

# Social Media Report Olympic Games 2024



PARIS 2024



## Objectives:

- **Primary Goal:** Increase awareness and reach a wide audience through direct and media channels.

## Target Audience:

- **Primary Audience:** Existing iQFOiL enthusiasts, potential new participants, sports enthusiasts, and a broader general audience.
- **Demographics:** All age groups and interests.

## Key Messages:

- Emphasize excitement, accessibility, and environmental friendliness of iQFOiL.
- Highlight amazing stories from athletes and the historic aspect of iQFOiL at the Olympics.

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## Campaign Period:

- #ROADTOPARIS (Beginning of June - the start of the Games)
- Olympic Games (19.7. - 18.08. IOC Measurement Period)

## Platforms/Channels used:

- Website, Facebook, Instagram.



## Content Strategy:

- **Types of Content:** Videos (athlete stories, behind-the-scenes), blog posts/articles (technical insights, event previews), athlete interviews, infographics (explaining iQFOiL's uniqueness).
- **Content Creation:** Work closely with iQFOiL athletes to produce authentic and engaging content.

## Engagement Strategy:

1. **Community Interaction:** Respond promptly to comments, messages, and mentions to foster a sense of community.
2. **Collaborations:** Partner with athletes and related channels/brands for cross-promotion and expanded reach.
3. **User-Generated Content:** Encourage followers to share their iQFOiL

## Performance (all organic):

- **#ROADTOPARIS - 19 Reels - Shot during YCPR Regatta**

Reach: 229'843

Views: 405'329

Interactions: 12'880

### TOP 3:

1. Sharon Kantor: <https://www.instagram.com/reel/C97ID-boS9k/?igsh=MW5namtyZmRudW1vNQ==>
2. Lorena Abricht: <https://www.instagram.com/reel/C97ID-boS9k/?igsh=MW5namtyZmRudW1vNQ==>
3. Theresa Steinlein <https://www.instagram.com/reel/C9u5LLGIUHU/?igsh=YjNpODQwdmdlaDlr>

	Country	Athlete	POSTED	REACH	VEWS	LIKES	COMMENT	SAVES	Interactions
1	ARU	Ethan	21.07.24	9191	14429	352	10	5	367
2	AUT	Lorena	05.06.24	26416	49552	1216	13	28	1257
3	BRA	Mateus	07.06.24	11549	19933	570	25	6	601
4	FRA	Hélène	16.07.24	4869	9511	280	0	6	286
5	FRA	Nicolas	02.07.24	8907	17119	702	8	22	732
6	GBR	Emma	25.07.24	7873	15735	511	10	8	529
7	GBR	Sam	12.07.24	7077	12746	394	14	8	416
8	GER	Theresa	22.07.24	20324	41321	1371	24	42	1437
9	GER	Sebastian	17.07.24	12546	21228	588	7	10	605
10	ISR	Sharon	27.07.24	31474	49005	2026	224	30	2280
11	ISR	Tom	20.06.24	18451	26252	544	14	9	567
12	LTU	Rytis	23.07.24	5351	12069	382	16	11	409
13	MEX	Mariana	18.06.24	7759	14026	339	20	5	364
14	NED	Sara	20.07.24	8440	13543	393	18	6	417
15	NED	Luuc	27.07.24	7811	13600	480	4	6	490
16	NZL	Veerle	26.06.24	11087	22047	400	4	4	408
17	SUI	Elia	15.07.24	6954	12493	379	5	2	386
18	USA	Dominique	18.07.24	8772	16327	537	31	9	577
19	USA	Noah	14.07.24	14992	24393	730	12	10	752
<b>Total</b>				<b>229843</b>	<b>405329</b>	<b>12194</b>	<b>459</b>	<b>227</b>	<b>12880</b>

- **Olympic Game 19.07. - 18.8. (IOC Measurement Period)**

A. Instagram

Reach of 331 Stories: 1'150'194

Reac 68 Posts/Reels: 1'762'056

Interactions Posts/Reels: 108'793

Views: 3'000'343

**Total Reach: 3'800'010**

**New Followers: 1.8K**

**Current Followers 17.9K**

A. FB Posts/Reels

Interactions: 13'648

Views: 1'645'681

**Reach: 1'419'976**