

bcw

2021

International Sports Federations Social Media Ranking



Social Media

From Engagement to Expansion

Burson Cohn & Wolfe Sports (BCW Sports) is pleased to publish the 2021 International Sports Federations Social Media Ranking.

Published for the fifth year in a row, this ranking aims to capture the social media footprint of international sports federations (IFs) and provide insightful takeaways of how different content leads to different outcomes.

2021 should have been a re-awakening for sport and sport events after the impacts of COVID-19. However, with events still slow to come back, IFs have had to adjust how their respective sports are shared with the world and how they engage with their fans and partners. Social media has been the go-to-tool that has allowed the sport industry to engage online, and this last year has shown that this has been taken to a new level, with IFs not only showing rapid growth but a massive expansion in their online presence.

This year's ranking, as per previous years, includes international sports federations from both the Winter and Summer Olympic programmes. In addition, non-Olympic IFs have also been included, serving to increase the comparative and informative value of the IF Ranking.

On behalf of BCW Sports, I truly hope that you enjoy our findings. Share your thoughts by engaging with us at @bcwsport and use our hashtag #IFRanking.

Switzerland, January 2022



Tanya Heimlich-Ng Yuen
Senior Director
BCW Sports

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Executive Summary

While 2021 was expected to be the return of sport events, unfortunately COVID-19 continued to hinder the sport industry, allowing for only a few major events like Tokyo 2020 and EURO 2020 to take place albeit in a reduced capacity. This has led to many IFs turning up their social media presence, pushing virtual engagements on all levels and getting creative on content, including interaction such as athlete takeovers, interactive fan outreach and virtual events.

A summary of this year's ranking include the following:

The social media presence of the 41 Olympic Winter and Summer governing bodies as well as the 56 non-Olympic sport federations analysed in this ranking has grown immensely from 2020 till 2021. For the majority of IFs, the efforts made online reflect a significant boost in their digital transformations, showing an average growth increase of 36% on Instagram and 33% on Facebook. Increasing their social media presence has paid off immensely, with some IFs showing triple digit growth numbers. Notably, World Athletics increased its followers by 4 million (total 8' 135'451) - a 101% increase in the last year!

The Olympic Games have been a helpful tool in the growth of many IFs. However, it is still interesting to note that despite the background of Tokyo 2020 and Beijing 2022, this year's 10 most followed sport federations continue to include three non-Olympic sports. The International Cricket Council (ICC) kept its crown as the most followed IF, growing an additional 35% this year and increasing its total followers to 79'696'575. FIFA (41'082'790) and FIBA (13'909'368) held steady in second and third place. Interestingly, the two other non-Olympic sports in the overall top 10 include Teqball (International Teqball Federation, in seventh position, 6'288'971) and Cheerleading (International Cheer Union, in 10th position, 3'358'462), have made use of other virtual opportunities to engage with their members and maintain their position.

Additionally, the Olympic spotlight has been focused on new sports entering the Olympic summer programme for Paris 2024. While these newer IFs have been given a big position in the Olympic movement, interestingly the numbers show that these younger sport federations have yet to establish their social media presence compared to the traditional and more established IFs. Furthermore, when looking at summer IFs and winter IFs, it is interesting to note that even the strongest winter IFs have not been able to garner the social media presence as other summer IFs have. While winter IFs account for approximately 10% of the IFs in this ranking, one would imagine that at least one winter IF would break the top 10 list of every ranking.

Performance Indicators

When it comes to monitoring social media channels, there are a multiplicity of approaches. However, to generate meaningful insights about the digital performance of organisations, it is vital to have one consistent method.

For the 2021 IF Social Media Ranking, BCW Sports adopted a three-level analysis through which we measure all of the various digital interactions between an organisation and its followers.

We have totaled the different language and discipline accounts/pages of each international federation.

FIRST, we quantified the reach and the frequency of an organisation's social media behaviour. The impact of this one-way-aspect of communication is measured using the following parameters:

Number of followers: How many followers do the IFs have on each individual social media platform?

Growth: To what extent have the IFs been able to grow their followership in the last year?

Posts per day: How often are they trying to reach their followers?

SECOND, we quantified the consideration from IFs' posts. This aimed to answer the question of how many users have actually taken note of the output. To do so, we have applied two central units of measurement:

Views: How many users have looked at their posts?

Views per post: How effectively are the posts reaching their audience?

THIRD, we analysed the engagement that IFs have been able to generate with their output. How many followers have interacted with them?

Likes: How many likes have the followers given to IFs' posts?

Comments: How many comments have followers left on the IFs' posts?

Shares/retweets: How many times has content from the IFs been shared (Twitter: retweeted)?

Interactions per post: How many interactions do the IFs receive on average per post?

















Most indicators provide for an analysis for the period between the 1st of January and the 31st of December 2021. Some others, however, are specific snapshots and have been pulled in early January 2022. Data sources: Crowdtangle.com and Audiense.com.

The Overall Ranking

There are two things to keep in mind when viewing this year's BCW IF Social Media Ranking. First, an overall ranking is included - which summarises the IFs' strength on Instagram, Facebook, Twitter, LinkedIn, TikTok and YouTube - by looking at an aggregated number of followers and by quantifying their 'true reach', an algorithm-based formula measuring how many users the account actually reaches with its posts.

And second, in addition to the Olympic IFs, we also account for that are members of Global Association of International Sports Federations (GAISF) but not part of the Olympic programme. In the following analysis, Olympic and non-Olympics are first examined separately and then combined.














Most Followed International Sports Federations on Social Media Olympic IFs

Rank	Federation	Account Name/Username	Followers	Growth %
1		FIFA.com @FIFAcorn	41'082'790	9%
2		FIBA @FIBA	13'909'368	14%
3		Volleyball World @VolleyballWorld	9'246'511	70%
 +1		World Athletics @WorldAthletics	8'135'451	101%
 -1		World Rugby @WorldRugby	6'587'524	28%
 +1		Badminton World Federation @BWFmedia	5'133'983	65%
 -1		Union Cycliste Internationale @UCI_Cycling	3'799'447	16%
		World Table Tennis @WTTGlobal	2'365'613	56%
		United World Wrestling @Wrestling	2'121'027	31%
 -1		Fédération Équestre Internationale @FEI_global	2'083'157	14%

Most Followed International Sports Federations on Social Media Non-Olympic IFs

While FIFA continues to reign in the ranking of the Olympic IFs, The International Cricket Council (ICC) has also remained at the top of the non-Olympic IFs with almost 60 million followers across Instagram, Facebook, Twitter, TikTok and Youtube.

Like FIFA, most of the ICC's exceptional social media reach is based on the popularity of the sport in many parts of the world. The ICC frequently uses creative and entertaining content, last year this translated into an incredible 35% growth – a whopping 20'647'701 new followers!

Rank	Federation	Account Name/Username	Followers	Growth %
1		International Cricket Council @ICC	79'696'575	35%
2		International Teqball Federation @Teqball	6'288'971	66%
3		International Cheer Union @ICUcheer	3'358'462	-2%
4		International Automobile Federation @FIA	2'909'696	42%
NEW		Powerlifting Federation @IPF_tweet	852'059	n/a
 -1		International Federation of Bodybuilding and Fitness @IFBB_OFFICIAL	661'250	17%
7		International Chess Federation @FIDE_chess	556'044	103%
 -2		Federation Internationale de Motocyclisme @FIM_live	315'006	9%
 -1		World Dancesport Federation @DanceSportTotal	298'350	32%
NEW		International Federation of Muaythai Associations @IFMA_Muaythai	254'071	n/a

Data Captured
Source











01.01.2022
Sum of each federation's followers on Instagram, Facebook, Twitter, LinkedIn, TikTok and Youtube.

Most Followed International Sports Federations on Social Media Combined

As was the case in last year's report, combining the overall strengths of all Olympic and non-Olympic IFs together leads to an interesting insight: Three of the top 10 sports federations on social media are still not part of the Olympic programme.

The International Cricket Council (ICC) is the strongest IF on social media and is non-Olympic. The Dubai-based world governing body of Cricket counts a total of 79'696'575 followers across platforms, with a strong increase of 35% from last year, significantly more than second-placed FIFA (41'082'790) and third-placed FIBA (13'909'368). The other two non-Olympic sports in the overall top 10 are Teqball (International Teqball Federation, 7th, 6'288'971) and Cheerleading (International Cheer Union, 8th, 3'358'462).

The rest of the overall top 10 is full of the usual suspects and heavyweights that are also well-represented in the individual categories where Olympic and non-Olympic have not been combined. A striking insight is that there have not been any new IFs included in this list. The only changes in ranking came from World Athletics (8'135'451), which moved up one spot to reach fifth place on the list and BWF (5'133'983), which moved up two spots and is now in ninth place, while the International Cheer Union had a negative growth this year and moved down two spots to tenth place. However, a very interesting note is that the average growth among the top 10 most followed IFs stands at 40% with each of the top IFs followers in the millions.

Rank	Federation	Account Name/Username	Followers	Growth %
1		International Cricket Council @ICC	79'696'575	35%
2		FIFA.com @FIFAcOm	41'082'790	9%
3		FIBA @FIBA	13'909'368	14%
4		Volleyball World @VolleyballWorld	9'246'511	70%
+1 5		World Athletics @WorldAthletics	8'135'451	101%
-1 6		World Rugby @WorldRugby	6'587'524	28%
7		International Teqball Federation @Teqball	6'288'971	66%
+2 8		Badminton World Federation @BWFmedia	5'133'983	65%
9		Union Cycliste Internationale @UCI_Cycling	3'799'447	16%
-2 10		International Cheer Union @ICUcheer	3'358'462	-2%

International Sports Federations on Instagram











Instagram is often seen as being the land of filtered photos. However, this social media platform has been continuously growing its reputation for its high engagement rates.

In the past year, the top 10 most followed IFs on Instagram increased their total following by 6'665'742 to reach a total of 33'774'875 followers. An important reason for this increase is the impressive growth of World Athletics (1'879'247, +147%) and the Badminton World Federation (1'078'574, +142%).

In total, 82 IFs have a presence on Instagram with a combined following of 41'279'912.



Highest number of followers on Instagram

	Rank	Federation	Account Name/Username	Followers	Growth %
	1		International Cricket Council @ICC	2'1298'761	36%
+3	2		Volleyball World @VolleyballWorld	1'879'247	49%
+5	3		World Athletics @WorldAthletics	1'832'976	147%
-1	4		FIBA @FIBA	1'697'758	15%
-1	5		World Rugby @WorldRugby	1'694'124	25%
+1	6		FIA @FIA.official	1'353'923	47%
-1	7		UCI @UCI_Cycling	1'342'229	18%
NEW	8		Badminton World Federation @BWF.official	1'078'574	142%
+1	9		Olympic Wrestling @UnitedWorldWrestling	819'986	51%
NEW	10		International Judo Federation @JudoGallery	777'297	47%

Data Captured
Source

05.01.2022
Crowdtangle.com













Highest Follower Growth on Instagram

While a high follower count can add to brand credibility, it does not say too much about the impact and effectiveness of marketing campaigns and Instagram efforts. The follower growth rate, on the other hand, provides a good indication of whether the IF is expanding its reach and capturing new audiences.

For example, an IF gets 50 new followers in a month. If it started out with 500 followers, that means its growth rate was 10% - which is excellent. However, if it started out with 5'000 followers and got 50 new followers that month, the follower growth rate would only be 1%. This metric could indicate that your Instagram marketing is stagnating and it may be time to try a new strategy.

This year, Olympic Golf leads the ranking with a growth rate of 153%. However, it is important to note that its absolute increase in followers is 5,649, while second-placed World Athletics, which had a lower growth percentage, had an increase of 1'091'944 followers.

The Badminton World Federation increased its impressive growth of 2020 (87%) with a 142% increase in followers in 2021. World Skate Official led the ranking last year with a 98% increase, but its growth has stagnated in 2021 preventing it from breaking the top 10.

	Rank	Federation	Account Name/Username	Absolute	Growth %
NEW	1		Olympic Golf @OlympicGolfOfficial	5'649	153%
+2	2		World Athletics @WorldAthletics	1'091'944	147%
-1	3		Badminton World Federation @BWF.official	633'284	142%
NEW	4		AIBA - Boxing @AIBA_official	107'541	97%
NEW	5		IFAF @IFAFmedia	3'297	94%
NEW	6		FIDE @FIDE_chess	58'813	64%
	7		FIG Gymnastics @FIGymnastics	52'175	59%
NEW	8		World Taekwondo @WorldTaekwondo	71'600	54%
NEW	9		World Lacrosse @WorldLacrosseSport	3'866	53%
	10		Olympic Wrestling @UnitedWorldWrestling	277'695	51%



Most Posts Per Day on Instagram











A post's engagement, which is covered later in the document, depends on many different factors. One of them is the post frequency. Why is that?

Because the more an IF communicates, the more its audience is used to seeing its content and the more they are likely to engage with the IF. If the audience is familiar with seeing the IF regularly on their feed, they don't have to remember who the IF is, what the IF does and why they followed the IF.

By posting regularly, IFs are able to better connect with their audiences. By providing content or information they allow followers to not only engage but also better understand the activities of an IF and the sport.

Despite a significant decrease in posts, the ICC continues to dominate this ranking and is still the most active account with an average of 9.32 posts per day. The Badminton World Federation increased its activity on Instagram significantly and managed to close the gap between first and second place in 2021.

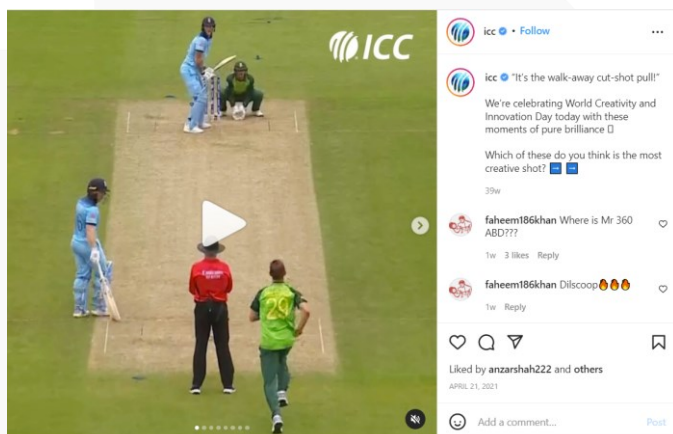
This year's additions to this list are FIA (3.27 ppd) and ITF Tennis (3.22 ppd).

	Rank	Federation	Account Name/Username	Total Posts	Posts per Day
	1		International Cricket Council @ICC	3'393	9.32
+1	2		Badminton World Federation @BWF.official	2'954	8.12
NEW	3		World Table Tennis @WTT	1'664	4.57
+2	4		IIHF @IIHFHockey	1'654	4.54
+2	5		Int Hockey Federation @FIHockey	1'566	4.30
+4	6		World Rugby @WorldRugby	1'372	3.61
-2	7		Olympic Wrestling @UnitedWorldWrestling	1'303	3.58
NEW	8		FIA @fia.official	1'190	3.27
-7	9		ITF Tennis @ITFtennis	1'173	3.22
-6	10		Volleyball World @VolleyballWorld	1'506	2.89



Most Views Per Video on Instagram











On Instagram, when a user views a video for more than three seconds it counts it as a video view and the video gets one view count. Instagram gives a lot of importance to video, as high video views ratios are prioritised in the platform's algorithm. This means that algorithm-friendly features bring higher views and higher views improve the boost any post gets through Instagram's algorithm.



The [post](#) celebrating World Creativity and Innovation Day with the most creative cricket shots is the most viewed IF video on Instagram.

In this category, another non-Olympic IF is on top of the charts: The International Cricket Council moved up one spot in the ranking this year with a total of 565,500,079 total views on Instagram. Despite a decrease in views, Teqball has continued to showcase its understanding of Instagram videos and has only moved down one spot to second place.

The biggest increase came from World Athletics, which moved up four spots in the ranking to take fifth place in this table.

	Rank	Federation	Account Name/Username	Total Views	Views per Video
+1	1	 International Cricket Council	International Cricket Council @ICC	565'500'079	592'767
-1	2	 FITEQ	Teqball @Teqball	102'091'981	354'486
+1	3	 Volleyball World	Volleyball World @VolleyballWorld	119'553'810	308'128
-1	4	 FIBA	FIBA @FIBA	78'419'755	278'084
+4	5	 World Athletics	World Athletics @WorldAthletics	12'318'594	208'790
+2	6	 BWF BADMINTON WORLD FEDERATION	Badminton World Federation @BWF.official	172'890'912	119'400
+3	7	 Olympic Wrestling	Olympic Wrestling @UnitedWorldWrestling	83'405'213	101'838
NEW	8	 International Judo Federation	International Judo Federation @JudoGallery	21'011'822	94'648
NEW	9	 IHF	IHF @IHF.official	18'989'535	85'155
-3	10	 World Rugby	World Rugby @WorldRugby	111'050'787	80'941



Most Interactions Per Post on Instagram

When a post generates a lot of interaction, this signals to the Instagram algorithm that the post is quality, engaging content that more people will want to see, so the Instagram algorithm will show it to more users.

However, it isn't always about how much engagement a post receives. In some cases, the Instagram algorithm cares more about how quickly a post receives its engagement, which is why smart hashtag use on Instagram is so important.



The [IF Instagram post](#) with the highest interaction statistics was posted by the ICC.

As was the case in 2020, the ICC continues to have a stronghold in this ranking, having increased its interactions per post from 96,692 in 2020 to 592,767 in 2021. The Badminton World Federation had a notable increase in 2021, moving up seven spots to second place with an average of 354,486 interactions per post.

New to this year's list are the International Judo Federation, the International Biathlon Union and FIA, taking the last three spots in this ranking.








Rank	Federation	Account Name/Username	Total Interactions	Interactions per post
1	 International Cricket Council	International Cricket Council @ICC	565'500'079	592'767
+7	 BADMINTON WORLD FEDERATION	Badminton World Federation @BWF.official	102'091'981	354'486
+4	 WORLD ATHLETICS	World Athletics @WorldAthletics	119'553'810	308'128
-2	 FITEQ	Teqball @Teqball	78'419'755	278'084
-2	 VOLLEYBALL WORLD	Volleyball World @VolleyballWorld	12'318'594	208'790
+4	 UNITED WORLD WRESTLING	Olympic Wrestling @UnitedWorldWrestling	172'890'912	119'400
-3	 FIBA	FIBA @FIBA	83'405'213	101'838
NEW	 INTERNATIONAL JUDO FEDERATION	International Judo Federation @Judogallery	21'011'822	94'648
NEW	 IBU	International Biathlon Union @BiathlonWorld	18'989'535	85'155
NEW	 FIA	FIA @FIA.official	111'050'787	80'941

International Sports Federations On Facebook

Although new platforms have been causing a stir for quite some time now, Facebook is still at the heart of most sport organisations' social media efforts and it is easy to see why: With the greatest number of followers across all social media platforms, the 93 active accounts of IFs increased their total following to 84'481'317.

This corresponds to a growth of 20'915'727 new users compared to 2020 where the average number of followers stands at 918'275.

Highest number of followers on Facebook

	Rank	Federation	Account Name/Username	Followers	Growth %
	1		International Cricket Council @ICC	33'335'013	45%
	2		FIBA @FIBA	9'186'201	6%
	3		FIFA @FIFA	4'839'212	7%
+2	4		Volleyball World @VolleyballWorld	4'334'980	89%
	5		Teqball @Teqball	3'920'051	30%
-2	6		International Cheer Union @InternationalCheerUnion	3'269'263	-2%
+3	7		World Athletics @WorldAthletics	2'090'947	96%
NEW	8		World Rugby @WorldRugby	1'986'657	29%
NEW	9		Badminton World Federation @BWFBadminton	1'588'531	90%
NEW	10		UCI @UnionCyclisteInternationale	1'412'117	19%

Data Captured
Source

31.12.2021
Crowdtangle.com

f Highest Growth of Page Likes on Facebook

Remember when the people who liked a Facebook page were still called 'fans'? Being familiar with the rapid change of social media requires constantly questioning and rethinking KPIs. As an example, is it still important to grow the number of Facebook followers? Yes, it's still important. A growing number of page likes means more and more people are liking a page and its underlying organisation, and thus an increasing number of people start interacting with it.

Looking at this ranking helps to understand which IF Facebook accounts are the up-and-coming ones. For the third year in a row, the category leader is a non-Olympic IF: The International American Football Federation (IAFF). This is mainly because the account is a relatively small and relatively young one. Early stages of growth obviously bring higher growth rates. The biggest absolute growth was achieved by World Athletics (1'023'059 new Facebook followers in 2021), followed by World Table Tennis (724'040).

	Rank	Federation	Account Name/Username	Followers	Growth %
	1		IAFF Media @IAFFMedia	1'341	353%
NEW	2		World Curling Federation @WorldCurlingFederation	81'863	237%
NEW	3		World Archery @WorldArchery	677'049	215%
NEW	4		FINA @FINA1908	709'025	187%
▼ -3	5		International Gymnastics Federation – FIG @FIG.gym	463'708	125%
NEW	6		World Table Tennis @WTT	724'040	112%
NEW	7		International Luge Federation @FILuge	9'717	104%
NEW	8		Federación Internacional de Pelota Vasca @PelotaVascaFIPV	13'925	102%
NEW	9		World Athletics @WorldAthletics	1'023'059	96%
▼ -1	10		Badminton World Federation @BWFBadminton	751'882	90%

Data Captured
Source




01.01.2021 - 31.12.2021
Crowdtangle.com

Most Posts Per Day on Facebook

Looking at how often IFs try to reach their followers on Facebook, one can see that the ICC remains by far the most industrious one. It averaged over 18 posts each day, (6,871 total posts in 2021), followed by BWF (7.79 per day) and FIA (4.99 per day).

As was the case in 2020, there is balanced chasing pack behind the ICC with both Olympic and non-Olympic IFs. The biggest increase came from the International Handball Federation, who took the fifth place in this year's ranking after not breaking into the top 10 in 2020. This is followed by FIA, who moved up five spots to take third place in the table.

Total activity on Facebook by IFs remains consistent, with a combined 63'412 posts on Facebook in 2021 and an increase in both total posts and posts per day in the top 10 ranking.

	Rank	Federation	Account Name/Username	Total Posts	Posts per Day
	1	 International Cricket Council	International Cricket Council @ICC	6'871	18.88
	2	 BADMINTON WORLD FEDERATION	Badminton World Federation @BWFBadminton	2'835	7.79
 +5	3	 FIA	FIA @FIA	1'815	4.99
 +2	4	 IIHF	International Ice Hockey Federation (IIHF) @IIHFHockey	1'765	4.85
NEW	5	 IHF	International Handball Federation - IHF @IHF.info	1'754	4.82
 -2	6	 F.I.D.E.	International Chess Federation @ChessFIDE	1'650	4.53
 +3	7	 FIH	International Hockey Federation (FIH) @FIHockey	1'636	4.49
 -3	8	 UNITED WORLD WRESTLING	United World Wrestling @UnitedWorldWrestling	1'505	4.13
NEW	9	 INTERNATIONAL FENCING FEDERATION	International Fencing Federation @fie.org	1'494	4.1
NEW	10	 world archery	World Archery @WorldArchery	1'347	3.7

Data Captured
Source

01.01.2021 - 31.12.2021
Crowdtangle.com

f Most Views Per Video on Facebook











Similarly to Instagram, when a user views a video for more than three seconds it is counted as a video view and the video gets one view count. Also, Facebook gives a lot of importance to video as high video views ratios are prioritised in the platform's algorithm.

As with so many other categories, ICC is still the lead and playing in its own league: More than 2.5 billion (!) video views have been generated by the cricket federation which is more than 1 million views per video (1'013'872). The most watched video, however, came from FINA and was viewed more than 128 million (!) times, generating more than 3.7 million interactions.

Another great video with lots of views comes from UCI with a mountain bike video that had almost 9 million views.



The most watched IF Facebook video: [FINA's post](#) showing one of the most difficult landings in the history of the sport by Team USA.

Rank	Federation	Account Name/Username	Video Views	Views per Video
1		International Cricket Council @ICC	2'580'304'963	1013'872
+6 2		FINA @FINA1908	295'579'620	752'111
NEW 3		UCI @UnionCyclisteInternationale	244'763'052	542'712
4		FIBA @FIBA	363'667'451	392'306
NEW 5		World Archery @WorldArchery	196'098'764	369'301
NEW 6		StrikeCloudApp @StrikeCloudBowling	20'232'645	306'555
NEW 7		World Table Tennis @WTT	304'666'807	300'757
-5 8		Volleyball World @VolleyballWorld	452'244'155	294'047
-7 9		Teqball @Teqball	77'891'749	271'400
-3 10		World Athletics @WorldAthletics	49'726'538	221'007











Most Interactions Per Post on Facebook

When a post generates a lot of interaction, this signals to the Facebook algorithm that the post is quality, engaging content that more people will want to see, so the Facebook algorithm will show it to more users. In other words: 'Quality before quantity' is crucial. If the quality comes with quantity, even better.

The latter continues to apply to the ICC, which delivered the IF social media content at the highest quality and the highest quantity. In terms of interactions, eight of the 10 posts with the highest interaction statistics across all IFs have been produced by the ICC, with each generating more than 1.3 million interactions.

The most engaging Facebook post was produced by FINA which gathered more than 3.7 million interactions.

All IFs combined garnered a total of 265'309'829 interactions (comments, likes and shares) on their 63'412 posts on Facebook in 2021.

	Rank	Federation	Account Name/Username	Total Interactions	Interactions per post
	1		International Cricket Council @ICC	565'500'079	592'767
NEW	2		FINA @FINA1908	102'091'981	354'486
NEW	3		FIFA @FIFA	119'553'810	308'128
-1	4		Volleyball World @VolleyballWorld	78'419'755	278'084
+2	5		World Athletics @WorldAthletics	12'318'594	208'790
-1	6		FIBA @FIBA	172'890'912	119'400
-3	7		Teqball @Teqball	83'405'213	101'838
-6	8		International Cheer Union @InternationalCheerUnion	21'011'822	94'648
NEW	9		World Archery @WorldArchery	18'989'535	85'155
NEW	10		WDSF DanceSport @wdsfidancesporttotal	111'050'787	80'941

Data Captured
Source

01.01.2021 - 31.12.2021
Crowdtangle.com










International Sports Federations on Twitter

Twitter is still a powerful communication tool for IFs. The social media platform is primarily used by IFs for sharing one-way information rather than engaging with the followers to a greater extent.

It is interesting to see that the number of followers for the 86 IF Twitter accounts increased by 5'312'189 in 2021, gathering a total of over 45'981'964 followers which still makes it the second-most powerful platform in the IF world (compared to the 84'481'317 total page likes of Facebook).



Highest Number of Followers on Twitter











	Rank	Federation	Account Name/Username	Followers	Growth %
	1	FIFA	FIFA.com* @FIFAcorn	24'993'192	5%
	2		International Cricket Council @ICC	14'404'315	27%
+1	3		World Rugby @WorldRugby	845'838	13%
-1	4		FIA @FIA	844'762	56%
	5		FIBA @FIBA	580'618	8%
	6		UCI @UCI_cycling	538'035	9%
NEW	7		BWF @BWFmedia	403'522	64%
+1	8		Volleyball World @VolleyballWorld	333'745	30%
-2	9		World Athletics @WorldAthletics	333'153	15%
	10		WBSC @WBSC	281'299	5%

Data Captured
Source

01.01.2022
Crowdtangle.com *We have totalled the different language accounts of FIFA.



Most Tweets Per Day

Rank	Federation	Account Name/Username	Total Tweets	Tweets per Day
1		International Cricket Council @ICC	100'146	24.04
2		FIBA @FIBA	103'849	22.34
3		FIFA.com @FIFAcOm	88'802	20.82
4		Volleyball World @VolleyballWorld	86'187	19.68
5		BWFScore @BWFScore	39'404	13.14
6		International Hockey @FIH_Hockey	45'299	11.06
7		World Rugby Sevens @WorldRugby7s	31'597	8.34
+1 8		FIBA3x3 @FIBA3x3	30'226	7.87
-1 9		World Athletics @WorldAthletics	34'772	7.51
10		The FEI @FEI_global	28'677	7.26

Data Captured
Source

01.01.2021 - 31.12.2021
Crowdtangle.com *We have totalled the different language accounts of FIFA.

It is clear that Twitter is one of the most indispensable news feeds for IFs, as it allows IFs to create valuable connections with a number of stakeholders in a mostly prosaic way.

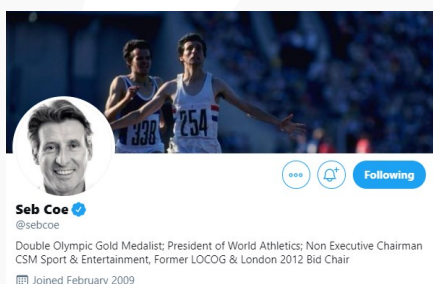
Similar to last year, FIFA is a dominant force when it comes to using Twitter. The football world governing body has several accounts dedicated to different languages and regions of the world that it mostly uses to post news and information in parallel. For this ranking, the individual accounts are added together.

The ICC is the only non-Olympic IF that made it into the top 10 of the most industrious tweeters, leading a strong quartet with FIBA, FIFA and FIVB. In the ranking of the most followed accounts above, ICC (second, 14'404'315) is joined by the International Automobile Federation (FIA, fourth, 844'762) in representing the non-Olympic federations.



Most Followed Federation Leaders on Twitter

This year we see presidents and executives from 32 of the 42 international sports federations with personal Twitter profiles. Looking at who is followed the most, Lord Sebastian Coe, despite a decrease in total followers since 2020, continues his reign at the top: The President of World Athletics and double Olympic gold medalist continues to be the only one in the six-figure range, seeing his followership slightly decreased from 119'767 in 2020 to 118'764 in 2021. Fatma Samoura, FIFA's General Secretary has moved to second place with 45'095 followers



The most followed IF executive on Twitter: Seb Coe ([@sebcoe](https://twitter.com/sebcoe)).

The rest have remained fairly constant over the past year, with the exceptions of the new additions to the list: Teqball President Borsányi Gábor (third, 34'968), FIA President Mohammed Ben Sulayem (fourth, 24'209), and Marius Vizer Jr, General Secretary of Teqball (fifth, 21'972).

ISA President Fernando Aguerre (ninth, 3'621) has overtaken President Riccardo Fraccari (tenth, 3'483). However, considering the small margin between them, the order could possibly change again soon.













Rank	Leader	Followers
1	Seb Coe @SebCoe	118'764
+1 2	Fatma Samoura @Fatma_Samoura	45'095
NEW 3	Borsányi Gábor @BorsanyiGabor	34'968
NEW 4	Mohammed Ben Sulayem @Ben_Sulayem	24'209
NEW 5	Marius Vizer Jr @MariusVizerJr	21'972
-2 6	Sir Bill Beaumont @BillBeaumont	12'687
-2 7	David Lappartient @DLappartient	6'695
-1 8	Marius Vizer @MariusVizer	5'288
9	Fernando Aguerre @FernandoAguerre	3'621
-2 10	Riccardo Fraccari @WBSCPresident	3'483

International Sports Federations On Other Platforms

The use of the professional networking platform LinkedIn has not been as relevant for IFs. However, some bigger IFs have been using LinkedIn to connect with the business side of sport and for recruiting purposes.

Still, they were able to attract an impressive number of followers with FIFA being far ahead of all the others (250'386 followers).

Most Followers on LinkedIn














Rank	Federation	Account Name/Username	Followers	Growth %
1		FIFA @FIFA	250'386	33%
2		International Cricket Council @ICC	58'486	26%
 +1	3	 FIA @FIA	46'814	60%
 -1	4	 FIBA @FIBA	46'791	18%
5		ITF @ITFTennis	29'909	17%
6		The FEI @FEI_global	23'697	38%
7		World Rugby @WorldRugby	18'984	38%
8		UCI @UCI_Cycling	17'666	66%
9		FINA @FINA1908	10'942	16%
10		World Athletics @WorldAthletics	8'375	24%

Data Captured
Source

01.01.2022
BCW proprietary tools

Most Subscribers on YouTube

YouTube is the main video platform on the internet, making it a popular content channel for marketers from any industry or organisational sphere. This also holds true for the world of IFs. There is no denying that a professional looking YouTube channel with engaging content can be a great way to expose a sport to a previously untapped audience. FIFA and ICC seem to have jumped on that train and continue to see growth on the platform, while other IFs, even those in the top 10, still have a lot of room for improvement.

Rank	Federation	Account Name/Username	Subscribers	Growth %
1		FIFATV @FIFATV	11'000'000	19%
2		International Cricket Council @CricketICC	9'000'000	21%
3		BadmintonWorld.tv @bwf	2'060'000	30%
4		FIBA @FIBA	1'739'000	24%
5		Volleyball World @videoFIVB	1'592'000	64%
6		World Rugby @WorldRugby	1'020'000	13%
7		FIG Channel @GymnasticsChannel	751'000	21%
 +2		World Athletics @WorldAthletics	670'000	55%
 -1		World Karate Federation @WKFKarateWorldChamps	609'000	18%
 -1		Official ITTF Channel @ittfchannel	573'000	15%

Data Captured
Source

01.01.2022
BCW proprietary tools

Looking at the channels with the most views per video on YouTube, the ICC (first, 738'030 views per video) and FIFA (second, 350'507) top the charts.

Behind the two heavyweights, there is the World Draughts Federation (FMJD, third, 206'297), the World Karate Federation (WKF, fourth, 89'128) and the World Dance Sport Federation (WDSF, fifth, 72'066).

Completing the list is BWF (sixth, 66'156), World Rugby (seventh, 48'774), FIVB (eighth, 44'854), the International Federation of Sport Climbing (IFSC, ninth, 40'416) and the UCI (tenth, 39'416).



Most followers on TikTok

TikTok is the platform that has seen the most growth in 2021. The TikTok channels have grown by 4'743'863 followers in 2021 with the 23 IFs on TikTok gathering a total of 9'192'293 followers. The overall growth rate of all TikTok accounts is 107%. Clearly, this platform needs to be taken seriously and is here to stay.

The two IFs leading this ranking are still World Athletics and ICC, followed by Teqball, which moved up three places in the last year and now has a total of 1.5 million followers. The new additions to the list this year are WBSC (tenth) and StrikeCloud Bowling (ninth).

Given the recent creation of most of the accounts, the growth rates from 2021 for TikTok have not been included as the variations are not statistically relevant.

	Rank	Federation	Account Name/Username	Followers	Growth %
+1	1		World Athletics @WorldAthletics	3'200'000	-
-1	2		International Cricket Council (ICC) @ICC	1'600'000	-
+3	3		Teqball @Teqball	1'500'000	-
-1	4		Volleyball World @VolleyballWorld	1'100'000	-
-1	5		World Rugby @WorldRugby	1'021'921	-
-1	6		FIBA @FIBA	659'000	-
	7		International Ice Hockey Federation @IIHFHockey	79'500	-
NEW	8		UCI @UCI_Cycling	10'400	-
NEW	9		StrikeCloud Bowling @StrikeCloudApp	7'674	-
NEW	10		WBSC @WBSC	3'998	-

Data Captured
Source

01.01.2022
BCW proprietary tools

For More Information

Thanks a lot for your interest in the 2021 BCW International Sports Federation Social Media Ranking.
For more information about the 2021 ranking, please do not hesitate to contact us.



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