THE SOCIAL WINTER GAMES 2018
REPORT THREE

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 8 - 11:

Top Post
Total Interactions

For the first time, Shaun White didn't have the most engaged-with post as that was taken by **Lindsey Vonn**. The US skier's Instagram video of a training run generated over **1.85 million interactions**.

lindseyvonn • Follow
South Korea

lindseyvonn Back in the starting gate...Life is full of peaks and valleys but the focus remains the same. #nevergiveup

Alpine Skiing
(Speed)

Partner Podium
Total Interactions

For partners of the Games, **Toyota** retained its place at the top of the podium with over **451k interactions** from its **44 posts**. Coca-Cola appeared in the top three again and **Omega** made its first appearance on the podium of the Games with over **74k interactions** from **19 posts**.

TOYOTA

Coca-Cola

Ω **OMEGA**

2 | 1 | 3

Main account of each brand tracked

Federation Buzz
Total Interactions

The **International Skating Union** generated the most social media interactions among the Winter Olympic Federations. A total of **172k interactions** over days 8-11 was comfortably ahead of FIS in second place and IBU in third place, with most interactions coming from its Figure Skating account.
The IBU achieved an average of 3,935 interactions from its 19 posts.

1	ISU	**171,812** Ave. 944 per post
2	FIS	**139,161** Ave. 729 per post
3	IBU	**74,767** Ave. 3,935 per post
4	IIHF	**74,309** Ave. 171 per post
5	IBSF	**16,840** Ave. 174 per post
6	WORLD CURLING FEDERATION	**8,503** Ave. 87 per post
7	FIL	**6,269** Ave. 232 per post

Athlete Ranking
Total Interactions

Team USA dominated the athlete rankings for interactions in days 8-11, but Shaun White didn't appear after leading in the first week. **Lindsey Vonn** topped the rankings with **2.26 million interactions** from **17 posts**, an average of **133k per post**.

Figure skating's **Shibutani** siblings both appeared in the top five, while Polish ski jumper **Piotr Zyla** was the only non-US athlete, receiving **1.55 million interactions** from just **13 posts**, averaging **120k per post**.
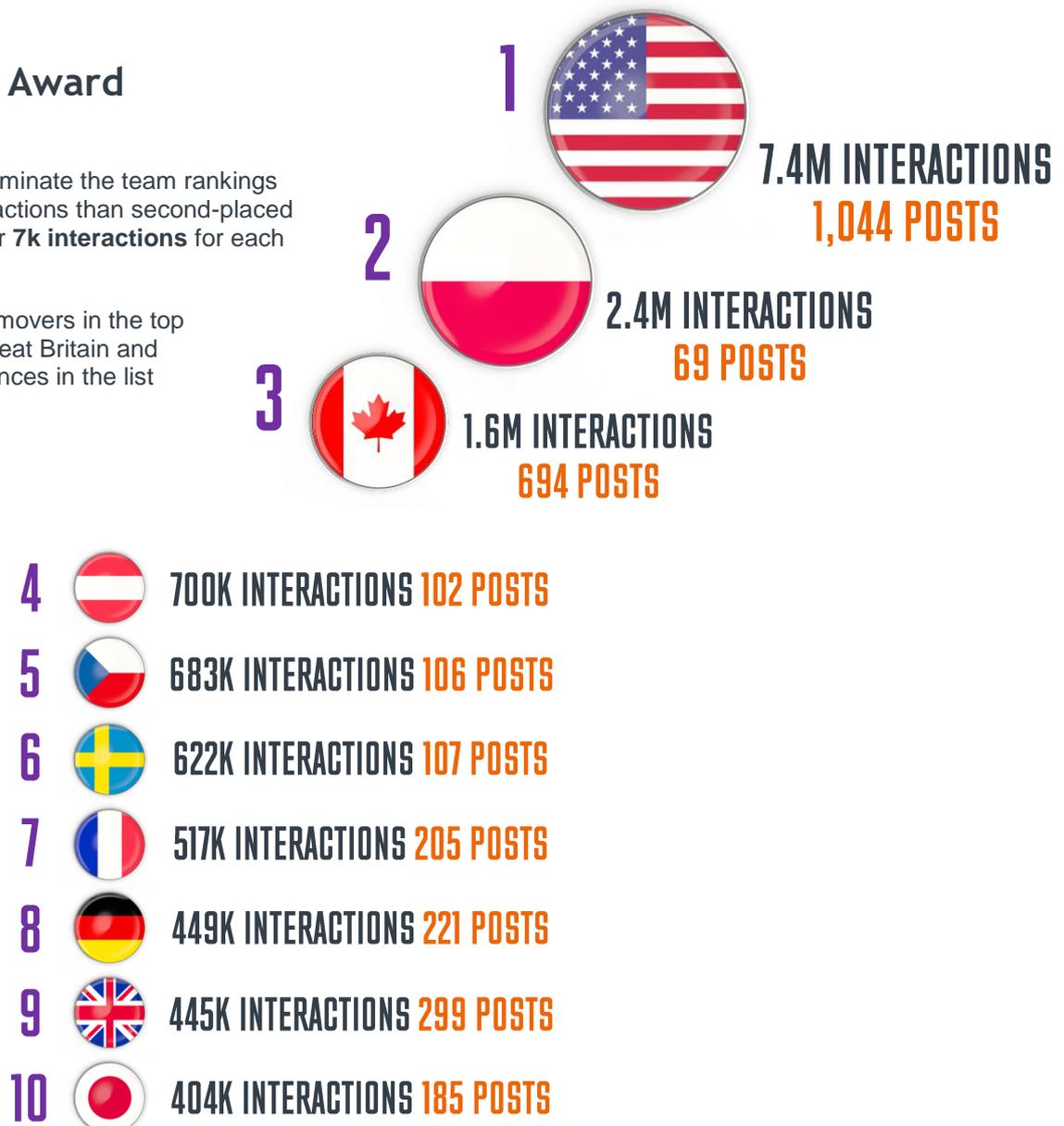
Lindsey Vonn

Piotr Zyla

Maia Shibutani

Gus Kenworthy

Alex Shibutani
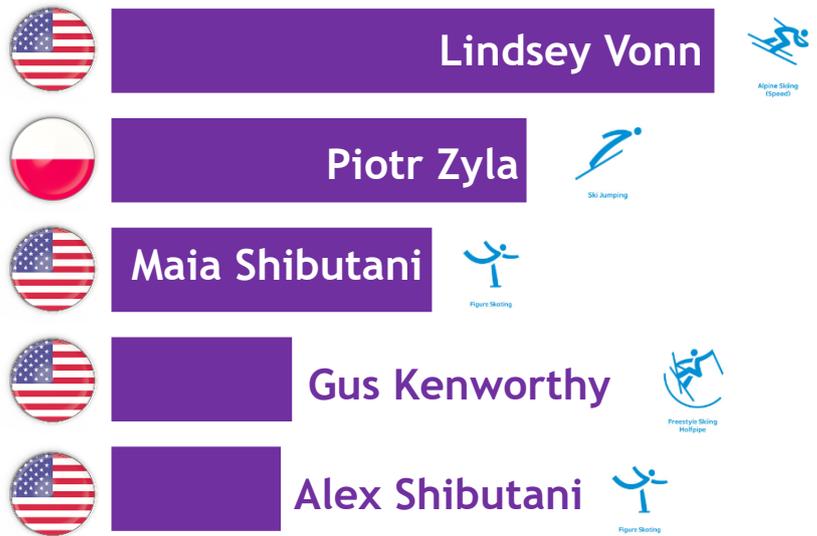
The Social Team Award
Total Interactions

Team USA continued to dominate the team rankings with three times more interactions than second-placed Poland. USA averaged over **7k interactions** for each of its **1,044 posts**.

There were plenty of other movers in the top 10 with Czech Republic, Great Britain and Japan making first appearances in the list during the 2018 Games.

1 7.4M INTERACTIONS 1,044 POSTS

2 2.4M INTERACTIONS 69 POSTS

3 1.6M INTERACTIONS 694 POSTS

4 700K INTERACTIONS 102 POSTS

5 683K INTERACTIONS 106 POSTS

6 622K INTERACTIONS 107 POSTS

7 517K INTERACTIONS 205 POSTS

8 449K INTERACTIONS 221 POSTS

9 445K INTERACTIONS 299 POSTS

10 404K INTERACTIONS 185 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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