BLINKFIRE ANALYTICS

LALIGA SANTANDER TEAMS

Trends of the 2021-2022 Season

Powered by blinkfire analytics



INTRODUCTION



LaLiga Santander's 2021-2022 season was one full of excitement, upsets, and a Real Madrid victory. While the teams start planning and training for next season, at Blinkfire, we looked at the season that was across social and digital. We analyzed the past season's social media highlights for the 20 LaLiga Santander teams, powered by Blinkfire Analytics.

Some questions we've answered: Which social network generated the most engagements per post? What type of content from LaLiga Santander teams was a fan favorite? Which brand earned the most engagements this season?

You can find the answers and many more in our *LaLiga Santander Teams — Trends of the 2021-2022 Season*.

Enjoy!

How often and where did LaLiga teams post on social?

Top 5 - Network & Number of Posts

1	Twitter	264K
2	Instagram	67K
3	Facebook	50K
4	Sina Weibo	32K
5	YouTube	10K

For another LaLiga season, **Twitter** was the social network with the highest number of posts. Twitter's unique format of threads, text-only tweets, hashtags, and polls creates lively conversation and allows fans to interact with one another and their favorite teams. It's also the perfect place for minute-by-minute updates during games. **Compared to the 2020-2021 season, LaLiga Santander teams published 8.8% more tweets this season.**

Sina Weibo was the social platform with the largest increase in number of posts. LaLiga teams posted 20K posts in the 2020-2021 season, growing to 32K during the 2021-2022 season, an increase of 57%.

Network with the largest post increase



+57% Sina Weibo

LaLiga Santander team data from July 1, 2021 - May 22, 2022

Engagement & Video Views

Top 5 - Total Engagement

1	Instagram*	3.3B
2	Facebook	454M
3	Twitter	366M
4	TikTok	274M
5	YouTube	21M

Top 5 - Total Video Views

1	Instagram*	6.9B
2	TikTok	2.9B
3	Facebook	2.1B
4	Twitter	1.1B
5	YouTube	443M

**Instagram timeline posts only*

The rise of short-form videos

During the 2021-2022 LaLiga Santander season, teams published **48% more TikTok posts and Instagram Reels increased by 354%.**

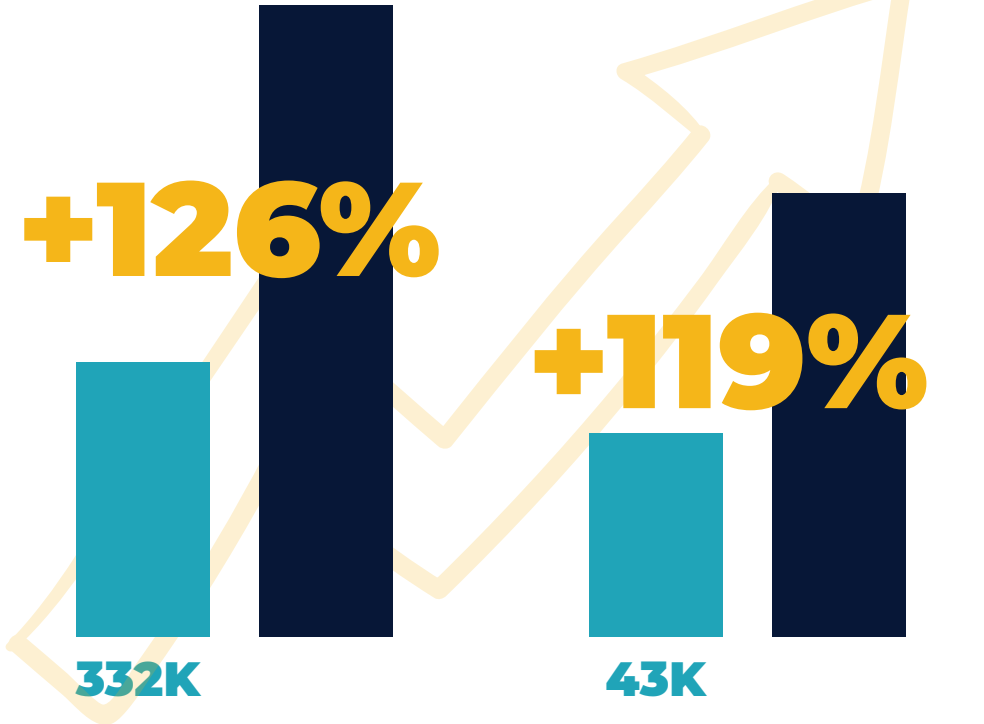
Shorter videos have become a winning strategy for LaLiga teams, as fans engage with the popular posts that often include fun effects like music and illustrations. **Average engagement per TikTok post increased 119%** year-over-year to 93K, while **Instagram Reels averaged 425K engagements per post**.

Avg Engagement per Post

93K TikTok

425K Reels

TikTok Growth



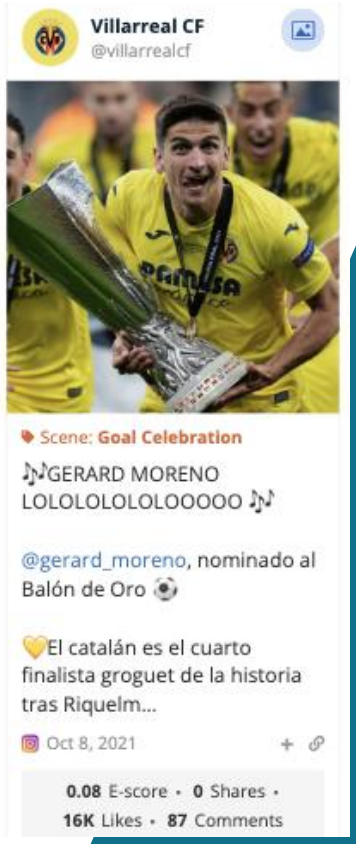
LaLiga Santander team data from July 1, 2021 - May 22, 2022

Engagement

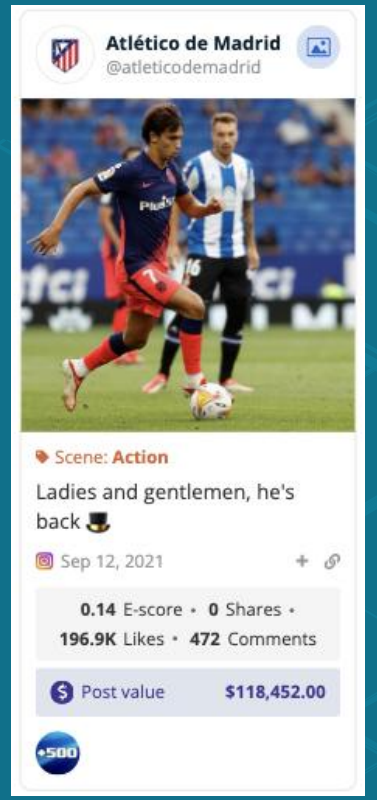
AVERAGE ENGAGEMENT BY NETWORK

Top 5

1	TikTok	***93.9K***
2	Instagram*	***92.5K***
3	Facebook	***8.9K***
4	YouTube	***2.1K***
5	Twitter	***1.3K***



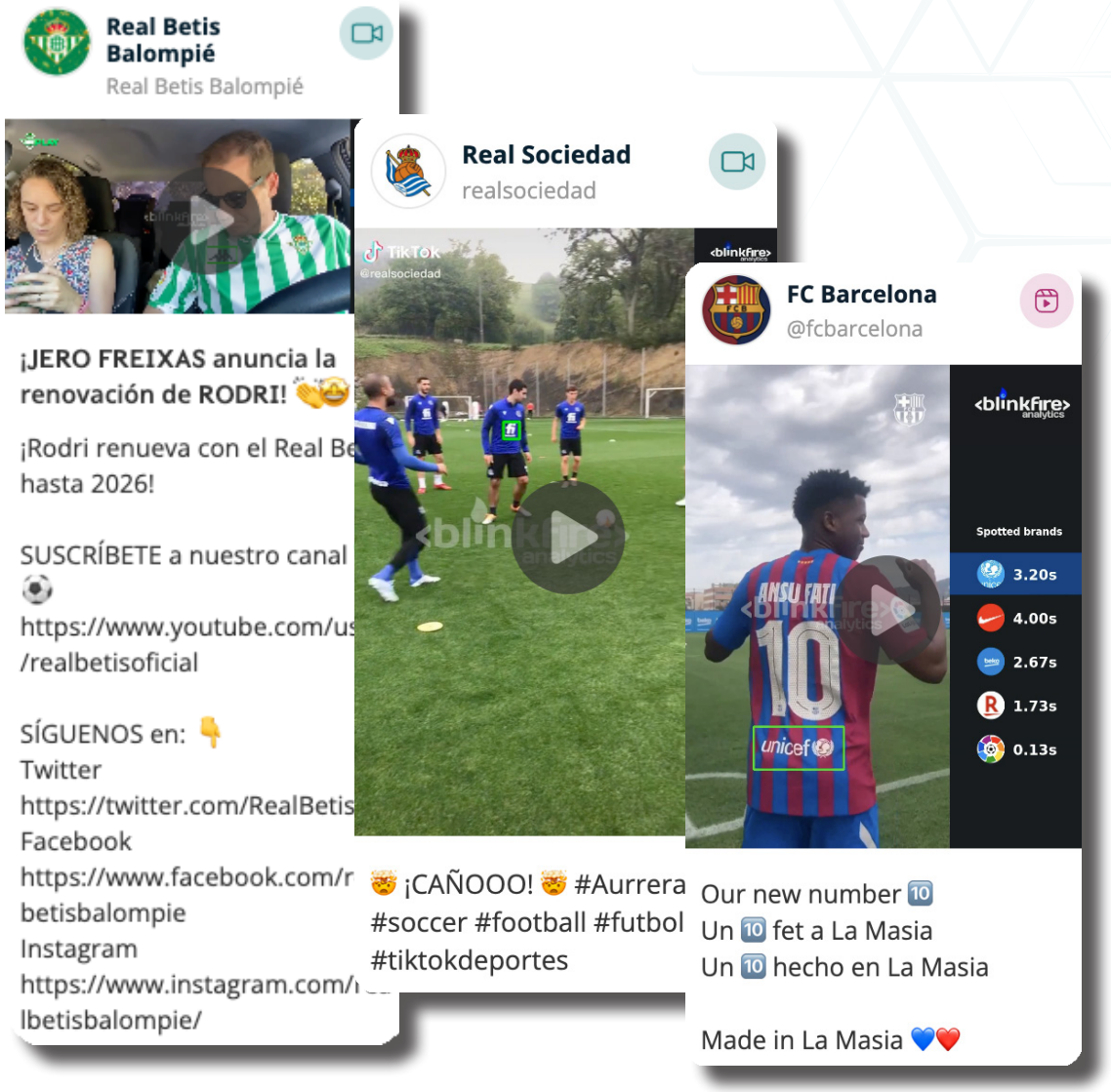




**Instagram timeline posts only*

LaLiga Santander team data from July 1, 2021 - May 22, 2022

Video Views



AVERAGE VIDEO VIEWS BY NETWORK

Top 5

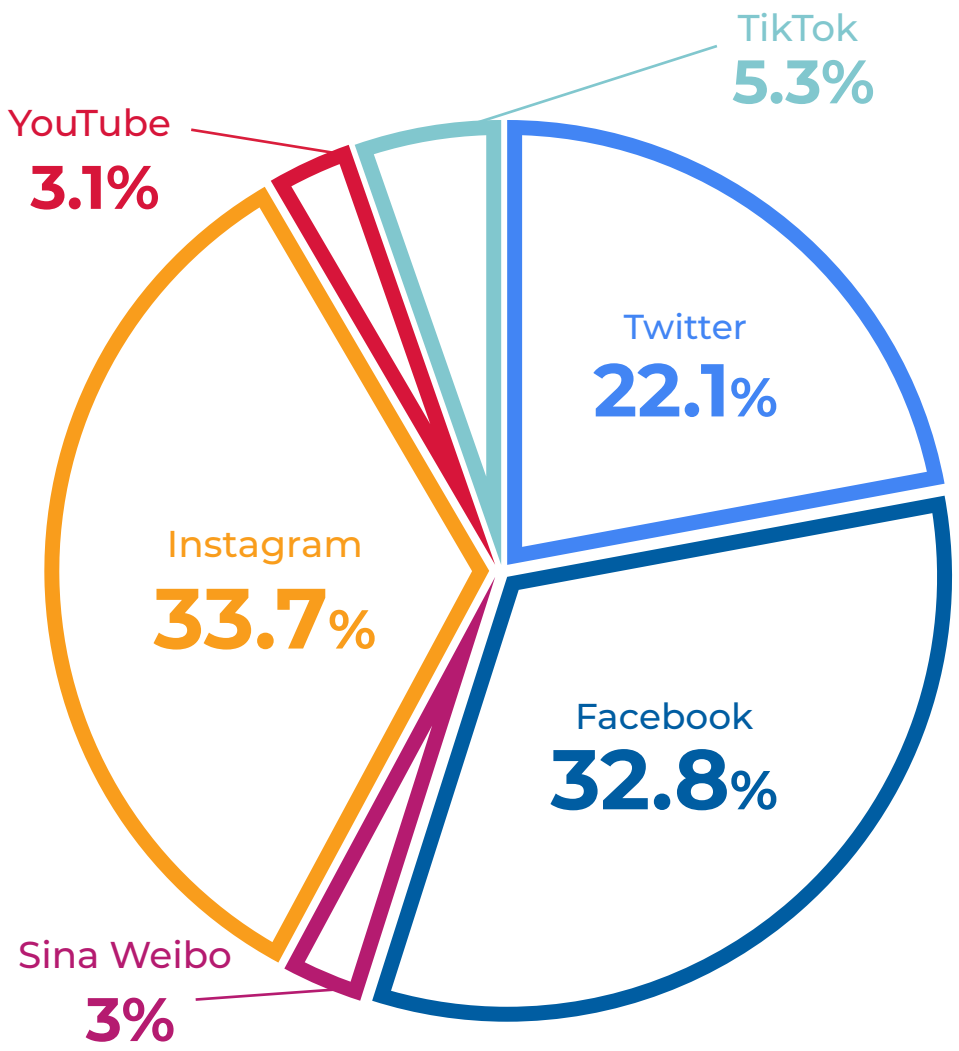
1	Instagram*	833.1K
2	TikTok	751.7K
3	Facebook	144.5K
4	YouTube	43.9K
5	Twitch	173K

*Instagram timeline posts only

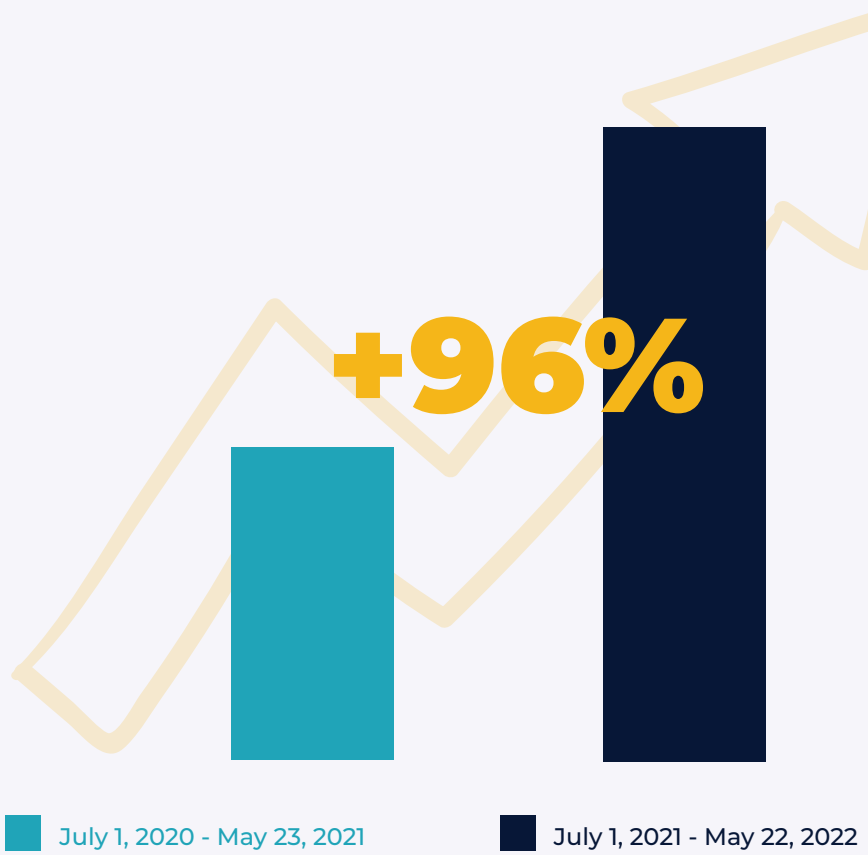
LaLiga Team Followers

783M followers across 20 LaLiga teams

FOLLOWERS BY NETWORK

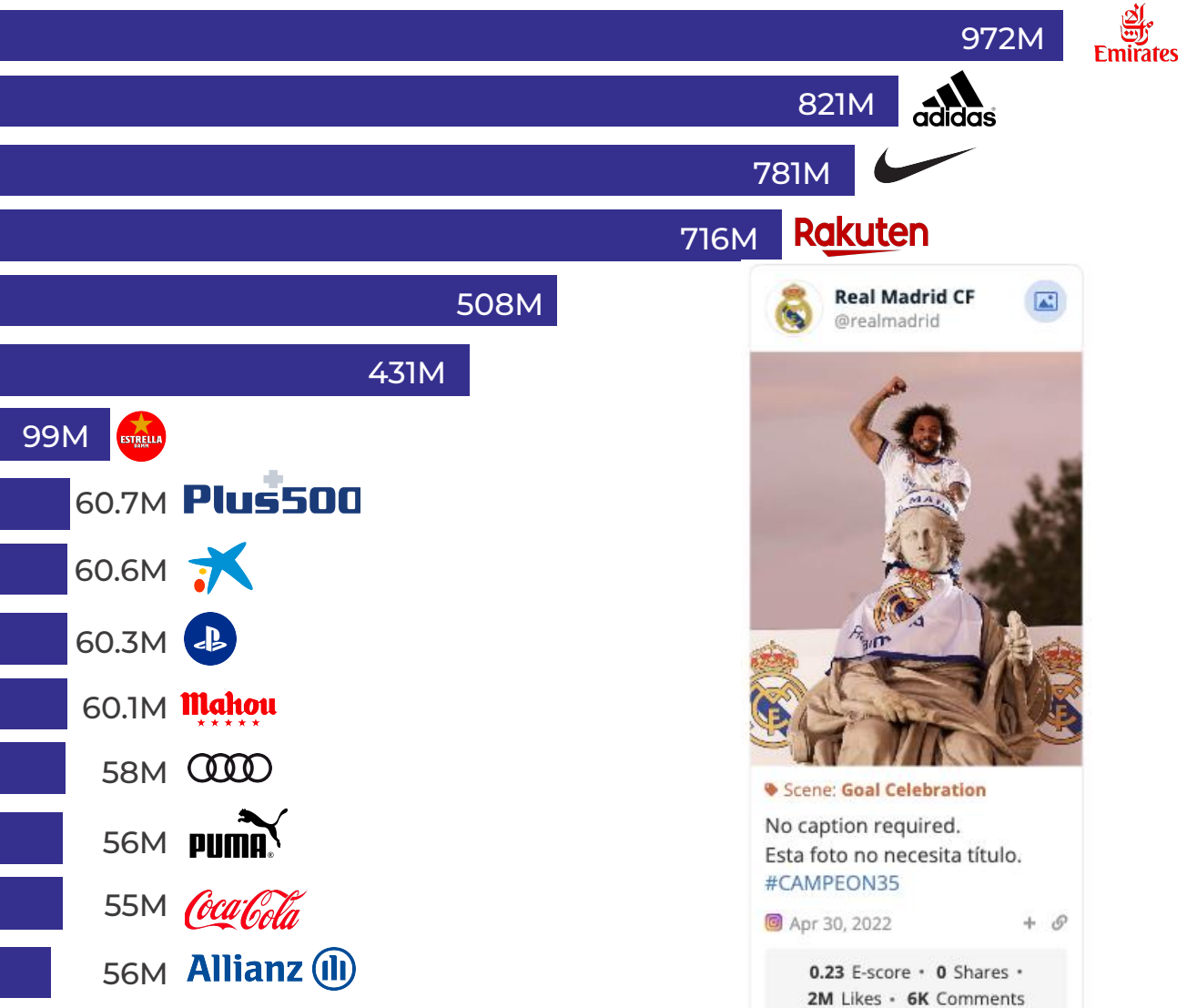


TikTok Follower Growth



LaLiga Santander team data from July 1, 2021 - May 22, 2022

Top 15 Brands: Total Engagement



A winning double

Real Madrid's 2022 LaLiga and Champions League crowns helped the team's front of jersey sponsor (Emirates) and kit apparel maker (adaidas) hold the top two positions for brands with the most engagement earned across LaLiga teams.



LaLiga Santander team data from 1 July, 2021 - May 22, 2022



ABOUT BLINKFIRE ANALYTICS

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire Analytics, email at **bizdev@blinkfire.com** or visit **www.blinkfire.com.**