



2022 European Football Social Report



European Football clubs go head-to-head on social media as engagement grows this season

It's no secret that football is one of the most highly followed sports in the world, and the same reigns true for the social media accounts of Europe's top teams. The '21-'22 season was full of exciting transfers, upsets, and intense finals that drove high social media engagement across teams and leagues throughout the season.

In this report, we looked across the major football clubs and league accounts using the Conviva Social Insights Leaderboards to surface trends in content themes, account performance and growth to help football clubs optimize strategies headed into the next season.

Top Highlights:

- **Instagram dominates engagement** – Of the 4 major social platforms analyzed, Instagram took the lion's share of engagement for both posts (82% of engagement) and videos (74% of engagement) across all leagues and clubs
- **TikTok is taking over** – TikTok exploded in popularity during the last season, with most teams and leagues increasing their activity on the platform. We can expect to see TikTok become an even more important channel in the coming season and compete with Instagram for a share of engagement.
- **Leaning into Video** – Across platforms, the evidence is clear: video content is #1. Video content draws viewers in and drives higher engagement rates, especially on platforms like TikTok that are video-first. But even on text heavy platforms like Twitter, video content garnered the more engagements per post than static content.
- **Content Experimentation and Expansion** – While clubs used to primarily post highlights, score updates, and other traditional content, that formula no longer works for teams looking to boost engagement. This season saw clubs experiment with memes, behind-the-scenes content, player spotlights, and other unique formats to stand out from the crowd.
- **Manchester United & PSG Lead on all fronts** – Two of football's biggest teams saw immense social media success this season. Both clubs dominated in audience size and engagement for their respective leagues. Some of that could be contributed to their respective acquisition of the sports top 2 players: Lionel Messi and Cristiano Ronaldo.

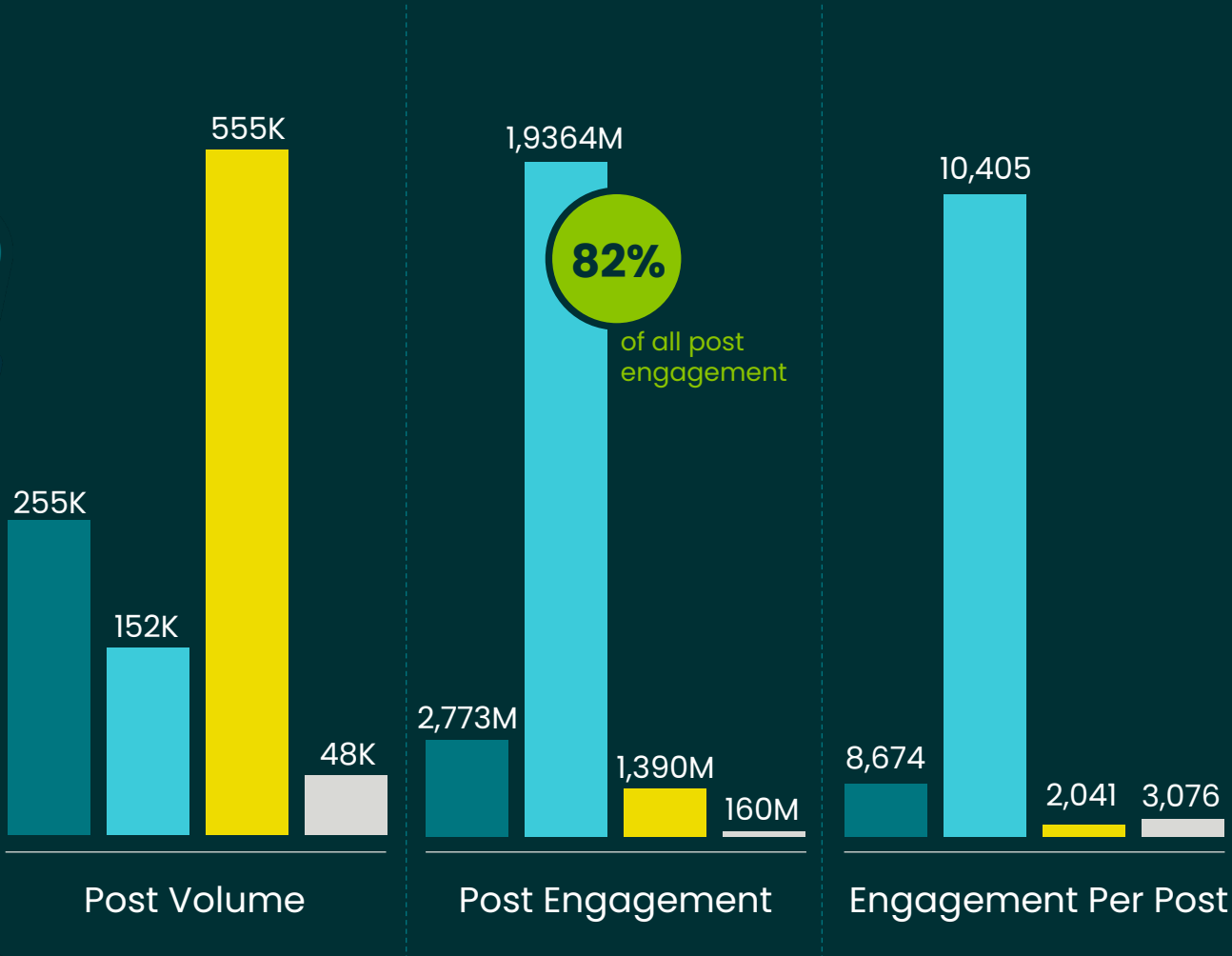
Instagram Dominates Engagement

While the top European football teams were active across all platform, Twitter saw the highest post volume for the 21-22 season. But it was Instagram who completely dominated the other social platforms when it came to post engagement. Instagram held an astounding 82% of all post engagements. The platform is consistently a key channel for engagement, and that reigns especially true for Europe's biggest teams.



Post Performance 8/1/21 – 5/29/22

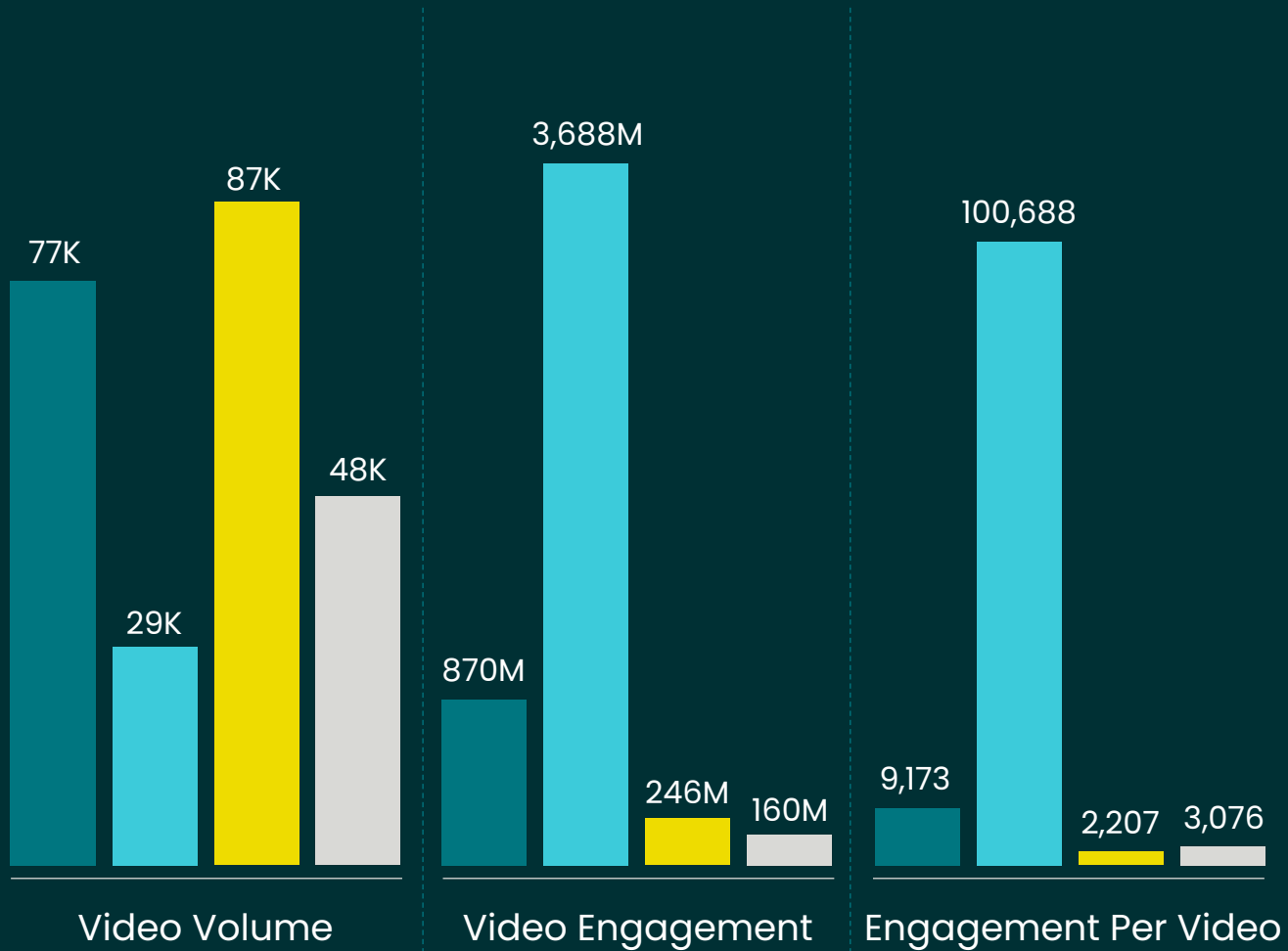
Facebook Instagram Twitter YouTube



Post Performance

8/1/21 – 5/29/22

Facebook Instagram Twitter YouTube



Video Content is Key

As we see social networks turning more and more towards video content, sports teams have embraced video as a central part of their social strategy. With game highlights, player interviews, and behind-the-scenes content, sports teams are perfectly positioned to drive most of their engagements through video content in the future.

Of the platforms we analyzed, Instagram* still dominates in terms of video engagements. With the explosion of other video-first platforms like TikTok and Twitch, we can expect video engagements to soon beat out static post engagements and spread out more among those platforms.

*Analysis does not include engagements for Instagram Reels

Data collected from 136 accounts in Conviva Leaderboards (Bundesliga, La Liga, Ligue 1, Premier League, Serie A, UEFA Champions League) from 8/1/21 – 5/29/22

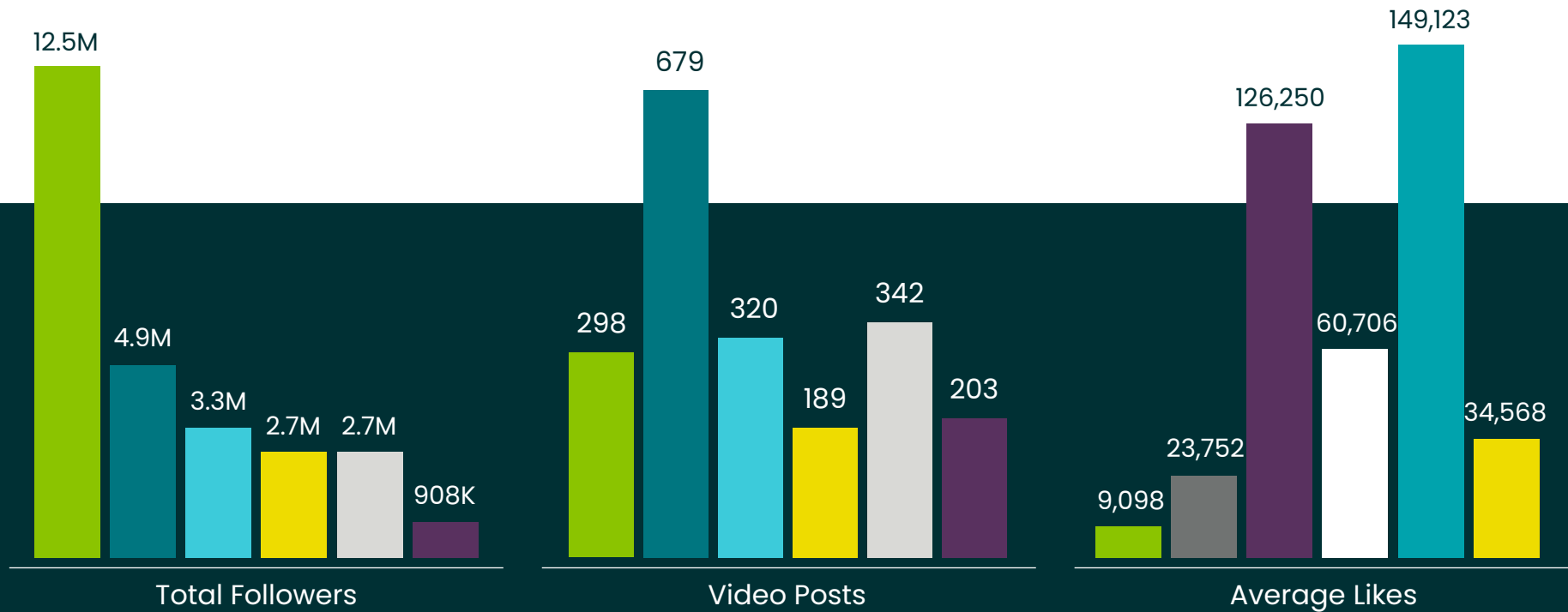
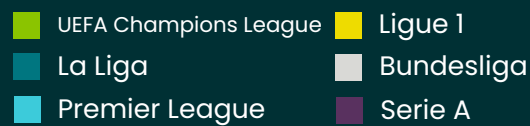


Official Football League Accounts Make Big Gains on TikTok

The past season was an explosive year for TikTok across the top European Football Leagues. While most were quite active on the platform, it was the UEFA Champions League account that had the largest share of audience over the past 21-22 season. Interestingly, the Bundesliga didn't have a large audience or a large volume of posts, but they were able to create engaging content that drove likes nonetheless. With TikTok's Algorithm, leagues have the opportunity to connect with fans who might not

follow their account, expanding reach to audience they wouldn't have been able to reach otherwise. The algorithm also helps league accounts grow exponentially, as followers of any individual club account will likely be served TikToks from their parent league account.

In the upcoming season, expect leagues and clubs to coordinate more effectively on their TikTok strategies to expand their reach and boost engagement.



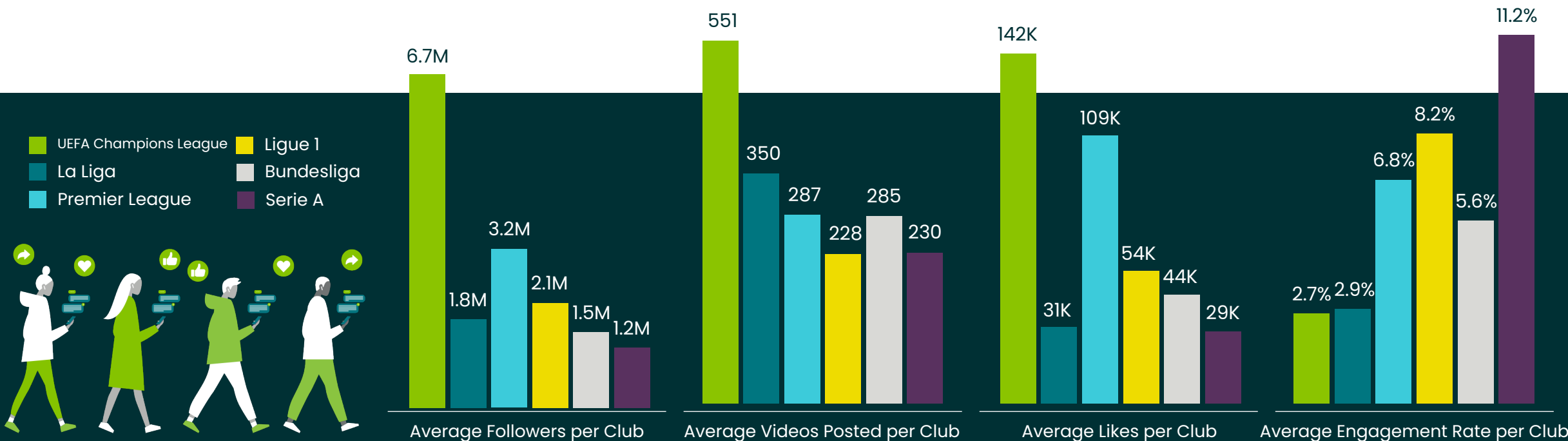
TikTok data collected from March 2021 – March 2022

Football Clubs are racing to build audiences on TikTok

While we saw most clubs just begin to experiment with the platform in the last season, several saw huge successes in their TikTok strategy by investing heavily in the platform. Manchester United, Tottenham Hotspur, and Champions League all grew their following by more than 10 million followers over 2021. But it was Paris Saint-Germain that won the title of “Most Followed Football Team” with a whopping 25 million followers on TikTok.

As more players, teams, and leagues flock to TikTok, we can expect a fiercer battle for user attention.

Expect clubs to begin experimenting with new formats, themes, and series that they haven’t used on other platforms. TikTok allows for more casual, behind-the-scenes content that fans love to see from their favorite players and clubs, so we can expect to see a lot more of that in the coming seasons.



Noteworthy Content Trends

As the social media landscape becomes more crowded, clubs must experiment with new content themes and formats to keep up fan engagement



Player Spotlights

Clubs are looking for new ways to highlight their top players. Whether that be interviews, takeovers, or tips to improve your game, players are the stars of social.



Behind-the-Scenes Content


Clubs who to create a genuine connection with their audience are they're posting less polished, formal content and more behind the scenes looks at the moments fans want to see.



Memes & Jokes

Social media is dominated by humorous content and memes, so savvy football clubs are joining in on the most popular internet trends with their own twist.

Top Facebook Content



FC Barcelona ✓
August 5, 2021 · 🌐

...

Leo Messi not staying at FC Barcelona

Despite club and player reaching an agreement and their clear intention to sign a new contract today, this cannot happen because of financial and structural obstacles


Despite FC Barcelona and Lionel Messi having reached an agreement and the clear intention of both parties to sign a new contract today, this cannot happen because of financial and structural obstacles (Spanish Liga regulations).

As a result of this situation, Messi shall not be staying on at FC Barcelona. Both parties deeply regret that the wishes of the player and the club will ultimately not be fulfilled.

FC Barcelona wholeheartedly expresses its gratitude to the player for his contribution to the aggrandisement of the club and wishes him all the very best for the future in his personal and professional life.

...

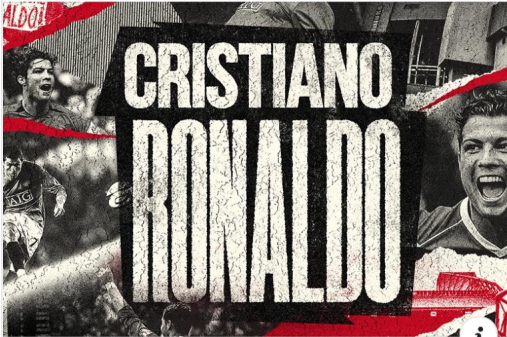
FC Barcelona’s announcement of Messi’s departure from the club was the top engaged post across all teams and leagues on Facebook.



Manchester United ✓
August 27, 2021 · 🌐

...

Welcome home, [Cristiano Ronaldo](#) 📍



MANUTD.COM
United agree deal for the return of Cristiano Ronaldo [Learn more](#)

👍❤️ 1.4M 160K Comments 248K Shares

Cristiano Ronaldo’s return to Manchester United was immensely popular on Facebook and across all social networks.



PSG - Paris Saint-Germain ✓
August 10, 2021 · 🌐

...

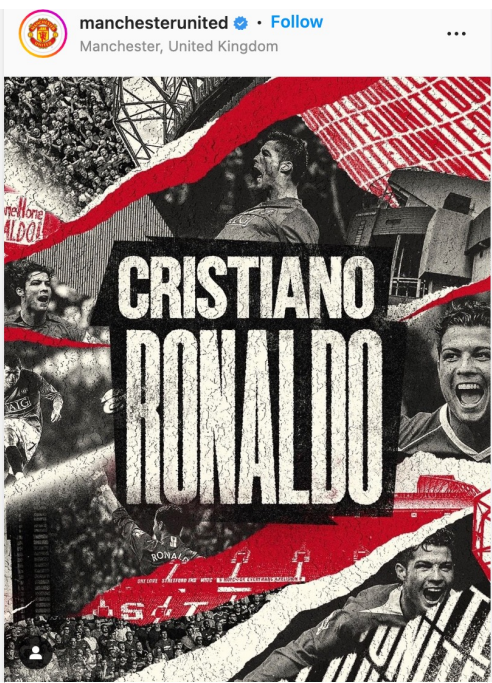
Paris Saint-Germain is delighted to announce the signing of Leo Messi on a two-year contract with an option of a third year.
Le Paris Saint-Germain est très heureux d'annoncer la signature de Leo Messi pour un contrat de deux ans, avec une année supplémentaire en option.

[#PSGxMESSI](#) ❤️💙



Paris Saint- Germain’s announcement of Messi’s arrival reached a wide audience on Facebook and received immense engagement.

Top Instagram Content



Manchester United’s announcement of Ronaldo’s return garnered the highest engagement on Instagram. Man U is the most followed EPL club on Instagram.



Messi’s emotional press conference announcing his departure from Barça touched many hearts across Instagram, resulting in the second highest engagement.



On the opposite end, fans globally celebrated Messi’s arrival to Paris Saint-Germain, driving massive engagement across Instagram.

Top Twitter Content

Welcome home, @Cristiano

#MUFC | #Ronaldo



manutd.com
United agree deal for the return of Cristiano Ronaldo

8:51 AM · Aug 27, 2021 · Twitter for Advertisers.

Manchester United's Twitter followers were so excited about Ronaldo's return that the announcement tweet became the top engaged tweet this season.

Paris Saint-Germain



6:40 AM · Aug 10, 2021 · Twitter Media Studio

181.6K Retweets 67.1K Quote Tweets 885.2K Likes

PSG's cryptic video before officially announcing Messi's arrival created all the buzz needed to make it one of the top tweets across all leagues.

FC Barcelona

Thank you, Leo.




The best of the best

12:05 PM · Aug 5, 2021 · Grabyo

167.6K Retweets 63.1K Quote Tweets 608.6K Likes

A farewell to their star player with top highlights and moments gained FC Barcelona a massive wave of engagement on Twitter.

Top YouTube Content



#LEOMESSI: First steps and first training at the Ooredoo Center! ✓

28M views · 9 months ago


955K

Dislike

Share

Save


Report

 PSG - Paris Saint-Germain

6.16M subscribers

SUBSCRIBE

PSG’s massive welcome to their new star player drew attention from all over the football community.



#FCBarcelona

Thank you, Leo Messi, the Greatest Of All Time | Official FC Barcelona video ✓

4.8M views · 9 months ago


498K

Dislike

Share

Save


Report

 FC Barcelona

13.4M subscribers

SUBSCRIBE

A compilation of best moments from one of the best players gained significant engagement from football lovers.



Ronaldo strikes as United hit Newcastle for four | Highlights | Manchester United 4-1 Newcastle ✓

20M views · 8 months ago


490K

Dislike

Share

Save

Report

 Manchester United

6.05M subscribers

SUBSCRIBE

Ronaldo’s return was highly celebrated, so highlights from an exciting win this season naturally got fans engaged.

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CONVIVA

Social Video Ranking



1

Manchester United

125K

2

Paris Saint – Germain

95K

3

Real Madrid

91K

4

Liverpool
63K

5

Chelsea
48K

6

FC Barcelona
41K

7

Arsenal
32K

8

Manchester City
27K

9

Bayern Munich
22K

10

AC Milan
16K

All Leagues



Conviva Social Insights Leaderboards – (8/1/21 – 5/29/22)

Average engagements per video | Facebook, Instagram, Twitter, YouTube | excluding Instagram Reels

Total Engagements



Serie A

1 **AC Milan**
192M

2 **Inter Milan**
171M

3 **SSC Napoli**
52M

4 **AS Roma**
50M

5 **Juventus**
28M

6 **ACF Fiorentina**
19M

7 **SS Lazio**
17M

8 **Atalanta BC**
15M

9 **Cagliari Calcio**
6M

10 **Genoa CFC**
6M



Conviva Serie A Leaderboard (8/1/21 – 5/29/22)

Total Engagements | Facebook, Instagram, Twitter, YouTube | Excluding Instagram Reels

Total Engagements



1 **Manchester United**
2B

2 **Liverpool FC**
947M

3 **Chelsea**
904M

4 **Manchester City**
477M

5 **Arsenal**
227M

6 **Tottenham Hotspur**
222M

7 **Aston Villa FC**
55M

8 **West Ham United**
50M

9 **Newcastle United**
37M

10 **Leicester City**
36M

**Premier
League**



Conviva Premier League Leaderboard (8/1/21 – 5/29/22)

Total Engagements | Facebook, Instagram, Twitter, YouTube | Excluding Instagram Reels

Total Engagements



1 **FC Barcelona**
1.6B

2 **Real Madrid**
1.4B

3 **Atlético Madrid**
98M

4 **Real Betis**
51M

5 **Athletic Bilbao**
28M

6 **Sevilla FC**
25M

7 **Real Sociedad**
12M

8 **Villareal CF**
11M

9 **Valencia CF**
11M

10 **Celta de Vigo**
9M

La Liga



Conviva La Liga Leaderboard (8/1/21 – 5/29/22)

Total Engagements | Facebook, Instagram, Twitter, YouTube | Excluding Instagram Reels

Total Engagements



Bundesliga

1 **Bayern Munich**
299M

2 **Borussia Dortmund**
89M

3 **RB Leipzig**
17M

4 Eintracht Frankfurt
16M

5 Bayer Leverkusen
13M

6 Borussia Mönchengladbach
12M

7 FC Köln
11M

8 SC Freiburg
8M

9 VfB Stuttgart
7M

10 Hertha BSC
5M



Conviva Bundesliga Leaderboard (8/1/21 – 5/29/22)

Total Engagements | Facebook, Instagram, Twitter, YouTube | Excluding Instagram Reels

Total Engagements



Ligue 1

1 **Paris Saint – Germain**
1.2B

2 **Olympique de Marseille**
56M

3 **Olympique Lyonnais**
26M

4 **Stade Brestois 29**
16M

5 **AS Monaco**
10M

6 **AS Saint-Étienne**
9M

7 **Lille OSC**
8M

8 **FC Nantes**
8M

9 **Stade Rennais FC**
6M

10 **OGC Nice**
4M



Conviva Ligue 1 Leaderboard (8/1/21 – 5/29/22)

Total Engagements | Facebook, Instagram, Twitter, YouTube | Excluding Instagram Reels

Total Engagements



1 Manchester United
2B

2 FC Barcelona
1.6B

3 Real Madrid
1.4B

4 Paris Saint-Germain
1.2B

5 Liverpool
947M

6 Chelsea
904M

7 Manchester City
477M

8 Bayern Munich
299M

9 AC Milan
192M

10 Inter Milan
17M

**UEFA
Champions League**



Conviva Champions League Leaderboard (8/1/21 – 5/29/22)

Total Engagements | Facebook, Instagram, Twitter, YouTube | Excluding Instagram Reels

Top Followers



1 **Juventus**
54M

2 **AC Milan**
47M

3 **Inter Milan**
40M

4 AS Roma
16M

5 SSC Napoli
10M

6 ACF Fiorentina
4M

7 SS Lazio
3M

8 Atalanta BC
2M

9 Bologna FC
1.5M

10 Torino FC
1.3M

Serie A



Conviva Serie A Leaderboard (8/1/21 – 5/29/22)

Total Followers | Facebook, Instagram, Twitter, YouTube

Top Followers



1 **Manchester United**
170M

2 **Chelsea**
109M

3 **Liverpool**
106M

4 **Manchester City**
90M

5 **Arsenal**
82M

6 **Tottenham Hotspur**
46M

7 **Leicester City**
16M

8 **Everton**
9M

9 **Aston Villa FC**
8M

10 **West Ham United**
7M

**Premier
League**



Conviva Premier League Leaderboard (8/1/21 – 5/29/22)

Total Followers | Facebook, Instagram, Twitter, YouTube

Top Followers



La Liga

1 **Real Madrid**
281M

2 **FC Barcelona**
267M

3 **Atlético Madrid**
29M

4 **Valencia CF**
6M

5 **Sevilla FC**
5M

6 **Real Betis**
4M

7 **Athletic Bilbao**
3M

8 **Villarreal CF**
3M

9 **Real Sociedad**
2M

10 **Celta De Vigo**
1.5M



Conviva La Liga Leaderboard (8/1/2021 – 5/29/22)

Total Followers | Facebook, Instagram, Twitter, YouTube

Top Followers



1 **Bayern Munich**
90M

2 **Borussia Dortmund**
36M

3 **Bayer Leverkusen**
5M

4 Borussia Mönchengladbach
2.6M

5 VfL Wolfsburg
2.6M

6 Eintracht Frankfurt
2.5M

7 RB Leipzig
2.1M

8 FC Köln
2M

9 VfB Stuttgart
1.5M

10 Hertha BSC
1M

Bundesliga



Conviva Bundesliga Leaderboard (8/1/21 – 5/29/22)

Total Followers | Facebook, Instagram, Twitter, YouTube

Top Followers



1

Paris Saint-Germain

124M

2

AS Monaco

15M

3

Olympique de Marseille

13M

4

Olympique Lyonnais

9M

5

Lille OSC

3M

6

AS Saint-Étienne

2M

7

FC Girondins de Bordeaux

2M

8

OGC Nice

1.7M

9

FC Nantes

1.6M

10

Stade Brestois 29

1.6M

Ligue 1



Conviva Ligue 1 Leaderboard (8/1/21 – 5/29/22)

Total Followers | Facebook, Instagram, Twitter, YouTube

Top Followers



1 **Real Madrid**
281M

2 **FC Barcelona**
267M

3 **Manchester United**
170M

4 Paris Saint-Germain
124M

5 Chelsea
109M

6 Liverpool
106M

7 Bayern Munich
90M

8 Manchester City
90M

9 Juventus
54M

10 AC Milan
48M

**UEFA
Champions
League**



Conviva Champions League Leaderboard (8/1/21 – 5/29/22)

Total Followers | Facebook, Instagram, Twitter, YouTube

Conviva Social Insights

Supercharge your social reporting with Conviva

Conviva Social Insights is used by leading video publishers, brands, and sports organizations providing comprehensive cross-platform social media analytics enabling marketers to maximize their ROI.

Streamline your social measurement

Centralize all your owned posts, videos and stories across TikTok®, Facebook, Instagram (including Stories), Twitter, YouTube, Twitch and Snapchat.

Accelerate time to insight

Automatically tag posts and build reports for series, campaigns, sponsors, and more to instantly identify what content is performing best and what is not to optimize social strategies.

Go beyond just views with robust social video analytics like average watch time, minutes consumed, completion rates, demographics, and more.

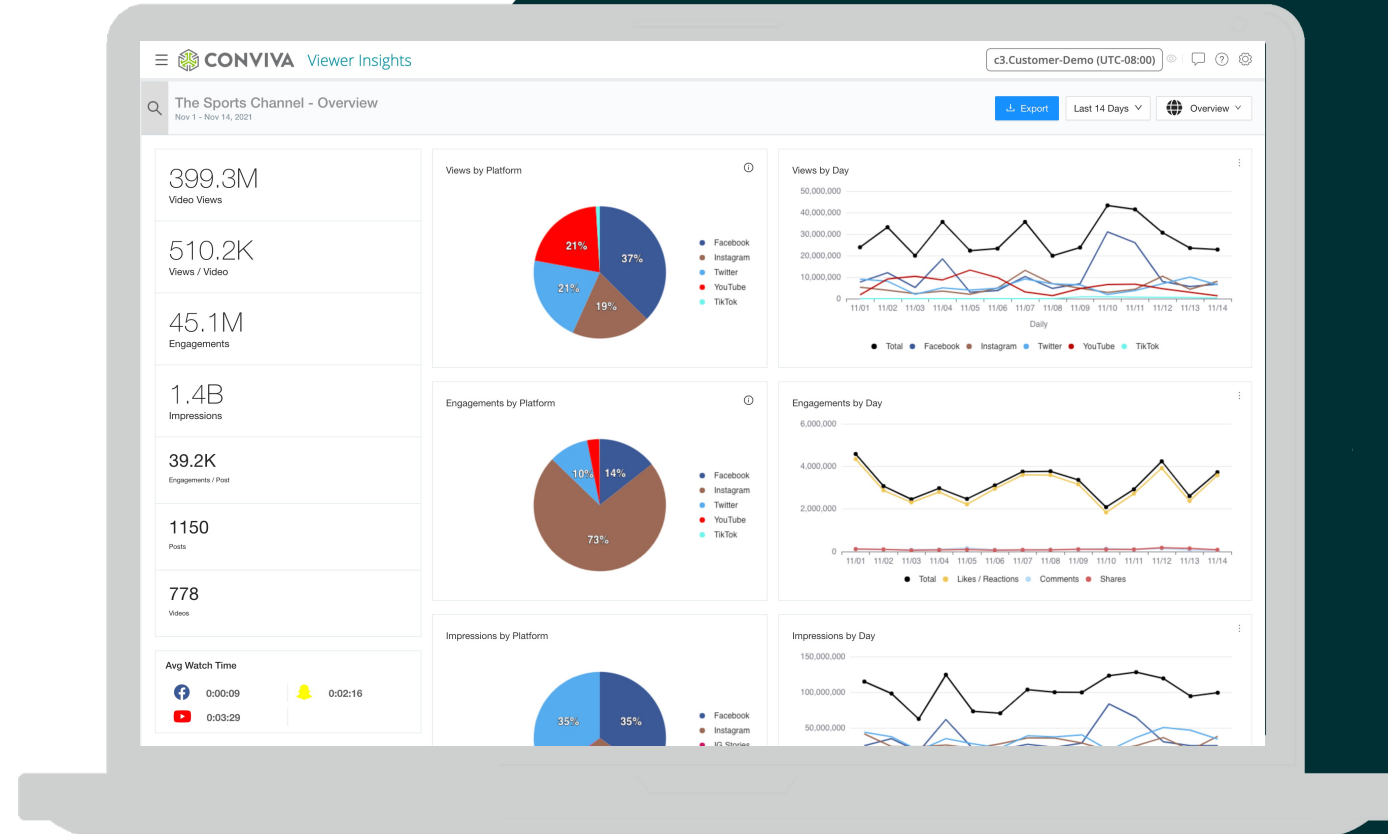
Industry and competitor benchmarking

Choose from more than 80 industry averages or create your own lists to monitor competitors. Understand what's driving success in your industry or against competitors, surface competitor posts for trending content

Drive additional revenue through social

Surface data and insights around target audiences to package, pitch, and measure the success of branded content and sponsorships.

[Click here for a free 30-day trial](#)



Methodology

Data for Conviva's European Football Report was primarily collected from Conviva's Competitive Leaderboards for La Liga, Ligue 1, Bundesliga, Premier League, Serie A, and Champions League. The insights consist of data from over 136 accounts, over 1 million posts, and over 23 billion engagements across Facebook, Instagram, Twitter, and YouTube from August 1, 2021 to May 29, 2022.

TikTok data was primarily collected from Conviva's Proprietary TikTok analytics and consist of data from accounts for the top European football leagues: La Liga, Ligue 1, Bundesliga, Premier League, Serie A, and Champions League. Data was collected and analyzed from the period of March 2021 to March 2022.

About Conviva

Conviva is the intelligence cloud for streaming media. Powered by our patented Stream Sensor™ and Stream ID™, our real-time platform enables marketers, advertisers, technology teams, engineering, and customer care teams to build, engage, and monetize their audiences. Conviva is dedicated to supporting brands like CCTV, DAZN, Disney+, Hulu, Paramount+, Peacock, Sky, Sling TV, TED, and WarnerMedia as they unlock the incredible opportunity in streaming media. Today our platform processes nearly 2 trillion streaming data events daily, supporting more than 500 million unique viewers watching 200 billion streams per year across 4 billion applications streaming on devices. Conviva ensures digital businesses of all sizes can stream better—every stream, every screen, every second.

Any Questions?

Visit www.conviva.com or contact Conviva at pr@conviva.com

