

2020

# INTERNATIONAL SPORTS FEDERATIONS SOCIAL MEDIA RANKING

#IFRANKING



# SOCIAL MEDIA

## FROM SIDE STAGE TO MAIN STAGE

Burson Cohn & Wolfe Sports (BCW Sports) is pleased to publish the 2020 International Sports Federations Social Media Ranking.

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

2020 has been a year unlike any other for sports federations. Despite setback after setback, with cancellations and postponements of sporting events around the world, the year has been revolutionary for the whole sports industry. Since matches and tournaments were not taking place, sports fans had to look for other channels of engagement. They found what they were looking for on social media.

This year's ranking, as per previous years, includes international sports federations (IFs) from both the Winter and Summer Olympic programmes. In addition, for the first time, non-Olympic IFs have also been included. This should serve 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 2021



**Lars Haue-Pedersen**  
Managing Director  
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# WILL **NON-OLYMPIC** BE THE ONES TO BEAT?

It should have been the year of sporting mega-events, with athletes outperforming each other in the world's great stadiums and raving fans falling into each other's arms because of it.

But instead, it turned out to be the year of virtual engagement as a global health crisis pushed all interaction between stars, fans and rights-holders into the digital sphere, raising the role of social media from important to central.

IFs were forced to boost their digital transformation efforts which resulted in a significant growth of IF social media handles in general.

In 2020, 93 active IF handles could be found on Instagram. Together, IF Instagram followers grew by 7'568'280 (30'250'720 total followers; average growth rate of 16.42%).

The same tendency applied to Facebook where 105 IF accounts grew by 4'220'887 page likes (average growth rate: 9.35%). Facebook remains the most popular social media platform in the IF world with a total number of page likes of 63'565'590.

## **Two changes to the format**

This year's BCW IF Social Media Ranking has two key additions: Firstly, an overall ranking has been included, summarising the IFs' strength on Instagram, Facebook, Twitter, LinkedIn, TikTok and Youtube.

And secondly, in addition to Olympic IFs, those that are members of the Global Association of International Sports Federations (GAISF) but are not included on the Olympic programme are also being taken into account.

## **Non-Olympic Sports at the Top**

Summarising the overall strength of all Olympic and non-Olympic IFs brings exciting insights: Three of the top ten sports federations on social media are 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 59'048'874 followers across platforms which is significantly more than second-placed FIFA (37'758'132) and third-placed FIBA (12'233'101).

The other two non-Olympic sports in the overall top ten are Teqball (International Teqball Federation, 7th position, 3'793'708) and Cheerleading (International Cheer Union, 8th, 3'432'398).

Cricket, the bat-and-ball game, is one of the most popular sports in many regions of the world. Correspondingly, a remarkably large following on social media is hardly surprising.

However, what is rather surprising here is the performance of Teqball and Cheerleading. Both relatively young sports, they show an astonishing development which is well-reflected on social media.

Young(er) IFs, which have had to truly focus on increasing the popularity of their sport, have already gone through what many traditional IFs are forced to be going through right now: A digital transformation.

## **How to Improve in 2021?**

The pandemic year 2020 has confirmed that social media is not only a platform from which to showcase sport, but also a place where the true relationship with fans can start – and where a community can be cultivated.

Improving engagement, increasingly focusing on community building and opening up to new channels is the path to success. And most importantly: The days of using social media accounts as news platforms are over. Entertainment is a must!

Many of the young and often non-Olympic IFs have been taking this advice to heart for quite some time now which is why they are in the fast lane. If more traditional federations want to keep up, they have to act now. Otherwise non-Olympic IFs might soon become the new ones to beat.

# PERFORMANCE INDICATORS

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

For the 2020 IF Social Media Ranking, BCW Sports adopted a three-level analysis through which we are able to measure all of the various digital interactions between an organisation and its followers.

**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 with 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?

**True reach:** How many users do they actually reach with their posts?

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

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**SECOND**, we quantified the consideration from IFs' posts. This aimed at responding to the question of how many users have actually taken note of the output. In order 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?

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**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 of 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 2020. Some others, however, are specific snapshots – and have been pulled on January 1st, 2021.

# THE OVERALL RANKING

Two key changes have been made to this year's BCW IF Social Media Ranking. Firstly, an overall ranking is included, summarising 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 reach with their posts.

And secondly, not only Olympic IFs are taken into account, but also those that are members of GAISF, but not part of the Olympic programme. In the following analysis, Olympic and non-Olympics are first looked at separately and then combined.

## Most followed International Sports Federation on social media OLYMPIC IFS

Rank	Federation	Followers
1	 FIFA	37'758'132
2	 FIBA	12'233'101
3	 FIVB	5'431'537
4	 World Rugby	5'129'043
5	 World Athletics	4'038'496
6	 UCI UNION CYCLISTE INTERNATIONALE	3'264'180
7	 BWF BADMINTON WORLD FEDERATION	3'109'672
8	 FIH	1'898'727
9	 FEI	1'825'746
10	 IJF INTERNATIONAL JUDO FEDERATION	1'708'196

## Most followed International Sports Federation on social media NON-OLYMPIC IFS

While 'King Football' is reigning the ranking of the Olympic IFs, also the non-Olympic ranking is showing dominance at the top: The International Cricket Council (ICC) has almost 60 million followers across the platforms of Instagram, Facebook, Twitter, TikTok and Youtube.



Similar to the case of FIFA, most of the exceptional social media reach of the ICC is based on the popularity of the sport in many parts of the world. But not only: Time and time again, the ICC also convinces with creative and entertaining content. As an example, the video post of ICC on Facebook showing funny moments of and with star cricketer Chris Gayle was viewed more than 40 million times, generating over 2 million interactions. No other IF post generated as much reach and interaction in 2020. Also, the most engaging Instagram post of the year came from the Dubai-based federation.

Rank	Federation	Account Name/Username	Followers
1	 International Cricket Council	International Cricket Council @ICC	59'048'874
2	 FITEQ	International Teqball Federation @Teqball	3'793'708
3	 INTERNATIONAL CHEER UNION	International Cheer Union @ICUcheer	3'432'398
4	 FIA	International Automobile Federation @FIA	2'043'398
5	 IFBB	International Body Builder Federation @IFBB_OFFICIAL	562'789
6	 FIM	International Motorcycling Federation @FIM_live	288'258
7	 FIDE	World Chess Federation @FIDE_chess	273'958
8	 world DanceSport federation	World Dance Sport Federation @DanceSportTotal	225'409
9	 IFF	International Floorball Federation @IFF_Floorball	182'532
10	 AS	International Sambo Federation @SAMBOFIAS	151'371

## Most followed International Sports Federation on social media COMBINED

Putting the overall strengths of all Olympic and non-Olympic IFs together leads to exciting insights: Three of the top ten sports federations on social media are 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 59'048'874 followers across platforms which is significantly more than second-placed FIFA (37'758'132) and third-placed FIBA (12'233'101). The other two non-Olympic sports in the overall top ten are Teqball (International Teqball Federation, 7th, 3'793'708) and Cheerleading (International Cheer Union, 8th, 3'432'398).

The rest of the overall top ten 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.

However, what is striking about the overall top ten is that the gap between fourth-placed FIVB (5'431'537) and tenth-placed BWF (3'109'672) is considerably small. Shifts within the top ten and the entry of new IFs into the top ten during the year 2021 are very likely. Candidates could be the International Automobile Federation (FIA, non-Olympic, 2'043'909), the International Hockey Federation (FIH, 1'898'727) or the International Equestrian Federation (FEI, 1'825'746).

Rank	Federation	Followers
1	 International Cricket Council	59'048'874
2	 FIFA	37'758'132
3	 FIBA	12'233'101
4	 FIVB	5'431'537
5	 World Rugby	5'129'043
6	 World Athletics	4'038'496
7	 International Teqball Federation	3'793'708
8	 International Cheer Union	3'432'398
9	 UCI	3'264'180
10	 Badminton World Federation	3'109'672

## International Sports Federations with the highest 'True Reach' COMBINED

Introduced to the IF Social Media Ranking for last year's edition, the 'True Reach' category marks its second appearance in 2020. It can be used in addition to simple and at times misleading metrics.

The indicator is based on a machine-learning algorithm (Klear.com) that predicts the number of total views an account gets per post. 'True Reach' is able to identify patterns that correspond with real users, as opposed to automated bots or the sporadic users.

For example, interactions from newly created accounts will count less than long-lasting relationships and accounts. This new indicator provides a true account quality of the long-lasting relationships that IFs are generating with their audiences.

We have combined the 'True Reach' of all platforms for this overall ranking. And here there is also a non-Olympic winner: the ICC. Heavyweight FIFA is not part of the top ten. Why? Mostly because of the absence of the football governing body on Instagram.

Here it becomes evident how 'True Reach' works: No regular interaction with followers and a mass of passive subscribers results in a low number.

Rank	Federation	Account Name/Username	Followers
1	 International Cricket Council	International Cricket Council @icc	4'531'042
2	 WORLD RUGBY.	World Rugby @worldrugby	333'080
3	 FIBA	FIBA @fiba	242'737
4	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World @volleyballworld	210'728
5	 UCI UNION CYCLISTE INTERNATIONALE	UCI @uci_cycling	153'896
6	 FIA	International Automobile Federation @fia.official	121'602
7	 FEI	FEI @fei_global	116'671
8	 BWF BADMINTON WORLD FEDERATION	Badminton World Federation @bwf.official	114'448
9	 FIS	FIS Ski World Cup @fisalpine	100'870
10	 UNITED WORLD WRESTLING	United World Wrestling @unitedworldwrestling	96'450

# 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, 93 active IF Instagram accounts have grown by 7'568'280 followers to a total of 30'250'720 and have generated 819'338'867 interactions. The latter is a top value across all platforms (followed by Facebook with 230'820'818 interactions).



## Highest number of followers on Instagram

Rank	Federation	Account Name/Username	Followers
1	 International Cricket Council	International Cricket Council <b>@ICC</b>	<b>15'661'087</b>
2	 WORLD RUGBY.	World Rugby <b>@worldrugby</b>	<b>1'353'033</b>
3	 FEDERATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World <b>@volleyballworld</b>	<b>1'263'437</b>
4	 FIBA	FIBA <b>@fiba</b>	<b>1'027'055</b>
5	 FEDERATION INTERNATIONALE DE L'AUTOMOBILE	International Automobile Federation <b>@FIA</b>	<b>921'945</b>
6	 UNION CYCLISTE INTERNATIONALE	UCI <b>@uci_cycling</b>	<b>843'766</b>
7	 WORLD ATHLETICS	World Athletics <b>@worldathletics</b>	<b>741'032</b>
8	 FEDERATION INTERNATIONALE DE TENNIS DE TABLE	International Teqball Federation <b>@Teqball</b>	<b>651'690</b>
9	 WORLD WRESTLING	United World Wrestling <b>@unitedworldwrestling</b>	<b>542'291</b>
10	 FEDERATION INTERNATIONALE DE JUDO	International Judo Federation <b>@judogallery</b>	<b>530'149</b>

Data Captured  
Source

05.01.2021  
Crowdtangle.com



## Highest follower growth on Instagram

A high follower count can add brand credibility, but actually 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 catching new people's attention. In other words, the way that the follower count changes is often more important than the actual number of followers when evaluating the Instagram performance.

For example, an IF gets 50 new followers in a month. If they started out with 500 followers, that means their growth rate was 10%—which is excellent. However, if they 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.

The ICC leads this ranking, gaining almost 5 million new followers during 2020. Their growth rate of 44.3% is very high considering the high number of followers that they already had in the beginning of the year. FIVB (70.9%) and BWF (5602.7%) had great growth years in 2019 but their growth slowed down during 2020.

Rank	Federation	Account Name/Username	Absolute	Growth Rate
1	 International Cricket Council	International Cricket Council <b>@ICC</b>	<b>15'661'087</b>	<b>44.3%</b>
2	 WORLD RUGBY.	World Rugby <b>@worldrugby</b>	<b>1'353'033</b>	<b>49.3%</b>
3	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	FIVB Volleyball World <b>@volleyballworld</b>	<b>1'263'437</b>	<b>43.2%</b>
4	 FIBA International Basketball Federation	FIBA <b>@fiba</b>	<b>1'027'055</b>	<b>55.9%</b>
5	 FIA Fédération Internationale des Automobiles Sportives	International Automobile Federation <b>@FIA</b>	<b>921'945</b>	<b>59.3%</b>
6	 UCI UNION CYCLISTE INTERNATIONALE	UCI <b>@uci_cycling</b>	<b>843'766</b>	<b>87.2%</b>
7	 WORLD ATHLETICS	World Athletics <b>@worldathletics</b>	<b>741'032</b>	<b>17.5%</b>
8	 FITEQ Fédération Internationale de Teqball	International Teqball Federation <b>@Teqball</b>	<b>651'690</b>	<b>37.9%</b>
9	 UNITED WORLD WRESTLING	United World Wrestling <b>@unitedworldwrestling</b>	<b>542'291</b>	<b>21%</b>
10	 INTERNATIONAL JUDO FEDERATION	International Judo Federation <b>@judogallery</b>	<b>530'149</b>	<b>5.9%</b>



## Most posts per day on Instagram

A post's engagement, which is covered later in the document, depends on a lot of different factors. One of them is the post frequency. Why's 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 can eliminate the friction between themselves and their audience so they don't have to produce the effort of remembering why the account is valuable for the audience.

While the ICC is also dominating this ranking by being by far the most active account, the International Table Tennis Federation (ITTF) lands in second place, exactly like in 2019. Last year's champion, FIVB, reduced their efforts from 2'538 posts in 2019 to 1'744 posts in 2020.

Rank	Federation	Account Name/Username	Total Posts	Posts Per Day
1		International Cricket Council <b>@icc</b>	6'725	<b>18.42</b>
2		ITTF World <b>@ittfworld</b>	2'121	<b>5.81</b>
3		Badminton World Federation <b>@bwf.official</b>	1'811	<b>4.96</b>
4		FIVB Volleyball World <b>@volleyballworld</b>	1'744	<b>4.78</b>
5		United World Wrestling <b>@unitedworldwrestling</b>	1'166	<b>3.19</b>
6		IIHF <b>@iihfhockey</b>	1'120	<b>3.07</b>
7		International Hockey Federation <b>@fihockey</b>	1'100	<b>3.01</b>
8		International Body Builder Federation <b>@IFBB_OFFICIAL</b>	854	<b>2.34</b>
9		FIBA <b>@fiba</b>	851	<b>2.33</b>
10		World Rugby <b>@worldrugby</b>	817	<b>2.24</b>

Data Captured  
Source

01.01.2020 - 31.12.2020  
Crowdtangle.com

## 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](#) showing Juventus football stars Douglas Costa and Paolo Dybala playing Teqball is the most viewed IF video on Instagram.

In this category, another non-Olympic IF is on top of the charts: Only established in 2017, the International Teqball Federation (FITEQ) seems to have mastered Instagram videos. The Budapest-based IF generates over 1 million views per video (1'132'783) and delivered the five most-watched IF videos on Instagram of 2020. The best one collected over 10 million views.

Rank	Federation	Account Name/Username	Views	Views Per Video
1		International Teqball Federation <b>@teqball</b>	305'851'275	<b>1'132'783</b>
2		International Cricket Council <b>@icc</b>	463'607'828	<b>357'722</b>
3		FIBA <b>@fiba</b>	88'032'112	<b>275'100</b>
4		FIVB Volleyball World <b>@volleyballworld</b>	188'185'369	<b>193'606</b>
5		UCI <b>@uci_cycling</b>	6'228'469	<b>83'046</b>
6		AIBA – Boxing <b>@aiba_official</b>	5'558'195	<b>77'197</b>
7		World Rugby <b>@worldrugby</b>	44'326'990	<b>75'003</b>
8		Badminton World Federation <b>@bwf.official</b>	70'280'476	<b>66'053</b>
9		World Athletics <b>@worldathletics</b>	9'830'283	<b>52'289</b>
10		United World Wrestling <b>@unitedworldwrestling</b>	39'158'447	<b>52'142</b>



## 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! One of the best-known cases of this is trending Instagram hashtags.



Also in this category, the dominance of the ICC becomes evident: The 379 posts generating the most interaction are all coming from cricket with the best post alone collecting 902'777 interactions (895'256 likes, 7'521 comments). The best non-ICC post was posted by FITEQ (257'070 interactions).

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

Rank	Federation	Account Name/Username	Interactions*	Interactions Per Post
1	FITEQ	International Cricket Council <b>@icc</b>	650'251'258	<b>96'692</b>
2	International Cricket Council	International Teqball Federation <b>@teqball</b>	11'074'396	<b>34'286</b>
3	FIBA	FIVB Volleyball World <b>@volleyballworld</b>	29'295'350	<b>16'798</b>
4	FIVB	FIBA <b>@fiba</b>	13'409.256	<b>15'757</b>
5	UCI UNION CYCLISTE INTERNATIONALE	UCI <b>@uci_cycling</b>	4'290'775	<b>15'055</b>
6	aiba International Bowling Association	World Rugby <b>@worldrugby</b>	9'527'912	<b>11'662</b>
7	WORLD RUGBY	World Athletics <b>@worldathletics</b>	7'721'398	<b>11'439</b>
8	BWF BADMINTON WORLD FEDERATION	Badminton World Federation <b>@bwf.official</b>	17'114'263	<b>9'450</b>
9	WORLD ATHLETICS	United World Wrestling <b>@unitedworldwrestling</b>	10'351'535	<b>8'878</b>
10	FIS ALPINE WRESTLING	FIS Ski World Cup <b>@fisalpine</b>	5'374'583	<b>8'768</b>

# 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 105 active accounts of IFs count a total of 63'565'590 users following them.

This corresponds to a growth of 4'220'887 new users compared to 2019, and an average growth rate of 9.35%.

## Highest number of page likes on Facebook

Rank	Federation	Account Name/Username	Followers
1		International Cricket Council <b>@icc</b>	23'035'934
2		FIBA <b>@FIBA</b>	6'946'364
3	<b>FIFA</b>	FIFA <b>@fifa</b>	4'542'510
4		International Cheer Union <b>@InternationalCheerUnion</b>	3'350'043
5		International Teqball Federation <b>@teqball</b>	3'009'610
6		FIVB Volleyball World <b>@Volleyball World</b>	2'292'617
7		FIBA3x3 <b>@FIBA3x3</b>	1'615'484
8		International Hockey Federation <b>@fihockey</b>	1'367'980
9		Fédération Equestre Internationale <b>@the.fei</b>	1'119'178
10		World Athletics <b>@WorldAthletics</b>	1'067'888

Data Captured  
Source

31.12.2020  
Crowdtangle.com

## 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.

Facebook fans are “warm” leads. These are people who—quite literally—like the organisation behind the account. They might have consumed the IF’s content in the past or they’re thinking about doing so. Or, they like the message that the IF is putting out there. Anyway, they’ve crossed the threshold and are standing in the IF’s virtual living room. Once they are in the living room, interaction becomes quite simple.

Looking at this ranking helps to understand which IF Facebook accounts are the up-and-coming ones. Once again, the category leader is a non-Olympic IF: The International American Football Federation (IFAF). This is mainly caused by the fact that 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 FITEQ (1’120’955 new Facebook followers in 2020), followed by FIVB (983’031).

Rank	Federation	Account Name/Username	Absolute	Percentage
1		International American Football <b>@IFAFMedia</b>	254	<b>202%</b>
2		International Gymnastics Federation <b>@fig.gym</b>	174’500	<b>88%</b>
3		FIVB Volleyball World <b>@VolleyballWorld</b>	983’031	<b>75%</b>
4		World Chess Federation <b>@ChessFIDE</b>	29’949	<b>62%</b>
5		International Teqball Federation <b>@teqball</b>	1’120’955	<b>59%</b>
6		World Darts Federation <b>@DartsWDF</b>	2’635	<b>59%</b>
7		International Wushu Federation <b>@iwufofficial</b>	6’199	<b>35%</b>
8		ITF <b>@InternationalTennisFederation</b>	103’616	<b>29%</b>
9		Badminton World Federation <b>@bwfbadminton</b>	158’862	<b>23%</b>
10		World Underwater Federation <b>@CMAS-World Underwater Federation</b>	1’292	<b>21%</b>

## f Most posts per day on Facebook

Looking at how often IFs try to reach their followers on Facebook, one can see that the ICC is by far the most industrious one. Over 28 posts are posted by the cricket federation on a daily average (10'331 total posts in 2020), followed by BWF (6.28 per day) and ITTF (6.21 per day).



Among the best-growing and most industrious IF Facebook accounts:

[@ChessFIDE](https://www.facebook.com/ChessFIDE)

Behind the ICC, there is a balanced chasing pack with both Olympic and non-Olympic IFs. Among them is the up-and-coming account of the International Chess Federation (FIDE, @ChessFIDE) which has been growing and developing quite significantly in the last year (fourth-highest growth rate). This can be at least partially attributed to the hard work of their social media team who posted 1'220 Facebook posts during 2020. Only 8 of 105 IFs posted more frequently.

Rank	Federation	Account Name/Username	Total Posts	Posts Per Day
1		International Cricket Council <b>@icc</b>	10'331	<b>28.3</b>
2		Badminton World Federation <b>@bwfbadminton</b>	2'294	<b>6.28</b>
3		International Table Tennis Federation <b>@ITTFWorld</b>	2'266	<b>6.21</b>
4		FIBA <b>@FIBAbasketball</b>	1.569	<b>4.3</b>
5		United World Wrestling <b>@unitedworldwrestling</b>	1.394	<b>3.82</b>
6		International Ice Hockey Federation <b>@iihfockey</b>	1.374	<b>3.76</b>
7		FIVB Volleyball World <b>@Volleyball World</b>	1.338	<b>3.67</b>
8		International Automobile Federation <b>@fia</b>	1.341	<b>3.67</b>
9		World Chess Federation <b>@ChessFIDE</b>	1.220	<b>3.34</b>
10		International Hockey Federation <b>@fihockey</b>	1.103	<b>3.02</b>

Data Captured  
Source

01.01.2020 - 31.12.2020  
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.

ICC - International Cricket Council posted a video to the playlist From The Vault - ICC Match Archives.  
23 June 2020 · 🌐

7 years ago today, England looked to be coasting to victory in pursuit of India's 129 for 7. Up stepped Ishant Sharma to bowl the 18th over of a final reduced to 20-overs per side and the game turned on its head.



The most watched IF Facebook video: [the ICC post](#) showing the highlights of an iconic cricket match between England and India in 2013.

As with so many other categories, ICC is in 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 (1'092'818). The seven most watched Facebook videos posted by IFs were from the ICC. The most watched video post has been viewed more than 70 million times, generating more than 1.7 million interactions. The best non-ICC video comes from FIVB.

Rank	Federation	Account Name/Username	Video Views	Views Per Video
1	 International Cricket Council	International Cricket Council <b>@icc</b>	2'508'017'675	<b>1'092'818</b>
2	 FITEQ	International Teqball Federation <b>@teqball</b>	155'653'322	<b>591'838</b>
3	 FIVB	FIVB Volleyball World <b>@Volleyball World</b>	302'197'875	<b>290'296</b>
4	 FIBA	FIBA <b>@FIBA</b>	166'880'453	<b>232'748</b>
5	 BWF	Badminton World Federation <b>@bwfbadminton</b>	286'489'440	<b>191'888</b>
6	 EX3	FIBA3x3 <b>@FIBA3x3</b>	79'033'163	<b>191'828</b>
7	 WORLD ATHLETICS	World Athletics <b>@worldathletics</b>	50'290'501	<b>172'228</b>
8	 FINA	FINA <b>@fina1908</b>	56'185'784	<b>143'698</b>
9	 WORLD RUGBY SEVENS	World Rugby Sevens <b>@worldrugby7s</b>	93'417'700	<b>137'581</b>
10	 ITF	International Tennis Federation <b>@InternationalTennisFederation</b>	43'390'467	<b>132'693</b>

Data Captured  
Source

01.01.2020 - 31.12.2020  
Crowdtangle.com

## f 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 most engaging [post](#) not coming from ICC: FIVB's volleyball playing dog Kiara.

The latter certainly applies to the ICC who delivered the IF social media content at the highest quality and the highest quantity. In terms of interactions, the 13 posts with the highest interaction statistics across all IFs have been produced by the ICC, with generating more than 2 million interactions.

The most engaging Facebook post that has not been produced by the ICC is coming from volleyball: The FIVB post with the volleyball playing dog Kiara went viral – and generated 540'333 interactions.

Rank	Federation	Account Name/Username	Interactions	Interactions Per Post
1		International Cricket Council <b>@icc</b>	183'143'071	<b>17'728</b>
2		International Cheer Union <b>@InternationalCheerUnion</b>	1'240'051	<b>9'920</b>
3		FIVB Volleyball World <b>@Volleyball World</b>	8'058'867	<b>6'023</b>
4		International Teqball Federation <b>@teqball</b>	1'768'762	<b>4'997</b>
5		FIBA <b>@FIBA</b>	3'991'064	<b>4'056</b>
6		Badminton World Federation <b>@bwfbadminton</b>	8'640'926	<b>3'767</b>
7		World Athletics <b>@worldathletics</b>	1'557'136	<b>3'178</b>
8		FIBA3x3 <b>@FIBA3x3</b>	1'360'838	<b>2'434</b>
9		UCI Mountain Bike <b>@UCIMountainbike</b>	499'124	<b>2'106</b>
10		International Tennis Federation <b>@InternationalTennisFederation</b>	1'211'761	<b>1'712</b>

# 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 120 IF Twitter accounts still have a total of over 40'669'775 followers which still makes it the second-most powerful platform in the IF world (compared to the 63'565'590 total page likes of Facebook).



## Highest number of followers on Twitter

Rank	Federation	Account Name/Username	Followers
1	<b>FIFA</b>	FIFA* <b>@FIFAcOm</b>	<b>23'806'781</b>
2	 International Cricket Council	International Cricket Council <b>@ICC</b>	<b>11'355'407</b>
3	 FIA	International Automobile Federation <b>@fia</b>	<b>541'778</b>
4	 WORLD RUGBY.	World Rugby <b>@WorldRugby</b>	<b>438'040</b>
5	 FIBA	FIBA <b>@FIBA</b>	<b>437'960</b>
6	 UNION CYCLISTE INTERNATIONALE	UCI <b>@UCI_cycling</b>	<b>295'832</b>
7	 WORLD ATHLETICS	World Athletics <b>@WorldAthletics</b>	<b>290'849</b>
8	 WORLD RUGBY SEVENS	World Rugby Sevens <b>@WorldRugby7s</b>	<b>260'588</b>
9	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	Volleyball World <b>@FIVBVolleyball</b>	<b>252'383</b>
10	 WORLD BASEBALL CLASSIC	WBC Baseball <b>@WBCBaseball</b>	<b>178'903</b>

Data Captured  
Source

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



## Most Tweets per day

Rank	Federation	Account Name/Username	Tweets Per Day
1	 International Cricket Council	International Cricket Council <b>@ICC</b>	<b>23.8</b>
2	 FIBA	FIBA <b>@FIBA</b>	<b>23.41</b>
3	<b>FIFA</b>	FIFA* <b>@FIFAcorn</b>	<b>21.67</b>
4	 FIVB	Volleyball World <b>@FIVBVolleyball</b>	<b>20.84</b>
5	 BWF BADMINTON WORLD FEDERATION	Badminton World Federation <b>@bwfscore</b>	<b>14.02</b>
6	<b>FIH</b>	International Hockey Federation <b>@FIH_Hockey</b>	<b>11</b>
7	 WORLD RUGBY HSBC RUGBY SEVENS	World Rugby Sevens <b>@WorldRugby7s</b>	<b>8.34</b>
8	 WORLD ATHLETICS	World Athletics <b>@WorldAthletics</b>	<b>7.54</b>
9	<b>EX3</b>	FIBA3x3 <b>@FIBA3x3</b>	<b>7.27</b>
10	<b>FEI</b>	International Equestrian Federation <b>@fei_global</b>	<b>7.16</b>

Data Captured  
Source

01.01.2020 - 31.12.2020  
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 they mostly use to post news and information parallelly. For this ranking, the individual accounts are added together.

Compared with Instagram and Facebook, which are both better suited when it comes to generating engagement and establishing relationships with audiences, it becomes evident that developing IFs are not investing as much in Twitter as they do in Instagram and Facebook.

The ICC is the only non-Olympic IF that made it into the top ten of the most industrious tweeters, leading a strong quartet with FIBA, FIFA and FIVB. In the ranking of the most followed accounts above, ICC (1st, 23'806'781) is joined by the International Automobile Federation (FIA, 3rd, 541'778) 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 continues his reign at the top: The President of World Athletics and Double Olympic Gold Medalist is the only one in the six-figure range, seeing his followership slightly decreasing from 121'167 in 2019 to 119'767 in 2020. FIA President Jean Todt is in second place and is slowly approaching the six-figure range with 87'624 followers.



**Seb Coe**   
@sebcoe

Double Olympic Gold Medalist; President of World Athletics; Non Executive Chairman CSM Sport & Entertainment, Former LOCOG & London 2012 Bid Chair  
Joined February 2009

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

The rest has remained fairly constant over the past year, with one exception: WBSA President Riccardo Fraccari (8th, 2'971) has overtaken ISA President Fernando Aguerre (9th, 2'858). However, considering the small margin between them, the order could possibly change any day.

A similarly small difference can be seen between UCI President David Lappartient (5th, 6'047) and Paralympics President Andrew Parsons (6th, 5'661).

Rank	Leader	Followers
1	Seb Coe (World Athletics President) <b>@SebCoe</b>	119'767
2	Jean Todt (FIA President) <b>@JeanTodt</b>	87'624
3	Fatma Samoura (FIFA Secretary General) <b>@Fatma_Samoura</b>	35'007
4	Bill Beaumont (Chairman World Rugby) <b>@BillBeaumont</b>	11'673
5	David Lappartient (UCI President) <b>@DLappartient</b>	6'047
6	Andrew Parsons (Paralympics President) <b>@ParsonsAndrew</b>	5'661
7	Marius Vizer (International Judo Federation President) <b>@MariusVizer</b>	4'702
8	Riccardo Fraccari (WBSA President) <b>@WBSAPresident</b>	2'971
9	Fernando Aguerre (ISA President) <b>@FernandoAguerre</b>	2'858
10	Mariso Casado (World Triathlon President) <b>@MarisolCasado</b>	2'339

# 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 as a way 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 (188'689 followers).

## Most Followers on LinkedIn

Rank	Federation	Account Name/Username	Followers
1		FIFA <b>@FIFA</b>	23'806'781
2		International Cricket Council <b>@ICC</b>	11'355'407
3		FIBA <b>@FIBA</b>	541'778
4		International Automobile Federation <b>@fia</b>	438'040
5		International Tennis Federation <b>@ITFTennis</b>	437'960
6		International Equestrian Federation <b>@fei_global</b>	295'832
7		World Rugby <b>@worldrugby</b>	290'849
8		Union Cycliste Internationale <b>@UCI_cycling</b>	260'588
9		FINA <b>@fina1908</b>	252'383
10		World Athletics <b>@WorldAthletics</b>	178'903

Data Captured  
Source

01.01.2021  
BCW proprietary tools

## Most followers on Periscope

Periscope is closely linked to the creation of moving-image content on Facebook. Unsurprisingly, video leader FIBA is leading this ranking with 16'925 followers and with more than 1.7 million so-called 'hearts' collected. Clearly, increasingly focusing on moving-image content can increase an IF's engagement on social media in general, as FIBA is impressively demonstrating.

Please note: Periscope will be taken offline end of March 2021 and therefore was not included in the overall ranking.

Rank	Federation	Account Name/Username	Followers
1		FIBA <b>@FIBA</b>	16'925
2		International Cricket Council <b>@ICC</b>	10'491
3		World Rugby <b>@WorldRugby</b>	6'554
4		World Rugby Sevens <b>@WorldRugby7s</b>	4'463
5		Union Cycliste Internationale <b>@UCI_cycling</b>	3'870
6		World Athletics <b>@iaaforg</b>	3'461
7		United World Wrestling <b>@Wrestling</b>	3'090
8		International Table Tennis Federation <b>@ittfworld</b>	2'600
9		International Hockey Federation <b>@FIH_Hockey</b>	1'890
10		ISU Figure Skating <b>@ISU_Figure</b>	1'194

Data Captured  
Source

01.01.2021  
BCW proprietary tools

## Most subscribers on YouTube

YouTube is the main video platform on the internet that makes 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 while other IFs, even those in the top ten, still have a lot of room for improvement.

Rank	Federation	Account Name/Username	Subscribers
1		FIFA <b>@FIFATV</b>	9'220'000
2		International Cricket Council <b>@CricketICC</b>	7'450'000
3		Badminton World Federation <b>@bwf</b>	1'580'000
4		FIBA <b>@FIBAWorld</b>	1'070'000
5		Volleyball World <b>@videoFIVB</b>	969'000
6		World Rugby <b>@worldrugby</b>	900'000
7		International Gymnastics Federation <b>@figchannel</b>	620'000
8		World Karate Federation <b>@WKFKarateWorldChamps</b>	515'000
9		International Table Tennis Federation <b>@ittfchannel</b>	500'000
10		World Athletics <b>@IAAF2012</b>	432'000

Data Captured  
Source

01.01.2021  
BCW proprietary tools

Looking at the channels with the most views per video on YouTube, the ICC (1st, 738'030 views per video) and FIFA (2nd, 350'507) top the charts.

Behind the two heavyweights, there is the World Draughts Federation (FMJD, 3rd, 206'297), the World Karate Federation (WKF, 4th, 89'128) and the World Dance Sport Federation (WDSF, 5th, 72'066).

Completing the list is BWF (6th, 66'156), World Rugby (7th, 48'774), FIVB (8th, 44'854), the International Federation of Sport Climbing (IFSC, 9th, 40'416) and the UCI (10th, 39'416).



## Most followers on TikTok

A huge amount of hilarious looping videos, unique music montages and the famous TikTok dances: People are referring to TikTok as the new Vine, the video platform that was shut down by Instagram a few years ago. It didn't take long for brands, sports teams, and IFs alike to become interested in TikTok because of its astounding user growth.

The two IFs that are investing in TikTok the most and in the most successful way are the ICC and World Athletics, which both count 1.5 million followers, followed by FIVB and World Rugby. When it comes to which organisation has generated the most likes on TikTok during 2020, World Athletics played in another league, collecting 48.6 million likes, with ICC (17.3 million) and FIVB (13.8) being the next best.

Rank	Federation	Account Name / Username	Followers
1	 International Cricket Council	International Cricket Council <b>@icc</b>	1'500'000
2	 WORLD ATHLETICS	World Athletics <b>@worldathletics</b>	1'500'000
3	 FIVB FEDERATION INTERNATIONALE DE VOLLEYBALL	Volleyball World <b>@videoFIVB</b>	644'900
4	 WORLD RUGBY	World Rugby <b>@worldrugby</b>	563'100
5	 FIBA Fédération Internationale de Basketball	FIBA <b>@FIBAWorld</b>	102'000
6	 FITEQ	International Teqball Federation <b>@Teqball</b>	83'100
7	 IIHF	IIHF <b>@iihfhockey</b>	19'300
8	 FIBA 3x3	FIBA3x3 <b>@fiba3x3</b>	17'700
9	 INTERNATIONAL SURFING ASSOCIATION For a Better Surfing Future	International Surfing Association <b>@isasurfing</b>	2'823
10	 Fédération Internationale de Luge	Fédération Internationale de Luge <b>@filluge</b>	958

Data Captured  
Source

01.01.2021  
BCW proprietary tools

# FOR MORE INFORMATION

Thanks a lot for your interest in the 2020 BCW International Sports Federation Social Media Ranking. For more information about the 2020 ranking, please do not hesitate to contact us.



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