

# World Archery Annual Report

Redtorch





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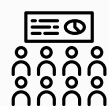


# Introduction

This report contains data pulled from all content in 2023 on Facebook, Instagram, Twitter and YouTube.

Data – and comparisons made – were gathered from 1 January to 31 December in the years 2023 and 2022.

Recommendations are provided to help facilitate social media strategy for the forthcoming year, in the lead up to Paris 2024.



**understand**

Archery (owned channel and National Federation) audiences



**measure**

World Archery and National Federation social media channel performance



**provide**

recommendations to improve future social media strategy in the lead up to Paris 2024









# Methodology

A review of Archery National Federation handles was conducted to incorporate new channels into the 2023 report. The inclusion of new accounts must be considered when reviewing year-on-year data.

**Engagements** on certain platforms are defined as below:

-  **Facebook** = reactions, comments, shares
-  **Instagram** = likes, comments
-  **Twitter/X** = retweets, replies, likes
-  **YouTube** = likes, comments, shares

**Followers** = YouTube subscribers, Facebook, Instagram & Twitter followers

**Video Views** = video views (Facebook, Instagram, YouTube); excludes Facebook/Instagram reels and Twitter video views

**Data was analysed by the 5 Continental Associations and 5 groups, based on number of athletes at the 2023 World Archery Championships**

- Africa
- Americas
- Asia
- Europe
- Oceania
- **Group A:** 11-12 Athletes (16 NFs)
- **Group B:** 7-10 Athletes (20 NFs)
- **Group C:** 3-6 Athletes (31 NFs)
- **Group D:** 1-2 Athletes (14 NFs)
- **Group E:** No Athletes (169 NFs)







# Executive Summary



# Headlines

## ▶ **More than half** of the National Federation audience is on Facebook

Facebook has **596.4k** fans (**52%**) – followed by Instagram, accounting for **29%** of fans (**331.0k**)

## ▶ **National Federations generated 136.2k** new fans across all platforms

**+152%** increase from 2022 (**54.1k**)

## ▶ **59%** year-on-year increase in engagements

National Federations generated **3.7m** engagements, up from **2.3m** in 2022

## ▶ **United States have 28% of total National Federation fans – and had the 2<sup>nd</sup> highest growth (10.6k)**

Indonesia (**58.2k**; Group C) and Jordan (**25.7k**; Group E) are the only non-Group A NFs in the top 10 most followed

## ▶ **Indonesia amassed 51.2k Instagram followers on the account created in February 2023**

**14x** more growth than any other NF on Instagram – also ranking 6<sup>th</sup> for total engagements

## ▶ **South Korea rank #1 on YouTube for 2<sup>nd</sup> year**

**89%** more video views than any other National Federation – partly due to the commitment to YouTube Shorts, which accounted for **30%** of video views



# Performance

Both World Archery and Archery National Federations saw year-on-year increases in growth, engagement and engagement rate.

## Audience

- National Federations collectively have **1.1m** followers, up **+27%** from 2022
- Facebook accounts for the most fans (**596.4k**), followed by Instagram (**331.0k**) and YouTube (**116.5k**)
- Instagram demonstrated the most opportunity for growth, generating **78.9k** new fans (**76%** more than Facebook)
- Indonesia generated **4.8x** more growth than any other National Federation (**51.2k**), due to their successful Instagram page launch in February 2023

## Engagement

- **3.7m** overall engagements by NFs (**59%** year-on-year increase) from **26.1k** posts
- Instagram drove engagement (**2.0m**), followed by Facebook (**1.5m**) – however only **53** National Federations have Instagram, compared to **119** on Facebook
- Group A Federations created the most content (**75%** more than other any other group) and in turn accounted for **76%** of all NF engagements (**2.8m**)
- European National Federations generated **1.8m** engagements, followed by Americas (**999.0k**) and Asia (**708.3k**)

## Content

- Best performing content generally featured match highlights, unique parts of the sport and interviews with athletes
- USA Archery utilised the power of reels, showing how an athlete with paralysis can compete. They gave these athletes a platform to demonstrate how they use their equipment, which could inspire those with similar difficulties to engage with content and the sport itself
- Match highlights are consistently among top-performing Federation content, even when the full livestream is posted on YouTube. Federations saw success with long form highlights and livestreams posted on YouTube, as well as short, best moment clips across Instagram, Twitter and YouTube



# Recommendations

## ◀ Incorporate YouTube Shorts into social strategy

YouTube Shorts is one of the most popular social media platforms and offers a huge opportunity for growth and engagement. Once people have watched a number of Shorts, they will be recommended long-form content from the main channel. Shorts have also proven to continue generating growth months after the original post date.

## ◀ Instagram Reels

Instagram generated more engagements than any other platform and 7 of the top 10 best performing posts across all federations in 2023 were Instagram Reels.

An Instagram profile should be priority for Archery National Federations as it represents the largest opportunity for engagement. Despite Instagram generating more engagement than Facebook, only 53 National Federations have a profile on Instagram, compared to 119 on Facebook.

Short form content such as best moments and highlight clips from events usually perform well, while behind-the-scenes videos such as training sessions can generate engagement outside of event time.

## ◀ Highlight Athletes

Athletes are key to growing audiences on social platforms and should be the forefront of the content produced, especially in the lead up to Paris 2024. Working with athletes to collaborate on posts will help build the profile of athletes, as well as the National Federation account – and each will benefit from the extended audience reach.

## ◀ Consistent Branding

Preparing branded, consistent graphic templates that are instantly recognisable will help drive engagement from a population with an increasingly shorter attention span.















**Overall**

# Topline numbers

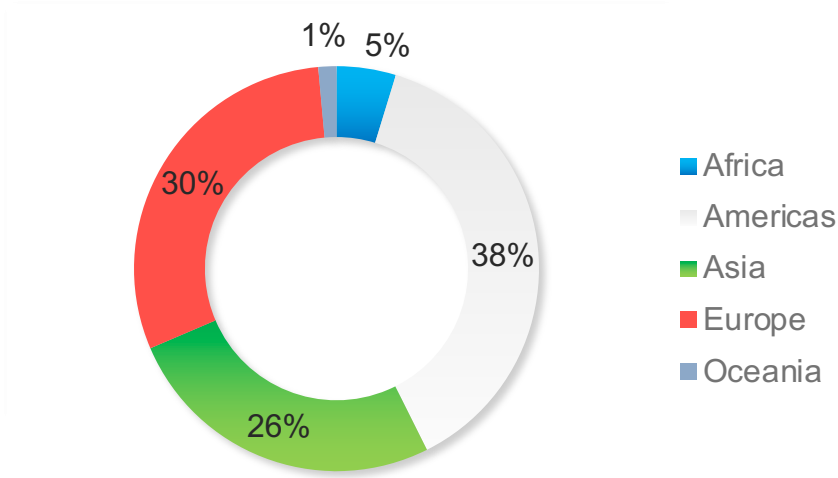
							
	Total Fans	Growth	Growth Rate	Posts	Video Views	Engagements	Engagements (per post)
National Federations	1.1m +27%	136.2k +152%	13.5% +112%	26.1k +41%	2.5m	3.7m +59%	140 +34%
	2.1m +12%	230.9k +25%	12% +13%	4.1k +27%	32.6m	10.3m +137%	2,481 +86%

Year-on-year change for video views unavailable due to adjustments in the way Meta and 3<sup>rd</sup> party tools collect video data

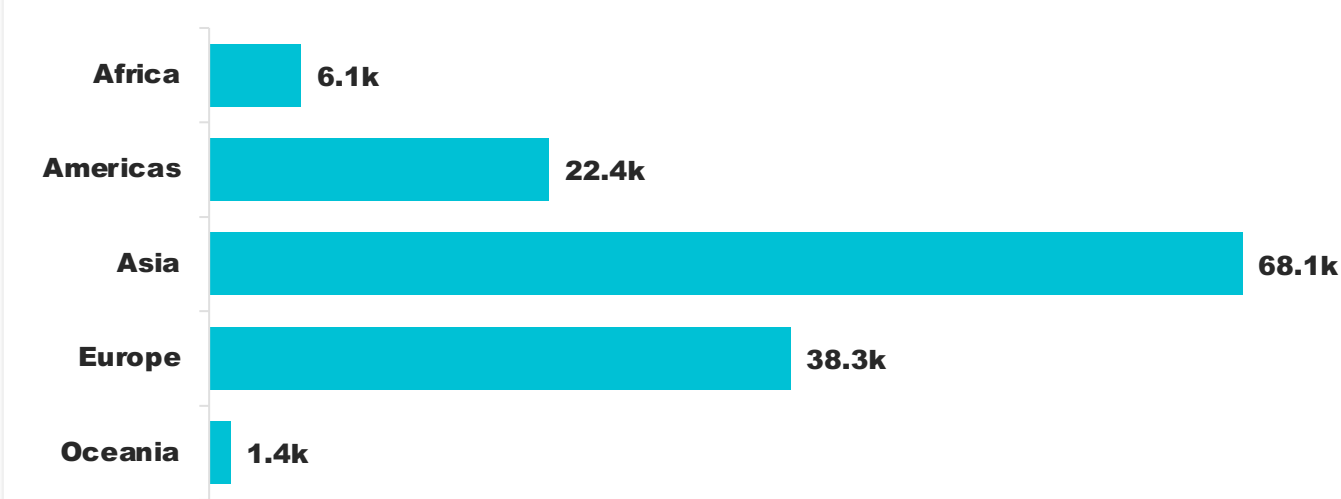









# Continental Association breakdown

Total Followers



Growth

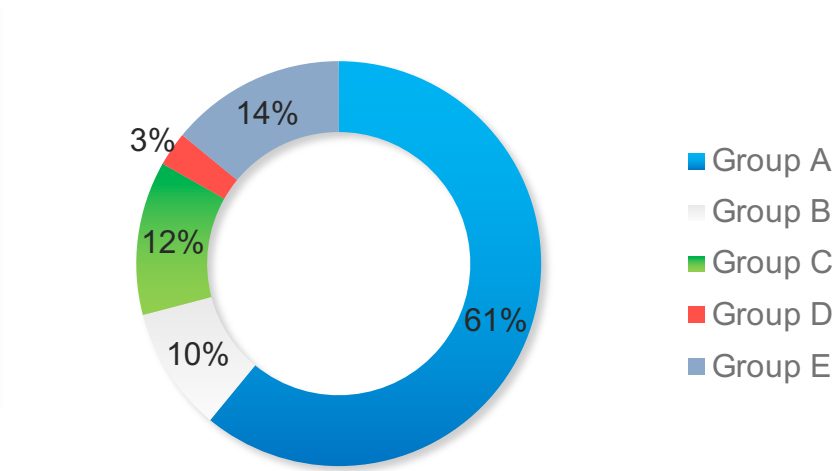


	 Total Fans	 Growth	 Growth Rate	 Posts	 Video Views	 Engagements	 Engagements (per post)
Africa	54.1k	6.1k	13%	1.4k	77.1k	65.0k	48
Americas	433.0k	22.4k	5.5%	5.4k	415.7k	999.0k	186
Asia	296.4k	68.1k	29.8%	5.6k	599.6k	708.3k	126
Europe	342.7k	38.3k	12.6%	13.2k	1.4m	1.8m	140
Oceania	16.5k	1.4k	9.3%	549	871	34.4k	63

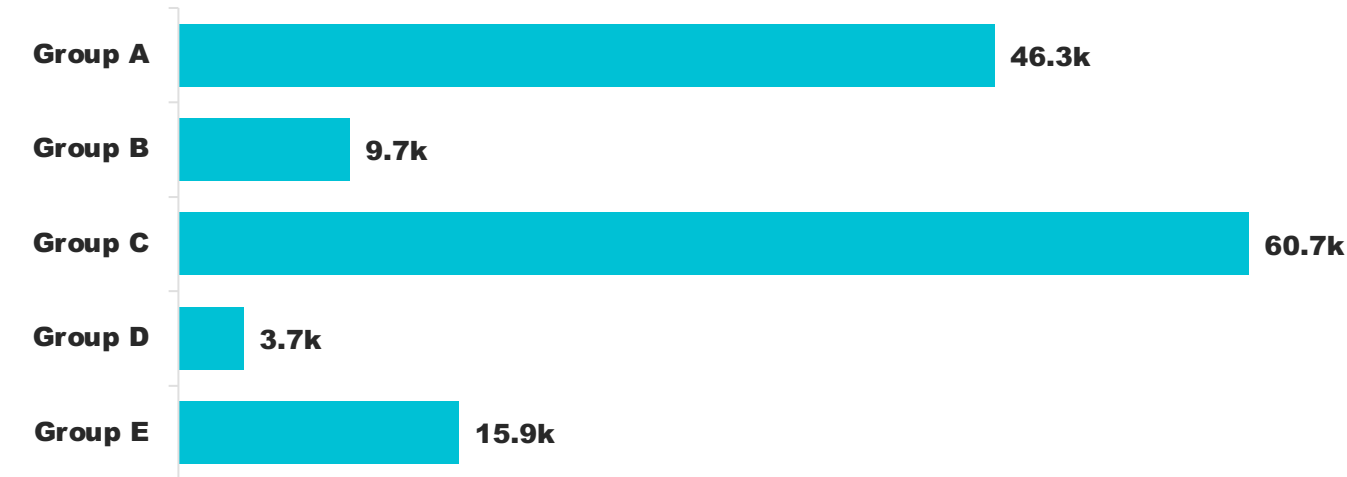
Video Views: excludes Facebook/Instagram reels and Twitter video views








# Athlete group breakdown

Total Followers



Growth










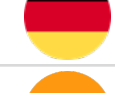


	 Total Fans	 Growth	 Growth Rate	 Posts	 Video Views	 Engagements	 Engagements (per post)
Group A	696.4k	46.3k	7.3%	10.4k	1.4m	2.8m	268
Group B	113.9k	9.7k	9.4%	5.9k	478.3k	306.6k	52
Group C	140.4k	60.7k	11.8%	5.6k	34.6k	373.6k	66
Group D	31.3k	3.7k	13.5%	1.1k	177.7k	66.9k	59
Group E	160.5k	15.9k	10.4%	3.0k	323.9k	128.5k	42

Video Views: excludes Facebook/Instagram reels and Twitter video views













# Top 10 National Federations

## Total Followers

	National Federation	Total Fans
	United States of America	324.1k
	France	71.2k
	Great Britain & Northern Ireland	63.9k
	Indonesia	58.2k
	Italy	57.4k
	South Korea	45.4k
	Turkey	35.3k
	Germany	34.3k
	India	26.5k
	Jordan	25.7k











## Growth

	National Federation	Growth
	Indonesia	51.2k
	United States of America	10.6k
	Great Britain & Northern Ireland	7.6k
	Italy	7.3k
	France	6.9k
	Germany	6.6k
	Jordan	3.8k
	Turkey	2.7k
	Spain	2.2k
	Argentina	2.2k



# Top 10 National Federations

## Engagements

	National Federation	Engagements
	United States of America	745.4k
	Great Britain & Northern Ireland	582.1k
	France	377.2k
	Germany	292.9k
	Italy	286.7k
	India	232.7k
	Indonesia	129.3k
	Turkey	116.7k
	Colombia	53.3k
	Taipei, China	52.6k

## Video Views

	National Federation	Video Views
	South Korea	522.1k
	Russian Federation	276.2k
	United States of America	269.6k
	Great Britain & Northern Ireland	259.4k
	Iceland	189.7k
	Italy	186.1k
	France	168.3k
	Spain	123.3k
	Puerto Rico	98.7k
	Denmark	78.5k

**Video Views:** excludes Facebook/Instagram reels and Twitter video views





**Facebook**



# Facebook: overall performance

## Size

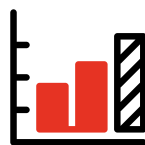


Audience size

596.4k

+17%

## Key metrics



Growth

44.8k

+12%



Growth rate

8.1%

-4%



Posts

14.4k

+13%



Video Views

558.1k

-



Engagements

1.5m

+40%



Engagements  
(per post)

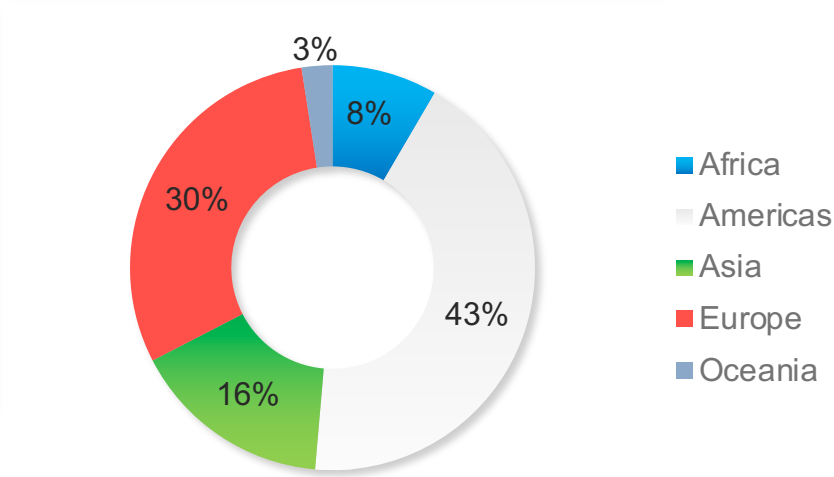
106

+25%

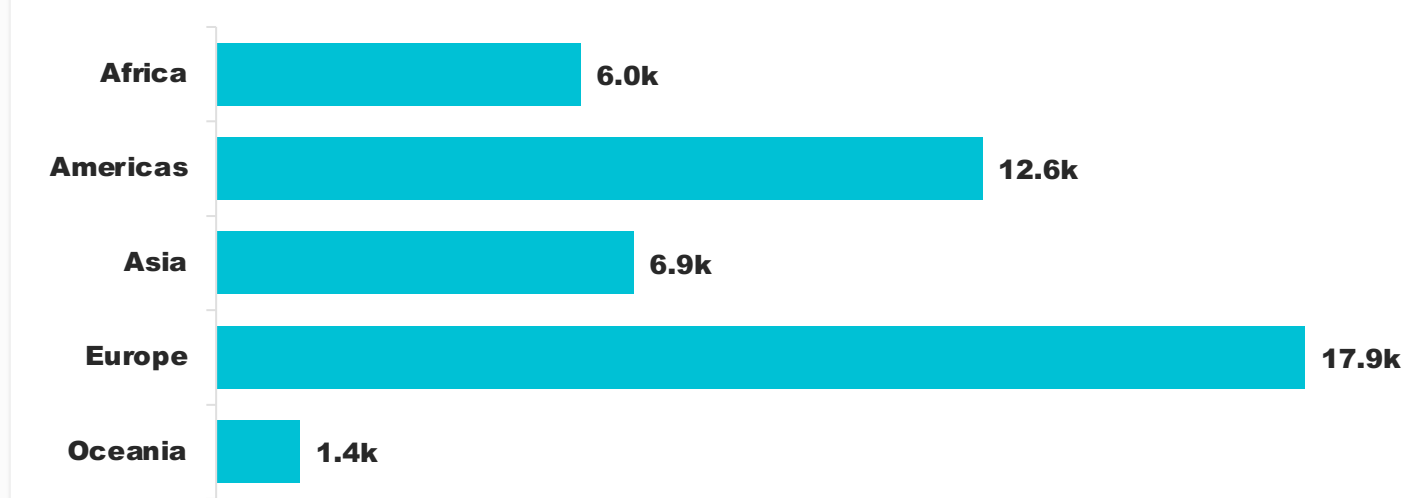
Year-on-year change for video views unavailable due to adjustments in the way Meta and 3<sup>rd</sup> party tools collect video data








# Continental Association breakdown

Total Followers



Growth



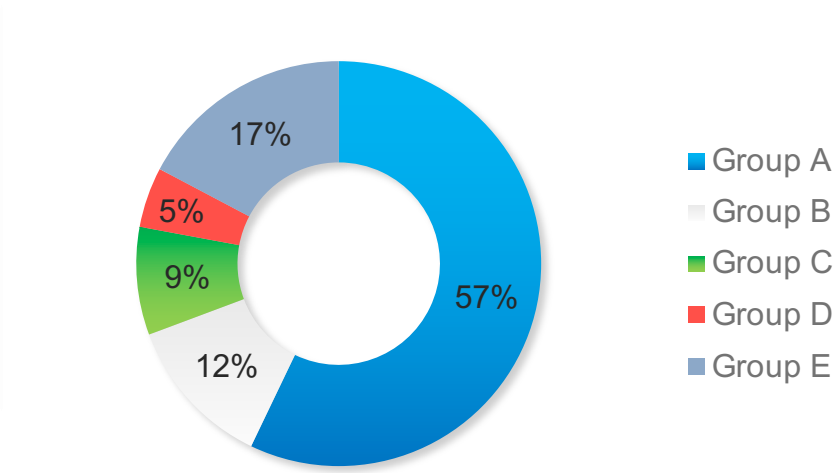
	 Total Fans	 Growth	 Growth Rate	 Posts	 Video Views	 Engagements	 Engagements (per post)
Africa	50.3k	6.0k	13.6%	1.2k	77.1k	63.2k	53
Americas	256.1k	12.6k	5.2%	3.3k	258.3k	485.8k	149
Asia	95.7k	6.9k	7.7%	2.4k	9.4k	191.2k	81
Europe	179.7k	17.9k	11.1%	7.1k	212.4k	755.1k	107
Oceania	14.6k	1.4k	10.4%	522	726	34.3k	66

Video views excludes reel plays, only regular Facebook video views are included

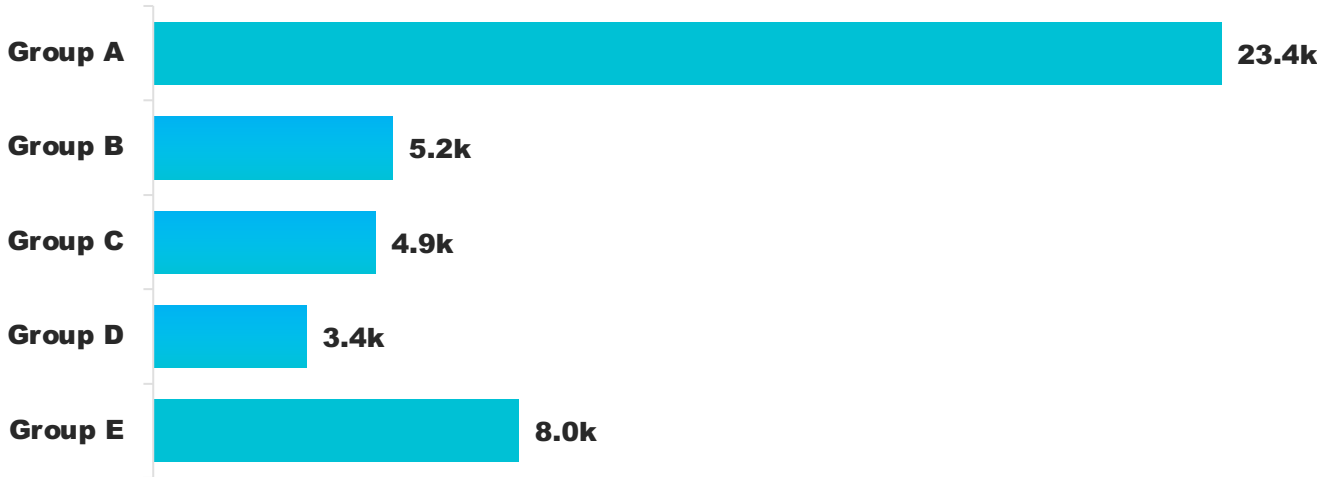









# Athlete group breakdown

Total Followers



Growth



	 Total Fans	 Growth	 Growth Rate	 Posts	 Video Views	 Engagements	 Engagements (per post)
Group A	340.7k	23.4k	7.4%	4.8k	246.2k	1.1m	224
Group B	72.7k	5.2k	7.8%	3.6k	88.3k	174.7k	49
Group C	51.4k	4.9k	10.4%	2.7k	24.2k	121.0k	45
Group D	28.7k	3.4k	13.2%	1.1k	172.2k	63.6k	59
Group E	103.0k	8.0k	8.4%	2.2k	27.2k	82.3k	38


Video views excludes reel plays, only regular Facebook video views are included

# Top 10 National Federations

## Total Fans

	National Federation	Total Fans
	United States of America	181.3k
	France	33.3k
	Italy	30.3k
	Great Britain & Northern Ireland	25.4k
	Tunisia	17.1k
	Germany	15.8k
	Taipei, China	11.6k
	South Korea	9.4k
	Australia	8.9k
	Turkey	8.4k




## Growth

	National Federation	Growth
	United States of America	6.6k
	Italy	4.5k
	Germany	3.4k
	Great Britain & Northern Ireland	3.3k
	France	2.3k
	Algeria	2.2k
	Tunisia	1.7k
	India	1.1k
	Mongolia	949
	Malaysia	914













# Top 10 National Federations

## Engagements

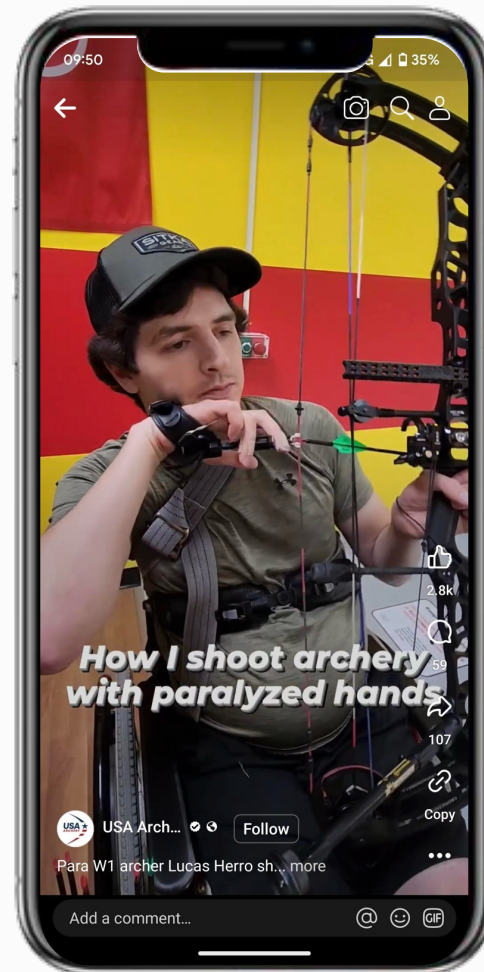
	National Federation	Engagements
	United States of America	370.8k
	France	158.7k
	Great Britain & Northern Ireland	157.9k
	Italy	134.4k
	Germany	102.4k
	Taipei, China	52.6k
	India	42.8k
	South Korea	32.0k
	Australia	28.3k
	Algeria	24.9k

## Engagements per post

	National Federation	Engagements (per post)
	United States of America	449
	France	415
	Taipei, China	371
	Great Britain & Northern Ireland	340
	India	266
	Italy	257
	Puerto Rico	201
	Malaysia	198
	Germany	132
	Peru	114

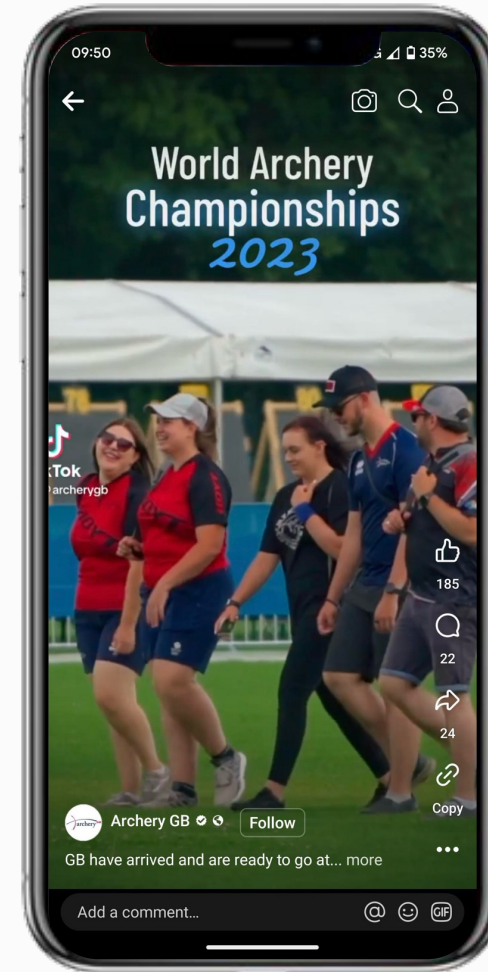
Engagements per post: Minimum 10 posts

# Example content



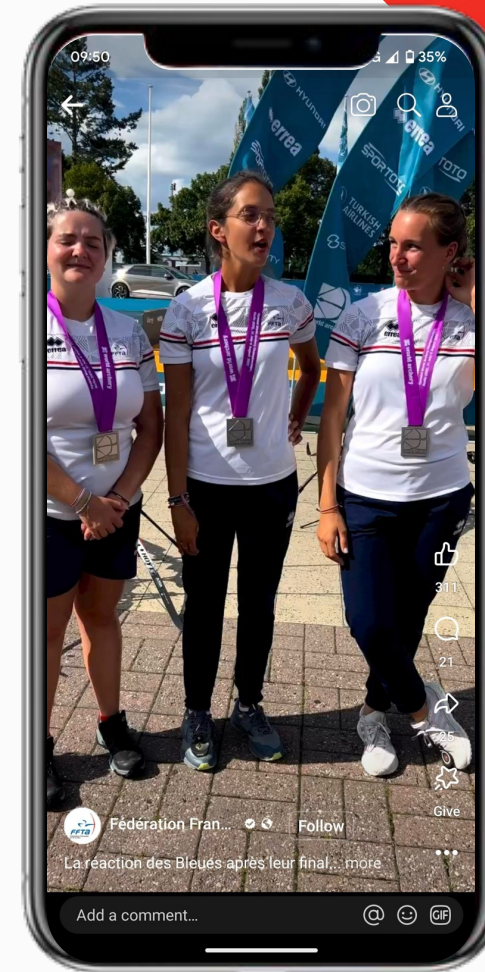
**USA Archery**

3.0k engagements



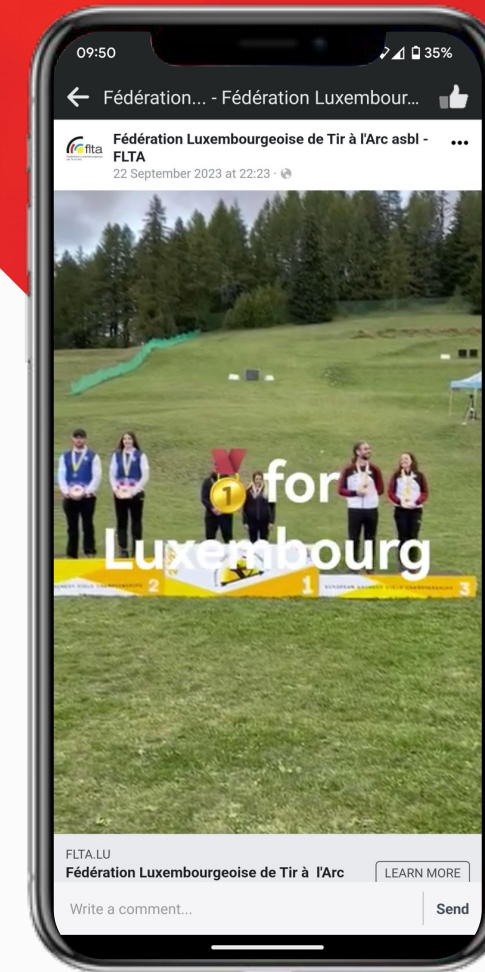
**Archery GB**

231 engagements



**Fédération Française  
de Tir à l'Arc**

357 engagements



**Fédération  
Luxembourgeoise de  
Tir à l'Arc**

220 engagements





**Instagram**

# Instagram: overall performance

## Size

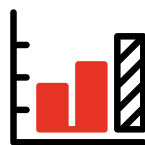


Audience size

331.0k

+61%

## Key metrics



Growth

78.9k

+478%



Growth rate

31.3%

+339%



Posts

6.1k

+138%



Video Views

17.3k

-



Engagements

2.0m

+79%



Engagements  
(per post)

336

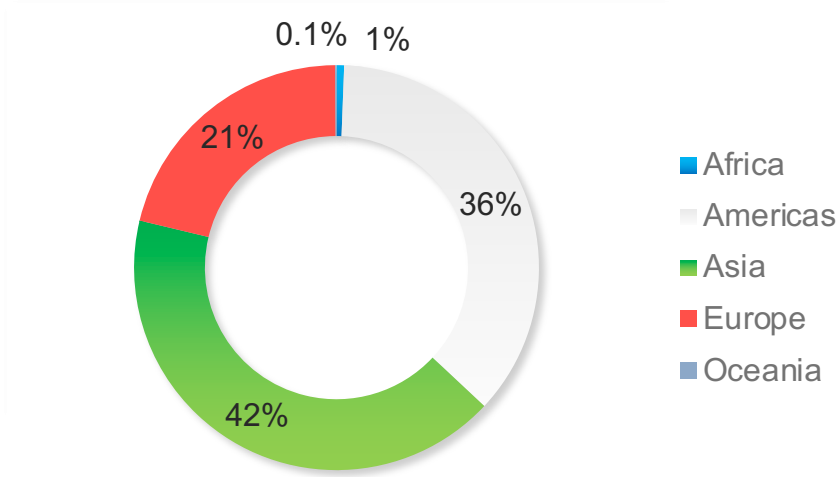
+34%

Reels and year-on-year change for video views unavailable due to adjustments in the way Meta and 3rd party tools collect video data

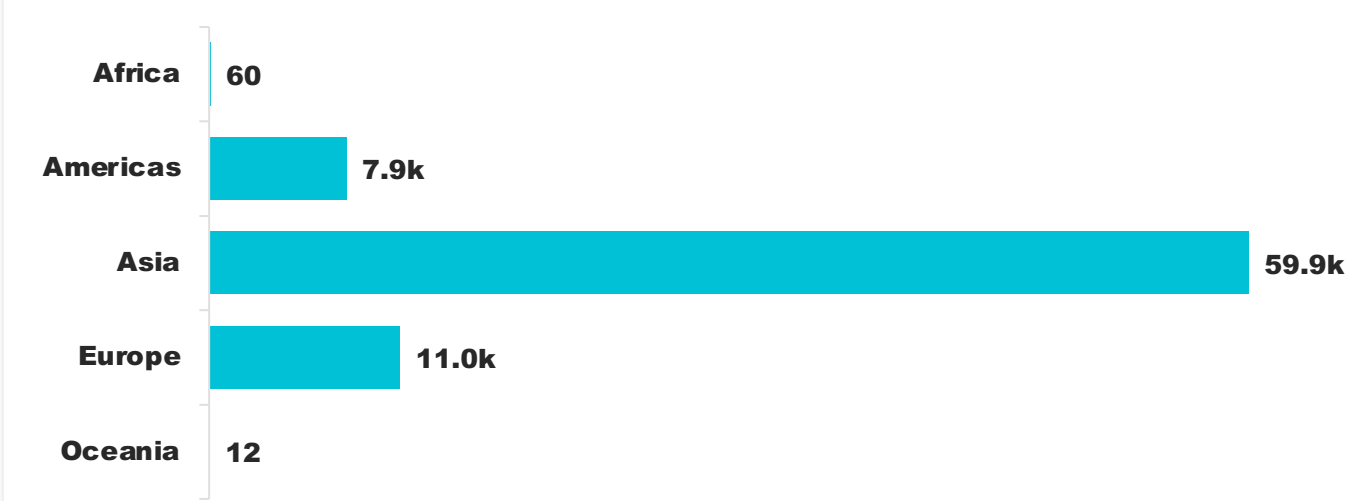









# Continental Association breakdown

Total Followers



Growth

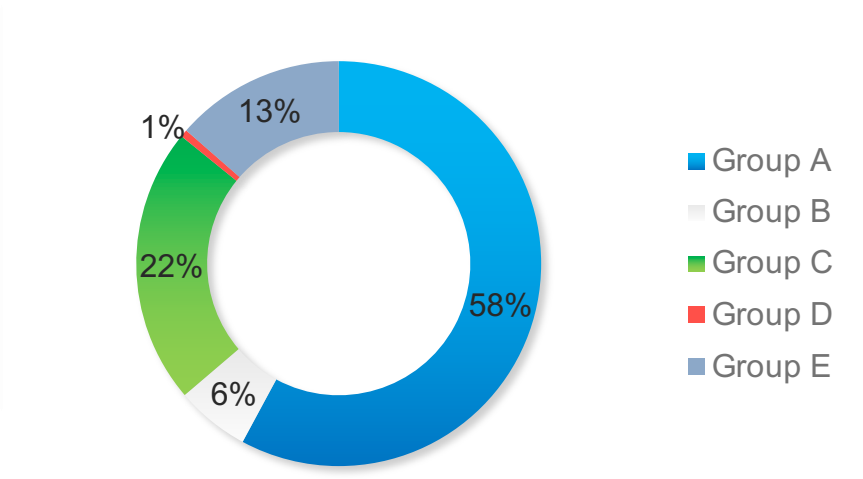


	 Total Fans	 Growth	 Growth Rate	 Posts	 Video Views	 Engagements	 Engagements (per post)
Africa	2.0k	60	3.1%	59	0	1.7k	28
Americas	120.4k	7.9k	7.0%	1.7k	9.6k	509.7k	300
Asia	138.2k	59.9k	76.5%	1.8k	2.3k	493.5k	280
Europe	70.0k	11.0k	18.6%	2.6k	5.4k	1.0m	406
Oceania	347	12	3.6%	1	0	43	43

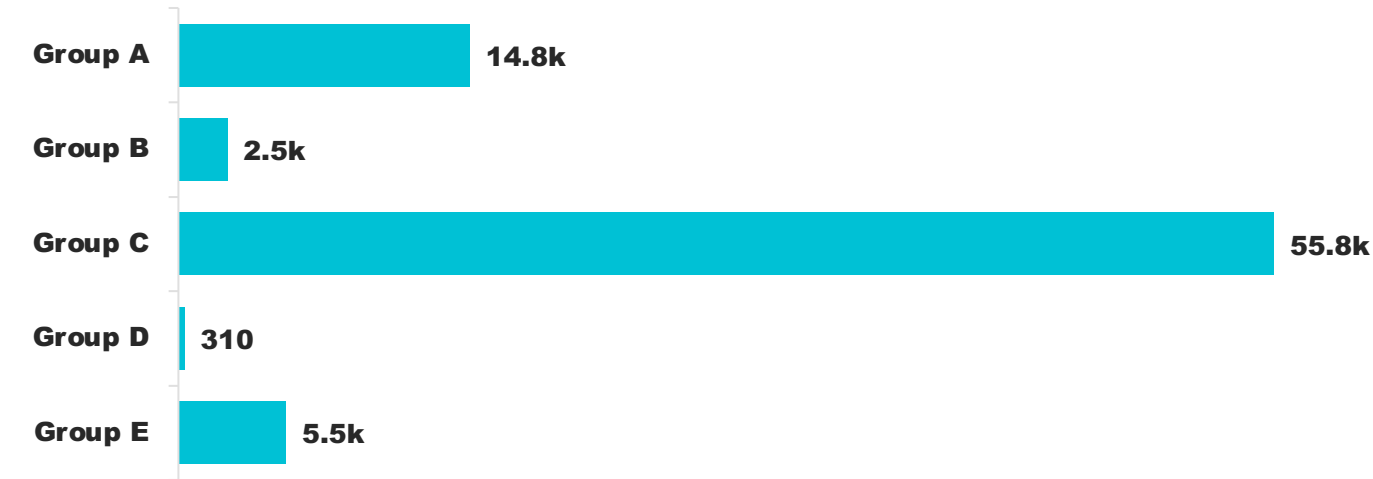
Video views excludes reel plays, only carousel video views are included








# Athlete group breakdown

Total Followers



Growth













	 Total Fans	 Growth	 Growth Rate	 Posts	 Video Views	 Engagements	 Engagements (per post)
Group A	191.5k	14.8k	8.4%	2.7k	6.0k	1.6m	598
Group B	19.5k	2.5k	14.7%	792	3.7k	115.2k	145
Group C	73.1k	55.8k	322.2%	2.0k	3.5k	248.0k	126
Group D	2.0k	310	18.8%	42	0	3.2k	76
Group E	44.9k	5.5k	13.9%	550	4.0k	39.6k	72

Video views excludes reel plays, only carousel video views are included













# Top 10 National Federations

## Total Followers

	National Federation	Total Fans
	United States of America	94.0k
	Indonesia	51.2k
	Jordan	22.5k
	Turkey	18.9k
	India	18.6k
	Great Britain & Northern Ireland	15.0k
	Germany	13.8k
	Italy	12.3k
	France	12.1k
	Saudi Arabia	8.5k

## Growth

	National Federation	Growth
	Indonesia	51.2k
	Jordan	3.6k
	United States of America	2.9k
	Great Britain & Northern Ireland	2.8k
	France	2.4k
	Germany	2.3k
	Turkey	2.2k
	Italy	1.7k
	Saudi Arabia	1.4k
	Chile	1.3k

# Top 10 National Federations

## Engagements

	National Federation	Engagements
	Great Britain & Northern Ireland	413.9k
	United States of America	372.4k
	France	211.6k
	India	189.9k
	Germany	184.7k
	Italy	150.3k
	Indonesia	129.1k
	Turkey	104.0k
	Colombia	42.3k
	Saudi Arabia	33.8k

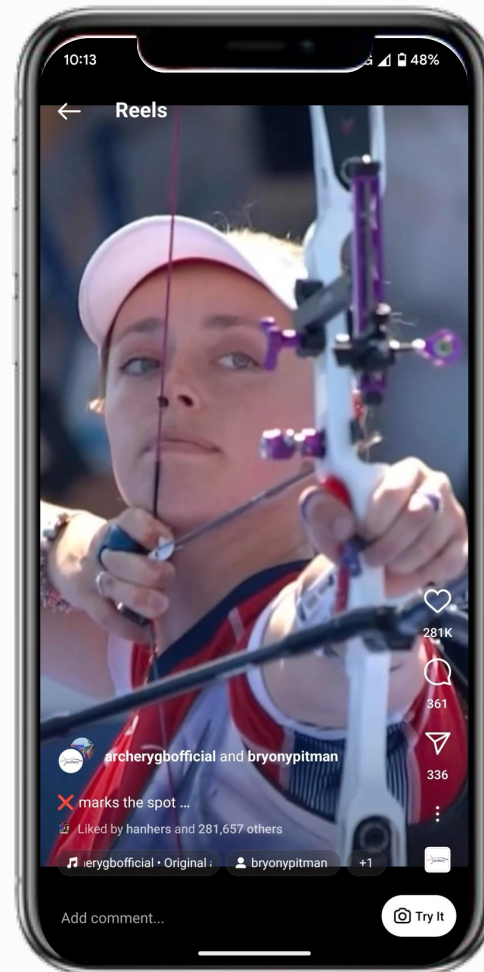
## Engagements per post

	National Federation	Engagements (per post)
	Turkey	1.1k
	India	984
	Great Britain & Northern Ireland	848
	United States of America	815
	France	657
	Indonesia	350
	Italy	350
	Germany	328
	Colombia	298
	Spain	250

Engagements per post: Minimum 10 posts

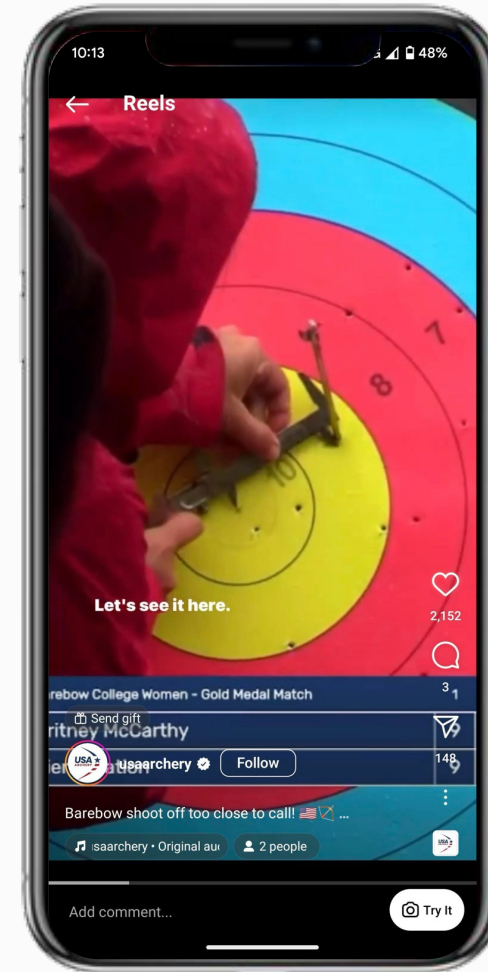


# Example content



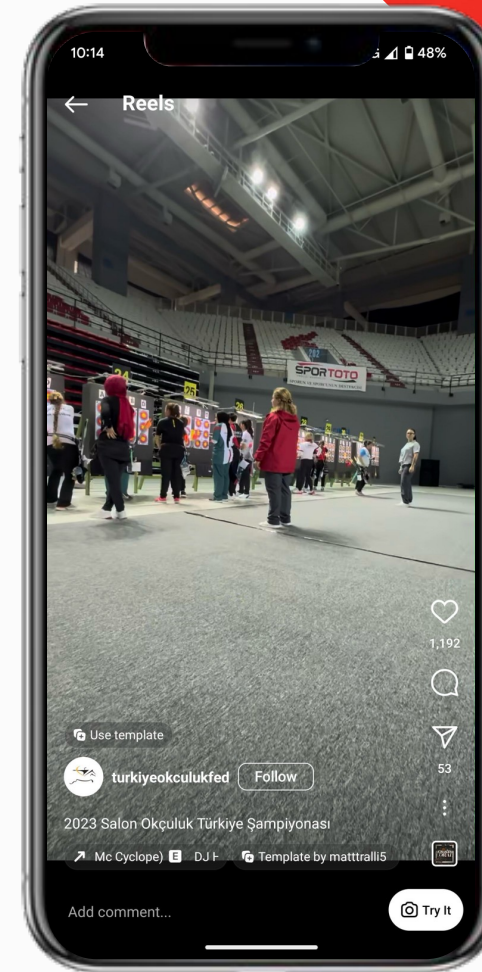
## Archery GB

282.1k engagements



## USA Archery

2.1k engagements



## Türkiye Okçuluk Federasyonu

1.2k engagements



## FFTA

1.0k engagements





**Twitter/X**





# Twitter/X: overall performance

## Size



**Audience size**

**98.7k**

**+17%**

## Key metrics



**Growth**

**1.1k**

**+115%**



**Growth rate**

**1.1%**

**+84%**



**Posts**

**8.5k**

**+18%**



**Engagements**

**68.8k**

**+19%**



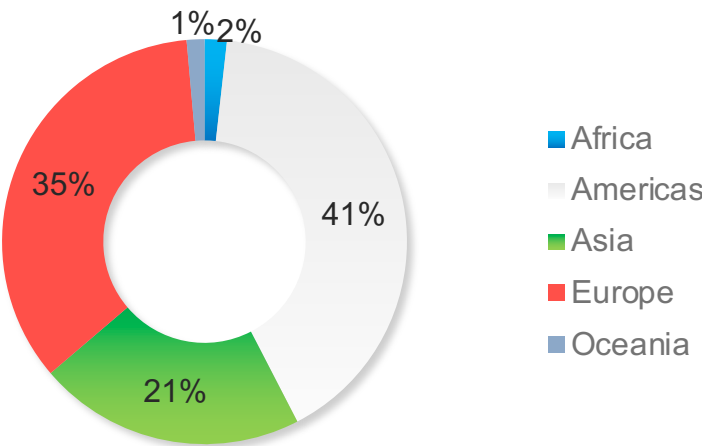
**Engagements  
(per post)**

**8**

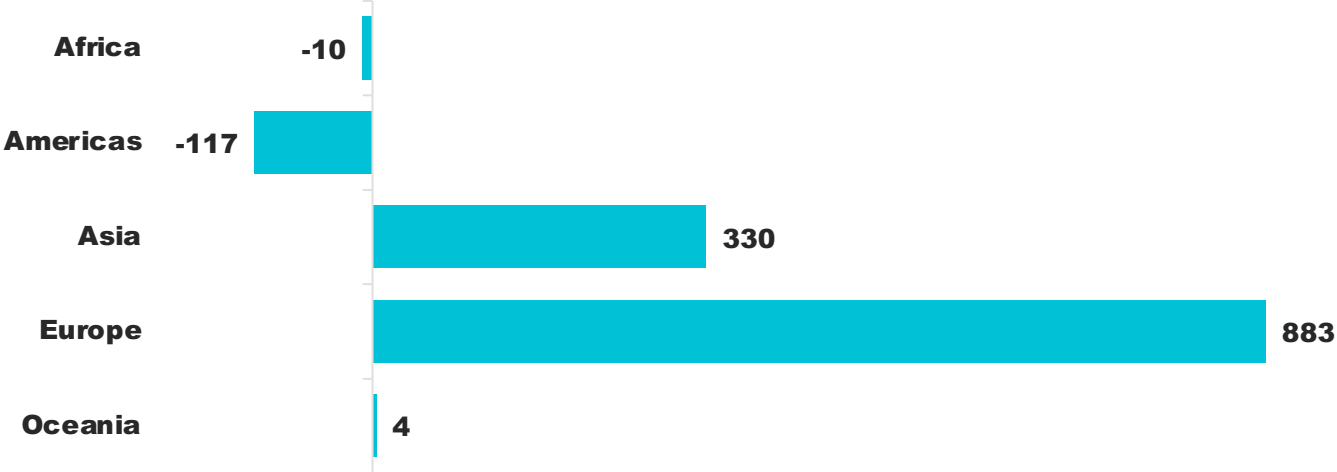
**+1%**







# Continental Association breakdown

Total Followers



Growth



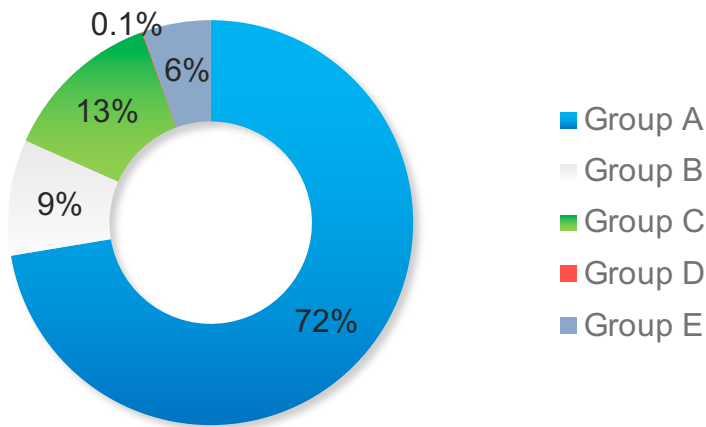
	 Total Fans	 Growth	 Growth Rate	 Posts	 Engagements	 Engagements (per post)
Africa	1.8k	-10	-0.6%	103	98	1
Americas	40.1k	-117	-0.3%	321	1.1k	3
Asia	21.1k	330	1.6%	1.3k	7.1k	6
Europe	34.4k	883	2.6%	2.9k	29.0k	10
Oceania	1.4k	4	0.3%	23	90	4

video views unavailable for Twitter/X

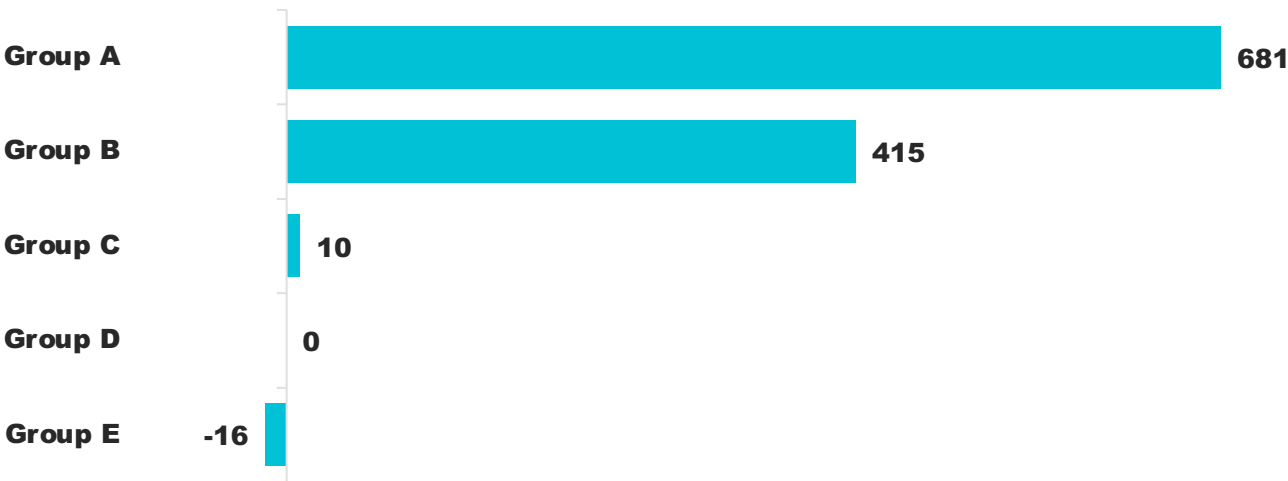








# Athlete group breakdown

Total Followers



Growth













	 Total Fans	 Growth	 Growth Rate	 Posts	 Engagements	 Engagements (per post)
Group A	71.5k	681	7.3%	2.3k	21.0k	9
Group B	9.1k	415	9.4%	1.2k	11.7k	10
Group C	12.7k	10	11.8%	936	4.5k	5
Group D	71	0	13.5%	0	0	0
Group E	5.4k	-16	10.4%	195	163	1

video views unavailable for Twitter/X

# Top 10 National Federations

## Total Fans

	National Federation	Total Fans
	United States of America	34.0k
	Great Britain & Northern Ireland	16.2k
	Saudi Arabia	9.3k
	France	6.8k
	Turkey	5.5k
	Canada	3.3k
	Italy	3.1k
	Spain	2.6k
	Germany	2.6k
	Qatar	1.8k











## Growth

	National Federation	Growth
	Turkey	319
	Spain	268
	Germany	235
	France	230
	Great Britain & Northern Ireland	128
	Canada	84
	Colombia	60
	Italy	46
	India	19
	Ecuador	14













# Top 10 National Federations

## Engagements

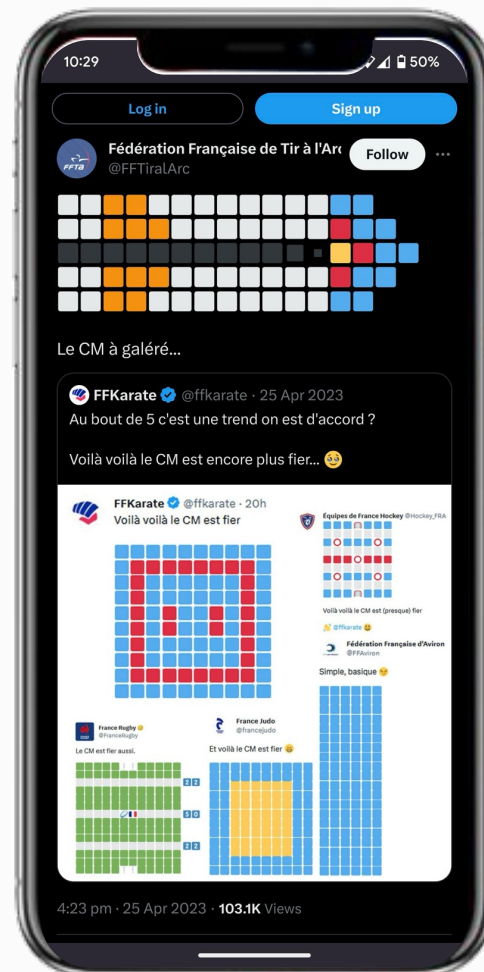
	National Federation	Engagements
	Spain	10.7k
	Great Britain & Northern Ireland	6.6k
	France	5.5k
	Germany	5.1k
	Saudi Arabia	4.0k
	Turkey	2.6k
	Colombia	619
	Netherlands	565
	Italy	561
	United Arab Emirates	311

## Engagements per post

	National Federation	Engagements (per post)
	France	19
	Spain	12
	Turkey	10
	Great Britain & Northern Ireland	10
	Germany	9
	Colombia	8
	Saudi Arabia	8
	Australia	4
	Netherlands	3
	United Arab Emirates	2

Engagements per post: Minimum 20 posts

# Example content



## French Archery Federation

672 engagements



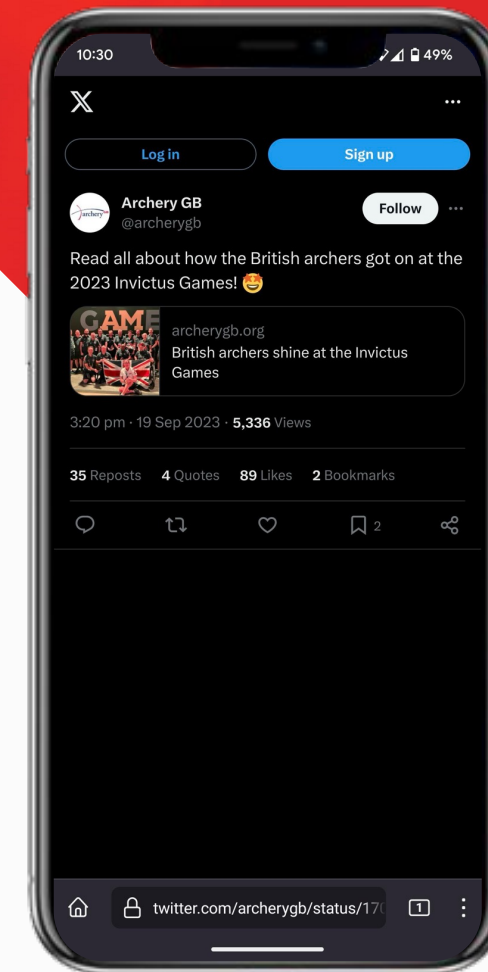
## Colombian Archery Federation

199 engagements



## German Archery Federation

210 engagements



## Archery GB

127 engagements





**YouTube**



# YouTube: overall performance

## Size

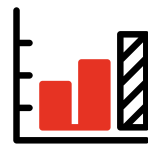


**Audience size**

**116.5k**

**+16%**

## Key metrics



**Growth**

**11.4k**

-



**Growth rate**

**10.9%**

-



**Posts**

**960**

**+43%**



**Video Views**

**1.9m**

**+12%**



**Engagements**

**36.6k**

**+10%**



**Engagements  
(per post)**

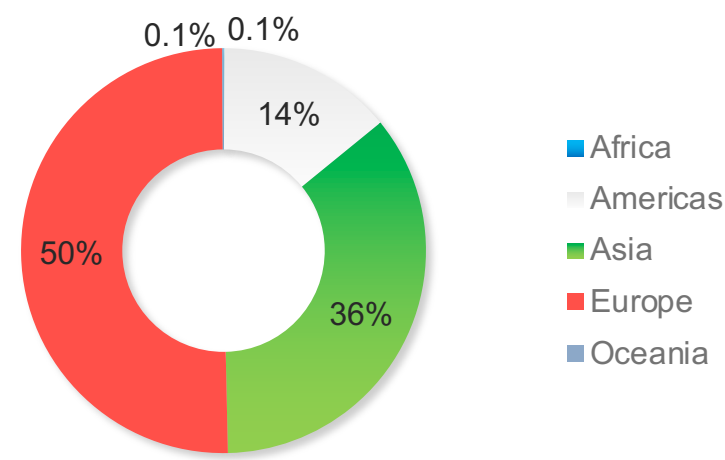
**38**

**-23%**

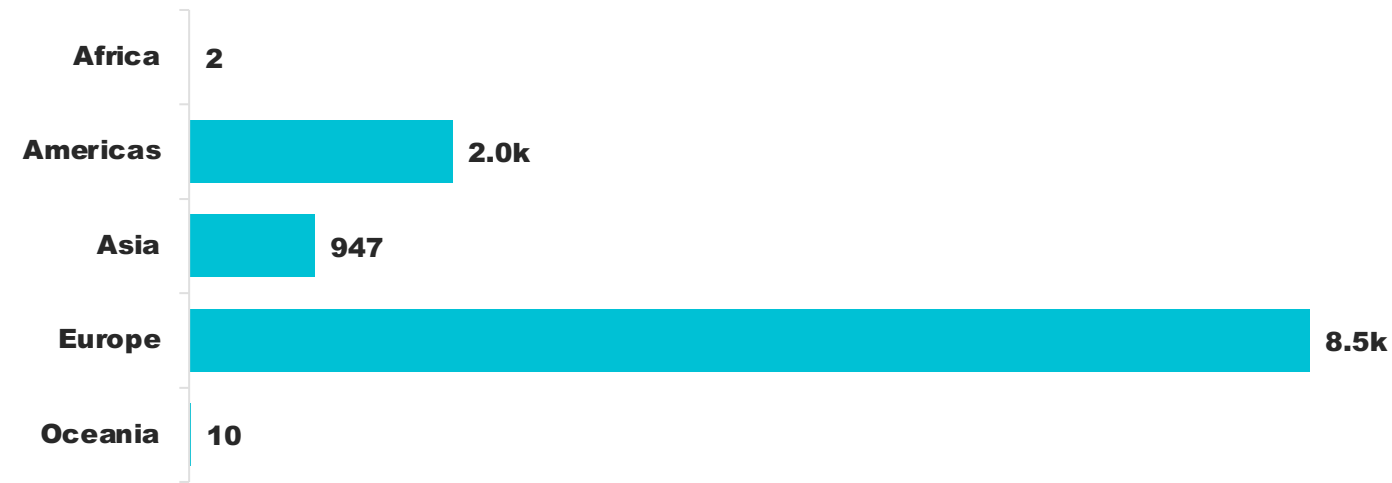
Growth and Growth rate unavailable for 2022








# Continental Association breakdown

Total Followers



Growth

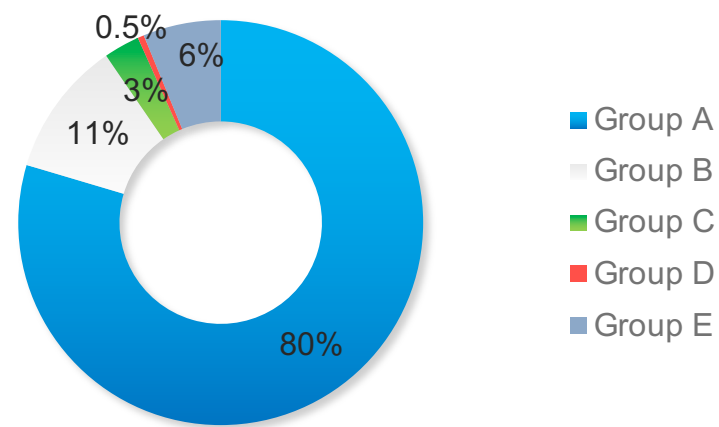


	 Total Fans	 Growth	 Growth Rate	 Posts	 Video Views	 Engagements	 Engagements (per post)
Africa	82	2	2.5%	0	0	0	0
Americas	16.4k	2.0k	13.8%	93	147.8k	2.5k	27
Asia	41.4k	947	2.3%	250	588.0k	16.4k	66
Europe	58.5k	8.5k	16.9%	614	1.2m	17.7k	29
Oceania	134	10	8.1%	3	145	9	3

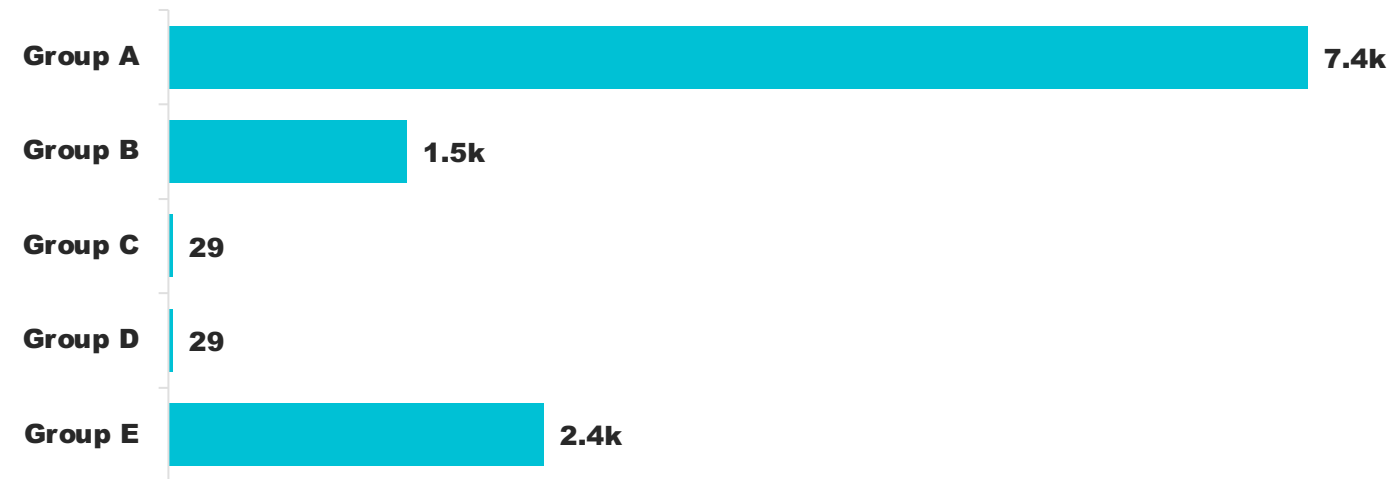









# Athlete group breakdown

Total Followers













Growth













	 Total Fans	 Growth	 Growth Rate	 Posts	 Video Views	 Engagements	 Engagements (per post)
Group A	92.7k	7.4k	8.6%	465	1.2m	25.0k	54
Group B	12.6k	1.5k	14.0%	363	386.3k	5.0k	14
Group C	3.3k	29	0.9%	22	6.9k	88	0
Group D	582	29	5.2%	17	5.4k	69	4
Group E	7.2k	2.4k	50.7%	93	292.7k	6.4k	69

# Top 10 National Federations

## Total Fans











	National Federation	Total Fans
	South Korea	34.9k
	France	19.1k
	United States of America	14.8k
	Italy	11.6k
	Spain	9.2k
	Great Britain & Northern Ireland	7.3k
	Russian Federation	6.0k
	Indonesia	2.6k
	Turkey	2.6k
	Germany	2.1k

## Growth

	National Federation	Growth
	France	1.9k
	Russian Federation	1.9k
	Great Britain & Northern Ireland	1.4k
	United States of America	1.4k
	Italy	1.0k
	South Korea	900
	Spain	830
	Germany	690
	Iceland	587
	Argentina	565

# Top 10 National Federations

## Engagements

	National Federation	Engagements
	South Korea	15.4k
	Russian Federation	6.1k
	Great Britain & Northern Ireland	3.8k
	Iceland	2.5k
	United States of America	2.1k
	Italy	1.5k
	France	1.4k
	Spain	1.3k
	Malaysia	910
	Germany	748

## Video Views

	National Federation	Video Views
	South Korea	522.1k
	Russian Federation	276.2k
	Great Britain & Northern Ireland	224.5k
	Iceland	189.7k
	Italy	160.9k
	France	137.1k
	United States of America	129.0k
	Spain	123.3k
	Malaysia	59.7k
	Germany	19.7k

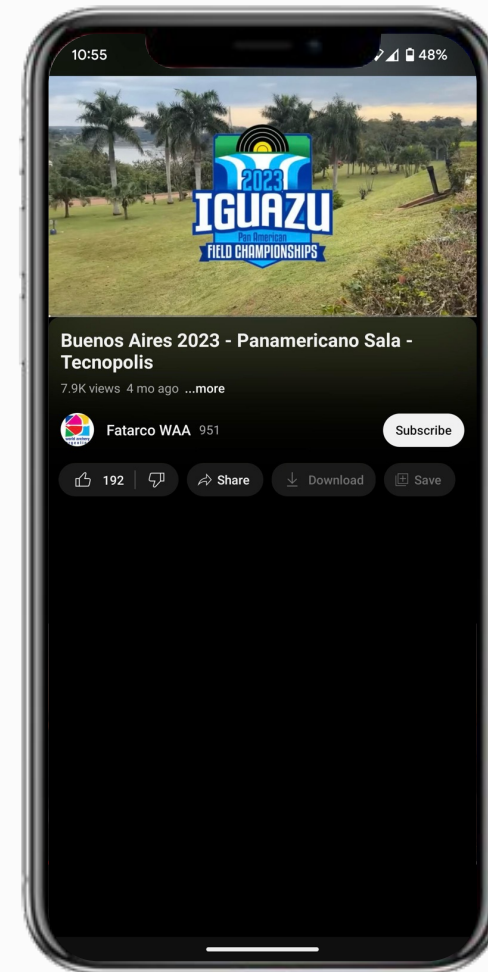


# Example content



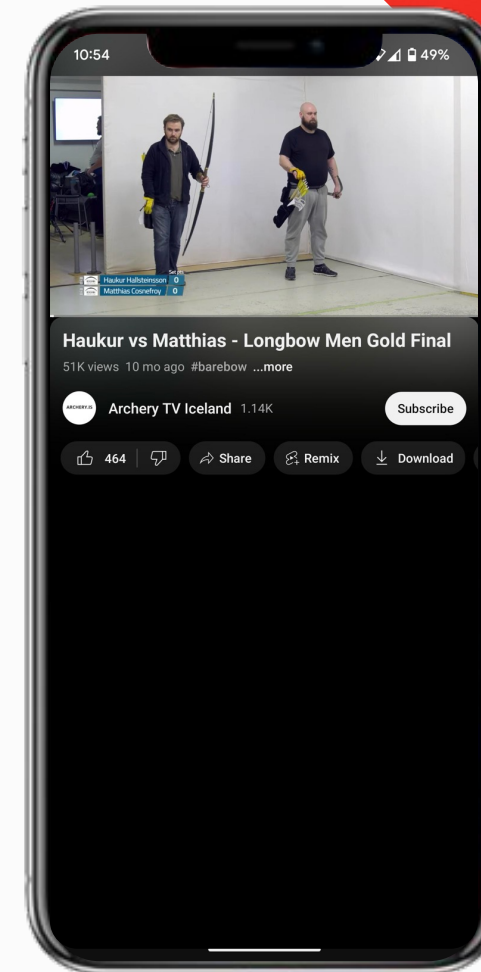
## **Korean Archery Federation**

5.2k engagements



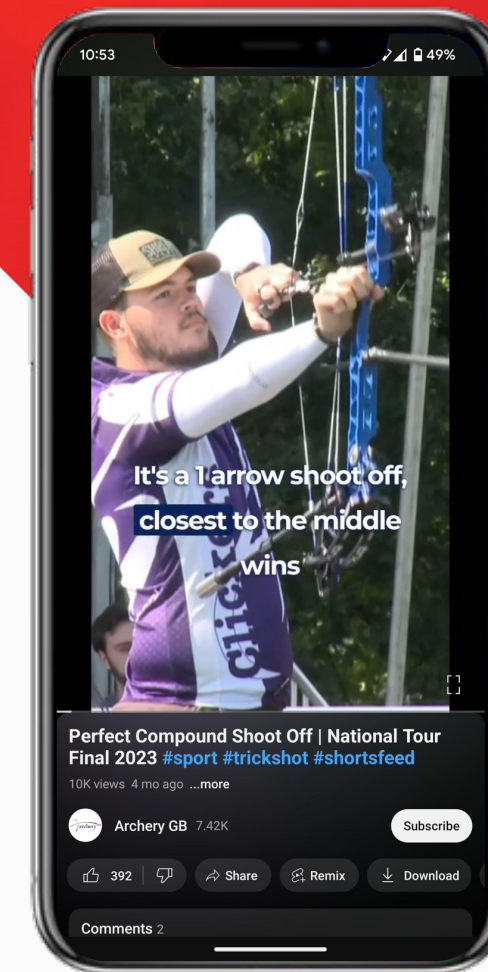
## **Argentinian Archery Federation**

193 engagements



## **Iceland Archery Federation**

525 engagements



## **Archery GB**

395 engagements



# thank you

Redtorch is a bespoke and fully independent Research, Content and Creative agency working to make sport more relevant.

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