



FC BARCELONA

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Facebook **Brand Audit**: 1 April - 30 April 2017



EXECUTIVE SUMMARY

POSITIVES

Share of voice ▲ 23%

Comments ▲ 29%

Content Posted ▲ 17%

NEGATIVES

Negative Feedback ▼ 8%

Engagement ▼ 21%

Shares ▼ 12%

THE SCOREBOARD

FC Barcelona



Real Madrid



Villarreal CF



Sevilla FC



SD Eibar



Athletic Club



Atlético de Madrid



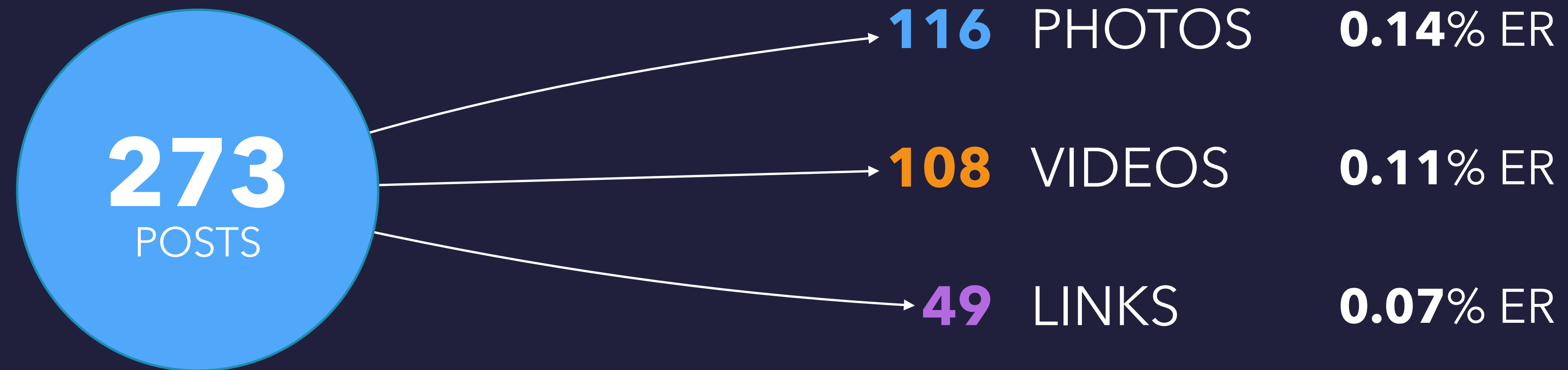
Real Sociedad



STATE OF THE LANDSCAPE

- FC Barcelona has 46% of the total audience in the competitive landscape. The brand grew 565% faster in April than the average growth in the landscape.
- FC Barcelona reach stood for 35% of the total reach in the landscape, and the share of voice was at 46%.
- FC Barcelona stood for 17% of all the new posts in March and the sentiment was 31% more positive than the average sentiment in the landscape.

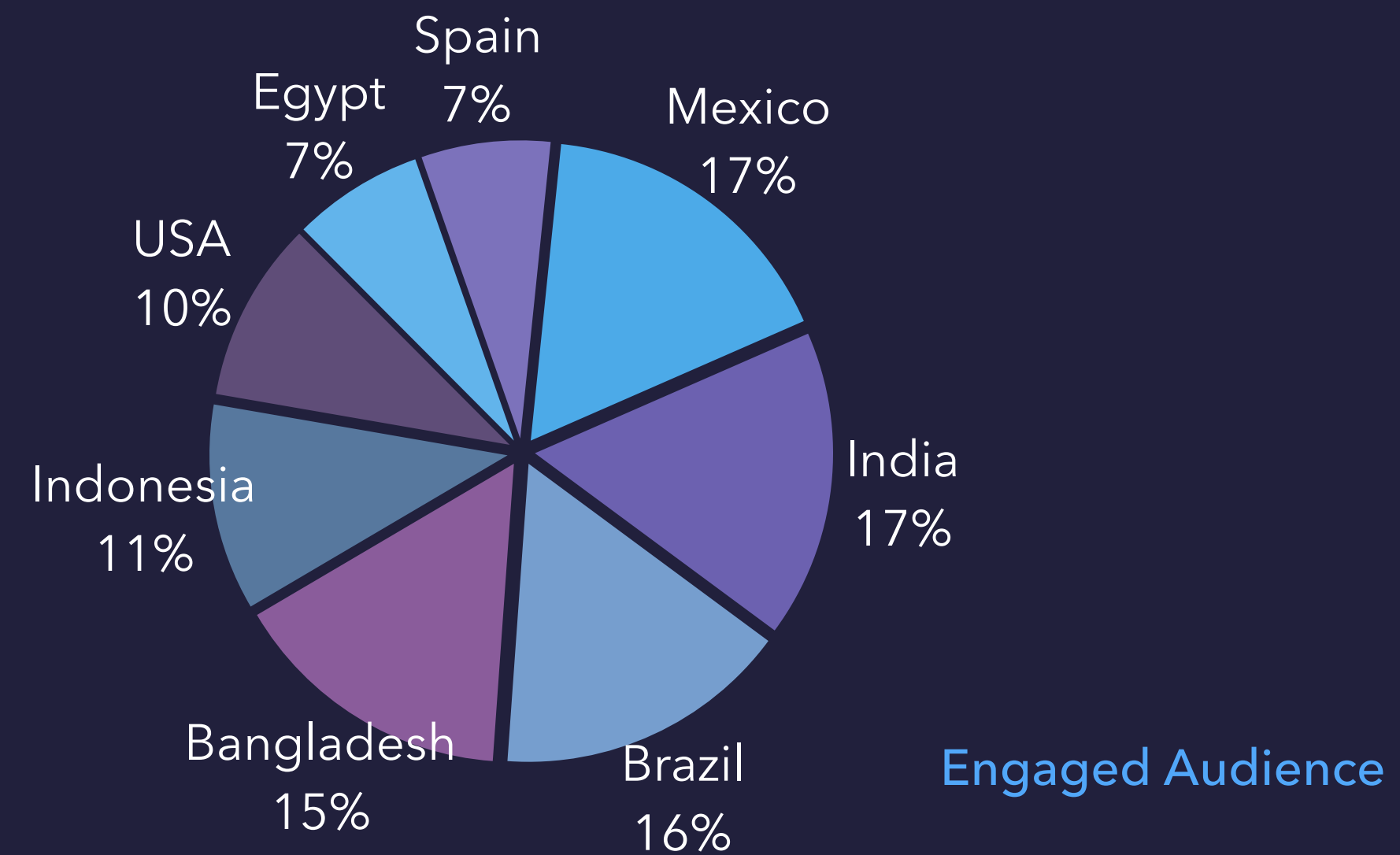
ACTIVITY



- FC Barcelona posted 273 times, which is a 17% increase compared to March.
- The most used post format were photos with 42% of all posts. Photos were the post format with the highest engagement rate at 2%.
- The average post engagement rate was at 0.11%, which is 35% lower than in March.

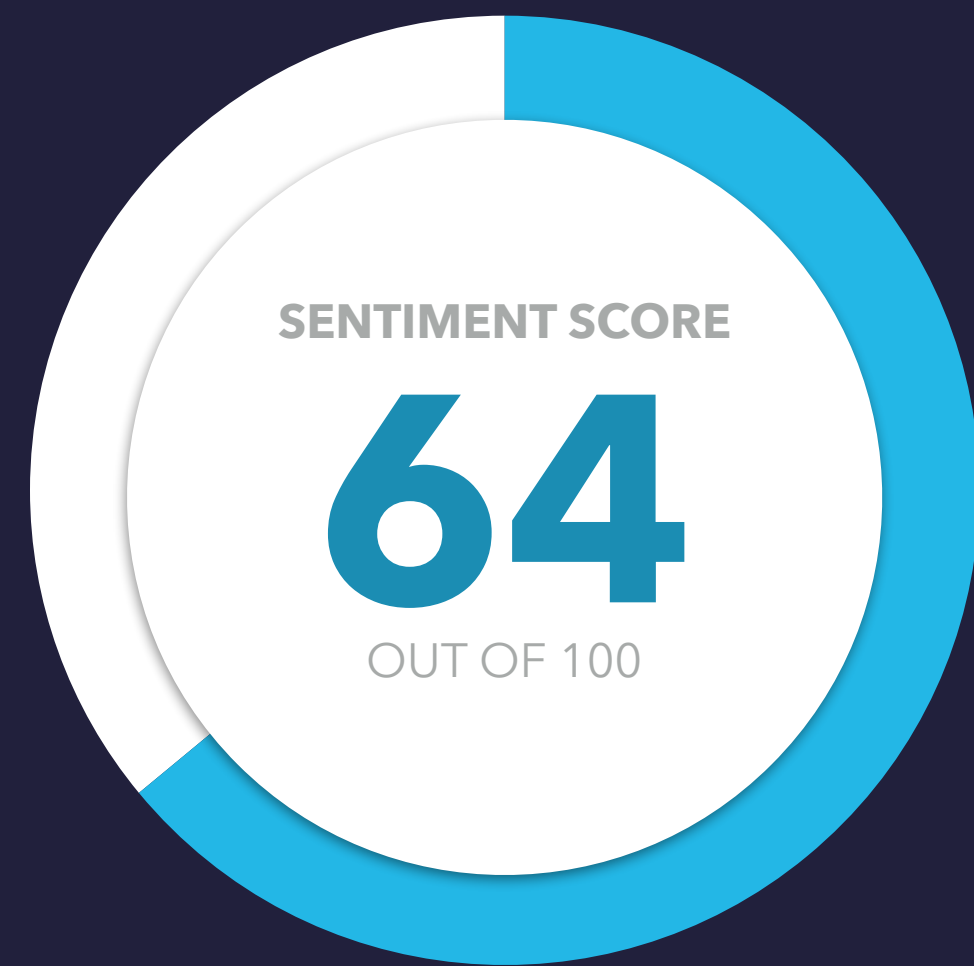
AWARENESS

MAJORITY **MALE**
 AGE GROUP **25-34**



- FC Barcelona audience is at 101,763,369. The brand grew by 2.7% in April. We predict the audience to grow by 0.3% in May.
- There were 30,435,423 engagements in total (a 15.8% decrease). Most engaged users were from Mexico with 17% of the total engagements. Male fans accounted for 65% of the engaged audience, and the largest segment was the age group 25 to 34.

WHAT PEOPLE ARE SAYING



CONTENT KEYWORDS

FC BARCELONA KEYWORDS THAT WORK

MESSI500



ELCLÁSICO



FULL



FINAL



FC BARCELONA KEYWORDS THAT DON'T WORK

FOTO



OSASUNA



PACO ALCÁCER



MATCH



COMPETITORS KEYWORDS THAT WORK

OSCAR DE MARCOS



FIFA



CONGRATULATIONS



LINE-UP



POST WITH THE HIGHEST ORGANIC REACH

FC BARCELONA



Video on 28/04/17 at 18:01 HRS

Barça Legends vs Real Madrid Leyendas
Ronaldinho Gaúcho is back Ronaldinho
vuelve a vestirse de azulgrana Ronaldinho

169,161 likes

60,833 comments

57,262 shares

0.28% engagement rate

287,256 engagement

3,667,268 impressions

2,202,501 total reach

POST SCORE

100

OUT OF 100

680% higher than the average
organic reach in the landscape

POST WITH THE GREATEST NUMBER OF COMMENTS

FC BARCELONA



Video on 28/04/17 at 18:01 HRS

Barça Legends vs Real Madrid Leyendas
Ronaldinho Gaúcho is back Ronaldinho
vuelve a vestirse de azulgrana Ronaldinho

169,161 likes

60,833 comments

57,262 shares

0.28% engagement rate

287,256 engagement

3,667,268 impressions

2,202,501 total reach

POST SCORE

100

OUT OF 100

9,203% more comments than the
average post in the landscape

POST WITH THE GREATEST NUMBER OF SHARES

FC BARCELONA



Photo on 23/04/17 at 20:42 HRS

974,745 likes
35,691 comments
244.457 shares
1.24% engagement rate
1,254,893 engagement
3,054,708 impressions
1,828,628 total reach



21,864% more shares than the average post in the landscape

POST WITH THE HIGHEST ORGANIC REACH

COMPETITORS



Video on 19/04/17 at 15:23 HRS

👏🏆👏 #RMUCL The dressing room celebrates Cristiano Ronaldo's hat-trick vs Bayern! ¡Así celebró el vestuario el

565,513 likes

14,708 comments

102,001 shares

0.61% engagement rate

619,357 engagement

3,703,758 impressions

2,242,997 total reach

Real Madrid

POST SCORE


99

OUT OF 100

105% higher than the average FC Barcelona organic reach.

POST WITH THE GREATEST NUMBER OF COMMENTS

COMPETITORS



LA CUENTA ATRAS 1:39:47
CINE DIRECTO
HOY JUGAMOS DE LA #quedadaBlanca DESDE LA PLAZA DE LOS SAGRADOS CORAZ

Video on 18/04/17 at 16:49 HRS

👏🚌👏👏 #QuedadaBlanca 📍 What a welcome by our #RMFans! Impresionante bienvenida de nuestros #RMFans!

170,734 likes
48,456 comments
25,324 shares
0.24% engagement rate
244,514 engagement
2,751,581 impressions
1,744,775 total reach

Real Madrid



1,765% more comments than the average FC Barcelona post.

POST WITH THE GREATEST NUMBER OF SHARES

COMPETITORS



Photo on 12/04/17 at 20:44 HRS

🏆 FT: FC Bayern München 1-2 Real Madrid C.F. (Vidal 25'; Cristiano Ronaldo 47', 77'). #RMUCL #HalaMadrid

1,314,750 likes

30,793 comments

177,800 shares

1.50% engagement rate

1,523,343 engagement

2,971,120 impressions

1,844,271 total reach

Real Madrid

POST SCORE

100

OUT OF 100

3,164% more shares than the average FC Barcelona post.



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