

MEMBER ASSOCIATION SOCIAL MEDIA REPORT JULY 2017

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WORLD ARCHERY COMMUNICATIONS



INTRODUCTION

This World Archery Member Association Social Media Report, for which data was collected in one day on **6 July 2017**, analyses the performance of each federation on four major social media platforms. The intention was to identify good practice and recommend improvements that result in the growth of archery's worldwide following.

The study considered Facebook, Twitter, Instagram and YouTube accounts, ranking federations on a general metric but taking into account other aspects for learning.

Not every federation is on each platform and it is important to understand that each approach should be tailored to goals, ability and audience.

However, within the data, learnings and recommendations in this report there should be something that can be beneficially applied by each and every World Archery member association.



| HEADLINES

Of World Archery's **164** member associations, **109** were found to have some activity on social media and **99** were included in these rankings.

USA Archery came out on top in three of the four platforms assessed. Other federations can learn from the cross-platform approach and strong promotion of domestic tournaments.

Of the four social media platforms analysed, **Facebook was the most used** and YouTube the least.

Italy, USA, Turkey, Great Britain and Kenya were the only member associations with **all four** of the social media platforms; 12 federations had three; 18 had two.

Many pages were found to be **inactive**; inactive pages often give a worse impression than not having a page at all.

The main ingredients for **consistent social media identity** are: using organisation logo for profile image, identical naming and strong description. Federations should assess the consistency of identity across their profiles.

FACEBOOK |



Facebook is the most used of the four social platforms by World Archery member associations with **97 active and official** fan pages and a number of active groups in smaller regions. Personal pages used as fan pages were not counted in this study.

The federations in Venezuela, Benin and Djibouti should change their personal profiles to proper fan pages.

USA Archery has led a successful Facebook strategy that combines content types – images, videos and links – to build a strong identity and community.

All federation pages should make use of the targetting feature on Facebook to better-focus on key post audiences.

USAGE

Online identity, marketing, community

BENEFITS

Brand awareness, lead generation, relationship building, member engagement



#	Federation	Nation	Followers
1	USA Archery	USA	163611
2	Fédération Française de Tir à l'Arc	France	19378
3	Italian Archery Federation	Italy	14196
4	Archery GB	Great Britain	13090
5	Federacion Deportiva Peruana de Tiro con Arco	Peru	6816
6	Chinese Taipei Archery Association	Chinese Taipei	6333
7	Turkish Archery Federation	Turkey	6147
8	Federacion Mexicana de Tiro con Arco	Mexico	4801
9	Korea Archery Association	Korea	4287
10	Archery Australia Inc.	Australia	4103
11	Federación Deportiva de Tiro con Arco	Costa Rica	3825
12	Brazilian Archery Confederation	Brazil	3746
13	World Archery Colombia	Colombia	3582
14	Hungarian Archery Association	Hungary	3572
15	Swedish Archery Association	Sweden	3510
16	Federacion Salvadorena de Tiro con Arco	El Salvador	3438
17	Federacion Chilena de Tiro con Arco	Chile	3243
18	Handboogsport Nederland	Netherlands	3165
19	Federacion Argentina de Tiro con Arco	Argentina	2953
20	Archery Canada	Canada	2783
21	Asociacion Nacional de Tiro con Arco de Guatemala	Guatemala	2692
22	Archery Ireland	Ireland	2396
23	Polish Archery Federation	Poland	2344
24	Archery Association of Namibia	Namibia	2228
25	World Archery Philippines	Philippines	2171

#	Federation	Nation	Followers
26	Real Federacion Espanola de Tiro con Arco	Spain	2098
27	Fédération Algérienne de Tir Sportif	Algeria	1962
28	World Archery Denmark	Denmark	1866
29	Norges Bueskytterforbund	Norway	1863
30	Federação Portuguesa de Tiro com Arco	Portugal	1806
31	South African National Archery Association	South Africa	1699
32	Federación de Tiro con Arco de Puerto Rico	Puerto Rico	1617
33	Archery Association of Singapore	Singapore	1576
34	Kenya Archery Association	Kenya	1414
35	Iraqi Archery Federation	Iraq	1408
36	Hellenic Archery Federation	Greece	1376
37	Archery Association of Malta	Malta	1371
38	National Archery Association of Malaysia	Malaysia	1344
39	Bangladesh Archery Federation	Bangladesh	1282
40	Fédération Royale Marocaine de Tir à l'Arc	Morocco	1275
41	Bhutanese Archery Federation	Bhutan	1230
42	Cyprus Archery Federation	Cyprus	1194
43	Egyptian Archery Federation	Egypt	1135
44	Sudanese Archery Federation	Sudan	1103
45	Albanian Archery Federation	Albania	998
46	Pakistan Archery Federation	Pakistan	973
47	Österreichischer Bogensportverband	Austria	961
48	Archery New Zealand	New Zealand	950
49	Swiss Archery	Switzerland	949
50	Finnish Archery Association	Finland	866

#	Federation	Nation	Followers
51	Archery Federation of Kosovo	Kosovo	845
52	Czech Archery Association	Czech Republic	824
53	Slovak Archery Association	Slovakia	812
54	Royal Belgian Archery (RBA)	Belgium	807
55	Mongolian Archery Association	Mongolia	797
56	Trinidad and Tobago Target Archery Federation	Trinidad and Tobago	781
57	Archers Association of Slovenia	Slovenia	749
58	Fédération Ivoirienne de Tir à l'Arc	Cote d'Ivoire	725
59	Associação de Arco e Flecha de Macau	Macau	687
60	German Shooting and Archery Federation	Germany	668
61	Croatian Archery Association	Croatia	628
62	Federacion Boliviana de Tiro con Arco	Bolivia	608
63	Armenian Archery Federation	Armenia	607
64	Lithuanian Archery Federation	Lithuania	586
65	Latvian Archery Federation	Latvia	546
66	Zimbabwe Archery Association	Zimbabwe	499
67	Libyan Archery Committee	Libya	495
68	Mauritius Archery Federation	Mauritius	486
69	Ukrainian Archery Federation	Ukraine	465
70	Israeli Archery Association	Israel	443
71	Archery Federation Republic of Moldova	Republic of Moldova	401
72	Qatar Shooting & Archery Association	Qatar	386
73	Fédération Haïtienne de Tir à l'Arc	Haiti	381
74	Virgin Islands Archery Association (UK)	British Virgin Islands	360
75	Ecuadorian National Archery Federation	Ecuador	312

#	Federation	Nation	Followers
76	Federacion Paraguaya de Tiro con Arco	Paraguay	305
77	Fédération Luxembourgeoise de Tir à l'Arc	Luxembourg	304
78	Bulgarian Archery Federation	Bulgaria	260
79	Asociación Nacional de Tiro con Arco de Panamá	Panama	238
80	Association of Norfolk Island Archers	Norfolk Island	233
81	Montenegro Archery Association	Montenegro	202
82	World Archery Barbados	Barbados	193
83	Lebanese Archery Federation	Lebanon	171
84	Russian Archery Federation	Russia	149
85	Falkland Archery Association	Falkland Island	147
86	Liechtensteiner Bogensportverband	Liechtenstein	136
87	Fédération Monegasque de Tir	Monaco	118
88	Federazione Sammarinese Tiro con l'Arco	San Marino	115
89	World Archery Virgin Islands	Virgin Islands, US	98
90	Fédération Tahitienne de Tir à l'Arc	Tahiti	97
91	Liberia Archery Federation	Liberia	83
92	Belarus Archery Federation	Belarus	78
93	The National Archery Federation of Georgia	Georgia	77
94	Andorran Archery Association	Andorra	67
95	Ghana Archery Association	Ghana	51
96	Fédération Congolaise de Tir d'Arc	DR Congo	48
97	Bahamas Archery Federation	Bahamas	44

TWITTER |



The second-most active social media platform, 32 federations had a Twitter account, but only **21 were active** or regularly updated.

Although Twitter's prominence has decreased in most social media circles, with the company struggling to monetise, it is still a useful platform for engaging fans and communicating news.

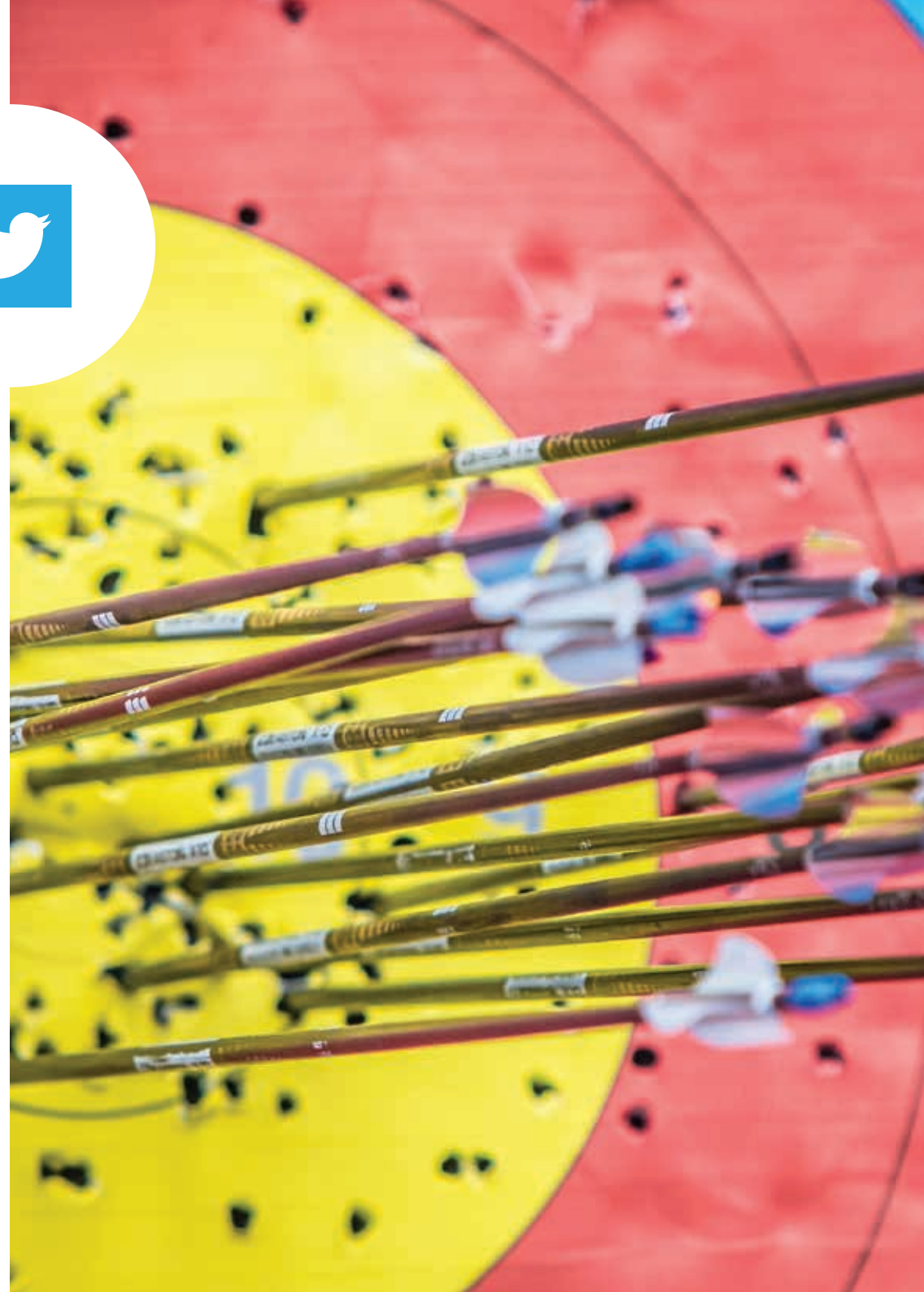
Rich content – like video, image and GIF – attracts more consumers than written Tweets using 140 characters; but success with the platform is directly linked to the level of conversation the profile is able to have with its audience, which does take time and resources.

USAGE

Active conversation, customer service

BENEFITS

Brand opinion, information awareness



#	Federation	Nation	Followers
1	USA Archery	USA	30015
2	Archery GB	Great Britain	12969
3	Fédération Française de Tir à l'Arc	France	4283
4	Archery Canada	Canada	2695
5	Italian Archery Federation	Italy	2412
6	German Shooting and Archery Federation	Germany	1472
7	Archery Ireland	Ireland	1115
8	Handboogsport Nederland	Netherlands	1051
9	South African National Archery Association	South Africa	1016
10	World Archery Colombia	Colombia	1002
11	Archery Australia Inc.	Australia	997
12	Turkish Archery Federation	Turkey	885
13	Real Federacion Espanola de Tiro con Arco	Spain	862
14	Korea Archery Association	Korea	617
15	Mongolian Archery Association	Mongolia	579
16	Asociacion Nacional de Tiro con Arco de Guatemala	Guatemala	314
17	Federacion Venezolana de Tiro con Arco	Venezuela	271
18	Archery Association of India	India	268
19	Federacion Argentina de Tiro con Arco	Argentina	265
20	Kenya Archery Association	Kenya	184

#	Federation	Nation	Followers
21	Swiss Archery	Switzerland	159
22	Finnish Archery Association	Finland	114
23	Brazilian Archery Confederation	Brazil	98
24	Federación Deportiva de Tiro con Arco	Costa Rica	93
25	Bhutanese Archery Federation	Bhutan	78
26	Latvian Archery Federation	Latvia	35
27	Royal Belgian Archery (RBA)	Belgium	18
28	Czech Archery Association	Czech Republic	8
29	Bangladesh Archery Federation	Bangladesh	3
30	Virgin Islands Archery Association (UK)	British Virgin Islands	3
31	Lebanese Archery Federation	Lebanon	3
32	Federação Portuguesa de Tiro com Arco	Portugal	1

INSTAGRAM |



Of the 16 federations with an Instagram account, **14 were active**. However there were clear gaps in potential audience and usage of the image-based platform.

With Instagram accessible in Iran, the engagement in this country on World Archery and similar profiles is extremely high, however the Iranian federation does not have an account.

Many Olympians and World Champions have active Instagram accounts, making it a rich source of content for federations; the platform is also easily searchable with hashtags and continues to give excellent reach and engagement results.

USAGE

Content-farming, image sharing

BENEFITS

Brand awareness, young audience engagement, strong athlete community



#	Federation	Nation	Followers
1	USA Archery	USA	42026
2	Turkish Archery Federation	Turkey	3961
3	Italian Archery Federation	Italy	2240
4	Archery GB	Great Britain	1347
5	Handboogsport Nederland	Netherlands	644
6	Kenya Archery Association	Kenya	483
7	Archery Canada	Canada	386
8	South African National Archery Association	South Africa	321
9	World Archery Colombia	Colombia	212
10	Federacion Deportiva Peruana de Tiro con Arco	Peru	164
11	Archery Ireland	Ireland	150
12	Finnish Archery Association	Finland	119
13	Federacion Paraguaya de Tiro con Arco	Paraguay	85
14	Mongolian Archery Association	Mongolia	70
15	Czech Archery Association	Czech Republic	69
16	The National Archery Federation of Georgia	Georgia	58



YOUTUBE |



Nine accounts from the **11 member associations using YouTube** engage in live streaming or sharing content from domestic tournaments. With viewing habits consistently moving towards mobile and away from linear television, YouTube and other on-demand video platforms are crucial to the consumption of archery content.

France has both the highest number of views and subscribers thanks to the creation of quality, domestic-specific footage, filling a niche for its audience.

World Archery monetises its audience on YouTube to approximately \$15,000 per year, which is not a sustainable income when compared to the investment to create the 8-10 million views needed. However, the exposure YouTube brings is valuable to potential sponsors, and partnered content along with the platforms analytics can be an asset to a federation.

USAGE

Video library, professional/vlog content

BENEFITS

Online destination for fans, build spectator market, offer real sponsor value



#	Federation	Nation	Views
1	Fédération Française de Tir à l'Arc	France	1008183
2	Italian Archery Federation	Italy	704433
3	Real Federacion Espanola de Tiro con Arco	Spain	259972
4	USA Archery	USA	227253
5	Hungarian Archery Association	Hungary	103239
6	Turkish Archery Federation	Turkey	101360
7	Archery GB	Great Britain	93458
8	Russian Archery Federation	Russia	4716
9	German Shooting and Archery Federation	Germany	3828
10	Federacion Argentina de Tiro con Arco	Argentina	1889
11	Kenya Archery Association	Kenya	686



FINAL RANKING |



USA Archery tops the first social media rankings produced by World Archery and, although the data does not take into account audience size, workload or goals, it gives an idea of each federation's ability on the four main social media platforms.

Federations should identify their positioning in this ranking and compare it to the position they wish to find themselves in ahead of Congress 2019. Those in the top 10 should not relax or they will be overtaken!

Some federations worth highlighting include:





Chinese Taipei for excellent Facebook management and a strong audience.





Kenya for having a presence on all four platforms analysed.





Italy for its work on YouTube and developing accessible video production capabilities.

Netherlands for high-quality graphics.



#	Federation	Nation					Positions total	# platforms	Position avg
1	USA Archery	United States of America	1	1	1	4	7	4	1.75
2	Fédération Française de Tir à l'Arc	France	2	3		1	6	3	2
3	Italian Archery Federation	Italy	3	5	3	2	13	4	3.25
4	Archery GB	Great Britain	4	2	4	7	17	4	4.25
5	Chinese Taipei Archery Association	Chinese Taipei	6				6	1	6
6	Turkish Archery Federation	Turkey	7	12	2	6	27	4	6.75
7	Federacion Deportiva Peruana de Tiro con Arco	Peru	5		10		15	2	7.5
8	Federacion Mexicana de Tiro con Arco	Mexico	8				8	1	8
9	Hungarian Archery Association	Hungary	14			5	19	2	9.5
10	Archery Canada	Canada	20	4	7		31	3	10.3
10	Handboogsport Nederland	Netherlands	18	8	5		31	3	10.3
12	Archery Australia Inc.	Australia	10	11			21	2	10.5
13	World Archery Colombia	Colombia	13	10	9		32	3	10.7
14	Korea Archery Association	Republic of Korea	9	14			23	2	11.5
15	Archery Ireland	Ireland	22	7	11		40	3	13.3
16	Real Federacion Espanola de Tiro con Arco	Spain	26	13		3	42	3	14
17	Swedish Archery Association	Sweden	15				15	1	15
18	Federacion Argentina de Tiro con Arco	Argentina	19	19		10	48	3	16
18	Federacion Salvadorena de Tiro con Arco	El Salvador	16				16	1	16
18	South African National Archery Association	South Africa	31	9	8		48	3	16
21	Federacion Chilena de Tiro con Arco	Chile	17				17	1	17
21	Federacion Venezolana de Tiro con Arco	Venezuela		17			17	1	17
23	Brazilian Archery Confederation	Brazil	12	23			35	2	17.5
23	Federación Deportiva de Tiro con Arco	Costa Rica	11	24			35	2	17.5
25	Kenya Archery Association	Kenya	34	20	6	11	71	4	17.75
26	Archery Association of India	India		18			18	1	18
27	Asociacion Nacional de Tiro con Arco de Guatemala	Guatemala	21	16			37	2	18.5
28	Polish Archery Federation	Poland	23				23	1	23
29	Archery Association of Namibia	Namibia	24				24	1	24
30	World Archery Philippines	Philippines	25				25	1	25
31	German Shooting and Archery Federation	Germany	60	6		9	75	3	25
32	Fédération Algérienne de Tir Sportif	Algeria	27				27	1	27
33	World Archery Denmark	Denmark	28				28	1	28
33	Finnish Archery Association	Finland	50	22	12		84	3	28
33	Mongolian Archery Association	Mongolia	55	15	14		84	3	28

#	Federation	Nation					Positions total	# platforms	Position avg
36	Norges Bueskytterforbund	Norway	29				29	1	29
37	Federação Portuguesa de Tiro com Arco	Portugal	30	32			62	2	31
38	Czech Archery Association	Czech Republic	52	28	15		95	3	31.7
39	Federación de Tiro con Arco de Puerto Rico	Puerto Rico	32				32	1	32
40	Archery Association of Singapore	Singapore	33				33	1	33
41	Bhutanese Archery Federation	Bhutan	41	25			66	2	33
42	Bangladesh Archery Federation	Bangladesh	39	29			68	2	34
43	Iraqi Archery Federation	Iraq	35				35	1	35
43	Swiss Archery	Switzerland	49	21			70	2	35
45	Hellenic Archery Federation	Greece	36				36	1	36
46	Archery Association of Malta	Malta	37				37	1	37
47	National Archery Association of Malaysia	Malaysia	38				38	1	38
48	Fédération Royale Marocaine de Tir à l'Arc	Morocco	40				40	1	40
49	Royal Belgian Archery (RBA)	Belgium	54	27			81	2	40.5
50	Cyprus Archery Federation	Cyprus	42				42	1	42
51	Egyptian Archery Federation	Egypt	43				43	1	43
52	Sudanese Archery Federation	Sudan	44				44	1	44
53	Federacion Paraguaya de Tiro con Arco	Paraguay	76		13		89	2	44.5
54	Albanian Archery Federation	Albania	45				45	1	45
55	Latvian Archery Federation	Latvia	65	26			91	2	45.5
56	Pakistan Archery Federation	Pakistan	46				46	1	46
56	Russian Archery Federation	Russian Federation	84			8	92	2	46
58	Österreichischer Bogensportverband	Austria	47				47	1	47
59	Archery New Zealand	New Zealand	48				48	1	48
60	Archery Federation of Kosovo	Kosovo	51				51	1	51
61	Virgin Islands Archery Association (UK)	British Virgin Islands	74	30			104	2	52
62	Slovak Archery Association	Slovakia	53				53	1	53
63	The National Archery Federation of Georgia	Georgia	93		16		109	2	54.5
64	Trinidad and Tobago Target Archery Federation	Trinidad and Tobago	56				56	1	56
65	Lebanese Archery Federation	Lebanon	83	31			114	2	57
65	Archers Association of Slovenia	Slovenia	57				57	1	57
67	Fédération Ivoirienne de Tir à l'Arc	Cote d'Ivoire	58				58	1	58
68	Associacao de Arco e Flecha de Macau	Macau	59				59	1	59
69	Croatian Archery Association	Croatia	61				61	1	61
70	Federacion Boliviana de Tiro con Arco	Bolivia	62				62	1	62

#	Federation	Nation					Positions total	# platforms	Position avg
71	Armenian Archery Federation	Armenia	63				63	1	63
72	Lithuanian Archery Federation	Lithuania	64				64	1	64
73	Zimbabwe Archery Association	Zimbabwe	66				66	1	66
74	Libyan Archery Committee	Libya	67				67	1	67
76	Mauritius Archery Federation	Mauritius	68				68	1	68
77	Israeli Archery Association	Israel	70				70	1	70
78	Archery Federation Republic of Moldova	Republic of Moldova	71				71	1	71
78	Ukrainian Archery Federation	Ukraine	69				69	1	69
79	Qatar Shooting & Archery Association	Qatar	72				72	1	72
80	Fédération Haïtienne de Tir à l'Arc	Haiti	73				73	1	73
81	Ecuadorian National Archery Federation	Ecuador	75				75	1	75
82	Fédération Luxembourgeoise de Tir à l'Arc	Luxembourg	77				77	1	77
83	Bulgarian Archery Federation	Bulgaria	78				78	1	78
84	Asociación Nacional de Tiro con Arco de Panamá	Panama	79				79	1	79
85	Association of Norfolk Island Archers	Norfolk Island	80				80	1	80
86	Montenegro Archery Association	Montenegro	81				81	1	81
87	World Archery Barbados	Barbados	82				82	1	82
88	Falkland Archery Association	Falkland Island	85				85	1	85
89	Liechtensteiner Bogensportverband	Liechtenstein	86				86	1	86
90	Fédération Monegasque de Tir	Monaco	87				87	1	87
91	Federazione Sammarinese Tiro con l'Arco	San Marino	88				88	1	88
92	World Archery Virgin Islands	Virgin Islands, US	89				89	1	89
93	Fédération Tahitienne de Tir à l'Arc	Tahiti	90				90	1	90
94	Liberia Archery Federation	Liberia	91				91	1	91
95	Belarus Archery Federation	Belarus	92				92	1	92
96	Andorran Archery Association	Andorra	94				94	1	94
97	Ghana Archery Association	Ghana	95				95	1	95
98	Fédération Congolaise de Tir d'Arc	Democratic Rep. of the Congo	96				96	1	96
99	Bahamas Archery Federation	Bahamas	97				97	1	97



| RECOMMENDATIONS

Every federation should **immediately make sure their image is consistent**. Profile images should always be the federation logo, names identical and descriptions updated. Inactive accounts should be suspended and personal page profiles morphed into proper platforms.

Every federation should **turn on content targetting** on their Facebook pages and make sure they use it to identify audiences per post and increase engagement.

What federations like USA Archery, France, Italy, Great Britain and Chinese Taipei are doing should **serve as inspiration**, but not be copied. It is essential that each federation identifies the most successful way to engage its specific audience.

Establishing a successful social media presence is **not about the number of accounts**, but effective management of the accounts the organisation does have.

World Archery is currently working with some federations on **crossposting video** content. Federations with a minimum of 5000 total followers on Facebook are able to access these services and should contact World Archery Communications.

OTHER PLATFORMS |



Federations in territories that are unable to access, the four platforms tested in this study include PR China, IR Iran and DPR Korea. Of these three member associations, only PR China is known to have active social media presence on platforms applicable to its region.

In addition, Russia, Japan and Korea all have nationally-popular platforms not included in this study.

World Archery's **recommendation for all member associations** is to use the platform that enables the federation to communicate, engage and promote the sport of archery, results of a national team and activities within the organisation in the most effective manner for that region.






CONTINENTAL |

Three of World Archery's five continental member associations had a social media presence on Facebook.

Europe is the most advanced, with Twitter and YouTube platforms also active.

These federations face the same challenge as World Archery: A diverse target audience with a vastly-varied demographic. Their pages should enable the content targetting option, so as to choose audience by country, language, enabling stronger communities while promoting interaction between the different regions in their continent.

Continent			
Africa			
Americas	1424		
Asia			
Europe	8470	4302	164524
Oceania	320		



ATHLETES |

It's not just federations that can make an impact on social media. **Top athletes** have been creating social media profiles for years – and some examples of those who have been successful are to the right.

Every community built around archery is positive for the sport. Whether its a local archer promoting his shooting to friends or around his village, or someone that wins world medals communicating their love, passion and – often – struggles in archery, it's essential for us as federations that athletes put time into social media.

World Archery, in association with the Korea Archery Association, has run a Facebook page for London 2012 Olympic Champion **Ki Bo Bae**. Able to post some intermittent personal updates from Bo Bae herself (maybe one a month), the page has 12.6k followers on Facebook and has an engagement rate – due to passionate fans – approximately 10-times higher than the main World Archery Facebook page!

Superstar athletes are no longer created from the top, but from **effective self-marketing** and organic popularity growth.

CHANG HYE JIN | 

10.2k 



SJEF VAN DEN BERG | 

4.9k 

9.7k 

127k 



DEEPIKA KUMARI | 

249k 



JESSE BROADWATER | 

32.3k 

4.2k 

137k 



