

THE SOCIAL WINTER GAMES 2018

REPORT FOUR

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 12 - 14:

Top Post

Total Interactions

Between days 12 and 14, athletes did not have the most engaged-with posts. The **German Olympic Sports Confederation (DOSB)** posted a Facebook video of its men's ice hockey team defeating Sweden to reach the semi-finals which generated **492k interactions**. IOC TOP partner Coca-Cola did generate over 1 million interactions from a YouTube video, but this was a promotion for the upcoming Fifa World Cup.



Ice Hockey



Partner Podium

Total Interactions

Coca-Cola continued its push up the podium rankings, taking top spot between days 12 and 14 with more than **1.1 million** interactions from **82 posts**. The third step on the podium was not taken by an IOC TOP partner, but an Official Supporter of PyeongChang 2018, **Airbnb**. From just **6 posts** it generated more than **60k interactions**.



Main account of each brand tracked

Federation Buzz

Total Interactions

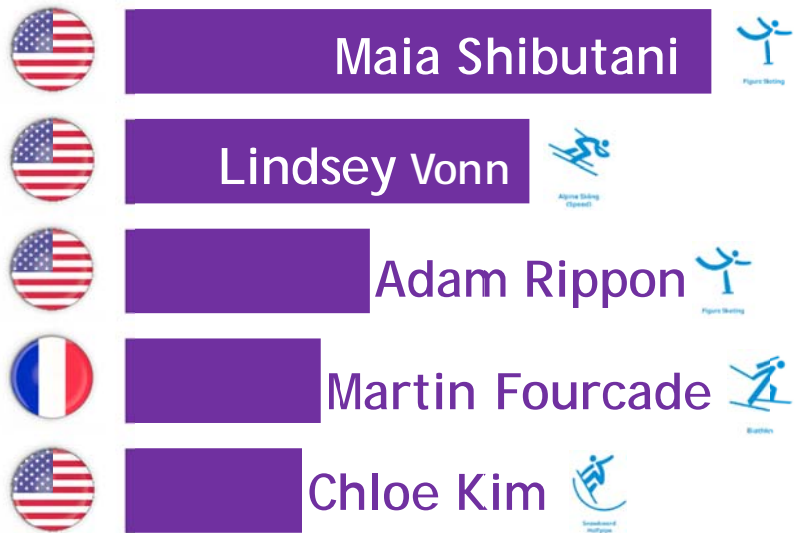
The **International Ski Federation** once again generated the most social media interactions. The **127k** it generated was some 28% higher than second-placed International Ice Hockey Federation and 33% more than third-placed International Skating Union. The **International Biathlon Union** had the highest average number of interactions per post, with **1622** for each of its **10 posts**.

1		127,057 Ave. 941 per post	5		16,224 Ave. 1622 per post
2		99,522 Ave. 301 per post	6		8,002 Ave. 94 per post
3		95,501 Ave. 707 per post	7		2,663 Ave. 205 per post
4		31,676 Ave. 440 per post			

Athlete Ranking

Total Interactions

Once again Team USA dominated the athlete rankings, taking four of the top five places. **Maia Shibutani** led the way with **883k interactions** from **36 posts**, though second-placed Lindsey Vonn achieved more interactions on average per post of the two, at nearly **47k** per post from her 13 posts. Chloe Kim made the top 5 from just 4 posts, generating **267k interactions** at an average of **67k per post**.

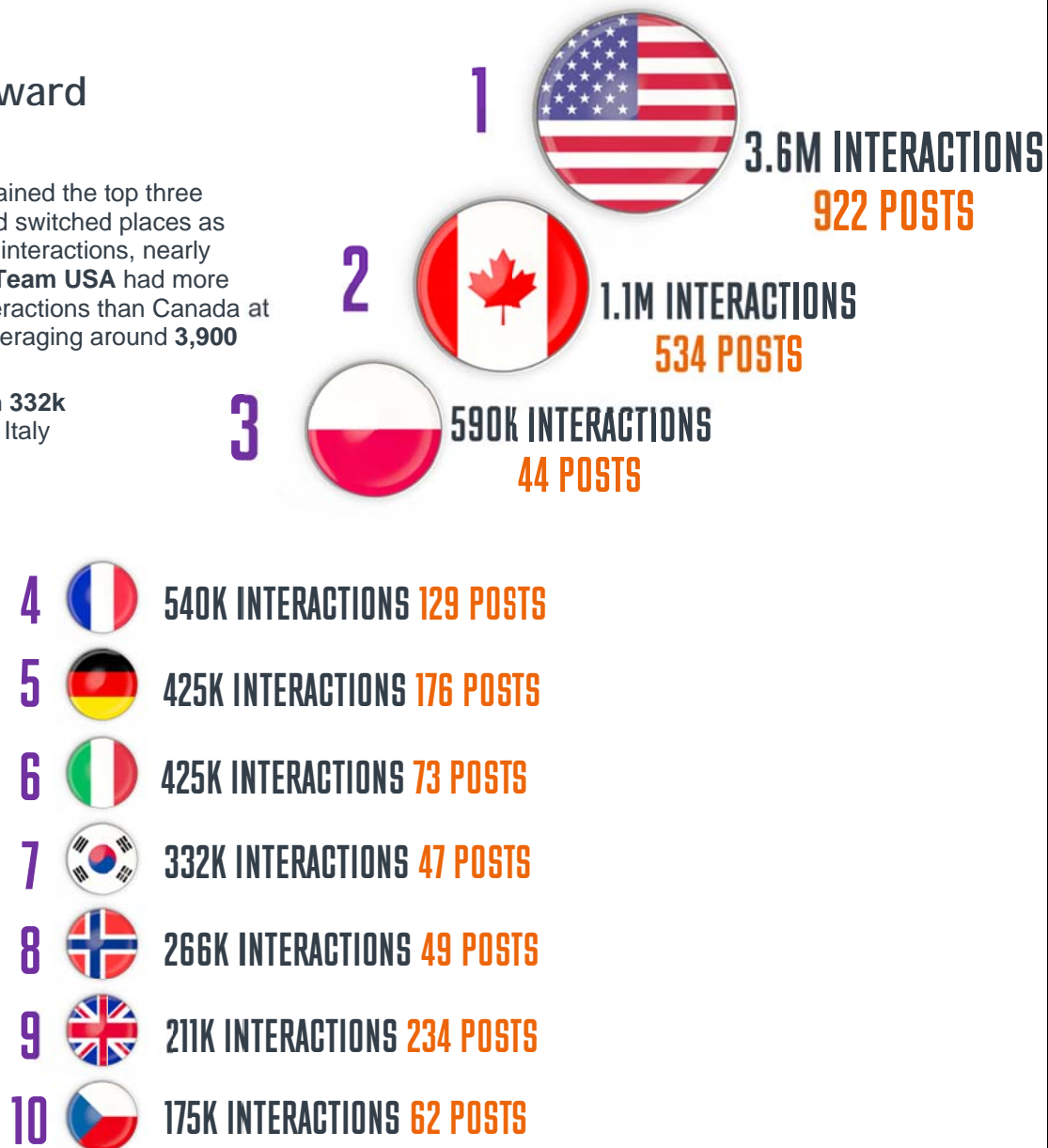


The Social Team Award

Total Interactions

USA, Poland and Canada remained the top three teams, though second and third switched places as Canada generated **1.1 million** interactions, nearly double the amount of Poland. **Team USA** had more than 3 times the number of interactions than Canada at **3.6 million** from **922 posts**, averaging around **3,900 per post**.

Hosts Korea were seventh with **332k** interactions, while Norway and Italy also made it into the top 10.



About:



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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