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Engaging Sports Fans in Social Media
A case study: SC Braga

Dissertação de Mestrado apresentada à
Universidade Católica Portuguesa para
obtenção do grau de mestre em **Comunicação
Digital**.

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Faculdade de Filosofia e Ciências Sociais

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PREFACE

My academic path has not been the most conventional one. Having been born in the United States, but to Portuguese parents, I learned the importance of communication from a very early age.

I ended up going to elementary school in Portugal but moved back to the USA to attend middle and high school. Growing up my dad's job also allowed me to travel to a lot of different countries, get to know different cultures and meet people from all over the world. It may seem totally unrelated to digital communication or journalism (my current employment), but it is not. The need to get the message across during my travels and moving from city to city caused me to have to learn to adapt out of my comfort zone constantly and communication was the key to that adaptation process. This sparked up in me the passion for communication.

Born in 1995, one can say that I grew up during the digital "boom", going from tapes, to DVD's, to online streams all way before the age of 18. Also witnessing the evolution of the web, going from the web 1.0, to web 2.0, to web 3.0 before reaching adulthood. Once again, I learned to adapt.

Put together a passion for communication and a knowledge over new technologies and what do you get? A master's degree in Digital Communication.

DEDICATION

This thesis is entirely dedicated to my best friend and partner, José Ventura, who has seen the best and worst versions of myself and yet has never failed to support me in every step of the way.

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To walk this path successfully was only possible with the support, energy and strength of several people to whom I thank unconditionally.

My appreciation goes immediately to the Portuguese Catholic University in Braga and all the professors that taught me during the Master's in Digital Communication, for their wisdom and quality with which they guided me throughout, which allowed me to enjoy a unique experience where I obtained personal, technical and professional abilities.

The sincerest thank you to Sporting Clube de Braga and to the communication department team for the guidance and availability during this time of learning.

I would also like to thank my adviser, professor Francisco José de Oliveira Restivo, for his constant interest in my work, for his critical and timely vision and for all the help he has given me during this final year.

Last but not least, my consideration and gratefulness go out to my family, friends and in particular to my other half, José Ventura, for encouraging me at all times and for all the affection and understanding in the most difficult moments.

Finally, I would like to express my gratitude to all those who, although not explicitly mentioned, have positively contributed to this work.

Summary

The importance of the role of communication in society is unquestionably large. It has been evolving over many years. Nowadays, systems of communication include the telephone, the cellphone, radio, television and social media. Social media is an undeniably growing phenomenon. It is so, whether it be for individuals or companies/institutions alike. Social media platforms are those that gather individuals in online mediums where unregulated information can be shared by all with access to said platforms.

This dissertation explores both the dangers and the advantages of such media use, especially how important it can be in a context as large as sports, more specifically soccer. A convenience sampling questionnaire corroborated already existing studies on the use of social media by sports fans, that proved that social media is a very efficient tool for maintain fan loyalty and most team sympathizers do actively use the platforms both to gather information and for personal entertainment.

Data collected over a course of about ten months (soccer season 2018/2019) from the SC Braga's Instagram account also came to some interesting conclusions about content with which people engaged the most and the least over the season. Topics that called out matters of compassion for other individuals proved to have a bigger impact on SC Braga's Instagram followers and matters related to sponsorships/publicity were the least engaged with topics.

Two interesting conclusions are the relative independence of fan reactions to sports results, and the fast reactions to posts significant to club success.

Keywords: Social Media; Instagram; Sports; Fan Loyalty; Engagement.

Resumo

A importância do papel da comunicação na sociedade é inquestionavelmente grande. Tem evoluído ao longo de muitos anos. Atualmente, os sistemas de comunicação incluem o telefone, o telemóvel, a rádio, a televisão e as redes sociais. As redes sociais são um fenómeno inegavelmente crescente. Assim o é, tanto para indivíduos como para empresas/instituições. As plataformas sociais são aquelas que reúnem indivíduos em meios on-line, onde informações não regulamentadas podem ser partilhadas por todos com acesso às referidas plataformas.

Esta dissertação explora os perigos e as vantagens do uso das redes sociais, especialmente a importância que ela pode ter num contexto tão grande como o desporto, mais especificamente o futebol. Um questionário de amostragem por conveniência corroborou estudos já existentes sobre o uso das redes sociais por fãs de desporto, que provaram que as redes sociais são uma ferramenta muito eficiente para manter a lealdade dos fãs e a maioria dos simpatizantes de uma equipa usa ativamente as plataformas para obter informações e para entretenimento pessoal.

Os dados recolhidos ao longo de um período de cerca de dez meses (temporada de futebol 2018/2019) na conta do Instagram do SC Braga também chegaram a algumas conclusões interessantes sobre o conteúdo com o qual as pessoas se envolveram mais e menos durante a temporada. Os tópicos que destacaram questões de compaixão por outras pessoas provaram ter um impacto maior nos seguidores do SC Braga no Instagram e os assuntos relacionados a patrocínios/publicidade foram os que menos interação tiveram.

Duas conclusões interessantes referem-se à independência das reações dos adeptos dos resultados desportivos e a forma como os adeptos reagem a publicações pontuais relativas a factos com elevado potencial de sucesso.

Palavras-chave: Redes Sociais; Instagram; Desporto; Lealdade dos Fãs; Interação.

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Chapter 1 - Introduction

Living beings communicate with each other, whether it be ants searching for food¹, birds in their organized flights² [...], dolphins through sound waves in the ocean³, or humans in their everyday life.

In fact, bio-inspired systems are an established area of research for computer and communication scientists⁴, in their quest for deeper understanding of the way we think and solve problems.

Communication between humans can be oral, written, visual, digital, etc., and the speed at which it is done has been rapidly increasing due to successive technological advances in speed, availability and costs of communicating.

This globalization of communication interferes with all aspects of our lives, the economy, politics, tourism, culture, entertainment, and even sports, which is now a global industry.

In this dissertation, we start by taking a look at the fast evolution of communication, from Marconi's wireless telegraph to social networks, and at the way sports, especially soccer, have been reorganizing their communication strategies.

Next, we present a short review of the most recent literature on these issues, with the aim of finding more thorough methodologies for the study and in search of the most accurate answers regarding communication strategies in major soccer teams and also in teams that compete with the team we took as focus of our study.

Turning to the specific aim of this dissertation - the case study of Sporting Clube de Braga – we start by taking a look at the way communication is organized during the 2018/2019 season, which are the formal information channels with the fans, what are the main goals of the communication strategy, and what is the expected evolution.

In the following chapter, we try to measure some impacts of using social networks by collecting reactions during the whole season and analyzing them.

Finally, we advance with our conclusions and prospects for future developments.

1 https://en.wikipedia.org/wiki/Ant_colony_optimization_algorithms

2 https://en.wikipedia.org/wiki/Swarm_intelligence

3 <https://dolphins.org/communication>

4 https://en.wikipedia.org/wiki/Bio-inspired_computing

1.1 Motivation

As it has already been stated, communication is a big part of everyday life.

Nowadays, possibly more than newspapers, radio or TV, social media is quite important in that process, both for intake and outtake of information.

Current research indicates that the average person will spend more than five years of their lives on social media (Mediakix, 2016), and thus, it has turned social media into an “attractive channel for marketing activities” (Seng & Keat, 2014, p. 66).

The sports industry reaches millions of people every day and the need to utilize new tools, such as social media platforms, becomes crucial.

This new phenomenon is something that is not completely fully understood, both because it is still recent and because of its rapidly progressing nature.

Different countries have different cultural approaches to the use of social media, with some being more advanced than others. Portugal is not illiterate when it comes to the use of social media platforms, but improvement is always an option. Furthermore, the link between the use of social media in sports and its subsequent fan engagement is not a well-researched topic.

Teams with smaller financial capacity may not be as keen to invest on their digital communication strategy. The question, however, starts to be whether or not these facts can be worked in reverse. Could it be that rather than having the number of social media followers be defined by the number of team supporters, the teams could rather define their number of supporters by using a strategic approach on their social media profiles?

To have a better overview of the current situation in Portugal, the table and graph below show the number of Instagram and Facebook followers of each first league team during season 2018/2019.

Team	Instagram followers (thousands)	Facebook followers (thousands)
Benfica	1200	3729
FC Porto	1100	4102
Sporting	707	2561
SC Braga	67,8	296
V. Guimarães	59,7	158
Moreirense	10,9	31.3
Rio Ave	24,3	98.2
Boavista	24,5	134
Belenenses SAD	674	119
Santa Clara	14,8	38.1
Marítimo	13,6	129
Portimonense	13,8	30.5
V. Setúbal	13,5	73.7
Desp. Aves	11,6	26.9
Tondela	17	58.1
Chaves	4,3	68.4
Nacional	11,4	41.9
Feirense	15,7	36.3

Figure 1 Team's followers table by 2018/2019 placement (Source: Own elaboration)

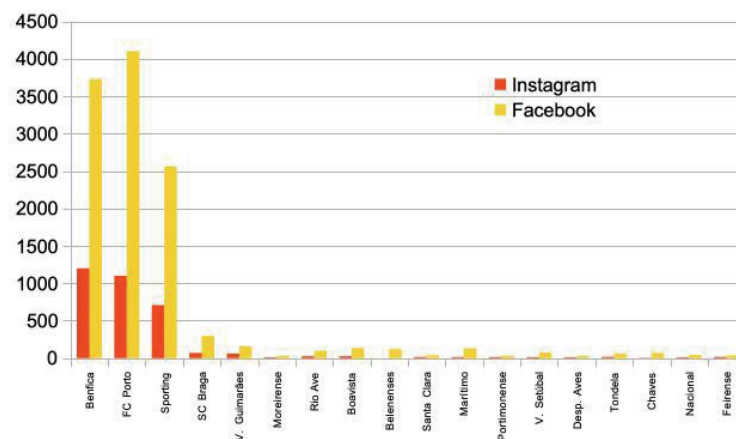


Figure 2 Team's followers graph by 2018/2019 placement (Source: Own elaboration)

This research can be useful for both other researchers of the topic and professionals of sports marketing and communication.

1.2 Research Question

Fundamentally, this research aims at understanding the role of social media platforms, specifically in the context of sports communication. Identifying whether or not joining the communication revolution is an important step to take for sports industries becomes the bottom-line question, followed by which platforms to use and how to measure impact.

1.3 Expected Results

One important objective of our research is to understand the mechanics of social media posting and the way it interferes with club results and achievements.

Some posts and subjects are clearly expected to have a larger impact on the audience. Possibly, publications regarding the main team, especially those where positive outcomes are portrayed, will be the most interacted with by fans and sympathizers who follow or visit the Instagram page.

The women's team, because of its novelty and positive results along the season, is also a subject that may have a large percentage of engagement.

Furthermore, on the days leading up to big games and on the actual day, the level of engagement is expected to be higher. In this specific case it would be expected to be games against SL Benfica, FC Porto, Sporting CP, qualifying games, final fours and finals.

There is also a creativity factor, which the SC Braga communication team has explored very well, this has allowed their content to reach more people, even those who are not team sympathizers, through the curiosity factor and even other media outlets.

According to the factors taken into account when calculating engagement rate (likes, comments and followers), it is expected that there will be more likes than comments on posts. Because of that, number of likes will have a bigger impact on the post than the number of comments. However, this does not necessarily mean that the post with most likes will also be the one with the most engagement.

There is also a possibility that the descriptions used in each post can play a role, although something more subjective to analyze. Hashtags are also part of descriptions and can be included in such analyses.

Chapter 2 - Literature Review

For the unfolding of this thesis it was crucial to understand and study literature on communication in general and then further that knowledge and go into more depth about digital communication itself. For this, an extensive literature review was done with some background on the history of communication starting from the very beginning up to the present-day digital era.

2.1 Historical Perspective

Traditional media, i.e. television, radio, newspapers and magazines, as well as digital media, can serve as both information distributors and marketing/advertising tools. New media or digital media refers to online platforms such as social networks. Table two compares the characteristics of digital media and traditional media.

Table 1 Digital vs. Traditional medias

Digital	Traditional
Two-way conversation	One-way conversation
Consumer produced content	Professionally produced content
Content doesn't need to be polished or authentic	Polished or authentic content
Affordable	Expensive
Interactive	Non-interactive

Non-verbal or gestural communication between people remotes to a prehistoric era, where rock art was one of the earliest, non-direct, forms of communication. Rock art was a form of communication through drawings engraved on caves and stone in which it mostly reported hunting achievements.

⁵ http://blog.rtown.ca/2015/05/digital_vs_traditional

In 4000 a.c., arose the first forms of written communication, the hieroglyphs which were a simplified drawing to represent the meaning of something⁶.

Later, and with the representation of sound through symbols, these communication systems began gaining more complexity. It was then, that the first writing tools began to emerge. The first was the papyrus in 2500 a.c. in which paper sheets were produced from the papyrus plant⁷.

Only centuries later came other tools such as parchments and books and along with them mass media communication and the press.

As a means of interpersonal communication, mail is considered the oldest method, having been used by the Egyptians in 2400 a.c., in which messengers traveled long distances in order to send the letters to the recipients. Birds were also trained and used to send the correspondence.

In the eighteenth century, the telegraph emerged, which used electromagnetic impulses to send messages, thus creating systems of codes like the Morse codes⁸.

In the nineteenth century, the radio⁹ and the telephone¹⁰ were invented and became the most used media platform. In A century later, television¹¹ came to revolutionize communication and after that the advancements in technology allowed for the creation of the internet.

From the beginning of the 21st century to the current year, the world has been experiencing one of the biggest technological advances in history in terms of its rapid growth. It has been witnessed the rapid evolution of the internet and the telephone, switching to mobile phones with capacity equal to or greater than the first existing computers.

The first steps towards the invention of the Internet¹² emerged in the 1960s as a "weapon of war". It was during the Cold War that the United States felt the need to create the tool for data exchange which in the event of an attack on the Pentagon, where all the crucial and highly relevant information was stored, such data would not be lost. For this

6 <https://www.significados.com.br/hieroglifo/>

7 <https://sites.google.com/site/ftunlcomunicacao/evolucao>

8 <http://www.clickestudante.com/a-invencao-do-telegrafo.html>

9 <https://www.todamateria.com.br/historia-do-radio/>

10 <https://www.infoescola.com/curiosidades/historia-do-telefone/>

11 <https://www.infoescola.com/curiosidades/invencao-da-televisao/>

12 <http://www.tipografos.net/internet/internet-evolucao.html>

reason, ARPANET was created, which aimed to interconnect a network of computers located in different research centers for the transmission of governmental information among them.

The World Wide Web as we know today began with the pioneering efforts of Tim Berners-Lee at CERN to create protocols to link pages located in different computers worldwide and came into play in the late 90s bringing social networking along with it.

The internet has been evolving from web 1.0 to web 4.0, currently. During the web 1.0 era, consumers were limited to the reading of information. There was no back and forth communication between consumers and marketers. The internet was used to present publicity much like a brochure with static images and without facilitating any kind of interaction.

Move forward to the web 2.0, this is where the possibility to create content began to emerge. With anyone being able to not only read but also write. Blogs, social media, and streaming of video started to emerge.

The web 3.0 is not so different, it incorporates more abstract concepts such as the communication between humans and computer applications. This is the basis for such computer applications to understand the needs and wants of their human users i.e. deductive reasoning and personalized search.

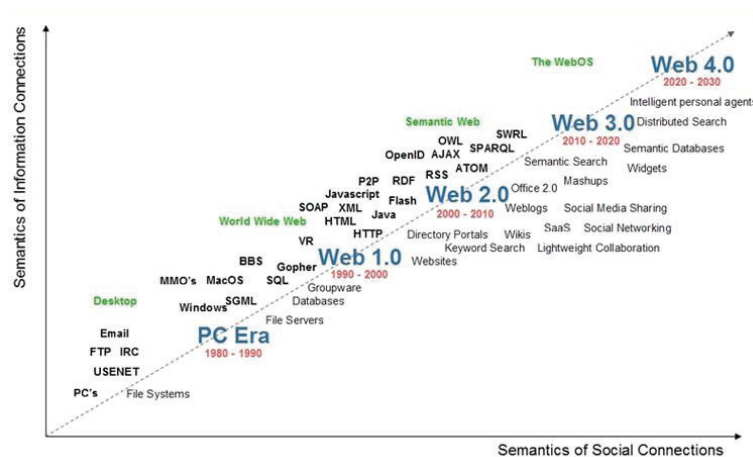


Figure 3 The History of the Web (Source:13)

13 https://www.researchgate.net/figure/Evolution-of-the-Web-source-Radar-Networks-Nova-Spivack-2007_fig1_308400135

When it comes to the web 4.0, it is the future. This is an adaption of the already existing web 3.0 attributes. Artificial intelligence is part of what defines this era which will be in action in the near future. It aims at shortening the gap between humans and machines.

Since the beginning of the world wide web, it has been increasingly important for companies to join the new ways of communicating in order to reach their audience more effectively. Those who don't, risk falling significantly behind.

Between the 1990s and early 2000s the first social media platforms, similar to what we know today, started to emerge. My Space can possibly be considered the pioneer platform, having been funded in August of 2003, and was once the most popular social network. Facebook came along in February of 2004 and by October of 2012 reached 1 billion users, becoming the most popular social network to this day. Also, in February of 2004, Flickr was created and just a few years later, in 2007, Tumblr.

The first decade of the new millennium witnessed a rapid increase in the creation of new social media platforms. However, success was not equally distributed. Most of the first social media platforms, already mentioned, have failed to continue to thrive, being safe to say that only Facebook has manage to maintain its stardom.

In 2010, Instagram was created, and it came to further emphasize the concept of immediate content sharing. Its goal was that the user would be able to snap a photo and post it within seconds having the option to take, edit and post all from within the app.

Funded in 2011, Snapchat also brought to the table a new and innovative concept to the social media world. This new phone application allowed for even quicker and more authentic content sharing.

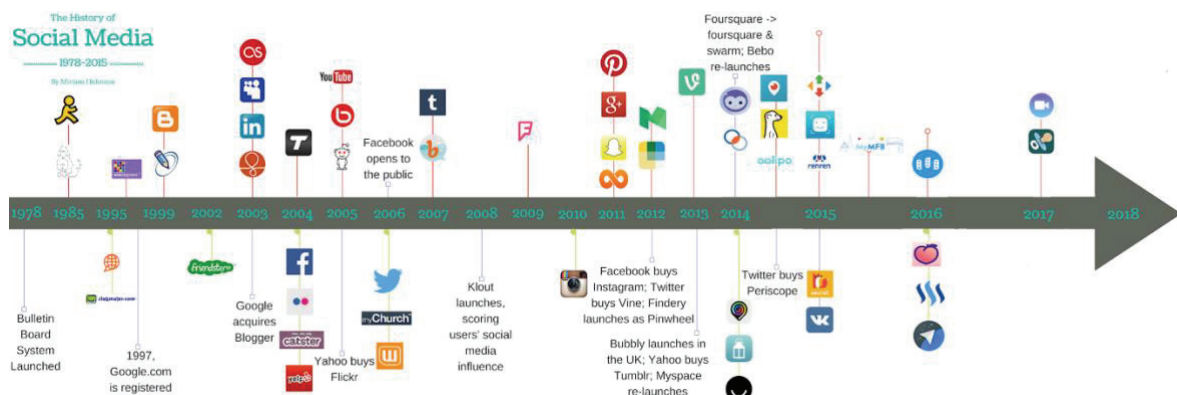


Figure 4 The History of Social Media (Source:14)

14 <http://www.booksaresocial.com/history-of-social-media-part-i/>

Many other social media platforms exist or have existed. With this widespread popularity, platforms began being used in different ways than what they were possibly intended to at first. They quickly started being used as marketing tools, whether for personal branding or as corporate publicity. As a result, the platforms themselves worked in order to profit from this new advent in the marketing world. Ads, sponsorships and payed posts began being incorporated as options into the platforms. Algorithms were also written to put emphasis on those with the most successful social media presence.

2.2 The Shifts in the Communication Stratosphere

Most of us have grown with and understand analogue media. This type of media is linear, consisting of a schedule made up of programs, interstitial material and commercials. We understand these conventions of time where usually content is broadcast according to the likelihood of certain ages groups being in the audience, maintaining it age appropriate.

Television broadcasting is regulated in most countries by either the government, independent statutory regulators, or self-regulatory processes. Such regulation is not only necessary but also simple to achieve.

This is the case of platforms such as Netflix, Spotify, YouTube, among many others, which allow for the intake of video and audio content without any kind of regulation and where the spectator has the ability choose how much he/she wants to consume as well as when and where.

Although still possible, linear transmissions are losing ground. Pay per view was the only nonlinear transmission possible in analogue media but in digital media that freedom is multiplied. Programs can be watched on computer screens, PSPs and mobile phones. The number of devices where content may be transmitted is growing.

Programs that don't require a linear contextualization are switching their transmissions to digital in order to not be required to comply with a schedule. Where in analogue media timing is an indicator of the likely content, in digital non-linear media that no longer is true. Furthermore, analogue media and broadcasting are not interactive, but the new media is or can be. The consumers can now too become the producers of content, having control over how it is received or used.

There is a major difference in the way media content is presented from analogue to digital communication. While in analogue media there is little intersection of content, in the digital age it is possible to receive, interact, intersect and cross-over content, allowing the consumer to be the creator of the material and given the ability to have it shared across multiple platforms.

The use of social networking sites and of user generated content, such as video captured on a mobile phone, is no longer seen as informal but integrates formal media structures. This type of content, already present in television, can now be instantaneously transmitted through the use of the internet. Such technological growth has been influencing communication, both mass communication and interpersonal communication.

We can agree that some communication media such as the telegraph, the fax, the wire phone and even the use of birds to transport mail are already extinct. These extinctions are due mainly to the evolution of technology as it has been being discussed.

Since 2009, we have observed a crisis mainly in the press. The British newspaper The Independent, founded in 1986, announced in February 2016 that it would stop providing printed versions and that in turn it would only make publications available online¹⁵. Evgeny Lebedev, the newspaper's owner, justified this decision by saying: "The newspaper industry is changing, and that change is being driven by readers. They're showing us the future of digital. This decision preserves The Independent brand and allows us to continue to invest in the high-quality editorial content that is attracting more and more readers to our online platforms".

The strategy of radically shifting from paper to online seems to be gaining popularity. Other strategic approach is to use both types of media, creating an online version equal to the print version or creating less detailed digital content to drive the acquisition of the larger print version. However, in the United States, many newspapers, such as the Seattle Post Intelligencer and the Tucson Citizen have failed to publish, and several chains such as the Tribune Company, the Journal Register Company and the Minneapolis Star Tribune have declared insolvency.

In Portugal, the scenario is not so different, with a general crisis of the printed journals, while online journals like Observador or ECO seem to be in great health. However,

¹⁵ <http://www.independent.co.uk/news/media/press/the-independent-becomes-the-first-national-newspaper-to-embrace-a-global-digital-only-future-a6869736.html>

with the emergence of fake news, people question the veracity and the quality of online written news.

Television is still able to offer some flexibility and seems to have adjusted well to technological advances, namely with the offer of pay per view programs, recording programs and the concept of rewind. YouTube, Netflix and Amazon show the new way ahead.

Radio and the press do not seem to have enough alternatives to withstand the pressure of new digital media. The new technology supports the possibility of downloading music and listening to podcasts over the internet where it is not necessary to comply with a pre-defined schedule. They also allow quick access to informative content such as news without any further effort. In addition to facilitating access to information, digital media allows the consumer to produce and share content, not only allows these actions but also allows them easily and at no cost.

The sharing of information is or may also be multiplied in a short space of time spanning a larger audience. As an example, a video of a natural disaster recorded by mobile phone by an individual can be published in a social network, or another online tool and not only inform in a space of time closer to the real one, but can also cover a larger audience in a shorter period of time.

In addition to the publication of pre-recorded videos, it is now also possible to publish live broadcasts by non-professionals on platforms such as Facebook, Instagram and others. With this, planning and professional production is no longer necessary, and it is now in the hands of the individual, even without training or the prior intention to do so, to disclose information. The same way, institutions can also transmit their own content/information quicker and in real time, while at the same time consumers can interact with the content being shared. This creates empathy and a sense of closeness with a brand or even a sports team.

Costs, ownership of contents, and other economic issues are pushing, namely in Europe, towards new regulations that may limit the way we share contents we do not own. The controversial article 13 is the most recent example of this. The goal of such reform is to make sure that the authors are being rewarded for their content. However, the access to information will be limited, which would not only affect those who are looking for content, but also those who publish it. There are those who defend the importance of such reform,

arguing that it protects and rewards the authors and those who are against it and believe that their content won't be able to reach the masses.

2.3 Defining Social Media

Social media is defined by Safko and Brake as “activities, practices and behaviors among communities of people who meet online to share information, knowledge and opinions using conversational media” (2009, p.6) and by Robinson as “the tools used to the communication that have Web 2.0 attributes – that is, they are participatory, collaborative, knowledge sharing and user-empowering tools available on the Web (2007, p.11).”

Social media empowers people to have a voice that they didn't before. There is a significant change on how communication is perceived, especially because it is no longer a one-way stream but rather a two-way venue. This means that we are able to respond to news, commercials and to any other type of information released. Not only are we able to respond but also are able to do so in a matter of seconds.

By using social media companies and consumers now are able to have a two-way type of communication. Ads and campaigns are no longer presented to the public as a see only type of transmission, but rather as see and respond type of communication.

According to a 2015 study done by the Pew Research Center, there five factors that demographically demonstrate the trends of social media usage: age, gender, socio-economic status, racial and ethnic background and community differences.

According to Sprout Social¹⁶, 54% of Facebook users are female and 46% are male. The age gap with largest percentage of users is from 25 to 34 years old, both for females and males alike.

¹⁶ <https://sproutsocial.com/insights/new-social-media-demographics/>

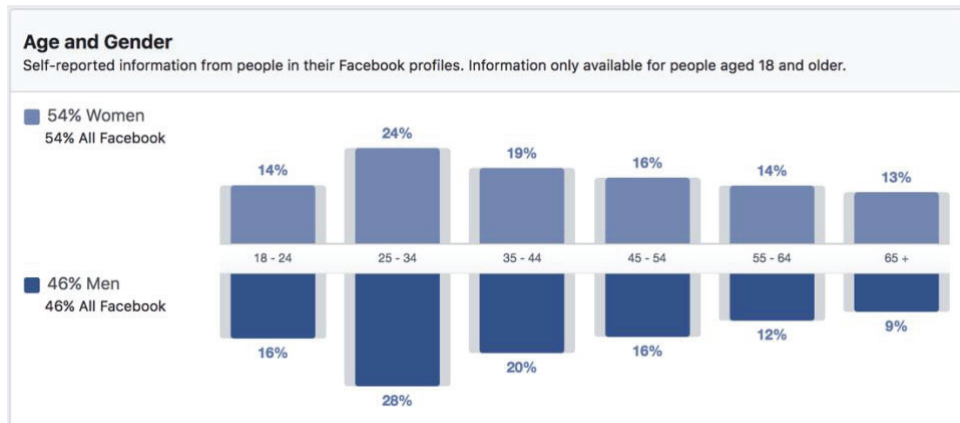


Figure 5 Facebook user's age and gender (Source: Sprout Social)

The country with the largest percentage of all Facebook users is India (14%) followed by the United States in second place (10%). Portugal doesn't show up in the top 10, but it becomes obvious that it is below the 2% line.

Top Cities	Top Countries	Top Languages
	Countries	Selected Audience
		Compare ▼
	India	14%
	United States of America	10%
	Brazil	6%
	Indonesia	6%
	Mexico	4%
	Philippines	3%
	Vietnam	3%
	Thailand	2%
	Turkey	2%
	United Kingdom	2%
See All		

Figure 6 Top countries with Facebook usage (Source: Sprout Social)

Instagram has a younger audience with, according to the Pew Research Center¹⁷, individuals between the ages of 18 to 24 being the most active users on the platform. Of all Instagram users 50.3% are female and 49.7 are male.

Social Blade¹⁸ has an updated list of the top Instagram accounts with most followers:

1. Instagram (314,062,810)
2. Cristiano Ronaldo (184,533,625)
3. The Rock (157,865,176)
4. Kim Kardashian West (148,690,112)
5. Beyoncé (133,855,861)
6. Leo Messi (131,406,132)
7. Neymar (126,174,764)
8. National Geographic (122,435,601)
9. Justin Bieber (119,293,648)
10. Kendall Jenner (116,265,752)

2.4 The Advent of Social Media Marketing

Social media and its platforms have fundamentally altered consumer behavior and subsequently have had a profound impact on marketing communications (Hutter, Hautz, Dennhardt, & Füller, 2013).

The emergence of such means has facilitated communication not only between individuals, but also between companies/brands and their consumers, and a new strategy of marketing, marketing of social media. Weinberg defines social media marketing as “the process that enables individuals to promote their own websites, products or services through online social media and reach a larger community that might not be available through traditional means”.

It was predicted that social media advertising would reach nearly \$36 billion worldwide in 2017 (eMarketer, 2015), but according to Morrison (2017) the social media advertising expenditures were up approximately 62% after the first quarter of 2017.

¹⁷ <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

¹⁸ <https://socialblade.com/instagram/top/50/followers>

Organizations are being encouraged to take advantage of this phenomenon by committing resources to building their social media presence and interacting with fans (Abeza, O'Reilly, & Reid, 2013)

Social media marketing has a very distinct basis from that of traditional marketing which should be taken in particular attention. Social networking marketing relies on a foundation of proximity to the consumer that is not intended to sell as a primary goal, but rather to create relationships with consumers.

According to Gordhamer (2009), media marketing is related to relationship marketing, where businesses need to change between trying to sell and building relationships with consumers. Companies also need to maintain a strategy of small short-term campaigns aimed at easily reaching the target audience. Baird and Parasnis (2011) emphasize that organizations can connect more deeply with customers if they determine the type of interaction customers want on a specific social media channel.

Heinonen (2011) reported that consumers participated in social media for entertainment, information, surveillance, opinions, inspiration and to create social connections. Individuals have more than one motivation for using social media. Social media is more useful if it meets user's needs (Casalo, Flavián, & Guinalú, 2010)

Segmentation and analysis of the target audience should be taken into account when structuring the necessary communication strategy. Create a two-way form of communication where the consumer is not only the recipient of information but can also be the producer, having the opportunity to interact with the brand.

Marketeers who use platforms such as Facebook and Instagram, are able to display their content in accordance to the members' interests. These platforms are able to gather information about a user's personal likings and provide it to companies.

The case that generated most controversy is how, allegedly, in the 2016 presidential election Facebook was used to manipulate users to elect president Donald Trump as the supreme chief of the United States. Facebook harvested information of around 50 million user profiles that was then provided to Cambridge Analytica who used a team of psychologists to create specific content based on the user's personality. This way they were able to unconsciously influence certain people to vote for this specific candidate.

Questions relating to morality and lack of privacy arise in certain situations, but in others the correct use of these platforms by companies/brands becomes the biggest and most effective marketing tool.

2.5 Behind Walls: The Dangers of Data Sharing and Storage

With the new and facilitated forms of communication there are issues that arise. One of the dangers are the manipulation of public opinion through the use of social media. This is a healthy marketing strategy for companies and institutions to use if its use does not harm individuals. However inadequate use can be very dangerous.

According to Zephoria Digital Marketing, there are 2.13 billion active Facebook users every month, as of April 2018, and five new profiles are created every second.

Facebook has recently been under public scrutiny and has generated controversy on how it handles, uses, stores and protects user's data. One of the most talked about topics of today, that relates to this issue, is the 2016 presidential election, in which it is known that Facebook, unintentionally, was responsible for interfering in the election process, that appointed Donald Trump president of the United States.

This was done by providing user data to the company Cambridge Analytica which used an app called *This is Your Digital Life* to collect user information under the agreement that the information was being used for academic purposes. Not only was the company collecting users' personal data but was also able to collect friends' data and analyze relationships between users. Data from 50 million¹⁹ Facebook users was collected.

Information about friends cannot, under Facebook's Policy, be used for advertising, but that was not taken into consideration. All data collected was then used to manipulate users, once again, using the social network platform. This was done by, customizing ads for specific users and understanding which ones were more susceptible to a change of mind if given the right "push".

Algorithms are able to segregate people into groups by age, gender, political views, interests, likelihood to vote for a specific candidate, etc. They can even help determine which friends are the influencers and which are more easily influenced. Psychologists, data

¹⁹ <https://www.theguardian.com/news/2018/mar/17/cambridge-analytica-facebook-influence-us-election>

scientists, creators such as videographers, photographers and designers worked together in order to come up with the best solutions to influence a specific individual.

Allegedly, over one million dollars was spent in order to harvest, analyze and treat the information. Ethical issues, such as the use of personal data to psychologically tamper with individuals' mind, arise.

Recently, Facebook announced that Cambridge Analytica as well as its creators and other people involved, would be banned from the social network following the ongoing investigation. However, the company still claims that there was no such misuse of user's data and it is nothing more than false accusations.

Cambridge Analytica is definitely not the only company that has access to our data. In fact, any app a user accepts to use through Facebook instantly receives permission to access their information and use it in accordance to the Facebook policy (discussed ahead). For example, applications as simple as games, which seem harmless, require permission to access our data in order for the user to enter the game. What is the need behind such requirement? Recently, a new game application on Facebook named "The Test" has been gaining popularity. The game consists of personal questions such as "what would you do in this situation?", "do you prefer this or that?", etc. The user responds to those questions which are sent to the playing partner who then has to guess your response. The goal of the game is to know the person you are playing with well enough so that they know what your response would be.

This clearly begs the question, is it possible that the responses given by players are in fact being used with ulterior motives and not just as a gaming service? Another detail is probably the quickness and accuracy with which Facebook ads are displayed on a user's feed. We have all probably noticed that right after searching a specific product on the web the same product pops up almost immediately on the social network's feed. This, again, begs the question: How are companies being able to obtain such information about user's so easily?

Facebook has a policy²⁰ stating both the rights reserved to users and those reserved to the Facebook company when it comes to the content and information shared by an individual. Facebook specifically states that when something is shared it is being given a

²⁰ <https://www.facebook.com/policies>

“non-exclusive, transferable, sub-licensable, royalty-free, and worldwide license to host, use, distribute, modify, run, copy, publicly perform or display, translate, and create derivative works of your content.” It is important that this statement is well understood and for that let’s break it down. First of all, the license is non-exclusive, transferable, sub-licensable, royalty-free, and valid worldwide. In other words, this means that the user’s content and intellectual property can legally be sold/transferred and licensed to third parties without the need for further permission from the owner. Furthermore, the copyrighted content can be sold or shared with those third-party individuals without the need to compensate the creator or owner of the information. Second of all, both Facebook and third parties (as a consequence of the sub-licensing agreement) hold the right to not only replicate and share the data but also the right to modify it. This, however, is true for both individual users and companies.

Although not commonly known, for some time now, Facebook has given users the option to download their personal file. This file contains everything ever shared or transmitted through the platform from the time an account was first created. This even includes previously deleted pictures, comments, likes or messages. It also downloads information about created friendships like the date and time a friend was added, and it even goes further as to provide the same information about unfriending as well. This means that even though information has been deleted from a user’s account, it is still being stored and backed up in the network’s servers.

An Austrian man named Max Schrems, requested Facebook detailed information about his data archived by the network and received a CD-ROM with files containing 1222 pages. He claims to only have used the platform occasionally. He said that the company even holds information about pages read by the user and goes even further as to record the time he or she took to read it. The file he received contained information divided into 50 different categories.

This also brings up the issue of data storage in the so-called Cloud. Storage in the Cloud is a method in which the physical storage is spread across multiple servers and locations and the physical locations are owned by companies. These host companies have the responsibility to grant quick access to those who request it and have the permission to do so.

According to Dave Svantesson, internet law specialist at Bond University in Australia, this is an issue because there is always the possibility that the level of data protection varies from country to country. If data is scattered and copies are stored in different countries it may mean that people could possibly not be fully protected under their nation's own laws. Copies stored in different locations also make it almost impossible for data to ever be fully deleted and therefore it becomes safe to say that any information that ever enters the cloud will never disappear. These copies are mainly created for easy and quick access to data from all over the world. For example, when being used for advertisement purposes. However, copies also become a security hazard. According to Benjamin Caudill, cybersecurity consultant, the more copies available the easier it is for a hack to occur. According to him, many of the times companies are not even aware of where their copies are actually stored.

There are obviously many concerns when providing our personal information to a platform such as Facebook. An overview of the main concerns goes as follows:

- When data is stored across various locations it increases the risk of unauthorized access to the data, as well as its replication;
- Data and information posted will never be fully deleted;
- Risk of misuse of data and information from third parties;
- Legal aspects may vary from country to country depending on the location of the information.

It is important that people understand how data is managed and stored. It is important to understand that once information is uploaded that information could become available to anyone and it becomes very difficult for it to ever be fully deleted. Individuals need to be fully conscious that what is uploaded becomes public and possibly available to anyone who desires to have access.

There are risks involved in this data storage process, but there are also benefits. Mainly, it allows companies to deliver personalized products and information.

Another aspect to be cautious about is the propagation of fake news. Fake news is not a new concept. It goes as far back as the 19th century, according to the Merriam-Webster

dictionary, and is used to describe untrue information that is published in the form of news²¹. The use of fake news has become more popular with the rise in popularity of social media platforms. One of the main reasons, among others, for this being is the ease with which individuals can profit from posts on such platforms, with pay per view ads. News that sound farfetched or shocking, even if fake, are used as bait click by their authors. This can become very dangerous, as the propagation of false information can have serious consequences.

Let's take on very well-known example, that of the "dangers" of vaccination. In 1998 a doctor by the name of Andrew Wakefield published a study that evoked the idea that some vaccines caused autism. However, it was later revealed that there was a conflict of interest and that Wakefield was trying to patent his own vaccines. The case was left behind but it resurfaced in 2016 with the release of a movie by the same doctor based on the same theories²². With social media propagating these allegations much faster than in 1998, parents and others alike began questioning the safety of vaccines and began refusing to vaccinate their children putting them at risk and increasing the occurrences of deadly diseases that were no longer common. Measles, mumps, meningitis and polio being some of them.



Figure 7 Fake news example (Source:²³)

²¹ <https://mundoeducacao.bol.uol.com.br/curiosidades/fake-news.htm>

²² <https://www.sciencemag.org/news/2017/04/four-vaccine-myths-and-where-they-came>

²³ <https://www.prnewswire.com/news-releases/83-cases-of-autism-associated-with-childhood-vaccine-injury-compensated-in-federal-vaccine-court-121570673.html>

It becomes important to learn how to distinguish fake news, which is part of internet literacy. Checking the source, questioning the information, checking to see if other outlets are telling the same story and using common knowledge/sense.

2.6 Technology and Social Media in Sports Communication

Sport's communication is defined as "a process by which people in sport, in a sport setting, or through a sport endeavor, share symbols as they create meaning through interaction" (Pedersen, Miloch, & Laucella, 2007, p. 196).

Communication in sports is highly important and is associated to the idea of empathy that it creates between the club and all that involves and the fans. Communication has also created an essential relationship with sport management.

The Commission on Sport Management Accreditation (COSMA, 2016) states that sport communication is one of the four primary duties of sport management along with sport operations, sport marketing, and sport finance.

Pedersen (2013) says that sport's communication will continue to have a big influence on the sport itself, both in the general industry, as well as in its individual elements such as people, places, and events. He went as far as stating that "sport cannot exist without communication" (p. 57).

Sports teams are no exception and have witnessed the need to adapt their communication strategies to the new digital platforms as well.

Teams are increasingly adhering to social media as a communication/ marketing tool. As previously discussed, this happens mainly because of social media's capacity to deliver real time content and receive real time feedback. Also, the costs associated are little to none when compared to traditional methods of communication.

Through the use of social media platforms, sports teams are also able to share information more quickly and therefore generate a quicker response from the team's supporters. Fans can use the different platforms to discuss issues such as players/transfers and results, search for ticket information (price and availability), watch the game through online streams and even form communities of team supporters. All of this information can be rapidly disclosed by both the team and by others who may wish to do so.

The sports industry is very broad and composed of different sub-industries: players, teams, apparel, tourism, merchandising, memorabilia, digital games, etc.

Nowadays, this industry is highly intertwined with technological advancements and digital platforms. Digital games (for the mobile phone, the PlayStation, the computer, among others), online fan-created content (blogs, websites), social media (whether institutionally created or fan created), streaming, audio and video content, etc.

Technological advancements such, virtual reality and augmented reality, Google Glass or the Oculus Rift for instance, which allows an individual to experience exactly what their favorite player is seeing on the field in real time, are also very important tools that can also be paralleled with the social media experience.

2.7 Transmedia Storytelling as a Communication Strategy

Unsurprisingly, there is a growing tendency for the unfolding of narrative works by various media. This is called transmedia. This concept should not be confused with the concept of crossmedia.

Transmedia is the art of transmitting different content across different media platforms, where both the content and the platforms are used to complement each other. A transmedia story builds up across different media platforms (Jenkins, 2006). It is the process by which the universe of a narrative work is transported to other works.

Crossmedia is a concept that defines an adaptation of a narrative work for different media, such as the adaptation of books to movies, the adaptation of films to plays, etc.

Often the concept of transmedia is used for business purposes such as a marketing and audience loyalty strategy.

According to Henry Jenkins of the University of Massachusetts Technology Institute, transmedia storytelling, aims at broadening content, through various media supports, with each new medium contributing differently to the story. The universe can be explored through digital games, mobile applications, movies, television, radio, books, comics or blogs.

The spreading of the universe can have economic and strategic purposes. To be considered transmedia storytelling the public must be able to understand the world through the consumption of only one transmedia product. However, the various transmedia products can complement each other by providing additional information to consumers.

Different transmedia products can be used to retain audiences interested in learning more about the universe and should, therefore, have the power to persuade consumers to buying as many products as possible.

Jenkins uses the term ‘convergence’ to define the “flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want” (p. 2).



Figure 8 Platforms for transmedia universe (Source: Own elaboration)

Consumers no longer look forward to buying just a product but rather a story filled with feelings and emotion. This is true for any everyday product, such as a beverage or even a car. “Human memory is story-based” (Schank 1999, p. 12). This is the most important ground rule when it comes to storytelling and to human behavior. Humans store, categorize and retrieve information in the form of stories. Reliving and repeating stories gives humans pleasure and enables learning and experiencing archetypal myths (Holt, 2003).

Sports teams, just as other companies or institutions recur to transmedia storytelling, even if unintentionally. In the case of SC Braga, one is able to pinpoint a few:

- Official Website;
- NEXT (online video content platform);
- Social media (Instagram, Facebook, YouTube and Twitter);

- Fan generated content (pictures, videos, etc, mostly uploaded to social media);
- Fan created websites;
- Fan created social media accounts.

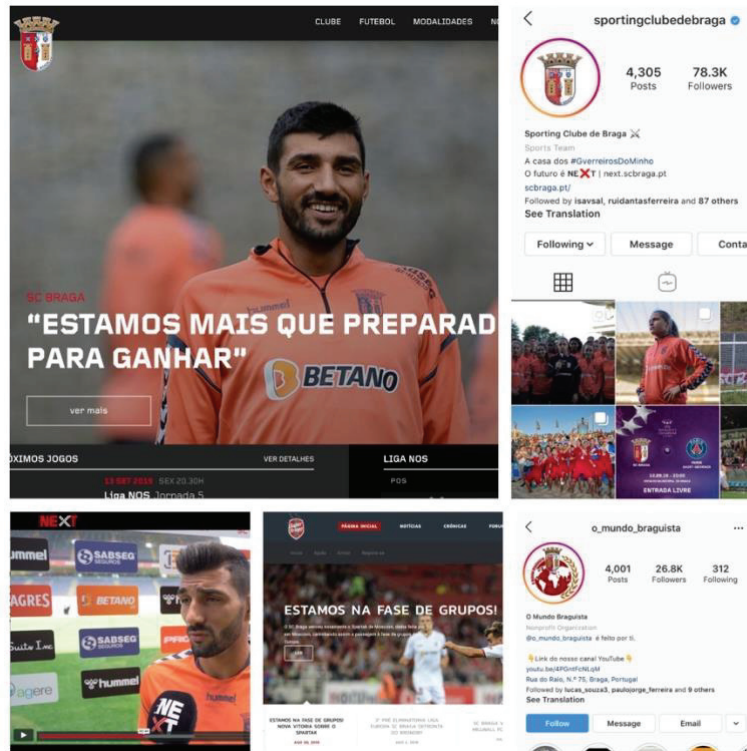


Figure 9 SC Braga Transmedia Universe (Source: SC Braga Instagram page)

Chapter 3 – Overviewing Already Conducted Research

Daniel Wann, a psychology professor at Murray State University, said “when we look at motivation for following a sport team, group affiliation is one of the top ones. Identifying strongly with a salient local team where other fans are in the environment — that’s a benefit to social-psychological well-being.” He conducted various studies and surveyed a large number of undergraduate sports fans. He concluded that 95% of fans attend games with friends and that sports end up acting as a communication facilitator between people who share the same identity, i.e. between people who share the affection for the same team.²⁴ In correlation to this study Wann states that “part of identifying with the sport team is not just with the team, but with the fan base.”

The rise in popularity of social media has deeply impacted the way information is delivered and received by clubs. “Effective media relations and direct communication with customers are essential for all sports organizations. Instagram can be a highly targeted visual advertising channel for sports clubs” (Luis Ochoa Sigüencia, Damian Herman, Gilberto Marzano & Piotr Rodak, 2016).

According to Haugh and Watkins (2016), the four most used social media platforms in the sports industry are Facebook, Twitter, Instagram and Snapchat. Boehmer (2016) says that the job of social media when used in the context of sports is to support continuous debate.

Haugh and Watkins (2016) examined how sports fans use social media to gather information about their favorite teams, finding that Facebook, Snapchat, Instagram, and Twitter were the four most popular platforms used by sports fans.

As an overview of the use of Instagram, the study published by Elsevier B.V. studied the Polish first league teams for three years coming to the general conclusion that both teams became more active on the platform and users more interactive as well.

As seen below, the average number of likes increased for most teams. For those that didn’t it stayed the same. Only one team had a significant decrease and three other teams were not on Instagram in the previous year.

²⁴ <https://www.psychologicalscience.org/observer/sports-complex-the-science-behind-fanatic-behavior>

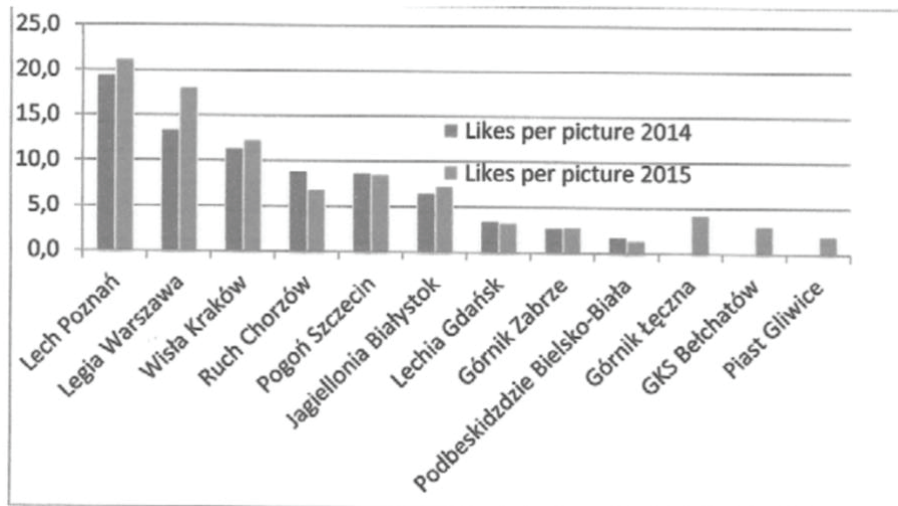


Figure 10 Average number of likes in August 2014 vs March 2015

The number of posts also witnessed a significant increase by all teams which suggests a higher interest in using the platform for communication by the clubs.

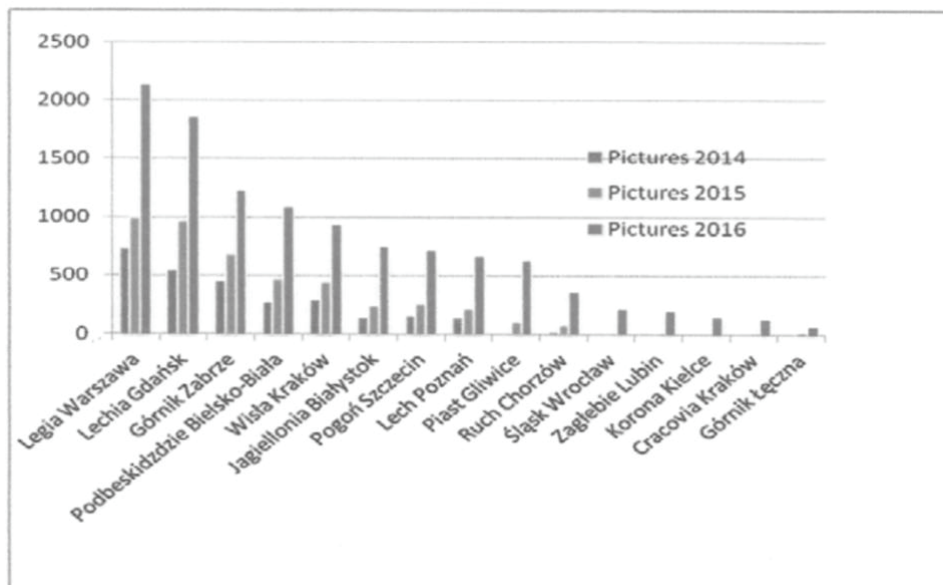


Figure 11 Number of posts by Poland's first league teams

A recent study conducted by Media Chain²⁵ explained in the article *Navigating the Next Generation Fan: How Football is Social*, which analyzed the way young sports fans in

25 <https://www.mediachain.co/wp-content/uploads/2019/01/Navigating-The-Next-Generation-Fan-How-Football-Is-Social-Media-Chain-Sports-Insights-January-2019.pdf>

the United Kingdom approach their intake of soccer information, claims that the majority of these young fans, 64%, prefer to keep up with sports through social media platforms rather than through traditional media outlets. They defined the following as some of their “key findings”:

- “Instagram is the most popular platform for sports content among younger fans.”
- “58% of fans check Facebook for sports content at least once a day.”
- “41% are on Instagram whilst watching the match.”
- “64% of fans check Instagram for sports content at least once a day.”
- “28% of fans watch Instagram stories before they scroll down their newsfeed.”
- “77% of younger fans follow fan channels on YouTube.”

Another article, *The growing impact of social media on sports*²⁶, showed results concluding that 61% of sports fans follow sports through online platforms and close to 57% of those sports fans believe that social media has an impact on sports itself. As of 2017, according to the same study, the most popular club on Facebook and Twitter was Real Madrid CF, followed by FC Barcelona and Manchester United FC. Player Cristiano Ronaldo was deemed the most popular male sports figure across all social media platforms, with emphasis on Twitter, Instagram and Facebook. The most popular female was Serena Williams on Twitter, Ronda Rousey on Instagram and Maria Sharapova on Facebook.

This online article also discusses the direct impact of social media on the return over investment (ROI). As examples they stated the following:

- “The NBA champions Golden State Warriors had an 89 times bigger ROI using Facebook.”
- “TCU women’s volleyball team had 40% increase in revenue directly from social media.”

²⁶ <http://www.netimperative.com/2017/11/growing-impact-social-media-sports/>

- “Premier League club’s SM videos generated £88M for their kit supplier brands.”
- “Revenue per social media follower for soccer clubs is 10€ on average.”
- “TCU team increased game attendance by 24% within 7 weeks with social media.”

For the purposes of this thesis, measuring the impact of social media is difficult unless one has direct access to the club’s financial information, which was not the case. However, already conducted research consistently shows that it indeed does have a positive financial impact on sports’ institutions. It all seems to circle around the idea that individuals enjoy being connected to sports through social media, both because of its easy access to information and the approximation to other sympathizers it entails. Consequently, and simply put, the more the fans engage the bigger the return. If social media is nowadays the path that generates the most engagement than it is the tool that clubs should ultimately use.

Chapter 4 - Understanding the Platform to Achieve Success

Famous fashion photographer Viktorija Pashuta, who has a somehow creative technical vision, once created a famous composition where she personifies social networks.



Figure 12 Different social media platforms for different purposes (Source:27)

We include this here to demonstrate the importance of choosing the right network(s) for the right purpose(s). To cause impact, one has to choose the right platform and use the right language.

4.1 Choosing the platform

As stated, the main focus during this research was on the social media platform Instagram. The reason being that it is also the main focus and where most resources are placed upon by the communication team at SC Braga. Although, other networks were not discarded and were also analyzed for some comparison. The reasoning behind the choice is based mostly on the fact that the SC Braga communication team demonstrated that this is their preferred platform to publish content and where they notice the most relevant engagement from fans. In order to conduct this study most carefully and accurately during the time span allotted (one soccer season coupled with the school year), it was felt the need to focus on a single platform rather than on all the social media platforms available.

Instagram is mainly a mobile platform for photo-sharing that can be used as a marketing, publicity and communication tool. However, it is important to understand the network in order to use it successfully for the intended purpose.

²⁷ <https://thenextweb.com/creativity/2014/12/03/twitter-look-like-man-fashion-photographer-personifies-social-networks/>

Firstly, it is necessary to establish a goal, an identity and a target audience. Once that is determined, the network should be studied as well as the concept engagement rate.

Engagement rate is one of the most important factors taken into account by the application's algorithm when sorting out which posts will appear first on a user's feed and the only one that can be controlled by the person posting.

An Instagram account can be seen as an online resume that is constantly being updated, whether it is a brand's resume or a personal resume. Like so, it should be structured and planned with thoroughness and strictness. Creating quality content that becomes captivating to the viewer is the logical way to go but it is not always so simple. It is necessary to make sure that the content is kept within one niche or related niches and that it stays up to date. Posting in a timely manner by analyzing which schedules are best for each account and knowing how often new content should be posted is also part of planning and strategic management.

There are tools, such as bots, apps for buying followers, and analytics software that can be used to help or not an account reach the desired goal. It is equally necessary to learn about these tools, how they work and what are the pros and cons of each one. Social media and Instagram, specifically, are important tools in order to reach a high number of people and easily target specific groups, as long as the user knows how to use the network and how to maximize the use to its fullest potential.

4.2 Instagram in depth

Instagram can be used as a marketing, publicity and communication tool, whether it is used by a company, a brand, or for self-promotion. The question lies on how to use it in a successful manner and create engagement. Although there isn't a plain and simple answer, there are variables and strategies that should be taken into consideration.

Instagram, although it has a desktop version available, is a photo-sharing application intended for mobile use. This application allows users to publish and share pictures and videos either publicly or privately with the use of the internet. If the account is set to public the content can be seen by any other Instagram user, on the other hand, if the account is setup to private the content is only seen by the user's followers which must be previously approved.

The application was created by two software engineers, Kevin Systrom and Mike Krieger, who released it in October of 2010. Later, in April 2012 Instagram was acquired by Facebook for approximately US\$1 billion. Two months in, Instagram had one million registered users, a year later it had registered 10 million users and as of September 2017 800 million²⁸.

When first released the application was only compatible with the iPhone operating system and only two years later an Android compatible version was introduced.

Instagram offers a wide variety of filters that can be applied to the pictures before being uploaded, as well as other editing tools.

The developers also incorporated a system of geotags where users can share their location if they wish to and a system of hashtags that can be added to the description linking the posts with similar content.

Users can also connect their Instagram account to their other social media profiles allowing them to automatically share their posts not only to Instagram but also to other networks.

At first Instagram only allowed for square photos to be uploaded but as of August 2015 an update started allowing users to upload media in rectangular formats as well without the need for cropping. A feature for exploring content was also added which allows users to search and look at different Instagram accounts, letting them look at the most post popular posts, giving them suggestions on who to follow, recommending which accounts they might like and giving them insight on what is trending at the moment.

Video uploading on Instagram had originally a limit of 15 seconds per video but in the meantime that has been extended to 60 seconds. The Instagram Direct feature was also added, which is a messaging tool within the app that incorporates features like photo-sharing and "ghost" photos that disappear once opened.

In August 2016, Instagram introduced a concept similar to that of Snapchat called *Instagram Stories*, which allows users to upload photos, with or without filters/animations, outside of the timeline and have the content disappear 24 hours later.

Three months later Instagram also added a live-video broadcast feature.

²⁸ <https://en.wikipedia.org/wiki/Instagram>

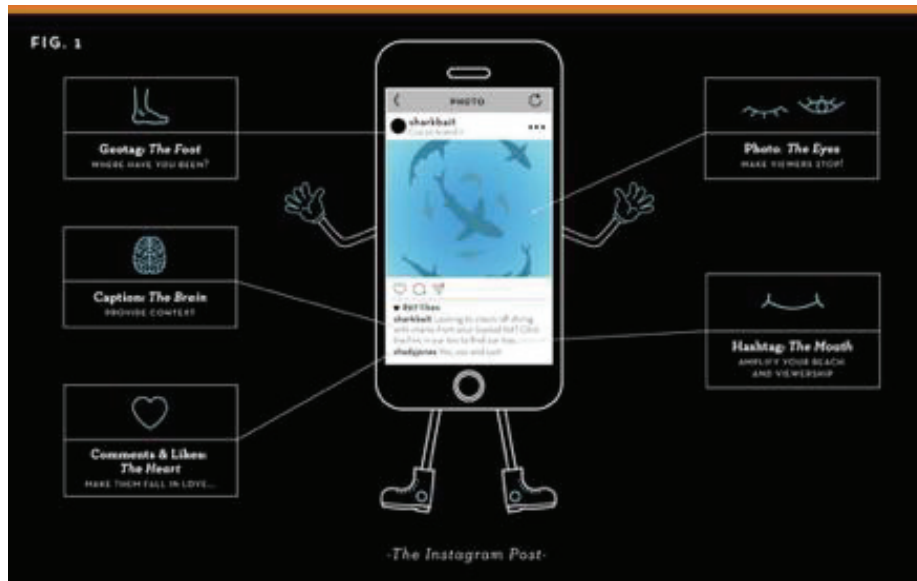


Figure 13 Anatomy of an Instagram post (Source:29)

This picture shows the anatomy of an Instagram post and the main areas of interest

4.3 Creating an Identity

The first step, before creating an account, is to determine the target audience. Who is the content intended for and whether or not Instagram is the most appropriate platform?

Depending on the intended purpose it is necessary to determine age, gender and niche of the desired target audience in order to adapt the posts and speech to it.

According to an article on Inc30, 55% people aged of 18 to 29 are on Instagram and of all Instagram users 68% are female. Furthermore, the number of adult users doubled since 2012.

With an established target audience and once determined that the platform is indeed appropriate for the intended purpose, the account can be created.

When signing up to Instagram it is asked that an username/handle be created, which is also important as it will be the account's signature in any comment posted, any message sent, any story shared and the signature by which other users can and will recognize the account. The main goal when creating an Instagram handle is to create a memorable one.

29 <http://www.likeavosssm.com/whats-in-an-image-the-anatomy-of-an-instagram-post/>

30 <https://www.inc.com/melanie-curtin/21-things-every-brand-should-know-about-instagram.html>

Users will come back to a profile only if doing so doesn't take too much of their time and effort, which means easily remembering what to search for. To achieve this, a username should be, first and foremost, short, concise and easy to spell. Potential visitors should not be required to find out or guess how the handle they are searching for is spelled. This means that the username has to be made of common, memorable and easy-to-spell words. As an example, a handle such as @dragonballlover should only be used if the account's goal is to target viewers within a Dragon Ball niche. If it takes too much time and effort most users will give up on the search entirely.

Another important aspect is not to use repetitive characters. An account whose username is, for instance, @carlyyyyyyyyyyybeauty is hard for someone to easily know how many 'y's' are in the name, forcing people to count each one and to memorize the number for future searches.

Unless otherwise essential to the username, it should be made up of only letters. Characters other than letters are harder to remember and take longer to find, especially on a mobile keyboard.

In conclusion, the chosen handle should be as short, concise and easy to spell as possible in order to make it easy to search and remember. It should also represent the identity of the individual, brand, or product. This means that if the account is being created for a brand or product the username should be the same as the name of either one, if the account is personal than elements, other than the name, can be added that state what the individual and the account represent (beauty, cars, sports, fashion, etc). Instagram also has another section entitled name and, in this section, it should be written the person's real name. This is an alternative way for users to search for an account if they don't know the username but do know the person's real name. These two variables are crucial because they are the only ones taken into account by Instagram when conducting a search. Furthermore, the handle picked for the Instagram account should be the same used on all other social media platforms, making it easier for people to find who they are looking for.

The next step is writing the description of the account which will appear underneath the handle. This description should be made up of three main points. First of all, an explanation of who the user is and what the account stands for. It needs to describe his/her likes and/or hobbies and the niches in which the account can be placed under (if having more than one these should be related i.e. fashion and beauty, active lifestyle and healthy eating,

etc). Included in the description should also be contact information, such as a business email, so that anyone interested in doing business or partnering up can reach the person easily.

Another important part is to add a call to action. A call to action means including something that will lead to engagement from other users, for example, a link to a website, vlog, YouTube video, etc.

Emojis are also a tool that can be used to make the description stand out and can be used to separate different content. These emojis should be related to what is written, for example include a lipstick emoji if beauty is written in the description, a controller if gaming is the account's niche, a soccer ball if soccer or sports are involved, etc. Line breaks can also be used to keep different subjects separated.

Lastly, there has to be created a visual identity as well. The very first aspect seen by a visitor when entering an Instagram account are the first posts that appear on the user's feed and if the visitor is interested the next natural action is to scroll down to see more content. While taking this action the visitor will, just by the first visual impact, decide whether or not he/she wants to keep visiting the account. This visual impact takes place even before the visitor reads the descriptions, if he is not visually satisfied the chances are that he/she will not even take the time to read them. For the look of an account to make an impact on the viewers it must follow a general pattern and have quality content. The feed should be consistent. The posts should all be within a specific niche or interrelated sets of niches. Furthermore, the posts should all be visually alike and create a foundation theme. In fact, according to Hootsuite, 60% of brands use a consistent filter.

Another visually attracting aspect are faces. Photos with faces will generate on average 38% more likes than those without. When promoting a product, it is best to have someone using, holding, and somehow interacting with such product then just posting the product by itself.

SC Braga seems to correspond to most of these "requirements". In the picture below is the information banner of its Instagram page. Both the username and the name on the account is the name of the club with no other characters or letters in between. Simple for any user to find. Also, a simple and appealing description, *A casa dos #GverreirosDoMinho*. This translates to *Home of the #MinhoWarriors*, which is allusive to the roman descendance of the region, something the club is known for. Furthermore, the hashtag will appear in the

hashtag search tool of the platform. Below that, a call to action to the club's own online content platform, NEXT, and to their website.



Figure 14 SC Braga Instagram header (Source: SC Braga Instagram page)

In regard to the overall appearance of the page, it follows a very distinctive format that keeps a record of pictures and videos related to events in the club as seen in the picture below.

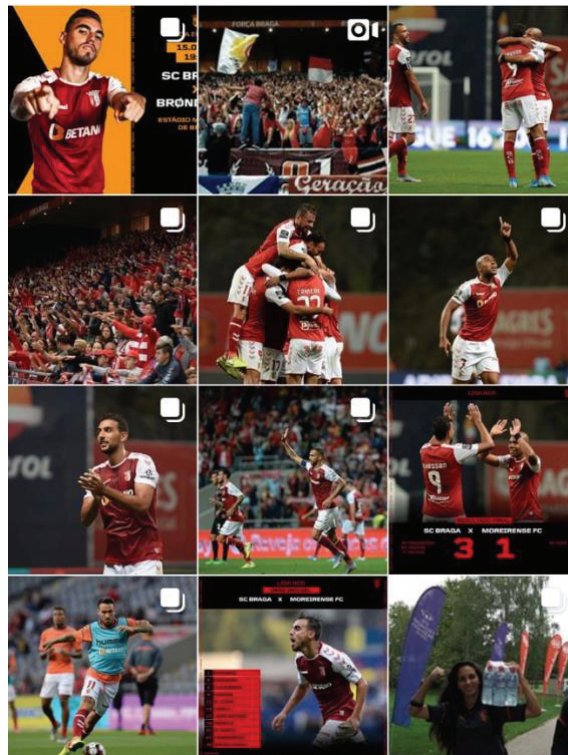


Figure 15 SC Braga Instagram feed (Source: SC Braga Instagram page)

4.4 Management and Strategy

An Instagram account is an online resume in constant updating and, like so, it needs planning. A consistent posting frequency is important to keep followers interested and looking forward to coming back and seeing more. When an account becomes inactive, stops posting or posts with large time intervals it becomes uninteresting to followers or viewers.

On the other hand, posting too frequently and multiple times a day is seen as spamming. Viewers don't follow just one account and therefore want to be able to see content from the various accounts they follow rather than scrolling down a feed of repetition.

When managing and planning a strategy to achieve higher engagement, it is important to analyze the best times to post. According to multiple analytics platforms, between 5pm and 6pm Monday through Friday are the best times to post and those that generate more engagement. However, when further analyzing these statistics one comes to the conclusion that they are all from American websites, meaning that these statistics may not be relevant in other countries.

What variables should be taken into account when determining the best time to post? Although there is a general consensus, it is important to analyze each account individually. Variables such as target audience, country and time zones are the most important to take into account. The target audience is the first step.

Determining at what time the target audience is more likely to be going through their feed is key. This may start by establishing whether the audience is composed of young adults who may go to bed later and who may not work but may be in school from around 8am to 2pm (if in the US), adults who most likely will have a 9am to 5pm job (again, if in the US), etc.

The next logical step is analyzing the location or locations of the target audience. This makes understanding the schedules previously stated even more important. While in the U.S those are the most common times for those specific activities in other countries they may not be same. As an example, although the account's manager may be from Europe maybe his target audience is mostly situated in the US, which forces him to adjust to that country's customs and time zones.

Other aspects to take into account are sometimes the required time to post a sponsored post or posts allusive to festive times or holidays that may require having to be posted at a specific time.

In conclusion, although there is a general consensus on the best times to post it is important to do a personalized analysis for each specific account. There are various analytics tools that can be purchased to help with such analysis, but Instagram also offers its own cost free.

4.5 Rules of Engagement

Engagement is not determined by the number of followers or visitors to the page but rather by the level of interest that each post creates within those followers or visitors. Engagement is determined by the analyses of variables such as number of likes and comments on a post and the use of the formula $\frac{\text{comments+likes}}{\text{followers*100}}$, which calculates the percentage of engagement rate on a specific post. Furthermore, messages received that are related to a post and number of shares can also be taken into account if desired and added into such formula. This can help determine what types of posts and/or subjects within the account are generating more interest among viewers. Follower growth percentage rate can be calculated as well, using the formula $\frac{\text{new followers}}{\text{old followers*100}}$ ³¹. By observing the two rates it can be concluded whether one is higher than the other or if they are proportionate.

Although it may seem contradictory, engagement level on posts can sometimes be higher for accounts with less followers than for those with a very high number of followers. For example, @sportingclubedebraga has 77.9k followers while @slbenfica has 1.3m followers. When analyzing a post from each account, where @sportingclubedebraga has a post with 4805 likes and 82 comments and @slbenfica has one with 48.8k likes and 451 comments, it can be concluded that in this specific comparison @sportingclubedebraga has a higher engagement rate (6.3%) than @slbenfica (3.8%).

In March of 2016 Instagram went from chronological order to an algorithm-based feed which sorts out the posts from most to least important to the viewer taking into account

31 <https://www.planthat.com/calculate-engagement-rate-on-instagram/>

specific variables. Although no longer chronological, the algorithm still takes into account the time of the post, so the content remains fresh and not outdated.

Another variable taken into account is relationships. This means that the algorithm will take into account the people whose posts the user likes, comments, shares and overall interacts with the most even if those accounts don't receive substantial amount of engagement from other users.

However, the variable taken into consideration the most by the algorithm is engagement. The algorithm will sort out the posts with higher engagement rate which are perceived as being content with better quality, hence the importance of working towards generating as much engagement as possible.

If working with a personal account engagement rate is also how companies or brands searching for possible partnerships will assess with whom they shall partner up, seeing as accounts that generate higher engagement are more likely to reach bigger audiences when promoting products or brands.

According to [scrunch.com](https://www.scrunch.com)³², low engagement rate would be between 0% and 1.64% (0-16.4 reactions per 1000 followers), a good engagement rate is from 1.64% to 3.48% (16.4-34.8 reactions per 1000 followers), a high engagement rate is in between 3.48% to 6.67% (34.8-66.7 reactions per 1000 followers) and a very high rate goes from 6.67% to 100% (66.7-1000 reactions per 1000 followers). When paying an influencer to promote a brand or product in a post, engagement rate (reactions) is more important than reach (views). Looking back at the examples of the two instagrammers already mentioned let's say, for argument's sake, that they both charge a brand 100 dollars per promotional post. When taking the same sample of engagement per 1000 followers, the brand would only have to pay @beatriz_fcastro 0.77 cents per interaction and receive 129 reactions while it would pay @joanafrebelo 1.61 dollars per interaction while only receiving 62 interactions for the same amount of money and follower views. In conclusion, it would be more beneficial financially and in terms of achieved engagement rate to hire @beatriz_fcastro then @joanafrebelo, although the latter has more followers than the former.

In order to attract viewers who might engage with the posted content or who may even become followers, it is important to engage with other Instagram users as well. Most

³² <https://www.scrunch.com/blog/what-is-a-good-engagement-rate-on-instagram>

importantly it is necessary to engage with followers. This means liking and leaving meaningful comments on posts, especially if the content is related to the user's own content.

It is also imperative to respond to followers' inquiries or comments, whether it be on a post or by private message. Sprout Social³³, a social media analytics software, concluded, after conducting a study, that 70 percent of the interviewees are more likely to use a brand's product or service if the brand responds to them on social media. Furthermore, if the brand does not respond 30 percent said they would go to a competitor just for that reason.

Instagram provides a space to include a description to go with the picture being posted and it allows for up to 2200 characters to be inserted. The text is a tool that can be used to generate engagement and should be written with the intent of creating a response.

Storytelling, suspense, announcements and giveaways can be used in descriptions to captivate the audience. The goal is to generate comments from followers or other users as to increase the engagement rate and therefore the visibility and reach of each post. Storytelling is a brief narration usually of what is happening in the picture posted or what happened around the time of the shoot.

Sometimes storytelling may not be directly related to the picture but rather to something the picture may remind the instagrammer or the viewer of, such as a childhood memory, a past experience, etc. It could also be a story of something completely unrelated to the picture posted as long as it is of relevant interest to the target audience.

A cliffhanger description is meant to make the reader wonder with curiosity. For example, letting them know that there is something, like a project or big news, coming up but that it is something that can't yet be revealed at that moment.

Not only will this create engagement on that specific post but will also generate the need for interested viewers to come back once in a while to check whether or not the announcement has been revealed. Announcement posts can follow cliffhanger posts or be posted spontaneously. This type of description usually generates engagement by starting discussions and responses to the specific announcement giving the viewer something to comment about.

Descriptions announcing a giveaway usually require that the posting account and the brand or product being promoted are followed and that a comment be left in the post often

³³ <https://sproutsocial.com/insights/instagram-stats/>

tagging friends which may lead to more people joining the giveaway and therefore generating even more engagement flow, creating a full circle effect.

Hashtags are words that follow the hashtag symbol (#) in order to allow users to link their content to similar posts and can also be included in the post description.

Hashtags also allow the user to specifically search for posts that identify with that subject contained in the hashtag. Instagram just recently created a tool that allows for following hashtags as well.

Instagram allows for 30 hashtags to be inserted in each post and it is a helpful tool to have posts reach the target audience. However, the average number of hashtags that should be used is 11 (optimal number) and should only be used if truly related to the content of the post avoiding having the account disregarded as spam.

According to analyses done by Sprout Social³⁴, a post that contains at least one hashtag has on average 12.6% more engagement than a post that doesn't. In terms of length, Track Maven³⁵ found that longer hashtags - between 21 and 24 characters - perform best. The 10 most popular hashtags on Instagram, in order starting at most popular, are #love, #instagood, #photooftheday, #tbt, #beautiful, #cute, #me, #happy, #fashion, #followme.

In the case of SC Braga, each post has an appealing description that containing both relevant information and calls to action that are directly related to what the picture intends to illustrate. Sometimes the descriptions are complemented with a relevant hashtag. Bellow, some examples of posts published by SC Braga.

³⁴ <https://sproutsocial.com/insights/instagram-stats/>

³⁵ <https://www.socialmediatoday.com/social-networks/new-report-looks-optimal-hashtag-use-twitter-instagram-and-facebook>



Figure 16 SC Braga Instagram posts (Source: SC Braga Instagram page)

4.6 To Earn or to Purchase?

After concluding that engaging generates engagement, what options are available? Engagement bots are a highly talked about tool and used by many, but how effective are they? Engagement bots is a system of automated accounts that do the engagement for the person that purchases said service.

Usually the bots will comment and like posts with specific predefined hashtags and follow the accounts that fall into the desired categories, usually unfollowing once the users follow back.

Evan LePage did an experiment with his own personal account and got the Instagress service for three days³⁶. At first the results were promising. By having the tool follow random users, he was able to grow his number of followers by about 200 and because of that was getting more likes on his posts as well. However, the commenting feature didn't seem to work. The reason being that the predefined comments were being randomly written across different accounts, but they didn't always make sense in the post they were left in. Furthermore, he realized he was leaving positive comments on posts he didn't agree with.

This comes to show the dangers behind automated commenting. Let's take an example, if the tool randomly comments "good going" on a racist KKK or Nazi related post,

³⁶ <https://blog.hootsuite.com/i-tried-instagram-automation-so-you-dont-have-to/>

that user's name, brand or company will forever be associated to those ideals even if that is not what they stand for.

LePage also realized that although he was receiving a substantial number of new followers, he was following a much larger number of random users which littered his feed with uninteresting posts, leaving out the posts that mattered to him.

Another available tool is a follower buying system. Just as it implies one pays to get a specific number of followers.

Michael Aynsley also conducted an experiment using a fake account to test this tool³⁷. The conclusion was simple, he would get the number of followers he would buy but never engagement to his posts. This means that even if he bought 50k followers he would still not get a single like or comment on his content. Furthermore, he realized that the accounts following him were mostly inactive accounts with no content or inappropriate posts, sometimes content no brand or person would want to be associated with.

Buying followers or using bot tools will not help Instagram accounts to grow. It is like having fake customers that don't purchase. Ghosts that although present in number don't contribute to actual increase in success. In the long run, these tools take away the credibility of the brand, company or person and will not help achieve the desired results.

The SC Braga social media team does not utilize these methods toward their engagement gaining strategy.

This also raises the question: Count or impact? What this begs to inquire is whether the focus should be on the numbers (likes, comments or visualizations) or on the consequential results obtained (ex. fan loyalty, ticket or merchandize sales, memberships, etc).

³⁷ <https://blog.hootsuite.com/buy-instagram-followers-experiment/>

Chapter 5 - Methodology

In this chapter we discuss the methodology used for the research done to write this thesis. In more detail, in this part the author outlines the research strategy, the research method, the research approach, the methods of data collection, the selection of the sample, the research process, the type of data analysis, the ethical considerations and the research limitations of the project.

5.1 Case Study: SC Braga

For the purpose of this dissertation, it was defined from the get-go that a case study done to a significant club would be of high interest for obtaining the best results. SC Braga, more specifically the communication team, was willing to accept the request to be analyzed for this specific research. This was the chosen club because of location and because it met the requirements. The requirements being a club with a soccer team in the first league that would have placed in one of the first five spots in the previous season.

Over a period of 7 months, an on-site collaboration with the communication team was done in order to better understand the work strategy and collect data at the same time.

Seeing as there were time restrictions and data collection restrictions related to data protection, as previously discussed, it was concluded that the best option for this case study was to focus the effort and collect data only from a single social media platform.

After discussing it with the communication team and its director, it was agreed that analyzing data collected from their Instagram account would be more useful. This was mainly because that's where they focus their communication strategy for the most part and where they are most active.

5.2 Qualitative vs Quantitative Techniques

Like previously stated, a quantitative research was conducted to analyze the chosen club's Instagram data. However, it was also necessary to do an extensive research of the already existing literature to come to the best possible conclusions.

Quantitative research refers to that which comes from the collection and the study of numeric data and aims at employing mathematical analyses in order to draw conclusions.

Aliaga and Gunderson (2002) explain quantitative research methods as “an inquiry into a social problem, explaining phenomena by gathering numerical data that are analyzed using mathematically based methods e.g. in particular statistics”.

Qualitative research is that which uses non-numerical means to scientifically gather information. This way of researching focuses on the study of already existing data. The approach consists on the analyses of patterns gathered by the researcher through the study of literature. According to Bryman and Bell (2007), qualitative research is a research strategy that indicates the relationship between theory and research and usually emphasizes on how theories were generated. Qualitative research is best applied when there is a too small sample to quantify.

Both of these research methods are empirical in their nature and can, sometimes, be complementary. Empirical meaning something confirmable by observation or experience, rather than theory or logic. As already explained, this dissertation was elaborated on the basis of both research methods.

5.3 Research Process

The research was based on the review of social media literature, on already existing studies (although scarce on the topic of sports teams and their social media communication) and on the SC Braga case study.

Firstly, a review of literature and the employment of knowledge acquired over the first year of this course was used to define the basis of this research and lead the way.

Secondly, a review of different studies was conducted in order to gather more relevant information to back up the conclusions made at the end of this research.

Furthermore, a questionnaire was conducted to people at random in order to try to understand the relevance of social media to the general public and to sports fans more specifically. It was not possible to obtain a big enough sample. However, it was conducted as convenience sampling.

5.4 Data Collection Methods and Tools

As explained before, the research done for this thesis was mainly focused on the SC Braga Instagram page. Firstly, the data collection resorted to a manual gathering of post

information from the entire 2018/2019 season. Number of likes, number of comments and number of visualizations (in case of videos).

This was done once for every post and then repeated for each most liked post from each day. This second collection was done in order to understand whether or not the numbers would increase or decrease as time went by. As a first approach, the difference encountered was always a decrease but did not seem relevant, keeping in mind that deactivated accounts can play a role in lowering actions previously taken.

Each post was then categorized using the institution's own categories, used mostly as a SEO tool when posting on their website. The categories being:

- Athletics
- Soccer: Youth Teams
- Soccer: Women's Team
- Soccer: Main Team
- Soccer: B Team
- Soccer: Under 23 Team
- Beach Soccer
- Five-a-side-soccer
- Institutional
- Other Sports
- Swimming
- Partners
- Uncategorized

This specific study was conducted in order to understand which types of posts generated more engagement and possibly come to the conclusion of why that is.

5.5 Ethical Considerations

There was a main ethical consideration that was taken into account and that goes along with one of the limitations stated below. That is the fact that analyzing fans' account information (although it would not even be possible for private accounts), can be considered unethical. For research purposes, it would be interesting to understand which fans engage with the page the most, what they usually comment or how they usually interact. This, however, would be deemed unethical because it would go into too much depth of the people's use of social media without their knowledge or consent. It is also not viable to gather consent from all those necessary. The original plan was to analyze individual behaviors but these ethical considerations and the limitations on how much information is actually possible to collect became an issue.

5.6 Research Limitations

A more interesting and extensive approach could have been the study of not only the account but also of individual and specific interactions taken on the account, i.e. taking a sample of random followers and analyzing their specific engagement over the established time period.

As previously mentioned, there were some limitations regarding the data collection process. This was mainly due to time restraints, data protection laws and available tools/information. This goes along with the already stated ethical consideration.

The time frame for this project was of one school year, that went from September 2018 to October 2019. However, for this specific research a useful and sequential time frame had to be defined. That which seemed most appropriate was one full season. For that reason, the season 2018/2019 was the only possible choice and it went from August 2018 to May 2019.

Another aspect that could have been interesting during the research and analysis process would have been the change in communication strategy. Perhaps the addition of some elements in the SC Braga social media communication in order to conclude whether or not those additions would have an impact on the results.

At the beginning of the study it was proposed that an Instagram account for the mascot would be created as a means to understand if that would influence views, engagement and overall interaction on the main page or in other social media platforms. The idea was approved, and the account was created. However, it was not created in useful time as it was only created at the end of the season not allowing for a cross study with the information gathered from main page throughout the season. Furthermore, the account was not maintained having only five posts published.

Another research limitation was not having access to the club's financial data and back records. This would have been interesting to understand how the use of social media platforms has increased, or not, revenue throughout time.

Chapter 6 – Results and Data Analyses

As previously mentioned, this research had two studies conducted. A main study that analyzed all the publications done by SC Braga's communication team on Instagram and a questionnaire meant to understand the tendencies of individuals on social media platforms done only as a convenience sampling.

6.1 SC Braga's Instagram Data Collection (2018/2019)

In order to understand the analyses done to the SC Braga's Instagram account over the 2018/2019 season, it is also important to learn about the season and the club itself.

SC Braga is in the top clubs in Portugal with the main soccer team usually placing in the first four places. It is usually surpassed by SL Benfica, FC Porto and Sporting CP which are the clubs with most financial power in the country.

In the last season it placed 4th in the national championship with 67 points, 20 less than the winner SL Benfica. However, it was not a bad season for the club.

The main team was present in the final four of both the Allianz Cup and the Portuguese Cup. It also had two players summoned to the national teams, Portugal and Angola. A not so positive moment for the team was failing to qualify for the UEFA Europa League.

Furthermore, a historic moment for the women's team. They won the national championship and the Super Cup. Vanessa Marques, one of the players, was the best player of the whole competition. They also qualified for the women's Champion's League.

Two graphs were developed to show the results obtained from the conducted research. The two highest points on the first graph (below) represent the posts with most likes during SC Braga's 2018/2019 season. Both posts have one common factor: they appeal to the sense of compassion.

The one with most likes, shown in the picture below, is a video made by the under-19 team to show support to their fellow teammate, David Veiga, whose mother had just passed away in car accident. The publication has 7772 likes, close to 6000 more likes than the average which amounts to 2172 likes.

The second post with the highest number of likes is that of a picture of FC Porto's goalkeeper, Iker Casillas, who had just suffered from a heart condition. This was not only a

display of compassion but also of fair play. This publication summed up 7765 likes, once again close to 6000 more than the average.

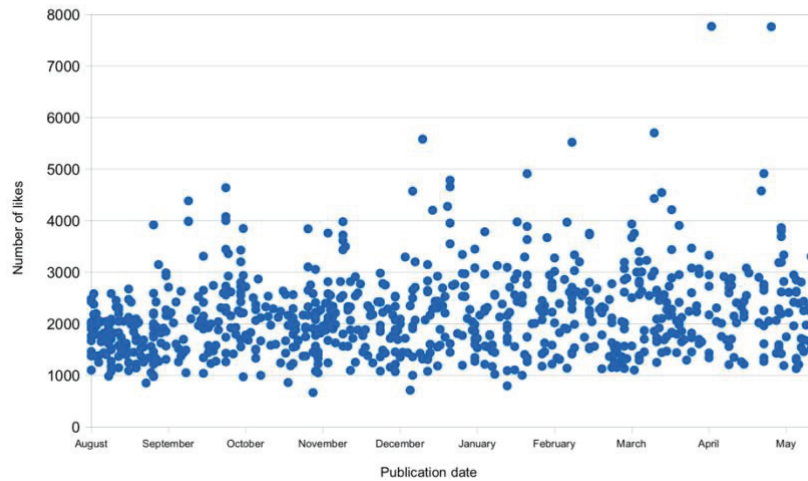


Figure 17 Number of likes per post (Source: Own elaboration)



Figure 18 Publications with the highest number of likes (Source: SC Braga Instagram page)

The second graph (below) represents the number of visualizations on each video. The video with the highest number of visualizations was, just as the post with the most likes, the video of David Veiga’s teammates showing their support after the loss of his mother. The publication totaled 56095 visualizations.

The second video with the highest number of visualizations was the promo created for the beginning of the under-23 season. This promo was done using former player Alan Osorio's two sons as the protagonists. It summed up a total of 55726 visualizations.

Both videos had close to 50000 more visualizations than the average which is of 6319 visualizations.

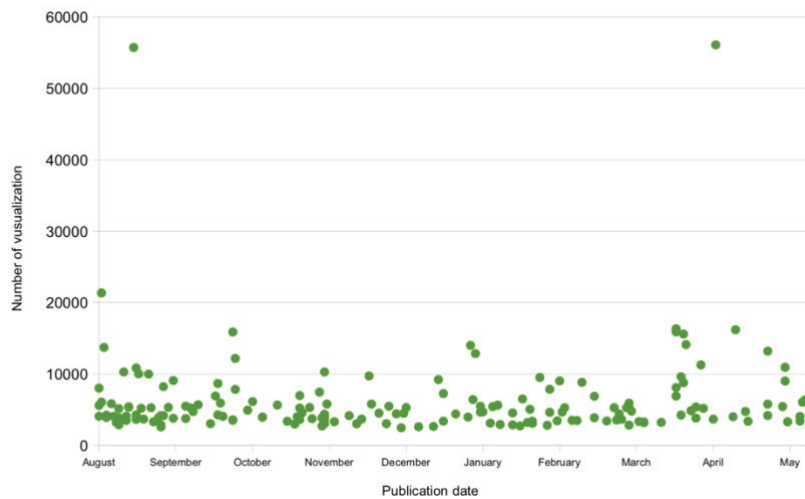


Figure 19 Number of visualizations per video (Source: Own elaboration)



Figure 20 Frames from the two videos with most visualizations (Source: SC Braga's Instagram page)

Seeing as the posts with the most visualizations have already been analyzed, it also becomes quite important to look at the content of the least like publications.

The two publications with the lowest popularity, represented in the graphs above by the lowest points, are the ones in the image below. Both posts are from a partnership between

SC Braga and Prozis and are sponsored posts. The first one had 665 likes and the second one had 711. That is around 1500 less than the average mentioned above.



Figure 21 Least liked posts during season 2018/2019 (Source: SC Braga's Instagram page)

When it comes to videos the least watched video, also represented by the two lowest points in the graph above, had 2456 visualizations and was simply a promo for a match between SC Braga and Moreirense FC. The second least watch video was a similar promo but this time for a match between SC Braga and CD Aves and had 2575 visualizations. They were both watched about 4000 times less than the average.



Figure 22 Two least liked videos from season 2018/2019 (Source: SC Braga's Instagram page)

Overall, the posts with the highest percentage of engagement were those that contained content allusive to the main team, especially when winnings were involved. Content from the main female team also accounts for some of the posts with the highest engagement. Publications about the youth leagues were in between on the scale and the least engaged with posts were those of other sports and sponsorships.

6.2 Questionnaire

The conducted questionnaire is available in attachment 1, all the graphic representations of the obtained results in attachment 2 and all the answers in attachment 3.

Of the 72 answers obtained through the questionnaire, the general conclusion is that most people do enjoy following soccer regularly and they do use social media platforms to do so. This includes following the teams themselves, players and, not as popular but also true, coaches. Interestingly enough, although resulting from a very small sample analyses, individuals do use Instagram the most to follow soccer related content by quite a large scale versus any other social media platform. This verifies the already existent idea of the SC Braga's communication team, which was taken into consideration as a basis for choosing the social media platform analyzed in this thesis.

Qual a rede social que mais usas para acompanhar equipas de futebol?

72 respostas

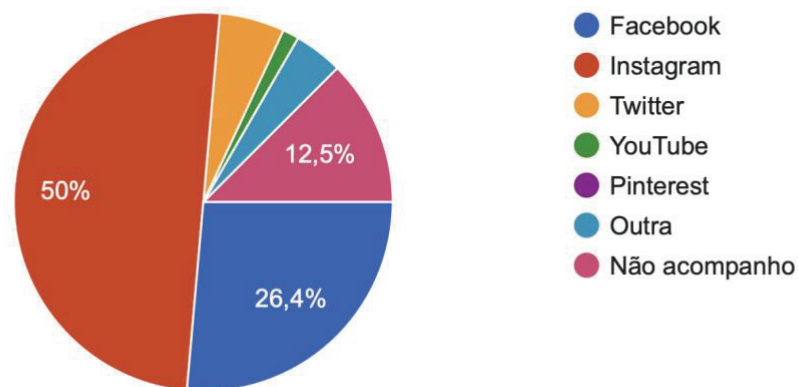


Figure 23 Most used platform to follow soccer content (Source: Own elaboration)

When asked which platform he/she used the most to track soccer teams, 50% said they use Instagram, 26.4% that they use Facebook, 5.6% that use Twitter, 1.4% that they use YouTube, 12.5% that they do not follow any teams on social media and the rest, 4.2%, mentioned using a platform other the ones specified ones (Facebook, Instagram, Twitter, YouTube or Pinterest).

Then, when asked which platform he/she used the most to track soccer players 68.1% said that they use Instagram, 11.1% that they use Facebook, 1.4% that they use YouTube, 1.4% that they use Twitter and the remaining 18.1% that they don't follow any player on social media.

Coaches are not so popular when it comes to being followed on social media. Of all the inquired, 65.3% said that they do not follow any coach on social media, 30.6% follow various coaches and 4.2% follow only their team's coach.

Another result concludes that most sports fans use social media either for information (43.1%) or for entertainment (43.1%). Only 2.8% mentioned communication as the main purpose of using the platforms and the rest (11.1%) said that neither of the options properly fit their intentions when using social media for sports.

Quite interestingly, most individuals (70.8%) actually state that campaigns on social media do increase the chances of them purchasing products. Only 29.2% said that they are not interested in that and that they would rather search for information themselves when they so please.

Chapter 7 – Conclusion and Final Thoughts

It is clear that nowadays individuals do go after content on social media, including sports content. Social media has undoubtedly revolutionized the way we communicate with each other, with customers, or with companies/institutions. Content on social media can serve different purposes. It can be mainly published as entertainment, information and publicity. However, this isn't very different from previously existent traditional means of communication. So, what changed? The main change is that communication is no longer a one-way stream. Individuals can and do communicate back and forth amongst each other and the companies/institutions. There is room for debate. We no longer need to take in information and simply absorb it. One can question it, opine and listen to others' judgements all from the same spot. There is also an easy with which all of this can be done from. Traditional means are time consuming, require schedules and not as efficient in transmitting all the necessary information.

For sports, correctly using social media platforms is a very big investment but it also amounts to a very large return. Fans do enjoy being able to have the social media experience, in fact that is exactly how most fans do follow sports and those who accompany sporting events through radio or television, simultaneously do so on social media as well. Allowing supporters to have the best media experience, obviously results in fan loyalty which later transpires in ticket sales, merchandise sales, amongst other sources of income for the club.

And this is not the end of the story, but just the beginning...e-sports, augmented reality, real-time interaction during the game itself, are on the way.

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engagement-and-how-it-can-help-you/](https://metricool.com/what-is-instagram-engagement-and-how-it-can-help-you/)

ATTACHMENTS

Attachment 1: Questionnaire (in Portuguese)

Redes Sociais no Desporto

Este formulário tem como objetivo perceber as tendências dos fãs do desporto, mais concretamente futebol, em relação às redes sociais e como as utilizam para se manterem em contacto com a modalidade. O questionário é anónimo, trata-se de uma amostragem por conveniência e não demora mais que 2 minutos a responder. Por favor responde com sinceridade a todas as questões.

***Obrigatório**

Acompanhas futebol com regularidade? * (Marcar apenas uma oval)

- Sim, sempre que há jogos
- Sim, alguns dias por semana
- Raramente, apenas quando joga a minha equipa
- Não, não acompanho futebol

Segues algum clube de futebol nas redes sociais? * (Marcar apenas uma oval)

- Sim, tanto o meu como outros
- Sim, apenas o meu
- Não, não sigo

Segues algum jogador nas redes sociais? * (Marcar apenas uma oval)

- Sim, de várias equipas
- Sim, apenas da minha equipa
- Não, não sigo

Segues algum treinador nas redes sociais? * (Marcar apenas uma oval)

- Sim, de várias equipas
- Sim, apenas da minha equipa
- Não, não sigo

Qual a rede social que mais usas para acompanhar equipas de futebol? * (Marcar apenas uma oval)

- Facebook
- Instagram
- Twitter
- YouTube
- Pinterest
- Outra
- Não acompanho

Qual a rede social que mais usas para acompanhar jogadores de futebol? * (Marcar apenas uma oval)

- Facebook
- Instagram
- Twitter
- YouTube
- Pinterest
- Outra
- Não acompanho

Qual a principal razão para acompanhares equipas, jogadores ou treinadores nas redes sociais? * (Marcar apenas uma oval)

- Informação (resultados, jogos, bilhetes, eventos, etc)
- Entretenimento
- Comunicar (falar com outros adeptos, deixar comentários/sugestões, etc)
- Outra

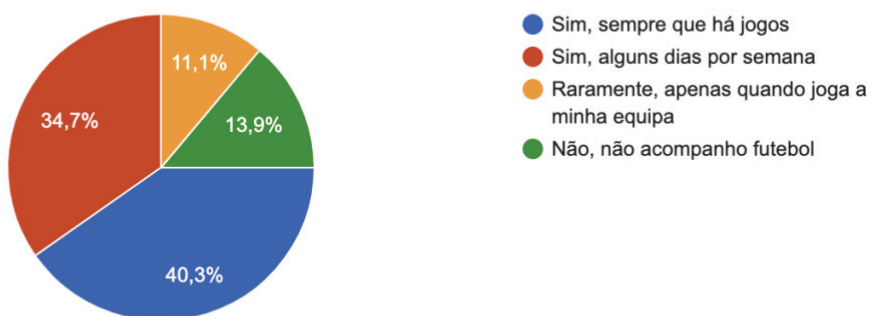
Achas que campanhas nas redes sociais por parte de clubes aumentam a probabilidade de adquirires produtos (bilhetes, merchandise, etc)? * (Marcar apenas uma oval)

- Sim, porque me ajuda a saber a oferta que existe
- Não, se quiser procuro

Attachment 2: Questionnaire Results - Graphic Representation

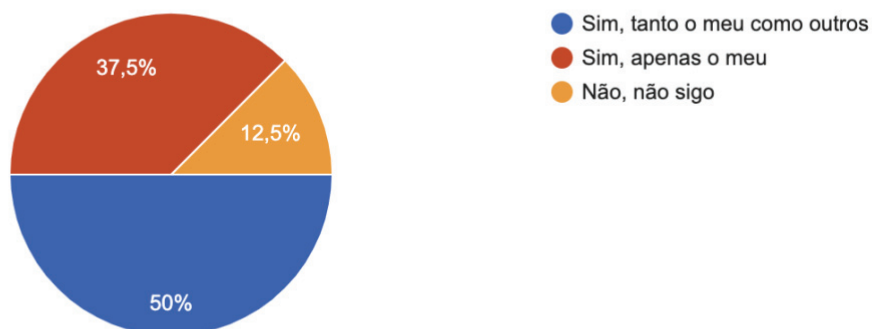
Acompanhas futebol com regularidade?

72 respostas



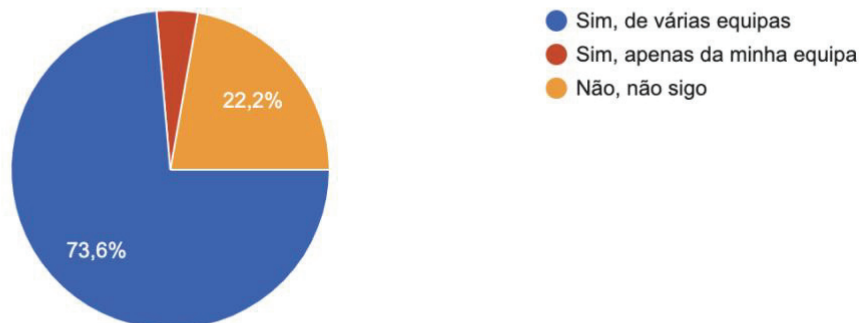
Segues algum clube de futebol nas redes sociais?

72 respostas



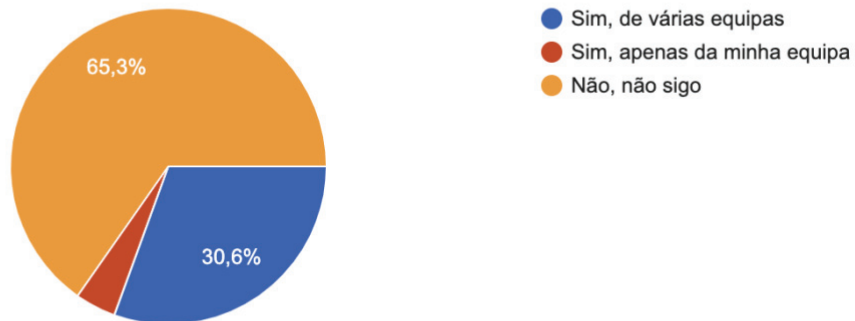
Segues algum jogador nas redes sociais?

72 respostas



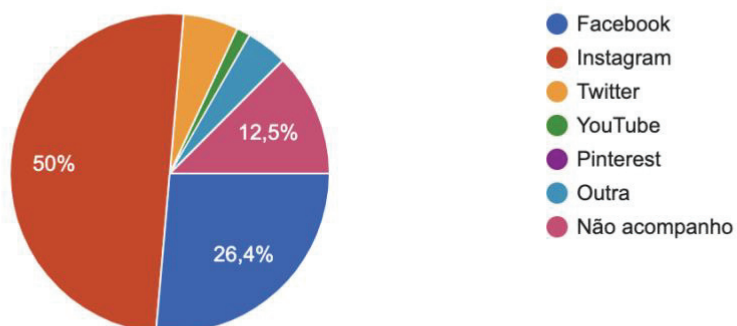
Segues algum treinador nas redes sociais?

72 respostas



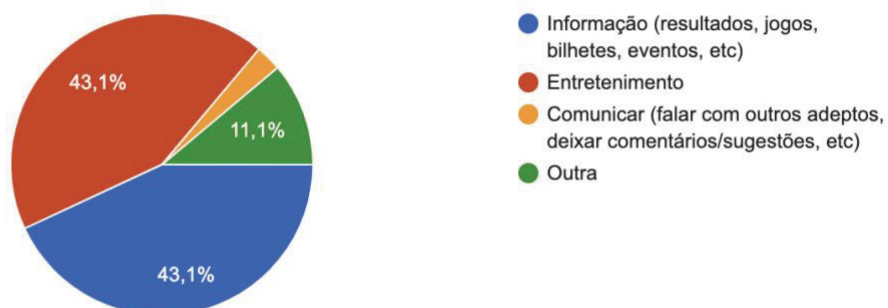
Qual a rede social que mais usas para acompanhar equipas de futebol?

72 respostas



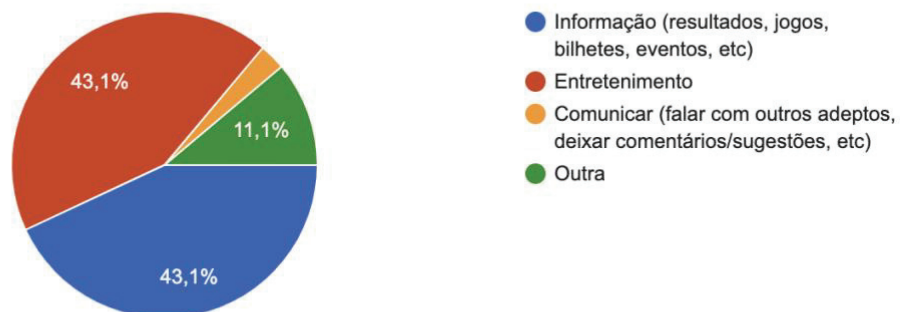
Qual a principal razão para acompanhares equipas, jogadores ou treinadores nas redes sociais?

72 respostas



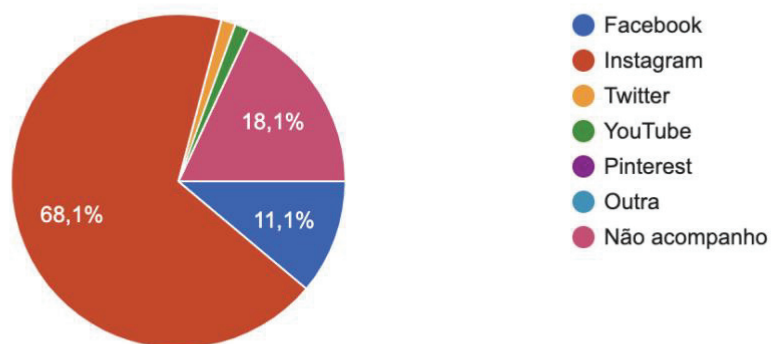
Qual a principal razão para acompanhares equipas, jogadores ou treinadores nas redes sociais?

72 respostas



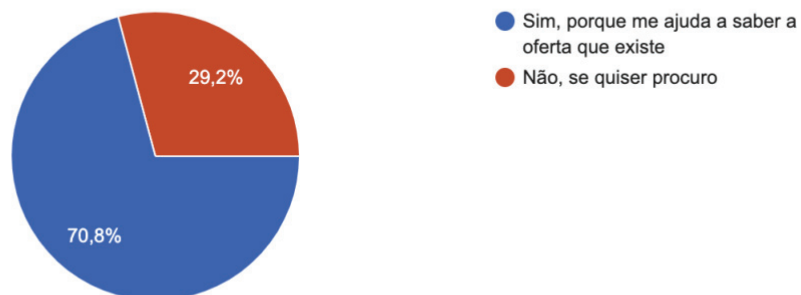
Qual a rede social que mais usas para acompanhar jogadores de futebol?

72 respostas



Achas que campanhas nas redes sociais por parte de clubes aumentam a probabilidade de adquirires produtos (bilhetes, merchandise, etc.)?

72 respostas



Attachment 3: Questionnaire - Questions and Answers

Acompanhas futebol com regularidade?	Segues algum clube de futebol nas redes sociais?	Segues algum jogador nas redes sociais?	Segues algum treinador nas redes sociais?	Qual a rede social que mais usas para acompanhar equipas de futebol?	Qual a rede social que mais usas para acompanhar jogadores de futebol?	Qual a principal razão para acompanhares equipas, jogadores ou treinadores nas redes sociais?	Achas que campanhas nas redes sociais por parte de clubes aumentam a probabilidade de adquirires produtos (bilhetes, merchandise, etc.)?
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Entretenimento	Não, se quiser procuro
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Não, não acompanho futebol	Não, não sigo	Não, não sigo	Não, não sigo	Não acompanho	Não acompanho	Outra	Sim, porque me ajuda a saber a oferta que existe
Não, não acompanho futebol	Não, não sigo	Não, não sigo	Não, não sigo	Não acompanho	Não acompanho	Outra	Sim, porque me ajuda a saber a oferta que existe
Raramente, apenas quando joga a minha equipa	Sim, tanto o meu como outros	Não, não sigo	Não, não sigo	Facebook	Facebook	Informação (resultados, jogos, bilhetes, eventos, etc)	Não, se quiser procuro
Não, não acompanho futebol	Não, não sigo	Não, não sigo	Não, não sigo	Não acompanho	Não acompanho	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Raramente, apenas quando joga a minha equipa	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Facebook	Facebook	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, apenas o meu	Não, não sigo	Não, não sigo	Instagram	Não acompanho	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Facebook	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe

Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Não, se quiser procuro
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Facebook	Instagram	Comunicar (falar com outros adeptos, deixar comentários/sugestões, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Outra	Instagram	Outra	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Entretenimento	Não, se quiser procuro
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, apenas o meu	Sim, de várias equipas	Sim, de várias equipas	Facebook	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, apenas da minha equipa	Facebook	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, apenas o meu	Não, não sigo	Não, não sigo	Instagram	Twitter	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, apenas o meu	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Não, não acompanho futebol	Não, não sigo	Sim, de várias equipas	Não, não sigo	Não acompanho	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe

Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Facebook	Facebook	Entretenimento	Não, se quiser procuro
Raramente, apenas quando joga a minha equipa	Sim, apenas o meu	Não, não sigo	Não, não sigo	Facebook	Não acompanho	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Não, não acompanho futebol	Não, não sigo	Não, não sigo	Não, não sigo	Não acompanho	Não acompanho	Outra	Não, se quiser procuro
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Sim, apenas da minha equipa	Instagram	Instagram	Entretenimento	Não, se quiser procuro
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Sim, de várias equipas	Facebook	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, apenas o meu	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Twitter	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Não, não acompanho futebol	Não, não sigo	Não, não sigo	Não, não sigo	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Não, não acompanho futebol	Não, não sigo	Sim, de várias equipas	Não, não sigo	Não acompanho	Instagram	Entretenimento	Não, se quiser procuro
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	YouTube	YouTube	Entretenimento	Não, se quiser procuro
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Facebook	Facebook	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Facebook	Facebook	Informação (resultados, jogos, bilhetes, eventos, etc)	Não, se quiser procuro
Raramente, apenas quando joga a minha equipa	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Raramente, apenas quando	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe

joga a minha equipa							
Sim, alguns dias por semana	Sim, apenas o meu	Sim, apenas da minha equipa	Não, não sigo	Instagram	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, apenas da minha equipa	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Não, se quiser procuro
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Facebook	Instagram	Entretenimento	Não, se quiser procuro
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Outra	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Facebook	Facebook	Outra	Sim, porque me ajuda a saber a oferta que existe
Não, não acompanho futebol	Sim, apenas o meu	Não, não sigo	Não, não sigo	Não acompanho	Não acompanho	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Não, se quiser procuro
Sim, alguns dias por semana	Sim, apenas o meu	Não, não sigo	Não, não sigo	Instagram	Não acompanho	Informação (resultados, jogos, bilhetes, eventos, etc)	Não, se quiser procuro
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Twitter	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe

Raramente, apenas quando joga a minha equipa	Não, não sigo	Não, não sigo	Não, não sigo	Facebook	Não acompanho	Outra	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Twitter	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, apenas o meu	Não, não sigo	Não, não sigo	Facebook	Não acompanho	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, apenas o meu	Sim, de várias equipas	Sim, de várias equipas	Facebook	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Não, se quiser procuro
Não, não acompanho futebol	Não, não sigo	Não, não sigo	Não, não sigo	Não acompanho	Não acompanho	Outra	Não, se quiser procuro
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Twitter	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Raramente, apenas quando joga a minha equipa	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Outra	Instagram	Outra	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, apenas o meu	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Não, se quiser procuro
Raramente, apenas quando joga a minha equipa	Sim, apenas o meu	Sim, apenas da minha equipa	Não, não sigo	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Não, se quiser procuro
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Não, se quiser procuro
Não, não acompanho futebol	Sim, apenas o meu	Não, não sigo	Não, não sigo	Não acompanho	Não acompanho	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe

Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Instagram	Instagram	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Facebook	Instagram	Entretenimento	Sim, porque me ajuda a saber a oferta que existe
Sim, alguns dias por semana	Sim, tanto o meu como outros	Sim, de várias equipas	Não, não sigo	Instagram	Instagram	Entretenimento	Não, se quiser procurar
Sim, sempre que há jogos	Sim, apenas o meu	Sim, apenas da minha equipa	Não, não sigo	Facebook	Não acompanho	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe
Sim, sempre que há jogos	Sim, tanto o meu como outros	Sim, de várias equipas	Sim, de várias equipas	Facebook	Instagram	Comunicar (falar com outros adeptos, deixar comentários/sugestões, etc)	Não, se quiser procurar
Sim, sempre que há jogos	Sim, tanto o meu como outros	Não, não sigo	Não, não sigo	Facebook	Facebook	Informação (resultados, jogos, bilhetes, eventos, etc)	Sim, porque me ajuda a saber a oferta que existe

Attachment 4: Data Collected from SC Braga's Instagram Page During the 2018/2019 Season

Publication Date	1st Check	Number of Likes	Number of Comments	Visualizations (videos)	Engagement Rate %	2nd Check	Number of Likes	Category	Link
01/08/2018	13/03/2019	1101	4	4067	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/B17jslQnHm0/
01/08/2018	13/03/2019	1376	1	8009	1.8%	30/08/2019	-	Soccer: B Team	https://www.instagram.com/p/B18cKEFD3S1/
01/08/2018	13/03/2019	2481	4	-	3.2%	30/08/2019	2478	Soccer: B Team	https://www.instagram.com/p/B18kc5lnA0v/
01/08/2018	13/03/2019	2429	9	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/B1817xrnR70/
01/08/2018	13/03/2019	1955	4	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/B185Gx4H03P/
01/08/2018	13/03/2019	1463	8	5580	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/B186Dd3FiqV/
01/08/2018	13/03/2019	1903	4	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/B186lfanWQx/
01/08/2018	13/03/2019	1764	1	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/B187CE5H-CN/
01/08/2018	13/03/2019	1672	4	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/B187yrFHko8/
01/08/2018	13/03/2019	2033	3	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/B188S42H0mm/
02/08/2018	13/03/2019	2181	12	21344	2.8%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/B1-NWvTBY_n/

02/08/2018	13/03/2019	1378	1	6041	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bl-baRRAkx/
02/08/2018	13/03/2019	2379	2	-	3.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bl-hT8Enaa/
02/08/2018	13/03/2019	2583	29	-	3.3%	30/08/2019	2579	Soccer: Main Team	https://www.instagram.com/p/Bl_A2k-nJeu/
03/08/2018	13/03/2019	1793	11	13712	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmAuKiVFdKb/
03/08/2018	13/03/2019	2198	6	-	2.8%	30/08/2019	2190	Soccer: Women's Team	https://www.instagram.com/p/BmBBOmVHXrR/
03/08/2018	13/03/2019	1957	10	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmBnm7HMz4/
04/08/2018	13/03/2019	1382	7	4233	1.8%	30/08/2019	-	Institutional	https://www.instagram.com/p/BmDbD8PHRox/
04/08/2018	13/03/2019	1252	1	3897	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmDn2clhphh/
04/08/2018	13/03/2019	2060	3	-	2.6%	30/08/2019	2053	Institutional	https://www.instagram.com/p/BmEDOClnqiE/
05/08/2018	13/03/2019	1650	6	-	2.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BmEXgSHO40/
05/08/2018	13/03/2019	2040	3	-	2.6%	30/08/2019	2033	Soccer: Main Team	https://www.instagram.com/p/BmGJ8l-HiMa/
06/08/2018	13/03/2019	1793	1	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmIfolQHrLti/
06/08/2018	13/03/2019	1820	19	-	2.4%	30/08/2019	1813	Soccer: Main Team	https://www.instagram.com/p/BmIxxK7HU4s/
06/08/2018	13/03/2019	1438	4	5821	1.8%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BmIBx_1EUI18/
07/08/2018	13/03/2019	1816	5	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmIPiukn5I0/
07/08/2018	13/03/2019	2047	7	-	2.6%	30/08/2019	2041	Soccer: Main Team	https://www.instagram.com/p/BmLd11aHsI7/
07/08/2018	13/03/2019	1402	12	4061	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmMMS7HHj9L/
08/08/2018	13/03/2019	1611	11	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmNwSoGHLN/
08/08/2018	13/03/2019	1936	14	-	2.5%	30/08/2019	1929	Uncategorized	https://www.instagram.com/p/BmOIdVHsOM/
08/08/2018	13/03/2019	1710	4	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmOxJQAHGfa/
08/08/2018	13/03/2019	983	3	3176	1.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmO0NiBnEi5/
09/08/2018	13/03/2019	1174	7	3851	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmQLjQDHthW/
09/08/2018	13/03/2019	2038	13	-	2.6%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BmQaj4IHBXr/
09/08/2018	13/03/2019	1497	2	-	1.9%	30/08/2019	-	Soccer: B Team	https://www.instagram.com/p/BmQeEAEHIqQ/
09/08/2018	13/03/2019	2586	37	-	3.4%	30/08/2019	2579	Soccer: Main Team	https://www.instagram.com/p/BmQfWzTniva/
09/08/2018	13/03/2019	1707	22	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmRDIBmXA6/
09/08/2018	13/03/2019	1079	3	2860	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmRHBC7n3DU/
09/08/2018	13/03/2019	1522	9	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmRXjg0HcO6/
09/08/2018	13/03/2019	1273	1	5138	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmRZV5wuu0K/
09/08/2018	13/03/2019	2089	6	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmRfM81HFcB/
10/08/2018	13/03/2019	1821	3	-	2.3%	30/08/2019	1815	Soccer: Main Team	https://www.instagram.com/p/BmS-i8KHm9G/

11/08/2018	13/03/2019	2324	62	10273	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmYpaHOn1/
11/08/2018	13/03/2019	2452	14	-	3.2%	30/08/2019	2443	Soccer: Main Team	https://www.instagram.com/p/BmWZHOtHOgo/
12/08/2018	13/03/2019	1147	7	3494	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmX43WEHHnQ/
12/08/2018	13/03/2019	1367	5	4072	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmY41IsH22T/
12/08/2018	13/03/2019	1579	12	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmY6NgOH3PT/
12/08/2018	13/03/2019	2315	9	-	3.0%	30/08/2019	2305	Soccer: Main Team	https://www.instagram.com/p/BmZNOkLnrlw/
12/08/2018	13/03/2019	2197	7	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmZPH0HYxc/
12/08/2018	13/03/2019	1829	2	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmZRSy2Hjx/
12/08/2018	13/03/2019	2047	5	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmZTcFenJx/
12/08/2018	13/03/2019	2283	10	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmZV6jdHb4X/
13/08/2018	13/03/2019	1737	6	5392	2.2%	30/08/2019	5404	Soccer: Main Team	https://www.instagram.com/p/Bmadys5lmj/
13/08/2018	13/03/2019	1419	3	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmavtJznf1v/
13/08/2018	13/03/2019	1508	16	5327	2.0%	30/08/2019	-	Institutional	https://www.instagram.com/p/BmbQlBantZ/
14/08/2018	13/03/2019	2049	3	-	2.6%	30/08/2019	2040	Soccer: Main Team	https://www.instagram.com/p/BmdU1P8DHxp/
14/08/2018	13/03/2019	1496	27	-	2.0%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bmd791eH1kA/
15/08/2018	13/03/2019	1399	6	55726	1.8%	30/08/2019	-	Soccer: Under 23 Team	https://www.instagram.com/p/Bmfinr44HSXH/
15/08/2018	13/03/2019	1564	5	-	2.0%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bmgda-n1YD/
15/08/2018	13/03/2019	1621	2	-	2.1%	30/08/2019	1614	Soccer: Main Team	https://www.instagram.com/p/BmgegAuQnE3o/
16/08/2018	13/03/2019	1090	3	3630	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmiMxBhHQ7T/
16/08/2018	13/03/2019	2126	22	10832	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bmi2bzCnhbQ/
16/08/2018	13/03/2019	1444	8	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmjN37inz_Z/
16/08/2018	13/03/2019	1246	18	4252	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmjQq6Rn0Ky/
16/08/2018	13/03/2019	2676	311	-	3.8%	30/08/2019	2664	Soccer: Main Team	https://www.instagram.com/p/Bmjgsz6n0AR/
16/08/2018	13/03/2019	2112	8	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bmjimw1aHzrB/
16/08/2018	13/03/2019	2473	65	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmjinkmQHDE3/
17/08/2018	13/03/2019	2420	73	10017	3.2%	30/08/2019	2412	Soccer: Main Team	https://www.instagram.com/p/Bmk0hqjnwHL/
17/08/2018	13/03/2019	1986	26	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmlAulBHf0D/
18/08/2018	13/03/2019	1448	8	5180	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmojLYdHqqi/
18/08/2018	13/03/2019	1848	3	-	2.4%	30/08/2019	1843	Soccer: Youth Teams	https://www.instagram.com/p/Bmokc4cn7J6/
19/08/2018	13/03/2019	1143	10	3678	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmqDuLQHzyG/
19/08/2018	13/03/2019	1670	14	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmqHs4pHTYe/
19/08/2018	13/03/2019	1740	4	-	2.2%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BmqS7_3HuBE/

19/08/2018	13/03/2019	1217	13	-	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bmq7ot7HwYH/
19/08/2018	13/03/2019	1990	6	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bmq8eY6nmDC/
19/08/2018	13/03/2019	2095	206	-	3.0%	30/08/2019	2087	Soccer: Main Team	https://www.instagram.com/p/BmOn5iH_6d/
19/08/2018	13/03/2019	2041	49	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmrWld7Hwbx/
20/08/2018	13/03/2019	2027	6	-	2.6%	30/08/2019	2019	Uncategorized	https://www.instagram.com/p/BmsiZ86n6ya/
21/08/2018	13/03/2019	1370	6	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BmvVpKQwXN/
21/08/2018	13/03/2019	1529	13	9980	2.0%	30/08/2019	1527	Soccer: Women's Team	https://www.instagram.com/p/Bmv9ptZHAz7/
22/08/2018	13/03/2019	1686	3	-	2.2%	30/08/2019	1677	Soccer: Women's Team	https://www.instagram.com/p/BmxuzW7nqR-/
22/08/2018	13/03/2019	1255	19	5263	1.6%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BmyAr0Unx4I/
22/08/2018	13/03/2019	1552	3	-	2.0%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BmygmKHcA7/
23/08/2018	13/03/2019	851	4	3288	1.2%	30/08/2019	3290	Beach Soccer	https://www.instagram.com/p/Bm1fVMUJHDSK/
24/08/2018	13/03/2019	1338	9	-	1.7%	30/08/2019	1331	Beach Soccer	https://www.instagram.com/p/Bm3miZH6xM/
25/08/2018	13/03/2019	1053	2	3837	1.4%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bm5Y49nHJaI/
25/08/2018	13/03/2019	1561	6	-	2.0%	30/08/2019	1560	Beach Soccer	https://www.instagram.com/p/Bm6I0e6HckE/
26/08/2018	13/03/2019	993	3	2833	1.3%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bm8Wlfn3IY/
26/08/2018	13/03/2019	975	4	2575	1.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm8XnoOnYHC/
26/08/2018	13/03/2019	1456	22	4163	1.9%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bm8v5Y2nW6P/
26/08/2018	13/03/2019	1803	5	-	2.3%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bm871N0HUt9/
26/08/2018	13/03/2019	1214	2	-	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm89XlkH0Wd/
26/08/2018	13/03/2019	1990	5	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm8-eGuHObT/
26/08/2018	13/03/2019	2590	33	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm9ROL2HxYe/
26/08/2018	13/03/2019	2182	7	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm9UI5OHNBv/
26/08/2018	13/03/2019	2002	5	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm9UdMfH_cn/
26/08/2018	13/03/2019	2210	6	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm9U7n5HHhu/
26/08/2018	13/03/2019	1926	5	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm9VZn0nKf8/
26/08/2018	13/03/2019	1742	5	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm9WHZOnbbI/
26/08/2018	13/03/2019	3920	14	-	5.0%	30/08/2019	3906	Soccer: Main Team	https://www.instagram.com/p/Bm9WWYqn20-/
27/08/2018	13/03/2019	2423	17	8216	3.1%	30/08/2019	2415	Soccer: Main Team	https://www.instagram.com/p/Bm-eY9JHkC/
27/08/2018	13/03/2019	1325	14	4157	1.7%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bm-y8cVHbKP/
27/08/2018	13/03/2019	1942	4	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bm_Xuy-nq1P/
28/08/2018	13/03/2019	1268	5	-	1.63%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnBorZiHwy_Z/

28/08/2018	13/03/2019	1899	1	-	2.4%	30/08/2019	-	Soccer: Under 23 Team	https://www.instagram.com/p/BnBs0Aun_gg/
28/08/2018	13/03/2019	3149	10	-	4.1%	30/08/2019	3139	Soccer: Main Team	https://www.instagram.com/p/BnB-12sHlcO/
29/08/2018	13/03/2019	1822	7	-	2.3%	30/08/2019	1813	Soccer: Women's Team	https://www.instagram.com/p/BnD823onOLG/
29/08/2018	13/03/2019	1626	17	5319	2.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BnEiekGniu0/
30/08/2018	13/03/2019	1913	3	-	2.5%	30/08/2019	1906	Soccer: Main Team	https://www.instagram.com/p/BnGedqenrkE/
31/08/2018	13/03/2019	1310	6	3784	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnI8mQ3nly/
31/08/2018	13/03/2019	1568	21	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnIp5eCHqI/
31/08/2018	13/03/2019	2272	67	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnI_MCVnKkX/
31/08/2018	13/03/2019	2989	18	-	3.9%	30/08/2019	2975	Soccer: Main Team	https://www.instagram.com/p/BnKBQ9XnBO/
31/08/2018	13/03/2019	1850	4	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnKCHn2H2mI/
31/08/2018	13/03/2019	2930	133	9070	30.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnKDWDKHYEn/
31/08/2018	13/03/2019	2159	7	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnKElsvHTTB/
01/09/2018	13/03/2019	2159	16	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnLfRQPmen8/
01/09/2018	13/03/2019	2710	11	-	2.5%	30/08/2019	2695	Soccer: Main Team	https://www.instagram.com/p/BnLq790HqVX/
02/09/2018	13/03/2019	2216	12	-	2.9%	30/08/2019	2204	Soccer: Main Team	https://www.instagram.com/p/BnQME2iHA-t/
03/09/2018	13/03/2019	2017	14	-	2.6%	30/08/2019	2008	Soccer: Women's Team	https://www.instagram.com/p/BnRFl-dtHwep/
04/09/2018	13/03/2019	2422	7	-	3.1%	30/08/2019	2409	Uncategorized	https://www.instagram.com/p/BnTD4WwHAPi/
04/09/2018	13/03/2019	1606	4	-	2.1%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BnT7xVoHQ-/
05/09/2018	13/03/2019	1520	9	5478	2.0%	30/08/2019	1511	Uncategorized	https://www.instagram.com/p/BnWCOFgHVWz/
05/09/2018	13/03/2019	1260	11	3748	1.6%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BnWhptKHgOb/
06/09/2018	13/03/2019	2631	9	-	3.4%	30/08/2019	1365	Soccer: Main Team	https://www.instagram.com/p/BnYoB66HKSA/
06/09/2018	13/03/2019	1370	17	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnZhiQpnv3W/
07/09/2018	13/03/2019	1447	11	-	1.9%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bna8HvbnYtp/
07/09/2018	13/03/2019	1438	8	5224	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnbYWPhnp60/
07/09/2018	13/03/2019	1698	6	-	2.2%	30/08/2019	1690	Soccer: Women's Team	https://www.instagram.com/p/BnbqmNpHDVc/
08/09/2018	13/03/2019	1050	6	4726	1.4%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bnd45kFneBe/
08/09/2018	13/03/2019	1491	11	-	1.9%	30/08/2019	1485	Soccer: Main Team	https://www.instagram.com/p/BneFBImHcLp/
09/09/2018	13/03/2019	4385	70	-	5.7%	30/08/2019	4366	Soccer: Women's Team	https://www.instagram.com/p/BnhIKOihRY3/

09/09/2018	13/03/2019	3992	36	-	5.2%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BnhS6Uwv0G7/
09/09/2018	13/03/2019	3984	27	-	5.1%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BnhaUQUHMEI/
10/09/2018	13/03/2019	2098	22	5675	2.7%	30/08/2019	2090	Soccer: Women's Team	https://www.instagram.com/p/BnjjXPxnECI/
12/09/2018	13/03/2019	2262	15	-	3.0%	30/08/2019	2252	Soccer: Women's Team	https://www.instagram.com/p/BnoABpLnAjE/
13/09/2018	13/03/2019	1966	5	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnqTy3YnVmK/
13/09/2018	13/03/2019	2529	25	-	3.3%	30/08/2019	2518	Soccer: Women's Team	https://www.instagram.com/p/Bnql7HxntKV/
14/09/2018	13/03/2019	2075	25	-	2.7%	30/08/2019	2064	Uncategorized	https://www.instagram.com/p/Bns23rRHbMw/
15/09/2018	13/03/2019	1039	3	3029	1.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnvbQHhmosy/
15/09/2018	13/03/2019	2650	33	-	3.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bnvql2RnRbC/
15/09/2018	13/03/2019	1341	4	-	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnwcQGfHGjX/
15/09/2018	13/03/2019	2152	6	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BnwwMqAHybj/
15/09/2018	13/03/2019	2416	16	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bnwz9WsnBmp/
15/09/2018	13/03/2019	2032	10	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bnw0mm_nTBV/
15/09/2018	13/03/2019	1900	2	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bnw1xhmnITz/
15/09/2018	13/03/2019	3312	15	-	4.3%	30/08/2019	3298	Soccer: Main Team	https://www.instagram.com/p/Bnw3HH8nhZR/
15/09/2018	13/03/2019	1932	6	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bnw5MZan_Tq/
17/09/2018	13/03/2019	1578	14	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bn0mm9H3OK/
17/09/2018	13/03/2019	1441	8	6909	1.9%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bn02T80n7Tw/
17/09/2018	13/03/2019	1925	2	-	2.5%	30/08/2019	1920	Soccer: Youth Teams	https://www.instagram.com/p/Bn1-rTnHsZo/
18/09/2018	13/03/2019	1998	34	8659	2.6%	30/08/2019	1992	Soccer: Main Team	https://www.instagram.com/p/Bn3cxbVnisc/
18/09/2018	13/03/2019	1229	7	4268	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bn4XHk0HHeI/
19/09/2018	13/03/2019	2743	21	-	3.5%	30/08/2019	2734	Uncategorized	https://www.instagram.com/p/Bn5vfG_nRTL/
19/09/2018	13/03/2019	1473	12	5920	1.9%	30/08/2019	-	Partners	https://www.instagram.com/p/Bn5_dyVnq5Z/
20/09/2018	13/03/2019	1582	3	-	2.0%	30/08/2019	1576	Soccer: Women's Team	https://www.instagram.com/p/Bn8ltX5nhRB/
20/09/2018	13/03/2019	1273	7	4045	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bn9g-rmH_MR/
21/09/2018	13/03/2019	2041	20	-	2.6%	30/08/2019	2032	Soccer: Women's Team	https://www.instagram.com/p/Bn_QmP0nsF7/
21/09/2018	13/03/2019	1880	25	-	2.4%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bn_otyfvom/
22/09/2018	13/03/2019	2311	8	-	3.0%	30/08/2019	2303	Soccer: Main Team	https://www.instagram.com/p/BoBt3yOnHdS/

23/09/2018	13/03/2019	2597	12	-	3.3%	30/08/2019	2589	Soccer: Main Team	https://www.instagram.com/p/BoEEZACntLo/
24/09/2018	13/03/2019	1261	16	3511	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoGmcTBHRxD/
24/09/2018	13/03/2019	2307	19	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoG3wANHOWI/
24/09/2018	13/03/2019	1740	36	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoHllcqn2sA/
24/09/2018	13/03/2019	1429	1	3575	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoHnsZKHVr/
24/09/2018	13/03/2019	4641	296	-	6.3%	30/08/2019	4615	Soccer: Main Team	https://www.instagram.com/p/BoH6FiTHCbn/
24/09/2018	13/03/2019	2599	7	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoH-PMpH8DE/
24/09/2018	13/03/2019	4003	26	-	5.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoH-esSHprL/
24/09/2018	13/03/2019	2239	12	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoH-zPnHzGN/
24/09/2018	13/03/2019	2261	19	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoH-TVmnQhi/
24/09/2018	13/03/2019	3445	8	-	4.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoH_3tinC8o/
24/09/2018	13/03/2019	2558	2	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoIAjaMnY19/
24/09/2018	13/03/2019	2730	7	-	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoICl8Mnzp/
24/09/2018	13/03/2019	4080	88	15876	5.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoIDrkvnQOI/
25/09/2018	13/03/2019	2635	26	7828	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoIhknYHRdq/
25/09/2018	13/03/2019	3361	33	12166	4.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoI1rEEHTLI/
25/09/2018	13/03/2019	2926	19	-	3.8%	30/08/2019	2919	Soccer: Main Team	https://www.instagram.com/p/BoI3rOnWnji/
26/09/2018	13/03/2019	2154	4	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoI4n5MH16V/
26/09/2018	13/03/2019	1922	8	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoIMQLIXnS_1I/
26/09/2018	13/03/2019	2618	18	-	3.4%	30/08/2019	2609	Soccer: Main Team	https://www.instagram.com/p/BoMt4u4nCZa/
27/09/2018	13/03/2019	1415	7	-	1.8%	30/08/2019	1409	Soccer: Main Team	https://www.instagram.com/p/BoOof1mdWV/
28/09/2018	13/03/2019	1797	3	-	2.3%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BoRLPwOHulp/
28/09/2018	13/03/2019	1930	19	-	2.5%	30/08/2019	1919	Beach Soccer	https://www.instagram.com/p/BoSLaiHnPn/
29/09/2018	13/03/2019	2253	9	-	2.9%	30/08/2019	2246	Soccer: Main Team	https://www.instagram.com/p/BoT5EYfnfMX/
30/09/2018	13/03/2019	1693	7	4917	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoW_OoQjHld/
30/09/2018	13/03/2019	2724	22	-	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoWaQNinx6o/
30/09/2018	13/03/2019	1553	4	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoXDofFeHymn/
30/09/2018	13/03/2019	2614	8	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoXEoM-HJAz/
30/09/2018	13/03/2019	3202	45	-	4.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoXYvrcHH0A/
30/09/2018	13/03/2019	2802	9	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoXdH9cHU9T/
30/09/2018	13/03/2019	2551	6	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoXeut4Hu_D/
30/09/2018	13/03/2019	3430	21	-	4.4%	30/08/2019	3419	Soccer: Main Team	https://www.instagram.com/p/BoXfj_ZHCnt/
30/09/2018	13/03/2019	2427	5	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoXF-Bnnstk/

30/09/2018	13/03/2019	2206	5	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoXgLI1NHUKI/
01/10/2018	13/03/2019	2939	19	-	3.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoYo2DSHq4b/
01/10/2018	13/03/2019	2212	1	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoY5C_dHoyI/
01/10/2018	13/03/2019	3849	96	-	5.1%	30/08/2019	3835	Soccer: Main Team	https://www.instagram.com/p/BoZibdQnxAW/
01/10/2018	13/03/2019	971	1	-	1.2%	30/08/2019	-	Partners	https://www.instagram.com/p/BoaFt0zH5s6/
02/10/2018	13/03/2019	1782	68	6124	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BohhLy7nTMI/
02/10/2018	13/03/2019	2719	15	-	3.5%	30/08/2019	2711	Soccer: Main Team	https://www.instagram.com/p/BochHUnZnZKP/
03/10/2018	13/03/2019	1682	3	-	2.2%	30/08/2019	1681	Uncategorized	https://www.instagram.com/p/BoeaFV6nu7-/
04/10/2018	13/03/2019	1832	15	-	2.4%	30/08/2019	1824	Soccer: Main Team	https://www.instagram.com/p/BogpZekniw5/
05/10/2018	13/03/2019	2505	7	-	3.2%	30/08/2019	2497	Soccer: Main Team	https://www.instagram.com/p/BojR8kEHIIM/
06/10/2018	13/03/2019	1507	11	3924	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoilI1HunwII/
06/10/2018	13/03/2019	1491	5	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bomh0SHnbX6/
06/10/2018	13/03/2019	1332	10	3962	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bomi mP7HHSh/
06/10/2018	13/03/2019	2064	102	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BomImeWny3T/
06/10/2018	13/03/2019	2274	8	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bom6l56HEtI/
06/10/2018	13/03/2019	2371	6	-	3.0%	30/08/2019	2363	Soccer: Main Team	https://www.instagram.com/p/Bom7fHqn7Bg/
07/10/2018	13/03/2019	2868	13	-	3.7%	30/08/2019	2850	Soccer: Main Team	https://www.instagram.com/p/BooLyzKHOLB/
08/10/2018	13/03/2019	2118	16	-	2.7%	30/08/2019	2109	Uncategorized	https://www.instagram.com/p/Boqw4Cl nbPv/
08/10/2018	13/03/2019	1668	2	-	2.1%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Boq8hdanV9i/
08/10/2018	13/03/2019	999	1	-	1.3%	30/08/2019	-	Partners	https://www.instagram.com/p/Bor4CLAHNwX/
10/10/2018	13/03/2019	2329	12	-	3.0%	30/08/2019	2320	Soccer: Main Team	https://www.instagram.com/p/BowHyFWHXDw/
11/10/2018	13/03/2019	2143	9	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Boyqi mnHrBL/
11/10/2018	13/03/2019	2535	9	-	3.3%	30/08/2019	2522	Uncategorized	https://www.instagram.com/p/BozP GpmHxgd/
12/10/2018	13/03/2019	1973	3	-	2.5%	30/08/2019	1966	Soccer: Women's Team	https://www.instagram.com/p/BoITk5Qnl0E/
12/10/2018	13/03/2019	1582	5	5637	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BoIz3qvHGg5/
13/10/2018	13/03/2019	2292	27	-	3.0%	30/08/2019	2283	Soccer: Main Team	https://www.instagram.com/p/Bo4Lm6Un6lw/
14/10/2018	13/03/2019	1603	4	-	2.1%	30/08/2019	1597	Soccer: Women's Team	https://www.instagram.com/p/Bo6Q3Zgnuz3/

15/10/2018	13/03/2019	2123	13	-	2.7%	30/08/2019	2110	Soccer: Women's Team	https://www.instagram.com/p/Bo8tbNhnakx/
16/10/2018	13/03/2019	2240	11	-	2.9%	30/08/2019	2232	Uncategorized	https://www.instagram.com/p/BpAAxZnX2O/
16/10/2018	13/03/2019	1240	6	3370	1.6%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BpAKzSAnDBx/
17/10/2018	13/03/2019	2636	44	-	3.4%	30/08/2019	2626	Soccer: Main Team	https://www.instagram.com/p/BpB-vPOniKn/
18/10/2018	13/03/2019	1670	15	-	2.2%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BpEa9YRFunR/
18/10/2018	13/03/2019	1431	5	-	1.8%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BpErH4snpe8/
18/10/2018	13/03/2019	2567	10	-	3.3%	30/08/2019	2556	Soccer: Main Team	https://www.instagram.com/p/BpFWkTnHhW-/
19/10/2018	13/03/2019	1969	5	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpHy-3iHoNE/
19/10/2018	13/03/2019	2164	13	-	2.8%	30/08/2019	2156	Soccer: Main Team	https://www.instagram.com/p/BpH8mleHcrG/
19/10/2018	13/03/2019	861	4	2980	1.1%	30/08/2019	-	Other Sports	https://www.instagram.com/p/BpISoMIHG_0/
20/10/2018	13/03/2019	1998	6	-	2.6%	30/08/2019	1989	Soccer: Main Team	https://www.instagram.com/p/BpIhh8kH-PR/
20/10/2018	13/03/2019	1185	3	3993	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpI1ASxnExc/
21/10/2018	13/03/2019	1230	6	3596	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpMMBEyn5sc/
21/10/2018	13/03/2019	1545	14	5224	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpMfbQendQ/
21/10/2018	13/03/2019	1928	42	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpNGiGYRncCa/
21/10/2018	13/03/2019	1939	11	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpNaBydnc5D/
21/10/2018	13/03/2019	2294	4	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpNcRtHnPI/
21/10/2018	13/03/2019	1794	3	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpNc6s9HyXe/
21/10/2018	13/03/2019	2116	9	6969	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpNgExkndCt/
21/10/2018	13/03/2019	2564	13	-	3.3%	30/08/2019	2550	Soccer: Main Team	https://www.instagram.com/p/BpNhZSVnZtt/
22/10/2018	13/03/2019	1991	8	-	2.6%	30/08/2019	1980	Soccer: Main Team	https://www.instagram.com/p/BpOzyxKHx13/
22/10/2018	13/03/2019	1561	12	4576	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpO9ESHYrM/
22/10/2018	13/03/2019	1880	4	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpPoVOHnxZH/
23/10/2018	13/03/2019	1671	28	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpRUzciHdIp/
23/10/2018	13/03/2019	1682	7	-	2.2%	30/08/2019	1672	Soccer: Women's Team	https://www.instagram.com/p/BpSNErfrngHL/
25/10/2018	13/03/2019	1371	8	5291	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpWh2iSn2ER/
25/10/2018	13/03/2019	2169	12	-	2.8%	30/08/2019	2159	Soccer: Main Team	https://www.instagram.com/p/BpXKQaIHfQM/
26/10/2018	13/03/2019	1373	10	3731	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpZBZ9dnb3d/
26/10/2018	13/03/2019	1908	6	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpZjz3XHPGI/

26/10/2018	13/03/2019	1939	16	-	2.5%	30/08/2019	1935	Soccer: Main Team	https://www.instagram.com/p/BpaG8pZn3Mg/
26/10/2018	13/03/2019	1748	21	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpaa7n7nRV9/
27/10/2018	13/03/2019	2164	8	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpag-61HHhi/
27/10/2018	13/03/2019	3103	13	-	4.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpaheIrHTzA/
27/10/2018	13/03/2019	2330	15	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpaiSt2Hids/
27/10/2018	13/03/2019	3843	35	-	5.0%	30/08/2019	3828	Soccer: Main Team	https://www.instagram.com/p/BpaiquCHGf/
27/10/2018	13/03/2019	2649	24	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpbuSxIn2TV/
28/10/2018	13/03/2019	2754	8	-	3.5%	30/08/2019	2745	Soccer: Main Team	https://www.instagram.com/p/BpeQWKOnSUm/
29/10/2018	13/03/2019	1911	7	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpg3-pkH4i/
29/10/2018	13/03/2019	2585	21	-	3.3%	30/08/2019	2577	Soccer: Main Team	https://www.instagram.com/p/Bpg8c0XnY5I/
29/10/2018	13/03/2019	1451	8	7453	1.9%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BphkFN5nac/
29/10/2018	13/03/2019	665	2	-	0.9%	30/08/2019	-	Partners	https://www.instagram.com/p/BpiLwJenP67/
30/10/2018	13/03/2019	1081	4	2707	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpiIVninMYA/
30/10/2018	13/03/2019	2123	5	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpijybi4Hneu/
30/10/2018	13/03/2019	1420	5	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpkhA28n0Lo/
30/10/2018	13/03/2019	1566	2	3845	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpkhPq6Hm2/
30/10/2018	13/03/2019	3055	20	-	3.9%	30/08/2019	3044	Soccer: Main Team	https://www.instagram.com/p/BpktcYOH1-g/
30/10/2018	13/03/2019	2083	7	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpkwhOenidU/
30/10/2018	13/03/2019	2091	12	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpkw7CMnmLo/
30/10/2018	13/03/2019	2221	10	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpkxXwLHVAl/
30/10/2018	13/03/2019	2411	6	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpkysgynoXR/
30/10/2018	13/03/2019	1774	2	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpk0l4qHcgY/
30/10/2018	13/03/2019	2213	10	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpk0sm4HWtV/
31/10/2018	13/03/2019	1401	2	3649	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpmC1CHzLQ/
31/10/2018	13/03/2019	1896	14	-	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BpmK2umHdFo/
31/10/2018	13/03/2019	2232	13	10277	2.9%	30/08/2019	2227	Soccer: Main Team	https://www.instagram.com/p/BpmXdlJbnlu3/
31/10/2018	13/03/2019	1458	4	4089	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpmmRdaH0ID/
31/10/2018	13/03/2019	1329	8	4352	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpmyqawn-3W/
31/10/2018	13/03/2019	1218	4	3583	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpm8m2RDCBQ/
31/10/2018	13/03/2019	1049	4	3023	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpnDT0sDHn-/
01/11/2018	13/03/2019	2269	10	-	2.9%	30/08/2019	2264	Soccer: Main Team	https://www.instagram.com/p/Bpo44OmnNbo/
01/11/2018	13/03/2019	1820	62	5779	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpphh4nny_Z/
02/11/2018	13/03/2019	1960	10	-	2.5%	30/08/2019	1954	Soccer: Women's Team	https://www.instagram.com/p/Bprc7sHnLQR/

03/11/2018	13/03/2019	2399	7	-	3.1%	30/08/2019	2392	Soccer: Main Team	https://www.instagram.com/p/BptuwDNH8Fg/
03/11/2018	13/03/2019	1873	8	-	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bpt-qBBHGde/
04/11/2018	13/03/2019	1242	6	3303	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpwVedzneYf/
04/11/2018	13/03/2019	2123	21	-	2.7%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bpwh79AnPCK/
04/11/2018	13/03/2019	1677	8	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpxQvIWHH40/
04/11/2018	13/03/2019	2056	7	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpxf3FfnG3E/
04/11/2018	13/03/2019	2065	7	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpxjpiymzpzA/
04/11/2018	13/03/2019	2398	8	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpxkvyenlhP/
04/11/2018	13/03/2019	3760	49	-	4.9%	30/08/2019	3743	Soccer: Main Team	https://www.instagram.com/p/BpxmfcxH8GX/
04/11/2018	13/03/2019	2816	8	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpxnNGXHpmpq/
04/11/2018	13/03/2019	2024	5	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpxpVdcnzET/
04/11/2018	13/03/2019	2583	31	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpxqEJLHEMLU/
05/11/2018	13/03/2019	2270	9	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bpy5fTRHk5r/
05/11/2018	13/03/2019	2108	5	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BpzlWANnxFg/
05/11/2018	13/03/2019	2553	36	-	3.3%	30/08/2019	2542	Soccer: Main Team	https://www.instagram.com/p/Bpzsr4KHcP4/
06/11/2018	13/03/2019	2147	6	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bp1wsFHq3k/
06/11/2018	13/03/2019	2339	11	-	3.0%	30/08/2019	2334	Uncategorized	https://www.instagram.com/p/Bp2AW1VnxK4/
06/11/2018	13/03/2019	1901	12	-	2.5%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bp2WQSPnoIs/
07/11/2018	13/03/2019	1989	7	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bp4GsiLH2B2/
07/11/2018	13/03/2019	2212	24	-	2.9%	30/08/2019	2205	Soccer: Main Team	https://www.instagram.com/p/Bp4QrWHnAu3/
07/11/2018	13/03/2019	1630	5	-	2.1%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bp49N2Unr98/
09/11/2018	13/03/2019	2501	35	-	3.3%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bp9l--LH-iG/
09/11/2018	13/03/2019	2819	15	-	3.6%	30/08/2019	2809	Soccer: Main Team	https://www.instagram.com/p/Bp-BsDjnF8h/
10/11/2018	13/03/2019	1565	31	4161	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bp_u8ZDn88B/
10/11/2018	13/03/2019	3722	52	-	4.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqAAbhuHlU/
10/11/2018	13/03/2019	1801	14	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqAwS2mDMX/
10/11/2018	13/03/2019	2549	10	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqA1SzXHAqR/
10/11/2018	13/03/2019	3617	203	-	4.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqBD4Uzn-Wj/
10/11/2018	13/03/2019	3981	86	-	5.2%	30/08/2019	3967	Soccer: Main Team	https://www.instagram.com/p/BqBLLCVHJBg/
10/11/2018	13/03/2019	3435	37	-	4.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqBMZYVHAxQ/
11/11/2018	13/03/2019	3499	23	-	4.5%	30/08/2019	3482	Soccer: Main Team	https://www.instagram.com/p/BqCXQVxneOJ/

12/11/2018	13/03/2019	2264	14	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqE5B5xHm_o/
12/11/2018	13/03/2019	2334	14	-	3.0%	30/08/2019	2326	Beach Soccer	https://www.instagram.com/p/BqELPqkHJGq/
12/11/2018	13/03/2019	1563	5	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqFyr97nx8y/
13/11/2018	13/03/2019	2067	3	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqHeMnHnIoS/
13/11/2018	13/03/2019	1882	4	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqHrlWWHBAy/
13/11/2018	13/03/2019	2817	12	-	3.6%	30/08/2019	2808	Uncategorized	https://www.instagram.com/p/BqH_kHInVkm/
13/11/2018	13/03/2019	2326	7	-	3.0%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BqISQlzHT36/
13/11/2018	13/03/2019	1095	4	3015	1.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BqIbQ8Fnei/
14/11/2018	13/03/2019	1718	6	-	2.2%	30/08/2019	1710	Soccer: Women's Team	https://www.instagram.com/p/BqKUOE-nipH/
15/11/2018	13/03/2019	2540	8	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqMpxVnHBA9/
15/11/2018	13/03/2019	2913	8	-	3.7%	30/08/2019	2904	Soccer: Main Team	https://www.instagram.com/p/BqNwqjZHdOK/
15/11/2018	13/03/2019	1254	6	3675	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqNmPotH4Cd/
16/11/2018	13/03/2019	2597	11	-	3.3%	30/08/2019	2583	Uncategorized	https://www.instagram.com/p/BqPNEnfHdiP/
16/11/2018	13/03/2019	1882	17	-	2.4%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BqPdQXYHVL/
17/11/2018	13/03/2019	2773	16	-	3.6%	30/08/2019	2762	Soccer: Main Team	https://www.instagram.com/p/BqSEFlkHhbs/
18/11/2018	13/03/2019	1452	11	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqLm7lxHVhx/
18/11/2018	13/03/2019	1769	15	9708	2.3%	30/08/2019	1765	Five-a-side-soccer	https://www.instagram.com/p/BqVTwmCH3o5/
19/11/2018	13/03/2019	1885	7	-	2.4%	30/08/2019	1877	Soccer: Women's Team	https://www.instagram.com/p/BqXAxFnnh2Z/
19/11/2018	13/03/2019	1545	14	5767	2.0%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BqXLl2oHzGX/
20/11/2018	13/03/2019	1381	8	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqZhLOXnBuQ/
20/11/2018	13/03/2019	2350	18	-	3.0%	30/08/2019	2342	Soccer: Main Team	https://www.instagram.com/p/BqZxOLjn9ZU/
21/11/2018	13/03/2019	2158	14	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bqc19KWn3az/
21/11/2018	13/03/2019	2292	20	-	3.0%	30/08/2019	2284	Soccer: Main Team	https://www.instagram.com/p/BqcVmiIHEAG/
22/11/2018	13/03/2019	2179	13	-	2.8%	30/08/2019	2166	Soccer: Women's Team	https://www.instagram.com/p/Bqetjann7GM/
22/11/2018	13/03/2019	1241	8	4501	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bqe_AlUjn3OZ/
24/11/2018	13/03/2019	2426	6	-	3.1%	30/08/2019	2415	Soccer: Main Team	https://www.instagram.com/p/Bqj0MTMHuCL/
25/11/2018	13/03/2019	1082	6	3031	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqmWp_xHzGf/
25/11/2018	13/03/2019	1850	19	-	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BqmmcGjn2r9/

25/11/2018	13/03/2019	1358	8	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqnR1CGneDy/
25/11/2018	13/03/2019	2416	17	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqnRrIhnnTQ/
25/11/2018	13/03/2019	1971	9	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bqn1XsneMi/
25/11/2018	13/03/2019	2983	11	-	3.8%	30/08/2019	2969	Soccer: Main Team	https://www.instagram.com/p/Bqno6zxnXi8/
25/11/2018	13/03/2019	1872	6	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqnoqcKKnHhB/
25/11/2018	13/03/2019	2426	10	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqnrBzDznP62/
26/11/2018	13/03/2019	2781	13	-	3.6%	30/08/2019	2775	Soccer: Main Team	https://www.instagram.com/p/BqpM7qdnmY/
26/11/2018	13/03/2019	1488	6	5468	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bqps_X2nqi/
26/11/2018	13/03/2019	2222	8	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bqp3505n5HP/
27/11/2018	13/03/2019	2752	16	-	3.5%	30/08/2019	2742	Soccer: Main Team	https://www.instagram.com/p/BqpyLd4n6zI/
27/11/2018	13/03/2019	1432	4	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqsFdImHr6Y/
28/11/2018	13/03/2019	2289	8	-	2.9%	30/08/2019	2284	Uncategorized	https://www.instagram.com/p/Bqu1dcTHZX/
29/11/2018	13/03/2019	1718	8	-	2.2%	30/08/2019	1714	Soccer: Women's Team	https://www.instagram.com/p/BqwyW9NHoW1/
29/11/2018	13/03/2019	1159	11	4410	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bqw9-aMHkHL/
30/11/2018	13/03/2019	2168	10	-	2.8%	30/08/2019	2160	Soccer: Main Team	https://www.instagram.com/p/BqzTemeHfvA/
30/11/2018	13/03/2019	1775	10	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BqzIpcpnBMR/
01/12/2018	13/03/2019	1072	3	2456	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq1ZieqHWt4/
01/12/2018	13/03/2019	1213	37	-	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq2pH3HHeh1/
01/12/2018	13/03/2019	1454	8	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq21Aufn4Ag/
01/12/2018	13/03/2019	2536	11	-	3.3%	30/08/2019	2528	Soccer: Main Team	https://www.instagram.com/p/Bq2267qnDbR/
01/12/2018	13/03/2019	2075	10	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq2267qnDbR/
01/12/2018	13/03/2019	1887	5	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq31DVKHs4N/
01/12/2018	13/03/2019	2337	9	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq3Lb9Vn1Bj/
01/12/2018	13/03/2019	2521	14	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq3Mbe9Hz3r/
02/12/2018	13/03/2019	1867	16	-	2.4%	30/08/2019	1860	Uncategorized	https://www.instagram.com/p/Bq4a0UWnpXN/
02/12/2018	13/03/2019	1694	9	4479	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq4n503nHTg/
03/12/2018	13/03/2019	2091	6	-	2.7%	30/08/2019	2082	Soccer: Main Team	https://www.instagram.com/p/Bq7Db84nAp6/
03/12/2018	13/03/2019	1352	9	5279	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq7QDT4HCfE/
03/12/2018	13/03/2019	1995	5	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bq73RyPnCZG/
04/12/2018	13/03/2019	1447	9	-	1.9%	30/08/2019	1442	Soccer: Main Team	https://www.instagram.com/p/Bq9vhkknU-8/

05/12/2018	13/03/2019	3296	23	-	4.3%	30/08/2019	3285	Soccer: Main Team	https://www.instagram.com/p/BrAN8voHoCb/
05/12/2018	13/03/2019	1717	14	-	2.2%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BrAc7t_HS_2/
06/12/2018	13/03/2019	1438	7	-	1.9%	30/08/2019	1429	Soccer: Main Team	https://www.instagram.com/p/BrC4BnpHXwZ/
07/12/2018	13/03/2019	2349	6	-	3.0%	30/08/2019	2341	Soccer: Main Team	https://www.instagram.com/p/BrFSuJHHyQB/
07/12/2018	13/03/2019	711	2	-	0.9%	30/08/2019	-	Partners	https://www.instagram.com/p/BrFUZamVjs/
08/12/2018	13/03/2019	1000	5	2595	1.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrH4SgmiGd/
08/12/2018	13/03/2019	1359	8	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrImUpIn3D8/
08/12/2018	13/03/2019	1957	3	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrIqRoWH85H/
08/12/2018	13/03/2019	1905	11	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrI5FOIn92A/
08/12/2018	13/03/2019	2656	5	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrI-JVEnF8s/
08/12/2018	13/03/2019	4575	23	-	5.9%	30/08/2019	4557	Soccer: Main Team	https://www.instagram.com/p/BrI-VVInvEj/
08/12/2018	13/03/2019	2498	9	-	3.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrI-k2Mn97R/
09/12/2018	13/03/2019	2707	13	-	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrKf1IHZU_/
09/12/2018	13/03/2019	2072	8	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrKv6qVHKI9/
09/12/2018	13/03/2019	3201	36	-	4.2%	30/08/2019	3187	Soccer: Women's Team	https://www.instagram.com/p/BrLKSN0ndNK/
11/12/2018	13/03/2019	1429	9	-	1.8%	30/08/2019	1427	Soccer: Main Team	https://www.instagram.com/p/BrPmxyzHt2S/
12/12/2018	13/03/2019	1316	4	-	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrSL83aHIEp/
12/12/2018	13/03/2019	5584	43	-	7.2%	30/08/2019	5563	Uncategorized	https://www.instagram.com/p/BrSZ7WPnBmy/
13/12/2018	13/03/2019	2074	2	-	2.7%	30/08/2019	2064	Soccer: Main Team	https://www.instagram.com/p/BrUvXKgHzil/
14/12/2018	13/03/2019	1078	5	2638	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrXWkdAnTIG/
14/12/2018	13/03/2019	1306	14	-	1.7%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BrX296kHYPz/
14/12/2018	13/03/2019	1345	3	-	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrYbHWQHplD/
14/12/2018	13/03/2019	2620	4	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrYbqJJHYKR/
14/12/2018	13/03/2019	3149	24	-	4.0%	30/08/2019	3139	Soccer: Main Team	https://www.instagram.com/p/BrYsNbcngVW/
14/12/2018	13/03/2019	2833	9	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrYvDBMn9wT/
14/12/2018	13/03/2019	2647	41	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrYvOiaH9BE/
15/12/2018	13/03/2019	2168	9	-	2.8%	30/08/2019	2159	Soccer: Main Team	https://www.instagram.com/p/BrYyo9cnotv/
15/12/2018	13/03/2019	1603	5	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrZ5y30nAcg/
15/12/2018	13/03/2019	1437	6	-	1.9%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BraObEiHgpN/
16/12/2018	13/03/2019	2287	12	9201	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BreggTzHpiX/

16/12/2018	13/03/2019	4204	57	-	5.5%	30/08/2019	4188	Soccer: Main Team	https://www.instagram.com/p/BrC0o4nn0md/
17/12/2018	13/03/2019	2339	7	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrfE5w6nUhw/
17/12/2018	13/03/2019	2438	63	-	3.2%	30/08/2019	2431	Soccer: Main Team	https://www.instagram.com/p/Brfx4G4Hs5z/
18/12/2018	13/03/2019	1182	11	3386	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrhpkD2Hu6Q/
18/12/2018	13/03/2019	1550	9	7248	2.0%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Brhq8LeHXcL/
18/12/2018	13/03/2019	1554	6	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrichGuH2Ab/
18/12/2018	13/03/2019	2923	37	-	3.8%	30/08/2019	2914	Soccer: Main Team	https://www.instagram.com/p/Bri1lq6m37/
18/12/2018	13/03/2019	2440	8	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bri8y-8nFh4/
18/12/2018	13/03/2019	2306	7	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bri9BwZHN0X/
19/12/2018	13/03/2019	1891	10	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrkBSQYH0IR/
19/12/2018	13/03/2019	1584	8	-	2.0%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BrkLolJn-mc/
19/12/2018	13/03/2019	2408	18	-	3.1%	30/08/2019	2403	Soccer: Main Team	https://www.instagram.com/p/BriEsmlLHH45/
20/12/2018	13/03/2019	2695	11	-	3.5%	30/08/2019	2683	Soccer: Main Team	https://www.instagram.com/p/BrmyU9aHAIP/
20/12/2018	13/03/2019	2349	24	-	3.0%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BrniicznXWn/
21/12/2018	13/03/2019	2529	15	-	3.3%	30/08/2019	2523	Uncategorized	https://www.instagram.com/p/BrpiafHPam/
21/12/2018	13/03/2019	2207	30	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Brp2czfH136/
21/12/2018	13/03/2019	1742	15	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrqN9lEamR7/
22/12/2018	13/03/2019	4279	103	-	5.6%	30/08/2019	4265	Uncategorized	https://www.instagram.com/p/Br4n74HzmO/
23/12/2018	13/03/2019	1447	12	4391	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bruc4MynDLc/
23/12/2018	13/03/2019	3954	107	-	5.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bruwg10nBcH/
23/12/2018	13/03/2019	1616	24	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrvLpbnNt02/
23/12/2018	13/03/2019	4787	315	-	6.5%	30/08/2019	4767	Soccer: Main Team	https://www.instagram.com/p/BrvMLTLnR0n/
23/12/2018	13/03/2019	3552	583	-	5.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrvdXnpgKNI/
23/12/2018	13/03/2019	4659	362	-	6.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BrviyvHH8I8/
24/12/2018	13/03/2019	2744	27	-	3.6%	30/08/2019	2738	Soccer: Main Team	https://www.instagram.com/p/Brx_joPHCTL/
25/12/2018	13/03/2019	2769	35	-	3.6%	30/08/2019	2757	Uncategorized	https://www.instagram.com/p/BrzpbDHLed/
26/12/2018	13/03/2019	1811	21	-	2.3%	30/08/2019	1803	Soccer: Main Team	https://www.instagram.com/p/Br2bh4qHpXI/
28/12/2018	13/03/2019	1194	3	3954	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Br7U8RXny_2/
28/12/2018	13/03/2019	1773	24	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Br8MruHnmBW/
28/12/2018	13/03/2019	3344	82	-	4.4%	30/08/2019	3332	Soccer: Main Team	https://www.instagram.com/p/Br8f8YinzFa/

28/12/2018	13/03/2019	2535	10	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Br8mbJyHW7/
28/12/2018	13/03/2019	2976	18	-	3.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Br8oFjHV6C/
29/12/2018	13/03/2019	2533	7	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Br99mFOHOKu/
29/12/2018	13/03/2019	2728	35	-	3.5%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BrHR5HHrui/
29/12/2018	13/03/2019	2970	28	-	3.8%	30/08/2019	2960	Uncategorized	https://www.instagram.com/p/Br-ep1rH_Fn/
29/12/2018	13/03/2019	2527	9	14003	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Br-zQWlHkIN/
30/12/2018	13/03/2019	2104	30	6408	2.7%	30/08/2019	2093	Uncategorized	https://www.instagram.com/p/BsAnB33H51b/
31/12/2018	13/03/2019	2277	12	12849	2.9%	30/08/2019	2269	Soccer: Main Team	https://www.instagram.com/p/BsD0ESPHrsH/
01/01/2019	13/03/2019	1876	7	-	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BsEkL4SnB9v/
01/01/2019	13/03/2019	2040	3	-	2.6%	30/08/2019	2034	Soccer: Main Team	https://www.instagram.com/p/BsFufOkn41z/
02/01/2019	13/03/2019	3087	15	-	4.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsIQOKmrPG/
02/01/2019	13/03/2019	1601	6	-	2.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BsIhsRKHGMx/
02/01/2019	13/03/2019	1709	10	5476	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsI6Pv4nxiA/
02/01/2019	13/03/2019	1347	6	-	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsI92G5nH4/
02/01/2019	13/03/2019	1271	6	4645	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsIDDGzdniZOr/
02/01/2019	13/03/2019	1852	25	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsIRCneH8qD/
02/01/2019	13/03/2019	3449	26	-	4.5%	30/08/2019	3440	Soccer: Main Team	https://www.instagram.com/p/BsIWEFZHeTp/
02/01/2019	13/03/2019	1984	11	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsIWIjvHnbDA/
03/01/2019	13/03/2019	1534	4	4690	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsK1LIEH70W/
03/01/2019	13/03/2019	1718	16	-	2.2%	30/08/2019	1711	Soccer: Main Team	https://www.instagram.com/p/BsLCEx9neoW/
04/01/2019	13/03/2019	2167	13	-	2.8%	30/08/2019	2160	Soccer: Main Team	https://www.instagram.com/p/BsOTwBcniIC/
06/01/2019	13/03/2019	1214	4	3104	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsSkcWpn0_C/
06/01/2019	13/03/2019	1570	6	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsTd_3hnhMD/
06/01/2019	13/03/2019	2243	17	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsTx-gOnNrv/
06/01/2019	13/03/2019	2289	5	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsT4fuywniI/
06/01/2019	13/03/2019	3786	17	-	4.9%	30/08/2019	3771	Soccer: Main Team	https://www.instagram.com/p/BsT4-kPnrC/
06/01/2019	13/03/2019	2963	17	-	3.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsT7EoWHfUR/
07/01/2019	13/03/2019	1552	6	5420	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsVKSBkumhq/
07/01/2019	13/03/2019	2317	13	-	3.0%	30/08/2019	2308	Soccer: Main Team	https://www.instagram.com/p/BsVZrUYnUx7/
08/01/2019	13/03/2019	1770	17	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsXwfidH6wl/

08/01/2019	13/03/2019	1790	19	-	2.3%	30/08/2019	1782	Soccer: Main Team	https://www.instagram.com/p/BsYKvX0HoGm/
09/01/2019	13/03/2019	1591	11	-	2.1%	30/08/2019	1585	Soccer: Main Team	https://www.instagram.com/p/Bs8Bk9HXq5/
09/01/2019	13/03/2019	1468	12	5617	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsbJKFpHJfc/
09/01/2019	13/03/2019	1171	6	-	1.5%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BsddlU9nipF/
10/01/2019	13/03/2019	1021	6	2912	1.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bsc66-eHw1s/
10/01/2019	13/03/2019	1444	7	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsdygJQHfV/
10/01/2019	13/03/2019	2573	75	-	3.4%	30/08/2019	2561	Soccer: Main Team	https://www.instagram.com/p/BseGcDm5Qo/
10/01/2019	13/03/2019	2552	15	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BseLQHOHL5B/
11/01/2019	13/03/2019	3129	46	-	4.1%	30/08/2019	3119	Uncategorized	https://www.instagram.com/p/BsfdwUcHUQ7/
12/01/2019	13/03/2019	2132	9	-	2.7%	30/08/2019	2124	Five-a-side-soccer	https://www.instagram.com/p/Bsi9lMOHIC1/
13/01/2019	13/03/2019	2383	14	-	3.1%	30/08/2019	2372	Five-a-side-soccer	https://www.instagram.com/p/BskljvPHoma/
15/01/2019	13/03/2019	1090	10	2854	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BspxAlVnsud/
15/01/2019	13/03/2019	795	1	-	1.0%	30/08/2019	-	Partners	https://www.instagram.com/p/BsqJlvgHxOn/
15/01/2019	13/03/2019	1652	10	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsqbAlLn90c/
15/01/2019	13/03/2019	1902	11	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsqvVaXnY7q/
15/01/2019	13/03/2019	1976	5	-	2.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsqwWPIn4xK/
15/01/2019	13/03/2019	3095	22	-	4.0%	30/08/2019	3088	Soccer: Main Team	https://www.instagram.com/p/Bsqxa4knCvL/
15/01/2019	13/03/2019	1733	10	4531	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsqydGHnPiq/
15/01/2019	13/03/2019	2160	11	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bsq0by6nc-o/
16/01/2019	13/03/2019	2222	4	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BssQTU4Hely/
16/01/2019	13/03/2019	2710	7	-	3.5%	30/08/2019	2699	Uncategorized	https://www.instagram.com/p/BsshPNsnOMz/
18/01/2019	13/03/2019	1105	4	2709	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bsxc_DUHEex/
18/01/2019	13/03/2019	1558	13	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsyQcun3YS/
18/01/2019	13/03/2019	2561	22	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BsyinAPHQc4/
18/01/2019	13/03/2019	2865	10	-	3.7%	30/08/2019	2856	Soccer: Main Team	https://www.instagram.com/p/BsypRiiHo-/
19/01/2019	13/03/2019	2433	54	6482	3.2%	30/08/2019	-	Institutional	https://www.instagram.com/p/Bsy7A74HLN4/
19/01/2019	13/03/2019	2970	4	-	3.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs0CXyInO3N/
19/01/2019	13/03/2019	3977	23	-	5.1%	30/08/2019	3964	Institutional	https://www.instagram.com/p/Bs0d2RPnteQ/
21/01/2019	13/03/2019	2406	6	-	3.1%	30/08/2019	-	Institutional	https://www.instagram.com/p/Bs5IHQJH9fh/
21/01/2019	13/03/2019	1001	5	3200	1.3%	30/08/2019	-	Institutional	https://www.instagram.com/p/Bs5R1HHJIE/

21/01/2019	13/03/2019	2545	4	-	3.3%	30/08/2019	2537	Institutional	https://www.instagram.com/p/Bs52rgInQcA/
21/01/2019	13/03/2019	2514	11	-	3.2%	30/08/2019	-	Institutional	https://www.instagram.com/p/Bs5432Ynzdn/
22/01/2019	13/03/2019	3297	16	-	4.2%	30/08/2019	3284	Institutional	https://www.instagram.com/p/Bs60M_CHTwm/
22/01/2019	13/03/2019	1403	7	5039	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs8FPJgnJMe/
23/01/2019	13/03/2019	1343	23	3372	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs-T2tiHpQI/
23/01/2019	13/03/2019	1747	7	-	2.2%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bs-ixyunJxO/
23/01/2019	13/03/2019	2946	5	-	3.8%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bs_KdUJHPx/
23/01/2019	13/03/2019	1741	10	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs_NaLHe8g/
23/01/2019	13/03/2019	1263	2	3082	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs_OyU3HYqF/
23/01/2019	13/03/2019	2769	8	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs_QR6pnqoI/
23/01/2019	13/03/2019	2920	18	-	3.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs_Sv9En0h6/
23/01/2019	13/03/2019	3634	300	-	5.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs_j0m-H_UI/
23/01/2019	13/03/2019	4913	77	-	6.4%	30/08/2019	4899	Soccer: Main Team	https://www.instagram.com/p/Bs_pTImHopa/
23/01/2019	13/03/2019	3889	130	-	5.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bs_vc2HrY2/
25/01/2019	13/03/2019	2000	22	-	2.6%	30/08/2019	1995	Soccer: Main Team	https://www.instagram.com/p/BtDtH_kniM_/
26/01/2019	13/03/2019	2007	59	9504	2.6%	30/08/2019	2000	Uncategorized	https://www.instagram.com/p/BtGP8cOHWi/
28/01/2019	13/03/2019	2291	5	-	2.9%	30/08/2019	2282	Soccer: Women's Team	https://www.instagram.com/p/BtI_l0LDHdxG/
29/01/2019	13/03/2019	1176	11	2807	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtNw-Vsn4ww/
29/01/2019	13/03/2019	1416	4	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtO0mhWHe13/
29/01/2019	13/03/2019	2077	11	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtO5qcdH_Yy/
29/01/2019	13/03/2019	2223	47	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtPliyOHNP7/
29/01/2019	13/03/2019	2450	4	-	3.1%	30/08/2019	2443	Soccer: Main Team	https://www.instagram.com/p/BtPNWYIHhce/
29/01/2019	13/03/2019	2334	12	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtPNIWFnn4a/
30/01/2019	13/03/2019	2353	5	-	3.0%	30/08/2019	2350	Soccer: Main Team	https://www.instagram.com/p/BtPQHVKnBKA/
30/01/2019	13/03/2019	2237	11	7845	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtQd-3yn7K/
30/01/2019	13/03/2019	1628	3	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtQjs5knuMV/
30/01/2019	13/03/2019	1457	8	4618	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtRKfZ5HonX/
31/01/2019	13/03/2019	3672	28	-	4.7%	30/08/2019	3656	Uncategorized	https://www.instagram.com/p/BtTyQIBnUe/
01/02/2019	13/03/2019	2945	13	-	3.8%	30/08/2019	2936	Soccer: Main Team	https://www.instagram.com/p/BtVe9LaHxy2/
02/02/2019	13/03/2019	1218	2	3429	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtYFZiJHSd5/

02/02/2019	13/03/2019	1585	3	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtZDIuznF4g/
02/02/2019	13/03/2019	2701	19	-	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtZWq9on_Ck/
02/02/2019	13/03/2019	2794	5	-	3.6%	30/08/2019	2786	Soccer: Main Team	https://www.instagram.com/p/BtZdMzPneNc/
02/02/2019	13/03/2019	2226	6	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtZePnLHQyk/
02/02/2019	13/03/2019	2733	5	-	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtZe24DH6FU/
03/02/2019	13/03/2019	3277	6	-	4.2%	30/08/2019	3261	Soccer: Main Team	https://www.instagram.com/p/BtZxhiEnsq/
03/02/2019	13/03/2019	2019	13	9021	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtZISHZHulO/
03/02/2019	13/03/2019	3017	9	-	3.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtasVswH7wc/
04/02/2019	13/03/2019	1339	10	4662	1.7%	30/08/2019	1336	Soccer: Main Team	https://www.instagram.com/p/BtdqkeqH4lc/
05/02/2019	13/03/2019	1828	19	-	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Btfz5cpnJbU/
05/02/2019	13/03/2019	2392	7	-	3.1%	30/08/2019	2383	Soccer: Women's Team	https://www.instagram.com/p/BtgGJNOn8t6/
05/02/2019	13/03/2019	1309	6	5267	1.7%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BtgUs7xncQR/
07/02/2019	13/03/2019	1916	5	-	2.5%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Btk-a2KnN-6/
07/02/2019	13/03/2019	2860	12	-	3.7%	30/08/2019	2853	Uncategorized	https://www.instagram.com/p/BtlwetRneps/
08/02/2019	13/03/2019	1138	1	3502	1.5%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BtngC4MH2fy/
08/02/2019	13/03/2019	3971	18	-	5.1%	30/08/2019	3953	Soccer: Main Team	https://www.instagram.com/p/Btnt8OXn8Y-/
08/02/2019	13/03/2019	1900	9	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BttoDE0VHMhK/
09/02/2019	13/03/2019	2614	8	-	3.4%	30/08/2019	2606	Soccer: Main Team	https://www.instagram.com/p/Btqc3kInPuP/
10/02/2019	13/03/2019	1413	9	3476	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtsoHulnZ12/
10/02/2019	13/03/2019	1445	5	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BttD7jDnUHv/
10/02/2019	13/03/2019	2403	13	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BttHF99n9hr/
10/02/2019	13/03/2019	2516	17	-	3.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BttYFXznCVB/
10/02/2019	13/03/2019	5523	10	-	7.1%	30/08/2019	5515	Soccer: Main Team	https://www.instagram.com/p/Bttfdif5HwO8/
10/02/2019	13/03/2019	2709	4	-	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BttgrminYOE/
10/02/2019	13/03/2019	2285	9	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtthZHxnIZw/
10/02/2019	13/03/2019	2518	5	-	3.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BttiVCBHA0I/
10/02/2019	13/03/2019	2587	8	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BttktGEHt7B/
11/02/2019	13/03/2019	3337	15	-	4.3%	30/08/2019	3324	Soccer: Main Team	https://www.instagram.com/p/BtvNubGHH1I/
11/02/2019	13/03/2019	3031	24	-	3.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtvbxzInOS/
11/02/2019	13/03/2019	1989	20	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtwBXYGHN3A/
11/02/2019	13/03/2019	1535	5	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtwSUIHHB3k/

12/02/2019	13/03/2019	2618	43	8818	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BtycJfUnD1M/
12/02/2019	13/03/2019	2621	10	-	3.4%	30/08/2019	2616	Soccer: Main Team	https://www.instagram.com/p/BtylWtRnWkX/
13/02/2019	13/03/2019	3202	19	-	4.1%	30/08/2019	3189	Soccer: Main Team and Soccer: Women's Team	https://www.instagram.com/p/Bt0af0THBku/
14/02/2019	13/03/2019	2542	12	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt3Ab3anoZi/
15/02/2019	13/03/2019	1739	9	-	2.2%	30/08/2019	-	Soccer: Main Team and Soccer: Women's Team	https://www.instagram.com/p/Bt5Zl9THlm6/
15/02/2019	13/03/2019	2613	8	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt6bouknq73/
17/02/2019	13/03/2019	1515	14	3857	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt-uaInN7g/
17/02/2019	13/03/2019	3727	28	-	4.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt_EOesHPmX/
17/02/2019	13/03/2019	1544	11	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt-nj5wnbJl/
17/02/2019	13/03/2019	2166	10	6871	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt-n6QinCLT/
17/02/2019	13/03/2019	2439	6	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt-pU15niGa/
17/02/2019	13/03/2019	2803	83	-	3.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt-txHmnwvd/
17/02/2019	13/03/2019	2264	185	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt-65XcH76l/
17/02/2019	13/03/2019	3757	58	-	4.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bt-91d2nKd6/
17/02/2019	13/03/2019	2232	50	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuABMhMHxFT/
18/02/2019	13/03/2019	2040	25	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuBeupZnuwo/
19/02/2019	13/03/2019	1562	12	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuEFlaDHRlK/
20/02/2019	13/03/2019	2682	7	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuGcRDIHw0w/
21/02/2019	13/03/2019	2281	26	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuIAPDdnOq7/
22/02/2019	13/03/2019	1126	0	3407	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuLli46n2F8/
22/02/2019	13/03/2019	1783	70	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuMYLtcHgNY/
22/02/2019	13/03/2019	2329	181	-	3.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuMs3mMn7rJ/
22/02/2019	13/03/2019	2211	16	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuMYmPmHgIc/
23/02/2019	13/03/2019	2306	10	-	3.0%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BuOHRt_HcEq/
25/02/2019	13/03/2019	2471	12	-	3.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuTS8xynMgi/
25/02/2019	13/03/2019	1365	6	5274	1.8%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BuLipvbOnMA4/
26/02/2019	13/03/2019	1151	17	3545	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuV0myNHkvq/
26/02/2019	13/03/2019	1634	11	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuW0uYDHpva/
26/02/2019	13/03/2019	2021	11	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuW5D_2nydL/

26/02/2019	13/03/2019	2113	182	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuXlZzIn64C/
26/02/2019	13/03/2019	2777	65	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuXlZzIn64C/
27/02/2019	13/03/2019	1418	17	-	1.8%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BuYfpWNH_A7/
27/02/2019	13/03/2019	1534	10	-	2.0%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BuZApCTHNQI/
27/02/2019	13/03/2019	1261	2	4375	1.6%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BuZQWVdHY2B/
28/02/2019	13/03/2019	1468	10	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BubACosHFY_/
28/02/2019	13/03/2019	1576	4	-	2.0%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BubjI4En4Nb/
28/02/2019	13/03/2019	1151	6	3637	1.5%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bub3KpeHrI2/
01/03/2019	13/03/2019	1223	3	-	1.6%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BuepkcHH3UP/
02/03/2019	13/03/2019	2043	2	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BugIKK6GHdK-/
02/03/2019	13/03/2019	1362	10	-	1.8%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BuhDtZ9nQEI/
02/03/2019	13/03/2019	1238	11	5266	1.6%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BuhQVEcnemP/
03/03/2019	13/03/2019	1132	4	2832	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuiithuHauLI/
03/03/2019	13/03/2019	2023	36	5318	2.6%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bui49-4nRIZ/
03/03/2019	13/03/2019	2009	18	5899	2.6%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bui_uRqnKsQ/
03/03/2019	13/03/2019	3069	19	-	4.0%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BuijIhRiHWK/
03/03/2019	13/03/2019	1566	10	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuijZkX2n6mC/
03/03/2019	13/03/2019	2613	5	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuijAwRnvOi/
03/03/2019	13/03/2019	1900	2	-	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuijesWWH5ve/
03/03/2019	13/03/2019	2854	40	-	3.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Buijtw06nMrQ/
03/03/2019	13/03/2019	3194	18	-	4.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuijyMaIHz14/
04/03/2019	13/03/2019	2886	10	-	3.7%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BulZe0VHxq6/
04/03/2019	13/03/2019	1324	7	4781	1.7%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/BulyFqxH2NY/
06/03/2019	13/03/2019	3675	165	-	4.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Buqj2Finj9R/
06/03/2019	13/03/2019	1569	3	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Buqtei4n4-S/
06/03/2019	13/03/2019	3937	38	-	5.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BurCk1Fngzh/
06/03/2019	13/03/2019	2505	21	-	3.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BurUKk5nRMZ/
07/03/2019	13/03/2019	1102	5	3322	1.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/ButE4uTHNKu/
07/03/2019	13/03/2019	3754	29	-	4.9%	30/08/2019	-	Soccer: Youth Teams	https://www.instagram.com/p/ButlzytHGyu/
08/03/2019	13/03/2019	3002	11	-	3.9%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Buykbq4HxoZ/

09/03/2019	13/03/2019	1378	17	3275	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuyIYW3nmIh/
09/03/2019	13/03/2019	3207	41	-	4.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Buyh1AJnEq/
09/03/2019	13/03/2019	1292	3	3169	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Buy8hfuHgiB/
09/03/2019	13/03/2019	1358	2	-	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Buy9Yukn_ue/
09/03/2019	13/03/2019	2829	27	-	3.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuzNcOCnhXx/
09/03/2019	13/03/2019	3401	44	-	4.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuzRjq7HCXu/
09/03/2019	13/03/2019	2780	6	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuzS3dOnAYE/
09/03/2019	13/03/2019	2566	12	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuzTsoWHgyY/
09/03/2019	13/03/2019	2809	8	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BuzUQ1eHih/
10/03/2019	13/03/2019	3007	58	-	3.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bu0y4-dHyg/
10/03/2019	13/03/2019	2632	5	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bu1HLA_n8Xb/
11/03/2019	13/03/2019	1869	6	-	2.4%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bu3kG8rH9vg/
11/03/2019	13/03/2019	1702	14	-	2.2%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bu3-69Gncob/
11/03/2019	13/03/2019	1455	7	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bu4HcnbHp59/
12/03/2019	13/03/2019	3230	31	-	4.2%	30/08/2019	-	Beach Soccer	https://www.instagram.com/p/Bu6lGfOHLHb/
13/03/2019	19/06/2019	2545	4	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bu8ggsDHn3WK/
14/03/2019	19/06/2019	2926	9	-	3.8%	30/08/2019	-	Soccer: Youth Teams	https://www.instagram.com/p/Bu_cgSUJH-37/
15/03/2019	19/06/2019	1858	9	-	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvBwoXHIo/
15/03/2019	19/06/2019	5705	112	-	7.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvB5Lj9ndtH/
15/03/2019	19/06/2019	4433	48	-	5.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvCVVVKHk8/
15/03/2019	19/06/2019	3016	14	-	3.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvCj6yXHmDS/
16/03/2019	19/06/2019	1251	5	3213	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvEMCzsnvdu/
16/03/2019	19/06/2019	1730	6	-	2.2%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvEaTrXnrfi/
16/03/2019	19/06/2019	1650	17	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvEqN7gnu4/
16/03/2019	19/06/2019	2092	4	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvEtuXlnSMI/
16/03/2019	19/06/2019	2601	33	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvE-D_zH40/
16/03/2019	19/06/2019	2614	13	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvE_GIKnSWv/
16/03/2019	19/06/2019	2653	9	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvFB yaxHDZY/
17/03/2019	19/06/2019	2454	6	-	3.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvG5OG3nY6u/
17/03/2019	19/06/2019	1919	7	-	2.5%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BvHR_QsHvW6/
18/03/2019	19/06/2019	1442	11	-	1.9%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvIUeKGHIA/

18/03/2019	19/06/2019	2102	6	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvJly5XnlWN/
18/03/2019	19/06/2019	4547	50	-	5.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvKdt1m-iy/
19/03/2019	19/06/2019	1689	8	-	2.2%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BvMKMsTH-Bc/
19/03/2019	19/06/2019	2565	8	-	3.3%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvMwPean2ZY/
20/03/2019	19/06/2019	1748	18	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvOqlifnTJI/
20/03/2019	19/06/2019	2415	9	-	3.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvPSjcdH57y/
20/03/2019	19/06/2019	2275	12	-	2.9%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvPkvpinHEN/
21/03/2019	19/06/2019	2204	2	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvREOVxnCym/
21/03/2019	19/06/2019	2158	7	-	2.8%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvRZY-EHjjo/
21/03/2019	19/06/2019	2728	5	-	3.5%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvR6OucHHC/
22/03/2019	19/06/2019	1835	20	-	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvToku_n4m2/
22/03/2019	19/06/2019	2284	28	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvTqm7EHZR6/
22/03/2019	19/06/2019	2893	20	-	3.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvT_v8rHbzV/
22/03/2019	19/06/2019	2173	9	-	2.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvUllT3eH_e8/
22/03/2019	19/06/2019	1819	16	8087	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvUlmRTvny4/
22/03/2019	19/06/2019	1827	6	6891	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvUlpbunnpzY/
22/03/2019	19/06/2019	4214	27	-	5.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvU0ynZHRQP/
22/03/2019	19/06/2019	2889	21	15891	3.7%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvU85BfnIoA/
22/03/2019	19/06/2019	3439	54	16315	4.5%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvU9NITHYhk/
24/03/2019	19/06/2019	1799	10	-	2.3%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BvY3MBQnHm/
24/03/2019	19/06/2019	1440	18	4240	1.9%	30/08/2019	-	Institutional	https://www.instagram.com/p/BvZGnlhn8wS/
24/03/2019	19/06/2019	2055	20	9609	2.7%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BvZ8jjiH40d/
25/03/2019	19/06/2019	1978	15	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvbgbM2nZ2C/
25/03/2019	19/06/2019	2036	7	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvbndcCH6NB/
25/03/2019	19/06/2019	3908	22	-	5.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvcQBemnl5/
25/03/2019	19/06/2019	2416	7	8766	3.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvcXhTYHDnm/
25/03/2019	19/06/2019	2952	21	15583	3.8%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvcI9ynFIVb/
26/03/2019	19/06/2019	1856	10	-	2.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bve5uXZnRB/
26/03/2019	19/06/2019	2124	4	14109	2.7%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvfChdwluXI/
26/03/2019	19/06/2019	1649	14	-	2.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bvgh-0mQIX/
27/03/2019	19/06/2019	1692	10	-	2.2%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BvgxQ5-HQFI/

28/03/2019	19/06/2019	1295	8	4841	1.7%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvjWf09AwMc/
29/03/2019	19/06/2019	2242	29	-	2.9%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BvlsWLtnxO8/
30/03/2019	19/06/2019	1820	37	5361	2.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvoQ1j6HbCA/
30/03/2019	19/06/2019	1728	15	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bvosp_in-bL/
30/03/2019	19/06/2019	1453	27	3812	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvotLQbnTfa/
30/03/2019	19/06/2019	2601	31	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvoywcyHnn/
30/03/2019	19/06/2019	3081	427	-	4.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvpBznRHuL6/
30/03/2019	19/06/2019	3468	77	-	4.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bvplj38H_h_/
01/04/2019	19/06/2019	2349	16	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvtXYKVnBZs/
01/04/2019	19/06/2019	2233	54	11260	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvuL0Sm8iy/
02/04/2019	19/06/2019	1613	23	5178	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bvy7HY6HscZ/
02/04/2019	19/06/2019	1697	23	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvwlRvMnqZ3/
02/04/2019	19/06/2019	2973	165	-	4.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvxlOIPHShh/
02/04/2019	19/06/2019	3067	52	-	4.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvxQHKdHtQ0/
03/04/2019	19/06/2019	1649	13	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BvyqjHnH9k5/
05/05/2019	19/06/2019	2192	17	8999	2.8%	30/08/2019	-	Institutional	https://www.instagram.com/p/Bv4lWl9ngPa/
06/04/2019	19/06/2019	1340	6	3662	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bv6KhN6nBzy/
06/04/2019	19/06/2019	2948	14	-	3.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bv6dCixNnI3/
06/04/2019	19/06/2019	1434	6	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bv7JxxBHj7/
06/04/2019	19/06/2019	3331	9	-	4.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bv7L59gHuXb/
06/04/2019	19/06/2019	2173	91	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bv7ddVnHKP/
06/04/2019	19/06/2019	2729	48	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bv7h-BEnEFG/
07/04/2019	19/06/2019	7772	66	56095	10.0%	30/08/2019	-	Soccer: Youth Teams	https://www.instagram.com/p/Bv9oYAHnxGV/
09/04/2019	19/06/2019	2045	12	-	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwCEuFHjal/
09/04/2019	19/06/2019	2308	16	-	3.0%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BwCZ3w4HAMy/
11/04/2019	19/06/2019	2009	9	-	2.6%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BwHsvGgn1FM/
11/04/2019	19/06/2019	1755	11	-	2.3%	30/08/2019	-	Soccer: Main Team and Soccer: Women's Team	https://www.instagram.com/p/BwH8yR1nWWb/
12/04/2019	19/06/2019	2917	15	-	3.8%	30/08/2019	-	Soccer: Youth Teams	https://www.instagram.com/p/BwI257rHekx/

13/04/2019	19/06/2019	1689	7	-	2.2%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BwMRv5GH-GI/
14/04/2019	19/06/2019	1207	11	3996	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwO5xU0Hb9C/
14/04/2019	19/06/2019	1559	11	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwPbcQbn6Kr/
14/04/2019	19/06/2019	2597	18	-	3.4%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwPweI9HDIO/
14/04/2019	19/06/2019	2694	3	-	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwP40QAnEbU/
14/04/2019	19/06/2019	2798	8	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwP5bvGHK6Q/
15/04/2019	19/06/2019	2887	7	-	3.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwRdSsHH6s3/
15/04/2019	19/06/2019	2744	12	16192	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwRl7Hon34G/
15/04/2019	19/06/2019	1704	9	-	2.2%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwSL1eUnNrl/
16/04/2019	19/06/2019	2150	9	-	2.8%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BwUfMarHzwI/
16/04/2019	19/06/2019	1348	2	-	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwU6dbgHq8E/
17/04/2019	19/06/2019	2019	9	-	2.6%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BwW1VGQHv5I/
17/04/2019	19/06/2019	2409	32	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwXTRLInQWU/
19/04/2019	19/06/2019	2331	12	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bwb5-WHWho/
19/04/2019	19/06/2019	1264	6	4737	1.6%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BwclKPOH2bZ/
20/04/2019	19/06/2019	1215	6	3375	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BweMqZznPoV/
20/04/2019	19/06/2019	2127	6	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bwe5KE1H2Ic/
20/03/2019	19/06/2019	1469	8	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bwe7xmVHKYP/
20/04/2019	19/06/2019	2214	18	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwPcHNnyqy/
20/04/2019	19/06/2019	2435	10	-	3.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwIVTS-ntOE/
21/04/2019	19/06/2019	3082	8	-	4.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bwg1DLwHAUd/
21/04/2019	19/06/2019	2550	5	-	3.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwhFQ-in1dS/
22/04/2019	19/06/2019	2985	65	-	3.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwjfAw-HeSQ/
26/04/2019	19/06/2019	2020	10	-	2.6%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bwt2qCpVvhl/
26/04/2019	19/06/2019	2901	88	-	3.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwuK2bMH7GC/
27/04/2019	19/06/2019	4579	113	-	6.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwwRtjInINE/
28/04/2019	19/06/2019	1962	122	5762	2.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bwy1e25Hp37/
28/04/2019	19/06/2019	2727	20	-	3.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwzaZKLHyvH/
28/04/2019	19/06/2019	1611	27	-	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwzeVOPH7G6/

28/04/2019	19/06/2019	1269	13	4176	1.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bwzh3JLnFyt/
28/04/2019	19/06/2019	2255	13	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwzkP6bnXHz/
28/04/2019	19/06/2019	1340	50	-	1.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwzIZIVnLO9/
28/04/2019	19/06/2019	2766	118	13195	3.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwzSStiHO2y/
28/04/2019	19/06/2019	2650	370	-	3.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BwzywiCHZlu/
28/04/2019	19/06/2019	4916	127	-	6.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bwz4tHqnFWj/
30/04/2019	19/06/2019	2055	20	-	2.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bw4wyPqHCrp/
01/05/2019	19/06/2019	7765	111	-	10.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bw7R-UZn6BK/
03/05/2019	19/06/2019	2065	9	-	2.7%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/Bw_9ymfHjux/
03/05/2019	19/06/2019	1429	9	-	1.8%	30/08/2019	-	Soccer: Women's Team and Soccer: Under 23 Team	https://www.instagram.com/p/BxAxkbyHe8S/
04/05/2019	19/06/2019	1594	5	5426	2.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxCUI3mnTlh/
04/05/2019	19/06/2019	1537	25	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxCi0TKnMKL/
04/05/2019	19/06/2019	3187	30	-	4.1%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxCuXcaHHP/
04/05/2019	19/06/2019	2235	104	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxDB7ZNHSNj/
04/05/2019	19/06/2019	2288	41	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxDHSDGHID6/
05/05/2019	19/06/2019	1419	4	-	1.8%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxE3CCqneFn/
05/05/2019	19/06/2019	3866	64	10923	5.0%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxEhMDOnhV/
05/05/2019	19/06/2019	2618	12	-	3.4%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxErhAiH53i/
05/05/2019	19/06/2019	3806	12	-	5.0%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxE2eMhnbHw/
05/05/2019	19/06/2019	3194	13	-	4.1%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxE4_tbHjH/
05/05/2019	19/06/2019	3692	17	-	4.8%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxGI2VdHftC/
06/05/2019	19/06/2019	3336	21	-	4.3%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxHjCWrfHLz/
06/05/2019	19/06/2019	1189	4	3293	1.5%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxH3t48HpWT/
06/05/2019	19/06/2019	2820	8	-	3.6%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxITWNEhM9g/
07/05/2019	19/06/2019	1747	23	-	2.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxI_OLUn4EZ/
08/05/2019	19/06/2019	2215	32	-	2.9%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BxMnBy5n6np/
08/05/2019	19/06/2019	2609	14	-	2.9%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxNhXC9HnpP/
10/05/2019	19/06/2019	2948	9	-	3.8%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BxR4bExHVbQ/
10/05/2019	19/06/2019	1960	13	-	2.5%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BxR9CwvynXpR/
10/05/2019	19/06/2019	2418	12	-	3.1%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxSlgOvngjY/

11/05/2019	19/06/2019	1131	9	3394	1.5%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxUXUg1H_Hd/
11/05/2019	19/06/2019	2632	11	-	3.4%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BxUlg0Bnun/
11/05/2019	19/06/2019	1330	13	4029	1.7%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BxUmrDhnZWI/
11/05/2019	19/06/2019	1296	19	-	1.7%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxU_nJunMb1/
11/05/2019	19/06/2019	2612	203	-	3.6%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxVU9d5HvGo/
11/05/2019	19/06/2019	2850	81	-	3.8%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxVYTbdHXpp/
12/05/2019	19/06/2019	1210	9	6045	1.6%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BxW6nMzHmDw/
12/05/2019	19/06/2019	2397	10	-	3.1%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxXI1N1H8vG/
13/05/2019	19/06/2019	1714	13	-	2.2%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxZo1UBnTET/
13/05/2019	19/06/2019	1543	14	6340	2.0%	30/08/2019	-	Soccer: Youth Teams	https://www.instagram.com/p/BxaSBYrHI0j/
13/05/2019	19/06/2019	2808	10	-	3.6%	30/08/2019	-	Soccer: Youth Teams	https://www.instagram.com/p/BxaSo5iHZ5p/
14/05/2019	19/06/2019	1459	11	-	1.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxcGTwABqgt/
14/05/2019	19/06/2019	2253	9	-	2.9%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxcPrschEkR/
14/05/2019	19/06/2019	1692	3	-	2.2%	30/08/2019	-	Soccer: Women's Team	https://www.instagram.com/p/BxcjLflBQrs/
14/05/2019	19/06/2019	2437	4	-	3.1%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bxc85wGhdaa/
15/05/2019	19/06/2019	1975	11	-	2.5%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/BxeqPCbhtv5/
16/05/2019	19/06/2019	1667	21	-	2.2%	30/08/2019	-	Uncategorized	https://www.instagram.com/p/Bxh1SXBzTL/
16/05/2019	19/06/2019	2298	6	-	3.0%	30/08/2019	-	Five-a-side-soccer	https://www.instagram.com/p/Bxh7Y8-hVos/
17/05/2019	19/06/2019	1522	18	-	2.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/BxkuuamhRmb/
17/05/2019	19/06/2019	3306	28	-	4.3%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bxk6mthhOE2/
17/05/2019	19/06/2019	2271	11	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bx1B7JXBftq/
17/05/2019	19/06/2019	2333	20	-	3.0%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bx1C2n5BYVb/
17/05/2019	19/06/2019	2226	5	-	2.9%	30/08/2019	-	Soccer: Main Team	https://www.instagram.com/p/Bx1GB15hPFE/