

# Springboks media coverage at the RWC 2023

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

2 Nov 2023

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

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



## SPRINGBOKS MEDIA COVERAGE

MELTWATER INFOGRAPHIC REPORT

8 SEP - 30 OCTOBER 2023

**203K**

Online Mentions Across  
News & Social

**4.77m**

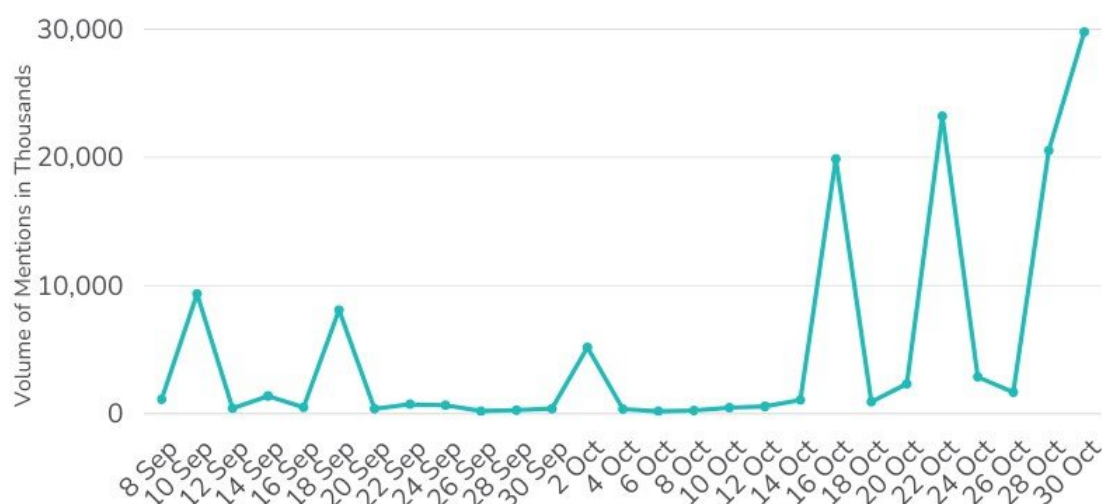
Total Engagement

**3.17B**

Impressions across  
Twitter



### Conversation Over Time



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

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

## Which provinces drove the conversation?



## Which entities received the most mentions?

New Zealand

Jacques Nienaber

South Africa

Siya Kolisi

Pollard

Paris

England

France

Ireland

Springboks

320,000+  
Online News  
Sources

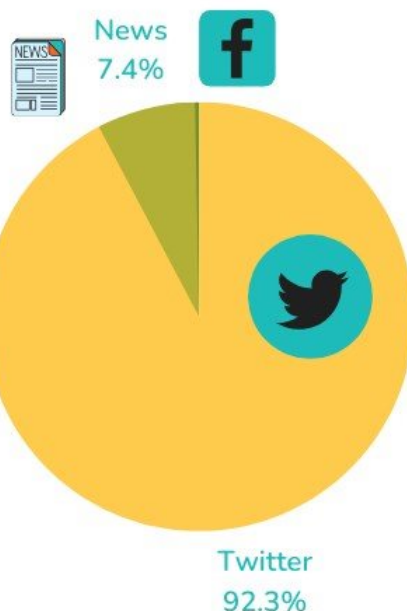
3 Million  
Editorial documents  
tracked daily



11 Years  
Of Editorial content  
on-demand since  
2009

28,000+  
Clients in 121  
different countries

## Where did these conversations take place ?



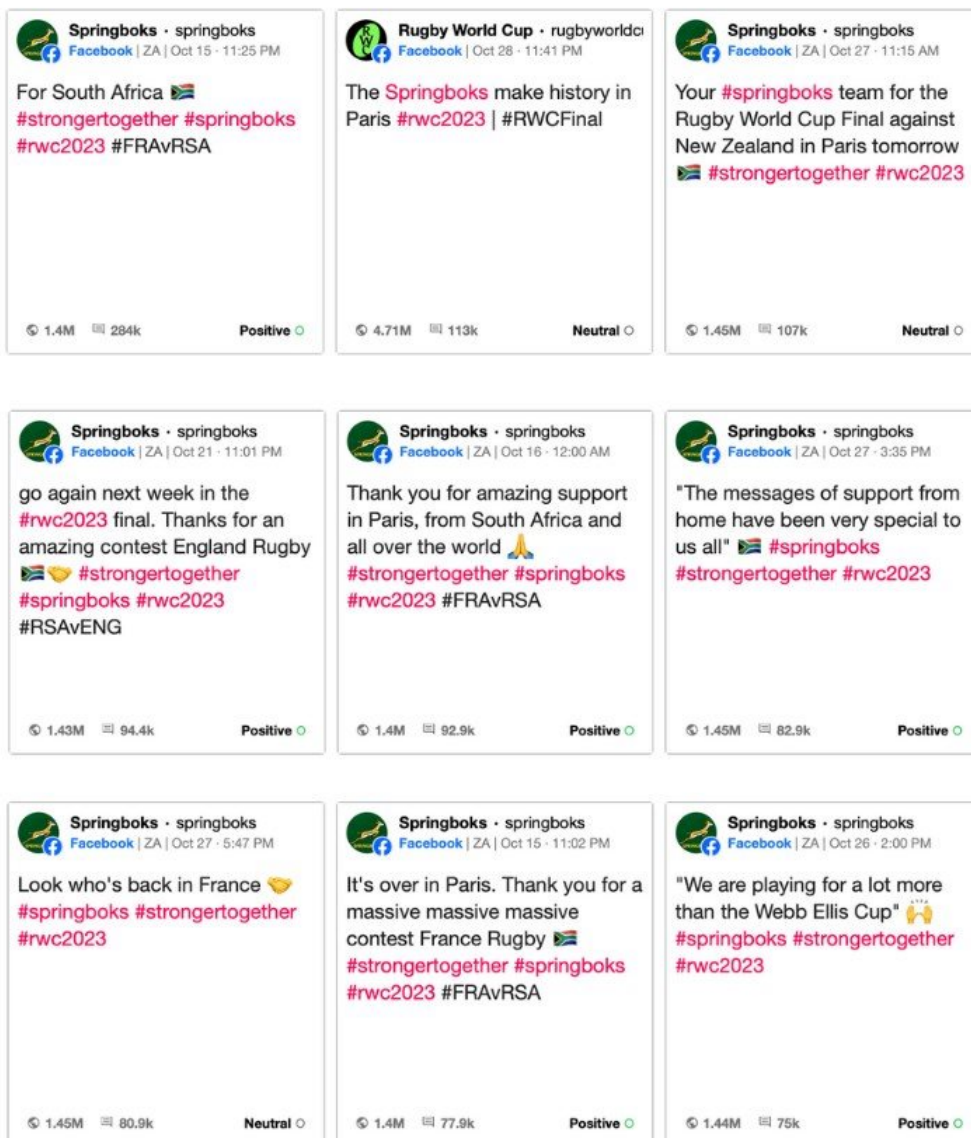
When analysing the source breakdown of conversations surrounding Black Friday in South Africa, the majority of coverage took place over Twitter, followed by online news sources.

Facebook & Instagram data limited due to API restrictions

# Trending Keywords



## Top Posts by Engagement



320,000+  
Online News  
Sources

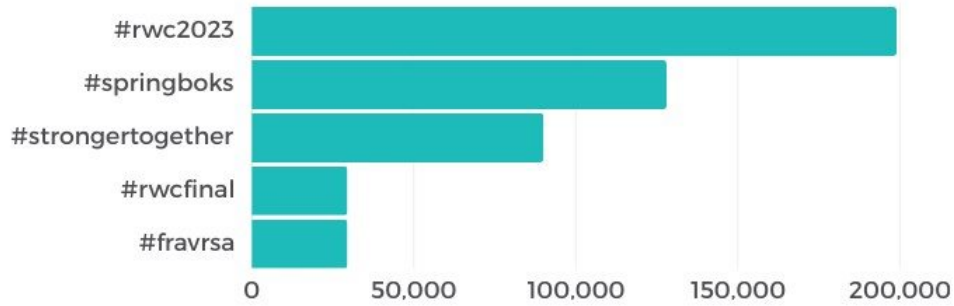
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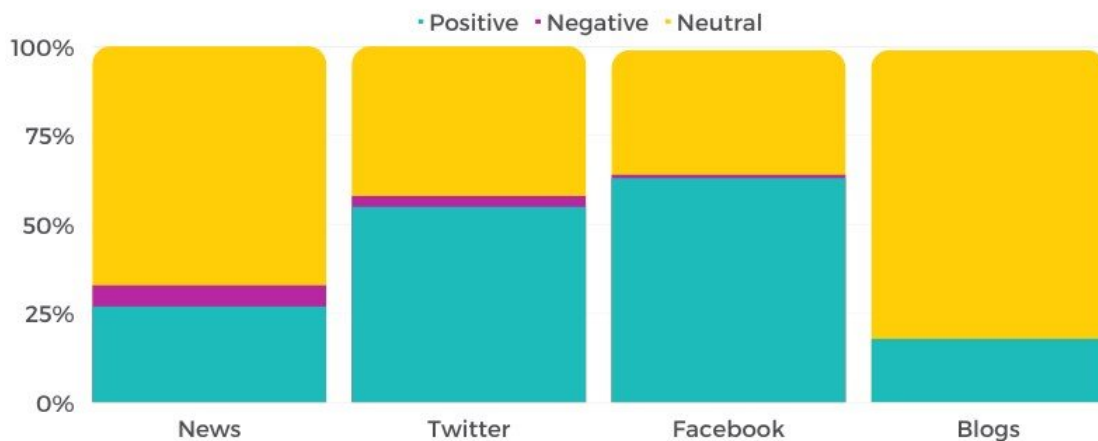
## Top Hashtags



## Trending Emojis



## Sentiment Breakdown by Source



## Top News Headlines By Reach & Engagement



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

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

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

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

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

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

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

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

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

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

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

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

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

## ABOUT THE AUTHOR

Katherine McInnes is head of marketing, Africa at Meltwater.

- **South Africa's digital landscape maturation in 2024: Insights from the 2024 Global Digital Report** 27 Mar 2024
- **Black Friday media coverage 2023** 1 Dec 2023
- **Springboks media coverage at the RWC 2023** 2 Nov 2023
- **How to use technology to prepare for Black Friday** 1 Nov 2023
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