

Meta Sports

ONLINE RULE

Chris Cairns
Sports Partnerships



Agenda

1. Grow and Engage Your Audience
2. Define Your Content Strategy
3. Monetisation Opportunities
4. Safety
5. Q&A

**Welcome
to the
world's
largest
stadium**

*Facebook, Instagram, WhatsApp, and/or Messenger



3B

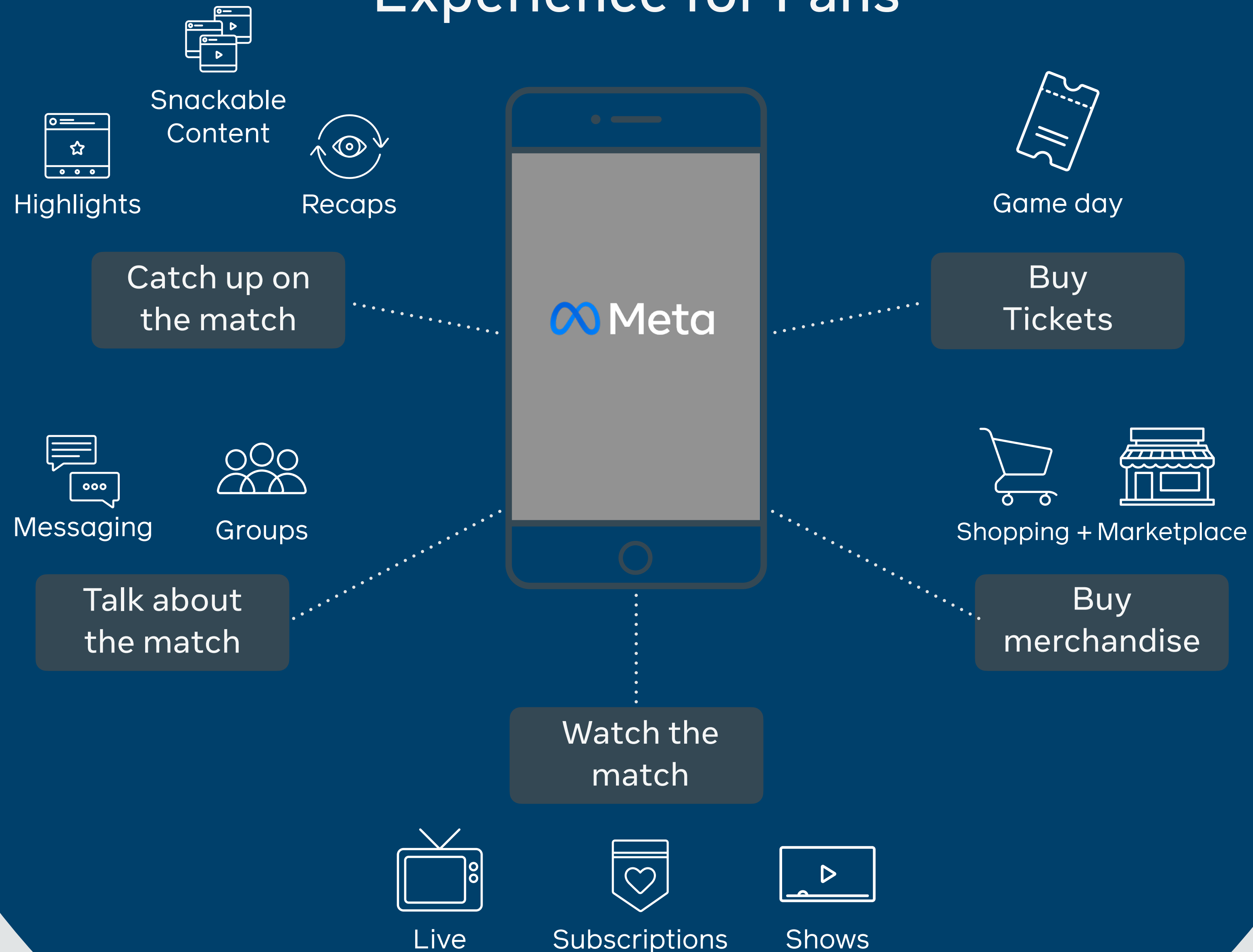
people use one of the
Facebook family of apps
each day*



3.88B

people use one of the
Facebook family of apps
each month*

Meta Offers a Complete Experience for Fans



Grow and Engage Your Audience

Fans Want Video Content

2B

Reels reshared each day across
Facebook & Instagram

> 2B

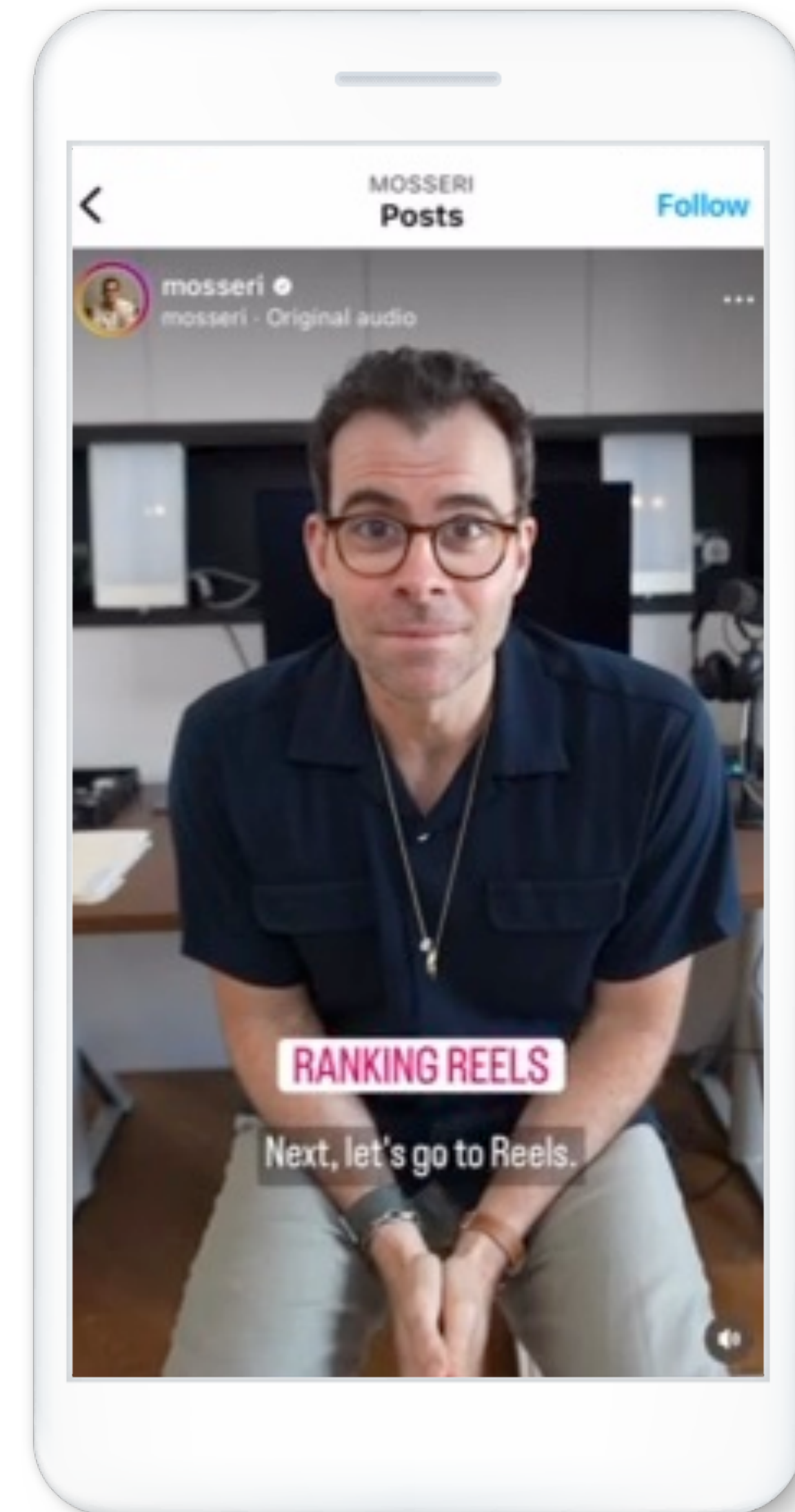
People watch monetisable videos each
Month.

> 50%

Of time spent on Facebook and
Instagram is watching video.

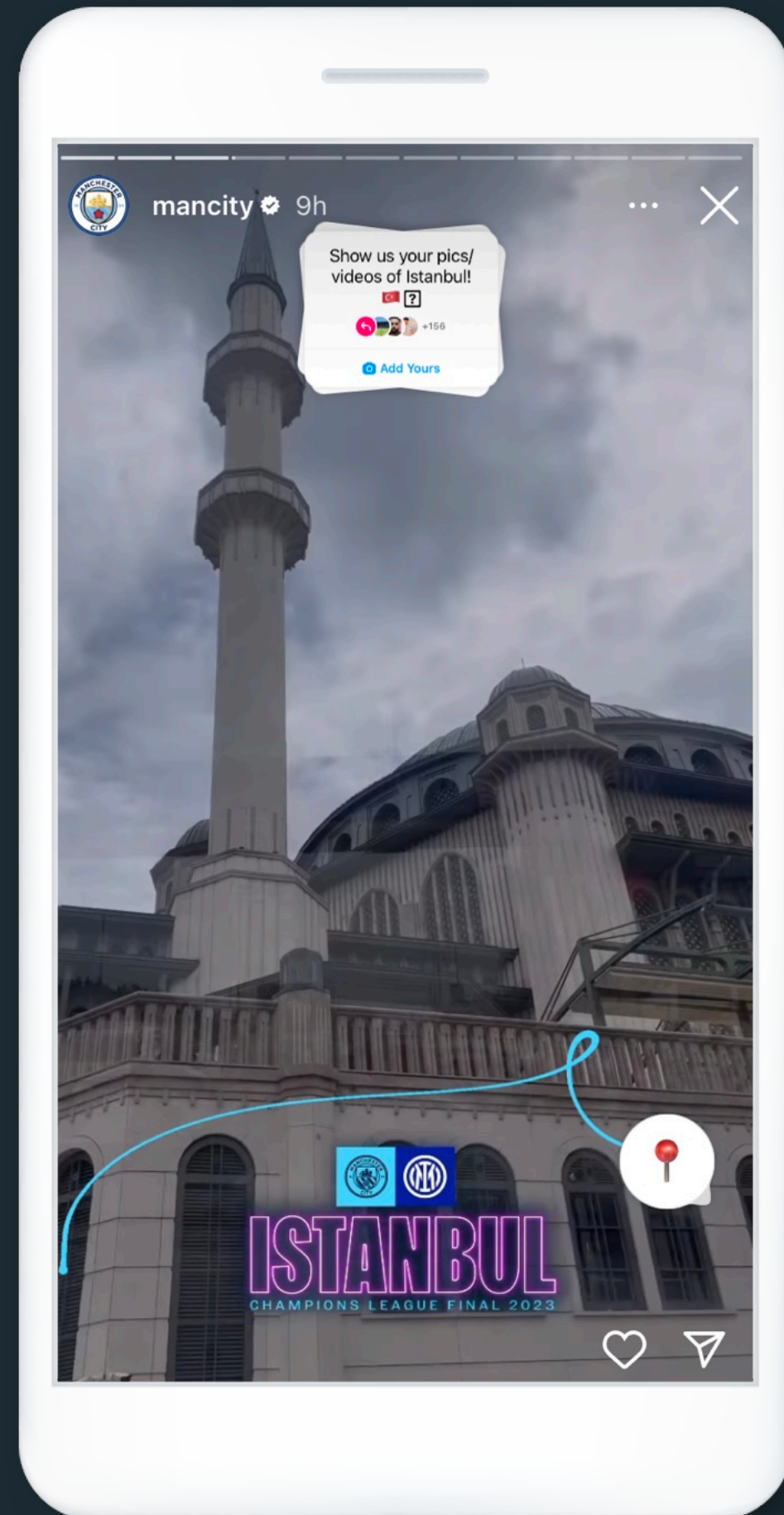
How Does The Algorithm Work?

- We want to serve the best content possible to our fans and use hundreds of signals to predict what content will be most interesting to each person.
- Signals are weighted differently for different video formats but generally focused on a person's previous interaction with the publisher and how that individual post is performing.
- Signals for video include interactions, watch time, previous viewing habits and many more.
- Watch the full breakdown of how the Instagram algorithm works [here](#). And a review of video best practices on Facebook [here](#).



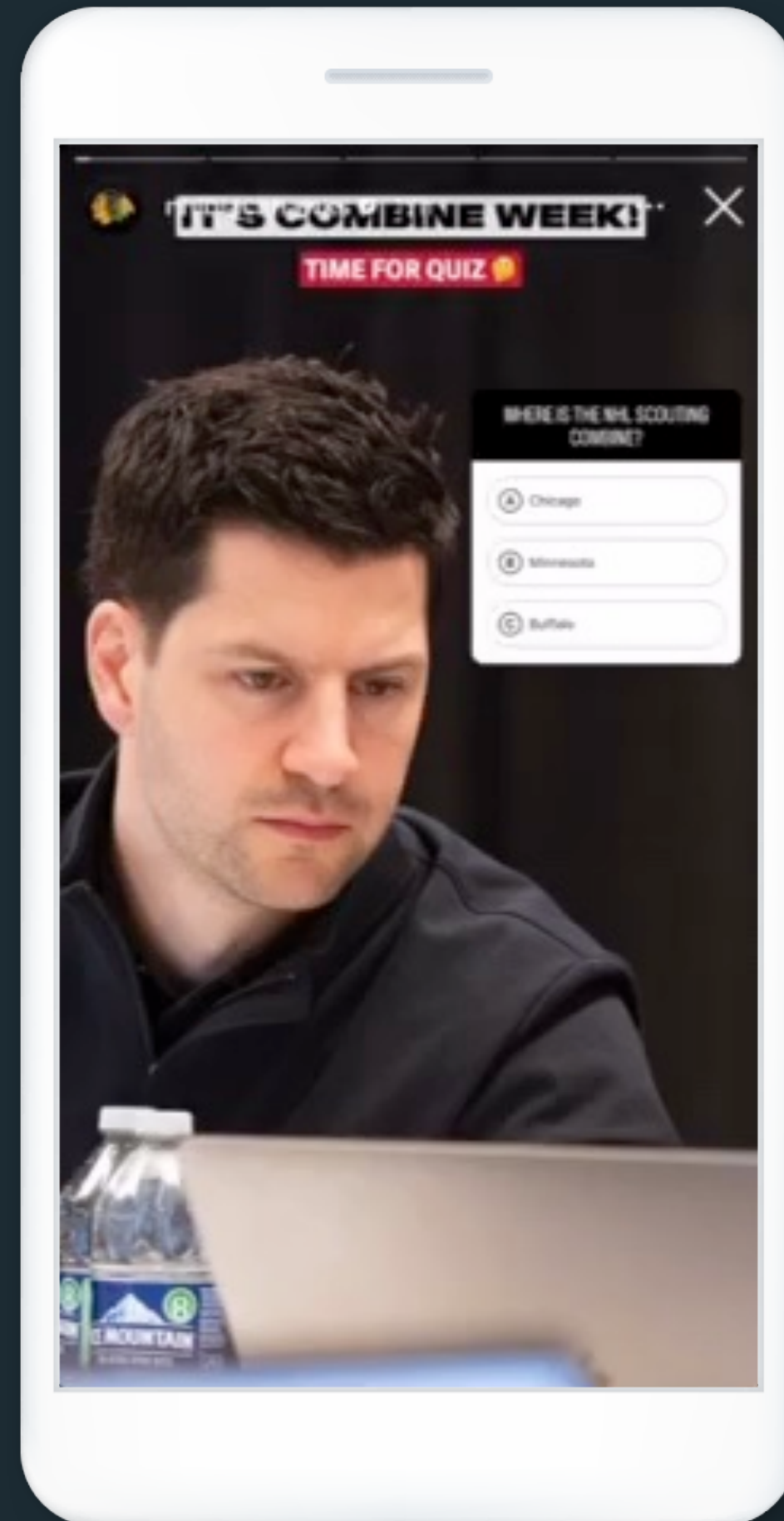
Video Formats

	Max. Video Length	Suggested Frequency	Examples
STORIES	Up to 60 seconds	Daily	<ul style="list-style-type: none">• Behind the scenes• Real-time updates
REELS	Up to 15 minutes	Daily	<ul style="list-style-type: none">• Entertaining, beyond your core output• Your take on trending content
VIDEO	Up to 60 minutes (IG) / 4 hours (FB)	Multiple times per Week	<ul style="list-style-type: none">• Your highlights• Long-form storytelling• Episodic content
LIVE	Up to 4 hours	Weekly	<ul style="list-style-type: none">• Direct conversations with fans• Premium Access



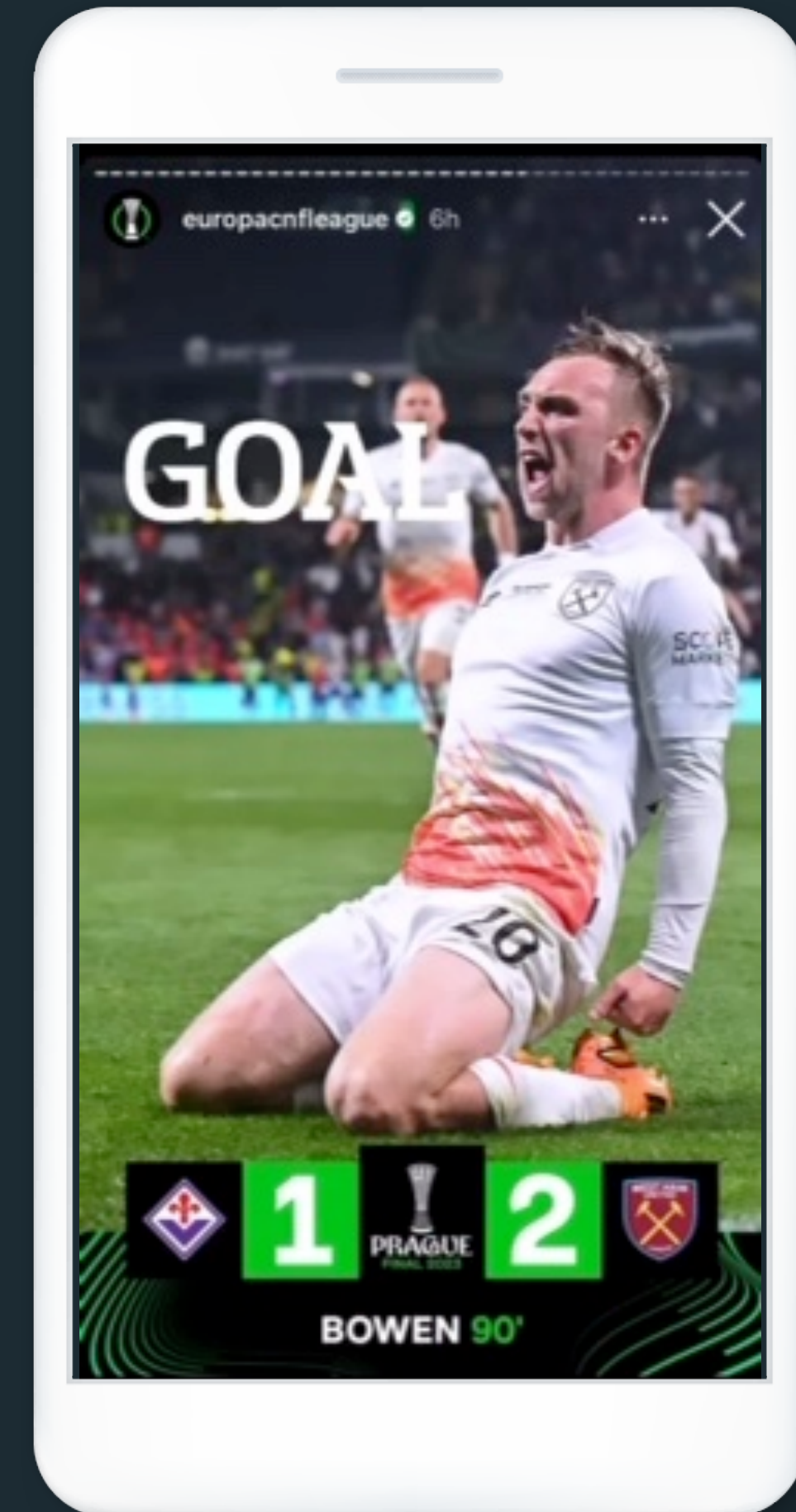
VIP Access for Fans

Share exclusive, behind-the-scenes access with your most loyal fans as a way of keeping them engaged each day.



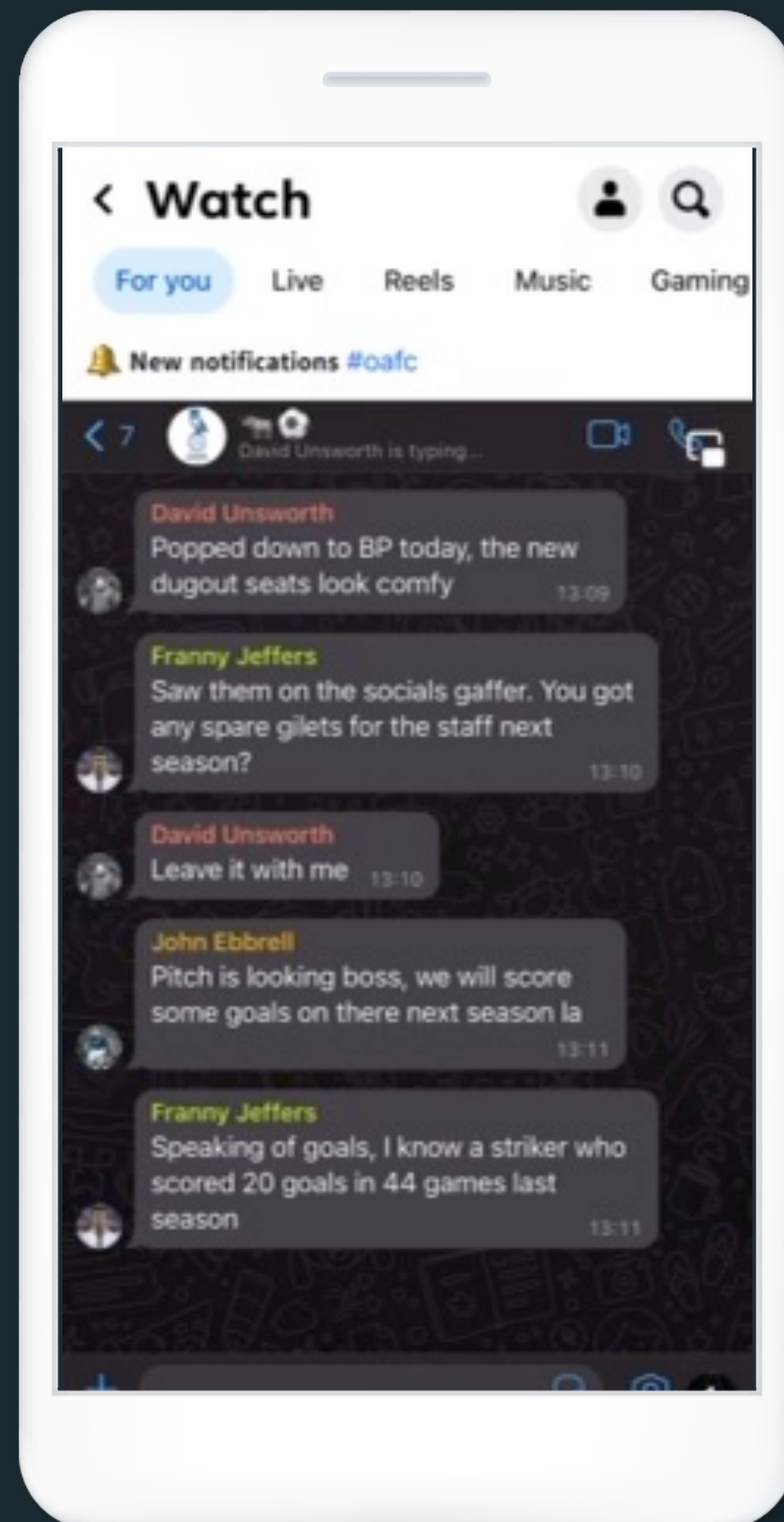
Interact with Your Loyal Fans

Stories are only distributed to your existing fans and based on their previous interactions so make sure they are serving your most loyal fans.



Real Time Content

Because Stories are served in chronological order they are a great way to share match updates or share real time updates, whilst also offering fans the chance to set the story.



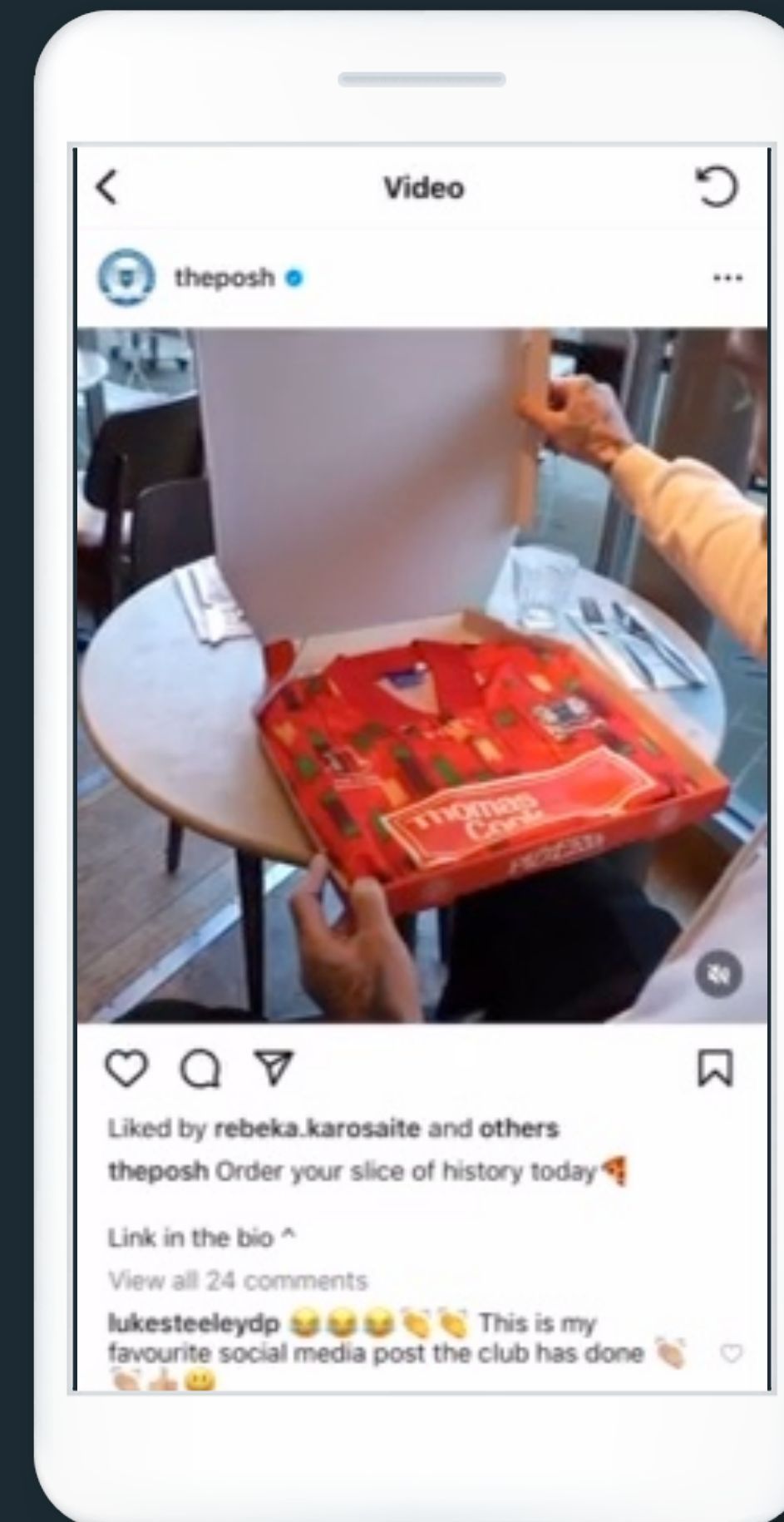
Get Creative and Reimagine the Classics

Use original ideas or catch on to trends in creating content to update fans on the latest news that you want to go viral.



Inspire your Fans

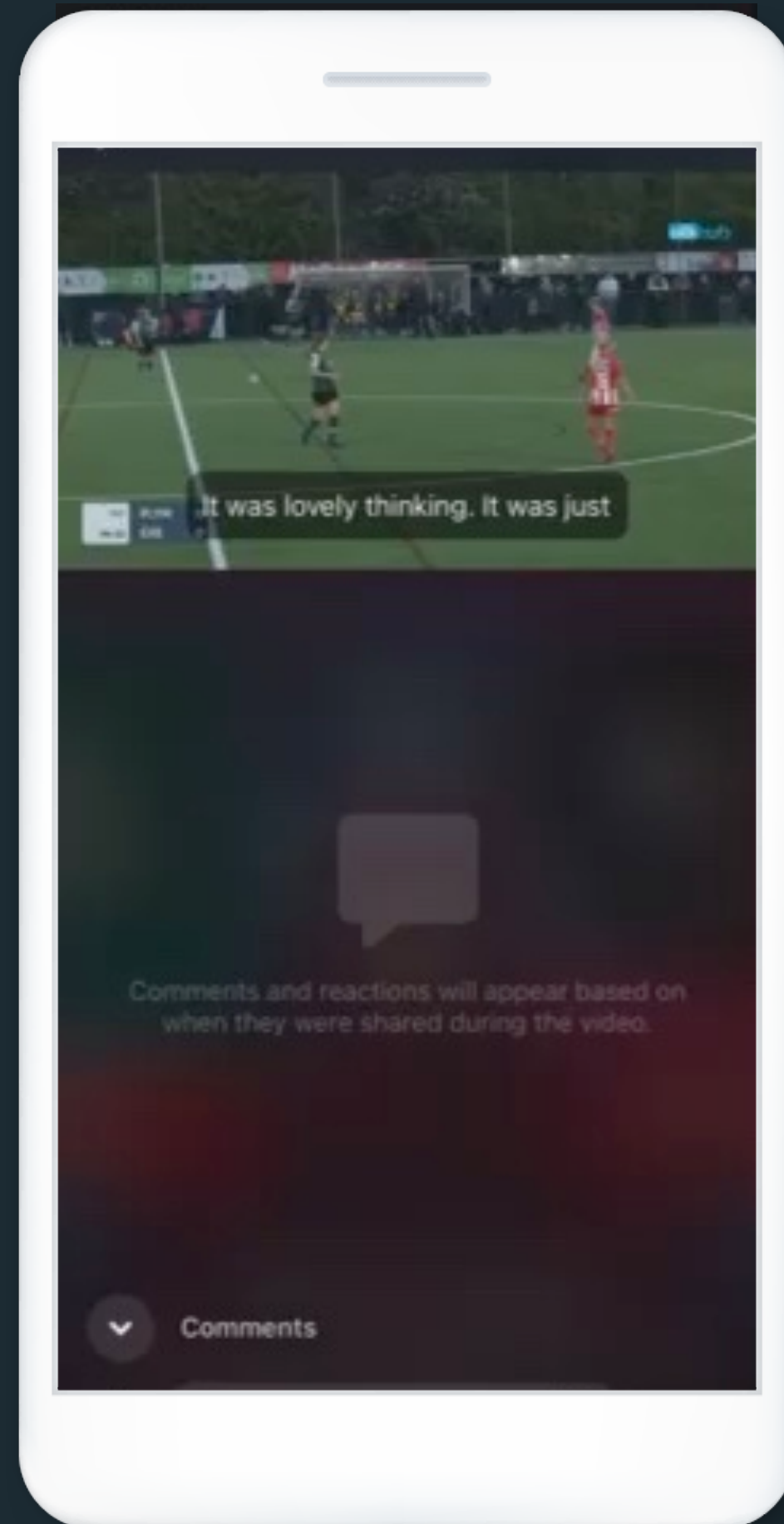
Get fans excited and energised around the club if you are looking to drive engagement. Showcase all the great work you do off the field as well as on it.



Find Original ways of creating Commercial Content

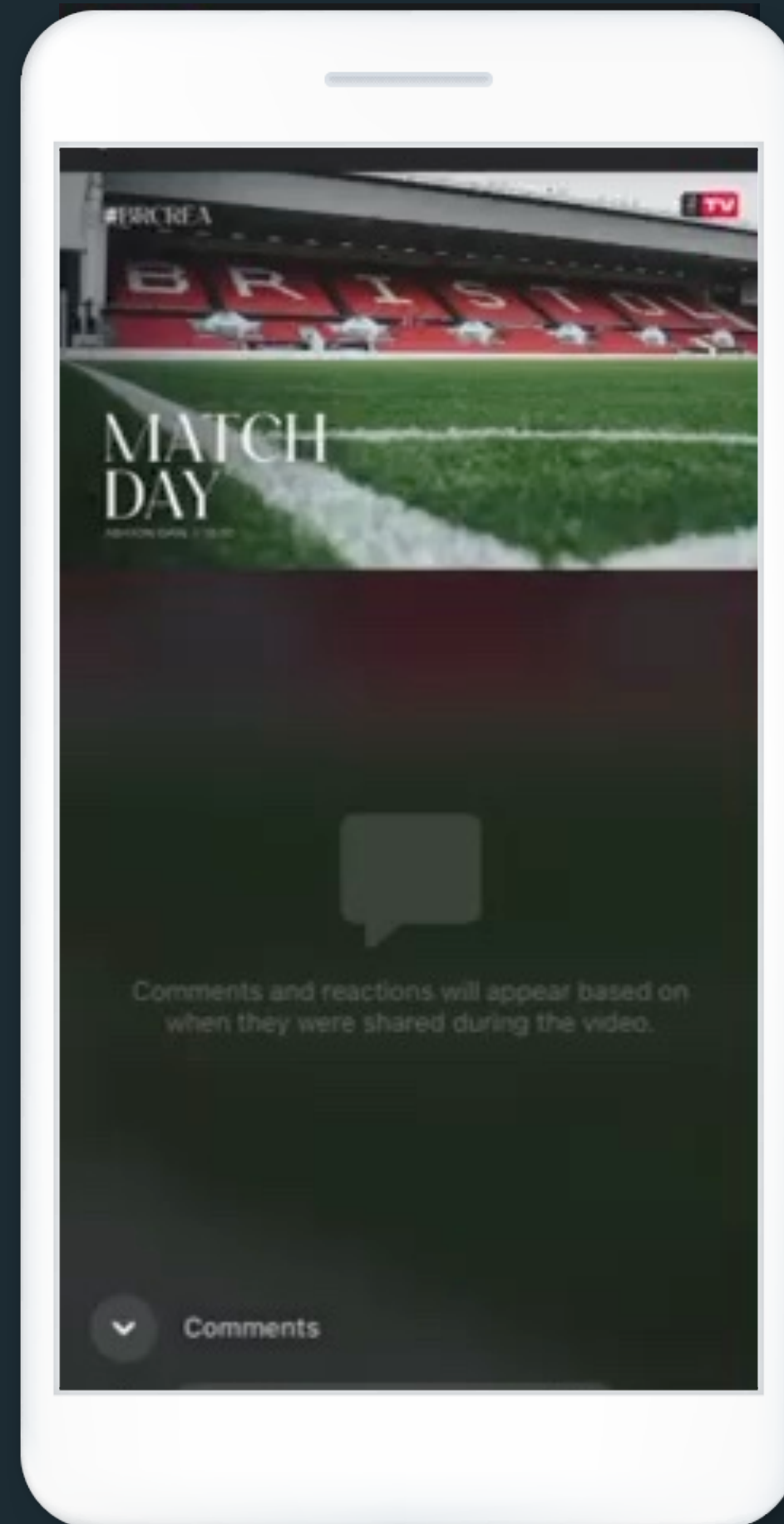
Maximise your free reach across social for commercial posts by creating fun and exciting content that doesn't feel like an ad.

Live



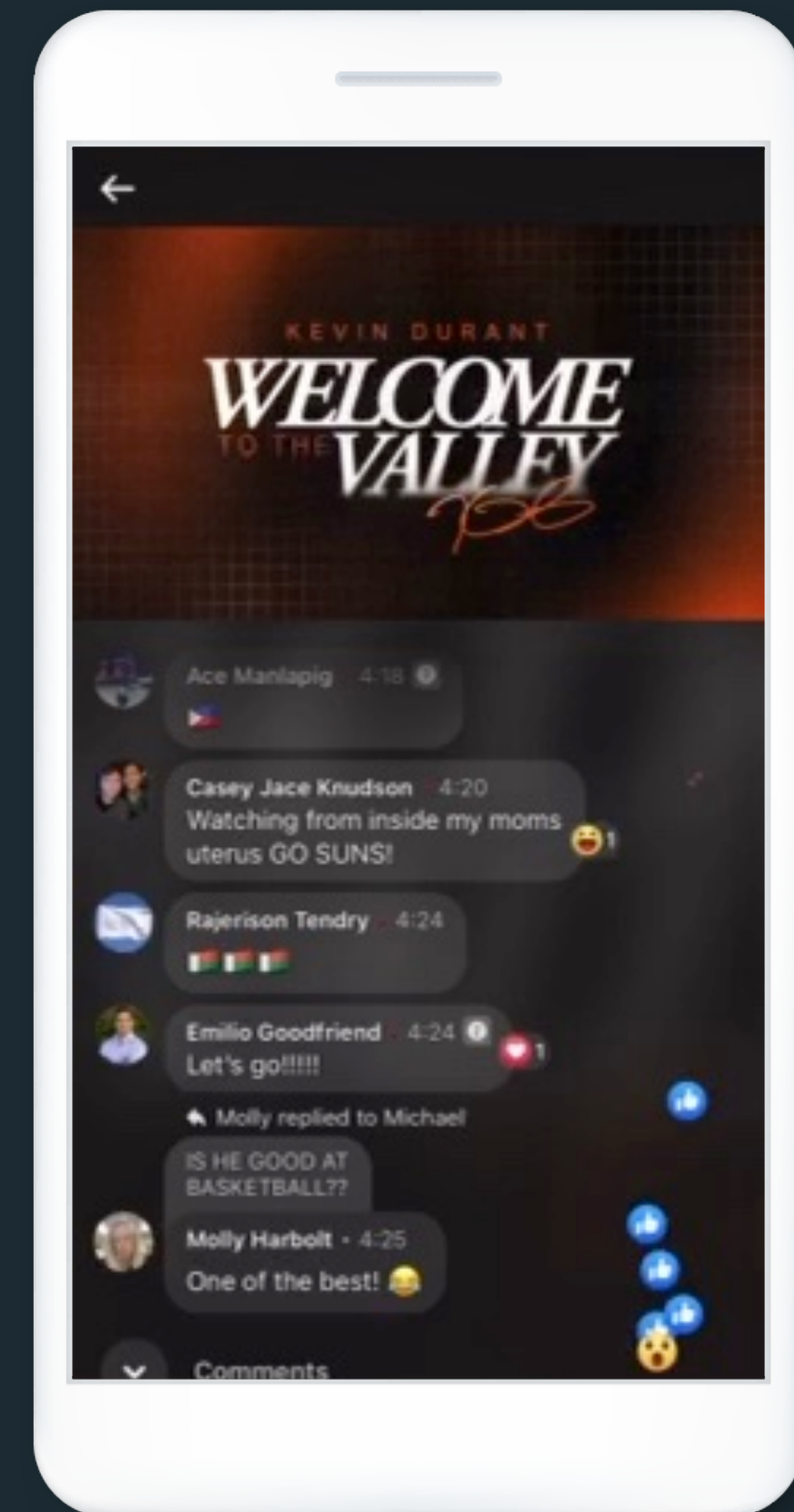
Live Games

Showcase your unsold inventory to fans that wouldn't be able to access it otherwise, and shine the spotlight on your underserved teams.



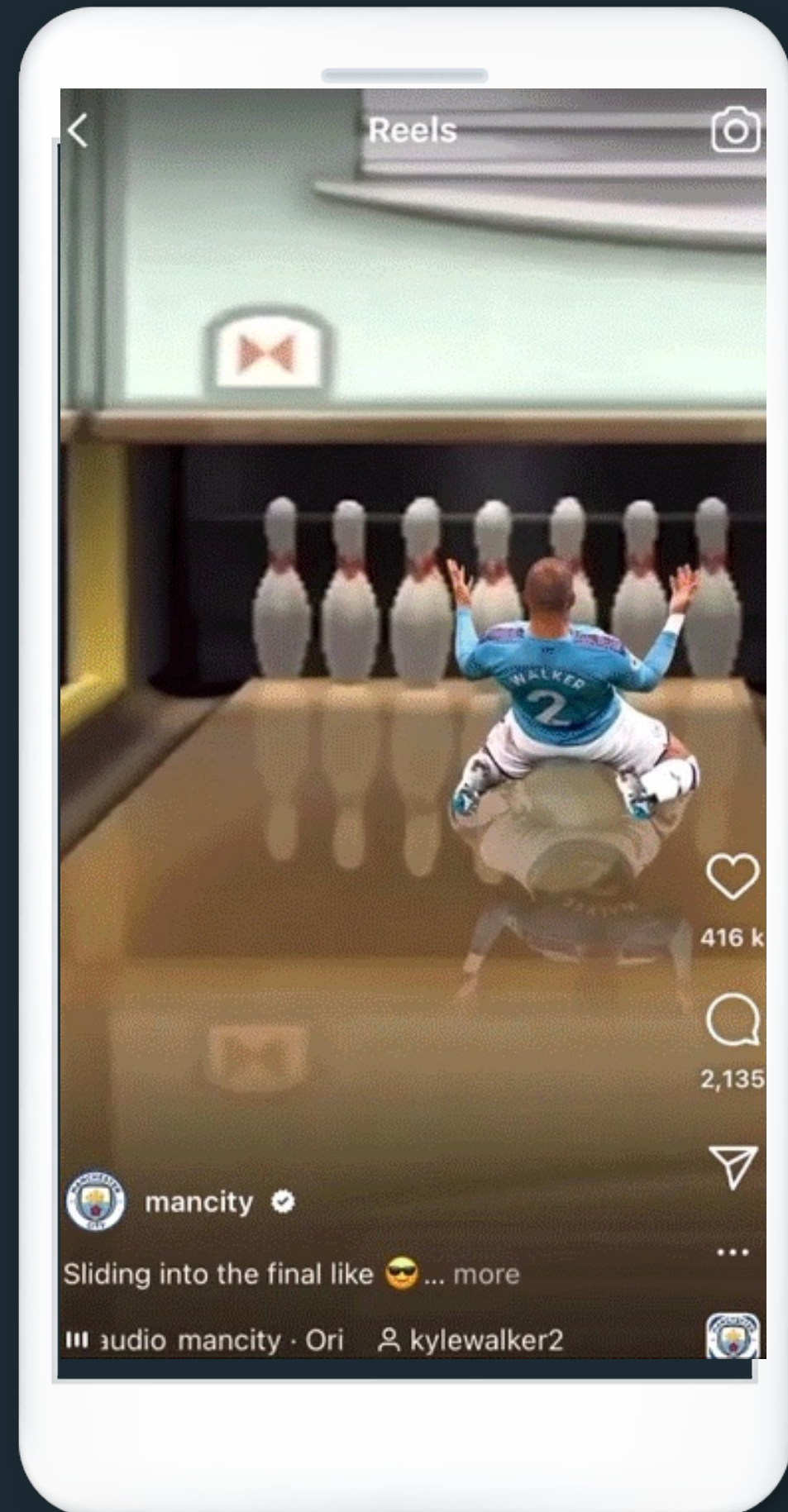
Pre and Post Match Reaction

Studio shows that incorporate fan comments and reactions are a great way to build up a loyal audience and own the conversation.



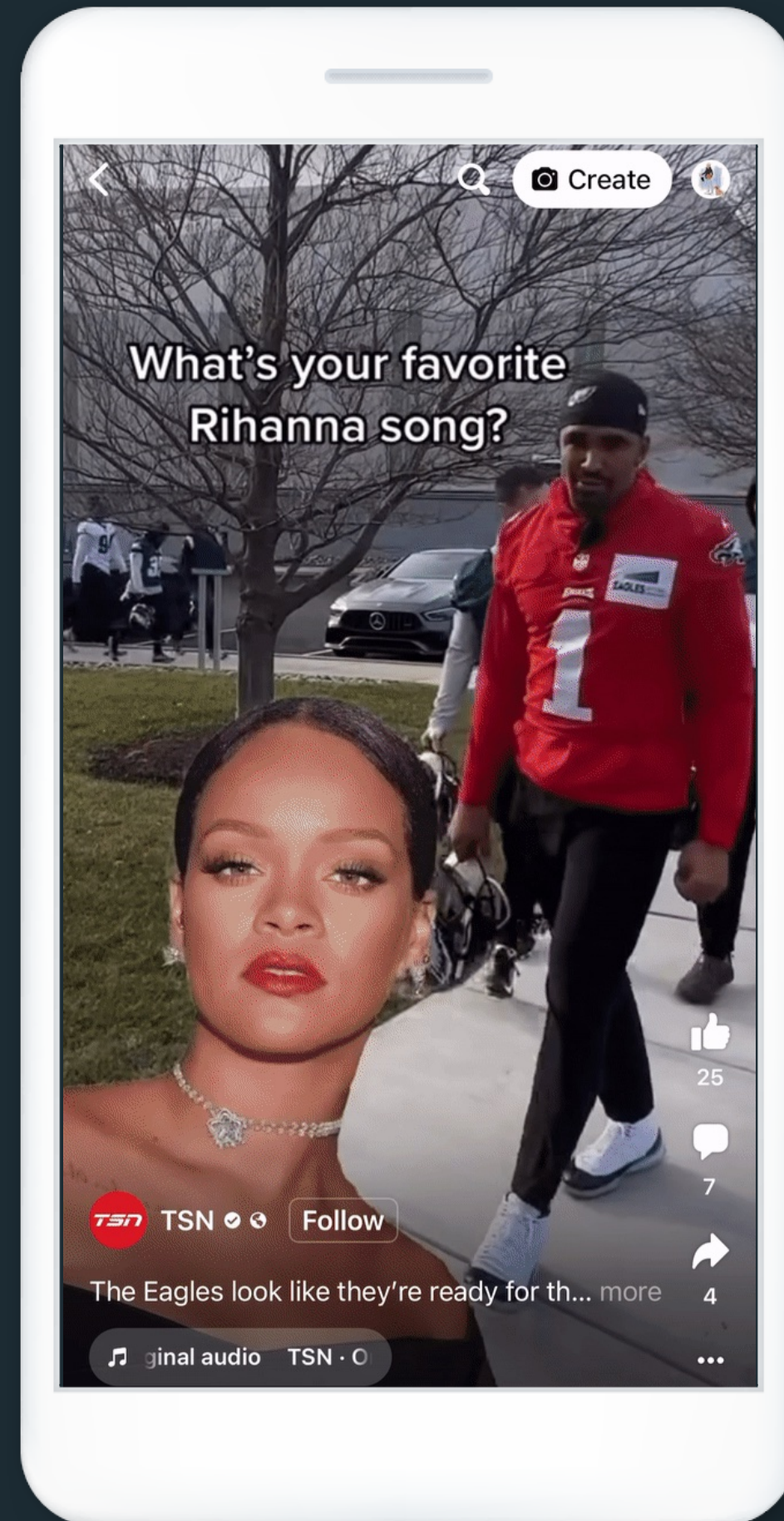
Major Moments

Give fans real-time, first look access at major moments like kit releases, player signings and team celebrations.



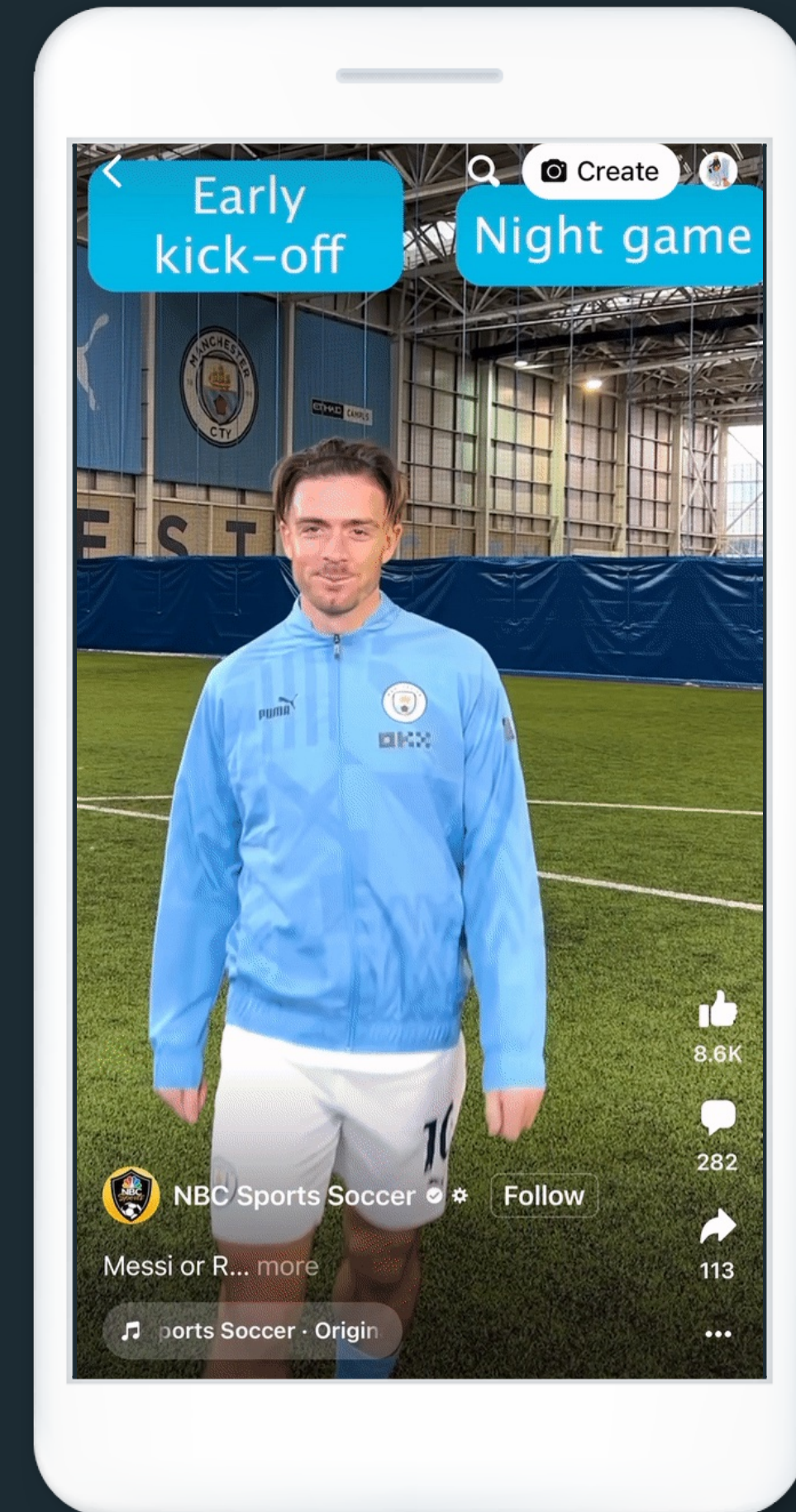
Original Content

Reels may be the first time new audiences come across your content so think through original ways to engage these fans whilst entertaining your loyalists.



Be Relevant

Tap in to cultural moments and give your own takes on major events as a way of sharing your personality with your fans.

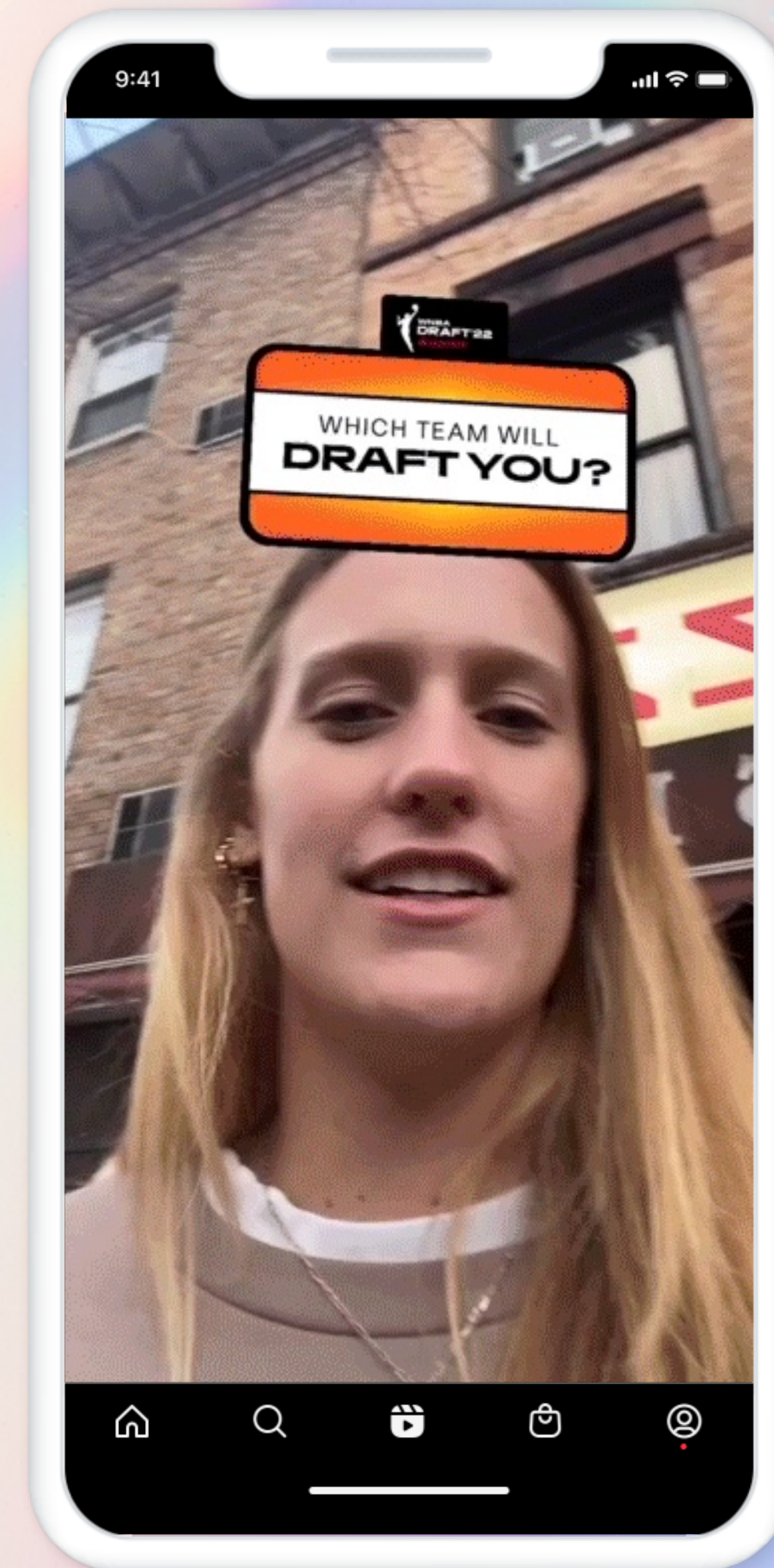


Get Interactive with Creator Tools

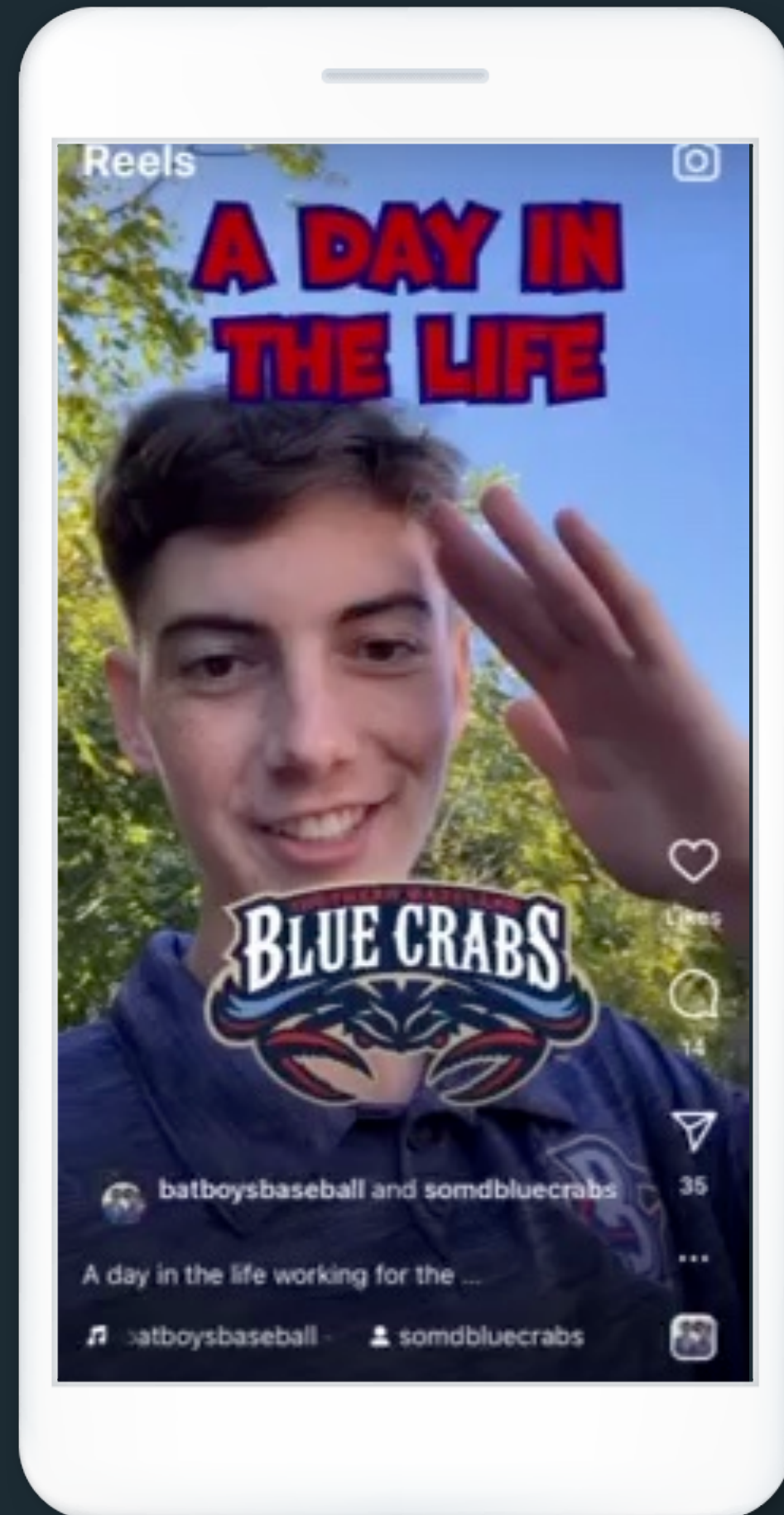
Use Creator Tools to tell your story in new and unique ways, whilst also being able to grab the attention of fans watching without sound.

Tools that can help drive **distribution** on Facebook and Instagram

1. Recommend or **share reels** on Facebook
2. **Collab** with a **players, creators or your brand partners**
3. Get interactive with **Stickers and AR Filters**
4. Develop a strategy to engage **new fans**

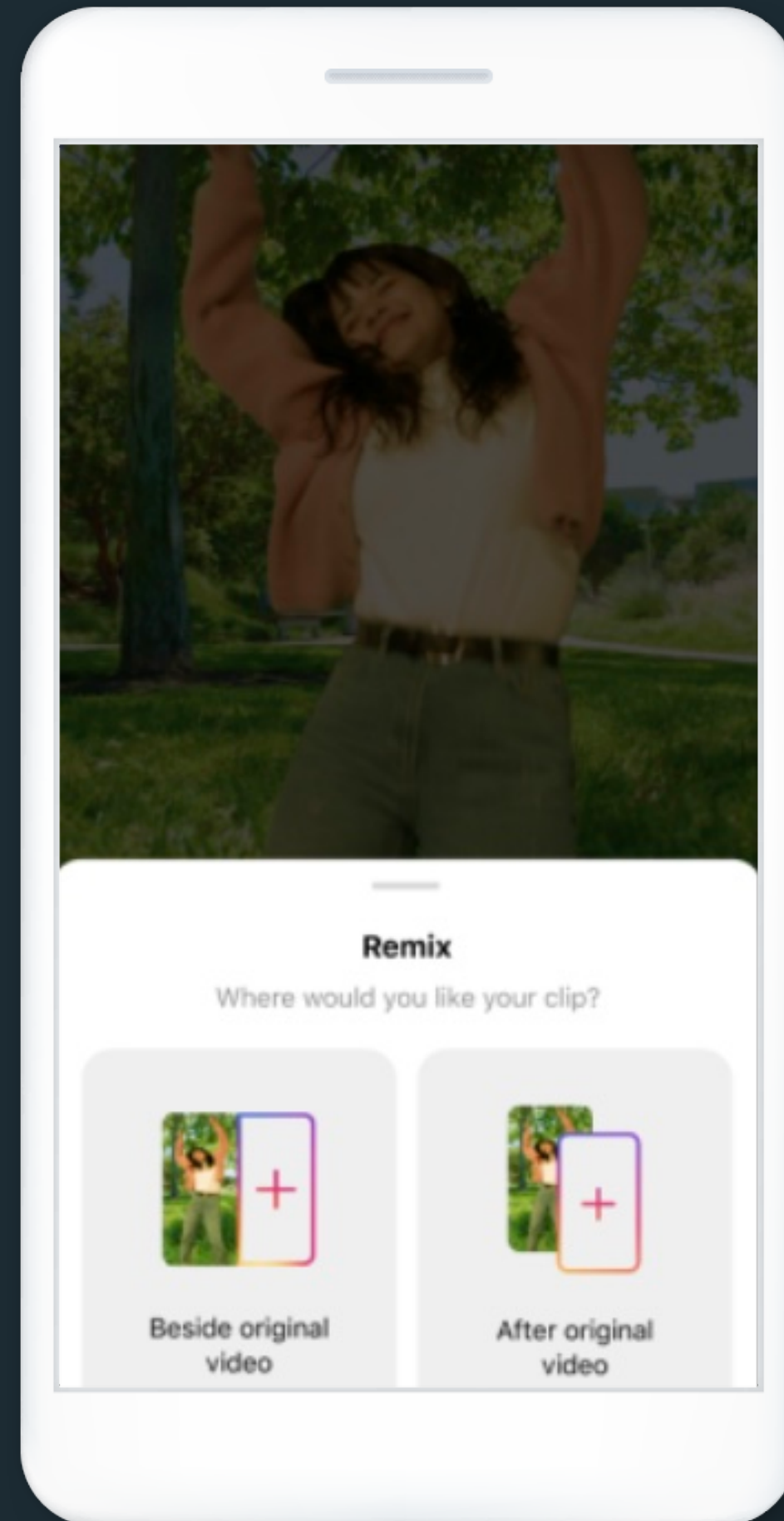


Reels Tools



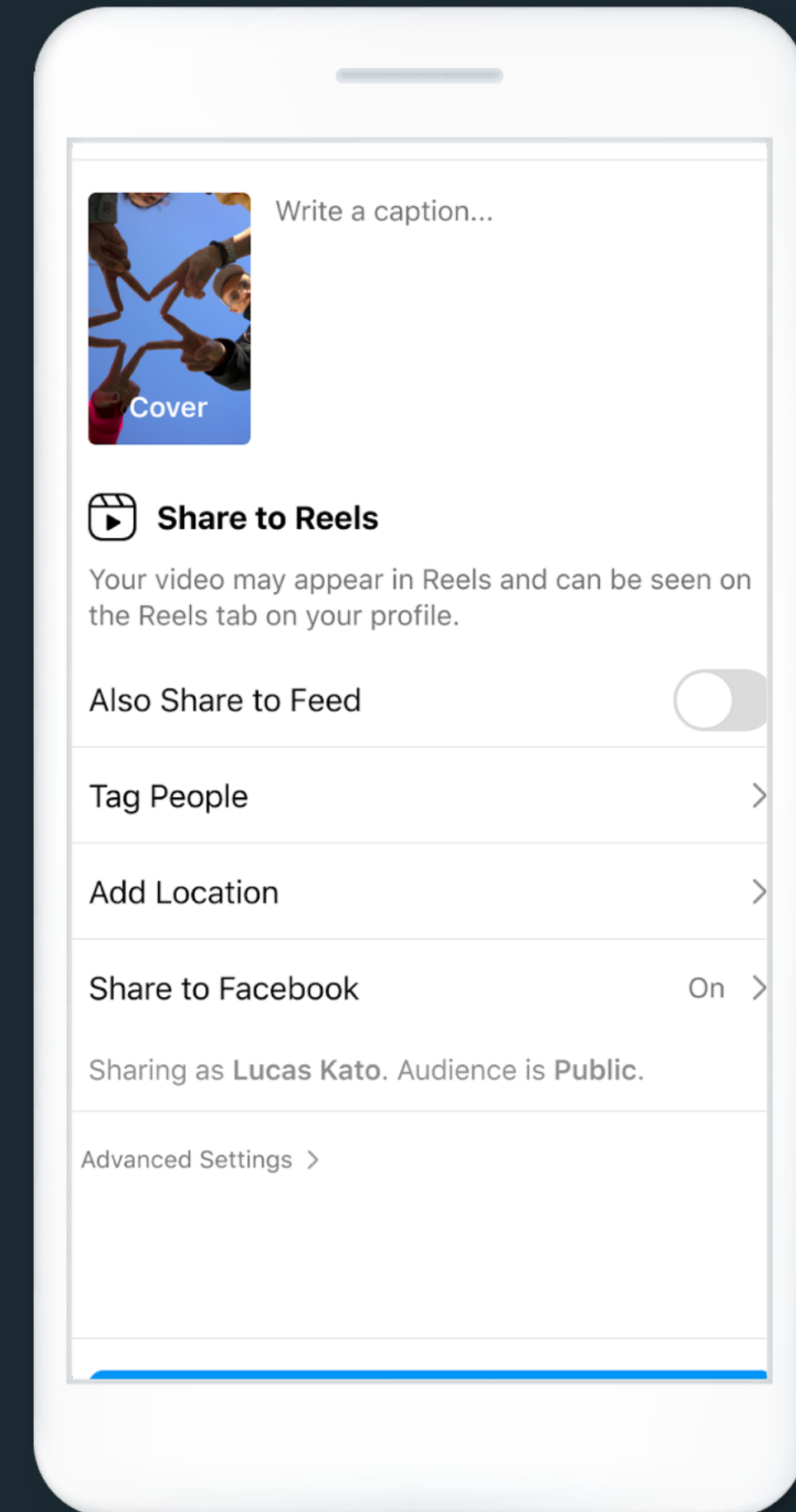
Collabs

Use Collabs to partner with players, influencers or partners to pool your audiences for increased reach whilst saving on editing.



Remix

Remix existing reels to get in on a trend or enable remixing of your reels so fans can show you their creativity.

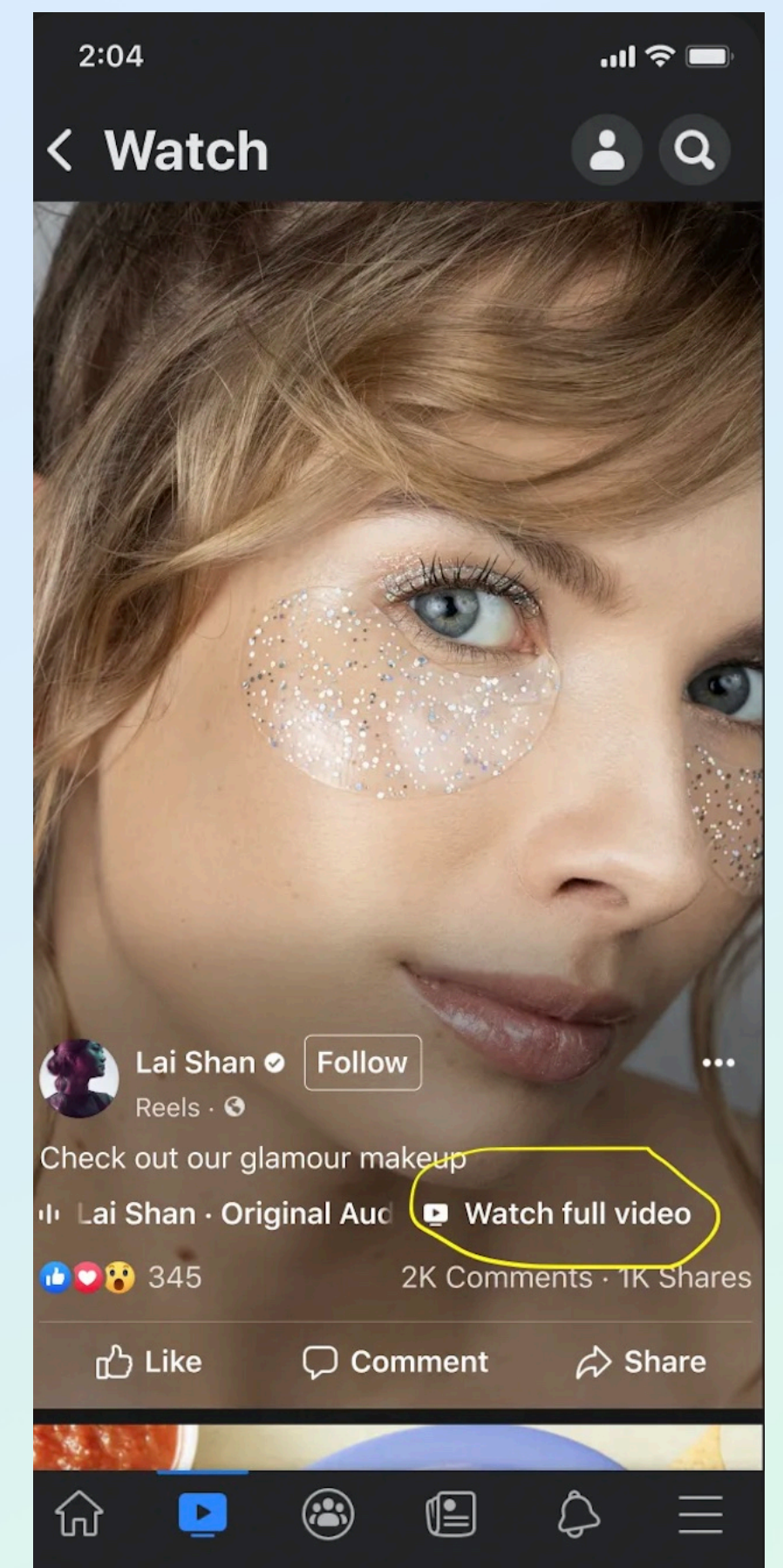
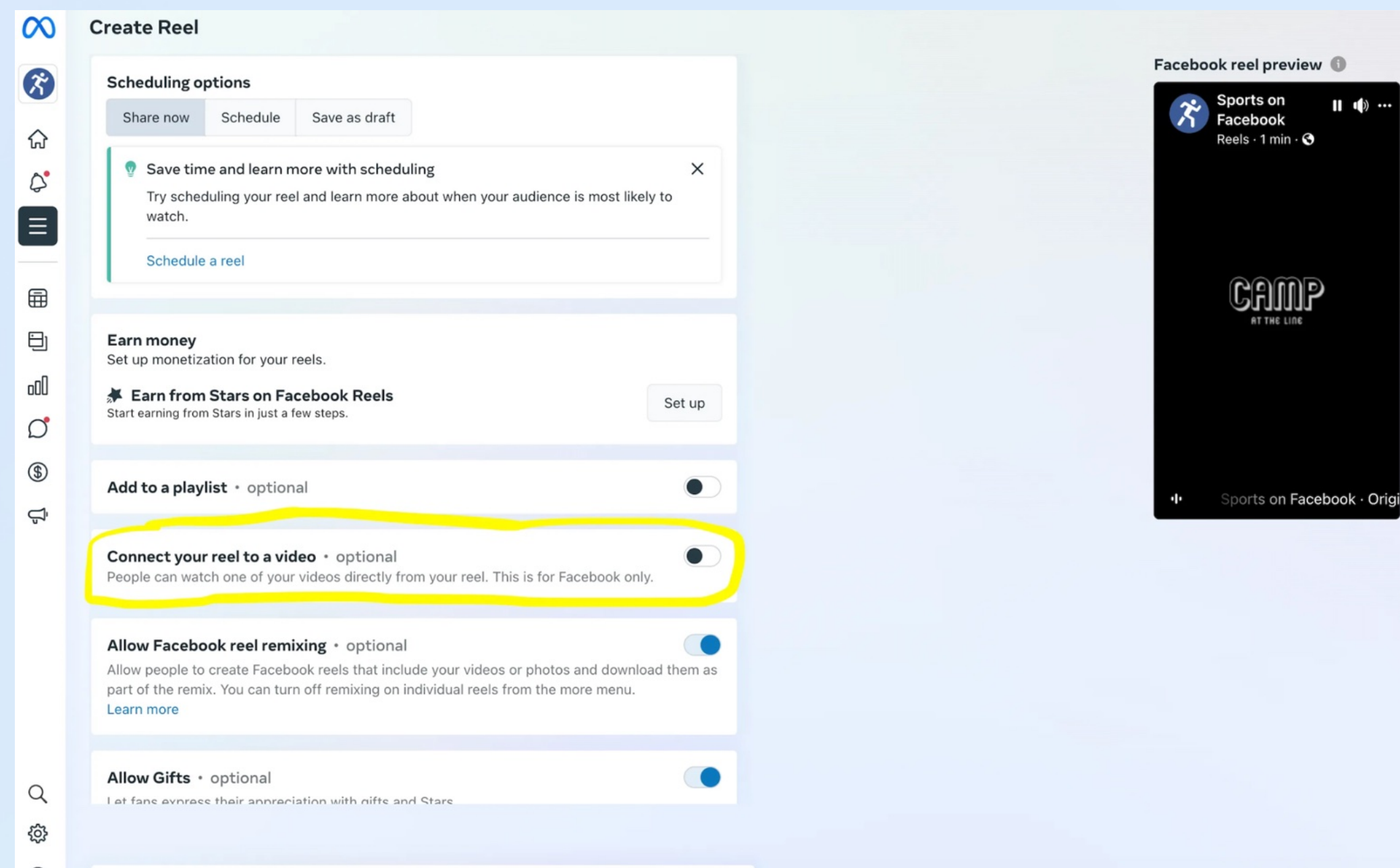


Share from Instagram to Facebook

"Share to Facebook" crossposts your Instagram reels as Facebook reels, which reaches your Facebook followers and potentially new audiences.

Connect your Reel to a VoD

- Leverage unconnected reels distribution for your VoD asset
- Let viewers discover your brand through bite sized teasers
- Convert casual viewers to engaged fans that you can monetise through In Stream Ads and conversion campaigns



X Games Leverages Collabs and Reels on Instagram to Drive Increased Viewership

The X Games recognized the power of Collabs and Reels to drive increased consumption of their content around the 26th Winter X Games, held in January in Aspen, Colorado. They built a strategy that leveraged the breadth of their athlete and sponsor network and then optimized the content for Reels, whose superpower is unconnected distribution. To succeed on Reels, the X Games aimed to:

- **Grab Attention Quickly** — X Games edits their Reels to grab a user's attention in the first 3 seconds and give them a reason to stop scrolling. The action-packed nature of their content helps to optimize for retention on digital.

- **Optimize for Vertical Consumption** — X Games films and edits all of their Reels in a vertical 9:16 format to take up as much real estate as possible when scrolling on Feed.

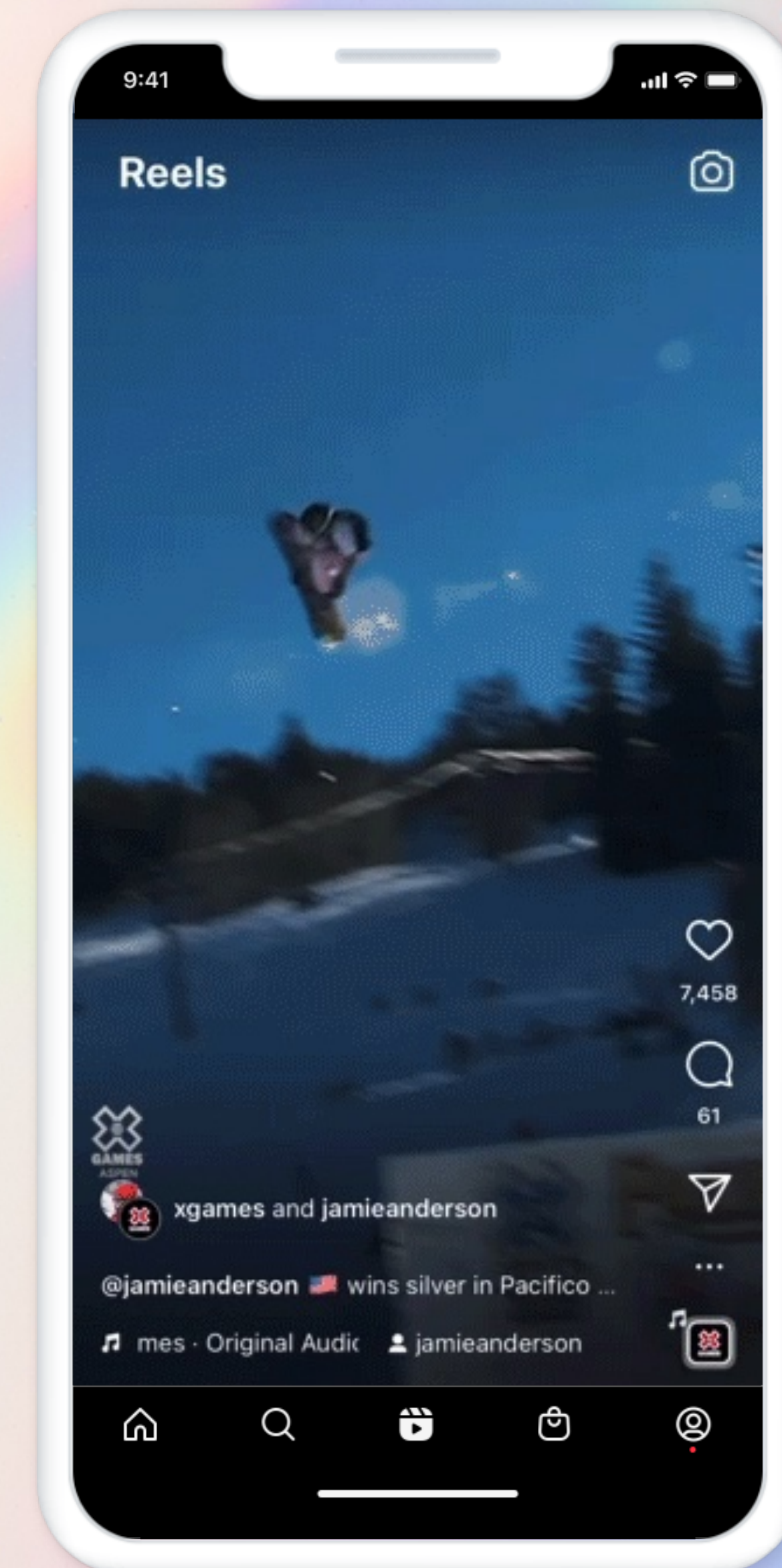
- **Leverage High-Quality Video** — X Games films all of their iPhone content in 4K at 60 fps resolution so that the footage is crisp and clear when uploaded to Instagram.

Case Study: X Games

“The ability to publish Reels has been ideal for the type of content we want to showcase as a brand and deliver impact, while Collabs have been an innovative way for the X brand to connect with a wider and complementary audience,” said Tim Reed, VP, X Games. “Both innovations have been instrumental to growing our reach and engagement across the platforms.”

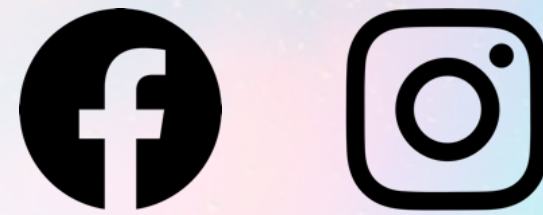
37M+ Reels plays for the X Games in January 2022

29% of Reels uploaded in January utilized Collabs. These Reels drove 62% of total Reels plays for the month



Case Study: FC Bayern

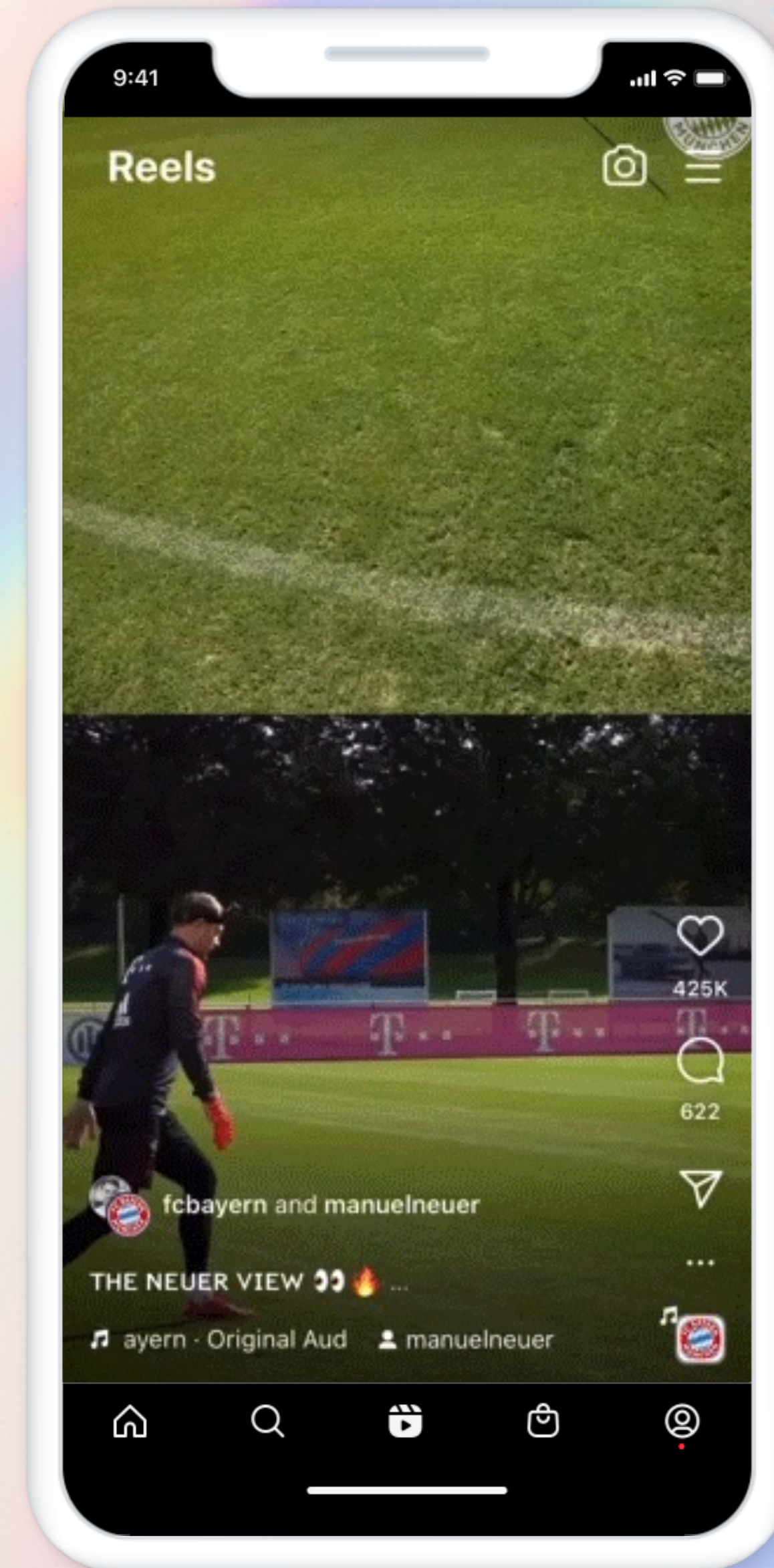
FC Bayern develop entertainment-first approach on reels for New Fans



“

“Reels have been one of the main game changers for us on Instagram — we adapted our social strategy around them. Our main goal with Reels is to show video content fans can’t get anywhere else.”

- Felix Loesner, Head of Social Media at FC Bayern



Creating Great Content



GREAT REELS

- Relate to your audience
- Express your perspective
- Engage in the conversation
- Let go of your fears
- Surprise people



EDITING FOR SUCCESS

- Hook your viewers within the first three seconds
- Experiment with video formats
- Reels for Growth, Long Form for loyalty
- Get creative - get messy - get real
- Leverage your archive for growth



ENGAGE YOUR FANS

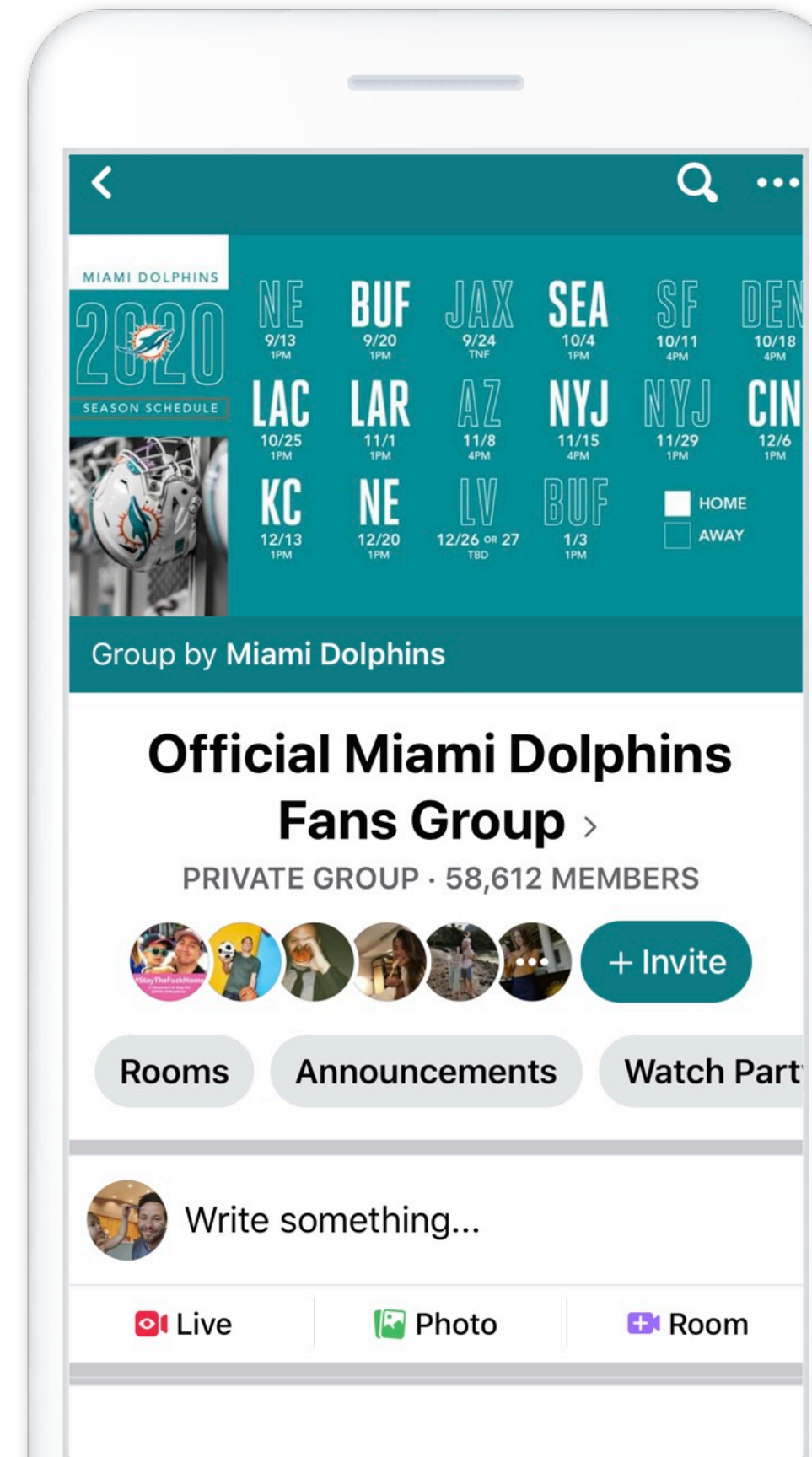
- Go live and engage directly
- Use interactive features of stories; fun raise and fundraise
- Encourage mimicry and participation
- Enable Groups for your most passionate fans

Leverage Groups and Events to Increase Fandom

Groups

Start a Facebook fan group to give your biggest supporters a dedicated community to connect with each other, share their excitement, and cheer you on.

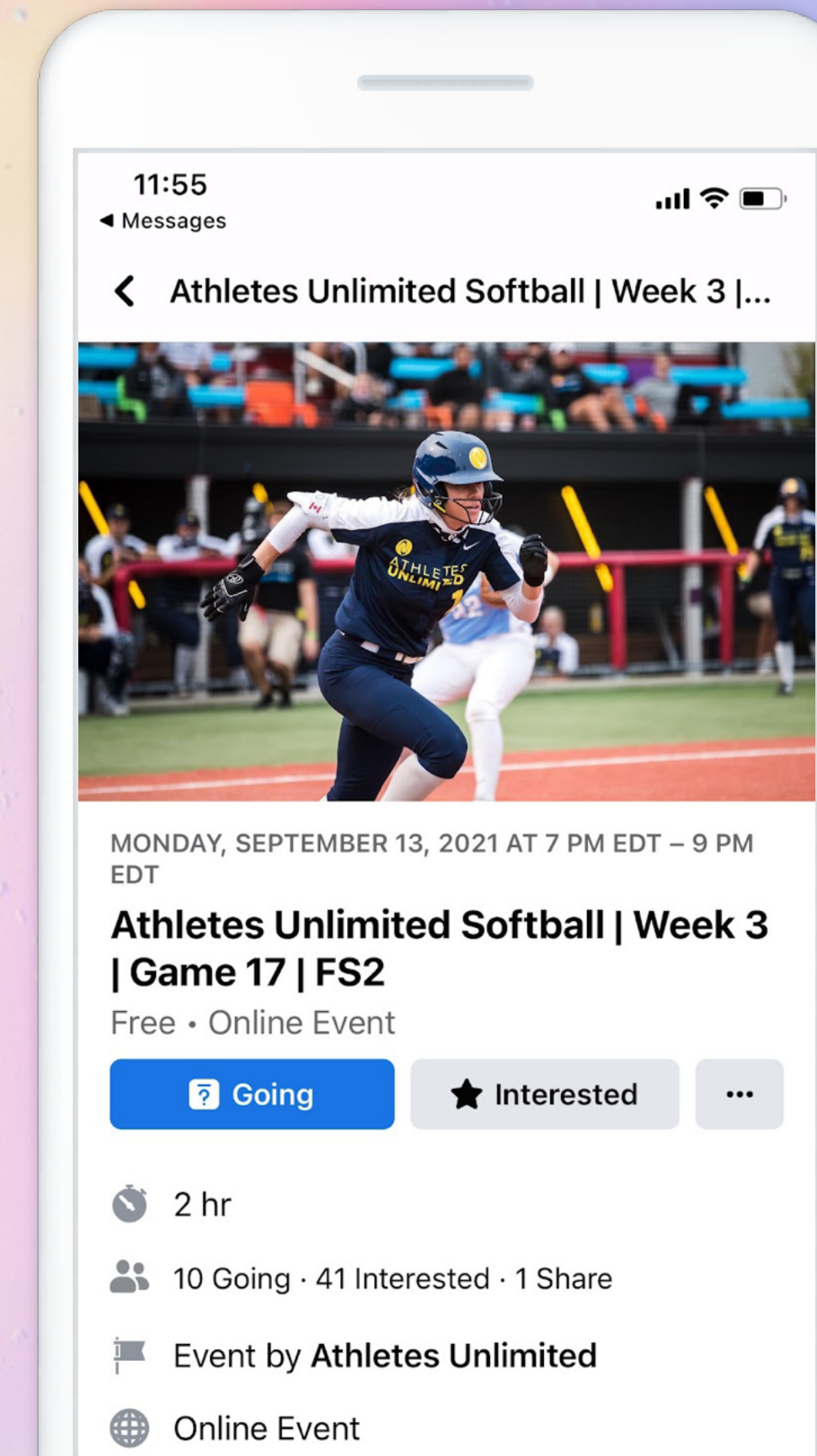
Groups give people a safe place to continue conversations and develop their interests and friendships with fellow fans outside of the stadium. You can segment between local and global fans via Groups as well.



Events

Events help sports teams grow attendance by reaching more attendees and keeping them engaged during the entire event promotion process — from announcement to ticket purchase.

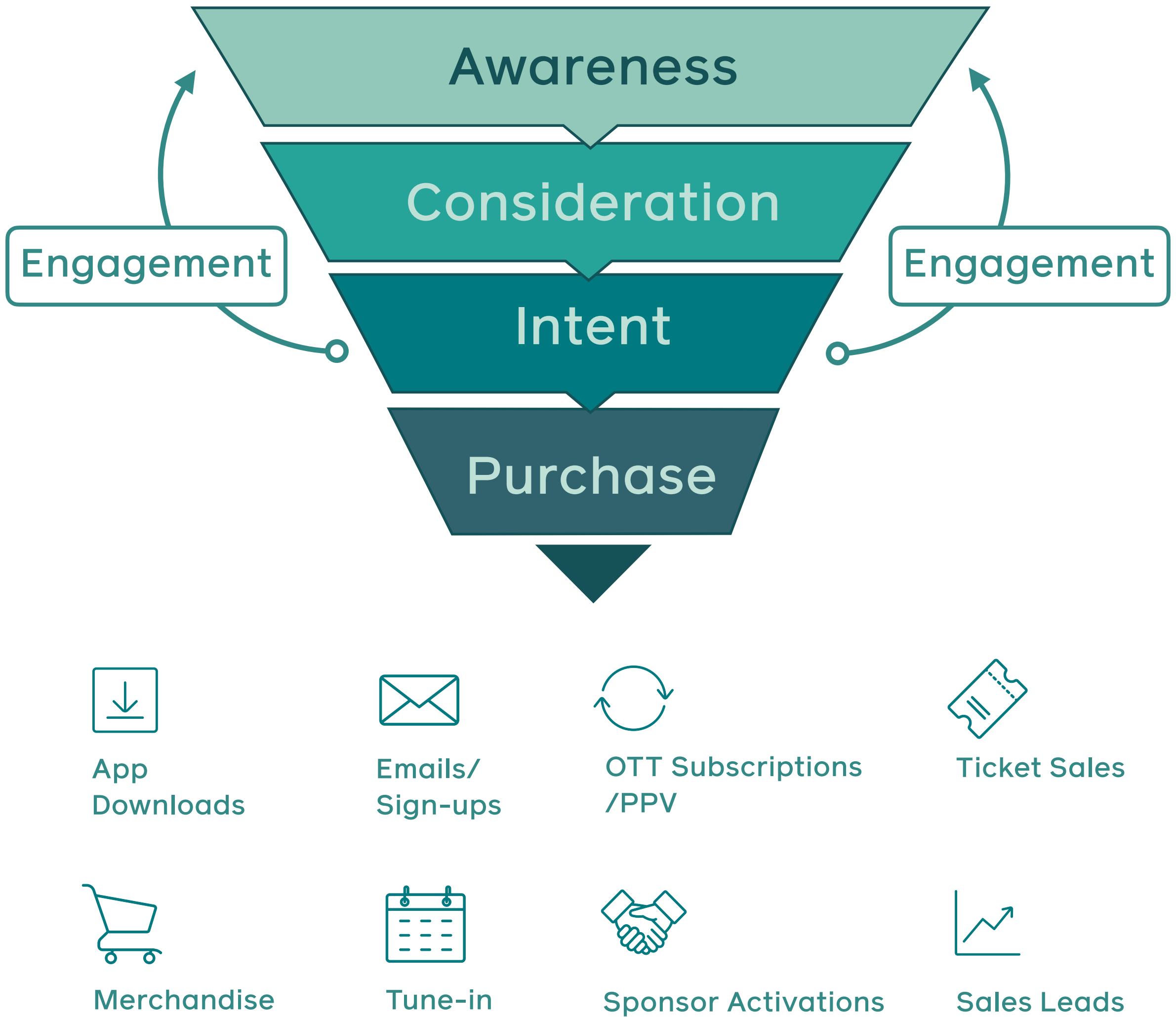
You can add in a ticketing link to your event to ensure that fans can easily find the right place to buy the ticket, as well as share and invite their friends to the event.



Define Your Content Strategy

Grow and engage your audience to generate business value.

By creating a range of content that people enjoy, you are increasing the opportunity to develop meaningful relationships between this audience and your club, creating increased commercial opportunities.



Define Your Content Strategy To Generate Business Value



Daily Posts

Reels, Short Form Video, Stories, Photos, Links
(Reach, Impressions, New Followers)



Weekly or Episodic Content

Long Form Video, Live
(Reactions, Comments, Shares, Watch Time, In Stream Revenue)



Promotional Posts

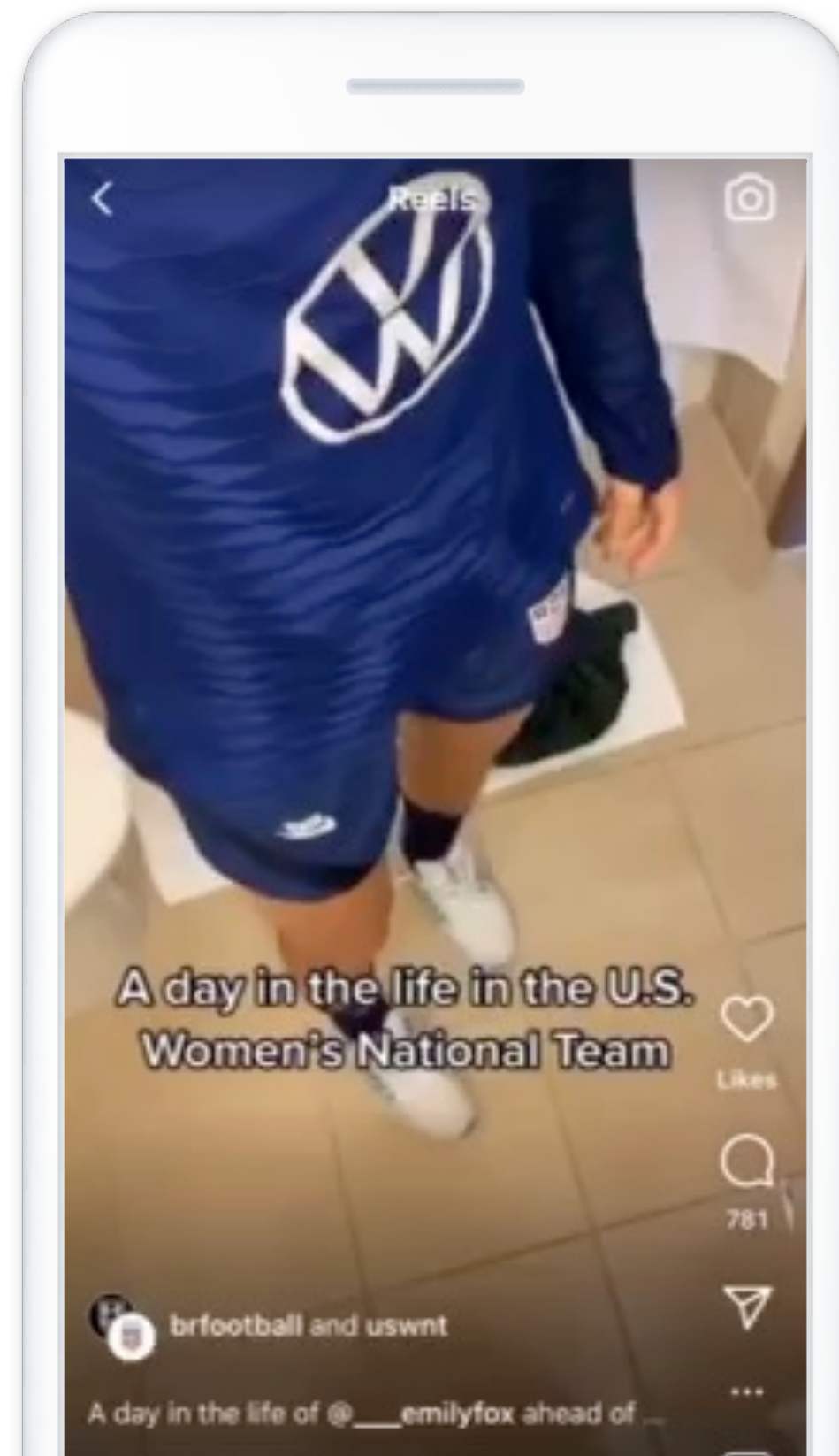
Ads, Ticket Promotions, Season Ticket Renewals, Merchandise, Subscriptions
(Referrals, App Downloads, Revenue)

Define Your Content Plan

Reels

Short clips on the go:

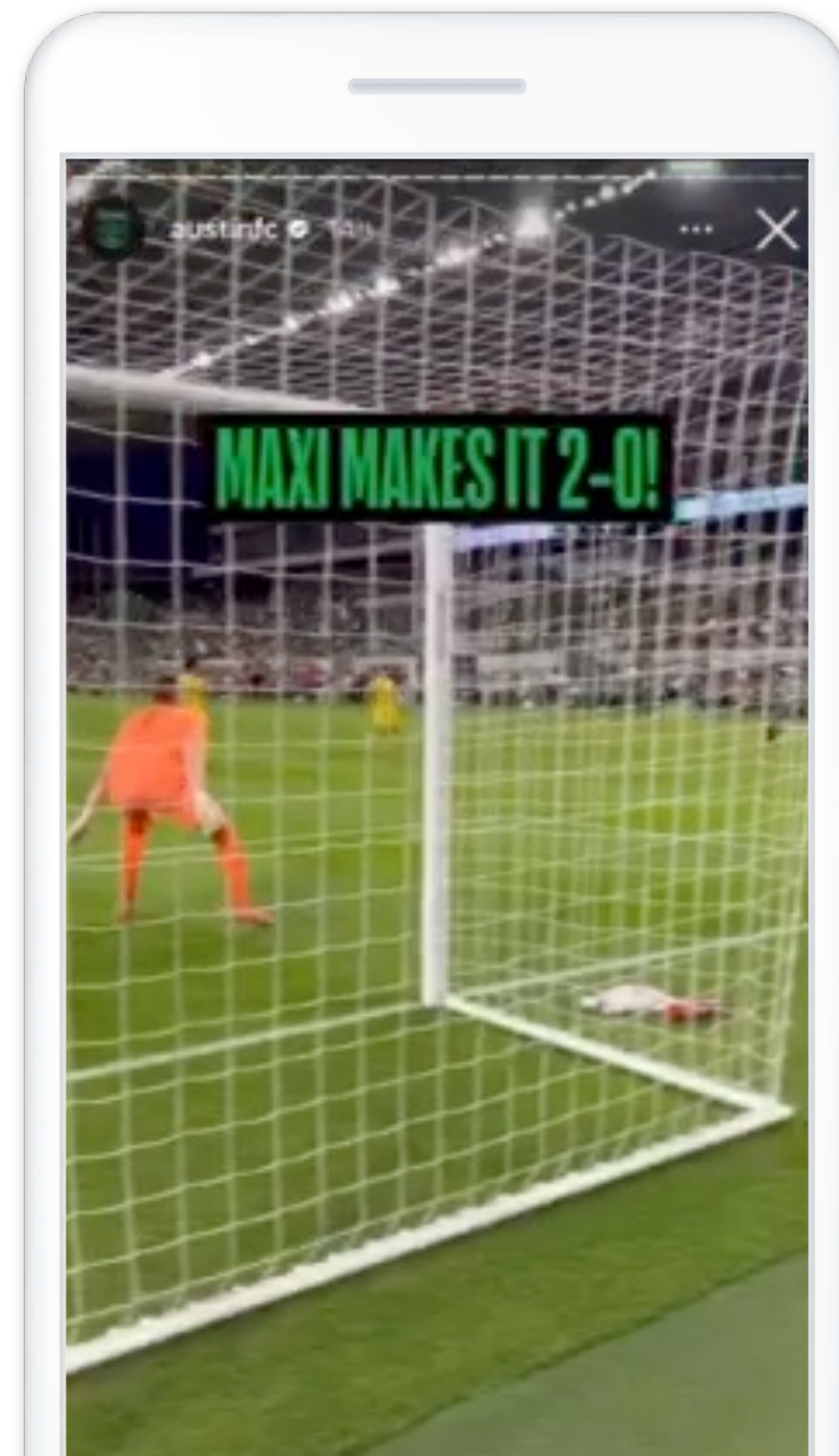
- Try new ideas
- Best moments
- Player-focused



Stories

VIP Access for followers:

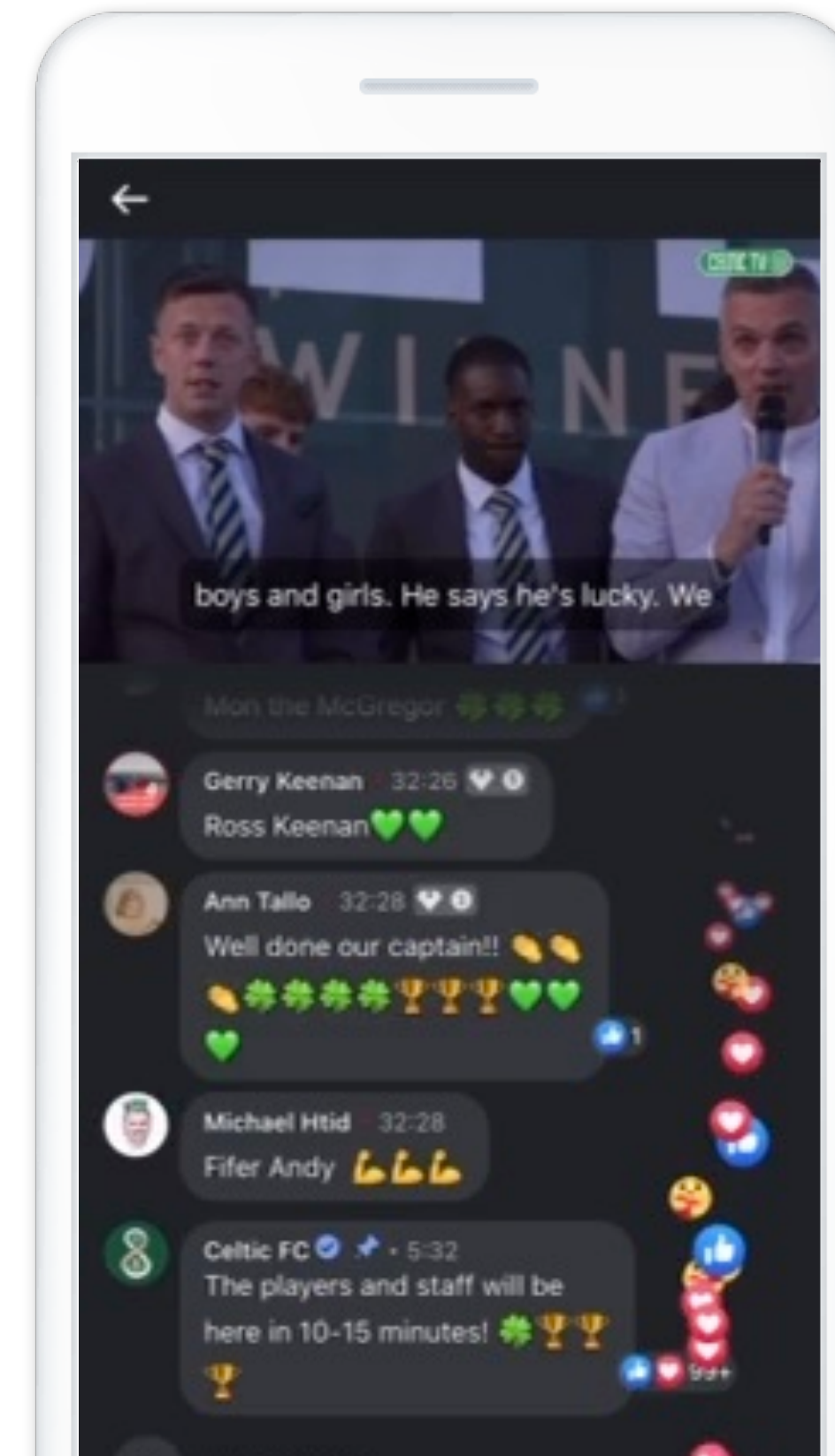
- Chronological storytelling
- Behind the scenes
- Easter Eggs/Inside Jokes



Live

Real-time Broadcasts:

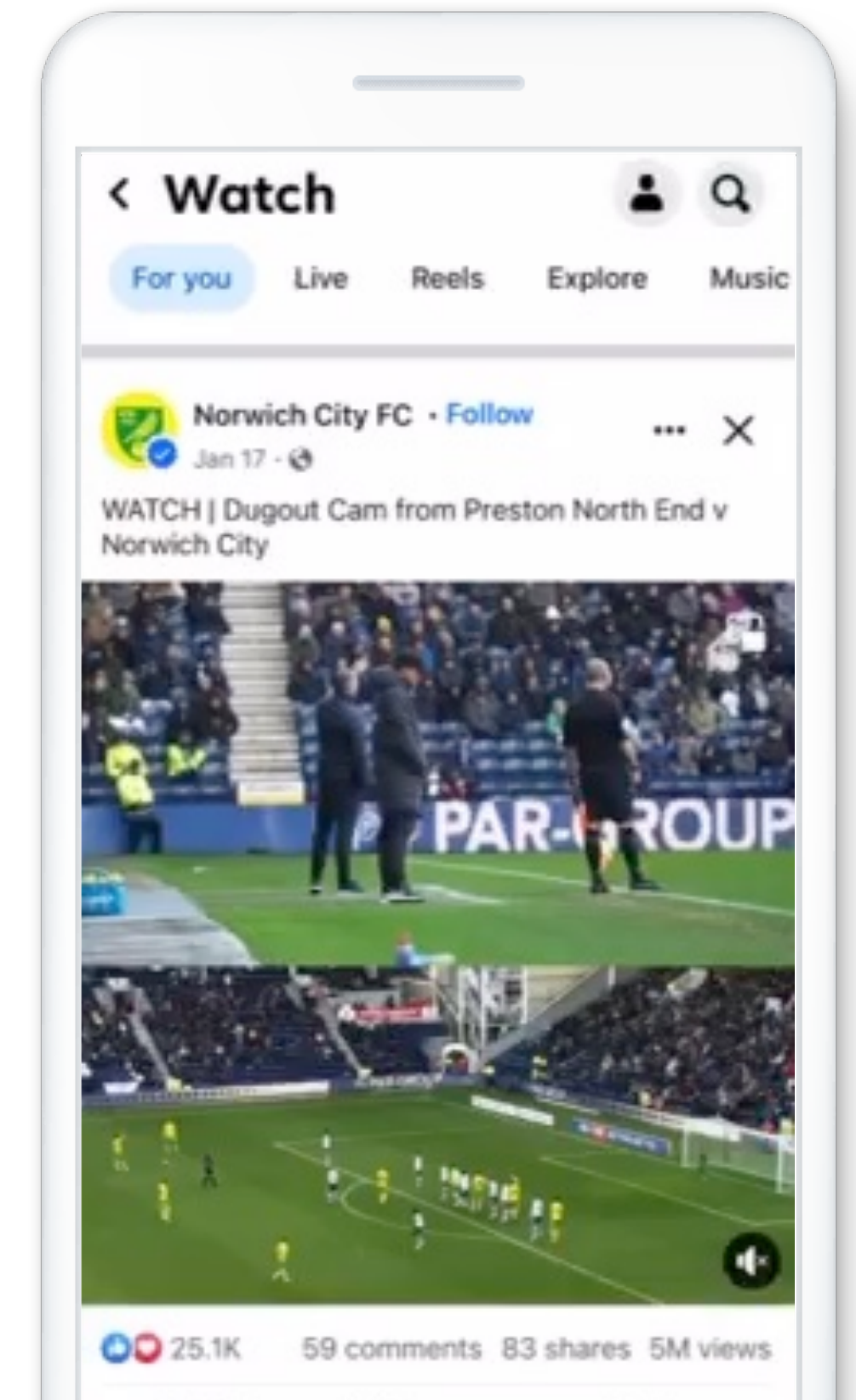
- Live games
- Major announcements
- Fan interaction



VoD

Produced & Episodic:

- Weekly recap shows
- Interviews
- Documentaries



Create Content For Everybody

Pages that publish a mix of Reels, Short Form, Long Form and Live video have the highest rate of reach and distribution across Facebook. This is because you are able to engage different fans in the format that best suits their connection with the club and our platform.

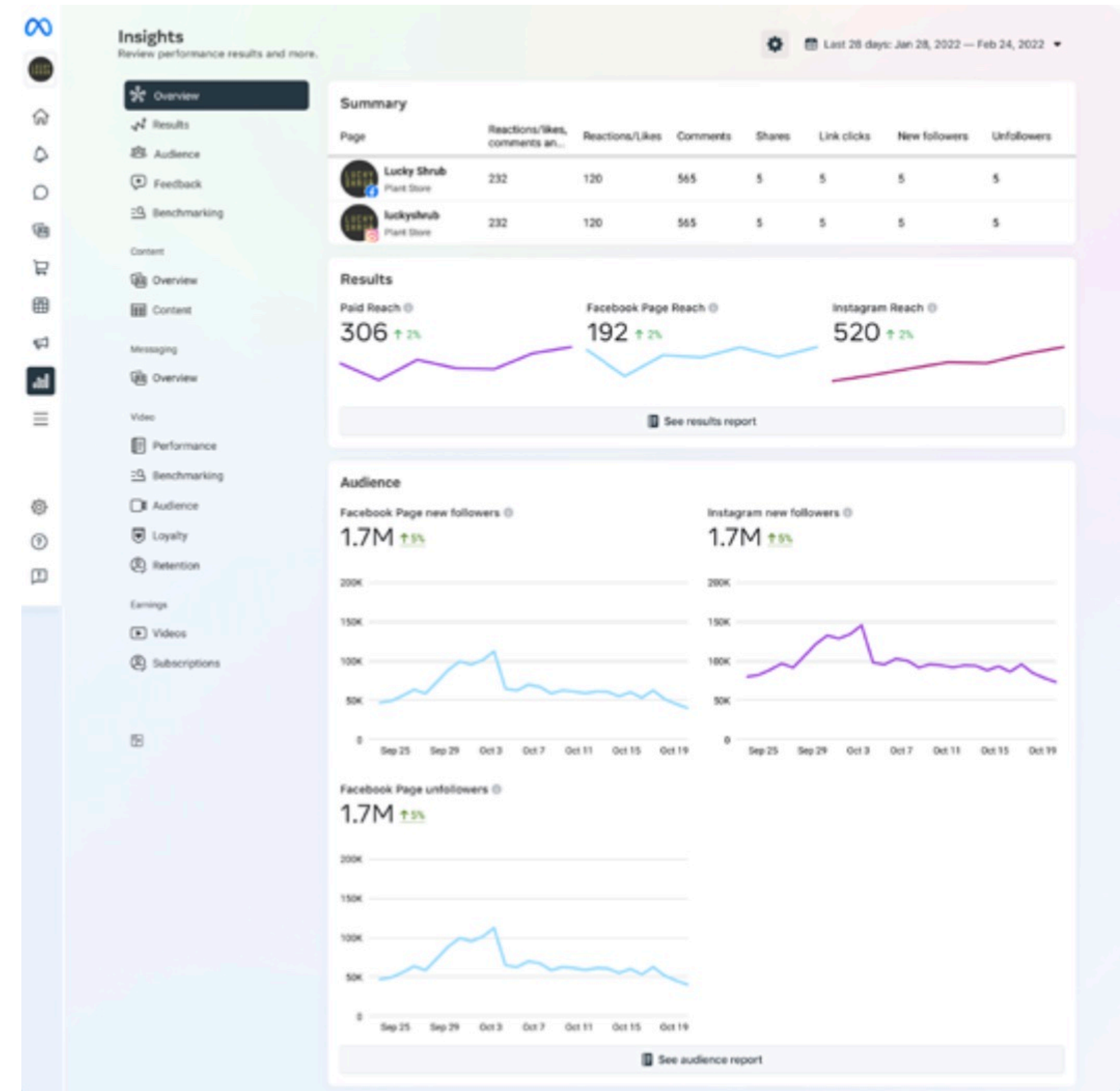
We see a similar trend on Instagram too.



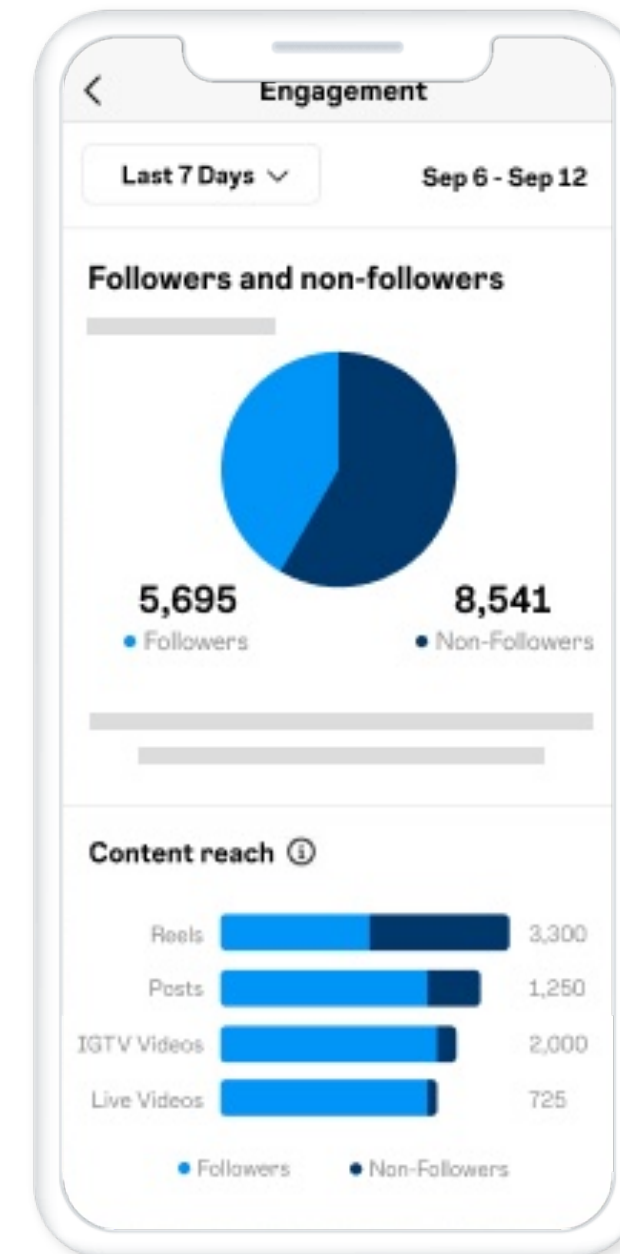
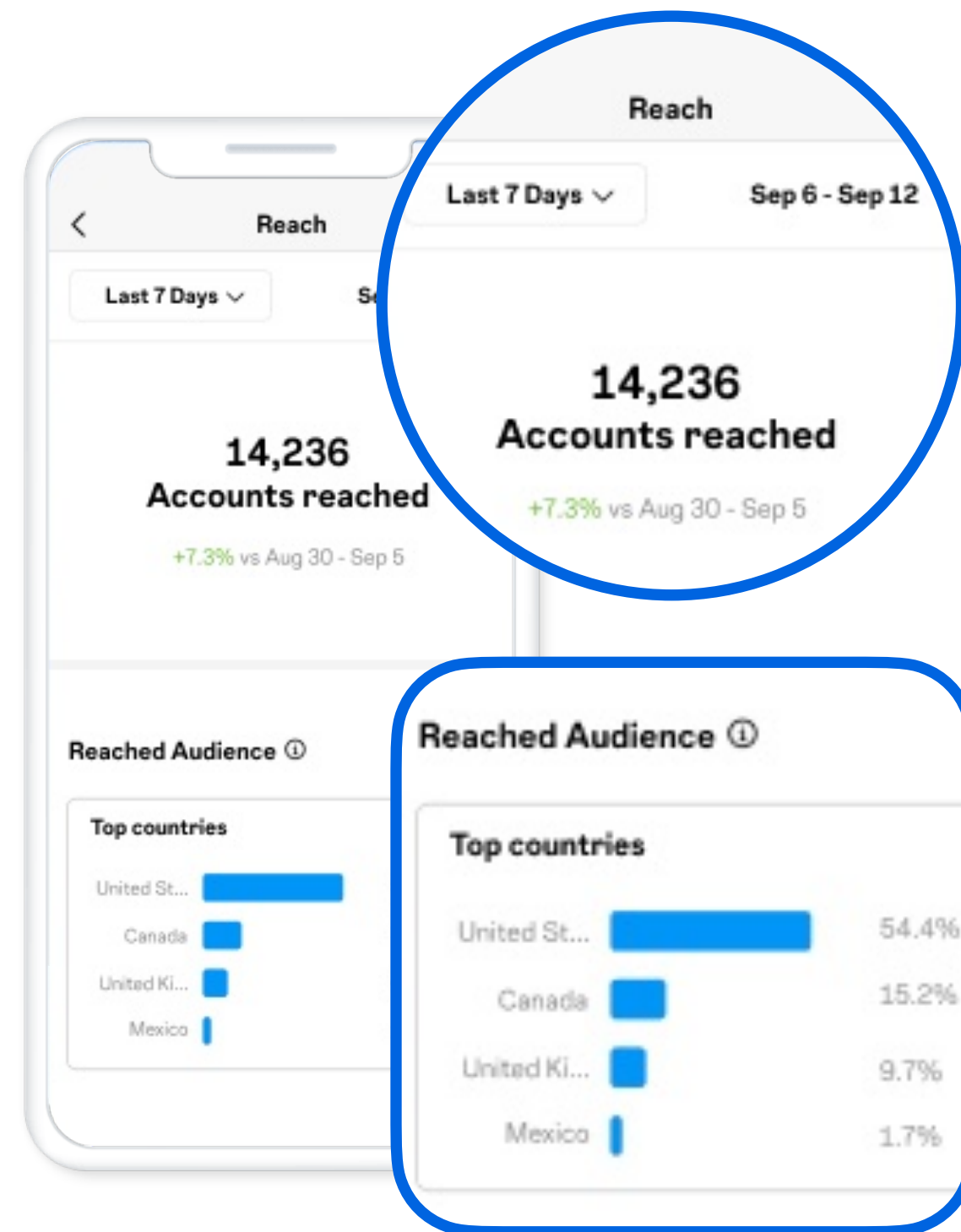
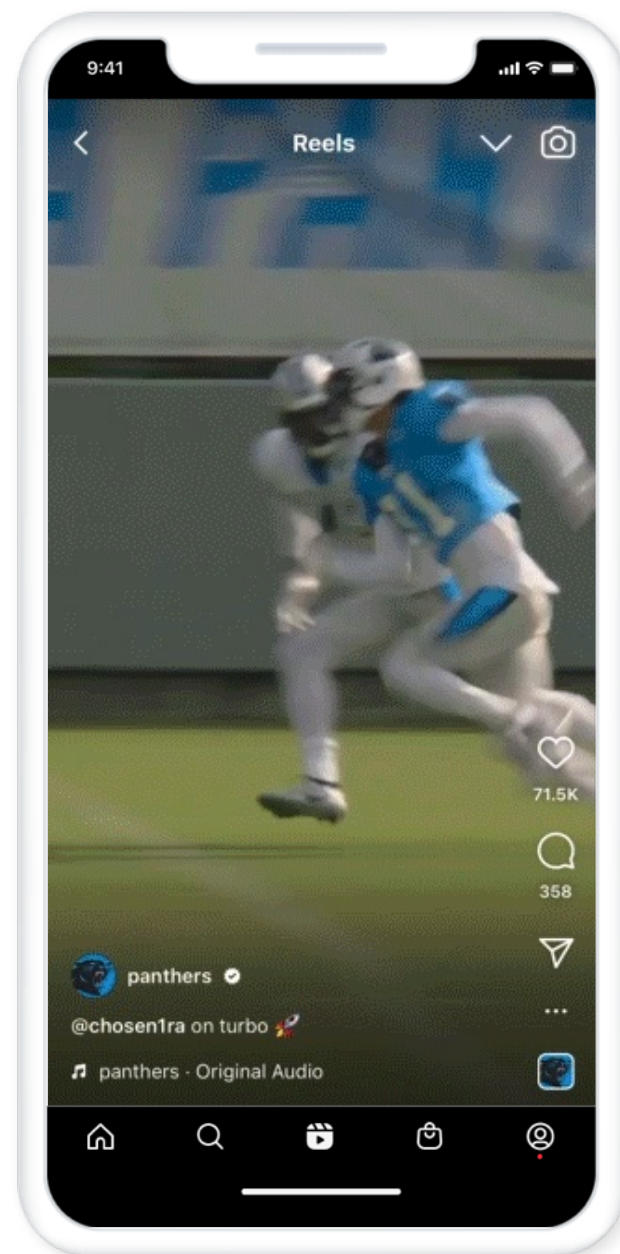
Evaluate Your Performance

Understand what type of content your fans want to see by using [Meta Business Suite](#) to view your insights and measure how your content strategy is performing.

Remember to focus on overall trends and not get too bogged down on individual post.

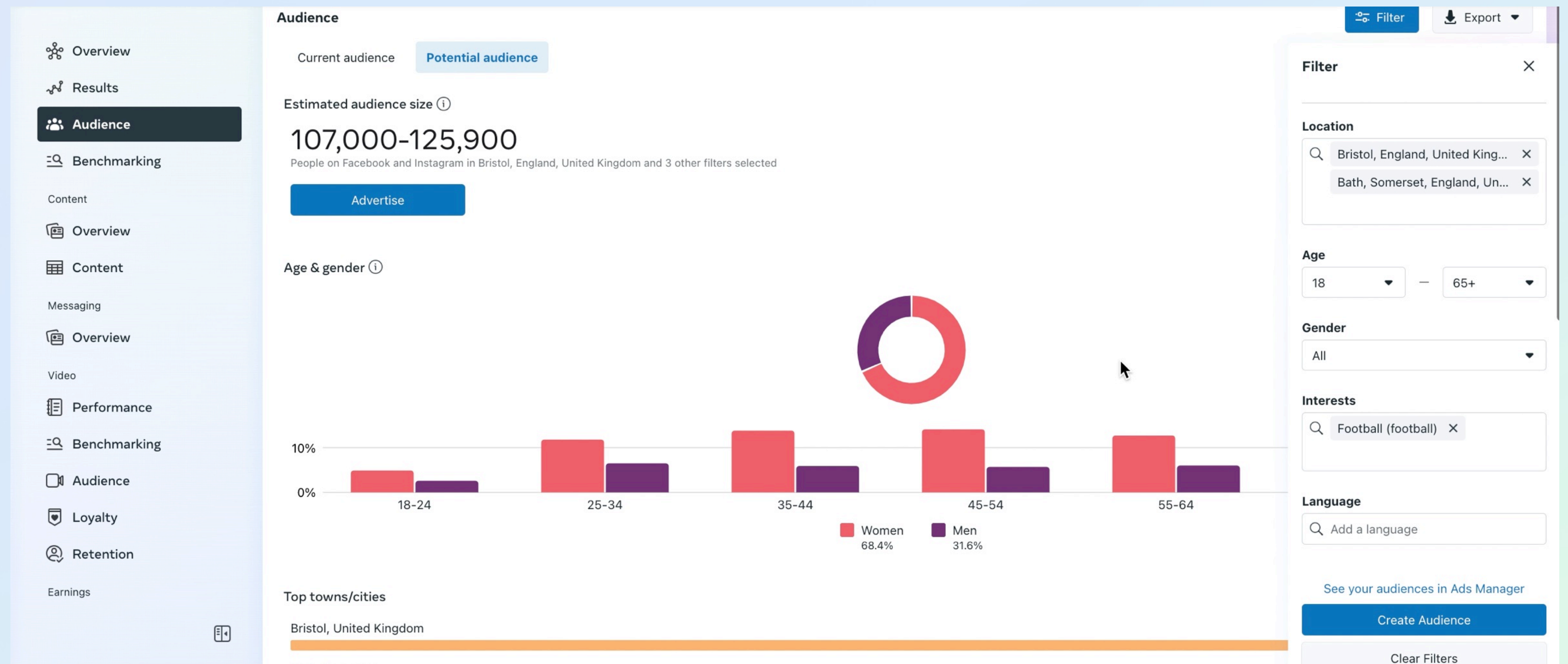


Evaluate Your Performance



Underperforming Metric	Possible Cause	What to Investigate
People Reached	Content isn't capturing attention or generating enough engagement.	Are you capturing attention quickly and retaining it? Is your content engaging? Have you adjusted the mix or volume of content you're publishing?
Avg. Minutes Viewed	Content isn't retaining viewers once they've started watching.	Have you veered from a story structure that was working for you? Are the topics of your content not aligned with audience interest? Are your videos the right length for your audience's attention span? Is your content audio dependent? Review Audience Retention curves and 1-min view trends.
Returning Viewers	People aren't viewing your content with high intent.	Did you recently publish a video that reached a new audience? Are you publishing schedule and content format consistent?
Engaged Viewers	Content isn't speaking conversation or eliciting an emotional response.	Does your content have a clear point of view? Is it clear why someone would want to share your content as a way to self-express?
Follower Growth	Content speaks to a hard core fan base, or publishing activity has slowed.	Are you engaging with your fans? Do you have content that appeals to a broader audience as well as your core fan?

Market Sizing and Growth Opportunities through [Audience Tools](#)

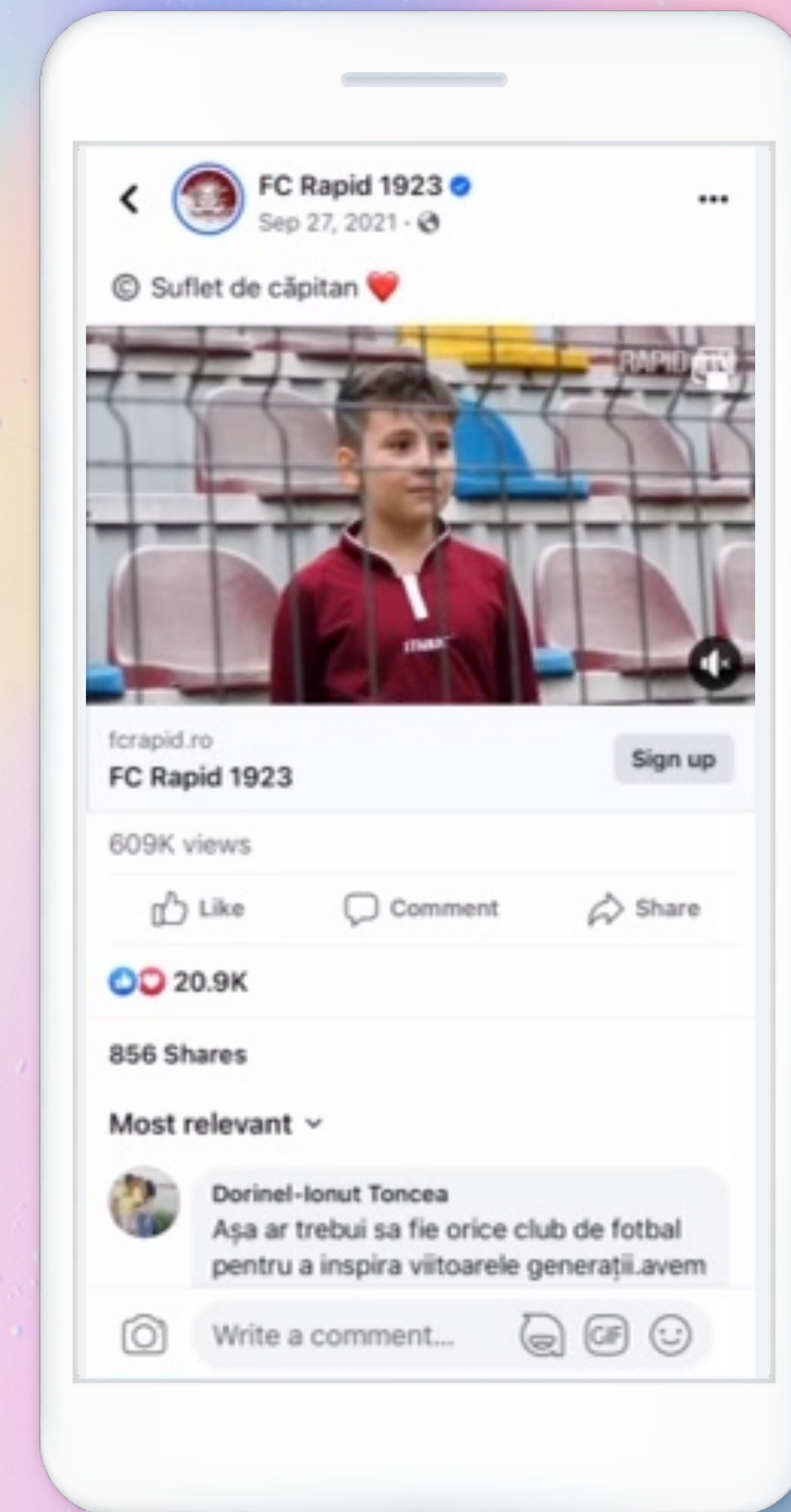


Case Study: FC Rapid

FC Rapid focus on Video Production to become leading football club in Romania.

FC Rapid had aspirations of becoming the leading football club in Romania across social media despite playing in the second tier. To do this, they shifted their focus on Facebook to publish more content and focus on videos that tapped in to the emotion of their fans.

Through this shift in strategy they were able to outperform clubs with much larger fan bases leading to greater commercial opportunities and increased revenues.



Case Study: FC Rapid

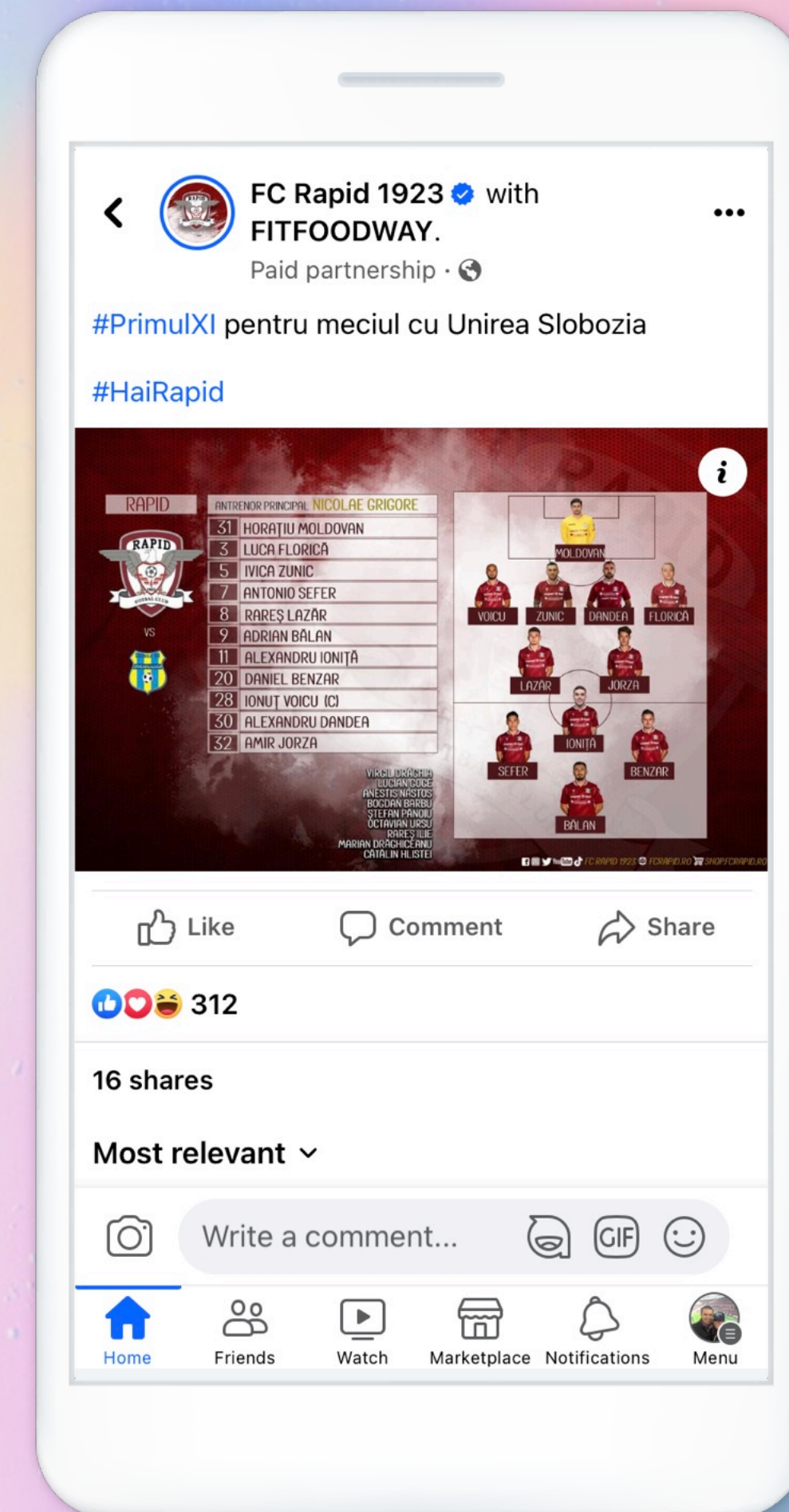
FC Rapid focus on Video Production to become leading football club in Romania.

40%

Growth in New Followers
on Facebook

31x

More engagements on
Video posts



Diversify Monetisation Opportunities

Enable In Stream Ads To Monetise Your Video Content

In-stream ads help eligible video creators earn money by including short video or image ads in qualifying videos.

Ad formats include Pre-Roll, Mid-Roll, Post Roll (Post Loop on Reels) and Image Ads.

Use Automatic placements and we'll automatically insert Ads for you, or select where you want the ad to appear with manual insertion.

Eligibility: >5k Followers, >60k minutes viewed in past 60 days and follow all community and monetisation guidelines.

Learn more and get started [here](#).

Mid Roll

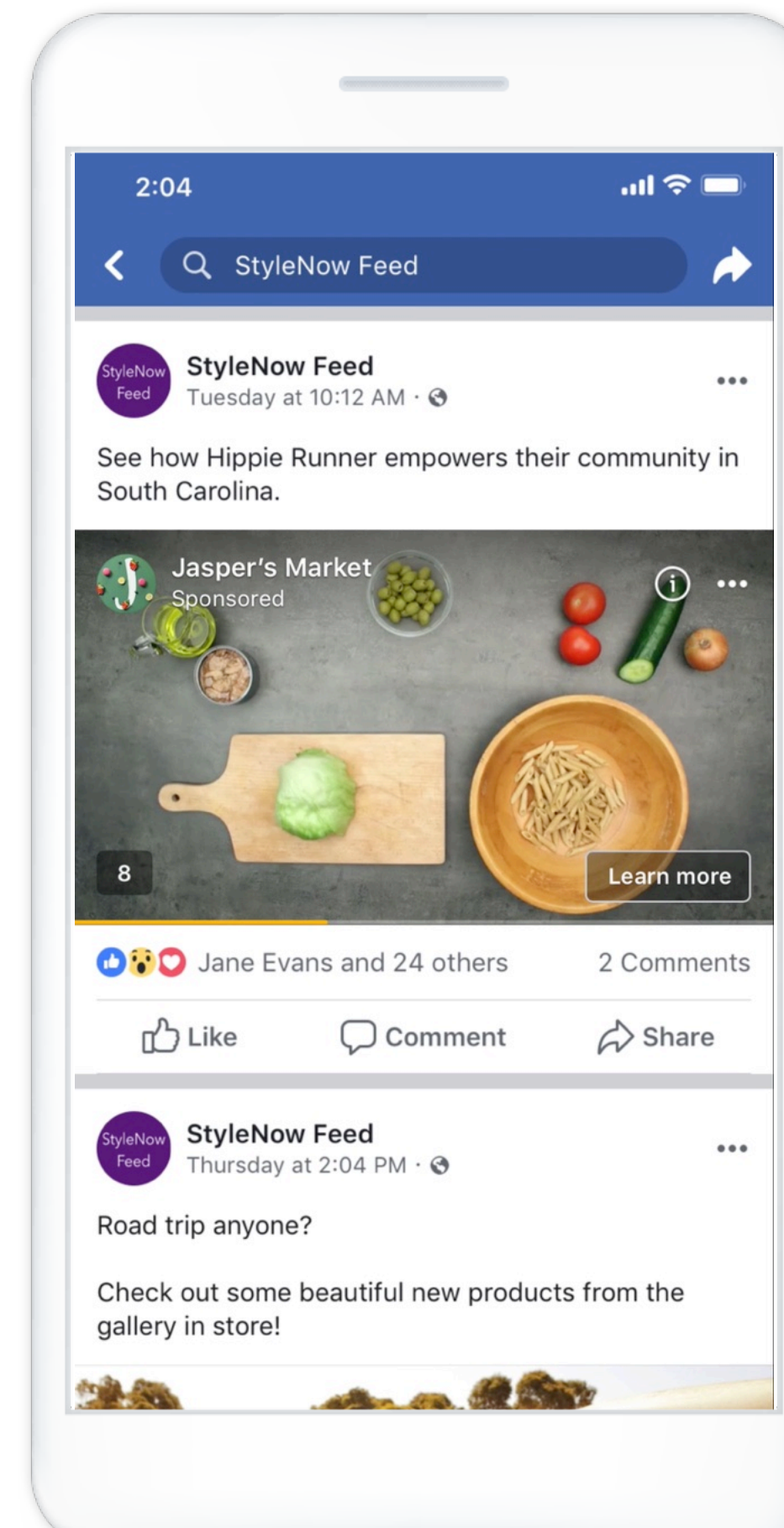
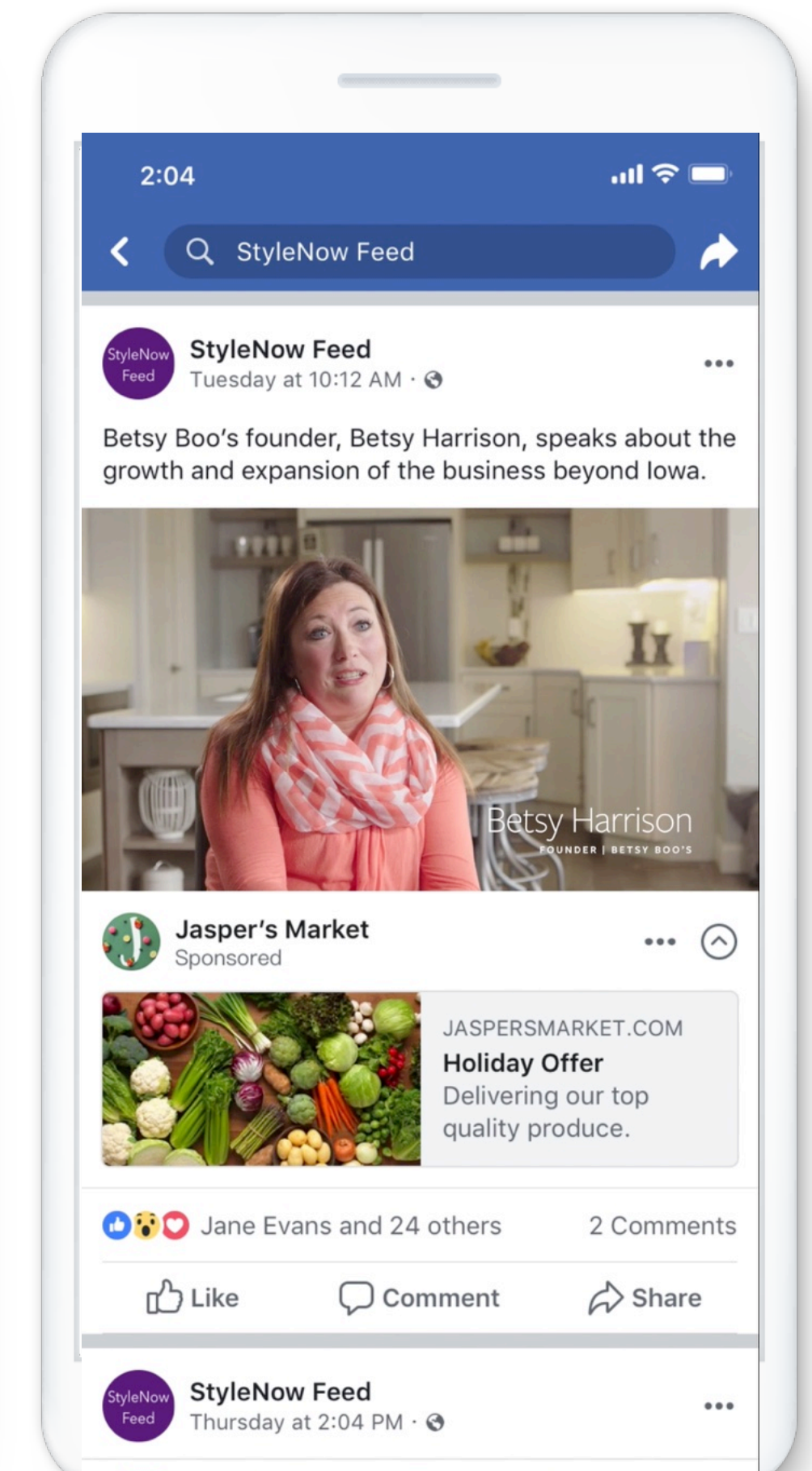
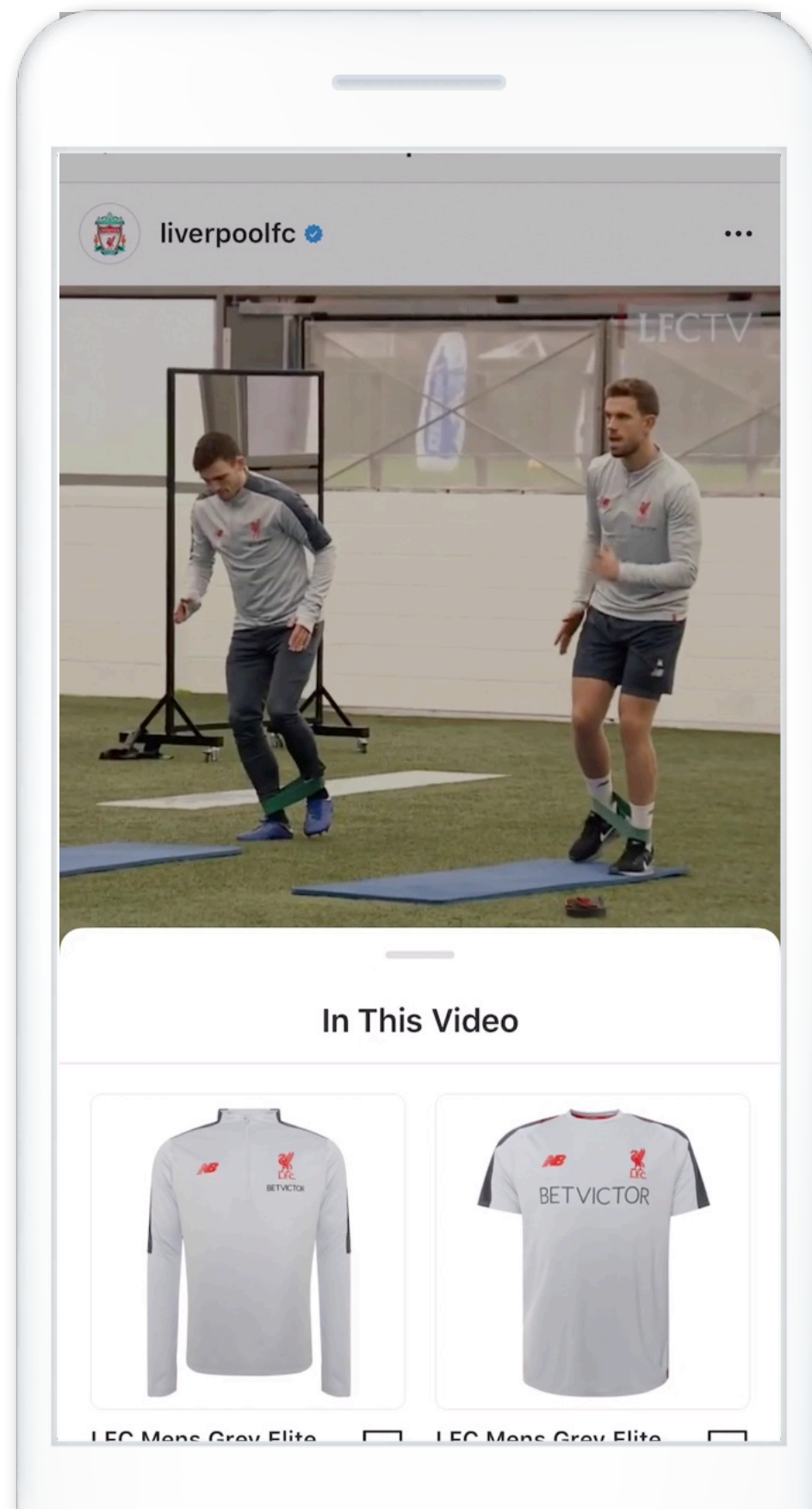


Image Ad

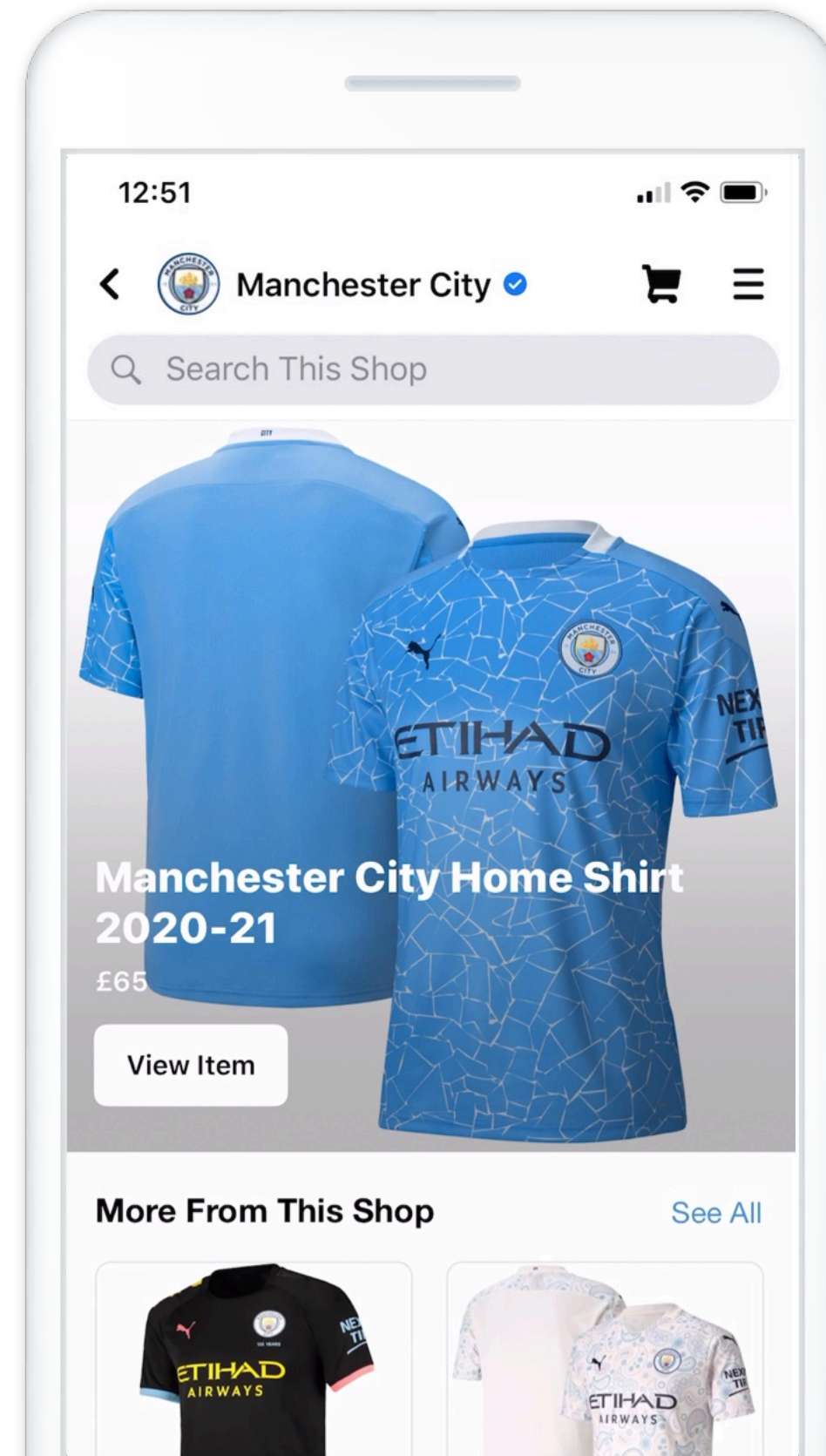


Use Meta's Shopping Products To Sell Merchandise, Tickets & More

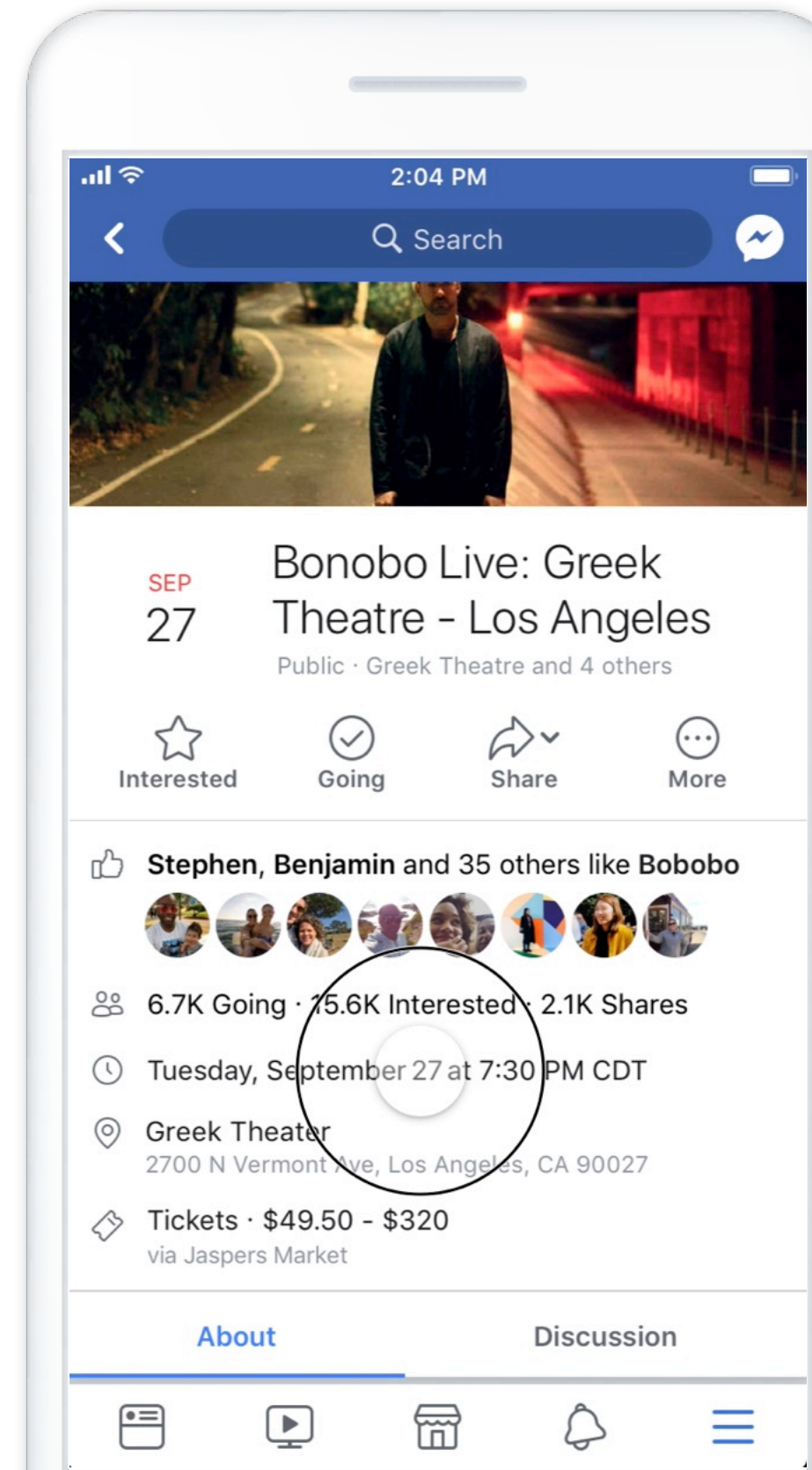
Shopping on Instagram



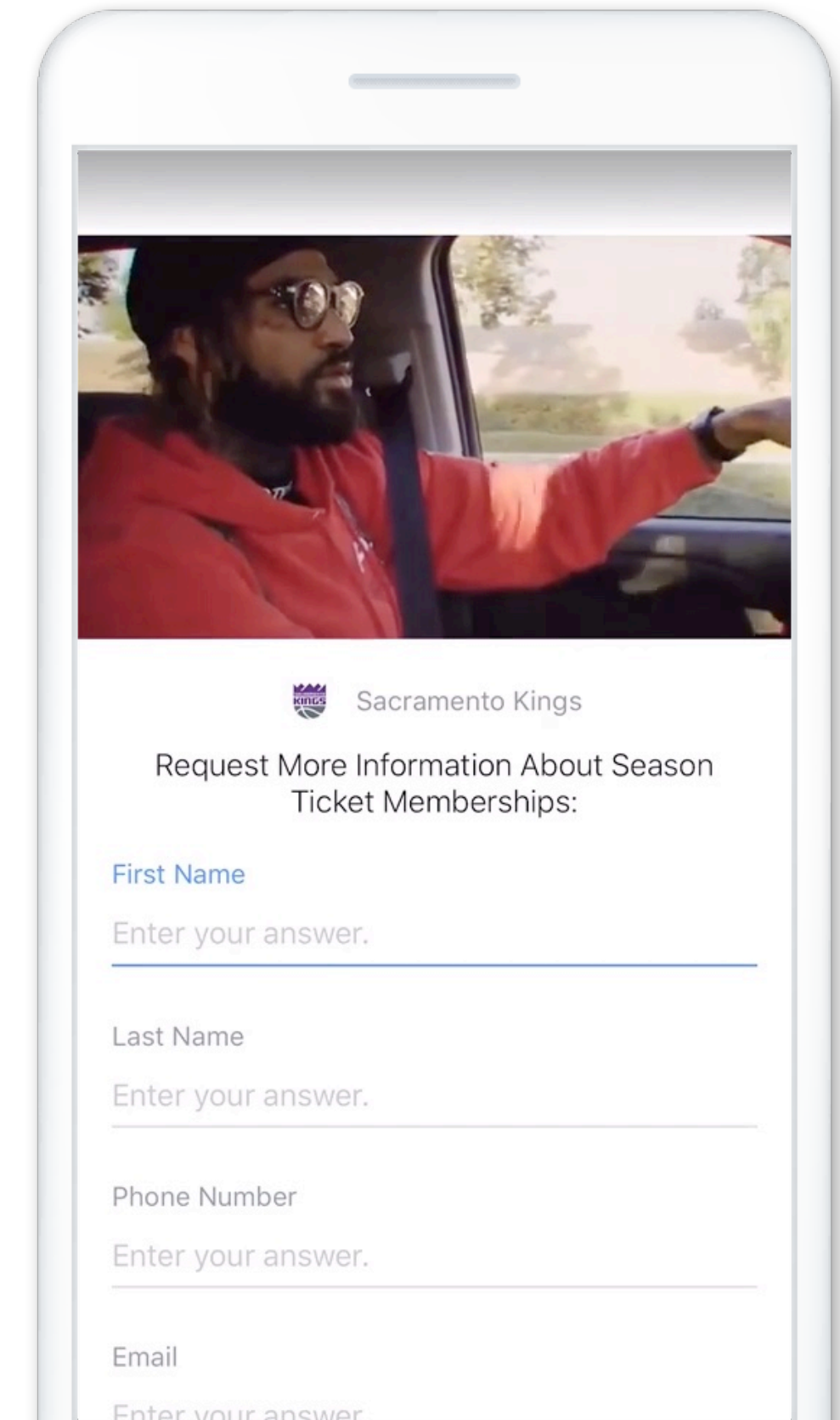
Shopping on Facebook



Ticketing



Lead Ads



Argentina's Biggest Clubs Used Facebook Ads to Boost Sales

By creating a 3-part campaign that incorporated the different steps in our earlier funnel, both River and Boca were able to deliver their best ever marketing campaigns at a time when fans weren't able to attend live games.

River Plate

\$1m in
Membership
Sales



Boca Juniors

42x ROAS



Branded Content

Digitise Your Sponsorships

Use Branded Content to Monetise Your Brand Partners Across Your Social Content

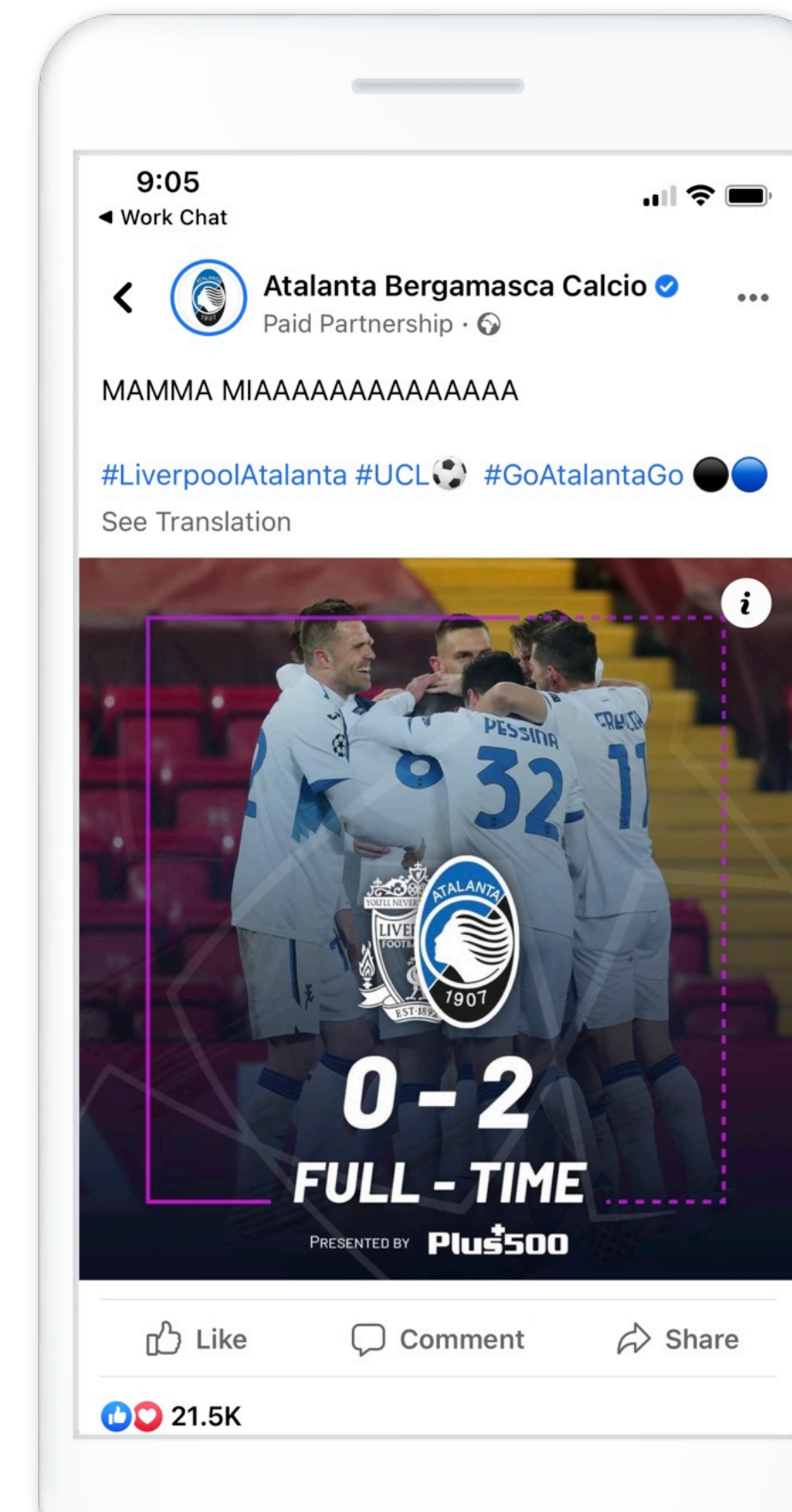
Use our [Branded Content Tool](#) to offer additional assets to new and existing sponsors.

Develop a distribution plan for long-lasting partnerships.

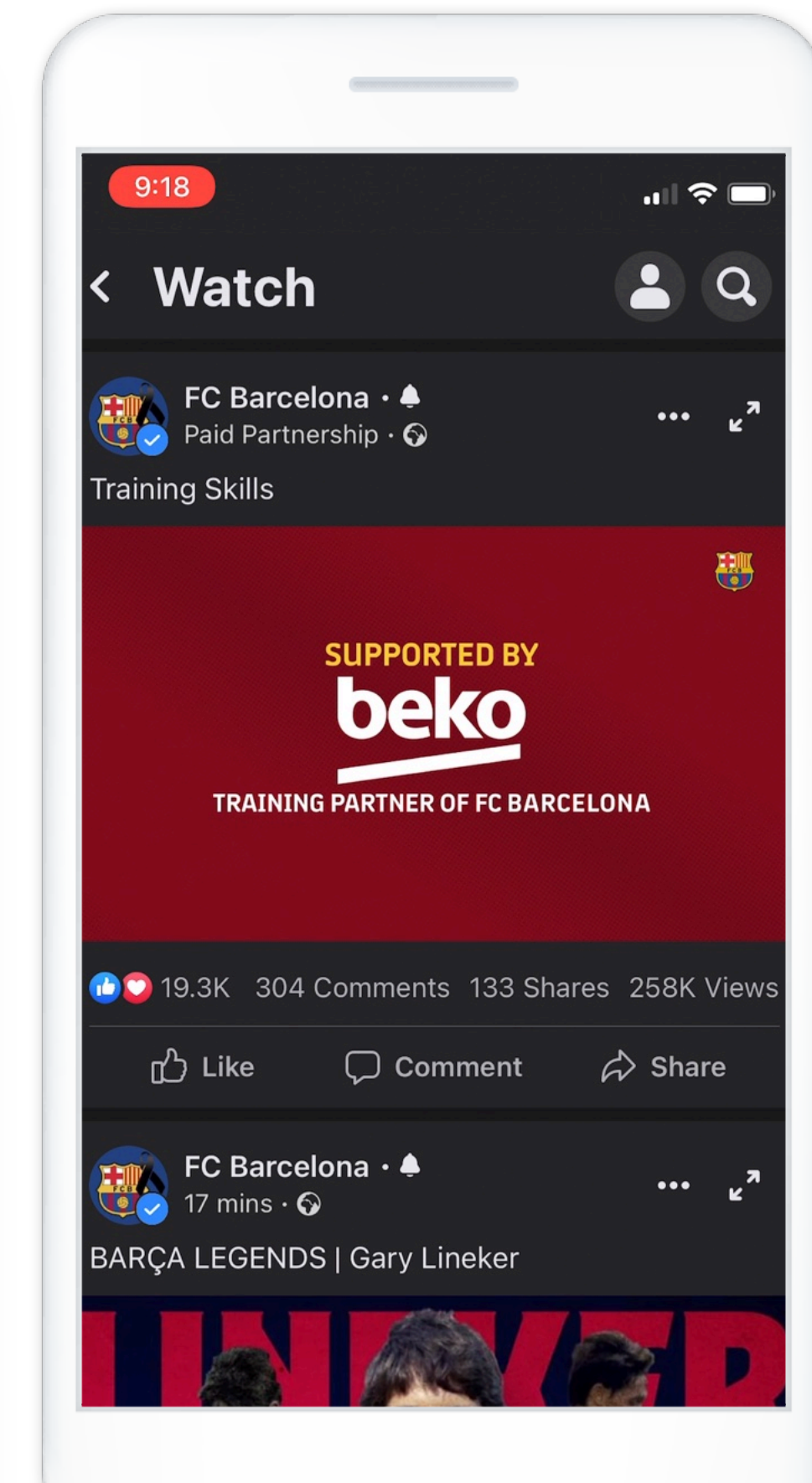
Use [Audience Insights](#) to identify potential partners and to help value your Brand.

Read how teams like [Manchester City](#) and [Real Madrid](#) use Branded Content to increase revenue opportunities.

Photos



Video Series



Why branded content with Facebook & Instagram?



Unlock
Audiences



Build your
brand



Drive
incremental
campaign
revenue

According to a Nielsen Study, marketers who distributed their **branded content in partnership with a publisher** saw a **50%** higher brand lift, on average than those who published content on their own.



Value Exchange

What you receive:

- Incremental revenue
- Incremental reach
- Offset content production costs
- Unlimited content inventory
- Content flexibility
- Measurable impact

What your sponsor receives:

- Your reach, audience, and voice
- Content/ IP and brand sentiment alignment
- Custom creative and content resources
- Content flexibility
- Measurable impact



Determine Your Content Value



GOAL
OBJECTIVE
KPI

GOAL	GROW AUDIENCE	BUILD BRAND	DRIVE SALES
OBJECTIVE	Optimize how you reach your partner's target audiences	Impact brand objectives like video views	Drive sales and conversions
KPI	CPM	CPV	CPA

Safety

IP Protection with Rights Manager

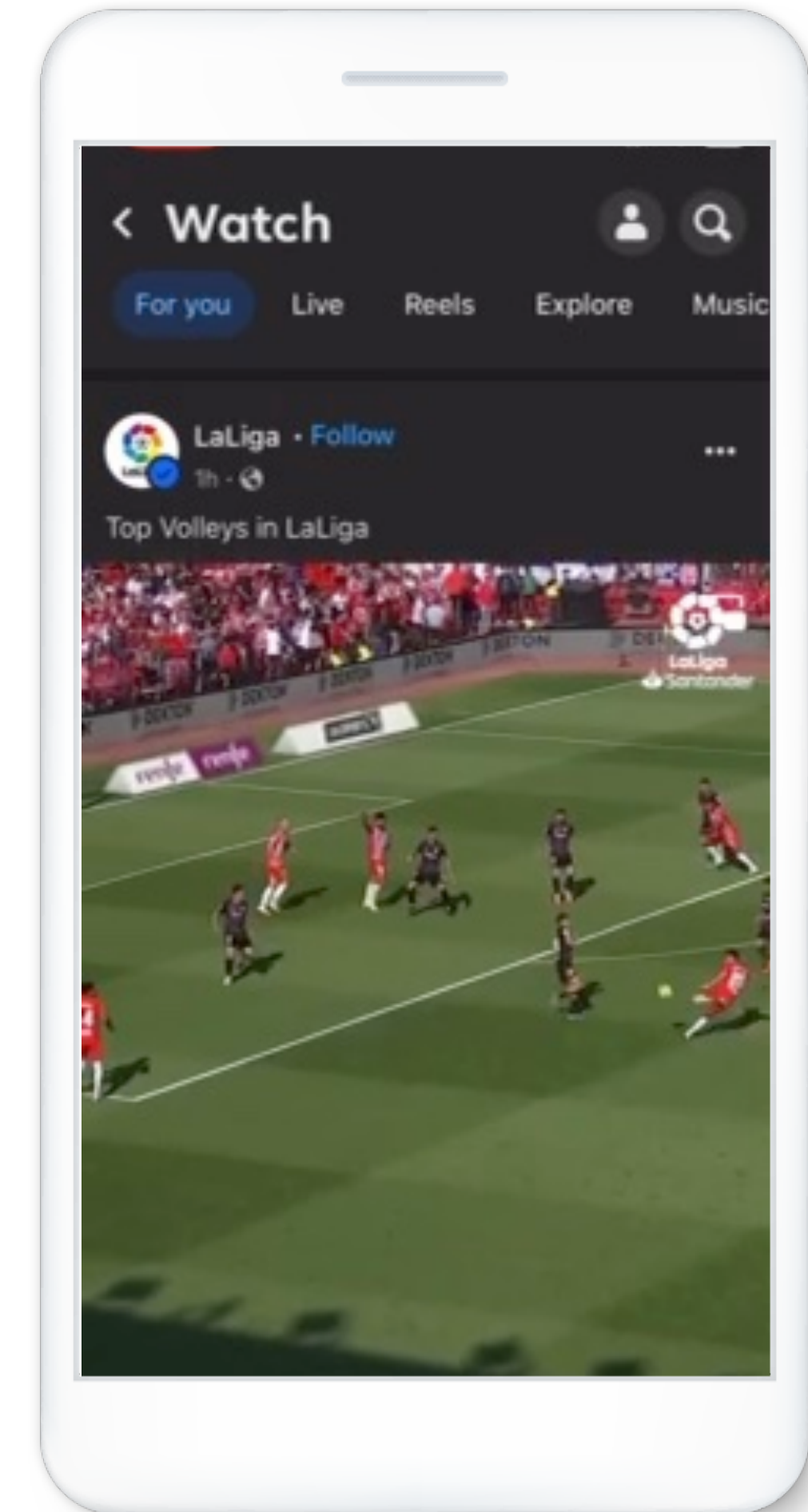
"Protecting content in the sports industry depends on agile technology and dedicated partnership, and with Meta we have received both...Combining Meta tools with our proprietary technology has helped us to establish 24/7 content monitoring on a global scale, achieving high piracy elimination ratios (+95%), acting at its source, and stopping its spread." - LaLiga

Rights Manager is a video, audio and image-matching tool that we developed for rights holders of all sizes — from individual creators to media publishers, sports leagues, music labels and others — to identify and manage their content on Facebook and Instagram, including Live videos.

Once a rights holder uploads their reference files, Rights Manager will scan and match content uploaded to Facebook and Instagram based on the match rules set by that rights holder.

Apply for access to Rights Manager [here](#) and learn more about the product through our [Blueprint Course](#).

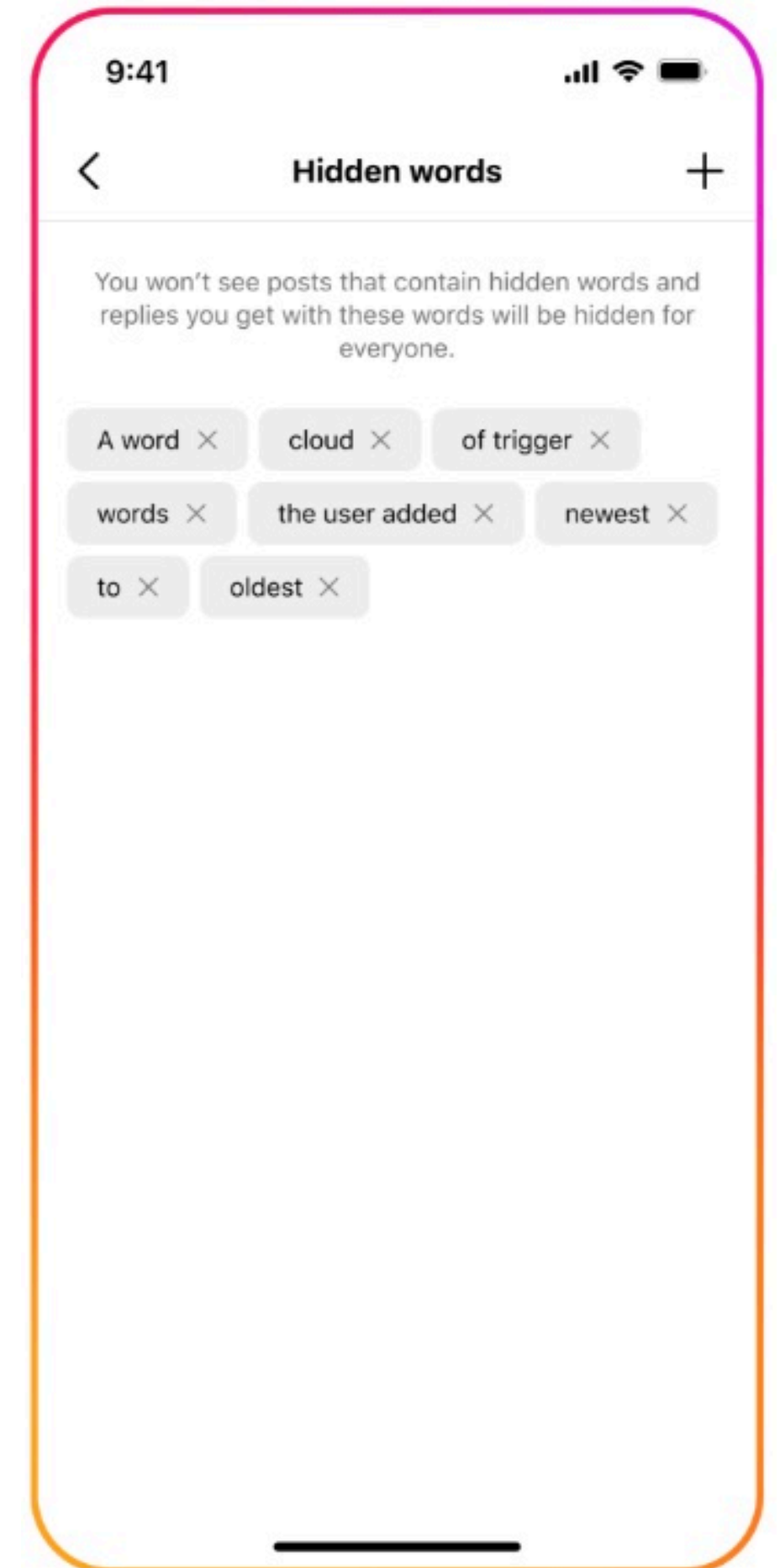
Unauthorised content can also be reported through Meta's copyright [form](#).



Stay Safe with Content Moderation

We take the safety of our users extremely seriously and have a strict set of community guidelines. However we also give you, as publishers, the opportunity to take a more stringent approach to how you allow people to interact with you across our platforms as well.

- [Turn off post comments and choose who can comment](#): Limit who can comment on your organic public posts, from Profiles and Pages you follow to Profiles and Pages you mention. You can also allow no one to comment on your post.
- [Block accounts](#): Limit all interactions between your account and another. This feature also allows you to block any new accounts they create.
- Report abusive content: Flag comments and content to be reviewed for [Community Standards](#) violations. When reporting isn't enough, please involve law enforcement. Remember: Take screenshots and copy URL links of any unwanted attention before blocking the harasser.
- [Mute](#) or [Restrict](#) accounts on Instagram to protect yourself from unwanted interactions.
- [Turn off messaging](#): Turn off messaging on your Page to limit interaction from everyone.
- [Hide and delete comments](#): Hide, sort and delete comments on Page posts. The comment and its replies will be hidden to everyone except the person who wrote it and their friends.
- [Keyword blocklist](#) Create custom lists of words, phrases or emojis to filter from your comments on Facebook. Variations are also automatically hidden. Example: tree, TREE, tr33, treee, t.r.e.e, #tree. Note that this feature is known as "[hidden words](#)" on Instagram.
- [Profanity filter](#): Choose to hide comments with profanity from your Page. We determine what to hide by using the most commonly reported words and phrases marked offensive by the community.



Getting Help & Support

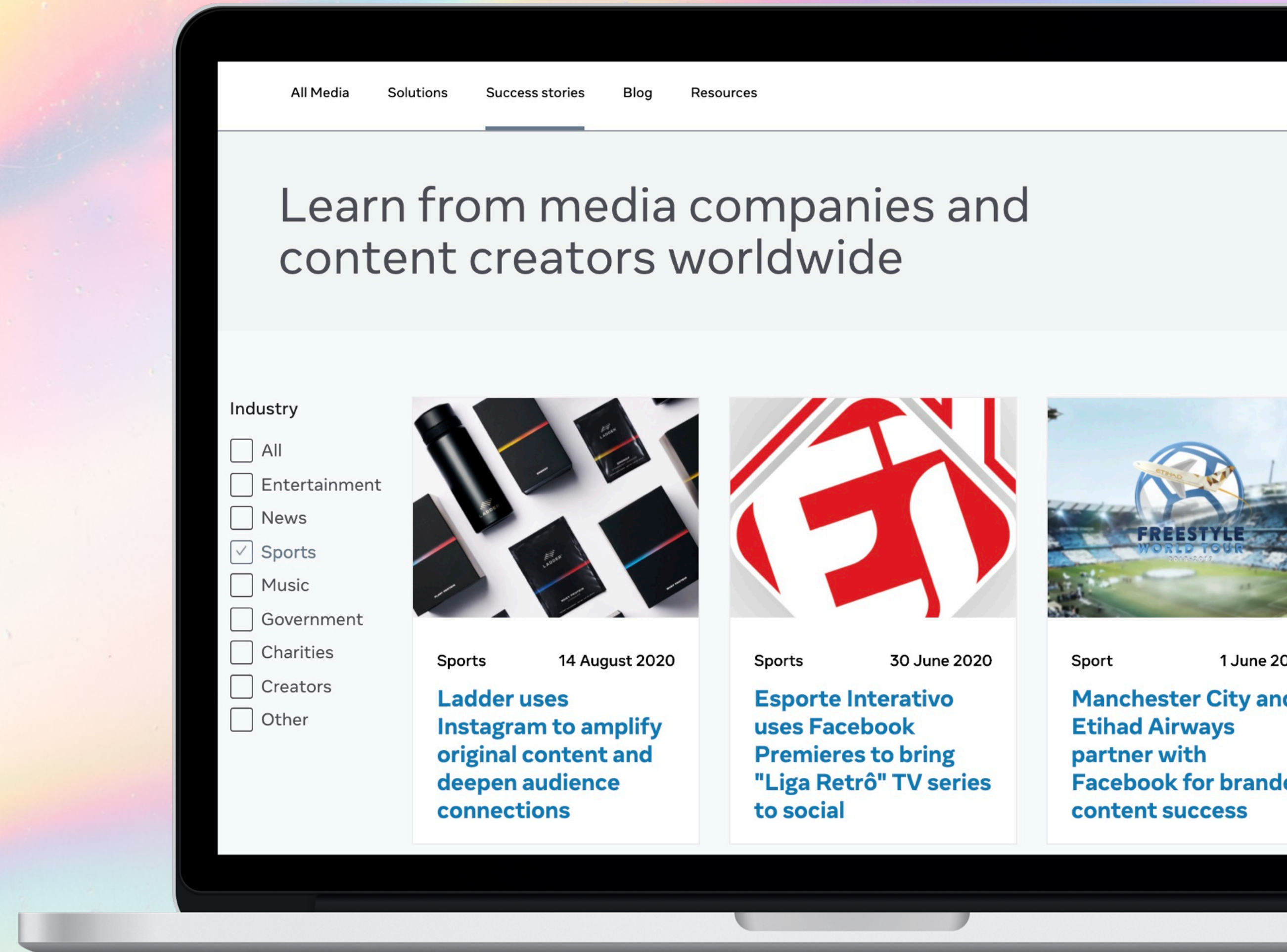
Take one of our [Blueprint Training Courses](#)

Use our [Help Centre](#)

Visit our [Sports Hub](#)

Attend a [Webinar](#)

Contact Us: fbsports@fb.com



Case Studies

FC Barcelona's 5 Tips for Reels Success



Case Study

The Azkals

How Philippines' National Football Team Grows Their Facebook Presence with Video Strategies



INTRODUCTION

The Azkals are the Philippines' men's national football team. The team name refers to “asong kalye” or stray dogs, which are common throughout the Philippines and represented the Filipino national team’s standing at the time of its founding in 1913. Despite the early lack of attention and support from the Filipino public, the team kept going and now proudly carries the Azkal name as it has come to represent resilience, audacity, and the country and team members’ mixed heritages.

GOALS

Increase their presence and engagement with the burgeoning football community in the Philippines on Facebook — follower growth and fan engagement / interactions to serve as key success metrics.

SUCCESS HIGHLIGHTS

3x+ increase in 1+ minute video views*

36x+ increase in followers gained**

48x+ increase in interactions**

* comparing June - August 2021 vs. previous 3-month period

** comparing May 1 - July 20, 2021 vs. previous window

Case Study

The Azkals

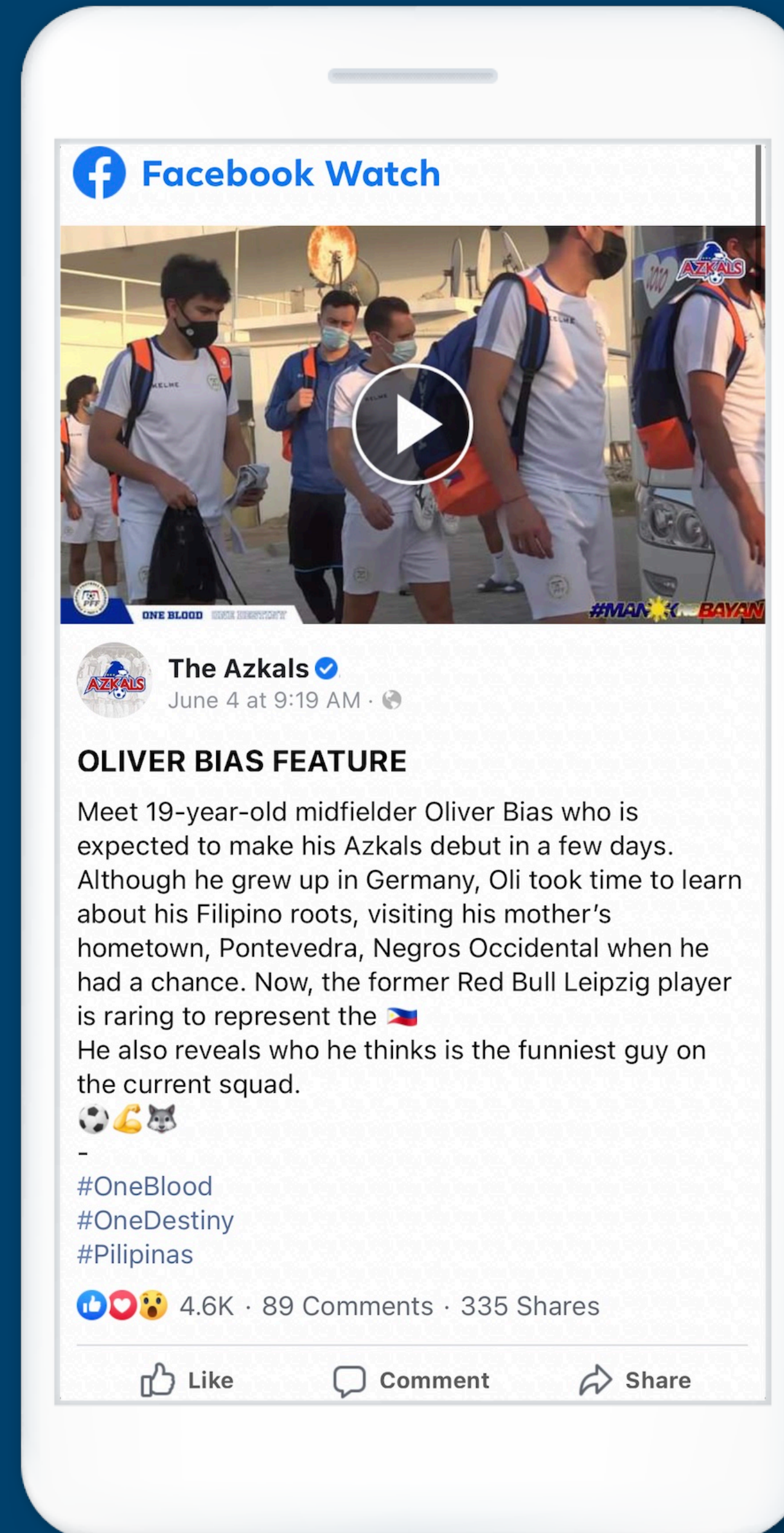
STRATEGY

Partnering closely with the Facebook Media Partnerships team, The Azkals pivoted to focus on the following priority products which contributed to their success:

Facebook Video: Regular [Facebook video uploads](#) on fan-centric themes like player backgrounds, match highlights, and pre-match press conferences to keep their audience connected and updated

Facebook Stories: Daily [Facebook Stories](#) with links bringing viewers directly to their own videos, further boosting reach and distribution on the respective content

“The Facebook Media Partnerships team has been a great partner for us, listening in to our goals, and guiding us with strategies to engage our audience better with Video solutions and Stories which we might not have otherwise considered prior to working with our Facebook Partner Manager, Pearry Artiaga. Am grateful towards him for being instrumental in our Page’s growth!”



Case Study

How Athletes Unlimited Uses Facebook and Instagram to Grow and Evolve Women's Sports

Athletes Unlimited (AU) is a new women's professional sports league that uses an innovative player-centric framework for volleyball, lacrosse, and softball. During the three seasons in 2021, the league livestreamed games on Facebook, crossposting the games to the Pages of governing bodies and leading publications in each sport to gain additional exposure and viewership.

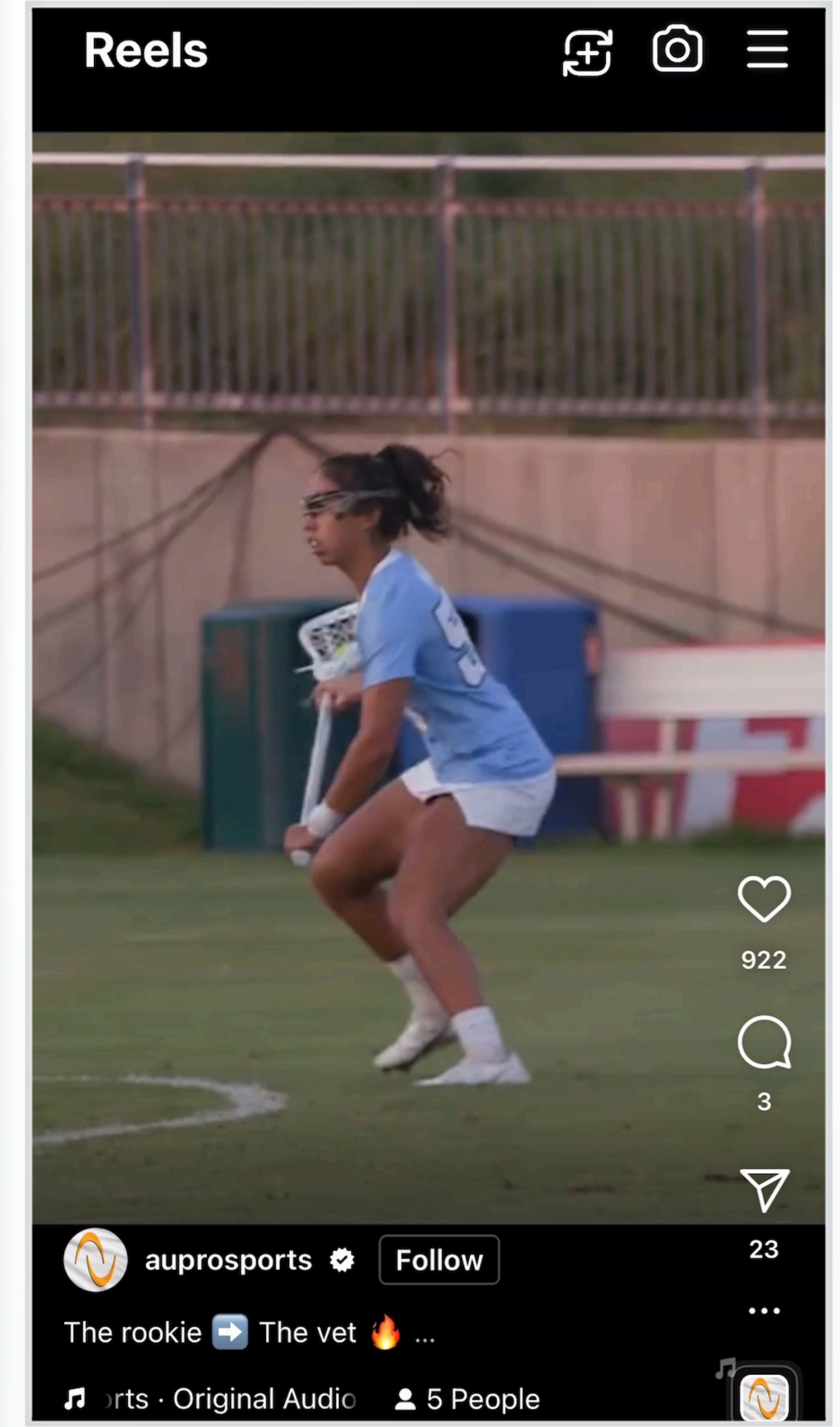
Moving forward, Athletes Unlimited is looking to continue innovating their live game broadcasts on Facebook so they can keep growing their community across social, particularly amongst women and young fans. AU is an early adopter of Reels, and makes sure to mix them into their content strategy daily, especially during live coverage. They also have tapped into incremental audiences on the Meta Horizon Venues virtual reality platform, which the league plans to carry on to keep pushing boundaries for live game experiences.

170K+

monthly active Facebook followers. 25% of total followers are under 30 years old

9.8M+

Reels plays across main Instagram account and sport-specific accounts (January through September 2021)



Case Study

Oracle Red Bull Racing: A championship-winning season told through Instagram Reels

Given the demand for F1 content from an ever-growing global fan base, RBR saw Instagram as an ideal channel to give their passionate fan community (and over nine million followers) a unique perspective of the season.

- Behind the scenes content to give fans unprecedented access to their two drivers, who enjoy a higher-than-ever global profile thanks to F1's surge in popularity.
- Expanding reach and relevance with guest collaborators from the wider world of sport, music and esports.
- Leaning into trending audio on Instagram, another lever that helps expand reach and get RBR's reels in front of new audiences.
- The winning moment, told through epic short-form video.

550m Instagram Reels plays over the course of the 2022 F1 season

2.3m Instagram followers gained in 12 months (+34% growth)



Case Study

Marseille

Olympique de Marseille Leverages Long-Form Archive Content to Increase In-Stream Ads Revenue

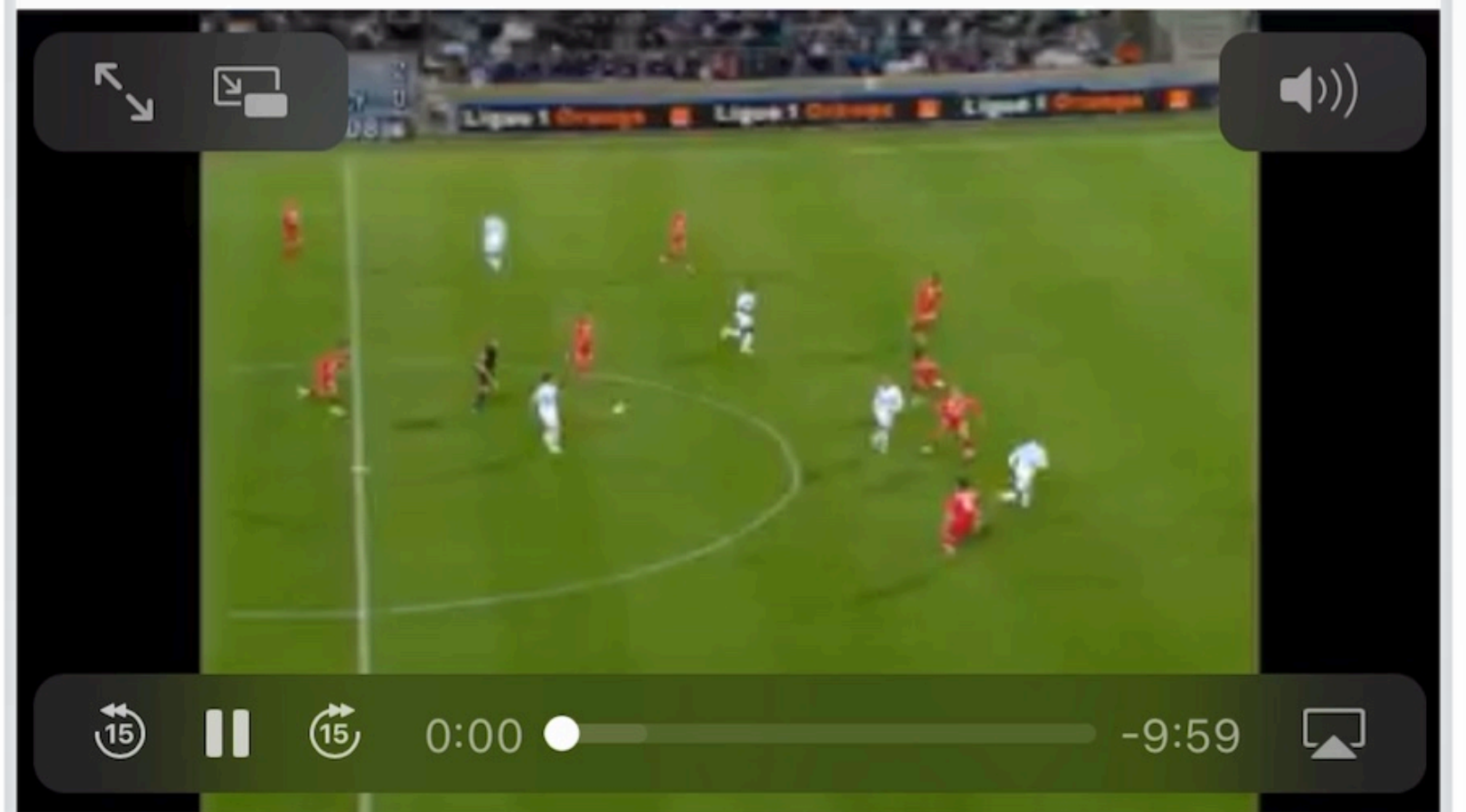
French football power Olympique de Marseille struggled in early 2021 to generate earnings from in-stream ads, as they relied on time-intensive, expensive formats like long-form original videos and documentaries. They were also the first French club to launch a TV channel back in 1999, and still sat on this massive library of long-form, archive content collecting dust.

Putting two and two together, Marseille digitized their vast archive library to easily create long-form Facebook videos that met in-stream ads eligibility criteria — and almost immediately, saw their earnings take off.

320% increase in Facebook video revenue*




↑180%+ increase in 3+ minute video production*

* metrics compare March / April 2021 vs. January / February 2021





Olympique de Marseille  posted a video to playlist **Rétro**.
April 15 at 7:00 AM · 

 **OM 6-0 Nancy | 2005-2006**

 **OM 6-0 Nancy, 3 doublés** 
#EnCeJour le 15 avril 2006, l'OM surclassait Nancy grâce à des doublés de **Mamadou Niang** , **Toifilou Maoulida** et **Mickaël Pagis** #OMASNL

   3.6K 340 Comments 171 Shares

 Share

Olympique de Marseille 
14 hrs · 

Joyeux anniversaire Stéphane Mbia 

Lion Indemne  

CASE STUDY

Club América

Club América Revamps Facebook Video Strategy To Boost Ad Revenue

Club América historically focused on posting short-length videos to Facebook, prioritizing high non-retentive viewership and virality. But in doing so, they sacrificed on-platform monetization opportunities as well as building a loyal viewer base. The club looked to shift their Facebook strategy to build retention and loyalty and better monetize their content, without losing their current audience or dramatically increasing production costs.

75x

more revenue earned via in-stream ads during H2 2019 vs. H1

4.5x

more 1-min views for Club América Facebook videos during H2 2019 vs. H1

83%

of total Facebook videos posted during H2 2019 were 3+ min in length, compared to 28% in H1*

*according to CrowdTangle data

<  Club América
October 25 · 🌐

Arturito utilero del América por más de 35 años regresó al Nido

#MásAlláDelBalón  

See Translation



Watch this video with your friends.

Start

486K Views



Like



Comment



Share



12,671 shares

Most Relevant ▾

Case study

Manchester City

Manchester City Leverages Facebook and Instagram to Boost Sales of New Kits

Football club kit launches have evolved over time — from in-person, ‘bricks and mortar’ sales to online stores to third-party digital platforms. Given the global pandemic and reduced access to Manchester City’s Stadium Store, online sales were more important than ever for the 2020/21 launches. The club looked to leverage the full suite of Facebook and Instagram commerce solutions to launch their new home, away, and third kits. Along with allowing City to reach global audiences, the club turned to Facebook and Instagram Shopping to ensure fans could get the new kits in their hands as soon as possible.

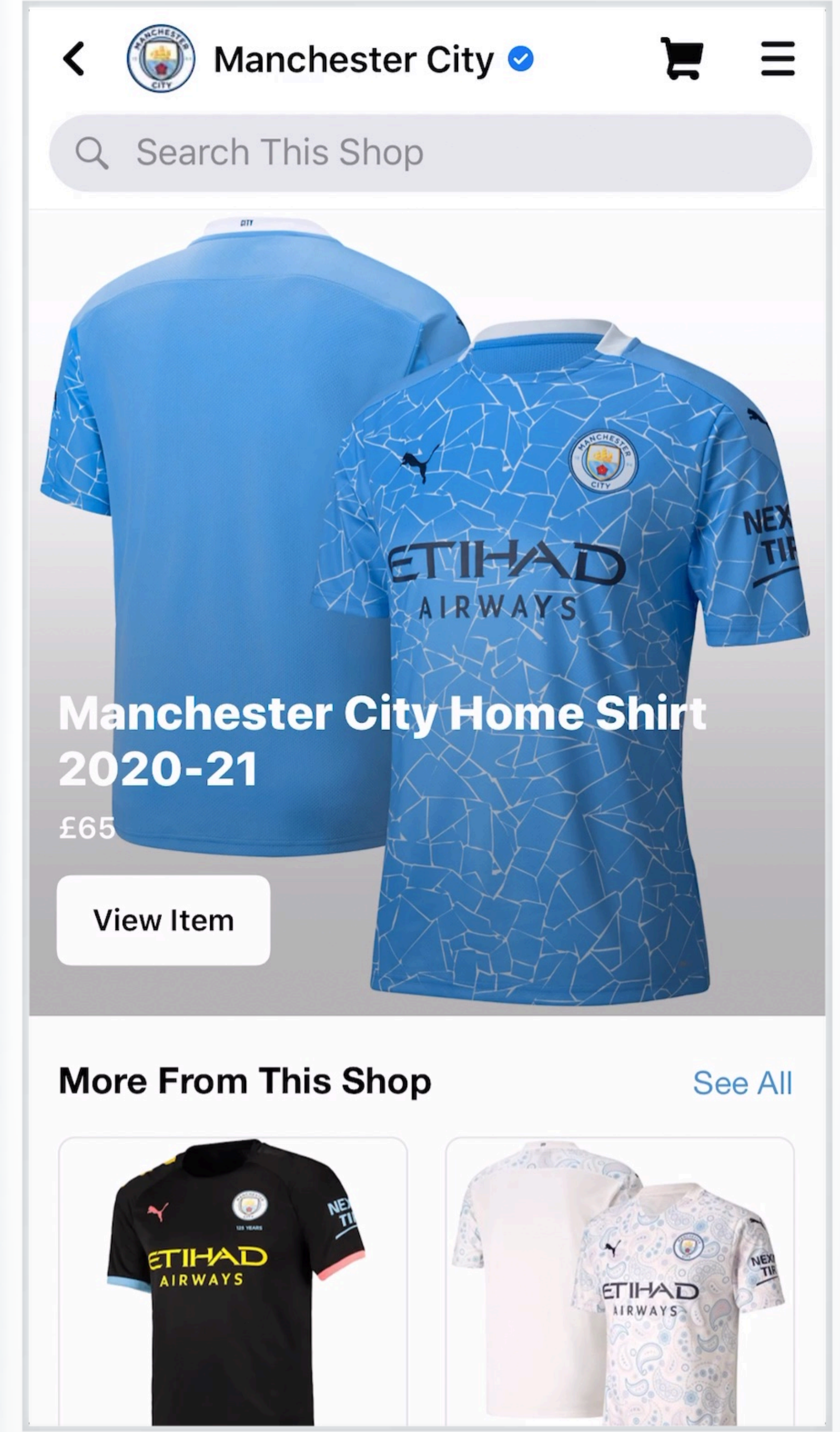
Facebook and Instagram Shopping posts ended up driving 7.5%, 11%, and 17% of online sales revenue for the three new kits (within five days of each respective launch). Manchester City broke its overall sales record and online sales record for a new kit launch.

43x ROAS driven from Facebook ad campaigns around the kit launches

11M+ video views across Facebook and Instagram*

9M+ interactions across Facebook and Instagram*

*on Manchester City content around the kit launches



CASE STUDY

French Football Federation

The 'Equipe de France' Is Also World Champion on Facebook and Instagram

In the summer of 2018, the FFF looked to not only win the World Cup on the field, but also on Facebook and Instagram. Along with heavy growth and engagement, this meant using the latest FB and IG products to drive strategic business objectives. Thus, the FFF set the following goals: promote the FFF and French team image, provide unforgettable fan experiences, and generate business opportunities.

The French national team FB and IG accounts generated more interactions and gained more followers than any other national team accounts around the 2018 World Cup* (between May 17 – July 18, 2018)

#1 in total IG followers vs. all other national team accounts*

20% of FFF's ticketing website traffic generated via FB**

* according to CrowdTangle data** between August – November 2018



CASE STUDY

Buffalo Bills

How the Buffalo Bills Drove 10x ROAS via Repurposed Facebook Content

Sports teams consistently create great social content, but don't always leverage the engagement it generates to drive their business objectives. The Buffalo Bills realized the untapped potential this content possessed as ad collateral to connect with fans and drive conversions. During the 2019 season, the team utilized Facebook advertising to repurpose their top organic videos in single-game ticket ads, and also leveraged their Facebook fan base to retarget organic content engagers.

10x

ROAS generated via this single-game ticket sales campaign

24%

increase in 1-min video views on Bills Facebook Page

220%

increase in interactions on Bills Facebook videos*

* according to CrowdTangle data, comparing campaign window (Oct 15 — Dec 18, 2019) vs. same window in 2018



Buffalo Bills

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BUFFALOBILLS.COM

Buffalo Bills Tickets On Sale

[SHOP NOW](#)

Case Study

FC Barcelona

FC Barcelona Uses Instagram Reels to Build Community and Drive Revenue Through Short-Form Video

At 96 million followers and counting, [FC Barcelona](#) isn't just one of the biggest sports accounts on Instagram — it's one of the most-followed accounts period. When [Instagram launched its new Reels video surface in August 2020](#), the football club looked to leverage the feature to further develop its social community and increase its Instagram engagement.

“We have started to play with and integrate Reels as part of our commercial strategy as well,” FC Barcelona shared. “We will soon be able to integrate our partners in the content, and have started preparing branded content in this regard. We have already done the first tests [of selling merchandise] with a Reel around the launch of our new kit. It has more than 12 million plays and 1.5 million likes so far, and Instagram Shopping integrated in the Reel itself. It's a new commercial asset for us.”

1 billion+

Reels plays to date for FC Barcelona's Instagram account —
the first sports team worldwide to hit this milestone

