

Luxembourg football on Facebook

Data from 1st of November 2016

Publication date : 1st of November 2016

5th report

In the table below you will find basic statistics on Luxembourg football on Facebook, including the number of Page Likes and engagement (evolution from September and October 2016 and in comparison to the Summer 2016 evaluation).

The highest growth of football pages in general has been registered for the FLF with +848 Likes on Facebook. The PaulMedia [PM] driven project FuPa Lëtzebuerg has the second strongest growth with +220. FC Marisca Mersch is the club with the biggest plus, having won 104 Likes over the past two months, followed by FC Wiltz 71 (+102).

The football club counting the most pages likes in total numbers is FC Differdange 03 with 2725, but their plus was only 20. They are followed by F91 Dudelange (2319, +34). Overall, the FLF has still and again the highest number of Likes with almost 11000 (exactly 10978). Runner-up is FuPa with 3821 Likes.

The overall “Engagement winner” in absolute numbers is the Facebook page of FC Differdange 03, who managed to engage impressive 538 users which is also the best club ranking.

The best engagement ranking in relative numbers has been achieved by FC Marisca Mersch who got over 47% of their original user base involved in their publications! FC Koerich-Simmern came closest to Mersch with 42% which can be considered as a proof of major events for small clubs being important for engaging people online. Koerich created a sensation in the Cup during that period and thus played another big game on the last weekend.

Do you want to know how to use these statistics to promote your club's website and eventually generate money via a social media strategy? Or how do you plan to publish what kind of content to bypass the summer break and keep your pages alive?

Then contact us by E-Mail (contact@paulmedia.lu) or phone (+352 661 669 074) to fix an appointment with us! More information to be found on www.paulmedia.lu!

Club	Late August		Early November		Variation & Quota	
	<i>FB Likes</i>	<i>Engagement</i>	<i>FB Likes</i>	<i>Engagement</i>	<i>Diff.</i>	<i>Eng. Quota</i>
Aischdall	495	0	503	0	8	0,00%
Aspelt	493	22	506	49	13	9,68%
Bastendorf	481	40	505	80	24	15,84%
Beckerich	289	11	311	15	22	4,82%
Beggen	1869	77	1920	0	51	0,00%
Belvaux	600	47	613	0	13	0,00%
Berbourg	674	53	688	21	14	3,05%
Berdorf/Consd.	488	101	496	7	8	1,41%
Bertrange	724	18	756	0	32	0,00%
Bettembourg	652	0	665	0	13	0,00%
Bissen	585	0	590	24	5	4,07%
Biwer	825	70	884	81	59	9,16%
Boevange	405	17	442	21	37	4,75%
Bourscheid	401	0	409	0	8	0,00%
Brouch	460	2	468	5	8	1,07%
Canach	113	0	118	0	5	0,00%
Cebra	711	0	740	76	29	10,27%
Christnach-W.	81	0	85	0	4	0,00%
Clervaux	277	9	285	2	8	0,70%
Colmarberg	251	212	283	11	32	3,89%
Diekirch	289	19	306	0	17	0,00%
Differdange	2705	398	2725	538	20	19,74%
Dudelange	2285	162	2319	94	34	4,05%
Echternach	179	0	190	0	11	0,00%
Ehnen	222	1	222	0	0	0,00%
Ell	1118	162	1146	27	28	2,36%
Erpeldange	503	0	524	0	21	0,00%
Etzella	803		853		50	0,00%
Feulen	374	28	377	0	3	0,00%
Fola	1105	174	1182	48	77	4,06%
Jeunesse	1790	0	1823	122	33	6,69%
US Esch	248	0	253	0	5	0,00%
Folschette	472	17	490	21	18	4,29%
Gasperich	476	1	498	1	22	0,20%
Gilsdorf	66		67		1	0,00%
Grevels	178	0	187	20	9	10,70%
Grevenmacher	1363	132	1420	75	57	5,28%
Hamm	1197	23	1225	12	28	0,98%
Harlange	720	12	753	26	33	3,45%
Hesper	537	0	566	8	29	1,41%
Hosingen	586	94	602	35	16	5,81%
Hostert	653	5	685	284	32	41,46%
Itzig	1041	48	1087	99	46	9,11%
Junglinster	190		226		36	0,00%
Käerjeng	1519	65	1568	35	49	2,23%
Kayl-Tétange	221	0	226	0	5	0,00%
Kehlen	371	25	402	33	31	8,21%
Koerich/Simmern	430	41	457	195	27	42,67%
Larochette	198	18	208	9	10	4,33%
Lasauvage	456	0	486	0	30	0,00%



Lintgen	735	30	751	0	16	0,00%
Lorentzweiler	648	67	673	19	25	2,82%
Medernach	741	9	765	40	24	5,23%
Mensdorf	162	42	172	11	10	6,40%
Merl-Belair	153		153		0	0,00%
Mersch	748	352	852	402	104	47,18%
Mertert-Wasser.	377	35	383	0	6	0,00%
Mertzig	186	8	204	5	18	2,45%
Mondercange	497	0	502	40	5	7,97%
Mondorf	1447	53	1504	52	57	3,46%
Moutfort	238	0	246	0	8	0,00%
Muhlenbach	525	0	561	0	36	0,00%
Munsbach	412	34	420	1	8	0,24%
Niederkorn	1582	65	1644	75	62	4,56%
Norden	962		981		19	0,00%
Luna Oberkorn	184		189		5	0,00%
Perl�	398	10	413	0	15	0,00%
P�tange	2176	153	2255	66	79	2,93%
Pfaffenthal-W.	54	0	57	0	3	0,00%
Rambrouch	243	41	261	32	18	12,26%
Redange-Pratz.	636		643	43	7	6,69%
Reisdorf	150	0	157	0	7	0,00%
Remich/B.	486	0	494	0	8	0,00%
RFCUL	1842	182	1902	82	60	4,31%
Rodange	1697	46	1726	10	29	0,58%
Rosport	1382	213	1411	277	29	19,63%
Sanem	680	32	709	12	29	1,69%
Schengen	333	4	350	0	17	0,00%
Schieren	186		192		6	0,00%
Schifflange	582	19	603	6	21	1,00%
Schouweiler	244		256		12	0,00%
Steinfort	1951	35	1962	76	11	3,87%
Steinsel	712	81	752	4	40	0,53%
Strassen	932	36	970	13	38	1,34%
Troisvierges	500	5	516	4	16	0,78%
Useldange	425	132	431	36	6	8,35%
Vianden	304	0	312	0	8	0,00%
Walferdange	219	4	225	2	6	0,89%
Weiler	565	146	603	38	38	6,30%
Wiltz	1189	216	1291	88	102	6,82%
Wilwerwiltz	368	8	379	4	11	1,06%
Wincrange	744	169	782	24	38	3,07%
Wormeldange	484	6	486	10	2	2,06%
FLF	10130	100	10978	295	848	2,69%
Huel Se	2525	432	2681	272	156	10,15%
FuPa	3601	172	3821	172	220	4,50%
LFL	3267	24	3371	4	104	0,12%
Maximum	10130	432	10978	538	Max:	Max:
Total	81771	5065	85329	4289	848	47,18%
Average	843,00	57,56	879,68	48,19	Avg:	Avg:
Quota	6,83%		5,48%		36,68	4,41%