



Torneo Apertura 2025

Glosario de Términos



Término	Definición
Seguidores Totales	Cantidad de seguidores o subscriptores 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



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Ranking	Equipos	X	Instagram	Facebook	TikTok	Youtube	Seguidores Totales
1	River	6.216.331	8.938.248	9.596.339	4.300.000	578.000	29.628.918
2	Boca	6.958.189	9.761.958	9.073.774	3.400.000	189.000	29.382.921
3	San Lorenzo	808.144	774.784	1.079.889	448.200	65.800	3.176.817
4	Racing	449.632	925.050	781.869	783.600	63.600	3.003.751
5	Independiente	592.127	751.435	678.013	664.700	102.000	2.788.275
6	Talleres	432.320	713.641	583.412	628.900	81.900	2.440.173
7	Newell's	433.464	805.471	379.500	147.900	58.900	1.825.235
8	Rosario Central	377.529	512.503	521.813	217.900	44.600	1.674.345
9	Belgrano	310.156	445.985	538.916	305.700	61.700	1.662.457
10	Estudiantes	494.844	442.318	409.857	279.400	33.100	1.659.519
11	Gimnasia	372.300	333.449	231.297	109.100	23.400	1.069.546
12	Argentinos Juniors	215.386	236.578	158.849	261.800	63.800	936.413
13	Vélez	159.577	331.247	284.316	43.500	34.400	853.040
14	Atlético Tucumán	175.554	182.776	172.635	69.400	35.300	635.665
15	Huracán	106.973	187.367	215.936	63.300	20.400	593.976
16	Defensa y Justicia	113.863	228.107	111.432	133.500	4.860	591.762
17	Banfield	95.938	182.839	170.267	98.500	13.900	561.444
18	Unión	163.328	153.656	132.484	86.000	16.000	551.468
19	Lanús	132.391	198.589	147.204	59.700	13.000	550.884
20	Platense	49.185	167.350	73.778	210.300	11.800	512.413
21	Godoy Cruz	96.958	150.709	204.722	40.200	9.450	502.039
22	Instituto	92.810	157.898	125.659	61.600	7.100	445.067
23	Tigre	118.910	162.428	89.499	31.300	13.200	415.337
24	Riestra	16.876	125.507	0	227.300	0	369.683
25	Aldosivi	78.386	105.280	136.500	11.900	2.590	334.656
26	Central Córdoba	36.498	148.996	85.168	42.800	15.800	329.262
27	Sarmiento	41.051	70.411	63.579	57.800	3.070	235.911
28	San Martín (SJ)	39.467	65.840	58.946	0	0	164.253
29	Ind. Rivadavia	25.699	78.824	40.631	17.300	1.340	163.794
30	Barracas Central	17.275	78.657	2.593	19.900	5.510	123.935
	Total	19.221.161	27.417.901	26.148.877	12.821.500	1.573.520	87.182.959

No se contabiliza la información de Threads al no estar completa

Datos al 08/06/25

Fuente: Blinkfire

Posteos Totales por Red Social



Ranking	Equipos	Posteos	X	Instagram	Facebook	TikTok	Youtube
1	Belgrano	3.428	1.561	871	735	117	144
2	River	3.375	1.295	848	891	157	184
3	Independiente	3.347	1.203	813	1.124	76	131
4	Talleres	3.262	1.532	633	822	94	181
5	Platense	3.200	1.349	718	990	61	82
6	Lanús	3.109	1.643	680	739	18	29
7	Racing	2.740	1.455	710	497	43	35
8	Argentinos Juniors	2.623	1.108	465	729	204	117
9	Instituto	2.554	1.330	643	499	54	28
10	Rosario Central	2.501	1.144	655	569	17	116
11	San Lorenzo	2.342	1.025	675	570	28	44
12	Estudiantes	2.193	1.028	595	519	41	10
13	Unión	2.045	1.211	395	390	27	22
14	Godoy Cruz	2.038	876	600	537	8	17
15	Huracán	1.952	803	558	519	29	43
16	Sarmiento	1.903	836	544	518	3	2
17	Vélez	1.841	1.172	420	191	7	51
18	Central Córdoba	1.827	729	515	461	84	38
19	Newell's	1.777	750	531	418	0	78
20	Barracas Central	1.774	1.044	542	26	30	132
21	Atlético Tucumán	1.747	1.004	339	324	1	79
22	Tigre	1.739	737	489	429	40	44
23	Boca	1.711	729	360	327	41	254
24	Banfield	1.666	780	389	445	14	38
25	Ind. Rivadavia	1.418	800	272	247	63	36
26	Defensa y Justicia	1.228	693	275	232	17	11
27	San Martín (SJ)	1.133	504	321	308	0	0
28	Aldosivi	978	452	271	248	7	0
29	Riestra	969	507	378	0	84	0
30	Gimnasia	830	289	263	183	48	47
	Total	63.250	29.589	15.768	14.487	1.413	1.993
	%	100	47%	25%	23%	2%	3%

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Interacciones Totales



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Rng.	Equipos	Posteos	X	Instagram	Facebook	TikTok	Youtube	Interacciones Totales
1	River	3.375	7.848.179	99.135.937	5.922.283	10.382.001	211.766	123.500.166
2	Boca	1.711	3.722.107	40.843.742	2.200.438	2.862.656	134.182	49.763.125
3	Independiente	3.347	1.862.215	14.276.102	1.134.541	3.458.318	101.287	20.832.463
4	Racing	2.740	1.139.490	9.717.944	767.157	1.593.399	8.145	13.226.135
5	Rosario Central	2.501	1.104.380	10.465.332	572.767	429.725	25.605	12.597.809
6	San Lorenzo	2.342	1.220.951	8.534.634	872.065	1.114.779	13.168	11.755.597
7	Talleres	3.262	457.737	6.240.259	460.575	1.349.977	41.889	8.550.437
8	Belgrano	3.428	319.864	5.908.829	470.832	481.846	21.195	7.202.566
9	Newell's	1.777	463.190	5.535.901	430.167	0	12.120	6.441.378
10	Estudiantes	2.193	780.576	4.295.300	479.863	701.918	81	6.257.738
11	Platense	3.200	698.393	1.835.056	393.287	1.204.664	1.947	4.133.347
12	Riestra	969	25.691	991.544	0	2.571.138	0	3.588.373
13	Huracán	1.952	529.728	2.111.622	260.138	84.502	6.497	2.992.487
14	Argentinos Juniors	2.623	158.314	1.025.684	142.632	1.352.248	6.876	2.685.754
15	Instituto	2.554	139.857	1.679.836	142.591	266.142	565	2.228.991
16	Vélez	1.841	285.413	1.827.562	70.419	11.650	8.326	2.203.370
17	Central Córdoba	1.827	219.582	1.419.336	359.704	179.451	645	2.178.718
18	Unión	2.045	135.039	1.473.911	87.186	114.440	594	1.811.170
19	Tigre	1.739	183.955	1.180.446	110.823	89.709	1.123	1.566.056
20	Lanús	3.109	204.930	1.098.026	166.337	27.016	956	1.497.265
21	Godoy Cruz	2.038	73.678	1.121.933	175.919	9.444	651	1.381.625
22	Gimnasia	830	88.609	1.100.967	68.529	101.027	3.879	1.363.011
23	Atlético Tucumán	1.747	48.531	766.846	101.042	1.712	2.305	920.436
24	Ind. Rivadavia	1.418	51.015	698.128	106.010	43.038	1.347	899.538
25	Banfield	1.666	76.138	651.214	69.432	82.255	1.122	880.161
26	San Martín (SJ)	1.133	32.526	551.702	99.501	0	0	683.729
27	Aldosivi	978	36.534	489.298	69.581	5.718	0	601.131
28	Defensa y Justicia	1.228	37.250	429.281	38.387	15.247	125	520.290
29	Sarmiento	1.903	16.586	370.094	63.949	3.369	32	454.030
30	Barracas Central	1.774	4.243	161.009	910	4.049	1.490	171.701
	Total	63.250	21.964.701	225.937.475	15.837.065	28.541.438	607.918	292.888.597

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Interacciones Promedio por Posteo



Rng.	Equipos	Posteos	X	Instagram	Facebook	TikTok	Youtube	Interacciones Promedio por Posteo
1	River	3.375	6.060	116.906	6.647	66.127	1.151	30.219
2	Boca	1.711	5.106	113.455	6.729	69.821	528	23.532
3	Independiente	3.347	1.548	17.560	1.009	45.504	773	6.224
4	Rosario Central	2.501	965	15.978	1.007	25.278	221	5.037
5	San Lorenzo	2.342	1.191	12.644	1.530	39.814	299	5.019
6	Racing	2.740	783	13.687	1.544	37.056	233	4.336
7	Riestra	969	51	2.623	0	30.609	0	3.703
8	Newell's	1.777	618	10.425	1.029	0	155	3.625
9	Estudiantes	2.193	759	7.219	925	17.120	8	2.854
10	Talleres	3.262	299	9.858	560	14.361	231	2.288
11	Belgrano	3.428	205	6.784	641	4.118	147	2.101
12	Gimnasia	830	307	4.186	374	2.105	83	1.642
13	Huracán	1.952	660	3.784	501	2.914	151	1.533
14	Central Córdoba	1.827	301	2.756	780	2.136	17	1.193
15	Platense	3.200	518	2.556	397	19.749	24	1.084
16	Argentinos Juniors	2.623	143	2.206	196	6.629	59	1.024
17	Vélez	1.841	244	4.351	369	1.664	163	997
18	Tigre	1.739	250	2.414	258	2.243	26	901
19	Unión	2.045	112	3.731	224	4.239	27	886
20	Instituto	2.554	105	2.612	286	4.929	20	737
21	Godoy Cruz	2.038	84	1.870	328	1.181	38	678
22	Ind. Rivadavia	1.418	64	2.567	429	683	37	634
23	Aldosivi	978	81	1.806	281	817	0	615
24	San Martín (SJ)	1.133	65	1.719	323	0	0	603
25	Atlético Tucumán	1.747	48	2.262	312	1.712	29	527
26	Banfield	1.666	98	1.674	156	5.875	30	442
27	Defensa y Justicia	1.228	54	1.561	165	897	11	424
28	Lanús	3.109	125	1.615	225	1.501	33	403
29	Sarmiento	1.903	20	680	123	1.123	16	239
30	Barracas Central	1.774	4	297	35	135	11	97
	Total	63.250	742	14.329	1.093	20.199	305	4.342

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 23/01/25 al 08/06/25

Fuente: Blinkfire

Visualizaciones Totales de Videos



Rng.	Equipos	Posteos	X	Instagram	Facebook	TikTok	Youtube	Vistas Video Totales
1	River	3.375	27.230.219	301.160.236	34.190.839	52.093.653	3.659.188	418.334.135
2	Boca	1.711	10.995.998	252.671.829	34.937.102	26.153.883	3.637.029	328.395.841
3	Independiente	3.347	11.284.831	51.954.817	9.030.261	34.765.834	1.949.826	108.985.569
4	Racing	2.740	5.370.235	39.100.635	6.341.256	16.636.433	301.542	67.750.101
5	Rosario Central	2.501	6.817.141	52.658.591	1.946.474	3.700.728	639.393	65.762.327
6	San Lorenzo	2.342	4.350.590	34.683.569	9.605.486	9.102.199	477.525	58.219.369
7	Talleres	3.262	696.363	32.876.267	1.312.011	13.384.650	879.748	49.149.039
8	Belgrano	3.428	743.087	36.076.806	4.989.489	4.247.059	524.335	46.580.776
9	Riestra	969	278.885	11.775.215	0	33.228.923	0	45.283.023
10	Estudiantes	2.193	5.996.392	18.324.475	6.532.914	6.183.789	35.786	37.073.356
11	Platense	3.200	5.581.705	11.755.469	5.677.653	11.517.957	89.597	34.622.381
12	Newell's	1.777	3.220.630	26.333.242	917.163	0	520.838	30.991.873
13	Argentinos Juniors	2.623	1.787.359	7.290.302	1.893.816	15.868.609	293.171	27.133.257
14	Instituto	2.554	2.950.966	7.780.007	3.746	2.615.814	10.758	13.361.291
15	Central Córdoba	1.827	59.042	6.984.982	2.023.237	1.778.289	83.429	10.928.979
16	Vélez	1.841	773.149	8.083.951	211.390	170.288	314.089	9.552.867
17	Huracán	1.952	874.080	6.713.477	513.739	1.209.937	177.493	9.488.726
18	Unión	2.045	186.188	7.930.576	33.302	1.134.793	19.590	9.304.449
19	Gimnasia	830	728.016	5.415.296	184.873	1.233.256	232.792	7.794.233
20	Lanús	3.109	607.357	5.247.228	935.071	257.821	22.080	7.069.557
21	Ind. Rivadavia	1.418	319.013	4.008.542	1.076.892	433.510	36.767	5.874.724
22	Banfield	1.666	214.293	2.873.918	969.615	924.278	62.695	5.044.799
23	Tigre	1.739	252.656	3.841.643	1.956	897.089	15.705	5.009.049
24	Godoy Cruz	2.038	185.681	3.001.057	72.350	80.663	17.449	3.357.200
25	Defensa y Justicia	1.228	604.282	2.038.369	4.704	194.224	3.125	2.844.704
26	Aldosivi	978	236.500	1.926.690	178.378	41.563	0	2.383.131
27	Atlético Tucumán	1.747	20.434	972.016	83.715	42.587	139.866	1.258.618
28	Barracas Central	1.774	2.563	523.776	13.237	266.298	180.574	986.448
29	Sarmiento	1.903	71.160	610.789	190.909	33.893	692	907.443
30	San Martín (SJ)	1.133	8.981	600.628	199.567	0	0	809.176
	Total	63.250	92.447.796	945.214.398	124.071.145	238.198.020	14.325.082	1.414.256.441

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 23/01/25 al 08/06/25

*Los datos son estimados

Fuente: Blinkfire

Visualizaciones Promedio de Videos por Posteo



LIGA PROFESIONAL DE FÚTBOL

Rng.	Equipos	Posteos	X	Instagram	Facebook	TikTok	Youtube	Vistas Video Promedio
1	River	3.375	162.085	1.568.543	159.770	445.245	19.887	415.185
2	Boca	1.711	60.087	1.599.189	232.914	637.900	14.319	358.925
3	Riestra	969	7.537	97.316	0	400.348	0	187.896
4	Independiente	3.347	72.805	360.797	102.617	489.660	14.884	185.035
5	San Lorenzo	2.342	36.560	298.996	131.582	350.085	10.853	154.019
6	Rosario Central	2.501	42.081	281.597	84.629	231.296	5.512	130.481
7	Racing	2.740	17.841	235.546	126.825	405.767	8.615	114.058
8	Newell's	1.777	21.615	221.288	305.721	0	6.677	88.802
9	Estudiantes	2.193	32.947	121.354	56.318	158.559	3.579	74.444
10	Talleres	3.262	4.025	157.303	35.460	147.084	4.860	61.832
11	Platense	3.200	22.327	89.057	62.392	198.585	1.093	48.800
12	Belgrano	3.428	2.847	114.530	38.088	36.300	3.641	48.121
13	Unión	2.045	2.418	77.751	33.302	42.029	890	40.631
14	Huracán	1.952	9.821	76.290	34.249	41.722	4.128	35.942
15	Gimnasia	830	20.223	63.709	18.487	25.693	4.953	34.488
16	Argentinos Juniors	2.623	7.737	43.655	10.521	85.776	2.506	30.833
17	Central Córdoba	1.827	798	52.917	65.266	22.229	2.196	30.786
18	Instituto	2.554	18.216	52.215	3.746	48.441	384	30.080
19	San Martín (SJ)	1.133	691	37.539	99.784	0	0	26.102
20	Tigre	1.739	3.609	68.601	1.956	23.002	357	23.853
21	Vélez	1.841	5.770	66.262	30.199	24.327	6.159	23.736
22	Godoy Cruz	2.038	3.258	46.892	72.350	10.083	1.026	22.838
23	Defensa y Justicia	1.228	10.791	38.460	4.704	11.425	284	20.614
24	Ind. Rivadavia	1.418	2.900	59.829	29.914	6.881	1.021	18.829
25	Aldosivi	978	3.379	38.534	10.493	8.313	0	16.783
26	Banfield	1.666	2.381	29.937	15.391	66.020	1.650	14.586
27	Lanús	3.109	2.851	46.028	8.131	14.323	761	13.012
28	Atlético Tucumán	1.747	2.043	42.262	27.905	42.587	1.770	10.762
29	Sarmiento	1.903	1.547	11.746	7.071	11.298	346	6.980
30	Barracas Central	1.774	171	5.693	1.203	8.877	1.368	3.523
	Total	63.250	25.033	267.161	82.825	179.366	7.188	111.205

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Datos correspondientes de período 23/01/25 al 08/06/25

*Los datos son estimados

Fuente: Blinkfire

