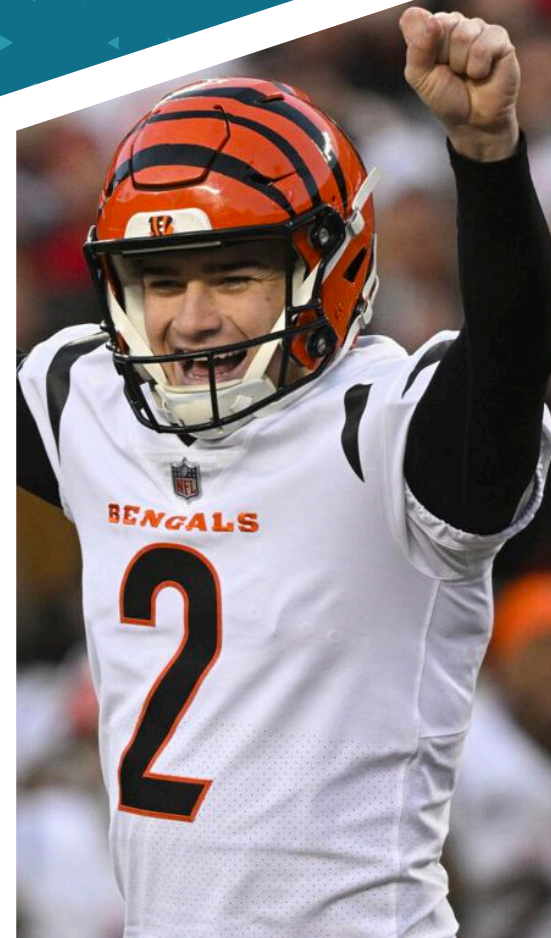




BLINKFIRE ANALYTICS

GLOBAL RANKING Q1 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		MANCHESTER UNITED FC 56K	1		FC BARCELONA 948K	1		BEŞİKTAŞ JIMNASTIK KULÜBÜ 7K
2		REAL MADRID 50K	2		REAL MADRID 871K	2		CHELSEA FC 4.5K
3		FC BARCELONA 44K	3		PARIS SAINT-GERMAIN FC 691K	3		REAL MADRID 4.4K
4		BEŞİKTAŞ JIMNASTIK KULÜBÜ 41K	4		MANCHESTER UNITED FC 443K	4		FC BARCELONA 4.4K
5		PARIS SAINT-GERMAIN FC 37K	5		CHELSEA FC 247K	5		MANCHESTER UNITED FC 2.9K
6		CHELSEA FC 28K	6		LIVERPOOL FC 226K	6		LIVERPOOL FC 2.7K
7		ARSENAL FC 23K	7		FC BAYERN MÜNCHEN 206K	7		BORUSSIA DORTMUND 1.1K
8		LIVERPOOL FC 21K	8		JUVENTUS FC 169K	8		PARIS SAINT-GERMAIN FC 1K
9		AC MILAN 12.2K	9		BEŞİKTAŞ JIMNASTIK KULÜBÜ 132K	9		ATLÉTICO DE MADRID 930
10		FK ZENIT ST. PETERSBURG 12K	10		AC MILAN 100K	10		SPORTING CP 710

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



UEFA CHAMPIONS LEAGUE

Teams qualified for the group stage



AVERAGE ENGAGEMENT/POST



AVERAGE ENGAGEMENT/POST



AVERAGE ENGAGEMENT/POST

1		FC BARCELONA	79K
2		REAL MADRID	48K
3		MANCHESTER UNITED FC	28K
4		CHELSEA FC	21K
5		PARIS SAINT-GERMAIN FC	20K
6		LIVERPOOL FC	12K
7		FC INTERNAZIONALE	11K
8		MANCHESTER CITY FC	10.7K
9		AC MILAN	10.5K
10		FC BAYERN MÜNCHEN	8K

1		PARIS SAINT-GERMAIN FC	493K
2		REAL MADRID	405K
3		BORUSSIA DORTMUND	366K
4		FC BARCELONA	287K
5		MANCHESTER UNITED FC	260K
6		CHELSEA FC	259K
7		FK ZENIT ST. PETERSBURG	248K
8		LIVERPOOL FC	231K
9		AFC AJAX	188K
10		FC BAYERN MÜNCHEN	134K

1		FC BARCELONA	20K
2		REAL MADRID	18K
3		LIVERPOOL FC	13K
4		MANCHESTER UNITED FC	12.8K
5		CHELSEA FC	5.8K
6		JUVENTUS FC	5.6K
7		PARIS SAINT-GERMAIN FC	5.2K
8		MANCHESTER CITY FC	4.6K
9		FC BAYERN MÜNCHEN	4.1K
10		AC MILAN	3K

MEN'S SOCCER



MLS

AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST			
1		TORONTO FC	1.7K	1		ATLANTA UNITED	6.9K	1		TORONTO FC	340
2		INTER MIAMI CF	1.6K	2		TORONTO FC	6.7K	2		CHARLOTTE FC	300
3		LA GALAXY	1.3K	3		INTER MIAMI CF	5.4K	3		SEATTLE SOUNDERS FC	290
4		CHARLOTTE FC	1.1K	4		LA GALAXY	5.3K	4		LA GALAXY	230
5		LOS ANGELES FC	1.1K	5		LOS ANGELES FC	5.1K	5		ST. LOUIS CITY SC	200
6		SPORTING KANSAS CITY	1K	6		CHICAGO FIRE FC	4.3K	6		ATLANTA UNITED	180
7		SEATTLE SOUNDERS FC	965	7		CHARLOTTE FC	4.1K	7		NEW YORK CITY FC	170
8		SAN JOSE EARTHQUAKES	930	8		SEATTLE SOUNDERS FC	3.8K	8		AUSTIN FC	160
9		REAL SALT LAKE	915	9		PORTLAND TIMBERS	3.16K	9		FC DALLAS	155
10		ATLANTA UNITED	810	10		PHILADELPHIA UNION	3.11K	10		LOS ANGELES FC	150

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

MEN'S SOCCER



MLS

AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST			
1		MINNESOTA UNITED FC	795	1		SPORTING KANSAS CITY	51K	1		LOS ANGELES FC	235
2		TORONTO FC	752	2		REAL SALT LAKE	14K	2		NEW YORK CITY FC	120
3		COLUMBUS CREW	724	3		TORONTO FC	10K	3		CHARLOTTE FC	90
4		LA GALAXY	723	4		LA GALAXY	9K	4		ATLANTA UNITED	80
5		SEATTLE SOUNDERS FC	717	5		SAN JOSE EARTHQUAKES	8K	5		LA GALAXY	75
6		LOS ANGELES FC	653	6		ORLANDO CITY SC	6K	6		SPORTING KANSAS CITY	70
7		PORTLAND TIMBERS	618	7		CLUB DE FOOT MONTRÉAL	3.9K	7		AUSTIN FC	66
8		CLUB DE FOOT MONTRÉAL	590	8		ATLANTA UNITED	3.4K	8		ST. LOUIS CITY SC	65
9		ST. LOUIS CITY SC	566	9		INTER MIAMI CF	3.1K	9		SEATTLE SOUNDERS FC	65
10		ATLANTA UNITED	485	10		PORTLAND TIMBERS	3K	10		TORONTO FC	64

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE

AVERAGE ENGAGEMENT/POST

1		FC BARCELONA FEMENÍ	10.4K
2		REAL MADRID FEMENINO	7.3K
3		CHELSEA FC WOMEN	5.7K
4		ARSENAL WOMEN FC	5.6K
5		PSG FÉMININES	3.6K
6		SL BENFICA FEMININO	2.9K
7		JUVENTUS WOMEN	2.8K
8		FC BAYERN FRAUENFUßBALL	1.7K
9		VFL WOLFSBURG FRAUENFUßBALL	690
10		OLYMPIQUE LYONNAIS FÉMININ	572



AVERAGE ENGAGEMENT/POST

1		FC BARCELONA FEMENÍ	46K
2		REAL MADRID FEMENINO	23K
3		PSG FÉMININES	14K
4		ARSENAL WOMEN FC	13K
5		CHELSEA FC WOMEN	11K
6		FC BAYERN FRAUENFUßBALL	7.9K
7		JUVENTUS WOMEN	7.5K
8		SL BENFICA FEMININO	2.9K
9		VFL WOLFSBURG FRAUENFUßBALL	2.8K
10		OLYMPIQUE LYONNAIS FÉMININ	2.4K

Average engagement/post from Instagram, Twitter and Facebook

WOMEN'S SOCCER



UEFA WOMEN'S CHAMPIONS LEAGUE



AVERAGE ENGAGEMENT/POST

1		ARSENAL WOMEN FC	2.9K
2		CHELSEA FC WOMEN	2.3K
3		FC BARCELONA FEMENÍ	2.2K
4		REAL MADRID FEMENINO	1.7K
5		JUVENTUS WOMEN	465
6		PSG FÉMININES	400
7		FC BAYERN FRAUENFUSSBALL	200
8		OLYMPIQUE LYONNAIS FÉMININ	135
9		VFL WOLFSBURG FRAUENFUSSBALL	90
10		SERVETTE FC CHÊNOIS FÉMININ	25



AVERAGE ENGAGEMENT/POST

1		REAL MADRID FEMENINO	9.9K
2		FC BARCELONA FEMENÍ	9.3K
3		ARSENAL WOMEN FC	6.6K
4		CHELSEA FC WOMEN	5.9K
5		PSG FÉMININES	2.4K
6		FC BAYERN FRAUENFUSSBALL	1.5K
7		OLYMPIQUE LYONNAIS FÉMININ	750
8		VFL WOLFSBURG FRAUENFUSSBALL	670
9		1899 HOFFENHEIM FRAUEN	120
10		HB KOGE WOMEN	100

WOMEN'S SOCCER



NWSL

AVERAGE ENGAGEMENT/POST

1		ANGEL CITY FC	1.1K
2		SAN DIEGO WAVE FC	935
3		PORTLAND THOR	790
4		ORLANDO PRIDE	650
5		WASHINGTON SPIRIT	480
6		HOUSTON DASH	460
7		NJNY GOTHAM FC	420
8		KANSAS CITY CURRENT	410
9		OL REIGN	390
10		NORTH CAROLINA COURAGE	320

Average engagement/post from Instagram, Twitter and Facebook



AVERAGE ENGAGEMENT/POST

1		NJNY GOTHAM FC	4.4K
2		ANGEL CITY FC	4.3K
3		SAN DIEGO WAVE	4.1K
4		PORTLAND THOR	3.4K
5		ORLANDO PRIDE	2.5K
6		WASHINGTON SPIRIT	2K
7		HOUSTON DASH	1.9K
8		OL REIGN	1.8K
9		KANSAS CITY CURRENT	1.6K
10		CHICAGO RED STARS	1.5K

WOMEN'S SOCCER



NWSL



AVERAGE ENGAGEMENT/POST

1		ANGEL CITY FC	230
2		PORTLAND THOR	190
3		ORLANDO PRIDE	185
4		HOUSTON DASH	180
5		KANSAS CITY CURRENT	160
6		SAN DIEGO WAVE	150
7		WASHINGTON SPIRIT	140
8		RACING LOUISVILLE FC	130
9		CHICAGO RED STAR	110
10		OL REIGN	90



AVERAGE ENGAGEMENT/POST

1		PORTLAND THORNS	510
2		HOUSTON DASH	360
3		NJNY GOTHAM FC	300
4		CHICAGO RED ST	230
5		OL REIGN	220
6		ORLANDO PRIDE	210
7		KANSAS CITY CURRENT	200
8		SAN DIEGO WAVE	200
9		WASHINGTON SPIRIT	190
10		NORTH CAROLINA COURAGE	160

MEN'S BASKETBALL



NBA

AVERAGE ENGAGEMENT/POST			 AVERAGE ENGAGEMENT/POST			 TOTAL ENGAGEMENT					
1		LOS ANGELES LAKERS	41K	1		GOLDEN STATE WARRIORS	191K	1		LOS ANGELES LAKERS	7.5K
2		GOLDEN STATE WARRIORS	32K	2		LOS ANGELES LAKERS	130K	2		GOLDEN STATE WARRIORS	5K
3		CHICAGO BULLS	16K	3		CHICAGO BULLS	76K	3		CHICAGO BULLS	3.4K
4		BROOKLYN NETS	11K	4		BROOKLYN NETS	72K	4		TORONTO RAPTORS	1.7K
5		MIAMI HEAT	8K	5		MILWAUKEE BUCKS	42K	5		PHILADELPHIA 76ERS	1.68K
6		BOSTON CELTICS	7.9K	6		MIAMI HEAT	36K	6		BROOKLYN NETS	1.6K
7		MILWAUKEE BUCKS	7.7K	7		BOSTON CELTICS	35K	7		MIAMI HEAT	1.4K
8		PHILADELPHIA 76ERS	6K	8		PHILADELPHIA 76ERS	32K	8		BOSTON CELTICS	1.3K
9		CHARLOTTE HORNETS	4.5K	9		PHOENIX SUNS	25K	9		MILWAUKEE BUCKS	1.1K
10		PHOENIX SUNS	4.4K	10		SAN ANTONIO SPURS	21K	10		CLEVELAND CAVALIERS	970

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

MEN'S BASKETBALL



NBA



AVERAGE ENGAGEMENT/POST

1		GOLDEN STATE WARRIORS	15K
2		LOS ANGELES LAKERS	14K
3		CHICAGO BULLS	6.9K
4		SAN ANTONIO SPURS	5.7K
5		BROOKLYN NETS	4.6K
6		DALLAS MAVERICKS	3.4K
7		MILWAUKEE BUCKS	2.4K
8		BOSTON CELTICS	2.3K
9		PHOENIX SUNS	1.6K
10		LOS ANGELES CLIPPERS	1.4K



AVERAGE ENGAGEMENT/POST

1		CHICAGO BULLS	134K
2		DENVER NUGGETS	93K
3		GOLDEN STATE WARRIORS	77K
4		PHILADELPHIA 76ERS	56K
5		OKLAHOMA CITY THUNDER	50K
6		WASHINGTON WIZARDS	47K
7		CHARLOTTE HORNETS	44K
8		HOUSTON ROCKETS	41K
9		BROOKLYN NETS	31K
10		CLEVELAND CAVALIERS	28K



AVERAGE ENGAGEMENT/POST

1		GOLDEN STATE WARRIORS	1.7K
2		MILWAUKEE BUCKS	1.3K
3		CHICAGO BULLS	960
4		HOUSTON ROCKETS	340
5		DALLAS MAVERICKS	300
6		BROOKLYN NETS	300
7		LOS ANGELES LAKERS	290
8		UTAH JAZZ	170
9		NEW YORK KNICKS	170
10		PHILADELPHIA 76ERS	160

MEN'S BASKETBALL



EUROLEAGUE

AVERAGE ENGAGEMENT/POST			AVERAGE ENGAGEMENT/POST			AVERAGE ENGAGEMENT/POST					
1		FENERBAHÇE BEKO	13.1M	1		FENERBAHÇE BEKO	10M	1		FENERBAHÇE BEKO	2.3M
2		FC BARCELONA BÀSQUET	3.2M	2		FC BARCELONA BÀSQUET	2.4M	2		FC BARCELONA BÀSQUET	703K
3		REAL MADRID BASKET	3M	3		KK CRVENA ZVEZDA	2.2M	3		REAL MADRID BASKET	637K
4		OLYMPIACOS BC	2.9M	4		OLYMPIACOS BC	2.1M	4		ANADOLU EFES SPOR KULÜBÜ	192K
5		KK CRVENA ZVEZDA	2.8M	5		REAL MADRID BASKET	1.9M	5		KK CRVENA ZVEZDA	95K
6		PANATHINAIKOS BC	2M	6		PANATHINAIKOS BC	1.6M	6		OLYMPIACOS BC	90K
7		OLIMPIA MILANO	1.4M	7		OLIMPIA MILANO	1.1M	7		OLIMPIA MILANO	74K
8		MACCABI PLAYTIKA TEL AVIV	1.3M	8		ANADOLU EFES SPOR KULÜBÜ	1.04M	8		BITCI BASKONIA	59K
9		ANADOLU EFES SPOR KULÜBÜ	1.26M	9		MACCABI PLAYTIKA TEL AVIV	1.03M	9		PANATHINAIKOS BC	46K
10		BC ŽALGIRIS KAUNAS	1.22M	10		BC ŽALGIRIS KAUNAS	794K	10		MACCABI PLAYTIKA TEL AVIV	40K

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

MEN'S BASKETBALL



EUROLEAGUE



AVERAGE ENGAGEMENT/POST

1		FENERBAHÇE BEKO	696K
2		OLYMPIACOS BC	651K
3		REAL MADRID BASKET	514K
4		KK CRVENA ZVEZDA	409K
5		BC ŽALGIRIS KAUNAS	396K
6		PANATHINAIKOS BC	325K
7		OLIMPIA MILANO	266K
8		MACCABI PLAYTIKA TEL AVIV	179K
9		FC BARCELONA BÀSQUET	122K
10		ANADOLU EFES SPOR KULÜBÜ	71K



AVERAGEEE ENGAGEMENT/POST



1		OLYMPIACOS BC	24K
2		BC ŽALGIRIS KAUNAS	10K
3		MACCABI PLAYTIKA TEL AVIV	6K
4		OLIMPIA MILANO	5.5K
5		KK CRVENA ZVEZDA	5.4K
6		PBK CSKA MOSCOW	3K
7		ANADOLU EFES SPOR KULÜBÜ	2.7K
8		REAL MADRID BASKET	2.5K
9		FC BAYERN MÜNCHEN BASKETBALL	1.9K
10		BITCI BASKONIA	1.3K

WOMEN'S BASKETBALL



WNBA

AVERAGE ENGAGEMENT/POST

1		LOS ANGELES SPARKS	1.4K
2		PHOENIX MERCURY	1.3K
3		SEATTLE STORM	1.2K
4		CHICAGO SKY	1K
5		MINNESOTA LYNX	670
6		NEW YORK LIBERTY	560
7		LAS VEGAS ACES	540
8		INDIANA FEVER	305
9		DALLAS WINGS	300
10		CONNECTICUT SUN	270



AVERAGE ENGAGEMENT/POST

1		LOS ANGELES SPARKS	5K
2		PHOENIX MERCURY	2.9K
3		SEATTLE STORM	2.7K
4		CHICAGO SKY	2.4K
5		LAS VEGAS ACES	1.7K
6		NEW YORK LIBERTY	1.4K
7		MINNESOTA LYNX	1.3K
8		WASHINGTON MYSTICS	760
9		DALLAS WINGS	600
10		INDIANA FEVER	590

Average engagement/post from Instagram, Twitter and Facebook

WOMEN'S BASKETBALL



WNBA



AVERAGE ENGAGEMENT/POST

1		PHOENIX MERCURY	590
2		SEATTLE STORM	470
3		CHICAGO SKY	460
4		LOS ANGELES SPARKS	450
5		MINNESOTA LYNX	290
6		NEW YORK LIBERTY	190
7		DALLAS WINGS	170
8		LAS VEGAS ACES	160
9		CONNECTICUT SUN	150
10		INDIANA FEVER	130



AVERAGE ENGAGEMENT/POST

1		LOS ANGELES SPARKS	1.054K
2		MINNESOTA LYNX	1.051K
3		PHOENIX MERCURY	858
4		CHICAGO SKY	839
5		SEATTLE STORM	832
6		LAS VEGAS ACES	646
7		INDIANA FEVER	392
8		DALLAS WINGS	292
9		NEW YORK LIBERTY	276
10		CONNECTICUT SUN	230



NFL

AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST			
1		CINCINNATI BENGALS	20K	1		SAN FRANCISCO 49ERS	68K	1		CINCINNATI BENGALS	6.5K
2		KANSAS CITY CHIEFS	12K	2		CINCINNATI BENGALS	66K	2		KANSAS CITY CHIEFS	2.7K
3		SAN FRANCISCO 49ERS	11.7K	3		DALLAS COWBOYS	62K	3		SAN FRANCISCO 49ERS	2.16K
4		LAS VEGAS RAIDERS	11K	4		PITTSBURGH STEELERS	59K	4		LAS VEGAS RAIDERS	2.1K
5		INDIANAPOLIS COLTS	10K	5		LOS ANGELES RAMS	53K	5		LOS ANGELES CHARGERS	1.9K
6		PITTSBURGH STEELERS	9K	6		LAS VEGAS RAIDERS	50K	6		LOS ANGELES RAMS	1.8K
7		GREENBAY PACKERS	8.1K	7		KANSAS CITY CHIEFS	48K	7		BUFFALO BILLS	1.6K
8		BUFFALO BILLS	7.5K	8		GREEN BAY PACKERS	46K	8		GREEN BAY PACKERS	1.5K
9		TAMPA BAY	7K	9		TAMPA BAY BUCCANEERS	40K	9		WASHINGTON COMMANDERS	1.48K
10		LOS ANGELES RAMS	6.8K	10		BUFFALO BILLS	37K	10		PITTSBURGH STEELERS	1.47K

Total engagement from Instagram, Twitter, Facebook, TikTok and YouTube



NFL



AVERAGE ENGAGEMENT/POST

1		CINCINNATI BENGALS	9.4K
2		PITTSBURGH STEELERS	9.1K
3		KANSAS CITY CHIEFS	8.2K
4		SAN FRANCISCO 49ERS	7.9K
5		BUFFALO BILLS	5.6K
6		GREEN BAY PACKERS	4.7K
7		DENVER BRONCOS	4.3K
8		TAMPA BAY BUCCANEERS	4K
9		DALLAS COWBOYS	3.9K
10		LOS ANGELES RAMS	3.7K



AVERAGE ENGAGEMENT/POST

1		CINCINNATI BENGALS	251K
2		WASHINGTON COMMANDERS	189K
3		INDIANAPOLIS COLTS	169K
4		DETROIT LIONS	136K
5		LOS ANGELES RAMS	86K
6		BUFFALO BILLS	72K
7		SAN FRANCISCO 49ERS	71.3K
8		CLEVELAND BROWNS	71K
9		PITTSBURGH STEELERS	66K
10		KANSAS CITY CHIEFS	60K



AVERAGE ENGAGEMENT/POST

1		LAS VEGAS RAIDERS	1.5K
2		SAN FRANCISCO 49ERS	1K
3		TAMPA BAY BUCCANEERS	970
4		CINCINNATI BENGALS	870
5		LOS ANGELES CHARGERS	680
6		KANSAS CITY CHIEFS	675
7		WASHINGTON COMMANDERS	620
8		PITTSBURGH STEELERS	530
9		NEW ENGLAND PATRIOTS	520
10		DENVER BRONCOS	500



NHL

AVERAGE ENGAGEMENT/POST				 AVERAGE ENGAGEMENT/POST			 AVERAGE ENGAGEMENT/POST				
1		TORONTO MAPLE LEAFS	4.4K	1		BOSTON BRUINS	21K	1		NEW YORK RANGERS	1.2K
2		CHICAGO BLACKHAWKS	4.1K	2		NEW YORK RANGERS	20.5K	2		PITTSBURGH PENGUINS	1K
3		BOSTON BRUINS	3.6K	3		TORONTO MAPLE LEAFS	20K	3		BOSTON BRUINS	720
4		NEW YORK RANGERS	3.1K	4		PITTSBURGH PENGUINS	18K	4		TORONTO MAPLE LEAFS	690
5		PITTSBURGH PENGUINS	2.7K	5		CHICAGO BLACKHAWKS	17K	5		CAROLINA HURRICANES	620
6		WASHINGTON CAPITALS	2.2K	6		WASHINGTON CAPITALS	15K	6		VANCOUVER CANUCKS	560
7		MINNESOTA WILD	1.9K	7		CAROLINA HURRICANES	14.7K	7		COLORADO AVALANCHE	500
8		MONTREAL CANADIENS	1.8K	8		MONTREAL CANADIENS	11K	8		MONTREAL CANADIENS	450
9		PHILADELPHIA FLYERS	1.7K	9		EDMONTON OILERS	10K	9		DETROIT RED WINGS	420
10		DETROIT RED WINGS	1.6K	10		MINNESOTA WILD	9K	10		DALLAS STARS	400

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



NHL

AVERAGE ENGAGEMENT/POST				AVERAGE ENGAGEMENT/POST				TOTAL ENGAGEMENT			
1		PITTSBURGH PENGUINS	3.5K	1		PHILADELPHIA FLYERS	40K	1		MINNESOTA WILD	490
2		CHICAGO BLACKHAWKS	3K	2		CHICAGO BLACKHAWKS	24K	2		VANCOUVER CANUCKS	460
3		CAROLINA HURRICANES	2.3K	3		PITTSBURGH PENGUINS	23.9K	3		ANAHEIM DUCKS	450
4		TORONTO MAPLE LEAFS	2K	4		EDMONTON OILERS	22.5K	4		MONTREAL CANADIENS	390
5		BOSTON BRUINS	1.9K	5		WASHINGTON CAPITALS	22K	5		PITTSBURGH PENGUINS	340
6		COLORADO AVALANCHE	1.8K	6		TORONTO MAPLE LEAFS	21K	6		WASHINGTON CAPITALS	320
7		DETROIT RED WINGS	1.7K	7		MONTREAL CANADIENS	20K	7		ST. LOUIS BLUES	210
8		NEW YORK RANGERS	1.6K	8		COLORADO AVALANCHE	18.2K	8		TORONTO MAPLE LEAFS	180
9		PHILADELPHIA FLYERS	1.4K	9		NEW YORK RANGERS	18K	9		CHICAGO BLACKHAWKS	160
10		ST. LOUIS BLUES	1.3K	10		CAROLINA HURRICANES	17K	10		COLORADO AVALANCHE	110



MLB

AVERAGE ENGAGEMENT/POST			AVERAGE ENGAGEMENT/POST			AVERAGE ENGAGEMENT/POST		
1		LOS ANGELES DODGERS 14K	1		LOS ANGELES DODGERS 9M	1		LOS ANGELES DODGERS 2.4K
2		NEW YORK YANKEES 10K	2		BOSTON RED SOX 2.9M	2		NEW YORK YANKEES 2.2K
3		ATLANTA BRAVES 8K	3		NEW YORK METS 2.1M	3		ST. LOUIS CARDINALS 2K
4		ST. LOUIS CARDINALS 6.5K	4		TORONTO BLUE JAYS 1.9M	4		ATLANTA BRAVES 1.9K
5		BOSTON RED SOX 5.4K	5		ATLANTA BRAVES 1.8M	5		LOS ANGELES ANGELS 1.6K
6		LOS ANGELES ANGELS 4.3K	6		SAN DIEGO PADRES 1.65M	6		SAN FRANCISCO GIANTS 1.3K
7		PHILADELPHIA PHILLIES 3.4K	7		NEW YORK YANKEES 1.63M	7		BOSTON RED SOX 1.1K
8		SAN FRANCISCO GIANTS 3K	8		LOS ANGELES ANGELS 1.3M	8		CHICAGO WHITE SOX 845
9		SAN DIEGO PADRES 2.99K	9		PHILADELPHIA PHILLIES 1.2M	9		PHILADELPHIA PHILLIES 840
10		CHICAGO WHITE SOX 2.91K	10		ST. LOUIS CARDINALS 1.1M	10		SEATTLE MARINERS 760

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



MLB



TOTAL ENGAGEMENT

1		ATLANTA BRAVES	12K
2		ST. LOUIS CARDINALS	8.4K
3		BOSTON RED SOX	6.7K
4		LOS ANGELES DODGERS	6.3K
5		NEW YORK YANKEES	5.9K
6		CINCINNATI REDS	4.5K
7		TORONTO BLUE JAYS	3.5K
8		SEATTLE MARINE	2.8K
9		CHICAGO CUBS	2.73K
10		CHICAGO WHITE SOX	2.7K



TOTAL ENGAGEMENT

1		CINCINNATI REDS	54K
2		TEXAS RANGERS	52K
3		NEW YORK YANKEES	50K
4		LOS ANGELES ANGELS	30K
5		BOSTON RED SOX	29K
6		PITTSBURGH PIRATES	28K
7		CHICAGO CUBS	19K
8		LOS ANGELES DODGERS	18K
9		MINNESOTA TWINS	17K
10		ST. LOUIS CARDINALS	14K



TOTAL ENGAGEMENT

1		ATLANTA BRAVES	710
2		LOS ANGELES DODGERS	550
3		CHICAGO CUBS	370
4		HOUSTON ASTROS	350
5		CHICAGO WHITE SOX	240
6		NEW YORK YANKEES	230
7		SAN FRANCISCO GIANTS	220
8		TORONTO BLUE JAYS	190
9		PHILADELPHIA PHILLIES	180
10		ST. LOUIS CARDINALS	170

MOTORSPORTS



AVERAGE ENGAGEMENT/POST

1		ORACLE RED BULL RACING	51K
2		MERCEDES AMG PETRONAS	48K
3		MCLAREN RACING	32K
4		ALFA ROMEO F1 TEAM ORLEN	29K
5		HAAS F1 TEAM	23K
6		SCUDERIA FERRARI	21K
7		SCUDERIA ALPHATAURI	15K
8		ALPINE F1 TEAM	9.6K
9		ASTON MARTIN ARAMCO COGNIZANT	7.5K
10		WILLIAMS RACING	7.4K

AVERAGE ENGAGEMENT/POST

1		MERCEDES AMG PETRONAS	205K
2		ORACLE RED BULL RACING	187K
3		SCUDERIA FERRARI	174K
4		MCLAREN RACING	149K
5		HAAS F1 TEAM	72K
6		ALFA ROMEO F1 TEAM ORLEN	71K
7		SCUDERIA ALPHATAURI	54K
8		ASTON MARTIN ARAMCO COGNIZANT	53K
9		ALPINE F1 TEAM	40K
10		WILLIAMS RACING	37K

AVERAGE ENGAGEMENT/POST

1		MERCEDES AMG PETRONAS	11K
2		HAAS F1 TEAM	8.1K
3		ORACLE RED BULL RACING	7.4K
4		ALFA ROMEO F1 TEAM ORLEN	6.3K
5		MCLAREN RACING	5.4K
6		SCUDERIA ALPHATAURI	2.7K
7		SCUDERIA FERRARI	2.5K
8		ALPINE F1 TEAM	2K
9		WILLIAMS RACING	1.3K
10		ASTON MARTIN ARAMCO COGNIZANT	1K

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



f AVERAGE ENGAGEMENT/POST

1		MERCEDES AMG PETRONAS	20K
2		ORACLE RED BULL RACING	18K
3		SCUDERIA FERRARI	10K
4		HAAS F1 TEAM	9.2K
5		MCLAREN RACING	8.4K
6		ALFA ROMEO F1 TEAM ORLEN	5K
7		ASTON MARTIN ARAMCO COGNIZANT	3.5K
8		SCUDERIA ALPHATAURI	2.8K
9		WILLIAMS RACING	2.4K
10		ALPINE F1 TEAM	1.4K

▶ AVERAGE ENGAGEMENT/POST

1		MCLAREN RACING	20K
2		ORACLE RED BULL RACING	16K
3		MERCEDES AMG PETRONAS	9.2K
4		ASTON MARTIN ARAMCO COGNIZANT	6.6K
5		SCUDERIA ALPHATAURI	5.7K
6		SCUDERIA FERRARI	4.9K
7		HAAS F1 TEAM	4K
8		WILLIAMS RACING	3.7K
9		ALFA ROMEO F1 TEAM ORLEN	2K
10		ALPINE F1 TEAM	0