



## ***TOP PLAYERS SOCIAL MEDIA ENGAGEMENT REPORT***

London – Barcelona, September 2015



## **SOCIAL MEDIA ENGAGEMENT REPORT**

**VISITOR**



1. Technical sheet
2. Football players and overall engagement
3. Most engaging commercial posts
4. Uplift when brands post featuring athletes
5. About PTS



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## TECHNICAL SHEET

### SPECIFICATIONS

- Data included refer to top20 players with the most followers across most popular social networks (Chinese not included)
- Social networks included: Twitter, Facebook and Instagram.
- Considers last 50 posts in each Social Network from the collection date (data collected between April and June 2015). Total of posts analyzed: 3,000
- Engagement description: Twitter – Retweets and favorites  
Facebook – Likes and comments  
Instagram – Likes and comments
- Other engagement parameters like shares or views not included

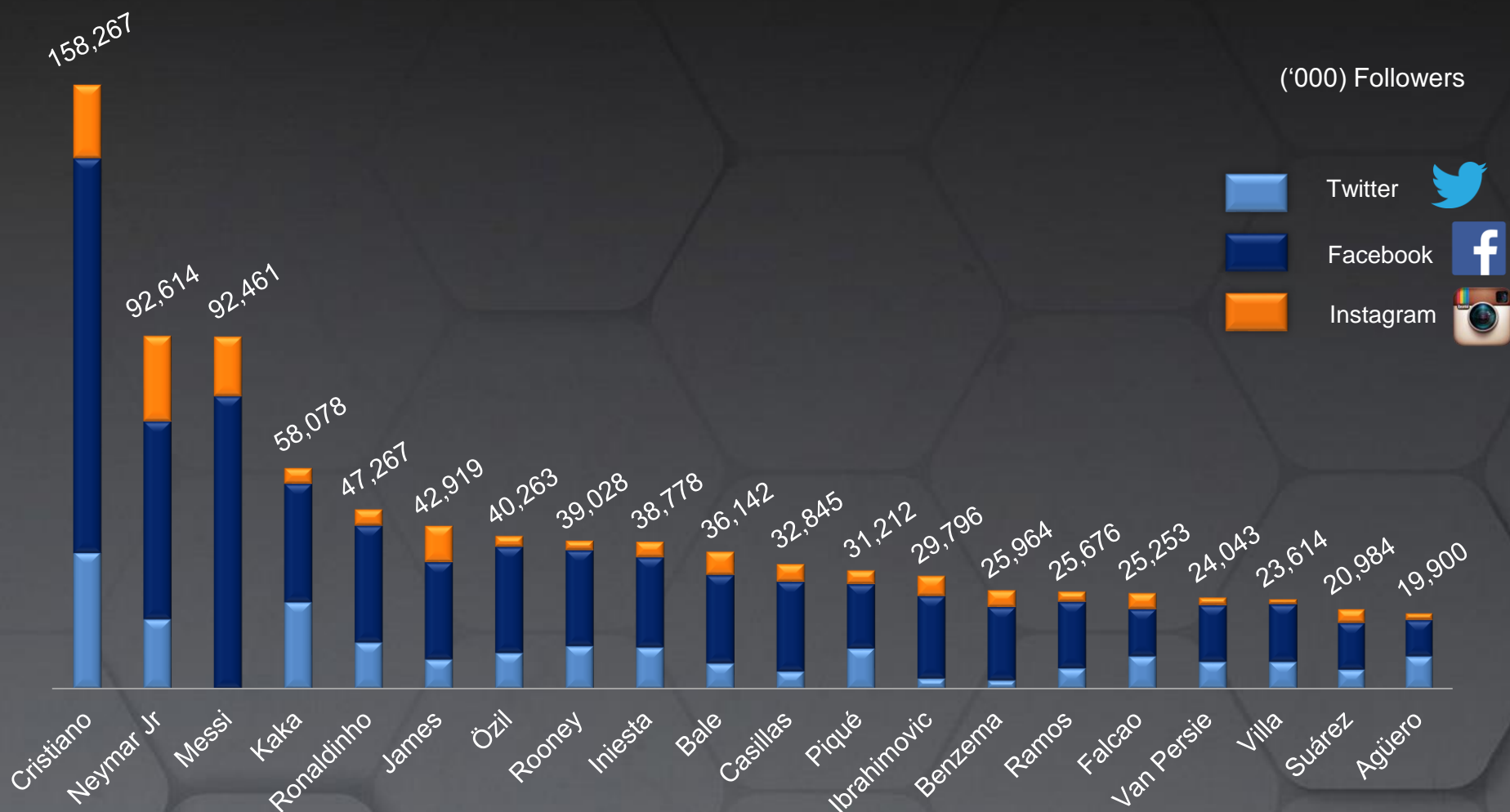
### TEAM

- Project leader: Marc Valls
- Coordinator: Aleix Piqué
- Analyst: Alex Mas





## MOST SUCCESSFUL PLAYERS ON SOCIAL MEDIA

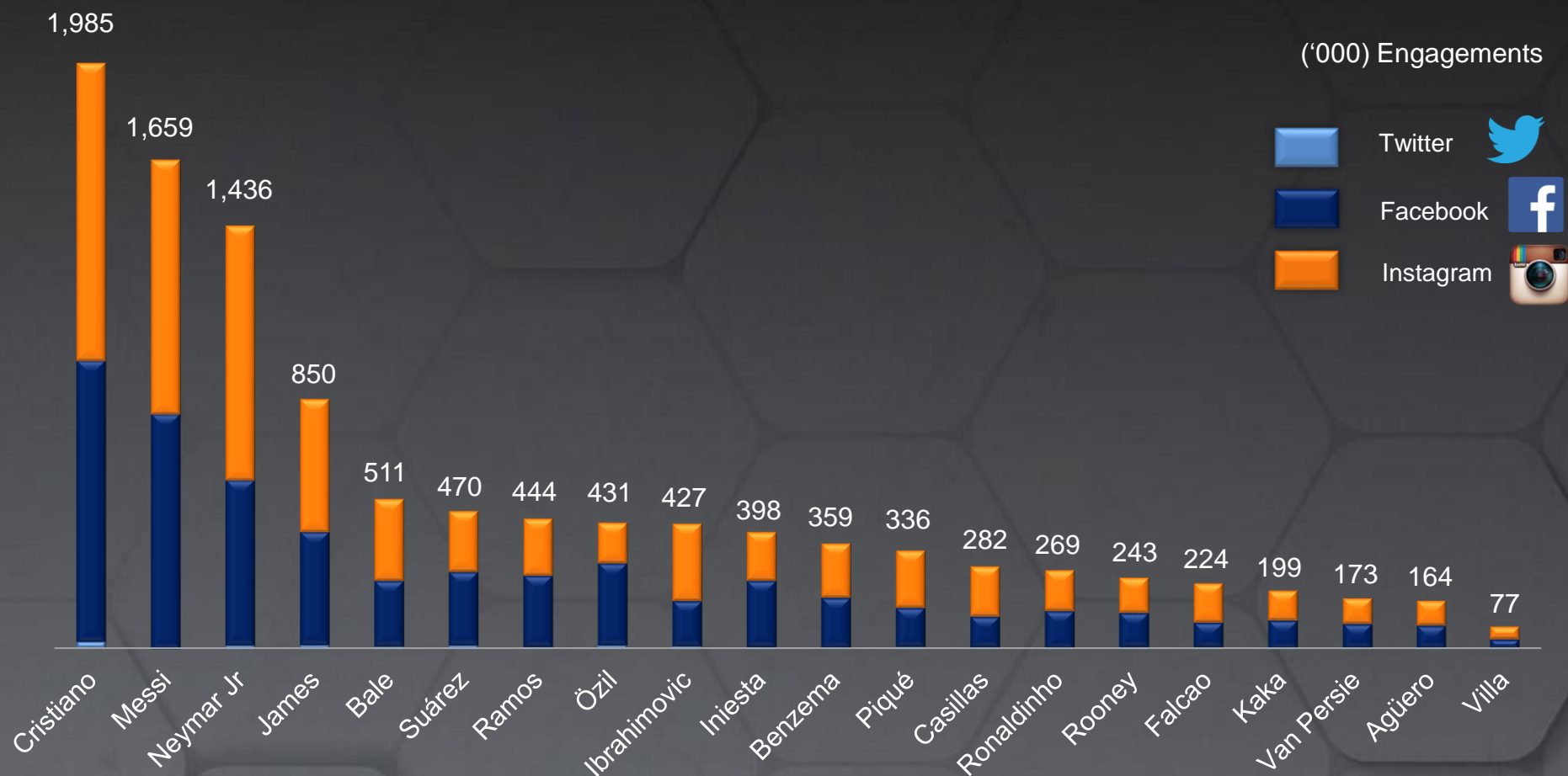


Cristiano Ronaldo stands out as the most followed player with a global reach of more than 150m. Neymar and Messi (with no Twitter account due to Weibo agreement) follow at distance and almost double those right after (led by Kaka)

\*Because of an exclusive agreement with Weibo (20.5m followers), Messi doesn't own an official Twitter account



## TOTAL ENGAGEMENT PER POST - ALL POSTS\*

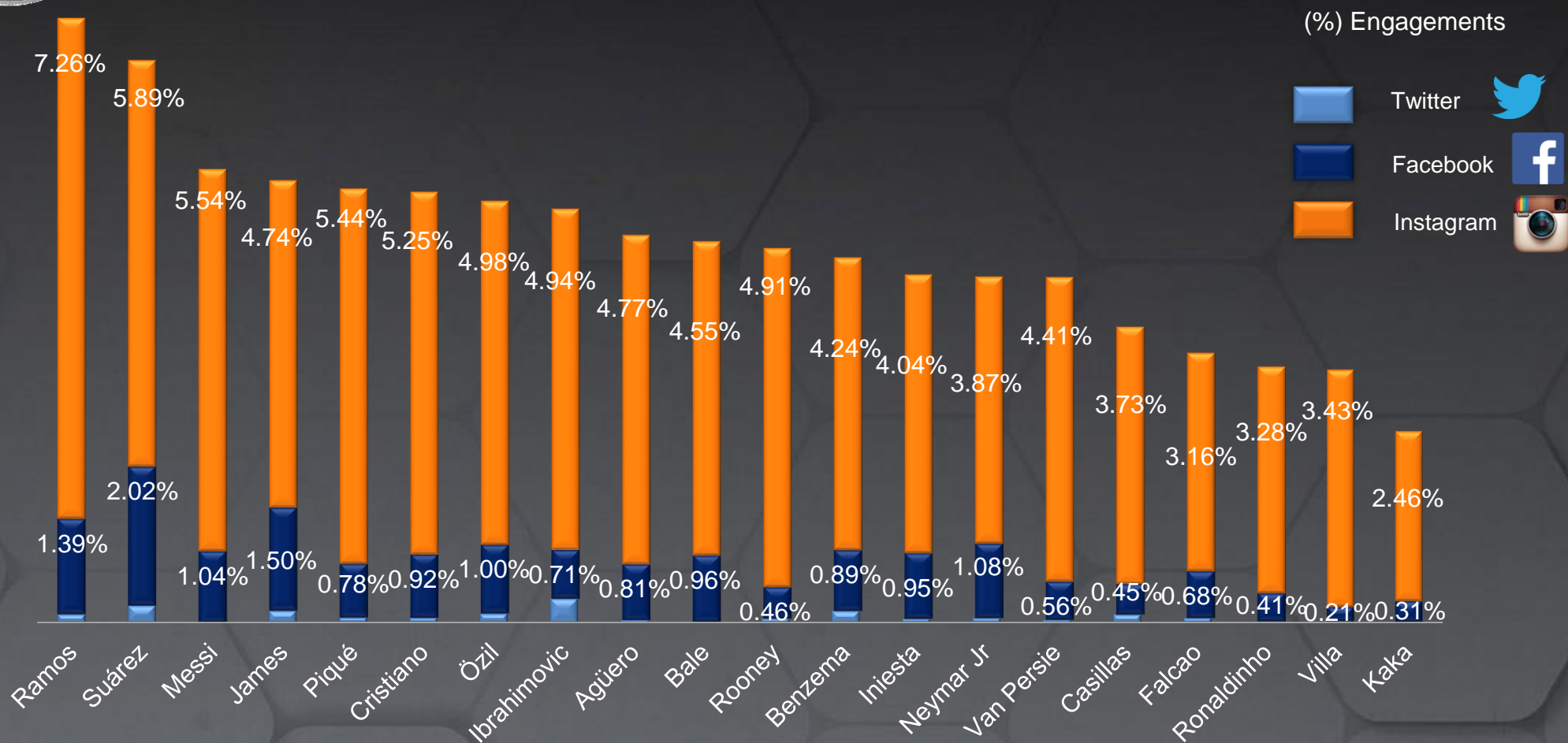


Each Ronaldo post generates in average a whopping 2mio engagements, followed by Messi (1,7m) and Neymar (1,4m)

\* 50 posts in each network per player. Average number of Likes, Comments, Shares, RT and Favourites per post



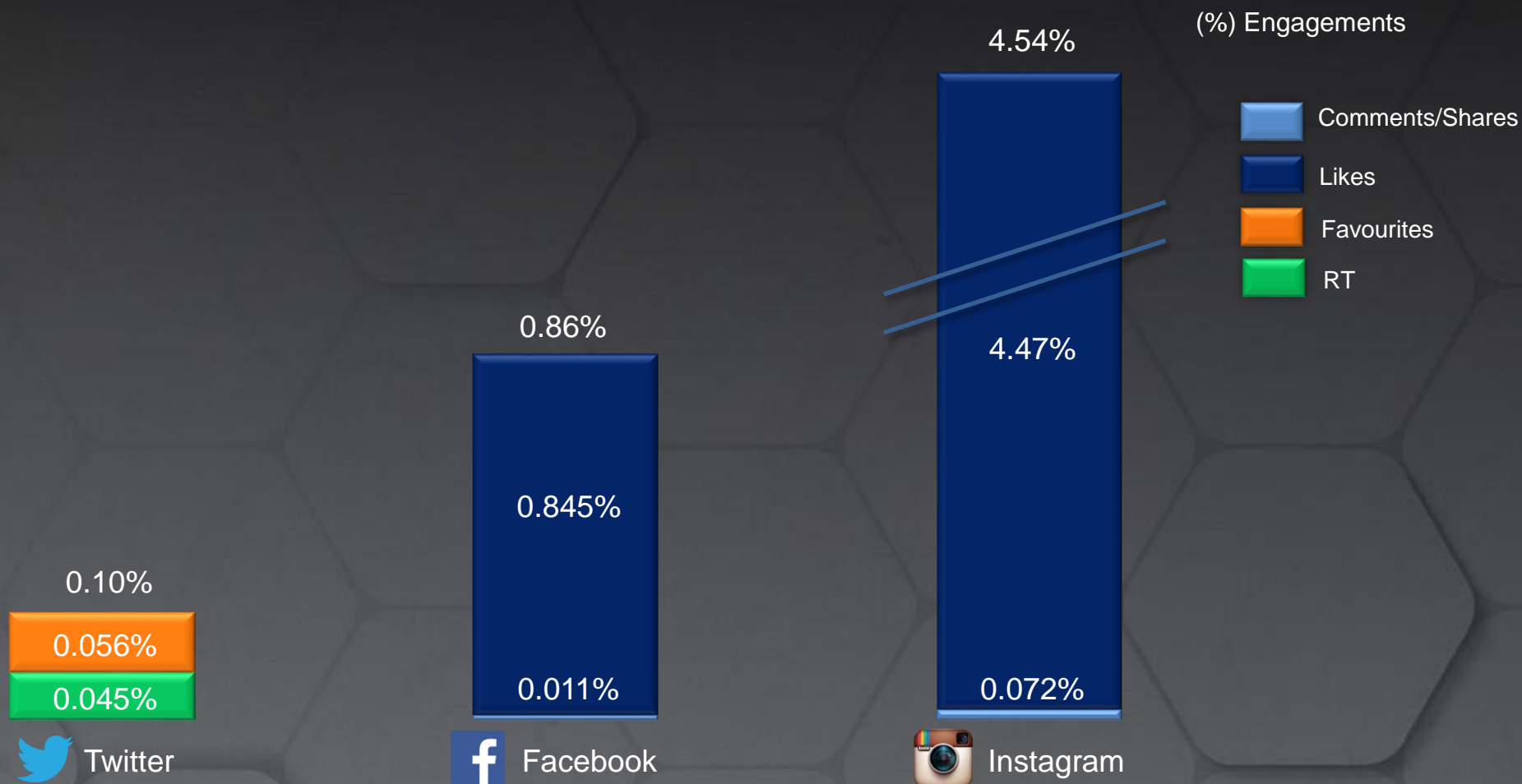
## ENGAGEMENT PER POST\* - %



Real Madrid's Sergio Ramos has the best engagement conversion, with 8,8% of posts provoking reaction from followers. Suárez follows with 8,2% and Messi with 6,6%. Instagram has the most interactive users



## AVERAGE ENGAGEMENT OF EACH NETWORK (%) – ALL POSTS\*

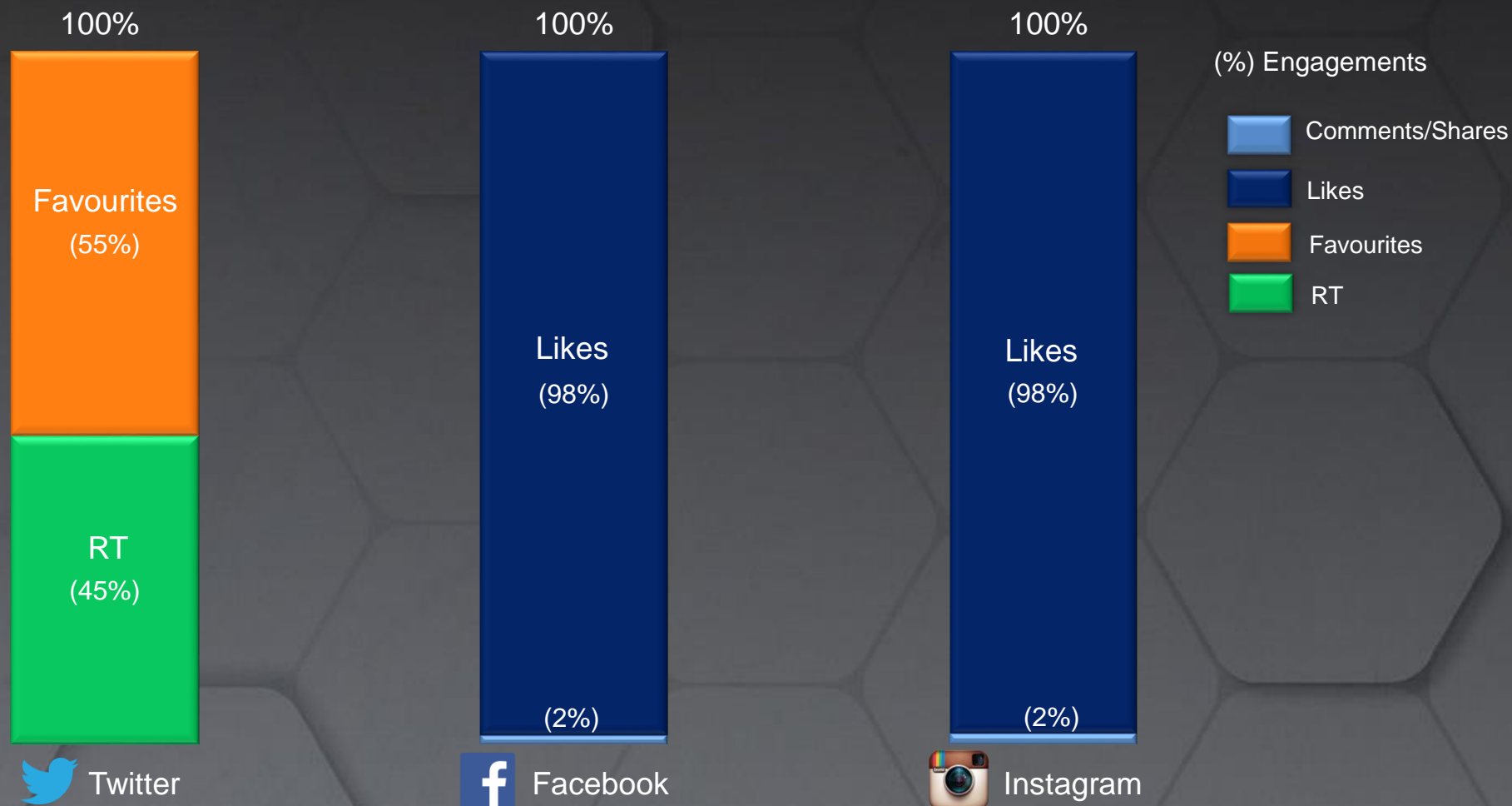


There is a big gap in terms of engagement between the three platforms. Twitter only reaches an average engagement level of around 0.1%, whereas Instagram, on the other end, reaches a remarkable 4.54%

\* 50 posts in each network per player. Average number of Likes, Comments, Shares, RT and Favourites per post



## TYPES OF ENGAGEMENT IN EACH NETWORK

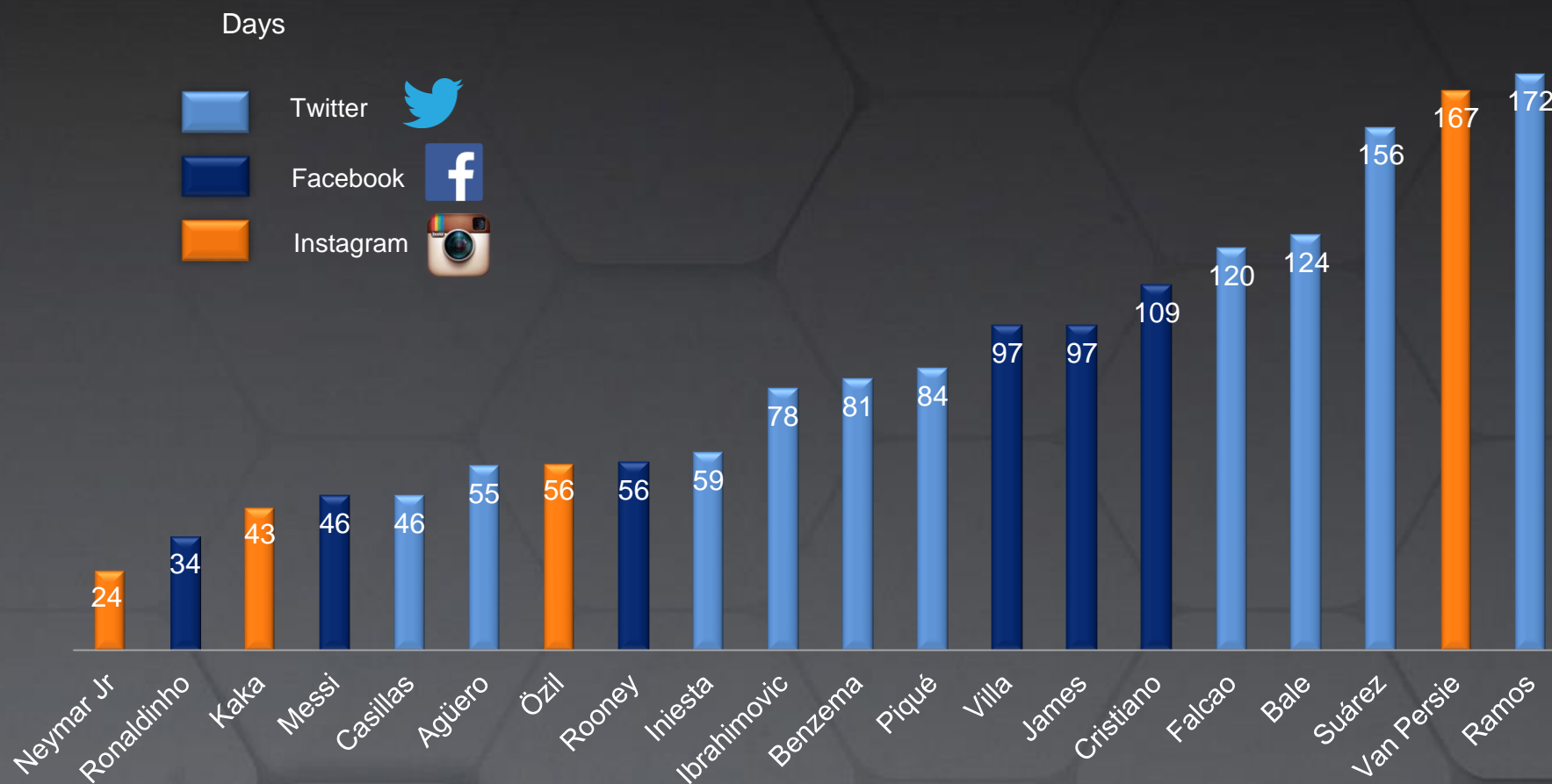


\* 50 posts in each network. Average number of Likes, Comments, Shares, RT and Favourites per post





## MOST ACTIVE PLAYERS IN SOCIAL MEDIA\*

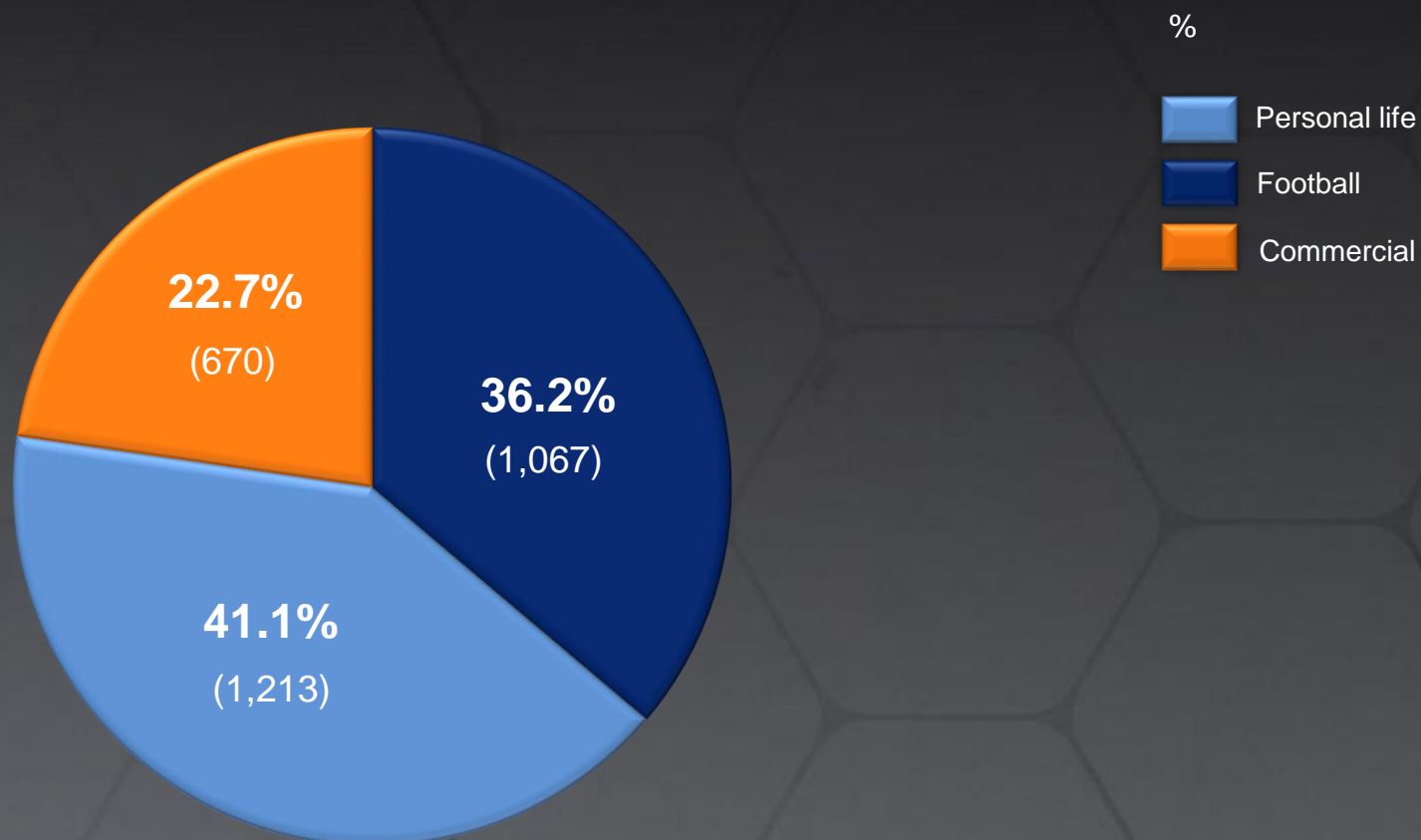


Neymar Jr is the most active player on social media and he only needed 24 days to reach 50 posts on his favorite platform (Instagram), followed by 2 Brazilian players also (Ronaldinho and Kaka). Sergio Ramos, who needed almost 6 months to reach 50 tweets

\* Time needed to reach 50 posts on the Social Network most frequently used



## TYPES OF POSTS - %

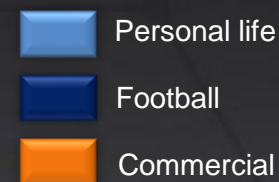


Players have found a good balance between their jobs, their personal lives and their commercial obligations. Posts about their day to day lives represent a 77.3% of their posts, in front of only a 22.7% of commercial posts



## TOP 10: MOST SUCCESSFUL POSTS – TOTAL ENGAGEMENT\*

Engagements ('000)

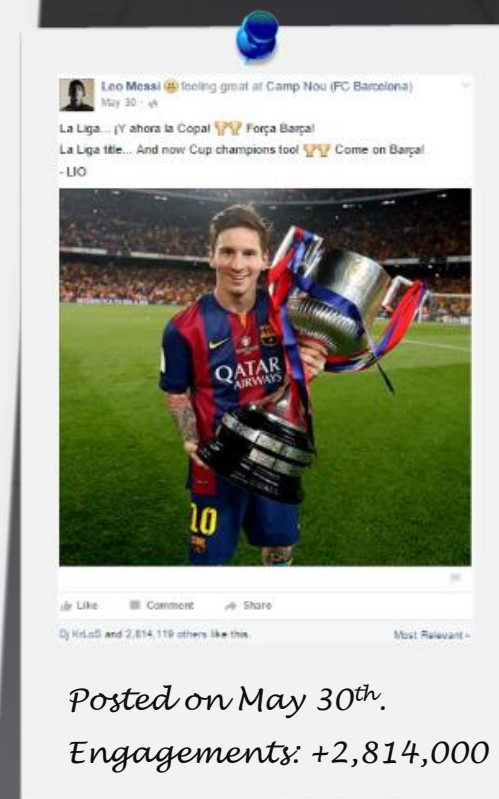
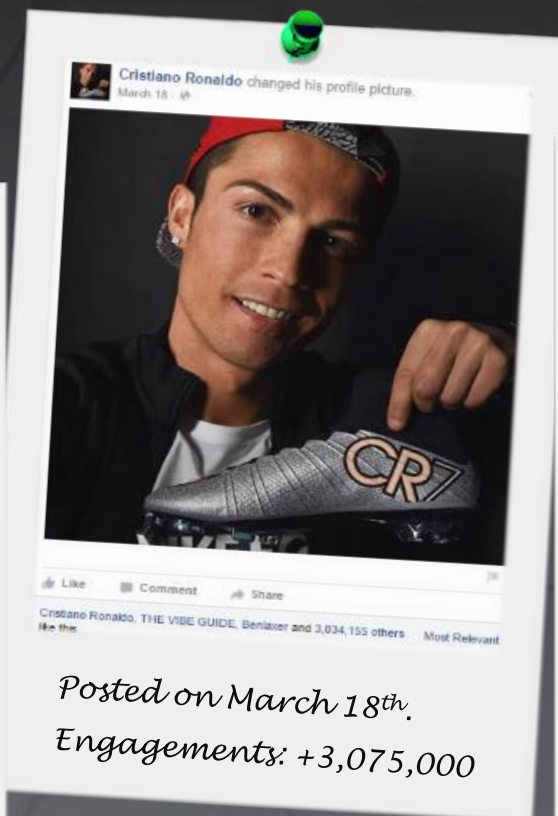
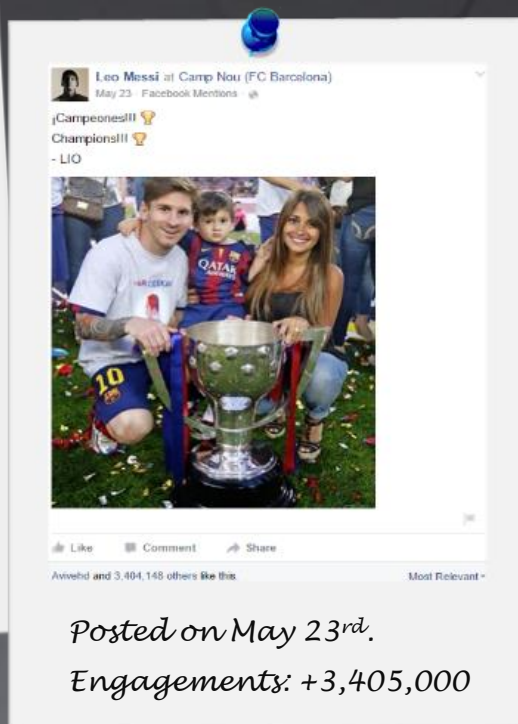


A Facebook post by Neymar with his son was the most successful, with almost 5m engagements, followed by Messi's one with Champions trophy (3,4m) and Ronaldo with his new boots (3,1m for the joy of Nike)

\* Total number of Likes, Comments, Shares, RT and Favourites per post  
All most engaging posts are from Facebook



## MOST SUCCESSFUL POSTS – TOTAL ENGAGEMENT\*



\* Total number of Likes, Comments, Shares, RT and Favourites per post  
Examples shown are the 4 most successful posts





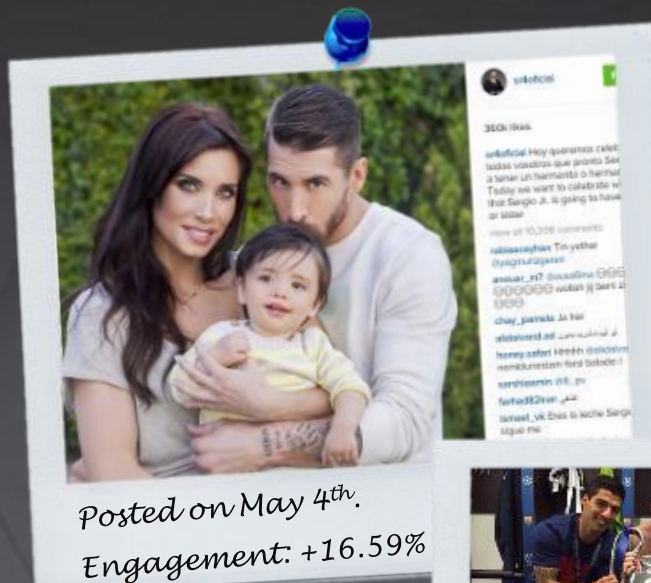
## TOP 10: MOST SUCCESSFUL POSTS – % OF ENGAGEMENT



Having the most followers doesn't necessarily mean having the most engaged audience. Gerard Piqué, Sergio Ramos and Luis Suárez are leading the ranking with their Instagram posts, which normally have engagement levels of 10% or more



## MOST SUCCESSFUL POSTS – % OF ENGAGEMENT



Examples shown are the 4 most successful posts





## SOCIAL MEDIA ENGAGEMENT REPORT

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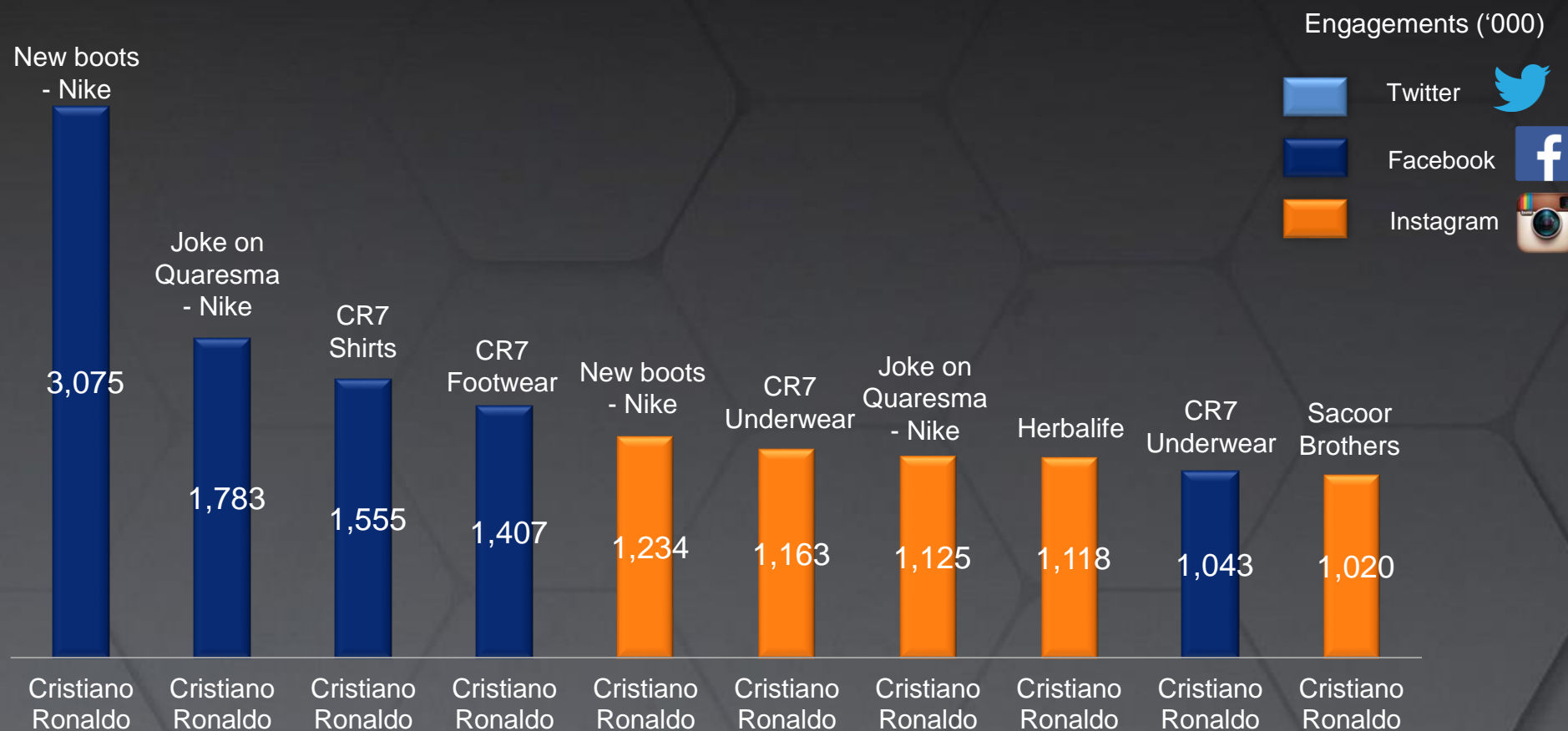
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## TOP 10: MOST SUCCESSFUL COMMERCIAL POSTS – TOTAL ENGAGEMENT\*



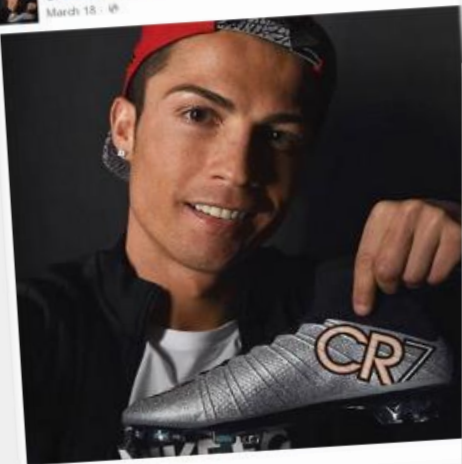
Ronaldo owns the commercial ranking exclusively and his posts on Facebook and Instagram can get over 1m engagements and as much as 3m. Portuguese icon is undoubtedly most wanted and successful social media commercial platform





## MOST SUCCESSFUL COMMERCIAL POSTS – TOTAL ENGAGEMENT\*

Cristiano Ronaldo changed his profile picture.  
March 18 · 🌐



Like Comment Share  
Cristiano Ronaldo, THE VIBE GUIDE, Benlaxer and 3,034,155 others like this

Posted on March 18<sup>th</sup>.  
Engagements: +3,075,000

Cristiano Ronaldo  
March 28 · 🌐

Did you see what I did to Ricardo Quaresma's car on Nike Football's Snapchat? Quaresma, please don't be mad! 🤔



Like Comment Share  
Cristiano Ronaldo, Eurosport, Nancy Love and 1,754,745 others like this

Posted on March 26<sup>th</sup>.  
Engagements: +1,783,000

Cristiano Ronaldo  
February 25 · Edited · 🌐

Happy to share with you some new images from my CR7 Shirts campaign. I hope you like it.



Like Comment Share  
Cristiano Ronaldo, Salvador Dali, Muzika Shoplure and 1,532,239 others like this

Posted on February 25<sup>th</sup>.  
Engagements: +1,555,000

Cristiano Ronaldo  
February 15 · 🌐

Want to know what it's like walking in my shoes? My CR7 Footwear collection launches today! #cr7footwear [www.cr7footwear.com](http://www.cr7footwear.com)



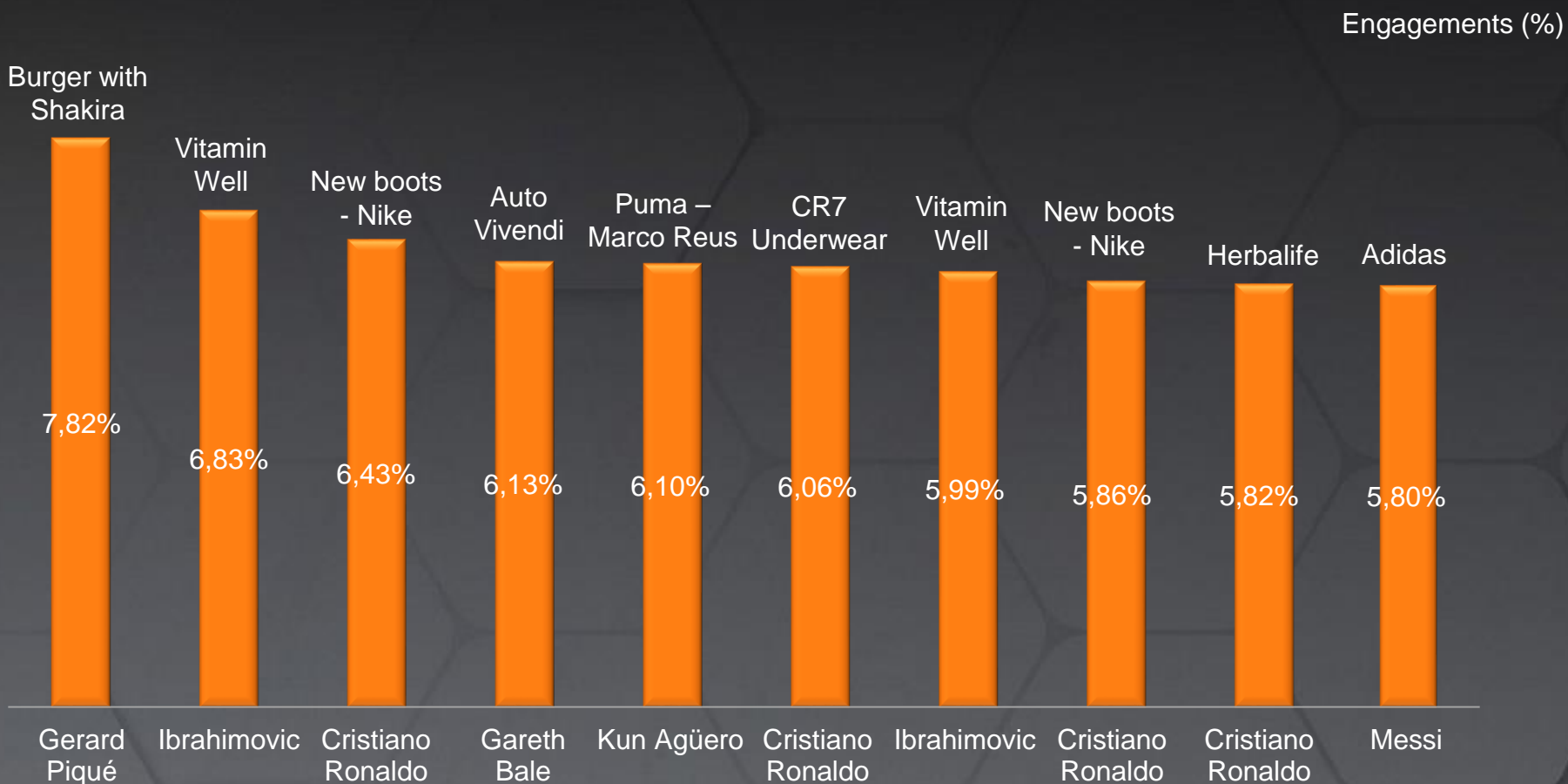
Like Comment Share  
Cristiano Ronaldo, Muzika Shoplure, THE VIBE GUIDE and 1,367,889 others like this

Posted on February 15<sup>th</sup>.  
Engagements: +1,407,000

\* Total number of Likes, Comments, Shares, RT and Favourites per post  
Examples shown are the 4 most successful posts



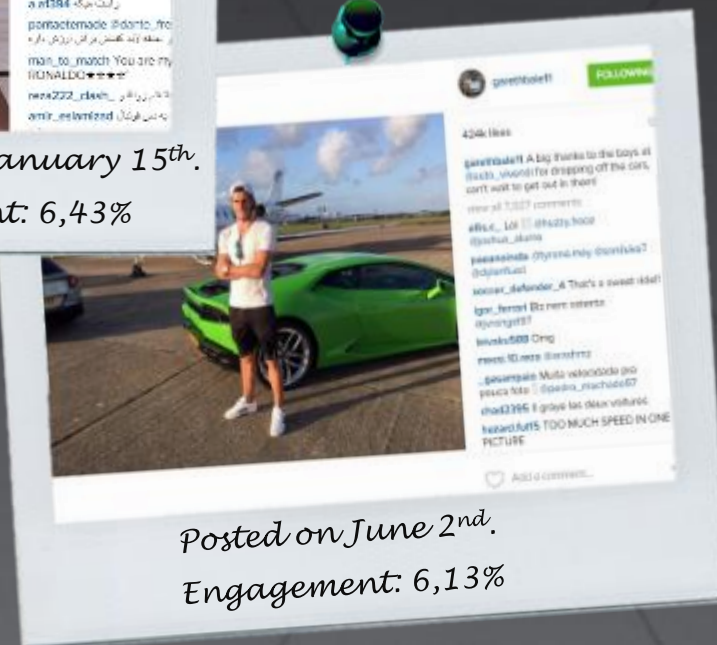
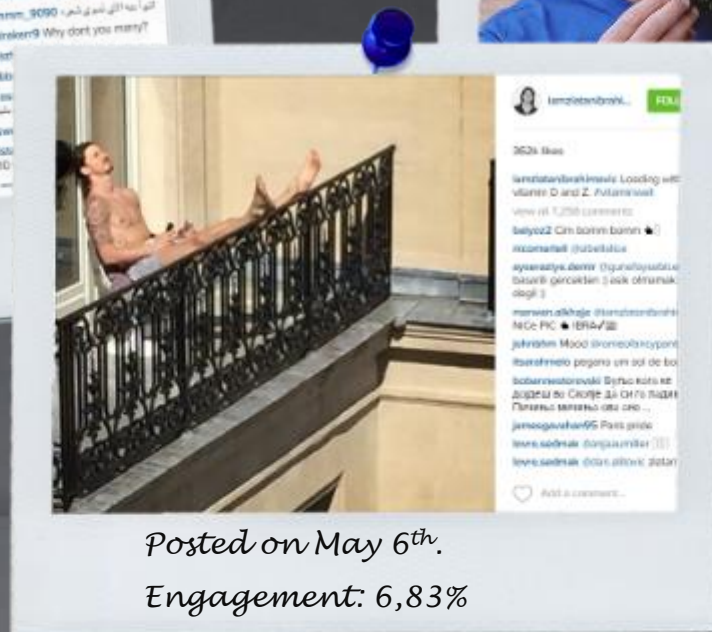
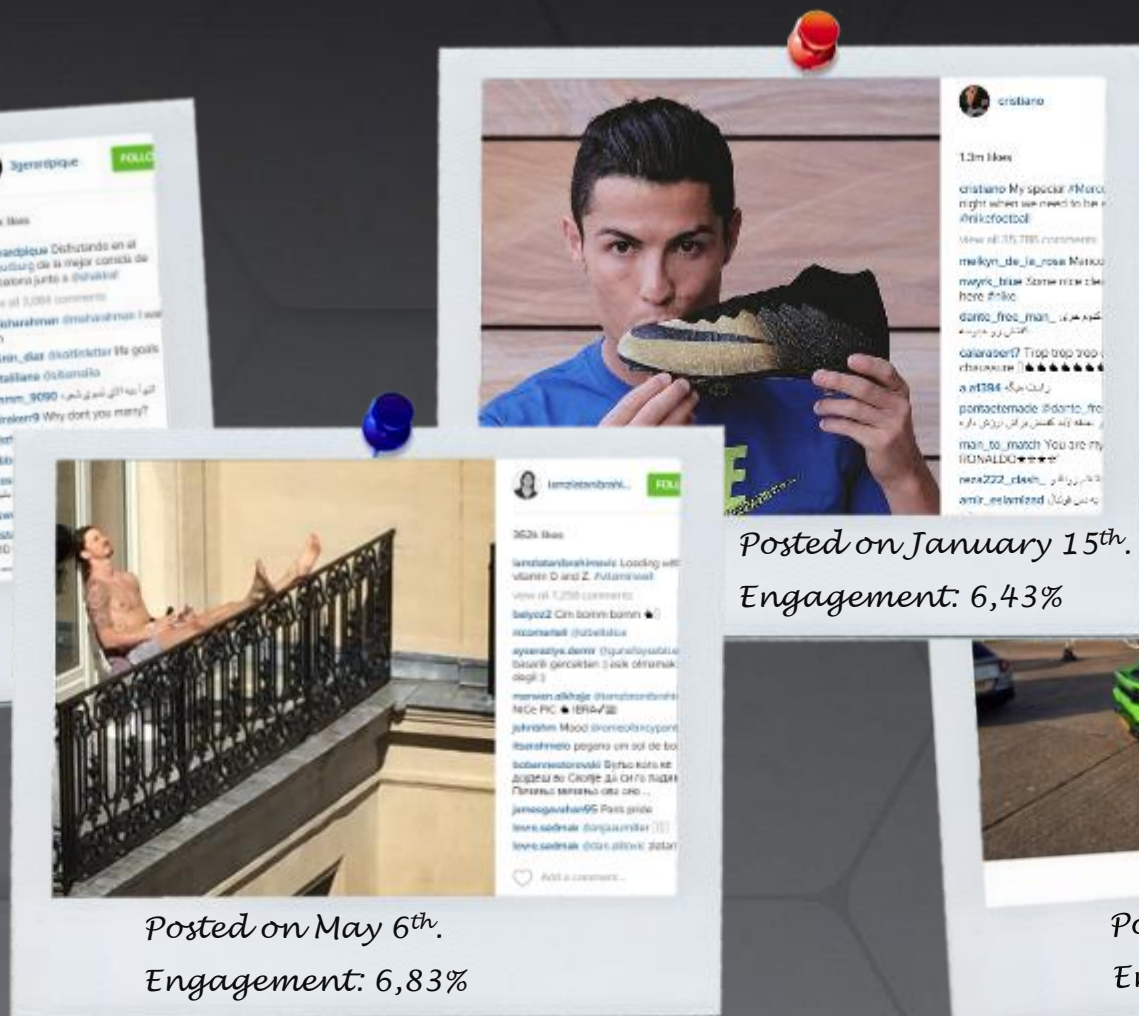
## TOP 10: MOST SUCCESSFUL COMMERCIAL POSTS – % OF ENGAGEMENT\*



Instagram also presents the highest levels of engagement for commercial posts, with an average conversion of 3,90%. Piqué's post with partner Shakira promoting their Burgers restaurant provoked a whopping 7,82% engagement



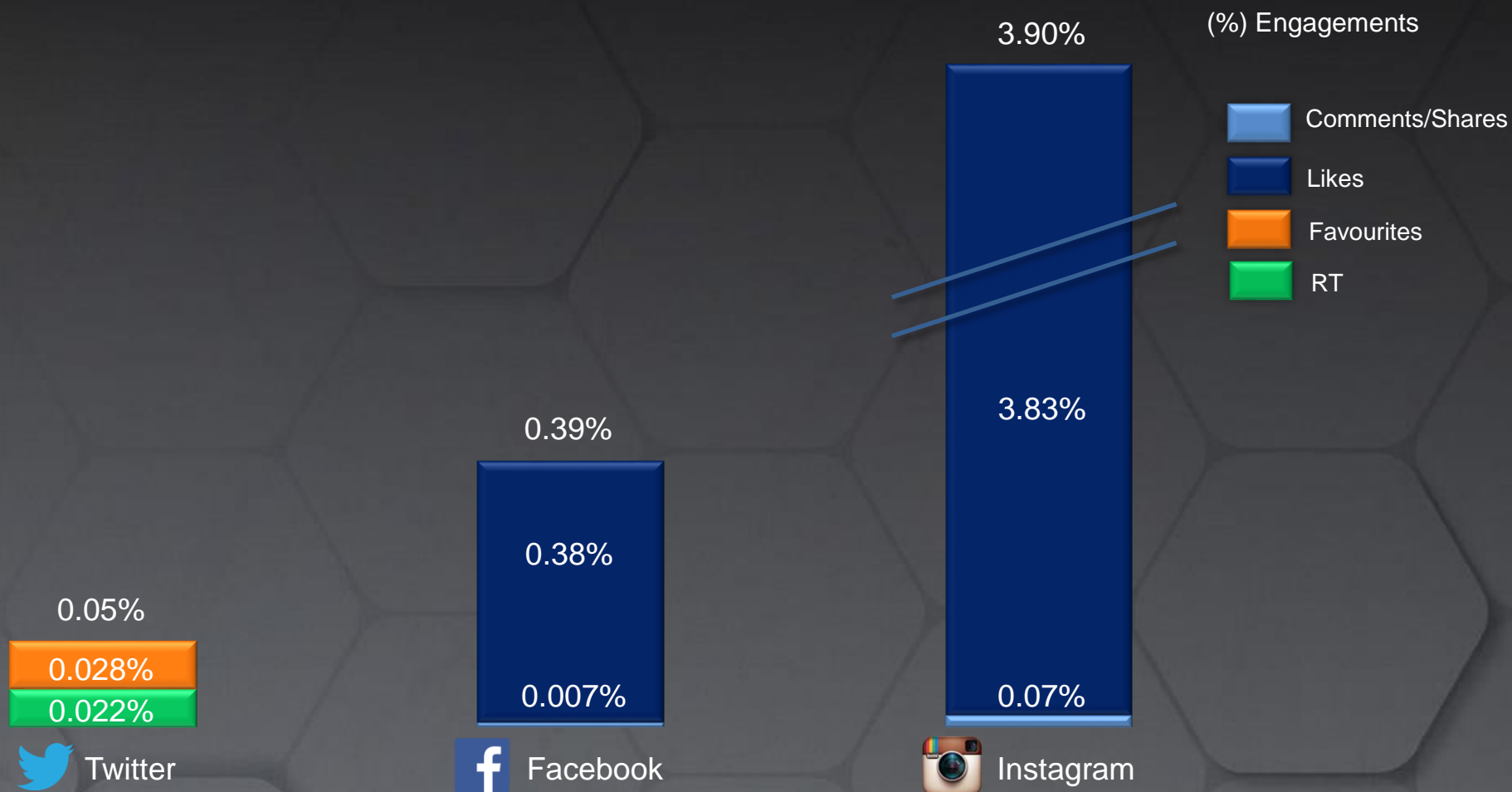
## EXAMPLES: MOST SUCCESSFUL COMMERCIAL POSTS – % OF ENGAGEMENT\*







## AVG. ENGAGEMENT OF EACH PLATFORM (%) – COMMERCIAL POSTS

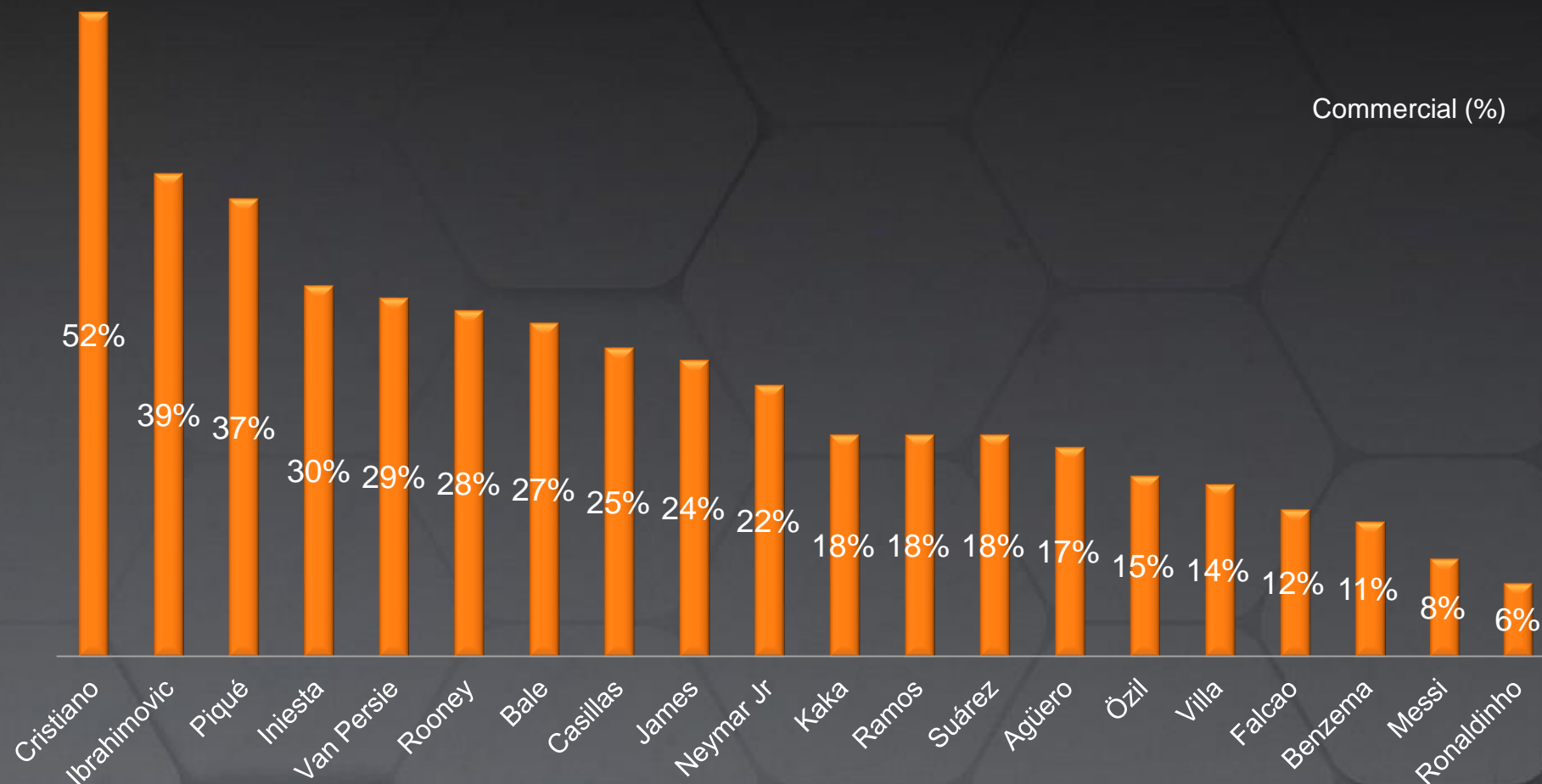


Instagram is by far the most successful network generating engagement also for commercial posts, with a remarkable 3,9% average rate (vs 4,5% of all posts including non commercial)





## COMMERCIAL POSTS – % OF COMMERCIAL POSTS\*

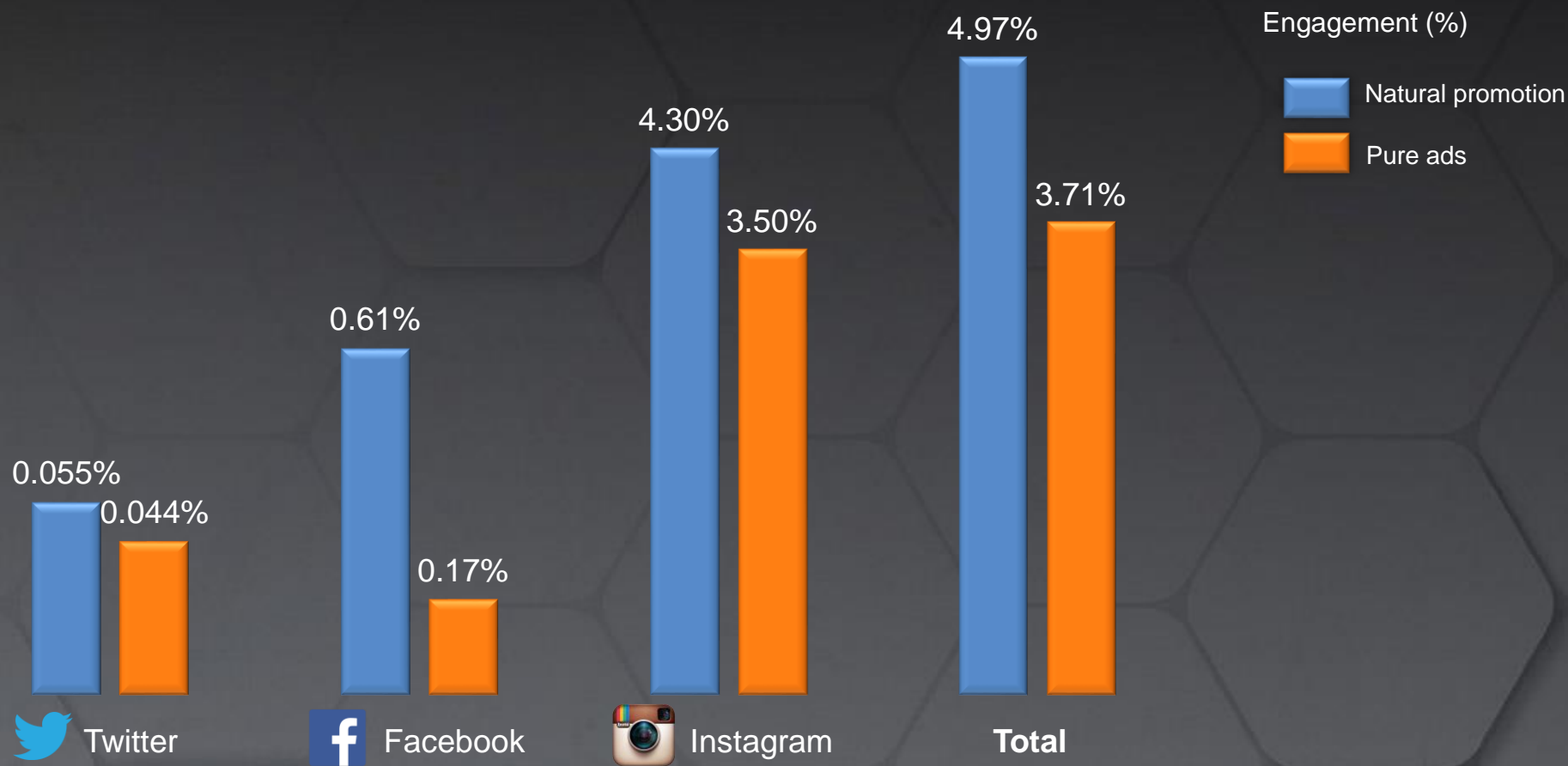


Cristiano Ronaldo includes the most commercial posts but that is also because he has more partners and obligations than the others. 1 in 2 posts of the Real Madrid top scorer are commercial, whereas for the rest of the players the average stays at a 21% (1 in 5)

\*Average % of commercial posts on Facebook + Twitter + Instagram



## PURE ADS VS. NATURAL PROMOTION – % OF ENGAGEMENT\*



There is a fine line separating pure ads from those which look more organic. Managing to make commercial posts look natural thru content creativity produces as much as 34% additional average engagement vs pure ads

\*Average % of engagement per post



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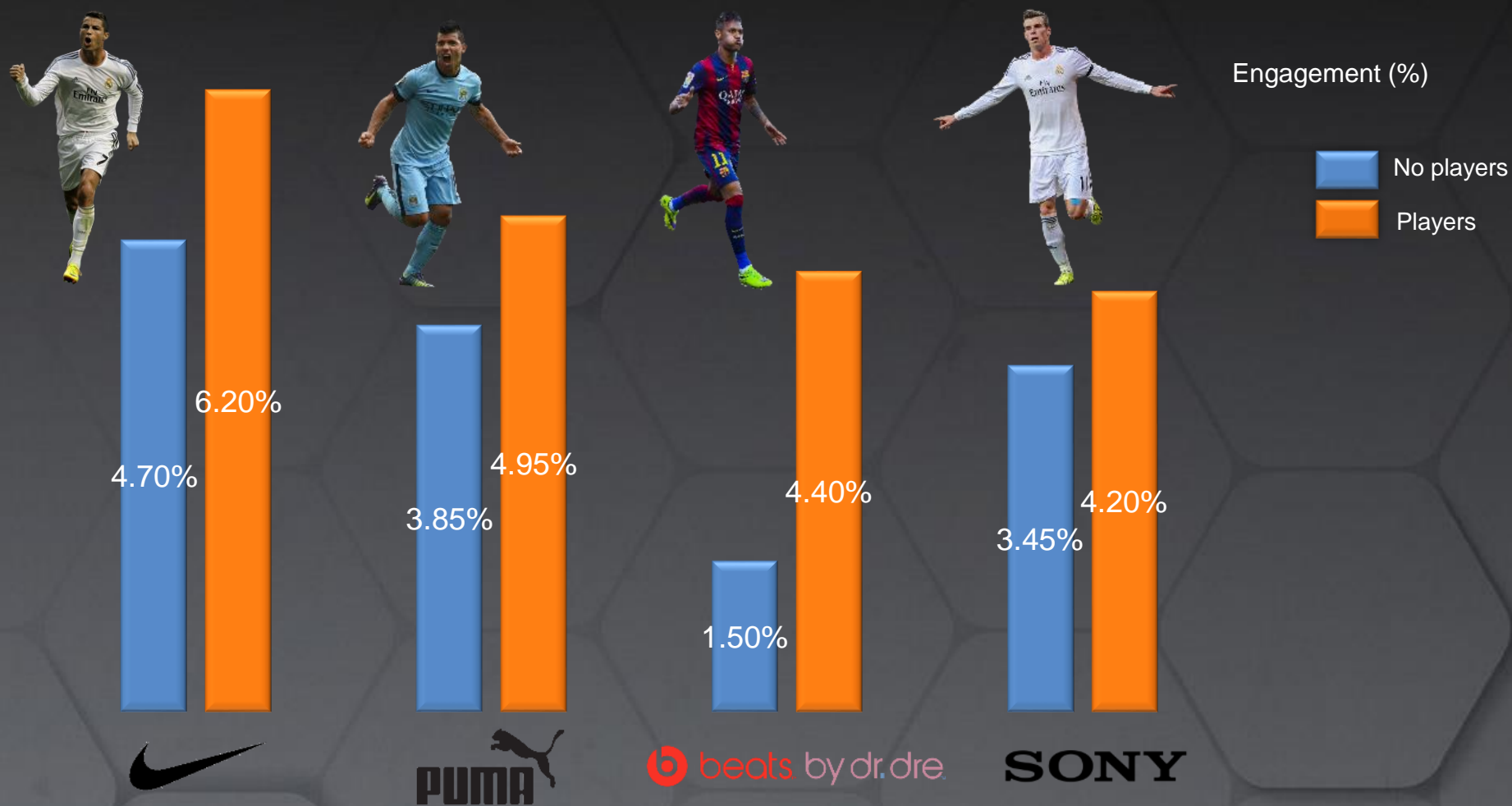


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## ENGAGEMENT UPLIFT WHEN USING PLAYERS – %\*



Blue chip brands such as Nike, Puma, Beats or Sony have enjoyed a massive 46% extra engagement when using the athletes they are endorsing in their posts (vs posts by same brands not featuring any athletes)

\*Average engagement (%) per post on Instagram





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# PRIME TIME SPORT BUSINESS AREAS





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