



# Reporte RRSS Clubes LPF

Enero-Diciembre 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	6.116.105	8.776.485	9.268.371	716.000	2.700.000	27.576.961
2	River	5.555.344	8.986.313	8.445.002	485.000	3.300.000	26.771.659
3	San Lorenzo	797.060	1.031.139	721.332	48.900	295.800	2.894.231
4	Independiente	574.138	643.531	633.642	71.900	506.700	2.429.911
5	Racing	424.421	626.445	674.919	53.800	607.700	2.387.285
6	Talleres	416.331	502.369	552.334	57.800	311.600	1.840.434
7	Newell's	416.671	298.553	700.511	45.100	96.100	1.556.935
8	Rosario Central	361.422	485.885	392.361	35.700	163.900	1.439.268
9	Belgrano	293.926	499.188	380.757	51.800	187.100	1.412.771
10	Estudiantes	483.010	362.408	360.877	24.300	168.000	1.398.595
11	Gimnasia	369.230	222.457	337.457	17.200	98.200	1.044.544
12	Colón	230.572	298.383	299.973	10.000	65.400	904.328
13	Vélez	150.312	265.024	286.843	28.800	22.000	752.979
14	Argentinos Juniors	212.394	59.914	213.431	40.800	194.400	720.939
15	Atlético Tucumán	171.383	138.544	164.640	28.900	60.000	563.467
16	Defensa y Justicia	112.185	100.714	193.842	3.380	109.900	520.021
17	Huracán	100.605	189.308	150.789	15.800	55.200	511.702
18	Banfield	92.256	148.739	163.668	11.600	86.100	502.363
19	Lanús	128.808	128.394	171.246	10.200	48.900	487.548
20	Unión	158.500	109.616	128.866	13.200	71.000	481.182
21	Godoy Cruz	91.656	184.178	129.483	8.250	29.800	443.367
22	Tigre	116.190	71.785	156.463	12.600	15.700	372.738
23	Instituto	89.265	96.422	133.637	5.950	30.200	355.474
24	Platense	41.592	33.221	102.985	7.970	142.200	327.968
25	Central Córdoba	31.521	36.293	96.182	12.000	13.100	189.096
26	Sarmiento	38.813	30.161	58.316	2.830	58.400	188.520
27	Arsenal	67.556	22.748	63.115	1.580	9.855	164.854
28	Barracas Central	16.231	851	64.882	3.760	17.800	103.524
	Total	17.657.497	24.349.068	25.045.924	1.825.120	9.465.055	78.342.664

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 01/01/23 al 31/12/23

Fuente: Blinkfire

# Posteos Totales por Red Social



Ranking	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok
1	Instituto	11.250	6.346	2.536	2.148	92	128
2	Belgrano	9.929	5.073	2.063	2.273	285	235
3	San Lorenzo	9.911	4.265	2.633	2.747	153	113
4	Talleres	9.779	4.852	2.394	1.962	314	257
5	Argentinos Juniors	9.292	5.124	2.049	1.316	588	215
6	Rosario Central	9.036	4.299	2.192	2.056	366	123
7	Racing	8.356	4.365	1.963	1.504	355	169
8	Platense	8.295	4.964	2.068	1.023	192	48
9	River	8.089	3.961	1.805	1.854	211	258
10	Newell's	7.870	3.978	1.513	2.090	228	61
11	Independiente	7.314	2.914	2.494	1.619	157	130
12	Unión	6.650	3.878	1.971	624	72	105
13	Boca	6.328	3.407	1.209	1.278	322	112
14	Sarmiento	6.314	2.520	1.882	1.803	38	71
15	Godoy Cruz	5.836	2.835	1.291	1.626	79	5
16	Lanús	5.818	3.425	1.265	936	143	49
17	Estudiantes	5.400	3.353	739	1.116	61	131
18	Vélez	5.242	2.642	1.194	1.173	208	25
19	Barracas Central	5.053	2.469	912	1.085	513	74
20	Tigre	4.912	2.396	1.129	1.203	137	47
21	Defensa y Justicia	4.665	2.735	829	1.008	63	30
22	Atlético Tucumán	4.237	2.561	769	722	168	17
23	Colón	3.935	1.979	975	868	36	77
24	Banfield	3.894	2.489	625	621	126	33
25	Huracán	3.859	1.900	1.097	710	51	101
26	Gimnasia	3.665	2.047	592	753	117	156
27	Arsenal	3.245	1.741	698	797	8	1
28	Central Córdoba	3.060	1.374	758	823	74	31
	Total	181.234	93.892	41.645	37.738	5.157	2.802
	%	100	52%	23%	21%	3%	2%

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Datos correspondientes de período 01/01/23 al 31/12/23

Fuente: Blinkfire

# Interacciones Totales



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Interacciones Totales
1	River	8.410	33.673.860	23.484.481	369.671.077	275.435	24.046.924	451.151.777
2	Boca	6.648	18.815.609	8.227.590	205.377.438	248.691	9.345.686	242.015.014
3	San Lorenzo	9.911	2.683.659	2.507.207	29.352.610	53.692	2.144.521	36.741.689
4	Independiente	7.314	3.088.793	2.254.558	25.856.833	80.198	3.954.177	35.234.559
5	Talleres	9.779	2.164.524	2.029.723	27.464.474	64.083	3.314.795	35.037.599
6	Belgrano	9.929	2.128.505	2.468.476	26.092.873	65.158	1.819.576	32.574.588
7	Rosario Central	9.036	2.536.414	1.944.059	22.684.721	59.131	988.279	28.212.604
8	Newell's	7.870	2.152.971	1.392.543	23.848.484	28.760	368.137	27.790.895
9	Racing	8.356	1.689.039	1.891.014	18.897.894	85.506	4.413.519	26.976.972
10	Estudiantes	5.400	2.504.967	870.640	10.708.349	0	1.193.080	15.277.036
11	Instituto	11.250	696.569	955.734	7.641.680	2.825	230.221	9.527.029
12	Gimnasia	3.665	732.288	596.666	5.624.332	19.666	999.682	7.972.634
13	Vélez	5.242	513.612	493.538	6.198.628	17.676	135.061	7.358.515
14	Argentinos Juniors	9.292	656.353	1.179.733	4.198.802	44.275	1.235.088	7.314.251
15	Colón	3.935	622.371	645.161	5.750.172	2.849	101.981	7.122.534
16	Tigre	4.912	422.270	539.387	4.351.718	3.646	122.971	5.439.992
17	Godoy Cruz	5.836	254.624	518.042	3.767.886	3.503	12.666	4.556.721
18	Huracán	3.859	570.064	467.808	3.112.397	4.453	309.479	4.464.201
19	Atlético Tucumán	4.237	267.980	487.214	3.451.687	7.374	196.894	4.411.149
20	Unión	6.650	506.450	627.138	2.733.702	2.084	399.403	4.268.777
21	Platense	8.295	313.952	362.951	2.264.783	6.186	644.618	3.592.490
22	Lanús	5.818	407.551	340.615	2.692.221	11.035	115.613	3.567.035
23	Defensa y Justicia	4.665	216.238	226.766	2.539.721	793	513.049	3.496.567
24	Banfield	3.894	161.751	177.535	1.913.190	5.783	95.456	2.353.715
25	Sarmiento	6.314	101.020	356.148	1.648.842	635	114.511	2.221.156
26	Central Córdoba	3.060	77.172	280.001	1.539.619	819	88.475	1.986.086
27	Barracas Central	5.053	23.464	11.843	720.628	14.564	56.498	826.997
28	Arsenal	3.245	110.528	65.846	514.075	44	55	690.548
	Total	181.875	78.092.598	55.402.417	820.618.836	1.108.864	56.960.415	1.012.183.130

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Datos correspondientes de período 01/01/23 al 31/12/23

Fuente: Blinkfire

# Interacciones Promedio por Posteo



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Interacciones Promedio por Posteo
1	River	8.410	8.670	13.011	199.391	1.305	93.205	54.232
2	Boca	6.648	6.293	6.805	160.702	772	83.444	39.094
3	Independiente	7.314	1.098	904	15.971	511	30.417	4.886
4	Newell's	7.870	630	920	11.411	126	6.035	3.801
5	San Lorenzo	9.911	641	952	10.685	351	18.978	3.738
6	Talleres	9.779	459	848	13.998	204	12.898	3.634
7	Belgrano	9.929	447	1.197	11.479	229	7.743	3.387
8	Rosario Central	9.036	681	887	11.033	162	8.035	3.334
9	Racing	8.356	399	963	12.565	241	26.115	3.280
10	Estudiantes	5.400	840	1.178	9.595	0	9.107	3.037
11	Gimnasia	3.665	379	1.008	7.469	168	6.408	2.245
12	Colón	3.935	331	662	6.625	79	1.324	1.858
13	Vélez	5.242	200	413	5.284	85	5.402	1.423
14	Huracán	3.859	321	426	4.384	87	3.064	1.196
15	Tigre	4.912	190	478	3.617	27	2.616	1.149
16	Atlético Tucumán	4.237	106	634	4.781	44	11.582	1.048
17	Argentinos Juniors	9.292	171	576	3.191	75	5.745	914
18	Instituto	11.250	114	377	3.558	31	1.799	863
19	Banfield	3.894	110	284	3.081	46	2.893	819
20	Godoy Cruz	5.836	91	401	2.317	44	2.533	784
21	Defensa y Justicia	4.665	83	274	2.520	13	17.102	770
22	Unión	6.650	141	318	4.381	29	3.804	670
23	Central Córdoba	3.060	60	369	1.871	11	2.854	668
24	Lanús	5.818	122	269	2.876	77	2.359	623
25	Platense	8.295	97	176	2.214	32	13.430	547
26	Sarmiento	6.314	40	189	914	17	1.613	353
27	Arsenal	3.245	65	94	645	6	55	216
28	Barracas Central	5.053	10	13	664	28	763	164
	Total	181.875	913	1.330	21.745	215	20.328	5.846

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Datos correspondientes de período 01/01/23 al 31/12/23

Fuente: Blinkfire

# Visualizaciones Totales de Videos



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Vistas Video Totales
1	River	8.410	67.579.643	75.816.792	714.661.019	5.701.059	141.986.534	1.005.745.047
2	Boca	6.648	79.349.782	28.332.886	400.871.104	8.162.069	80.583.512	597.299.353
3	Talleres	9.779	10.542.438	4.362.845	70.535.794	1.083.844	37.302.709	123.827.630
4	Belgrano	9.929	14.508.688	13.906.577	53.265.886	1.044.651	14.314.637	97.040.439
5	Racing	8.356	12.986.190	13.356.816	31.261.252	1.330.866	36.508.935	95.444.059
6	Independiente	7.314	13.341.436	8.275.321	30.343.422	1.120.552	35.449.614	88.530.345
7	Newell's	7.870	21.049.328	448.553	49.676.149	859.509	2.738.854	74.772.393
8	San Lorenzo	9.911	11.051.172	5.392.244	38.865.525	752.120	17.515.961	73.577.022
9	Rosario Central	9.036	20.311.633	7.071.028	33.702.894	1.520.306	7.177.846	69.783.707
10	Estudiantes	5.400	21.450.440	9.279.048	23.461.942	34.478	12.590.913	66.816.821
11	Argentinos Juniors	9.292	10.083.926	21.847.429	15.034.322	1.439.869	13.391.197	61.796.743
12	Gimnasia	3.665	5.555.365	2.222.803	14.013.727	330.069	10.067.232	32.189.196
13	Vélez	5.242	3.653.413	1.206.636	10.100.309	597.363	2.187.597	17.745.318
14	Instituto	11.250	4.518.746	1.374.105	7.073.488	42.810	1.862.038	14.871.187
15	Platense	8.295	2.518.111	2.058.402	3.155.021	163.553	6.957.275	14.852.362
16	Unión	6.650	4.177.696	1.315.829	4.285.202	76.954	3.290.352	13.146.033
17	Huracán	3.859	2.571.237	1.829.555	4.635.137	164.469	2.386.395	11.586.793
18	Godoy Cruz	5.836	1.670.487	3.415.216	5.837.791	73.525	207.711	11.204.730
19	Banfield	3.894	791.484	1.320.746	7.242.115	144.239	1.153.337	10.651.921
20	Colón	3.935	2.521.701	1.923.833	5.032.227	36.346	896.256	10.410.363
21	Defensa y Justicia	4.665	404.071	1.095.826	3.775.709	20.489	4.210.451	9.506.546
22	Lanús	5.818	2.532.791	304.942	3.685.184	332.569	1.566.681	8.422.167
23	Tigre	4.912	1.661.619	840.315	3.956.702	66.803	1.801.379	8.326.818
24	Atlético Tucumán	4.237	927.252	427.038	3.297.576	446.129	1.496.233	6.594.228
25	Sarmiento	6.314	481.334	1.505.770	2.251.330	48.689	992.150	5.279.273
26	Central Córdoba	3.060	727.041	50.026	1.853.587	82.780	1.101.335	3.814.769
27	Barracas Central	5.053	381.270	7.919	1.147.758	443.208	768.044	2.748.199
28	Arsenal	3.245	89.731	89.756	243.556	1.913	799	425.755
	Total	181.875	317.438.025	209.078.256	1.543.265.728	26.121.231	440.505.977	2.536.409.217

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 01/01/23 al 31/12/23

\*Los datos son estimados

Fuente: Blinkfire

# Visualizaciones Promedio de Videos por Posteo



Rng.	Equipos	Posteos	Twitter	Facebook	Instagram	YouTube	TikTok	Vistas Video Promedio
1	River	8.410	115.127	159.951	1.498.241	27.019	567.946	495.111
2	Boca	6.648	147.765	78.702	843.939	25.348	719.496	281.694
3	Independiente	7.314	82.355	71.959	172.406	7.137	272.689	119.636
4	Talleres	9.779	20.753	32.559	116.588	3.452	145.147	68.112
5	San Lorenzo	9.911	26.126	37.708	97.652	4.916	157.801	59.916
6	Racing	8.356	26.341	46.866	97.085	3.749	218.616	58.843
7	Belgrano	9.929	24.384	58.431	96.148	3.665	60.913	50.886
8	Estudiantes	5.400	33.412	31.887	81.749	565	98.367	47.421
9	Newell's	7.870	26.746	19.502	97.981	3.770	45.648	46.587
10	Gimnasia	3.665	19.983	27.107	52.486	2.821	64.534	35.766
11	Rosario Central	9.036	25.842	28.284	54.891	4.154	58.356	32.624
12	Argentinos Juniors	9.292	16.032	52.899	46.690	2.449	62.576	28.530
13	Unión	6.650	21.424	16.448	38.605	1.069	32.258	23.475
14	Defensa y Justicia	4.665	3.640	22.830	20.860	325	145.188	22.006
15	Colón	3.935	14.921	23.179	45.335	1.010	11.640	21.871
16	Huracán	3.859	16.070	20.328	29.523	3.225	23.864	20.765
17	Tigre	4.912	11.954	23.342	40.375	488	38.327	18.221
18	Vélez	5.242	11.939	16.088	27.006	2.872	87.504	17.961
19	Godoy Cruz	5.836	5.760	35.950	29.785	931	41.542	16.849
20	Central Córdoba	3.060	21.384	6.253	21.553	1.119	35.527	16.372
21	Platense	8.295	6.359	14.703	19.596	852	148.027	15.868
22	Atlético Tucumán	4.237	6.623	13.775	42.826	2.656	88.014	15.229
23	Banfield	3.894	3.244	16.306	27.537	1.145	34.950	14.260
24	Lanús	5.818	11.257	7.261	25.592	2.326	31.973	13.967
25	Instituto	11.250	7.556	16.166	25.816	465	14.547	12.635
26	Sarmiento	6.314	1.844	6.692	7.927	1.281	13.974	6.006
27	Barracas Central	5.053	18.156	880	7.453	864	10.379	3.564
28	Arsenal	3.245	2.243	2.640	5.535	239	799	3.352
	Total	181.875	32.538	52.665	199.931	5.065	158.512	85.422

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Datos correspondientes de período 01/01/23 al 31/12/23

\*Los datos son estimados

Fuente: Blinkfire





DATA

