

Progrès Niederkorn: digital number one!

11.07.2017 04:29 by PaulMedia [PM] Administrator (comments: 0)

A perfect use of social networks and a bit of luck helped FC Progrès Niederkorn jump onto the absolute top position in the Facebook ranking of football clubs from Luxembourg.













The club from the south-west of the wee country achieved the impossible on a sporting level by knocking out mighty Rangers FC from Glasgow in the 1st stage of the Europa League qualification. Did the draw for this game rise Niederkorn's Facebook popularity already quite a bit, their win over two legs boosted them to the top position.

Having been two or three weeks ago around 2800 Likes, FC Progrès can now be proud of having 5300 Likes on that particular social network, plus 237 Twitter followers are very likely to be a top position for a Luxembourg football club, too.

Niederkorn had almost 10K people engaged this week (9700 exactly). Around and after their upset victory over Rangers, they published the right content as for example background videos. And they started a contest animating people to like, share and comment on the match poster signed by all the players and staff of the winning team. This particular post had been shared more than 160 times, with more than 140 comments and almost 400 reactions.

By this incredible digital growth, FC Progrès Niederkorn left PaulMedia driven general football portal FuPa.lu (approx. 4600) behind as well as the LFL (approx. 3800), governing body of the BGL League which Progrès are a member of. The next following club is local rival FC Differdange 03 (approx. 3300), the only football Facebook page based in Luxembourg which is still miles ahead of Niederkorn's is the one of the Football Federation FLF (approx. 13000).

If you want to know who to increase your digital reach, than a training or consulting by PaulMedia would be the right solution for your club or association. [Follow this link to find some of our social networking services offered!](#)

Overview Promotions Followers Likes Reach Page views Actions on Page Posts Events Videos People Local Messages	1		FLF - site officiel	13K	<div></div>	▲0.3%	7	423	
	2		FC Progrès Niederkorn ...	5.3K	<div></div>	▲32.7%	36	9.7K	<div></div>
	3		FuPa Lëtzebuerg	4.6K	<div></div>	▲0.2%	26	332	
	4		LFL	3.8K	<div></div>	▲0.3%	42	830	
	5		FC Déifferdeng 03	3.3K	<div></div>	▲0.7%	14	579	
	6		Huel se! De Blog iwwert ...	2.9K	<div></div>	▲0.3%	3	271	
	7		Union Titus Pétange	2.7K	<div></div>	▲0.6%	3	102	
	8		F91 Diddeleng Official	2.7K	<div></div>	▲0.8%	45	302	
	9		Racing FC Union Luxem...	2.3K	<div></div>	▲0.7%	5	125	
	10		FC Rodange 91	2.2K	<div></div>	▲0.4%	51	334	
	11		FC Avenir Beggen	2.2K	<div></div>	▲0.5%	1	21	
	12		A.S. La Jeunesse d'Esch	2.1K	<div></div>	▲0.3%	7	229	

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