

Executive Summary

Stories posted to Instagram during the West Hollywood Promo Shoo (April 25 - April 29) earned [REDACTED] views, the most engagement of any platform during the week. The [REDACTED] Snapchat stories posted received an additional [REDACTED] views in total and on average received more than the normal amount of Snapchat story views by [REDACTED].

Live chats with athletes ([REDACTED] total) received a combined [REDACTED] views across Facebook, Periscope and Instagram.

Top athlete live chats:

- Lindsey Vonn, Facebook – [REDACTED] views
+ [REDACTED] from average Facebook Chats
- Erin Hamlin, Periscope – [REDACTED] views
- [REDACTED]% from average Periscope streams
- Ashley Wagner, Instagram – [REDACTED] views
+ [REDACTED]% from average Instagram streams

There were a combined [REDACTED] posts across Facebook, Twitter and Instagram specific to the Promo Shoot from Team USA, NGB and athlete profiles. This is an increase of [REDACTED] from the number of posts during the promotional shoot for Rio [REDACTED] and total post engagement grew [REDACTED] athletes posted [REDACTED] times (up from [REDACTED] pre-Rio) and NGBs posted [REDACTED] times (up from [REDACTED] pre-Rio). Average engagement of Team USA posts was an up [REDACTED] from the prior promo shoot ([REDACTED] vs. [REDACTED]).

The WeHo Shoot earned a combined [REDACTED] engagements across social channels from Team USA, NGBs and Athlete profiles, a [REDACTED] lift over the past 60 days and [REDACTED]% above this week last year.

Team USA earned [REDACTED] engagements during the week, up [REDACTED] from the same period last year. Team USA's ranking among US Sports Franchises saw no change compared to the 60 days prior, up at least 1 spot from this time last year.

NGB's ranking among US Sports Franchises up at least [REDACTED] spots from 60 days prior, up at least [REDACTED] spots from this time last year. The largest jump in rankings was for US Figure Skating which moved [REDACTED] spots from # [REDACTED] the past 60 days prior to # [REDACTED].

Shaun White, Jason Brown, and Gus Kenworthy had the highest engaged content among athletes on Facebook, Twitter, and Instagram, respectively. For NGB's, US Figure Skating had the most engaged post on Facebook and US Ski had the top engaged content on Twitter and Instagram.

Team USA, NGB's, and Athletes recieved a combined [REDACTED] new followers across all social platforms.

Clips, highlights, and behind the scenes footage from the event were posted across Team USA platforms, [REDACTED] videos on Facebook, [REDACTED] on Twitter, [REDACTED] on Instagram. Videos earned [REDACTED] views, up [REDACTED] from this time frame last year.

[REDACTED] Team USA athletes visited the set and the production team captured about [REDACTED] hours of video and more than [REDACTED] photos.

Digital

Unique Visitors
TeamUSA.org

Pageviews
TeamUSA.org
TeamUSA.org/news/

Apr 24 - 30

Lift from
Prior 60
Days

Lift from
Same Week
Last Year

US Sports

Social - Team USA

Posts

Impressions

Dig. Eng. Rank (US Sports)

Total Engagement

Video Views

New Followers

Snapchat Views

Instagram Story Views

Social - NGBs

Posts

Avg. Dig. Eng. Rank (US Sports)

Engagement

New Followers

Social - Athletes

Posts

Engagement

New Followers

Digital Engagement Ranking

Rank, Prior 60 Days

| | | | |
|----|-----------------------|------------|----|
| 1 | NBA | 33,737,598 | |
| 2 | NFL | 27,400,292 | |
| 3 | Golden State Warriors | 6,855,950 | |
| 77 | Washington Nationals | 442,183 | |
| 78 | Indianapolis Colts | 435,261 | |
| 79 | Team USA | 427,228 | 79 |
| 80 | Montreal Canadiens | 414,910 | |
| 81 | Memphis Grizzlies | 409,711 | |
| 82 | Sacramento Kings | 388,750 | |

Athletes

| | | | |
|-----|------------------|-----------|-----|
| 1 | Serena Williams | 1,322,767 | |
| 31 | Lindsey Vonn | 221,447 | 26 |
| 53 | Jason Brown | 173,116 | 90 |
| 73 | Maia Shibutani | 102,876 | 86 |
| 74 | Alex Shibutani | 91,051 | 126 |
| 76 | Ashley Wagner | 86,458 | 117 |
| 102 | Gus Kenworthy | 61,865 | 115 |
| 105 | Shaun White | 58,806 | 89 |
| 121 | Mikaela Shiffrin | 45,111 | 75 |
| 140 | Lee Ligo | 20,002 | 65 |

Top Content - Team USA Profiles

1 **Yoni** (1,298 Responses)

2 **Suzanne** (673 Responses)

3 **Link** (544 Responses)

4 **Statia** (537 Responses)

Top Content - NGB & Athlete Profiles

Facebook

US Figure Skating

Maia and Alex Shibutani stepped...

482 Responses

Twitter

US Ski

When you do a...

501 Responses

Instagram

US Ski

Lindsey Vonn: #WinterOlympics...

10K Responses

Facebook

Shaun White

#winterolympics

867 Responses

Twitter

Jason Brown

us Thanks @NBCOlympi...

1,666 Responses

Instagram

Gus Kenworthy

Childhood dreams coming true today in...

19.6K Responses

TWITTER MOST ENGAGING CONTENT

1 **Teast** (913 Responses)

2 **Teast** (636 Responses)

3 **Teast** (643 Responses)

4 **Teast** (674 Responses)

INSTAGRAM MOST ENGAGING CONTENT

1 **Teast** (15.7K Responses)

2 **Teast** (11.5K Responses)

3 **Teast** (8.7K Responses)

4 **Teast** (7.4K Responses)

* Lift = % Difference between average daily metric from 4/24 - 4/30 and the daily average from 2/22 - 4/23
Sources: Listen First Media, Google Analytics, Nielsen, NBC