

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

Engagement & Video Views

Top 5 - Total Engagement

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

**Instagram timeline posts only*

Top 5 - Total Video Views

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

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%**.

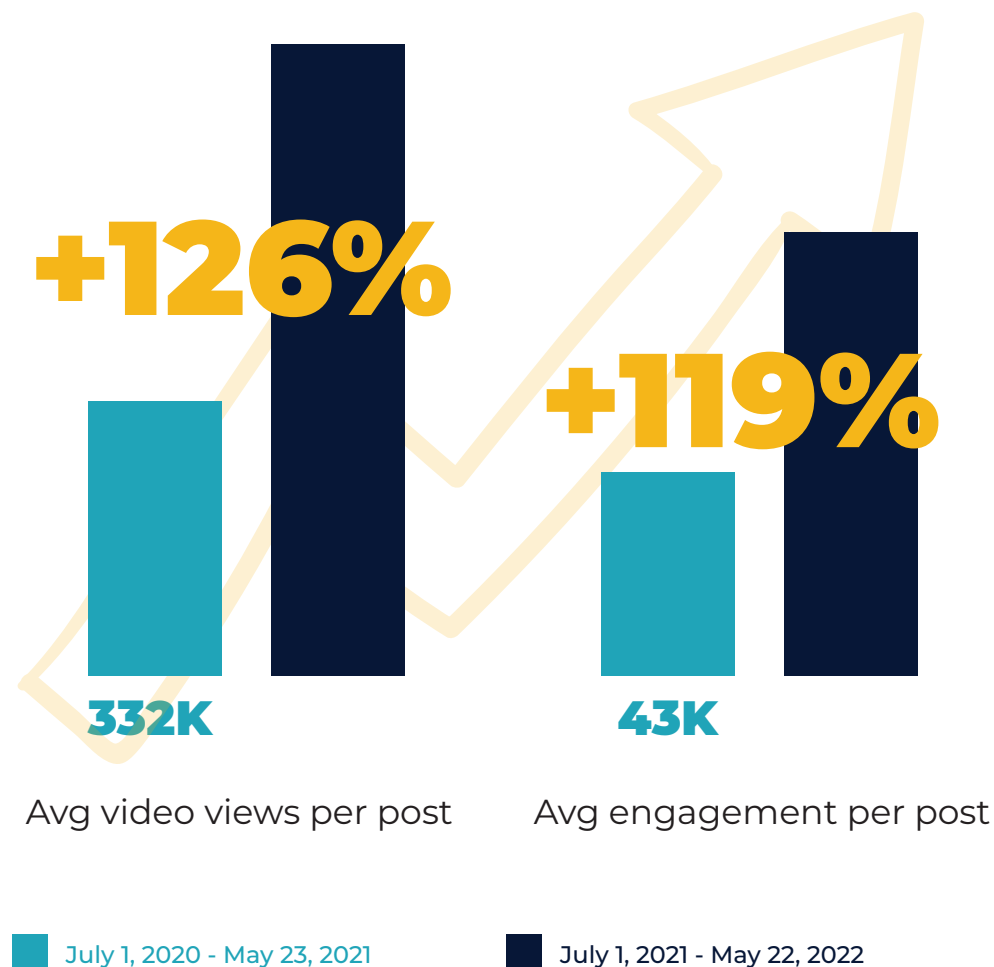
Shorter videos have become a winning strategy for LaLiga teams, as fans engage with the popular posts that often include fun effects like music and illustrations. **Average engagement per TikTok post increased 119%** year-over-year to 93K, while **Instagram Reels averaged 425K engagements per post**.

Avg Engagement per Post

93K TikTok

425K Reels

TikTok Growth



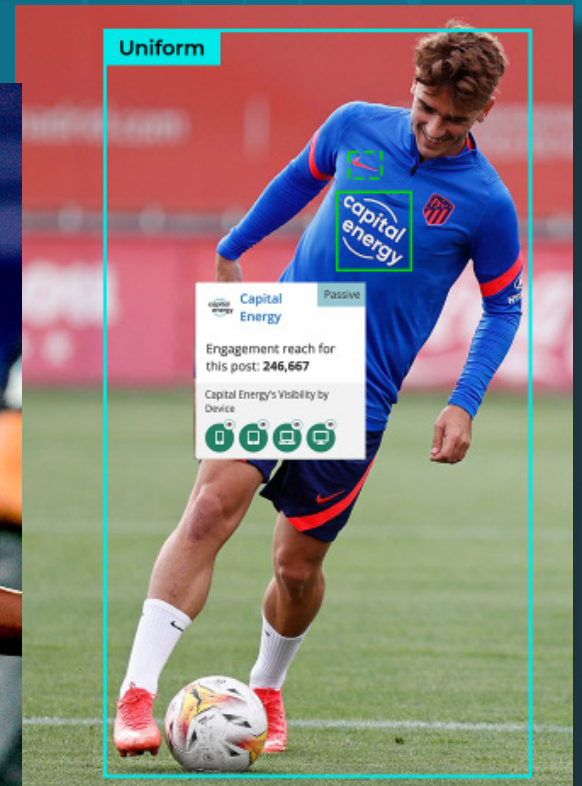
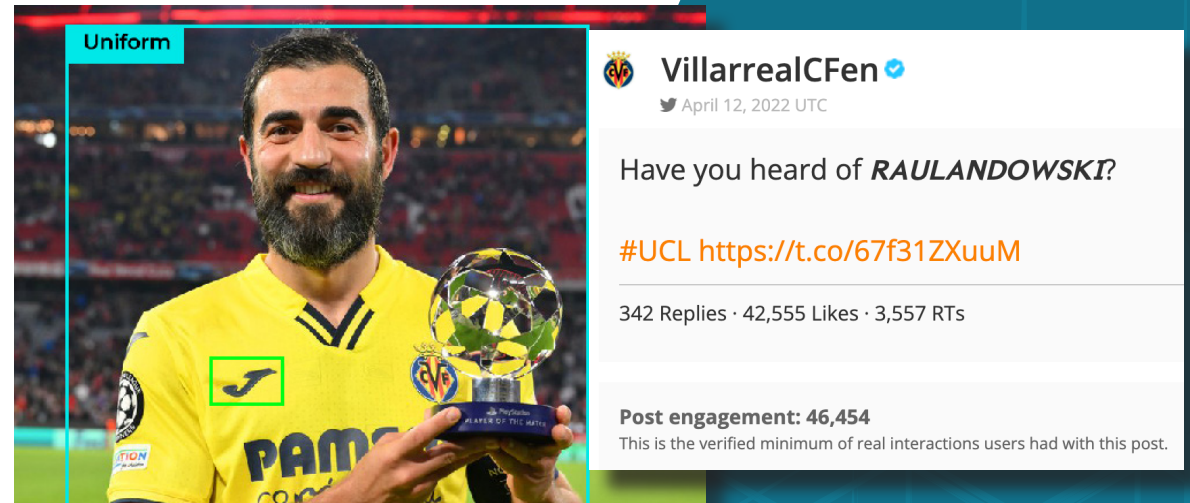
Engagement

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




Video Views


AVERAGE VIDEO VIEWS BY NETWORK



Real Betis Balompié
Real Betis Balompié



Real Sociedad
realsociedad



FC Barcelona
@fcbarcelona

¡JERO FREIXAS anuncia la renovación de RODRI! 🏆🏆

¡Rodri renueva con el Real Betis hasta 2026!

SUSCRÍBETE a nuestro canal

<https://www.youtube.com/user/realbetisoficial>

SÍGUENOS en:

Twitter
<https://twitter.com/RealBetis>

Facebook
<https://www.facebook.com/realbetisbalompie>

Instagram
<https://www.instagram.com/realbetisbalompie/>

Our new number 10
Un 10 fet a La Masia
Un 10 hecho en La Masia

Made in La Masia ❤️❤️

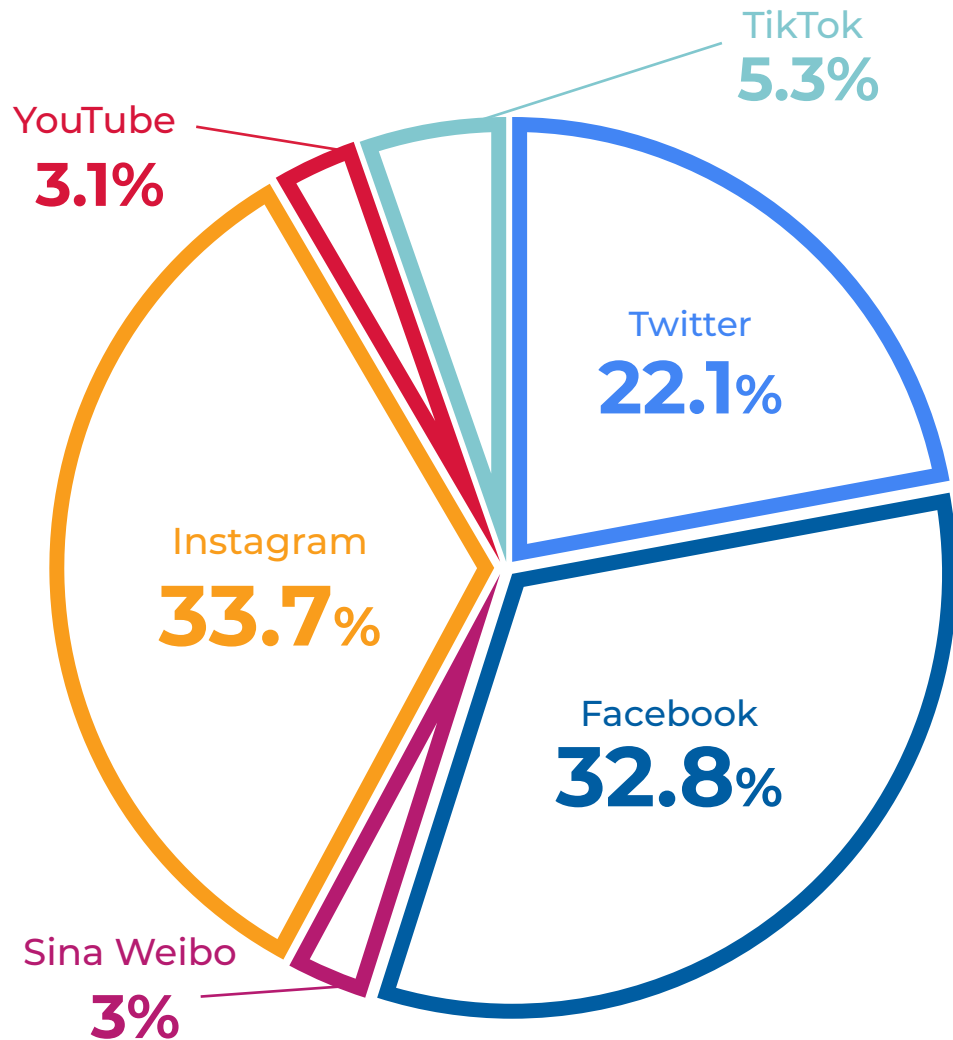
Top 5

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

*Instagram timeline posts only

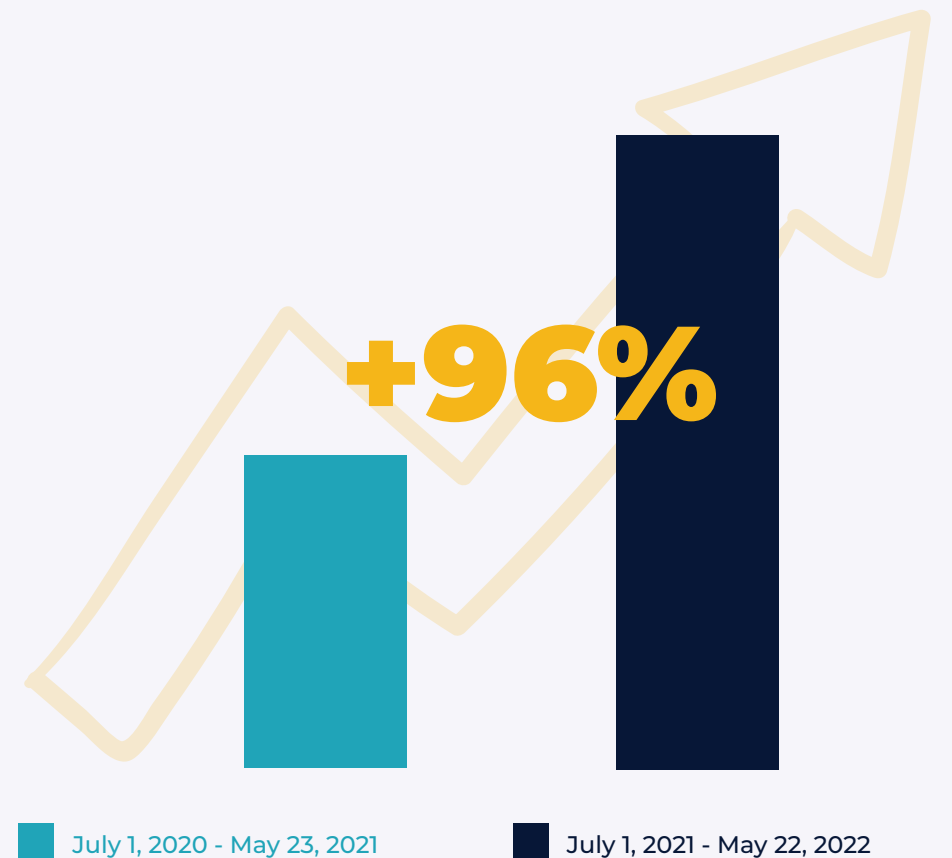
LaLiga Team Followers

FOLLOWERS BY NETWORK

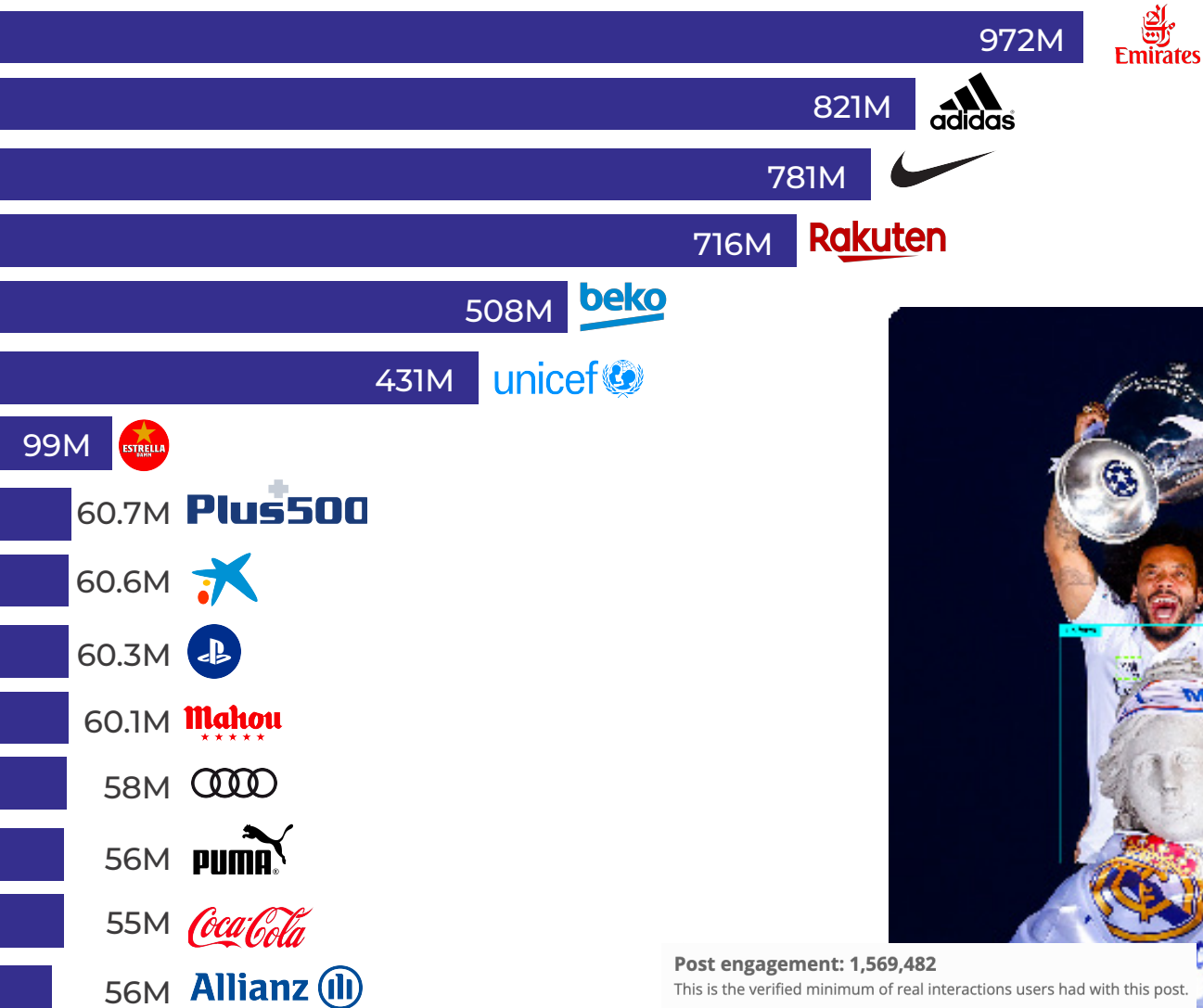


783M followers across 20 LaLiga teams

TikTok Follower Growth



Top 15 Brands: Total Engagement

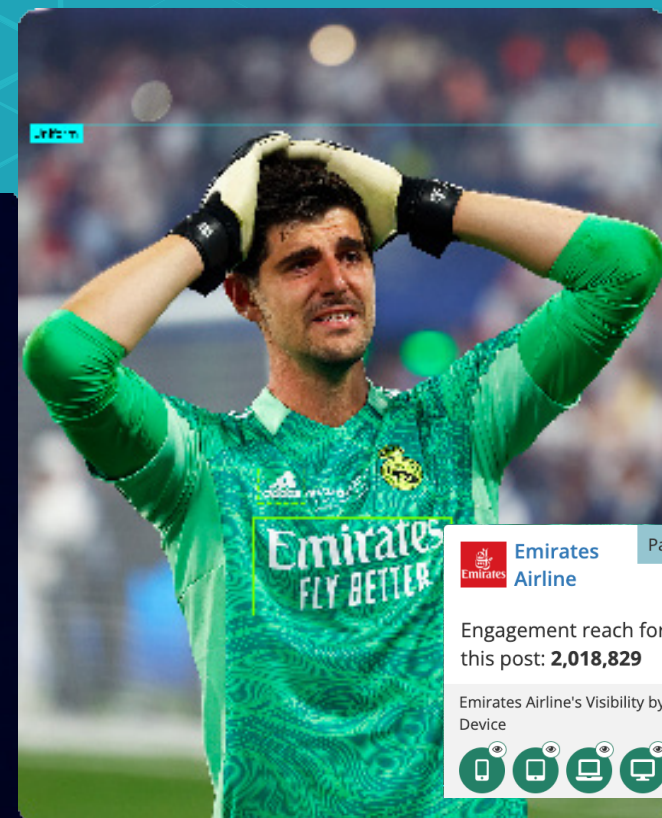


A winning double

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



Post engagement: 1,569,482
This is the verified minimum of real interactions users had with this post.



Emirates
Airline

Passive

Engagement reach for this post: **2,018,829**

Emirates Airline's Visibility by Device

Uniform



Engagement reach for
this post: 16,449

Orange GEL's Visibility by Device



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.

