



FC BARCELONA

1

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



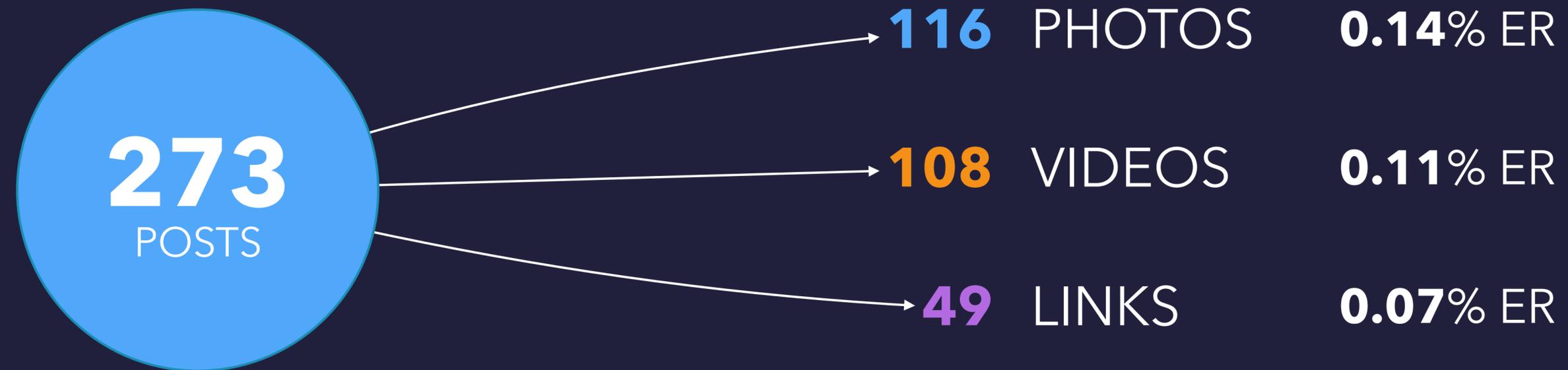
Real Sociedad



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.

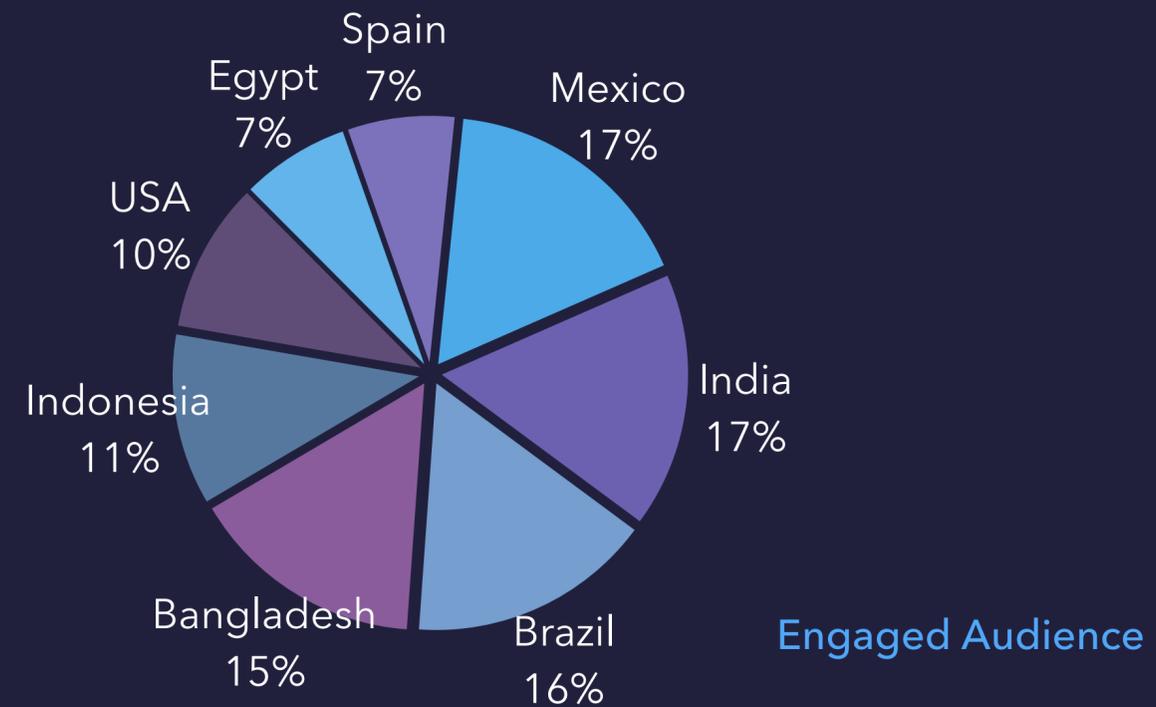
ACTIVITY



- 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

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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

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.



FC BARCELONA

15

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



ACTIVITY TIMELINE

POSTS

273

▲ 16.67%

ENGAGEMENT

30,847,497

▼ 16%

COMMENTS

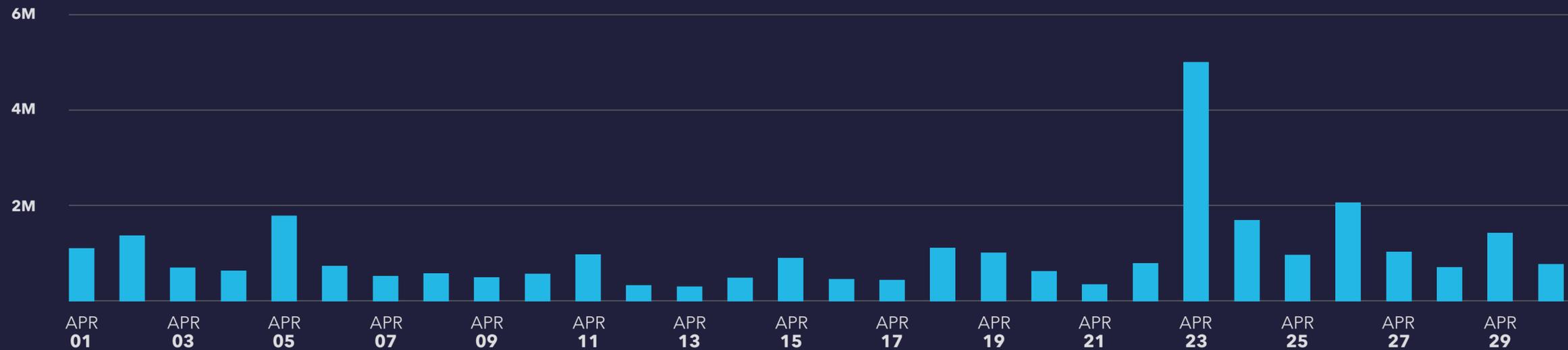
715,040

▲ 15.84%

SHARES

1,527,458

▲ 11.13%



- Photos were the best post format with the highest engagement rate at 2%.
- The most engaging day was Sunday, April 23 with 5,035,031 engagements.

MOST LIKED USER COMMENTS

KApil AC Like if you think Barcelona Win Champions League 2017!!!
One day , My comment will come on top. I will show it to My mom , who said that I can't achieve anything in my life #barca_forever ❤️❤️ i am the DIE HARD FAN FROM NEPAL THANK YOU KEEP LOVING BARCA💕💕💕
5,087 Likes

Sandy Haros Cervantes Ronaldo+ villa + iniesta + xavi + casillas + ramos + benzema + ozil + pique + puyol + fabregas + modric + marcelo + arbeloa + kaka + xavi alonso + callejon + valdes + sanchez=Leo Messi
4,044 Likes

Alina latiuc I would like to say "thank you" to the referee of the match! So many mistakes! It's ridiculous! Barça fought like lions tonight, but fortune was not on our side. We should have played better in Italy, it's our mistake, and we admit it 😞 Refs are not the ones to blame... Anyway, I am proud of my team and I will always be blaugrana 💙❤️
3,968 Likes

Alina latiuc This match was a disaster... Terrible line-up. Andre Gomes is so useless in Barça. He can't even play against Malaga, what can we say about Real Madrid? The club should get rid of him asap! The name I heard the most tonight was Umtiti, he was the best. When Roberto entered the field, the situation became better. But still...we didn't win. Anyway, we'll stay with Barça. Keep in mind this thing: "All problems are temporary" 💙❤️✌️
3,738 Likes

Rony Jack Now Barca will try to come back in camp nu with the super dive of Suarez and penalty gift by referee ohh I am sorry the referee was banned after PSG match
3,659 Likes

Sakib Mohd Thank you Barca for playing so well today. Barca played well balanced like real barca. Happy to see such a good play after long time. Madrid played dirty with messi but yet he scored. Missed you neymar. Missed ronaldo too 😂 this is the difference between u and messi.....Barrrrcaaaa!!!
3,475 Likes

Saif Berkaoui Respect for messi because he is a superb man and the best player🏃 on the planet🌍 . He is the king👑 of football. Without him, football would be such boring sport 😞😞. This player is my idol 🤩💕. I'm one of his biggest fans.🤩🤩
2,526 Likes

POST WITH THE GREATEST NUMBER OF LIKES

23/04/2017 at 20:42 HRS



974,745 likes
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3475 Likes

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2526 Likes

Damilare Babatunde Oseni *Ronaldo vs Messi* MAJOR TROPHIES AND AWARDS ONLY *Laliga* Ronaldo - 1 Messi - 8 *Uefa Champions League* Ronaldo - 3 Messi - 4 *Uefa Super Cup* Ronaldo - 2 Messi - 3 *Copa Del Rey*

1929 Likes



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Alisa Dedic 🙌🙌🙌 Ronaldinho=the reason why i love this game and Barca...love this...with ❤️ from Bosnia 🇧🇦

121 Likes

Belen Francia Ronaldinho is the reason why I started loving soccer. He is the reason why I still watch soccer. For me, there will never be a better than Ronaldinho. ❤️

90 Likes

Joelle Morkos 😍😍

84 Likes

Omar Martinez Andrade RONALDINHO EL MEJOR DE TODA LA HISTORIA POR ENCIME DE MESSI Y CRISTIANO RINALDO

81 Likes



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