



Institute of
Management Technology
Ghaziabad, Delhi NCR



Beyond the Pitch:

A Comprehensive Analysis of Social Media Presence of Indian State Football Associations

By
Sports Research Centre
IMT Ghaziabad



Acknowledgment

I am writing to express my heartfelt gratitude to the All India Football Federation for extending the opportunity to conduct and present the comprehensive social media report focusing on the various facets of football promotion and engagement across the Indian landscape.

We sincerely appreciate the support and encouragement provided by the All India Football Federation, which enabled us to delve deeply into the realm of social media strategies employed by State Football Associations. Your trust in our abilities has empowered us to deliver an insightful analysis of the digital footprint of these associations, shedding light on their efforts in promoting football across diverse platforms.

Furthermore, I extend my sincere appreciation to Dr. Vishal Talwar, Director of IMT Ghaziabad for his invaluable guidance and support throughout the duration of this project. Their expertise and encouragement were instrumental in shaping the scope and depth of this report.

I would also like to acknowledge and commend the dedication and hard work of the Sports Research Centre team- Vinay, Nandini and Manisha. Their relentless efforts and commitment to excellence were pivotal in ensuring the accuracy, depth, and quality of the analysis presented in this report.

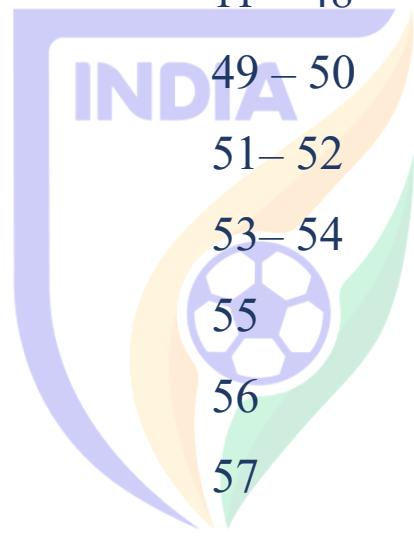
Once again, I extend my deepest gratitude to all those involved for their unwavering support and belief in this initiative. We are hopeful that the insights shared in this report will contribute meaningfully to the ongoing efforts in uplifting and promoting football across India.

Thank you.

Dr. Kanishka Pandey
Head – Sports Research Centre

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Abbreviations



• MA	-	Member Association
• AIFF	-	All Indian Football Federation
• No.	-	Number
• UPFS	-	Uttar Pradesh Football Sangh
• IMT	-	Institute of Management Technology
• SFA	-	State Football Associations
• AFC	-	Asian Football Confederation
• FIFA	-	Federation Internationale de Football Association

Introduction

On All India football Federation, the premier football body of the country released its Vision Document- 'Vision 2047'. The document is an amalgamation of different strategies, road maps, short-term goals etc. to make India compete in football. Since the document was launched, AIFF has ensured its proper implementation. The critics who claimed that it is just another document and called it a gimmick are being proved wrong every day.

We understand that one of the important aim of AIFF is to promote football culture in India. It is about making the Indians fall in love with the game. It is about exposing the Indian population to the beautiful game. An important step in this is the ground work or the field initiatives that are being taken. Apart from this, in today's times social media has emerged as a powerful tool to take football to the masses. Numerous social media handles have a huge presence in India. Based on a report of Statista, currently India ranks second in the world in terms of social media users (around 755 million). The same is expected to cross 1 billion by 2027(Add chart). Individually, Indians top most of the social media handles in terms of number of users.

- As of January 2023, India has the highest number of Facebook audience- 314.6 million.
- Till January 2023, India has the highest number of Instagram users- 229.55 million.
- As of October 2023, country with largest number of YouTube users was India- 462 million.
- In case of X (formerly twitter), India comes third in terms of users- 27.25 million.
- In case of LinkedIn, India comes second behind the United States with 99 million users.

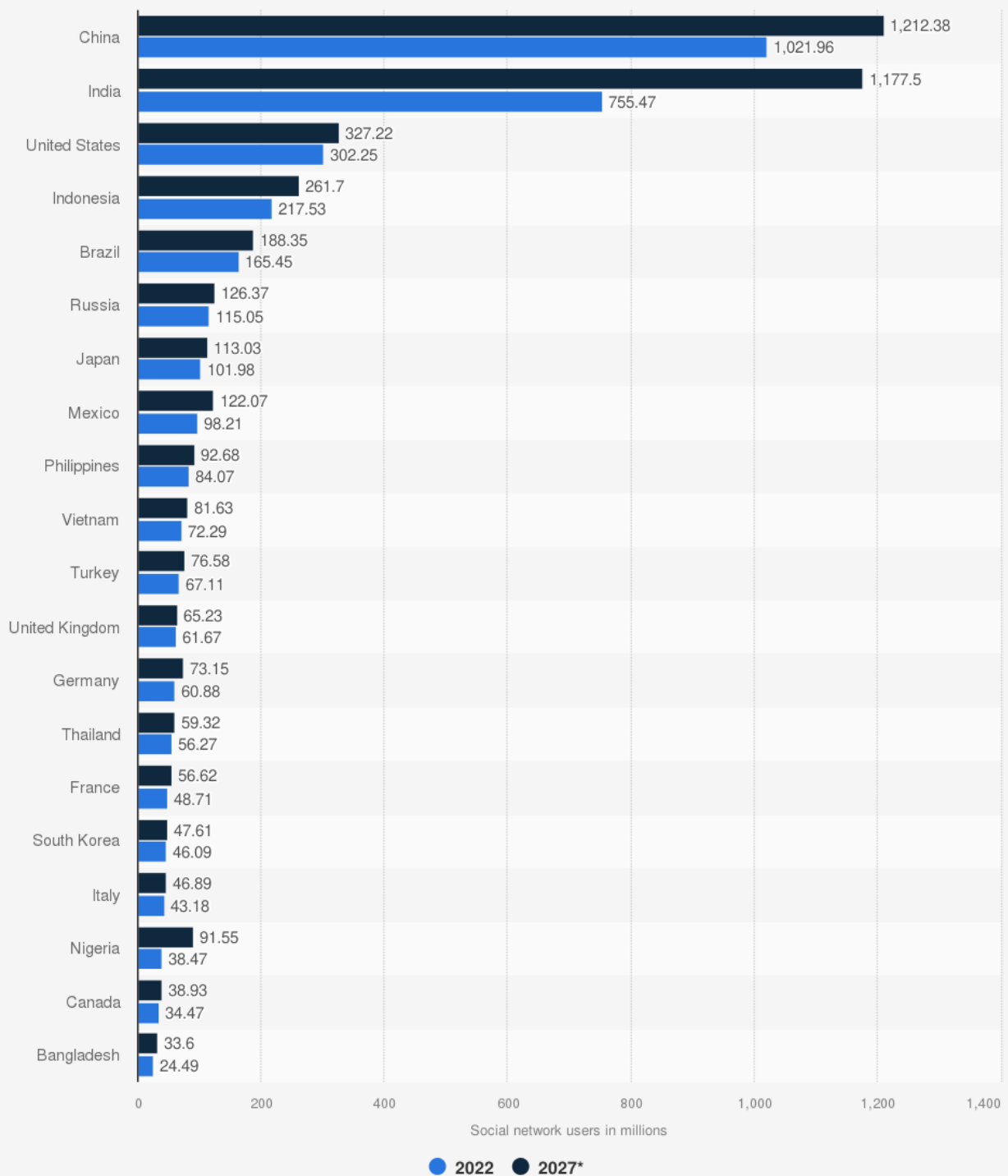
The data stated here highlights Indians are taking very keenly to social media. Why is having an Instagram account important? What is the relevance of a Facebook page? Why should a football organisation have a YouTube channel? It is not just about information circulation, it also about fan engagement, garnering support, highlighting the achievements, highlighting their work. It is about increasing the popularity of football as a sport in the area. It is important for one-on-one interactions with the fans and getting their feedback.

Promoting football culture in India is the need of the hour. It is here that social media can come in handy. AIFF seems to have understood the importance of the power of social media. It is pertinent to mention here that a culture cannot be made unless that SFAs get on board with his idea. This study was conducted by the Sports Research Centre team to understand the social media presence of different SFAs in India. Hope this study is able to create an impact and open different dimensions for state football associations.



Dr. Kanishka Pandey
Head – Sports Research Centre

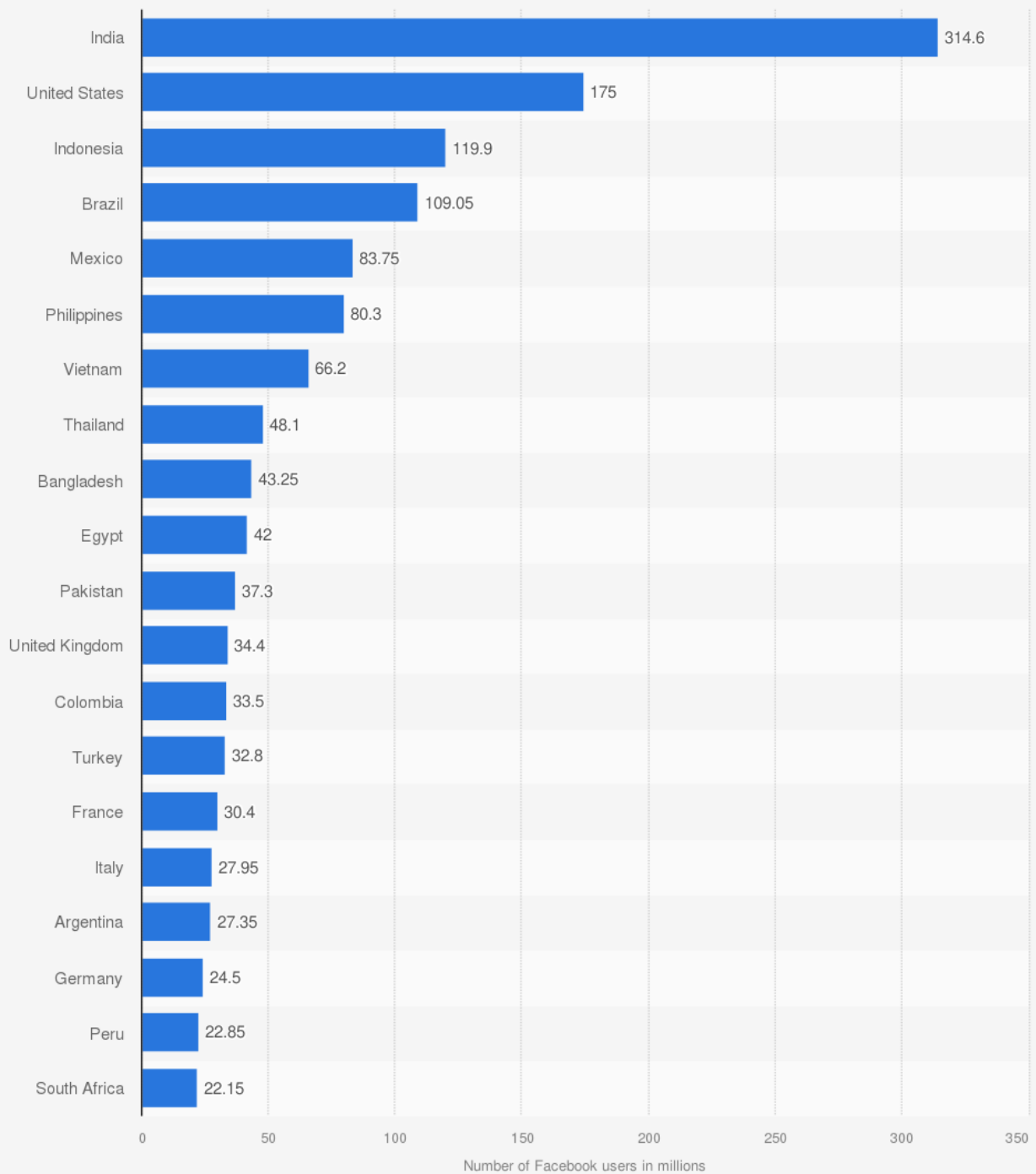
Number of social network users in selected countries in 2022 and 2027 (in millions)



Source
Statista
© Statista 2023

Additional Information:
Worldwide; Statista; 2022; internet users who use a social network site at least once a month

Leading countries based on Facebook audience size as of January 2023 (in millions)



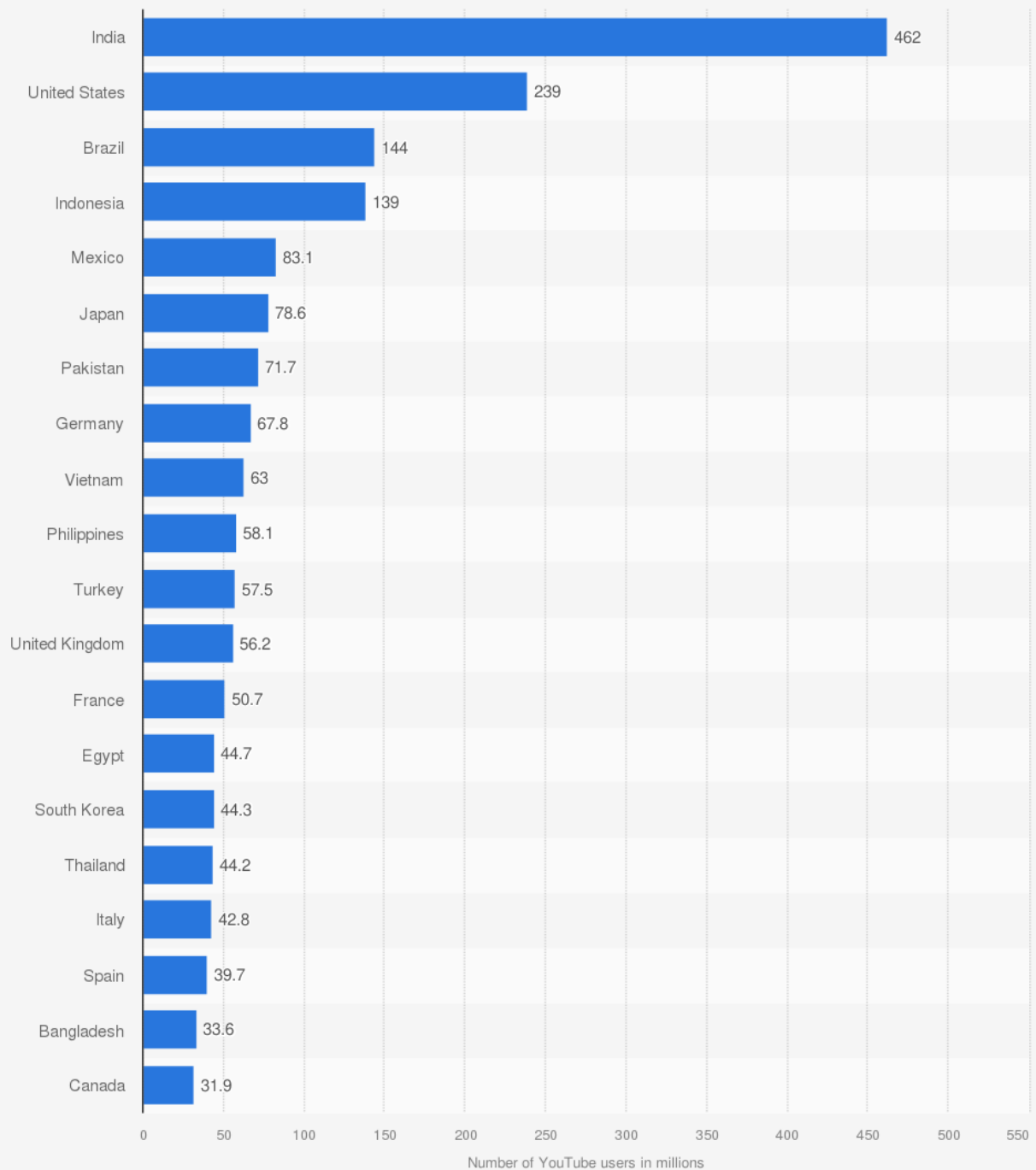
Sources

We Are Social; DataReportal; Facebook; Meltwater
© Statista 2023

Additional Information:

Worldwide; DataReportal; Facebook; January 2023; 13 years and older; Based on addressable audience only

Leading countries based on YouTube audience size as of October 2023 (in millions)



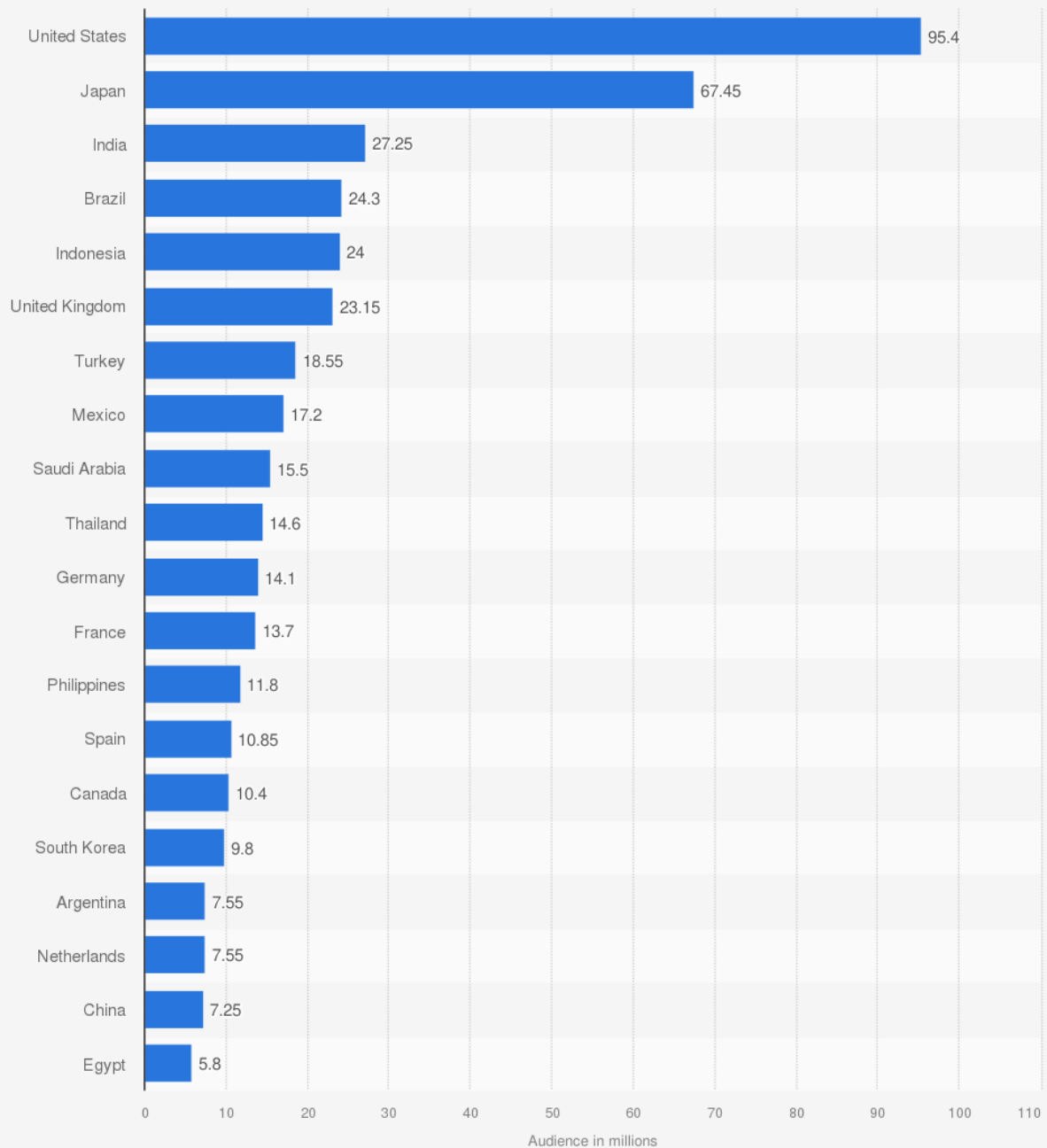
Sources

DataReportal; We Are Social; Google; Meltwater
© Statista 2023

Additional Information:

Worldwide; DataReportal; Google; October 2023; based on addressable audience of any age

Leading countries based on number of X (formerly Twitter) users as of January 2023 (in millions)



Sources

We Are Social; Twitter; DataReportal; Meltwater
© Statista 2023

Additional Information:

Worldwide; Twitter; DataReportal; January 2023; based on addressable ad audiences



State-Wise Social Media Report



All Manipur Football Association



Instagram Profile

Year of Inception	-
Total posts	-
Total Followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	-
Total followers	-
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Andaman and Nicobar Football Association



Instagram Profile

Year of inception	October, 2023
Total posts	10
Rank in terms of posts	26 th out of 37
Total followers	278
Rank in terms of followers	24 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	Yes



Facebook

Year of Inception	-
Total followers	-
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Andhra Pradesh Football Association



Instagram Profile

Year of inception	July, 2021
Total posts	15
Rank in terms of posts	24 th out of 37
Total followers	185
Rank in terms of followers	26 th out of 37
Does it follow Indian Football?	No
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	06 th August, 2023
Total followers	66
Total Likes	45



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	July, 2021
Total Followers	02



LinkedIn Profile

Year of Inception	-
Total Connections	-

Arunachal Pradesh Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	19th July, 2017
Total followers	11,000
Total Likes	9,100



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	September, 2019
Total Followers	133



LinkedIn Profile

Year of Inception	-
Total Connections	-

Assam Football Association



Instagram Profile

Year of inception	01-June-2022
Total posts	190
Rank in terms of posts	16 th out of 37
Total followers	1071
Rank in terms of followers	20 th out of 37
Does it follow Indian Football?	No
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	16th May, 2019
Total followers	5,600
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	August, 2019
Total Followers	208



LinkedIn Profile

Year of Inception	-
Total Connections	-

Bihar Football Association



Instagram Profile

Year of inception	August, 2021
Total posts	180
Rank in terms of posts	17 th out of 37
Total followers	1,337
Rank in terms of followers	16 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	Yes



Facebook

Year of Inception	10th August, 2021
Total followers	1,200
Total Likes	-



YouTube Profile

Year of Inception	Feb 15, 2017
Total Subscribers	23
Total Videos	1
Total Views	55



Twitter Profile

Year of Inception	December, 2019
Total Followers	21



LinkedIn Profile

Year of Inception	-
Total Connections	-

Chandigarh Football Association



Instagram Profile

Year of inception	April, 2020
Total posts	178
Rank in terms of posts	19 th out of 37
Total followers	2,584
Rank in terms of followers	13 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	Yes
Does it follow FIFA?	Yes



Facebook

Year of Inception	11 th October, 2018
Total followers	9,100
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	November, 2018
Total Followers	55



LinkedIn Profile

Year of Inception	-
Total Connections	-

Chhattisgarh Football Association



Instagram Profile

Year of inception	October, 2019
Total posts	71
Rank in terms of posts	21 st out of 37
Total followers	1,114
Rank in terms of followers	18 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	22 nd October, 2019
Total followers	362
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Dadra and Nagar Haveli Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	-
Total followers	-
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	December 2020
Total Followers	109



LinkedIn Profile

Year of Inception	-
Total Connections	-

Daman and Diu Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	-
Total followers	-
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	December 2018
Total Followers	29



LinkedIn Profile

Year of Inception	-
Total Connections	-

Football Association of Odisha



Instagram Profile

Year of inception	June, 2019
Total posts	755
Rank in terms of posts	8 th out of 37
Total followers	5,027
Rank in terms of followers	9 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	18 th October, 2011
Total followers	16,000
Total Likes	-



YouTube Profile

Year of Inception	September 30, 2011
Total Subscribers	855
Total Videos	106
Total Views	66,727



Twitter Profile

Year of Inception	July 2016
Total Followers	1,065



LinkedIn Profile

Year of Inception	-
Total Connections	-

Football Delhi



Instagram Profile

Year of inception	December, 2017
Total posts	4,701
Rank in terms of posts	1 st out of 37
Total followers	21,600
Rank in terms of followers	3 rd out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	Yes
Does it follow FIFA?	No



Facebook

Year of Inception	30 th December, 2017
Total followers	12,000
Total Likes	10,000



YouTube Profile

Year of Inception	July 28, 2020
Total Subscribers	245
Total Videos	7
Total Views	2,915



Twitter Profile

Year of Inception	November 2017
Total Followers	2,298



LinkedIn Profile

Year of Inception	-
Total Connections	-

Goa Football Association



Instagram Profile

Year of inception	October, 2022
Total posts	1,209
Rank in terms of posts	6 th out of 37
Total followers	3,798
Rank in terms of followers	12 th out of 37
Does it follow Indian Football?	No
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	25 th June, 2011
Total followers	8,300
Total Likes	7,600



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	December 2022
Total Followers	20



LinkedIn Profile

Year of Inception	August, 2014
Total Connections	319

Gujarat State Football Association



Instagram Profile

Year of inception	March, 2020
Total posts	360
Rank in terms of posts	11 th out of 37
Total followers	6,184
Rank in terms of followers	7 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	Yes
Does it follow FIFA?	No



Facebook

Year of Inception	10 th December, 2017
Total followers	4,100
Total Likes	3,200



YouTube Profile

Year of Inception	February 21, 2021
Total Subscribers	2,440
Total Videos	160
Total Views	1,80,009



Twitter Profile

Year of Inception	December 2017
Total Followers	824



LinkedIn Profile

Year of Inception	-
Total Connections	-

Haryana Football Association



Instagram Profile

Year of inception	June, 2022
Total posts	80
Rank in terms of posts	20 th out of 37
Total followers	210
Rank in terms of followers	25 th out of 37
Does it follow Indian Football?	No
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	19 th June, 2022
Total followers	513
Total Likes	442



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	December 2021
Total Followers	04



LinkedIn Profile

Year of Inception	-
Total Connections	-

Himachal Pradesh Football Association



Instagram Profile

Year of inception	December, 2019
Total posts	573
Rank in terms of posts	9 th out of 37
Total followers	1,974
Rank in terms of followers	15 th out of 37
Does it follow Indian Football?	No
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	31 st March, 2021
Total followers	1600
Total Likes	1300



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Indian Football Association (West Bengal)



Instagram Profile

Year of inception	August, 2019
Total posts	4,599
Rank in terms of posts	2 nd out of 37
Total followers	11,600
Rank in terms of followers	6 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	Yes
Does it follow FIFA?	No



Facebook

Year of Inception	1 st September, 2016
Total followers	525
Total Likes	468



YouTube Profile

Year of Inception	Aug 22, 2019
Total Subscribers	135
Total Videos	09
Total Views	1,392



Twitter Profile

Year of Inception	December 2020
Total Followers	623



LinkedIn Profile

Year of Inception	-
Total Connections	-

Jammu & Kashmir Football Association



Instagram Profile

Year of inception	December, 2016
Total posts	368
Rank in terms of posts	10 th out of 37
Total followers	5,005
Rank in terms of followers	10 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	Yes
Does it follow FIFA?	No



Facebook

Year of Inception	30 th January, 2013
Total followers	21,000
Total Likes	20,000



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	December 2022
Total Followers	83



LinkedIn Profile

Year of Inception	-
Total Connections	-

Jharkhand Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Rank in terms of followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	03 rd March, 2017
Total followers	7,700
Total Likes	7,600



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Karnataka State Football Association



Instagram Profile

Year of inception	January, 2018
Total posts	829
Rank in terms of posts	7 th out of 37
Total followers	16,400
Rank in terms of followers	4 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	Yes
Does it follow FIFA?	Yes



Facebook

Year of Inception	07th February, 2010
Total followers	4,800
Total Likes	4,700



YouTube Profile

Year of Inception	Aug 22, 2013
Total Subscribers	652
Total Videos	130
Total Views	42,182



Twitter Profile

Year of Inception	January 2018
Total Followers	1,625



LinkedIn Profile

Year of Inception	-
Total Connections	-

Kerala Football Association



Instagram Profile

Year of inception	November, 2018
Total posts	3,161
Rank in terms of posts	3 rd out of 37
Total followers	60,100
Rank in terms of followers	1st of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	Yes

Facebook

Year of Inception	25th August, 2015
Total followers	35,000
Total Likes	-

YouTube Profile

Year of Inception	May 12, 2020
Total Subscribers	15
Total Videos	1
Total Views	67

Twitter Profile

Year of Inception	September 2015
Total Followers	5,941

LinkedIn Profile

Year of Inception	-
Total Connections	-

Ladakh Football Association



Instagram Profile

Year of inception	June, 2020
Total posts	283
Rank in terms of posts	12 th out of 37
Total followers	3,920
Rank in terms of followers	11 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	Yes
Does it follow FIFA?	Yes



Facebook

Year of Inception	21 st November, 2019
Total followers	794
Total Likes	716



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	August, 2020
Total Followers	99



LinkedIn Profile

Year of Inception	-
Total Connections	96

Lakshadweep Football Association



Instagram Profile

Year of inception	August, 2023
Total posts	200
Rank in terms of posts	15 th out of 37
Total followers	1,103
Rank in terms of followers	19 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	23 rd October, 2021
Total followers	507
Total Likes	-



YouTube Profile

Year of Inception	November 3, 2023
Total Subscribers	01
Total Videos	02
Total Views	04



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Madhya Pradesh Football Association



Instagram Profile

Year of inception	September, 2023
Total posts	15
Rank in terms of posts	25 th out of 37
Total followers	294
Rank in terms of followers	23 rd out of 37
Does it follow Indian Football?	No
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	-
Total followers	-
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	April, 2020
Total Followers	169



LinkedIn Profile

Year of Inception	-
Total Connections	-

Meghalaya Football Association



Instagram Profile

Year of inception	October, 2021
Total posts	280
Rank in terms of posts	13 th out of 37
Total followers	5,361
Rank in terms of followers	8 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No

Facebook



Year of Inception	19 th December, 2016
Total followers	11,000
Total Likes	9,800



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	May, 2022
Total Followers	105



LinkedIn Profile

Year of Inception	-
Total Connections	-

Mizoram Football Association



Instagram Profile

Year of inception	October, 2019
Total posts	2,155
Rank in terms of posts	4 th out of 37
Total followers	16,100
Rank in terms of followers	5 th out of 37
Does it follow Indian Football?	No
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	Yes



Facebook

Year of Inception	01 st July, 2016
Total followers	20,000
Total Likes	16,000



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	January, 2023
Total Followers	15



LinkedIn Profile

Year of Inception	-
Total Connections	-

Nagaland Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Rank in terms of followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	-
Total followers	-
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Pondicherry Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Rank in terms of followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	-
Total followers	-
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Punjab Football Association



Instagram Profile

Year of inception	March, 2020
Total posts	51
Rank in terms of posts	22 nd out of 37
Total followers	1,222
Rank in terms of followers	17 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	22 nd September, 2014
Total followers	4,800
Total Likes	4,700



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	December 2022
Total Followers	97



LinkedIn Profile

Year of Inception	-
Total Connections	-

Rajasthan Football Association



Instagram Profile

Year of inception	August, 2022
Total posts	179
Rank in terms of posts	18 th out of 37
Total followers	2,116
Rank in terms of followers	14 th out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	15 th June, 2017
Total followers	3,400
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	August 2016
Total Followers	70



LinkedIn Profile

Year of Inception	-
Total Connections	69

Sikkim Football Association



Instagram Profile

Year of inception	April, 2023
Total posts	254
Rank in terms of posts	14 th out of 37
Total followers	769
Rank in terms of followers	21 st out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	Yes



Facebook

Year of Inception	25 th July, 2011
Total followers	8,800
Total Likes	7,400



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	June, 2023
Total Followers	0



LinkedIn Profile

Year of Inception	-
Total Connections	-

Tamil Nadu Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	-
Total followers	-
Total Likes	-



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Telangana Football Association



Instagram Profile

Year of inception	October, 2022
Total posts	30
Rank in terms of posts	23 rd out of 37
Total followers	488
Rank in terms of followers	22 nd out of 37
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	23 rd October, 2022
Total followers	41
Total Likes	31



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Tripura Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	27 th October, 2021
Total followers	1,100
Total Likes	720



YouTube Profile

Year of Inception	June 24, 2023
Total Subscribers	03
Total Videos	01
Total Views	37



Twitter Profile

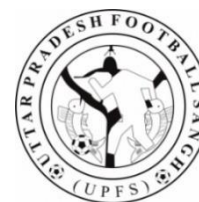
Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Uttar Pradesh Football Sangh



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	06 th July, 2018
Total followers	615
Total Likes	566



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Uttarakhand Football Association



Instagram Profile

Year of inception	-
Total posts	-
Total followers	-
Does it follow Indian Football?	-
Does it follow AFC (theafchub)?	-
Does it follow FIFA?	-



Facebook

Year of Inception	24 th December, 2015
Total followers	1,400
Total Likes	1,400



YouTube Profile

Year of Inception	-
Total Subscribers	-
Total Videos	-
Total Views	-



Twitter Profile

Year of Inception	-
Total Followers	-



LinkedIn Profile

Year of Inception	-
Total Connections	-

Western India Football Association



Instagram Profile

Year of inception	January, 2014
Total posts	1,856
Total followers	22,600
Does it follow Indian Football?	Yes
Does it follow AFC (theafchub)?	No
Does it follow FIFA?	No



Facebook

Year of Inception	10 th August, 2019
Total followers	60,000
Total Likes	34,000



YouTube Profile

Year of Inception	Jul 13, 2013
Total Subscribers	897
Total Videos	19
Total Views	73,425



Twitter Profile

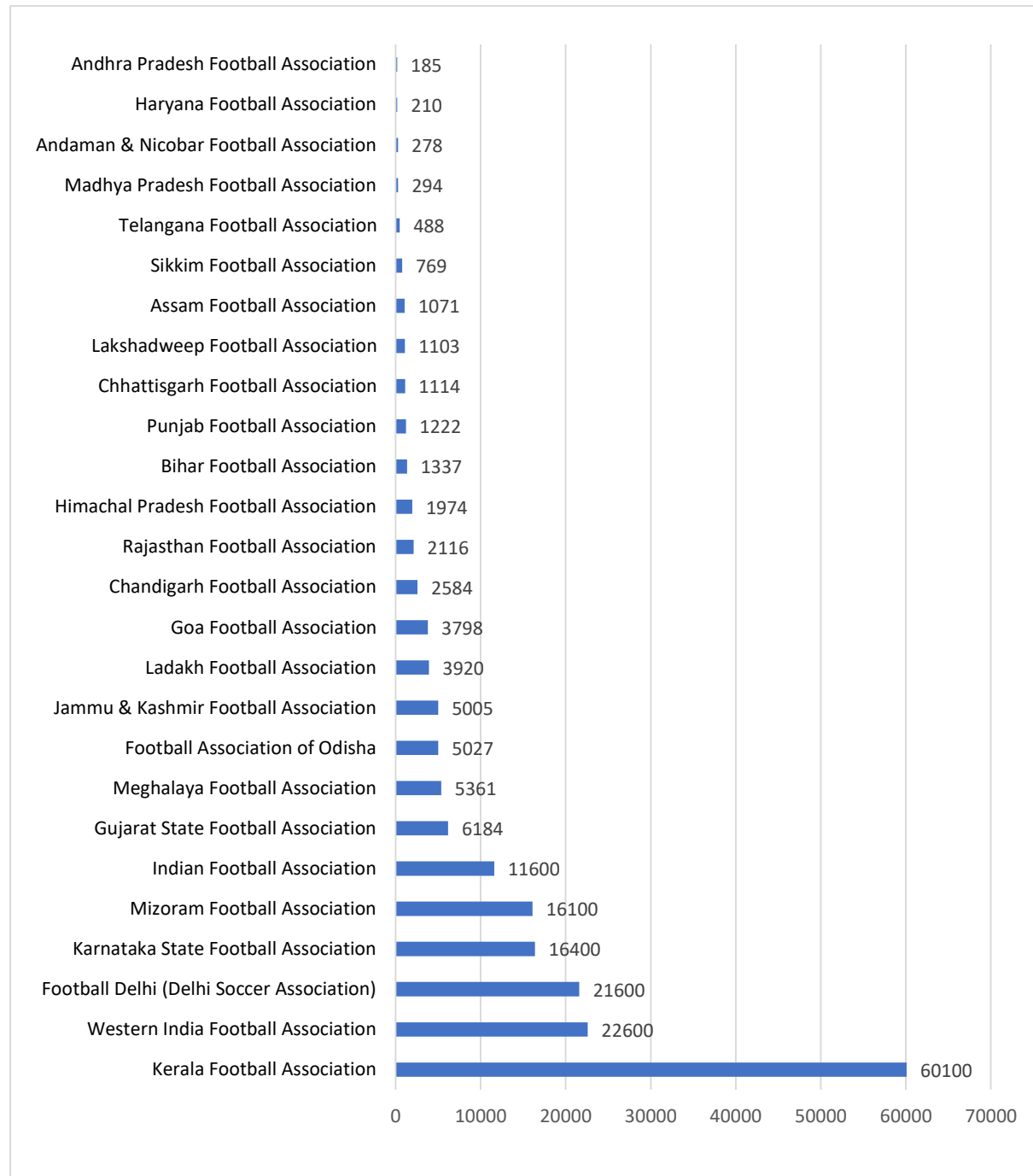
Year of Inception	November 2011
Total Followers	5,337



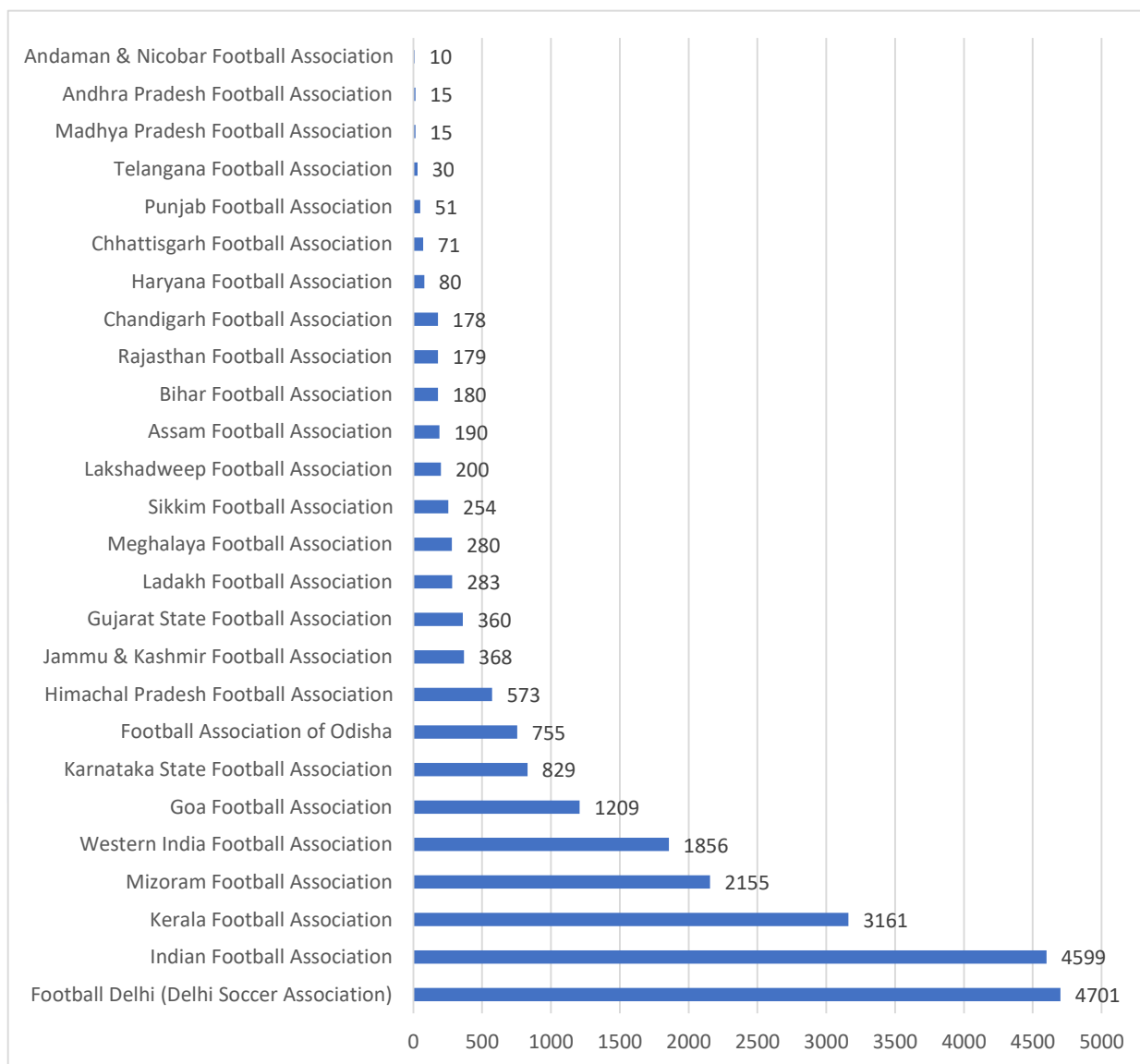
LinkedIn Profile

Year of Inception	-
Total Connections	141

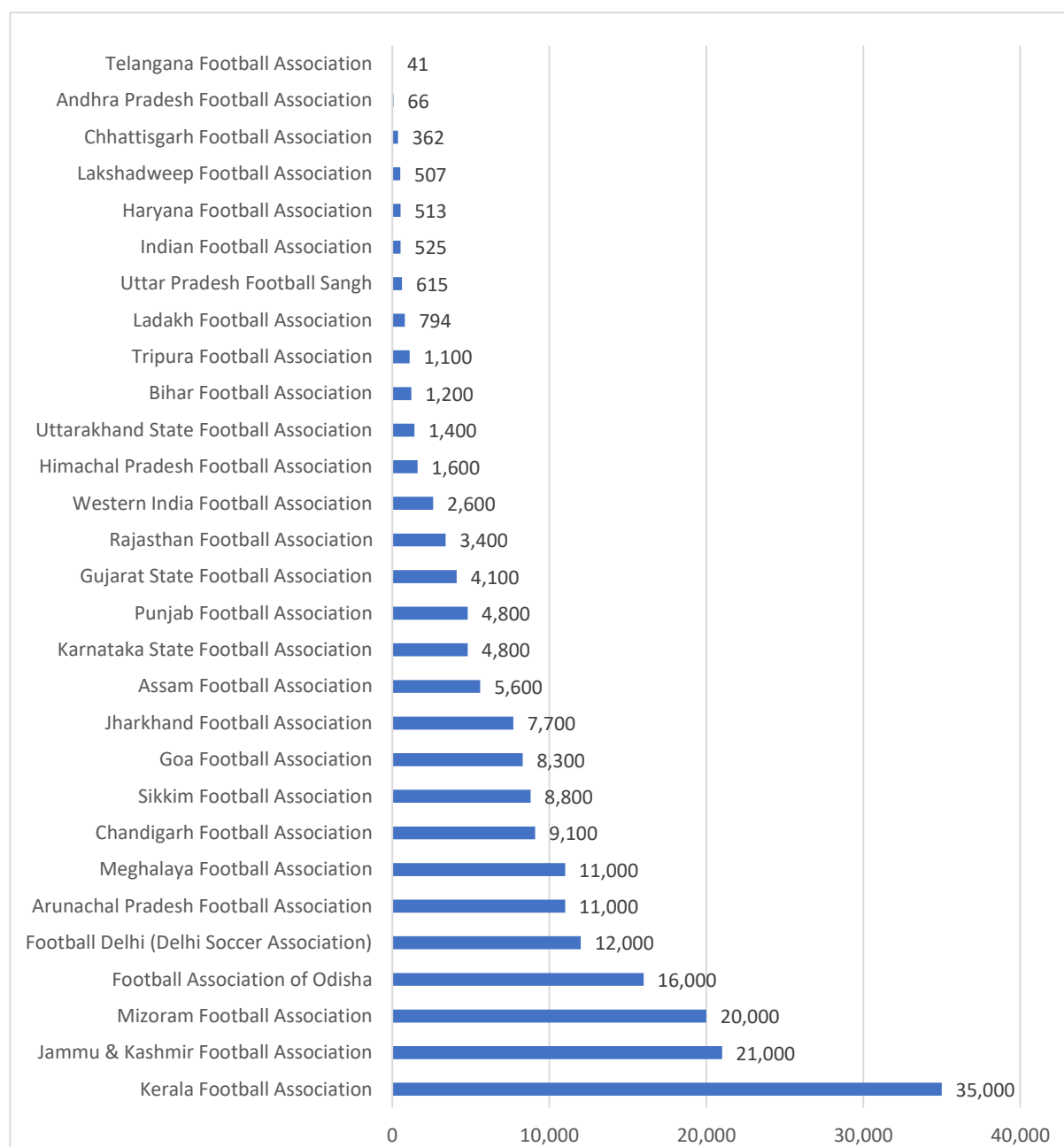
Instagram bar graph (No. of followers)



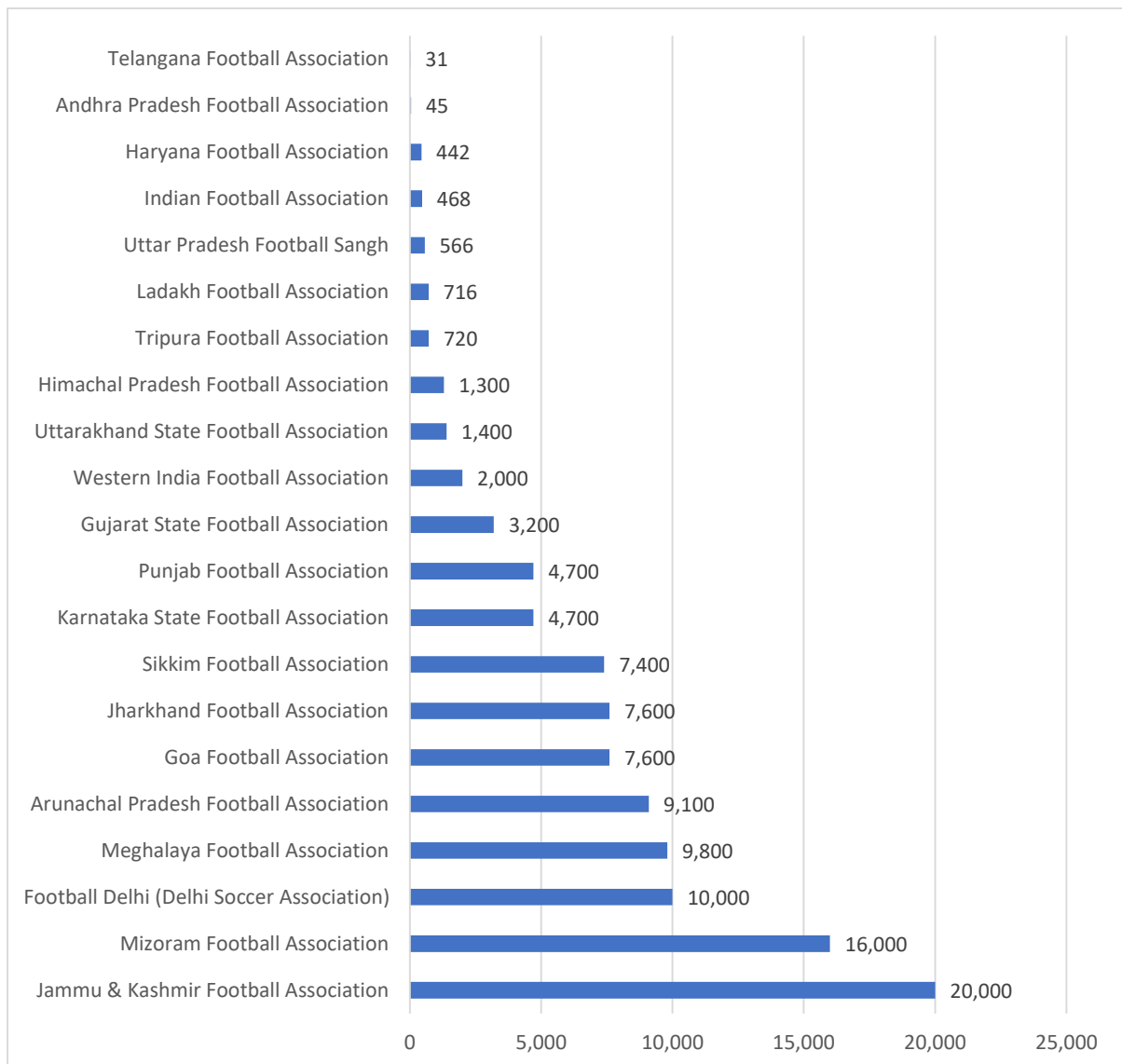
Instagram bar graph (No. of Posts)



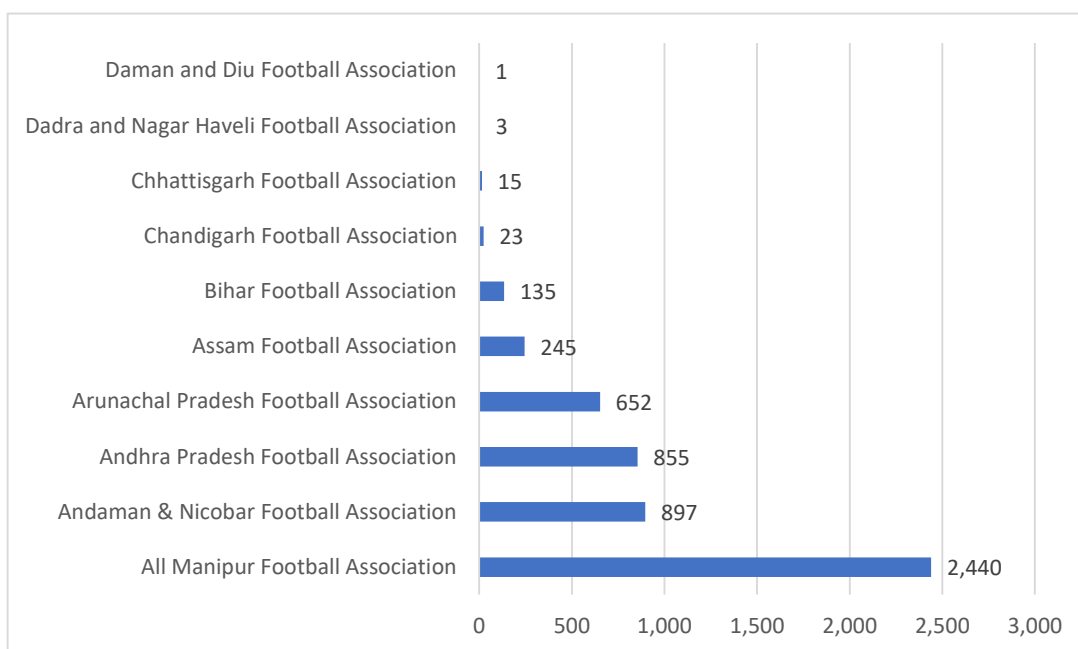
Facebook bar graph (No. of followers)



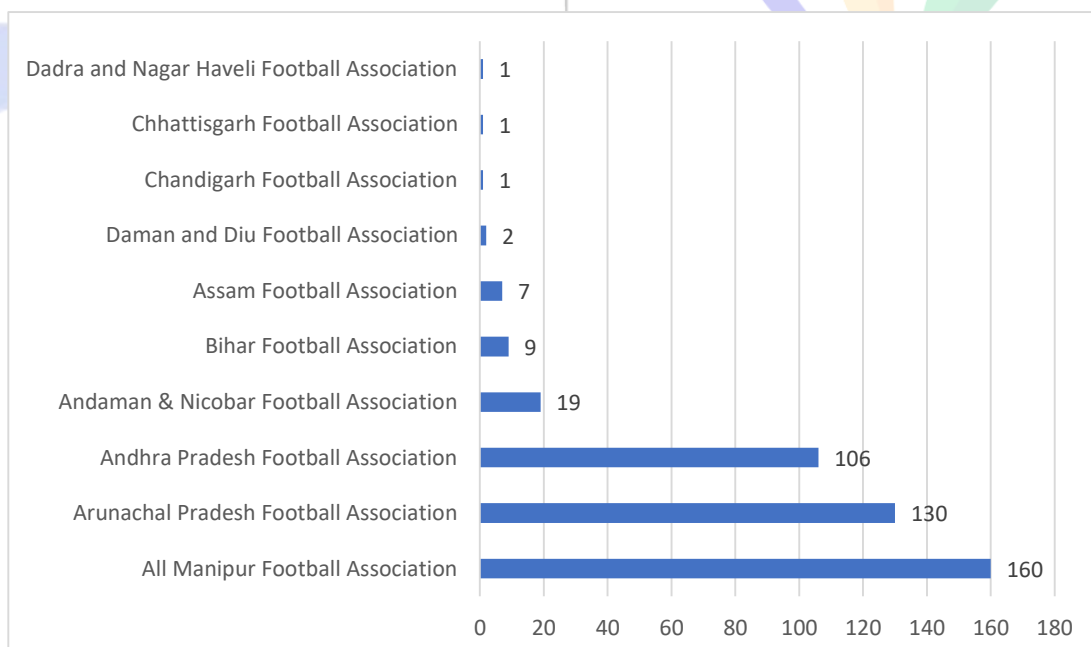
Facebook bar graph (No. of Likes)



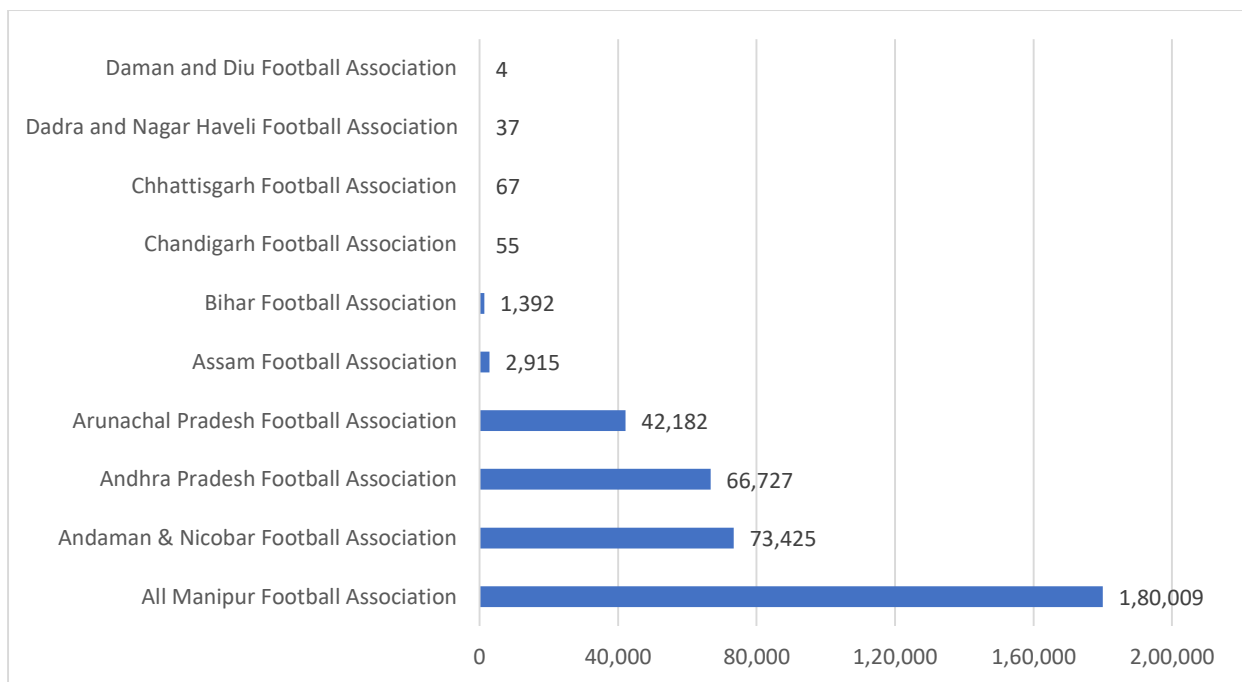
Youtube Subscribers Bar Graph



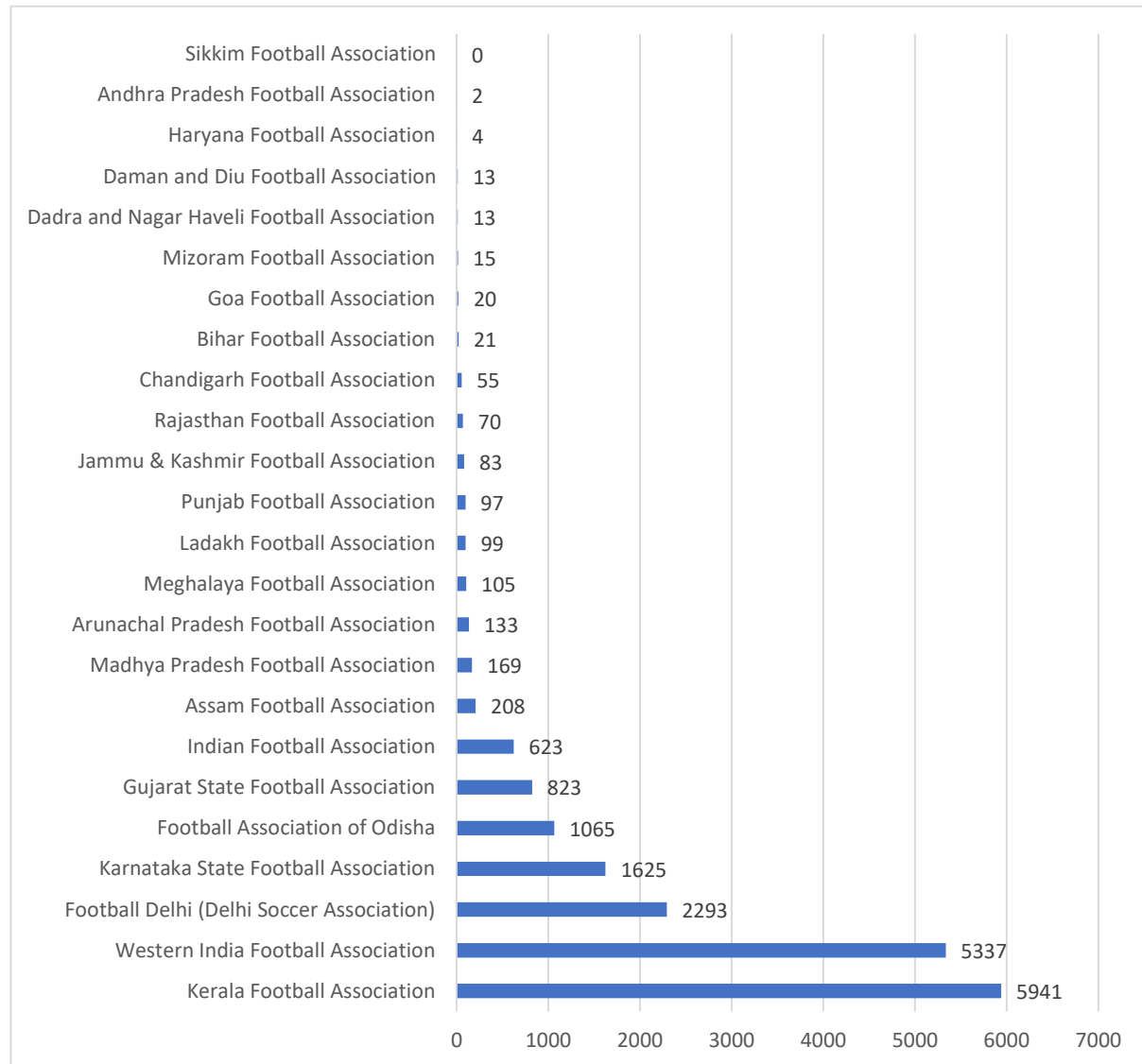
YouTube Videos Graph



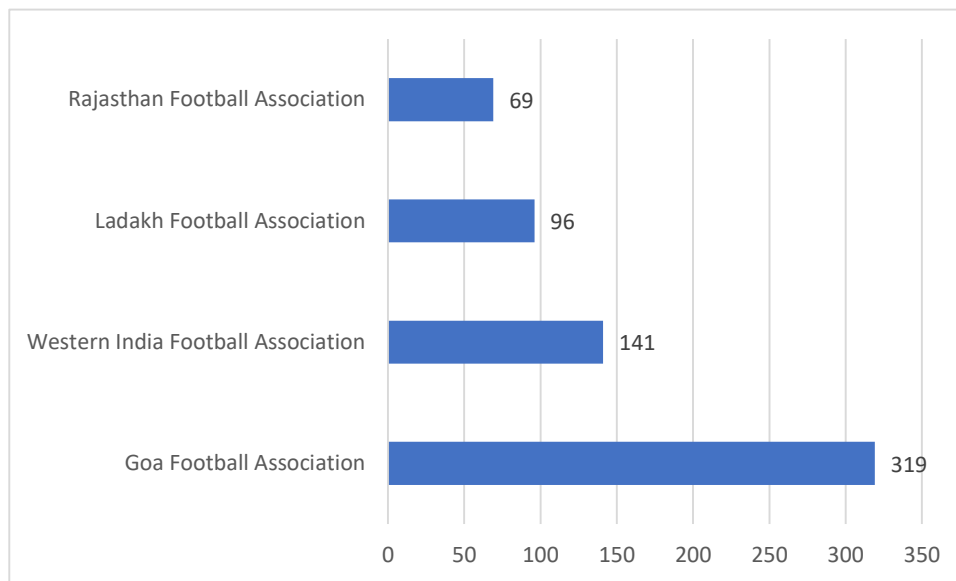
YouTube Views Bar Graph



Twitter Bar Graph



LinkedIn Bar Graph

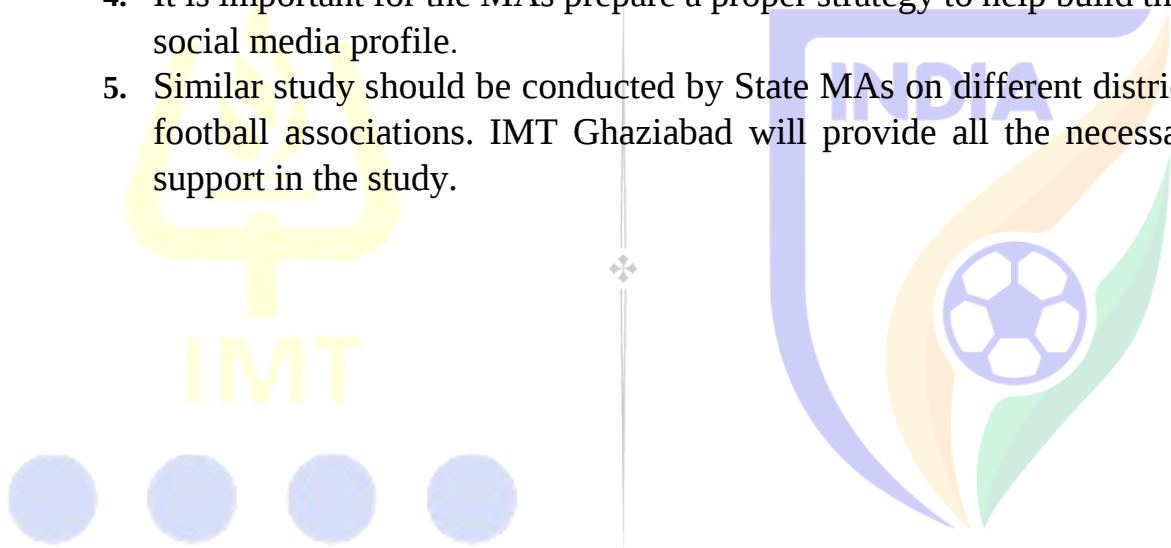


Conclusions

1. In general, low social media engagement of most MAs establishes that they are yet to understand the importance of social media for football promotion in their respective states.
2. Poorly run social media pages might also indicate the poor financial status of different MAs where they fail to hire or put in place a social media team.
3. The situation is pretty shocking for larger MAs like UPFS. The association only has a Facebook page. In that too, the last post was in 2020!
4. Four MAs have no social media presence. These are All Manipur Football Association, Tamil Nadu Football Association, Nagaland Football Association and Pondicherry Football Association.
5. 26 MAs have an Instagram account. In percentage these are 70%
6. 29 MAs have a Facebook account. In percentage these are 78%
7. 10 MAs have a YouTube Channel. In percentage these are 27%
8. 24 MAs have a twitter account. The percentage is 65%
9. 04 MAs have a LinkedIn account. In percentage these are 10%
10. 20 MAs follow AIFF page (indianfootball) on Instagram. In percentage these are 54%.
11. 07 MAs follow AFC page (theafchub) on Instagram. In percentage these are 19%.
12. 08 MAs follow FIFA page on Instagram. In percentage these are 21.6%.

Suggestions

1. Cue can be taken from those MAs who are doing well on the social media front. It is important to understand what they are doing correctly that others are not.
2. Webinars and Seminars can be organised by AIFF in association with IMT Ghaziabad to help MAs understand the importance of social media.
3. In case of financial issues, student interns can be hired by MAs to help enhance their social media profile.
4. It is important for the MAs prepare a proper strategy to help build their social media profile.
5. Similar study should be conducted by State MAs on different districts football associations. IMT Ghaziabad will provide all the necessary support in the study.



Concluding remarks

In contemporary times, the digital landscape has become a pivotal arena for fostering connections, amplifying outreach, and cultivating a robust community in the realm of sports. For SFAs in India, the advent of social media platforms represents a transformative tool that transcends geographical barriers, offering an unprecedented opportunity to engage, communicate, and grow their influence within the footballing ecosystem. Embracing social media websites isn't merely an option but a necessity in an era where connectivity and visibility are paramount for the development, promotion, and sustenance of football at the state level.

These platforms serve as dynamic channels, enabling SFAs to connect directly with diverse stakeholders, including players, coaches, fans, sponsors, and local communities. Through strategic utilization of social media, these associations can propagate their initiatives, share insights into grassroots development programs, disseminate match updates, and spotlight the achievements of talented local players. Moreover, these platforms facilitate real-time interaction, fostering a sense of inclusivity and engagement by allowing fans and followers to actively participate in discussions, polls, and campaigns.

Importantly, social media empowers SFAs to transcend traditional limitations in reaching broader audiences, attracting potential sponsors, and garnering support for the sport. By harnessing the extensive reach and virality of these platforms, associations can amplify their visibility, drive fan loyalty, and ultimately fortify the footballing culture within their respective states.

However, alongside the immense opportunities, the effective utilization of social media by SFAs in India also demands a nuanced approach, balancing promotional endeavours with genuine engagement, authenticity, and responsiveness. This introduction sets the stage to delve deeper into the manifold advantages, challenges, and strategies inherent in leveraging social media platforms for the growth and development of football at the state level in India.

Disclaimer

Please take note that this report encompasses social media trends up until October 2023. We acknowledge the dynamic nature of social media and have made every effort to encapsulate the most relevant and up-to-date data within this report. The information presented herein is a comprehensive overview of the trends and patterns that emerged during this period, providing valuable insights for researchers and social media professionals alike.

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