

facebook.com/ausschoolsrugby/

Australian Schoolgirl Sevens & the Global Youth Sevens

The coverage of Australian Schoolgirl Sevens team and the team's historic win at the Global Youth Sevens in December broke all previous ASRU records on Facebook, with a cumulative reach of 11.5 million for the month.

It also changed the gender dynamic, with the dominant audience for the month being female, with 61% female and 38% male during the tournament.

The highlights:

- **11.5 million reach** on Facebook
- **2.48 million minutes (34,151 hours)** of short videos viewed (of our content)
- **7.3 million video views** (of our content)
- **193,241** Facebook visits
- The ASRU now has **32,000 followers** on Facebook*
- **5,950 new followers:** a 24 % increase in one month
- **140,800 Reactions, Comments and Shares**
- The coverage had a long tail, with **the largest single day** of viewership from the Global Youth Sevens videos and photos being 16 December, **six days after the competition** was completed.
- Changed the gender dynamic with **61% female and 38% male** audience
- **100 percent organic** (No paid posts or advertisements)

*Rugby Australia has 30,000 followers on Facebook

The ASRU's first ever Australian Schoolgirls Sevens team competed in and won the Global Youth Sevens tournament on the Gold Coast 8 - 10 Dec 2023. The ASRU's coverage of the Australian team in the lead up to and during the event led to a strong national following, breaking all previous records.

We received an unprecedented **11.5 million cumulative reach on Facebook** in December, with **193,241 Facebook visits** over the month.

The Australian team's short video and photo coverage, on and off the field of play, led to **2.48 million minutes (34,151 hours) of short videos viewed** in December alone, with **7.3 million video views** and **140,800 Reactions, Comments and Shares**.

The photo coverage was well supported and shared, with over 1 million views. *"The Champions. Lili Boyle, Captain and Charlize Ratu, Vice Captain, holding the winner's trophy"* receiving **306,431 views** and the post *"We Won"* receiving **91,920 views**. Many of the photo gallery posts received over 40,000 views.

The coverage had a long tail, with the largest single day of viewership from the Global Youth Sevens videos and photos being 16 December, six days after the competition was completed, **with 532,032 minutes of video viewership that day**. One month later, the video and photo coverage are still being viewed daily.

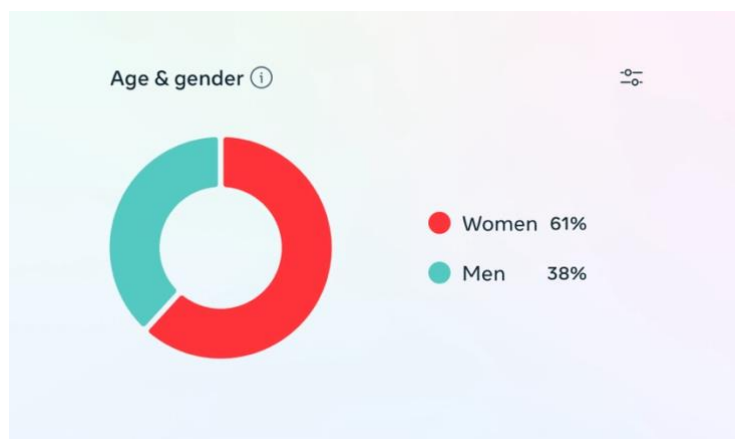
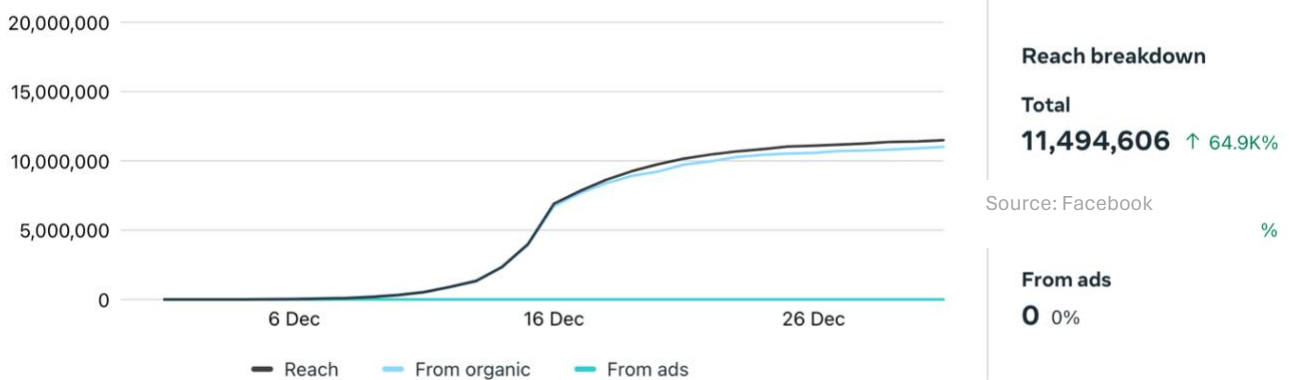
Probably the most significant indicator is the fact that the audience split for ‘ausschoolsrugby’ shifted to a dominant female audience for the first time, with 61% female and 38% male.

Not only is it a new audience that the Schoolgirls Sevens attracts, but, like with women's football and the Matilda's, the women's game is bringing the entire family together as spectators, whether at the venue or in the living room watching on television.

The inclusion of the Australian Schoolgirls Sevens team and a commitment to coverage of the team's performance has led directly to an increased viewership and a new audience for ‘ausschoolsrugby’, as well as **5,950** new Facebook followers, mostly schoolgirls from around the country.

The Schoolgirl Seven's game has unquestionably brought a new and important dynamic to the game, and today, in association with Rugby Australia, provides a clear pathway for our most talented schoolgirls to Commonwealth and Olympic Games representation.

Report by Anthony Edgar 19.1.24



Source: Facebook

TOP PERFORMING VIDEO POSTS

Top performers (i)

View by: Top videos ▼

Title	Date created ↑↓	Minutes viewed (i) ↓
 <p>Australian Schoolgirl Sevens, finals ... Australian Schools Rugby</p> <p>View Insights</p>	10 Dec 2023	1.7M Minutes viewed
 <p>Australian Schoolgirl Sevens, finals ... Australian Schools Rugby</p> <p>View Insights</p>	10 Dec 2023	256.5K Minutes viewed
 <p>Charlize Ratu, Vice Captain, Australi... Australian Schools Rugby</p> <p>View Insights</p>	10 Dec 2023	31.8K Minutes viewed
 <p>Australian Schoolgirls ready Australian Schools Rugby</p> <p>View Insights</p>	9 Dec 2023	21.3K Minutes viewed
 <p>The Australian Schoolgirl Seven team Australian Schools Rugby</p> <p>View Insights</p>	14 Dec 2023	16.3K Minutes viewed
 <p>Brendan Williams and daughter Cha... Australian Schools Rugby</p> <p>View Insights</p>	10 Dec 2023	6.6K Minutes viewed
 <p>The Australian Schoolgirls win their ... Australian Schools Rugby</p> <p>View Insights</p>	9 Dec 2023	4.6K Minutes viewed
 <p>The Australian Schoolgirls catch up ... Australian Schools Rugby</p> <p>View Insights</p>	7 Dec 2023	3.7K Minutes viewed
 <p>Team Australia's first match Australian Schools Rugby</p> <p>View Insights</p>	9 Dec 2023	1.8K Minutes viewed
 <p>Part 1: Brendan Williams Australian Schools Rugby</p> <p>View Insights</p>	10 Dec 2023	1.5K Minutes viewed

TOP PERFORMING VIDEOS POSTS

1



'Australian Schoolgirl Sevens finals day (2)'

11,2 million people reached
 5,9 million video views
 1.8 Million minutes viewed (30,000 hours)
 89,500 reactions and comments
 1,400 shares
 33sec video

2



'Australian Schoolgirl Sevens, finals day (1)'

514,800 people reached
 806,500 video views
 270,500 minutes viewed (4,500 hours)
 27,200 reactions and comments
 195 shares
 50sec video

3



'Charlize Ratu, Vice Captain, Interview'

366,800 people reached
 113,300 video views
 34,600 minutes viewed (577 hours)
 8,300 engagements
 7,500 likes or comments
 1min29sec

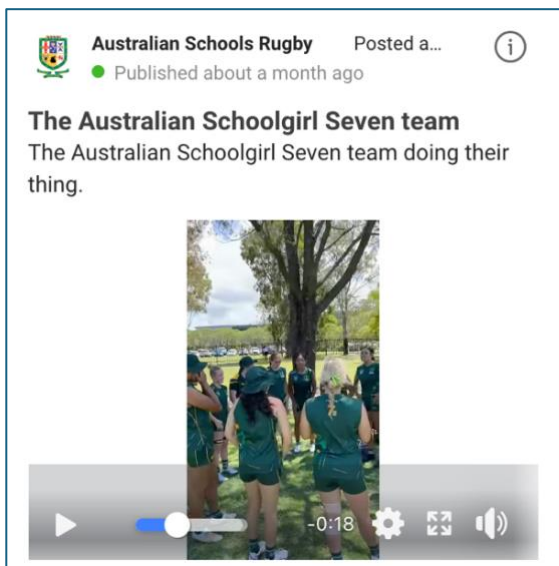
4



'Australian Schoolgirls Ready'

21,300 minutes viewed (355 hrs)
 84,500 people reached
 91,300 views
 5,500 Reactions and comments

5



'The Australian Schoolgirl Seven team doing their thing.'

166,300 people reached
 77,100 views
 21,300 minutes viewed (355hrs)
 5,700 Reactions and comments

6



'Brendan Williams interview (Father of Chanel Williams) Part 2'

91,540 people reached
 29,800 views
 8,200 minutes viewed (137hrs)
 1,100 Reactions and comments

Note: *Brendan Williams Part One* also had 31,100 people reached & 5,000 views

7



'The Australian Schoolgirls win their first game 39-0'

100,200 people reached
 28,500 views
 5,600 minutes viewed (93.3hrs)
 1,100 Reactions and comments

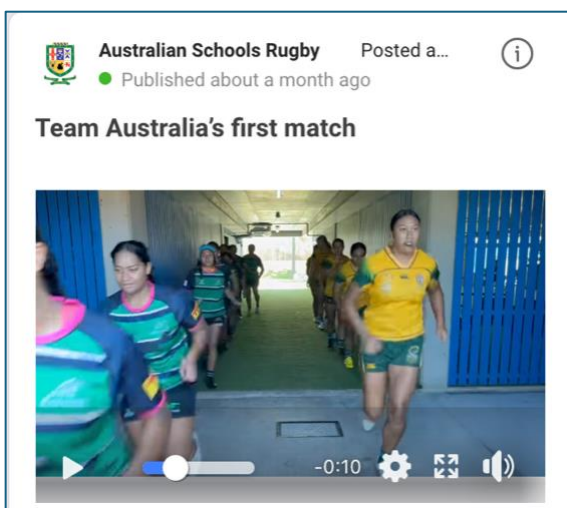
8



'The Australian Schoolgirls catch up'

3,900 minutes viewed (65hrs)
 44,700 people reached
 18,300 views
 1,400 Reactions and comments

9



'Team Australia's first match'

2,300 minutes viewed (38hrs)
 30,300 people reached
 11,500 views
 608 Reactions and comments

Top Performing Photo Posts

1



'The Champions. Lili Boyle, Captain and Charlize Ratu, Vice Captain, holding the winner's trophy.'

306,431 views
 11,672 engagements
 429 comments
 115 shares
 Single photo

2



'We Won'

91,920 Views
 1,534 engagements
 429 comments
 115 shares
 Single photo

3



'It's Finals time in 20 minutes at the Global Youth Sevens'

48,808 views
 Gallery

4



Post from schoolsrugby.com.au

41,472 views
Gallery

5



'The Australian Schoolgirls Sevens team are the Global Youth Sevens winners'

41,374 Views
Gallery

6



Finals Day at the Global Youth Sevens. Our Australian Schoolgirls are ready.

31,574 views
Gallery

7



'The Australian Schoolgirl Sevens are in the final of the Global Youth Sevens'

32,298 Views
Gallery

8



'The Australian Schoolgirls move through to the semi-finals'

34,538 view 2,228 engagements
Gallery

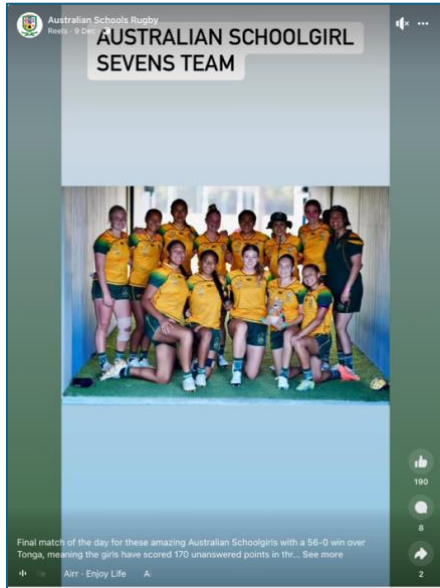
9



'A few more images from Game 2 v Tonga'

15,857 views
Gallery

10



'Australian Schoolgirl Sevens Team'

REEL

15,857 views
Slide show

11



'Final match of the day for these amazing Australian Schoolgirls'

14,419 Views
Gallery

12



'The Australian Schoolgirls won their first match convincingly 39-0'

11,830 views
Gallery