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Twitter activity and engagement analysis of football club (FC) goa compared to the other participating clubs of the AFC champions league 2021

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Abstract
Purpose: The objective of this paper is to ascertain whether FC Goa, who were the only representative club from India in the AFC Champions League 2021, are at par with their competition in the AFC Champions League 2021 in terms of maintaining a healthy level of activity on Twitter whilst ensuring that their content in the form of Tweets is being engaged with to the desired level by their followers.
Design/Methodology: The Twitter Advanced Search tool was used to collect the data of comments, retweets and likes made by the followers on Twitter of only those participant clubs which have a verified Twitter account, the season for which the data is collected for each club is the last completed season of each club before the AFC Champions League 2021. After collecting the data, the clubs were ranked using Microsoft Excel 2013 on the basis of two parameters: Activity and Engagement.
Findings: The Study revealed that FC Goa was the second best performing club in terms of activity on Twitter out of a total of 20 participating clubs however, in terms of being able to garner enough engagement from their followers, they stood last.
Practical Implications: The findings of the study will enable the e marketers of FC Goa to gauge the current landscape of the popularity of their club on Twitter.
Originality: The model of analysis used in this study is conceptual. The analysis performed is significant because it provides the readers the insight into the ability of a top Indian football club to drive fan engagement through the medium of Twitter. The model can aid similar research in the future that aims to take any club from India as a subject for comparison with clubs from different Asian countries.

Keywords: football, twitter, engagement, social media, Indian super league, brand engagement, European football, comments, tweets, re-tweets, likes, premier league

Introduction
Football is widely considered to be one of the most popular sports in the world, the popularity of top performing European Football clubs can be considered truly global, (Chadwick, 2004) [4] argues that the clubs of England, Spain and Italy are the most popular football clubs in Asia. Football's appeal in the continent of Asia is not just restricted to the popularity of a few top teams, the sport is viewed as an enabler for social inclusion, (Jose, 2016) [10] came to the conclusion that one of the best ways to rid the street children of India from social exclusion is through the medium of the sport of Football. China, which is the largest Asian country and the Second largest in the world in terms of population size has made fierce efforts in a bid to build a successful national football team, (Leite Júnior & Rodrigues, 2017) [13] term the Football Development Plan (2016-2050) laid out by the Chinese government a milestone in the history of the sports industry in China. Popularity of Football in India can be best represented by the response towards the game in states like West Bengal and Kerala, these states have historically been the hotbed for popular Indian Football clubs like East Bengal FC and Kerala Blasters FC, however the success of the local clubs of these states is not normally given as much attention as the events of Football outside India, (Sil, 2019) [19] arrived at the conclusion that the football coverage for the rest of the world was more than Indian Football coverage in the newspapers published in Kolkata, West Bengal for the period of October-November 2018, this is a cause of concern for the popularity of the game as West Bengal is known to be the home of Football in India.

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The establishment of new clubs such as Bengaluru FC which was established in 2013 has changed the scenario in terms of attention and engagement, (Guledgudd & Kennedy, 2018) [7], through the medium of their study concluded that the dedicated fans/ultras of Bengaluru F.C. use social media to enhance their identity unlike the ultras of Football clubs from the West. Bengaluru F.C. is also the only Indian club to have participated in an Asian Football Cup (AFC) final; they achieved this feat in 2016. Clubs like Athletic Club Mohun Bagan have been at the forefront of the game in India since the pre Independence era, playing a very important role in ensuring that India dominated Asian football in the mid-1950s and early 1960s. The introduction of the I-League in 2007 was perhaps the one of the early steps taken to ensure that the football fans in India had a premier football competition to follow religiously unlike the National Football League which was established in 1996. Although, the I-League had a vision of improving the popularity by being able to attract skillful players from all over the world to India, it is the Indian Super League (ISL) that has taken up the mantle of improving both the popularity and quality of the game of Football in India by focusing on Grassroots development of young Indian footballers along with strong advertisement of the League during the 'On Season'. Although, major strides have been made to improve the popularity of Football in India, the question of whether the sport in the country is going to grow depends on whether the top football clubs of India are in a position to take advantage of the growing popularity of "Social Media expression" particularly, on one of the world's most popular social media websites: Twitter.

Objectives

The study will attempt to answer the question whether FC Goa was able to maintain a steady level of activity on Twitter whilst ensuring that their engagement rate was high for the 2020-21 Indian Super League season. FC Goa's participation in the A.F.C Champions League as the representatives of India was a direct result of the AFC allowing the winners of the Indian Super League a direct entry into the group stages of the Champions League. The comparative activity and engagement analysis of FC Goa with the other clubs that qualified for the final group stage round of the Champions League via their domestic leagues will paint a clear picture of the desired level of Twitter activity and engagement to be maintained in front of the other clubs in the ISL that may qualify for the Champions League in the subsequent seasons, more specifically, the paper will attempt to answer the following questions:

1. How did F.C Goa perform in the 2020-21 season compared to the other clubs that qualified for the AFC Champions League 2021 group stage in terms of engagement (Comments, replies and retweets) on Twitter?
2. How did F.C Goa perform in the 2020-21 season compared to the other clubs that qualified for the AFC Champions League 2021 group stage in terms of activity (number of tweets per day) on Twitter?
3. Is there a correlation between the parameters of Activity and Engagement on Twitter for the AFC Champions League 2021 participants?

Literature Review

The introduction of various social media platforms in the early part of the 21st century has given the followers of various popular sports the ability to express their views about the performance of their favorite teams on the field and the activities conducted by those teams off it, (Broughton & Writer, 2012) [3] show the results of a national online survey conducted by Catalyst Public Relations wherein 70% of the respondents said that they like to participate in more content online if their favorite team is winning. Compared to the traditional form of broadcast, Social media provides more options of expression (Hull & Lewis, 2014) [9] argue that in terms of engaging connected sports fans, Twitter does a much better job than television sportscasts. (Du et al., 2020) [5] used the example of the 2017 Taipei Summer Universiade Games to argue that it is absolutely essential for organizations to improve the satisfaction that their audiences derive out of social media marketing campaigns to enhance their feeling. Social media is not used by the fans only for the purpose of expression, its popularity in the recent times can also be attributed to its ability to satisfy the different types of motivation of a sports fan for using social media, (Haugh & Watkins, 2016) [8] examined the different types of motivation a sports fan may have, these include information, entertainment, interpersonal communication, escape, pass time and team support.

Teams engaged in various sports around the world have been quick to realize that engaging their fans throughout the year on social media platforms is the best way to maintain a sense of brand loyalty and spectatorship, (Parganas et al., 2015) [17] found out that 52.9 % of Liverpool football club's activity on Twitter during the 'On season' was not too different to 47.9 % of the activity during the 'Off season' during the year 2013 which shows that even when the team was not actually playing, the social media team of the club was hard at work in trying to ensure that the activity related to the club did not slow down on Twitter. Ultimately, the aim of teams and clubs around the world in the age of social media is to build relationships with fans, (Williams & Chinn, 2016) [23] came to the conclusion that social media is an important tool in the relationship marketing process for sports organizations, Football is not the only sport in which the professional clubs/teams have realized the significance of building relationships through the medium of social media (Wang & Zhou, 2015) [21] conclude that the NBA teams have used Twitter to build professional relationships with their fans by sharing information on the social networking website, building relationships should not be the ultimate goal of sports clubs/teams, ultimately, the aim of the teams after building the relationship with the fans should be to sustain it, (Armstrong et al., 2016) [1] show how LA Kings which is a hockey team based in the United States of America uses Twitter to make earnest and sometimes satirical comments on Twitter which keeps their fans interested and engaged. Sustaining relationships with fans on social media requires constant analysis of data, football clubs should always be proactive in terms of analyzing the data gathered from their official social media pages.

Twitter, which has been one of the most popular social media platforms since its launch has seen immense waves of response from users willing to express their views on proceedings related to sports in terms of comments, likes and retweets. Various studies have been done in academic literatures which suggest Twitter plays an important role in maintaining the popularity of Football clubs in the 21st century. (Witkemper et al., 2012) [24] argue that Twitter is a medium through which organizations can achieve timely direct end consumer contact at relatively low costs. Twitter, in the past decade has quickly gained the confidence of the

European football clubs as the preferred tool of online engagement, (Kuzma *et al*., 2014) [11] concluded that Twitter was the most popular social network as every major European team barring one uses it to communicate with its fans. The popularity of the biggest sporting event of Football which is the FIFA World Cup in the USA on Twitter has been explained meticulously by (Billings *et al*., 2015) [2] in their study which shows that 70 % of the times, the tweets made by the fans of the American football team during the FIFA World Cup 2014 were not focused towards the explanation of strength, weakness, victory or defeat, rather the tweets focused more on the emotions. (Maderer *et al*., 2018) [14] highlighted how top European football teams like AS Monaco have been effectively using Facebook and Twitter to provide brand related information and interact with their respective base of fans.

Just like Twitter, Facebook has also proven to be an effective tool of social media engagement for football clubs, Facebook posts are being widely used by football clubs to attract the attention of the fans, (Parganas & Anagnostopoulos, 2015) [17] show how Liverpool Football Club of England was quick to establish its presence on Facebook before its competition, it was the second club in England to establish an official Facebook page which enabled it to penetrate the foreign markets. (Nisar *et al*., 2018) [16] argue that maintaining a high level of customer interactivity on Facebook can improve the level of spectatorship for Sports clubs. Popularity of a club/team on social media has also been proven to affect the betting odds of that team before a season or a match, (Feddersen *et al*., 2017) [6] in their study used the data of Facebook likes collected for teams participating in five of the top European football leagues in the 2012-13 season to prove that the number of Facebook likes had an influence on the betting lines that are set up by the bookmakers. Football clubs can also use the popularity gained on the football ground through performances to generate more value in terms of their Intellectual Capital and Stock value, (Lardo *et al*., 2017) [12] use the example of football clubs to arrive at the conclusion that a company can directly impact it's Intellectual capital by expanding communication on social media, this shows that Football clubs can improve more than just their financial values by making effective use of social media. Delivering quality content through the medium of Social media should be the aim of Football clubs especially when the estimation of the impact of social media messages on the popularity of the clubs is difficult, even Football clubs in England have found it difficult to gauge what the true impact of Social media could be on their popularity, (McCarthy *et al*., 2014) [15] in the summary of the Literature Review of their study point out the fact that not much is known about the issues and impact of

Social media in the football industry in England, therefore it can be said that that in the absence of clarity of the potential impact of social media it is important for sports organizations to deliver quality content on their social media pages, (Thompson *et al*., 2014) [20] argue that sharing quality content on social media is essential for the purpose of creating an online environment that fans respond to, (Watanabe *et al*., 2015) [22] through their study on Major League Baseball teams came to the conclusion that performing basic actions like retweeting on Twitter is much less effective than creating social media messages in terms of fostering fan interest on Twitter.

Research Gap
Studies mentioning the significance of Facebook and Twitter show the importance of these two social media platforms in the current context of "fan engagement". There is a clear need arising for football clubs to maintain steady levels of activity on social media, the key towards maintaining the level of support desired on social media is to create customized content for the fans of the club/team/sports organization and deliver it constantly on the medium of choice, the end goal should always be to build relationships with the fanbase of the team. With the availability of multiple social media platforms in the current times, sports organizations can use the platform they feel will provide the best returns in terms of "fan engagement". Finally, the instances of using social media to provide customized content and build relationships with the fans are not restricted to the sport of Football only, this should provide even more optimism to the Football clubs that are yet to take advantage of the ever-expanding need of fans to express their sports related views on social media.

Research Methodology
To conclude where FC Goa stood in terms of Activity and Engagement compared to the rest of the participants from the AFC Champions League 2021, first, the list of the participating clubs with verified Twitter accounts was derived, this was done keeping in mind that although some Twitter accounts may seem official, unless and until they are verified, their authenticity cannot be vouched for. The next step was to determine the 'last completed season duration' for each participant club including FC Goa, as the name suggests, the last completed season refers to the last season of the respective domestic competition the club participated in before qualifying for the AFC Champions League 2021. The following list shows the name of the clubs that have verified Twitter accounts along with the names of their domestic leagues and their last season completed durations:

Table 1: Season Duration

Club Name	League Name	Duration
Al Duhail SC	Qatar Stars League	3 Sep 2020 – 10 Apr 2021
Al Nassr	Saudi Professional League	17 Oct 2020 – 30 May 2021
Al Rayyan SC	Qatar Stars League	3 Sep 2020 – 10 Apr 2021
Al-Ahli Saudi FC	Saudi Professional League	17 Oct 2020 – 30 May 2021
Al Hilal SFC	Saudi Professional League	17 Oct 2020 – 30 May 2021
Al-Sadd	Qatar Stars League	3 Sep 2020 – 10 Apr 2021
Al Shorta	Iraqi Premier League	25 Oct 2020 – 20 Jul 2021
Al Wahda FC	UAE Pro League	16 October 2020 – 15 May 2021
Cerezo Osaka	J1 League	4 Jul 2020 – 19 Dec 2020
Esteghlal F.C.	Persian Gulf Pro League	6 Nov 2020 – 29 May 2021
F.C. Goa	Indian Super League	20 Nov 2020 – 13 Mar 2021
FC Istiklol	Tajik League	5 Apr 2020 – 4 Oct 2021

Gamba Osaka	J1 League	4 Jul 2020 – 19 Dec 2020
Johor Darul Ta'zim F.C.	Malaysian Super League	28 Feb 2020 – 16 Mar 2020, 26 Aug 2020 – 31 Oct 2020
Kawasaki Frontale	J1 League	4 Jul 2020 – 19 Dec 2020
Nagoya Grampus	J1 League	4 Jul 2020 – 19 Dec 2020
Pakhtakor FK	Uzbekistan Super League	27 Feb 2020 – 15 Mar 2020, 14 Jun 2020 – 3 Dec 2020
Persepolis F.C	Persian Gulf Pro League	6 Nov 2020 – 29 May 2021
Shabab Al Ahli Club	UAE Pro League	16 Oct 2020 – 15 May 2021
Sharjah FC	UAE Pro League	16 Oct 2020 – 15 May 2021

It can be clearly seen that the last completed season durations of Johor Darul Ta'zim and Pakhtakor FK are divided into different windows, this is because the respective leagues these two clubs participate in (Malaysian Super League & Uzbekistan Super League) had to endure interruptions and stoppages due to the Coronavirus Pandemic. After short listing the clubs on the basis of the criteria of 'verified account availability' and listing down the durations of their last season completed, the first step was to use the Twitter Advanced Search tool to gather the data of the comments, retweets and likes made on the posts of the selected clubs for the respective durations of their last completed seasons, the data collected was entered into Microsoft Excel 2013 for analysis. Before comparing the clubs' performance, two parameters for the comparison of clubs had to be defined, the two parameters are:

1. Activity: This simple parameter shows how 'active' the club was in terms of the number of tweets per day. The formula for the parameter is simple:

$$\frac{\text{Total no of Tweets over the last completd season}}{\text{Total no of days in the last completed season}}$$

2. Engagement: This parameter is a little more complex than the parameter of 'Activity', it shows the ability of the club to incite reactions from its followers over the course of the last completed season. To arrive at the engagement rate of a particular club, first, the number of comments, retweets and likes gathered over the period of the last completed season for that club were added, the next step was to divide the resultant total by the total number of tweets over the last completed

season period of that club, this gave us the 'Engagement per tweet', finally for the Engagement rate, the following formula was employed:

$$\frac{\text{Engagement per Tweet}}{\text{Total Twitter followers of the club}} \times 100$$

The ideal scenario would have been to divide the average engagement per tweet by the number of followers of the club as on the date of the end of the season but, as Twitter does not allow its users to view 'historical snapshots' of the number of followers of a particular page, as a result, the number of followers on the 7th of August, 2021 for each club was considered as the basis of calculation.

After ensuring that the data for all twenty clubs with verified accounts was available and ensuring that the parameters for 'Activity' and 'Engagement' were defined, the next step was the analysis of the data.

Analysis & Findings
Activity
After entering the data of the comments, retweets and likes for each club into Microsoft Excel 2013, the analysis started by trying to determine the rank of FC Goa in relation to the other clubs on the basis of the parameter of Activity, to do this, the number of tweets over the course of the last completed season was divided by the number of days in the last completed season for each club, doing so yielded the Activity rate for each club on the basis of which each of them was ranked, the following table shows the ranks of the clubs based on their respective Activity rates for their last completed seasons:

Table 2: Activity Rate

Rank Number (Based on Activity rate)	Club Name	No. of Tweets (over the last completed season)	No. of Days (over the last completed season)	Activity Rate (No of Tweets/No of Days)
1	Gamba Osaka	3592	169	21.25
2	F.C. Goa	1976	114	17.33
3	Kawasaki Frontale	2231	169	13.20
4	Pakhtakor FK	2365	191	12.38
5	Nagoya Grampus	1853	169	10.96
6	Al Sadd	2292	220	10.42
7	Cerezo Osaka	1753	169	10.37
8	Al Duhail	2025	220	9.20
9	Johor Ta'zim	725	85	8.53
10	Shabab Al Ahli	1676	197	8.51
11	Al Hilal FC	1789	226	7.92
12	Al Ahli Saudi	1792	228	7.86
13	Al Wahda	1465	212	6.91
14	Al Nassr	1532	226	6.78
15	Sharjah FC	1353	212	6.38
16	Al Rayyan	923	220	4.20
17	FC Istiklol	476	182	2.62
18	Al Shorta	495	269	1.84
19	Persepolis FC	273	205	1.33
20	Esteghlal FC	185	205	0.90

The above table clearly shows that FC Goa was the second best club on Twitter in terms of the Activity rate over the last completed season duration, the performance of the club is commendable especially because the number of days in its last completed season (ISL Season 2020-21) amounted to only 114, this is the second lowest number, and only Johor Darul Ta'zim of Malaysia had fewer days (85) in the last completed season amongst the rest of the nineteen clubs. It is important to note that a few leagues like the J1 League of Japan did face sudden pauses in the middle of their respective fixture schedules because of the Coronavirus pandemic, however, that does not change the fact that FC Goa's Activity rate is impressive as the club is a part of the Indian Super League (ISL), which has always had fewer days in a single season compared to most other leagues in Asia as the ISL has been a competition comprising of only 10-11 teams since its inception in 2014. What is interesting to note is the position of some of the lower ranked clubs on the list, Esteghlal FC which stands at the bottom of the list has won the AFC champions on two occasions in the past, Persepolis FC have participated in the final of the Champions League on two occasions, but they only sit at the second last (19th) position in the list, Al-Ahli have participated in the Champions League final on two occasions as well but even they could not make it to the top 10 clubs in the list, finally, Al Hilal FC which is undoubtedly the most successful club in Asia with the highest number of AFC Champions League titles (three in total) missed out on the top ten positions as it could only secure the 11th position. The examples of historically successful Asian clubs not making sufficient efforts to improve their activity levels can be attributed to complacency or if we look at a more positive side, it could mean that FC Goa which started participating as a club in the ISL recently (2014) is cognizant of the fact that it will have to maintain high levels of activity over the course of the season if it has to compete with teams that have already tasted success in the AFC Champions League.

Engagement

The first step towards ranking the clubs based on the 'Engagement rate' was to add the totals of Comments, Retweets and Likes for each club. The second step in the process was to divide the total of Comments, Retweets and Likes (Total Engagement) by the total number of tweets over the course of the last completed season (Total Engagement/Total number of tweets) for each club, doing so yielded the parameter of Engagement per tweet. The following table shows the Engagement per tweet for each of the twenty clubs:

Table 3: Engagement per tweet

Club Name	Total Engagement (Comments+ Retweets+ Likes)	Total number of Tweets	Engagement per Tweet
Al Duhail SC	67018	2025	33.10
Al Nassr	619334	1532	404.27
Al Rayyan SC	28606	923	30.99
Al Ahli Saudi FC	1628839	1792	908.95
Al Hilal FC	1047943	1789	585.77
Al Sadd FC	136022	2292	59.35
Al Shorta FC	17548	495	35.45
Al Wahda FC	51760	1465	35.33
Cerezo Osaka	582612	1753	332.35
Esteghlal FC	61489	185	332.37
F.C. Goa	144238	1976	72.99
FC Istiklol	1354	476	2.84
Gamba Osaka	1164885	3592	324.30
Johor Ta'zim	112601	725	155.31
Kawasaki Frontale	1259100	2231	564.37
Nagoya Grampus	1207484	1853	651.64
Pakhtakor FK	12902	2365	5.46
Persepolis FC	348270	273	1275.71
Shabab Al Ahli FC	118161	1676	70.50
Sharjah FC	60490	1353	44.71

Note - in the above table the clubs have not been ranked in any particular order.

Finally, to arrive at the Engagement rate for each club, the Engagement per tweet of each club was divided by the number of their corresponding Twitter account followers as on the 7th of August, 2021. The reason why Engagement per Tweet was not taken as the basis of ranking the clubs was because this parameter does not show how successful a particular club has been in terms of encouraging a certain percentage of its followers to either comment, like or retweet a particular post, Engagement per tweet only shows the average engagement per tweet, it does not consider the number of followers the club has on Twitter. The following table shows the twenty clubs ranked on the basis of their Engagement rate:

Table 4: Engagement Rate

Rank Number (Based on Engagement rate)	Club Name	Engagement per Tweet (Total Engagement/Total Tweets)	Followers (Of the official verified Twitter account)	Engagement Rate (Engagement per Tweet/Followers)*100
1	Persepolis FC	1275.71	84200	1.515%
2	Esteghlal FC	332.37	32300	1.029%
3	Al Ahli Saudi	908.95	113000	0.804%
4	Cerezo Osaka	332.35	178000	0.187%
5	Gamba Osaka	324.30	197000	0.165%
6	Nagoya Grampus	651.64	425000	0.153%
7	Al Shorta	35.45	23500	0.151%
8	Al Nassr	404.27	281000	0.144%
9	Kawasaki Frontale	564.37	406000	0.139%
10	FC Istiklol	2.84	2246	0.127%
11	Al Hilal	585.77	466000	0.126%
12	Pakhtakor FK	5.46	5242	0.104%
13	Al Wahda	35.33	45100	0.078%
14	Sharjah FC	44.71	57900	0.077%
15	Johor Ta'zim FC	155.31	230000	0.068%
16	Shabab Al Ahli	70.50	109000	0.065%
17	Al Duhail	33.10	80600	0.041%
18	Al Sadd	59.35	166000	0.036%
19	Al Rayyan	30.99	90600	0.034%
20	F.C. Goa	72.99	345000	0.021%

The above table clearly shows that FC Goa was the worst performing club amongst the twenty clubs on the basis of the Engagement rate, this is in stark contrast to the second rank held by FC Goa on the basis of the Activity Rate. The huge difference between the ranks held by FC Goa on the basis of the parameters of Activity and Engagement shows that although the club was very active on Twitter over the duration of its last completed season, it was simply not as good as the other nineteen participant clubs with verified Twitter accounts in terms of being able to encourage a significant percentage of its followers to react to its Tweets in any way (comments, retweets, likes). Further analysis showing why the Engagement rate for FC Goa is low could help the club in knowing exactly why its content on Twitter is not appealing enough to a major portion of its followers, the best way to do the same would be for the club to conduct a Sentiment analysis of its official Twitter account. In terms of positive surprises, Persepolis FC and Esteghlal FC who were 19th and 20th respectively based on the Activity rate now hold the first two positions, their rise to the top on the basis of the Engagement rate shows that maintaining a very healthy level of activity is not the be all and end all in terms of being noticed on Twitter. It is important to note the fact that Persepolis and Esteghlal are in a very favorable situation as to improve their presence on Twitter, all they need to do is improve their Activity rate.

important to understand that it takes time to gain followers on Twitter, compared to clubs like Esteghlal FC and Persepolis FC that have been on Twitter for a longer time compared to FC Goa, we can say that revisiting our study in a few years time at which point FC Goa will have a better understanding of their followers on Twitter may provide vastly different results on the basis of the parameter of Engagement. It is encouraging to see FC Goa trying hard to maintain a steady level of activity on Twitter, gathering comparatively higher comments, retweets and likes of off fewer posts than other clubs can only be called unfulfilled potential, the case of Persepolis FC and Esteghlal FC is a perfect example of complacency due to high engagement numbers, the parameters of Activity and Engagement should go hand in hand if the objective of effective fan engagement is to be achieved. Gamba Osaka is a very good example for the clubs that want to simultaneously achieve high activity rate whilst ensuring that their engagement rate is also high, Gamba Osaka stands 1st on the basis of Activity rate and 5th on the basis of Engagement rate, Gamba's consistency is what every club in the ISL should target. The focus for every ISL club should be to create content that attracts the followers' attention on Twitter whilst ensuring that the level of activity is high, if the clubs are able to achieve this objective, their chances of becoming Football brands in Asia will see a multifold improvement.

Conclusion
The comparative Twitter Activity and Engagement analysis of the twenty clubs participating in the AFC Champions League 2021 revealed that although FC Goa was better than all but one participating club in terms of actively posting on Twitter, it stood last amongst the twenty teams in terms of being able to encourage its Twitter followers to engage with their Tweets. It is important for the football clubs of India to take the example of FC Goa as a yardstick to make sure that if in the future any one of them possibly qualifies for the AFC Champions League, they would be aware of the level of Twitter activity and engagement required to compete with other participating clubs. Although last position amongst a set of twenty clubs in terms of engagement is not the level of performance FC Goa would ideally want to be in, it is

Future Scope & Limitations
The results obtained through the analysis show that football clubs need to pay heed to the fact that high level of activity on Twitter needs to be complemented with quality content that has the ability to engage the fans, the case of FC Goa warrants further research into the reason why there is a huge disparity between the performance of the club in terms of engagement and its performance in terms of engagement, the analysis will definitely help not only FC Goa but also the other ISL clubs that may qualify for the AFC Champions League in future iterations.
The biggest limitation that the study suffers from is the incomplete number of teams available for analysis due to unverified Twitter accounts, ideally, if all the teams participating in the AFC Champions League 2021 had their

Twitter accounts verified, the true position of F.C. Goa in comparison with its competition would have been derived.

Finally, the study does not provide the reasons why FC Goa's engagement rate is the lowest amongst the twenty teams, the best way to understand the predicament of F.C Goa is through a sentiment analysis of the club's official Twitter account. The results of the suggested Sentiment analysis will provide better insights and ensure that the social media management team of FC Goa can prepare suitable content to be posted over the course of one ISL season.

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