

# **Socialbakers Mini-Report:** Red Bull Stratos on Social Media

# Red Bull

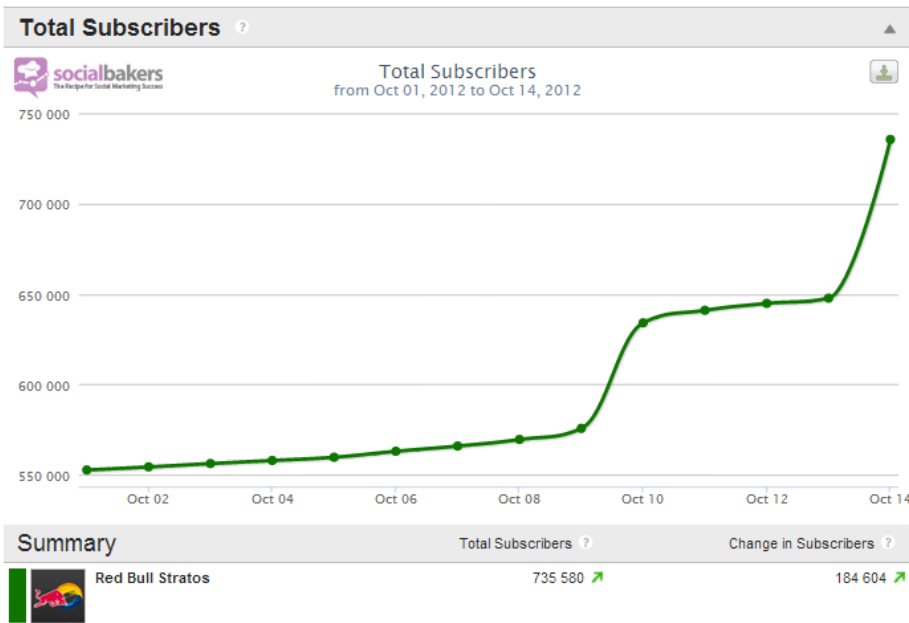




On Sunday, October 14, Austrian skydiver Felix Baumgartner and his fellow team members from the Red Bull Stratos Project earned their places in the history books. Felix managed to descend 128,000 feet in a stratospheric balloon and made a breathtaking free fall jump with speed of 1,342 km/h. This made him the first man to break the speed of sound in free fall before parachuting to the ground. In addition, he set several other records. The mission claims to provide valuable medical and scientific research data for future space pioneers.

We congratulate Felix and his team for accomplishing this amazing mission in the sky. Socialbakers created this short report to examine the success of the mission on social media – primarily on YouTube, Facebook and Twitter. For these purposes we chose specific metrics for each platform.

# YouTube: Total Subscribers



**First choice in Social Media goes this time to Red Bull's YouTube Channel.** Red Bull is in long-term perspective one of YouTube's fixed stars – it is successful in both attracting viewers and subscribers as well as creating quality content.

So was Stratos another success?

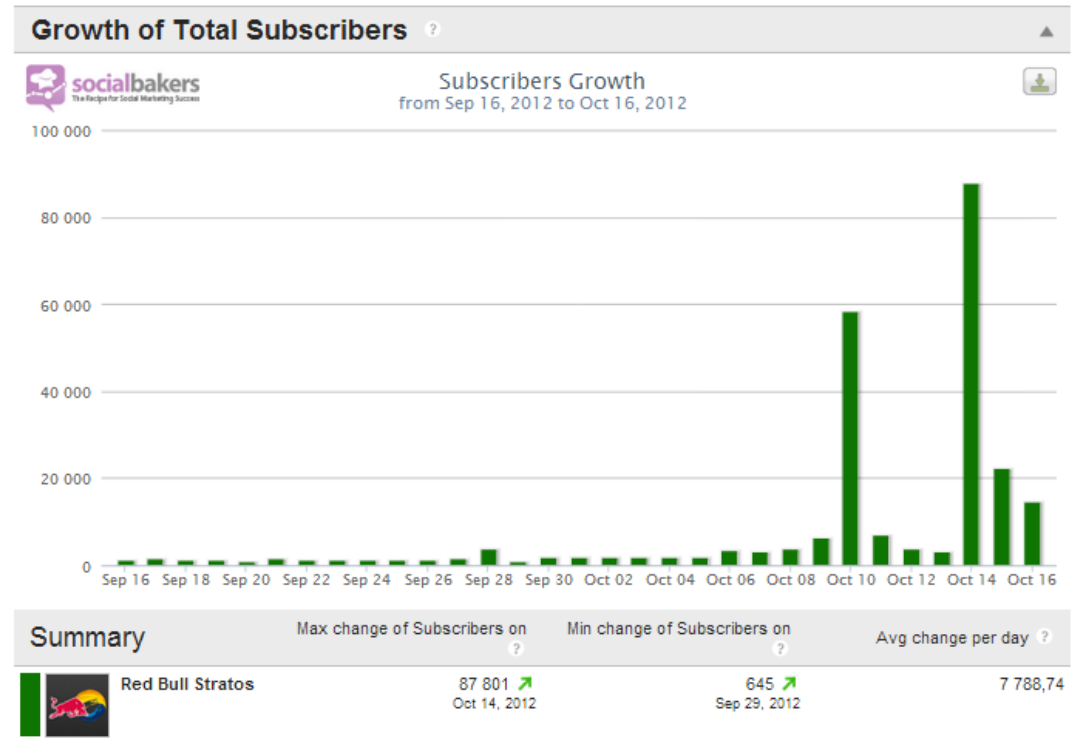
Actually it was! **Apart from an incredible 8 million concurrent people watching the livestream, it had a great impact on the metric we find important and valuable – number of Total Subscribers.** A channel's subscribers can be interpreted as a stable user base of people that do not come only for one video, but show an active present and future interest with content the channel is delivering.

# YouTube: Subscriber's Growth

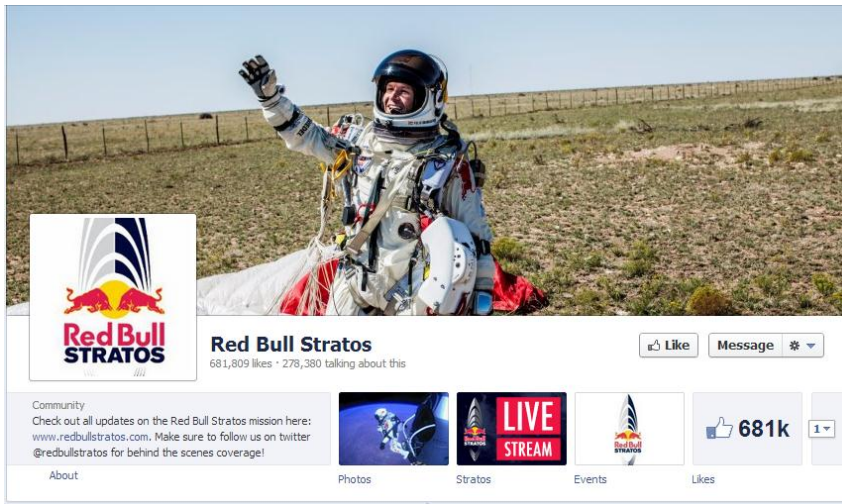


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As you can see in the graph from our Analytics PRO tool, the Stratos finale had a significant impact on the growth of Total Subscribers. While in the first week of October the average growth was 2,142 subscribers per day, **during the jump dates (October 10: unsuccessful and October 14: succesful) the numbers jumped to 87,801 subscribers in a single day, which is simply amazing.**



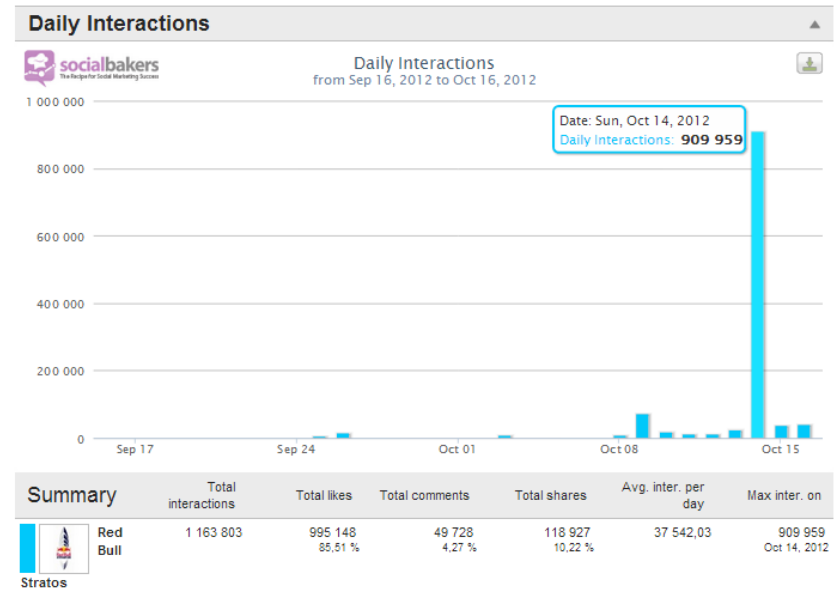
# Facebook: Daily Interactions



For the purposes of this study, we examined both Red Bull Stratos (<https://www.facebook.com/redbullstratos>) and Red Bull's Official Facebook Page (<https://www.facebook.com/redbull>). The numbers on both pages signify that the Stratos mission was highly engaging for fans on facebook and received a large number of fan interactions (likes, comments and shares).

As you can see in the graph on the right, the Red Bull Stratos Facebook Page boosted with engagement on the date of the actual jump. Posts published on Sunday, October 14 received more than 900,000 interactions, including some 83,000 shares (and still growing!).

Fans interacted also with the Red Bull official page. Although the sum of interactions is slightly less, it still received some incredible 740,000 interactions. How many brands can claim this for one day?



# Facebook: Most Engaging Post



The most engaging post on the Red Bull Stratos page was a photo of Felix Baumgartner after landing which received 21,000 comments, 51,000 shares and some 489,000 likes. The great success of this photo is the main reason why **Average Post Engagement climbed to an amazing 19,3557%**.

# Facebook: Engagement vs. Reach



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When you analyse data you often wonder, "**Does the Post Engagement correlate with the Reach?**" We believe it does! When we look at the the total number of interactions and reach at the same time, **from our experience, we see the reach is approx. 100x larger than the number of the interactions.**



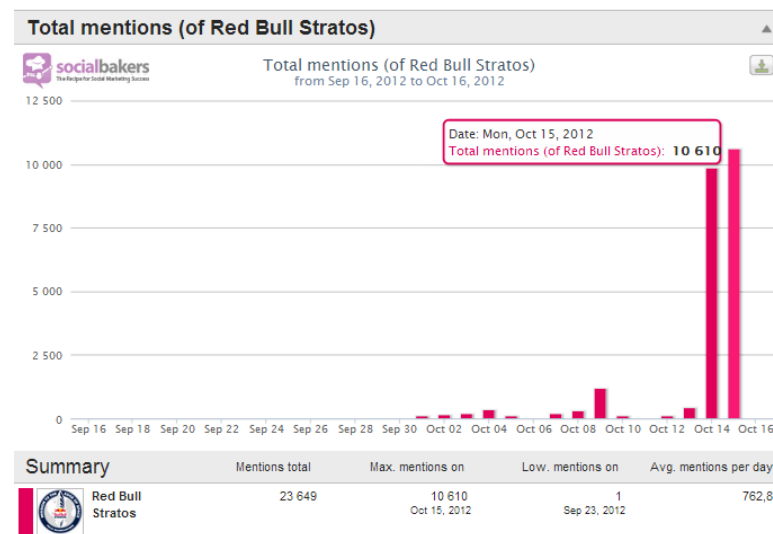
This means when a post from a brand attracts 100 interactions, it reached approx. 10,000 people. In the case of Red Bull's most engaging post, we believe it might reach up to 50 millions users; a far greater amount of users than those being actual fans. On the other hand, our 1:100 ratio works mainly with branded posts in standard situations. In the case of such an extraordinary event we can only guess or speculate.

# Twitter: Daily Interactions



In regards to Twitter, we looked again both at the mission's profile (**@redbullstratos**) and the official brand profile (**@redbull**). On this social platform, we decided to take a closer look at the total number of mentions, which is the sum of all tweets mentioning the profile's handle.

From our data we can see that the jump did not have any significant impact on the official brand profile (mentions were even slightly below daily average). However, people were certainly mentioning **@redbullstratos**, which received over 20,000 mentions on Sunday and Monday - certainly a big success.





We hope you enjoyed this small report on the **Red Bull Stratos social media performance**.

If you have any further questions, please do not hesitate to contact us.

You can reach our expert team at **experts@socialbakers.com**.

Contact Social Media Experts  
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