2025

LEAGUE SOCIAL PERFORMANCE REPORT

Presented By **STN DIGITAL**

Discover the key trends and tactics that defined fan engagement in the Big Four leagues—packed with data-driven insights and team case studies.

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Social Themes

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Summary

Analysis
Methodology

➜ We consolidated the top performing social media content (by total engagement) from official league social handles for the big four sports leagues (i.e. NFL, NBA, NHL, and MLB). Data Source: Rival IQ.

➜ We then manually coded the top 50 pieces of content (by total engagement) for each league to create a set of content categories, and determined the most popular content categories for each league, as well as for all of the leagues collectively.

➜ We define "performance score" as the amount to which a post either overperformed or underperformed based on the average engagement per post. The closer the score is to 1 or -1, the closer the post is to average performance.

➜ Rival IQ defines "engagement rate lift" as how many times better or worse a post performed compared to other posts during the same timeframe.

➜ Data was pulled solely from the most recent full regular season (non-playoffs) for all major four sports leagues. Playoff metrics and engagements are not included in the data set.

NFL

NFL
AUDIENCE LEADERS

AVERAGE FOLLOWERS = 9.1M

FOLLOWERS = **TOTAL FOLLOWERS**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON FOLLOWERS COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

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		NFL TEAM	FOLLOWERS	RANK CHANGE (YOY)
1		Dallas Cowboys	20.5M	0
2		New England Patriots	17.9M	0
3		Philadelphia Eagles	16.4M	1
4		Pittsburgh Steelers	16.3M	-1
5		Kansas City Chiefs	15.5M	0
6		San Francisco 49ers	12.8M	0
7		Green Bay Packers	11.8M	0
8		Seattle Seahawks	11.3M	0
9		New York Giants	10.0M	0
10		Denver Broncos	9.5M	0
11		Chicago Bears	9.1M	1
12		New Orleans Saints	9.1M	-1
13		Baltimore Ravens	8.8M	2
14		Detroit Lions	8.7M	2
15		Las Vegas Raiders	8.6M	-1
16		Carolina Panthers	8.6M	-3
17		Buffalo Bills	7.8M	2
18		Atlanta Falcons	7.2M	-1
19		Miami Dolphins	7.2M	-1
20		Cincinnati Bengals	7.2M	0
21		Minnesota Vikings	7.0M	0
22		Houston Texans	6.9M	0
23		Cleveland Browns	6.1M	0
24		Los Angeles Rams	6.0M	0
25		Washington Commanders	5.9M	2
26		Tampa Bay Buccaneers	5.9M	-1
27		Los Angeles Chargers	5.8M	2
28		New York Jets	5.7M	0
29		Indianapolis Colts	5.6M	-3
30		Arizona Cardinals	4.8M	0
31		Tennessee Titans	4.5M	0
32		Jacksonville Jaguars	3.2M	0

TOP NFL TEAMS
BY ENGAGEMENT PER POST

AVERAGE EPP = 7.4K

EPP = **ENGAGEMENTS PER POST**

ENG = **ENGAGEMENT**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON EPP COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

Presented By **STN DIGITAL**

		NFL TEAM	POSTS	ENG	EPP	RANK CHANGE (YOY)
1		Philadelphia Eagles	3.4K	84.2M	25.0K	0
2		Kansas City Chiefs	4.0K	82.0M	20.4K	0
3		Detroit Lions	5.2K	70.0M	13.6K	7
4		Pittsburgh Steelers	4.8K	62.6M	13.1K	0
5		San Francisco 49ers	4.2K	53.8M	12.7K	-2
6		Buffalo Bills	4.6K	54.8M	11.8K	2
7		Cincinnati Bengals	3.3K	33.5M	10.1K	-2
8		Seattle Seahawks	3.5K	30.4M	8.7K	1
9		Baltimore Ravens	5.3K	42.3M	8.0K	3
10		Los Angeles Chargers	4.0K	29.8M	7.4K	6
11		Chicago Bears	2.3K	15.6M	6.7K	8
12		Denver Broncos	3.8K	24.5M	6.4K	3
13		Houston Texans	4.9K	31.5M	6.4K	10
14		Atlanta Falcons	3.5K	22.1M	6.3K	7
15		Tampa Bay Buccaneers	4.0K	24.5M	6.2K	10
16		New England Patriots	3.8K	22.5M	5.9K	4
17		Washington Commanders	4.2K	25.1M	5.9K	13
18		Green Bay Packers	5.3K	31.5M	5.9K	4
19		Minnesota Vikings	4.2K	24.1M	5.7K	5
20		Las Vegas Raiders	3.3K	19.0M	5.7K	-14
21		Dallas Cowboys	5.5K	30.4M	5.6K	-14
22		New Orleans Saints	4.0K	18.7M	4.7K	6
23		Los Angeles Rams	4.3K	19.8M	4.6K	-6
24		New York Jets	3.4K	15.0M	4.4K	-11
25		Carolina Panthers	3.3K	14.3M	4.3K	7
26		Miami Dolphins	3.5K	13.4M	3.9K	-15
27		New York Giants	2.7K	10.3M	3.8K	-13
28		Cleveland Browns	5.3K	16.2M	3.1K	-10
29		Indianapolis Colts	3.2K	9.0M	2.9K	-2
30		Arizona Cardinals	4.9K	12.9M	2.6K	-1
31		Tennessee Titans	2.6K	4.5M	1.8K	-5
32		Jacksonville Jaguars	3.8K	5.9M	1.5K	-1

Multiple Player Prompt

1.3M

Engagements

5.9x avg.

Overperformance

Content featuring multiple player reactions to a simple prompt has been a top performing trend across professional leagues in recent seasons, but has seen particularly strong performance in the NFL.

The top five pieces of multiple player prompt content averaged **1.3M** engagements (**5.9x** avg. overperformance).

Humor and simplicity are the keys to success with this content, allowing player personalities to take center stage.

Highlight Videos *with On-Screen Text*

2.1M
Engagements

9.5x avg.
Overperformance

NFL highlight videos (featuring on-screen text with a key message or reaction) were a massive hit, especially on TikTok.

The top five of these videos averaged **2.1M** engagements (**9.5x** overperformance).

Interestingly, four of the top 15 videos in this style were related to the same play (Saquon Barkley's incredible backwards hurdle over a defender), proving that savvy teams can take advantage of big moments by sharing multiple pieces of content.

SAQUON HURDLES SOMEONE BACKWARDS

Memes with Embedded Videos

548.0K

Engagements

3.5x avg.

Overperformance

Another top performing content theme in the NFL this season included carousel posts featuring memes with embedded videos.

The Eagles consistently achieved strong engagement with this format, with their top five posts averaging **548k** engagements (**3.5x** avg. overperformance).

"YOU'RE 13 YARDS AWAY FROM YOUR CAREER HIGH"

"I'D RATHER SEE THE YOUNG BOYS EAT"

Key
Takeaways

➔ Socially-optimized content that emphasized player personalities and humor tended to have the best performance of all NFL content.

➔ Multiple player prompt, memes with embedded videos and highlight videos with on-screen text were the top performing content categories.

➔ TikTok dominated the top content, accounting for 39 of the top 50 posts with an average of 1.4M engagements per post.

SECTION - 02

NHL

NHL
AUDIENCE LEADERS

AVERAGE FOLLOWERS = 3.0M

FOLLOWERS = **TOTAL FOLLOWERS**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON FOLLOWERS COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

		NHL TEAM	FOLLOWERS	RANK CHANGE (YOY)
1		Chicago Blackhawks	7.7M	0
2		Pittsburgh Penguins	7.2M	0
3		Boston Bruins	6.1M	0
4		Toronto Maple Leafs	5.9M	0
5		New York Rangers	5.0M	0
6		Montreal Canadiens	5.0M	0
7		Detroit Red Wings	4.7M	0
8		Philadelphia Flyers	3.7M	0
9		Vancouver Canucks	3.4M	0
10		Washington Capitals	3.2M	0
11		Edmonton Oilers	3.1M	1
12		Los Angeles Kings	3.0M	-1
13		Colorado Avalanche	2.7M	0
14		Dallas Stars	2.6M	1
15		San Jose Sharks	2.6M	1
16		Tampa Bay Lightning	2.6M	-2
17		St. Louis Blues	2.5M	0
18		Minnesota Wild	2.4M	0
19		New Jersey Devils	2.2M	0
20		Buffalo Sabres	2.1M	1
21		Vegas Golden Knights	2.1M	-1
22		Winnipeg Jets	1.9M	0
23		Anaheim Ducks	1.8M	0
24		Calgary Flames	1.8M	0
25		Carolina Hurricanes	1.7M	0
26		Florida Panthers	1.7M	5
27		Nashville Predators	1.7M	-1
28		Seattle Kraken	1.7M	-1
29		New York Islanders	1.6M	-1
30		Columbus Blue Jackets	1.5M	-1
31		Ottawa Senators	1.5M	-1
32		Utah Hockey Club	414.7K	0

TOP NHL TEAMS
BY ENGAGEMENT PER POST

AVERAGE EPP = 2.0K

EPP = **ENGAGEMENTS PER POST**

ENG = **ENGAGEMENT**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON EPP COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

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		NHL TEAM	POSTS	ENG	EPP	RANK CHANGE (YOY)
1		Toronto Maple Leafs	3.9K	25.4M	6.5K	1
2		Pittsburgh Penguins	3.8K	15.5M	4.1K	2
3		New York Rangers	3.8K	14.5M	3.8K	0
4		Chicago Blackhawks	4.0K	13.3M	3.3K	-3
5		Boston Bruins	6.4K	21.0M	3.3K	0
6		Washington Capitals	8.1K	24.6M	3.1K	5
7		Vancouver Canucks	7.1K	20.0M	2.8K	1
8		Montreal Canadiens	7.6K	19.4M	2.6K	6
9		Colorado Avalanche	7.9K	19.2M	2.4K	1
10		Carolina Hurricanes	4.4K	10.5M	2.4K	-1
11		Anaheim Ducks	3.7K	8.3M	2.3K	8
12		Detroit Red Wings	5.5K	12.4M	2.3K	-5
13		New Jersey Devils	7.1K	15.1M	2.1K	-7
14		Edmonton Oilers	8.0K	16.8M	2.1K	-1
15		Dallas Stars	5.6K	11.5M	2.1K	3
16		San Jose Sharks	5.2K	10.3M	2.0K	11
17		Florida Panthers	7.2K	12.7M	1.8K	8
18		Winnipeg Jets	6.5K	11.2M	1.7K	8
19		St. Louis Blues	5.7K	9.9M	1.7K	5
20		Minnesota Wild	6.8K	11.5M	1.7K	-4
21		Los Angeles Kings	5.8K	9.3M	1.6K	0
22		Tampa Bay Lightning	7.0K	10.8M	1.5K	-5
23		Utah Hockey Club	4.1K	6.2M	1.5K	9
24		Seattle Kraken	5.9K	8.9M	1.5K	-9
25		Philadelphia Flyers	6.9K	9.9M	1.4K	-13
26		Buffalo Sabres	5.6K	6.8M	1.2K	-6
27		New York Islanders	5.0K	5.8M	1.2K	-4
28		Ottawa Senators	6.4K	6.0M	937	1
29		Vegas Golden Knights	6.6K	5.8M	881	-7
30		Nashville Predators	5.0K	4.1M	817	-2
31		Columbus Blue Jackets	9.0K	7.3M	813	0
32		Calgary Flames	10.1K	7.5M	738	-2

Mic'd Up Content

74.1K

Engagements

2.2x avg.

Overperformance

Highlight videos featuring the mic'd up reactions of players was one of the highest performing content types for the NHL this season.

The Capitals were especially successful sharing funny and relatable mic'd up content, with their top five videos averaging **74.1K** engagements (**2.2x** avg. overperformance).

The Capitals' top four mic'd up videos all featured enthusiastic player reactions in the aftermath of scoring a goal, with this exciting and emotional content often receiving the highest engagement.

Milestone Graphics

230.0K
Engagements

8.3x avg.
Overperformance

Graphics were one of the top performing types of static content for the NHL this season.

Many of the top performing graphics featured important historical milestones, such as the first woman to coach an NHL game, as well as the first Chinese-born player to sign an NHL contract.

Additionally, graphics featuring the Four Nations tournament were also very successful, with the top five posts averaging **230k** engagements (**8.3x** overperformance score).

Personality Driven Pre-Game Content

104.1K

Engagements

2.7x avg.

Overperformance

Another top performing content type featured entertaining and relatable moments with players in the tunnel prior to taking the ice.

One example of this was Ovechkin's reaction to Chychrun's headband prior to gametime, which inspired a series of videos and even a goal celebration dance.

The top five videos in this series averaged **104.1K** engagements (**2.7x** avg. overperformance), proving that relatable off-ice moments win on social.
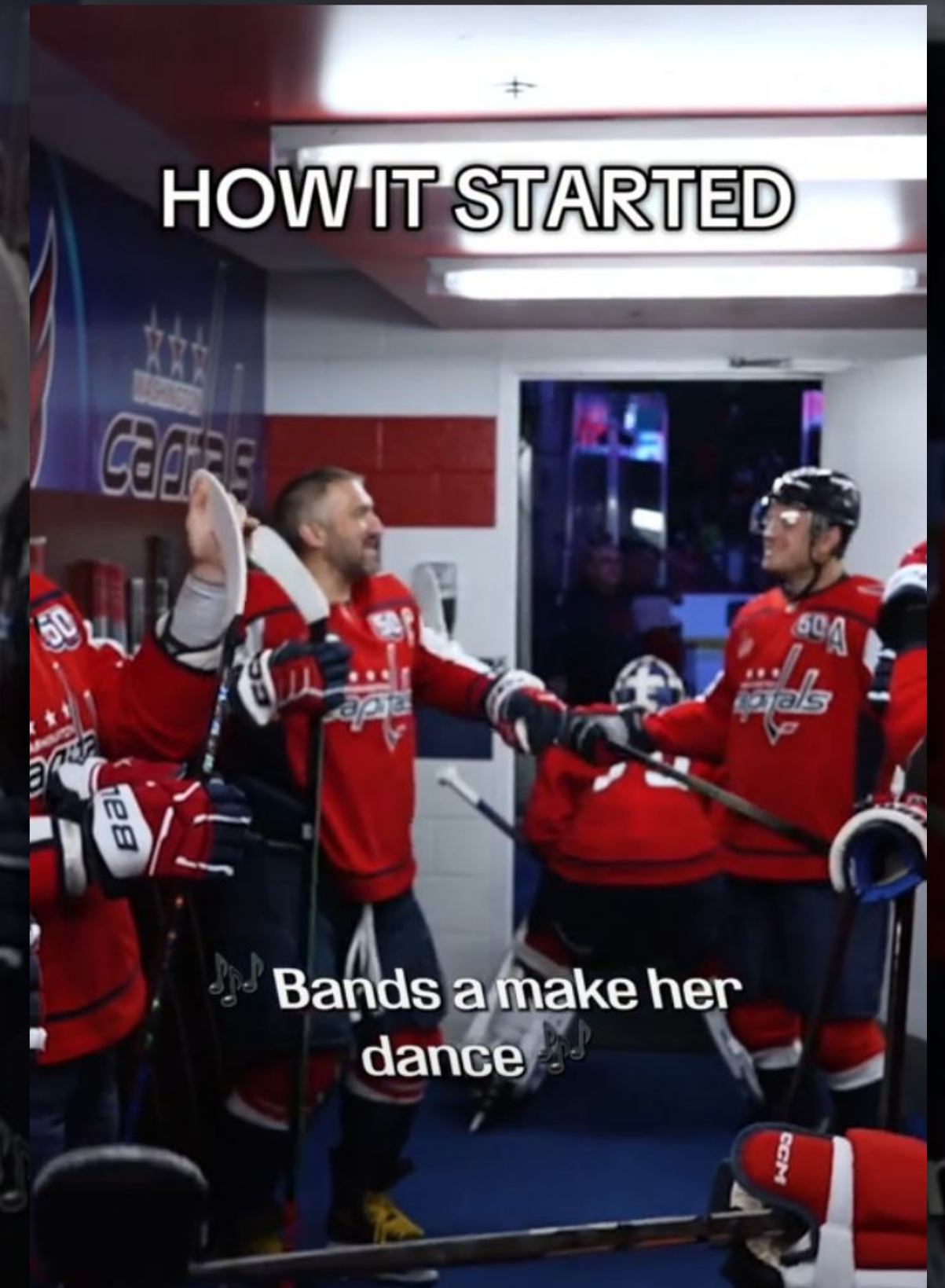
Key
Takeaways

➔ Similar to the NFL, personality-driven content tended to perform best in the NHL as well. Mic'd up content and funny pre-game moments with star players achieved consistently high engagement on social platforms this season.

➔ Additionally, simple and high quality graphics made up many of the top performers in terms of static content.

➔ In terms of platforms, Instagram led the way, accounting for 26 of the top 50 posts, followed closely by TikTok with 20 of the top 50.

SECTION - 03

NBA

NBA
AUDIENCE LEADERS

AVERAGE FOLLOWERS = **16.6M**

FOLLOWERS = **TOTAL FOLLOWERS**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON FOLLOWERS COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

	NBA TEAM	FOLLOWERS	RANK CHANGE (YOY)
1	Los Angeles Lakers	63.8M	0
2	Golden State Warriors	62.0M	0
3	Chicago Bulls	34.5M	0
4	Cleveland Cavaliers	28.5M	0
5	Miami Heat	27.4M	0
6	Houston Rockets	26.5M	0
7	Boston Celtics	23.4M	0
8	San Antonio Spurs	16.5M	0
9	Oklahoma City Thunder	16.0M	0
10	Dallas Mavericks	14.3M	1
11	New York Knicks	14.2M	-1
12	Brooklyn Nets	13.0M	0
13	Los Angeles Clippers	12.3M	1
14	Milwaukee Bucks	12.2M	-1
15	Sacramento Kings	11.7M	0
16	Toronto Raptors	10.1M	0
17	Philadelphia 76ers	10.0M	1
18	Utah Jazz	9.9M	-1
19	Indiana Pacers	8.8M	0
20	Phoenix Suns	8.6M	1
21	Orlando Magic	8.5M	2
22	Washington Wizards	8.4M	-2
23	Minnesota Timberwolves	8.3M	3
24	Portland Trail Blazers	8.1M	-2
25	Denver Nuggets	8.1M	-1
26	Memphis Grizzlies	7.4M	-1
27	Charlotte Hornets	7.2M	2
28	Atlanta Hawks	7.1M	-1
29	New Orleans Pelicans	6.9M	-1
30	Detroit Pistons	5.4M	0

TOP NBA TEAMS
BY ENGAGEMENT PER POST

AVERAGE EPP = 6.1K

EPP = **ENGAGEMENTS PER POST**

ENG = **ENGAGEMENT**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON EPP COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

		NBA TEAM	POSTS	ENG	EPP	RANK CHANGE (YOY)
1		Los Angeles Lakers	4.1K	184.2M	45.5K	0
2		Golden State Warriors	8.9K	216.8M	24.5K	0
3		Dallas Mavericks	7.1K	80.3M	11.3K	3
4		Boston Celtics	6.9K	75.2M	11.0K	0
5		Chicago Bulls	5.0K	43.4M	8.8K	2
6		Brooklyn Nets	5.2K	45.3M	8.7K	-3
7		Milwaukee Bucks	5.4K	37.0M	6.9K	1
8		New York Knicks	4.3K	27.8M	6.4K	1
9		Los Angeles Clippers	4.4K	24.5M	5.5K	-4
10		Miami Heat	5.2K	26.3M	5.0K	0
11		Minnesota Timberwolves	12.4K	59.6M	4.8K	7
12		Memphis Grizzlies	4.6K	21.8M	4.8K	7
13		Denver Nuggets	10.7K	51.0M	4.8K	1
14		San Antonio Spurs	6.8K	31.8M	4.7K	-1
15		Charlotte Hornets	4.4K	19.3M	4.4K	12
16		Phoenix Suns	10.5K	43.9M	4.2K	-5
17		Toronto Raptors	4.1K	17.0M	4.1K	-5
18		Philadelphia 76ers	4.8K	16.9M	3.5K	-3
19		Cleveland Cavaliers	9.4K	32.5M	3.5K	4
20		Detroit Pistons	6.2K	19.9M	3.2K	4
21		Atlanta Hawks	7.8K	23.1M	3.0K	-4
22		Houston Rockets	7.1K	21.2M	3.0K	-2
23		Orlando Magic	5.6K	13.8M	2.5K	-7
24		Oklahoma City Thunder	9.1K	22.4M	2.5K	-2
25		Sacramento Kings	6.2K	12.9M	2.1K	0
26		Indiana Pacers	9.6K	18.5M	1.9K	-5
27		Portland Trail Blazers	8.3K	14.0M	1.7K	-1
28		Washington Wizards	4.5K	6.0M	1.3K	2
29		New Orleans Pelicans	6.5K	7.5M	1.1K	0
30		Utah Jazz	6.2K	5.0M	815	-2

Highlight Videos *with On-Screen Text*

· ·

1.5M
Engagements

7.7x avg.
Overperformance

Highlight videos with on-screen text were one of the highest performing types of NBA content this season, with the top five pieces of content achieving an average of *1.5M engagements (7.7x avg. overperformance).*

Across all professional sports, adding on-screen text to game highlight footage helps content to appear more native on social media and consistently leads to stronger engagement.

Multiple Player Prompt

435.4K

Engagements

2.3x avg.

Overperformance

The multiple player prompt trend was also one of the highest performing content categories in the NBA, and the Celtics were one team who rode this trend to success.

The team's top content in this style averaged **435.4K engagements (2.3x avg. overperformance).**

Top performing videos used humor to get a reaction from players, such as sneaking in jerseys from rival schools and handing players old photographs of themselves to sign, a concept that was also a top performer in the NFL.

Influencer/Celeb Appearances

321.1K

Engagements

1.7x avg.

Overperformance

Content featuring celebrity and influencer appearances at NBA games was another top performing content category, with the top five pieces of content averaging *321k engagements (1.7x avg. overperformance).*

While the Knicks regularly featured celebs sitting courtside, the Celtics posted plenty of unique influencer featured content, including Kai Cenat donning mafia attire, as well as The Sturniolo Triplets having fun during the pre-game.

Key
Takeaways

➔ Looking at the top content themes, influencer and celebrity focused content performed very strongly in the NBA, accounting for five of the top fifteen pieces of content on top team accounts.

➔ Similar to the NFL, multiple player prompt and highlight videos with on-screen text were also top performers in the NBA.

➔ Instagram crushed it in the NBA, accounting for 38 of the top 50 posts in terms of total engagement. However, TikTok achieved the top five posts on individual team accounts.

SECTION - 04

MLB

MLB
AUDIENCE LEADERS

AVERAGE FOLLOWERS = **5.2M**

FOLLOWERS = **TOTAL FOLLOWERS**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON FOLLOWERS COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

	TEAM	FOLLOWERS	RANK CHANGE (YOY)
1	New York Yankees	17.9M	0
2	Los Angeles Dodgers	14.3M	0
3	Boston Red Sox	10.5M	0
4	Chicago Cubs	9.0M	0
5	Atlanta Braves	7.3M	0
6	San Francisco Giants	7.0M	0
7	Toronto Blue Jays	6.5M	0
8	Philadelphia Phillies	5.9M	0
9	Houston Astros	5.7M	1
10	New York Mets	5.5M	3
11	Texas Rangers	5.3M	-2
12	Detroit Tigers	5.2M	-1
13	St. Louis Cardinals	5.2M	-1
14	Los Angeles Angels	4.4M	0
15	San Diego Padres	4.1M	2
16	Kansas City Royals	3.8M	-1
17	Chicago White Sox	3.7M	-1
18	Cincinnati Reds	3.6M	0
19	Seattle Mariners	3.4M	0
20	Pittsburgh Pirates	3.3M	0
21	Cleveland Guardians	3.3M	0
22	Baltimore Orioles	3.3M	0
23	Milwaukee Brewers	2.9M	0
24	Minnesota Twins	2.8M	0
25	Arizona Diamondbacks	2.4M	1
26	Tampa Bay Rays	2.4M	-1
27	Washington Nationals	2.3M	0
28	Colorado Rockies	2.2M	0
29	Miami Marlins	2.2M	1
30	Oakland Athletics	2.1M	-1

TOP MLB TEAMS
BY ENGAGEMENT PER POST

AVERAGE EPP = 6.1K

EPP = **ENGAGEMENTS PER POST**

ENG = **ENGAGEMENT**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON EPP COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

|		TEAM	POSTS	ENG	EPP	RANK CHANGE (YOY)
1		Los Angeles Dodgers	3.6K	103.6M	28.6K	0
2		New York Yankees	5.1K	62.3M	12.3K	4
3		Philadelphia Phillies	4.0K	42.8M	10.8K	1
4		Atlanta Braves	3.2K	24.9M	7.8K	-2
5		San Diego Padres	3.7K	28.5M	7.7K	2
6		Texas Rangers	2.6K	17.4M	6.7K	10
7		Baltimore Orioles	3.1K	21.0M	6.7K	5
8		Chicago Cubs	3.1K	19.6M	6.3K	2
9		Houston Astros	5.0K	29.9M	6.0K	-1
10		Boston Red Sox	4.0K	22.8M	5.7K	-1
11		Seattle Mariners	3.8K	20.9M	5.5K	4
12		St. Louis Cardinals	2.6K	14.0M	5.3K	1
13		Toronto Blue Jays	3.5K	18.0M	5.2K	-8
14		Cleveland Guardians	2.3K	11.8M	5.1K	7
15		San Francisco Giants	3.5K	17.7M	5.0K	-1
16		Cincinnati Reds	3.1K	14.8M	4.7K	-5
17		Pittsburgh Pirates	3.2K	14.2M	4.4K	2
18		Detroit Tigers	3.4K	13.1M	3.9K	-1
19		New York Mets	4.5K	17.2M	3.8K	-1
20		Arizona Diamondbacks	3.9K	13.2M	3.4K	6
21		Milwaukee Brewers	4.4K	14.8M	3.4K	4
22		Kansas City Royals	2.4K	7.6M	3.2K	2
23		Los Angeles Angels	2.6K	8.1M	3.1K	-20
24		Minnesota Twins	3.2K	7.6M	2.4K	3
25		Chicago White Sox	2.5K	6.0M	2.4K	-2
26		Washington Nationals	2.4K	5.2M	2.2K	2
27		Tampa Bay Rays	2.1K	3.9M	1.9K	-7
28		Miami Marlins	2.2K	3.5M	1.6K	-6
29		Oakland Athletics	2.4K	3.6M	1.5K	0
30		Colorado Rockies	1.8K	2.4M	1.4K	0

Influencer Content

1M
Engagements

11x avg.
Overperformance

Content featuring influencers (particularly Kpop icons) crushed it in the MLB this season, with the top four of these posts each achieving well over 1M engagements (**11.0x avg. overperformance)**

The Dodgers clearly made a point of emphasizing this style content, inviting numerous K-pop stars and other well known musicians to attend and/or throw out the first pitch at their games.
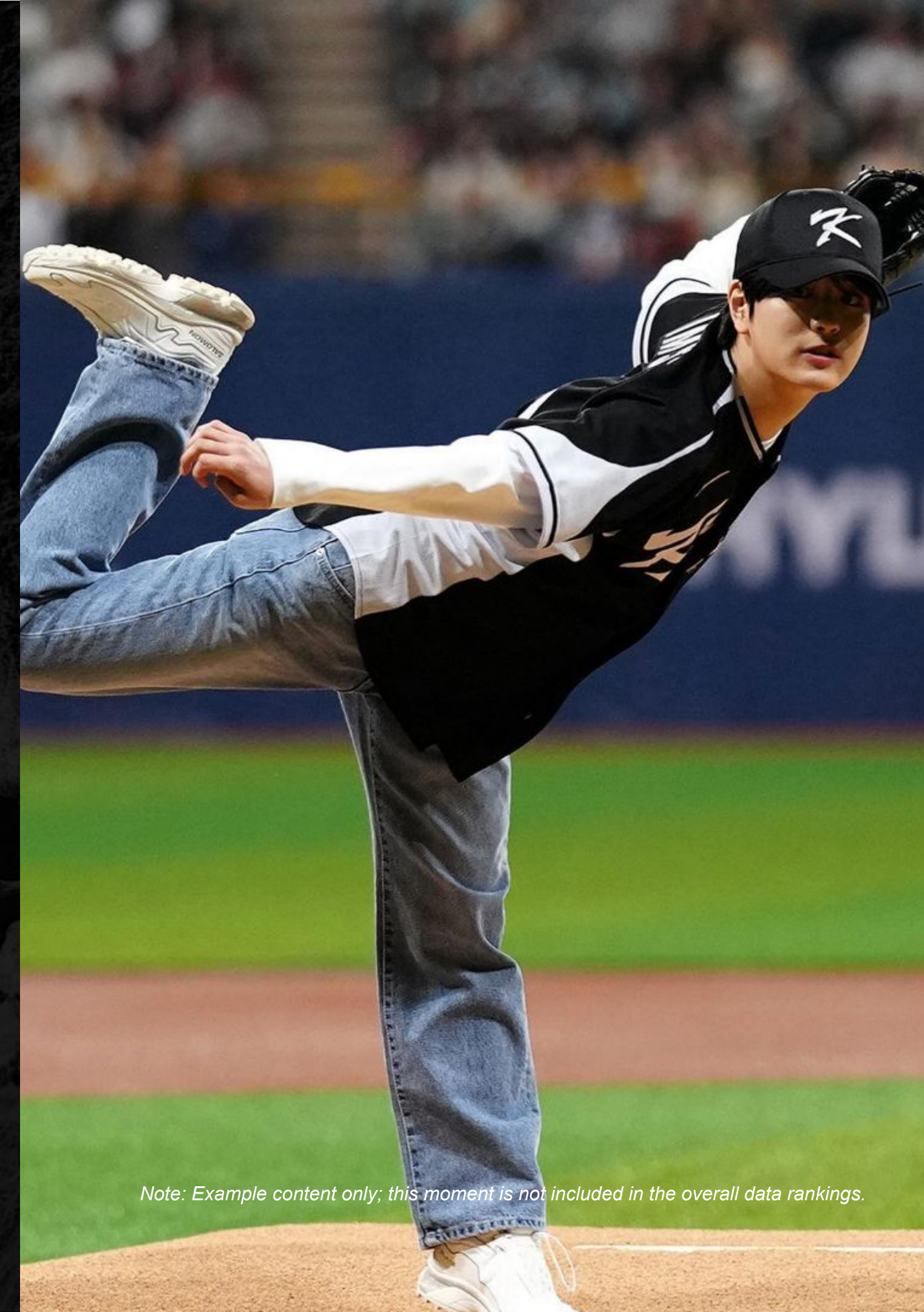
Note: Example content only; this moment is not included in the overall data rankings.

Highlight Videos *with Special Effects*

781K
Engagements

5.3x avg.
Overperformance

Highlight videos featuring well-timed slo-mo effects were hugely successful for the MLB on TikTok this season, with the top five of these videos averaging ***781k engagements (5.3x avg. overperformance)***

This hi-fi video style was particularly effective in emphasizing the most dramatic moments, such as Freddie Freeman's walk-off grand slam during the World Series ***(2.0M engagements).***

While lo-fi content continues to thrive on TikTok, professional quality video can be essential in highlighting the most epic moments.

Note: Example content only; this moment is not included in the overall data rankings.

High Quality Graphics

493K

Engagements

4.0x avg.

Overperformance

High quality graphics were another one of the highest performing content types in the MLB this season.

The Dodgers were particularly successful at sharing solid graphics on Instagram, with their top five posts this season averaging *493k engagements (4.0x overperformance).*

Key
Takeaways

➔ Similar to the NBA, influencer-focused content was hugely successful in MLB. While content featuring K-pop stars earned the highest engagement, content featuring well known musicians also performed well.

➔ Interestingly, hi-fi content had a strong presence in top MLB content this season, with specially edited highlight videos and solid static graphics performing well across social channels.

➔ Instagram dominated all platforms in MLB, accounting for 39 of the top 50 posts.
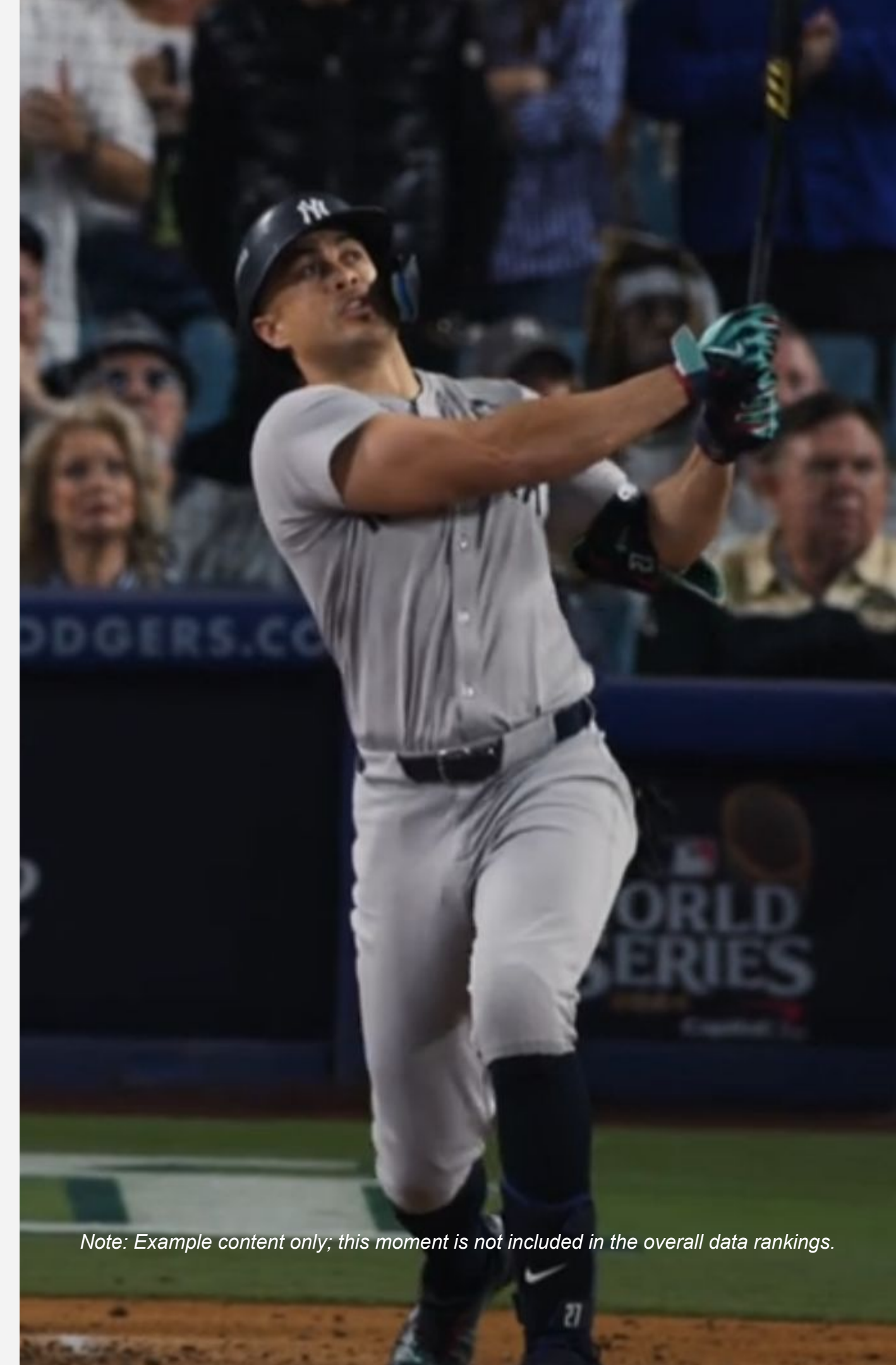
Note: Example content only; this moment is not included in the overall data rankings.

SECTION - 05

BIG FOUR SPORTS

Presented By **STN DIGITAL**

TOP 30 TEAMS
AUDIENCE LEADERS

		TEAM	FOLLOWERS	RANK CHANGE (YOY)
1		Los Angeles Lakers	63.8M	0
2		Golden State Warriors	62.0M	0
3		Chicago Bulls	34.5M	0
4		Cleveland Cavaliers	28.5M	0
5		Miami Heat	27.4M	0
6		Houston Rockets	26.5M	0
7		Boston Celtics	23.4M	0
8		Dallas Cowboys	20.5M	0
9		New England Patriots	17.9M	0
10		New York Yankees	17.9M	0
11		San Antonio Spurs	16.5M	0
12		Philadelphia Eagles	16.4M	2
13		Pittsburgh Steelers	16.3M	0
14		Oklahoma City Thunder	16.0M	-2
15		Kansas City Chiefs	15.5M	0
16		Los Angeles Dodgers	14.3M	5
17		Dallas Mavericks	14.3M	0
18		New York Knicks	14.2M	-2
19		Brooklyn Nets	13.0M	0
20		San Francisco 49ers	12.8M	-2
21		Los Angeles Clippers	12.3M	1
22		Milwaukee Bucks	12.2M	-2
23		Green Bay Packers	11.8M	1
24		Sacramento Kings	11.7M	-1
25		Seattle Seahawks	11.3M	0
26		Boston Red Sox	10.5M	0
27		Toronto Raptors	10.1M	0
28		Philadelphia 76ers	10.0M	2
29		New York Giants	10.0M	0
30		Utah Jazz	9.9M	-2

AVERAGE FOLLOWERS = 8.4M

FOLLOWERS = **TOTAL FOLLOWERS**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON FOLLOWERS COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

Presented By **STN DIGITAL**

TOP 30 TEAMS
BY ENGAGEMENT PER POST

AVERAGE EPP = 5.1K

EPP = **ENGAGEMENTS PER POST**

ENG = **ENGAGEMENT**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON EPP COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

		TEAM	POSTS	ENG	EPP	RANK CHANGE (YOY)
1		Los Angeles Lakers	4.1K	184.2M	45.5K	0
2		Los Angeles Dodgers	3.6K	103.6M	28.6K	4
3		Philadelphia Eagles	3.4K	84.2M	25.0K	-1
4		Golden State Warriors	8.9K	216.8M	24.5K	-1
5		Kansas City Chiefs	4.0K	82.0M	20.4K	-1
6		Detroit Lions	5.2K	70.0M	13.6K	23
7		Pittsburgh Steelers	4.8K	62.6M	13.1K	1
8		San Francisco 49ers	4.2K	53.8M	12.7K	-1
9		New York Yankees	5.1K	62.3M	12.3K	14
10		Buffalo Bills	4.6K	54.8M	11.8K	7
11		Dallas Mavericks	7.1K	80.3M	11.3K	4
12		Boston Celtics	6.9K	75.2M	11.0K	-2
13		Philadelphia Phillies	4.0K	42.8M	10.8K	5
14		Cincinnati Bengals	3.3K	33.5M	10.1K	-5
15		Chicago Bulls	5.0K	43.4M	8.8K	4
16		Brooklyn Nets	5.2K	45.3M	8.7K	-11
17		Seattle Seahawks	3.5K	30.4M	8.7K	7
18		Baltimore Ravens	5.3K	42.3M	8.0K	14
19		Atlanta Braves	3.2K	24.9M	7.8K	-8
20		San Diego Padres	3.7K	28.5M	7.7K	6
21		Los Angeles Chargers	4.0K	29.8M	7.4K	19
22		Milwaukee Bucks	5.4K	37.0M	6.9K	-2
23		Texas Rangers	2.6K	17.4M	6.7K	31
24		Baltimore Orioles	3.1K	21.0M	6.7K	17
25		Chicago Bears	2.3K	15.6M	6.7K	27
26		Toronto Maple Leafs	3.9K	25.4M	6.5K	2
27		New York Knicks	4.3K	27.8M	6.4K	-6
28		Denver Broncos	3.8K	24.5M	6.4K	10
29		Houston Texans	4.9K	31.5M	6.4K	31
30		Chicago Cubs	3.1K	19.6M	6.3K	4

TOP 30 TEAMS
BIGGEST MOVERS

Determined by Rank Change (YoY)

AVERAGE EPP = 5.1K

EPP = **ENGAGEMENTS PER POST**

ENG = **ENGAGEMENT**

RANK CHANGE (YOY) = **CHANGE IN RANK BASED ON EPP COMPARED TO THE SEASON PRIOR**

Includes data from Instagram, TikTok, Facebook, X (Twitter) and YouTube.

Total followers as of 4/29/2025. Engagement data reflects regular season only (excludes playoffs).

		TEAM	POSTS	ENG	EPP	RANK CHANGE (YOY)
35		Washington Commanders	4.2K	25.1M	5.9K	45
32		Tampa Bay Buccaneers	4.0K	24.5M	6.2K	37
57		Charlotte Hornets	4.4K	19.3M	4.4K	37
58		Carolina Panthers	3.3K	14.3M	4.3K	32
23		Texas Rangers	2.6K	17.4M	6.7K	31
29		Houston Texans	4.9K	31.5M	6.4K	31
45		Cleveland Guardians	2.3K	11.8M	5.1K	30
37		Minnesota Vikings	4.2K	24.1M	5.7K	29
25		Chicago Bears	2.3K	15.6M	6.7K	27
31		Atlanta Falcons	3.5K	22.1M	6.3K	24
6		Detroit Lions	5.2K	70.0M	13.6K	23
36		Green Bay Packers	5.3K	31.5M	5.9K	23
97		San Jose Sharks	5.2K	10.3M	2.0K	22
53		New Orleans Saints	4.0K	18.7M	4.7K	21
77		Washington Capitals	8.1K	24.6M	3.1K	21
21		Los Angeles Chargers	4.0K	29.8M	7.4K	19
34		New England Patriots	3.8K	22.5M	5.9K	19
83		Montreal Canadiens	7.6K	19.4M	2.6K	19
24		Baltimore Orioles	3.1K	21.0M	6.7K	17
69		Arizona Diamondbacks	3.9K	13.2M	3.4K	17
90		Anaheim Ducks	3.7K	8.3M	2.3K	17
92		Washington Nationals	2.4K	5.2M	2.2K	17
101		Florida Panthers	7.2K	12.7M	1.8K	16
102		Winnipeg Jets	6.5K	11.2M	1.7K	16
48		Minnesota Timberwolves	12.4K	59.6M	4.8K	15
49		Memphis Grizzlies	4.6K	21.8M	4.8K	15
9		New York Yankees	5.1K	62.3M	12.3K	14
18		Baltimore Ravens	5.3K	42.3M	8.0K	14
110		Utah Hockey Club	4.1K	6.2M	1.5K	14
70		Milwaukee Brewers	4.4K	14.8M	3.4K	13

Big Four Sports Trends
Top Content Themes

Engagement Rate Lift

Highlight Videos w/ On-Screen Text

Multiple Player Prompt

Mic'd Up Content

DARIUS GARLAND FROM THE LOGO FOR THE W 🔥

When was the last time you talked to your mom?

5 of Top 30 Posts

5 of Top 30 Posts

5 of Top 30 Posts

816x Engagement Rate Lift

344x Engagement Rate Lift

337x Engagement Rate Lift

Engagement Rate Lift

Winnipeg Jets

Cleveland Cavaliers

Philadelphia Eagles

Informational - Hat Trick Display

TikTok Slideshow - Pig Trend

YouTube Shorts - Fly Like an Eagle

1,004x Engagement Rate Lift

814x Engagement Rate Lift

494x Engagement Rate Lift

Big Four Sports
Key Findings

➔ While the NFL and NBA generated 82% of top content by total engagements, there was a much more even split across professional leagues when looking at engagement rate lift. By this metric, the NHL, NFL, and NBA made up a nearly identical share of the top content.

➔ Personality focused content reigned supreme across professional sports, with the top content categories including highlight videos with on-screen text, multiple player prompt, and entertaining mic'd up content.

➔ High performing content outliers included unique informational videos, TikTok slideshows incorporating trending content, and simple and engaging YouTube shorts. Teams can look to experiment with these content types to take advantage of the outsized performance.

➔ In terms of total engagement, TikTok accounted for 30 of the top 50 posts league wide, with 23 of the top 30 posts related to the NFL.

Executive Summary

LEAGUE	PLATFORM WITH THE **MOST TOP CONTENT**	TOP CONTENT CATEGORIES
NFL	TikTok	<u>Multiple player prompt</u>, <u>memes</u> with embedded videos and <u>highlight videos</u> with on-screen text
NHL	Instagram	<u>Mic'd up</u> content, funny <u>pre-game moments</u>, and high quality <u>graphics</u>
NBA	Instagram	<u>Influencer</u> and <u>celebrity</u> focused content, <u>multiple player prompt</u> and <u>highlight videos</u> with on-screen text
MLB	Instagram	<u>Influencer-focused</u> content, specially edited <u>highlight videos</u> and solid static <u>graphics</u>
BIG FOUR SPORTS	TikTok	<u>Highlight videos</u> with on-screen text, <u>multiple player prompt</u>, and <u>mic'd up</u> content

2025

LOOKING TO GET YOUR TEAM TO TOP THE SOCIAL CHARTS?

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GET STARTED