

Executive Summary

USA Track and Field is performing well on social media so far this year especially when compared to an Olympic Games year.

From January 1, 2017 - May 10, 2017 there were [REDACTED]M interactions on the USATF Twitter which is a [REDACTED] growth from the same time period in 2016.

This year so far, posting on the USATF Instagram has increased [REDACTED] from the same period last year ([REDACTED] posts vs. [REDACTED] Instagram posts).

During the same time periods, posting about sponsors on USATF accounts grew [REDACTED] on Instagram and [REDACTED] on Facebook; their interaction grew [REDACTED] and [REDACTED] respectively.

There are a combined [REDACTED] posts across Facebook, Twitter and Instagram so far this year from USATF and the [REDACTED] USATF athletes that the USOC tracks. Between the same accounts, [REDACTED] combined posts were sent out in 2016.

So far this year, USATF and [REDACTED] of its' athletes' profiles have earned a combined [REDACTED] engagements across social channels from [REDACTED] last year; the same profiles earned [REDACTED] engagements.

USATF and the same athletes received a combined [REDACTED] new followers across all social platforms so far in 2017.

In 2016, USATF had [REDACTED] posts across the [REDACTED] main social platforms that contained sponsored content. So far in 2017, there has already been [REDACTED] posts.

In 2016, social posts featuring a sponsor received a total engagement of [REDACTED] and an average engagement of [REDACTED] per post:

- Facebook - [REDACTED] total responses, [REDACTED] average responses per post
- Twitter - [REDACTED] total responses, [REDACTED] average responses per post
- Instagram - [REDACTED] total responses, [REDACTED] average responses per post

In 2017 so far, social posts featuring a sponsor received a total engagement of [REDACTED] and an average engagement of [REDACTED] per post:

- Facebook - [REDACTED] total responses, [REDACTED] average responses per post
- Twitter - [REDACTED] total responses, [REDACTED] average responses per post
- Instagram - [REDACTED] total responses, [REDACTED] average responses per post

In 2017 so far, of the top [REDACTED] social posts on each platform:

- Facebook - [REDACTED] contained sponsored content
- Instagram - [REDACTED] contained sponsored content

Sanya Richards-Ross, Emma Coburn, and Shalane Flanagan were the USATF athletes with the highest engaged content. Sanya and Shalane are sponsored by USATF's sponsor - Nike.

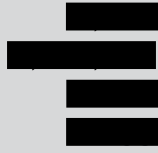
USA Track and Field's is ranked [REDACTED] out of 220 U.S. Sports Franchises.

- This ranking is a measured standard of metrics such as audience growth, page/profile views, post-level interactions, and organic conversation.

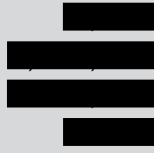
USATF

Total Posts
Total Engagement
Total New Followers
Dig. Eng. Rank (US Sports)

Jan 1 -
May 10,
2017

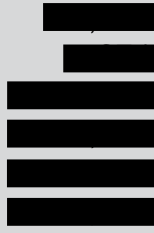


Jan 1 -
Dec 31,
2016



Athletes

Total Posts
Avg. Posts per Athlete
Total Engagement
Avg. Engagement per Athlete
Total New Followers
Avg. New Followers per Athlete



Sponsor Posts

Total Posts
Total Engagement
Avg. Engagement per Sponsor Post



Digital Engagement Ranking

Rank,
2016

1	NBA	742,014,636	
2	NFL	521,572,212	
3	Golden State Warriors	179,946,685	
154	Sporting Kansas City	1,330,697	
155	New York Red Bulls	1,326,130	
156	USA Track and Field	1,321,475	142
157	USA Ski	1,274,404	
158	USA Figure Skating	1,233,702	

1	Simone Biles	1,322,767	1
32	Sanya Richards-Ross	1,353,425	49
39	Emma Coburn	1,049,980	65
76	Shalane Flanagan	505,659	87
81	Trayvon Bromell	428,044	74
86	Lolo Jones	394,421	-
87	Matthew Centrowitz	385,831	-
104	Natasha Hastings	320,584	94
105	Brandi Martinez	287,417	148

CONFIDENTIAL

2017 Top Content - Sponsor Related



Facebook:
Hershey - [redacted]
engagements



Twitter:
Hershey - [redacted]
engagements



Instagram:
Nike - [redacted]
engagements