2024

WNBA REPORT



Blinkfire™

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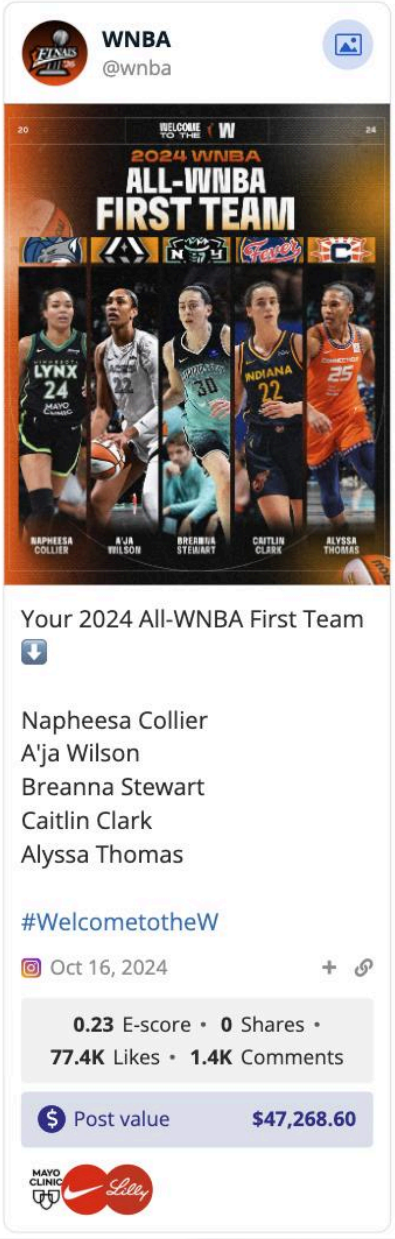
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In this in-depth analysis, we explore the latest social media insights and rankings from the 2024 WNBA season, uncovering the top strategies and best practices driving fan engagement across the league.

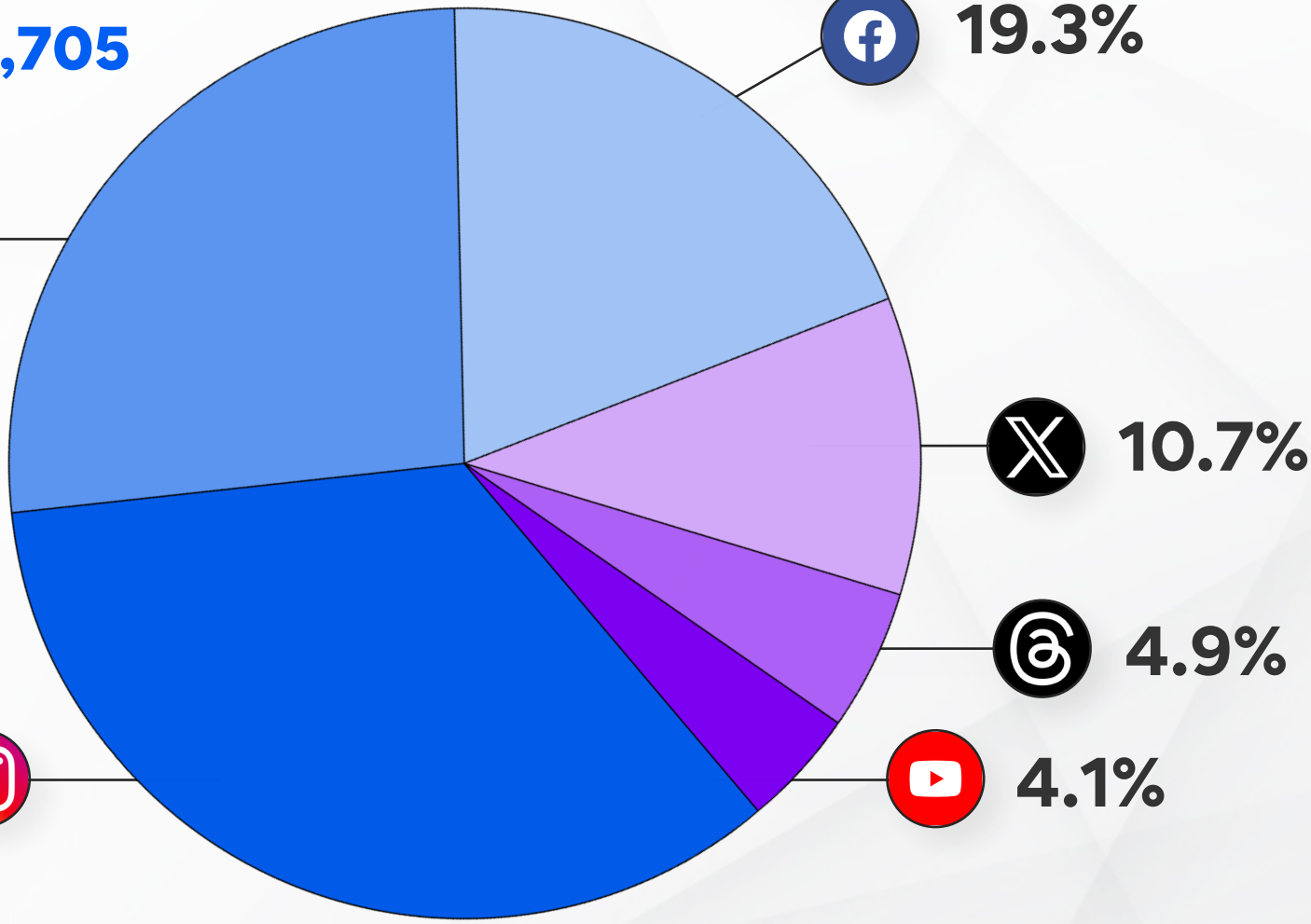
This season was filled with unforgettable moments—from record-breaking performances to impactful social media campaigns celebrating the WNBA's growth. Our report covers platform follower breakdowns, Caitlin Clark's rising success both on and off the court, and much more. Join us as we recap a groundbreaking year for women's professional basketball.



WNBA FOLLOWER DISTRIBUTION

WNBA

Total Followers:
8,673,705

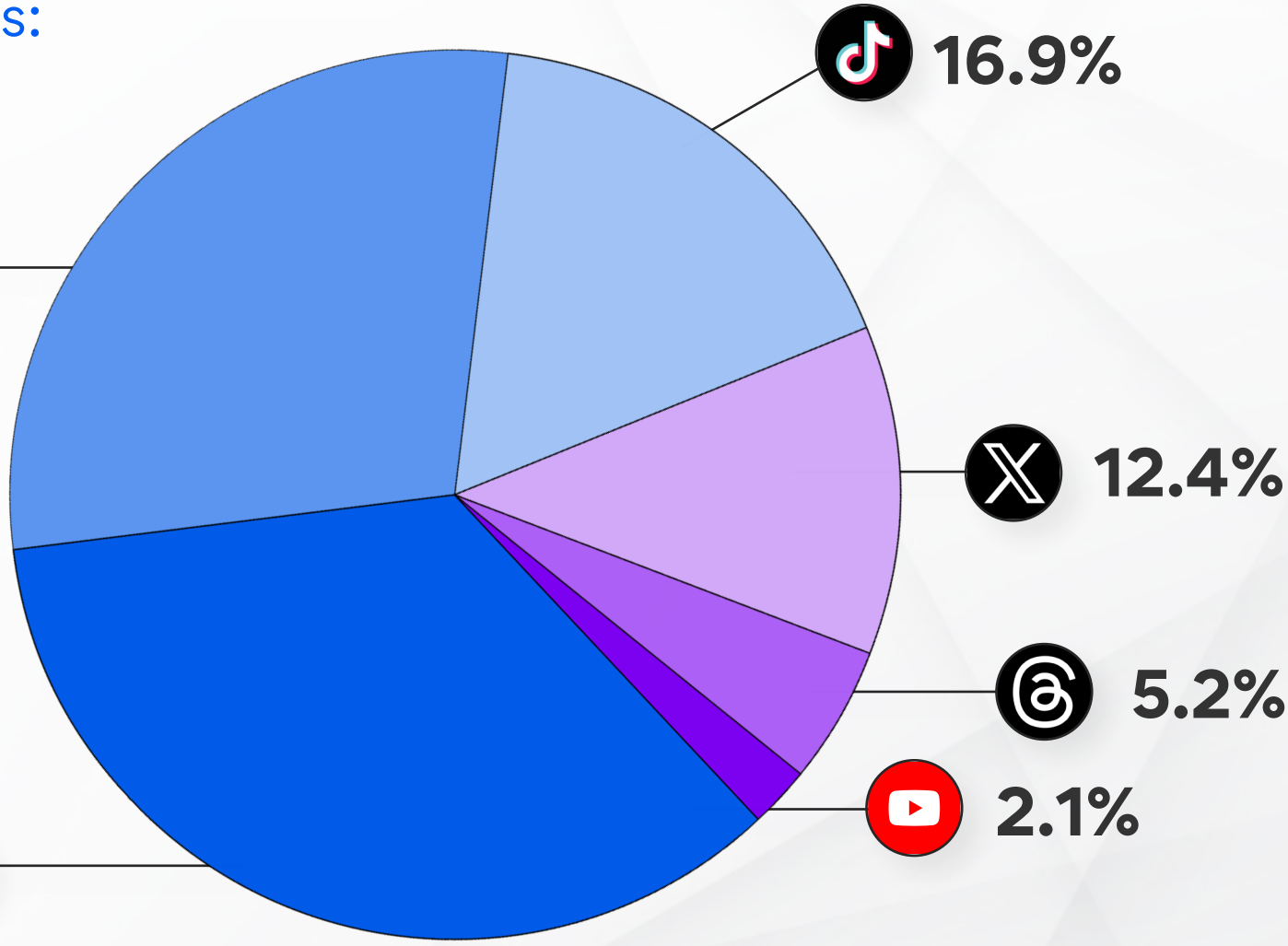


Instagram and TikTok are driving fan engagement as audiences increasingly gravitate towards short-form video content. This season, the league increased its TikTok video output by 209% and Instagram posts by 92% compared to the 2023 season.

Based on data in Blinkfire from 9/19/2024 across Twitter, Facebook, Instagram, Sina Weibo, TikTok, YouTube, and Threads

TEAM FOLLOWER DISTRIBUTION

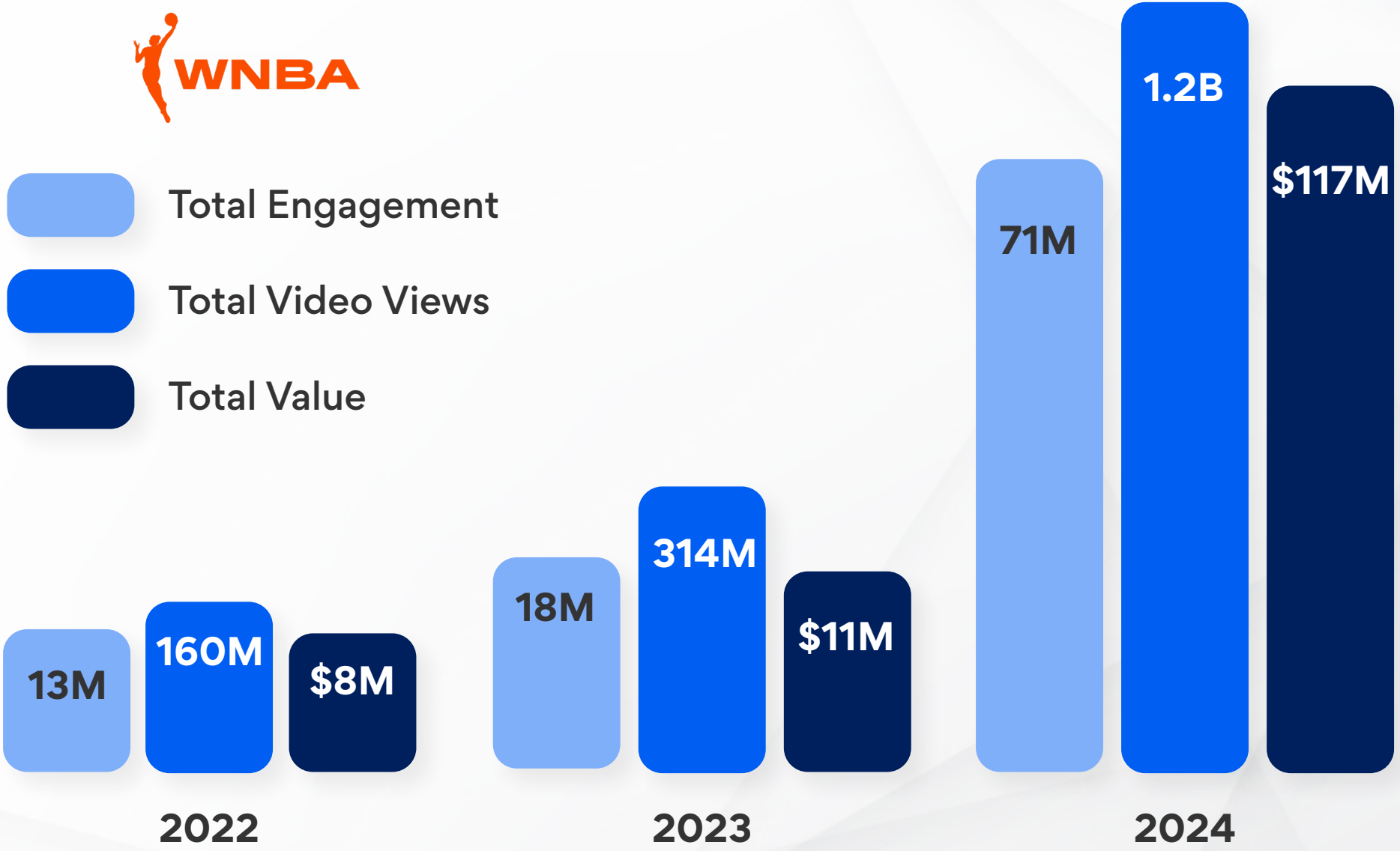
Total Followers:
11,118,997



Meta dominates social media for the WNBA, as Facebook and Instagram make up 63.5% of teams' total followers. TikTok is still a remarkable growth story — as WNBA teams grew their total TikTok following by 130% compared to last season.

Based on data in Blinkfire from 9/19/2024 across Twitter, Facebook, Instagram, Sina Weibo, TikTok, YouTube, and Threads

THE WNBA'S EXPONENTIAL SOCIAL GROWTH



Based on league owned and opperated data in Blinkfire from 5/6/2022 - 9/18/2022, 5/19/2023 - 9/10/2023, and 5/14/2024 - 9/19/2024

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1	INDIANA FEVER	57.2M
2	LAS VEGAS ACES	24.5M
3	CHICAGO SKY	16.8M
4	PHOENIX MERCURY	12.9M
5	NEW YORK LIBERTY	9.6M
6	SEATTLE STORM	7.2M
7	LOS ANGELES SPARKS	4.5M
8	MINNESOTA LYNX	4.3M
9	DALLAS WINGS	2.4M
10	ATLANTA DREAM	2.2M

TOTAL VIDEO VIEWS

1	INDIANA FEVER	929.7M
2	LAS VEGAS ACES	156.1M
3	PHOENIX MERCURY	101.9M
4	CHICAGO SKY	95.0M
5	NEW YORK LIBERTY	67.5M
6	LOS ANGLES SPARKS	54.5M
7	MINNESOTA LYNX	39.0M
8	SEATTLE STORM	31.4M
9	ATLANTA DREAM	28.2M
10	WASHINGTON MYSTICS	18.8M

Based on team owned and opperated data in Blinkfire from 5/14/2024 - 9/19/2024 across Facebook, Instagram, TikTok, Twitter, Threads, and YouTube

TEAMS | **RELATIVE FOLLOWER GROWTH**

INSTAGRAM

	TEAM	% GROWTH
1	**Las Vegas Aces**	**50.0%**
2	Indiana Fever	**48.5%**
3	Chicago Sky	**46.5%**
4	New York Liberty	**39.6%**
5	Connecticut Sun	**26.5%**

TIKTOK

	TEAM	% GROWTH
1	**Washington Mystics**	**162.1%**
2	Minnesota Lynx	**90.0%**
3	Phoenix Mercury	**82.6%**
4	New York Liberty	**61.2%**
5	Indiana Fever	**58.7%**

Based on team owned and opperated data in Blinkfire from 5/14/2024 - 9/19/2024 across Instagram and TikTok

TEAMS | **RELATIVE FOLLOWER GROWTH**

FACEBOOK

	TEAM	% GROWTH
1	**Atlanta Dream**	**98.2%**
2	Indiana Fever	**92.8%**
3	Chicago Sky	**79.6%**
4	Las Vegas Aces	**58.5%**
5	New York Liberty	**20.5%**

X

	TEAM	% GROWTH
1	**Indiana Fever**	**49.5%**
2	Las Vegas Aces	**20.6%**
3	Chicago Sky	**18.0%**
4	New York Liberty	**13.7%**
5	Phoenix Mercury	**12.1%**

Based on team owned and opperated data in Blinkfire from 5/14/2024 - 9/19/2024 across Instagram and TikTok

INDIANA FEVER - THE CAITLIN CLARK EFFECT

Indiana Fever: Regular Season Social Media Growth

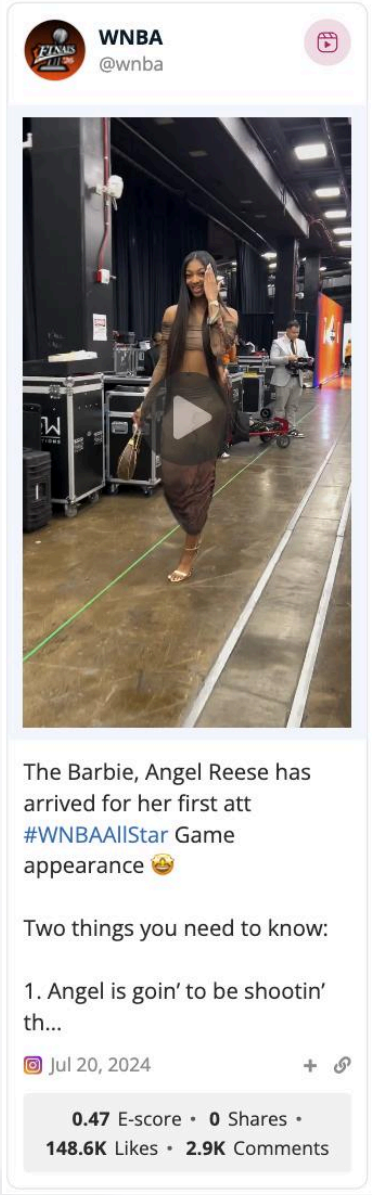


Based on league owned and opperated data in Blinkfire from 5/19/2023 - 9/10/2023 and 5/14/2024 - 9/19/2024

STAR TALENT STIMULATES GROWTH

New WNBA superstars like Caitlin Clark, Angel Reese, Cameron Brink, and Kamilla Cardoso are redefining the league's reach and appeal, drawing record-breaking viewership and engaging younger fans across social media. They're also proving to be powerful drivers of brand partnerships, helping the WNBA expand its footprint and fan base.

Angel Reese has over 8.5 million followers across social media. Caitlin Clark barely posts and has over 4.1 million followers. It's not a coincidence that the Fever rank first in every social media KPI this year. The Chciago Sky didn't make the playoffs this season, but they still finished in the top three teams across most social metrics. Star-power is driving engagement and viewership for the WNBA.





Based on data in Blinkfire from 5/14/2024 - 9/19/2024

TEAM ENGAGEMENT

Although the **Indiana Fever** were eliminated in the first round, they maximized their impact during their two playoff games, generating the highest engagement of any WNBA team throughout the playoffs.

The 2024 champions ranked second and the Las Vegas Aces ranked third. Both teams showcased superstar talent that resonated with fans, strengthening their connection to the game. However, a significant drop-off appears by the time we reach the fifth-ranked Seattle Storm. The regular season rankings highlight a notable divide between the league's most popular teams and the rest, underscoring the gap in fan engagement across the WNBA's top 10 teams.

	TEAM	TOTAL ENGAGEMENT
1	**INDIANA FEVER**	**7.0M**
2	NEW YORK LIBERTY	**4.1M**
3	LAS VEGAS ACES	**4.0M**
4	MINNESOTA LYNX	**2.9M**
5	SEATTLE STORM	**624K**

Based on data in Blinkfire from team owned & operated channels from 9/22/2024 - 10/20/2024

NEW YORK LIBERTY: WNBA CHAMPIONS

2024 Playoffs Social Performance

Total Followers

+6.4%

Total Impressions

65.9 Million

Total Value

$3.2 Million

Based on data in Blinkfire from 9/22/24 - 10/20/24 across the New York Liberty owned and operated accounts

The New York Liberty won their first-ever WNBA championship this season, going 8-3 throughout their three series. The team added 50,583 new followers and ranked second overall in total engagements and media value during the playoffs. **Webull**, the team's front-of-jersey sponsor, received 5.9 million impressions on the Liberty's social media during the 2024 playoffs.



Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

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