

## audience engagement

What engagement can your club or centre expect from Facebook audiences this season?

AUDIENCE	Average POSTS Per Season	Average REACTIONS Per Season	Average COMMENTS Per Season	Average SHARES Per Season
Less than 300	35	165	30	15
300 to 499	55	355	60	20
500 to 700	85	745	130	35
700 to 1,000	115	1,150	185	50
1,000 Plus	155	2,150	360	80

The key to increasing audience engagement is audience growth and more frequent posting.

There is a direct relationship between the number of times a club publishes posts and the audience engagement it receives.

As can be seen in the table above, the larger the audience the greater the average reactions per season.



## audience sentiment

Not all Reactions are created equal!

SENTIMENT	Season TOTAL	Percentage of TOTAL
Like	345,700	87.6%
Love	43,250	11.0%
Wow	1,875	0.5%
HaHa	885	0.2%
Sad	2,705	0.7%
Angry	325	0.1%

Wow, HaHa, Sad, Angry and Love audience Reactions are 'worth' a lot more than Likes.

The table above shows the total number of Facebook reactions Little Athletics clubs around the country generated last season by sentiment.

As you can see, a "Like" is the easiest to achieve and viewed as the default Reaction. Where it gets interesting is looking at alternatives available to audiences that first began to appear back in 2016.

The amount of "Love" in the sport is growing rapidly, already reaching 11% of the total. This infers a "deeper" connection to a post than a "Like" and as such has a greater value from an engagement perspective.

All of the remaining Reactions have totals below 1% suggesting that they are in effect 10x harder to achieve than a "Love".

This group of Reactions is even more valuable due to its rarity. Consider investigating what characteristics of these posts are different, what can be learned and what can be applied to future posts?

A "Wow" reaction infers post content that is extraordinary.

Getting someone to laugh on social media is not as easy as it seems so any "HaHa" responses should be viewed as a major achievement.

Unfortunately, a "Sad" Reaction is most commonly associated with a death within the club community, hence it has the highest percentage of the four.

Thankfully there isn't a lot of anger in sport (!) but when there is, the "Angry" Reaction is most commonly associated with event cancellations or disruptions.