of sports content has made it hard to post on our social channels. We also face difficulties in growing our social media pages

Bhutan

"

We are facing issues with the public where we want them to be more engaged and interact with our sports content on all our channels

Jordan

"

Managing to stay connected with the wider Olympic family in multiple languages, whilst remaining in constant communication with the local audience

Saudi Arabia

"

We don't have social media specialists and during the pandemic, we have had difficulties creating content. Our athletes are not very active on social media which makes it more challenging to engage our fans

Kazakhstan

"

The content generation is the most important issue, especially live-streaming and other videos. However, we need the right equipment and people which we can't afford due to tight budgets

Chinese Taipei

"

Producing content that our fans engage with. We want to be able to use videos from the Olympic Games and Asian Games more freely

Japan

"

How do we maximize our fanbase? With a limited team, we are unable to cover all the National Federations and their activities

Sri Lanka

Europe: key findings

Size & channels

- Europe has a combined size media size of **8.0m**, the 2nd largest of the continents

- The Czech Republic has the largest YouTube following in Europe (**78.2k** subscribers), 2nd worldwide after the USA

- Great Britain has the largest number of followers on the other **3** platforms

Resources & strategy

- **60%** of NOCs have **2–4** people running their social media; Azerbaijan, the Czech Republic and Denmark have **5+** people

- **1/3** of NOCs employ full-time staff to run their social media accounts, more than any other continent

- **84%** of NOCs have social media integrated into their strategic plan; only **44%** have a documented social media strategy

Challenges & improvements

- **Resources**, in particular finding time to focus on producing high-quality output is the biggest challenge NOCs face

- Many NOCs want to produce more video content but lack the budget and tools to do so

- **Content creation** (**71%**) **and branding** (**51%**) are the 2 areas in which NOCs most want to improve

Europe: performance matrix

	Facebook	Instagram	Twitter	YouTube
Size	40.2k	8.9k	4.5k	496
Growth rate	1.7%	12.5%	-	-
Daily posts	1.7	1.0	1.7	4.0*
Engagement rate	0.5%	3.7%	0.1%	-

In relation to all NOCs in Europe with identified social media accounts
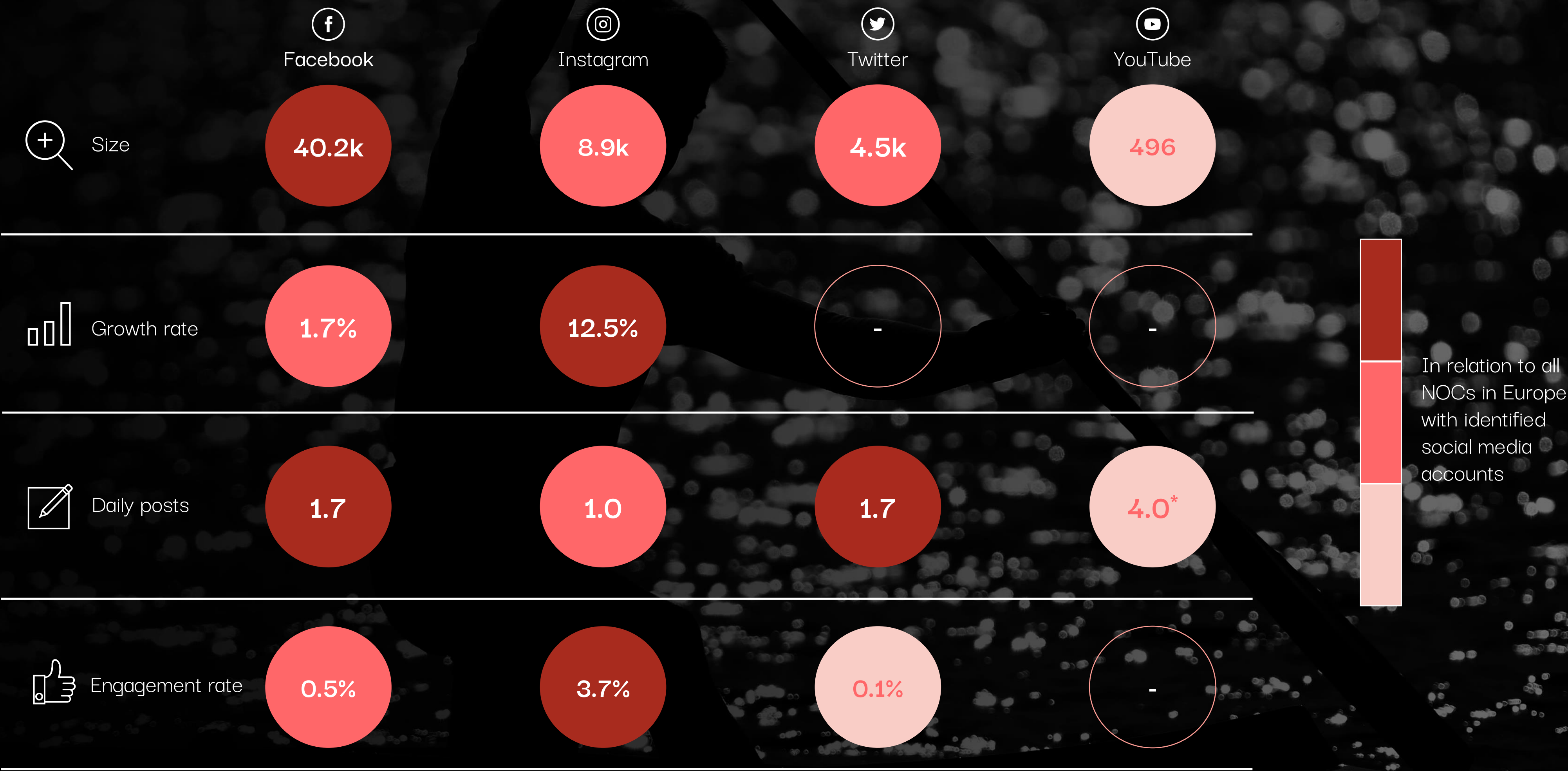
*YouTube data shows videos per month

Europe: best-performing NOCs

	Facebook	Instagram	Twitter	YouTube
Overall	Romania	Austria	Great Britain	Czech Republic
Size	Great Britain	Great Britain	Great Britain	Czech Republic
Posts	Spain	Ukraine	Spain	Netherlands
Views	Ukraine	Great Britain	-	Czech Republic
Engagement rate*	Romania	Albania	Ukraine	-

*Number of fans and posts were considered when providing an example of an NOC with a high engagement rate

Europe: Challenges

"

To measure and create a clear connection between social media performance and achieving our strategic targets

Finland

"

*Keeping up to date with new trends and informing others that we need different formats of content on each platform,
even if the topic is the same*

Czech Republic

"

The biggest challenge is how we can generate additional income with selling ads and commercial products on our social media channels

Austria

"

During the pandemic, the biggest challenge has been to find and create content. We also need help to reach new audiences on Instagram and Twitter

Kosovo

"

Creating engaging content for our followers has been our biggest challenge since sport stopped

Slovenia

"

*Investing in qualitative content and developing
production budgets*

Great Britain

"

*Bigger budgets to acquire photos and videos because, as a small NOC, we have a lot of difficulties covering multi-sport events because we have very
little accreditation*

Luxembourg

"

How to attract new followers and produce innovative content all the time

Bosnia and Herzegovina

Oceania: key findings

Size & channels

- Oceania has the 2nd smallest social media size (**0.9m**), **70%** coming from Facebook

- It is the only continent with a higher proportion of fans on Instagram (**16%**) than Twitter (**13%**)

- New Zealand has the largest Facebook and YouTube accounts; Australia has the largest followings on Instagram and Twitter

Resources & strategy

- Highest proportion of NOCs with **2-4** people running their social media accounts (**70%**), but typically they spend half their time working in other areas as a result of having smaller social media pages to maintain with less content to produce

- **50%** of NOCs have social media integrated into their strategic plan; only 20% have a documented social media strategy, the lowest proportion of all continents

Challenges & improvements

- **Content-related** issues, including 'beating social media algorithms' to reach more fans, and the **creation** of high-quality, engaging videos are the biggest challenges NOCs face

- **Identifying new platforms** (**82%**) and **content creation** (**71%**) are the **2** areas in which NOCs most want to improve

- NOCs in Oceania experience more issues with connectivity than any other continent

Oceania: performance matrix

	Facebook	Instagram	Twitter	YouTube
Size	4.4k	1.1k	631	3.0k
Growth rate	1.3%	5.2%	-	-
Daily posts	0.5	0.4	0.7	5.1*
Engagement rate	0.6%	1.9%	0.01%	-

In relation to all NOCs in Oceania with identified social media accounts

*YouTube data shows videos per month

Oceania: best-performing NOCs

		Facebook	Instagram	Twitter	YouTube
	Overall	Australia	Australia	Australia	New Zealand
	Size	New Zealand	Australia	Australia	New Zealand
	Posts	Australia	Australia	Australia	New Zealand
	Views	Australia	New Zealand	-	New Zealand
	Engagement rate*	Papua New Guinea	New Zealand	New Zealand	-

*Number of fans and posts were considered when providing an example of an NOC with a high engagement rate

Oceania: challenges

> Creating compelling video content is our biggest challenge, plus we also struggle to access athletes and archive content to repurpose
>
> **Australia**

> How can we cut through all the noise and increase engagements? The algorithms mean our content is being shown to fewer and fewer fans, especially on Facebook
>
> **New Zealand**

> We have a couple of staff helping, but still lack in updating and posting social media content. This is mainly due to other activities taking priority and unreliable internet services
>
> **Tonga**

> The size and remoteness of our islands is a big challenge. Local telecommunications, Wi-Fi and internet connections are very poor. Also, we lack the technical expertise to build our social media locally
>
> **Micronesia**

> We are truly unaware how to capitalise on social media and need help with our content and strategy
>
> **Fiji**

> We are not generating enough quality content for the different demographics within our country
>
> **Papua New Guinea**

> Poor internet connection is a big issue, plus we don't have the knowledge on how to use channels such as Twitter and Instagram
>
> **Tuvalu**

> We need our staff to have more training on developing a social media strategy, plus learn more about branding and marketing
>
> **Palau**

SOCIAL MEDIA
OVERVIEW

Audience size by platform

28.4m

Total

17.8m

Facebook

63%

6.5m

Twitter

23%

3.7m

Instagram

13%

0.4m

YouTube

2%
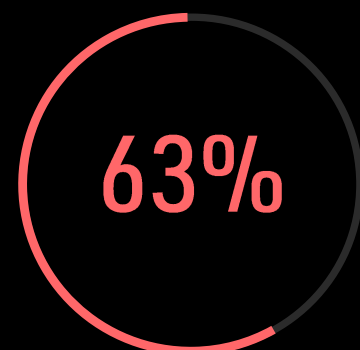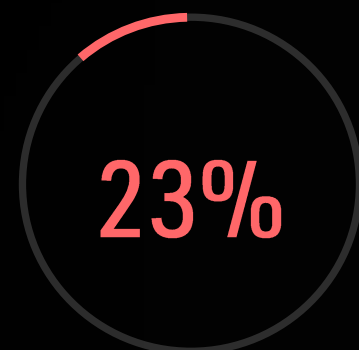
Audience size by continent

8.0m
Europe

4.0m
Asia

15.0m
Americas

0.5m
Africa

0.9m
Oceania
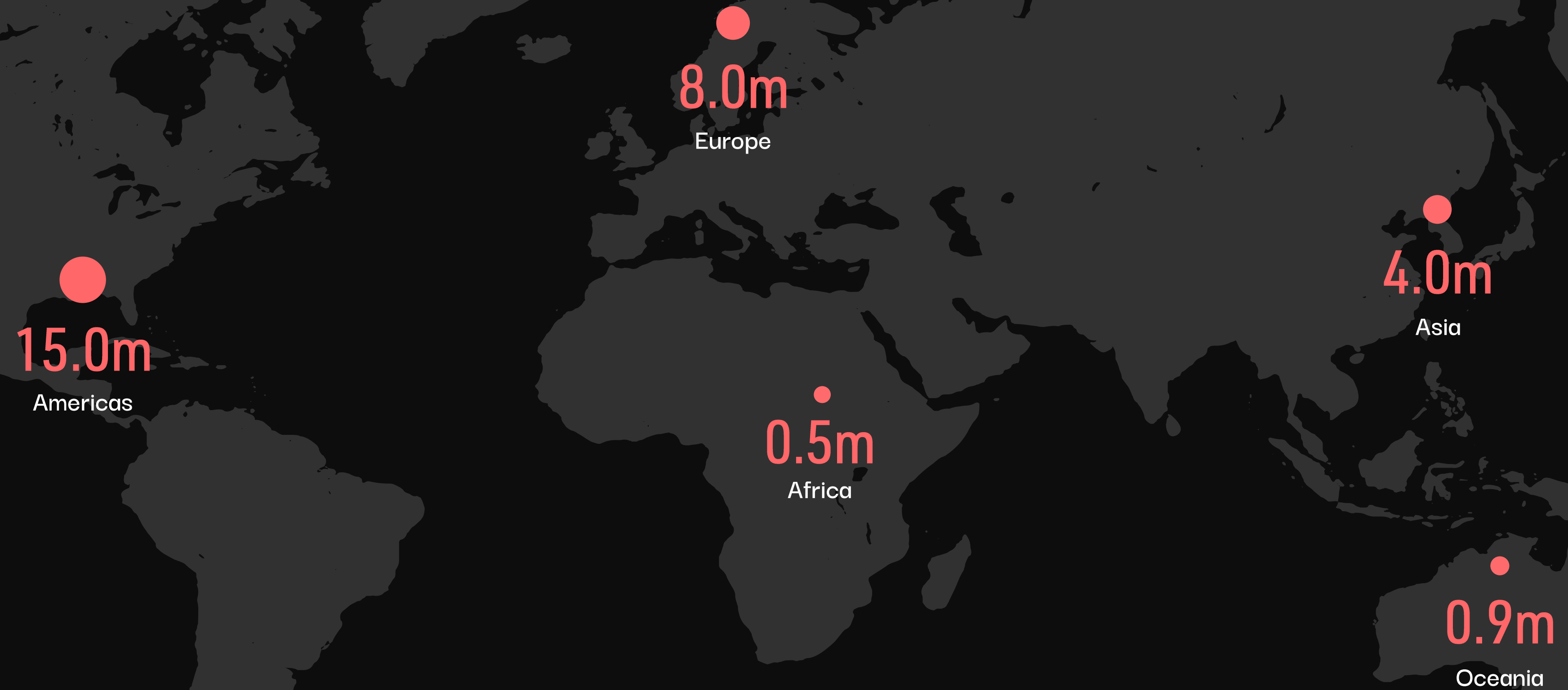
Facebook represents **63%** of total NOC social media size

- **82%** of Africa's total social media size is on Facebook (**0.4m**), the highest of all continents
- Oceania is the only continent with a higher proportion of fans on Instagram (**16%**) than Twitter (**13%**)
- Europe (**59%**) and the Americas (**60%**) have the lowest proportion of total fans on Facebook and the highest proportion on Twitter (**24%** and **25%** respectively)
- Asia has the 2nd largest proportion of its fans on Facebook (**74%**) and the 2nd lowest proportion of fans on Instagram (**8%**)

Continent social media size by platform

	Facebook	Instagram	Twitter	YouTube
Africa	82%	4%	14%	
Americas	60%	13%	25%	2%
Asia	74%	8%	18%	
Europe	59%	15%	24%	2%
Oceania	70%	16%	13%	1%

■ Facebook   ■ Instagram   ■ Twitter   ■ YouTube

92%

of NOCs have at least 1 social media account

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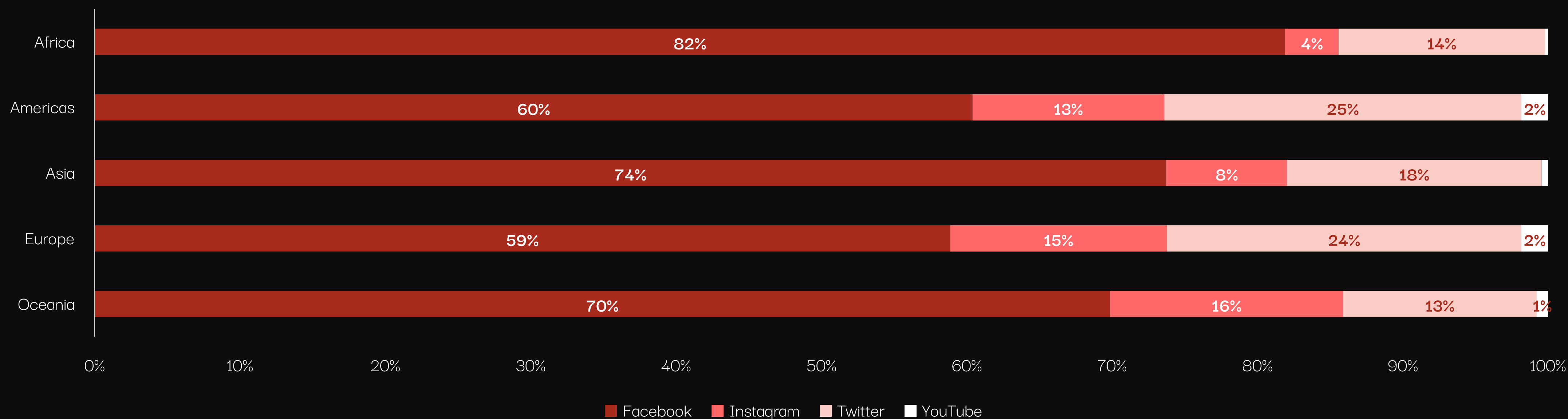
of NOCs are active on at least 1 social media account

The majority of NOCs have at least 1 social media account

Platform overview

	Facebook	Instagram	Twitter	YouTube
No	9%	37%	38%	45%
Yes	91%	63%	62%	55%

■ Yes   □ No
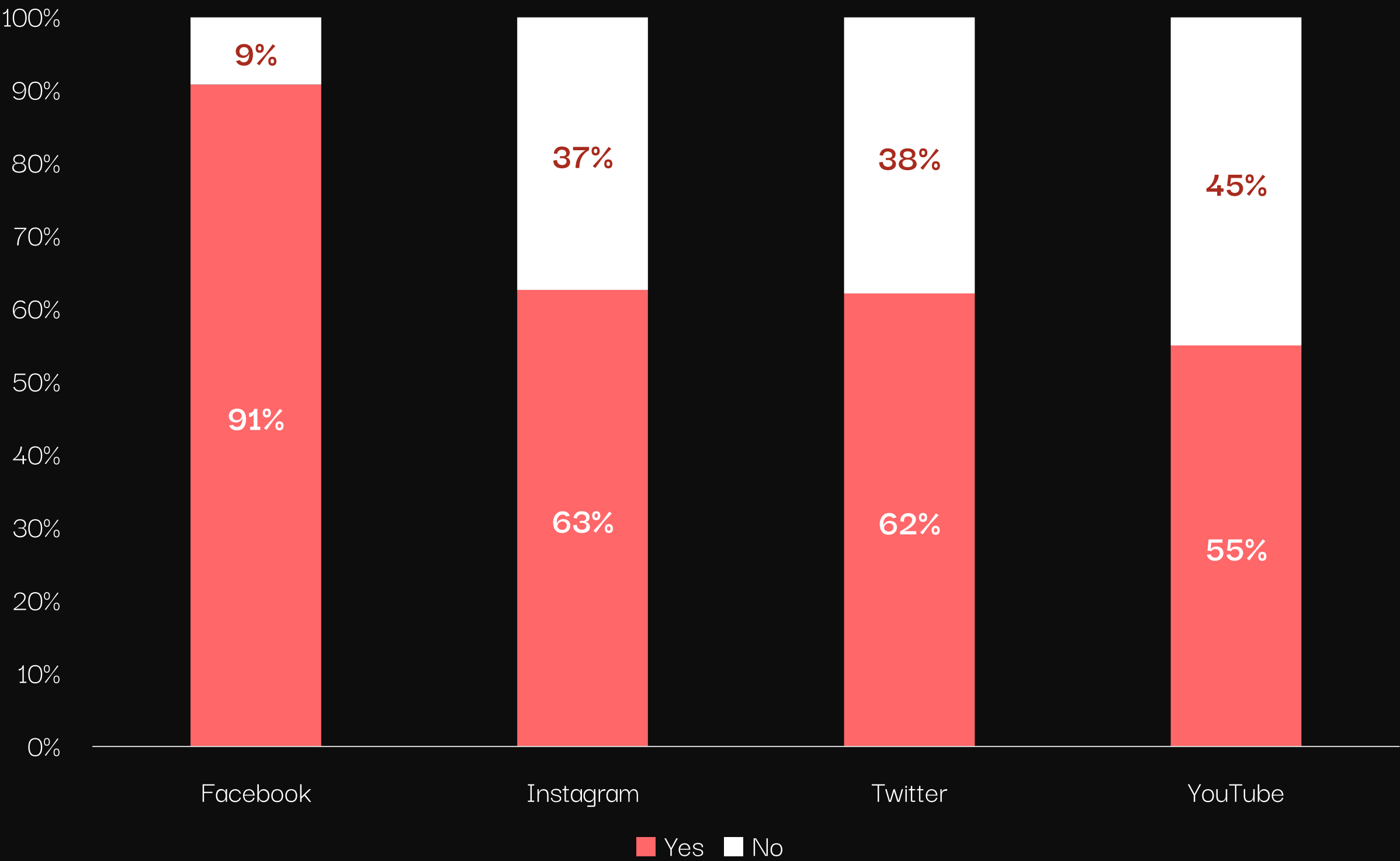
Facebook is the most used platform in each continent

- Europe has the highest proportion of NOCs on Instagram, Twitter and YouTube, followed by the Americas

- Oceania has the lowest proportion of NOCs using Twitter (**41%**) and YouTube (**29%**)

- Africa has the lowest proportion of NOCs on Instagram (**33%**), and is the only continent where Twitter is the 2nd most popular platform

Platform overview by continent

Legend: ■ Facebook ■ Instagram ■ Twitter □ YouTube

Africa: 87%, 33%, 46%, 30%
Americas: 90%, 76%, 76%, 59%
Asia: 84%, 59%, 59%, 55%
Europe: 98%, 94%, 78%, 86%
Oceania: 100%, 41%, 41%, 29%
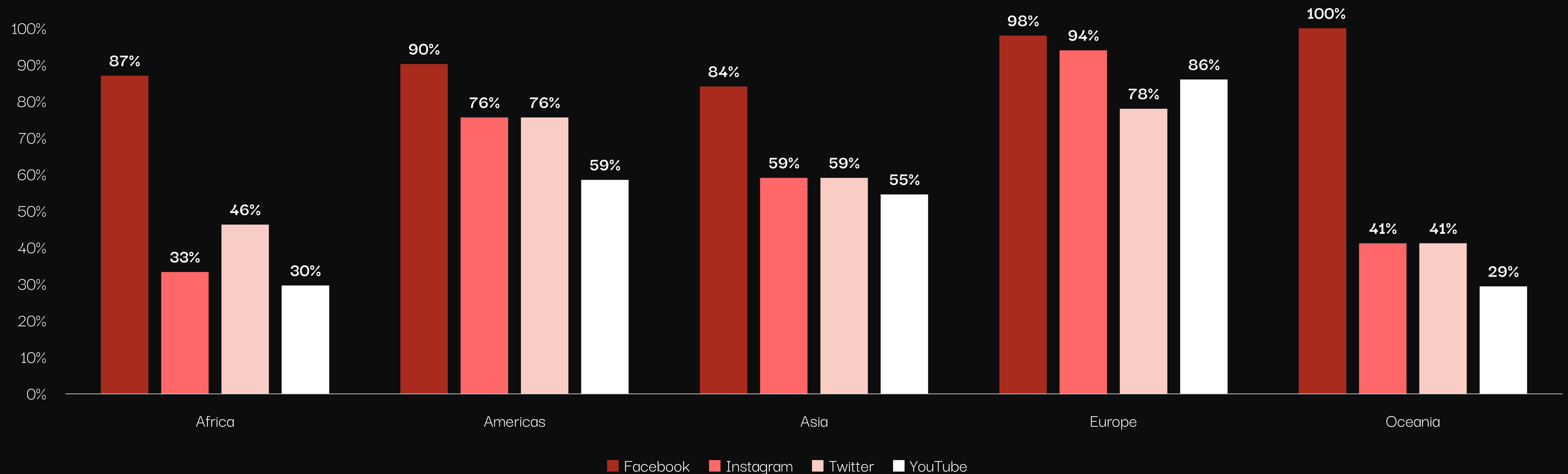
Olympians have a greater impact on social media performance than connectivity factors

- NOCs will benefit by supporting their athletes to build their own brands and social media presence

Social media performance vs Olympians

	Olympians A	Olympians B	Olympians C	Olympians D	Olympians E
Social media performance A	66%	18%	9%	0%	0%
Social media performance B	27%	34%	26%	8%	3%
Social media performance C	2%	21%	31%	32%	14%
Social media performance D	2%	13%	20%	35%	31%
Social media performance E	2%	13%	14%	24%	51%

Social media performance vs connectivity

	Connectivity A	Connectivity B	Connectivity C	Connectivity D	Connectivity E
Social media performance A	53%	31%	8%	3%	0%
Social media performance B	28%	28%	28%	11%	0%
Social media performance C	10%	23%	23%	28%	16%
Social media performance D	8%	10%	23%	25%	39%
Social media performance E	3%	8%	20%	33%	45%

Redtorch Performance Matrix (RPM) plots NOCs based on their social media performance and their ranking for Olympians and connectivity

Highest-ranked NOC

Olympian / connectivity ranking

NOCs in this quadrant are likely to be under performing as they are among the lowest performing on social media, but have a relatively high ranking for Olympians and/or connectivity

NOCs in this quadrant are among the best performing on social media and will also have a relatively high ranking for Olympians and/or connectivity

NOCs in this quadrant are among the lowest performing on social media and will also have a relatively low ranking for Olympians and/or connectivity

NOCs in this quadrant are likely to be over performing as they are among the best-performing on social media, but will have a relatively low ranking for Olympians and/or connectivity

Lowest-ranked NOC

Social media performance ranking

Highest-ranked NOC

Given their relatively low Olympian ranking, Afghanistan, Albania and Paraguay are high performers on social media

- Paraguay is a consistent performer across all platforms; Afghanistan ranks highly on both Facebook and Twitter
- Albania outperforms similar-sized NOCs on Facebook and Instagram as a result of high engagement rates

Social media performance vs Olympians

Highest-ranked NOC

Olympians

Lowest-ranked NOC

Social media performance

Highest-ranked NOC
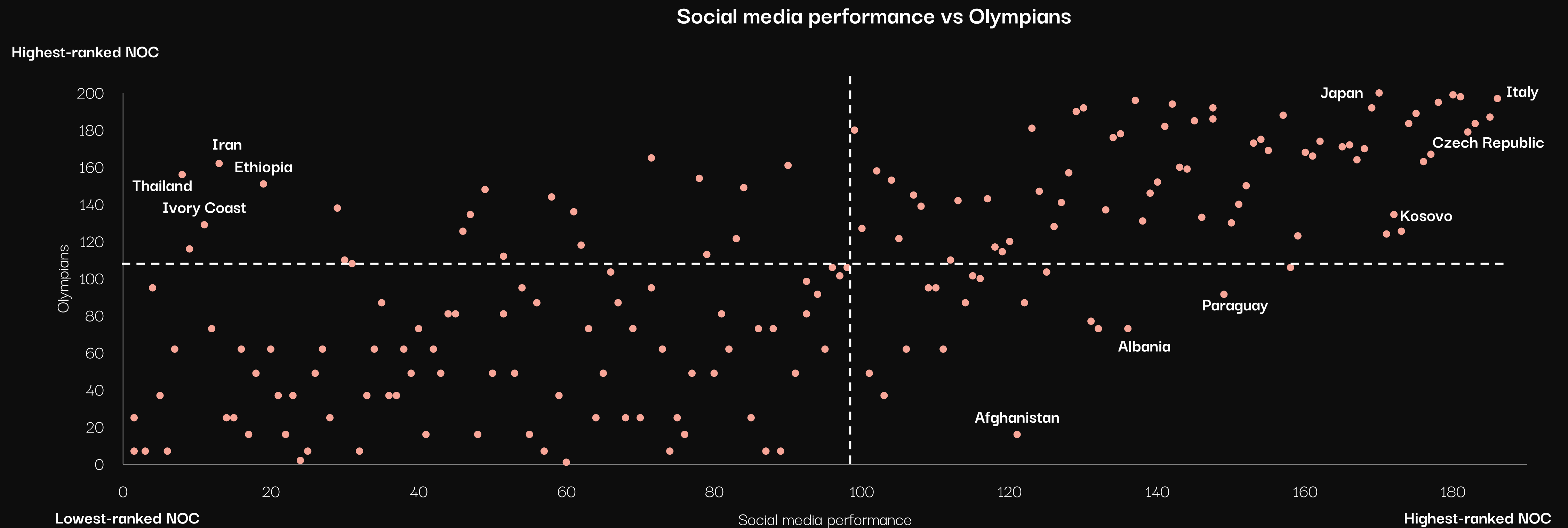
Despite connectivity issues, Uzbekistan, Guatemala and El Salvador are high performers on social media

- Uzbekistan produces engaging video content on Facebook and Instagram; Guatemala performs consistently high on all platforms
- El Salvador performs best on Twitter and YouTube as the result of a high volume of content

Social media performance vs connectivity

Highest-ranked NOC

Connectivity

Lowest-ranked NOC

Social media performance

Highest-ranked NOC

Thailand
China
Bangladesh
Afghanistan
Botswana
El Salvador
Guatemala
Uzbekistan
Great Britain
Colombia
Greece
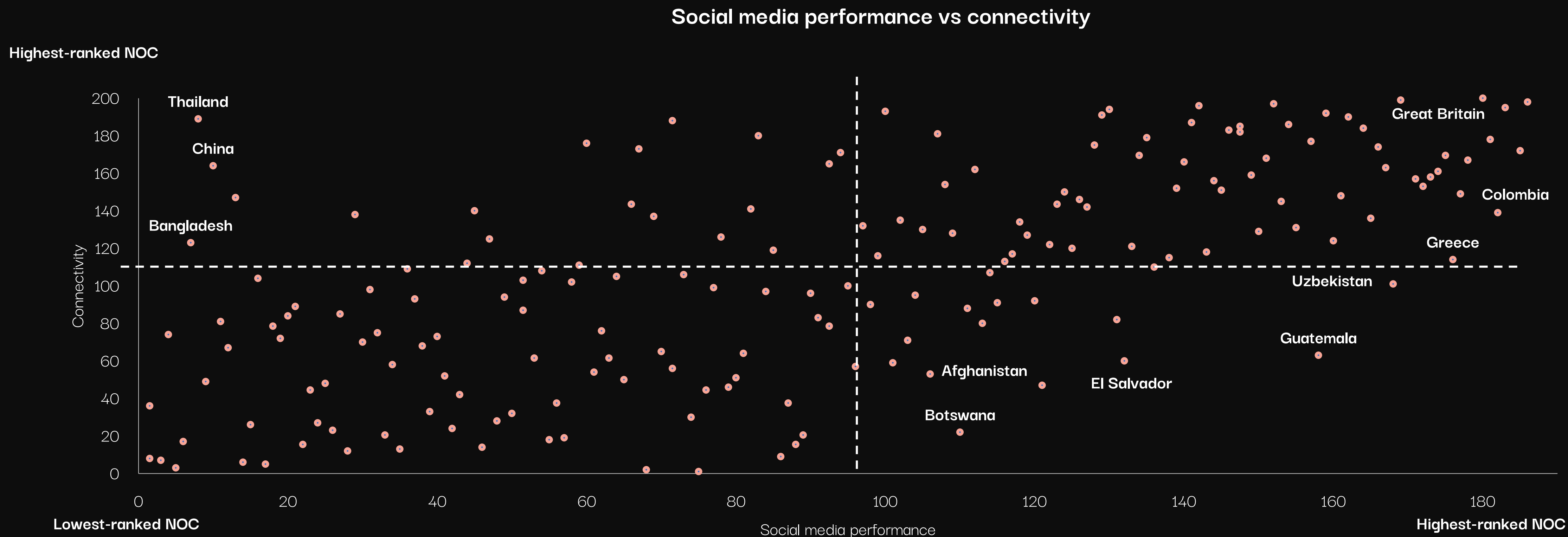
The larger a country's social media size, the more people involved in running the accounts

- **60%** of NOCs have **2–4** people running their social media accounts

Social media size vs social media staff

Category	1 member of staff	2-4 members of staff	5+ members of staff
Social media size A	22%	68%	10%
Social media size B	31%	59%	10%
Social media size C	50%	50%	
Social media size D	29%	63%	8%
Social media size E	60%	40%	

Legend: ■ 1 member of staff ■ 2-4 members of staff □ 5+ members of staff
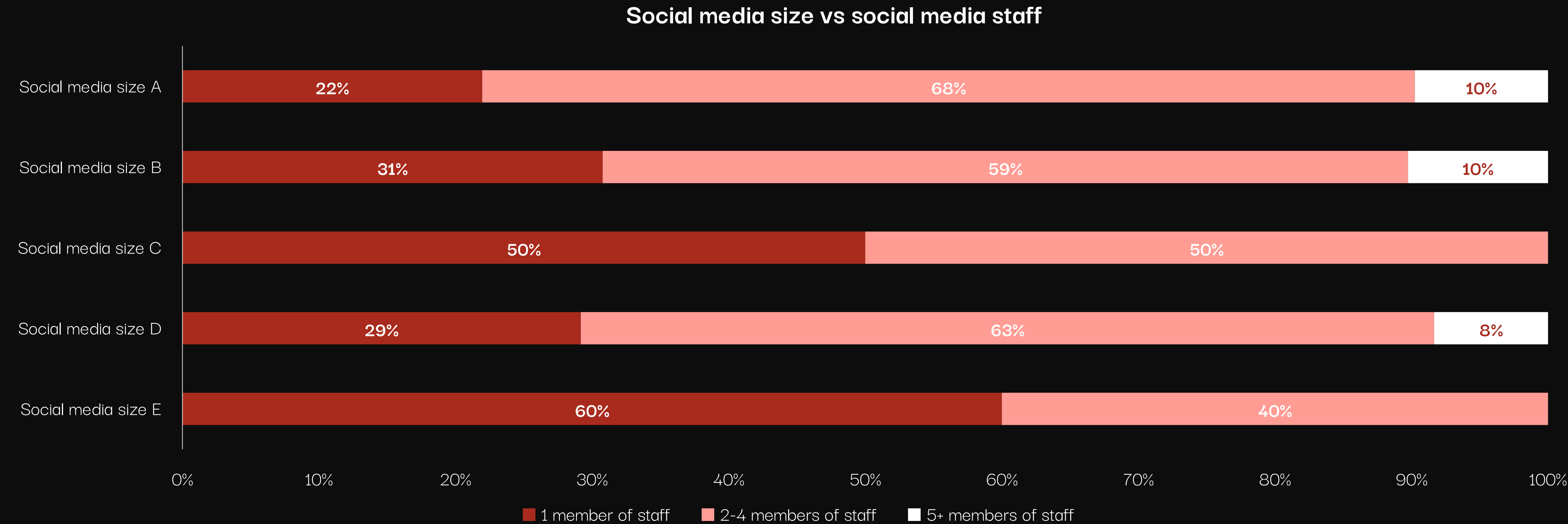
Over 1/3 of NOCs spend less than 25% of their time running social media accounts

- The best-performing NOCs typically have staff spending more time running their social media accounts
- NOCs in Europe are more likely to have staff dedicated to running their social media accounts full time
- NOCs in Africa are more likely to have staff working in other areas of the organisation as well

Social media performance vs social media time

Social media performance A	9%	44%	47%
Social media performance B	37%	47%	17%
Social media performance C	24%	60%	16%
Social media performance D	78%	17%	6%
Social media performance E	55%	36%	9%

0%   20%   40%   60%   80%   100%

■ 0 – 25%   ■ 26 – 75%   □ 76% – 100%
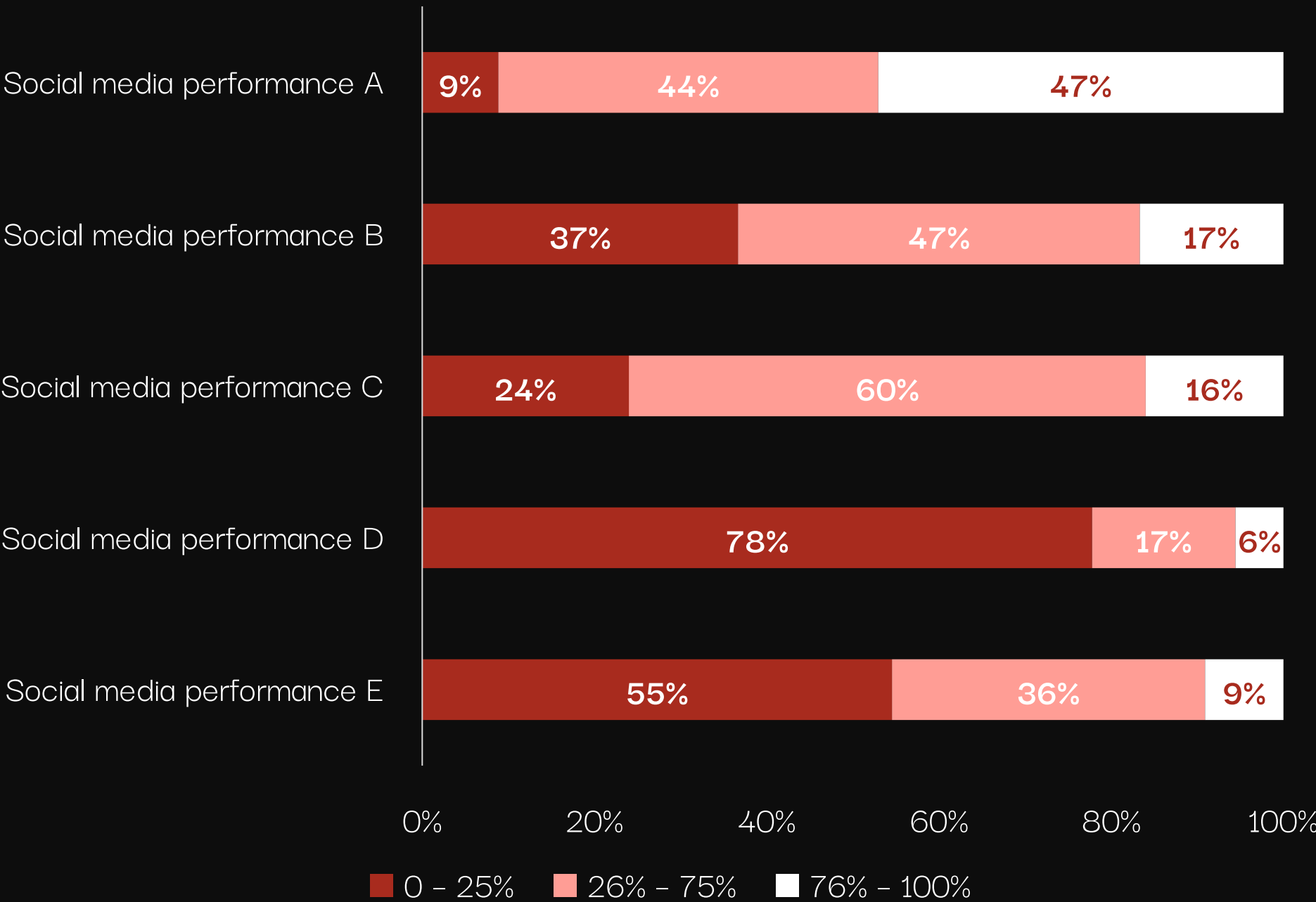
Continent vs social media time

	Africa	Americas	Asia	Europe	Oceania
76% – 100%	16%	21%	14%	31%	10%
26% – 75%	36%	33%	62%	36%	50%
0 – 25%	48%	46%	24%	33%	40%

■ 0 – 25%   ■ 26 – 75%   □ 76% – 100%

80%

of NOCs have social media integrated into their strategic plan

37%
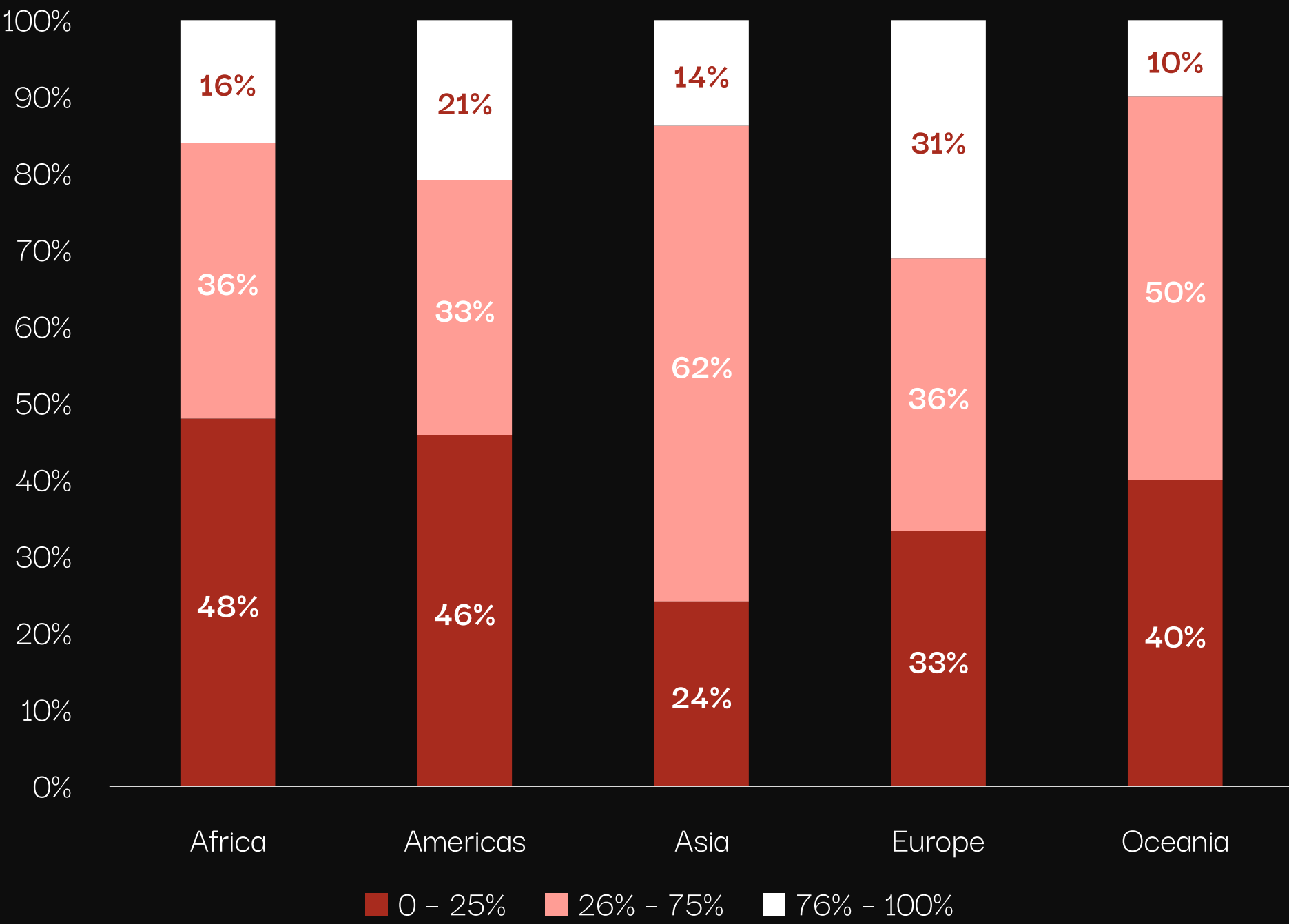
of NOCs have a documented social media strategy

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

	Social media performance A	Social media performance B	Social media performance C	Social media performance D	Social media performance E
No	44%	57%	56%	94%	86%
Yes	56%	43%	44%	6%	14%

■ Yes ■ No
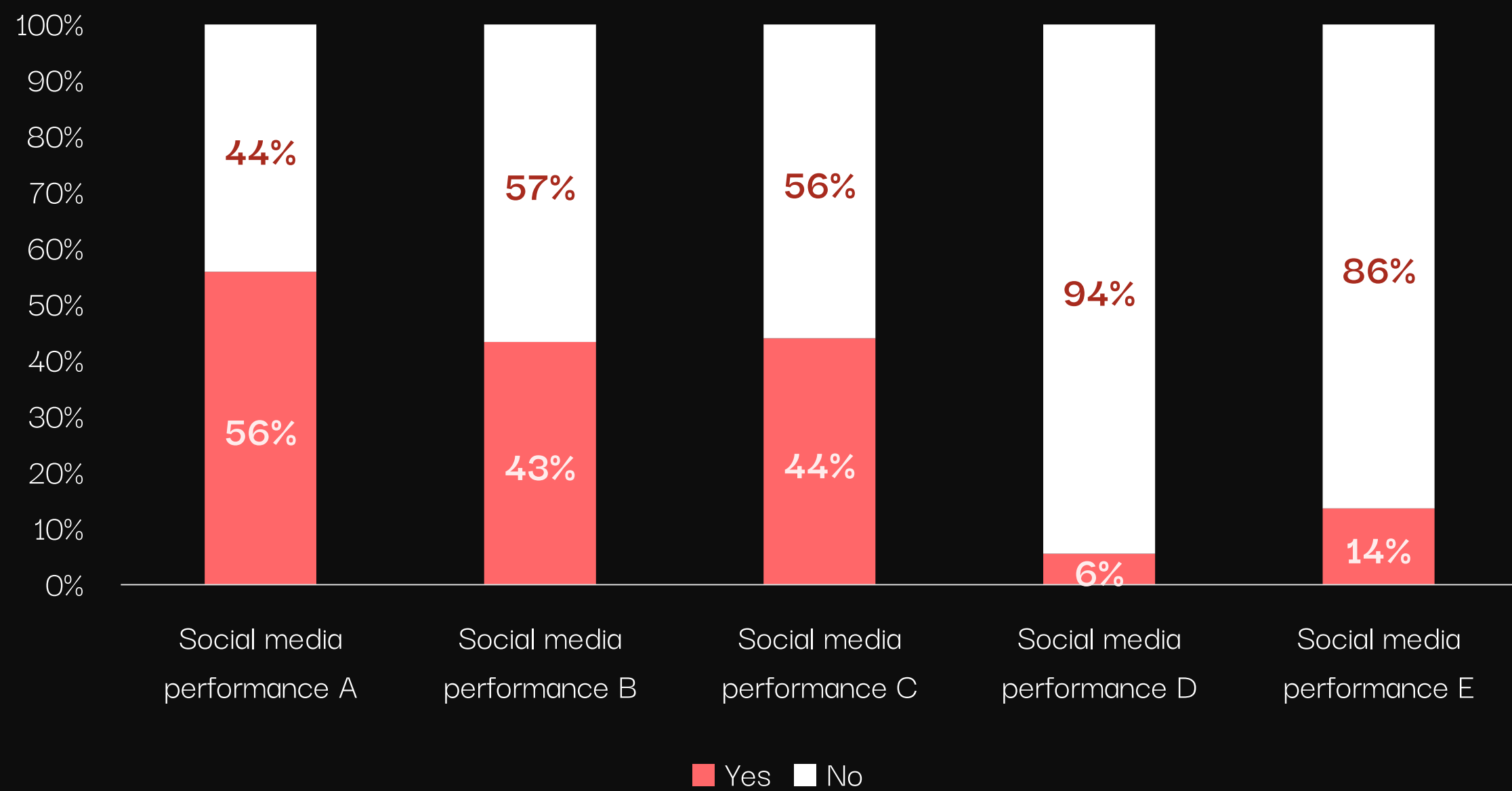
Average performance matrix by platform

	Facebook	Instagram	Twitter	YouTube
Size	9.0k	5.7k	2.0k	235
Growth rate	1.6%	11.1%	-	-
Daily posts	1.0	0.8	1.2	3.7*
Engagement rate	0.6%	3.0%	0.1%	-

Highest

Lowest
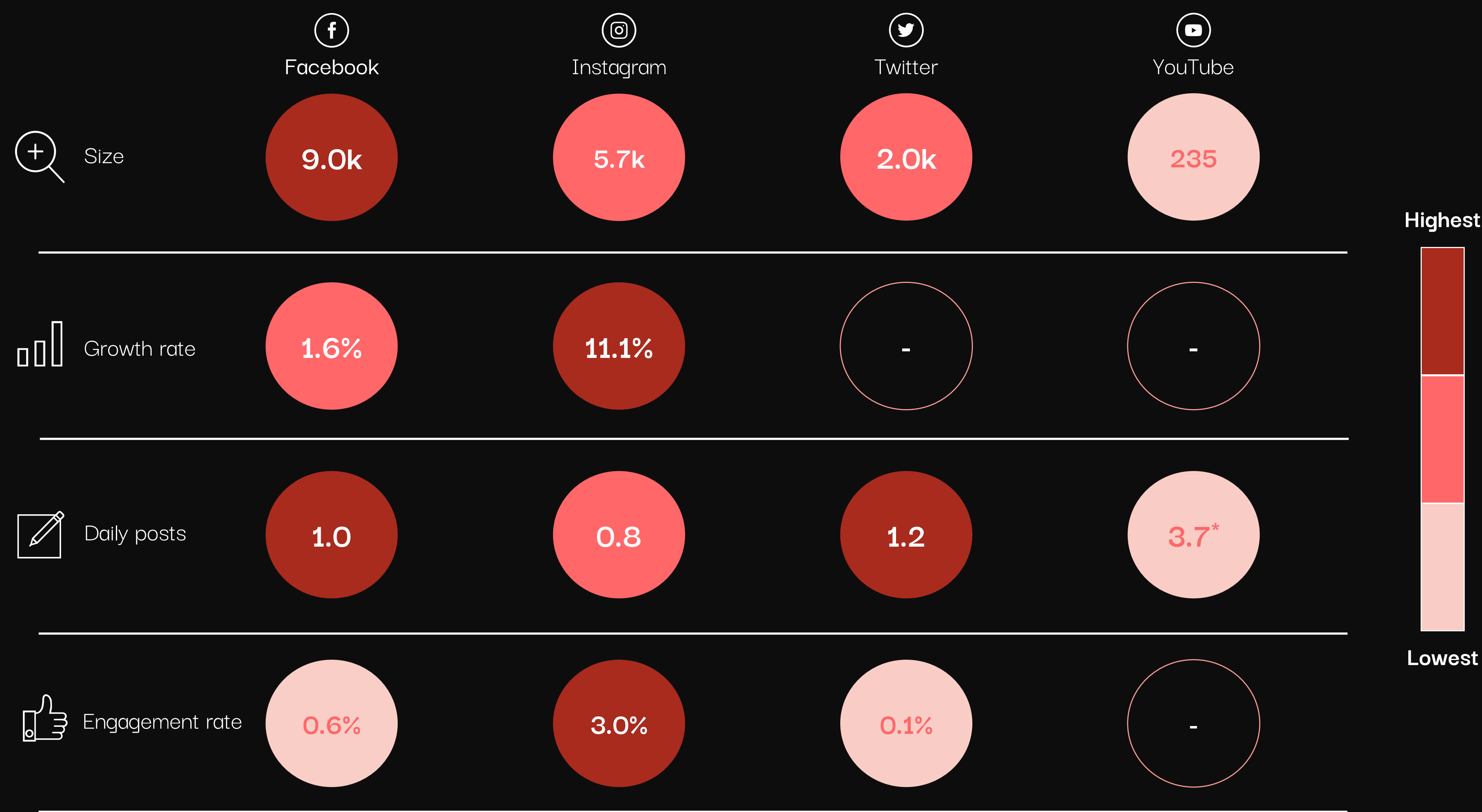
*YouTube data shows videos per month

SOCIAL MEDIA
CHALLENGES

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
- **20%** of challenges mentioned relate to audience growth, with many NOCs wanting support on how to grow their social media accounts and reach more fans

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

- The biggest issue in Asia relates to **audience growth** (**31%**); **audience engagement** is the biggest issue in the Americas (**30%**)

- **35%** of issues from NOCs in Africa relate to **financ**e and **human resources**

- NOCs in Europe face challenges relating to **resources** and **content creation**, with the pandemic affecting the quality of content output

Challenges by continent

Continent	Resources	Content creation	Audience growth	Audience engagement	Connectivity
Africa	35%	25%	20%	10%	10%
Americas	25%	20%	25%	30%	
Asia	27%	19%	31%	23%	
Europe	29%	29%	23%	20%	
Oceania	20%	50%			30%

Legend: ■ Resources ■ Content creation ■ Audience growth ■ Audience engagement □ Connectivity
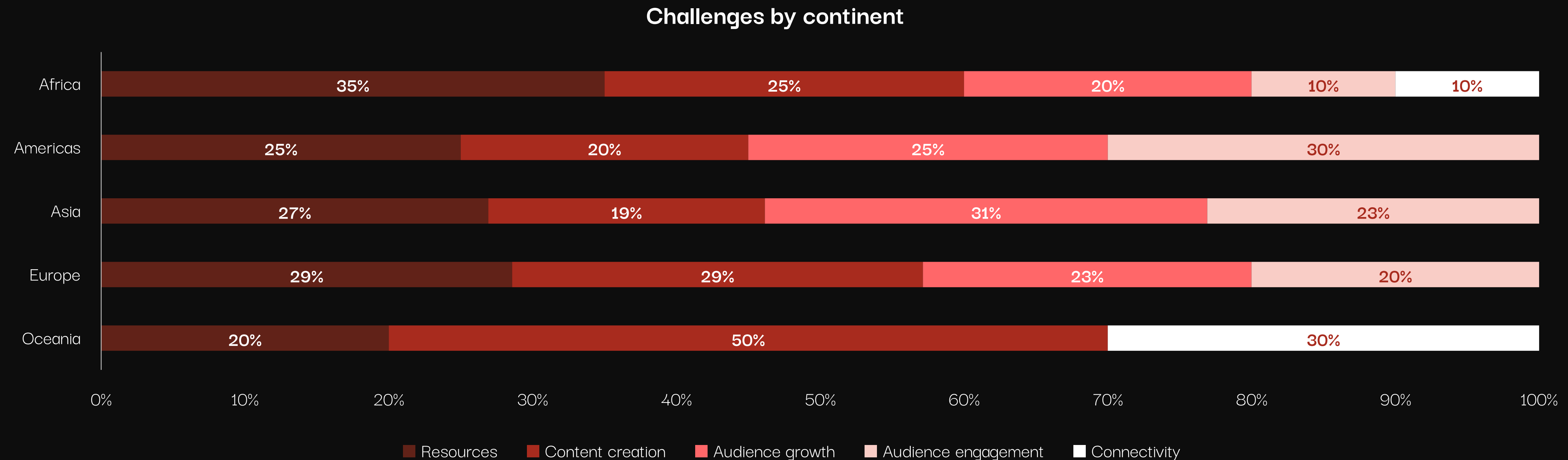
Content creation and branding are the areas that NOCs most want to improve

- **Social media buying** is of greater importance to larger NOCs, which are likely to have budgets to help grow their audiences

- **Reporting** is a more important area of improvement for smaller-sized NOCs

- **62%** of NOCs in social media size D want to identify new platforms on which to launch in order to reach new audiences

Areas for improvement by social media size

Legend: ■ Social media size A ■ Social media size B ■ Social media size C ■ Social media size D □ Social media size E

Social media buying: 56%, 51%, 38%, 46%, 25%
Branding: 44%, 69%, 83%, 69%, 38%
Identifying new platforms: 37%, 31%, 46%, 62%, 25%
Content creation: 61%, 69%, 79%, 81%, 38%
Reporting: 24%, 38%, 54%, 69%, 38%
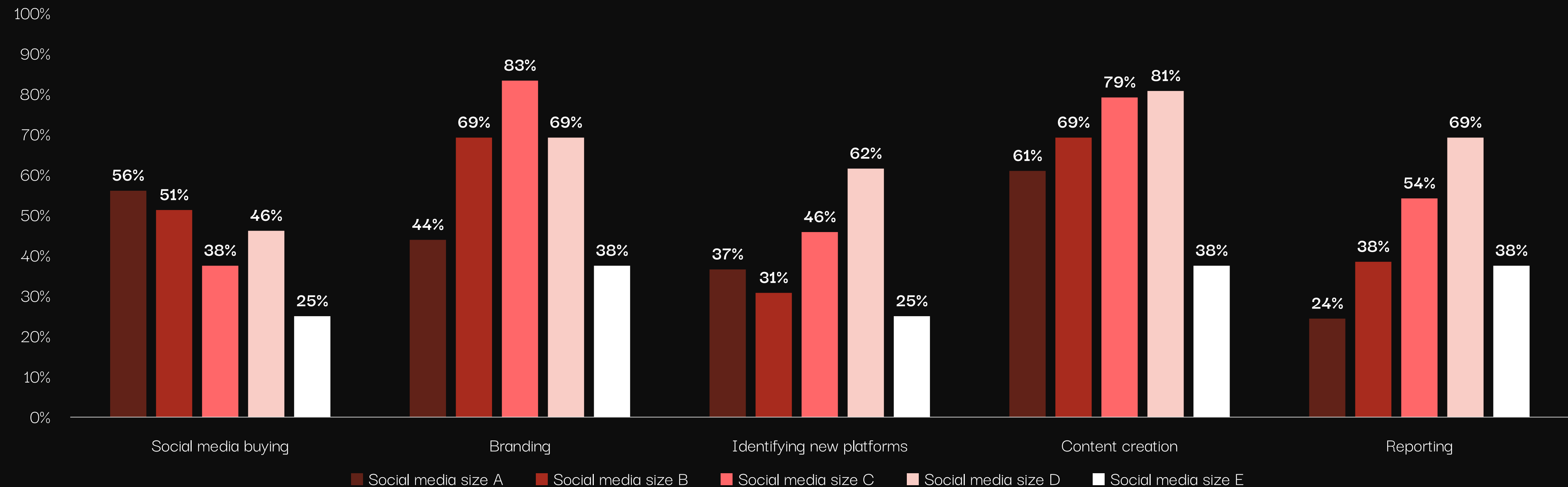
NOCs in Oceania consider identifying new platforms and reporting as the biggest areas for improvements

- **Content creation** is important in all continents, but less so in Asia (**59%**) where the biggest challenges identified are **branding** (**69%**) and **identifying new platforms** (**41%**)

- **Branding** is considered a bigger area for improvement in Africa (**73%**) than in any other continent

Areas for improvement by continent

	Social media buying	Branding	Identifying new platforms	Content creation	Reporting
Africa	58%	73%	46%	73%	54%
Americas	54%	67%	33%	71%	38%
Asia	41%	69%	41%	59%	41%
Europe	42%	51%	31%	71%	36%
Oceania	55%	55%	82%	73%	64%

■ Africa ■ Americas ■ Asia ■ Europe □ Oceania
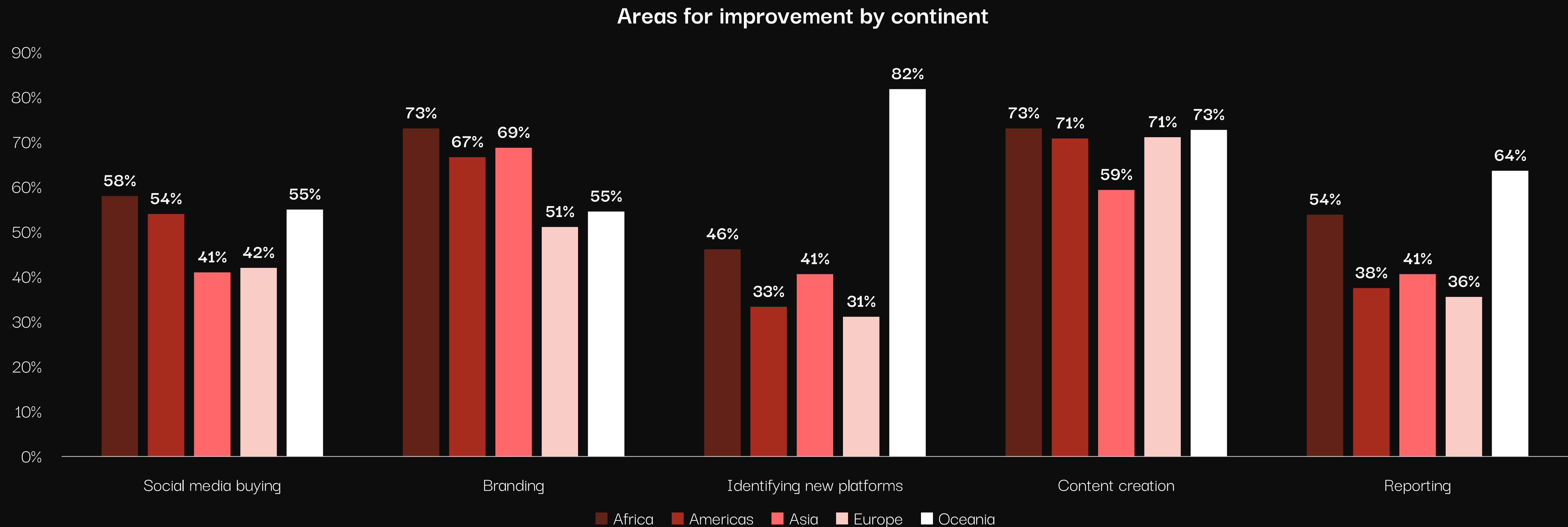
FACEBOOK

Overview: best practice

91%

of NOCs
have a Facebook account

48%
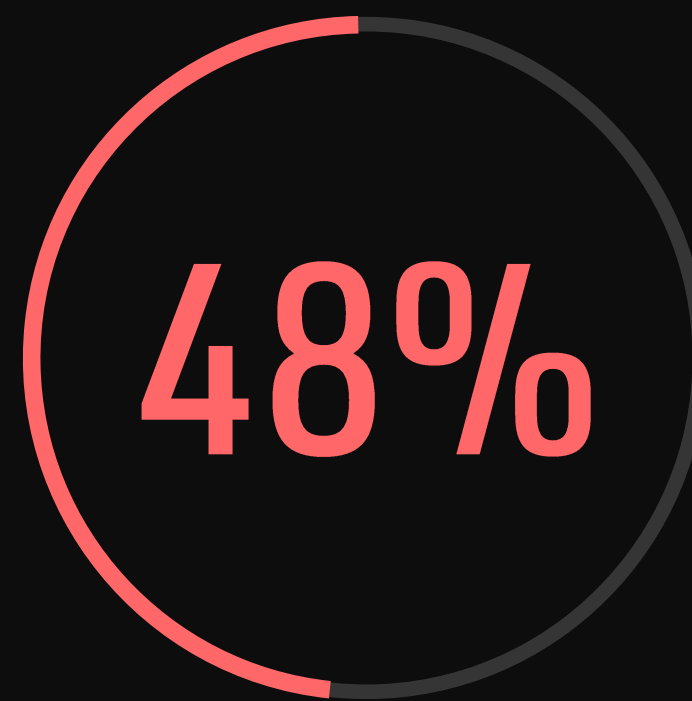
of NOCs
are verified on Facebook

85%
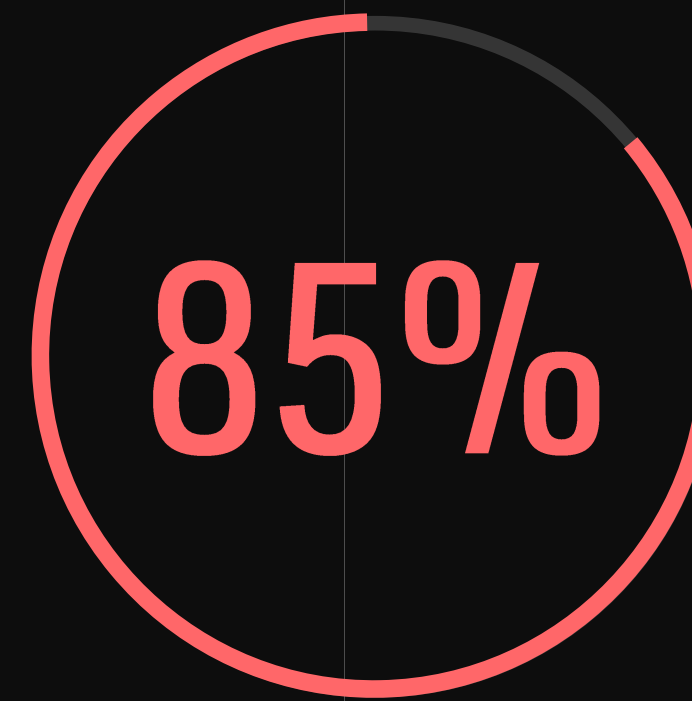
of NOCs
with a Facebook account are
active*

*have posted this year

Facebook is the most popular platform for NOCs

- NOCs from Europe and the Americas are more likely to have posted on Facebook this year

- NOCs in Africa are least likely to be verified on Facebook (**29%**)

	Africa	Americas	Asia	Europe	Oceania
Account	87%	90%	84%	98%	100%
Active	79%	92%	84%	98%	82%
Verified	29%	57%	41%	61%	65%

Highest

Lowest
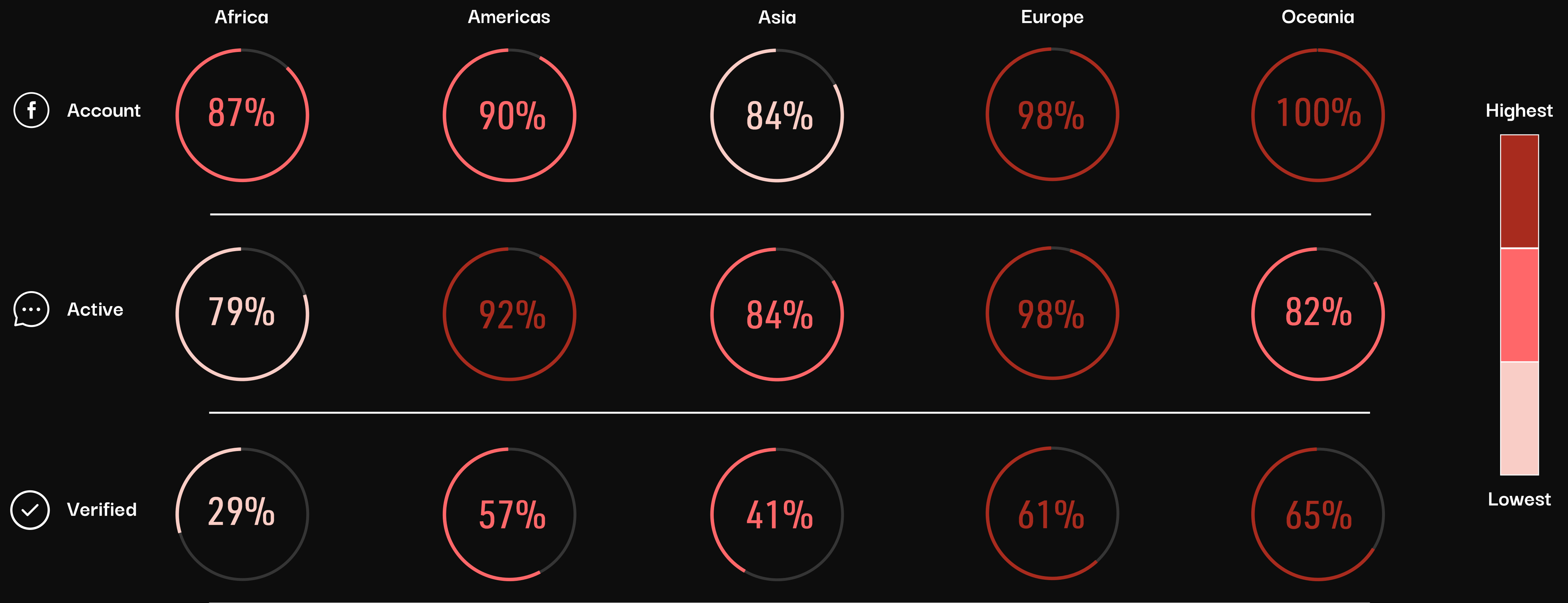
NOCs with connectivity problems and fewer Olympians are more likely to be inactive

- Poorer internet connectivity makes it more challenging to produce and upload content efficiently

- NOCs need to build relationships with National Federations and athletes at all levels to help create informative and inspirational content

% of NOCs with active accounts by classification

■ Connectivity   ■ Olympians
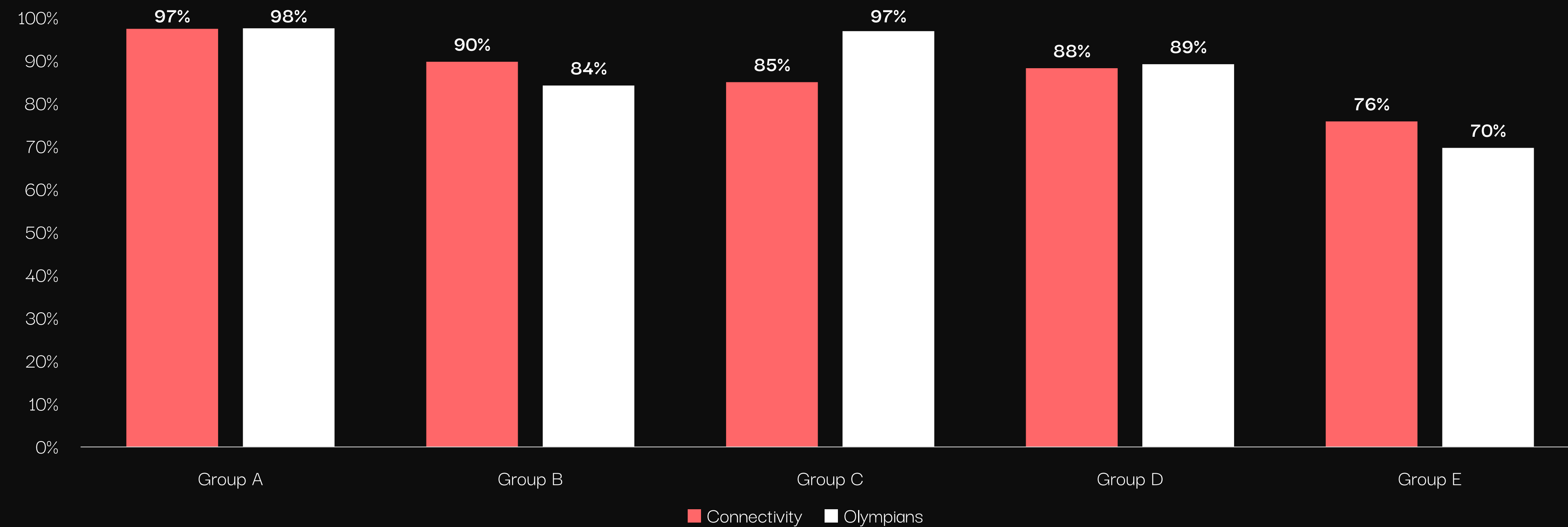
Overview: by performance

8.9k

**Average
size**

1.6%

**Average
growth rate**

1.0
Post per day

**Average daily
posting frequency**

0.6%

**Average
engagement rate**

Average performance matrix by continent

	Africa	Americas	Asia	Europe	Oceania
Size	2.9k	7.9k	8.6k	40.2k	4.4k
Growth rate	3.8%	1.1%	2.4%	1.7%	1.3%
Daily posts	0.5	1.4	0.7	1.7	0.5
Engagement rate	0.8%	0.2%	0.8%	0.5%	0.5%

Highest

Lowest
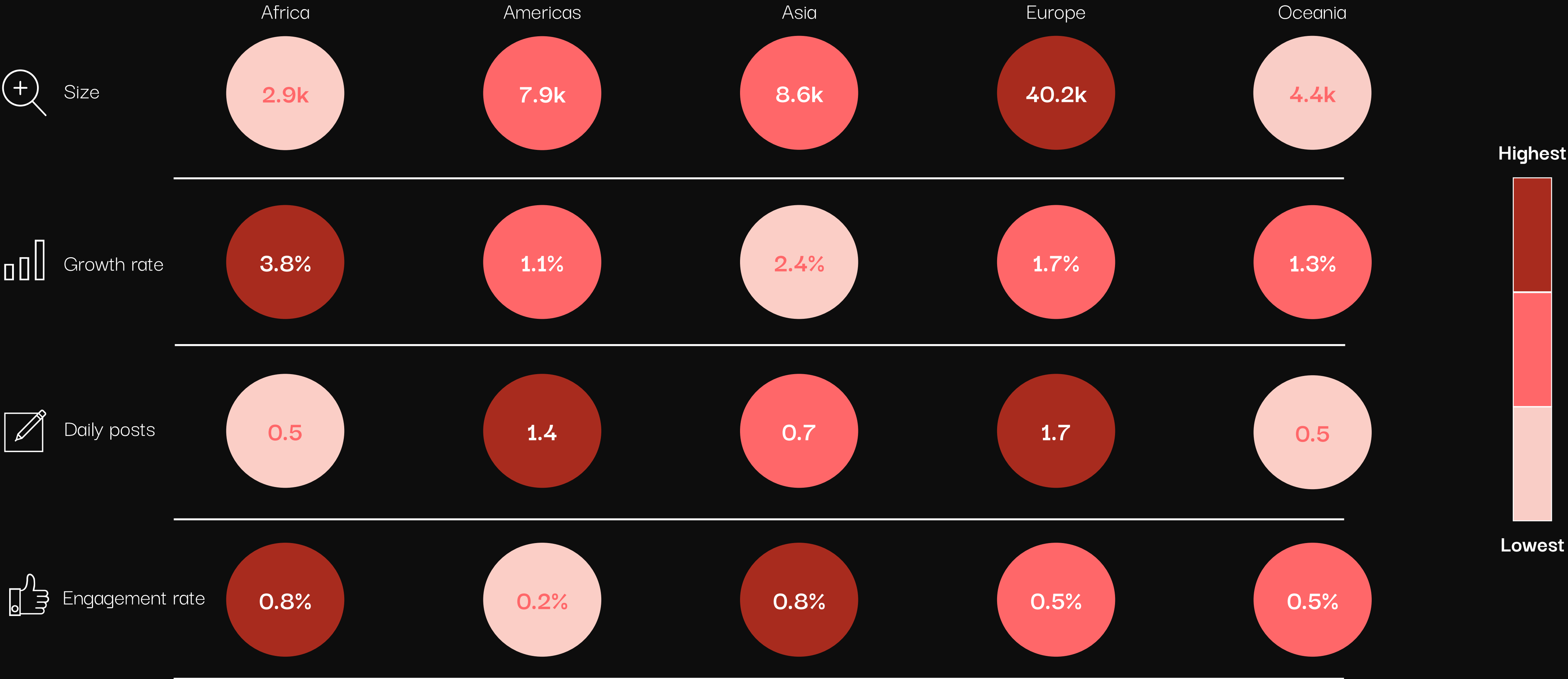
NOCs with a higher number of Olympians typically have larger Facebook accounts

- USA (**4.1m**), Brazil (**2.3m**) and Great Britain (**1.6m**) have the largest Facebook accounts

- High-profile Olympians are likely to have a bigger presence on Facebook and NOCs are encouraged to leverage these

- Low internet penetration rates impact the size of Facebook accounts as less people will be on the platform, thus limiting opportunities for growth

Average size by classification

Legend: ■ Social media performance ■ Connectivity □ Olympians

	Social media performance	Connectivity	Olympians
Group A	97,259	80,233	86,160
Group B	40,603	12,877	14,056
Group C	6,736	8,607	7,185
Group D	4,789	4,788	4,380
Group E	1,738	1,624	1,624
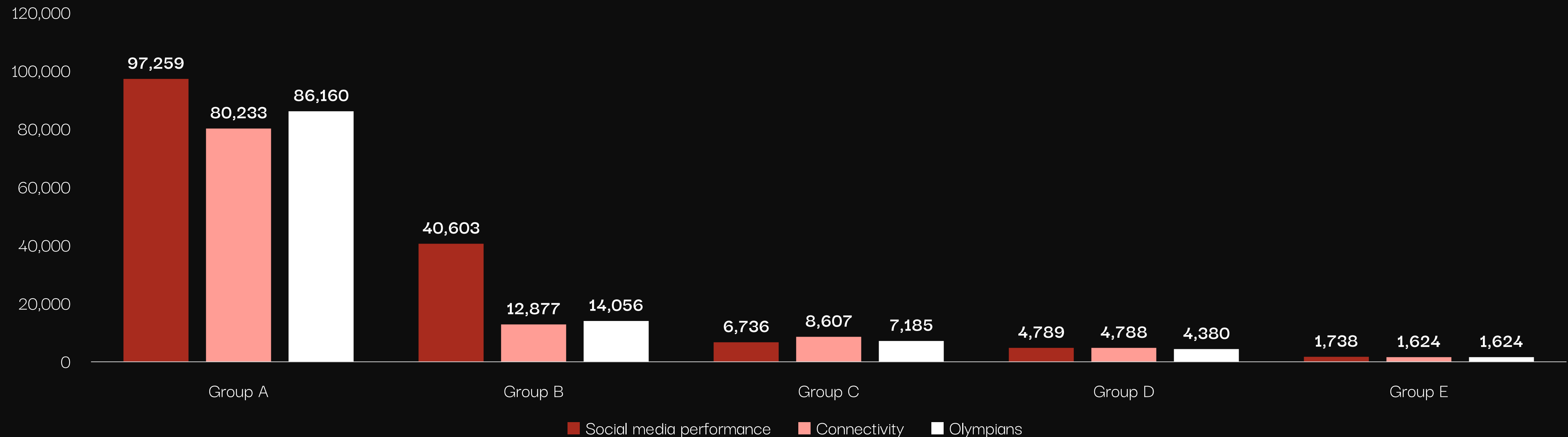
Growth rates are highest amongst smaller-sized NOCs, but posting frequency and Olympian size impact absolute growth

- USA (**+88.6k**), Brazil (**+41.4k**) and Jordan (**+27.8k**) have experienced the largest absolute growth this year

- Egypt (**+3.4k**) and Libya (**+2.8k**) have experienced high growth as a result of consistent NOC updates and announcements

- Uzbekistan has grown by **1.2k** fans (**366%** above average for Asia), helped by engaging video content, e.g. Uzbek athletes showing their appreciation to medical staff during lockdown

Average growth rate by classification

Bar chart: Average growth rate by classification

Group	Social media performance	Connectivity	Olympians
Group A	3.5%	1.5%	1.4%
Group B	2.2%	1.1%	2.0%
Group C	3.2%	1.7%	2.5%
Group D	1.0%	2.2%	1.1%
Group E	0.9%	2.4%	1.3%

■ Social media performance   ■ Connectivity   ☐ Olympians
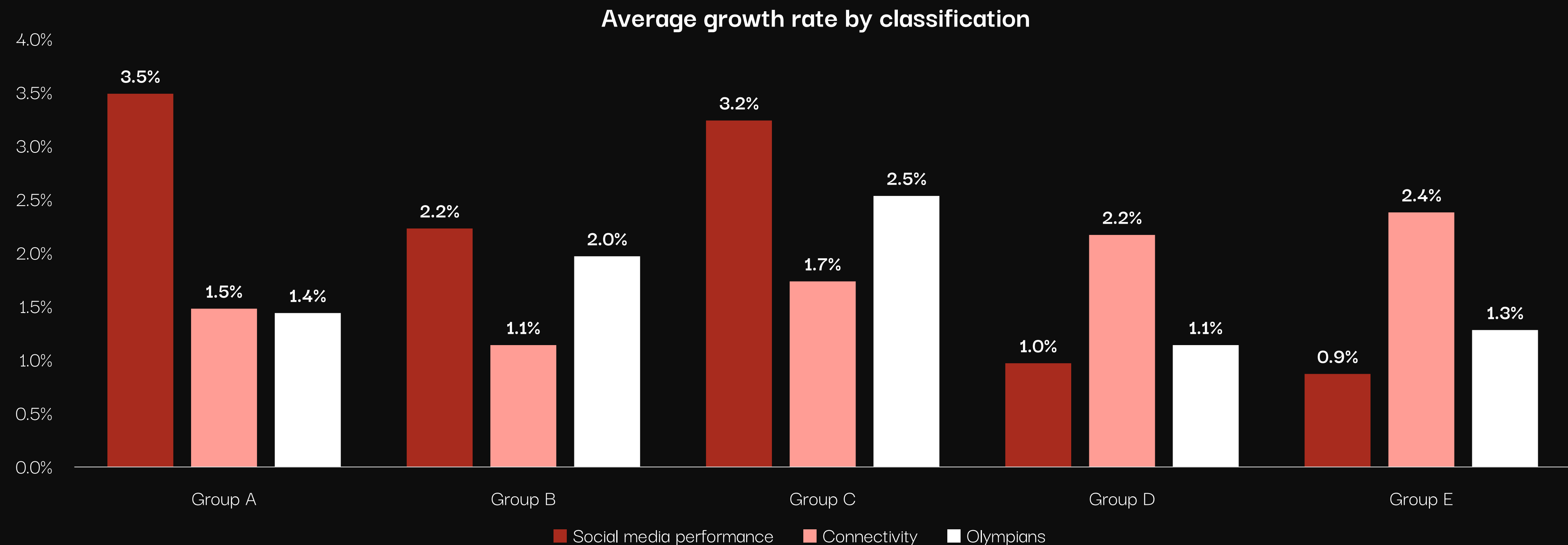
NOCs post **1.2 times a day** on average

- Better-performing NOCs post more frequently

- More content results in more engagements which helps attract new followers for NOCs

- NOCs from Europe and the Americas post more frequently than others

- Spain posts the most frequently with athlete-related content that informs and inspires fans

- Russia also produces a high volume of content, covering elite and grassroots competitions (**53%** photos and **28%** links)

Posting frequency by social media performance

2.5 Posts per day	**1.4** Posts per day	**1** Post per day	**2** Posts per week	**1** Post per month
Group A	Group B	Group C	Group D	Group E

Owned video generates higher engagement rates than other types of content

- On average, smaller-sized accounts (e.g. Mozambique and Palau) generate higher engagement rates than bigger accounts
- Romania has one of the highest engagement rates as a result of producing high levels of 'owned video' content, e.g. throwback videos and an athlete interview series (#StartYourImpossible)
- The Philippines also generates a high average engagement rate through a wide-range of video content to cater for different types of stakeholders, including full-length webinars and home workouts

Average engagement rate by classification

■ Social media performance ■ Connectivity □ Olympians
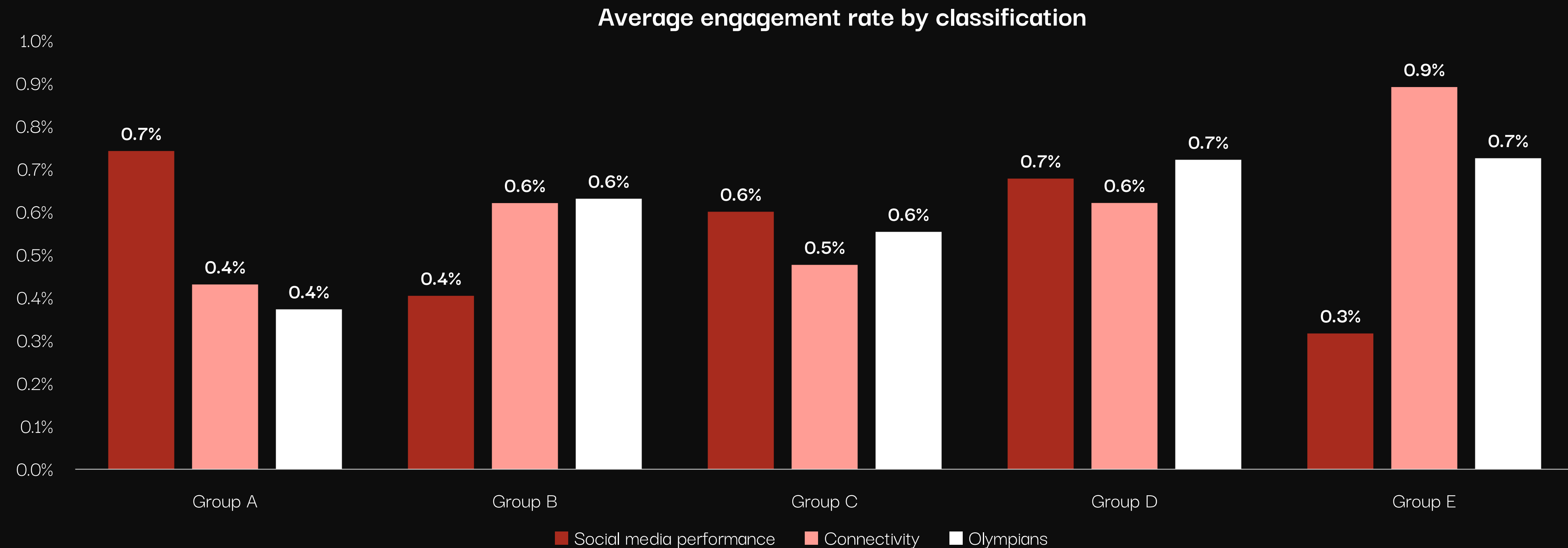
The best-performing NOCs are more likely to post photos and videos

- Best-performing NOCs typically have more resources to produce high-effort content, e.g. France and Great Britain, which produce most video content on Facebook
- Lower-performing NOCs typically post more shared video content as they don't have the resources to produce content themselves; creating an internal library of resources to share content would increase volume of output which could in turn help grow accounts
- Statuses are often used to update fans yet typically generate lower levels of engagement; links can be a middle ground which informs fans but also generates engagements, depending on the accompanied copy

Content type by social media performance

Social media performance	Photo	Link	Owned video	Shared video	Status
A	49%	25%	21%	5%	0%
B	62%	13%	17%	7%	2%
C	59%	21%	14%	6%	1%
D	55%	17%	14%	9%	6%
E	44%	31%	5%	17%	3%

Legend: Photo · Link · Owned video · Shared video · Status

Time Brasil
24 March · 🌐

It's OFFICIAL! Given the current global situation and impacts caused by COVID-19, the International Olympic Committee decided this morning to postpone the Tokyo Olympics until 2021. We leave here our thanks on behalf of the athletes, who are the big stars of the event and can ensure their best performance at the Games!
Now we are #Toquio2021 and we will join forces to turn the game against this virus, 🇧🇷!
⚙ See original · Rate this translation

Time Brasil
Sport team   Learn More

10K   285 comments 714 shares

Český olympijský tým ✔
8 March · 🌐

Díky za vše, Boušku! 👏
Michal Šlesingr se loučí s kariérou. Byl...
😮
21K   306

Like   Comment   Sha

Michal Šlesingr
BOUŠKŮV POSLEDNÍ VÝSTŘEL

Up next

LIVE | London O...
(GBR) | FEI Dres...
FEI Dressage
43 weeks ago · 346

Dana Zátopkov...
Dáma s velkým...
Český olympijský t...
30 weeks ago · 167

Všechny č...
florbal...
Český...
39 w

Men...
High...
UCI...
a da

Oly...
Evo...
Česk...
27 w

Pyg...
Beb...

Comments

REDT... Write a comment...
Press Enter to post.

NOCK- Olympics Kenya ✔
25 Jun · 🌐

In partnership with Kenya National Sports Council and Kenya Paralympic we have been able to do our first batch of food distribution to our Veteran sports Persons #one4thechampions

#One4TheChampions
TEAM KENYA SPORTS MEN AND WOMEN FOOD SUPPORT PROGRAM
THEY HAVE MADE US PROUD THEY HAVE RAISED OUR FLAG
NOW IT'S TIME TO STAND WITH THEM
CONTRIBUTE THROUGH PAYBILL NO. 7141699 | ACCOUNT NO. YOUR NAME
@olympicsKenya   NOCK - Olympics Kenya   @olympicsKe

Write a comment...

INSTAGRAM

Overview: best practice

63%
of NOCs
have an Instagram account

28%
of NOCs
are verified on Instagram
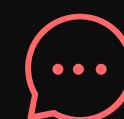
83%
of NOCs
with an Instagram account
are active*

*have posted this year

All NOCs in Europe with an account have posted this year

- Just over half of NOCs in Asia have an Instagram account (**59%**); 92% of them have posted this year

- NOCs in Oceania and Africa are least likely to be active, partly due to not having the resources and being less aware of best practice methods

	Africa	Americas	Asia	Europe	Oceania
Account	33%	76%	59%	94%	41%
Active	62%	90%	92%	100%	60%
Verified	0%	35%	36%	29%	40%

Highest

Lowest
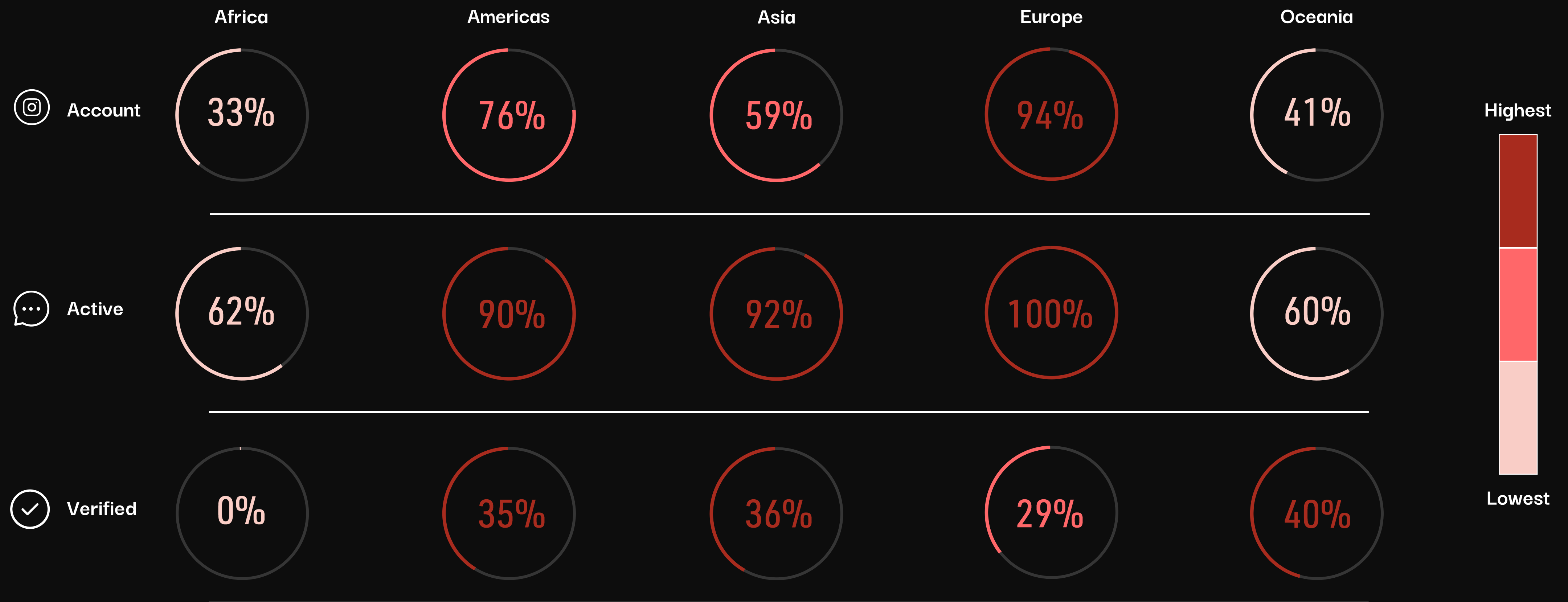
NOCs with connectivity issues are least likely to have an account

- Only **36%** of NOCs in Group E for Olympians are on Instagram

- Lack of resources could be a big deterrent for NOCs to join the platform, with its focus on imagery and video content

% of NOCs with an account by classification

■ Connectivity ■ Olympians
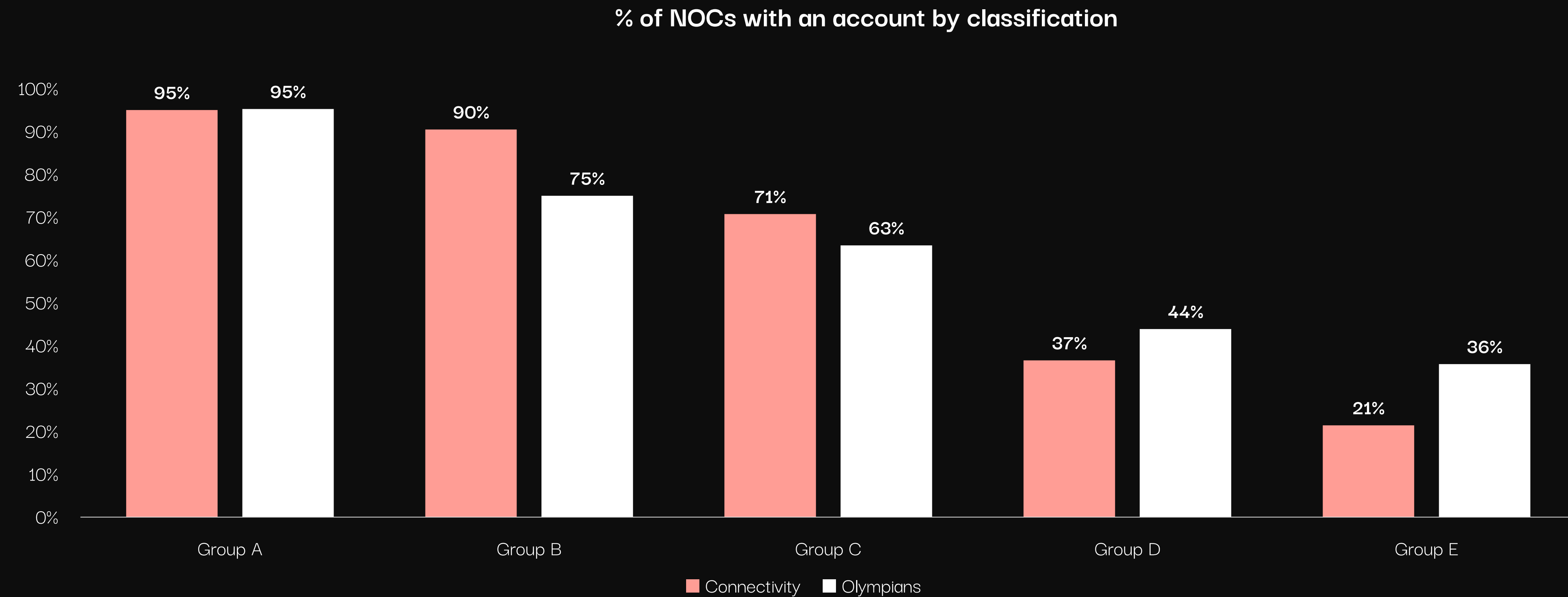
Overview: by performance

5.7k

**Average
size**

11.1%

**Average
growth rate**

0.8
Posts per day

**Average daily
posting frequency**

3.0%

**Average
engagement rate**

Average performance matrix by continent

	Africa	Americas	Asia	Europe	Oceania
Size	649	7.8k	2.6k	8.9k	1.1k
Growth rate	13.1%	6.3%	17.2%	12.5%	5.2%
Daily posts	0.2	1.1	0.7	1.0	0.4
Engagement rate	2.9%	1.9%	2.9%	3.7%	1.9%

Highest

Lowest
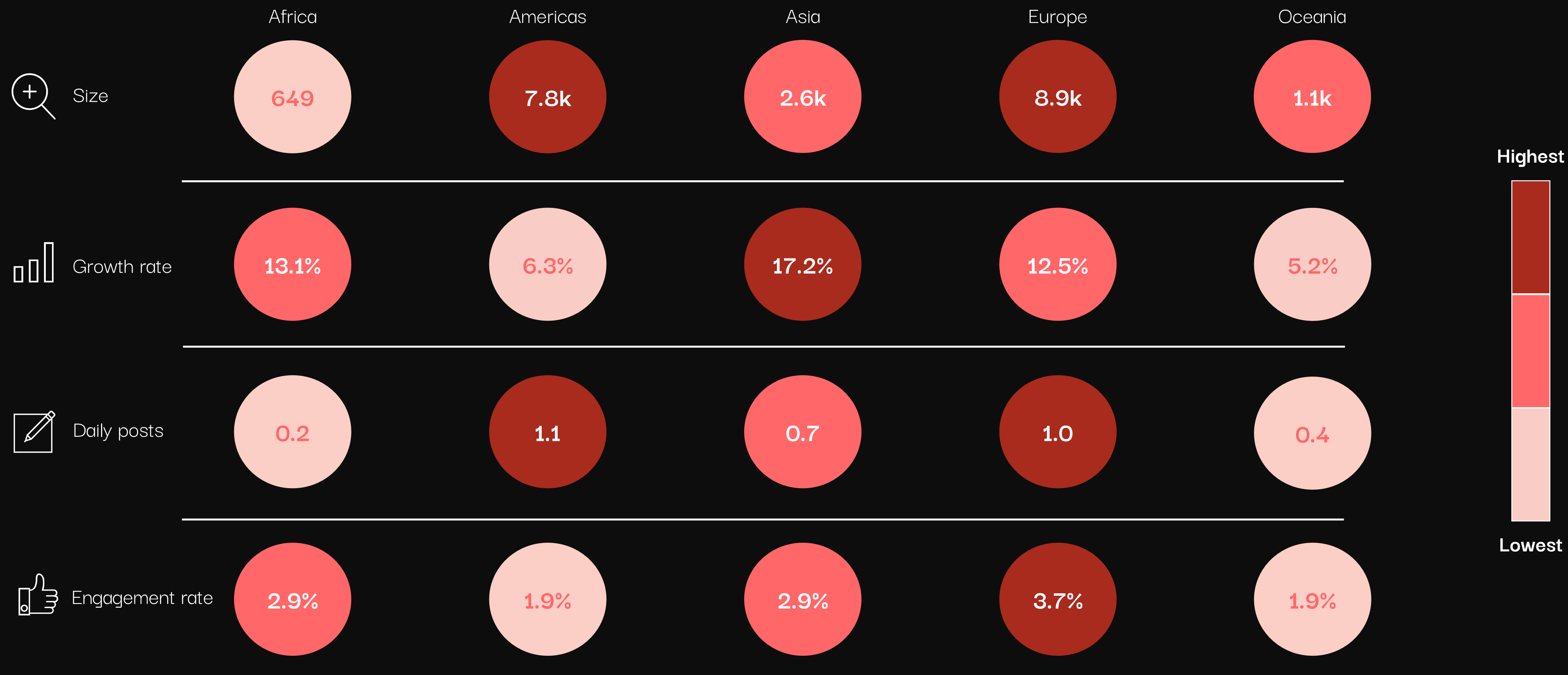
The largest NOCs by followers typically have high-profile Olympians with a big presence on Instagram

- USA (**860.5k**), Great Britain (**318.2k**), Canada (**315.9k**) and Brazil (**260.5k**) have the largest followings on Instagram

- These NOCs are more likely to have a larger proportion of the national population on Instagram

- NOCs with fewer Olympians can attract followers through building relationships with larger accounts. For example, Chile (**141.3k** fans) identified sports and athletes to tag in original content and repost, e.g. Football Federation of Chile (**1.5m** followers)

Average size by classification

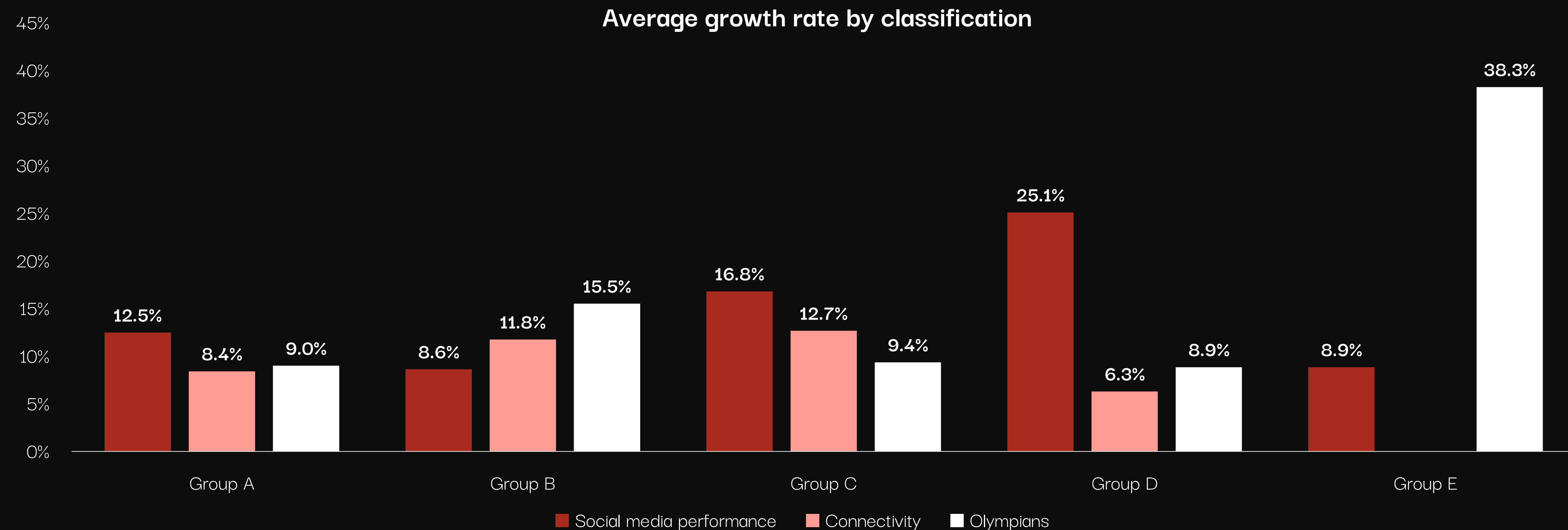| Group	Social media performance	Connectivity	Olympians
Group A	46,874	28,893	29,796
Group B	21,612	7,417	5,617
Group C	3,971	1,979	1,979
Group D	1,020	681	721
Group E	487	663	510

■ Social media performance ■ Connectivity □ Olympians
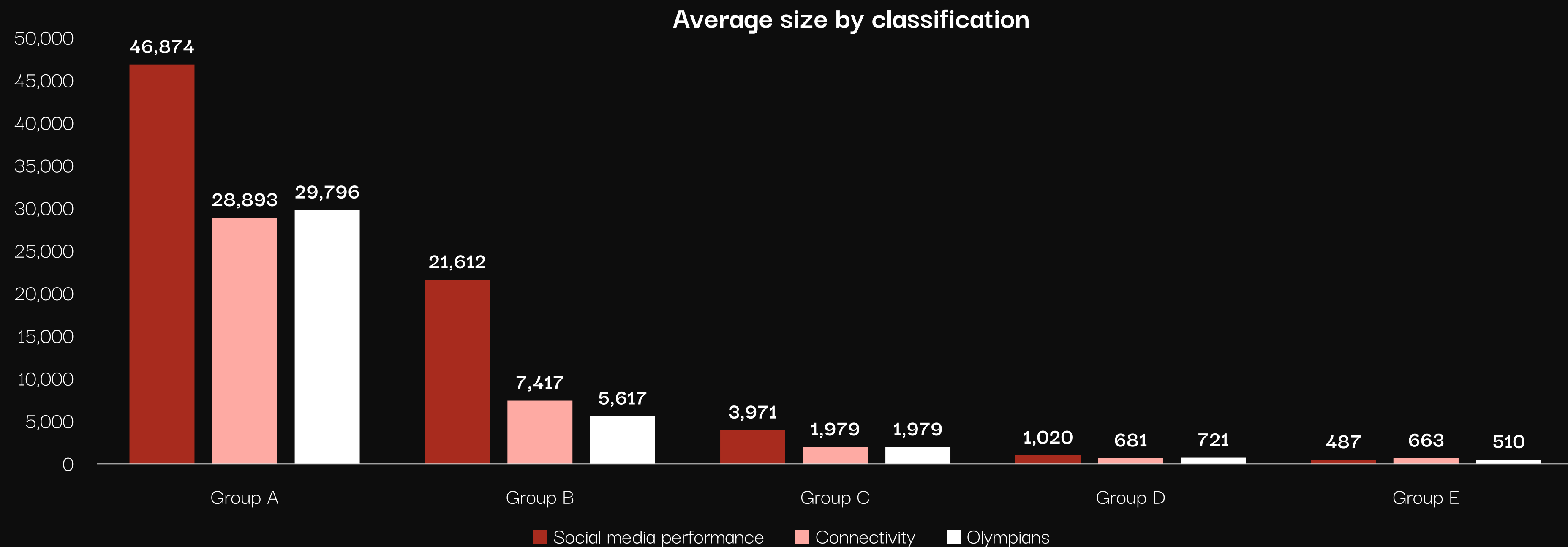
Smaller NOCs which produce more content generate higher growth rates

- Larger NOCs typically generate the highest absolute growth in followers, e.g. Russia (**+17.8k**), Canada (**+15.8k**) and Italy (**+13.1k**)

- With less live sport, NOCs engage with their fans through athlete interviews, home training videos and throwback content

- Kuwait outperforms other NOCs in Group E by Olympians in relation to absolute growth (**+2.4k** fans) through sharing long-form videos in an athlete interviews series on IGTV

Average growth rate by classification

Legend: ■ Social media performance ■ Connectivity □ Olympians

NOCs post less than once a day on average

- NOCs from Europe and the Americas post more frequently than other continents

- Strong correlations exist between high posting frequency, an increased volume of content and higher growth rates

- Challenges for lower-performing NOCs on Instagram include lack of resources and less understanding of how to optimise the channel

Posting frequency by social media performance

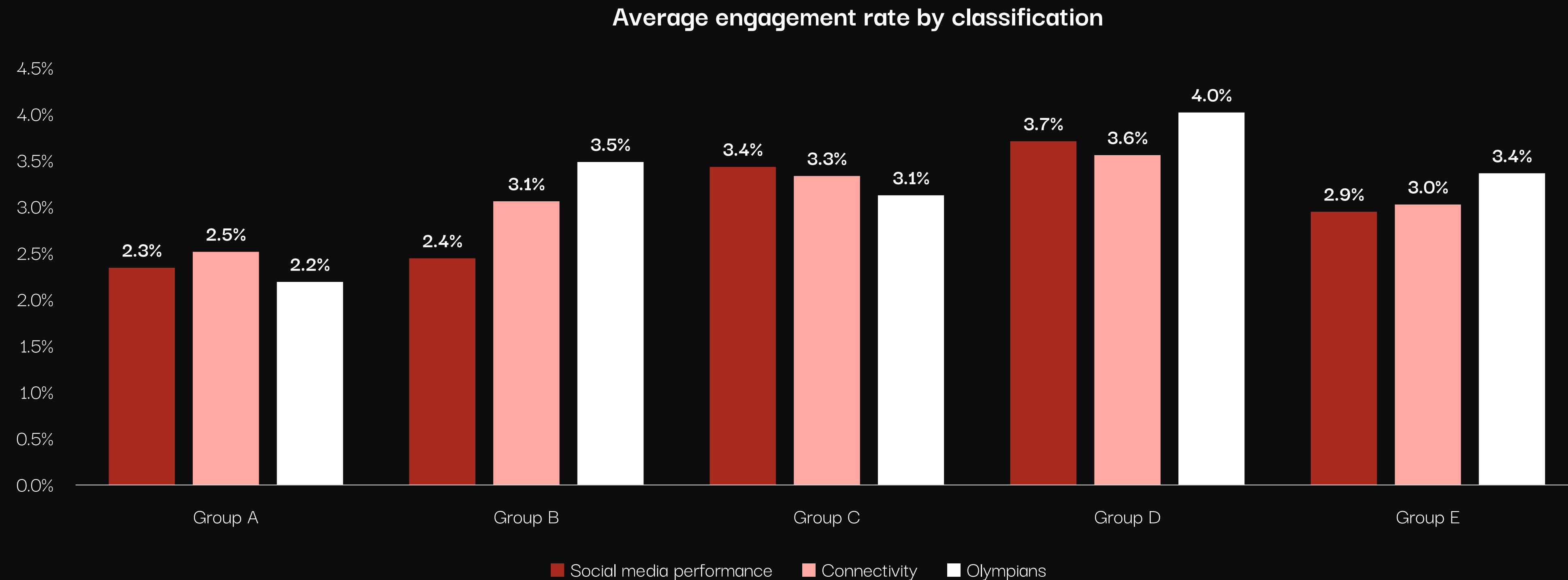| 1.7 Posts per day	1.4 Posts per day	0.8 Posts per day	1.6 Posts per week	1 Post per Month
Group A	Group B	Group C	Group D	Group E

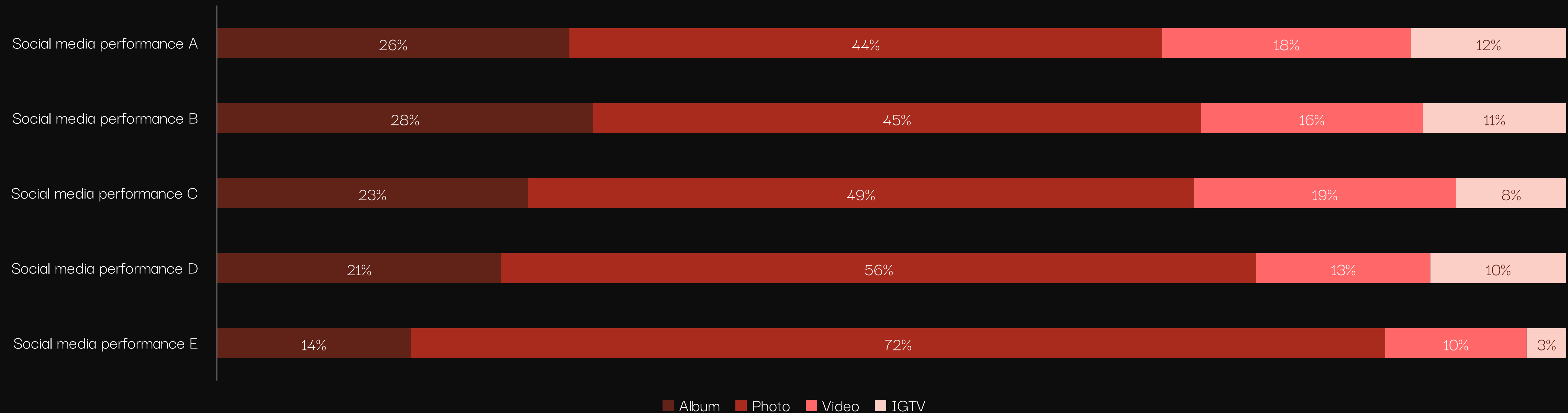# Smaller accounts typically generate higher engagement rates

- Luxembourg and India both post images from events and provide NOC updates, resulting in high engagement rates

- Albania uses video and IGTV content to engage fans (event highlights and behind-the-scenes content)

- Great Britain engages their large following with archive content, showing memorable moments with a mixture of video and picture content

Average engagement rate by classification

Group	Social media performance	Connectivity	Olympians
Group A	2.3%	2.5%	2.2%
Group B	2.4%	3.1%	3.5%
Group C	3.4%	3.3%	3.1%
Group D	3.7%	3.6%	4.0%
Group E	2.9%	3.0%	3.4%

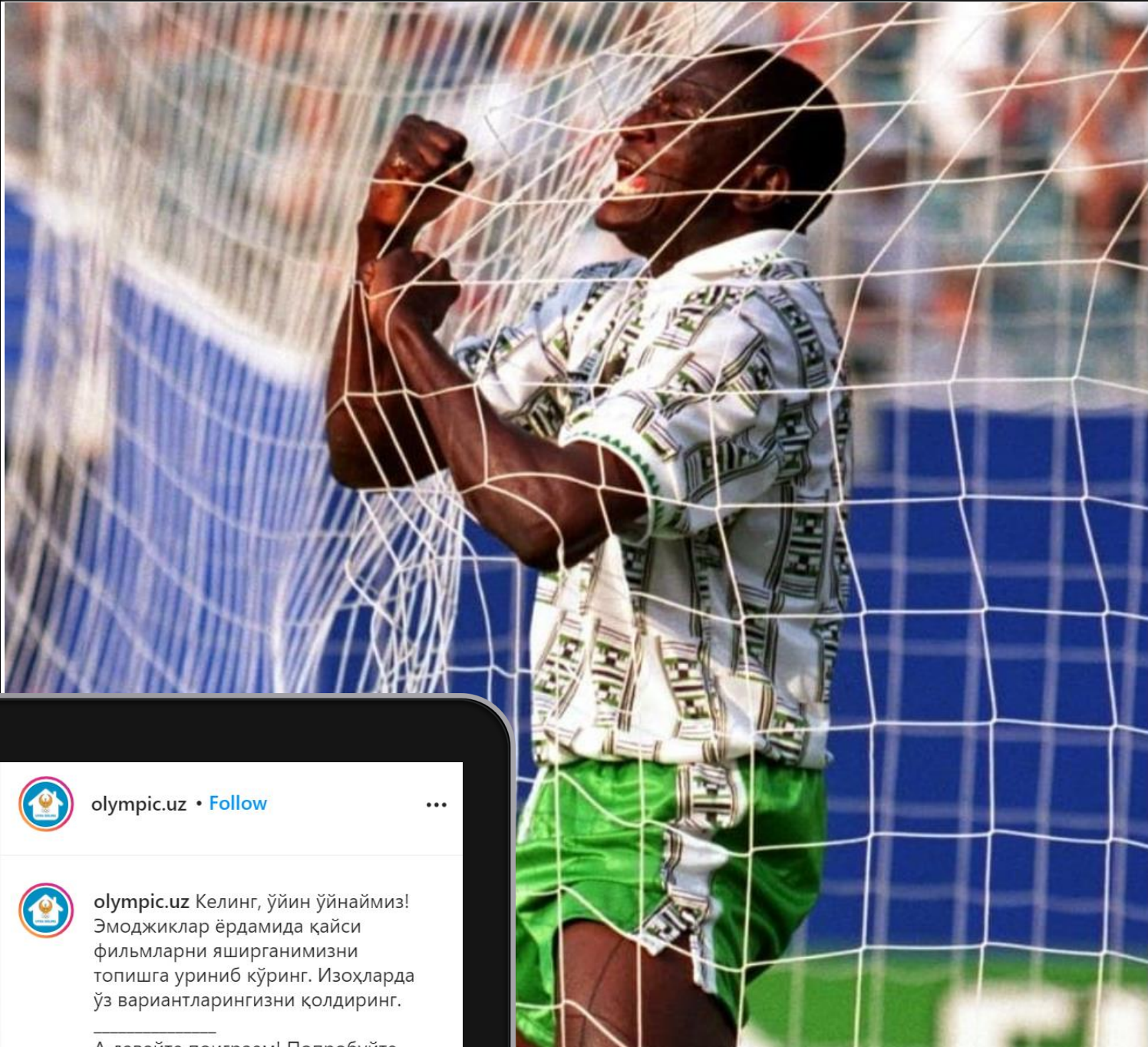■ Social media performance　　■ Connectivity　　□ Olympians

Albums produce the highest average engagement rate

- The combination of photos and videos is often seen as the most effective way to tell the story of an athlete or event

- Better-performing NOCs are more likely to also use IGTV for longer-form content

- Kazakhstan and Canada have generated substantial video views through reposting content from Olympians

- Lower-performing NOCs are more likely to post photos, due to internet problems and fewer resources

- Tagging high-profile Olympians and using popular hashtags generates more impressions, which can in turn increase engagement and fans

Content type by social media performance

	Album	Photo	Video	IGTV
Social media performance A	26%	44%	18%	12%
Social media performance B	28%	45%	16%	11%
Social media performance C	23%	49%	19%	8%
Social media performance D	21%	56%	13%	10%
Social media performance E	14%	72%	10%	3%

■ Album ■ Photo ■ Video ■ IGTV

TWITTER

Overview: best practice

63%

of NOCs
have a Twitter account

28%

of NOCs
are verified on Twitter
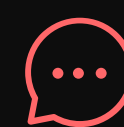
67%

of NOCs
with a Twitter account
are active*

*have posted this year

NOCs in **Europe** are the **most active** on Twitter and most likely to be **verified**

- NOCs in the Americas are the 2nd most active, with **81** NOCs posting this year

- NOCs in Oceania (**41%**) and Africa (**46%**) are the least likely to have a Twitter account, and none in Africa are verified

	Africa	Americas	Asia	Europe	Oceania
Account	46%	76%	59%	80%	41%
Active	55%	71%	69%	82%	29%
Verified	0%	26%	38%	44%	14%

Highest

Lowest
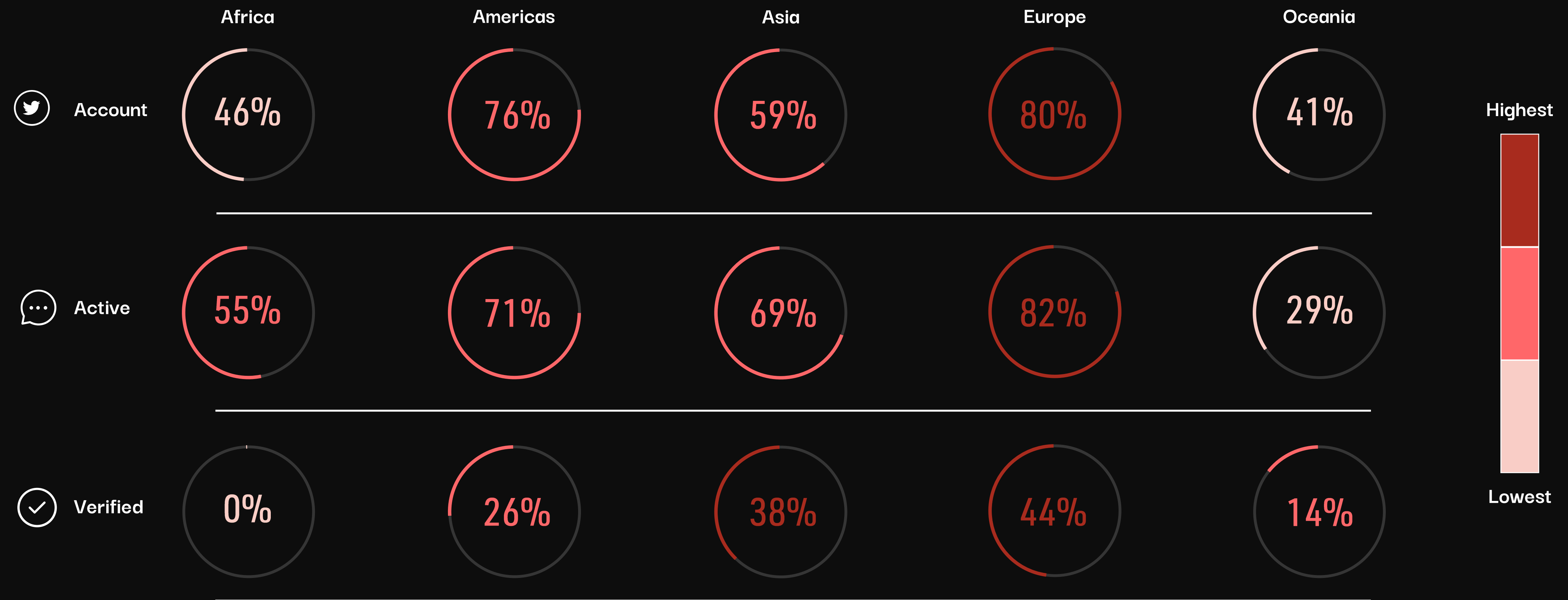
NOCs with connectivity issues are least likely to have an account

- Only **45%** of NOCs in Olympians Group E are on Twitter

- Providing NOCs with best practice and templates will help NOCs recognise the benefits of being on the platform

% of NOCs with an account by classification
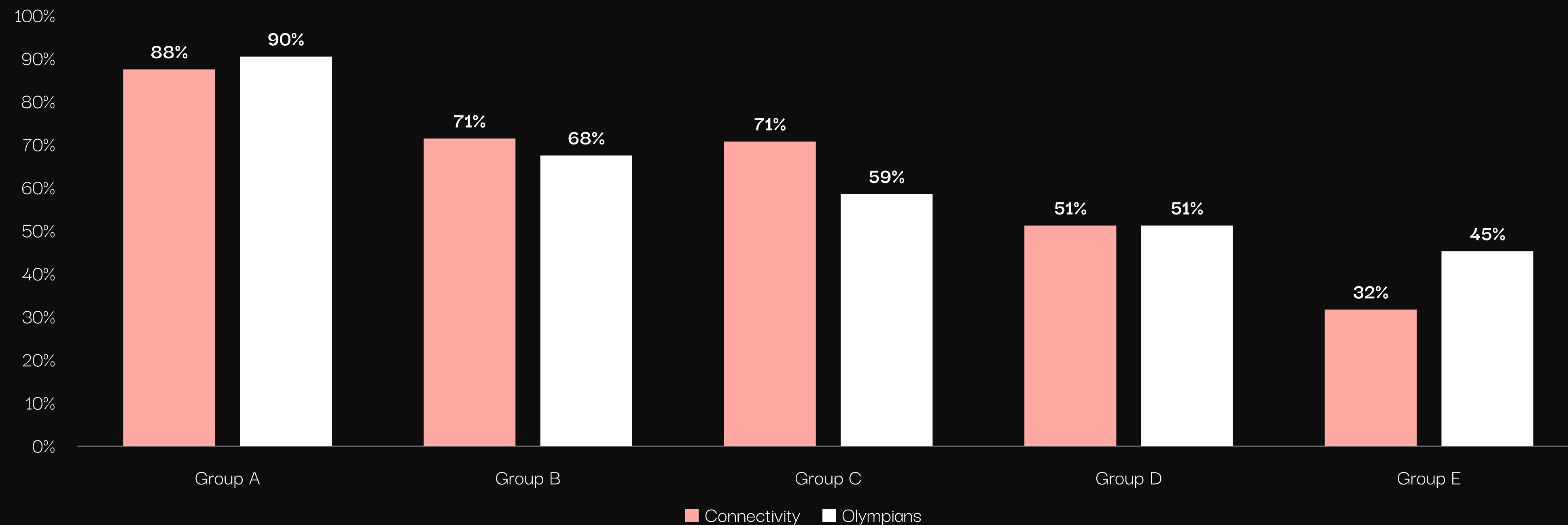
Overview: by performance

2.0k

**Average
size**

1.2
Posts per day

**Average daily
posting frequency**

0.1%

**Average
engagement rate**

Average performance matrix by continent

	Africa	Americas	Asia	Europe	Oceania
Size	258	6.6k	1.2k	4.5k	631
Daily posts	0.2	2.0	0.4	1.7	0.7
Engagement rate	0.07%	0.04%	0.13%	0.12%	0.01%

Highest

Lowest

Average size of NOCs: 2.0k followers

- USA (**2.0m**), Great Britain (**874.4k**), Canada (**724.7k**), Japan (**412.0k**) and Brazil (**363.8k**) have the biggest Twitter accounts

- Despite being in lower-ranked connectivity and Olympian groups, El Salvador (**18.4k**) Rwanda (**7.2k**) have been able to amass relatively high followings as the result of frequent posting

- Saudi Arabia (Olympians Group C) has over **88.5k** followers through engaging with high-profile accounts, including those of their NOC president, Abdulaziz bin Turki Al Faisal (**368.3k** followers)

Average size by classification

Legend: ■ Social media performance ■ Connectivity □ Olympians

	Group A	Group B	Group C	Group D	Group E
Social media performance	88,052	12,979	2,008	997	93
Connectivity	29,945	2,428	1,165	988	258
Olympians	30,620	2,721	1,747	736	95
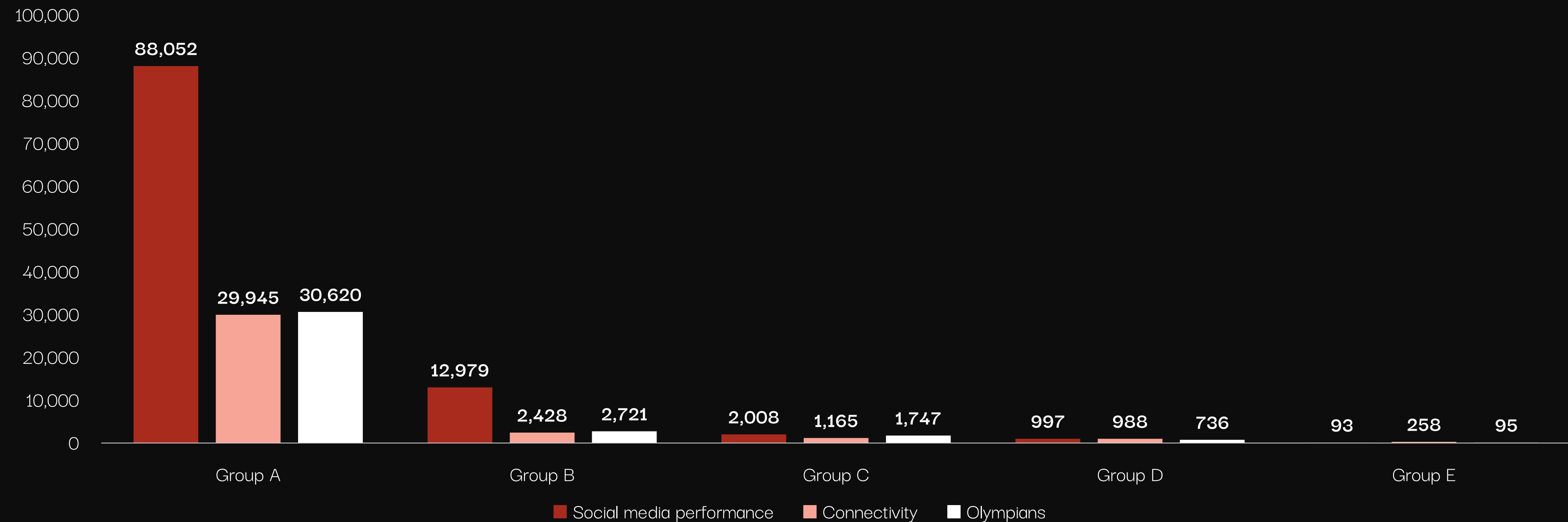
NOCs tweet 1.2 times a day on average

- NOCs from Europe and the Americas post more frequently than other continents

- Correlation exists between higher volume of content and higher growth rates

- NOCs in Group A below post more frequently, partly due to having more Olympians about whom to create content

Posting frequency by Olympians classification

2.7 Posts per day	**1** Posts per day	**1.2** Post per week	**1** Posts per week	**1.2** Post per month
Group A	Group B	Group C	Group D	Group E

Smaller accounts have higher engagement rates

- Posting the latest news and official statements generates high levels of engagements, especially from smaller accounts

- European NOCs, such as the Ukraine, Kosovo and Finland, have some of the highest engagement rates

- **33%** of the Ukraine's tweets contain either pictures or videos, with popular content showcasing medal winners

Average engagement rate by classification

Legend: ■ Social media performance ■ Connectivity □ Olympians

Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

Team Ghana 🇬🇭
@GhanaOlympic

YEA to spend GH¢3million on 1000 athletes for six months :: Ghana Olympic Committee

ghanaolympic.org/?item=14250

Min. of Youth & Sports GH and National Sport Authority, Ghana

7:41 PM · Jul 8, 2020 · Twitter for Android

Oman Olympic Committee ✔
@OmanOlympics

اللاعب #محمد_السليماني 🇴🇲 أكمل التمرين 40 مرة في 90 ثانية. 💪🏻👏🏻😍

شارك في تحدي #اليوم_الأولمبي وحاول التغلب على نتيجته من خلال تحميل الفيديو مع هاشتاق #OlympicDayOman و #StayActive. 🤸🏻🤸🏻

#OlympicDay

Translate Tweet

1:00   541 views

2:56 PM · Jun 23, 2020 · Twitter for Android

6 Retweets   1 Quote Tweet   22 Likes

Tweet

Comité Olímpico ESA
@TeamESA_

Campeonato Europeo de vela en Gdansk, Polonia. El velerista Team ESA, Enrique Arathoon se ubica en la posición 23 de 126 veleristas después de cuatro regatas.
#TeamESA #Vela ⛵
#Senior2020Gdansk

Translate Tweet

Tweet your reply

Team USA ✔
@TeamUSA

HBD to the first woman to win an Olympic wrestling gold medal, @helen_maroulis! 💐

HAPPY BIRTHDAY
HELEN MAROULIS
SEPTEMBER 19

6:00 PM · Sep 19, 2020 · Twitter Web App

41 **Retweets**   3 **Quote Tweets**   240 **Likes**

Home
Explore
Notifications
Messages
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Profile
More

Tweet

Team India ✔
@WeAreTeamIndia

#TeamIndia🇮🇳 ace impresses Dominic Thiem with his forehand sizzlers and shot selections as the top-ranked Indian bowed out of #USOpen in his second-round match against the Austrian World No.3

"Lots to learn. Going to keep working hard!"
@nagalsumit
bit.ly/3lQWG9p

National Olympic Committee of Kenya
@OlympicsKe

#olympicsrecap 1984
Julius Koriri scoops Gold in men's 3000m st
 In 1982, he won the gold medal at the Com
Games
Since then the title for this particular race h
#teamkenya

0:44   20 views

Mail 📶 📶 🔋   08:27   @ 77% 🔋

Tweet

NOC*NSF ✔
@nocnsf

De @koningsspelen, het sportieve Oranjefeest voor meer dan 1 miljoen kinderen, gaat vandaag niet door.
Hopelijk volgend jaar samen weer in beweging!

#BlijfGezond 🏠 #BlijfThuis 🏠

Translate Tweet

Tweet your reply

YOUTUBE

Overview: all countries

55%

of NOCs
have a YouTube account

6%

of NOCs are
verified on YouTube

68%

of NOCs
with a YouTube account are
active*

*have posted this year

NOCs in **Europe** are the most likely to **have an account** and be active

- Only **30%** of NOCs in Africa are on YouTube, of which only **1** in **3** have posted this year

- Only **7** NOCs are verified on YouTube, all of which are in the top 20 by size

	Africa	Americas	Asia	Europe	Oceania
Account	30%	59%	55%	88%	35%
Active	30%	87%	63%	93%	100%
Verified	0%	13%	0%	7%	33%

Highest

Lowest
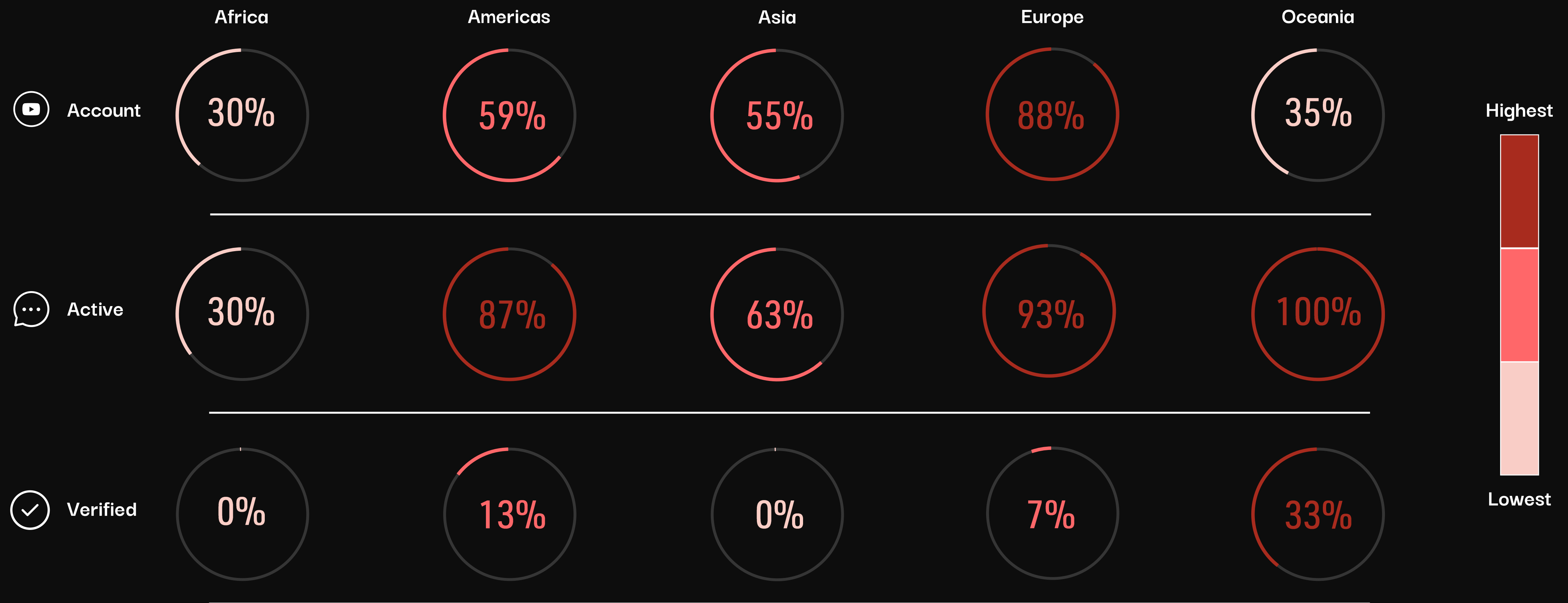
55% of NOCs have an account: just under 3/4 are active

- Olympians and connectivity groups are both important factors in whether NOCs have a YouTube account
- Poor internet speeds are likely to deter NOCs from creating a YouTube account; NOCs with fewer Olympians are more likely to struggle to create or source video content

% of NOCs with an account by classification

Legend: ■ Connectivity ■ Olympians

Group A: Connectivity 90%, Olympians 86%
Group B: Connectivity 74%, Olympians 65%
Group C: Connectivity 56%, Olympians 54%
Group D: Connectivity 37%, Olympians 41%
Group E: Connectivity 21%, Olympians 31%
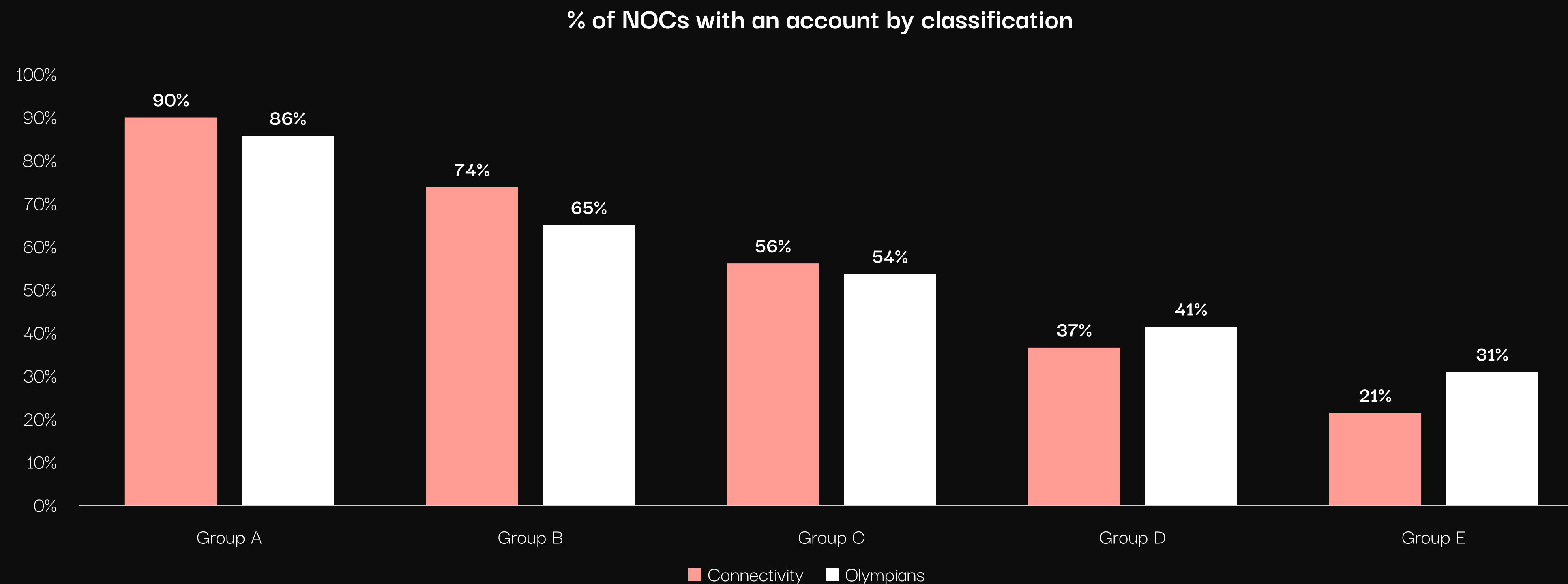
Overview: by performance

235

Average size

3.8
Videos

Average videos per month

927

Average views per video

Average **performance matrix** by continent

	Africa	Americas	Asia	Europe	Oceania
Size	8	396	115	496	2.9k
Videos per month	0.3	5.5	2.4	4	5.1
Views per video	351	262	807	1.4k	343

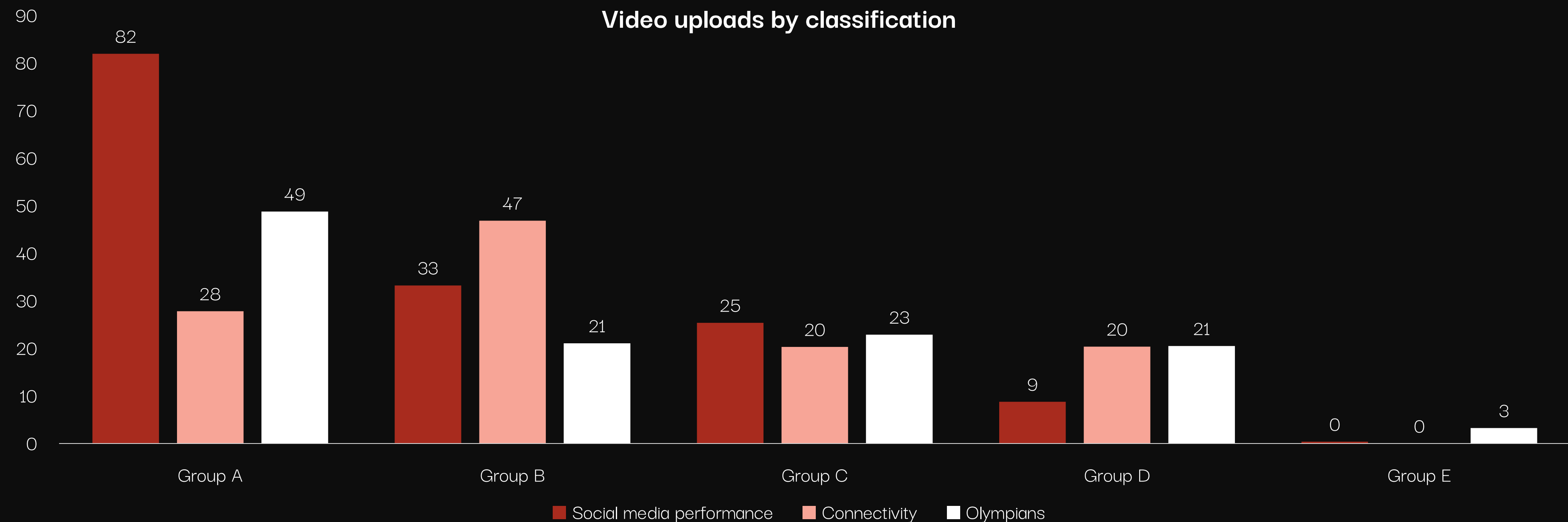Highest

Lowest

NOCs which promote their channel on their website and other platforms have more subscribers on YouTube

- USA (**216.0k**), Czech Republic (**78.2k**) and Canada (**17.5k**) have the highest number of subscribers

- Some NOCs have usernames that are harder to find, or have a channel so they can 'reserve' the channel ID

- Other NOCs use YouTube to 'host' the content and embed videos on other platforms, without encouraging viewers to subscribe

- NOCs with fewer subscribers tend to have lower levels of internet penetration and slower internet speeds

Average size by classification

Bar chart showing average size by classification across groups:

	Social media performance	Connectivity	Olympians
Group A	4,300	1,350	1,750
Group B	1,190	406	108
Group C	232	72	102
Group D	90	30	53
Group E	13	10	10

■ Social media performance   ■ Connectivity   ■ Olympians
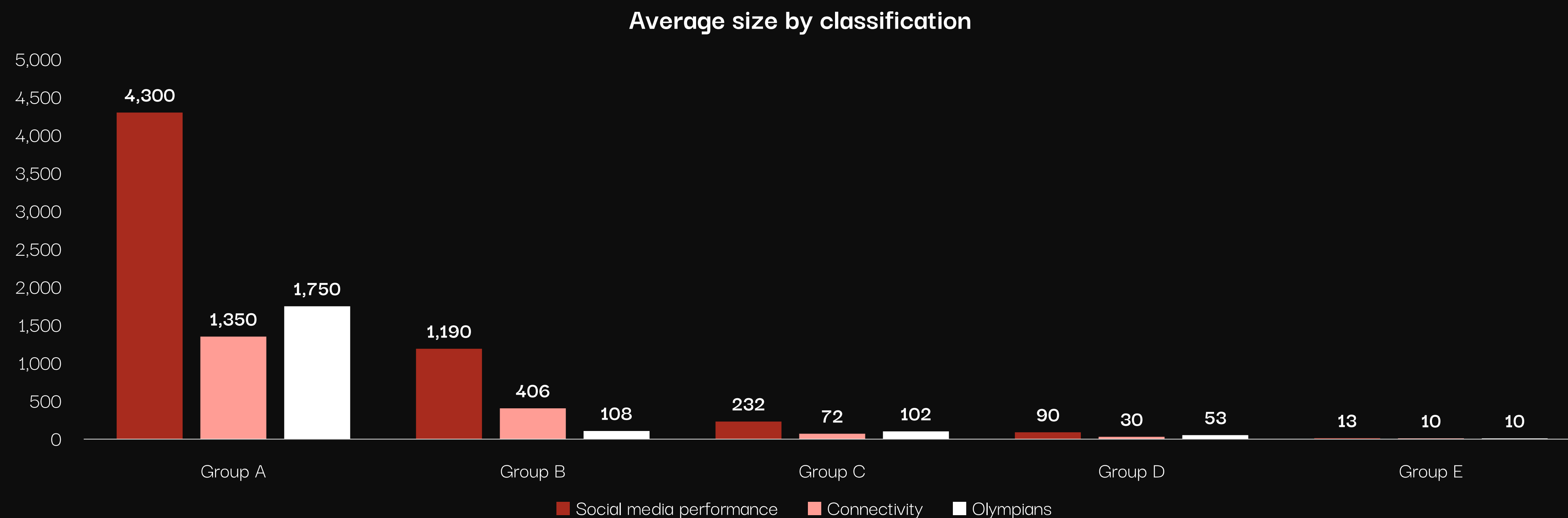
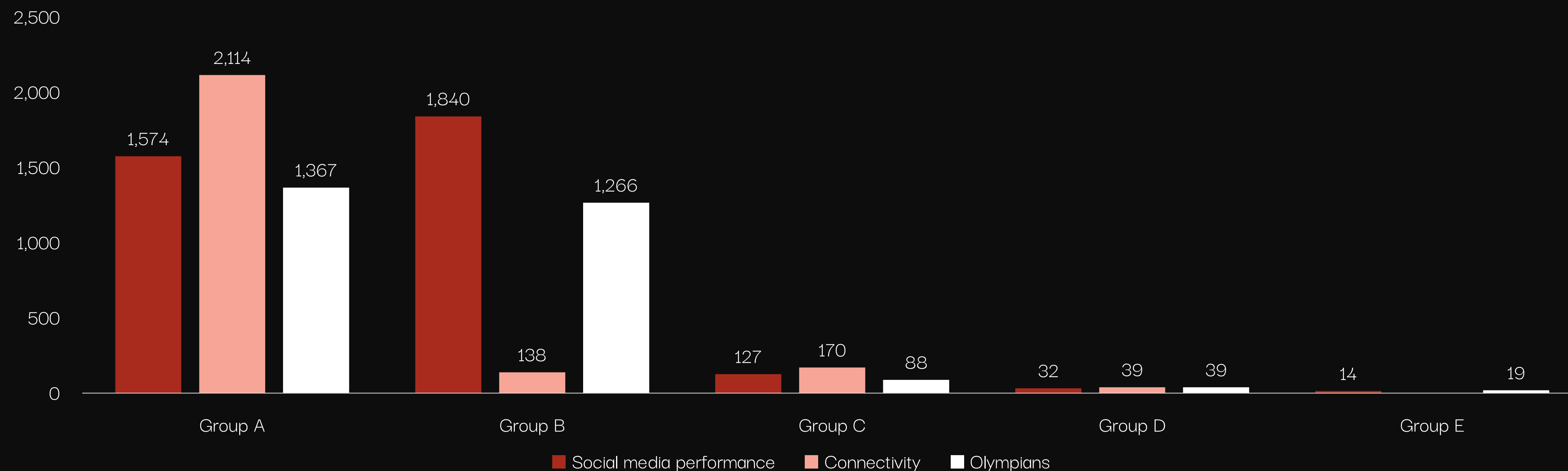# NOCs with more social media staff and larger budgets produce more content

- NOCs in larger Olympian groups upload more YouTube videos as a result of having more archive content, access to interviews and the ability to produce current event highlights

- Mexico (**229**) Colombia (**222**) and Spain (**211**) have uploaded the most videos this year – with a range of content including health and fitness videos, athlete interviews and webinars

Video uploads by classification

Bar chart showing video uploads by classification with three categories: Social media performance, Connectivity, Olympians.

- Group A: Social media performance 82, Connectivity 28, Olympians 49
- Group B: Social media performance 33, Connectivity 47, Olympians 21
- Group C: Social media performance 25, Connectivity 20, Olympians 23
- Group D: Social media performance 9, Connectivity 20, Olympians 21
- Group E: Social media performance 0, Connectivity 0, Olympians 3

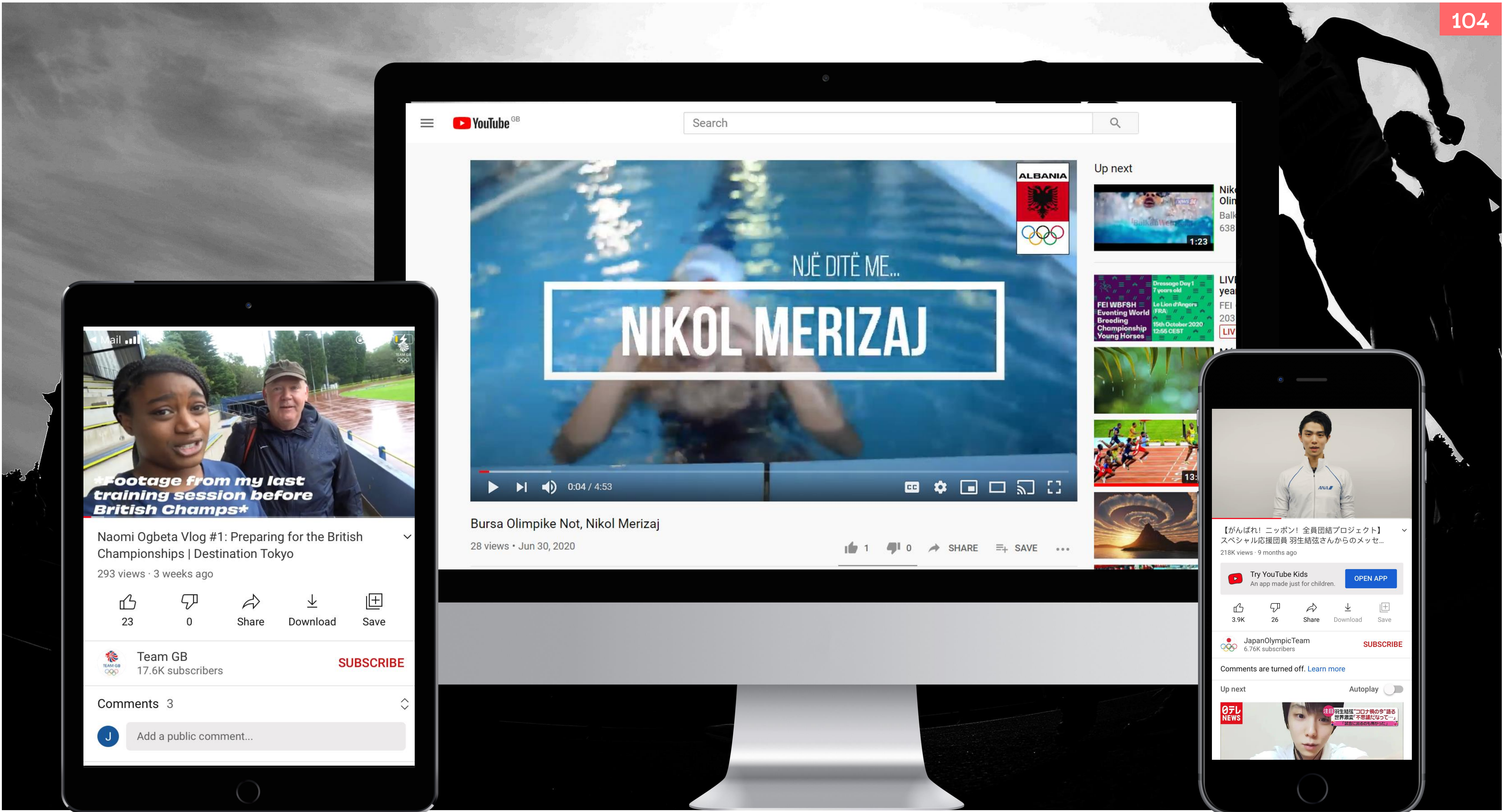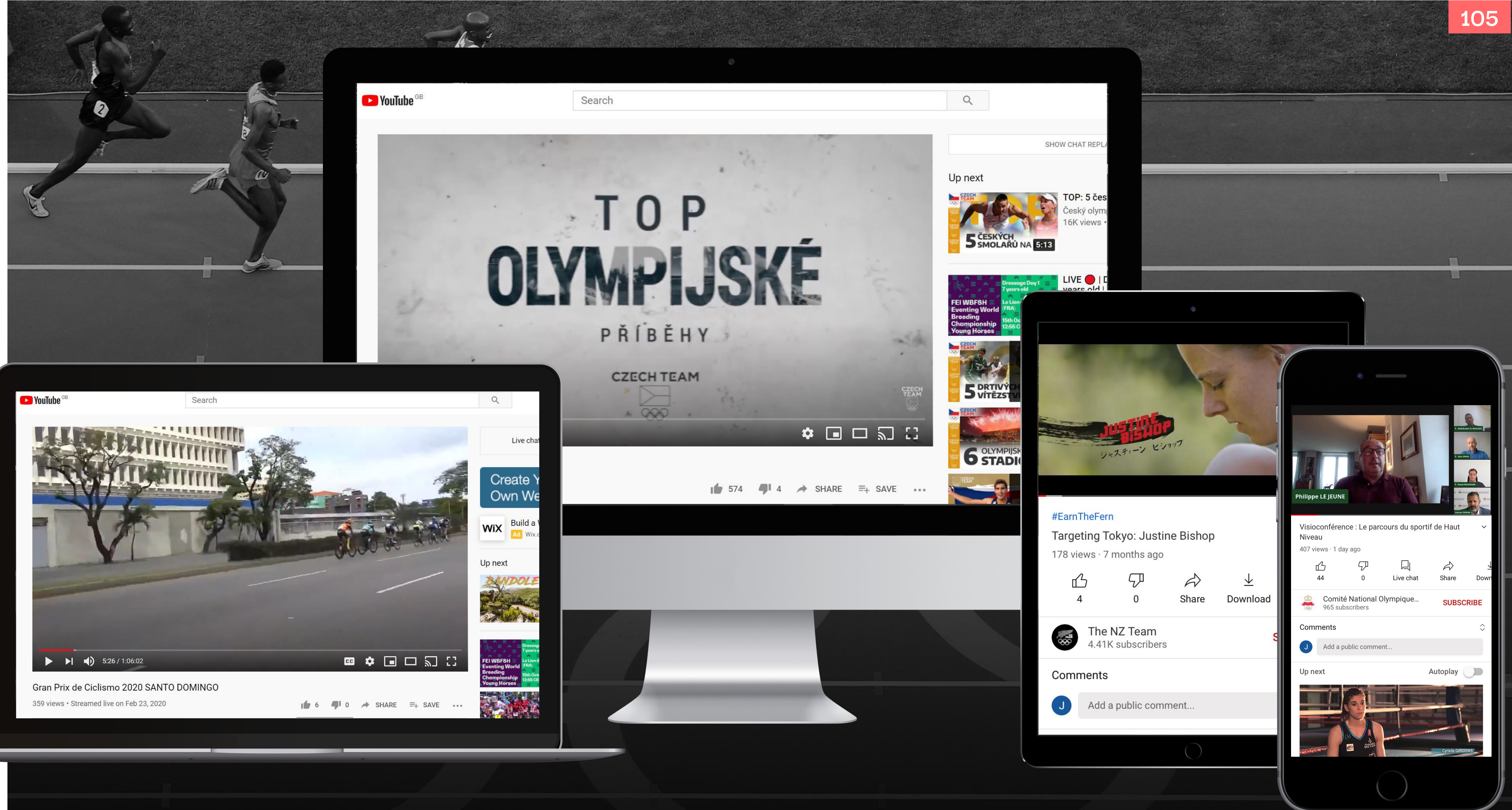Legend: ■ Social media performance ■ Connectivity □ Olympians

Optimising video titles and descriptions for **search** will generate more views

- Enticing and consistent thumbnails lead to an increase in views, with the user understanding the video subject before viewing

- Turkey (**11.2k**), Czech Republic (**9.8k**) and Japan (**8.4k**) generated the most views per video

- Turkey produced engaging interviews with athletes, behind-the-scenes content, and highlights from events

- Japan leveraged the patriotic culture of fans and produced videos with their stars, including figure-skater Yuzuru Hanyu

- Czech Republic created a series of sport-specific videos that showed some of their best-ever Olympic moments
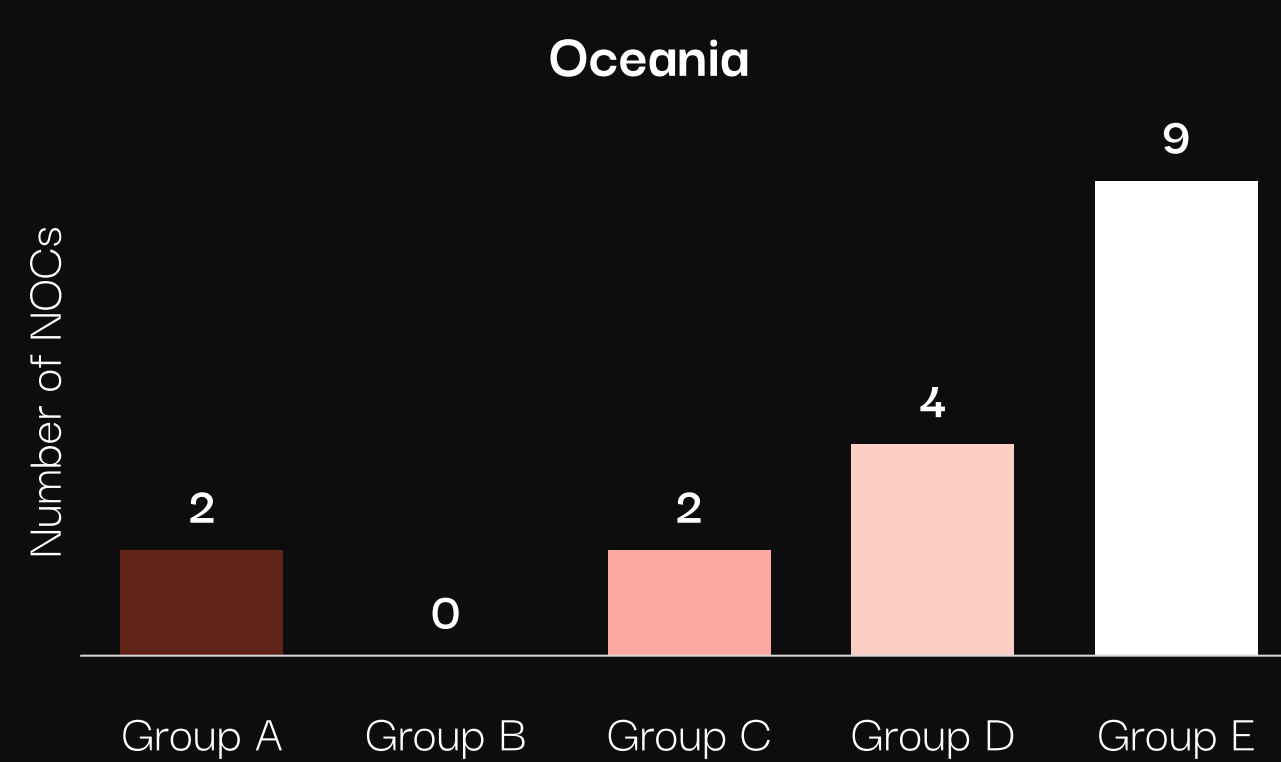
Views per video by classification

Legend: ■ Social media performance ■ Connectivity □ Olympians

Group A: 1,574 / 2,114 / 1,367
Group B: 1,840 / 138 / 1,266
Group C: 127 / 170 / 88
Group D: 32 / 39 / 39
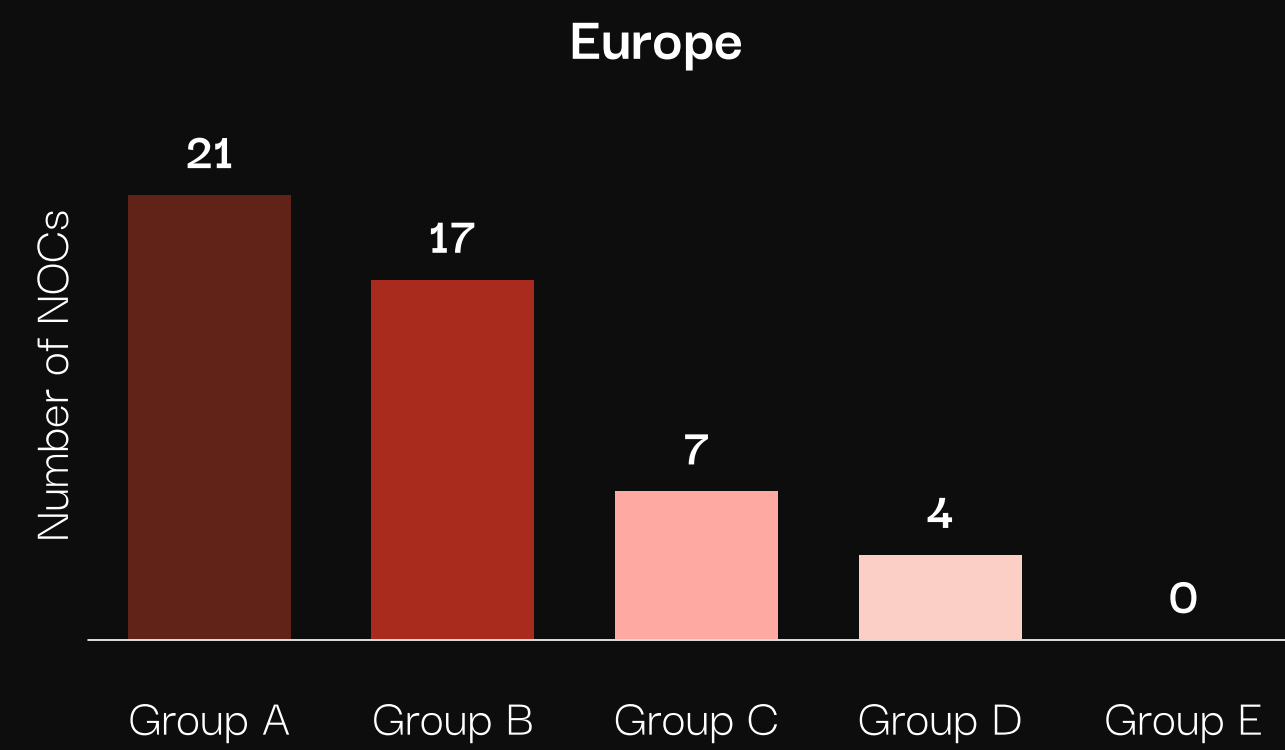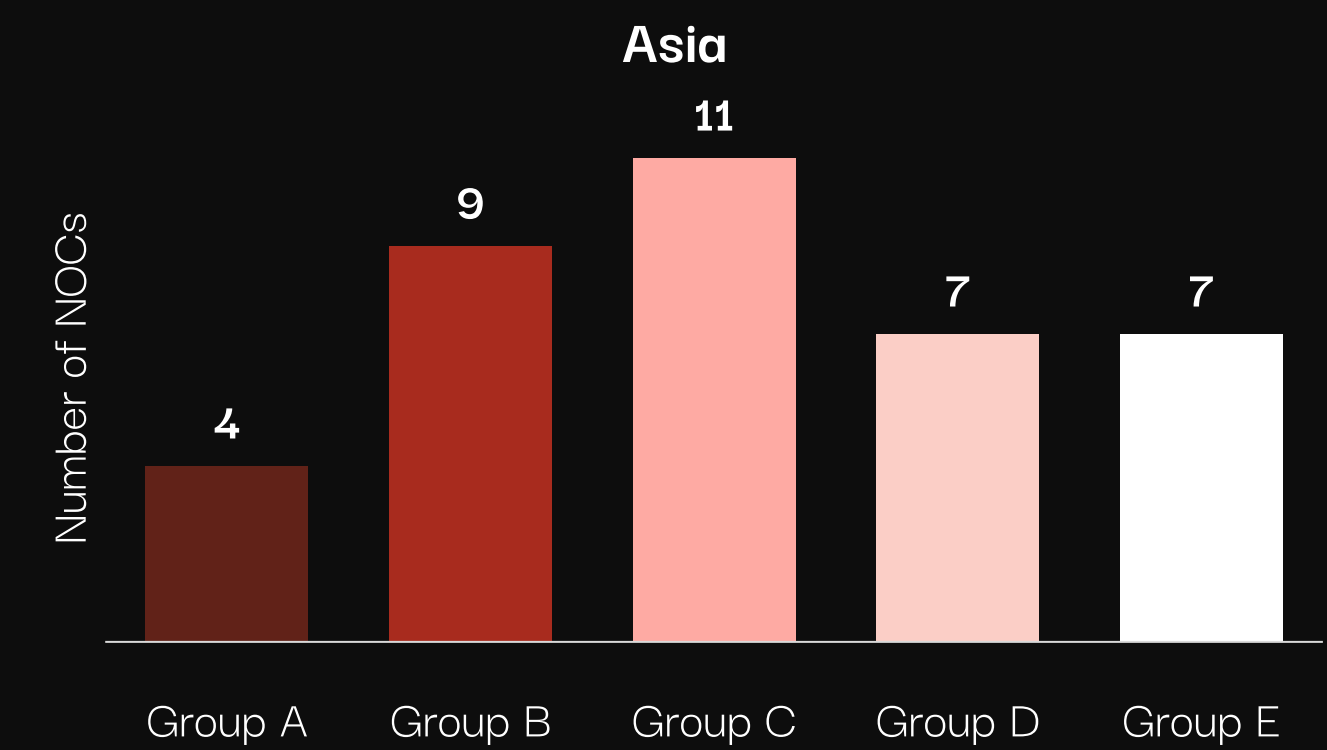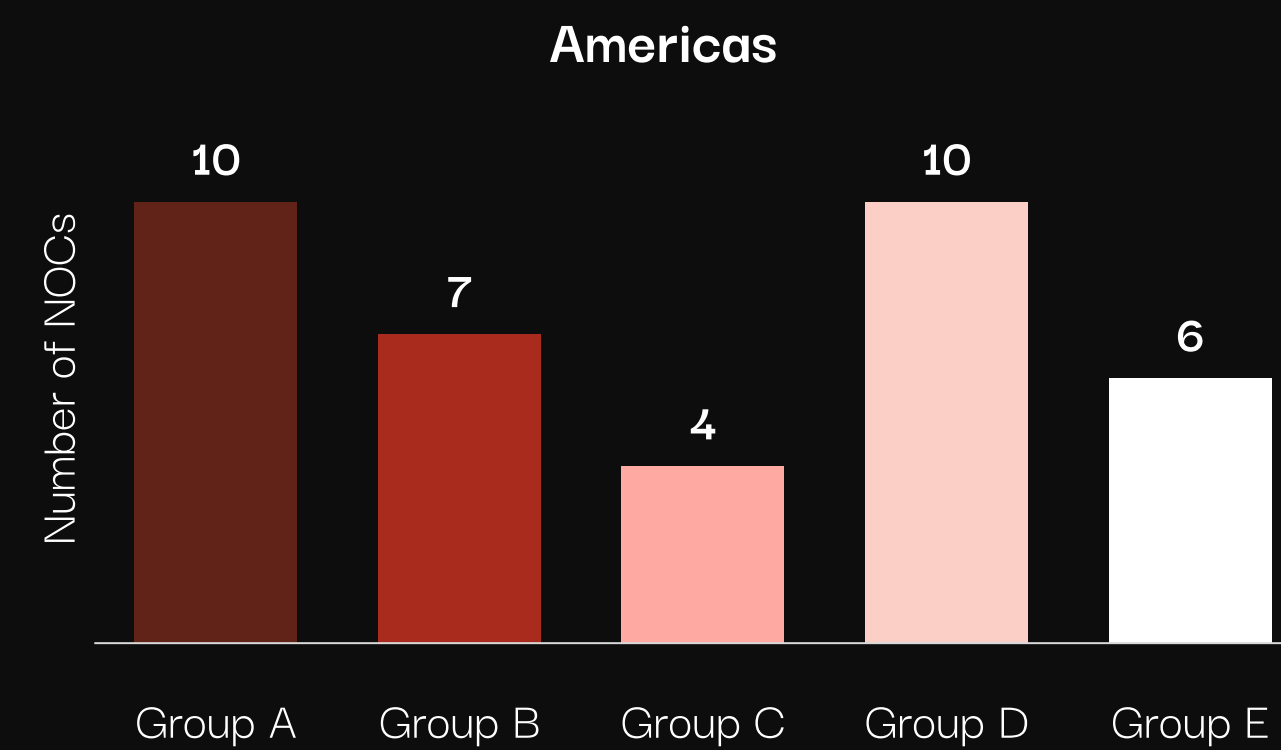Group E: 14 / 19

APPENDIX

How we did it

- **559** social media handles were **collected** from **187** NOCs and a best practice audit was **conducted**

- Our #SportOnSocial methodology was used to **analyse** and **rank** social media performance

- Olympian data was **provided** by ANOC and connectivity datapoints were **collated** using desk research[*]

- NOCs were **classified** in groups based on their ranking in the above factors

- A survey was **produced** that investigated the resources, strategies and challenges faced by NOCs on social media

- The survey findings of 137 NOCs were **translated** and **evaluated**

[*]Population = United Nations

Internet penetration = Internet World Stats

Internet speed = Speedtest Global Index

NOCs by continent and social media performance groups

Africa

Number of NOCs

- Group A: 0
- Group B: 4
- Group C: 13
- Group D: 12
- Group E: 16

Americas

Number of NOCs

- Group A: 10
- Group B: 7
- Group C: 4
- Group D: 10
- Group E: 6

Asia

Number of NOCs

- Group A: 4
- Group B: 9
- Group C: 11
- Group D: 7
- Group E: 7

Europe

Number of NOCs

- Group A: 21
- Group B: 17
- Group C: 7
- Group D: 4
- Group E: 0

Oceania

Number of NOCs

- Group A: 2
- Group B: 0
- Group C: 2
- Group D: 4
- Group E: 9
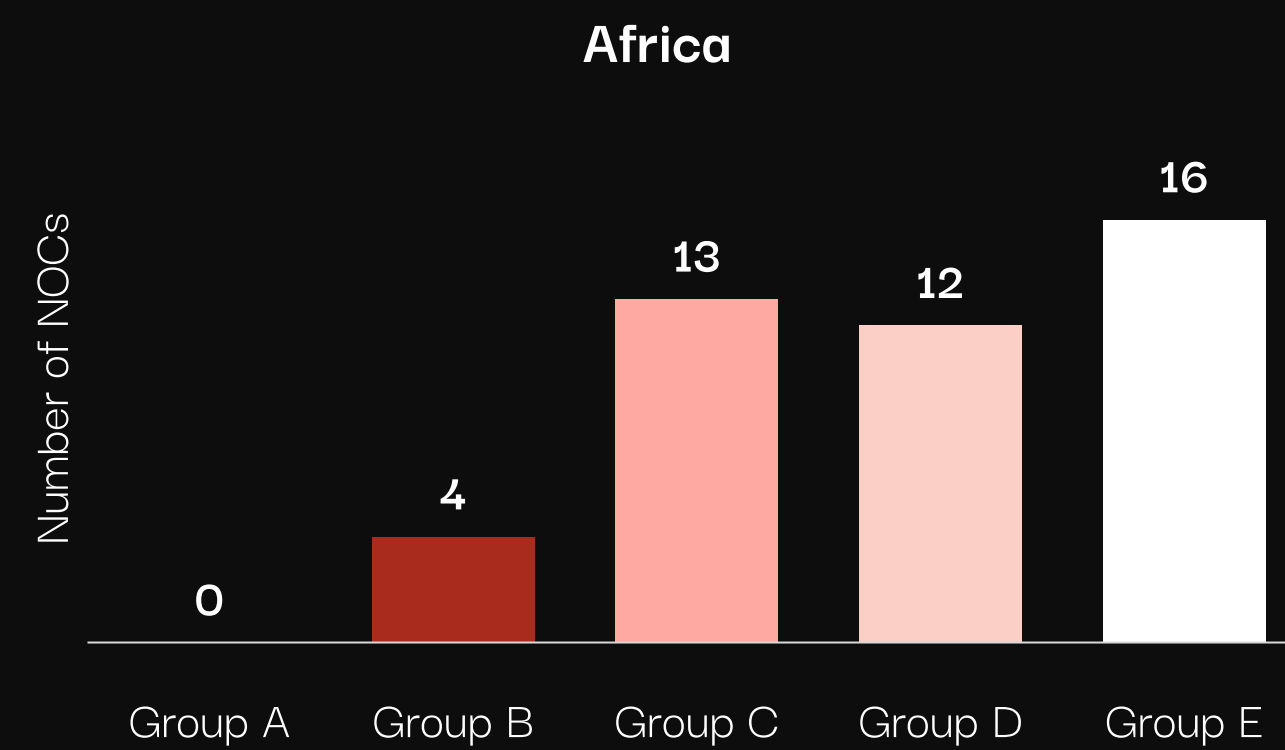
NOCs by continent and connectivity groups

Africa

Number of NOCs

1		13	13	27
Group A	Group B	Group C	Group D	Group E

Asia

Number of NOCs

11	9	8	12	4
Group A	Group B	Group C	Group D	Group E

Americas

Number of NOCs

5	13	10	9	4
Group A	Group B	Group C	Group D	Group E

Europe

Number of NOCs

21	20	8	1	
Group A	Group B	Group C	Group D	Group E

Oceania

Number of NOCs

2		2	6	7
Group A	Group B	Group C	Group D	Group E
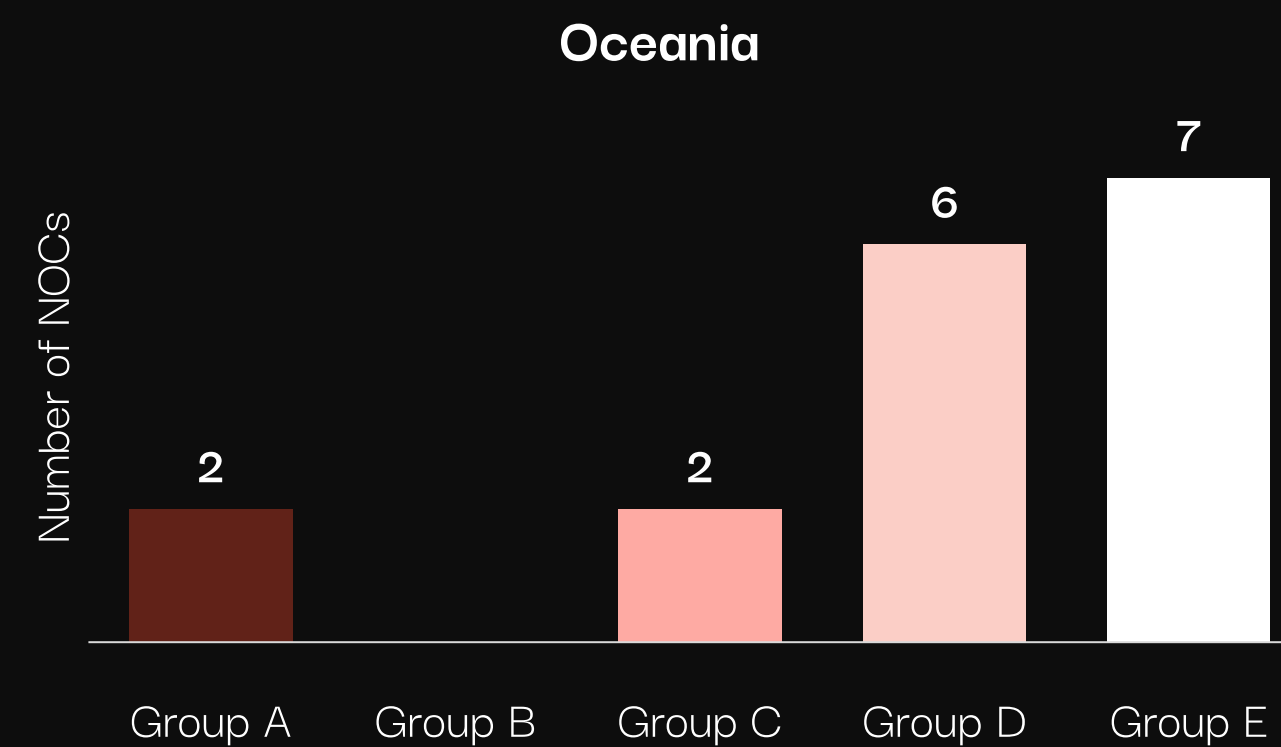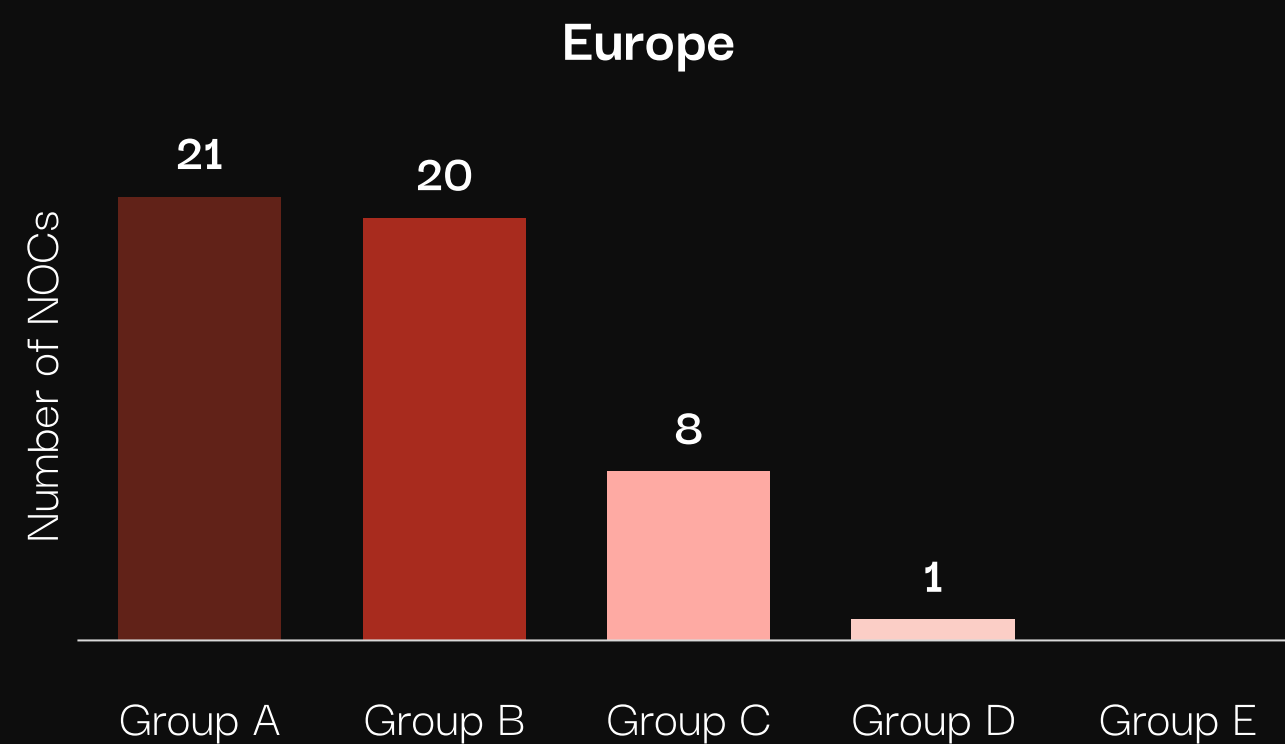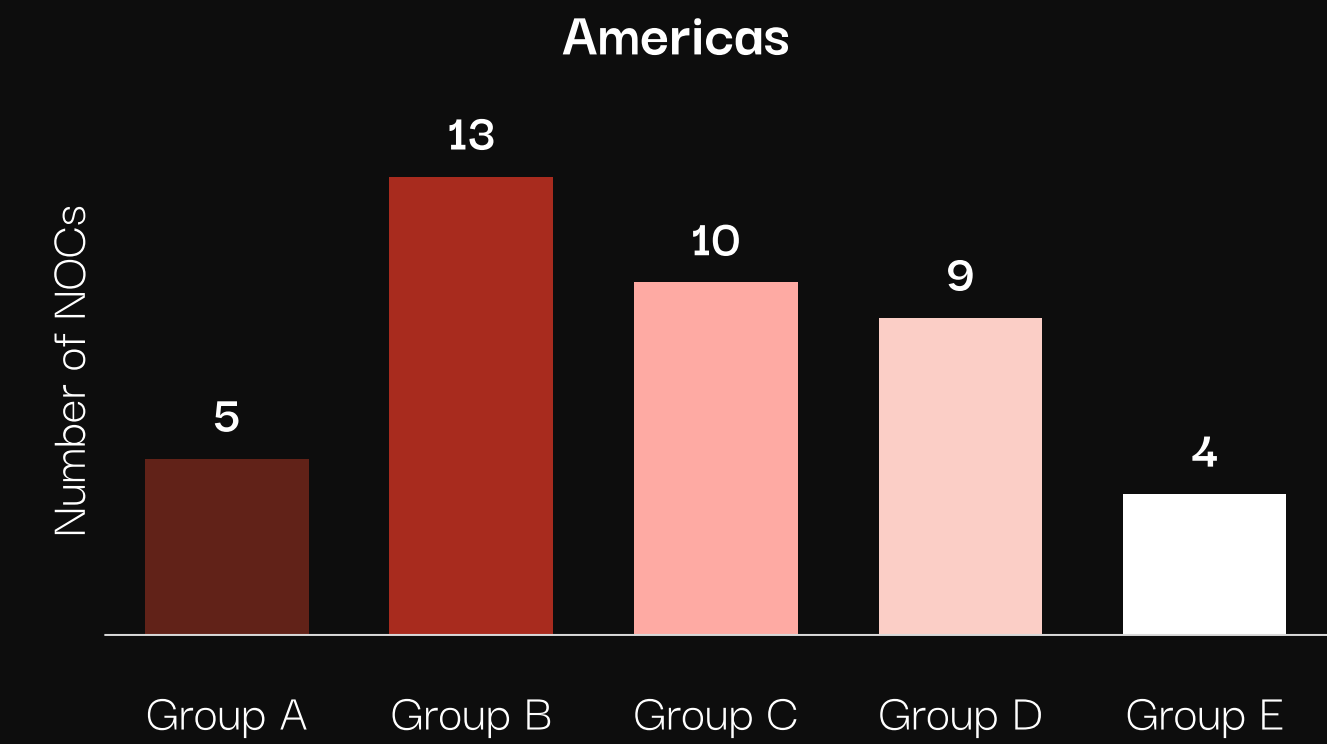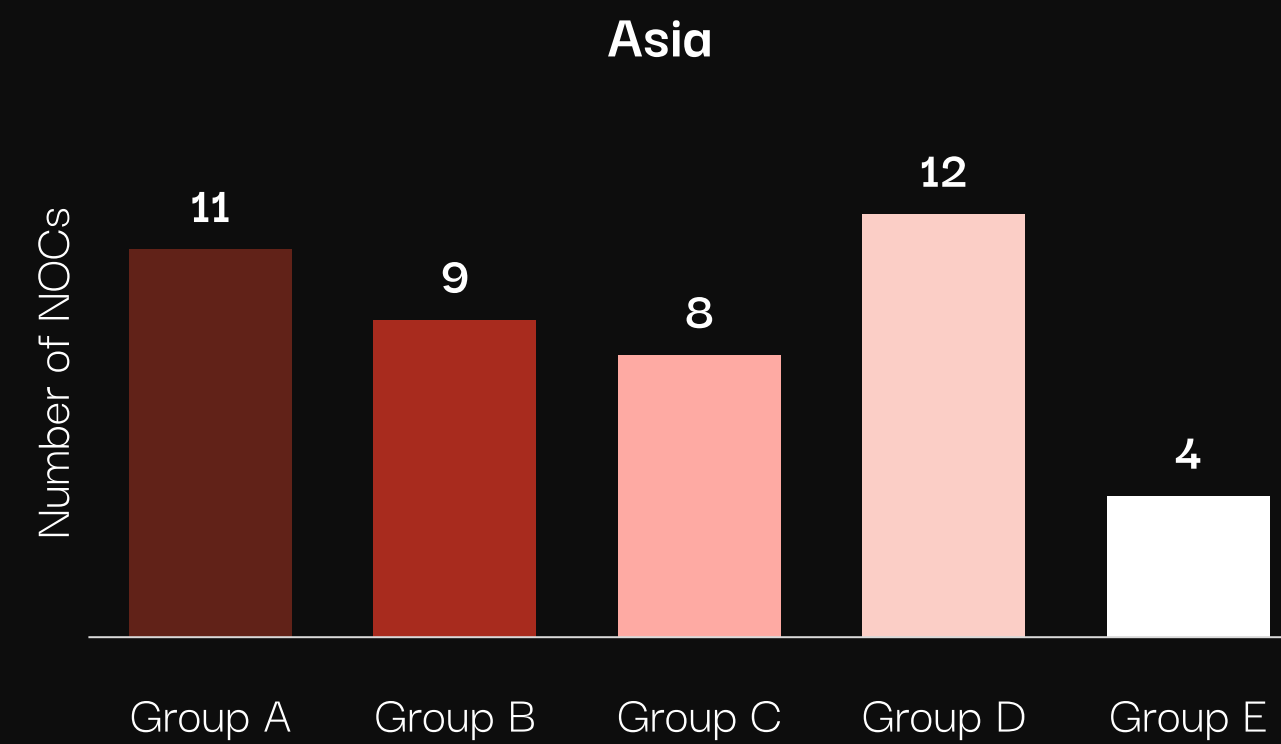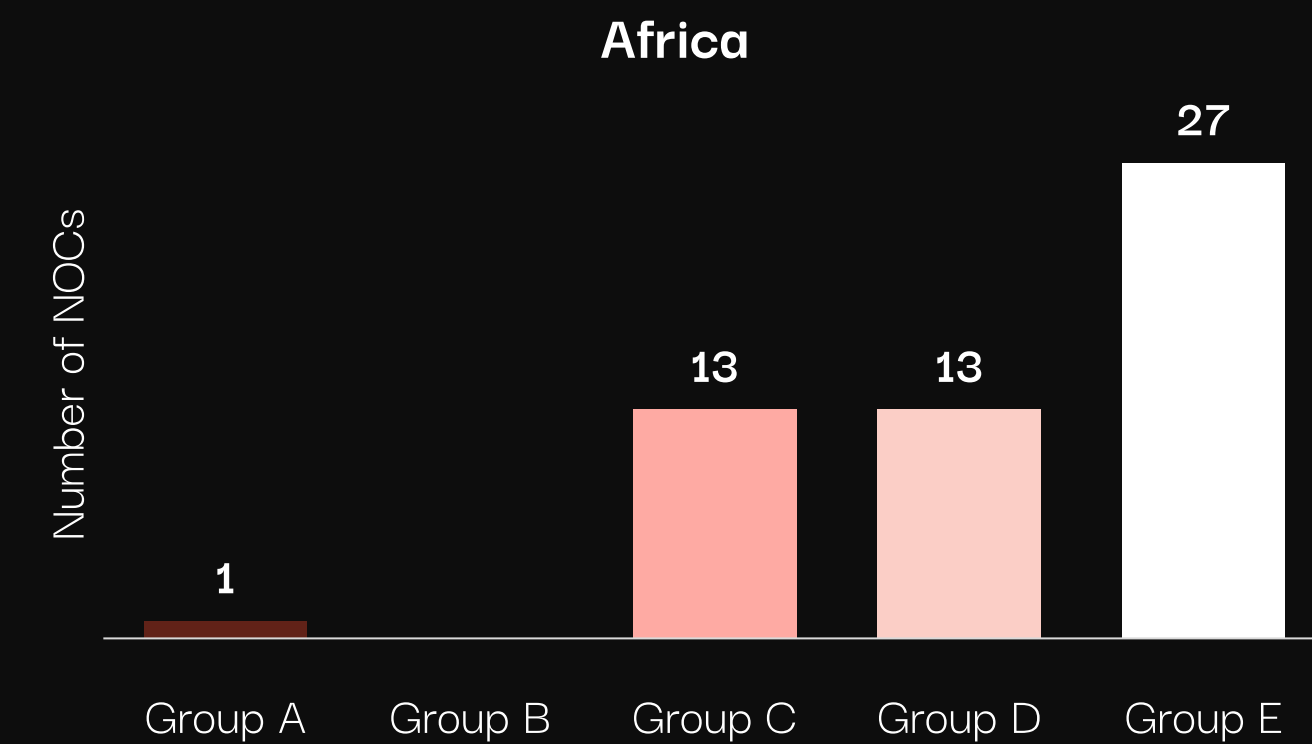
NOCs by continent and Olympians groups

Africa

Number of NOCs

Group A	Group B	Group C	Group D	Group E
2	8	13	14	17

Asia

Number of NOCs

Group A	Group B	Group C	Group D	Group E
5	14	7	10	8

Oceania

Number of NOCs

Group A	Group B	Group C	Group D	Group E
2	1		4	10

Europe

Number of NOCs

Group A	Group B	Group C	Group D	Group E
25	12	8	5	

Americas

Number of NOCs

Group A	Group B	Group C	Group D	Group E
8	5	13	8	7
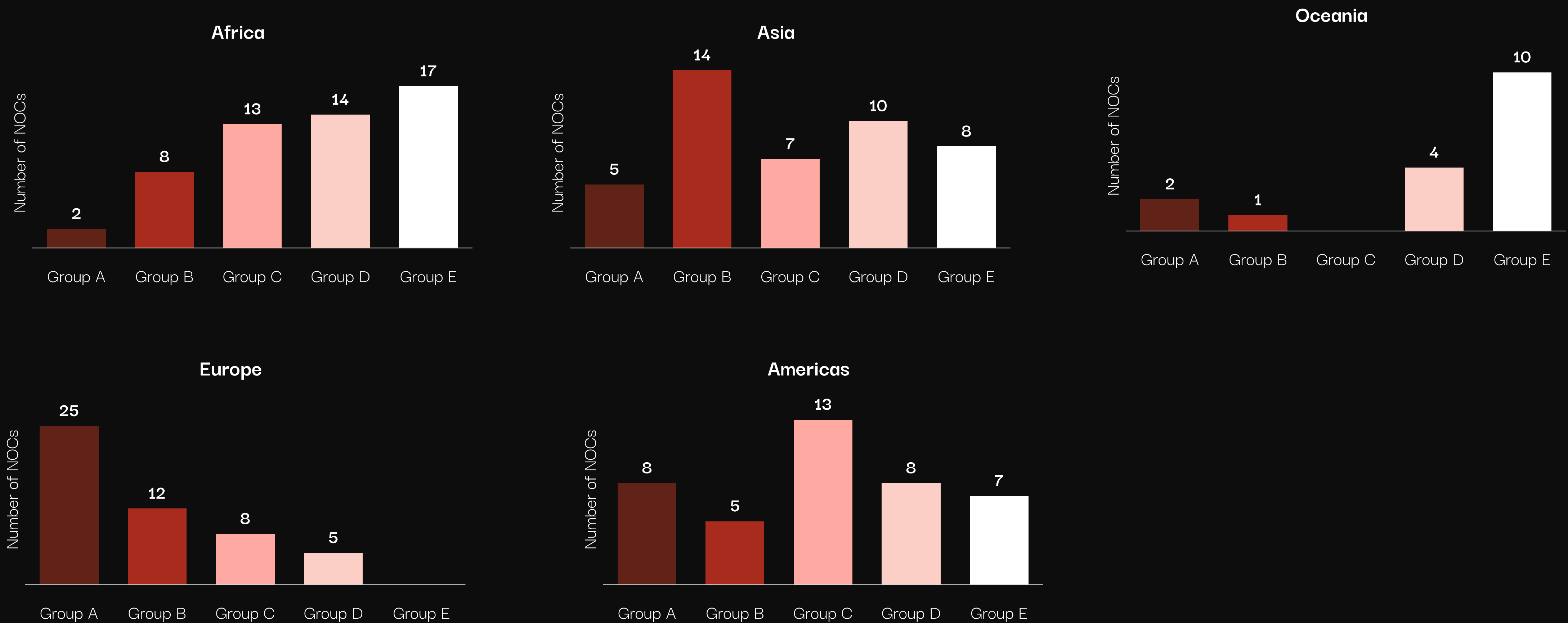
THANK YOU
ANOC

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