THE SOCIAL WINTER GAMES 2018
REPORT TWO

Throughout the 2018 Winter Olympic Games, Sportcal and Hookit will combine to analyse social media activity from all competing athletes, official partners and international federations.

DAYS 5 - 7:

Top Post
Total Interactions

US snowboarder **Shaun White** again had the most engaged-with post. Between days 5 and 7 his video, recorded just before his gold medal-winning effort, generated over **2.5 million interactions,** over three times the volume of the next most engaged-with post.

shaunwhite • Follow
PyeongChang

shaunwhite Finals about to go down! Let's do this😎 #Olympics #Finals
Load more comments
abner_g_morales You're the best bud..! 👏
ngsolez @tychandler3 500k
cade.reed33 @ngsolez what's 500k?
ngsolez @cade.reed33 number of followers he gained
camnhud_dad 👏
chura_1212 Congratulations 👏 very very nice👍☺ So cool!! ❤👏🏂
magnus.khan boi
ryancollins95 #timesup
azhiaziam 👏👏👏👏
jamescrivelli The legend🏂🙌
liz_n_eric @_elise.michelle thank you!

Snowboard Halfpipe

Partner Podium
Total Interactions

Of the Games partners, **Toyota** retained its place at the top of the podium. It generated more than **780k social media interactions** from **26** posts, while **Alibaba** climbed one step to second with **78k interactions** from **34** posts.

TOYOTA
Alibaba Group
Coca-Cola

2 — 1 — 3

Main account of each brand tracked

Federation Buzz
Total Interactions

The **International Ski Federation** topped the charts between days 5 and 7 with **109k interactions** from 118 posts, an average of 920 interactions per post. This average per post figure was beaten only by the **International Biathlon Union,** which recorded an average of 931 interactions for each of its 13 posts. The IIHF and ISU took second and third spots overall, with 64k and 30k interactions respectively.

#	Federation	Interactions	Average
1	FIS	108,541	Ave. 920 per post
2	IIHF	64,127	Ave. 238 per post
3	ISU	30,427	Ave. 234 per post
4	WORLD CURLING	15,788	Ave. 164 per post
5	IBU	12,103	Ave. 931 per post
6	FIL	8,735	Ave. 121 per post
7	IBSF	5,020	Ave. 84 per post

Athlete Ranking
Total Interactions

US snowboard star **Shaun White** led the way in terms of athlete interaction. From just **7** posts he generated **3.1m interactions,** an average of 445k per post. This was some way ahead of the second-placed **Adam Rippon**, who had **760k interactions** and third-placed **Gus Kenworthy** on **281k interactions,** completing a US 1-2-3. White generated 11 times more interactions than his third-placed compatriot. **Snowboarding** dominated the top five, with White at top and positions four and five also taken by the sport.

Shaun White — Snowboard Halfpipe

Adam Rippon — Figure Skating

Gus Kenworthy — Freestyle Skiing Slopestyle

Marcus Kleveland — Snowboard Slopestyle

**Scotty James** — Snowboard Halfpipe

The Social Team Award
Total Interactions

Team USA continued to dominate the social team standings, unsurprising given they had the top three individual athletes. The **5.5 million interactions** generated from **969 posts** was more than ten times the amount of second-placed **Norway** with **523k interactions**, albeit from just 48 posts, an average of 10,891 interactions per post, nearly double the rate of the USA. Team **Canada** rounded out the top three with **451k interactions**.

Germany, in third place over the opening 4 days, slipped down to 7th over the latest 3 days.

1 — 5.5M INTERACTIONS — 969 POSTS

2 — 523K INTERACTIONS — 48 POSTS

3 — 451K INTERACTIONS — 478 POSTS
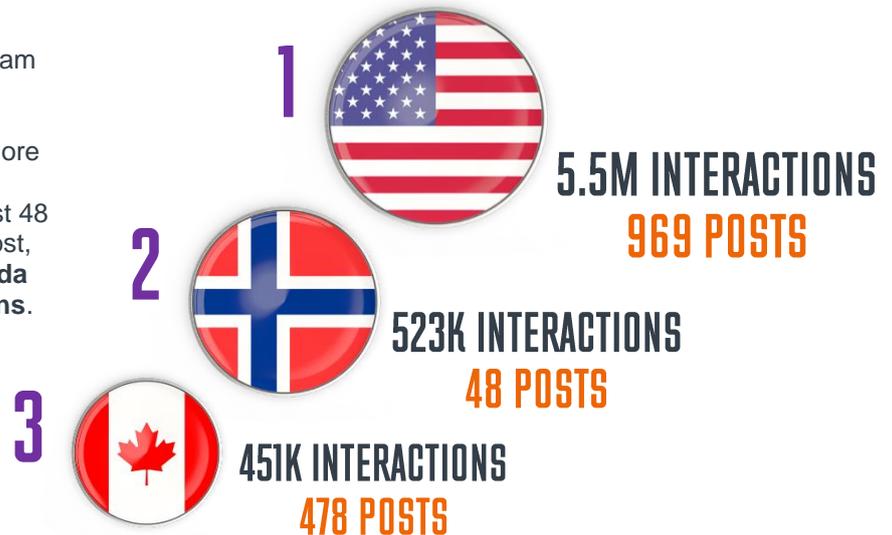
4 — 433K INTERACTIONS 127 POSTS

5 — 274K INTERACTIONS 64 POSTS

6 — 255K INTERACTIONS 55 POSTS

7 — 208K INTERACTIONS 152 POSTS

8 — 193K INTERACTIONS 51 POSTS

9 — 191K INTERACTIONS 70 POSTS

10 — 150K INTERACTIONS 121 POSTS

About:

sportcal | Media

Sportcal has transformed the way clients' access information on global sports Media Rights and Deals. This specialist platform is built with the intention of providing you with extensive, reliable, data-rich content that will empower you to make informed analytical media decisions with confidence.
More about Sportcal Media

ⓘhookit

Hookit is the leading sponsorship analytics and valuation platform. As consumption and fan engagement of sports grows exponentially on social and digital media, Hookit helps brands to maximize sponsorship investments and empowers athletes, teams, leagues and federations to prove and increase their value to sponsors.
More about Hookit

Sportcal will be launching a full and comprehensive 2018 Winter Games social media report in the coming weeks, so watch out for an announcement soon.

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