

Luxembourg football on Facebook

Data from 2nd of January 2017

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6th report – 2016 Review

In the table below you will find basic statistics on Luxembourg football on Facebook, including the number of Page Likes and engagement (evolution from January 2016 to January 2017).

January 2017 values are from this week so that the engagement is not fully expressive as Luxembourg football is currently in the winter break. Nevertheless, high engagement figures are an indicator of good publishing during a season where it often is hard to find topics to report about. So the maximum engagement rate of this period has been achieved by US Rambrouch, who managed to have over 21% of their user base reacting to their posts. In absolute numbers, the PaulMedia driven project FuPa Luxembourg reached an engagement of 204 (5%).

In the number of Likes of the year 2016, the same project had the highest rise (+3679), which can be explained that it officially started only in January 2016. The second in this ranking is the FLF (+3056) and the federation also has the highest number of Likes on Facebook in Luxembourg football (11256) which is almost a third of their affiliated members. Third in this ranking is the LFL with a plus of 1942. These are nonetheless general football websites. Seeing the clubs, FC Differdange 03 won the most Likes in 2016 (+1430), followed by their neighbours of Union Titus Pétange (+971).

Differdange are also the club with the largest number of Facebook fans in total (2784), second in this ranking is Dudelange (2361) followed by Pétange (2306).

Please note that some club pages have not yet been monitored since January 2016 so that compared values are not available.

What's the conversion rate from social networks to club websites?

We would like to invite clubs to send us their latest website statistics (page views, sessions, users, ...) of the last month and we can calculate the conversion rate for you!

Simply 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!



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Club	January 2016		January 2017		Variation & Quota	
	FB Likes	Engagement	FB Likes	Engagement	Diff. Jan 16-Jan 17	Recent Eng. Quota
Aisdall	430	0	507	0	77	0,00%
Aspelt	468	0	534	17	66	3,18%
AS Luxembourg-P.**			628	0	628	0,00%
Bastendorf	422	3	528	0	106	0,00%
Beckerich	218	1	315	0	97	0,00%
Beggen	1661	80	1926	49	265	2,54%
Belvaux	562	18	620	0	58	0,00%
Berbourg	550	36	710	18	160	2,54%
Berdorf/Consd.	359	38	497	0	138	0,00%
Bertrange	668	3	773	0	105	0,00%
Bettembourg	566	8	749	60	183	8,01%
Bissen**			593	0	593	0,00%
Biwer	668	91	890	0	222	0,00%
Boevange	345	30	447	17	102	3,80%
Bourscheid	392	0	411	0	19	0,00%
Brouch	411	25	471	10	60	2,12%
Canach			119	0	119	0,00%
Cebra	613	0	747	31	134	4,15%
Christnach-W.	62	0	86	0	24	0,00%
Clervaux	197	0	292	0	95	0,00%
Colmarberg***	353	0	294	18	-59	6,12%
Diekirch	160	3	313	0	153	0,00%
Differdange	1354	16	2784	70	1430	2,51%
Dudelange	1598	64	2361	25	763	1,06%
Echternach	156	0	207	0	51	0,00%
Ehnen	159	0	221	0	62	0,00%
Ell	906	100	1164	45	258	3,87%
Erpeldange	427	0	539	0	112	0,00%
Etzella	602		878	118	276	13,44%
Feulen**			382	0	382	0,00%
Fola	815	45	1235	106	420	8,58%
Jeunesse	1525	155	1877	19	352	1,01%
US Esch	195	0	256	0	61	0,00%
Folschette**			504	1	504	0,20%
Gasperich	430	0	509	0	79	0,00%
Grevels	138	32	191	0	53	0,00%
Grevenmacher	1134	75	1430	0	296	0,00%
Hamm	949		1243	0	294	0,00%
Harlange	655	4	760	12	105	1,58%
Heiderscheid-Eschd.**			190	21	190	11,05%
Hesper	412	0	577	0	165	0,00%
Hosingen	517	31	607	1	90	0,16%
Hostert	554	9	710	1	156	0,14%
Itzig	834	34	1092	0	258	0,00%
Junglinster	135		233	0	98	0,00%
Käerjeng	1434	96	1778	76	344	4,27%
Kayl-Tétange	200	0	234	0	34	0,00%
Kehlen	292	0	419	0	127	0,00%
Koerich/Simmern	340	0	476	0	136	0,00%
Kopstal**			96	0	96	0,00%
Larochette	133	0	217	0	84	0,00%
Lasauvage	326	0	500	0	174	0,00%

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Lintgen	668	4	766	0	98	0,00%
Lorentzweiler	509	0	678	25	169	3,69%
Mamer**			219	0	219	0,00%
Medernach	532	0	772	0	240	0,00%
Mensdorf**			185	0	185	0,00%
Merl-Belair	170		152	0	-18	0,00%
Mersch	620	73	886	35	266	3,95%
Mertert-Wasser.			388	0	388	0,00%
Mertzig**			218	0	218	0,00%
Mondercange	448		518	0	70	0,00%
Mondorf	960	24	1525	1	565	0,07%
Moutfort	230	0	254	0	24	0,00%
Muhlenbach	517	0	564	0	47	0,00%
Munsbach	368	34	417	0	49	0,00%
Niederkorn	1157	39	1696	72	539	4,25%
Norden	730		995	17	265	1,71%
CS Oberkorn			1057	8	1057	0,76%
Perl�			415	0	415	0,00%
P�tange	1335	19	2306	0	971	0,00%
Pfaffenthal-W.**			56	0	56	0,00%
Rambrouch	167	0	271	58	104	21,40%
Redange-Pratz.	514	0	643	17	129	2,64%
Reisdorf	138	0	164	0	26	0,00%
Remich/B.	448	0	597	0	149	0,00%
RFCU Luxembourg	1460	5	1935	0	475	0,00%
Rodange	1605		1766	6	161	0,34%
Rosport	1195	140	1435	23	240	1,60%
Sandweiler**			301	0	301	0,00%
Sanem	172	0	713	14	541	1,96%
Schengen	278	6	366	0	88	0,00%
Schifflange*	524	0	605	0	81	0,00%
Steinfort	1794	15	1966	0	172	0,00%
Steinsel	504	116	761	20	257	2,63%
Strassen	764	36	992	13	228	1,31%
Troisvierges	463	2	525	0	62	0,00%
Useldange	350	15	457	39	107	8,53%
Vianden	263	0	311	0	48	0,00%
Walferdange	190	41	228	0	38	0,00%
Weiler	436	9	658	56	222	8,51%
Wiltz	969	51	1688	107	719	6,34%
Wilwerwiltz	344	18	388	27	44	6,96%
Wincrange	588	7	812	127	224	15,64%
Wormeldange	449	13	486	0	37	0,00%
FLF	8200	21	11256	0	3056	0,00%
Huel Se	2300	121	2766	14	466	0,51%
FuPa	328	100	4007	204	3679	5,09%
LFL	1520		3462	2	1942	0,06%
Maximum	8200	155	11256	204	Max:	Max:
Total	59532	1906	89746	1600	3679	21,40%
Average	708,71	25,08	906,53	16,16	Avg:	Avg:
Quota		3,54%		1,78%	305,19	1,80%

* FC Schifflange 95 run several Facebook pages. We observe the Seniors A page.

** some clubs have not been observed from January 2016 so that the evaluation is not available

*** new Facebook page established since January 2016