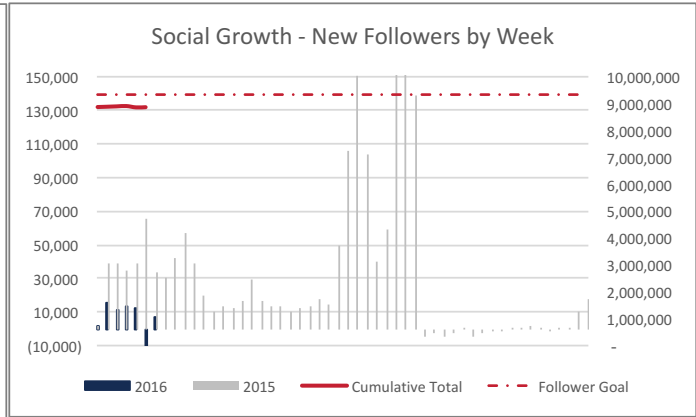
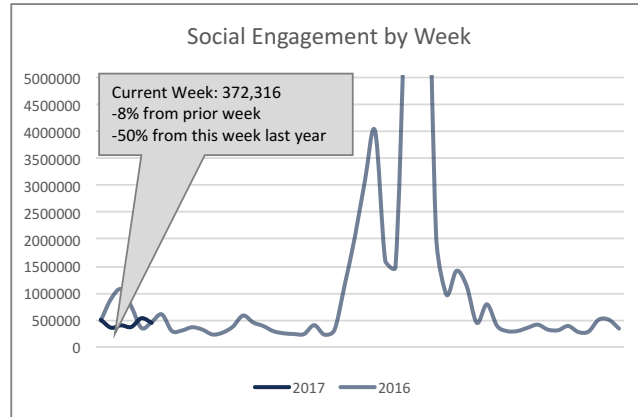


Social

New Followers this week: 7,302
 Total Social Followers: 8,867,339
 2016 Goal: 9,336,000

7,302
 8,867,339
 9,336,000
 95.0%



Best Performing Posts		Engagement	Likes/Favorites	Retweets/Shares	Comments	
Facebook	Shaun White: A man of many talents...	2/8	3,238	3,105	98	35
	Here are your reigning ice dance champs. Meryl Davis and Charlie White to get you	2/8	1,601	1,542	37	22
	Three years ago TODAY, Sage Kotsenburg became the first #TeamUSA athlete to strike	2/8	1,155	1,103	43	9

Lowest Performing Posts		Engagement	Likes/Favorites	Retweets/Shares	Comments	
Facebook	Only a few hours left to VOTE! awards.teamusa.org #TeamUSA Awards	2/6	18	15	1	2
	Your Valentine's Day gift guide awaits! Shop now to get your #TeamUSA gear in time to	2/7	23	21	1	1
	We have your back on all things Valentine's Day! Shop the gift guide today! ??	2/6	38	37	1	0
	HAPPY BIRTHDAY @ king lil! We hope your day is filled with moments that felt as good as	2/10	16	12	4	

Twitter	365 days 12 months #1YearToGo 2018 #WinterOlympics ??? ???? ????	2/8	569	357	212	
	Here are your reigning ice dance champs. @Meryl_Davis and @CharleaWhite to get	2/8	484	407	77	
	WOW! ?? @USFigureSkating's quad king. @nathanwchen, has been crowned	2/7	438	341	97	

Twitter	It's #NationalPizzaDay! ?? Get creative in the kitchen with @Chobani & @Hilary_Knight and	2/9	23	20	3	
	This is where @josschristensen wants to be a year from now. How about you? Submit your	2/9	40	34	6	
	Olympic champion @shotdiva and chef @richardblais bring you a shot put inspired	2/6	2,353	2,349		27

Instagram	Hey, @shaunwhite! ??????#1YearToGo #WinterOlympics	2/8	9,833	9,806		27
	#TeamUSA at the @todayshow celebrating #1YearToGo to the 2018 #WinterOlympics!	2/8	7,499	7,487		12
	Flip out for the weekend! \n@philly_phyl88...\nCartwheels and	2/11	6,961	6,958		3

Instagram	This is where @shaunwhite wants to be a year from now. How about you? Submit your	2/9	3,162	3,158		12
	Today is the day! ?????? #1YearToGo to the 2018 #WinterOlympics AND @alexshibutani	2/8	3,302	3,294		3

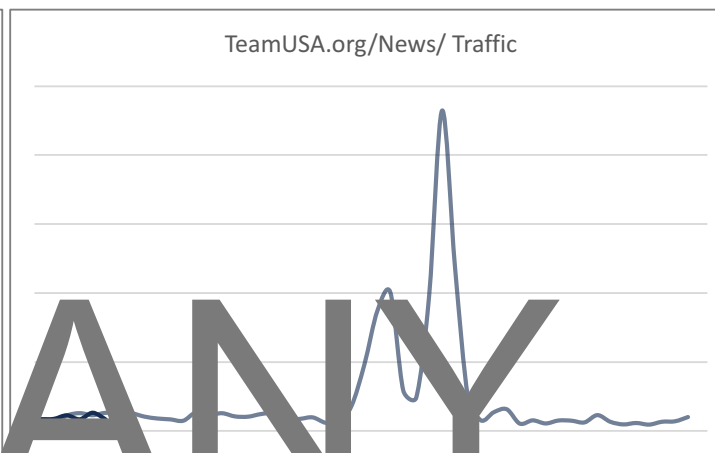
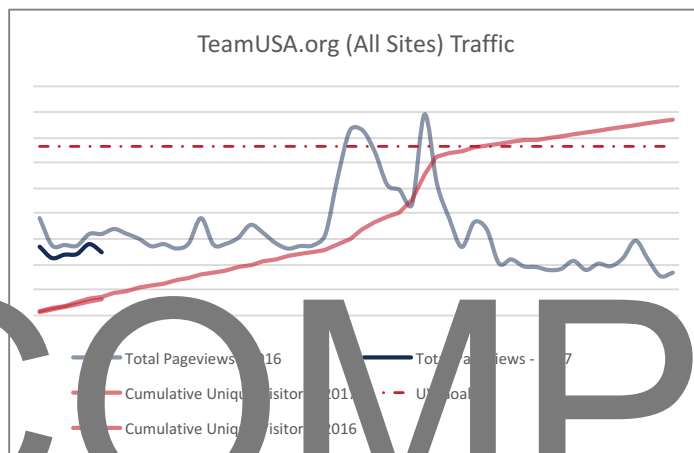
Snapchat					

Unique Visitors

This Week	398,017
Year To Date	2,121,640
2016 Goal	22,141,493
	9.6%

News Pageviews

This Week	89,663
Year To Date	777,722



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Best Performing Posts

	Total Pageviews	Desktop - Facebook	Desktop - Google	Desktop - Twitter	Mobile - Direct	Mobile - Facebook	Mobile - Google	Mobile - Twitter
A-Lo... PyeongChang-And...	2/7 5,578	2%	5%	2%	5%	57%	2%	1%
The 2018-Olympic Games...	2/9 3,100	1%	8%	0%	7%	34%	19%	1%
On-The-Brink-Of-History-...	2/12 2,229	7%	12%	1%	5%	52%	19%	1%
Lindsey-Vonn-Wins-Downhill-...	2/12 2,081	5%	6%	0%	8%	62%	16%	1%
Introducing-PyeongChang-18-...	2/7 1,385	14%	6%	2%	9%	54%	2%	4%

Lowest Performing Posts

	Total Pageviews	Desktop - Facebook	Desktop - Google	Desktop - Twitter	Mobile - Direct	Mobile - Facebook	Mobile - Google	Mobile - Twitter
Lacey-Schneiders-Wins-...	2/7 1,000	11%	6%	0%	24%	44%	1%	2%
Ice-Imboden-Takes-Foil-Bronze-...	2/7 1,020	2%	10%	2%	21%	32%	14%	0%
Brenna-Huckaby-Caps-Off-Para-Snowboard-...	2/9 1,000	2%	7%	7%	9%	24%	2%	16%
Team-USA-Valentines-Day-Gift-...	2/6 67	0%	0%	0%	46%	15%	3%	15%
Oksana-Masters-Wins-Gold-Andy-Soule-Silver-In-...	2/12 53	0%	15%	0%	15%	40%	8%	15%

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Video

Best Performing Posts

	Duration	Views	Completion Rate
Facebook: So you think you have what it takes to be USA Bobs	2/9	90,138	
Watch Gracie Gold skate LIVE this AM on the Today	2/8	74,628	
Here are your reigning ice dance champs, Meryl Da	2/8	57,884	

Lowest Performing Posts

	Duration	Views	Completion Rate
Facebook: Congrats to the tennis 🏆 : Serena Williams! #Team	2/7	6,336	
How are YOU celebrating #1YearToGo!?!?	2/8	6,330	
In less than 1 year, #TeamUSA will walk in the 2018	2/9	5,924	

Twitter	Duration	Views	Completion Rate
Be sure to watch @GraceEGold skate LIVE on the d	2/8	24,836	
So you think you have what it takes to be USBSF	2/9	19,931	
#OKCvsGS HALFTIME ENTERTAINMENT "YS" This e	2/7	8,267	

Twitter	Duration	Views	Completion Rate
How did @USBSF bronze medalist @JamieGreubel	2/8	4,461	
#ICM #TeamUSA at the closing cerat @NASD	2/9	4,389	
This is where @reddrowman was one a year	2/9	3,781	

Instagram	Duration	Views	Completion Rate

Instagram	Duration	Views	Completion Rate

Youtube	Duration	Views	Completion Rate
Olympic Channel: Gracie Gold #In1Year	2/9	405	
Team USA #1YearToGo PyeongChang 2018 Olyn	2/8	303	
Olympic Channel: Shaun White #In1Year	2/9		

Youtube	Duration	Views	Completion Rate
Tune In Feb. 10 For Curling Night In America	2/10	15	
Curling Night In America U.S. vs. Scotland Wome	2/11	15	
Team USA 10th Anniversary Sage Korb bu	2/9	14	

TeamUSA.org (C)	Duration	Views	Completion Rate

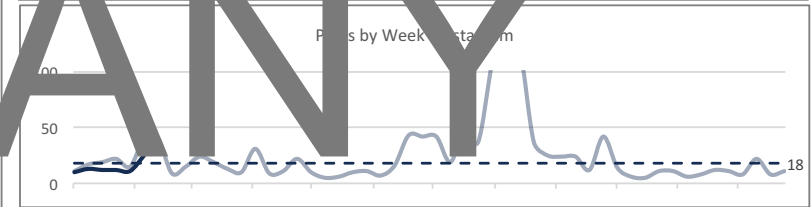
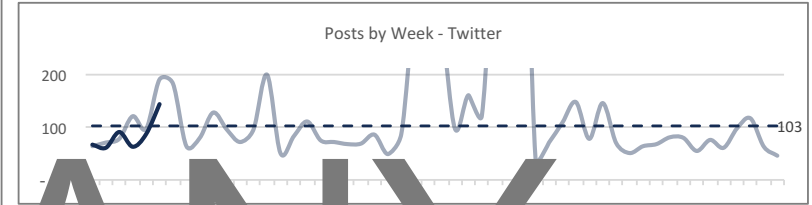
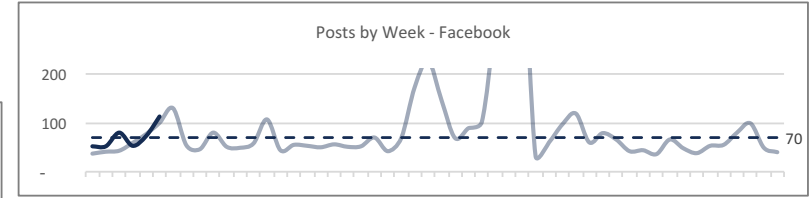
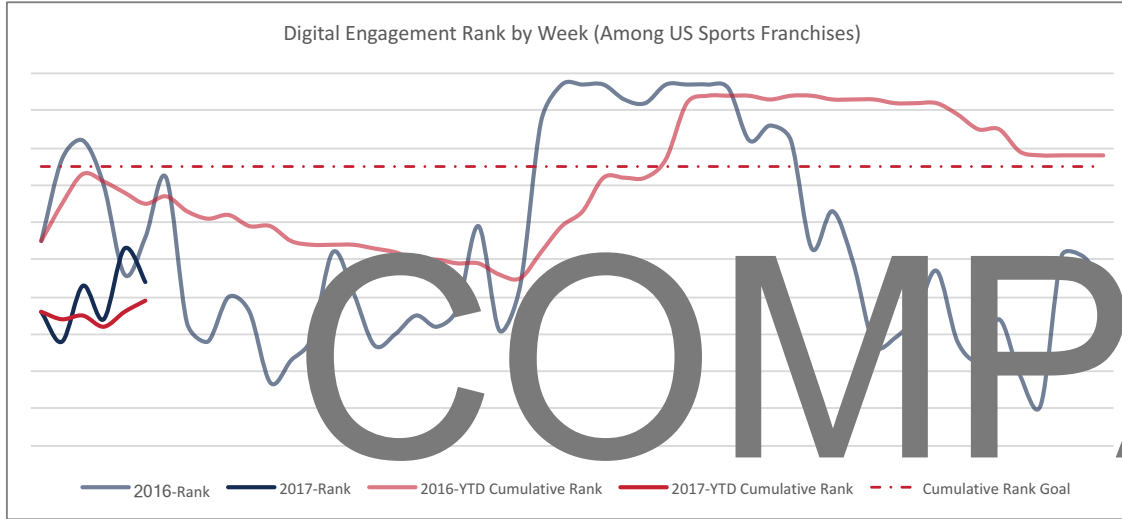
Youtube	Duration	Views	Completion Rate

Livestreaming

	Views	Watch Time (hrs)

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Social - Digital Engagement Rank



Team USA Among US Sports Franchises		Rank:	
Rank	Engagements	Prior Week	Year To Date
1	79,849		
2	23,812		
3	2,893		
4	8,753		
5	13,057		
52	456,768		
53	451,390		
54	449,836		
55	447,899		
56	447,784	47	61
57	444,156		
58	442,587		
59	442,009		
60	432,292		
61	418,518		

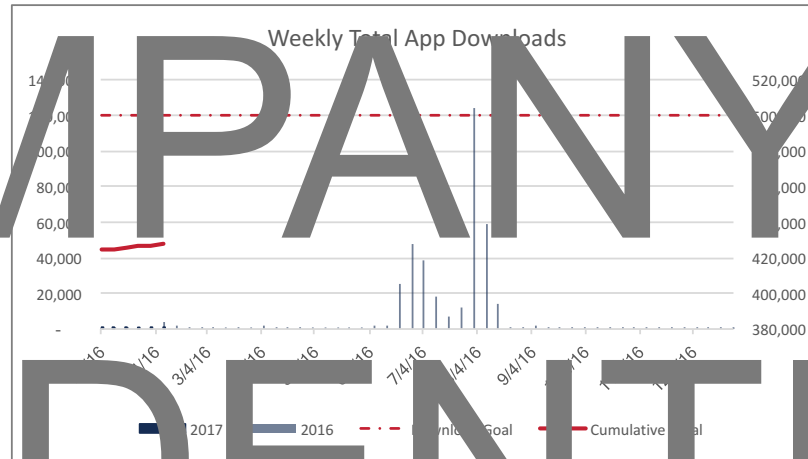
Team USA Among Consumer Brands		Rank:	
Rank	Engagements	Prior Week	Year To Date
1	79,849		
2	23,812		
3	2,893		
4	8,753		
5	13,057		
191	456,768		
192	464,306		
193	459,953		
194	449,222		
195	447,784	169	190
196	447,267		
197	440,000		
198	428,840		
199	420,172		
200	418,759		

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App Downloads

Cumulative Total
2016 Goal

	427,870	
	500,000	
	80%	
	Download	Change from previous week
Team USA	399,247	0%
USA Volleyball	9,393	7%
USA Softball Mobile	6,925	4.0%
USA Field Hockey		1.0%
U.S. Paralympics	2,982	0.1%
USA Curling	1,235	2.9%
USA Table Tennis	880	1.3%
USA Archery	684	0.9%
USA Ice Hockey	668	0.4%
USA Bobsled & Skeleton	500	0.7%
Total	427,870	0.2%



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