



Reporte RRSS Clubes LPF

Enero - Junio
2023

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



Ranking	Equipos	Twitter	Facebook	Instagram	YouTube	TikTok	Seguidores Totales
1	Boca	5.723.150	8.767.780	8.264.249	630.000	2.100.000	25.545.797
2	River	5.267.283	8.987.063	7.722.407	460.000	2.800.000	25.368.173
3	San Lorenzo	798.044	1.031.222	491.027	44.800	252.400	2.617.493
4	Racing	415.005	626.745	625.628	48.500	558.100	2.273.978
5	Independiente	559.063	626.047	568.505	66.400	437.900	2.257.915
6	Talleres	409.058	500.592	469.450	54.400	252.066	1.685.566
7	Belgrano	288.476	489.820	347.631	47.300	170.200	1.343.427
8	Rosario Central	352.504	472.183	341.975	32.600	126.600	1.325.862
9	Newell's	409.117	297.063	496.496	41.500	74.718	1.318.894
10	Estudiantes	473.267	360.870	326.140	23.100	130.300	1.313.677
11	Gimnasia	366.342	222.244	327.720	16.100	88.800	1.021.206
12	Colón	221.657	297.856	282.350	9.290	58.812	869.965
13	Vélez	146.173	264.374	263.505	27.300	4.840	706.192
14	Argentinos Juniors	207.426	58.190	176.334	33.900	160.000	635.850
15	Atlético Tucumán	168.666	138.464	150.901	27.500	52.300	537.831
16	Huracán	97.127	188.399	133.977	14.900	47.700	482.103
17	Banfield	90.215	148.514	142.571	10.900	79.900	472.100
18	Lanús	125.494	127.787	162.123	8.900	43.800	468.104
19	Defensa y Justicia	109.505	95.475	167.730	3.120	88.200	464.030
20	Unión	154.785	108.965	113.449	12.300	64.100	453.599
21	Godoy Cruz	88.411	184.111	109.785	7.820	24.500	414.627
22	Tigre	113.808	70.938	143.373	12.300	1.996	342.415
23	Instituto	87.169	95.705	122.352	5.160	24.600	334.986
24	Platense	39.037	32.495	89.141	7.740	115.000	283.413
25	Sarmiento	36.526	29.258	52.084	2.750	52.852	173.470
26	Central Córdoba	29.475	35.401	86.340	11.000	7.403	170.211
27	Arsenal	66.333	21.456	59.958	1.520	9.093	158.360
28	Barracas Central	15.693	518	55.396	2.480	16.233	90.320
	Total	16.858.809	24.279.535	22.292.597	1.663.580	7.842.413	73.129.564

Datos al 30/06/23

X = No posee cuenta
N/D = No disponible

Fuente: Blinkfire

Posteos Totales por Red Social



Ranking	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok
1	Instituto	6.584	3.682	1.521	1.296	38	47
2	San Lorenzo	5.326	2.337	1.392	1.455	75	67
3	Belgrano	5.175	2.747	1.059	1.139	108	122
4	Argentinos Juniors	5.065	2.881	1.076	675	322	111
5	Talleres	4.880	2.504	1.115	1.018	127	116
6	Newell's	4.848	2.516	894	1.263	134	41
7	Rosario Central	4.691	2.155	1.245	1.009	200	82
8	Racing	4.628	2.493	1.006	782	244	103
9	Platense	4.309	2.692	1.046	455	101	15
10	River	4.174	2.206	892	885	104	87
11	Independiente	3.900	1.576	1.311	858	86	69
12	Boca	3.667	1.932	636	697	171	67
13	Unión	3.631	2.180	1.060	315	42	34
14	Sarmiento	3.533	1.449	1.028	976	34	46
15	Godoy Cruz	3.512	1.668	867	915	61	1
16	Lanús	3.122	1.888	672	459	75	28
17	Vélez	3.062	1.520	748	681	113	0
18	Tigre	2.844	1.428	654	679	66	17
19	Estudiantes	2.697	1.749	338	514	42	54
20	Barracas Central	2.499	1.330	298	557	263	51
21	Colón	2.338	1.165	588	521	19	45
22	Atlético Tucumán	2.278	1.426	389	360	90	13
23	Gimnasia	2.258	1.311	339	404	95	109
24	Defensa y Justicia	2.253	1.435	269	491	39	19
25	Huracán	2.187	1.104	647	392	21	23
26	Banfield	2.153	1.383	390	325	44	11
27	Arsenal	1.958	1.074	410	467	6	1
28	Central Córdoba	1.826	851	448	482	35	10
	Total	99.398	52.682	22.338	20.070	2.755	1.389
	%	100	53%	22%	20%	3%	1%

X = No posee cuenta ---- N/D = No disponible

Interacciones Totales



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Interacciones Totales
1	River	4.174	16.218.329	11.298.263	171.202.899	125.870	9.577.435	208.422.796
2	Boca	3.667	8.496.484	3.932.661	97.509.240	91.150	4.036.345	114.826.072
3	San Lorenzo	5.326	1.560.340	1.370.162	15.118.162	27.808	1.015.219	19.091.691
4	Talleres	4.880	1.154.428	1.069.561	14.752.016	20.515	1.859.198	18.855.718
5	Belgrano	5.175	1.214.108	1.384.081	13.879.286	15.063	1.165.904	17.658.442
6	Newell's	4.848	1.419.290	933.316	14.063.831	14.188	162.217	16.592.842
7	Independiente	3.900	1.263.701	1.072.929	11.554.211	36.990	1.849.064	15.776.895
8	Racing	4.628	832.768	1.177.433	9.547.985	46.428	2.926.333	14.530.947
9	Rosario Central	4.691	929.951	954.873	9.739.597	30.006	383.858	12.038.285
10	Estudiantes	2.697	1.135.279	383.665	4.615.232	0	301.026	6.435.202
11	Instituto	6.584	391.962	544.775	4.280.266	893	105.519	5.323.415
12	Gimnasia	2.258	465.228	353.133	3.105.872	14.764	870.944	4.809.941
13	Vélez	3.062	267.830	274.151	3.502.319	9.334	0	4.053.634
14	Colón	2.338	270.200	377.598	3.263.615	883	48.693	3.960.989
15	Argentinos Juniors	5.065	272.714	715.808	2.074.691	19.938	682.191	3.765.342
16	Tigre	2.844	262.165	351.070	2.470.000	1.703	7.419	3.092.357
17	Godoy Cruz	3.512	143.940	367.024	1.959.306	2.912	557	2.473.739
18	Atlético Tucumán	2.278	121.049	261.055	1.742.174	4.968	164.254	2.293.500
19	Unión	3.631	285.075	325.186	1.369.364	861	279.142	2.259.628
20	Huracán	2.187	262.061	256.362	1.455.763	1.897	151.058	2.127.141
21	Lanús	3.122	206.999	176.555	1.349.255	5.496	66.523	1.804.828
22	Platense	4.309	149.032	188.675	1.036.193	3.781	87.893	1.465.574
23	Defensa y Justicia	2.253	84.159	79.729	1.088.176	333	156.047	1.408.444
24	Central Córdoba	1.826	61.320	187.867	978.510	410	37.433	1.265.540
25	Sarmiento	3.533	55.520	175.925	910.238	491	25.779	1.167.953
26	Banfield	2.153	69.133	111.673	789.527	1.551	21.804	993.688
27	Arsenal	1.958	99.755	41.246	328.806	33	43	469.883
28	Barracas Central	2.499	12.646	3.878	376.023	6.017	47.274	445.838
	Total	99.398	37.705.466	28.368.654	394.062.557	484.283	26.029.172	487.410.324

X = No posee cuenta ---- N/D = No disponible

Datos correspondientes de período 1/01/23 al 30/06/23

Fuente: Blinkfire

Interacciones Promedio por Posteo



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Interacciones Promedio por Posteo
1	River	4.174	7.352	12.666	193.450	1.210	110.085	49.934
2	Boca	3.667	4.398	6.183	139.898	533	60.244	31.313
3	Independiente	3.900	802	818	13.466	430	26.798	4.045
4	Talleres	4.880	461	959	14.491	162	16.028	3.864
5	San Lorenzo	5.326	668	984	10.390	371	15.153	3.585
6	Newell's	4.848	564	1.044	11.135	106	3.957	3.423
7	Belgrano	5.175	442	1.307	12.186	139	9.557	3.412
8	Racing	4.628	334	1.170	12.210	190	28.411	3.140
9	Rosario Central	4.691	432	767	9.653	150	4.681	2.566
10	Estudiantes	2.697	649	1.135	8.979	0	5.575	2.386
11	Gimnasia	2.258	355	1.042	7.688	155	7.990	2.130
12	Colón	2.338	232	642	6.264	46	1.082	1.694
13	Vélez	3.062	176	367	5.143	83	0	1.324
14	Tigre	2.844	184	537	3.638	26	436	1.087
15	Atlético Tucumán	2.278	85	671	4.839	55	12.635	1.007
16	Huracán	2.187	237	396	3.714	90	6.568	973
17	Instituto	6.584	106	358	3.303	24	2.245	809
18	Argentinos Juniors	5.065	95	665	3.074	62	6.146	743
19	Godoy Cruz	3.512	86	423	2.141	48	557	704
20	Central Córdoba	1.826	72	419	2.030	12	3.743	693
21	Defensa y Justicia	2.253	59	296	2.216	9	8.213	625
22	Unión	3.631	131	307	4.347	21	8.210	622
23	Lanús	3.122	110	263	2.940	73	2.376	578
24	Banfield	2.153	50	286	2.429	35	1.982	462
25	Platense	4.309	55	180	2.277	37	5.860	340
26	Sarmiento	3.533	38	171	933	14	560	331
27	Arsenal	1.958	93	101	704	6	43	240
28	Barracas Central	2.499	10	13	675	23	927	178
	Total	99.398	716	1.270	19.634	176	18.740	4.904

X = No posee cuenta ---- N/D = No disponible

Datos correspondientes de período 1/01/23 al 30/06/23

Fuente: Blinkfire

Visualizaciones Totales de Videos



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Vistas Video Totales
1	Boca	3.667	19.778.332	18.049.637	441.749.416	3.280.782	35.238.643	518.857.102
2	River	4.174	30.858.892	29.455.375	292.799.465	2.960.050	59.299.000	415.372.782
3	Talleres	4.880	2.038.677	2.516.818	77.353.030	379.269	25.983.841	108.271.635
4	Belgrano	5.175	3.663.105	11.550.042	56.237.613	459.292	9.523.182	81.433.234
5	Newell's	4.848	13.570.358	125.642	65.966.020	485.652	1.117.043	81.264.715
6	Racing	4.628	4.193.049	12.399.382	34.635.079	778.768	23.871.911	75.878.189
7	Rosario Central	4.691	4.075.709	7.381.513	40.185.586	678.776	2.579.743	54.901.327
8	San Lorenzo	5.326	2.252.781	1.630.853	37.282.736	356.446	7.977.692	49.500.508
9	Independiente	3.900	2.170.176	3.626.537	20.447.984	490.619	16.683.536	43.418.852
10	Argentinos Juniors	5.065	9.974.642	15.752.143	8.664.133	589.285	7.721.081	42.701.284
11	Estudiantes	2.697	8.455.968	5.292.514	17.900.400	8.186	2.368.884	34.025.952
12	Gimnasia	2.258	3.432.839	2.567.292	18.766.698	242.765	8.902.595	33.912.189
13	Vélez	3.062	1.513.364	709.973	18.041.449	333.508	0	20.598.294
14	Godoy Cruz	3.512	569.428	4.315.195	7.526.578	60.547	4.352	12.476.100
15	Instituto	6.584	1.334.871	879.165	9.063.622	20.237	858.844	12.156.739
16	Unión	3.631	3.892.285	941.903	4.440.452	30.572	2.073.576	11.378.788
17	Colón	2.338	520.020	1.191.061	7.154.887	9.778	468.734	9.344.480
18	Platense	4.309	1.516.045	1.519.727	2.937.718	105.578	862.462	6.941.530
19	Banfield	2.153	223.774	1.056.200	5.285.599	42.522	299.157	6.907.252
20	Huracán	2.187	518.608	1.490.402	3.713.348	86.939	1.044.492	6.853.789
21	Atlético Tucumán	2.278	421.320	463.026	3.967.952	330.640	1.171.070	6.354.008
22	Lanús	3.122	1.511.790	261.922	3.373.494	170.939	709.376	6.027.521
23	Defensa y Justicia	2.253	94.526	639.810	2.703.661	9.976	1.390.521	4.838.494
24	Tigre	2.844	547.422	732.499	3.033.963	38.336	101.109	4.453.329
25	Sarmiento	3.533	139.030	777.925	2.753.116	39.160	288.842	3.998.073
26	Central Córdoba	1.826	623.473	29.783	2.124.495	40.791	370.528	3.189.070
27	Barracas Central	2.499	1.812	8.384	1.352.397	159.070	609.486	2.131.149
28	Arsenal	1.958	70.851	102.366	356.869	1.747	516	532.349
	Total	99.398	117.963.147	125.467.089	1.189.817.760	12.190.230	211.520.216	1.657.718.734

X = No posee cuenta ---- N/D = No disponible

Datos correspondientes de período 1/01/23 al 30/06/23

*Los datos son estimados

Fuente: Blinkfire

Visualizaciones Promedio de Videos por Posteo



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Vistas Video Promedio
1	Boca	3.667	66.819	101.975	1.606.362	19.186	525.950	451.180
2	River	4.174	95.538	138.940	1.463.997	28.462	681.598	448.567
3	Talleres	4.880	9.395	42.658	249.526	2.986	223.999	130.605
4	Independiente	3.900	33.387	75.553	269.052	5.705	241.790	126.218
5	Belgrano	5.175	11.932	97.059	215.470	4.253	78.059	88.804
6	San Lorenzo	5.326	9.752	42.917	179.244	4.753	119.070	79.969
7	Newell's	4.848	24.991	11.422	207.440	3.624	27.245	77.617
8	Racing	4.628	14.311	70.854	187.217	3.192	231.766	75.878
9	Gimnasia	2.258	15.056	38.318	110.392	2.555	81.675	50.691
10	Rosario Central	4.691	11.780	35.488	150.508	3.394	31.460	49.775
11	Estudiantes	2.697	25.393	36.003	133.585	195	43.868	47.924
12	Unión	3.631	35.384	19.223	74.008	728	62.836	38.703
13	Vélez	3.062	8.902	14.489	79.829	2.951	0	36.915
14	Argentinos Juniors	5.065	26.318	75.010	50.082	1.830	69.559	35.733
15	Colón	2.338	4.727	21.269	102.213	515	10.416	31.148
16	Huracán	2.187	6.403	24.433	57.128	4.140	45.413	27.306
17	Central Córdoba	1.826	23.980	4.964	46.185	1.165	37.053	25.927
18	Atlético Tucumán	2.278	4.580	23.151	96.779	3.674	90.082	24.820
19	Godoy Cruz	3.512	2.600	45.423	57.020	993	4.352	24.559
20	Defensa y Justicia	2.253	1.411	22.850	35.112	256	77.251	21.129
21	Lanús	3.122	14.262	8.449	52.711	2.279	25.335	19.827
22	Tigre	2.844	7.203	26.161	65.956	581	5.948	19.113
23	Banfield	2.153	1.708	27.795	34.546	966	27.196	18.322
24	Instituto	6.584	3.432	18.706	63.382	533	18.273	18.308
25	Platense	4.309	7.696	24.123	43.847	1.045	57.497	15.669
26	Sarmiento	3.533	927	6.483	17.425	1.152	6.279	7.870
27	Arsenal	1.958	2.084	3.791	15.516	291	516	5.850
28	Barracas Central	2.499	151	1.397	15.726	605	11.951	5.098
	Total	99.398	21.328	57.160	294.947	4.425	152.502	103.182

X = No posee cuenta ---- N/D = No disponible

Datos correspondientes de período 1/01/23 al 30/06/23

*Los datos son estimados

Fuente: Blinkfire



AFA
LFP

DATA

