

Team USA Summer Champions Series presented by Comcast USA Volleyball Collegiate Beach Championships May 11 - May 13, 2017

Executive Summary

Instagram Stories continue to receive significant engagement during live events, and received views during the event, which is down slightly from which is up which is down slightly from which is up which is up

The broadcast on NBCSN received an average Household rating of the winter Champions Series we men't not rey to adcase Avarage riews hip we the addase and the series hockey.

The broadcast coluded PsAs for the USC PF and TeamUS (Shop), or resulting in progeviews to the donation page increase with over an average Saturday, and units sold on the shop were up almost from prior Saturdays.



Team USA earned engagements, up % from the prior 60 days, and up % from the same period last year.

new email addresses were added to the database during the event, from the form on TeamUSA. org (+ % from the prior 60 days), and from the social photo booths at the event (the first time this activation was used). An additional emails were gathered during the VIP Experience giveaway leading up to the event.



Team USA Summer Champions Series presented by Comcast USA Volleyball Collegiate Beach Championships March 11 - May 13, 2017

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		<u>May 10-14</u>	Lift from Prior 60	Lift from Same 5	Top Con	itent - Te	am USA	Profiles
Digital			<u>Days</u>	<u>Days Last</u> <u>Year</u>	FACEBOOK MOST EN	GAGING CONTENT		
	<u>Unique Visitors</u>				Link (05/11/2017)	2 Link (05/10/2017) 667 Responses	3 Link (05/10/2017) 621 Responses	Video (05/12/2017) 532 Responses
	TeamUSA.org				1,730 Responses	667 Responses	621 Responses	- 532 Responses
	USA Volleyball	,			122	Y EDITE		
	Pageviews TeamUSA.org				"He Won Gold, And He	HAPPY BIRTHDAY to	'Katie Zafares' house	Always
-	TeamUSA.org/news/				Had A Heart of Gold" 304,542 Impressions	6x Olympic medalist 112,629 Impressions	may be tiny, but her 481,325 Impressions	exciting to 333,493 Impressions
	USA Volleyball				© 1.526 ≪ 182 ● 22 ♦ 6.078	© 622 ≪ 10 9 35 ℃ 507	© 552 ≪43 ● 26 🖞 9.111	@ 402 ≪ 17 ● 113 ▶ 58.8K
	<u>Video Views</u>				INSTAGRAM MOST EN		9 <u>Post (05/12/2017)</u>	Post (05/10/2017)
	Team USA				13.4K Responses	2 Post (05/12/2017) 7,953 Responses	3 7,756 Responses	4 7,220 Responses
<u>Social</u>							iju	6
<u>DER I</u>	Rank (US Sports)							
	Team USA USA Volleyball				'HAPPY BIRTHDAY @missyfranklin88 !!!	'Insert adorable caption about	'Day 👹 is all wrapped up at #SCS2017	'@nastialiukin and @la2024 are excited
USA Volleyball					⊯ 13.4K ● 28	₫ 7,939 ● 14	m 7.752 🗭 4	₩ 7.214 9 6
Total Digital Engagement Team USA					TWITTER MOST ENGA		Tweet (05/10/2017)	Tweet (05/13/2017)
	USA Volleyball				336 Responses	2 Tweet (05/10/2017) 240 Responses	3 Tweet (05/10/2017) 239 Responses	4 199 Responses
	New Follov Jrs						II PY	TEAM
	Tean JSA				e Won	a look	BIRTHDAY to	"Nothing like the
	USA Vol. yball				tof	the h. light f	6) ympic medalist	great @kerrileewals
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* Lift = % Difference between average daily metric from 5/10 - 5/14 and the daily average from 3/11 - 5/9 **Signup forms only, excludes uploads from offline sources Sources: Listen First Media, Google Analytics, Nielsen