

# BLINKFIRE ANALYTICS

## NBA TEAMS

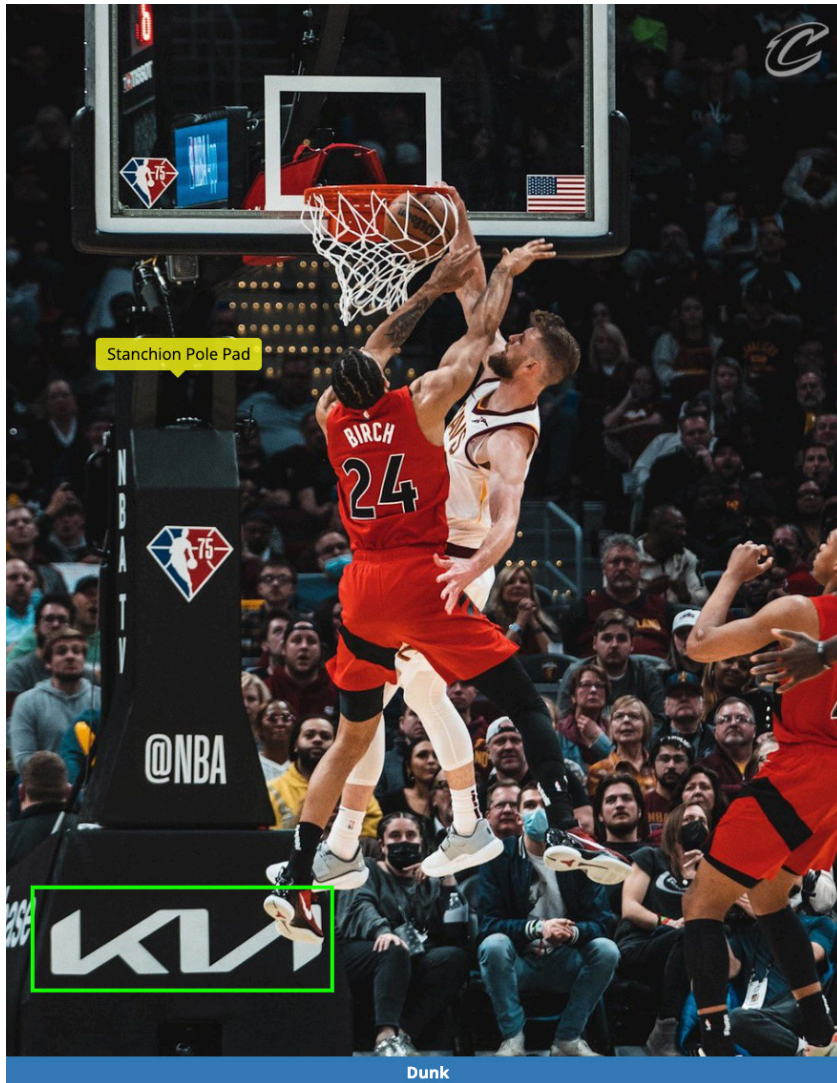
*2021-2022 Season Recap*



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# INTRODUCTION



The NBA 2021-2022 season saw the Golden State Warriors, led by Steph Curry, win their fourth title in eight seasons, defeating the Boston Celtics 4-2 in the NBA Finals. During the season, the 30 NBA teams used social media in unique, entertaining ways to engage current fans and attract new ones.

Some questions we've answered in our season recap: Which network generated the most engagements per post? What NBA teams' content is a fan favorite? What brands earned the most engagement?

You can find out the answers and many more in our *NBA Teams — Trends of the 2021-2022*

# How often and where did NBA teams post on social?

## Top 5 - Network & Number of Posts

1	Twitter	134K
2	Instagram	53K
3	Sina Weibo	51K
4	Facebook	46K
5	YouTube	10K

**Twitter** was the social network with the highest number of posts across the 30 NBA teams. Twitter's format of quick updates, threads, text-only tweets, hashtags, and polls creates lively conversations and allows fans to interact with one another and their favorite teams. It's also the perfect place for minute-by-minute updates during games. **Compared to the 2020-2021 season, NBA teams published 6% more tweets this year.**

While not in the top 5 network list based on number of posts, TikTok was the network with the largest post increase. NBA teams posted 91% more TikToks during the 2021-2022 season compared to 2020-2021.

Network with the largest post increase

**+91% TikTok**

# Engagement & Video Views

## Top 5 - Total Engagement

1	Instagram*	1.2B
2	Twitter	163.2M
3	Facebook	140.1M
4	Sina Weibo	130.8M
5	TikTok	129.5M

## Top 5 - Total Video Views

1	Instagram*	1.1B
2	TikTok	834.7M
3	Facebook	323.4M
4	Twitter	187.6M
5	YouTube	111.6M

*\*Instagram timeline posts & Reels*

## Video Highlights: TikTok & Reels

During the 2021-2022 NBA season, teams published **91% more TikTok posts and 686% more Reels.**

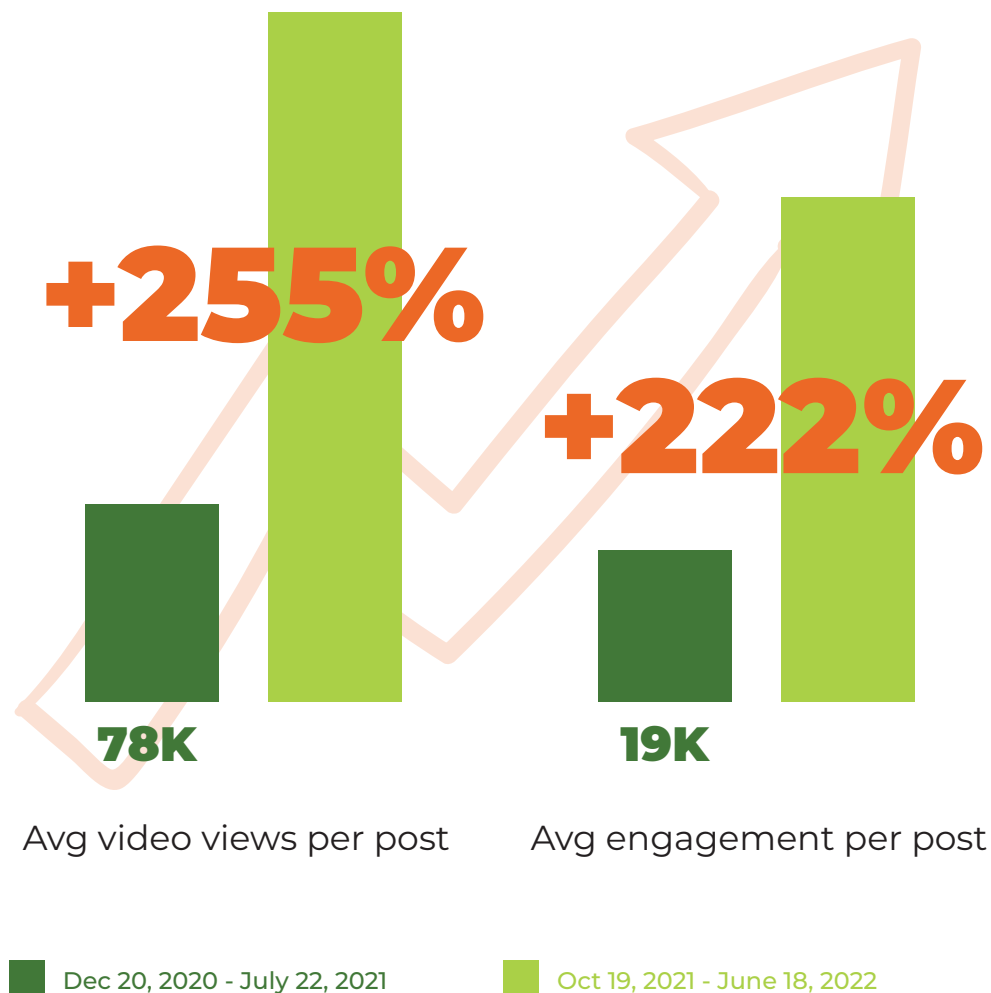
Teams like the Chicago Bulls, Utah Jazz, Golden State Warriors, and Charlotte Hornets consistently made TikToks and Reels that drove both engagement and video views. Due to the similar content creation across TikTok and Reels, teams had the opportunity to use the same videos on both platforms where they targeted different audiences.

### YoY Total Video Views

**2688% Reels**

**168% TikTok**

## Reels Growth





# Engagement

## AVERAGE ENGAGEMENT BY NETWORK

### Top 5

1	TikTok	43K
2	Instagram	33K
3	Facebook	3K
4	Twitter	1.2K
5	YouTube	385

\*Instagram timeline posts only





# Engagement

## TOP 3 POSTS BY ENGAGEMENT

#1



**warriors**  
June 16, 2022 CST

NBA CHAMPS. WORLD CHAMPS.

#DubNation , STAND UP! 🏆

12,716 Comments · 1,387,736 Likes

**Post engagement: 1,400,452**  
This is the verified minimum of real interactions users had with this post.

#2



**lakers**  
Jan. 26, 2022 UTC

Family is Forever ❤️

8,585 Comments · 1,141,936 Likes

**Post engagement: 1,150,521**  
This is the verified minimum of real interactions users had with this post.

#3



**Golden State Warriors**  
June 16, 2022 CST

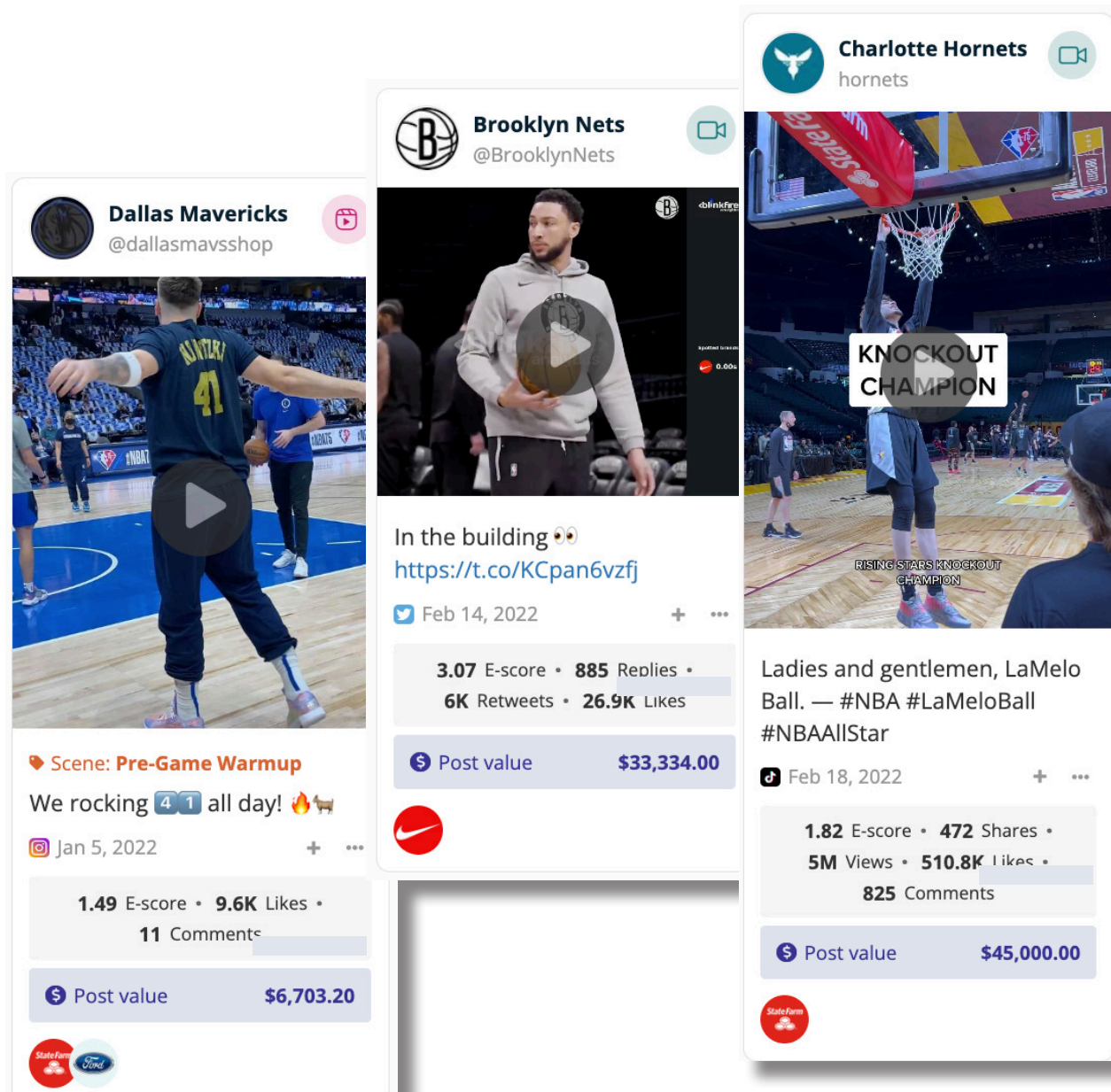
NBA CHAMPS. WORLD CHAMPS.

#DubNation, STAND UP! 🏆

20,059 Comments · 517,357 Reactions · 341,823 Shares

**Post engagement: 879,239**  
This is the verified minimum of real interactions users had with this post.

# Video Views



## AVERAGE VIDEO VIEWS BY NETWORK

### Top 5

1	TikTok	277K
2	Instagram	53K
3	Sina Weibo	51K
4	Facebook	46K
5	YouTube	10K


\*Instagram timeline posts only

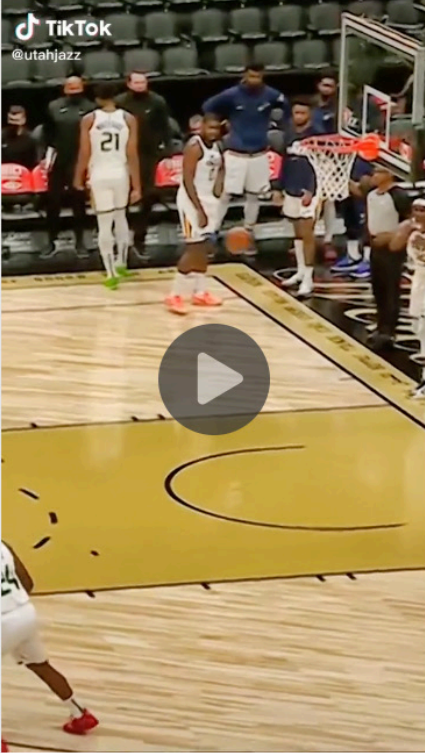


# Video Views

## TOP 3 POSTS BY VIDEO VIEWS

#1


**Utah Jazz**  
 utahjazz





I'm tryna get like 🙏you🙏  
 #MalikFitts #BuzzerBeater  
 #HalfCourt #sportstiktok

📅 Jan 8, 2022

2.14 E-score • 2K Shares •  
 21M Views • 1.5M Likes •  
 2K Comments

#2


**Utah Jazz**  
 utahjazz



🔥 Scene: Action


JC!!! This place is ELECTRIC after that. #JordanClarkson  
 #SportsTiktok #Dunk


📅 Dec 23, 2021

1.34 E-score • 2K Shares •  
 19M Views • 961.2K Likes •  
 1K Comments

💰 Post value **\$188,586.03**

#3


**Utah Jazz**  
 utahjazz



Mans was just processing what just happened 🤯🤔🙏🙏🙏  
 #JordanClarkson #NBA

📅 Oct 19, 2021

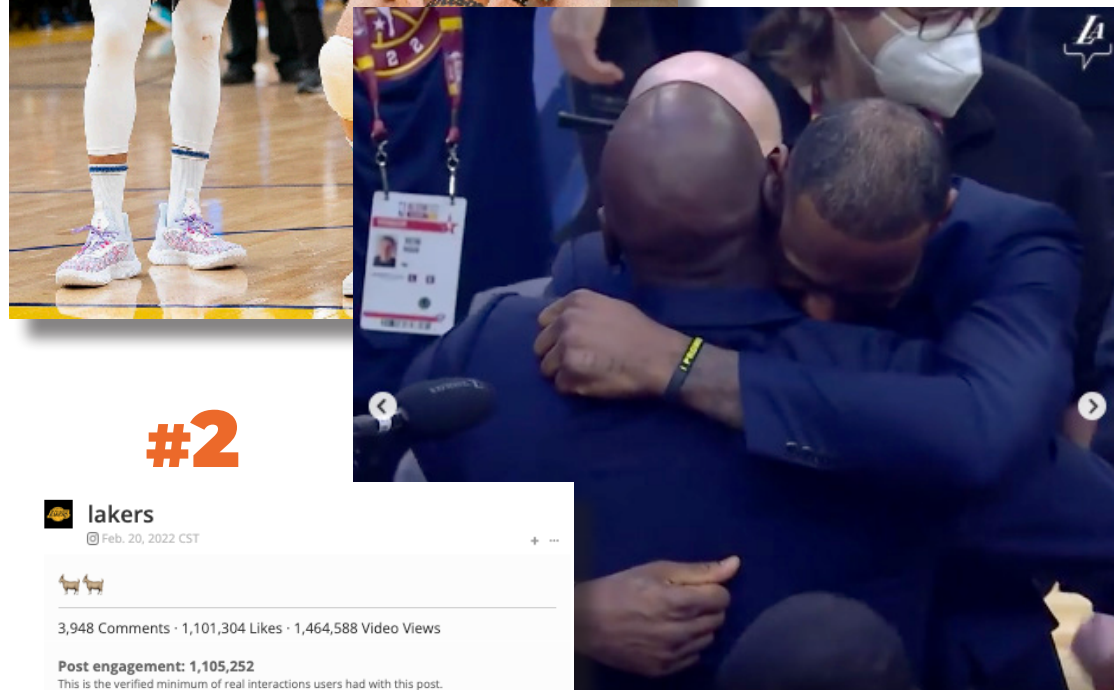
1.51 E-score • 2K Shares •  
 14M Views • 1.1M Likes •  
 2K Comments

💰 Post value **\$137,000.17**

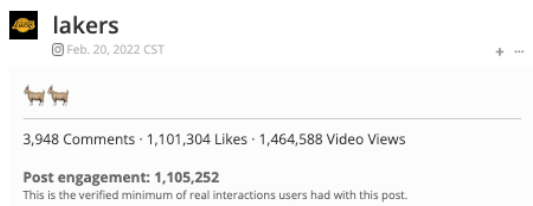
# Mixed Media Data



#1



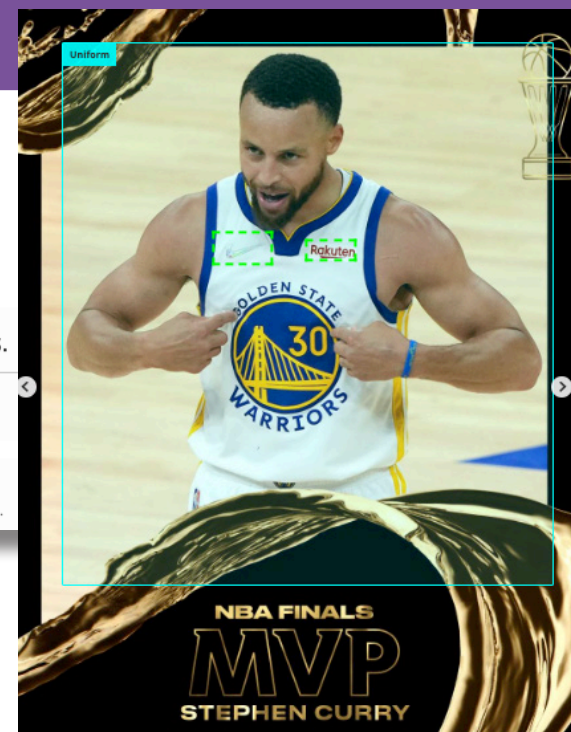
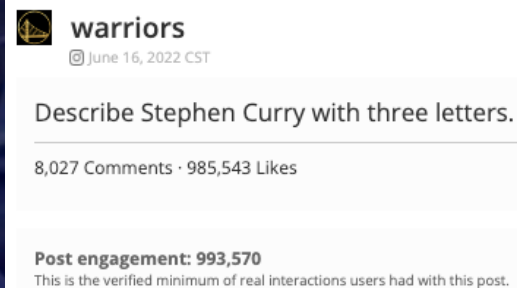
#2



Mixed media posts are Instagram carousels with both images and videos. Across NBA teams, mixed media posts increased 17% during the 2021-2022 season compared to the 2020-2021 season. Also, **mixed media posts drive more engagement.**

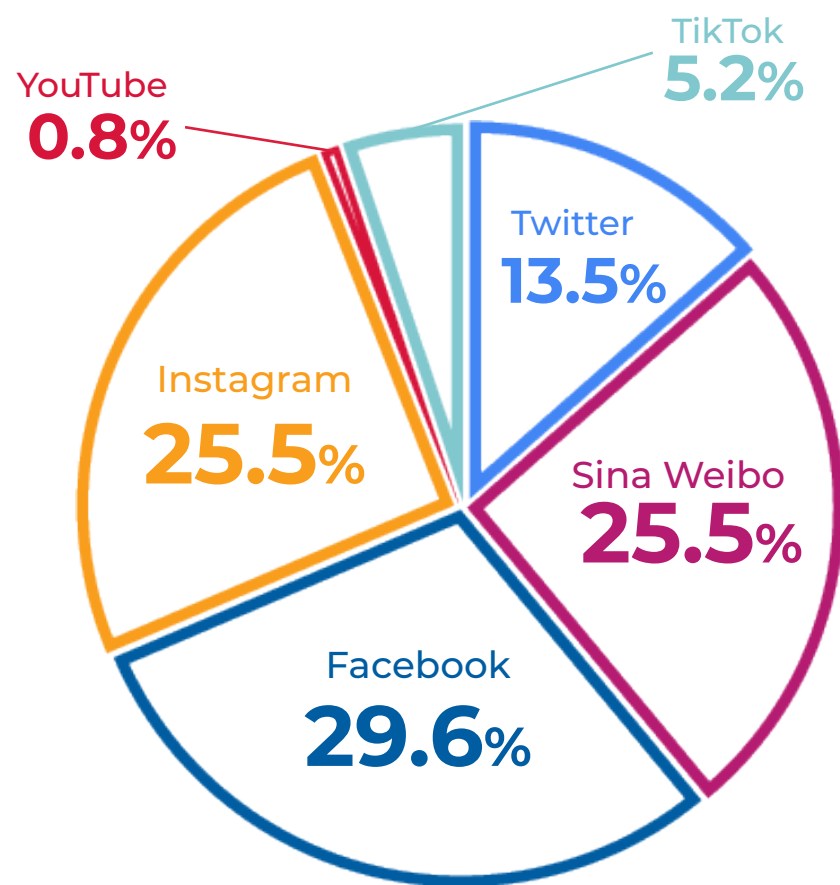
NBA teams' mixed media posts **drove 69% more engagements** than Instagram timeline images and **123% more video views** than Instagram timeline videos.

#3



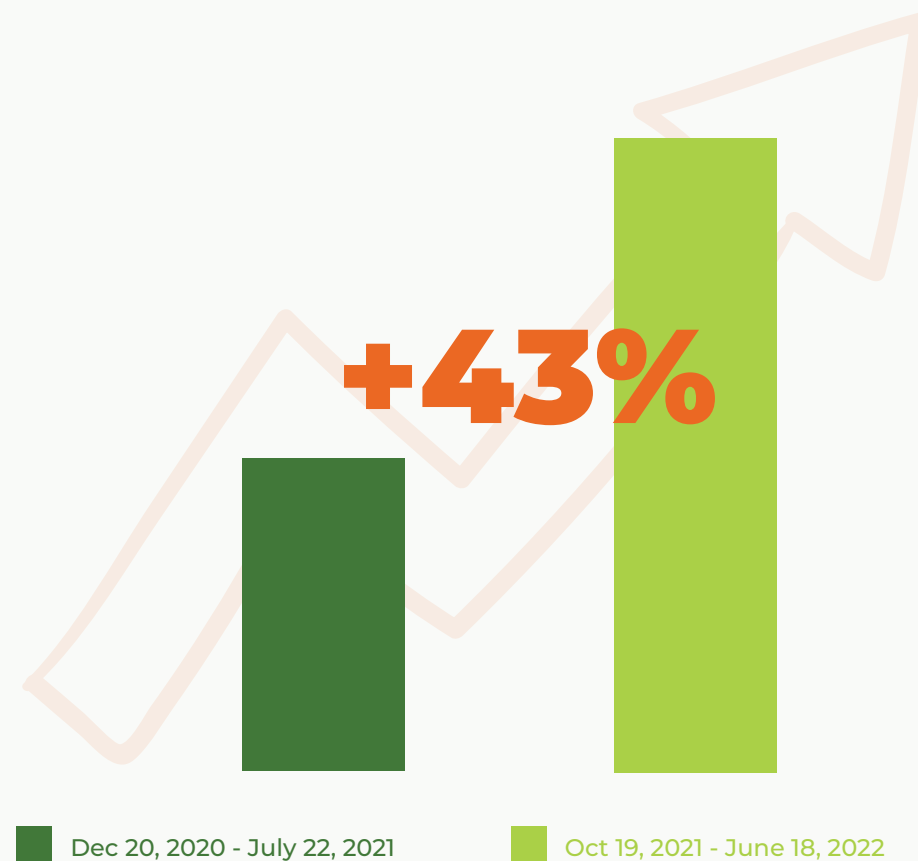
## NBA Team Followers

### FOLLOWERS BY NETWORK



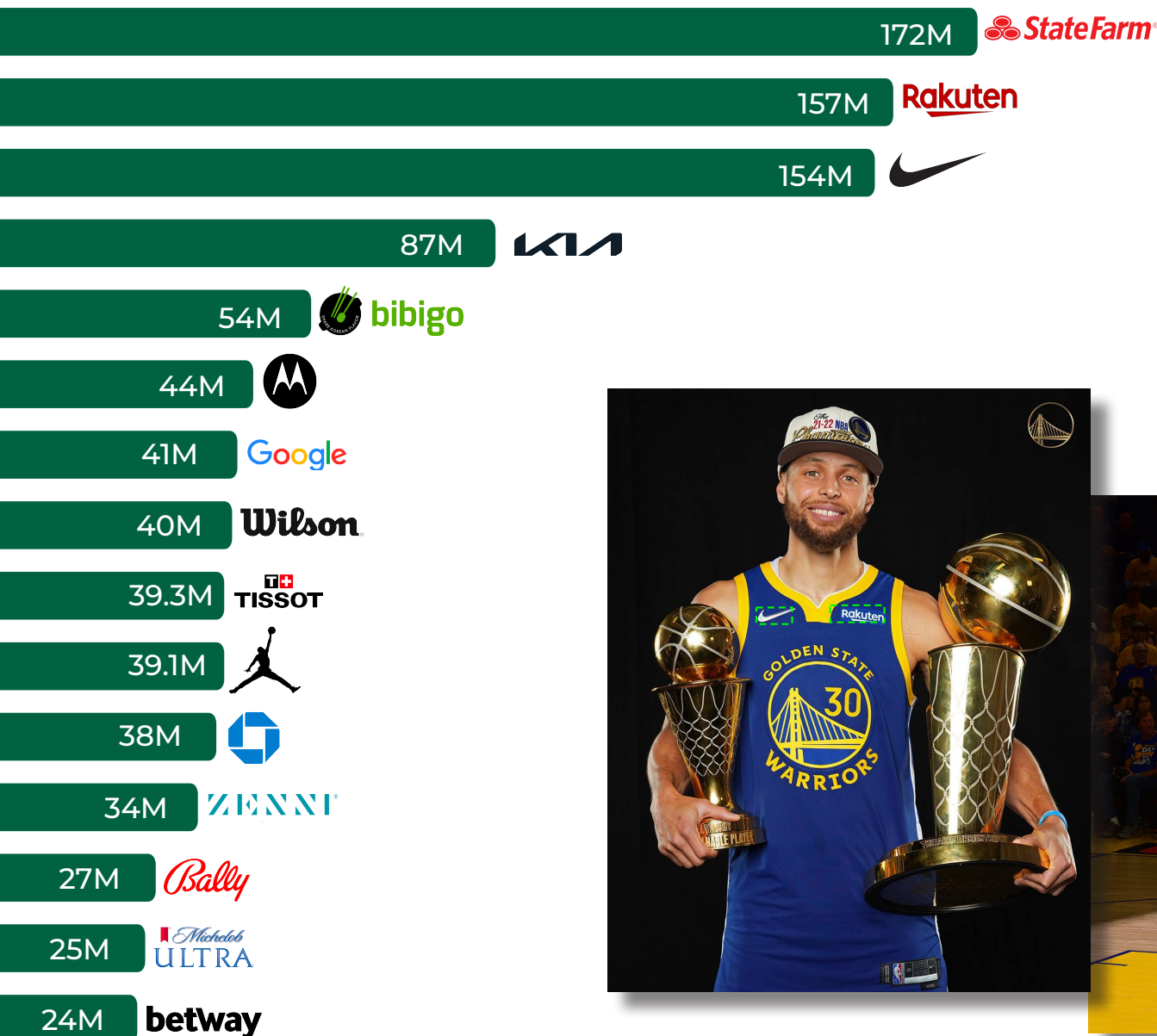
**579.1M** followers across the 30 NBA teams

### TikTok Follower Growth





## Top 15 Brands: Total Engagement



## A winning double

Of the top 15 brands by total engagement, 10 brands are official NBA sponsors and four brands are jersey patch partners — **Rakuten & Golden State; Bibigo & the Lakers; Motorola & Bucks / Motorola & Pacers; Zenni & the Bulls.**

Betting sponsor Betway has a partnership with nine NBA teams, where the brand appeared on social, digital, and in-arena.

Wilson, the NBA's new official game ball sponsor, saw its entrance into the top 15, taking the place of Spalding.







## ABOUT BLINKFIRE ANALYTICS

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics 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.

To learn more about Blinkfire Analytics, email at [bizdev@blinkfire.com](mailto:bizdev@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

