

bcw

2022

International Sports Federations Social Media Ranking



What's the Score?

BCW Sports is pleased to publish our 2022 International Sports Federations Social Media Ranking. Published annually since 2016, this ranking aims to capture the social media footprint of international sports federations (IFs) and provide insightful takeaways on the trends of social media use within international sport.

This year's ranking includes international sports federations, both Olympic (summer and winter) and non-Olympic. The ranking is based on the organisation / corporate accounts of these IFs and their leadership and does not include the various event specific social media accounts.

BCW's IF Social Media Ranking shows the tangible and measurable outcomes of the investment IFs have made in social media and the actions being taken online to engage their fans. We have no doubt that this new era of social activation of fans will continue and expand to the use of other digital channels, like event apps and other tools IFs are investing in now.

The next step on the social media landscape is for sports leaders themselves to seize the opportunities to speak to their members and fans through these channels. We see the impact social media has for business and political leaders, now is the time for sports leaders to step up.

On behalf of BCW Sports, I truly hope that you enjoy our findings and can find inspiration from seeing what sports federations accomplished in 2022.

Switzerland, January 2023



Lars Haue-Pedersen
Managing Director
BCW Sports

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Key Takeaways of the 2022 IF Ranking

In 2022, we (finally) saw the return of international sport after the devastating impact COVID-19 had on the industry. During the pandemic, most sports organisations took the opportunity to re-think their social media strategies as social became one of the only channels to connect with fans around the world.

The results of this year's BCW IF Social Media Ranking suggests that this opportunity was well used, as all international federations in the top 10 are showing between 10-35% overall growth in their social media numbers. While last year we saw that there were a few international federations really taking big jumps (such as the 101% growth of World Athletics), this year it is more consistent across all IFs, with the exception of Teqball which recorded a dramatic decrease, we believe as a result of shutting down one of its social accounts.

The International Cricket Council (ICC) led the way on social media, showing a total of 92'211'411 followers across Instagram, Facebook, Twitter, TikTok and YouTube, and an impressive 16% increase from last year. The International Football Federation (FIFA) and the International Basketball Federation (FIBA) came in at second and third respectively. The International Equestrian Federation (FEI) dropped out of the top 10 and new joiner the International Automobile Federation (FIA) came in at number nine. Volleyball World showed the biggest overall growth in 2022 with a 35% increase in followers across platforms.

Notably, however, we see that although the organisations themselves are growing their social media numbers consistently, the leadership of these organisations are still not very active. For those IF leaders who are using social media – as many aren't even active on any platforms – the numbers are very low if compared to leadership in other industries – such as business, politics and entertainment. As sports continue to increase their digital presence and improve the presentation of their sport – all aimed at being more modern and connecting with new fans – the leaders themselves don't seem to be on the same track. There are a few exceptions with leaders who are active, but overall, there is huge room for growth here.

And finally, we see that the ICC continues to reign the ranking as top overall IF on social media. It is not hard to understand why it is so far ahead – its fan base is huge in markets that are very active on social media. The ICC's enormous presence makes the sport very attractive – and probably a big point of interest for potential partners – not least the Olympics as cricket is currently being considered as a new Olympic sport. Perhaps this is something other sports need to consider while making their own social media strategies – look at the qualitative impact of their outreach on social media and use this for a criteria for growth. For example, China has more than 1 billion potential fans, but not all of them are on mainstream social media channels but rather Chinese specific ones, versus India having more than 1 billion potential fans and most of them are on the mainstream social media channels. Perhaps a new consideration moving forward.

All in all, the social media landscape for international sports federations looked healthy in 2022, with both established and newer sports showing consistent growth and improving their overall activation. We look forward to seeing what's to come in 2023.

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 2022 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 2022. Some others, however, are specific snapshots and have been pulled in early January 2023. 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 IFs that were members of the Global Association of International Sports Federations (GAISF) in 2022 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

The Olympic IFs all saw consistent growth this year across the board from between 10-35% growth. This is the third year in a row that we see substantial growth, highlighting the ongoing efforts of all these federations. FIFA continues to reign the Olympic sports, FEI dropped off the top 10 this year and the International Judo Federation (IJF) joins the top ranks.

Rank	Federation	Account Name/Username	Followers	Growth %
1	 FIFA	FIFA.com @FIFAcOm	51'433'519	25%
2	 FIBA	International Basketball Federation @FIBA	15'545'303	12%
3	 Volleyball World	Volleyball World @VolleyballWorld	12'459'334	35%
4	 World Athletics	World Athletics @WorldAthletics	9'975'413	23%
5	 World Rugby	World Rugby @WorldRugby	7'726'078	17%
6	 BWF BADMINTON WORLD FEDERATION	Badminton World Federation @BWFmedia	6'186'323	20%
7	 UCI UNION CYCLISTE INTERNATIONALE	Union Cycliste Internationale @UCI_Cycling	4'321'373	14%
8	 World Table Tennis	World Table Tennis @WTTGlobal	2'834'401	18%
9	 International Judo Federation	International Judo Federation @Judo	2'735'097	31%
10	 United World Wrestling	United World Wrestling @Wrestling	2'697'755	27%

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

There are not many changes at the top since 2021 as FIFA's reign continues in the ranking of the Olympic IFs, and the ICC still dominates the non-Olympic rankings with over 90 million followers across Instagram, Facebook, Twitter, TikTok and Youtube.

The ICC continues to grow its exceptional social media reach and further consolidate the immense popularity of cricket around the world. With its always creative and entertaining content, last year its reach grew by 35% - a total of 14'753'825 new followers!











Some notable insights are the climbing in ranks by FIA which moved up two spots with a 28% growth to take second place, as well as the decrease of both the International Teqball Federation and the International Cheer Union (ICU). For Teqball it is most likely because it closed down one of its social media channels. Despite such a loss, it remains third which is quite impressive.

+2

-1

-1

NEW

Rank	Federation	Account Name/Username	Followers	Growth %
1		International Cricket Council @ICC	92'211'411	16%
2		International Automobile Federation @FIA	3'714'819	28%
3		International Teqball Federation @Teqball	3'407'496	-46%
4		International Cheer Union @ICUcheer	3'323'413	-1%
5		Powerlifting Federation @IPF_tweet	919'486	8%
6		International Federation of Bodybuilding and Fitness @IFBB_OFFICIAL	771'403	17%
7		International Chess Federation @FIDE_chess	688'490	24%
8		International Motorcycling Federation @FIM_live	342'103	9%
9		World Dancesport Federation @DanceSportTotal	314'130	5%
10		International Floorball Federation @IFF_Floorball	212'290	9%

Data Captured
Source

01.01.2023











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 last year, 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 ICC is still the strongest IF on social media and is non-Olympic. The Dubai-based world governing body of Cricket counts a total of 92'211'411 followers across platforms, with a slight increase of 16% from last year, nearly doubling second-placed FIFA (51'433'519) and third-placed FIBA (15'545'303). The other non-Olympic sports in the overall top 10 are Teqball (3'407'496) and FIA (3'714'819).

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 for this year is the inclusion of FIA in the top 10 replacing the ICU. The only other changes in ranking came from the Badminton World Federation (BWF) with 6'186'323, which moved up one spot to reach seventh place on the list and the International Cycling Union (UCI) with 4'321'373, which moved up one spot and is now in 8th place, while Teqball had a significant decline of 46% this year and moved down three spots to 10th place.

Rank	Federation	Account Name/Username	Followers	Growth %
1		International Cricket Council @ICC	92'211'411	16%
2		FIFA @FIFAcOm	51'433'519	25%
3		International Basketball Federation @FIBA	15'545'303	12%
4		Volleyball World @VolleyballWorld	12'459'334	35%
5		World Athletics @WorldAthletics	9'975'413	23%
6		World Rugby @WorldRugby	7'726'078	17%
+1 7		Badminton World Federation @BWFmedia	6'186'323	20%
+1 8		International Cycling Union @UCI_Cycling	4'321'373	14%
NEW 9		International Automobile Federation @FIA	3'714'819	28%
-3 10		International Teqball Federation @Teqball	3'407'496	-46%











International Sports Federations on Instagram

Instagram, previously seen as the land of filtered photos, has continued to grow its reputation for its high engagement rates.

Of the 96 IFs surveyed, 85 have a presence on Instagram with a combined following of 49,973,119, an increase of almost 9 million followers from last year. In the past year, the top 10 most followed IFs on Instagram increased their total following by 7'024'267 to reach a total of 40'799'142 followers.



Highest number of followers on Instagram

Rank	Federation	Account Name/Username	Followers	Growth %
1		International Cricket Council @ICC	25'638'709	20%
2		Volleyball World @VolleyballWorld	2'299'510	22%
3		World Athletics @WorldAthletics	2'077'621	13%
4		International Basketball Federation @FIBA	2'065'115	22%
5		World Rugby @WorldRugby	1'870'551	10%
6		International Automobile Federation @FIA.official	1'675'662	24%
7		International Cycling Union @UCI_Cycling	1'481'777	10%
8		Badminton World Federation @BWF.official	1'368'231	27%
+1 9		International Judo Federation @JudoGallery	1'296'092	67%
-1 10		United World Wrestling @UnitedWorldWrestling	1'025'874	25%

Data Captured
Source

05.01.2023
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, World Squash leads the ranking with an impressive growth rate of 182%. However, it is important to note that its absolute increase in followers is 2,383, while fourth-placed International Judo Federation, which had a lower growth percentage, had an increase of 171'202 followers.

World Lacrosse increased on its steady growth from 2021 (53%) with a 152% increase in followers in 2022 moving up seven spots in the ranking. There are also a lot of new faces in this year's ranking which indicate a slow growth in 2022 for most IFs featured here last year.

	Rank	Federation	Account Name/Username	Absolute	Growth %
NEW	1		World Squash @WSFWorldSquash	4'338	182%
+7	2		World Lacrosse @WorldLacrosseSport	16'963	152%
NEW	3		World Netball @WorldNetball_	7'860	118%
NEW	4		International Judo Federation @JudoGallery	518'795	67%
	5		Interanational Federation of American Football @IFAFMedia	4'362	64%
NEW	6		Interanational Motorcycling Federation @FIM_live	20'067	63%
NEW	7		International Dragon Boat Federation @IDBF.dragonboat.sport	709	45%
NEW	8		World Kickboxing Federation @WAKO.Kickboxing	17'922	40%
-1	9		World Taekwondo @WorldTaekwondo	75'271	37%
NEW	10		World Curling Federation @WorldCurling	10'983	35%

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 likely that audience will be to engage with the IF. If followers are familiar with seeing the IF regularly on their feeds, 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.

The ICC continues to dominate this ranking and is still the most active account with an average of 10.04 posts per day. The Badminton World Federation decreased its activity on Instagram significantly since last year and dropped four spots in the ranking. This gave way to World Table Tennis and World Rugby to close the gap on the ICC.

This year's additions to this list are the International Ski Federation (FIS) with 4.6 ppd, FIBA (3.65 ppd), International Korfball Federation (3.39 ppd) and the International Skating Union (ISU) with 3.15 ppd.

	Rank	Federation	Account Name/Username	Total Posts	Posts per Day
	1		International Cricket Council @ICC	3'665	10.04
 +1	2		World Table Tennis @WTT	2'401	6.58
 +3	3		World Rugby @WorldRugby	2'179	5.97
 +6	4		Volleyball World @VolleyballWorld	1'748	4.79
NEW	5		International Ski Federation @FISAlpine	1'680	4.60
 -4	6		Badminton World Federation @BWF.official	1'475	4.04
NEW	7		International Basketball Federation @FIBA	1'334	3.65
NEW	8		International Korfball Federation @Korfball_org	1'238	3.39
NEW	9		International Skating Union @ISUFigureSkating	1'150	3.15
 -5	10		International Hockey Federation @FIHockey	1'104	3.02



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 still 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.



There have been some major changes in this category for 2022: Volleyball World has taken over the top spot previously held by the ICC.

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

The new additions to the list have made a strong start with FIFA taking fifth place, World Baseball taking seventh, and the International Surfing Association (ISA) taking eighth.

The post, by ICC showing an innings for the ages by Virat Kohli was the most watched video on Instagram with over 13 million views.

	Rank	Federation	Account Name/Username	Total Views	Views per Video
+2	1		Volleyball World @VolleyballWorld	235'892'364	1'222'240
+3	2		World Athletics @WorldAthletics	8'765'894	626'135
-1	3		International Teqball Federation @Teqball	82'590'882	463'994
-3	4		International Cricket Council @ICC	345'202'613	405'167
NEW	5		FIFA @FIFAcOm	724'530	362'265
-2	6		International Basketball Federation @FIBA	33'659'544	265'036
NEW	7		World Baseball @WBCBaseball	3'540'061	252'862
NEW	8		International Surfing Association @ISASurfing	1'474'748	163'861
-3	9		Badminton World Federation @BWF.official	86'464'004	137'901
-3	10		United World Wrestling @UnitedWorldWrestling	26'377'598	112'725



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.



As was the case in 2021, the ICC continues to have a stronghold in this ranking, having remained at the top despite a decrease in total interactions and interactions per post from last year. FIFA, which held the FIFA World Cup in 2022, had a significant breakthrough this year, making the top 10 and landing in second place. Teqball had a notable decrease in 2022, moving down six spots to 10th place with an average of 7,898 interactions per post.

The [post](#) by FIFA announcing the winner of the 2022 FIFA World Cup™ was the post with the most interactions on Instagram.

Rank	Federation	Account Name/Username	Total Interactions	Interactions per Post
		International Cricket Council @ICC	418'748'672	114'256
NEW		FIFA @FIFAcom	13'411'292	75'770
-1		Badminton World Federation @BWF.official	37'994'293	25'759
+1		Volleyball World @VolleyballWorld	34'307'551	19'627
-2		World Athletics @WorldAthletics	14'200'783	18'685
		United World Wrestling @UnitedWorldWrestling	11'867'995	16'060
		International Basketball Federation @FIBA	13'983'564	10'482
+1		International Biathlon Union @BiathlonWorld	2'859'335	8'123
-1		International Judo Federation @Judogallery	4'451'612	8'050
-6		International Teqball Federation @Teqball	1'935'111	7'898

Data Captured
Source



















01.01.2022- 31.12.2022
Crowdtangle.com *Total Interactions are the sum of likes and comments.

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 by over 4 million to reach 88,687,066 followers.

However, it is important to note that this growth is significantly less than the 21 million new users IFs gained on the platform in 2021. Facebook's growth within IFs seems to be slowing down, but it remains a valuable asset for federations.

Highest number of followers on Facebook

	Rank	Federation	Account Name/Username	Followers	Growth %
	1		International Cricket Council @ICC	37'043'360	11%
	2		International Basketball Federation @FIBA	9'355'010	2%
 +1	3		FIFA @FIFA	5'379'735	24%
 -1	4		Volleyball World @VolleyballWorld	5'156'469	7%
 +1	5		International Cheer Union @InternationalCheerUnion	3'217'508	-2%
 +1	6		World Athletics @WorldAthletics	2'447'813	17%
 +1	7		World Rugby @WorldRugby	2'169'505	9%
 +1	8		Badminton World Federation @BWFBadminton	1'776'607	12%
 +1	9		International Cycling Union @UnionCyclisteInternationale	1'609'996	14%
 NEW	10		World Table Tennis @WTT	1'566'967	14%











Data Captured
Source

31.12.2022
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 first time in three years, the category leader is an Olympic IF: The International Luge Federation (FIL). This is mainly because the account is a relatively small and young one. Early stages of growth obviously bring higher growth rates. The biggest absolute growth was achieved by World Aquatics (450'504 new Facebook followers in 2022), followed by the International Gymnastics Federation (FIG -236'778).

	Rank	Federation	Account Name/Username	Followers	Growth %
+6	1		International Luge Federation @FILuge	13'999	73%
NEW	2		World Darts Federation @DartsWDF	5'129	55%
NEW	3		International Federation of Sport Climbing @SportClimbing	58'882	49%
NEW	4		World Aquatics @WorldAquatics1908	450'504	41%
NEW	5		International American Football Federation @IFAFMedia	670	39%
NEW	6		World Netball @OfficialWorldNetball	10'316	38%
NEW	7		International Fitness and Bodybuilding Federation @International.Fitness.BodyBuilding.Federation	120'979	32%
NEW	8		World Underwater Federation @cmasorg	3'273	31%
NEW	9		International Chess Federation @ChessFIDE	36'571	30%
-5	10		International Gymnastics Federation @FIG.gym	236'778	28%

Data Captured
Source














01.01.20212-31.12.2022
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 nearly doubled its average number of posts each day, (11,158 total posts in 2022), followed by World Table Tennis (8.04 per day) and World Rugby (6.44 per day).

As was the case in 2020, there is balanced chasing pack behind the ICC with both Olympic and non-Olympic IFs. A lot of new federations made the list this year causing the likes of the Badminton World Federation (BWF) and the International Hockey Federation (IIHF) to drop six spots each.

Total activity on Facebook by IFs remains consistent, with a combined 66'488 posts on Facebook in 2022 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
		International Cricket Council @ICC	11 158	30.57
NEW		World Table Tennis @WTT	2 936	8.04
NEW		World Rugby @WorldRugby	2 350	6.44
NEW		International Skating Union @ISUFigureskating	2 207	6.05
NEW		International Skiing Federation @FISAprine	2 158	5.91
NEW		International Basketball Federation @FIBA	2 110	5.78
 -1		International Chess Federation @ChessFIDE	1 968	5.39
 -6		Badminton World Federation @BWFBadminton	1 941	5.32
NEW		Volleyball World @VolleyballWorld	1 896	5.19
 -6		International Ice Hockey Federation @IIHFHockey	1 891	5.18

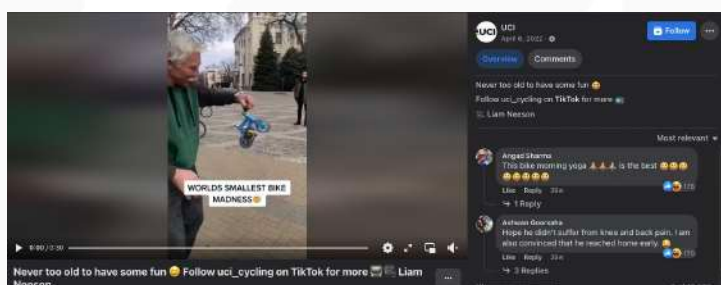
Data Captured
Source

01.01.2022- 31.12.2022
Crowdtangle.com

















Most Views Per Video on Facebook

Similar 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.

When it comes to total video views, the ICC is still the lead and playing in its own league: More than 2.8 billion (!) video views have been generated by the ICC. However, the International Federation of Sport Climbing (IFSC) took the top rank this year with an average of 1'013'872 views per video.



This fun [post](#) by UCI showing the world's smallest bike was the most viewed video on Facebook with over 78 million views.


Rank	Federation	Account Name/Username	Video Views	Views per Video
NEW		International Federation of Sport Climbing @SportClimbing	79'850'109	1023'719
		World Aquatics @WorldAquatics1908	414'738'600	726'337
 -3		International Cricket Council @ICC	2'874'055'514	595'659
NEW		International Gymnastics Federation @FIG.gym	75'601'454	297'644
NEW		International Equestrian Federation @ICC	127'375'858	269'294
 -3		International Cycling Union @UnionCyclisteInternationale	166'460'431	252'595
 -3		International Basketball Federation @FIBA	282'005'258	242'065
 +2		World Athletics @WorldAthletics	69'359'434	224'464
 -4		World Archery @WorldArchery	71'861'293	192'142
 -2		Volleyball World @VolleyballWorld	314'358'639	191'449

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, who delivered the IF social media content at the highest quality and the highest quantity amassing more than three times (!) the total interaction of the remaining top 10 federations combined.

All IFs combined garnered a total of 260,001,273 interactions (comments, likes and shares) on their 66,488 posts on Facebook in 2022.

	Rank	Federation	Account Name/Username	Total Interactions	Interactions Per Post
	1		International Cricket Council @ICC	180'882'266	16'211
NEW	2		International Gymnastics Federation @FIG.gym	3'766'217	7'399
+1	3		Volleyball World @VolleyballWorld	12'808'417	6'755
+1	4		World Athletics @WorldAthletics	4'347'429	5'394
-3	5		World Aquatics @WorldAquatics1908	6'281'763	4'889
	6		International Basketball Federation @FIBA	10'199'540	4'834
NEW	7		International Cycling Union @UnionCyclisteInternationale	6'241'104	3'773
NEW	8		International Fitness and Bodybuilding Federation @International.Fitness.BodyBuilding.Federation	2'515'726	3'662
NEW	9		Badminton World Federation @BWFBadminton	5'923'363	3'052
NEW	10		World Karate Federation @WKFOfficial	571'267	2'991

Data Captured
Source

01.01.2022 - 31.12.2022
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. The social media platform has been in the centre of media discourse after its change in ownership with many advertisers reducing their activity.

Despite the recent changes, it is interesting to see that the number of followers for the 85 IF Twitter accounts increased by 6'191'201 in 2022, gathering a total of over 52,173,165 followers which still makes it the second-most powerful platform in the IF world (compared to the 88,687,066 total followers of Facebook).



Highest Number of Followers on Twitter

	Rank	Federation	Account Name/Username	Followers	Growth %
	1	 FIFA	FIFA @FIFAcorn	26'672'100	10%
	2	 International Cricket Council	International Cricket Council @ICC	18'032'269	20%
 +1	3	 International Automobile Federation	International Automobile Federation @FIA	1'164'939	27%
 -1	4	 World Rugby	World Rugby @WorldRugby	925'748	15%
	5	 International Basketball Federation	International Basketball Federation @FIBA	619'412	8%
 +1	6	 Badminton World Federation	Badminton World Federation @BWFmedia	596'206	49%
 -2	7	 International Cycling Union	International Cycling Union @UCI_cycling	583'029	13%
 +1	8	 World Athletics	World Athletics @WorldAthletics	408'694	18%
 -2	9	 Volleyball World	Volleyball World @VolleyballWorld	403'086	18%
 NEW	10	 International Ice Hockey Federation	International Ice Hockey Federation @IIHFHockey	214'967	8%

Data Captured
Source

01.01.2023
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	10'071	28
+4	2		International Hockey Federation @FIH_Hockey	8'929	24
NEW	3		International Chess Federation @FIDE_chess	5'866	16
+4	4		FIBA3x3 @FIBA3x3	5'641	15
NEW	5		International Ice Hockey Federation @IIHFHockey	4'438	12
-3	6		Badminton World Federation @BWFscore	3'962	11
NEW	7		World Table Tennis @WTTGlobal	3'786	10
-1	8		World Rugby Sevens @WorldRugby7s	3'773	10
NEW	9		World Baseball @WBCBaseball	3'589	10
NEW	10		World Rugby @WorldRugby	3'352	9

Data Captured
Source

01.01.2022 - 31.12.2022
Audisense.com.

FIFA is still 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 tops the charts here with a total of 28 Tweets per Day. There are five new joiners in the top 10 this year, suggesting that many IFs put increase attention on their Twitter activity in 2022.



Most Followed Federation Leaders on Twitter

This year we see presidents and executives from 36 international sports federations with personal Twitter profiles. Looking at who is followed the most, Annika Sörenstam, the President of the Golf Federation has overtaken Seb Coe, World Athletics President, as the most followed sports official on Twitter. Mohammed Ben Sulayem, the president of FIA, has moved up to third in the list with 67'236 followers.



The most followed IF executive on Twitter: Annika Sörenstam ([@Annika59](#)).

The rest have remained fairly constant over the past year, with the exceptions of the new additions to the list: International Chess Federation President Dana Reizniece-Ozola (third, 34'968), FIA President Mohammed Ben Sulayem (eight, 8'026)

Rank	Leader	Sport	Followers	Growth
NEW 1	Annika Sörenstam @Annika59	Golf	122'424	n/a
▼ -1	Seb Coe @SebCoe	Athletics	120'681	2%
▲ +1	Mohammed Ben Sulayem @Ben_Sulayem	Automobile	67'236	178%
▼ -2	Fatma Samoura @Fatma_Samoura	Football	53'669	19%
▼ -2	Borsányi Gábor @BorsanyiGabor	Teqball	41'608	19%
▼ -1	Marius Vizer Jr @MariusVizerJr	Teqball	31'027	41%
▼ -1	Sir Bill Beaumont @BillBeaumont	Rugby	14'062	11%
NEW 8	Dana Reizniece-Ozola @DanaReiznieceOz	Chess	8'026	n/a
▼ -2	David Lappartient @DLappartient	Cycling	7'149	7%
▼ -2	Marius Vizer @MariusVizer	Judo	5'749	9%











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 (332'620 followers).



Most Followers on LinkedIn

	Rank	Federation	Account Name/Username	Followers	Growth %
	1	 FIFA	FIFA @FIFA	332'620	33%
+1	2	 FIA	International Automobile Federation @FIA	89'365	91%
-1	3	 International Cricket Council	International Cricket Council @ICC	87'073	49%
	4	 FIBA	International Basketball Federation @FIBA	55'666	19%
	5	 ITF	International Tennis Federation @ITFTennis	36'606	22%
+1	6	 WORLD RUGBY	World Rugby @WorldRugby	31'877	68%
-1	7	 FEI	International Equestrian Federation @FEI_global	30'657	29%
	8	 UNION CYCLISTE INTERNATIONALE	International Cycling Union @UCI_Cycling	26'671	51%
	9	 WORLD AQUATICS	World Aquatics @WorldAquatics1908	14'511	33%
	10	 WORLD ATHLETICS	World Athletics @WorldAthletics	11'285	35%

Our new addition to this year's report is the list including the most followed federation leaders on LinkedIn. Presidents of various federations are present on the platform where they can connect with other professionals in their industry, build their personal brand, and stay informed about industry trends and news.

At the top of the list is FIFA President Gianni Infantino with a total of 65'392 followers, followed by Jim Scherr, the CEO of World Lacrosse, and Annika Sörenstam the president of the International Golf Federation.



Most Followed Federation Leaders on LinkedIn















Rank	Leader	Sport	Followers
1	Gianni Infantino @FIFAPresident	Football	65'392
2	Jim Scherr @JimScherr1	Lacrosse	7'272
3	Annika Sörenstam @Annika59	Golf	6'379
4	Jon Ridgeon @Jon-Ridgeon-b9a21032	Athletics	3'802
5	Petra Sörling @PetraSorling	Table Tennis	3'660
6	Steve Dainton @Steve-dainton-2b22072	Table Tennis	3'391
7	Thomas Lund @Thomas-Lund-2690b27	Badminton	3'340
8	Kelly Fairweather @Kelly-Fairweather-50492916	Tennis	3'168
9	Vincent Gaillard @VincentGaillard	Rowing	2'678
10	David Graham @David-Graham-b23836a	Sailing	2'598

Data Captured
Source

01.01.2023
Audiense.com

Most Subscribers on YouTube

YouTube is the leading video platform on the internet, making it a valuable channel for marketers across various industries and organisations. This is especially true in the world of International Sports Federations. Having a professional YouTube channel with compelling content can be an effective way to reach new audiences for a sport. FIFA and ICC have recognized this and have seen a continued growth on the platform. However, other IFs, including those ranked in the top 10, still have potential for improvement on the platform.

Rank	Federation	Account Name/Username	Subscribers	Growth %
1		FIFA @FIFATV	18'500'000	68%
2		International Cricket Council @CricketICC	9'710'000	8%
3		BadmintonWorld Federation @bwf	2'440'000	18%
4		International Basketball Federation @FIBA	2'242'000	29%
5		Volleyball World @videoFIVB	2'168'000	36%
6		World Rugby @WorldRugby	1'200'000	18%
 7		World Athletics @WorldAthletics	1'130'000	69%
 8		International Gymnastics Federation @GymnasticsChannel	836'000	11%
 9		World Table Tennis @WTTGlobal	688'000	20%
 10		World Karate Federation @WKFKarateWorldChamps	662'000	9%

Data Captured
Source

01.01.2023
BCW proprietary tools

FIFA remains atop of this rank and has grown its lead after an impressive 68% growth in subscribers during 2022. This growth rate was only surpassed by World Athletics which gained 460'000 new subscribers with a 69% increase last year.











Looking at the channels with the most views on YouTube, FIFA ranks first with a whopping 4'952'530'388 views in total, followed by the ICC with 3'197'345'622 total views on the platform.



Most followers on TikTok

TikTok is, again, the platform that has seen the most growth in the past year. TikTok channels have grown by 4,978,783 followers in 2022 with 23 new IFs on TikTok gathering a total of 14,171,043 followers. The overall growth rate of all TikTok accounts is 54%. Clearly, this platform has established its need to be taken seriously and is here to stay.

World Athletics is still leading this ranking, followed by Teqball, which moved up one place in the last year and now has a total of 2.5 million followers. The new additions to the list this year are World Taekwondo (seventh) and United World Wrestling (ninth). Given the recent creation of these two accounts, the growth rates from 2022 for TikTok have not been included as the variations are not statistically relevant.

	Rank	Federation	Account Name/Username	Followers	Growth %
	1		World Athletics @WorldAthletics	3'900'000	22%
↑ +1	2		International Teqball Federation @Teqball	2'500'000	67%
↑ +1	3		Volleyball World @VolleyballWorld	2'200'000	100%
↓ -2	4		International Cricket Council @ICC	1'700'000	6%
	5		World Rugby @WorldRugby	1'528'397	50%
	6		International Basketball Federation @FIBA	1'208'100	83%
NEW	7		World Taekwondo @WorldTaekwondo	299'400	n/a
↓ -1	8		International Ice Hockey Federation @IIHFHockey	191'900	141%
NEW	9		United World Wrestling @Wrestling	143'700	n/a
↓ -2	10		International Cycling Union @UCI_Cycling	104'900	909%

Data Captured
Source

01.01.2023
BCW proprietary tools

About BCW

BCW is the global communications agency built to move people. BCW partners with clients in the B2B, consumer, corporate, crisis management, healthcare, public affairs, purpose and technology sectors to set strategic direction for all communications and create powerful and unexpected ideas that earn attention. Through an “earned-plus” offer – earned media plus paid media, creative technology, data, AI and an expanding suite of innovative capabilities – BCW moves people with power and precision to move its clients forward. BCW is a part of WPP (NYSE: WPP), a creative transformation company. For more information, visit www.bcw-global.com.

BCW Sports is the specialized sports practice of BCW, based in Lausanne, Switzerland. Based on extensive experience, BCW Sports launched BCW Eventus™, a tool designed for attracting, activating and assessing sporting events – and therefore supporting cities in moving up to the next level. [Read more here](#).

For More Information

For more information about this survey, please do not hesitate to contact us.



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