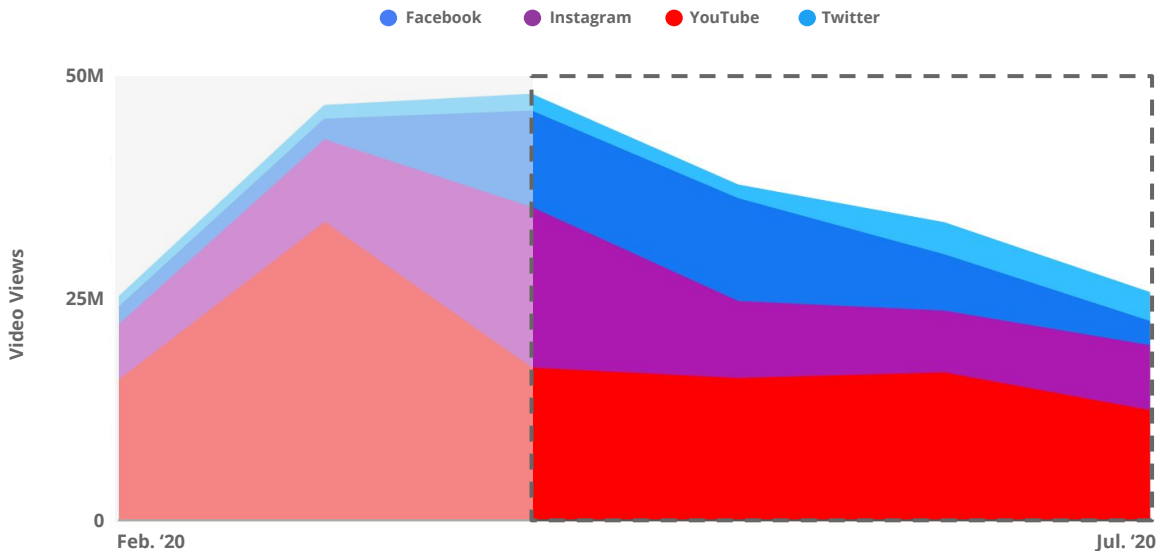




**Top Social Content For Runners
Activewear**



YouTube consistently generates the highest volume of video views of running-related content, followed by **Instagram**. Consumption of running content on Facebook spiked during the early months of Covid, but has drastically reduced more recently.



The top content on Instagram is...

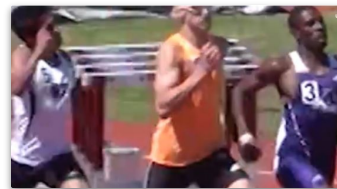
Event Recaps & Highlights



[Top Post](#) 206K Views & 48K Eng.



[Top Post](#) 104K Views & 23K Eng.



[Top Post](#) 133K Views & 20K Eng.

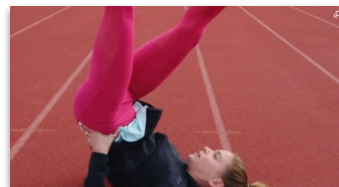
Micro Topics:

World-record breaking highlights

Track & Field recaps/last laps

Historic wins (by large margins, etc.)

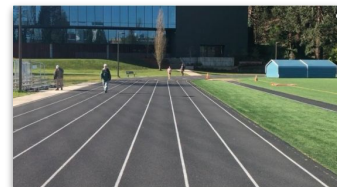
Training & Stretching Routines



[Top Post](#) 1.8M Views & 41K Eng.



[Top Post](#) 146K Views & 29K Eng.



[Top Post](#) 104K Views & 17K Eng.

Micro Topics:

Unique stretching routines/prompts

Short running clips / motivation

Condensed training routines/tips

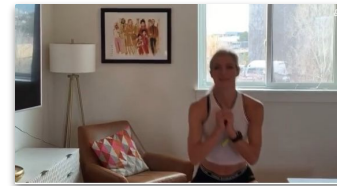
Follow-along & Home Workouts



[Top Post](#) 82K Views & 15K Eng.



[Top Post](#) 96K Views & 14K Eng.



[Top Post](#) 97K Views & 12K Eng.

Micro Topics:

Non-running related workout routines

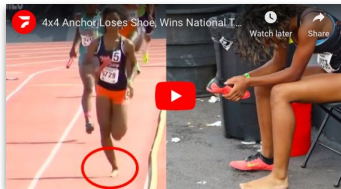
Humorous quarantine "workouts"

Follow-along/guided pre-run workouts

IG Video Views Benchmark: 29K

The top content on YouTube is...

Track & Field Events



[Top Post](#) 4.2M Views & 9.4K Eng.



[Top Post](#) 1.1M Views & 12K Eng.



[Top Post](#) 835K Views & 2.1K Eng.

Micro Topics:

World Records

Overcoming challenges (i.e: comebacks from collisions, & losing shoe)

Olympic Events

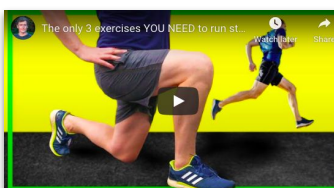
Tips & Tricks



[Top Post](#) 439K Views & 10K Eng.



[Top Post](#) 197K Views & 3.3K Eng.



[Top Post](#) 142K Views & 5K Eng.

Micro Topics:

Recovery Routine for Runners

Warm Up/Fitness Routines

Fixing Your Running Form

Running Shoe Reviews



[Top Post](#) 685K Views & 19K Eng.



[Top Post](#) 186K Views & 2.9K Eng.



[Top Post](#) 174K Views & 1.7K

Micro Topics:

Comparing different shoe brands

Testing shoes on the track or trails

Top 10/15 list

YT Video Views Benchmark: 23K

The top content on Facebook is...

Outdoor Running Footage



[Post Link](#) 3.3M Views & 56K Eng.



[Post Link](#) 54K Views & 55K Eng.



[Post Link](#) 71K Views & 5K Eng.

Micro Topics:

GoPro-view of running landscapes

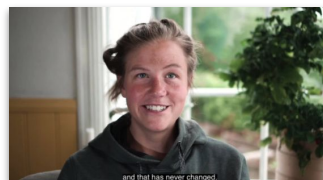
Condensed trail runs on drone footage

Running footage in extreme conditions

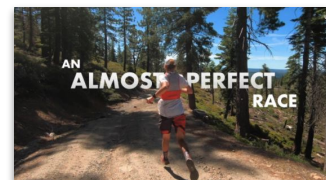
Athlete Features & Highlights



[Post Link](#) 163K Views & 9K Eng.



[Post Link](#) 113K Views & 5K Eng.



[Post Link](#) 77K Views & 2K Eng.

Micro Topics:

Follow-alongs with athlete runs

Athlete's competition highlights

Interview/talkthrough with athletes

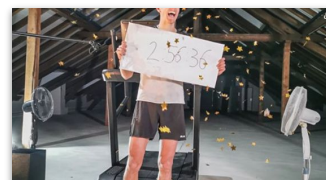
Running Achievements & Celebrations



[Post Link](#) 3.3M Views & 8K Eng.



[Post Link](#) 177K Views & 3K Eng.



[Post Link](#) 206K Views & 8K Eng.

Micro Topics:

Runs done by the sick and/or recovering

World-record breaking attempts

Emotional celebrations after runs

FB Video Views Benchmark: **35K**

The top content on **Twitter** is...

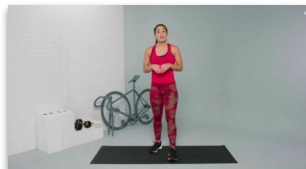
At-home workout routines



[Top Post](#) 1.4M Views & 246 Eng.



[Top Post](#) 1.1M Views & 222 Eng.



[Top Post](#) 633K Views & 151 eng.

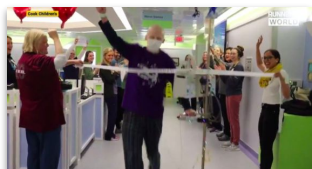
Micro Topics:

Bodyweight workouts (no equipment needed)

Quick (10-20 Minutes) Workout Routines

Core exercises (ab workouts)

Running for Cancer



[Top Post](#) 289K Views & 329 Eng.



[Top Post](#) 142K Views & 490 Eng.



[Top Post](#) 95K Views & 51 Eng.

Micro Topics:

Raising money for cancer

Footage of cancer survivors running marathons

Running Challenges



[Top Post](#) 107K Views & 1.9K Eng.



[Top Post](#) 152K Views & 78 Eng.



[Top Post](#) 81K Views & 2.2K Eng.

Micro Topics:

Running stunts/challenges such as:

- Running a marathon in your backyard/apartment
- Running while dribbling a basketball

TW Video Views Benchmark: **11K**



Outside of running, runners watch:

News



The New York Times



CNN



Fox News



Vice



Wall Street Journal



TED



Time



BBC



National Geographic



NBC

Technology



Techcrunch



Wired



Geekwire



PC World



Digiday



Mashable



Techmeme



Apple Insider



Gizmodo

Humour



Barstool Sports



Men's Humour



The Onion



The Oatmeal

Fashion



GQ



Vogue



Esquire

Entertainment



BuzzFeed



Team Coco



Discovery Channel



E! News

Travel



Lonely Planet

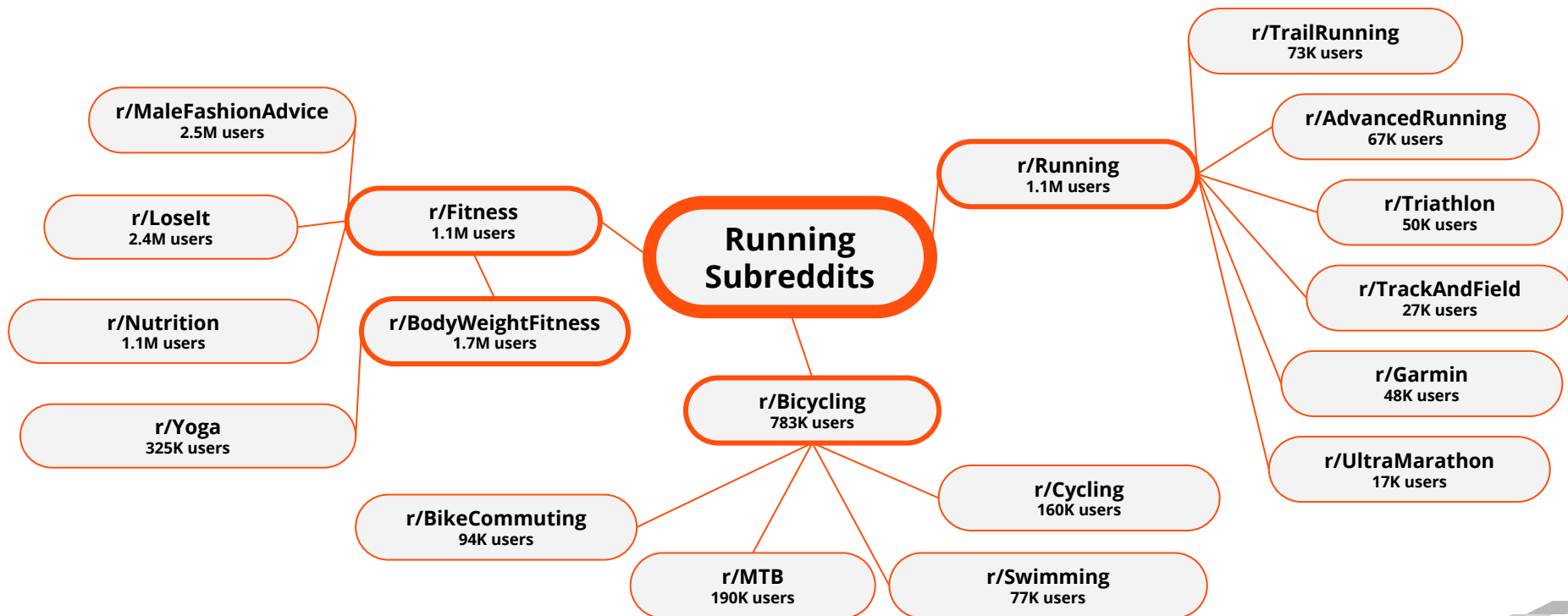


Travel Channel



BBC Travel

Zooming in on **reddit**, the running audience is also interested in road cycling, swimming, MTB, and strength training.



Key Takeaways

From the Social Content Case Study

Focus Allocation — YouTube & Instagram: YouTube consistently generates the highest volume of video views of running-related content, followed by Instagram. Consumption of running-related content on Facebook spiked during the early months of Covid, but has drastically reduced more recently.

Social Content — Instagram: Training routines & home workouts delivered by influencers. Video + Carousel are top formats.

Social Content — YouTube: Instructionals on warm ups, cool downs/stretching, and form checks to avoid injury.

Social Content — Facebook: Running adventure stories (drone footage, athlete narration, cinematic style).

Social Content — Twitter: Charity fundraising running challenges, just-for-fun running challenges.

Messaging — Blend in related audience interests: Our analysis of the running audience's behaviour across various social platforms (including time spent, content consumption, & posting activity) identified audience interests outside of running. Consider blending run-related content & messaging with these other interests to give the audience what they're looking for on social:

- **Running Sub-Disciplines:** Ultras, 5Ks, Triathlon
- **Cycling:** Bike commuting, Mountain Biking, Triathlon
- **Related Fitness Disciplines, Especially those spiking during Covid:** Bodyweight Workouts, Nutrition, Yoga
- **Tech & Business:** Ex. Techcrunch, Wired, Mashable, Techmeme, Digiday