

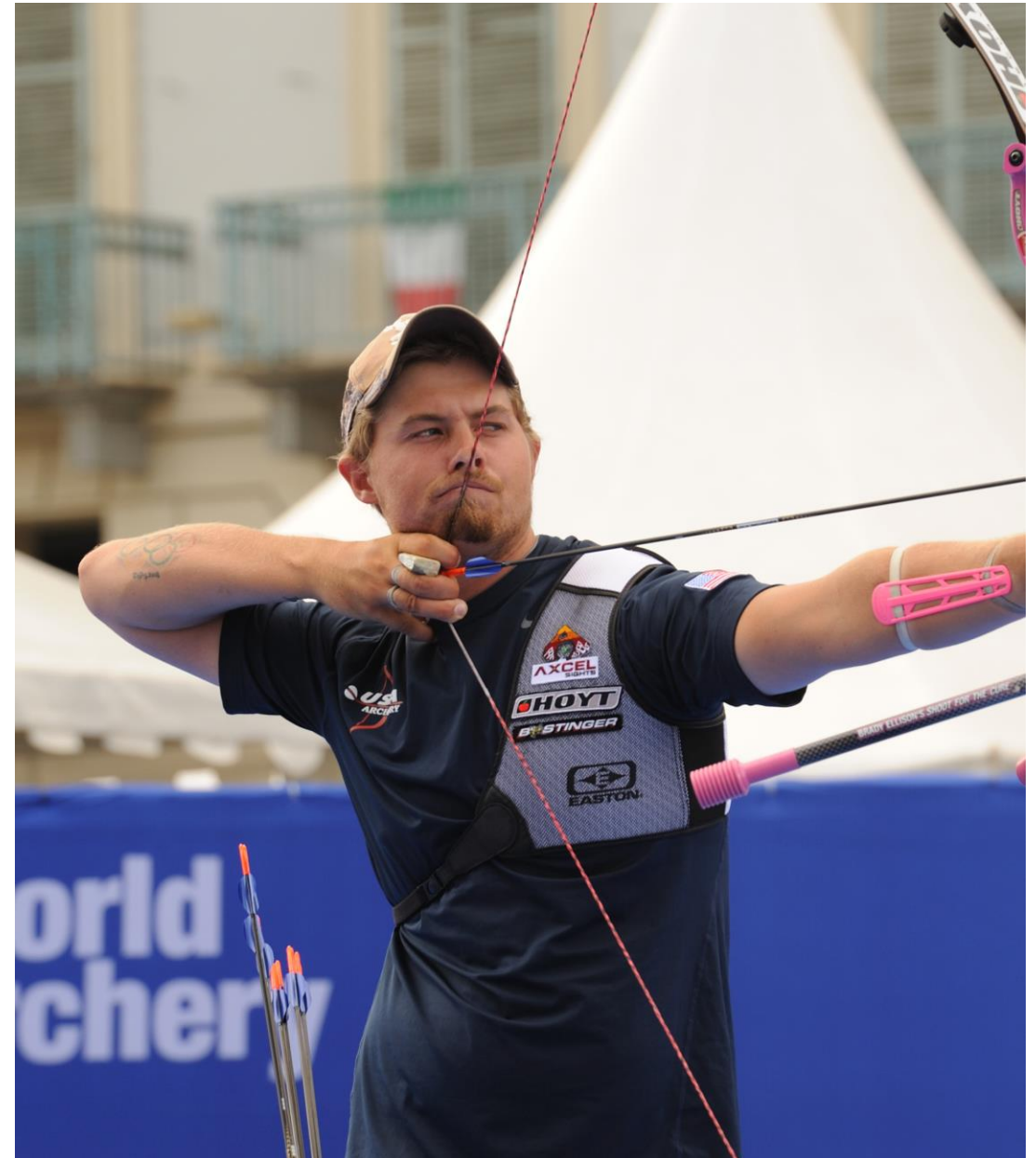
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World Archery Annual Report 2024

2025 January

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Introduction

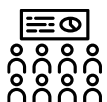
This report analyses the performance of World Archery and its National Federations social media channels across 2024.

All content in 2024 – and comparisons made – were gathered on posts made from 1 January to 31 December 2024 across Facebook, Instagram, X/Twitter and YouTube (including TikTok for World Archery pages).

Throughout the report, year-on-year comparisons have been made to 2023 (1 January to 31 December 2023).

Recommendations and best practices are provided to help facilitate social media strategy for the forthcoming year.

The aim of this report is to:



understand

Archery (owned channel and National Federation) audiences



measure

World Archery National Federation social media channel performance



provide

recommendations to improve future social media strategy



Methodology

237 World Archery National Federation (NF) pages were monitored across Facebook, Instagram, X/Twitter and YouTube.





A review of Archery NF handles was conducted to incorporate new pages into the 2024 report. The inclusion of new accounts must be considered when reviewing year-on-year data.

Channels & Metrics

National Federation performance was analysed across 4 channels: Facebook, Instagram, X/Twitter, YouTube

Engagements

on each platform are defined as:

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

Followers

Facebook, Instagram, Twitter followers and YouTube subscribers

Video Views

YouTube only due to platform changes

Continental Associations

Data was analysed by National Federations within the 5 continental associations:

Africa

Americas

Asia

Europe

Oceania

Groups (based on number of athletes)

National Federations were sorted into groups based on the number of athletes representing each nation at the 2023 World Archery Championships in Berlin, Germany

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 (141 NFs)

Executive Summary

Headlines

Archery NFs reached 1.3m total fans, growing by 10%

Facebook holds over 50% of the audience, followed by Instagram (30%) and YouTube 11%.

National Federations generated 125.7k new fans across all platforms

Instagram was the biggest driver with 51.4k new fans, closely followed by Facebook (50.1k). YouTube saw the highest growth rate, adding 21.1k new fans – driven by NFs adopting Shorts to grow their audience.

Republic of Korea rank #1 on YouTube for 3rd year

Republic of Korea ranked #1 for growth, engagements and video views, achieving 8x more video views and 4x more engagements than 2023. By focusing their strategy around increasing the number of Shorts alongside their popular long-form videos, Republic of Korea drove impressive growth, bringing in 21.1k new fans in 2024 (up from 900 in 2023).

USA lead in growth and engagements overall

USA achieved the highest growth and engagements overall, including #1 for engagements on Facebook (811.5k) and Instagram (871.4k). With the largest Facebook audience, USA continued to grow it significantly, ranking #1 for growth on the platform, generating 3x more growth than the next best NF.

Saudi Arabia dominate growth on Instagram and X/Twitter

Saudi Arabia ranked #1 for growth on both platforms, gaining 17.4k new fans on Instagram, nearly triple the next highest (6.3k)—and 1.4k on X/Twitter, almost 3x more than the runner-up (473).

4.9m engagements, a +33% increase compared to 2023

NFs increased their average engagement per post by +23% - with 50% of all NF engagements coming between July and September 2024

National Federation Social Media Executive Summary

1.3m

Total followers

125.7k

Growth

28.2k

Posts

4.9m

Engagements

4.7m

Video views*

Audience

- NFs collectively have **1.3m** followers, up **+10%** from 2023.
- Facebook accounts for the most fans (**635.1k**), followed by Instagram (**377.5k**) and YouTube (**143.8k**).
- NFs experienced the highest absolute growth on Instagram, followed by Facebook. YouTube was responsible for the highest growth rate (**17.2%**), followed by Instagram (**15.7%**).
- USA generated more growth than any other National Federation (**51.2k**), adding to their lead as the largest NF by audience size.
- Group A NFs achieved the most growth (**79.6k**), while Group C saw the highest growth rate (**17%**) – this was driven by Saudi Arabia's strong performances on Instagram and X/Twitter, ranking #1 for growth on both platforms.

Engagement

- 4.9m overall engagements by NFs (33% year-on-year increase) from 28.2k posts (8% uplift)
- Instagram drove the most engagement (2.7m), followed by Facebook (2.0m) – however only 56 NFs have Instagram, compared to 109 on Facebook
- Group A NFs created the most content (12.5k posts, 44% of total) and in turn accounted for 82% of all NF engagements (4.0m)
- NFs from the Americas generated 2.2m engagements, followed by Europe (1.8m) and Asia (879.6k)
- 79% of active Group A NFs saw a year-on-year increase in engagement compared to 2023, compared to Group B (44%), Group C (37%), Group D (20%) and Group E (26%)

Content

- The best-performing content throughout 2024 generally featured match highlights, medal moments, and behind-the-scenes stories.
- On Facebook, NFs showed a steering preference towards Reels instead of regular videos – reels increased by +188% compared to 2023, whilst videos decreased by -21%.
- Republic of Korea leveraged both long-form and short-form videos on YouTube, increasing their Shorts usage to over 50% of their content mix. They used long-form video to show the team's daily life during Paris 2024, and Shorts to post the best clips and behind-the-scenes moments from these videos.

Social Media recommendations

Platform Prioritisation

Understanding who your audience are on each platform and knowing their platform-specific content expectations is key to deciding which platforms to place the most resource into.

Facebook

A key platform for many NFs, offering the largest potential audience, with over 3 billion monthly active users.

Instagram

While 25% of NFs are on Instagram (compared to 50% on Facebook), the platform led in growth and engagement throughout 2024 and should be a key platform for NFs.

X/Twitter

An important platform for many NFs, though some may have experienced declining engagement in 2024, so consider if the platform remains a priority or if resources to be better allocated to another channel.

YouTube

As YouTube Shorts continue to gain popularity, both short-form and long-form content need to be considered to effectively engage the diverse audience.

Athlete Driven Storytelling

Building compelling stories around athletes is essential to driving fan engagement and is possible to achieve by low & high resource NFs. By showcasing the personalities and journeys of athletes, NFs can connect with fans and create long-term engagement through authentic and simple content pieces surrounding athletes.

Before Events

Introduce athletes early with simple, relatable content like training updates or personal stories. This builds anticipation and strengthens fan connections with the athletes ahead of the event, creating more meaningful conversations among fans

During Events

Capture raw, real-time moments from the event, such as an athlete's quick reactions or brief behind-the-scenes content. These snippets, even if informal, can be very effective at keeping the narrative alive and engaging fans throughout the event. Connecting these moments to the athlete's pre-event story helps maintain a sense of continuity and keeps fans invested.

After Events

Continue engaging with athletes by reflecting on their performances and looking ahead to future goals. This creates long-term fan engagement and offers opportunities for long-form content such as interviews or mini-documentaries.

Social Media Overview

Topline Numbers (National Federations)



| | Total fans | Follower growth | Growth rate | Posts | Video views | Engagements | Engs. per post |
|---------------|-------------|-----------------|-------------|------------|-------------|-------------|----------------|
| 2024 | 1.3m | 125.7k | 11.1% | 28.2k | 4.7m | 4.9m | 172.7 |
| 2023 | 1.1m | 136.2k | 13.5% | 26.1k | 2.5m | 3.7m | 139.9 |
| Change | +10% | -8% | -18% | +8% | +90% | +33% | +23% |

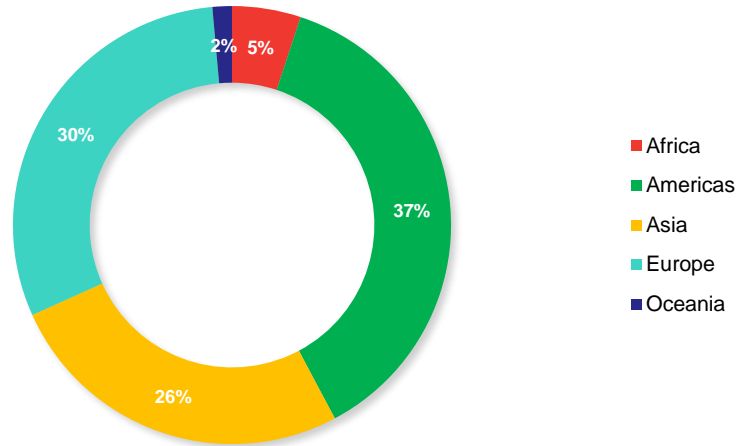
Topline Numbers (World Archery)



| | Total fans | Follower growth | Growth rate | Posts | Video views | Engagements | Engs. per post |
|---------------|-------------|-----------------|-------------|-------------|-------------|-------------|----------------|
| 2024 | 2.5m | 418.5k | 19.7% | 3.2k | 51.8m | 12.7m | 4.0k |
| 2023 | 2.1m | 230.9k | 12.2% | 4.1k | 32.6m | 10.3m | 2.5k |
| Change | +20% | +81% | +61% | -23% | +59% | +24% | +61% |

Continental Association breakdown

Total followers



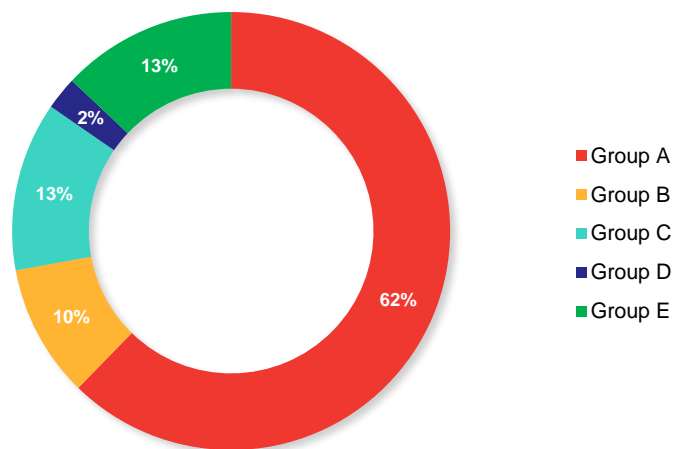
Growth



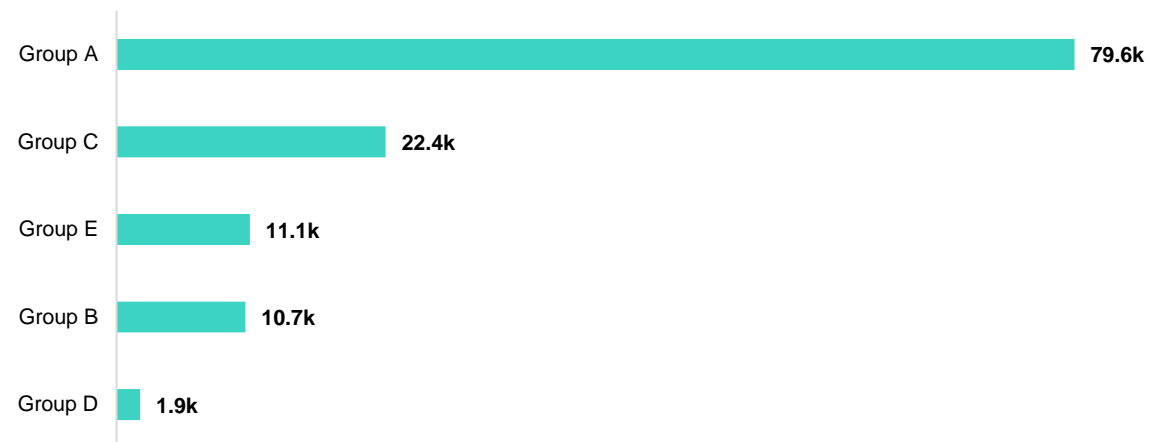
| | Total fans | Follower growth | Growth rate | Posts | Video views | Engagements | Engs. per post |
|-----------------|------------|-----------------|-------------|-------|-------------|-------------|----------------|
| Africa | 64.0k | 3.8k | 6.3% | 1.0k | 0 | 36.4k | 38 |
| Americas | 468.8k | 34.7k | 10.1% | 6.3k | 267.1k | 2.2m | 557 |
| Asia | 328.8k | 43.9k | 15.4% | 5.9k | 3.4m | 879.6k | 148 |
| Europe | 382.5k | 41.8k | 12.3% | 14.4k | 1.0m | 1.8m | 122 |
| Oceania | 18.1k | 1.5k | 8.9% | 648 | 40 | 42.6k | 66 |

Athlete group breakdown

Total followers













Growth













| | Total fans | Follower growth | Growth rate | Posts | Video views | Engagements | Engs. per post |
|----------------|------------|-----------------|-------------|-------|-------------|-------------|----------------|
| Group A | 786.3k | 79.6k | 11.3% | 12.5k | 4.2m | 4.0m | 317 |
| Group B | 124.1k | 10.7k | 9.5% | 6.2k | 237.6k | 393.5k | 64 |
| Group C | 157.7k | 22.4k | 16.5% | 5.5k | 31.6k | 313.8k | 57 |
| Group D | 30.7k | 1.9k | 6.8% | 1.1k | 24.7k | 37.3k | 35 |
| Group E | 163.5k | 11.1k | 7.3% | 2.9k | 195.3k | 154.3k | 53 |

Top 10 National Federations

Total followers











| | National federation | Total followers |
|---|----------------------------------|-----------------|
|  | United States of America | 346.4k |
|  | France | 80.7k |
|  | Great Britain & Northern Ireland | 73.2k |
|  | Italy | 64.9k |
|  | Republic of Korea | 57.9k |
|  | Indonesia | 52.0k |
|  | India | 44.9k |
|  | Germany | 40.6k |
|  | Türkiye | 38.5k |
|  | Saudi Arabia | 36.6k |

Growth











| | National federation | Growth |
|---|----------------------------------|--------|
|  | United States of America | 22.3k |
|  | Saudi Arabia | 18.8k |
|  | Republic of Korea | 12.5k |
|  | France | 9.4k |
|  | Great Britain & Northern Ireland | 9.3k |
|  | Italy | 7.5k |
|  | India | 7.5k |
|  | Germany | 6.3k |
|  | Türkiye | 3.1k |
|  | Colombia | 2.8k |

Top 10 National Federations

Engagements

| National federation | Engagements |
|---|--|
|  | United States of America 1.7m |
|  | France 563.2k |
|  | India 380.1k |
|  | Germany 336.9k |
|  | Italy 270.0k |
|  | Great Britain & Northern Ireland 266.6k |
|  | Türkiye 149.4k |
|  | Mexico 133.6k |
|  | Colombia 102.4k |
|  | Indonesia 89.4k |

Video views

| National federation | Video views |
|---|--|
|  | Republic of Korea 3.2m |
|  | France 259.9k |
|  | United States of America 255.2k |
|  | ROC 195.0k |
|  | Italy 163.2k |
|  | Great Britain & Northern Ireland 139.3k |
|  | Spain 128.8k |
|  | India 116.9k |
|  | Iceland 86.6k |
|  | Japan 30.1k |

Facebook

Facebook: Overall numbers

Size



Audience size

635.1k

+6%

Key metrics



Growth

50.9k

+14%



Growth rate

8.7%

+7%



Posts

14.9k

+3%



Engagements

2.0m

+32%



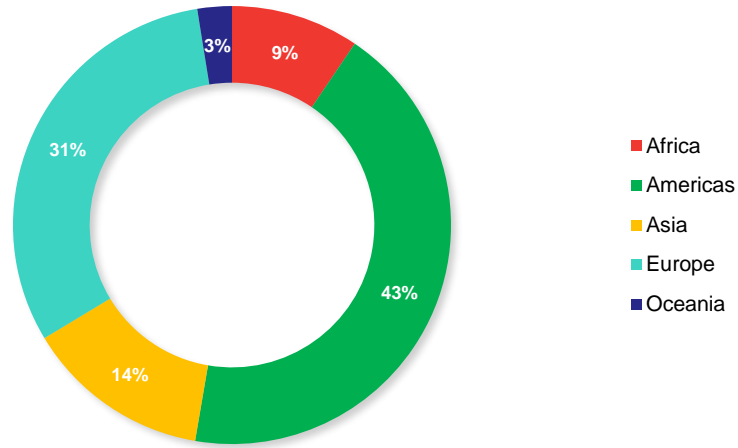
Engagements (per post)

136

+28%

Continental Association breakdown

Total followers



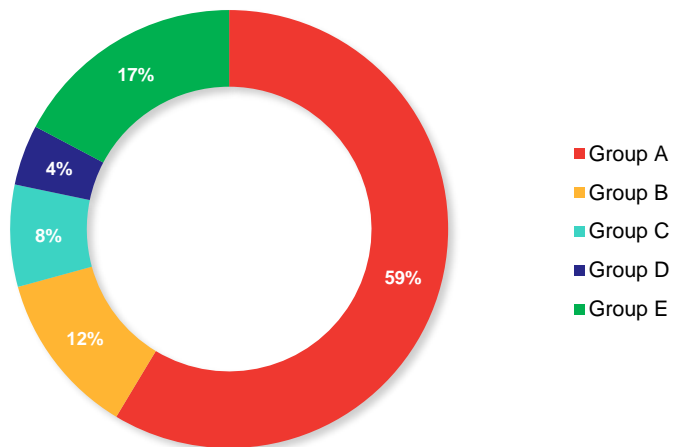
Growth



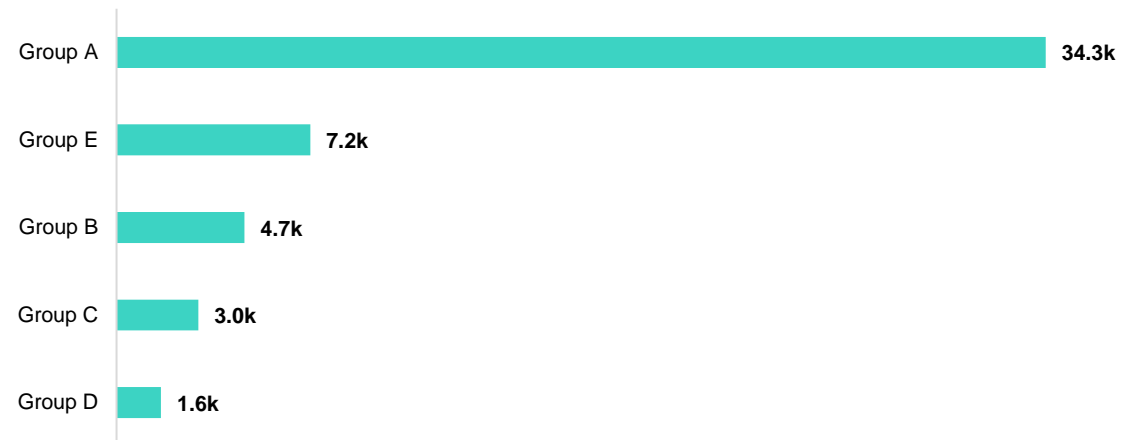
| | Total fans | Follower growth | Growth rate | Posts | Engagements | Engs. per post |
|----------|------------|-----------------|-------------|-------|-------------|----------------|
| Africa | 60.2k | 3.8k | 6.7% | 886 | 36.0k | 41 |
| Americas | 274.5k | 21.6k | 8.5% | 3.7k | 1.0m | 400 |
| Asia | 86.8k | 3.9k | 4.7% | 2.2k | 141.7k | 65 |
| Europe | 197.5k | 20.1k | 11.3% | 7.4k | 789.0k | 106 |
| Oceania | 16.2k | 1.5k | 10.1% | 634 | 42.2k | 67 |

Athlete group breakdown

Total followers













Growth













| | Total fans | Follower growth | Growth rate | Posts | Engagements | Engs. per post |
|---------|------------|-----------------|-------------|-------|-------------|----------------|
| Group A | 372.3k | 34.3k | 10.2% | 5.5k | 1.6m | 280 |
| Group B | 77.0k | 4.7k | 6.5% | 3.8k | 221.0k | 58 |
| Group C | 47.8k | 3.0k | 6.7% | 2.4k | 102.3k | 42 |
| Group D | 28.4k | 1.6k | 6.1% | 1.0k | 35.6k | 37 |
| Group E | 109.6k | 7.2k | 7.0% | 2.1k | 107.4k | 51 |

Top 10 National Federations

Total followers











| National federation | Total followers |
|---|---|
|  | United States of America 196.8k |
|  | France 37.2k |
|  | Italy 34.0k |
|  | Great Britain & Northern Ireland 30.3k |
|  | Tunisia 19.2k |
|  | Germany 19.0k |
|  | Chinese Taipei 12.4k |
|  | Australia 9.9k |
|  | Republic of Korea 9.7k |
|  | Türkiye 8.5k |

Growth











| National federation | Growth |
|---|--|
|  | United States of America 15.5k |
|  | Great Britain & Northern Ireland 5.0k |
|  | France 4.0k |
|  | Italy 3.7k |
|  | Germany 3.2k |
|  | Tunisia 2.1k |
|  | Guatemala 1.4k |
|  | India 1.2k |
|  | Algeria 1.1k |
|  | Canada 1.0k |

Top 10 National Federations

Engagements

| National federation | Engagements |
|---|--|
|  | United States of America 811.5k |
|  | France 210.7k |
|  | Italy 124.4k |
|  | Great Britain & Northern Ireland 118.7k |
|  | Germany 111.6k |
|  | Mexico 49.4k |
|  | Guatemala 47.9k |
|  | Australia 36.3k |
|  | Chinese Taipei 36.3k |
|  | Sweden 29.3k |

Engagements per post

| National federation | Engagements per post |
|---|---|
|  | United States of America 873 |
|  | Chinese Taipei 370 |
|  | France 284 |
|  | Mexico 228 |
|  | Italy 219 |
|  | Great Britain & Northern Ireland 212 |
|  | India 163 |
|  | Germany 145 |
|  | Malaysia 133 |
|  | Colombia 119 |

Example content



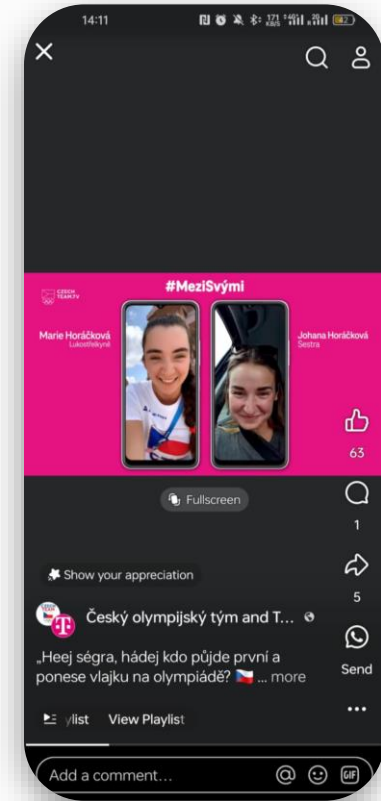
USA Archery
Engagements: 1.3k



Great Britain Archery
Engagements: 2.4k



Italy Archery
Engagements: 718



Czech Archery
Engagements: 26

Instagram

Instagram: Overall numbers

Size



Audience size

377.5k

+14%

Key metrics



Growth

51.4k

-35%



Growth rate

15.7%

-50%



Posts

6.8k

+11%



Engagements

2.7m

+33%



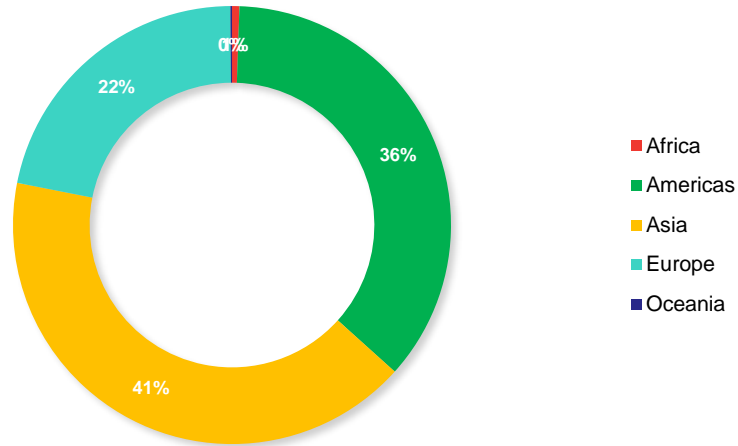
Engagements (per post)

401

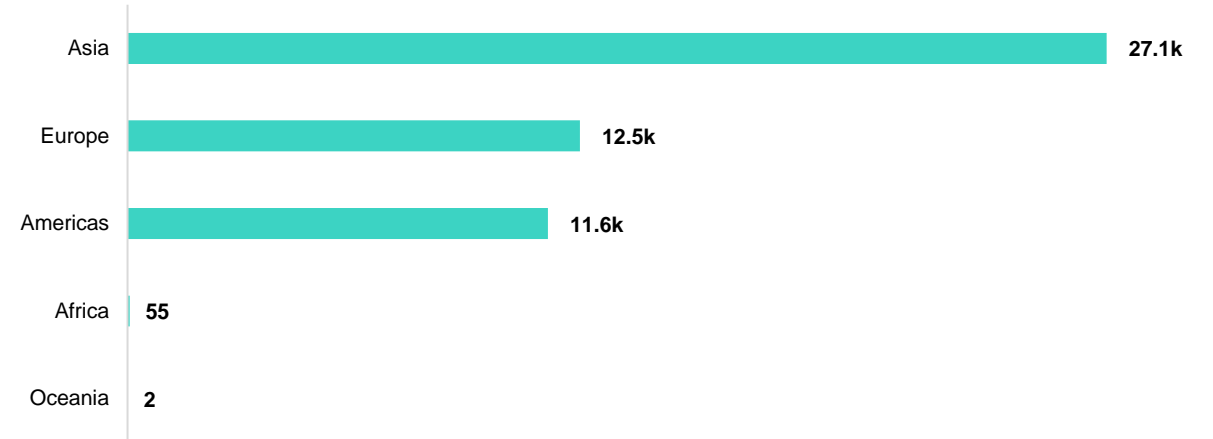
+19%

Continental Association breakdown

Total followers



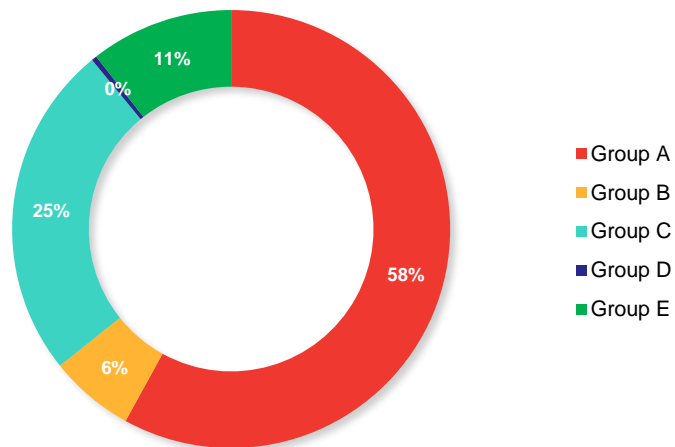
Growth



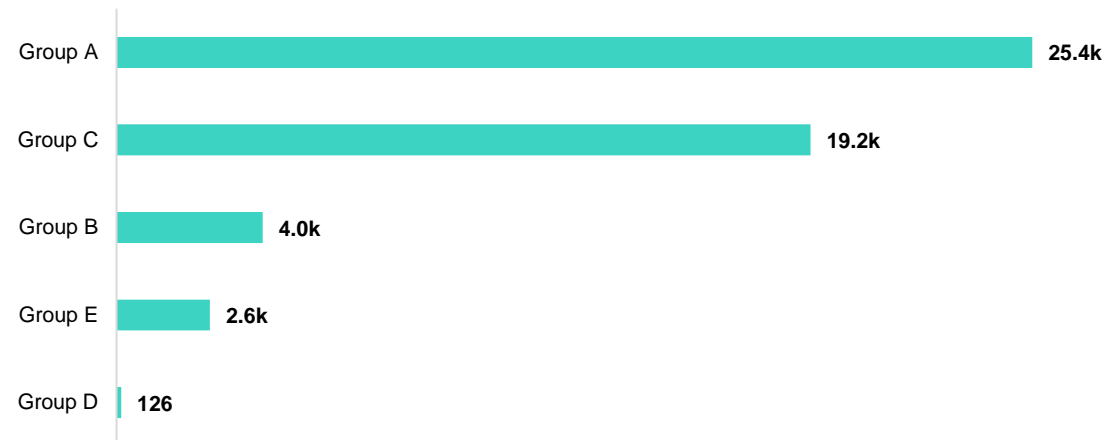
| | Total fans | Follower growth | Growth rate | Posts | Engagements | Engs. per post |
|-----------------|------------|-----------------|-------------|-------|-------------|----------------|
| Africa | 2.1k | 55 | 2.7% | 35 | 333 | 10 |
| Americas | 136.4k | 11.6k | 9.3% | 2.1k | 1.1m | 978 |
| Asia | 156.4k | 27.1k | 21.0% | 1.7k | 665.6k | 390 |
| Europe | 82.3k | 12.5k | 18.0% | 2.9k | 917.9k | 318 |
| Oceania | 447 | 2 | 0.4% | 13 | 398 | 31 |

Athlete group breakdown

Total followers













Growth













| | Total fans | Follower growth | Growth rate | Posts | Engagements | Engs. per post |
|---------|------------|-----------------|-------------|-------|-------------|----------------|
| Group A | 219.0k | 25.4k | 13.1% | 3.3k | 2.3m | 692 |
| Group B | 23.7k | 4.0k | 20.6% | 1.1k | 160.0k | 151 |
| Group C | 93.5k | 19.2k | 25.9% | 1.7k | 205.9k | 118 |
| Group D | 1.5k | 126 | 9.3% | 20 | 1.6k | 78 |
| Group E | 39.9k | 2.6k | 6.9% | 629 | 43.0k | 68 |

Top 10 National Federations

Total followers











| National federation | Total followers |
|---|--|
|  | United States of America 99.7k |
|  | Indonesia 48.8k |
|  | Saudi Arabia 25.9k |
|  | India 25.0k |
|  | Jordan 22.8k |
|  | Türkiye 21.4k |
|  | Great Britain & Northern Ireland 17.9k |
|  | Germany 16.1k |
|  | France 15.2k |
|  | Italy 14.9k |

Growth

| National federation | Growth |
|---|---------------------------------------|
|  | Saudi Arabia 17.4k |
|  | India 6.3k |
|  | United States of America 5.7k |
|  | France 3.1k |
|  | Great Britain & Northern Ireland 2.8k |
|  | Italy 2.5k |
|  | Türkiye 2.5k |
|  | Germany 2.3k |
|  | United Arab Emirates 2.3k |
|  | Colombia 2.2k |

Top 10 National Federations

Engagements

| National federation | Engagements |
|---|---|
|  | United States of America 871.4k |
|  | India 360.7k |
|  | France 338.9k |
|  | Germany 220.2k |
|  | Italy 143.8k |
|  | Great Britain & Northern Ireland 138.2k |
|  | Türkiye 137.1k |
|  | Indonesia 88.3k |
|  | Mexico 84.2k |
|  | Colombia 79.1k |

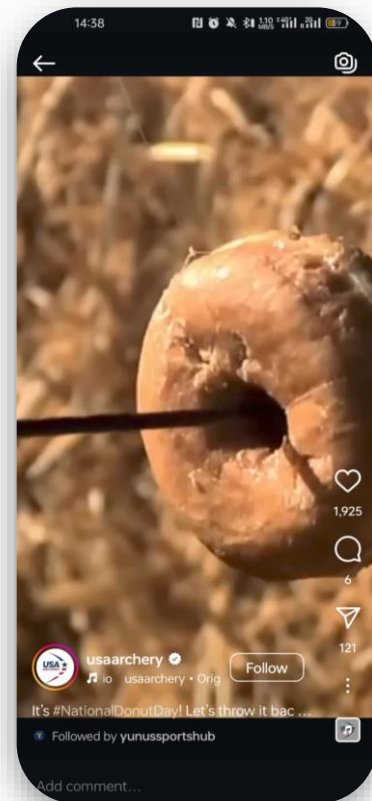
Engagements per post

| National federation | Engagements per post |
|---|--------------------------------------|
|  | India 2.9k |
|  | United States of America 1.6k |
|  | Türkiye 783 |
|  | France 580 |
|  | Indonesia 522 |
|  | Colombia 463 |
|  | Italy 381 |
|  | Germany 380 |
|  | Mexico 379 |
|  | Great Britain & Northern Ireland 266 |

Example content



India Archery
Engagements: 7.1k



USA Archery
Engagements: 2.1k



Italy Archery
Engagements: 1.1k



France Archery
Engagements: 201

X/Twitter

X/Twitter: Overall numbers

Size



Audience size
105.8k
+7%

Key metrics



Growth
2.4k
+119%



Growth rate
2.3%
+107%



Posts
5.6k
+21%



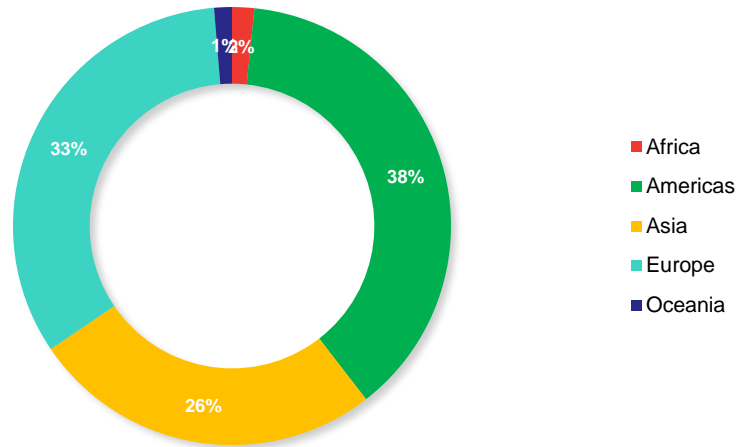
Engagements
39.4k
+6%



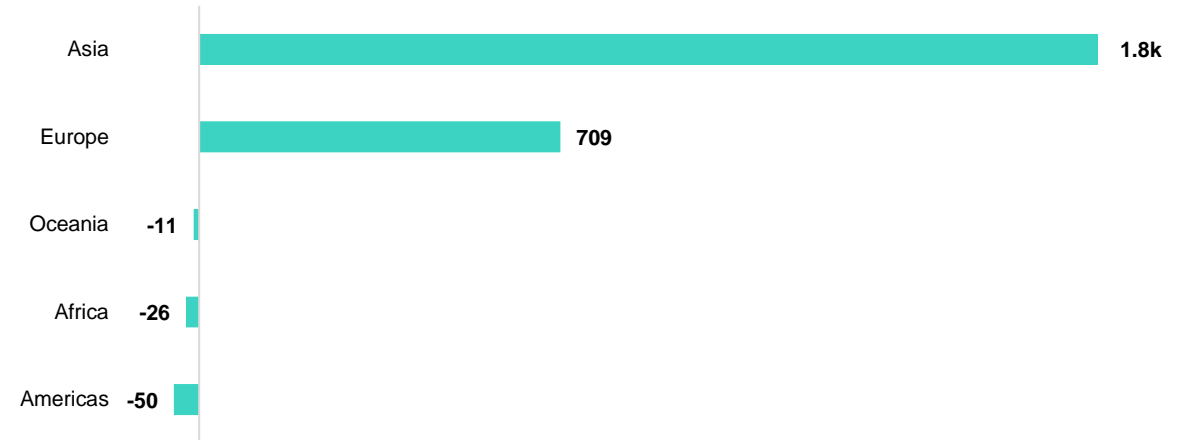
Engagements (per post)
7
-13%

Continental Association breakdown

Total followers



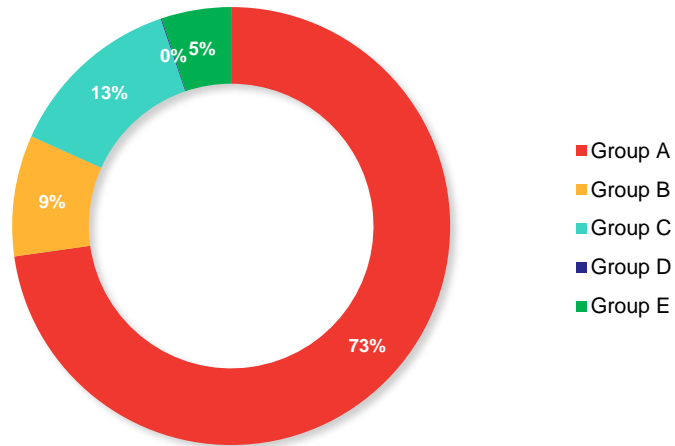
Growth



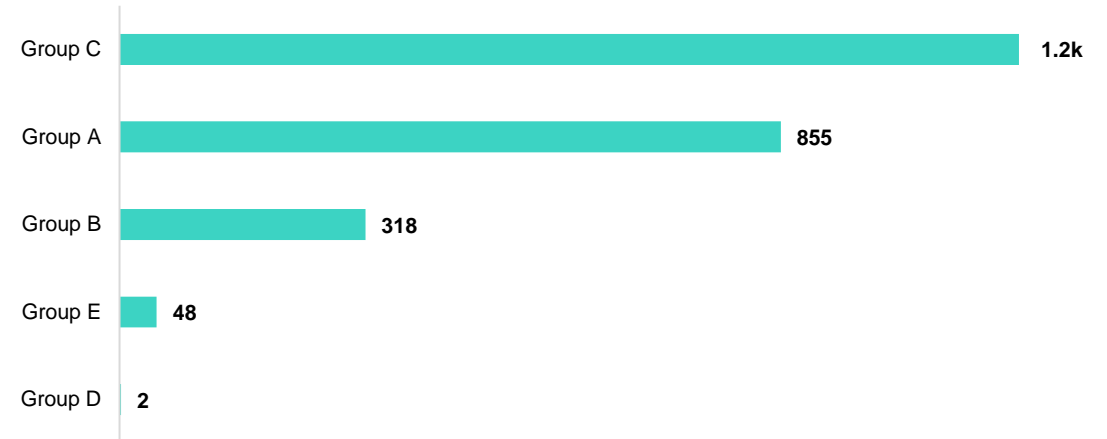
| | Total fans | Follower growth | Growth rate | Posts | Engagements | Engs. per post |
|----------|------------|-----------------|-------------|-------|-------------|----------------|
| Africa | 1.7k | -26 | -1.5% | 33 | 21 | 1 |
| Americas | 40.1k | -50 | -0.1% | 322 | 531 | 2 |
| Asia | 27.5k | 1.8k | 6.9% | 1.8k | 8.1k | 5 |
| Europe | 35.1k | 709 | 2.1% | 3.5k | 30.8k | 9 |
| Oceania | 1.4k | -11 | -0.8% | 0 | 0 | 0 |

Athlete group breakdown

Total followers








Growth













| | Total fans | Follower growth | Growth rate | Posts | Engagements | Engs. per post |
|---------|------------|-----------------|-------------|-------|-------------|----------------|
| Group A | 77.0k | 855 | 1.1% | 3.1k | 24.8k | 8 |
| Group B | 9.5k | 318 | 3.5% | 996 | 9.3k | 9 |
| Group C | 13.8k | 1.2k | 9.2% | 1.4k | 5.3k | 4 |
| Group D | 73 | 2 | 2.8% | 66 | 4 | 0 |
| Group E | 5.4k | 48 | 0.9% | 118 | 67 | 1 |

Top 10 National Federations

Total followers











| National federation | Total followers |
|--|-----------------|
|  United States of America | 33.8k |
|  Great Britain & Northern Ireland | 16.3k |
|  Saudi Arabia | 10.7k |
|  France | 7.2k |
|  Türkiye | 5.9k |
|  India | 5.3k |
|  Canada | 3.4k |
|  Italy | 3.1k |
|  Spain | 2.8k |
|  Germany | 2.7k |

Growth

| National federation | Growth |
|--|--------|
|  Saudi Arabia | 1.4k |
|  Türkiye | 473 |
|  France | 373 |
|  Spain | 201 |
|  Germany | 137 |
|  Canada | 97 |
|  Qatar | 46 |
|  Great Britain & Northern Ireland | 42 |
|  Kuwait | 40 |
|  United Arab Emirates | 33 |

Top 10 National Federations

Engagements

| National federation | Engagements |
|---|--|
|  | France 9.7k |
|  | Spain 8.8k |
|  | Great Britain & Northern Ireland 6.7k |
|  | Germany 4.9k |
|  | Saudi Arabia 4.8k |
|  | Türkiye 1.9k |
|  | India 885 |
|  | Netherlands 536 |
|  | Canada 531 |
|  | United Arab Emirates 409 |

Engagements per post

| National federation | Engagements per Post |
|---|--|
|  | Spain 12 |
|  | Great Britain & Northern Ireland 12 |
|  | India 11 |
|  | France 9 |
|  | Türkiye 8 |
|  | Germany 7 |
|  | Saudi Arabia 6 |
|  | Netherlands 3 |
|  | Indonesia 2 |
|  | Canada 2 |

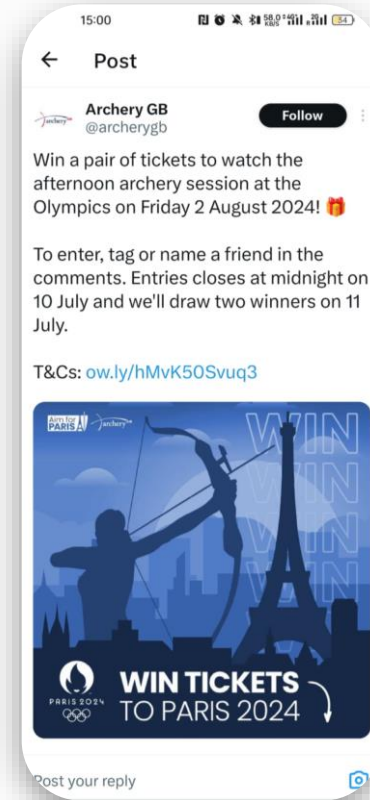
Example content



France Archery
Engagements: 105



Saudi Arabia Archery
Engagements: 20



Great Britain Archery
Engagements: 40



India Archery
Engagements: 72

YouTube

YouTube: Overall numbers

Size



Audience size

143.8k

+23%

Key metrics



Growth

21.1k

+85%



Growth rate

17.2%

+59%



Posts

903

-6%



Video Views

4.7m

+148%



Engagements

83.4k

+128%



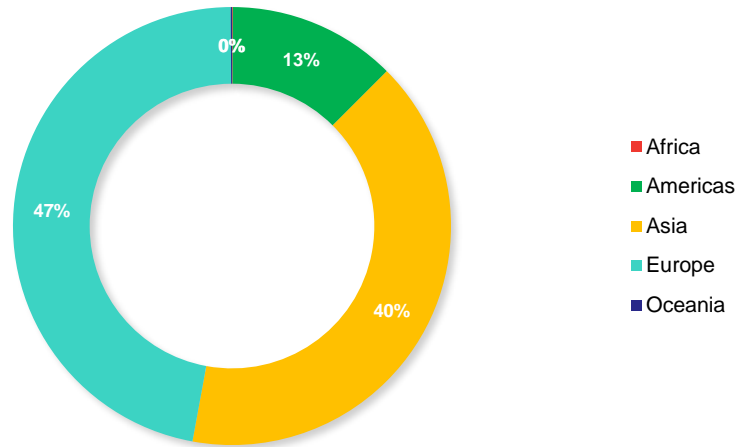
Engagements (per post)

92

+142%

Continental Association breakdown

Total followers



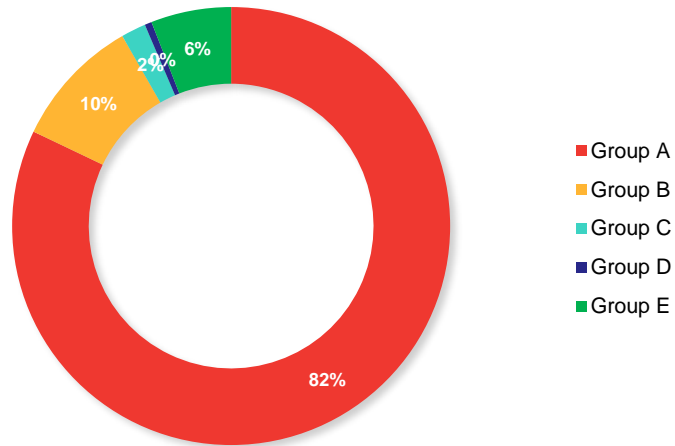
Growth



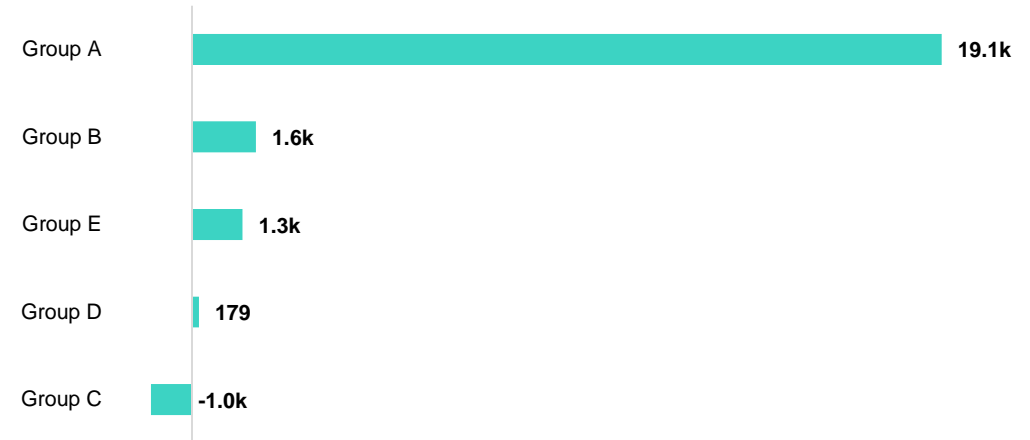
| | Total fans | Follower growth | Growth rate | Posts | Video views | Engagements | Engs. per post |
|-----------------|------------|-----------------|-------------|-------|-------------|-------------|----------------|
| Africa | 84 | 2 | 2.4% | 0 | 0 | 0 | 0 |
| Americas | 17.9k | 1.5k | 9.4% | 66 | 267.1k | 3.3k | 63 |
| Asia | 58.1k | 11.2k | 23.8% | 271 | 3.4m | 64.2k | 237 |
| Europe | 67.6k | 8.4k | 14.2% | 565 | 1.0m | 15.9k | 28 |
| Oceania | 135 | 1 | 0.7% | 1 | 40 | 0 | 0 |

Athlete group breakdown

Total followers













Growth













| | Total fans | Follower growth | Growth rate | Posts | Video views | Engagements | Engs. per post |
|----------------|------------|-----------------|-------------|-------|-------------|-------------|----------------|
| Group A | 118.0k | 19.1k | 19.3% | 547 | 4.2m | 75.9k | 139 |
| Group B | 13.8k | 1.6k | 13.3% | 258 | 237.6k | 3.2k | 12 |
| Group C | 2.6k | -1.0k | -28.5% | 31 | 31.6k | 271 | 0 |
| Group D | 747 | 179 | 31.5% | 9 | 24.7k | 208 | 23 |
| Group E | 8.5k | 1.3k | 17.8% | 58 | 195.3k | 3.9k | 67 |

Top 10 National Federations

Total followers











| National federation | Total followers |
|--|-----------------|
|  Republic of Korea | 47.1k |
|  France | 21.1k |
|  United States of America | 16.1k |
|  Italy | 12.9k |
|  Spain | 9.8k |
|  Great Britain & Northern Ireland | 8.8k |
|  ROC | 7.3k |
|  India | 6.2k |
|  Germany | 2.7k |
|  Türkiye | 2.6k |

Growth










| National federation | Growth |
|--|--------|
|  Republic of Korea | 12.2k |
|  France | 2.0k |
|  Great Britain & Northern Ireland | 1.5k |
|  Italy | 1.3k |
|  United States of America | 1.3k |
|  ROC | 1.3k |
|  Iceland | 640 |
|  Spain | 630 |
|  Germany | 620 |
|  Japan | 448 |

Top 10 National Federations

Engagements











| | National federation | Engagements |
|---|----------------------------------|-------------|
|  | Republic of Korea | 61.5k |
|  | France | 3.9k |
|  | ROC | 3.9k |
|  | United States of America | 3.1k |
|  | Great Britain & Northern Ireland | 3.0k |
|  | India | 2.4k |
|  | Italy | 1.6k |
|  | Iceland | 1.5k |
|  | Spain | 1.3k |
|  | Japan | 242 |

Engagements per post








| | National federation | Engagements per Post |
|---|----------------------------------|----------------------|
|  | Republic of Korea | 347 |
|  | ROC | 69 |
|  | United States of America | 56 |
|  | Great Britain & Northern Ireland | 47 |
|  | India | 39 |
|  | France | 39 |
|  | Czechia | 30 |
|  | Germany | 26 |
|  | Italy | 25 |
|  | Bulgaria | 23 |

Top 10 National Federations

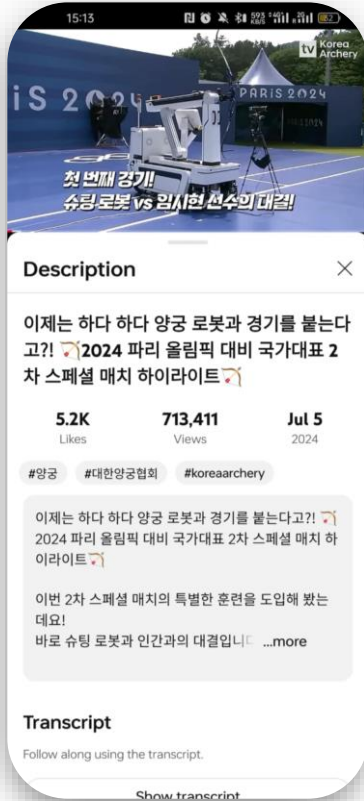
Video views

| National federation | Video views |
|---|--|
|  | Republic of Korea 3.2m |
|  | France 259.9k |
|  | United States of America 255.2k |
|  | ROC 195.0k |
|  | Italy 163.2k |
|  | Great Britain & Northern Ireland 139.3k |
|  | Spain 128.8k |
|  | India 116.9k |
|  | Iceland 86.6k |
|  | Japan 30.1k |

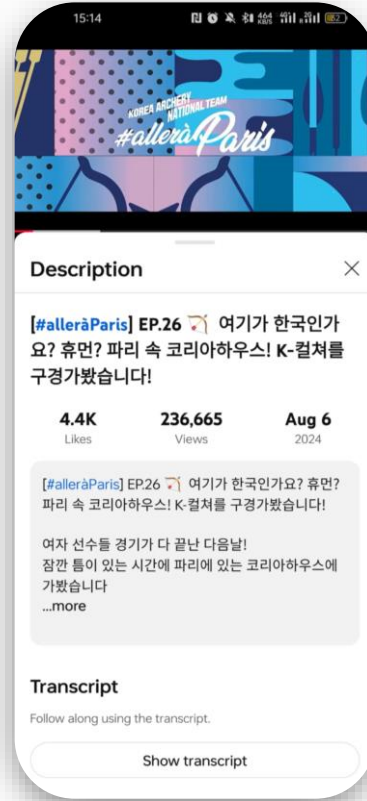
Views per post

| National federation | Video views per post |
|---|--|
|  | Republic of Korea 18.2k |
|  | United States of America 4.6k |
|  | ROC 3.5k |
|  | Bulgaria 2.7k |
|  | France 2.6k |
|  | Italy 2.5k |
|  | Great Britain & Northern Ireland 2.2k |
|  | Germany 1.9k |
|  | India 1.9k |
|  | Czechia 1.8k |

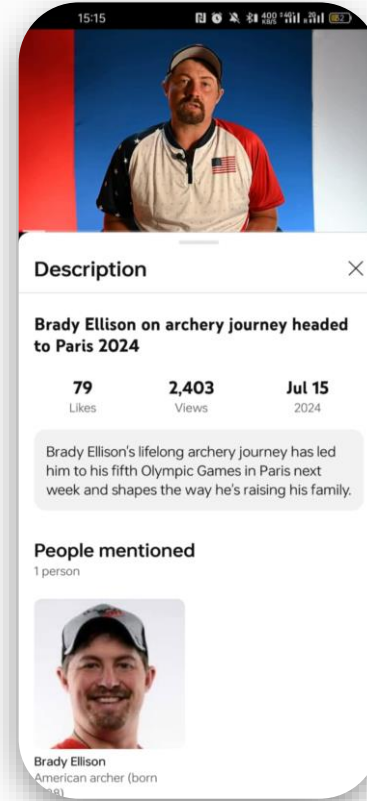
Example content



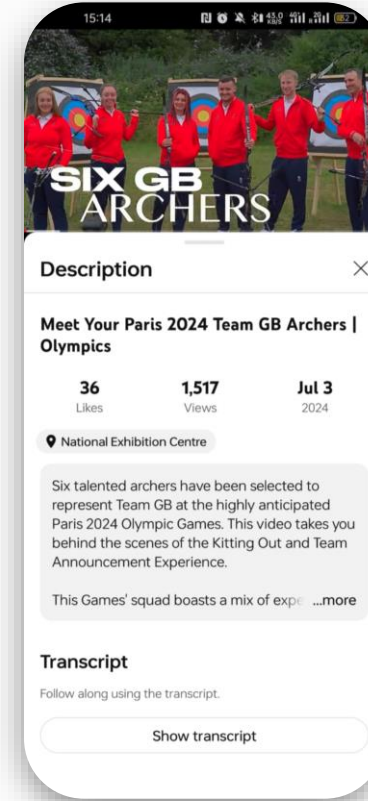
Republic of Korea Archery
Engagements: 6.1k



Republic of Korea Archery
Engagements: 4.9k



USA Archery
Engagements: 93



Great Britain Archery
Engagements: 54

Thank you

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