

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 número 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



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| Ranking | Equipos | Twitter | Instagram | Facebook | YouTube | TikTok | Seguidores Totales |
|---------|--------------------|------------|------------|------------|-----------|------------|--------------------|
| 1 | Boca | 6.281.218 | 9.402.551 | 8.763.561 | 49.400 | 2.900.000 | 27.396.730 |
| 2 | River | 5.681.042 | 8.541.740 | 8.975.308 | 492.000 | 3.500.000 | 27.190.090 |
| 3 | San Lorenzo | 797.338 | 741.659 | 1.030.084 | 50.600 | 333.900 | 2.953.581 |
| 4 | Independiente | 580.313 | 660.371 | 650.379 | 73.700 | 545.900 | 2.510.663 |
| 5 | Racing | 429.311 | 691.765 | 625.857 | 56.500 | 617.300 | 2.420.733 |
| 6 | Talleres | 420.524 | 667.926 | 503.344 | 61.800 | 532.100 | 2.185.694 |
| 7 | Newell's | 423.555 | 739.018 | 299.664 | 46.600 | 103.700 | 1.612.537 |
| 8 | Belgrano | 297.850 | 399.596 | 515.227 | 53.900 | 217.500 | 1.484.073 |
| 9 | Rosario Central | 366.469 | 408.236 | 494.532 | 36.700 | 169.200 | 1.475.137 |
| 10 | Estudiantes | 489.833 | 382.582 | 362.931 | 29.000 | 197.500 | 1.461.846 |
| 11 | Gimnasia | 370.775 | 343.858 | 222.362 | 17.900 | 102.866 | 1.057.761 |
| 12 | Vélez | 152.432 | 293.920 | 265.195 | 29.500 | 27.700 | 768.747 |
| 13 | Argentinos Juniors | 214.139 | 221.206 | 60.235 | 45.200 | 199.200 | 739.980 |
| 14 | Atlético Tucumán | 172.753 | 169.823 | 138.655 | 29.700 | 61.500 | 572.431 |
| 15 | Defensa y Justicia | 112.789 | 209.305 | 106.164 | 3.450 | 109.800 | 541.508 |
| 16 | Huracán | 102.095 | 166.981 | 189.511 | 16.300 | 57.000 | 531.887 |
| 17 | Banfield | 93.240 | 165.744 | 148.707 | 11.700 | 87.200 | 506.591 |
| 18 | Lanús | 130.975 | 178.067 | 128.551 | 10.600 | 51.100 | 499.293 |
| 19 | Unión | 160.267 | 134.481 | 109.667 | 13.500 | 73.800 | 491.715 |
| 20 | Godoy Cruz | 93.531 | 137.141 | 184.209 | 8.370 | 31.400 | 454.651 |
| 21 | Tigre | 117.348 | 156.564 | 71.915 | 12.700 | 16.800 | 375.327 |
| 22 | Instituto | 90.101 | 140.186 | 96.712 | 6.160 | 33.633 | 366.792 |
| 23 | Platense | 42.484 | 106.846 | 33.630 | 8.230 | 146.400 | 337.590 |
| 24 | Central Córdoba | 32.060 | 99.658 | 36.637 | 12.400 | 14.800 | 195.555 |
| 25 | Sarmiento | 39.752 | 63.182 | 30.425 | 2.850 | 58.800 | 195.009 |
| 26 | Riestra | 13.876 | 65.406 | 0 | 0 | 45.200 | 124.482 |
| 27 | Barracas Central | 16.552 | 78.792 | 984 | 4.120 | 18.800 | 119.248 |
| 28 | Ind. Rivadavia | 23.431 | 63.300 | 26.111 | 0 | 0 | 112.842 |
| | Total | 17.746.053 | 25.429.904 | 24.070.557 | 1.182.880 | 10.253.099 | 78.682.493 |

No se contabiliza la información de Threads al no estar completa

Datos al 31/03/24

Fuente: Blinkfire

Posteos Totales por Red Social



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| Ranking | Equipos | Posteos | Twitter | Instagram | Facebook | YouTube | TikTok |
|---------|--------------------|---------|---------|-----------|----------|---------|--------|
| 1 | Talleres | 935 | 313 | 248 | 281 | 42 | 51 |
| 2 | Independiente | 834 | 306 | 211 | 296 | 12 | 9 |
| 3 | Belgrano | 805 | 415 | 177 | 166 | 23 | 24 |
| 4 | River | 772 | 343 | 211 | 144 | 19 | 55 |
| 5 | Racing | 717 | 335 | 173 | 179 | 21 | 9 |
| 6 | Lanús | 702 | 389 | 140 | 160 | 9 | 4 |
| 7 | Argentinos Juniors | 687 | 291 | 134 | 194 | 44 | 24 |
| 8 | Platense | 655 | 282 | 117 | 228 | 21 | 7 |
| 9 | San Lorenzo | 646 | 291 | 196 | 140 | 3 | 16 |
| 10 | Instituto | 582 | 282 | 142 | 130 | 14 | 14 |
| 11 | Rosario Central | 536 | 278 | 120 | 125 | 12 | 1 |
| 12 | Sarmiento | 521 | 214 | 152 | 154 | 1 | 0 |
| 13 | Newell's | 520 | 249 | 162 | 95 | 12 | 2 |
| 14 | Unión | 519 | 276 | 80 | 133 | 7 | 23 |
| 15 | Barracas Central | 517 | 249 | 125 | 92 | 43 | 8 |
| 16 | Boca | 508 | 275 | 120 | 74 | 16 | 23 |
| 17 | Estudiantes | 474 | 240 | 112 | 100 | 14 | 8 |
| 18 | Ind. Rivadavia | 453 | 202 | 135 | 116 | 0 | 0 |
| 19 | Atlético Tucumán | 441 | 252 | 84 | 89 | 16 | 0 |
| 20 | Godoy Cruz | 408 | 170 | 121 | 115 | 2 | 0 |
| 21 | Huracán | 389 | 163 | 88 | 109 | 8 | 21 |
| 22 | Gimnasia | 351 | 185 | 79 | 68 | 11 | 8 |
| 23 | Defensa y Justicia | 338 | 189 | 67 | 78 | 4 | 0 |
| 24 | Tigre | 336 | 152 | 86 | 83 | 13 | 2 |
| 25 | Vélez | 303 | 147 | 64 | 75 | 12 | 5 |
| 26 | Central Córdoba | 208 | 60 | 74 | 68 | 6 | 0 |
| 27 | Banfield | 193 | 105 | 44 | 39 | 4 | 1 |
| 28 | Riestra | 128 | 66 | 39 | 0 | 0 | 23 |
| | Total | 14.478 | 6.719 | 3.501 | 3.531 | 389 | 338 |
| | % | 100 | 46% | 24% | 24% | 3% | 2% |

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Datos correspondientes de período 01/03/24 al 31/03/24

Fuente: Blinkfire

Interacciones Totales



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| Rng. | Equipos | Posteos | Twitter | Instagram | Facebook | YouTube | TikTok | Interacciones Totales |
|------|--------------------|---------|-----------|------------|-----------|---------|------------|-----------------------|
| 1 | River | 779 | 2.567.015 | 32.033.701 | 1.588.668 | 15.137 | 3.597.212 | 39.801.733 |
| 2 | Boca | 594 | 2.320.034 | 18.021.841 | 463.231 | 13.875 | 2.450.451 | 23.269.432 |
| 3 | Talleres | 935 | 241.786 | 4.634.719 | 259.083 | 30.699 | 3.421.483 | 8.587.770 |
| 4 | Independiente | 834 | 398.899 | 3.819.260 | 332.754 | 3.378 | 153.970 | 4.708.261 |
| 5 | San Lorenzo | 646 | 180.738 | 2.318.438 | 134.624 | 635 | 179.051 | 2.813.486 |
| 6 | Belgrano | 805 | 133.960 | 1.847.220 | 164.927 | 3.932 | 105.880 | 2.255.919 |
| 7 | Racing | 717 | 138.616 | 1.524.255 | 80.258 | 2.750 | 47.326 | 1.793.205 |
| 8 | Newell's | 520 | 111.448 | 1.554.958 | 58.732 | 1.872 | 11.114 | 1.738.124 |
| 9 | Estudiantes | 547 | 235.860 | 1.097.689 | 127.180 | 93 | 165.184 | 1.626.006 |
| 10 | Rosario Central | 536 | 128.522 | 1.271.432 | 102.658 | 1.888 | 4.847 | 1.509.347 |
| 11 | Instituto | 582 | 31.355 | 398.063 | 54.509 | 181 | 30.873 | 514.981 |
| 12 | Vélez | 303 | 73.536 | 392.288 | 38.611 | 1.325 | 8.213 | 513.973 |
| 13 | Gimnasia | 351 | 36.584 | 393.251 | 27.018 | 803 | 24.205 | 481.861 |
| 14 | Unión | 519 | 37.508 | 355.506 | 49.417 | 171 | 29.078 | 471.680 |
| 15 | Argentinos Juniors | 687 | 34.731 | 355.151 | 55.635 | 3.252 | 11.482 | 460.251 |
| 16 | Huracán | 389 | 70.208 | 321.941 | 52.270 | 971 | 7.667 | 453.057 |
| 17 | Lanús | 756 | 57.203 | 328.600 | 43.990 | 411 | 13.407 | 443.611 |
| 18 | Godoy Cruz | 408 | 19.397 | 301.372 | 56.303 | 36 | 0 | 377.108 |
| 19 | Ind. Rivadavia | 453 | 16.777 | 315.908 | 37.940 | 0 | 0 | 370.625 |
| 20 | Atlético Tucumán | 441 | 18.598 | 302.255 | 37.631 | 524 | 0 | 359.008 |
| 21 | Tigre | 336 | 13.644 | 204.896 | 20.998 | 103 | 1.695 | 241.336 |
| 22 | Sarmiento | 521 | 15.484 | 176.927 | 38.416 | 28 | 0 | 230.855 |
| 23 | Platense | 686 | 20.974 | 160.214 | 27.744 | 635 | 8.825 | 218.392 |
| 24 | Defensa y Justicia | 338 | 10.115 | 140.071 | 10.741 | 14 | 0 | 160.941 |
| 25 | Banfield | 194 | 11.315 | 98.245 | 8.303 | 55 | 918 | 118.836 |
| 26 | Central Córdoba | 208 | 820 | 93.171 | 19.220 | 200 | 0 | 113.411 |
| 27 | Riestra | 128 | 9.876 | 59.356 | 0 | 0 | 35.500 | 104.732 |
| 28 | Barracas Central | 517 | 1.546 | 56.578 | 1.785 | 852 | 5.723 | 66.484 |
| | Total | 14.730 | 6.936.549 | 72.577.306 | 3.892.646 | 83.820 | 10.314.104 | 93.804.425 |

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 01/03/24 al 31/03/24

Fuente: Blinkfire

Interacciones Promedio por Posteo



| Rng. | Equipos | Posteos | Twitter | Instagram | Facebook | YouTube | TikTok | Interacciones Promedio por Posteo |
|------|--------------------|---------|---------|-----------|----------|---------|---------|-----------------------------------|
| 1 | River | 779 | 7.484 | 151.818 | 11.032 | 797 | 65.404 | 51.107 |
| 2 | Boca | 594 | 8.436 | 150.182 | 6.260 | 867 | 106.541 | 39.331 |
| 3 | Talleres | 935 | 772 | 18.688 | 922 | 731 | 67.088 | 9.185 |
| 4 | Independiente | 834 | 1.304 | 18.101 | 1.124 | 282 | 17.108 | 5.645 |
| 5 | San Lorenzo | 646 | 621 | 11.829 | 962 | 212 | 11.191 | 4.355 |
| 6 | Newell's | 520 | 448 | 9.599 | 618 | 156 | 5.557 | 3.343 |
| 7 | Estudiantes | 547 | 983 | 9.801 | 1.272 | 7 | 20.648 | 2.979 |
| 8 | Rosario Central | 536 | 462 | 10.595 | 821 | 157 | 4.847 | 2.816 |
| 9 | Belgrano | 805 | 323 | 10.436 | 994 | 171 | 4.412 | 2.802 |
| 10 | Racing | 717 | 414 | 8.811 | 448 | 131 | 5.258 | 2.501 |
| 11 | Vélez | 303 | 500 | 6.130 | 515 | 110 | 1.643 | 1.696 |
| 12 | Gimnasia | 351 | 198 | 4.978 | 397 | 73 | 3.026 | 1.373 |
| 13 | Huracán | 389 | 431 | 3.658 | 480 | 121 | 365 | 1.165 |
| 14 | Godoy Cruz | 408 | 114 | 2.491 | 490 | 18 | 0 | 924 |
| 15 | Unión | 519 | 136 | 4.444 | 372 | 24 | 1.264 | 909 |
| 16 | Instituto | 582 | 111 | 2.803 | 419 | 13 | 2.205 | 885 |
| 17 | Riestra | 128 | 150 | 1.522 | 0 | 0 | 1.543 | 818 |
| 18 | Ind. Rivadavia | 453 | 83 | 2.340 | 327 | 0 | 0 | 818 |
| 19 | Atlético Tucumán | 441 | 74 | 3.598 | 423 | 33 | 0 | 814 |
| 20 | Tigre | 336 | 90 | 2.383 | 253 | 8 | 848 | 718 |
| 21 | Argentinos Juniors | 687 | 119 | 2.650 | 287 | 74 | 478 | 670 |
| 22 | Banfield | 194 | 108 | 2.233 | 213 | 14 | 918 | 613 |
| 23 | Lanús | 756 | 147 | 2.347 | 275 | 46 | 3.352 | 589 |
| 24 | Central Córdoba | 208 | 14 | 1.259 | 283 | 33 | 0 | 545 |
| 25 | Defensa y Justicia | 338 | 54 | 2.091 | 138 | 4 | 0 | 476 |
| 26 | Sarmiento | 521 | 72 | 1.164 | 249 | 28 | 0 | 443 |
| 27 | Platense | 686 | 74 | 1.369 | 122 | 30 | 1.261 | 319 |
| 28 | Barracas Central | 517 | 6 | 453 | 19 | 20 | 715 | 129 |
| | Total | 14.730 | 1.032 | 20.730 | 1.102 | 215 | 30.515 | 6.376 |

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 01/03/24 al 31/03/24

Fuente: Blinkfire

Visualizaciones Totales de Videos



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| Rng. | Equipos | Posteos | Twitter | Instagram | Facebook | YouTube | TikTok | Vistas Video Totales |
|------|--------------------|---------|------------|-------------|------------|-----------|------------|----------------------|
| 1 | River | 779 | 5.086.923 | 82.428.508 | 1.808.276 | 399.574 | 17.745.571 | 107.468.852 |
| 2 | Boca | 594 | 15.775.611 | 36.038.064 | 3.135.759 | 305.896 | 20.538.627 | 75.793.957 |
| 3 | Talleres | 935 | 2.268.046 | 16.982.908 | 978.603 | 355.888 | 31.149.955 | 51.735.400 |
| 4 | Independiente | 834 | 2.181.460 | 9.988.710 | 2.564.138 | 66.086 | 1.470.765 | 16.271.159 |
| 5 | Belgrano | 805 | 1.403.728 | 8.466.681 | 1.158.518 | 108.053 | 1.139.413 | 12.276.393 |
| 6 | San Lorenzo | 646 | 1.057.898 | 6.346.736 | 666.390 | 10.537 | 1.516.000 | 9.597.561 |
| 7 | Racing | 717 | 1.192.236 | 6.015.997 | 458.391 | 54.349 | 307.645 | 8.028.618 |
| 8 | Newell's | 520 | 1.196.421 | 5.222.685 | 0 | 56.254 | 69.975 | 6.545.335 |
| 9 | Estudiantes | 547 | 1.049.970 | 2.093.660 | 1.411.201 | 29.778 | 1.390.292 | 5.974.901 |
| 10 | Rosario Central | 536 | 819.575 | 3.597.202 | 487.942 | 97.380 | 33.404 | 5.035.503 |
| 11 | Argentinos Juniors | 687 | 327.146 | 2.170.216 | 301.533 | 105.799 | 118.561 | 3.023.255 |
| 12 | Lanús | 756 | 324.982 | 1.545.013 | 155.585 | 13.651 | 206.171 | 2.245.402 |
| 13 | Vélez | 303 | 627.794 | 1.373.958 | 55.666 | 33.485 | 80.141 | 2.171.044 |
| 14 | Gimnasia | 351 | 303.840 | 1.544.098 | 2.826 | 28.460 | 205.551 | 2.084.775 |
| 15 | Huracán | 389 | 351.482 | 1.042.320 | 454.778 | 25.244 | 72.977 | 1.946.801 |
| 16 | Unión | 519 | 127.401 | 1.346.203 | 9.945 | 2.474 | 202.568 | 1.688.591 |
| 17 | Ind. Rivadavia | 453 | 188.551 | 657.643 | 122.495 | 0 | 0 | 968.689 |
| 18 | Riestra | 128 | 4.918 | 352.660 | 0 | 0 | 507.171 | 864.749 |
| 19 | Instituto | 582 | 176.805 | 485.440 | 0 | 2.113 | 180.549 | 844.907 |
| 20 | Banfield | 194 | 98.368 | 557.414 | 72.338 | 831 | 7.878 | 736.829 |
| 21 | Sarmiento | 521 | 55.240 | 419.040 | 178.018 | 221 | 0 | 652.519 |
| 22 | Platense | 686 | 105.561 | 329.430 | 84.108 | 19.305 | 62.541 | 600.945 |
| 23 | Defensa y Justicia | 338 | 37.879 | 426.895 | 51.087 | 291 | 0 | 516.152 |
| 24 | Tigre | 336 | 70.068 | 269.948 | 46.436 | 2.282 | 10.501 | 399.235 |
| 25 | Barracas Central | 517 | 3.229 | 209.347 | 1.931 | 49.274 | 88.257 | 352.038 |
| 26 | Central Córdoba | 208 | 0 | 295.180 | 36.383 | 16.864 | 0 | 348.427 |
| 27 | Godoy Cruz | 408 | 45.366 | 96.685 | 0 | 1.204 | 0 | 143.255 |
| 28 | Atlético Tucumán | 441 | 58.800 | 23.118 | 0 | 27.197 | 0 | 109.115 |
| | Total | 14.730 | 34.939.298 | 190.325.759 | 14.242.347 | 1.812.490 | 77.104.513 | 318.424.407 |

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 01/03/24 al 31/03/24

*Los datos son estimados

Fuente: Blinkfire

Visualizaciones Promedio de Videos por Posteo



| Rng. | Equipos | Posteos | Twitter | Instagram | Facebook | YouTube | TikTok | Vistas Video Promedio |
|------|--------------------|---------|---------|-----------|-----------|---------|---------|-----------------------|
| 1 | River | 779 | 130.434 | 100.460 | 1.268.131 | 21.030 | 394.346 | 574.876 |
| 2 | Boca | 594 | 276.765 | 261.313 | 819.047 | 19.119 | 978.030 | 427.487 |
| 3 | Talleres | 935 | 42.001 | 54.367 | 204.613 | 8.474 | 610.783 | 208.610 |
| 4 | Independiente | 834 | 58.958 | 77.701 | 256.121 | 5.507 | 163.418 | 125.163 |
| 5 | San Lorenzo | 646 | 45.996 | 55.533 | 162.737 | 3.512 | 94.750 | 103.200 |
| 6 | Belgrano | 805 | 29.867 | 39.949 | 166.013 | 4.698 | 47.476 | 70.554 |
| 7 | Newell's | 520 | 24.925 | 0 | 127.383 | 4.688 | 34.988 | 63.547 |
| 8 | Rosario Central | 536 | 28.261 | 37.534 | 102.777 | 8.115 | 33.404 | 55.950 |
| 9 | Estudiantes | 547 | 36.206 | 58.800 | 87.236 | 2.127 | 198.613 | 53.129 |
| 10 | Racing | 717 | 18.342 | 24.126 | 122.775 | 2.588 | 34.183 | 49.255 |
| 11 | Vélez | 303 | 33.042 | 18.555 | 80.821 | 2.790 | 16.028 | 38.769 |
| 12 | Gimnasia | 351 | 17.873 | 2.826 | 64.337 | 2.587 | 25.694 | 34.177 |
| 13 | Unión | 519 | 6.705 | 3.315 | 84.138 | 353 | 8.807 | 24.832 |
| 14 | Riestra | 128 | 1.639 | 0 | 35.266 | 0 | 23.053 | 24.707 |
| 15 | Banfield | 194 | 7.026 | 10.334 | 46.451 | 208 | 7.878 | 19.390 |
| 16 | Lanús | 756 | 6.915 | 6.223 | 48.282 | 1.517 | 51.543 | 18.434 |
| 17 | Huracán | 389 | 10.042 | 21.656 | 47.378 | 3.156 | 3.475 | 18.194 |
| 18 | Ind. Rivadavia | 453 | 7.542 | 17.499 | 26.306 | 0 | 0 | 16.995 |
| 19 | Tigre | 336 | 17.517 | 46.436 | 67.487 | 176 | 5.251 | 16.635 |
| 20 | Central Córdoba | 208 | 0 | 9.096 | 26.835 | 2.811 | 0 | 16.592 |
| 21 | Argentinos Juniors | 687 | 6.676 | 6.853 | 50.470 | 2.405 | 4.940 | 14.820 |
| 22 | Instituto | 582 | 9.306 | 0 | 34.674 | 151 | 12.896 | 13.851 |
| 23 | Defensa y Justicia | 338 | 3.444 | 12.772 | 22.468 | 73 | 0 | 13.583 |
| 24 | Sarmiento | 521 | 3.453 | 11.126 | 20.952 | 221 | 0 | 12.312 |
| 25 | Godoy Cruz | 408 | 9.073 | 0 | 16.114 | 602 | 0 | 11.020 |
| 26 | Platense | 686 | 3.770 | 6.470 | 25.341 | 919 | 8.934 | 7.245 |
| 27 | Atlético Tucumán | 441 | 8.400 | 0 | 23.118 | 1.700 | 0 | 4.546 |
| 28 | Barracas Central | 517 | 359 | 644 | 8.374 | 1.146 | 11.032 | 4.000 |
| | Total | 14.730 | 46.277 | 43.159 | 242.762 | 4.659 | 237.977 | 121.120 |

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 01/03/24 al 31/03/24

*Los datos son estimados

Fuente: Blinkfire

