

# Springboks media coverage at the RWC 2023

By [Katherine McInnes](#), issued by [Meltwater](#)

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The Springboks made history when they lifted the Webb Ellis Cup this past weekend and [Meltwater](#), a global leader in media, social and consumer intelligence, used media monitoring and social listening to analyse the data, conversations, sentiment and trends surrounding this momentous event.

The Springboks had 203k mentions across news and social over the duration of the Rugby World Cup, with a reach of 3.17B on Twitter. The sentiment across social channels was overwhelmingly positive which illustrates that we really are #StrongerTogether. You can find more insights below:



## SPRINGBOKS MEDIA COVERAGE

MELTWATER INFOGRAPHIC REPORT

8 SEP - 30 OCTOBER 2023

**203K**

Online Mentions Across  
News & Social

**4.77m**

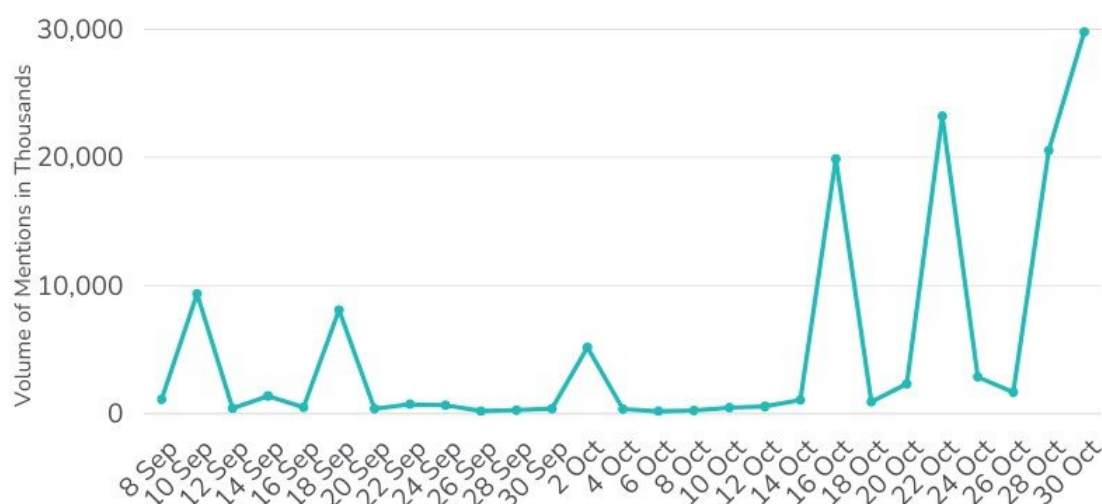
Total Engagement

**3.17B**

Impressions across  
Twitter



### Conversation Over Time



Meltwater's media monitoring tools were used to derive data surrounding the conversations pertaining to the Springboks and the Rugby World Cup over online and social media. The media

mentions measured within this report focuses on content published in South Africa. Within the analysed period, media coverage surrounding the Springboks and the Rugby World Cup received the highest volume of media mentions on October 29th, the day after the final. The majority of content shared on this topic was published via social media.

## Which provinces drove the conversation?



## Which entities received the most mentions?

New Zealand

Jacques Nienaber

South Africa

Siya Kolisi

Pollard

Paris

England

France

Ireland

Springboks

320,000+  
Online News  
Sources

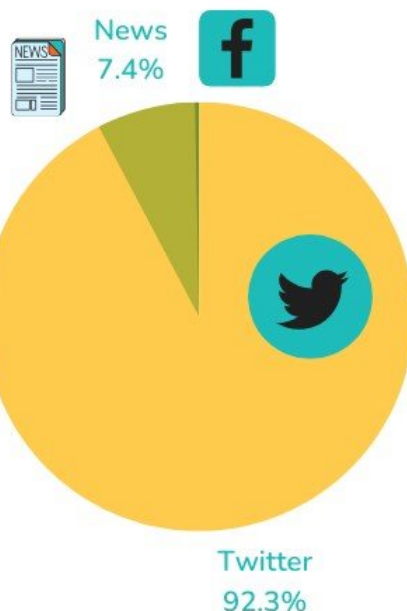
3 Million  
Editorial documents  
tracked daily



11 Years  
Of Editorial content  
on-demand since  
2009

28,000+  
Clients in 121  
different countries

## Where did these conversations take place ?



When analysing the source breakdown of conversations surrounding Black Friday in South Africa, the majority of coverage took place over Twitter, followed by online news sources.

Facebook & Instagram data limited due to API restrictions

# Trending Keywords



## Top Posts by Engagement

|                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Springboks</b> · springboks<br/>Facebook   ZA   Oct 15 · 11:25 PM</p> <p>For South Africa 🇿🇦<br/>#strongertogether #springboks<br/>#rwc2023 #FRAvRSA</p> <p>1.4M 284k Positive</p>                                                                  | <p><b>Rugby World Cup</b> · rugbyworldcup<br/>Facebook   ZA   Oct 28 · 11:41 PM</p> <p>The <b>Springboks</b> make history in Paris #rwc2023   #RWCFinal</p> <p>4.71M 113k Neutral</p>                                                               | <p><b>Springboks</b> · springboks<br/>Facebook   ZA   Oct 27 · 11:15 AM</p> <p>Your #springboks team for the Rugby World Cup Final against New Zealand in Paris tomorrow 🇿🇦 #strongertogether #rwc2023</p> <p>1.45M 107k Neutral</p> |
| <p><b>Springboks</b> · springboks<br/>Facebook   ZA   Oct 21 · 11:01 PM</p> <p>go again next week in the #rwc2023 final. Thanks for an amazing contest England Rugby 🇿🇦🇬🇧 #strongertogether #springboks #rwc2023 #RSAvENG</p> <p>1.43M 94.4k Positive</p> | <p><b>Springboks</b> · springboks<br/>Facebook   ZA   Oct 16 · 12:00 AM</p> <p>Thank you for amazing support in Paris, from South Africa and all over the world 🙏 #strongertogether #springboks #rwc2023 #FRAvRSA</p> <p>1.4M 92.9k Positive</p>    | <p><b>Springboks</b> · springboks<br/>Facebook   ZA   Oct 27 · 3:35 PM</p> <p>"The messages of support from home have been very special to us all" 🇿🇦 #springboks #strongertogether #rwc2023</p> <p>1.45M 82.9k Positive</p>         |
| <p><b>Springboks</b> · springboks<br/>Facebook   ZA   Oct 27 · 5:47 PM</p> <p>Look who's back in France 🙏 #springboks #strongertogether #rwc2023</p> <p>1.45M 80.9k Neutral</p>                                                                           | <p><b>Springboks</b> · springboks<br/>Facebook   ZA   Oct 15 · 11:02 PM</p> <p>It's over in Paris. Thank you for a massive massive massive contest France Rugby 🇿🇦🇬🇧 #strongertogether #springboks #rwc2023 #FRAvRSA</p> <p>1.4M 77.9k Positive</p> | <p><b>Springboks</b> · springboks<br/>Facebook   ZA   Oct 26 · 2:00 PM</p> <p>"We are playing for a lot more than the Webb Ellis Cup" 🙏 #springboks #strongertogether #rwc2023</p> <p>1.44M 75k Positive</p>                         |

320,000+  
Online News  
Sources

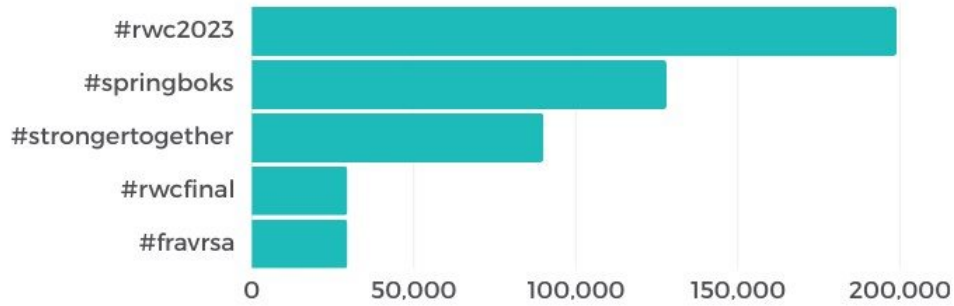
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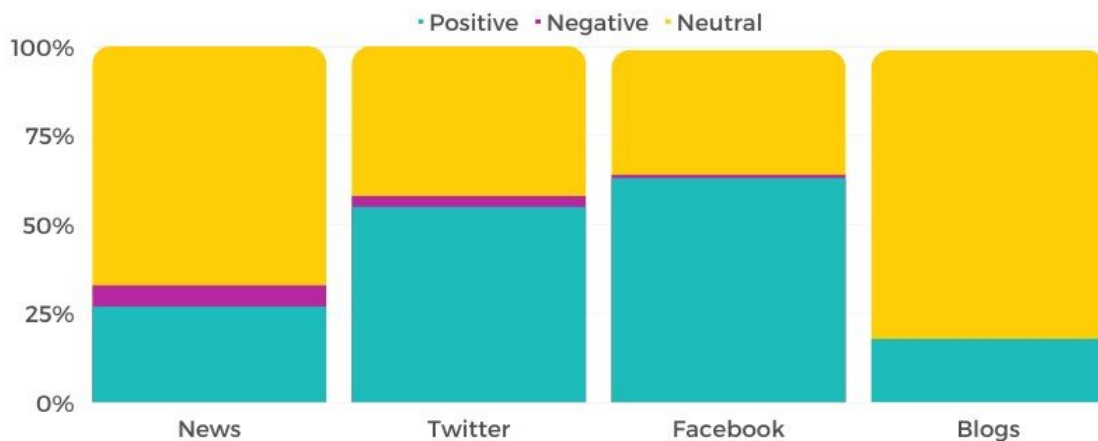
## Top Hashtags



## Trending Emojis



## Sentiment Breakdown by Source



## Top News Headlines By Reach & Engagement



Investing.com - South Africa - Gugu Lourie  
Editorial | ZA | Oct 27 - 2:00 PM

**Nation Unites In Support Of Springboks' Showdown Against New Zealand!**



News24  
Editorial | ZA | Oct 29 - 9:57 AM

**Bok jo! When Faf met Federer, the return of the iconic 2019 Speedo and Rassie's 'Zombie' down-down ...**

 **News24**  
Editorial | ZA | Oct 2 · 11:39 AM

**World Cup heartbreak for Mapimpi as facial fracture ends tournament, replacement not yet named**

 **Daily Maverick**  
Editorial | ZA | Oct 25 · 6:00 PM

**Boks brace for World Cup final, unfazed by Curry's racial slur allegations against Mbonambi**

 **The South African** · Craig Lewis  
Editorial | ZA | Oct 16 · 12:15 PM

**Opinion: Etzebeth will finish as the greatest Springbok of all time**

 **News24**  
Editorial | ZA | today · 1:48 PM

**WATCH | How the heroic Springbok team was received from the World Cup**

 **Planet Rugby** · Jared Wright  
Editorial | ZA | Oct 17 · 12:58 PM

**Analysis: Eben Etzebeth's masterclass as Springboks stun France in Rugby World Cup classic**

 **News24**  
Editorial | ZA | Oct 23 · 1:00 PM

**World Rugby to 'formally review' Mbonambi racism allegation as World Cup final prep suffers setback ...**

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If you would like to find out more about how Meltwater can help you track trending topics, mentions, sentiment and engagement around an event, [contact us here](#).

## ABOUT THE AUTHOR

Katherine McInnes is head of marketing, Africa at Meltwater.

- **South Africa's digital landscape maturation in 2024: Insights from the 2024 Global Digital Report** 27 Mar 2024
- **Black Friday media coverage 2023** 1 Dec 2023
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