

# THE SOCIAL WINTER GAMES 2018

## REPORT FIVE

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

### DAYS 15 - 18:

#### Top Post

Total Interactions

Across the final four days of the Games, it was the **IOC** that had the most engaged-with post. Its Facebook post reliving the exploits of the Jamaican Bobsleigh team in 1988, which later inspired the movie 'Cool Runnings', generated **1.9 million interactions**. This is 66% more than the second most engaged-with post.



Bobsleigh

Olympic is with IBSF - International Bobsleigh & Skeleton Federation and 2 others. 24 February at 07:49 · €

30 years ago already! The unforgettable and inspiring story of the Jamaican Bobsled Team 🇯🇲

#### Partner Podium

Total Interactions

**Alibaba** took top spot on the podium between days 15 and 18, with **338k interactions**, narrowly ahead of second-placed Intel with **332k**. However, Alibaba's interactions came from just **53 posts**, whereas Intel posted more than double that amount (119). Omega returned to the podium with 170k interactions.



Main account of each brand tracked

#### Federation Buzz

Total Interactions

The **International Ice Hockey Federation** topped the federation social media interaction with **203k interactions** from **267 posts**, as the final four days took in the semi-finals, bronze medal match and final of the men's competition. This was more than double second-placed FIS. Though the IBU only ranked fifth in terms of interactions, it averaged **1,943** per post from its **12 posts**, the highest average of all seven federations.

1		<b>203,266</b> Ave. 761 per post	5		<b>23,315</b> Ave. 1943 per post
2		<b>98,582</b> Ave. 1202 per post	6		<b>13,019</b> Ave. 197 per post
3		<b>67,802</b> Ave. 526 per post	7		<b>4,555</b> Ave. 414 per post
4		<b>55,198</b> Ave. 665 per post			

## Athlete Ranking

### Total Interactions

For the first time in this series of reports, the USA had less than three athletes in the top five, though they still topped the ranking with **Maia Shibutani** generating **1.3 million interactions** from **30 posts**. The entire top five recorded more than 1 million interactions each. Figure skater Misha Ge from Uzbekistan rounded out the top five, gaining interactions and coverage for his K-Pop-inspired routine and gala exhibition selfie.

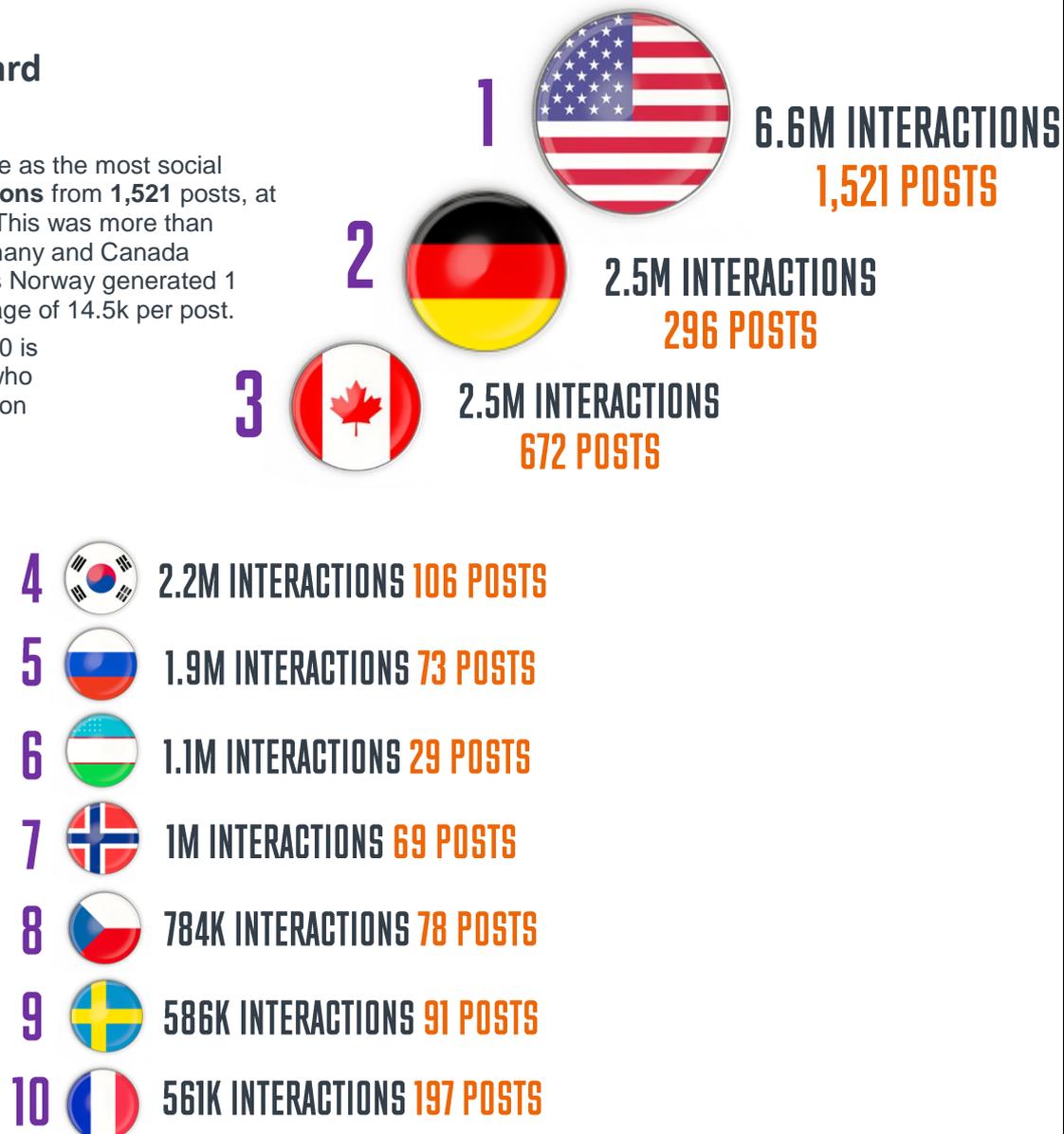


## The Social Team Award

### Total Interactions

**Team USA** maintained its place as the most social team with **6.6 million interactions** from **1,521 posts**, at an average of 4,344 per post. This was more than second- and third-placed Germany and Canada combined. Medal table-toppers Norway generated 1 million interactions, at an average of 14.5k per post.

Uzbekistan's place in the top 10 is down to one man, Misha Ge, who was responsible for all 1.1 million interactions.



## About:

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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](#)

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## 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 comprehensive 2018 Winter Games Social Media Report in the coming weeks, so watch out for an announcement soon.**

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