ANOC
SOCIAL MEDIA AUDIT
OCTOBER 2020
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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**

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

**Connectivity**

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

**Olympians**

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
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:
NOCs by continent

- **Americas**: 41
  - Pan American Sports Organisation (PASO)
- **Europe**: 50
  - European Olympic Committees (EOC)
- **Asia**: 44
  - Olympic Council of Asia (OCA)
- **Africa**: 54
  - Association of National Olympic Committees of Africa (ANOCA)
- **Oceania**: 17
  - 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

<table>
<thead>
<tr>
<th>Highest connectivity group</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>Ukraine</td>
<td>Russia</td>
<td>Japan</td>
<td>Czech Republic</td>
</tr>
<tr>
<td>Group B</td>
<td>Romania</td>
<td>Austria</td>
<td>Colombia</td>
<td>Mexico</td>
</tr>
<tr>
<td>Group C</td>
<td>Uzbekistan</td>
<td>Uzbekistan</td>
<td>India</td>
<td>Morocco</td>
</tr>
<tr>
<td>Group D</td>
<td>Syria</td>
<td>Guatemala</td>
<td>Guatemala</td>
<td>Guatemala</td>
</tr>
<tr>
<td>Group E</td>
<td>Botswana</td>
<td>Vanuatu</td>
<td>Gambia</td>
<td>Bhutan</td>
</tr>
</tbody>
</table>

### Executive Summary

- **Highest connectivity group**
- **Group A**: Ukraine, Russia, Japan, Czech Republic
- **Group B**: Romania, Austria, Colombia, Mexico
- **Group C**: Uzbekistan, India, Morocco
- **Group D**: Syria, Guatemala, Guatemala, Guatemala
- **Group E**: Botswana, Vanuatu, Gambia, Bhutan

- **Lowest connectivity group**
# Best-performing NOCs by Olympians

<table>
<thead>
<tr>
<th>Group A</th>
<th>Group B</th>
<th>Group C</th>
<th>Group D</th>
<th>Group E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ukraine</td>
<td>Austria</td>
<td>Japan</td>
<td>Czech Republic</td>
<td></td>
</tr>
<tr>
<td>Romania</td>
<td>Israel</td>
<td>Ireland</td>
<td>Lithuania</td>
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<tr>
<td>Jordan</td>
<td>Chile</td>
<td>Saudi Arabia</td>
<td>Jordan</td>
<td></td>
</tr>
<tr>
<td>Syria</td>
<td>Albania</td>
<td>El Salvador</td>
<td>El Salvador</td>
<td></td>
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<tr>
<td>Afghanistan</td>
<td>Kuwait</td>
<td>Oman</td>
<td>Afghanistan</td>
<td></td>
</tr>
</tbody>
</table>

**Highest Olympians group**

**Lowest Olympians group**

**Executive Summary**

- **Highest Olympians group**: Ukraine, Austria, Japan, Czech Republic
- **Lowest Olympians group**: Afghanistan, Kuwait, Oman, Afghanistan
CONTINENT BREAKDOWN
# Continent Overview

<table>
<thead>
<tr>
<th>Continent</th>
<th>Social Media Size</th>
<th>Resources</th>
<th>Strategy</th>
<th>Biggest Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>0.5m</td>
<td>68% have 2–4 people running their social media accounts</td>
<td>64% have social media integrated into their plans</td>
<td>Resources</td>
</tr>
<tr>
<td>Americas</td>
<td>15.0m</td>
<td>46% have 2–4 people running their social media accounts</td>
<td>92% have social media integrated into their plans</td>
<td>Audience engagement</td>
</tr>
<tr>
<td>Asia</td>
<td>4.0m</td>
<td>62% have 2–4 people running their social media accounts</td>
<td>86% have social media integrated into their plans</td>
<td>Audience growth</td>
</tr>
<tr>
<td>Europe</td>
<td>8.0m</td>
<td>60% have 2–4 people running their social media accounts</td>
<td>84% have social media integrated into their plans</td>
<td>Content creation</td>
</tr>
<tr>
<td>Oceania</td>
<td>0.9m</td>
<td>70% have 2–4 people running their social media accounts</td>
<td>50% have social media integrated into their plans</td>
<td>Content creation</td>
</tr>
</tbody>
</table>
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**
  - Size: 2.9k
  - Growth rate: 3.8%
  - Daily posts: 0.5
  - Engagement rate: 0.8%

- **Instagram**
  - Size: 649
  - Growth rate: 13.1%
  - Daily posts: 0.2
  - Engagement rate: 2.9%

- **Twitter**
  - Size: 258
  - Daily posts: 0.2
  - Engagement rate: 0.1%

- **YouTube**
  - Size: 8
  - Growth rate: 0.3%
  - Daily posts: 0.3

*YouTube data shows videos per month*

Continent Breakdown

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

*Highest*

*Lowest*
# Africa: best-performing NOCs

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Overall</th>
<th>Size</th>
<th>Posts</th>
<th>Views</th>
<th>Engagement rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Kenya</td>
<td>Libya</td>
<td>Kenya</td>
<td>Botswana</td>
<td>Mozambique</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>Nigeria</td>
<td>South Africa</td>
<td>Morocco</td>
<td>Morocco</td>
<td>Morocco</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>Morocco</td>
<td>Morocco</td>
<td>Kenya</td>
<td>-</td>
<td>Morocco</td>
</tr>
<tr>
<td><strong>YouTube</strong></td>
<td>Morocco</td>
<td>Morocco</td>
<td>-</td>
<td>Gambia</td>
<td>-</td>
</tr>
</tbody>
</table>

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

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

Gambia
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.

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

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

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

Guinea-Bissau
How do we reach the young population in our country?

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

Cape Verde
The only person who works in this area also has the marketing department to manage.
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
<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>7.9k</td>
<td>1.1%</td>
<td>1.4</td>
<td>0.2%</td>
</tr>
<tr>
<td>Instagram</td>
<td>7.8k</td>
<td>6.3%</td>
<td>1.1</td>
<td>1.9%</td>
</tr>
<tr>
<td>Twitter</td>
<td>6.6k</td>
<td>-</td>
<td>2.0</td>
<td>0.04%</td>
</tr>
<tr>
<td>YouTube</td>
<td>396</td>
<td>-</td>
<td>5.5*</td>
<td>-</td>
</tr>
</tbody>
</table>

*YouTube data shows videos per month

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

Continent Breakdown
# Americas: best-performing NOCs

<table>
<thead>
<tr>
<th>Platform</th>
<th>Overall</th>
<th>Size</th>
<th>Posts</th>
<th>Views</th>
<th>Engagement rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>USA</td>
<td>USA</td>
<td>Mexico</td>
<td>USA</td>
<td>Guyana</td>
</tr>
<tr>
<td>Instagram</td>
<td>Canada</td>
<td>USA</td>
<td>Venezuela</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>USA</td>
<td>USA</td>
<td>Dominican Republic</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>USA</td>
<td>USA</td>
<td>Mexico</td>
<td>USA</td>
<td></td>
</tr>
</tbody>
</table>

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

Panama: Keeping our community informed, increasing the impact and global reach on all our channels.

Guatemala: Continue to strengthen our existing channels and entering new ones to reach more target groups.

Colombia: Unite the sports family of Colombia and promote the Olympic values to as many people as possible.

Canada: Generating engaging content in an extended non-Games window plus determining how to be relevant but authentic in conversation.

Mexico: Due to the pandemic, there is less sports news to share on social media.

Belize: 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.

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

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

<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>8.6k</td>
<td>2.4%</td>
<td>0.7</td>
<td>0.8%</td>
</tr>
<tr>
<td>Instagram</td>
<td>2.6k</td>
<td>17.2%</td>
<td>0.7</td>
<td>2.9%</td>
</tr>
<tr>
<td>Twitter</td>
<td>1.2k</td>
<td>-</td>
<td>0.4</td>
<td>0.1%</td>
</tr>
<tr>
<td>YouTube</td>
<td>115</td>
<td>-</td>
<td>2.4*</td>
<td>-</td>
</tr>
</tbody>
</table>

*YouTube data shows videos per month

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

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>Uzbekistan</td>
<td>Uzbekistan</td>
<td>Japan</td>
<td>Japan</td>
</tr>
<tr>
<td>Size</td>
<td>Jordan</td>
<td>Japan</td>
<td>Japan</td>
<td>Japan</td>
</tr>
<tr>
<td>Posts</td>
<td>India</td>
<td>Uzbekistan</td>
<td>Japan</td>
<td>UAE</td>
</tr>
<tr>
<td>Views</td>
<td>Jordan</td>
<td>Qatar</td>
<td>-</td>
<td>Japan</td>
</tr>
</tbody>
</table>

*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.

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.

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.

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

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.

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

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

Bahrain

Bhutan

Jordan

Saudi Arabia

Kazakhstan

Chinese Taipei

Japan

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

<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>40.2k</td>
<td>1.7%</td>
<td>1.7</td>
<td>0.5%</td>
</tr>
<tr>
<td>Instagram</td>
<td>8.9k</td>
<td>12.5%</td>
<td>1.0</td>
<td>3.7%</td>
</tr>
<tr>
<td>Twitter</td>
<td>4.5k</td>
<td>-</td>
<td>1.7</td>
<td>0.1%</td>
</tr>
<tr>
<td>YouTube</td>
<td>496</td>
<td>-</td>
<td>4.0*</td>
<td>-</td>
</tr>
</tbody>
</table>

*YouTube data shows videos per month

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

Continent Breakdown
Europe: best-performing NOCs

<table>
<thead>
<tr>
<th>Platform</th>
<th>Romania</th>
<th>Austria</th>
<th>Great Britain</th>
<th>Czech Republic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td></td>
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</tr>
<tr>
<td>Size</td>
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<td>Posts</td>
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<td>Views</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engagement rate*</td>
<td>Romania</td>
<td>Albania</td>
<td>Ukraine</td>
<td>-</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Social Media 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>4.4k</td>
<td>1.3%</td>
<td>0.5</td>
<td>0.6%</td>
</tr>
<tr>
<td>Instagram</td>
<td>1.1k</td>
<td>5.2%</td>
<td>0.4</td>
<td>1.9%</td>
</tr>
<tr>
<td>Twitter</td>
<td>631</td>
<td>-</td>
<td>0.7</td>
<td>0.01%</td>
</tr>
<tr>
<td>YouTube</td>
<td>3.0k</td>
<td>-</td>
<td>5.1*</td>
<td>-</td>
</tr>
</tbody>
</table>

* YouTube data shows videos per month

In relation to all NOCs in Oceania with identified social media accounts.
### Oceania: best-performing NOCs

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>Australia</td>
<td>Australia</td>
<td>Australia</td>
<td>New Zealand</td>
</tr>
<tr>
<td>Size</td>
<td>New Zealand</td>
<td>Australia</td>
<td>Australia</td>
<td>New Zealand</td>
</tr>
<tr>
<td>Posts</td>
<td>Australia</td>
<td>Australia</td>
<td>Australia</td>
<td>New Zealand</td>
</tr>
<tr>
<td>Views</td>
<td>Australia</td>
<td>New Zealand</td>
<td>-</td>
<td>New Zealand</td>
</tr>
<tr>
<td>Engagement rate*</td>
<td>Papua New Guinea</td>
<td>New Zealand</td>
<td>New Zealand</td>
<td>-</td>
</tr>
</tbody>
</table>

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

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
- Asia: 4.0m
- Africa: 0.5m
- Oceania: 0.9m
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

- Africa: 82% Facebook, 4% Instagram, 14% Twitter, 1% YouTube
- Americas: 60% Facebook, 13% Instagram, 26% Twitter, 2% YouTube
- Asia: 74% Facebook, 8% Instagram, 18% Twitter, 2% YouTube
- Europe: 59% Facebook, 15% Instagram, 24% Twitter, 2% YouTube
- Oceania: 70% Facebook, 16% Instagram, 13% Twitter, 1% 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

- 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
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

<table>
<thead>
<tr>
<th></th>
<th>Olympians A</th>
<th>Olympians B</th>
<th>Olympians C</th>
<th>Olympians D</th>
<th>Olympians E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media performance A</td>
<td>66%</td>
<td>18%</td>
<td>9%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Social media performance B</td>
<td>27%</td>
<td>34%</td>
<td>26%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Social media performance C</td>
<td>2%</td>
<td>21%</td>
<td>31%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Social media performance D</td>
<td>2%</td>
<td>13%</td>
<td>20%</td>
<td>35%</td>
<td>31%</td>
</tr>
<tr>
<td>Social media performance E</td>
<td>2%</td>
<td>13%</td>
<td>14%</td>
<td>24%</td>
<td>51%</td>
</tr>
</tbody>
</table>

### Social media performance vs connectivity

<table>
<thead>
<tr>
<th></th>
<th>Connectivity A</th>
<th>Connectivity B</th>
<th>Connectivity C</th>
<th>Connectivity D</th>
<th>Connectivity E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media performance A</td>
<td>53%</td>
<td>31%</td>
<td>8%</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Social media performance B</td>
<td>28%</td>
<td>28%</td>
<td>28%</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Social media performance C</td>
<td>10%</td>
<td>23%</td>
<td>23%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>Social media performance D</td>
<td>8%</td>
<td>10%</td>
<td>23%</td>
<td>25%</td>
<td>39%</td>
</tr>
<tr>
<td>Social media performance E</td>
<td>3%</td>
<td>8%</td>
<td>20%</td>
<td>33%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Redtorch Performance Matrix (RPM) plots NOCs based on their social media performance and their ranking for Olympians and connectivity.

NOCs in this quadrant are likely to be underperforming 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 lowest performing on social media and will also have a relatively low 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 likely to be overperforming as they are among the best-performing on social media, but will have a relatively low ranking for Olympians and/or connectivity.
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.
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
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
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
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: Yes 44%, No 56%
- Social media performance B: Yes 57%, No 43%
- Social media performance C: Yes 56%, No 44%
- Social media performance D: Yes 94%, No 6%
- Social media performance E: Yes 86%, No 14%
Average performance matrix by platform

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

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Connectivity</th>
<th>Olympians</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>97%</td>
<td>98%</td>
</tr>
<tr>
<td>B</td>
<td>90%</td>
<td>84%</td>
</tr>
<tr>
<td>C</td>
<td>85%</td>
<td>97%</td>
</tr>
<tr>
<td>D</td>
<td>88%</td>
<td>89%</td>
</tr>
<tr>
<td>E</td>
<td>76%</td>
<td>70%</td>
</tr>
</tbody>
</table>
Overview: by performance

- **Average size**: 8.9k
- **Average growth rate**: 1.6%
- **Average daily posting frequency**: 1.0 Post per day
- **Average engagement rate**: 0.6%
## Average performance matrix by continent

<table>
<thead>
<tr>
<th>Continent</th>
<th>Size</th>
<th>Growth rate</th>
<th>Daily posts</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>2.9k</td>
<td>3.8%</td>
<td>0.5</td>
<td>0.8%</td>
</tr>
<tr>
<td>Americas</td>
<td>7.9k</td>
<td>1.1%</td>
<td>1.4</td>
<td>0.2%</td>
</tr>
<tr>
<td>Asia</td>
<td>8.6k</td>
<td>2.4%</td>
<td>0.7</td>
<td>0.8%</td>
</tr>
<tr>
<td>Europe</td>
<td>40.2k</td>
<td>1.7%</td>
<td>1.7</td>
<td>0.5%</td>
</tr>
<tr>
<td>Oceania</td>
<td>4.4k</td>
<td>1.3%</td>
<td>0.5</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
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**

- Group A
  - Social media performance: 97,259
  - Connectivity: 80,233
  - Olympians: 86,160
- Group B
  - Social media performance: 40,603
  - Connectivity: 12,877
  - Olympians: 14,056
- Group C
  - Social media performance: 6,736
  - Connectivity: 8,607
  - Olympians: 7,185
- Group D
  - Social media performance: 4,789
  - Connectivity: 4,788
  - Olympians: 4,380
- Group E
  - Social media performance: 1,738
  - Connectivity: 1,624
  - Olympians: 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
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)
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.
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

Facebook

- 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.
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- 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.
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 know how our teams & athletes, the world’s best, are used to the big stage of the event. We stand together with our teams to offer our support and encouragement. Everyone is urged to stay home. Stay safe. Stay healthy. We are all in this together.

Learn More...
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
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

<table>
<thead>
<tr>
<th>Group</th>
<th>Connectivity</th>
<th>Olympians</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>Group B</td>
<td>90%</td>
<td>75%</td>
</tr>
<tr>
<td>Group C</td>
<td>71%</td>
<td>63%</td>
</tr>
<tr>
<td>Group D</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Group E</td>
<td>21%</td>
<td>36%</td>
</tr>
</tbody>
</table>
Overview: by performance

- **Average size**: 5.7k
- **Average growth rate**: 11.1%
- **Average daily posting frequency**: 0.8 Posts per day
- **Average engagement rate**: 3.0%
Average **performance matrix** by continent

<table>
<thead>
<tr>
<th></th>
<th>Africa</th>
<th>Americas</th>
<th>Asia</th>
<th>Europe</th>
<th>Oceania</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>649</td>
<td>7.8k</td>
<td>2.6k</td>
<td>8.9k</td>
<td>1.1k</td>
</tr>
<tr>
<td>Growth rate</td>
<td>13.1%</td>
<td>6.3%</td>
<td>17.2%</td>
<td>12.5%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Daily posts</td>
<td>0.2</td>
<td>1.1</td>
<td>0.7</td>
<td>1.0</td>
<td>0.4</td>
</tr>
<tr>
<td>Engagement rate</td>
<td>2.9%</td>
<td>1.9%</td>
<td>2.9%</td>
<td>3.7%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>
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)
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
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
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
**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

<table>
<thead>
<tr>
<th>Social media performance</th>
<th>Album</th>
<th>Photo</th>
<th>Video</th>
<th>IGTV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media performance A</td>
<td>26%</td>
<td>44%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Social media performance B</td>
<td>28%</td>
<td>45%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Social media performance C</td>
<td>23%</td>
<td>49%</td>
<td>19%</td>
<td>8%</td>
</tr>
<tr>
<td>Social media performance D</td>
<td>21%</td>
<td>56%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Social media performance E</td>
<td>14%</td>
<td>72%</td>
<td>10%</td>
<td>3%</td>
</tr>
</tbody>
</table>
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nigeriayolympic Did you know?
1993 African Player of the year Rashidi Yekini scored #TeamNigeria’s first ever World cup goal at the USA 1994 World Cup, in a 3-0 win over Bulgaria (This Iconic moment pictured followed that goal).

He went on to become the #football ‘super eagles’ greatest all-time.

#tuesdaytrivia #TuesdayQuiz #stayactivevisitnigeria

12w

the_mercyjordan_180

52 likes

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이 친구는 누구일까요?

이벤트 기간 : 20.3.25 ~ 3.31
당첨자 발표 : 20.4.2

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인용으로 팀달리를 이름고 있습니다. 과연 누구일까요?

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ksoc_official - 이벤트 참여 방법
1. 문제의 정답을 댓글로 작성해주세요.
2. 대한체육회 소셜미디어 각계절에
참여 후
친구만들 소문까지 내면 당첨확률 up!
• 이벤트 기간 : 3월 25일(수) ~ 3월 31일(목)
• 당첨자 발표 : 4월 2일(목)
• 이벤트 상품 : 바스킹린스 럭셔리 아
이스크림(10명)

참여는 대한체육회 TV 유튜브에서 확인해보세요

29w

Liked by olympic.kr and 373 others
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
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
Overview: by performance

Average size: 2.0k
Average daily posting frequency: 1.2 Posts per day
Average engagement rate: 0.1%
Average performance matrix by continent

<table>
<thead>
<tr>
<th>Continent</th>
<th>Size</th>
<th>Daily posts</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>258</td>
<td>0.2</td>
<td>0.07%</td>
</tr>
<tr>
<td>Americas</td>
<td>6.6k</td>
<td>2.0</td>
<td>0.04%</td>
</tr>
<tr>
<td>Asia</td>
<td>1.2k</td>
<td>0.4</td>
<td>0.13%</td>
</tr>
<tr>
<td>Europe</td>
<td>4.5k</td>
<td>1.7</td>
<td>0.12%</td>
</tr>
<tr>
<td>Oceania</td>
<td>631</td>
<td>0.7</td>
<td>0.01%</td>
</tr>
</tbody>
</table>
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
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
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
HBD to the first woman to win an Olympic wrestling gold medal, @helen_maroulis!

#olympicsreap 1984
Julius Korir scoops Gold in men's 3000m steeplechase. In 1982, he won the gold medal at the Commonwealth Games. Since then the title for this particular race has not been won by any Kenyan. #teamkenya

“Lots to learn. Going to keep working hard!”
@nagalsomit
bit.ly/3QWG99p
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
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
Overview: by performance

- Average size: 235
- Average videos per month: 3.8 Videos
- Average views per video: 927
Average performance matrix by continent

<table>
<thead>
<tr>
<th>Continent</th>
<th>Size</th>
<th>Videos per month</th>
<th>Views per video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>8</td>
<td>0.3</td>
<td>351</td>
</tr>
<tr>
<td>Americas</td>
<td>396</td>
<td>5.5</td>
<td>262</td>
</tr>
<tr>
<td>Asia</td>
<td>115</td>
<td>2.4</td>
<td>807</td>
</tr>
<tr>
<td>Europe</td>
<td>496</td>
<td>4</td>
<td>1.4k</td>
</tr>
<tr>
<td>Oceania</td>
<td>2.9k</td>
<td>5.1</td>
<td>343</td>
</tr>
</tbody>
</table>
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
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.
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

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

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

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

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

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

Africa

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of NOCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>1</td>
</tr>
<tr>
<td>Group B</td>
<td>13</td>
</tr>
<tr>
<td>Group C</td>
<td>13</td>
</tr>
<tr>
<td>Group D</td>
<td>27</td>
</tr>
</tbody>
</table>

Europe

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of NOCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>21</td>
</tr>
<tr>
<td>Group B</td>
<td>20</td>
</tr>
<tr>
<td>Group C</td>
<td>8</td>
</tr>
<tr>
<td>Group D</td>
<td>1</td>
</tr>
</tbody>
</table>

Asia

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of NOCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>11</td>
</tr>
<tr>
<td>Group B</td>
<td>9</td>
</tr>
<tr>
<td>Group C</td>
<td>8</td>
</tr>
<tr>
<td>Group D</td>
<td>12</td>
</tr>
<tr>
<td>Group E</td>
<td>4</td>
</tr>
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</table>

Oceania

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of NOCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>2</td>
</tr>
<tr>
<td>Group B</td>
<td>2</td>
</tr>
<tr>
<td>Group C</td>
<td>6</td>
</tr>
<tr>
<td>Group D</td>
<td>7</td>
</tr>
</tbody>
</table>

Americas

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of NOCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>5</td>
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<tr>
<td>Group B</td>
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<tr>
<td>Group C</td>
<td>10</td>
</tr>
<tr>
<td>Group D</td>
<td>9</td>
</tr>
<tr>
<td>Group E</td>
<td>4</td>
</tr>
</tbody>
</table>
NOCs by continent and Olympians groups

Africa

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

Europe

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

Asia

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

Oceania

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

Americas

- Group A: 8
- Group B: 5
- Group C: 13
- Group D: 8
- Group E: 7
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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