



Women of Team USA Week March 20 - March 26, 2017

Executive Summary

During the Women of Team USA Week Social Media Takeovers, Mar. 20 - Mar. 26, Team USA earned [REDACTED] engagements, up [REDACTED] from the same period last year.

The social media takeovers (measured from 3/19 - 3/27) earned [REDACTED] engagements across social channels from Team USA, NGB, and Athlete profiles, [REDACTED] lift over the past 60 days and [REDACTED] lift above this week last year.

Combined [REDACTED] posts across Facebook, Twitter and Instagram specific to #WomenOfTeamUSA.

Team USA ranking among US Sports franchises is up [REDACTED] spots compared with the 60 days prior and up at least [REDACTED] spots from this week last year. The largest jump in rankings was for the athletes which, as an average of the group, moved [REDACTED] spots from [REDACTED] to [REDACTED].

Snapchat stories received the same or less than the average amount of views.

Live chats with athletes received a combined [REDACTED] views across three platforms:

- [REDACTED] Snapchat stories - [REDACTED] views
- [REDACTED] Instagram Stories/Live - [REDACTED] views
- [REDACTED] Facebook Live - [REDACTED] views

Athletes also posted on the TeamUSA Instagram page:

Melissa Stockwell's posts averaged [REDACTED] likes.

Laurie Hernandez' posts averaged [REDACTED] likes.

Tatyana McFadden's posts averaged [REDACTED]

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Women of Team USA Week

March 20 - March 26, 2017

Digital

Unique Visitors

TeamUSA.org

Pageviews

TeamUSA.org

TeamUSA.org/news/

Video Views

Team USA

Social

DER Rank (US Sports)

Team USA

US Paralympics

US Figure Skating

US Ski and Snowboard

US Bobsled and Skeleton

USA Judo

USA Gymnastics

USA Track and Field

Athlete Average

Total Digital Engagement

Team USA

US Paralympics

US Figure Skating

US Ski and Snowboard

US Bobsled and Skeleton

USA Judo

USA Gymnastics

USA Track and Field

Total NGB

Athlete Total

New Followers

Team USA

US Paralympics

US Figure Skating

US Ski and Snowboard

US Bobsled and Skeleton

USA Judo

USA Gymnastics

USA Track and Field

Total NGB

Athlete Total

Mar 19-27

Lift from
Prior 60
Days*

Lift from
Same 9
Days Last
Year

Digital Engagement Ranking

Rank, Prior
60 Days

Rank	Entity	Engagement	Rank, Prior 60 Days
1	NBA	48,187,043	
2	NFL	17,281,477	
3	Golden State Warriors	12,208,724	
45	Phoenix Suns	648,391	
46	Boston Bruins	638,499	
47	Team USA	636,676	64
48	Philadelphia 76ers	605,332	
49	New York Knicks	600,694	
50	Denver Broncos	599,151	

Rank	Athlete	Engagement	Rank, Prior 60 Days
1	LeBron James	3,044,734	
7	Laurie Hernandez	979,001	12
99	Sanya Richards-Ross	81,839	102
366	Anna Purdy	38,012	161
388	Karla Harrison	10,041	365
600	Tatiana McEdden	2,220	568
654	Elena Meyers Taylor	1,722	703
934	Stephanie Jallen	402	1,171
n/a	Meryl Davis	n/a	n/a

Top Content - Team USA Profiles

FACEBOOK MOST ENGAGING CONTENT

Rank	Content Type	Date	Engagement
1	Video	03/22/2017	27K Responses
2	Link	03/23/2017	6,450 Responses
3	Link	03/22/2017	6,177 Responses
4	Photo	03/22/2017	5,792 Responses

TWITTER MOST ENGAGING CONTENT

Rank	Content Type	Date	Engagement
1	Tweet	03/22/2017	2,844 Responses
2	Tweet	03/22/2017	1,850 Responses
3	Tweet	03/22/2017	1,511 Responses
4	Tweet	03/21/2017	1,438 Responses

INSTAGRAM MOST ENGAGING CONTENT

Rank	Content Type	Date	Engagement
1	Post	03/25/2017	21.1K Responses
2	Post	03/22/2017	16.5K Responses
3	Post	03/22/2017	14.2K Responses
4	Post	03/21/2017	12.5K Responses

* Lift = % Difference between average daily metric from 3/19 - 3/27 and the daily average from 1/17-3/18
Sources: Listen First Media, Google Analytics, Nielsen