

THE SOCIAL WINTER GAMES

SOCIAL MEDIA ANALYSIS ON PYEONGCHANG 2018

IN PARTNERSHIP WITH  hookit

EXECUTIVE SUMMARY

You have downloaded a summary of Sportcal Media's Social Winter Games Report, including the full table of contents.

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Social media is a crucial communication channel for partners, federations, athletes, committees and anyone involved in a major sports event like the Winter Olympics.

Sportcal Media has teamed up with **Hookit** to delve into the metrics behind the 2018 Winter Games social media activity. We examine the platforms as well as stakeholder accounts, grouped into Organisations (including IFs, IOC & NOCs) Partners & Athletes, to discover who has come out on top of numerous rankings from most posts & most interactions to most account followers & most follower growth over the Games period (9th – 25th February 2018). We also interrogate daily activity across the various platforms to better understand whether event schedules and successes correlate with activity and interactions.

We answer the following and much, much more...

Which **stakeholder** drew the most interactions from a single post across the 2018 Games?

Which **International Federation** was most active during PyeongChang 2018?

How many followers were gained during the Games by **TOP partner** and **local partner** accounts?

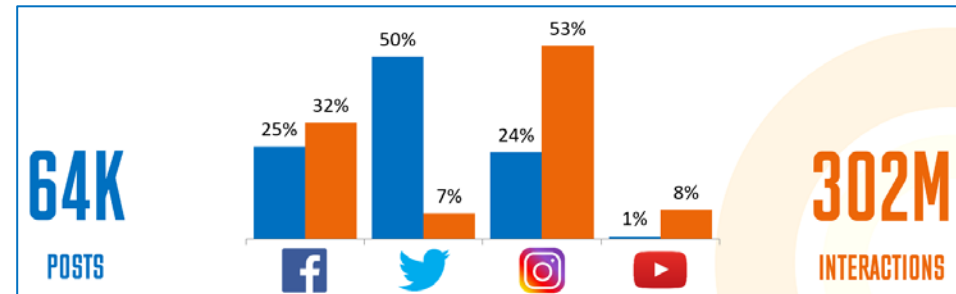
Which **sports & athletes** were most active, and which were most engaging?

Who topped the **National Olympic Committee** interactions podium?

Which **platform** enjoyed the most activity and which saw the most follower growth?



- From **half** the number of posts, Instagram generated over **4 times** more new followers and nearly **8 times** more interactions than Twitter



- The **highest scoring athlete** generated over **10 times** the volume of engagement per post than the top ranking organisation & partner



- The **Canadian Olympic Committee** was the **most engaged-with** (21 million interactions) NOC as well as the **most active** (4,096 posts)

- **Instagram** generated the **most new followers** – a net gain of 11.65 million followers for the analysed accounts during the Games



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- Gain a comprehensive knowledge of all social media metrics and follower growth statistics of stakeholders at the biggest global sports event of 2018 so far



- Analysis and rankings across all metrics on all platforms in each of the above categories.
- How do your social media numbers compare?
- Understand which sports and which of their athletes are most active and driving the most engagement on Facebook, Twitter, Instagram and YouTube
- Investigate which of the social media platforms were being used most by stakeholders, which saw the most engagement and which generated the most new followers across PyeongChang 2018

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