# Reporte RRSS Clubes LPF

## Enero - Diciembre 2021

# 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. |

Fuente: Blinkfire

# Seguidores Totales

| Ranking | Equipos | Twitter | Facebook | Instagram | YouTube | TikTok | Seguidores Totales |
|---|---|---|---|---|---|---|---|
| 1 | CA Boca Juniors | 4.406.062 | 8.629.422 | 6.096.616 | 513.000 | 803.900 | 20.449.000 |
| 2 | CA River Plate | 4.042.430 | 8.969.954 | 5.397.563 | 363.000 | 963.800 | 19.736.747 |
| 3 | San Lorenzo de Almagro | 779.369 | 1.028.208 | 389.474 | 33.000 | 86.000 | 2.316.051 |
| 4 | CA Independiente | 499.291 | 603.710 | 454.733 | 55.200 | 258.000 | 1.870.934 |
| 5 | Racing Club de Avellaneda | 357.241 | 574.444 | 466.542 | 24.700 | 114.500 | 1.537.427 |
| 6 | Club Atlético Talleres | 360.440 | 495.716 | 314.419 | 45.300 | 52.800 | 1.268.675 |
| 7 | Club Estudiantes de La Plata | 435.346 | 350.431 | 230.661 | 21.400 | 77.500 | 1.115.338 |
| 8 | CA Rosario Central | 310.184 | 452.438 | 240.985 | 21.600 | 13.700 | 1.038.907 |
| 9 | Newell's Old Boys | 341.883 | 280.209 | 313.362 | 29.300 | 14.400 | 979.154 |
| 10 | Club Atlético Colón | 190.806 | 290.810 | 226.238 | 7.750 | 39.900 | 755.504 |
| 11 | Gimnasia y Esgrima La Plata | 346.538 | 214.186 | 158.395 | 10.700 | 11.700 | 741.519 |
| 12 | Club Atlético Vélez Sarsfield | 119.720 | 255.665 | 190.190 | 20.800 | X | 586.375 |
| 13 | CA Huracán | 81.002 | 182.992 | 91.624 | 12.100 | 20.000 | 387.718 |
| 14 | CA Lanús | 110.112 | 121.400 | 126.537 | 5.250 | 23.000 | 386.299 |
| 15 | CA Banfield | 77.148 | 141.598 | 103.016 | 8.980 | 55.500 | 386.242 |
| 16 | Atlético Tucumán | 150.031 | 102.796 | 91.989 | 18.800 | 21.700 | 385.316 |
| 17 | Argentinos Juniors | 185.736 | 47.600 | 102.974 | 3.610 | 30.400 | 370.320 |
| 18 | Club Atlético Unión | 136.117 | 101.345 | 73.523 | 10.000 | 28.200 | 349.185 |
| 19 | Godoy Cruz | 75.142 | 178.957 | 71.245 | 5.640 | 12.700 | 343.684 |
| 20 | CSD Defensa y Justicia | 95.312 | 68.766 | 123.898 | 2.500 | 24.500 | 314.976 |
| 21 | CA Aldosivi | 66.740 | 119.047 | 49.798 | 1.030 | X | 236.615 |
| 22 | CA Platense | 27.846 | 25.832 | 63.419 | 5.810 | 62.600 | 185.507 |
| 23 | Club Atlético Patronato | 58.146 | 32.095 | 39.287 | 1.160 | X | 130.688 |
| 24 | Arsenal Fútbol Club | 56.703 | 17.229 | 41.573 | 1.150 | 3.724 | 120.379 |
| 25 | Central Córdoba | 18.136 | 24.040 | 56.152 | 6.450 | X | 104.778 |
| 26 | CA Sarmiento | 27.177 | 23.573 | 28.528 | 2.140 | 21.600 | 103.018 |
| | Total | 13.354.658 | 23.332.463 | 15.542.741 | 1.230.370 | 2.740.124 | 56.200.356 |

Datos al 31/12/21 X = No posee cuenta Fuente: Blinkfire

# Posteos Totales por Red Social

| Rng. | Equipos | Posteos | Twitter | Facebook | Instagram | YouTube | TikTok |
|---|---|---|---|---|---|---|---|
| 1 | Club Atlético Talleres | 10.110 | 4.659 | 3.381 | 1.770 | 176 | 124 |
| 2 | Godoy Cruz | 8.968 | 4.596 | 2.157 | 2.122 | 89 | 4 |
| 3 | CA River Plate | 8.960 | 5.278 | 1.709 | 1.579 | 273 | 121 |
| 4 | CA Independiente | 8.707 | 3.273 | 2.739 | 2.341 | 134 | 220 |
| 5 | CA Boca Juniors | 8.545 | 4.313 | 1.710 | 1.492 | 941 | 89 |
| 6 | Club Atlético Vélez Sarsfield | 7.943 | 4.091 | 1.897 | 1.624 | 331 | X |
| 7 | CA Platense | 7.572 | 4.709 | 1.807 | 812 | 192 | 52 |
| 8 | CA Rosario Central | 7.297 | 3.997 | 2.039 | 1.051 | 137 | 73 |
| 9 | CA Banfield | 7.280 | 4.149 | 1.966 | 1.025 | 130 | 10 |
| 10 | CA Lanús | 7.096 | 3.684 | 2.306 | 930 | 150 | 26 |
| 11 | CA Sarmiento | 6.477 | 2.593 | 2.059 | 1.672 | 113 | 40 |
| 12 | Club Atlético Unión | 6.407 | 3.859 | 1.939 | 416 | 134 | 59 |
| 13 | San Lorenzo de Almagro | 6.375 | 3.360 | 1.559 | 1.225 | 153 | 78 |
| 14 | Gimnasia y Esgrima La Plata | 5.987 | 3.877 | 1.375 | 621 | 114 | 0 |
| 15 | CSD Defensa y Justicia | 5.683 | 3.757 | 1.028 | 823 | 66 | 9 |
| 16 | Racing Club de Avellaneda | 5.682 | 2.908 | 1.328 | 1.291 | 73 | 82 |
| 17 | Argentinos Juniors | 5.584 | 3.484 | 992 | 747 | 254 | 107 |
| 18 | Club Estudiantes de La Plata | 5.520 | 3.651 | 728 | 1.041 | 11 | 89 |
| 19 | Newell's Old Boys | 5.384 | 2.710 | 1.177 | 1.268 | 215 | 14 |
| 20 | Club Atlético Patronato | 5.157 | 2.737 | 1.253 | 1.148 | 19 | X |
| 21 | CA Huracán | 4.921 | 3.194 | 1.016 | 553 | 125 | 33 |
| 22 | Arsenal Fútbol Club | 4.162 | 2.389 | 693 | 812 | 255 | 13 |
| 23 | Central Córdoba | 3.772 | 1.782 | 908 | 1.016 | 66 | X |
| 24 | Atlético Tucumán | 3.454 | 2.353 | 487 | 459 | 148 | 7 |
| 25 | CA Aldosivi | 3.238 | 1.310 | 1.278 | 630 | 20 | X |
| 26 | Club Atlético Colón | 3.114 | 1.704 | 628 | 739 | 13 | 30 |
| | Total | 167.262 | 90.039 | 41.264 | 30.324 | 4.355 | 1.280 |
| | % | 100 | 54% | 24% | 18% | 3% | 1% |

X = No posee cuenta

Datos correspondientes de período 1/1/21 al 31/12/21

Fuente: Blinkfire

# Interacciones Totales

| Rng. | Equipos | Posteos | Twitter | Facebook | Instagram | YouTube | TikTok | Interacciones Totales |
|---|---|---|---|---|---|---|---|---|
| 1 | CA River Plate | 8.960 | 32.753.393 | 39.917.630 | 256.245.954 | 633.121 | 4.462.040 | 334.012.138 |
| 2 | CA Boca Juniors | 8.545 | 10.044.285 | 13.753.315 | 119.693.824 | 708.856 | 2.076.744 | 146.277.024 |
| 3 | CA Independiente | 8.707 | 3.281.639 | 3.643.177 | 22.441.889 | 43.137 | 2.841.503 | 32.251.345 |
| 4 | Club Atlético Talleres | 10.110 | 1.588.751 | 2.366.262 | 12.682.957 | 33.853 | 201.209 | 16.873.032 |
| 5 | San Lorenzo de Almagro | 6.375 | 1.923.641 | 2.364.924 | 11.638.574 | 21.721 | 329.944 | 16.278.804 |
| 6 | Racing Club de Avellaneda | 5.682 | 1.492.709 | 1.723.122 | 12.209.886 | 5.703 | 323.595 | 15.755.015 |
| 7 | Newell's Old Boys | 5.384 | 1.567.492 | 1.455.950 | 9.404.821 | 26.387 | 21.345 | 12.475.995 |
| 8 | CA Rosario Central | 7.297 | 1.313.107 | 1.957.825 | 8.642.803 | 12.955 | 92.545 | 12.019.235 |
| 9 | Club Estudiantes de La Plata | 5.520 | 1.436.130 | 840.978 | 6.343.256 | 0 | 338.548 | 8.958.912 |
| 10 | Club Atlético Vélez Sarsfield | 7.943 | 731.356 | 925.749 | 6.383.421 | 19.909 | X | 8.060.435 |
| 11 | Club Atlético Colón | 3.114 | 604.374 | 904.378 | 4.809.290 | 3.938 | 122.231 | 6.444.211 |
| 12 | Gimnasia y Esgrima La Plata | 5.987 | 622.470 | 552.405 | 2.469.720 | 7.389 | 0 | 3.651.984 |
| 13 | CSD Defensa y Justicia | 5.683 | 633.443 | 583.337 | 2.153.639 | 1.285 | 19.829 | 3.391.533 |
| 14 | Godoy Cruz | 8.968 | 300.132 | 697.688 | 2.287.055 | 4.087 | 1.369 | 3.290.331 |
| 15 | CA Lanús | 7.096 | 461.674 | 560.540 | 2.013.648 | 6.643 | 57.805 | 3.100.310 |
| 16 | CA Banfield | 7.280 | 365.290 | 571.841 | 2.068.628 | 7.889 | 17.083 | 3.030.731 |
| 17 | CA Platense | 7.572 | 331.896 | 373.416 | 1.581.718 | 10.762 | 640.704 | 2.938.496 |
| 18 | Club Atlético Unión | 6.407 | 338.279 | 724.346 | 1.301.586 | 5.536 | 36.317 | 2.406.064 |
| 19 | Argentinos Juniors | 5.584 | 283.486 | 207.023 | 1.406.326 | 6.038 | 86.876 | 1.989.749 |
| 20 | Atlético Tucumán | 3.454 | 176.570 | 396.931 | 1.226.010 | 10.519 | 17.395 | 1.827.425 |
| 21 | CA Huracán | 4.921 | 329.988 | 242.370 | 1.190.499 | 8.604 | 14.042 | 1.785.503 |
| 22 | Central Córdoba | 3.772 | 40.481 | 366.618 | 1.328.037 | 5.835 | X | 1.740.971 |
| 23 | CA Sarmiento | 6.477 | 103.842 | 309.709 | 1.057.024 | 3.088 | 100.723 | 1.574.386 |
| 24 | CA Aldosivi | 3.238 | 112.983 | 284.280 | 836.253 | 834 | X | 1.234.350 |
| 25 | Club Atlético Patronato | 5.157 | 90.170 | 189.701 | 777.613 | 812 | X | 1.058.296 |
| 26 | Arsenal Fútbol Club | 4.162 | 78.061 | 105.104 | 482.964 | 230 | 4.711 | 671.070 |
| | Total | 167.262 | 61.293.489 | 76.575.366 | 495.050.121 | 1.591.279 | 11.806.558 | 646.316.813 |

X = No posee cuenta

Datos correspondientes de período 1/1/21 al 31/12/21

Fuente: Blinkfire

# Interacciones Promedio por Posteo

| Rng. | Equipos | Posteos | Twitter | Facebook | Instagram | YouTube | TikTok | Interacciones Promedio por Posteo |
|---|---|---|---|---|---|---|---|---|
| 1 | CA River Plate | 8.960 | 6.206 | 23.357 | 162.284 | 2.319 | 36.876 | 37.278 |
| 2 | CA Boca Juniors | 8.545 | 2.329 | 8.043 | 80.224 | 753 | 23.334 | 17.118 |
| 3 | CA Independiente | 8.707 | 1.003 | 1.330 | 9.586 | 322 | 12.916 | 3.704 |
| 4 | Racing Club de Avellaneda | 5.682 | 513 | 1.298 | 9.458 | 78 | 3.946 | 2.773 |
| 5 | San Lorenzo de Almagro | 6.375 | 573 | 1.517 | 9.501 | 142 | 4.230 | 2.554 |
| 6 | Newell's Old Boys | 5.384 | 578 | 1.237 | 7.417 | 123 | 1.525 | 2.317 |
| 7 | Club Atlético Colón | 3.114 | 355 | 1.440 | 6.508 | 303 | 4.074 | 2.069 |
| 8 | Club Atlético Talleres | 10.110 | 341 | 700 | 7.166 | 192 | 1.623 | 1.669 |
| 9 | CA Rosario Central | 7.297 | 329 | 960 | 8.223 | 95 | 1.268 | 1.647 |
| 10 | Club Estudiantes de La Plata | 5.520 | 393 | 1.155 | 6.093 | 0 | 3.804 | 1.623 |
| 11 | Club Atlético Vélez Sarsfield | 7.943 | 179 | 488 | 3.931 | 60 | X | 1.015 |
| 12 | Gimnasia y Esgrima La Plata | 5.987 | 161 | 402 | 3.977 | 65 | 0 | 610 |
| 13 | CSD Defensa y Justicia | 5.683 | 169 | 567 | 2.617 | 19 | 2.203 | 597 |
| 14 | Atlético Tucumán | 3.454 | 75 | 815 | 2.671 | 71 | 2.485 | 529 |
| 15 | Central Córdoba | 3.772 | 23 | 404 | 1.307 | 88 | X | 462 |
| 16 | CA Lanús | 7.096 | 125 | 243 | 2.165 | 44 | 2.223 | 437 |
| 17 | CA Banfield | 7.280 | 88 | 291 | 2.018 | 61 | 1.708 | 416 |
| 18 | CA Platense | 7.572 | 70 | 207 | 1.948 | 56 | 12.321 | 388 |
| 19 | CA Aldosivi | 3.238 | 86 | 222 | 1.327 | 42 | X | 381 |
| 20 | Club Atlético Unión | 6.407 | 88 | 374 | 3.129 | 41 | 616 | 376 |
| 21 | Godoy Cruz | 8.968 | 65 | 323 | 1.078 | 46 | 342 | 367 |
| 22 | CA Huracán | 4.921 | 103 | 239 | 2.153 | 69 | 426 | 363 |
| 23 | Argentinos Juniors | 5.584 | 81 | 209 | 1.883 | 24 | 812 | 356 |
| 24 | CA Sarmiento | 6.477 | 40 | 150 | 632 | 27 | 2.518 | 243 |
| 25 | Club Atlético Patronato | 5.157 | 33 | 151 | 677 | 43 | X | 205 |
| 26 | Arsenal Fútbol Club | 4.162 | 33 | 152 | 595 | 1 | 362 | 161 |
| | Total | 167.262 | 681 | 1.856 | 16.325 | 365 | 9.224 | 3.864 |

X = No posee cuenta

Datos correspondientes de período 1/1/21 al 31/12/21

Fuente: Blinkfire

# Visualizaciones Totales de Videos

| Rng. | Equipos | Posteos | Twitter | Facebook | Instagram | YouTube | TikTok | Vistas Video Totales |
|---|---|---|---|---|---|---|---|---|
| 1 | CA Boca Juniors | 8.545 | 106.173.006 | 210.299.984 | 234.510.054 | 12.001.101 | 16.401.052 | 579.385.197 |
| 2 | CA River Plate | 8.960 | 58.066.343 | 88.105.091 | 166.769.382 | 15.576.632 | 31.157.317 | 359.674.765 |
| 3 | CA Independiente | 8.707 | 16.993.413 | 25.777.499 | 8.493.677 | 763.235 | 21.324.364 | 73.352.188 |
| 4 | Racing Club de Avellaneda | 5.682 | 15.117.080 | 26.167.749 | 18.765.776 | 88.273 | 3.527.323 | 63.666.201 |
| 5 | Newell's Old Boys | 5.384 | 16.372.016 | 29.832.817 | 12.752.479 | 638.194 | 134.775 | 59.730.281 |
| 6 | CA Rosario Central | 7.297 | 12.494.171 | 24.150.537 | 11.143.773 | 324.172 | 732.501 | 48.845.154 |
| 7 | Club Atlético Talleres | 10.110 | 8.047.377 | 23.369.424 | 10.640.666 | 435.893 | 2.131.674 | 44.625.034 |
| 8 | San Lorenzo de Almagro | 6.375 | 8.765.065 | 15.445.939 | 7.800.723 | 365.169 | 3.367.719 | 35.744.615 |
| 9 | Club Estudiantes de La Plata | 5.520 | 10.393.920 | 10.688.747 | 3.078.270 | 2.801 | 3.503.371 | 27.667.109 |
| 10 | Club Atlético Vélez Sarsfield | 7.943 | 4.871.472 | 10.154.577 | 6.308.749 | 626.853 | X | 21.961.651 |
| 11 | Club Atlético Colón | 3.114 | 2.523.483 | 9.047.894 | 4.157.252 | 128.090 | 871.100 | 16.727.819 |
| 12 | CA Platense | 7.572 | 2.215.611 | 3.677.014 | 1.424.486 | 195.775 | 4.592.452 | 12.105.338 |
| 13 | Godoy Cruz | 8.968 | 1.275.106 | 8.256.112 | 1.737.167 | 61.304 | 19.826 | 11.349.515 |
| 14 | CA Banfield | 7.280 | 2.373.467 | 6.311.137 | 1.764.324 | 190.155 | 317.047 | 10.956.130 |
| 15 | CA Lanús | 7.096 | 2.522.906 | 3.552.209 | 2.082.045 | 133.834 | 496.646 | 8.787.640 |
| 16 | Club Atlético Unión | 6.407 | 1.306.829 | 5.449.174 | 987.148 | 208.758 | 331.041 | 8.282.950 |
| 17 | CSD Defensa y Justicia | 5.683 | 2.338.538 | 3.890.616 | 1.812.498 | 17.740 | 129.698 | 8.189.090 |
| 18 | Gimnasia y Esgrima La Plata | 5.987 | 4.754.201 | 847.796 | 1.508.984 | 259.268 | 0 | 7.370.249 |
| 19 | CA Huracán | 4.921 | 2.061.239 | 3.734.526 | 1.273.510 | 144.882 | 138.024 | 7.352.181 |
| 20 | Argentinos Juniors | 5.584 | 1.287.540 | 2.070.001 | 1.516.140 | 175.669 | 1.002.787 | 6.052.137 |
| 21 | CA Sarmiento | 6.477 | 535.343 | 3.284.041 | 692.594 | 115.215 | 957.211 | 5.584.404 |
| 22 | Central Córdoba | 3.772 | 45.122 | 2.493.759 | 621.851 | 330.395 | X | 3.491.127 |
| 23 | Atlético Tucumán | 3.454 | 544.333 | 1.933.416 | 306.354 | 289.608 | 196.035 | 3.269.746 |
| 24 | CA Aldosivi | 3.238 | 303.486 | 1.678.306 | 209.492 | 16.829 | X | 2.208.113 |
| 25 | Club Atlético Patronato | 5.157 | 303.015 | 1.204.537 | 479.605 | 56.943 | X | 2.044.100 |
| 26 | Arsenal Fútbol Club | 4.162 | 252.084 | 417.089 | 270.100 | 9.470 | 55.857 | 1.004.600 |
| | Total | 167.262 | 283.460.956 | 527.098.624 | 502.935.919 | 33.179.967 | 91.387.820 | 1.438.063.286 |

X = No posee cuenta

Datos correspondientes de período 1/1/21 al 31/12/21

Fuente: Blinkfire

# Visualizaciones Promedio de Videos por Posteo

| Rng. | Equipos | Posteos | Twitter | Facebook | Instagram | YouTube | TikTok | Vistas Video Promedio por Posteo |
|---|---|---|---|---|---|---|---|---|
| 1 | CA River Plate | 8960 | 63.530 | 241.384 | 569.179 | 57.057 | 257.498 | 182.947 |
| 2 | CA Boca Juniors | 8545 | 122.602 | 310.635 | 392.157 | 12.754 | 184.281 | 182.714 |
| 3 | CA Independiente | 8707 | 70.806 | 127.611 | 65.842 | 5.696 | 96.929 | 79.300 |
| 4 | Club Atlético Colón | 3114 | 32.773 | 161.570 | 38.853 | 9.853 | 29.037 | 59.109 |
| 5 | Newell's Old Boys | 5384 | 34.467 | 97.493 | 44.434 | 2.968 | 9.627 | 46.053 |
| 6 | San Lorenzo de Almagro | 6375 | 34.105 | 90.327 | 63.421 | 2.387 | 43.176 | 45.709 |
| 7 | Racing Club de Avellaneda | 5682 | 28.685 | 67.968 | 46.108 | 1.209 | 43.016 | 43.193 |
| 8 | Club Estudiantes de La Plata | 5520 | 26.247 | 67.225 | 39.978 | 255 | 39.364 | 37.797 |
| 9 | Club Atlético Talleres | 10110 | 20.741 | 70.602 | 38.693 | 2.477 | 17.191 | 34.486 |
| 10 | CA Rosario Central | 7297 | 22.232 | 49.388 | 40.230 | 2.366 | 10.034 | 31.759 |
| 11 | Club Atlético Vélez Sarsfield | 7943 | 12.148 | 34.422 | 26.507 | 1.894 | X | 17.361 |
| 12 | Club Atlético Unión | 6407 | 9.680 | 34.488 | 17.948 | 1.558 | 5.611 | 15.310 |
| 13 | Central Córdoba | 3772 | 2.051 | 25.189 | 8.519 | 5.006 | X | 13.427 |
| 14 | CA Platense | 7572 | 6.924 | 17.593 | 10.630 | 1.020 | 88.316 | 13.347 |
| 15 | CSD Defensa y Justicia | 5683 | 8.566 | 29.474 | 13.426 | 269 | 14.411 | 13.316 |
| 16 | Gimnasia y Esgrima La Plata | 5987 | 19.326 | 7.638 | 13.718 | 2.274 | 0 | 12.685 |
| 17 | CA Banfield | 7280 | 6.557 | 29.084 | 9.641 | 1.463 | 31.705 | 12.146 |
| 18 | Atlético Tucumán | 3454 | 8.124 | 60.419 | 17.020 | 1.957 | 28.005 | 12.021 |
| 19 | CA Huracán | 4921 | 10.463 | 22.229 | 11.792 | 1.159 | 4.183 | 11.652 |
| 20 | Godoy Cruz | 8968 | 3.960 | 25.403 | 5.810 | 689 | 4.957 | 10.923 |
| 21 | CA Lanús | 7096 | 7.442 | 12.165 | 16.656 | 892 | 19.102 | 9.429 |
| 22 | CA Aldosivi | 3238 | 2.890 | 10.969 | 8.057 | 841 | X | 7.264 |
| 23 | CA Sarmiento | 6477 | 2.411 | 11.564 | 3.869 | 1.020 | 23.930 | 6.664 |
| 24 | Argentinos Juniors | 5584 | 6.220 | 9.452 | 10.314 | 692 | 9.372 | 6.480 |
| 25 | Club Atlético Patronato | 5157 | 1.508 | 7.822 | 3.527 | 2.997 | X | 4.008 |
| 26 | Arsenal Fútbol Club | 4162 | 2.066 | 6.727 | 3.141 | 37 | 4.297 | 1.867 |
| | Total | 167262 | 33.911 | 85.777 | 106.645 | 7.619 | 71.397 | 57.858 |

X = No posee cuenta

Datos correspondientes de período 1/1/21 al 31/12/21

Fuente: Blinkfire

AFA
DATA