



DATA



Reporte RRSS Clubes LPF

Año 2024

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



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Ranking	Equipos	X	Facebook	Instagram	YouTube	TikTok	Seguidores Totales
1	River	6.030.925	9.583.091	8.835.022	546.000	4.000.000	28.995.038
2	Boca	6.731.444	9.034.246	9.699.062	152.000	3.200.000	28.816.752
3	San Lorenzo	805.090	1.063.803	763.945	59.600	421.900	3.114.338
4	Racing	444.468	752.198	870.239	61.100	699.100	2.827.105
5	Independiente	585.396	658.443	682.277	89.200	564.800	2.580.116
6	Talleres	428.097	578.799	706.160	77.900	594.400	2.385.356
7	Newell's	426.938	333.713	723.597	53.000	129.200	1.666.448
8	Estudiantes	492.345	405.033	433.520	31.500	260.500	1.622.898
9	Belgrano	302.779	535.444	436.330	58.700	284.800	1.618.053
10	Rosario Central	371.598	497.909	429.413	41.300	176.900	1.517.120
11	Gimnasia	371.979	230.830	331.305	21.400	106.900	1.062.414
12	Argentinos Juniors	214.712	156.664	230.880	60.500	216.300	879.056
13	Vélez	158.084	283.224	326.947	32.800	41.100	842.155
14	Atlético Tucumán	174.474	170.652	179.792	33.600	66.800	625.318
15	Defensa y Justicia	113.510	110.650	227.895	4.650	132.700	589.405
16	Huracán	104.560	210.535	176.509	18.500	59.100	569.204
17	Banfield	94.619	164.825	175.142	12.700	96.400	543.686
18	Lanús	131.634	144.912	193.769	12.100	58.300	540.715
19	Unión	162.030	128.381	143.502	14.900	77.500	526.313
20	Godoy Cruz	95.391	197.729	144.620	9.150	36.900	483.790
21	Instituto	91.936	121.340	151.853	6.760	51.400	423.289
22	Tigre	118.163	87.541	157.676	13.000	26.300	402.680
23	Platense	43.737	48.186	110.668	11.000	155.100	368.691
24	Riestra	16.207	0	102.351	0	165.400	283.958
25	Central Córdoba	33.987	65.090	118.112	14.700	22.200	254.089
26	Sarmiento	40.489	62.813	68.529	3.000	58.200	233.031
27	Ind. Rivadavia	24.981	39.092	73.747	1.140	14.300	153.260
28	Barracas Central	16.981	2.356	79.164	5.200	19.800	123.501
	Total	18.626.554	25.667.499	26.572.026	1.445.400	11.736.300	84.047.779

No se contabiliza la información de Threads al no estar completa

Datos correspondientes de período 01/01/24 al 31/12/24

Fuente: Blinkfire

Posteos Totales por Red Social



Ranking	Equipos	Posteos	X	Facebook	Instagram	YouTube	TikTok
1	Talleres	9.808	3.783	2.757	2.310	505	453
2	Belgrano	9.112	4.096	2.074	2.305	293	344
3	River	8.241	3.464	1.911	2.144	266	456
4	Racing	7.707	3.846	1.706	1.871	149	135
5	Lanús	7.611	4.010	1.877	1.582	94	48
6	San Lorenzo	7.197	3.214	1.762	2.006	122	93
7	Platense	7.019	2.855	2.493	1.398	191	82
8	Rosario Central	6.794	3.124	1.828	1.561	231	50
9	Independiente	6.727	2.569	2.305	1.584	167	102
10	Estudiantes	6.584	3.089	1.449	1.665	191	190
11	Argentinos Juniors	6.470	2.582	1.822	1.362	467	237
12	Instituto	6.237	3.243	1.203	1.502	95	194
13	Sarmiento	5.496	2.284	1.623	1.572	9	8
14	Newell's	5.377	2.334	1.204	1.581	205	53
15	Unión	5.372	2.824	1.485	871	53	139
16	Boca	5.001	2.471	780	1.082	563	105
17	Godoy Cruz	4.924	2.037	1.346	1.476	46	19
18	Barracas Central	4.896	2.528	558	1.315	435	60
19	Vélez	4.441	2.358	885	1.006	145	47
20	Atlético Tucumán	4.289	2.361	836	873	211	8
21	Huracán	3.672	1.523	1.027	900	84	138
22	Tigre	3.390	1.456	874	910	109	41
23	Gimnasia	3.279	1.542	607	873	124	133
24	Ind. Rivadavia	3.275	1.795	668	725	32	55
25	Defensa y Justicia	3.124	1.688	610	713	80	33
26	Central Córdoba	3.024	1.154	818	954	81	17
27	Banfield	2.885	1.405	740	649	55	36
28	Riestra	1.514	864	0	473	0	177
	Total	153.466	70.499	37.248	37.263	5.003	3.453
	%	100	46%	24%	24%	3%	2%

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Datos correspondientes de período 01/01/24 al 31/12/24

Fuente: Blinkfire

Interacciones Totales



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Rng.	Equipos	Posteos	X	Facebook	Instagram	YouTube	TikTok	Interacciones Totales
1	River	8.241	25.095.162	15.999.048	352.639.179	366.579	28.149.543	422.249.511
2	Boca	5.001	15.136.149	4.458.350	163.522.975	333.417	9.845.645	193.296.536
3	Talleres	9.808	1.899.276	1.977.370	30.576.820	261.754	8.107.027	42.822.247
4	Racing	7.707	2.568.395	1.495.257	25.156.376	36.104	2.562.743	31.818.875
5	San Lorenzo	7.197	2.228.749	1.459.294	23.436.438	44.012	3.600.626	30.769.119
6	Independiente	6.727	2.513.131	1.777.116	23.317.749	64.802	2.092.145	29.764.943
7	Belgrano	9.112	1.368.345	1.999.273	22.364.270	56.653	2.603.389	28.391.930
8	Estudiantes	6.584	2.480.018	1.525.070	16.103.305	1.186	2.441.533	22.551.112
9	Rosario Central	6.794	1.857.418	1.325.596	18.831.230	40.930	302.899	22.358.073
10	Newell's	5.377	1.283.886	790.696	15.677.559	23.393	254.290	18.029.824
11	Vélez	4.441	1.351.102	513.143	7.205.145	21.212	203.514	9.294.116
12	Instituto	6.237	367.371	459.007	5.353.951	1.681	487.475	6.669.485
13	Gimnasia	3.279	416.268	285.612	4.742.275	11.026	329.357	5.784.538
14	Argentinos Juniors	6.470	405.002	541.575	3.576.941	80.712	887.692	5.491.922
15	Lanús	7.611	581.340	450.776	4.088.588	6.116	143.067	5.269.887
16	Unión	5.372	308.597	441.691	3.691.185	1.424	201.874	4.644.771
17	Huracán	3.672	608.016	398.732	3.504.074	8.898	84.852	4.604.572
18	Riestra	1.514	139.543	0	1.429.759	0	2.764.507	4.333.809
19	Godoy Cruz	4.924	216.382	408.758	3.277.326	2.288	35.418	3.940.172
20	Atlético Tucumán	4.289	187.452	339.362	2.990.218	7.085	20.788	3.544.905
21	Platense	7.019	298.834	296.709	2.134.476	7.137	753.254	3.490.410
22	Tigre	3.390	223.622	201.643	2.252.412	1.431	167.741	2.846.849
23	Defensa y Justicia	3.124	163.967	140.217	1.994.942	2.191	280.983	2.582.300
24	Ind. Rivadavia	3.275	143.419	257.236	2.002.744	1.605	51.183	2.456.187
25	Central Córdoba	3.024	74.703	401.206	1.778.893	1.661	23.891	2.280.354
26	Banfield	2.885	144.166	140.483	1.459.966	1.101	211.597	1.957.313
27	Sarmiento	5.496	134.889	271.529	1.404.126	325	7.810	1.818.679
28	Barracas Central	4.896	16.119	11.111	585.117	9.739	16.444	638.530
	Total	153.466	62.211.321	38.365.860	745.098.039	1.394.462	66.631.287	913.700.969

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Datos correspondientes de período 01/01/24 al 31/12/24

Fuente: Blinkfire

Interacciones Promedio por Posteo



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Rng.	Equipos	Posteos	X	Facebook	Instagram	YouTube	TikTok	Interacciones Promedio por Posteo
1	River	8.241	7.245	8.372	164.477	1.378	61.731	46.161
2	Boca	5.001	6.126	5.716	151.130	592	93.768	32.662
3	Independiente	6.727	978	771	14.721	388	20.511	4.425
4	San Lorenzo	7.197	693	828	11.683	361	38.716	4.275
5	Racing	7.707	668	876	13.445	242	18.983	4.125
6	Talleres	9.808	502	717	13.237	518	17.896	4.099
7	Newell's	5.377	550	657	9.916	114	4.798	3.353
8	Estudiantes	6.584	803	1.052	9.672	6	12.850	3.306
9	Rosario Central	6.794	595	725	12.064	177	6.058	3.291
10	Belgrano	9.112	334	964	9.703	193	7.568	3.114
11	Riestra	1.514	162	0	3.023	0	15.619	2.862
12	Vélez	4.441	573	580	7.162	146	4.330	1.943
13	Gimnasia	3.279	270	471	5.432	89	2.476	1.764
14	Huracán	3.672	399	388	3.893	106	615	1.254
15	Instituto	6.237	113	382	3.565	18	2.513	998
16	Unión	5.372	109	297	4.238	27	1.452	865
17	Argentinos Juniors	6.470	157	297	2.626	173	3.746	849
18	Tigre	3.390	154	231	2.475	13	4.091	840
19	Defensa y Justicia	3.124	97	230	2.798	27	8.515	827
20	Atlético Tucumán	4.289	79	406	3.425	34	2.599	827
21	Godoy Cruz	4.924	106	304	2.220	50	1.864	800
22	Central Córdoba	3.024	65	490	1.865	21	1.405	754
23	Ind. Rivadavia	3.275	80	385	2.762	50	931	750
24	Banfield	2.885	103	190	2.250	20	5.878	642
25	Lanús	7.611	145	240	2.584	65	2.981	610
26	Platense	7.019	105	119	1.527	37	9.186	458
27	Sarmiento	5.496	59	167	893	36	976	331
28	Barracas Central	4.896	6	20	445	22	274	130
	Total	153.466	882	1.030	19.996	279	19.297	5.763

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Datos correspondientes de período 01/01/24 al 31/12/24

Fuente: Blinkfire

Visualizaciones Totales de Videos

Rng.	Equipos	Posteos	X	Facebook	Instagram	YouTube	TikTok	Vistas Video Totales
1	River	8.241	44.513.552	53.035.123	931.588.913	6.712.902	179.518.206	1.215.368.696
2	Boca	5.001	36.068.169	23.873.407	863.839.257	8.529.488	83.327.533	1.015.637.854
3	Talleres	9.808	3.358.160	4.838.074	93.415.451	3.906.629	73.725.256	179.243.570
4	Racing	7.707	12.466.466	15.024.826	97.115.743	819.358	21.525.603	146.951.996
5	Belgrano	9.112	5.538.823	17.518.321	88.255.580	1.130.625	25.797.548	138.240.897
6	Estudiantes	6.584	7.465.060	22.342.143	51.626.466	523.837	21.491.216	103.448.722
7	Independiente	6.727	6.515.348	13.020.166	59.622.433	1.432.761	22.042.380	102.633.088
8	San Lorenzo	7.197	5.830.011	7.948.258	45.537.052	733.448	33.198.992	93.247.761
9	Rosario Central	6.794	3.579.223	5.554.392	44.369.946	1.294.767	2.447.597	57.245.925
10	Newell's	5.377	4.246.013	2.038.352	47.148.547	889.459	2.092.300	56.414.671
11	Riestra	1.514	1.020.306	0	11.137.362	0	33.900.766	46.058.434
12	Argentinos Juniors	6.470	1.757.177	3.565.375	22.073.704	2.571.898	9.454.641	39.422.795
13	Instituto	6.237	2.030.753	146.445	21.861.662	28.110	4.497.734	28.564.704
14	Lanús	7.611	2.590.607	2.415.087	18.480.513	190.225	1.892.827	25.569.259
15	Gimnasia	3.279	1.731.364	489.857	15.860.124	314.206	3.309.856	21.705.407
16	Vélez	4.441	3.395.250	986.524	12.915.301	649.495	2.792.524	20.739.094
17	Unión	5.372	410.927	705.099	13.219.114	35.046	1.957.254	16.327.440
18	Platense	7.019	1.067.269	1.363.135	5.474.154	326.644	7.412.029	15.643.231
19	Banfield	2.885	440.475	1.141.367	9.228.113	27.581	2.647.518	13.485.054
20	Central Córdoba	3.024	109.306	2.547.120	8.592.217	133.232	251.960	11.633.835
21	Defensa y Justicia	3.124	1.245.408	704.605	5.830.962	46.209	3.375.578	11.202.762
22	Huracán	3.672	1.473.066	2.259.061	5.494.069	235.077	819.205	10.280.478
23	Ind. Rivadavia	3.275	338.914	2.176.366	6.349.169	19.109	442.058	9.325.616
24	Godoy Cruz	4.924	595.994	297.266	5.275.288	59.681	434.012	6.662.241
25	Sarmiento	5.496	215.824	1.334.205	3.772.505	4.785	125.440	5.452.759
26	Atlético Tucumán	4.289	512.476	540.201	3.515.659	293.839	208.712	5.070.887
27	Tigre	3.390	148.567	156.218	2.647.554	36.958	1.852.567	4.841.864
28	Barracas Central	4.896	12.189	4.268	2.028.763	400.014	381.542	2.826.776
	Total	153.466	148.676.697	186.025.261	2.496.275.621	31.345.383	540.922.854	3.403.245.816

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Datos correspondientes de período 01/01/24 al 31/12/24

*Los datos son estimados

Fuente: Blinkfire

Visualizaciones Promedio de Videos por Posteo



LIGA PROFESIONAL DE FÚTBOL

Rng.	Equipos	Posteos	X	Facebook	Instagram	YouTube	TikTok	Vistas Video Promedio
1	River	8.241	103.041	141.427	1.734.802	25.236	441.077	599.189
2	Boca	5.001	71.422	111.039	2.047.012	15.150	833.275	487.851
3	Riestra	1.514	15.697	0	92.044	0	192.618	127.233
4	San Lorenzo	7.197	23.320	43.672	150.785	6.012	373.022	98.675
5	Independiente	6.727	22.941	63.513	199.406	8.579	216.102	97.098
6	Racing	7.707	17.007	56.912	171.886	5.499	163.073	79.735
7	Talleres	9.808	5.434	33.137	126.751	7.736	162.749	72.893
8	Belgrano	9.112	8.098	42.832	115.066	3.859	76.551	55.474
9	Estudiantes	6.584	12.983	51.718	114.981	2.743	116.169	54.307
10	Rosario Central	6.794	10.435	43.057	114.948	5.605	49.951	50.304
11	Newell's	5.377	8.197	33.973	121.517	4.339	41.846	46.204
12	Gimnasia	3.279	13.318	27.214	60.076	2.534	24.886	32.445
13	Instituto	6.237	5.503	20.921	61.582	296	23.304	27.462
14	Central Córdoba	3.024	1.682	51.982	39.779	1.645	14.821	27.119
15	Unión	5.372	2.270	18.079	60.361	661	14.392	25.999
16	Lanús	7.611	6.626	10.830	69.476	2.024	39.434	24.528
17	Banfield	2.885	1.835	9.591	53.342	501	73.542	21.412
18	Argentinos Juniors	6.470	3.493	9.636	66.487	5.507	42.208	20.793
19	Defensa y Justicia	3.124	7.413	17.615	25.801	578	105.487	20.518
20	Tigre	3.390	2.913	31.244	61.571	339	48.752	19.682
21	Vélez	4.441	7.647	22.421	33.116	4.479	59.415	19.234
22	Ind. Rivadavia	3.275	1.606	24.182	41.228	597	9.022	17.399
23	Godoy Cruz	4.924	3.748	29.727	34.255	1.297	22.843	17.171
24	Platense	7.019	2.547	8.212	30.754	1.710	91.507	14.880
25	Huracán	3.672	6.916	19.816	27.198	2.799	5.936	13.689
26	Atlético Tucumán	4.289	7.118	38.586	45.658	1.393	26.089	13.275
27	Sarmiento	5.496	1.270	8.444	18.493	532	15.680	9.932
28	Barracas Central	4.896	222	854	9.848	920	6.467	3.719
	Total	153.466	16.803	47.846	289.189	6.265	161.663	112.983

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*Los datos son estimados

Fuente: Blinkfire



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