



DATA

Reporte RRSS Clubes LPF

Enero - Diciembre 2022

Glosario de Términos



Término	Definición
Seguidores Totales	Cantidad de seguidores o suscriptores totales en las redes sociales.
Posteos Totales por Red Social	Cantidad de publicaciones en cada red social.
Interacciones Totales	Suma entre Comentarios, Compartidos y Reacciones de todos los posteos de las redes sociales.
Interacciones Promedio por Posteo	Interacciones Totales divididas por el numero de posteos durante el período.
Visualizaciones Totales de Video	Suma total de las visualizaciones que obtuvieron los videos en las redes sociales.
Visualizaciones Promedio de Video por Posteo	Cantidad de visualizaciones de video dividido por la cantidad de posteos que contienen videos durante el período.

Seguidores Totales



Ranking	Equipos	Twitter	Facebook	Instagram	YouTube	TikTok	Seguidores Totales
1	Boca	5.258.045	8.754.809	7.447.811	578.000	1.600.000	23.638.665
2	River	4.876.372	8.968.741	6.897.713	442.000	2.100.000	23.284.826
3	San Lorenzo	798.553	1.028.759	439.475	40.500	173.800	2.481.087
4	Independiente	541.153	615.821	520.106	60.400	368.500	2.105.980
5	Racing	396.780	594.872	562.038	42.300	280.800	1.876.790
6	Talleres	396.801	499.153	399.385	50.800	171.500	1.517.639
7	Estudiantes	465.583	358.398	313.588	22.300	113.100	1.272.969
8	Rosario Central	342.414	464.024	309.482	28.900	110.400	1.255.220
9	Newell's	396.941	292.939	396.857	35.600	62.500	1.184.837
10	Gimnasia	362.703	220.245	336.538	14.300	24.800	958.586
11	Colón	213.872	296.934	267.615	9.090	50.800	838.311
12	Vélez	139.844	260.981	241.127	25.000	X	666.952
13	Argentinos Juniors	202.014	56.122	147.864	9.290	110.500	525.790
14	Atlético Tucumán	164.052	137.250	133.219	22.900	33.500	490.921
15	Huracán	91.827	186.674	118.676	13.500	35.300	445.977
16	Banfield	86.939	147.367	126.620	10.400	74.400	445.726
17	Lanús	121.549	126.055	150.332	7.110	35.300	440.346
18	Defensa y Justicia	105.943	92.023	151.440	2.940	67.700	420.046
19	Unión	150.394	107.652	100.818	11.700	43.300	413.864
20	Godoy Cruz	84.725	183.191	92.416	7.350	21.800	389.482
21	Tigre	109.341	69.286	122.278	11.900	X	312.805
22	Aldosivi	73.334	125.601	70.452	1.490	3.114	273.991
23	Platense	35.524	31.740	79.041	7.090	110.800	264.195
24	Patronato	72.576	42.149	75.790	2.140	2.845	195.500
25	Sarmiento	34.101	28.291	43.272	2.540	49.800	158.004
26	Central Córdoba	25.998	33.119	75.848	10.100	1.511	147.154
27	Arsenal	63.001	19.783	54.594	1.420	7.673	146.471
28	Barracas Central	14.715	X	39.426	1.520	11.400	67.061
	Total	15.625.094	23.741.979	19.713.821	1.472.580	5.665.143	66.219.195

Datos al 31/12/22

X = No posee cuenta
N/D = No disponible

Fuente: Blinkfire

Posteos Totales por Red Social



Ranking	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok
1	Racing	11.308	5.562	2.935	2.080	537	194
2	Talleres	10.859	4.907	3.809	1.722	251	170
3	Argentinos Juniors	10.004	6.169	2.004	1.177	352	302
4	Newell's	9.516	4.784	2.037	2.266	241	188
5	River	8.783	4.776	1.731	1.800	283	193
6	San Lorenzo	8.316	3.958	2.081	2.033	178	66
7	Platense	8.172	5.191	1.991	797	162	31
8	Boca	8.097	4.371	1.630	1.521	460	115
9	Sarmiento	7.879	3.034	2.485	2.139	70	151
10	Godoy Cruz	7.863	4.139	1.831	1.792	83	18
11	Rosario Central	7.815	3.521	2.346	1.564	201	183
12	Vélez	7.243	4.010	1.612	1.327	294	X
13	Gimnasia	7.071	4.361	1.734	837	114	25
14	Independiente	6.815	2.706	2.110	1.781	82	136
15	Banfield	6.780	4.352	1.341	917	125	45
16	Lanús	6.467	3.701	1.658	938	131	39
17	Unión	6.403	3.746	1.993	452	95	117
18	Estudiantes	5.885	3.929	796	1.049	26	85
19	Defensa y Justicia	5.509	3.698	851	806	126	28
20	Tigre	5.459	2.653	1.326	1.347	133	X
21	Patronato	5.452	2.756	1.348	1.268	60	20
22	Atlético Tucumán	4.764	2.975	848	754	168	19
23	Huracán	4.738	2.644	1.180	803	55	56
24	Aldosivi	4.476	1.800	1.732	882	46	16
25	Arsenal	4.346	2.211	964	1.090	39	42
26	Central Córdoba	3.964	1.961	864	966	140	27
27	Barracas Central	3.701	2.567	X	853	209	72
28	Colón	3.013	1.630	619	719	9	36
	Total	190.698	102.112	45.856	35.680	4.670	2.374
	%	100	54%	24%	19%	2%	1%

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Datos correspondientes de período 1/1/22 al 31/12/22

Fuente: Blinkfire

Interacciones Totales



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Interacciones Totales
1	River	8.783	36.113.147	24.883.816	303.366.506	461.403	16.319.515	381.144.387
2	Boca	8.097	17.318.007	13.746.414	157.190.629	335.303	5.403.351	193.993.704
3	Independiente	6.815	2.601.233	2.550.361	17.758.414	17.428	1.933.407	24.860.843
4	Racing	11.308	2.450.631	2.653.854	17.411.007	97.161	2.158.204	24.770.857
5	San Lorenzo	8.316	2.376.889	2.411.843	18.462.027	43.292	831.946	24.125.997
6	Newell's	9.516	2.899.643	2.198.284	17.303.934	32.050	513.404	22.947.315
7	Talleres	10.859	2.335.695	2.525.829	15.462.604	41.528	1.734.074	22.099.730
8	Rosario Central	7.815	1.428.580	2.217.340	12.266.406	36.161	977.897	16.926.384
9	Estudiantes	5.885	2.817.589	1.179.696	8.303.633	99	546.958	12.847.975
10	Vélez	7.243	813.873	719.408	5.631.972	19.428	X	7.184.681
11	Gimnasia	7.071	997.774	916.548	4.325.087	13.877	88.651	6.341.937
12	Colón	3.013	535.433	584.690	4.654.697	609	51.251	5.826.680
13	Tigre	5.459	491.458	719.050	4.009.849	7.189	X	5.227.546
14	Argentinos Juniors	10.004	660.315	442.142	2.961.726	29.341	895.883	4.989.407
15	Atlético Tucumán	4.764	500.913	1.253.505	2.826.657	11.390	38.877	4.631.342
16	Unión	6.403	761.217	1.092.794	2.257.016	5.202	173.336	4.289.565
17	Huracán	4.738	453.617	481.261	2.201.139	4.544	103.184	3.243.745
18	Lanús	6.467	501.137	361.442	2.157.906	8.127	90.850	3.119.462
19	Patronato	5.452	811.359	441.894	1.762.310	1.963	15.070	3.032.596
20	Godoy Cruz	7.863	216.799	541.092	2.170.039	5.224	30.804	2.963.958
21	Platense	8.172	323.245	343.218	1.560.621	7.470	707.706	2.942.260
22	Banfield	6.780	327.605	320.973	1.737.198	6.263	139.146	2.531.185
23	Defensa y Justicia	5.509	317.891	333.032	1.628.036	1.161	211.899	2.492.019
24	Sarmiento	7.879	177.708	366.820	1.449.310	1.683	350.309	2.345.830
25	Central Córdoba	3.964	325.438	382.681	1.388.516	5.024	3.580	2.105.760
26	Aldosivi	4.476	145.996	360.298	1.087.731	840	7.103	1.601.968
27	Arsenal	4.346	156.036	105.781	642.534	339	11.775	916.465
28	Barracas Central	3.701	30.456	X	475.131	2.014	74.392	581.993
	Total	190.698	78.889.684	64.134.066	612.452.635	1.196.113	33.412.572	790.085.591

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Fuente: Blinkfire

Interacciones Promedio por Posteo



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Interacciones Promedio por Posteo
1	River	8.783	7.561	14.375	168.537	1.630	84.557	43.396
2	Boca	8.097	3.962	8.433	103.347	729	46.986	23.959
3	Independiente	6.815	961	1.209	9.971	213	14.216	3.648
4	San Lorenzo	8.316	601	1.159	9.081	243	12.605	2.901
5	Newell's	9.516	606	1.079	7.636	133	2.731	2.411
6	Racing	11.308	441	904	8.371	181	11.125	2.191
7	Estudiantes	5.885	717	1.482	7.916	4	6.435	2.183
8	Rosario Central	7.815	406	945	7.843	180	5.344	2.166
9	Talleres	10.859	476	663	8.979	165	10.200	2.035
10	Colón	3.013	328	945	6.474	68	1.424	1.934
11	Vélez	7.243	203	446	4.244	66	X	992
12	Atlético Tucumán	4.764	168	1.478	3.749	68	2.046	972
13	Tigre	5.459	185	542	2.977	54	X	958
14	Gimnasia	7.071	229	529	5.167	122	3.546	897
15	Huracán	4.738	172	408	2.741	83	1.843	685
16	Unión	6.403	203	548	4.993	55	1.482	670
17	Patronato	5.452	294	328	1.390	33	754	556
18	Central Córdoba	3.964	166	443	1.437	36	133	531
19	Argentinos Juniors	10.004	107	221	2.516	83	2.967	499
20	Lanús	6.467	135	218	2.301	62	2.329	482
21	Defensa y Justicia	5.509	86	391	2.020	9	7.568	452
22	Godoy Cruz	7.863	52	296	1.211	63	1.711	377
23	Banfield	6.780	75	239	1.894	50	3.092	373
24	Platense	8.172	62	172	1.958	46	22.829	360
25	Aldosivi	4.476	81	208	1.233	18	444	358
26	Sarmiento	7.879	59	148	678	24	2.320	298
27	Arsenal	4.346	71	110	589	9	280	211
28	Barracas Central	3.701	12	X	557	10	1.033	157
	Total	190.698	18.420	37.920	379.812	4.436	249.999	96.652

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Datos correspondientes de período 1/1/22 al 31/12/22

Fuente: Blinkfire

Visualizaciones Totales de Videos



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Vistas Video Totales
1	Boca	8.097	246.006.598	131.995.728	669.949.822	9.266.805	48.732.617	1.105.951.570
2	River	8.783	56.353.167	46.552.927	402.620.161	11.921.087	111.727.234	629.174.576
3	Racing	11.308	38.554.248	27.846.108	54.583.628	1.806.784	17.259.599	140.050.367
4	Newell's	9.516	58.516.133	19.596.382	55.077.510	949.165	4.256.446	138.395.636
5	San Lorenzo	8.316	26.939.565	8.076.903	47.088.785	793.170	13.167.433	96.065.856
6	Talleres	10.859	18.715.493	9.572.342	42.685.155	802.020	15.611.908	87.386.918
7	Rosario Central	7.815	20.330.992	14.401.440	37.415.930	1.007.201	9.531.769	82.687.332
8	Independiente	6.815	20.437.260	8.130.840	28.564.067	391.241	18.193.367	75.716.775
9	Estudiantes	5.885	37.834.879	13.963.841	14.399.884	4.496	4.854.045	71.057.145
10	Argentinos Juniors	10.004	7.993.889	3.519.163	16.087.045	741.402	11.587.174	39.928.673
11	Gimnasia	7.071	17.141.582	3.071.746	13.276.430	380.371	718.715	34.588.844
12	Vélez	7.243	11.313.659	3.659.960	14.793.320	637.259	X	30.404.198
13	Huracán	4.738	6.816.009	4.487.805	8.014.157	139.396	1.002.876	20.460.243
14	Atlético Tucumán	4.764	6.029.195	7.243.219	5.904.303	432.276	420.973	20.029.966
15	Unión	6.403	6.560.893	5.631.126	3.099.064	184.276	1.470.943	16.946.302
16	Banfield	6.780	4.302.752	3.384.062	6.620.497	212.351	1.591.591	16.111.253
17	Colón	3.013	3.864.571	2.983.922	7.337.815	11.746	489.392	14.687.446
18	Tigre	5.459	4.475.829	2.339.799	7.299.457	189.443	X	14.304.528
19	Lanús	6.467	5.246.703	1.452.252	5.547.459	216.316	1.020.727	13.483.457
20	Patronato	5.452	5.974.502	2.400.692	4.157.090	110.174	276.426	12.918.884
21	Sarmiento	7.879	2.775.032	2.401.920	3.248.545	44.616	3.520.961	11.991.074
22	Defensa y Justicia	5.509	4.582.098	1.977.043	3.481.999	21.723	1.687.777	11.750.640
23	Platense	8.172	2.344.218	1.316.739	1.933.687	224.641	5.894.747	11.714.032
24	Godoy Cruz	7.863	1.676.425	2.940.995	4.024.371	87.500	324.376	9.053.667
25	Arsenal	4.346	5.084.040	433.506	1.635.720	19.420	101.262	7.273.948
26	Aldosivi	4.476	1.021.597	2.699.058	2.543.382	26.252	165.399	6.455.688
27	Central Córdoba	3.964	871.687	561.133	2.238.462	268.271	26.151	3.966.253
28	Barracas Central	3.701	158.907	X	510.628	47.608	1.031.931	1.749.074
	Total	190.698	621.921.923	332.640.651	1.464.138.373	30.937.010	274.665.839	2.724.304.345

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Datos correspondientes de período 1/1/22 al 31/12/22

*Los datos son estimados

Fuente: Blinkfire

Visualizaciones Promedio de Videos por Posteo



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Vistas Video Promedio
1	Boca	8.097	310.614	251.900	1.249.906	20.145	423.762	455.687
2	River	8.783	70.091	152.633	942.904	42.124	578.898	312.711
3	Independiente	6.815	130.174	68.326	219.724	4.771	133.775	121.341
4	San Lorenzo	8.316	54.534	39.400	151.899	4.456	199.507	76.669
5	Talleres	10.859	53.320	38.754	168.716	3.195	91.835	68.700
6	Racing	11.308	63.204	50.814	153.757	3.365	88.967	62.411
7	Estudiantes	5.885	56.302	47.658	145.453	173	57.106	60.474
8	Newell's	9.516	53.439	50.637	124.892	3.938	22.641	58.842
9	Rosario Central	7.815	48.064	35.384	126.405	5.011	52.086	54.760
10	Colón	3.013	52.939	31.744	103.350	1.305	13.594	51.899
11	Atlético Tucumán	4.764	33.496	69.646	90.835	2.573	22.156	37.369
12	Gimnasia	7.071	35.198	24.772	71.764	3.337	28.749	36.993
13	Huracán	4.738	30.429	23.745	67.346	2.534	17.909	31.820
14	Vélez	7.243	33.472	26.143	79.109	2.168	0	31.704
15	Unión	6.403	40.751	48.966	63.246	1.940	12.572	31.557
16	Tigre	5.459	24.592	25.998	74.484	1.424	0	28.438
17	Patronato	5.452	23.429	16.221	29.907	1.836	13.821	20.770
18	Defensa y Justicia	5.509	20.923	16.205	31.655	172	60.278	19.423
19	Lanús	6.467	20.180	8.802	47.012	1.651	26.172	18.911
20	Arsenal	4.346	52.959	3.803	14.475	498	2.411	18.005
21	Godoy Cruz	7.863	11.251	20.858	29.375	1.054	18.021	17.147
22	Platense	8.172	8.140	8.230	29.749	1.387	190.153	16.592
23	Argentinos Juniors	10.004	8.843	6.005	49.196	2.106	38.368	16.159
24	Banfield	6.780	10.053	18.800	28.293	1.699	35.369	15.920
25	Sarmiento	7.879	7.773	7.301	15.323	637	23.318	10.716
26	Central Córdoba	3.964	11.622	9.352	32.441	1.916	969	10.521
27	Aldosivi	4.476	3.405	10.341	17.541	571	10.337	8.406
28	Barracas Central	3.701	1.213	0	8.371	228	14.332	3.698
	Total	190.698	1.270.411	1.112.438	4.167.130	116.215	2.177.105	1.697.643

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*Los datos son estimados

Fuente: Blinkfire



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