



Social Media Observatory

November 2017



SOCIAL MEDIA SOCCER

www.socialmediasoccer.com

Social Media Leaderboard

		f Like	t Follower	o Follower	▶ Subscribers	♥ Fan Tot.
1		30.298.514	5.444.299	8.234.300	604.971	44.582.084
2		24.764.349	6.052.510	3.816.332	372.404	35.005.595
3		8.829.094	1.492.412	1.201.349	221.255	11.744.110
4		6.441.502	1.450.023	1.651.005	232.640	9.775.170
5		4.003.828	1.240.055	709.569	87.309	6.040.761
6		2.049.578	583.894	226.990	15.940	2.876.402
7		785.443	503.884	213.151	43.593	1.546.071
8		460.678	346.661	120.060	20.092	947.491
9		460.467	263.365	63.212	7.391	794.435
10		336.339	305.639	116.265	10.934	769.177
11		524.409	138.918	54.930	10.425	728.682
12		295.974	306.642	84.232	20.271	707.119
13		282.966	285.825	78.994	No social	647.785
14		274.279	241.925	53.961	9.985	580.150
15		256.186	238.842	78.242	No social	573.270
16		199.461	249.382	74.279	7.883	531.005
17		121.065	237.995	32.453	7.276	398.789
18		121.516	18.191	39.698	2.886	182.291
19		44.798	9.412	33.602	2.119	89.931
20		56.620	6.415	20.539	468	84.042

In October, **Juventus** gained approximately **600.000** new users, equally spread across Facebook, Twitter and Instagram. The few new users who subscribed to the club's YouTube channel (less than 6,000) still meant that Juventus was the first Italian team to have broken through **600.000 followers on the video streaming platform**.

At the end of the month, **A.C. Milan** exceeded **35 million total fans** and, like Juventus, it also broke a record. A.C. Milan was the first Italian club to exceed 6 million Twitter followers, consolidating even more its first place in the twitter-sphere.

Instead, Roma's Facebook page saw a negative trend where, compared with the previous month, there was a **drop** of more than **20.000 Likes**.

The seven social media sisters (Juventus, A.C. Milan, Roma, Inter Milan, Fiorentina and Lazio), all with more than 1.5 million followers, have widened the gap separating them from Torino (taking it to more than 600,000 followers), the eighth club in our soccer in terms of social media, which in turn outperforms the rest of the leaderboard to the tune of more than 200,000 fans.

Top 5 Social Media Team



October in social media concludes with awarding the titles of top social media teams to **Bologna** on **Facebook**, **Spal** on **Twitter**, **Sampdoria** on **Instagram** and **Benevento** on **YouTube**.

Bologna has achieved some remarkable results with their user base on **Facebook**, which went **from 473,267 to 524,409**, for a total in percentage terms of **10.81%**. Among the key factors for this social media success we should highlight the local derby against Spal (which is back to being fought in Serie A after 50 years) that saw Bologna win by 2-1, with an increase of almost 22.000 fans acquired in a single day.

Bologna scores **the highest percentage growth across all social media** measured, with a **fan total that goes from 674,822 to 728,682, i.e. 7.98%**.

On **Twitter**, in October, **Spal** recorded the biggest increase in percentage terms of followers acquired, up **5.82%** on its fan base. 25th October is the biggest day for new fans acquired in a single day, on the day of the match against Juventus at the Allianz Arena: a big match that caught a lot of attention of Twitter users.

Sampdoria too, in October, achieved some very good numbers on social media, especially on **Instagram**: its fan base went **from 79,423 to 84,232**, for a total in percentage of **6.05%**. This growth puts it at the top of Serie A clubs.

On **YouTube**, **Benevento** increased its user base by **11.46%**, becoming the team with the highest fan acquisition in percentage terms of the entire championship on the video streaming platform.

Top 10 Social Media Players

Top accounts for fan acquisition

Changes in the fan base



Icardi

+6,51 %
4.166.701 fans



Dybala

+6,61 %
15.020.998 fans



Matuidi

+2,27 %
6.764.834 fans

Followed by...



Mandžukić

Variazione
+2,30%



Pjanic

Variazione
+2,04%



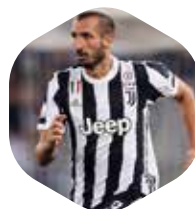
Buffon

Variazione
+1,87%



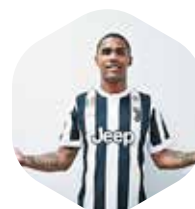
Cuadrado

Variazione
+1,78%



Chiellini

Variazione
+1,44%



Douglas Costa

Variazione
+1,32%



Marchisio

Variazione
+1,09%

Over the last 31 days **Dybala** reached **over 15 million fans in total**. More than 600,000 fans were through Instagram alone, **while 10.7%** more through Facebook: an increase that led the Argentine forward to be number one in October for the whole of Serie A players in terms of follower acquisition. The hat-trick in the local derby and the good results with Inter Milan made **Icardi's** user base grow by **6.5%**.

Matuidi is in third place for followers acquired this month. Also of note this month is the milestone reached by **Buffon** who, thanks to individual prizes and the campaign to unveil the new Italy kit that has him as the protagonist, has broken through **12 million followers**.

The first out of the podium of players that have grown the most on social media is **Mandzukic**. The Croat player is the only one in the top 10 increases not to have an official Facebook profile.

In the user leaderboard, **Cuadrado** made it just in time to overtake **Nani**. The Portuguese, now third for total fans, recorded the second to last worst change (**0,08%**), second only to **Bonucci** who, in October, actually achieved a general drop of **- 7.15%**.

Twitter Challenge

What is the Twitter Challenge?

The Twitter Challenge is a special challenge won by interacting.

Every day, the teams that face off on the pitch also face off on Twitter. With our Twitter Challenge, **we monitor and measure the level of interaction of tweets proposed by the teams**; official accounts. The Twitter Challenge takes place through **analysing the engagement rate of tweets by teams during the match.**

Indeed, the Twitter Challenge lets us get closer to fans at a moment of maximum exposure with tailored messages. The Twitter Challenge **calculates the weighted ER values according to the number of a team's followers**, in a given time window of one hour before and two hour after a match. Goals are determined through defining a threshold ER in advance. The ER values vary according to the groups of followers that a team has acquired.

Team with the highest ER - Most social media match



The **Milan derby** was the most followed match in October. Inter Milan vs A.C. Milan, played on the eighth day, was broadcast to over 180 countries, a record for a Serie A match, and takings at the box office were **4.6 million Euro**. On Twitter, no other bout in our championship obtained more interactions in October. The double score by Inter Milan, followed by the double equalizer by A.C. Milan, before the last minute penalty by Icardi, warmed up the supporters and fired up their social media activity up to the final whistle.

On the Twitter Challenge, the virtual match ended up with a 6-3 score in favour of Inter Milan. This team recorded an **Engagement Rate of 0.58%**, from the **8,253 interactions** generated by **1.4 million fans**. Despite the defeat, A.C. Milan obtained more than **16K interactions**, with tweets spread across criticism of match strategy and regret for the almost assured draw.

Social Media contents

Top 3 Social Media Content



Juventus

Among the month's appointments, Halloween is surely the most social media relevant. Indeed, many clubs go a little crazy with content dedicated to the year's scariest day.

Juventus dedicated Facebook and Instagram content to the night of the living dead with videos and images featuring the team players: **Chiellini** (Swamp monster), **Pjanic** (Ghost), **Buffon** (The Black Scorpion), **Dybala** (Jason from Friday 13th) and **Mr. Allegri** (Dracula).

Scary, right?

A.C. Milan

If the results on the pitch call into question **Bonucci's** performance, on social media A.C. Milan stands by its captain. The day after the defender's sending off against Genoa, remedied on 22nd October, Bonucci was awarded the **Fifa prize for best defender of the year**. A.C. Milan used the occasion to compliment him on Instagram and Twitter and published a photo of manager Mirabelli beside the team captain. A loud and clear message for any critics: on social media, the club confirms its faith in the qualities of the player, all with a significant image.



Inter Milan

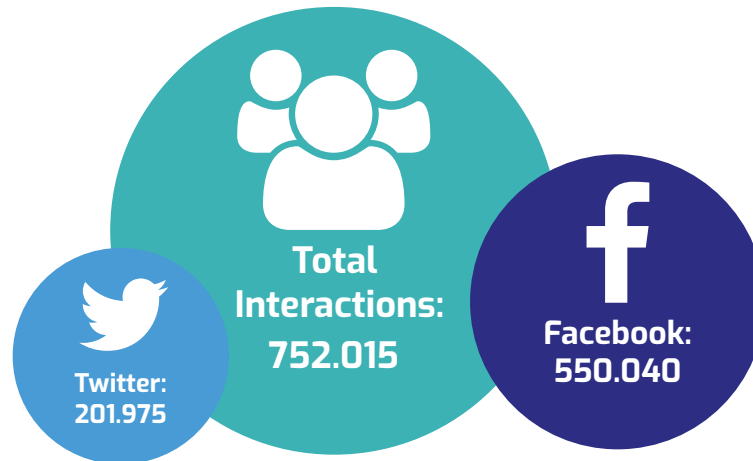
Not just soccer, or at least at first glance. The day of season 2 of Stranger Things being launched on Netflix (a TV series set in the 1980's), Inter Milan launched a video with a message to its fans and to fans of the TV show.

In a dark living room, a TV says: "**Sunday 6th November 1983**. Will Byers was kidnapped ending up in the Upside Down, and **Inter Milan won the 134th derby in history**. This content wowed Facebook, Twitter and Instagram users, unleashing a wave of taunts against their A.C. Milan rivals and enthusiastic comments for this particular crossover.

Stranger Things? Stranger InterMilan.

Social Media Interactions

Social Media Interactions



In October, during matches, **752,015 interactions were generated:**

- **201,975 on Twitter**
- **550,040 on Facebook**

The day that saw the most interactions was the eighth day of play (179,186). In the second play day of the month, between 14th and 16th October, there were matches between **Inter Milan vs A.C. Milan, Juventus vs Lazio** and **Roma vs Napoli**: these three big fixtures attracted the attention of many users, including international ones.

During the last day, when A.C. Milan played Juventus, there were 174,394 interactions, the second-best result in the month. The worst total was recorded during day nine, i.e. when Napoli played against Inter Milan, even lower than the mid-week match.

Over the course of the month, the 20 Serie A teams achieved: **468,376 reactions, 49,368 comments, 32,306 on Facebook**, with **147,147 favourites** and **54,828 retweets on Twitter**.



SOCIAL MEDIA SOCCER

Via Salaria 292
00199 Roma, Italia

Tel. +39 06 44239018

Fax +39 06 44261786

www.socialmediasoccer.com