



BLINKFIRE ANALYTICS

GLOBAL RANKING Q2 2022

AVERAGE ENGAGEMENT/POST



Blinkfire Global Ranking

Blinkfire's Global Ranking benchmarks teams and leagues based on social media metrics like engagements, followers, and video views. The following pages include Global Rankings from select sports and leagues based on **social media average engagement per post**.

MEN'S SOCCER



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST			
1		REAL MADRID	73K	1		REAL MADRID	1M	1		REAL MADRID	8K
2		MANCHESTER UNITED FC	48K	2		FC BARCELONA	722K	2		BEŞİKTAŞ JIMNASTIK KULÜBÜ	6K
3		BEŞİKTAŞ JIMNASTIK KULÜBÜ	39K	3		PARIS SAINT-GERMAIN FC	567K	3		MANCHESTER UNITED FC	3,8K
4		FC BARCELONA	36K	4		MANCHESTER UNITED FC	370K	4		FC BARCELONA	3,77K
5		PARIS SAINT-GERMAIN FC	33K	5		LIVERPOOL FC	267K	5		LIVERPOOL FC	3,75K
6		LIVERPOOL FC	25K	6		FC BAYERN MÜNCHEN	216K	6		CHELSEA FC	3,3K
7		CHELSEA FC	19K	7		CHELSEA FC	192K	7		BORUSSIA DORTMUND	1,8K
8		AC MILAN	15K	8		MANCHESTER CITY	162K	8		VILLARREAL CF	1,2K
9		MANCHESTER CITY	13K	9		AC MILAN	140K	9		AC MILAN	1,04K
10		FC BAYERN MÜNCHEN	12K	10		JUVENTUS FC	139K	10		PARIS SAINT-GERMAIN FC	1K

Average engagement per post from Instagram, Twitter, Facebook, TikTok, YouTube, and Sina Weibo

MEN'S SOCCER



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage

	AVERAGE ENGAGEMENT/POST
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1		FC BARCELONA	90K
2		REAL MADRID	79K
3		MANCHESTER UNITED FC	28K
4		PARIS SAINT-GERMAIN FC	22K
5		CHELSEA FC	19K
6		AC MILAN	18K
7		LIVERPOOL FC	17.9K
8		MANCHESTER CITY FC	17.8K
9		FC BAYERN MÜNCHEN	10.8K
10		FC INTERNAZIONALE	10K

	AVERAGE ENGAGEMENT/POST
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1		REAL MADRID	610K
2		PARIS SAINT-GERMAIN FC	459K
3		LIVERPOOL FC	437K
4		CHELSEA FC	324K
5		MANCHESTER UNITED FC	247K
6		FC BARCELONA	220K
7		FC ZENIT ST. PETERSBURG	173K
8		MANCHESTER CITY FC	154K
9		FC BAYERN MÜNCHEN	130K
10		AFC AJAX	129K

	AVERAGE ENGAGEMENT/POST
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1		REAL MADRID	34K
2		MANCHESTER UNITED FC	18K
3		LIVERPOOL FC	16K
4		FC BARCELONA	12K
5		FC BAYERN MÜNCHEN	10K
6		MANCHESTER CITY FC	9K
7		PARIS SAINT-GERMAIN FC	5.8K
8		AC MILAN	5.2K
9		JUVENTUS FC	4.6K
10		CHELSEA FC	4.4K



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



AVERAGE
ENGAGEMENT/POST

1		REAL MADRID	650
2		FC BARCELONA	584
3		MANCHESTER UNITED FC	561
4		LIVERPOOL FC	419
5		CHELSEA FC	416
6		FC BAYERN MÜNCHEN	345
7		AC MILAN	274
8		MANCHESTER CITY FC	272
9		PARIS SAINT-GERMAIN FC	234
10		FC INTERNAZIONALE	137

MEN'S SOCCER



MLS

AVERAGE ENGAGEMENT/POST				 AVERAGE ENGAGEMENT/POST				 AVERAGE ENGAGEMENT/POST			
1		INTER MIAMI CF	1.6K	1		LOS ANGELES FC	6K	1		SEATTLE SOUNDERS FC	441
2		LA GALAXY	1.5K	2		SEATTLE SOUNDERS FC	5K	2		CHARLOTTE FC	203
3		SEATTLE SOUNDERS FC	1.44K	3		LA GALAXY	4.7K	3		LA GALAXY	201
4		LOS ANGELES FC	1.43K	4		ATLANTA UNITED	4.5K	4		AUSTIN FC	188
5		SAN JOSE EARTHQUAKES	1.18K	5		INTER MIAMI CF	4.2K	5		LOS ANGELES FC	173
6		TORONTO FC	1.14K	6		CHARLOTTE FC	4K	6		ATLANTA UNITED	140
7		CHARLOTTE FC	992	7		TORONTO FC	4K	7		TORONTO FC	138
8		AUSTIN FC	697	8		CHICAGO FIRE FC	2.9K	8		FC CINCINNATI	132
9		ATLANTA UNITED	563	9		PHILADELPHIA UNION	2.7K	9		NASHVILLE SC	127
10		CHICAGO FIRE FC	474	10		AUSTIN FC	2.5K	10		ORLANDO CITY SC	119

Average engagement per post from Instagram, Twitter, Facebook, TikTok, and YouTube

MEN'S SOCCER



MLS

	AVERAGE ENGAGEMENT/POST		
1		SEATTLE SOUNDERS FC	1.4K
2		LOS ANGELES FC	1.1K
3		LA GALAXY	1.1K
4		CLUB DE FOOT MONTRÉAL	510
5		ATLANTA UNITED	465
6		SPORTING KANSAS CITY	443
7		NASHVILLE SC	426
8		PHILADELPHIA UNION	415
9		MINNESOTA UNITED FC	394
10		AUSTIN FC	379

	AVERAGE ENGAGEMENT/POST		
1		SAN JOSE EARTHQUAKES	20K
2		INTER MIAMI CF	10.1K
3		TORONTO FC	10K
4		LA GALAXY	7K
5		LOS ANGELES FC	6.2K
6		COLUMBUS CREW	6.1K
7		NEW YORK CITY FC	5.87K
8		CLUB DE FOOT MONTRÉAL	5.84K
9		SEATTLE SOUNDERS FC	5.7K
10		SPORTING KANSAS CITY	4K

	AVERAGE ENGAGEMENT/POST		
1		LOS ANGELES FC	188
2		SEATTLE SOUNDERS FC	97
3		NEW YORK CITY FC	89
4		TORONTO FC	70
5		NASHVILLE SC	68
6		ATLANTA UNITED	67
7		NEW YORK RED BULLS	62
8		LA GALAXY	59
9		AUSTIN FC	50
10		CHARLOTTE FC	46

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

AVERAGE ENGAGEMENT/POST

1		FC BARCELONA FEMENÍ	16K
2		REAL MADRID FEMENINO	12K
3		ARSENAL WOMEN FC	5K
4		CHELSEA FC WOMEN	4.8K
5		SL BENFICA FEMININO	4K
6		PSG FÉMININES	3K
7		JUVENTUS WOMEN	2K
8		FC BAYERN FRAUENFUßBALL	1.2K
9		OLYMPIQUE LYONNAIS FÉMININ	1.1K
10		VFL WOLFSBURG FRAUENFUßBALL	853

Average engagement per post from Instagram, Twitter, and Facebook



AVERAGE ENGAGEMENT/POST

1		FC BARCELONA FEMENÍ	53K
2		REAL MADRID FEMENINO	27K
3		ARSENAL WOMEN FC	13K
4		CHELSEA FC WOMEN	12.9K
5		PSG FÉMININES	12.5K
6		JUVENTUS WOMEN	10K
7		FC BAYERN FRAUENFUßBALL	7K
8		SL BENFICA FEMININO	4K
9		OLYMPIQUE LYONNAIS	3.67K
10		VFL WOLFSBURG FRAUENFUßBALL	3.61K

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

AVERAGE
ENGAGEMENT/POST

1		CHELSEA FC WOMEN	3K
2		ARSENAL WOMEN FC	2.9K
3		FC BARCELONA FEMENÍ	2.5K
4		REAL MADRID FEMENINO	1K
5		JUVENTUS WOMEN	564
6		PSG FÉMININES	403
7		OLYMPIQUE LYONNAIS	256
8		VFL WOLFSBURG FRAUENFUSSBALL	182
9		FC BAYERN FRAUENFUSSBALL	165
10		SERVETTE FC CHÊNOIS FÉMININ	23

AVERAGE
ENGAGEMENT/POST

1		FC BARCELONA FEMENÍ	8K
2		REAL MADRID FEMENINO	7K
3		ARSENAL WOMEN FC	6K
4		CHELSEA FC WOMEN	5K
5		OLYMPIQUE LYONNAIS FÉMININ	2K
6		PSG FÉMININES	1.6K
7		FC BAYERN FRAUENFUSSBALL	1K
8		VFL WOLFSBURG FRAUENFUSSBALL	899
9		1899 HOFFENHEIM FRAUEN	146
10		HB KOGE WOMEN	119

WOMEN'S SOCCER



NWSL

AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST			
1		ANGEL CITY FC	970	1		NJNY GOTHAM FC	3.9K	1		ANGEL CITY FC	214
2		SAN DIEGO WAVE FC	678	2		ANGEL CITY	3.8K	2		PORTLAND THORNS	168
3		OL REIGN	516	3		SAN DIEGO WAVE FC	2.9K	3		WASHINGTON SPIRIT	162
4		PORTLAND THORNS	510	4		PORTLAND THORNS	2.7K	4		SAN DIEGO WAVE	145
5		WASHINGTON SPIRIT	312	5		WASHINGTON SPIRIT	2.17K	5		NJNY GOTHAM FC	142
6		ORLANDO PRIDE	272	6		OL REIGN	2.12K	6		HOUSTON DASH	114
7		HOUSTON DASH	252	7		ORLANDO PRIDE	1.7K	7		ORLANDO PRIDE	109
8		RACING LOUISVILLE FC	200	8		HOUSTON DASH	1.36K	8		OL REIGN	107
9		NJNY GOTHAM FC	192	9		KANSAS CITY CURRENT	1.32K	9		RACING LOUISVILLE FC	86
10		KANSAS CITY CUR	184	10		CHICAGO RED STARS	1.1K	10		NJNY GOTHAM FC	62

Average engagement per post from Instagram, Twitter, Facebook, and TikTok

WOMEN'S SOCCER



NWSL

AVERAGE
ENGAGEMENT/POST

1		PORTLAND THORNS	388
2		KANSAS CITY CURRENT	269
3		WASHINGTON SPIRIT	247
4		CHICAGO RED STARS	238
5		NJNY GOTHAM FC	212
6		HOUSTON DASH	173
7		SAN DIEGO WAVE	146
8		NORTH CAROLINA COURAGE	136
9		ORLANDO PRIDE	132
10		OL REIGN	115

AVERAGE
ENGAGEMENT/POST

1		NJNY GOTHAM FC	2.6K
2		ANGEL CITY FC	2.4K
3		PORTLAND THORNS	1.8K
4		SAN DIEGO WAVE	1.7K
5		WASHINGTON SPIRIT	1.5K
6		HOUSTON DASH	1.3K
7		KANSAS CITY CURRENT	1.1K
8		OL REIGN	789
9		RACING LOUISVILLE FC	661
10		CHICAGO RED STARS	414

MEN'S BASKETBALL



NBA

AVERAGE ENGAGEMENT/POST				 AVERAGE ENGAGEMENT/POST				 AVERAGE ENGAGEMENT/POST			
1		GOLDEN STATE WARRIORS	38K	1		GOLDEN STATE WARRIORS	239K	1		GOLDEN STATE WARRIORS	10K
2		CHICAGO BULLS	30K	2		LOS ANGELES LAKERS	96K	2		BOSTON CELTICS	4K
3		LOS ANGELES LAKERS	16K	3		CHICAGO BULLS	74K	3		LOS ANGELES LAKERS	3K
4		BOSTON CELTICS	15K	4		BOSTON CELTICS	64K	4		CHICAGO BULLS	2.7K
5		MIAMI HEAT	8.6K	5		MIAMI HEAT	53K	5		MIAMI HEAT	2.2K
6		MILWAUKEE BUCKS	8.2K	6		BROOKLYN NETS	51K	6		PHILADELPHIA 76ERS	1.8K
7		TORONTO RAPTORS	5.5K	7		MILWAUKEE BUCKS	46K	7		TORONTO RAPTORS	1.6K
8		BROOKLYN NETS	5.1K	8		PHOENIX SUNS	28K	8		BROOKLYN NETS	1.5K
9		PHOENIX SUNS	4.7K	9		PHILADELPHIA 76ERS	27K	9		MILWAUKEE BUCKS	1.4K
10		MEMPHIS GRIZZLIES	4.6K	10		MEMPHIS GRIZZLIES	26K	10		PHOENIX SUNS	1.2K

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MEN'S BASKETBALL



NBA

		AVERAGE ENGAGEMENT/ POST	
1		GOLDEN STATE WARRIORS	35K
2		LOS ANGELES LAKERS	11K
3		BOSTON CELTICS	7K
4		CHICAGO BULLS	6.5K
5		BROOKLYN NETS	6.3K
6		SAN ANTONIO SPURS	5.7K
7		MILWAUKEE BUCKS	5.2K
8		MIAMI HEAT	4K
9		MEMPHIS GRIZZLIES	2.6K
10		DALLAS MAVERICKS	2.1K

		AVERAGE ENGAGEMENT/POST	
1		CHICAGO BULLS	1.2M
2		GOLDEN STATE WARRIORS	105K
3		DENVER NUGGETS	82K
4		PORTLAND TRAIL BLAZERS	55K
5		BOSTON CELTICS	49K
6		LOS ANGELES CLIPPERS	46.4K
7		CHARLOTTE HORNETS	46.2K
8		MEMPHIS GRIZZLIES	44K
9		NEW YORK KNICKS	41K
10		UTAH JAZZ	36K

		AVERAGE ENGAGEMENT/POST	
1		GOLDEN STATE WARRIORS	3.7K
2		LOS ANGELES LAKERS	733
3		CHICAGO BULLS	689
4		MILWAUKEE BUCKS	545
5		HOUSTON ROCKETS	502
6		PHILADELPHIA 76ERS	409
7		BROOKLYN NETS	341
8		DALLAS MAVERICKS	311
9		TORONTO RAPTORS	298
10		UTAH JAZZ	249

MEN'S BASKETBALL



NBA



AVERAGE
ENGAGEMENT/POST

1		GOLDEN STATE WARRIORS	2K
2		LOS ANGELES LAKERS	725
3		BROOKLYN NETTS	310
4		DALLAS MAVERICKS	223
5		BOSTON CELTICS	182
6		LOS ANGELES CLIPPERS	181
7		CLEVELAND CAVALIERS	175
8		MEMPHIS GRIZZLIES	168
9		HOUSTON ROCKETS	126
10		PHOENIX SUNS	125

MEN'S BASKETBALL



EUROLEAGUE

AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST			
1		FENERBAHÇE BEKO	8K	1		FENERBAHÇE BEKO	25K	1		FENERBAHÇE BEKO	3K
2		REAL MADRID BASKET	3K	2		OLYMPIACOS BC	14.4K	2		REAL MADRID BASKET	800
3		OLYMPIACOS BC	2.7K	3		REAL MADRID BASKET	14.3K	3		ANADOLU EFES SPOR KULÜBÜ	755
4		PANATHINAIKOS BC	2.19K	4		PANATHINAIKOS BC	8K	4		FC BARCELONA BÀSQUET	340
5		ANADOLU EFES SPOR KULÜBÜ	2.11K	5		KK CRVENA ZVEZDA	7K	5		OLYMPIACOS BC	161
6		KK CRVENA ZVEZDA	1.5K	6		ANADOLU EFES SPOR KULÜBÜ	6.7K	6		PANATHINAIKOS BC	120
7		FC BARCELONA BÀSQUET	1.2K	7		FC BARCELONA BÀSQUET	6.5K	7		KK CRVENA ZVEZDA	89
8		BC ŽALGIRIS KAUNAS	892	8		OLIMPIA MILANO	3K	8		OLIMPIA MILANO	72
9		OLIMPIA MILANO	755	9		BC ŽALGIRIS KAUNAS	2.5K	9		ASVEL LYON VILLEURBANNE	67
10		MACCABI PLAYTIKA TEL AVIV	659	10		MACCABI PLAYTIKA TEL AVIV	2.4K	10		MACCABI PLAYTIKA TEL AVIV	59

Average engagement per post from Instagram, Twitter, Facebook, and YouTube

MEN'S BASKETBALL



EUROLEAGUE

		AVERAGE ENGAGEMENT/POST	
1		REAL MADRID BASKET	3K
2		OLYMPIACOS BC	2K
3		FENERBAHÇE BEKO	1.8K
4		PANATHINAIKOS BC	1.38K
5		KK CRVENA ZVEZDA	1.36K
6		BC ŽALGIRIS KAUNAS	939
7		ANADOLU EFES SPOR KULÜBÜ	788
8		OLIMPIA MILANO	679
9		FC BARCELONA BÀSQUET	499
10		MACCABI PLAYTIKA TEL AVIV	460

		AVERAGE ENGAGEMENT/POST	
1		OLYMPIACOS BC	527
2		BC ŽALGIRIS KAUNAS	151
3		REAL MADRID BASKET	133
4		ANADOLU EFES SPOR KULÜBÜ	118
5		KK CRVENA ZVEZDA	113
6		OLIMPIA MILANO	93
7		MACCABI PLAYTIKA TEL AVIV	80
8		PBK CSKA MOSCOW	52
9		ALBA BERLIN	49
10		AS MONACO BASKET	37

WOMEN’S BASKETBALL



WNBA

AVERAGE ENGAGEMENT/POST		
1		SEATTLE STORM 846
2		LOS ANGELES SPARKS 648
3		PHOENIX MERCURY 645
4		CHICAGO SKY 623
5		LAS VEGAS ACES 620
6		INDIANA FEVER 513
7		NEW YORK LIBERTY 418
8		MINNESOTA LYNX 403
9		WASHINGTON MYSTICS 326
10		DALLAS WINGS 278



AVERAGE ENGAGEMENT/POST		
1		LOS ANGELES SPARKS 2K
2		SEATTLE STORM 1.9K
3		PHOENIX MERCURY 1.8K
4		WASHINGTON MYSTICS 1.7K
5		CHICAGO SKY 1.6K
6		INDIANA FEVER 1.4K
7		MINNESOTA LYNX 1.3K
8		LAS VEGAS ACES 1.2K
9		NEW YORK LIBERTY 1K
10		DALLAS WINGS 838

Average engagement per post from Instagram, Twitter, and Facebook

WOMEN'S BASKETBALL



WNBA

AVERAGE
ENGAGEMENT/POST

1		SEATTLE STORM	363
2		PHOENIX MERCURY	277
3		LAS VEGAS ACES	242
4		CHICAGO SKY	241
5		INDIANA FEVER	222
6		DALLAS WINGS	181
7		WASHINGTON MYSTICS	178
8		MINNESOTA LYNX	167
9		LOS ANGELES SPARKS	159
10		NEW YORK LIBERTY	153

AVERAGE
ENGAGEMENT/POST

1		LAS VEGAS ACES	863
2		SEATTLE STORM	542
3		CHICAGO SKY	538
4		PHOENIX MERCURY	473
5		INDIANA FEVER	433
6		LOS ANGELES SPARKS	430
7		MINNESOTA LYNX	358
8		DALLAS WINGS	239
9		NEW YORK LIBERTY	165
10		ATLANTA DREAM	162



NFL

AVERAGE ENGAGEMENT/POST



AVERAGE
ENGAGEMENT/POST



AVERAGE
ENGAGEMENT/POST

1		CINCINNATI BENGALS	70.8M
2		KANSAS CITY CHIEFS	55.3M
3		LAS VEGAS RAIDERS	50.8M
4		BUFFALO BILLS	49.7M
5		PITTSBURGH STEELERS	48.6M
6		INDIANAPOLIS COLTS	47.9M
7		SAN FRANCISCO 49ERS	44M
8		PHILADELPHIA EAGLES	40.3M
9		NEW YORK GIANTS	39.7M
10		LOS ANGELES CHARGERS	39.5M

1		CINCINNATI BENGALS	38K
2		SAN FRANCISCO 49ERS	36K
3		PITTSBURGH STEELERS	35K
4		DALLAS COWBOYS	34K
5		LAS VEGAS RAIDERS	32K
6		LOS ANGELES RAMS	30K
7		BUFFALO BILLS	29K
8		KANSAS CITY CHIEFS	25.3K
9		PHILADELPHIA EAGLES	25.1K
10		GREEN BAY PACKERS	23K

1		CINCINNATI BENGALS	2K
2		LOS ANGELES CHARGERS	1.98K
3		LAS VEGAS RAIDERS	1.93K
4		KANSAS CITY CHIEFS	1.92K
5		BUFFALO BILLS	1.6K
6		NEW YORK JETS	1.2K
7		NEW YORK GIANTS	1.16K
8		PHILADELPHIA EAGLES	1.11K
9		WASHINGTON COMMANDERS	1.1K
10		PITTSBURGH STEELERS	940

Average engagement per post from Instagram, Facebook, Twitter, TikTok, and YouTube.

FOOTBALL



NFL

		AVERAGE ENGAGEMENT/POST	
1		PITTSBURGH STEELERS	7K
2		BUFFALO BILLS	3.9K
3		SAN FRANCISCO 49ERS	3.7K
4		CINCINNATI BENGALS	3.2K
5		LAS VEGAS RAIDERS	2.95K
6		KANSAS CITY CHIEFS	2.93K
7		INDIANAPOLIS COLTS	2.8K
8		DENVER BRONCOS	2.6K
9		PHILADELPHIA EAGLES	2.5K
10		NEW ORLEANS SAINTS	2.3K

		AVERAGE ENGAGEMENT/POST	
1		BUFFALO BILLS	104K
2		CINCINNATI BENGALS	48K
3		PITTSBURGH STEELERS	47K
4		SAN FRANCISCO 49ERS	46K
5		INDIANAPOLIS COLTS	42K
6		DETROIT LIONS	40K
7		KANSAS CITY CHIEFS	39K
8		DALLAS COWBOYS	37K
9		WASHINGTON COMMANDERS	36.5K
10		ATLANTA FALCONS	36.2K

		AVERAGE ENGAGEMENT/POST	
1		LAS VEGAS RAIDERS	1.4K
2		LOS ANGELES CHARGERS	1.1K
3		INDIANAPOLIS COLTS	936
4		WASHINGTON COMMANDERS	886
5		BALTIMORE RAVENS	716
6		PHILADELPHIA EAGLES	682
7		PITTSBURGH STEELERS	657
8		NEW YORK GIANTS	554
9		DETROIT LIONS	507
10		BUFFALO BILLS	488



NHL

AVERAGE ENGAGEMENT/POST					AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST		
1		NEW YORK RANGERS	4.9K	1		NEW YORK RANGERS	27K	1		NEW YORK RANGERS	1.6K
2		TORONTO MAPLE LEAFS	4.8K	2		TORONTO MAPLE LEAFS	20K	2		TORONTO MAPLE LEAFS	1.3K
3		CHICAGO BLACKHAWKS	4.1K	3		CHICAGO BLACKHAWKS	19K	3		VEGAS GOLDEN KNIGHTS	851
4		BOSTON BRUINS	3K	4		BOSTON BRUINS	18K	4		PITTSBURGH PENGUINS	759
5		PITTSBURGH PENGUINS	2.7K	5		PITTSBURGH PENGUINS	17K	5		CHICAGO BLACKHAWKS	753
6		MINNESOTA WILD	2.2K	6		CAROLINA HURRICANES	16K	6		BOSTON BRUINS	739
7		ST. LOUIS BLUES	2.1K	7		WASHINGTON CAPITALS	13K	7		CAROLINA HURRICANES	727
8		TAMPA BAY LIGHTNING	2.07K	8		COLORADO AVALANCHE	12.6K	8		BUFFALO SABRES	684
9		MONTREAL CANADIENS	2.03K	9		EDMONTON OILERS	12.4K	9		TAMPA BAY LIGHTNING	611
10		WASHINGTON CAPITALS	1.8K	10		MONTREAL CANADIENS	11K	10		ST. LOUIS BLUES	588

Average engagement per post from Instagram, Twitter, Facebook, TikTok, and YouTube



NHL

AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST			
1		PITTSBURGH PENGUINS	4K	1		MONTREAL CANADIENS	32K	1		MINNESOTA WILD	845
2		COLORADO AVALANCHE	3.8K	2		TORONTO MAPLE LEAFS	21K	2		MONTREAL CANADIENS	557
3		NEW YORK RANGERS	3.3K	3		NEW YORK RANGERS	19.6K	3		PITTSBURGH PENGUINS	372
4		CAROLINA HURRICANES	3.1K	4		EDMONTON OILERS	19.4K	4		VANCOUVER CANUCKS	341
5		CHICAGO BLACKHAWKS	3K	5		WASHINGTON CAPITALS	17K	5		ST. LOUIS BLUES	317
6		TORONTO MAPLE LEAFS	2.9K	6		CALGARY FLAMES	16K	6		TORONTO MAPLE LEAFS	311
7		TAMPA BAY LIGHTNING	2.2K	7		ANAHEIM DUCKS	15K	7		COLORADO AVALANCHE	276
8		BOSTON BRUINS	2.1	8		CAROLINA HURRICANES	14.9K	8		TAMPA BAY LIGHTNING	216
9		ST. LOUIS BLUES	2K	9		BOSTON BRUINS	14.3K	9		NEW YORK RANGERS	162
10		DETROIT RED WINGS	1K	10		CHICAGO BLACKHAWKS	13K	10		DETROIT RED WINGS	159



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AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST			
											
1		ATLANTA BRAVES	9.8K	1		LOS ANGELES DODGERS	50K	1		NEW YORK YANKEES	3K
2		LOS ANGELES DODGERS	9.2K	2		ATLANTA BRAVES	48K	2		ATLANTA BRAVES	2.47K
3		NEW YORK YANKEES	7K	3		NEW YORK YANKEES	32.8K	3		ST. LOUIS CARDINALS	2.44K
4		ST. LOUIS CARDINALS	6K	4		TORONTO BLUE JAYS	32.2K	4		LOS ANGELES ANGELS	2.1K
5		TORONTO BLUE JAYS	4.1K	5		LOS ANGELES ANGELS	29K	5		LOS ANGELES DODGERS	1.6K
6		BOSTON RED SOX	4.08K	6		ST. LOUIS CARDINALS	28K	6		TORONTO BLUE JAYS	1.2K
7		LOS ANGELES ANGELS	4.02K	7		HOUSTON ASTROS	22K	7		HOUSTON ASTROS	1.16K
8		HOUSTON ASTROS	3.8K	8		BOSTON RED SOX	18K	8		NEW YORK METS	1.16K
9		NEW YORK METS	3.2K	9		SAN DIEGO PADRES	17K	9		BOSTON RED SOX	1.1K
10		SEATTLE MARINERS	3K	10		NEW YORK METS	16K	10		SEATTLE MARINERS	923

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BASEBALL



MLB

 AVERAGE ENGAGEMENT/POST			
1		ST. LOUIS CARDINALS	12K
2		ATLANTA BRAVES	11K
3		TORONTO BLUE JAYS	7K
4		NEW YORK YANKEES	6K
5		DETROIT TIGERS	5.8K
6		CHICAGO CUBS	5.7K
7		CINCINNATI REDS	5.5K
8		LOS ANGELES DODGERS	5K
9		CHICAGO WHITE SOX	4.3K
10		HOUSTON ASTROS	4.2K

 AVERAGE ENGAGEMENT/POST			
1		TEXAS RANGERS	60K
2		NEW YORK YANKEES	55K
3		ATLANTA BRAVES	53K
4		CHICAGO CUBS	51K
5		CINCINNATI REDS	42K
6		ARIZONA DIAMONDBACKS	39K
7		SAN FRANCISCO GIANTS	33K
8		BOSTON RED SOX	32K
9		LOS ANGELES DODGERS	30K
10		ST. LOUIS CARDINALS	28K

 AVERAGE ENGAGEMENT/POST			
1		SAN FRANCISCO GIANTS	1.1K
2		ATLANTA BRAVES	1K
3		BOSTON RED SOX	586
4		LOS ANGELES DODGERS	481
5		DETROIT TIGERS	349
6		CHICAGO CUBS	335
7		LOS ANGELES ANGELS	311
8		TORONTO BLUE JAYS	277
9		NEW YORK METS	266
10		CHICAGO WHITE SOX	248

F1			AVERAGE ENGAGEMENT/POST			AVERAGE ENGAGEMENT/POST			AVERAGE ENGAGEMENT/POST		
1		ORACLE RED BULL RACING	37K	1		SCUDERIA FERRARI	149K	1		ORACLE RED BULL RACING	7K
2		MERCEDES AMG PETRONAS	25K	2		ORACLE RED BULL RACING	135K	2		MERCEDES AMG PETRONAS	6K
3		SCUDERIA FERRARI	23.8K	3		MERCEDES AMG PETRONAS	124K	3		MCLAREN RACING	3K
4		MCLAREN RACING	23.7K	4		MCLAREN RACING	101K	4		SCUDERIA FERRARI	2.9K
5		HAAS F1 TEAM	10K	5		HAAS F1 TEAM	46K	5		HAAS F1 TEAM	2.4K
6		SCUDERIA ALPHATAURI	8K	6		SCUDERIA ALPHATAURI	29K	6		SCUDERIA ALPHATAURI	1.7K
7		ALFA ROMEO F1 TEAM ORLEN	7K	7		ALFA ROMEO F1 TEAM ORLEN	28K	7		WILLIAMS RACING	1.3K
8		WILLIAMS RACING	4.7K	8		ASTON MARTIN ARAMCO COGNIZANT	25K	8		ALFA ROMEO F1 TEAM ORLEN	1.2K
9		ALPINE F1 TEAM	4.4K	9		WILLIAMS RACING	23K	9		ALPINE F1 TEAM	941
10		ASTON MARTIN ARAMCO COGNIZANT	4.3K	10		ALPINE F1 TEAM	21K	10		ASTON MARTIN ARAMCO COGNIZANT	818

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		AVERAGE ENGAGEMENT/POST	
1		ORACLE RED BULL RACING	18K
2		MERCEDES AMG PETRONAS	11K
3		SCUDERIA FERRARI	7K
4		MCLAREN RACING	6K
5		HAAS F1 TEAM	4K
6		SCUDERIA ALPHATAURI	3K
7		ALFA ROMEO F1 TEAM ORLEN	2K
8		ASTON MARTIN ARAMCO COGNIZANT	1.5K
9		WILLIAMS RACING	1.4K
10		ALPINE F1 TEAM	1.2K

		AVERAGE ENGAGEMENT/POST	
1		ORACLE RED BULL RACING	19K
2		MCLAREN RACING	12K
3		MERCEDES AMG PETRONAS	6K
4		ASTON MARTIN ARAMCO COGNIZANT	3K
5		SCUDERIA FERRARI	2K
6		SCUDERIA ALPHATAURI	877
7		WILLIAMS RACING	733
8		HAAS F1 TEAM	695
9		ALPINE F1 TEAM	---
10		ALFA ROMEO F1 TEAM ORLEN	---