

The background of the slide is a photograph of an NFL game, overlaid with a semi-transparent purple filter. On the left, a player in a white jersey with the number 27 is seen from behind, reaching out. On the right, a player in a white jersey with the number 31 is running with the football. The scene is set on a green field with a blurred crowd in the background. In the bottom right corner, there are several overlapping, semi-transparent shapes in shades of blue, teal, and orange.

NFL SOCIAL MEDIA ENGAGEMENT REPORT

Find out whether an NFL team's success on the field translates into success on social media.

INTRODUCTION

The NFL is home to some of the strongest brands in the world. The social audience across all 32 teams is a staggering 153,223,662 people. This reach expands across borders, with teams like the Patriots and the Dolphins counting 30% of their Facebook fans outside of the United States.

NFL teams are successfully using social media as a way to not only engage with fans, but to acquire new ones. But some are doing it more successfully than others.

We wanted to find out which teams are killing it when it comes to social - Who's growing their audience? Does on-the-field success translate into social success? Do more followers equal higher engagement? Which channels are the most effective?

We used Rival IQ to answer those questions and provide in-depth analysis and recommendations for NFL teams that want to up their social media game.

RESEARCH METHODOLOGY

We used Rival IQ to analyze 135,000 social media posts across Facebook, Twitter and Instagram for every team in the NFL, across the 2016 regular season (09/08/16 - 01/01/17).

We gathered data using Rival IQ's cross-channel ranking capability, as well as channel-specific rankings for Facebook, Twitter, and Instagram.

Engagement is defined as measurable interaction on social media posts, including likes, comments, favorites, retweets, shares and reactions. Engagement rate is calculated based on all these interactions divided by total follower count.

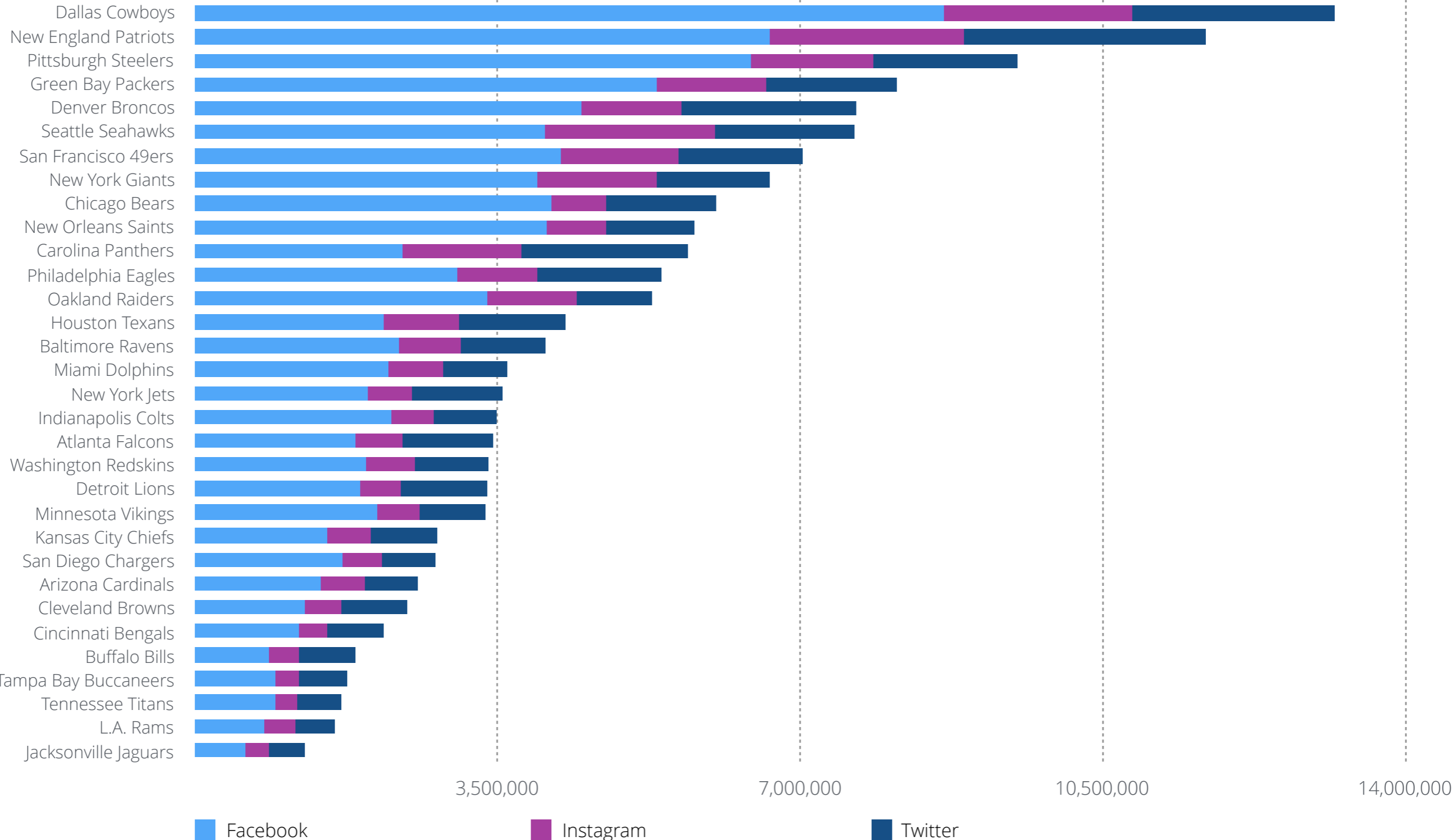
[Try Rival IQ for free](#)



CROSS-CHANNEL RANKINGS

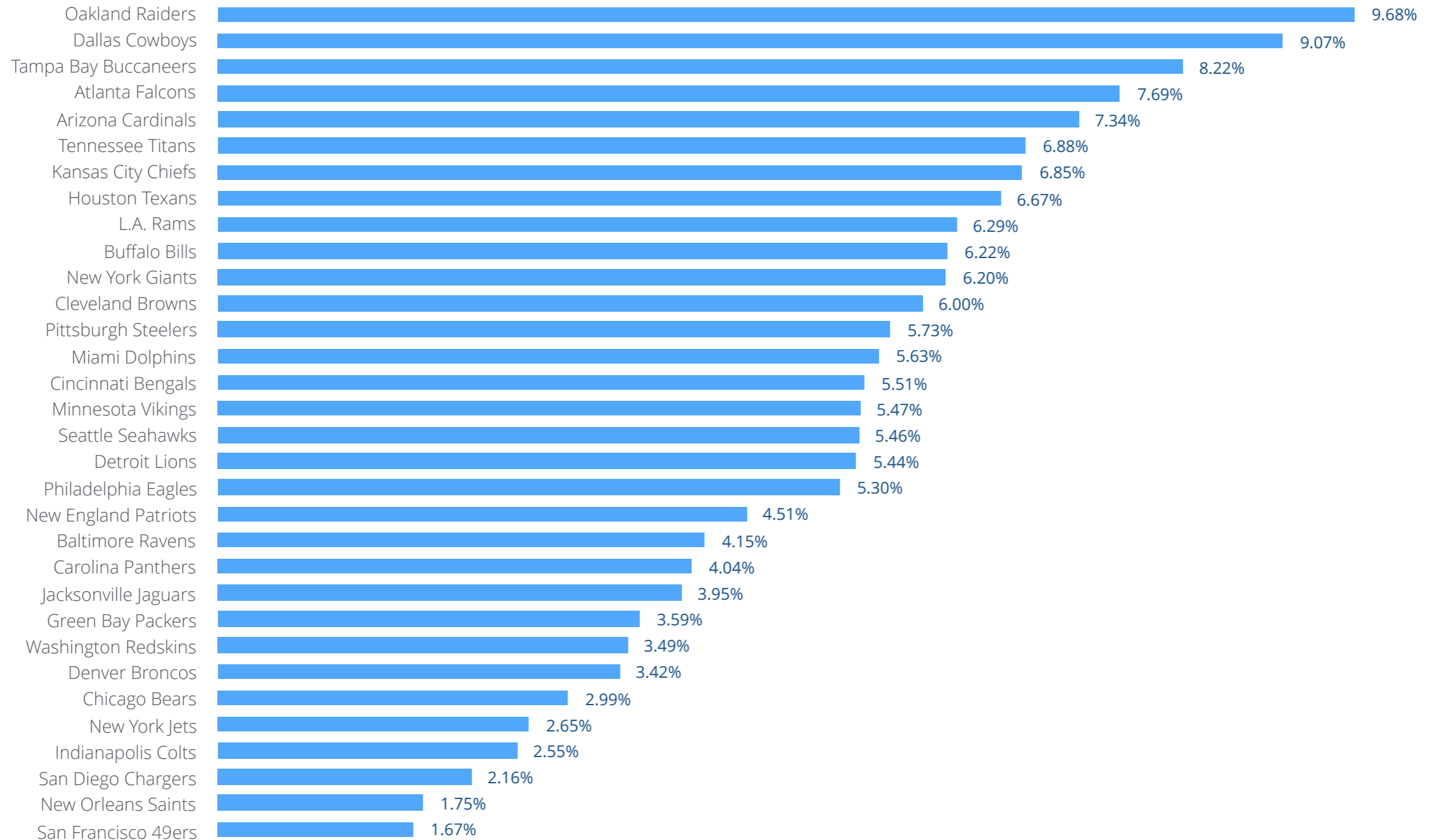
CROSS-CHANNEL AUDIENCE

Calculated by total follower count at the end of the regular season - January 1, 2017



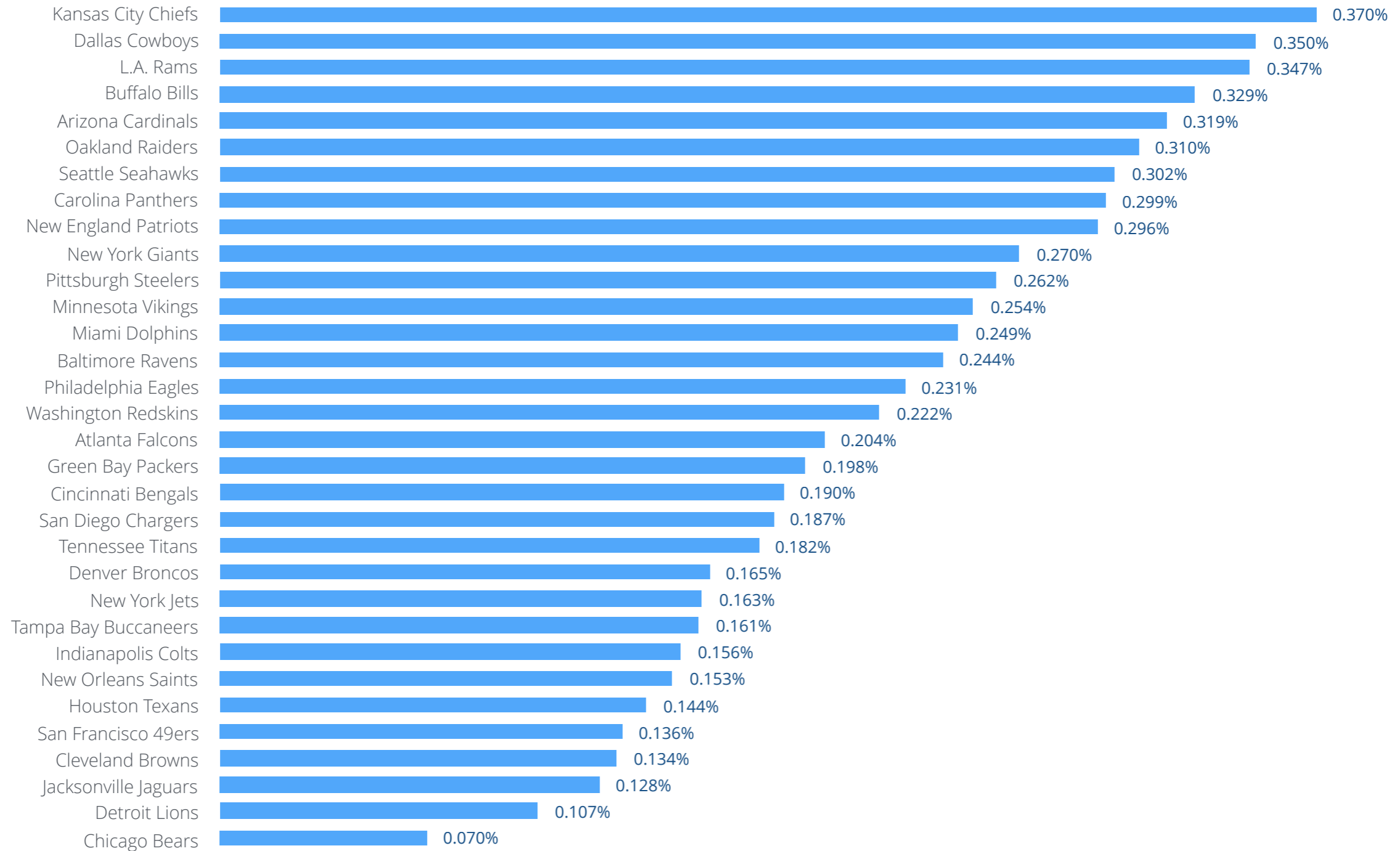
CROSS-CHANNEL FOLLOWER GROWTH

Follower growth across the regular season



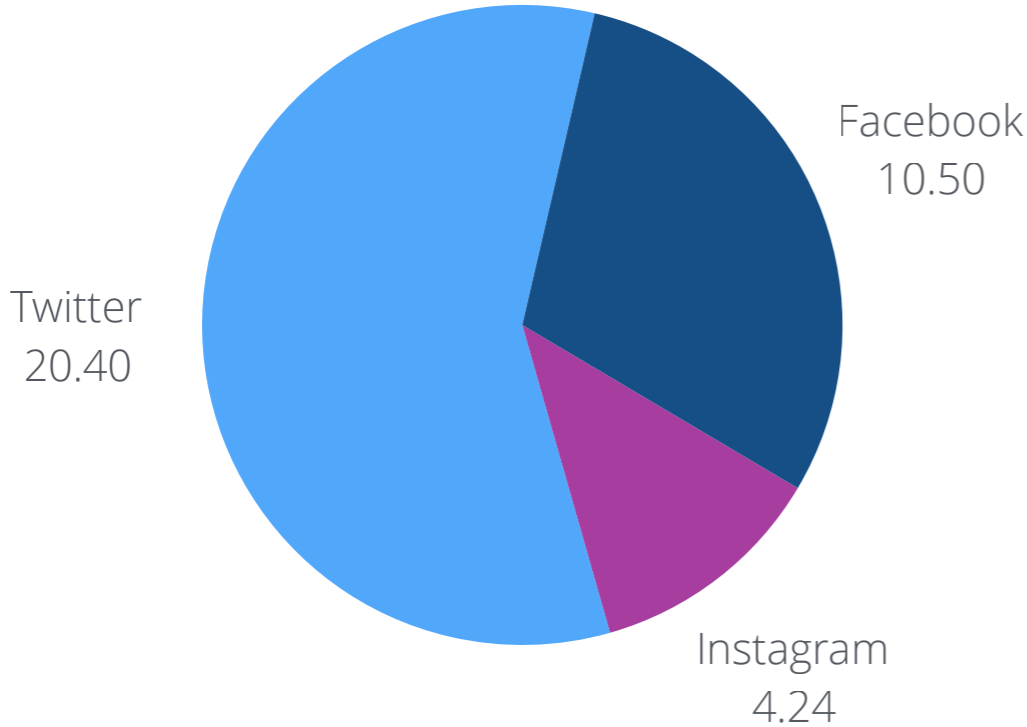
CROSS-CHANNEL ENGAGEMENT RATE

Average engagement rate per post across Facebook, Instagram and Twitter



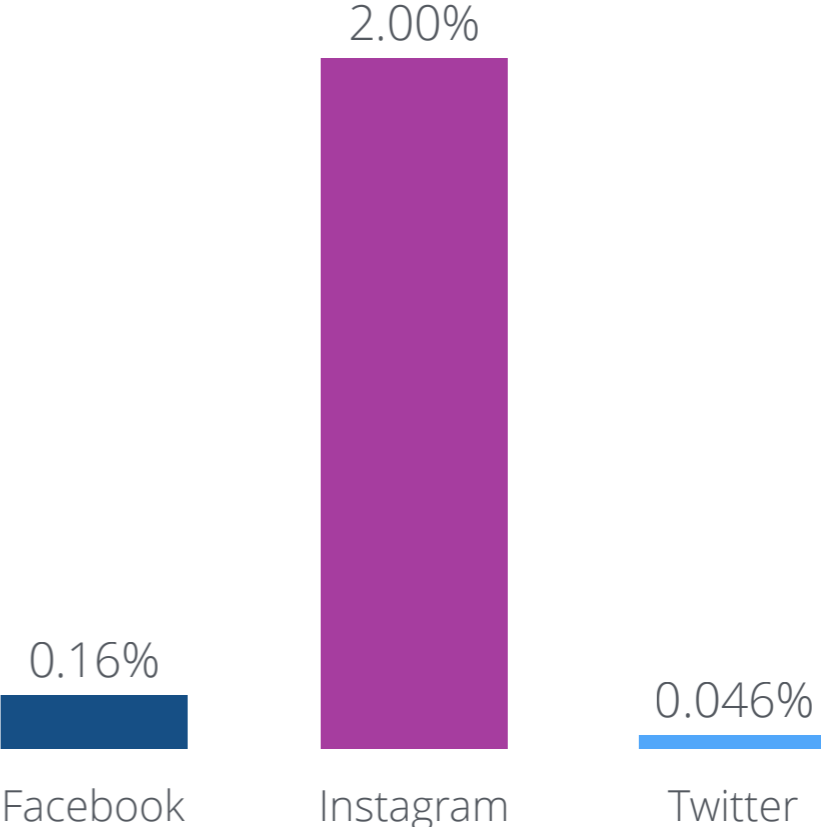
CROSS-CHANNEL POSTS & ENGAGEMENT

Average number of posts per day, per channel



Avg. number of posts per day per channel

Average post engagement rate per channel



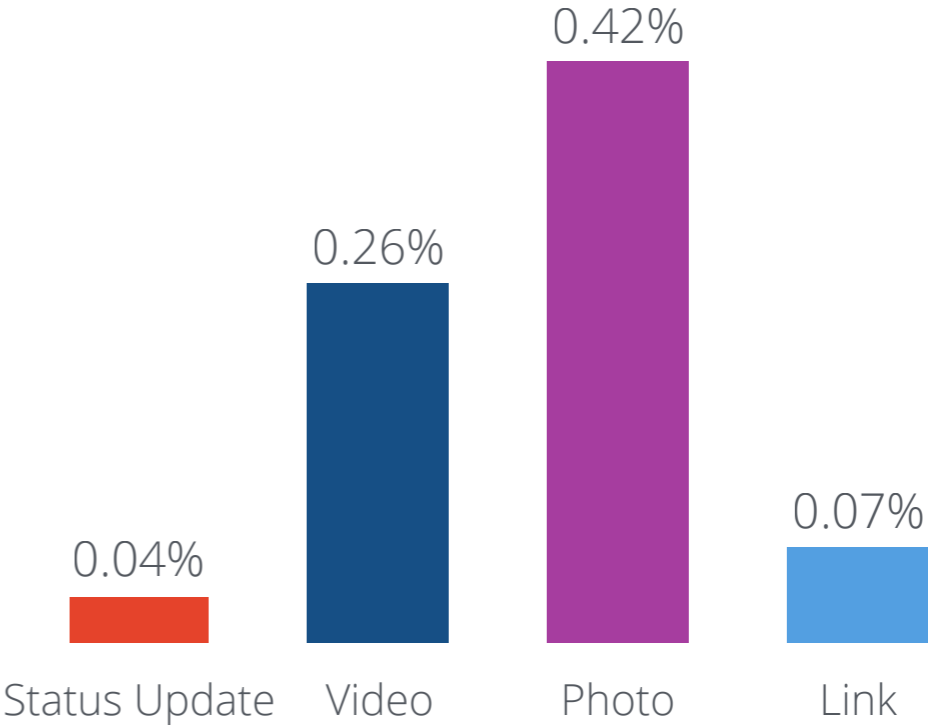
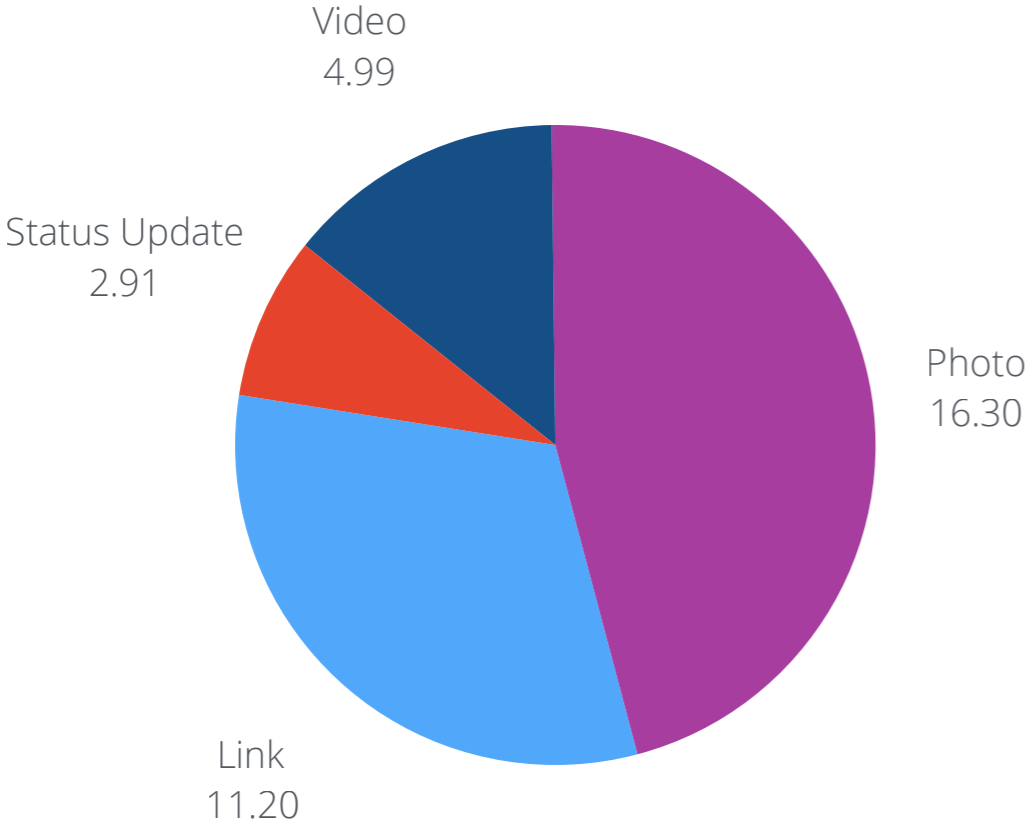
Avg. Engagement Rate per Post

CROSS-CHANNEL POST TYPES



Average number of posts per day, per post type

Average engagement rate per post type



Avg. number of posts per post type, per day

Avg. Engagement per post type

A close-up photograph of a brown Wilson football resting on a yellow tee. The football is in sharp focus, showing the 'Wilson' brand name and 'NFL' logo. The background is a blurred football field with a player in a dark jersey and white pants, and other players in the distance. The entire image has a soft, blue-tinted overlay.

SOCIAL VS ON-THE-FIELD
SUCCESS

SOCIAL VS ON-THE-FIELD SUCCESS

We wanted to understand whether success on the field translates to success on social media. To do this, we used Rival IQ to generate week-by-week charts of the average engagement rate per post for each team. We then studied each team's regular season record and marked wins, losses, ties and byes on each chart.

We came to see a strong trend: when a team wins, fans are much more likely to engage on social media. This rings true for every team except the New York Jets: their fans actually engage at higher rates when the team loses, perhaps as a show of support.

Another phenomenon is that when teams face their rivals, engagement either soars or plummets (depending on who wins, of course).

To calculate what we've christened as a 'Fair-weather Fans Ranking', from most loyal to least loyal fans, we looked at the percentage between the average engagement rate when a team wins vs when a team loses, across the entire regular season.



WIN VS LOSS ENGAGEMENT

.259%

AVERAGE ENGAGEMENT IN A WIN WEEK

.181%

AVERAGE ENGAGEMENT IN A LOSS WEEK

271

AVERAGE NUMBER OF POSTS IN A WIN WEEK

239

AVERAGE NUMBER OF POSTS IN A LOSS WEEK

HOME VS AWAY ENGAGEMENT

.231%

AVERAGE ENGAGEMENT IN A HOME-GAME WEEK

.207%

AVERAGE ENGAGEMENT IN AN AWAY-GAME WEEK

266

AVERAGE NUMBER OF POSTS IN A HOME-GAME WEEK

238

AVERAGE NUMBER OF POSTS IN AN AWAY-GAME WEEK

FAIR-WEATHER FAN RANKING

Most loyal



Least loyal

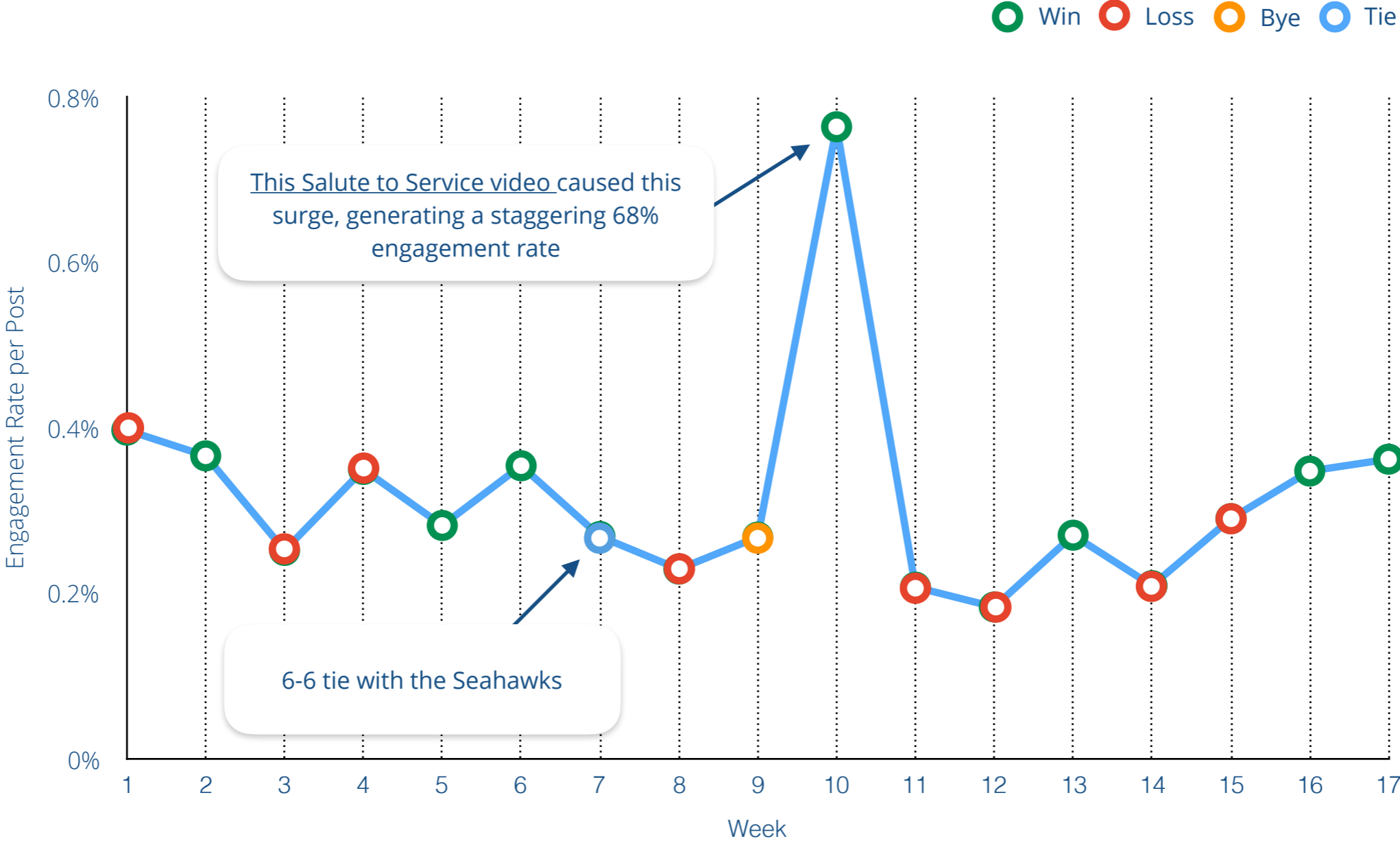
Rank	Team	Win Avg. Engagement	Loss avg. Engagement	Loss Engagement as % of Win
1	New York Jets	0.167%	0.173%	103.60
2	Carolina Panthers	0.304%	0.303%	99.93
3	Washington Redskins	0.247%	0.203%	82.05
4	Baltimore Ravens	0.271%	0.222%	82.00
5	Detroit Lions	0.119%	0.097%	81.19
6	Jacksonville Jaguars	0.154%	0.122%	79.30
7	Buffalo Bills	0.367%	0.289%	78.68
8	Cincinnati Bengals	0.215%	0.166%	77.34
9	New York Giants	0.296%	0.225%	76.05
10	Seattle Seahawks	0.332%	0.247%	74.41
11	San Diego Chargers	0.231%	0.169%	72.98
12	New Orleans Saints	0.184%	0.132%	71.64
13	New England Patriots	0.309%	0.217%	70.28
14	San Francisco 49ers	0.183%	0.128%	69.95
15	Denver Broncos	0.183%	0.126%	68.99
16	Houston Texans	0.164%	0.112%	68.23
17	Green Bay Packers	0.228%	0.155%	67.84
18	Arizona Cardinals	0.392%	0.264%	67.35
19	Dallas Cowboys	0.377%	0.253%	67.12
20	Pittsburgh Steelers	0.293%	0.196%	66.94
21	Tampa Bay Buccaneers	0.189%	0.126%	66.58
22	L.A. Rams	0.438%	0.291%	66.50
23	Kansas City Chiefs	0.409%	0.270%	66.02
24	Atlanta Falcons	0.225%	0.148%	65.66
25	Tennessee Titans	0.212%	0.136%	64.46
26	Oakland Raiders	0.336%	0.210%	62.54
27	Indianapolis Colts	0.189%	0.116%	61.38
28	Miami Dolphins	0.297%	0.174%	58.52
29	Chicago Bears	0.109%	0.060%	55.04
30	Cleveland Browns	0.234%	0.128%	54.53
31	Minnesota Vikings	0.318%	0.169%	53.04
32	Philadelphia Eagles	0.313%	0.159%	50.72
	Average	0.259%	0.181%	70.34



TEAM-BY-TEAM BREAKDOWN

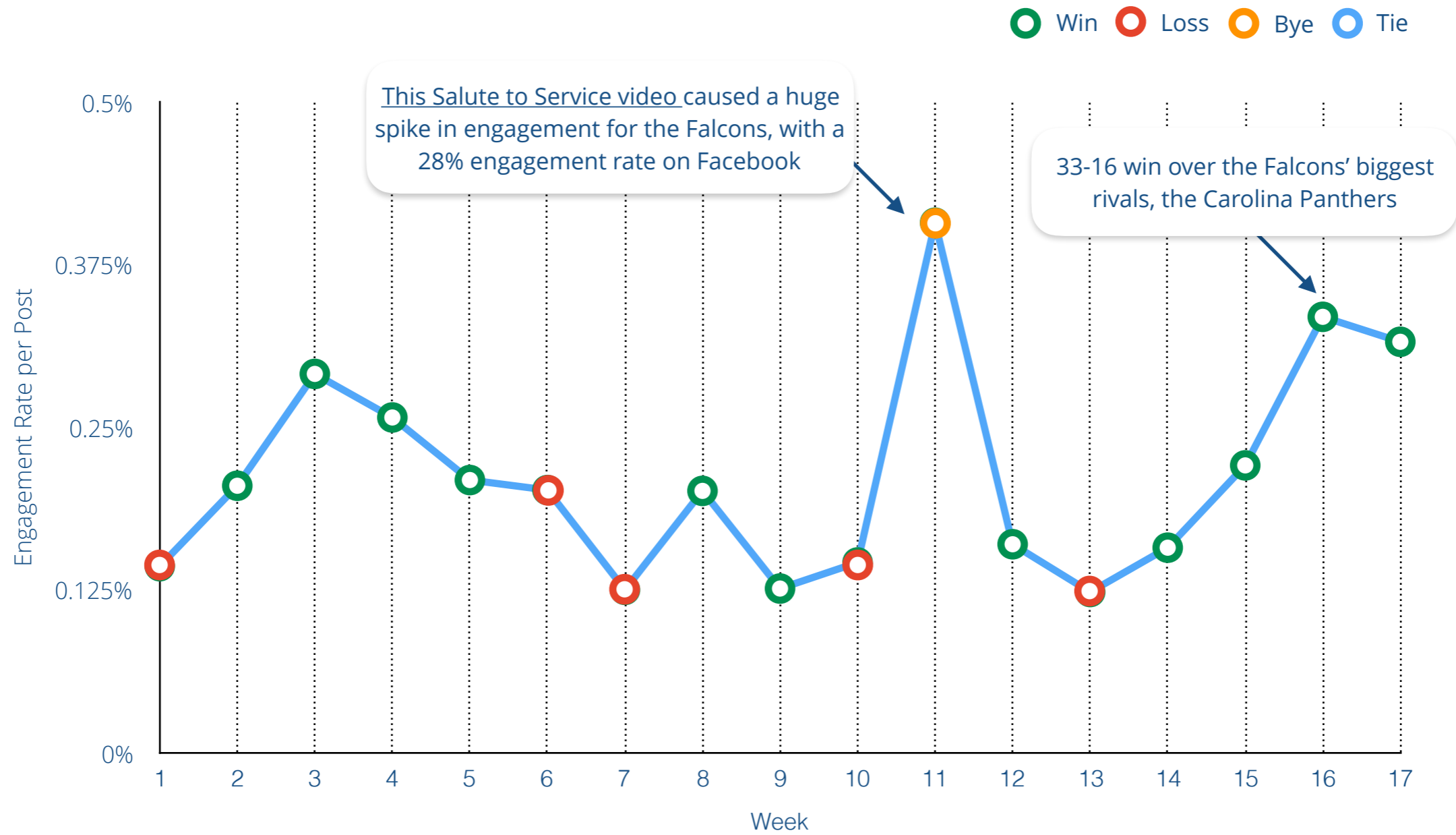
SOCIAL VS ON-THE-FIELD SUCCESS

Arizona Cardinals



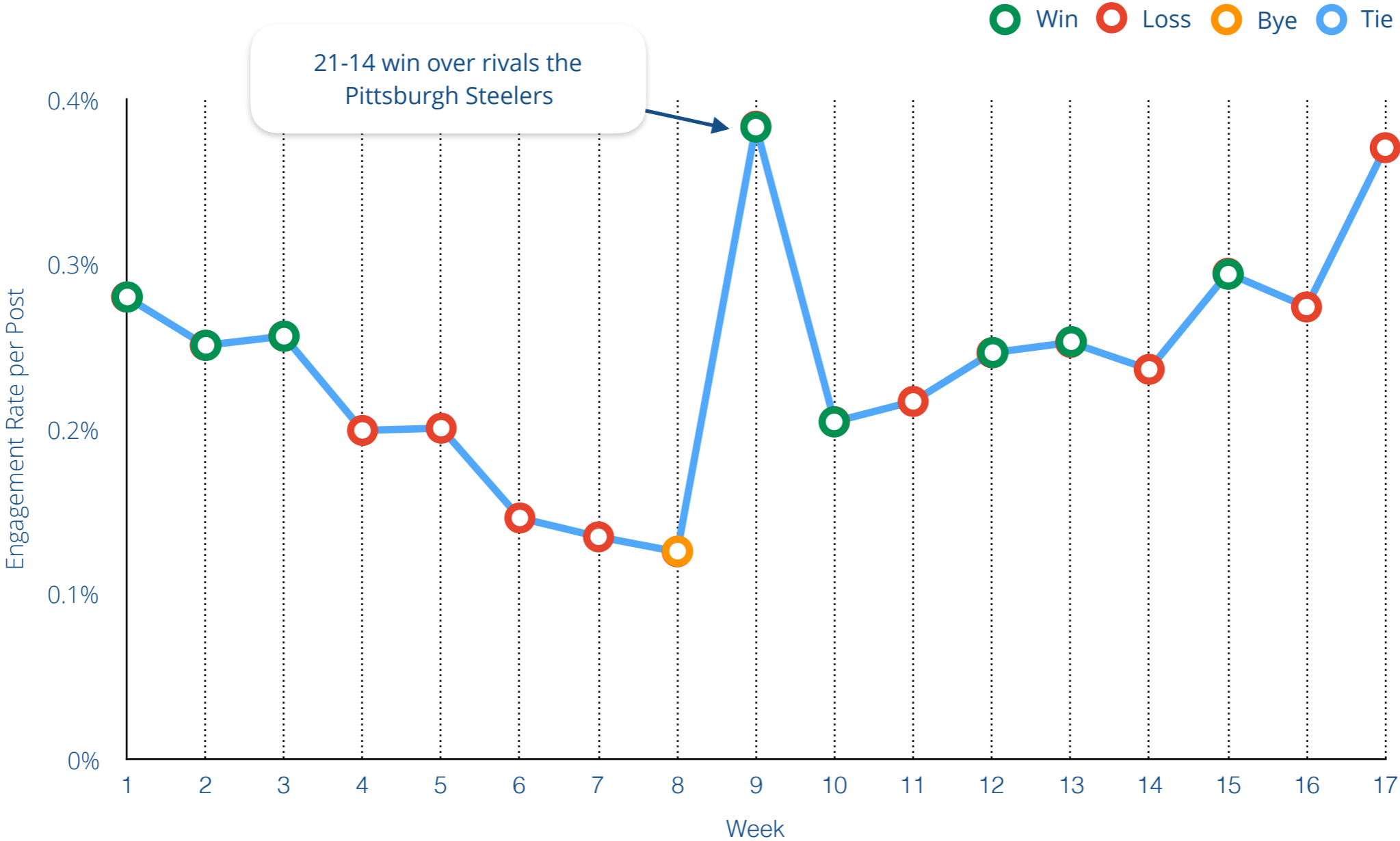
SOCIAL VS ON-THE-FIELD SUCCESS

Atlanta Falcons



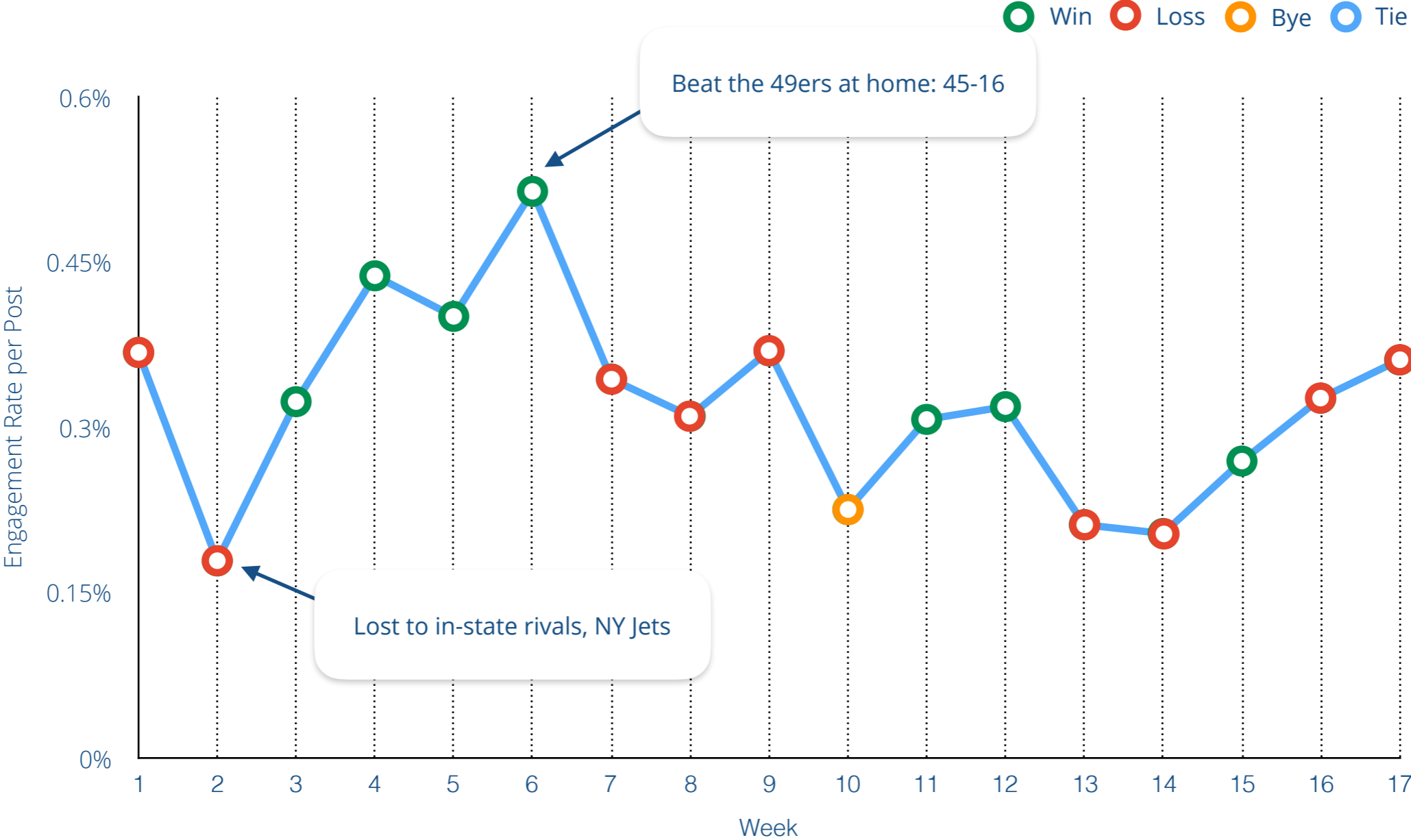
SOCIAL VS ON-THE-FIELD SUCCESS

Baltimore Ravens



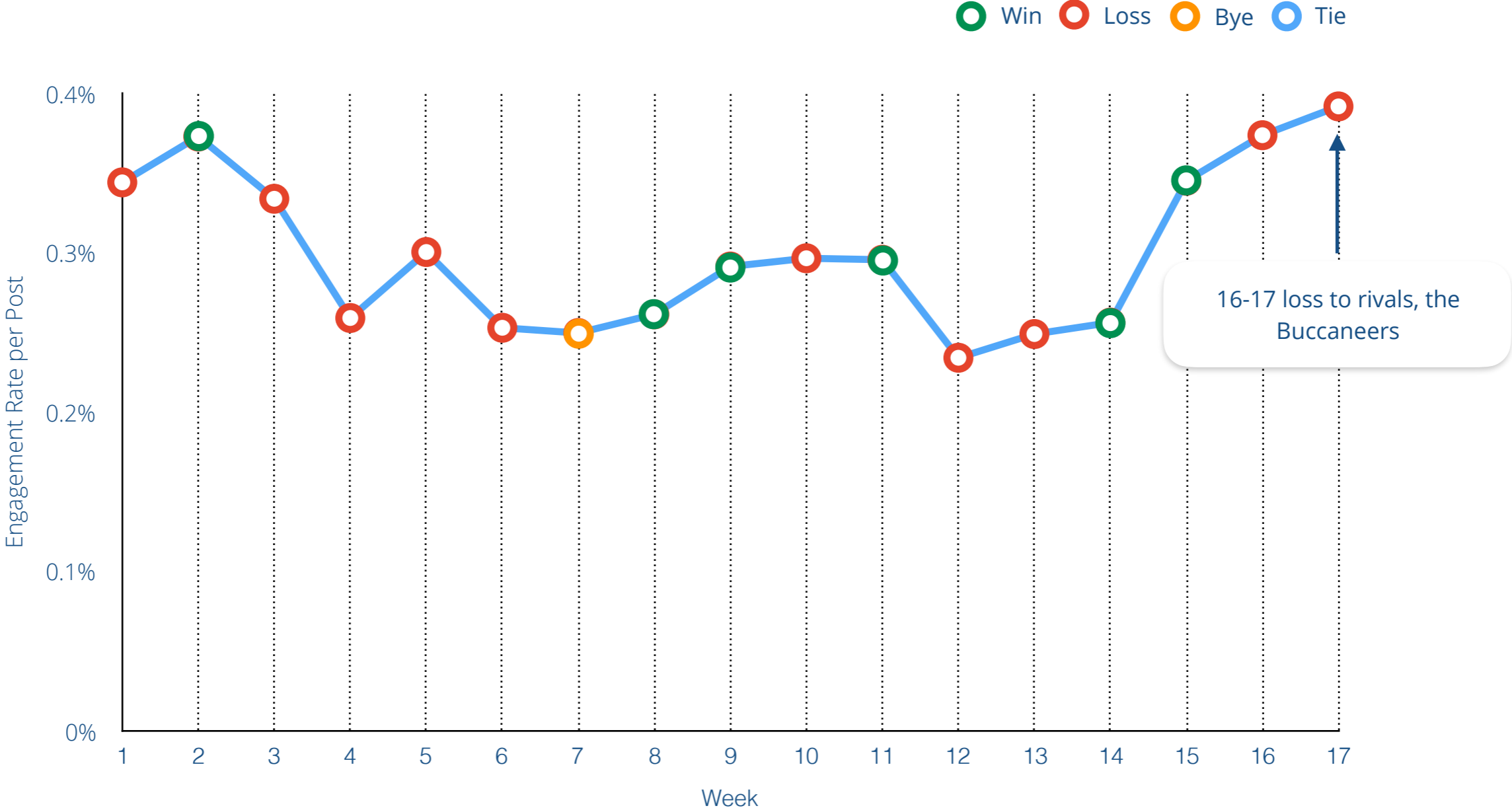
SOCIAL VS ON-THE-FIELD SUCCESS

Buffalo Bills



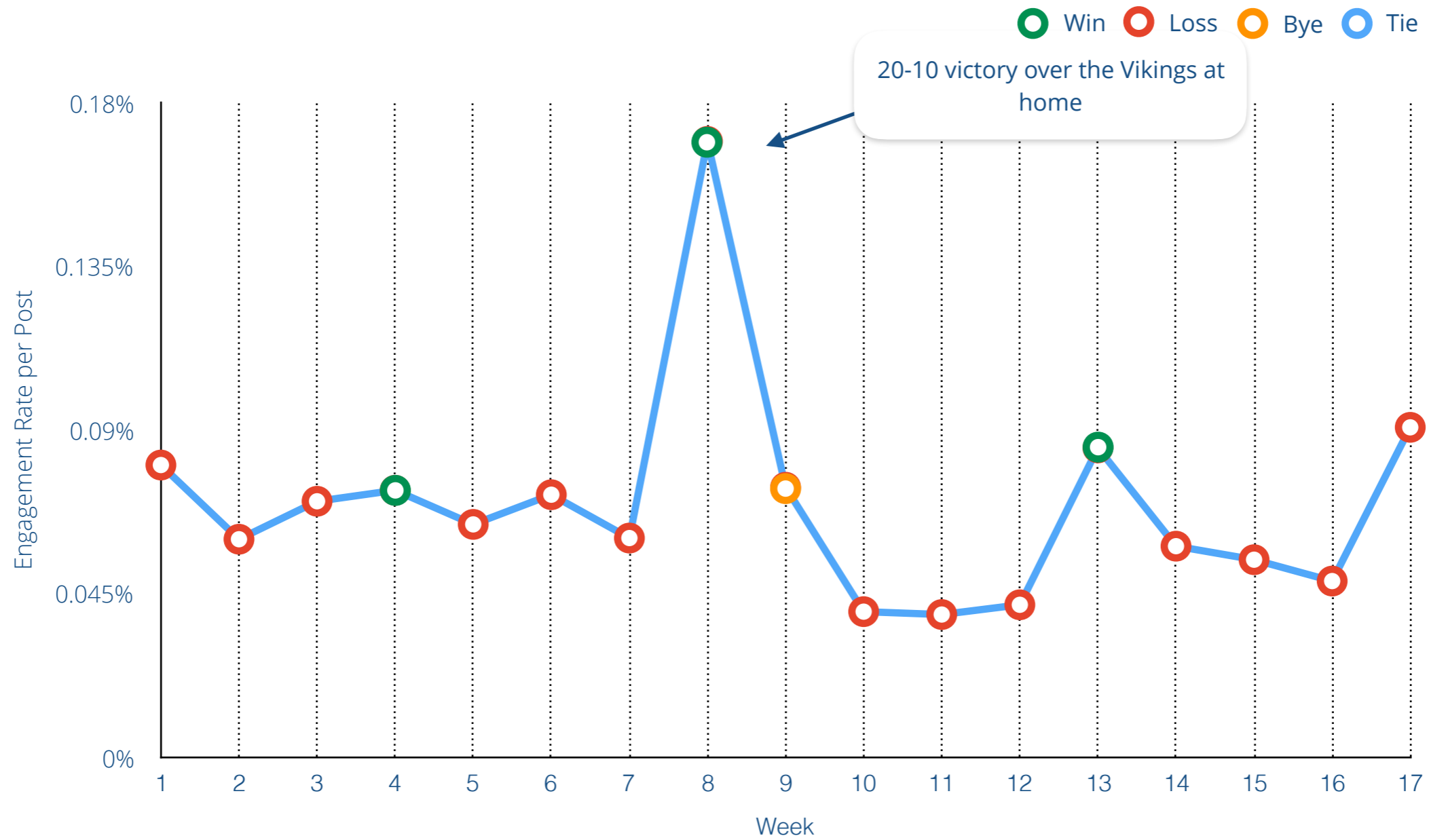
SOCIAL VS ON-THE-FIELD SUCCESS

Carolina Panthers



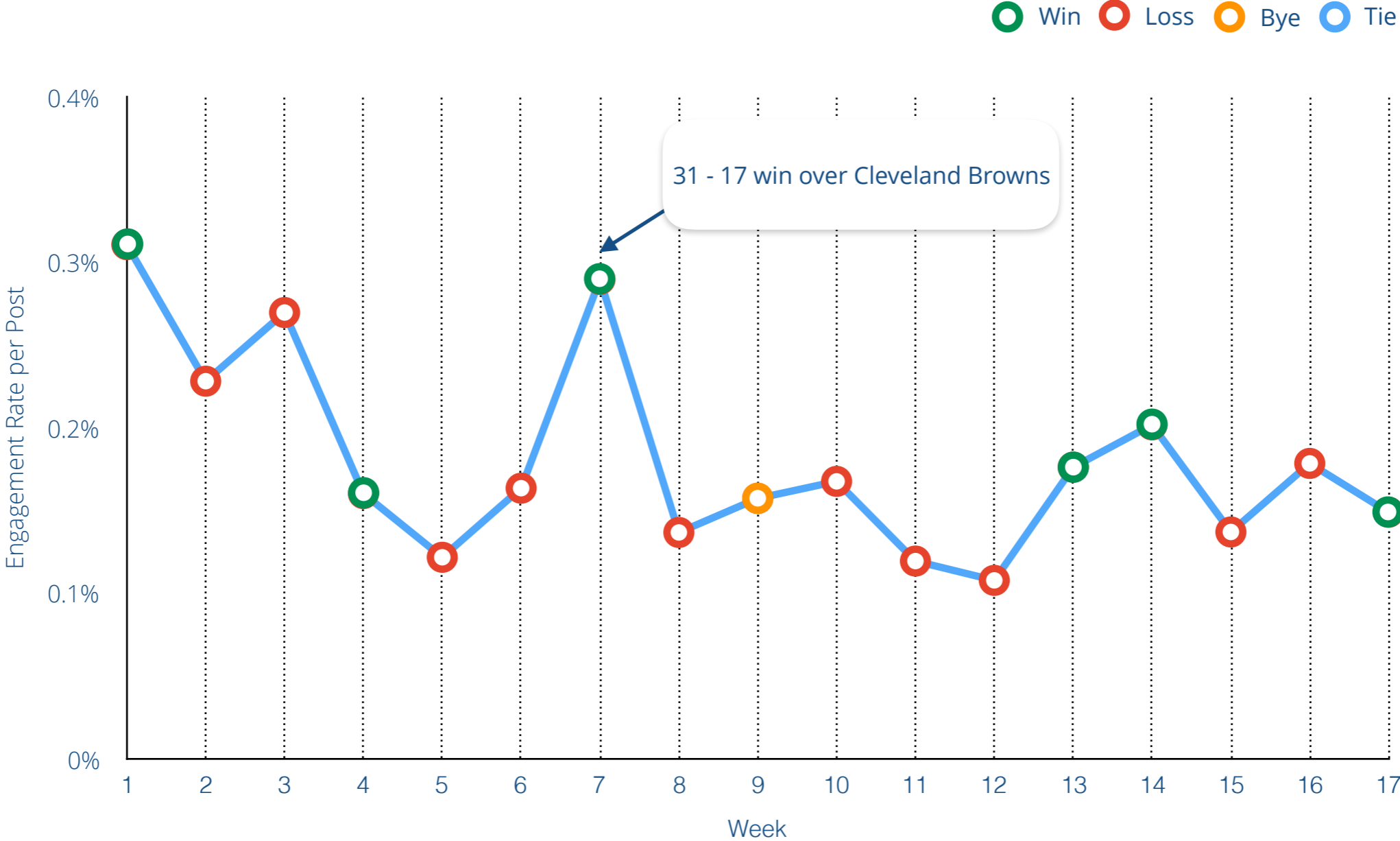
SOCIAL VS ON-THE-FIELD SUCCESS

Chicago Bears



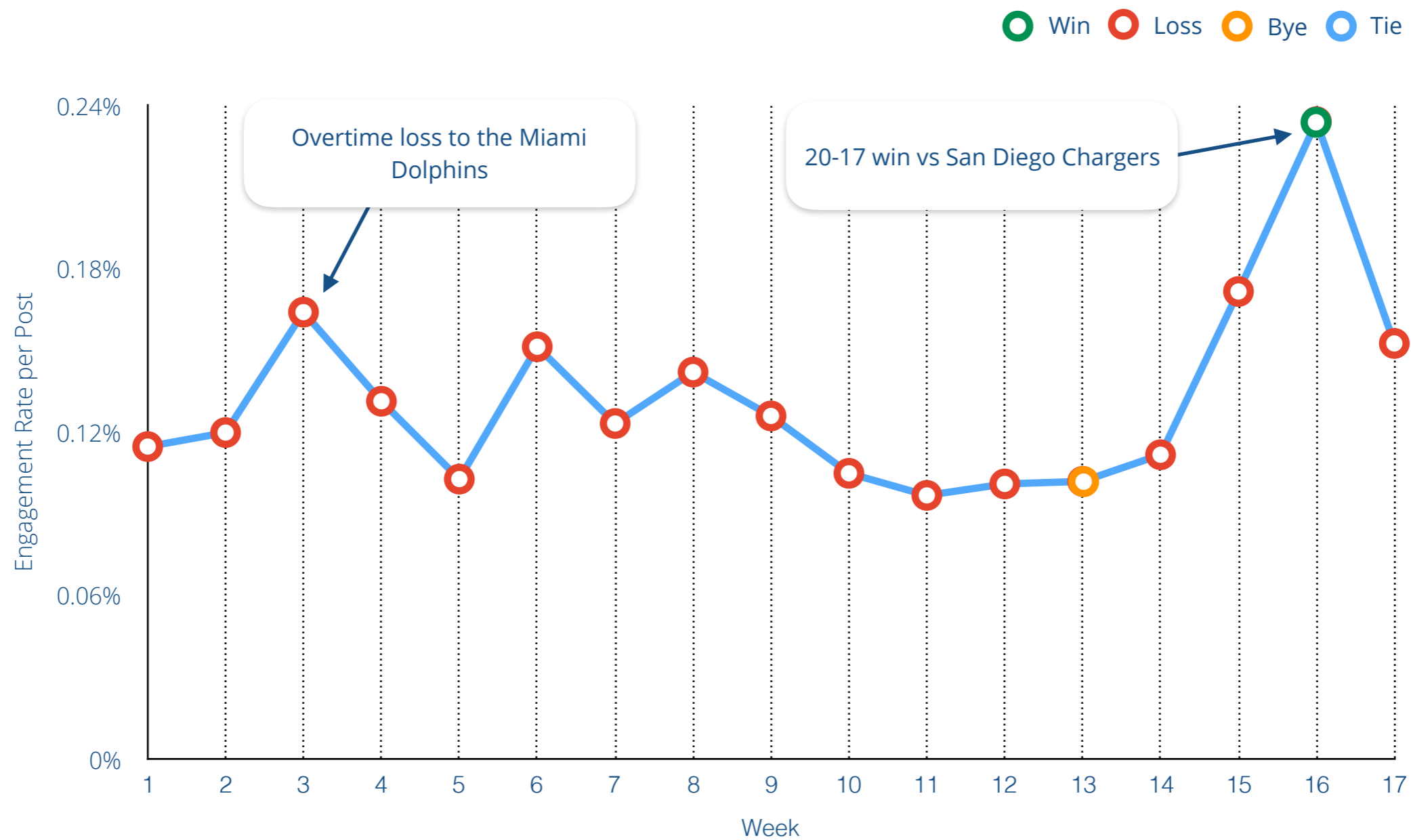
SOCIAL VS ON-THE-FIELD SUCCESS

Cincinnati Bengals



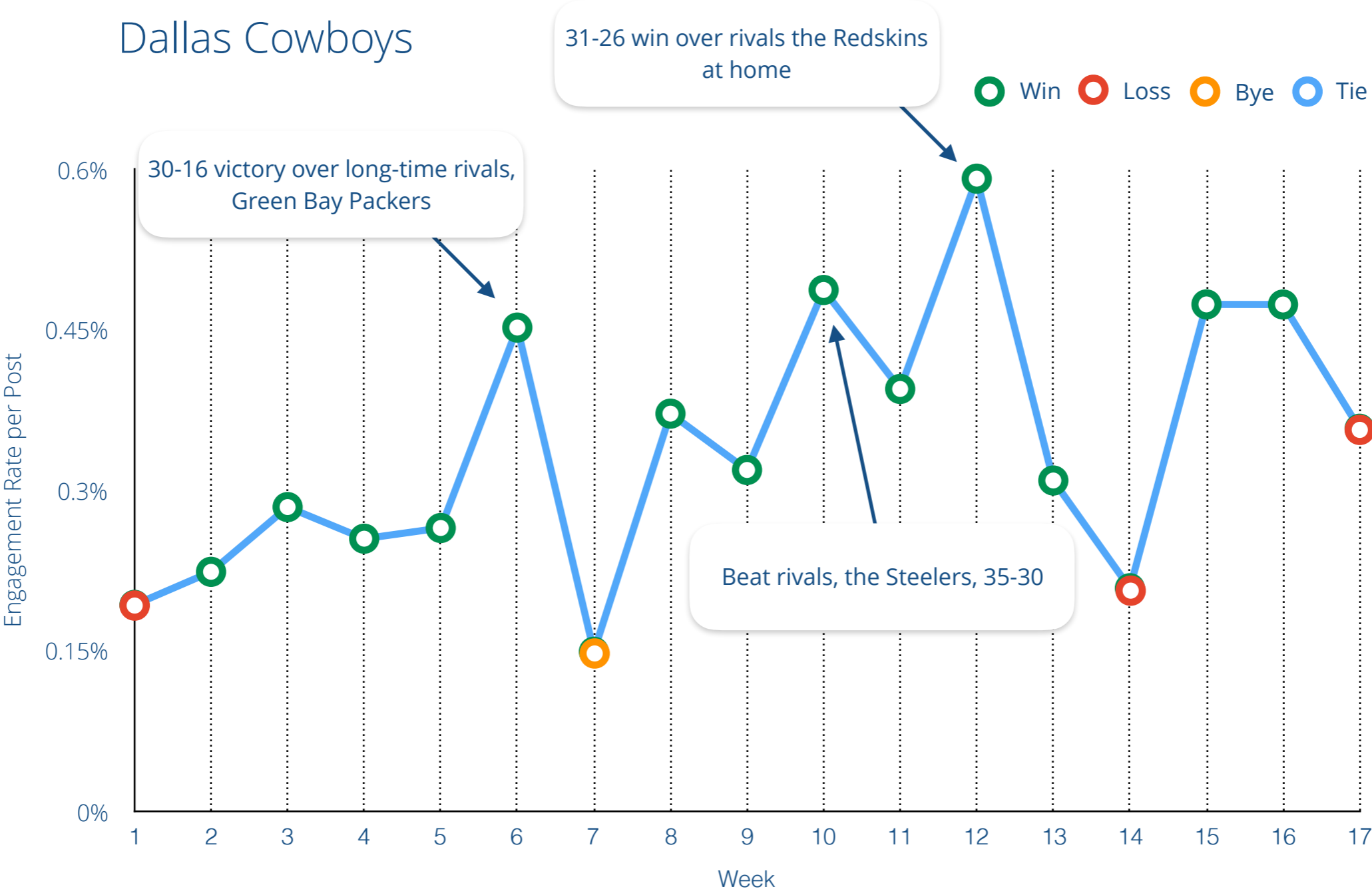
SOCIAL VS ON-THE-FIELD SUCCESS

Cleveland Browns



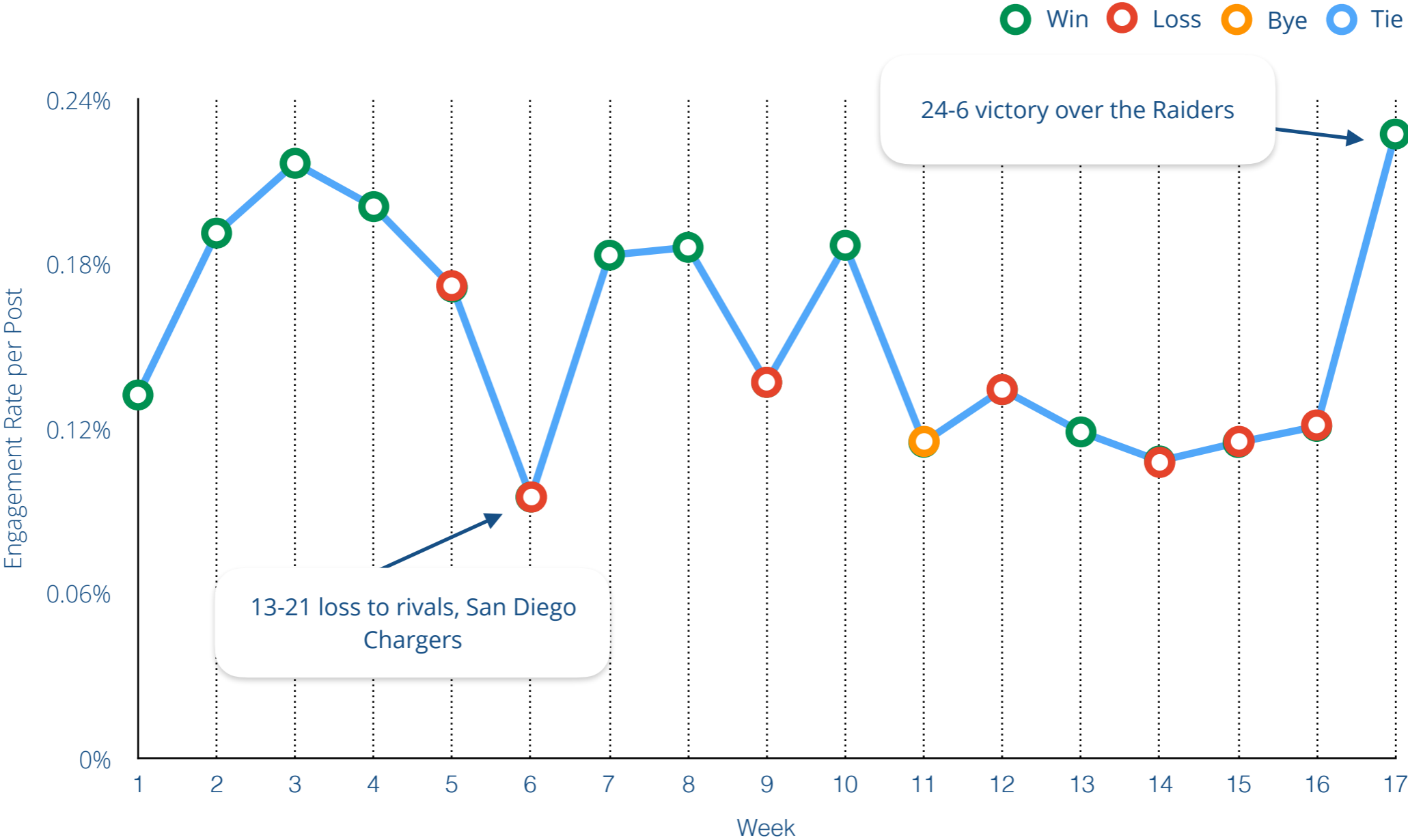
SOCIAL VS ON-THE-FIELD SUCCESS

Dallas Cowboys



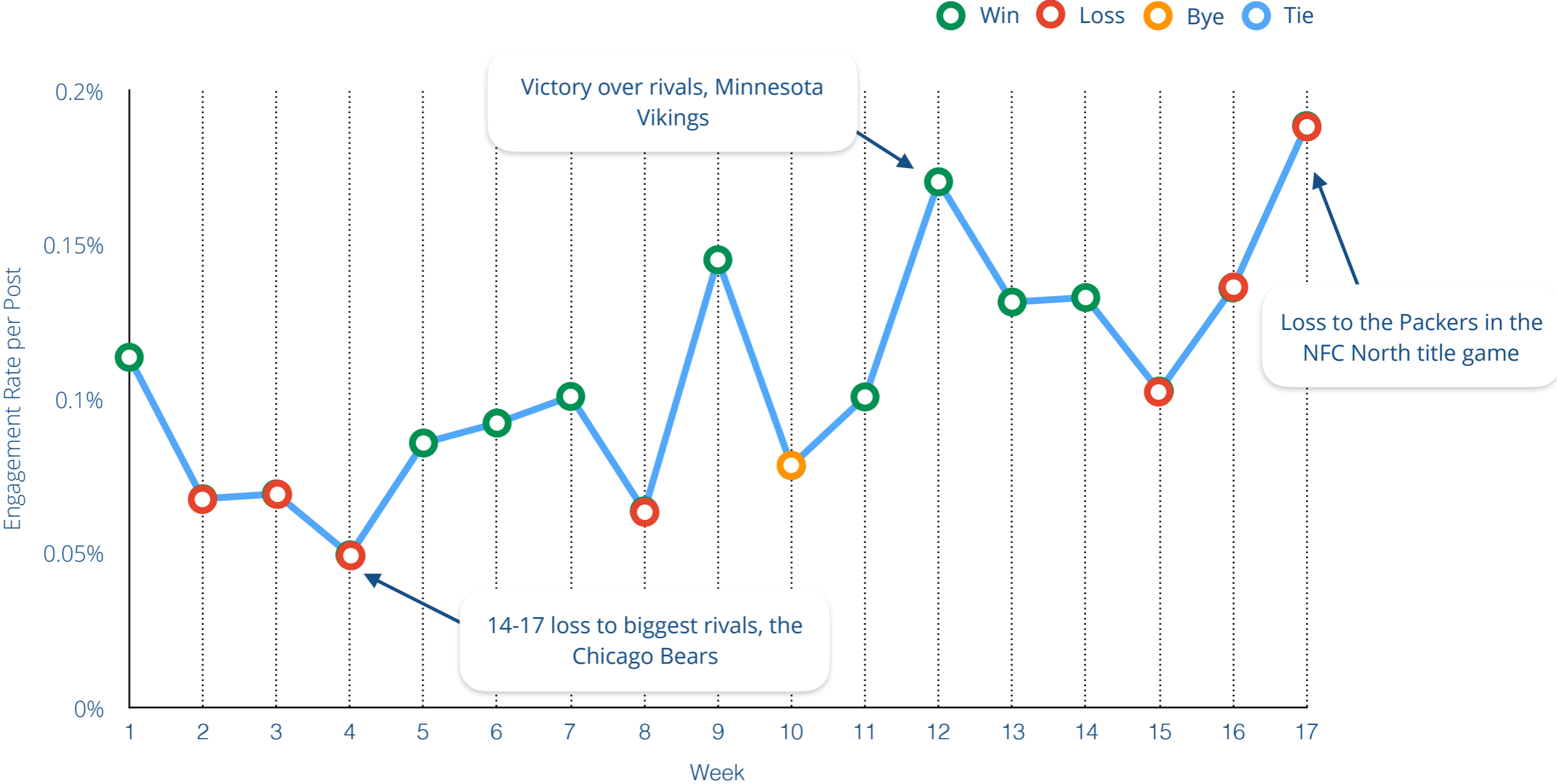
SOCIAL VS ON-THE-FIELD SUCCESS

Denver Broncos



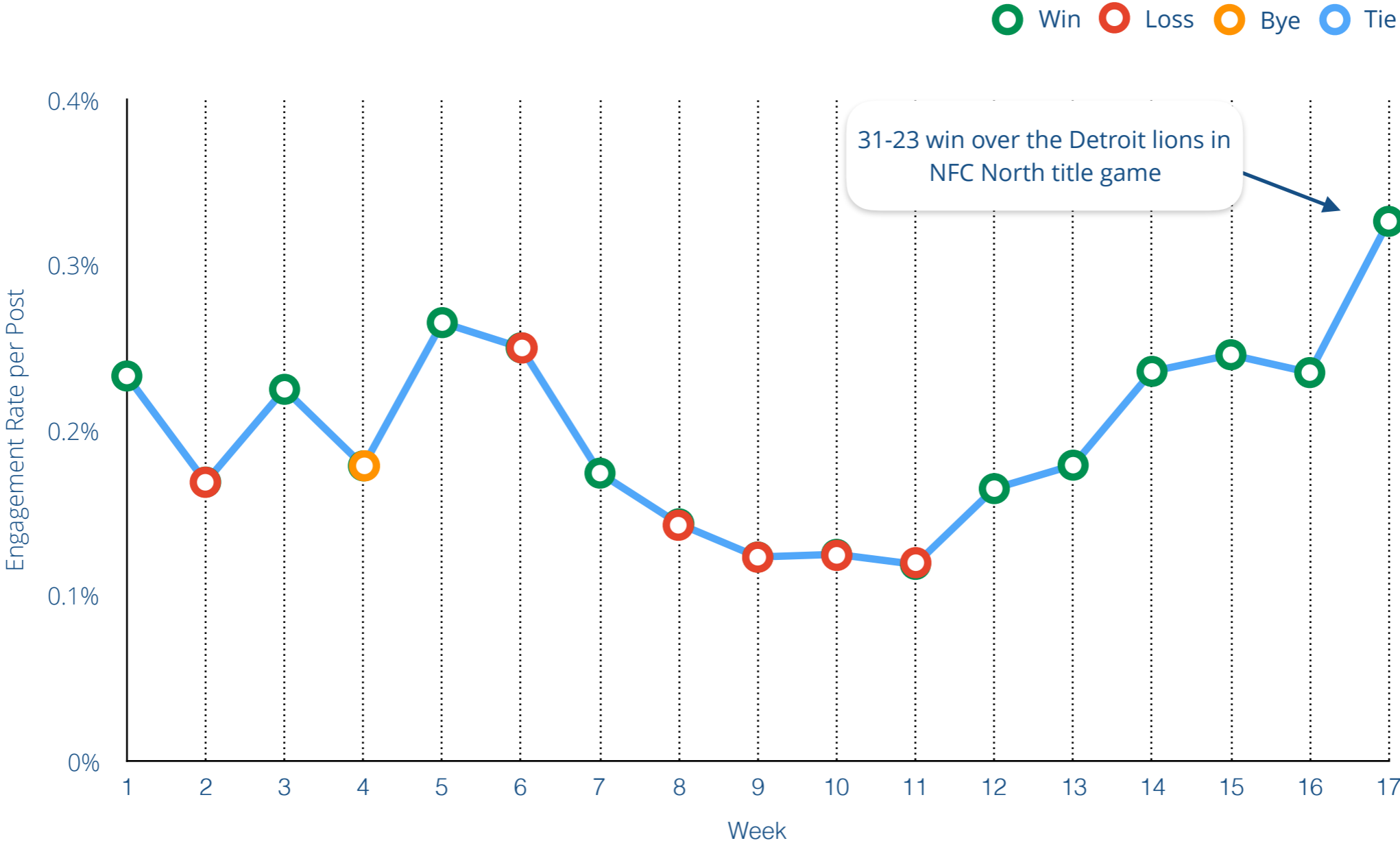
SOCIAL VS ON-THE-FIELD SUCCESS

Detroit Lions



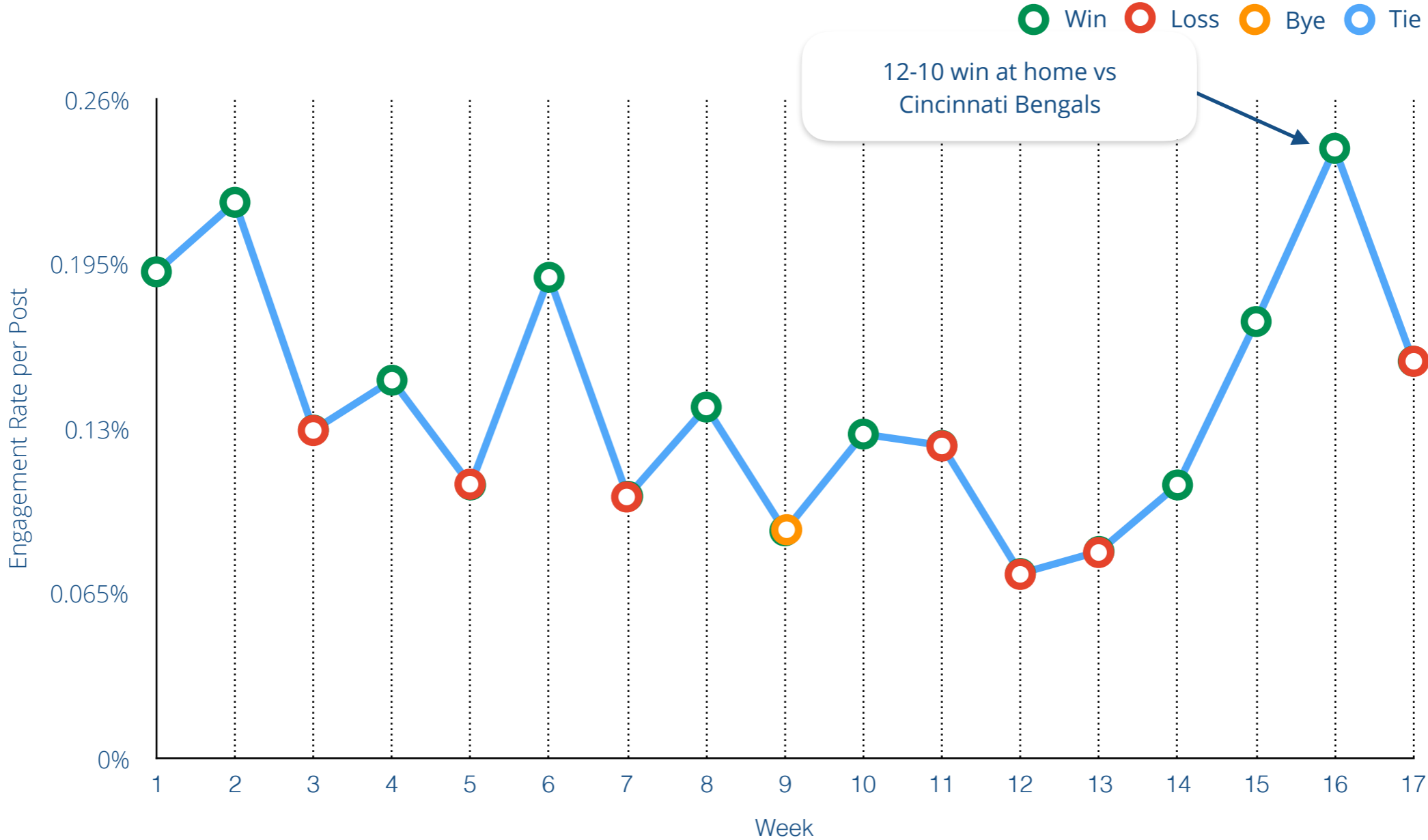
SOCIAL VS ON-THE-FIELD SUCCESS

Green Bay Packers



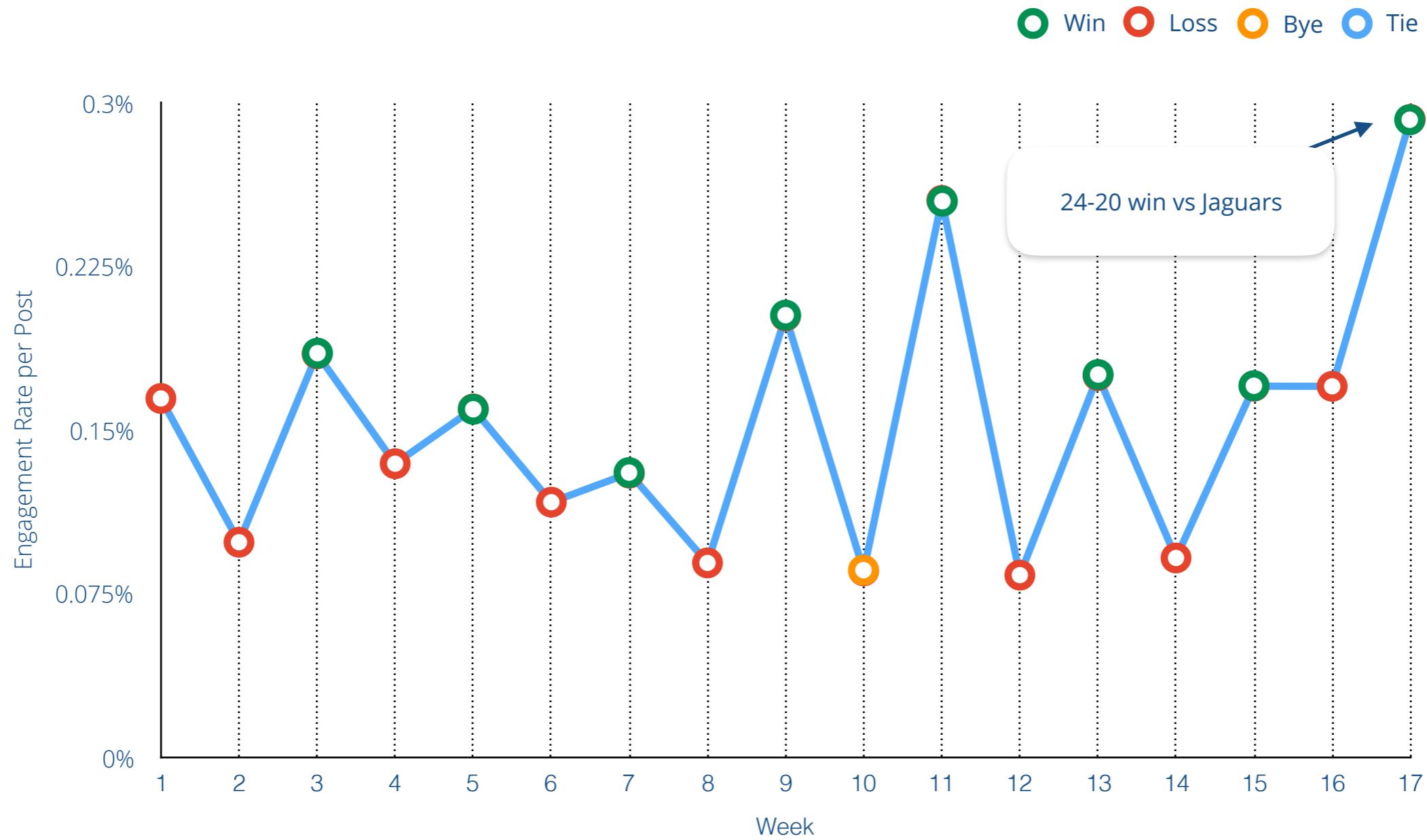
SOCIAL VS ON-THE-FIELD SUCCESS

Houston Texans



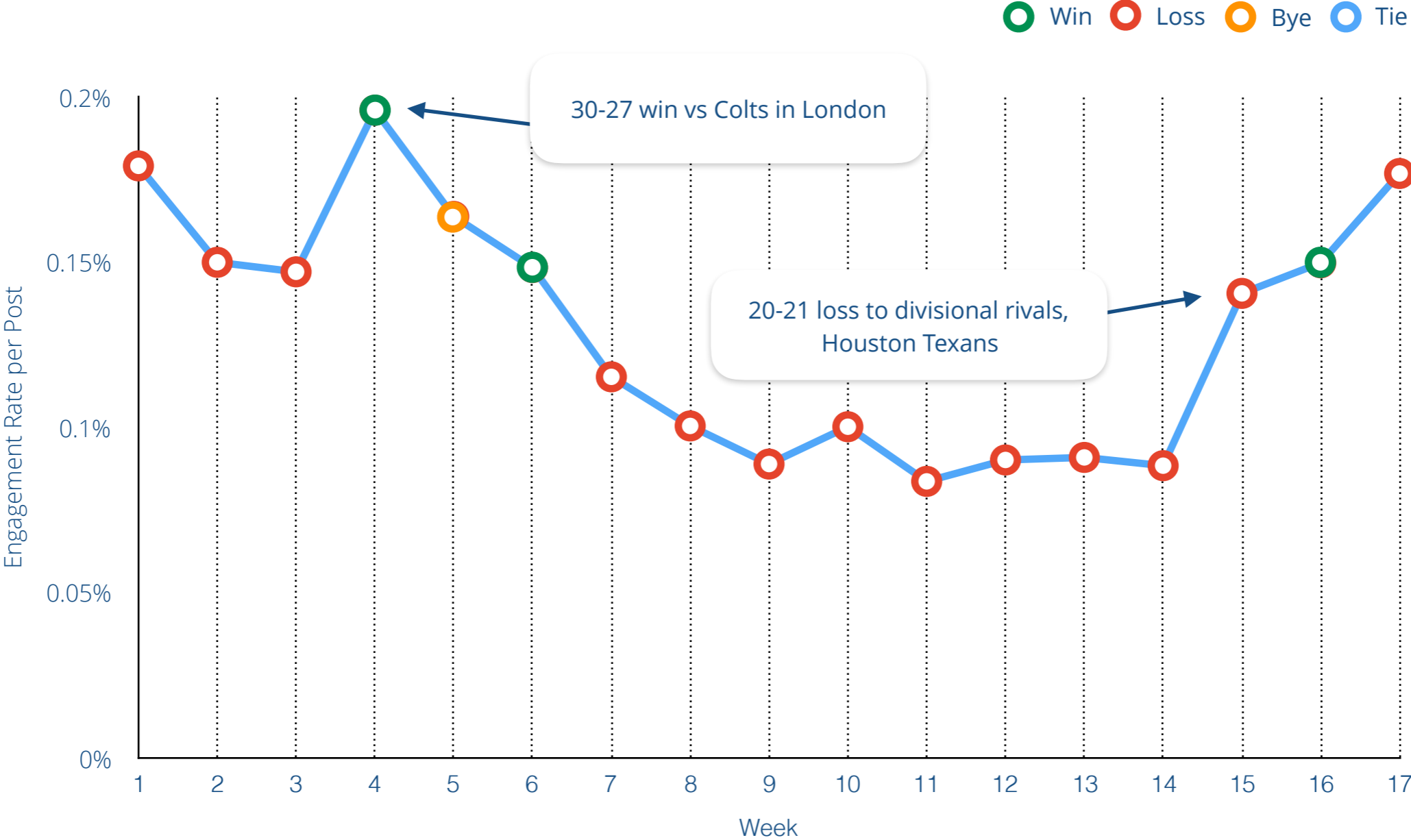
SOCIAL VS ON-THE-FIELD SUCCESS

Indianapolis Colts



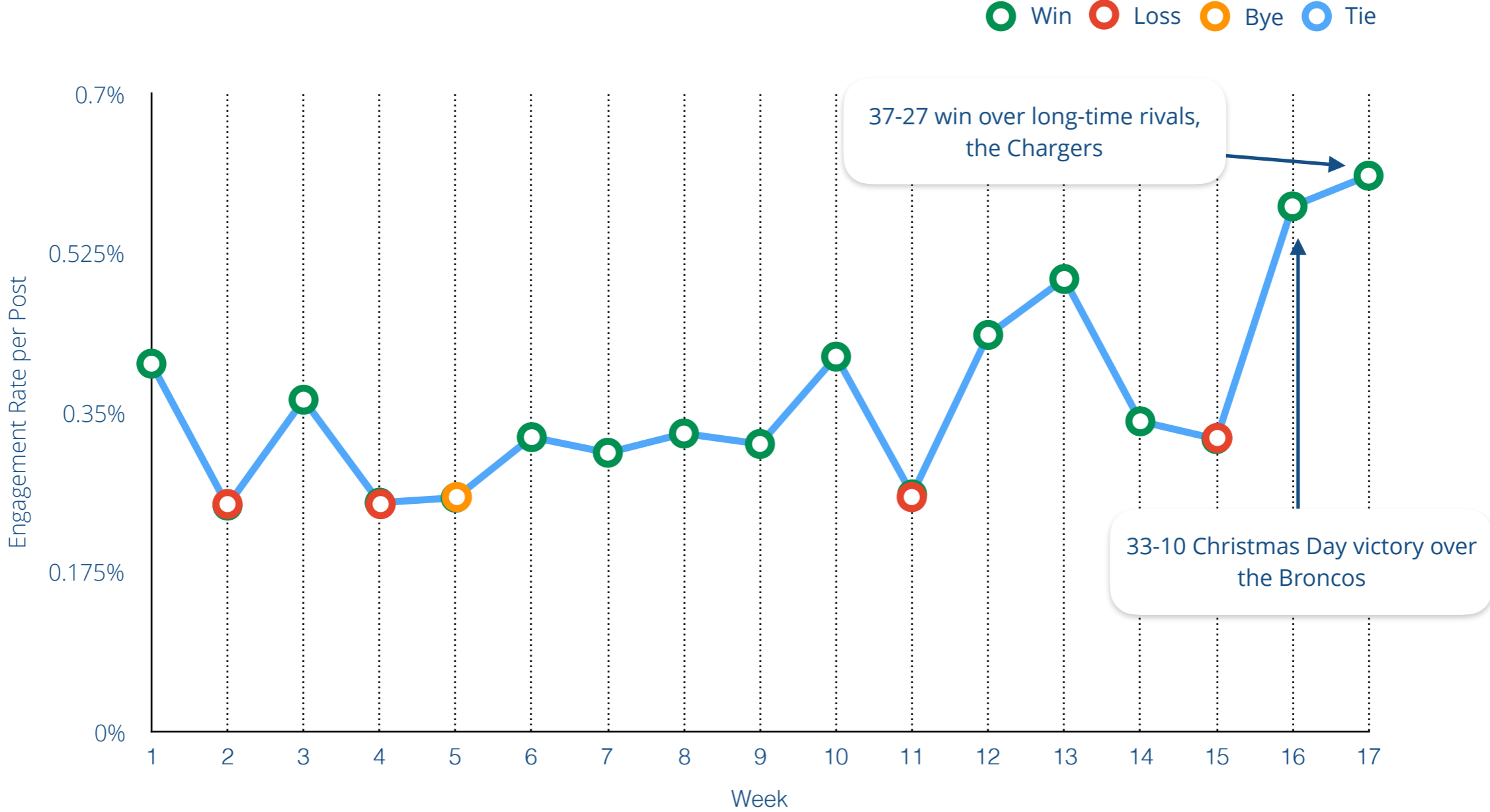
SOCIAL VS ON-THE-FIELD SUCCESS

Jacksonville Jaguars



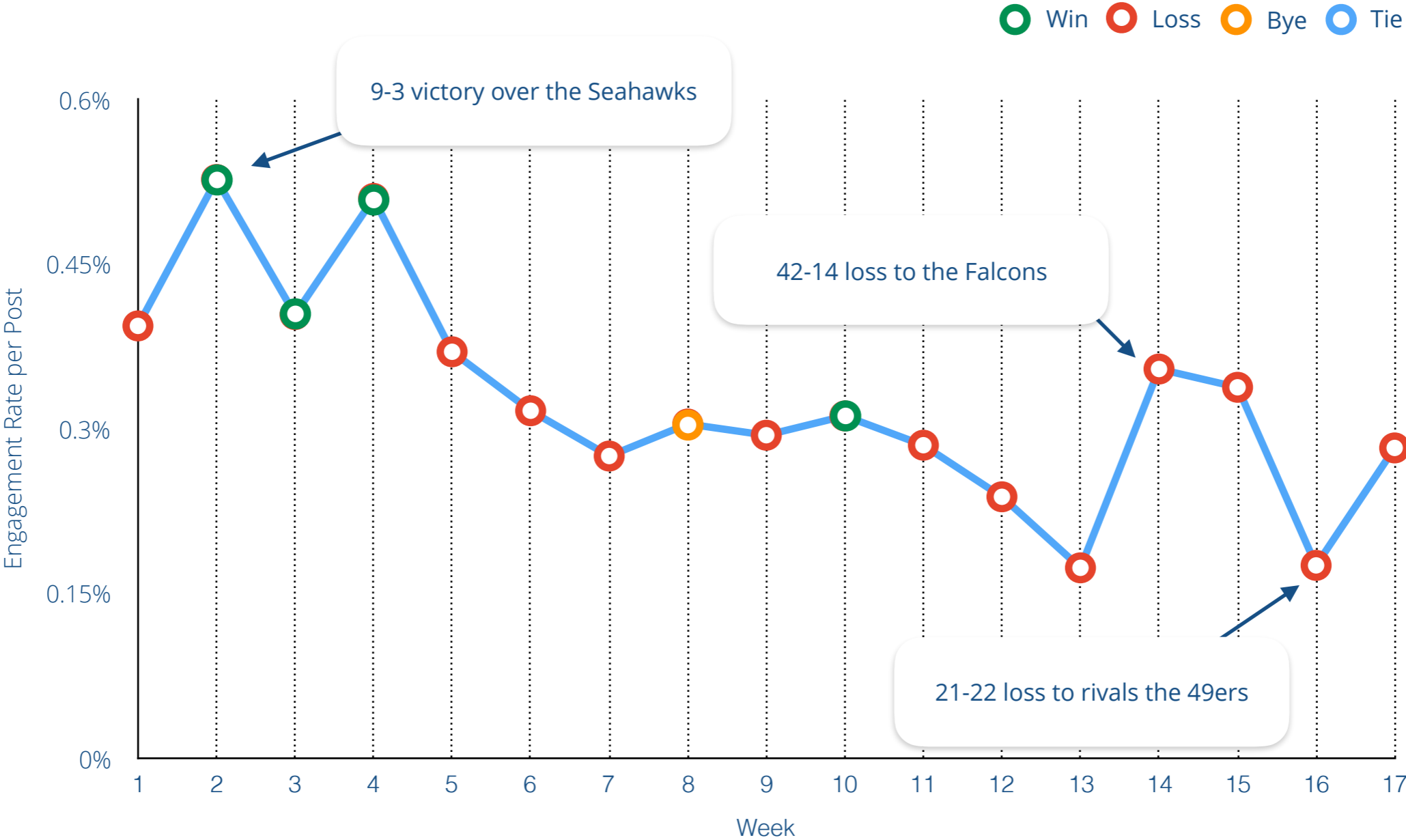
SOCIAL VS ON-THE-FIELD SUCCESS

Kansas City Chiefs



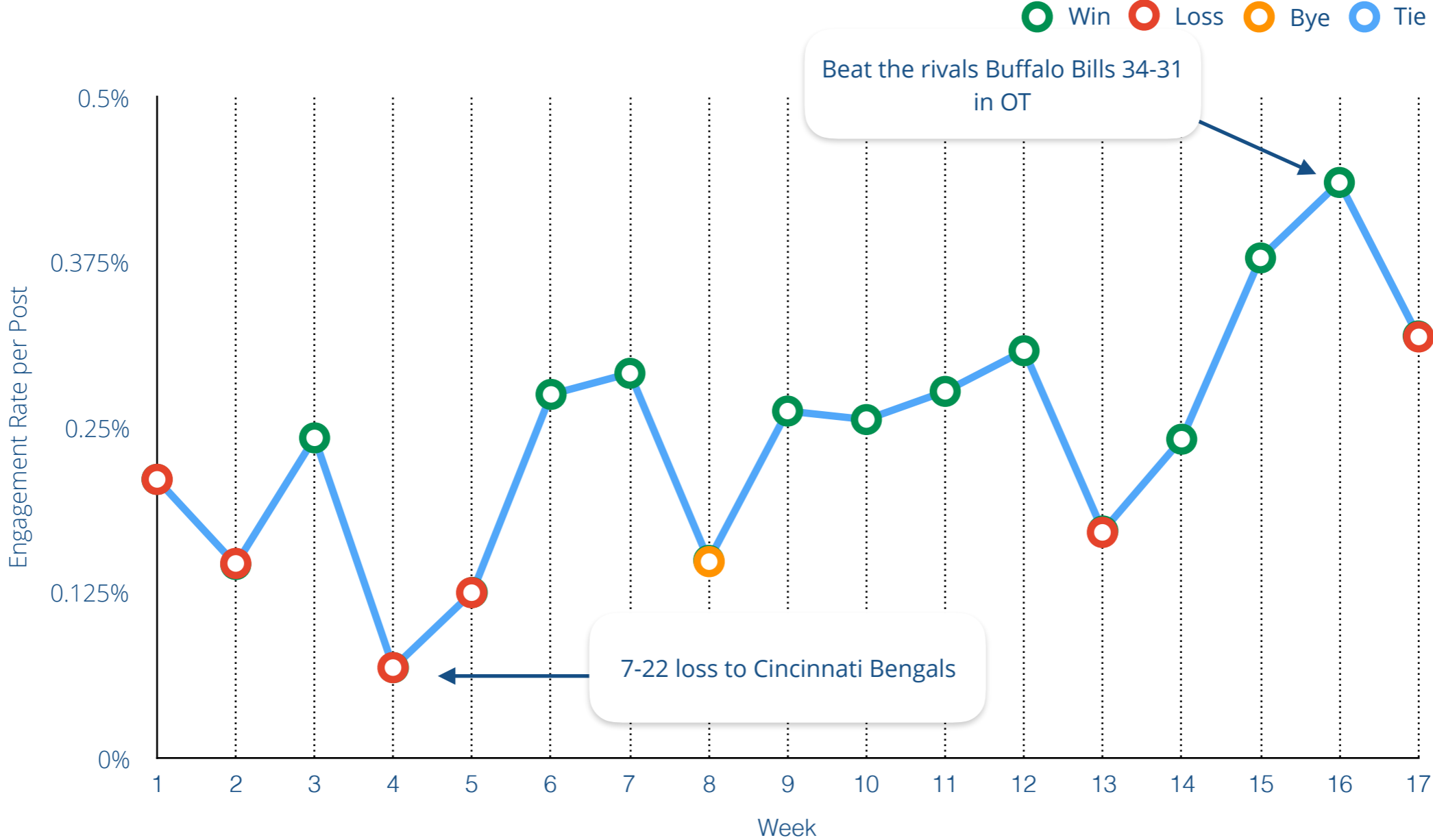
SOCIAL VS ON-THE-FIELD SUCCESS

LA Rams



SOCIAL VS ON-THE-FIELD SUCCESS

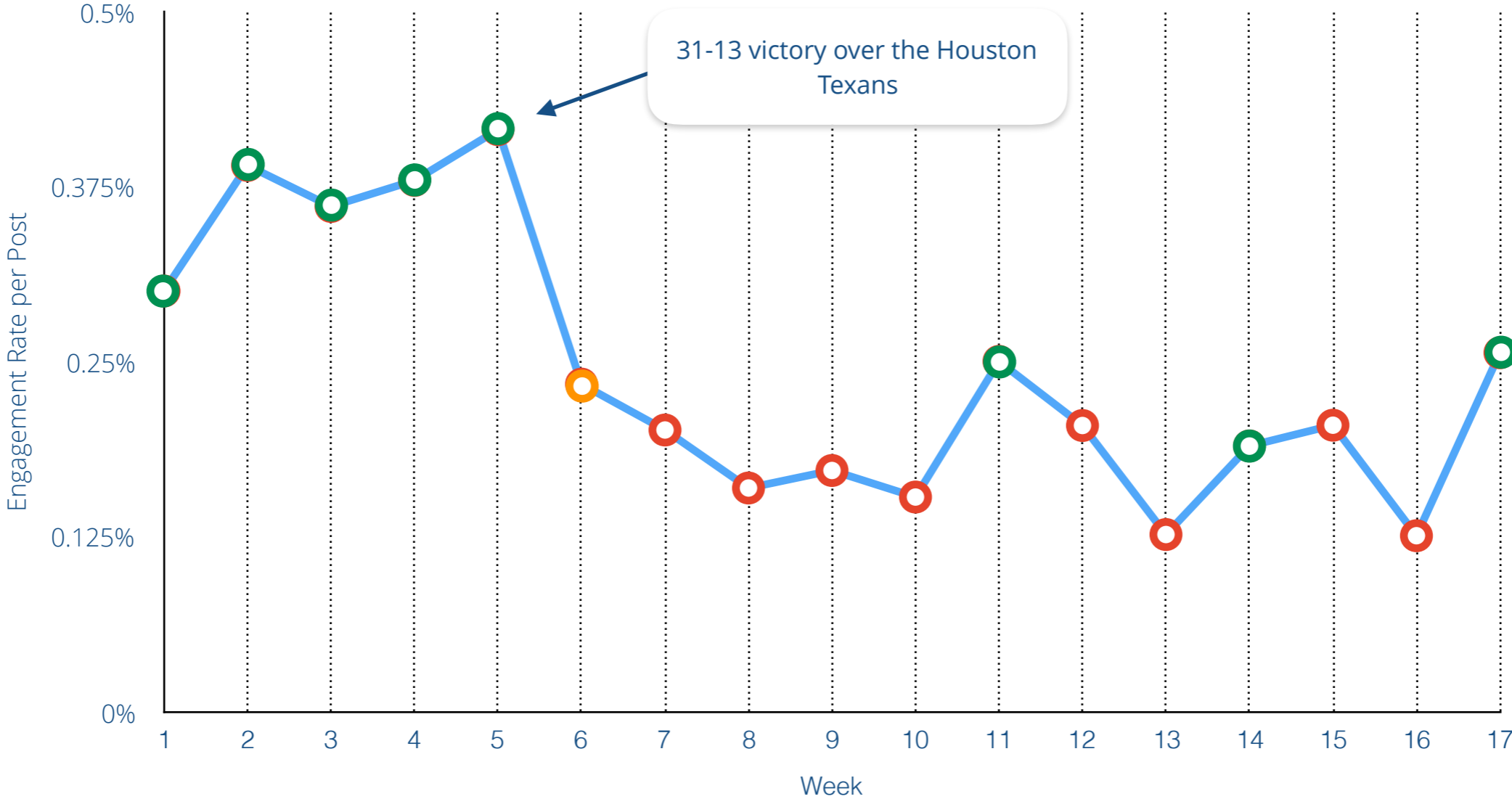
Miami Dolphins



SOCIAL VS ON-THE-FIELD SUCCESS

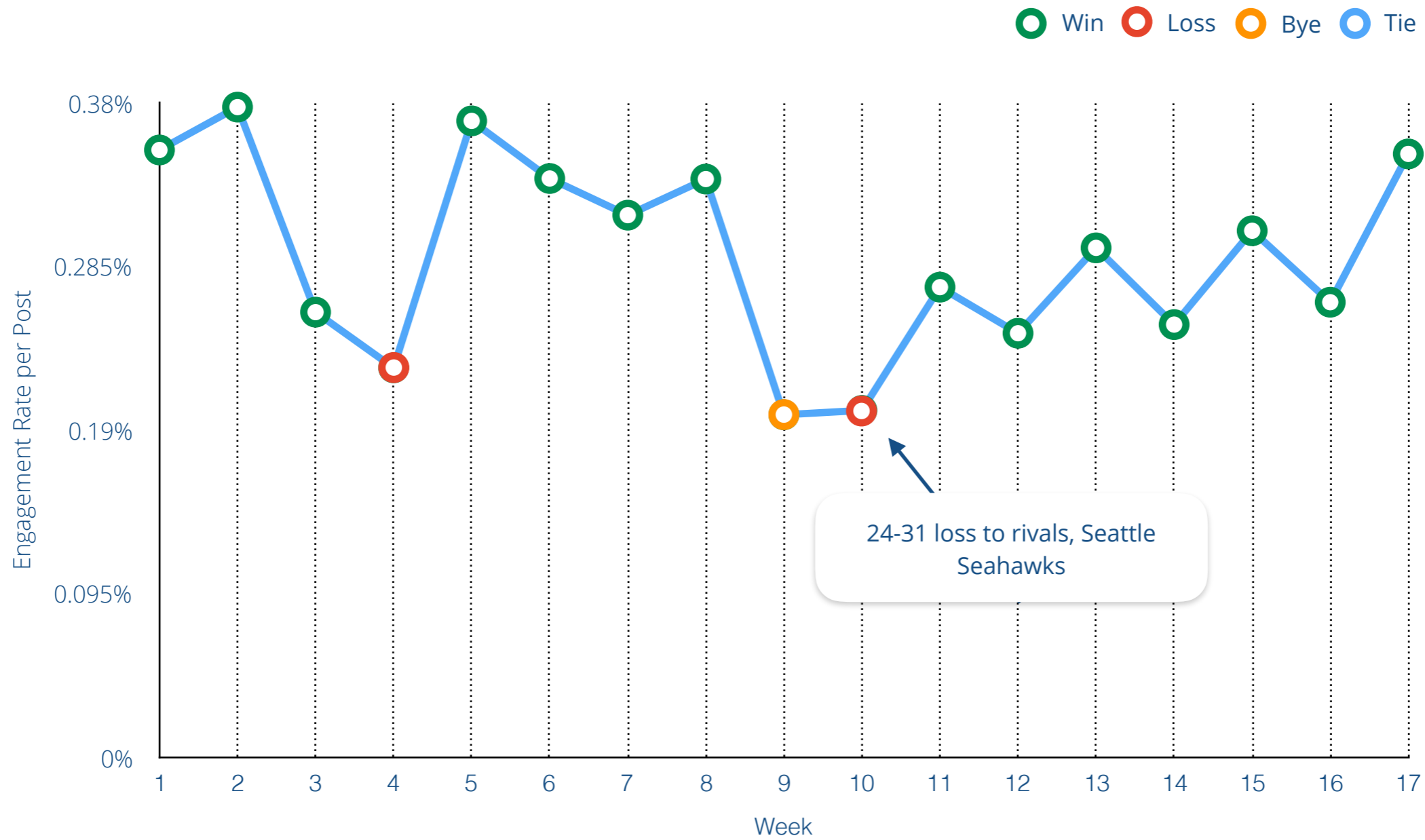
Minnesota Vikings

Win Loss Bye Tie



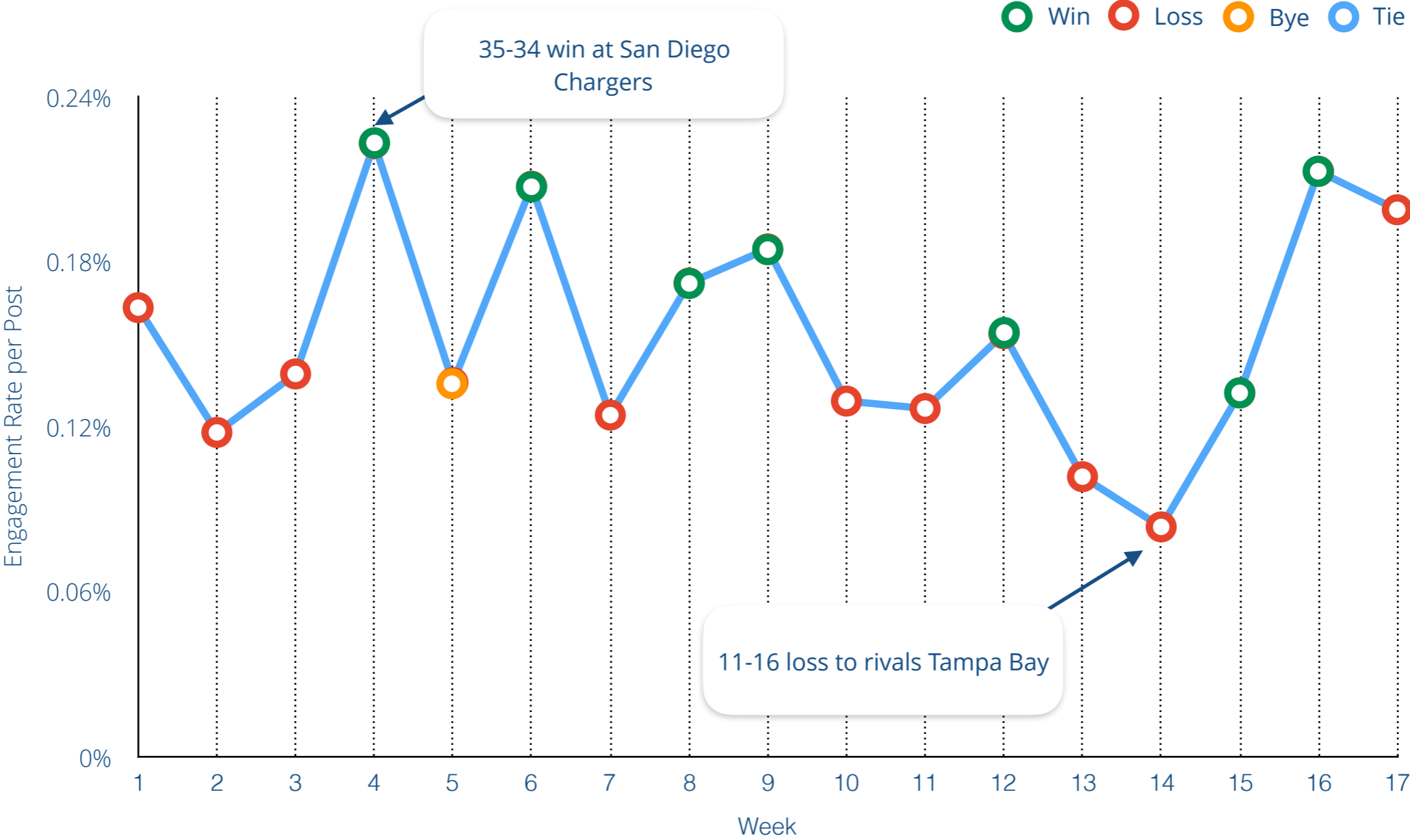
SOCIAL VS ON-THE-FIELD SUCCESS

New England Patriots



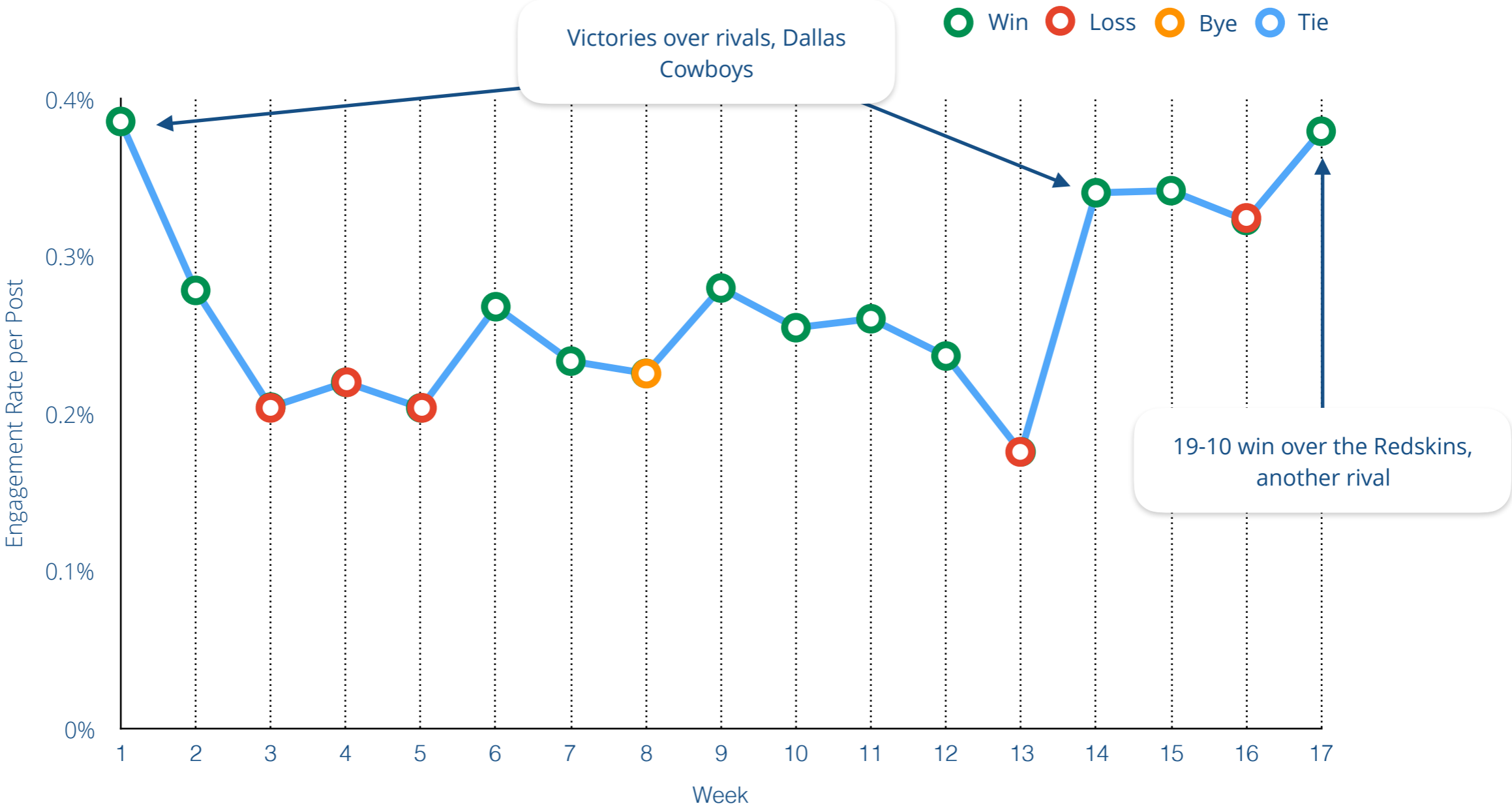
SOCIAL VS ON-THE-FIELD SUCCESS

New Orleans Saints



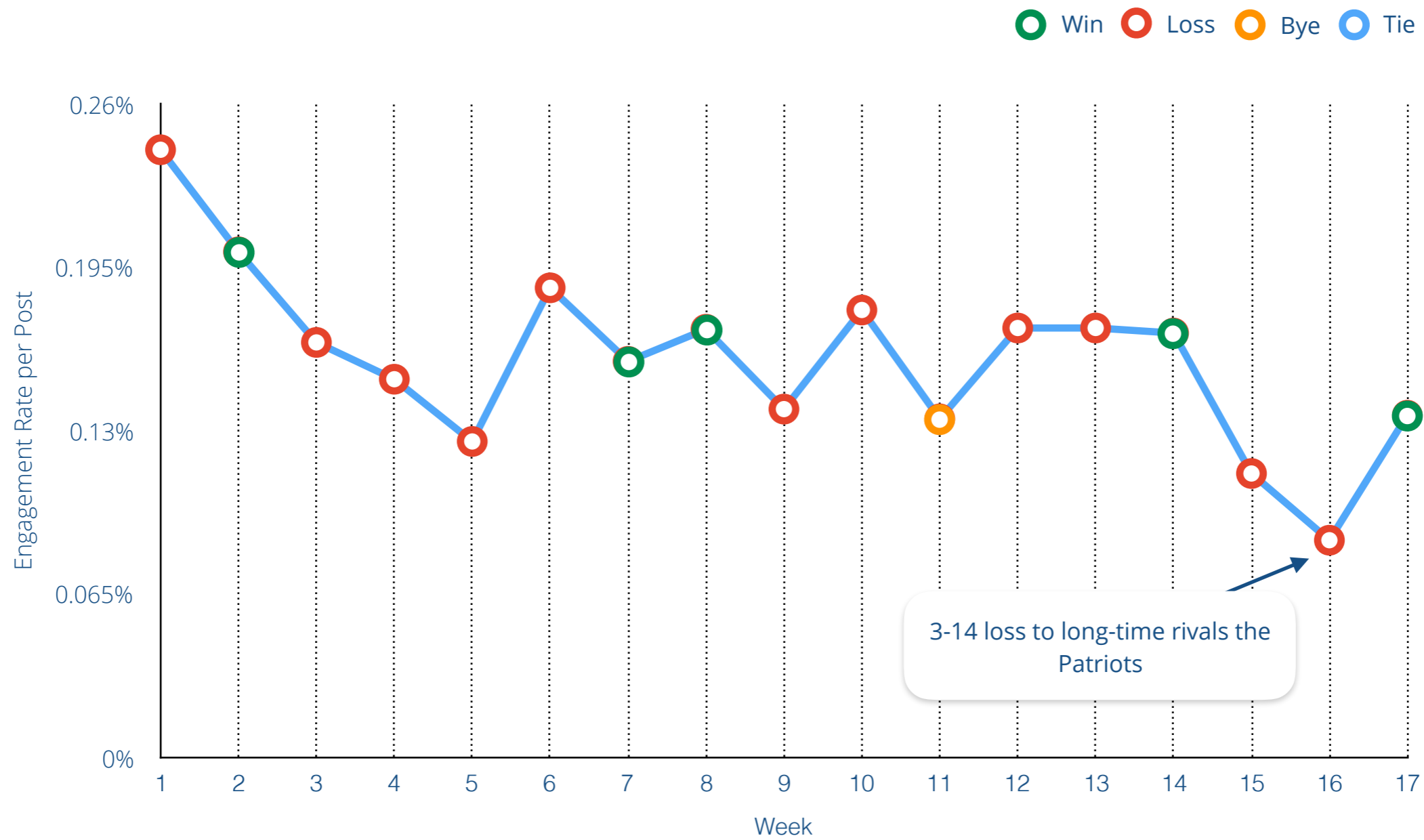
SOCIAL VS ON-THE-FIELD SUCCESS

New York Giants



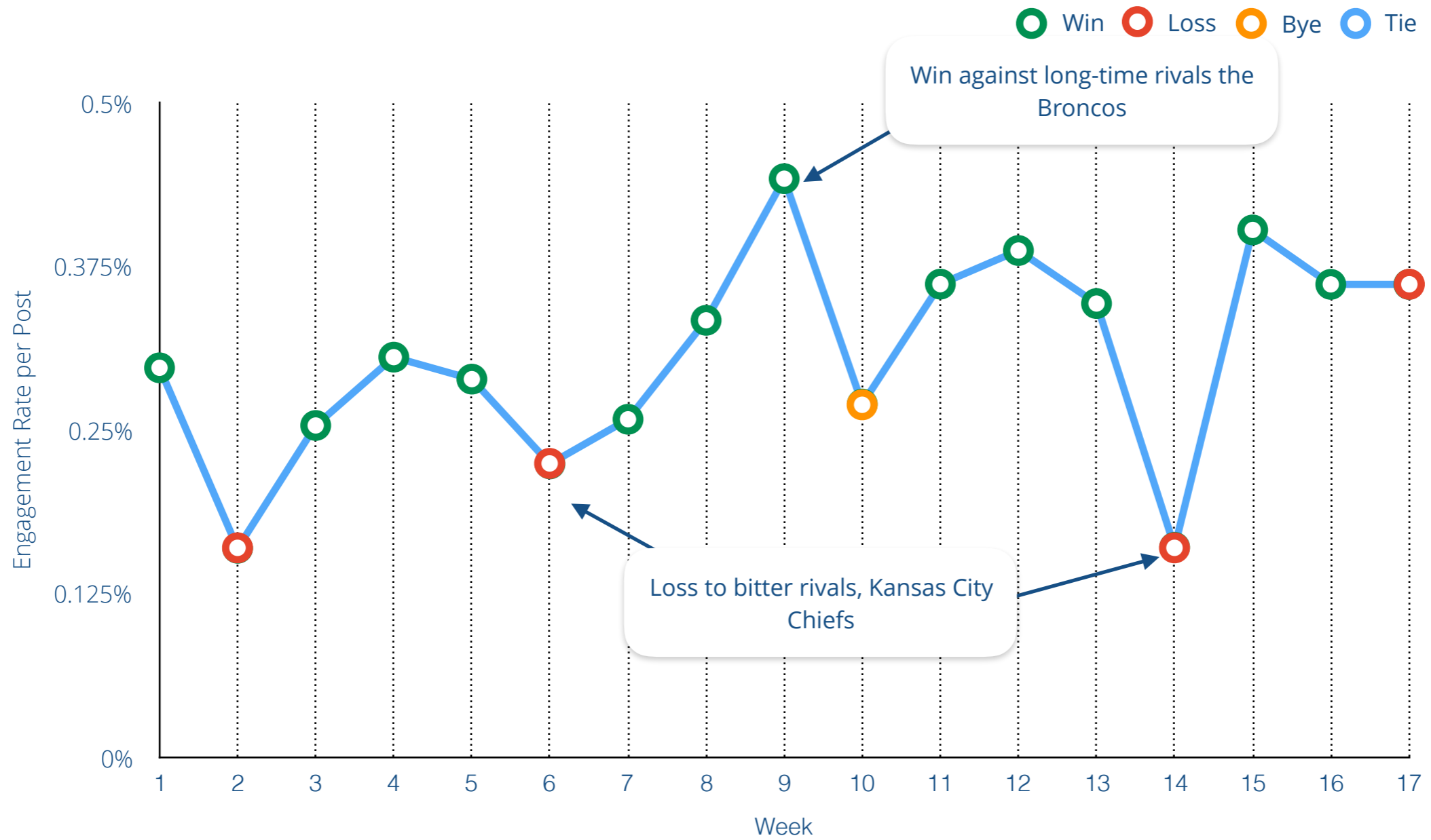
SOCIAL VS ON-THE-FIELD SUCCESS

New York Jets



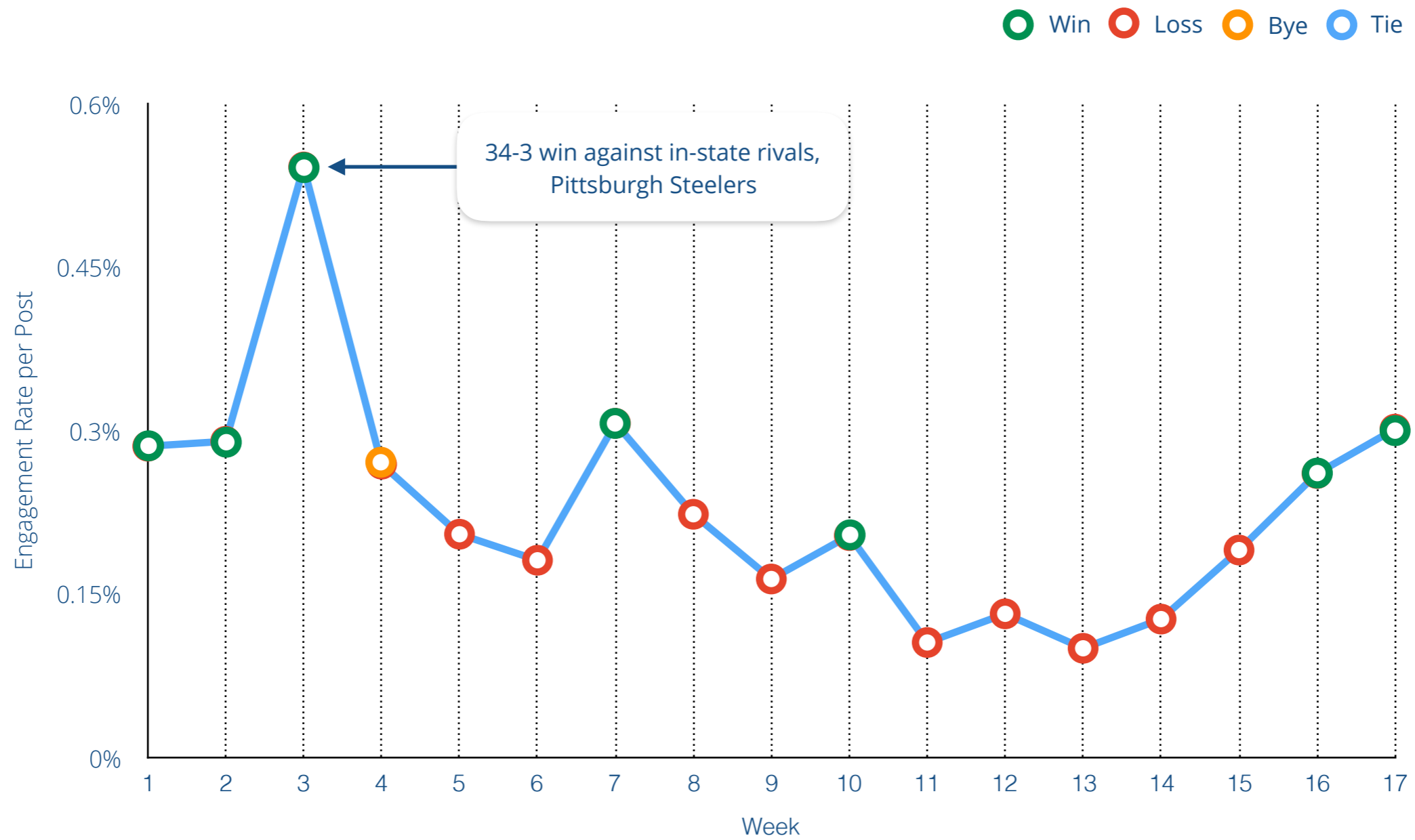
SOCIAL VS ON-THE-FIELD SUCCESS

Oakland Raiders



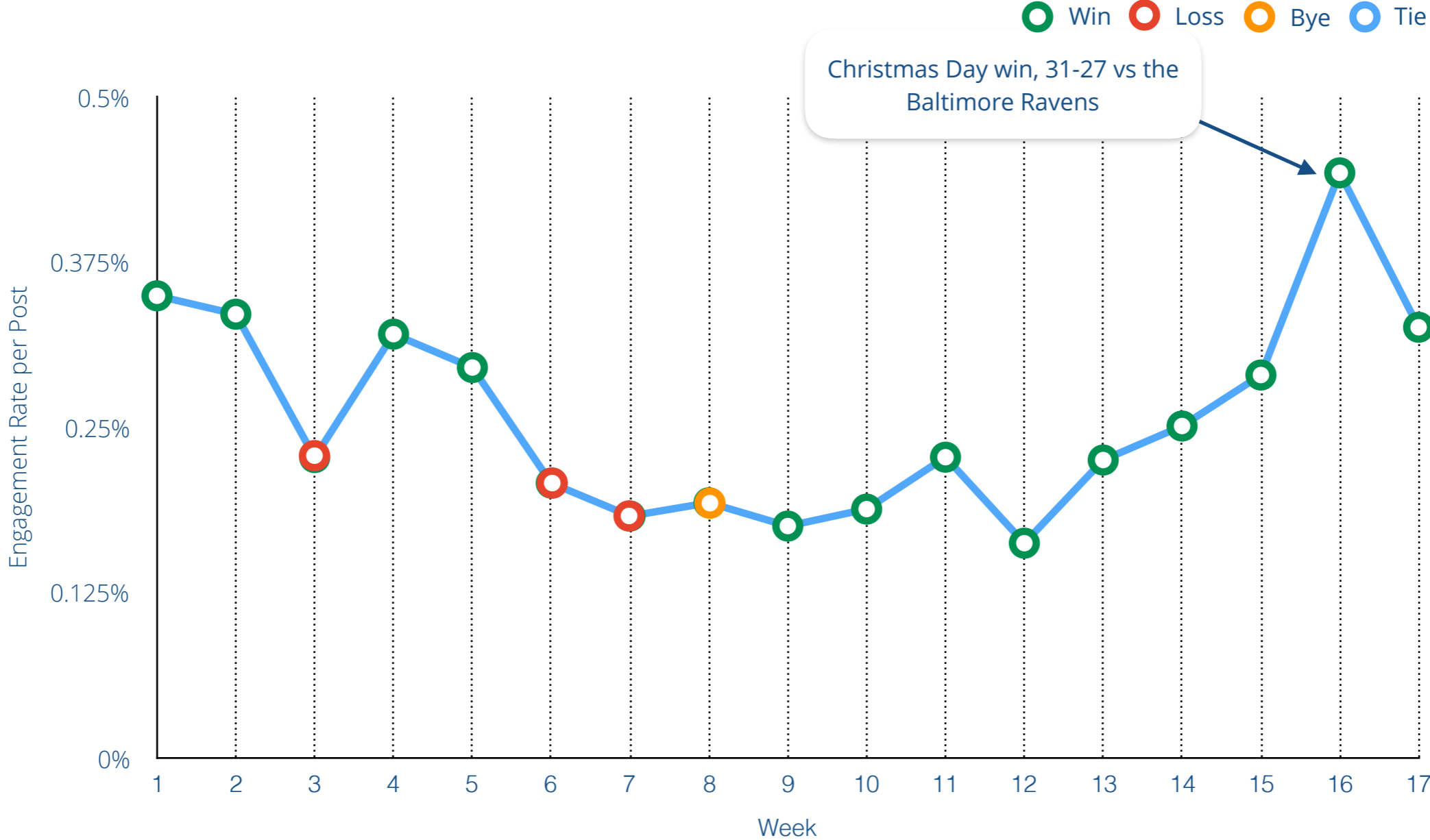
SOCIAL VS ON-THE-FIELD SUCCESS

Philadelphia Eagles



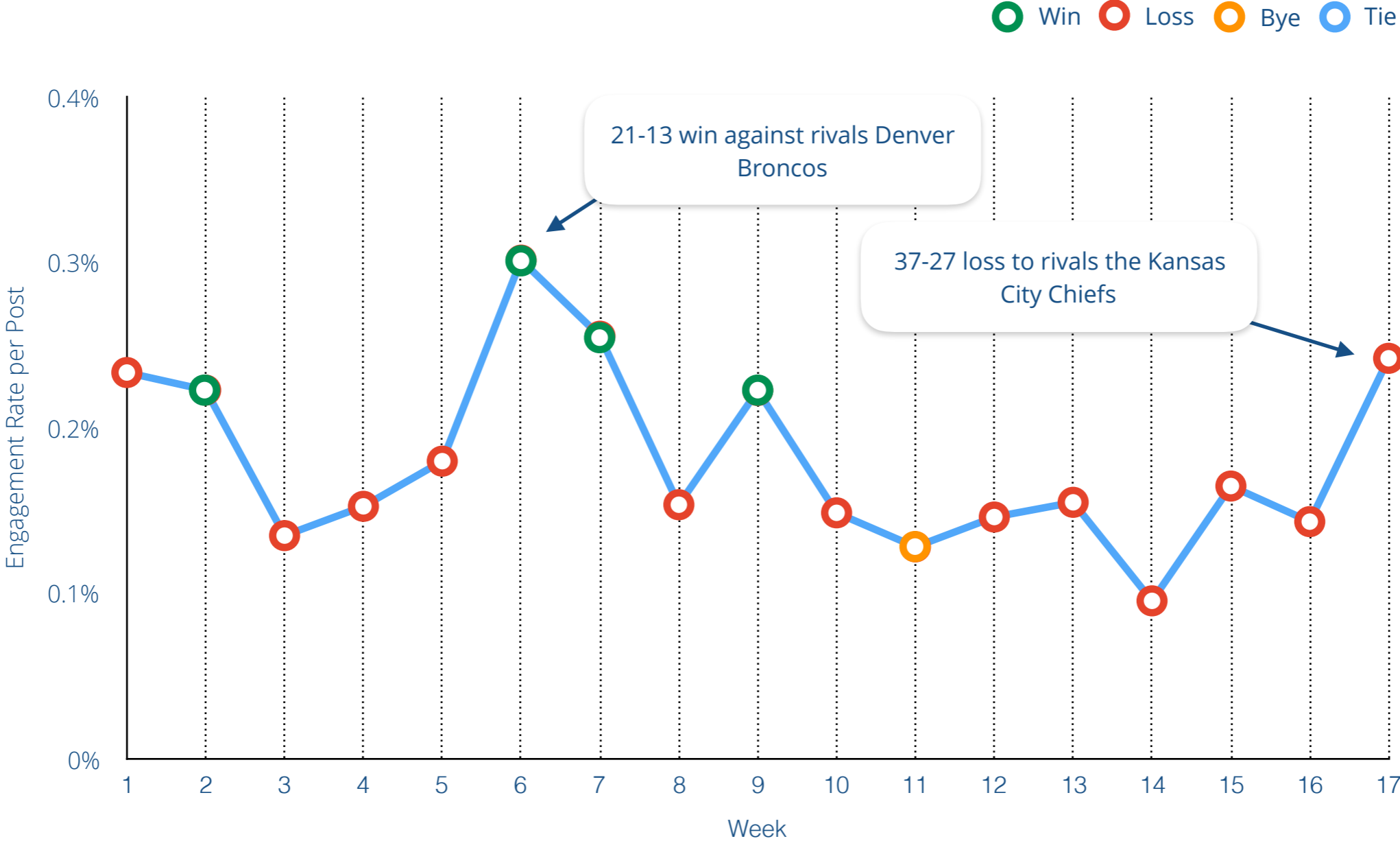
SOCIAL VS ON-THE-FIELD SUCCESS

Pittsburgh Steelers



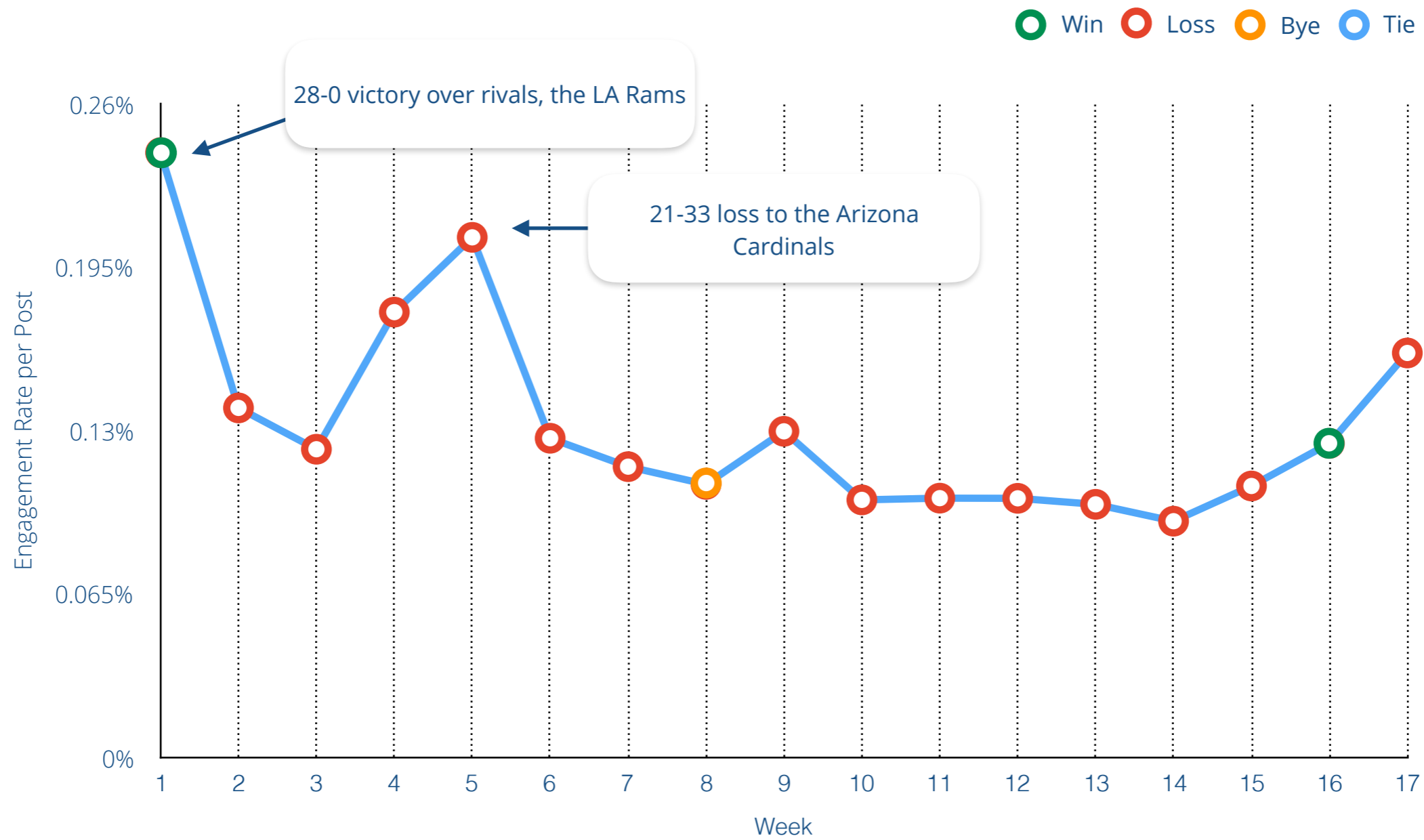
SOCIAL VS ON-THE-FIELD SUCCESS

San Diego Chargers



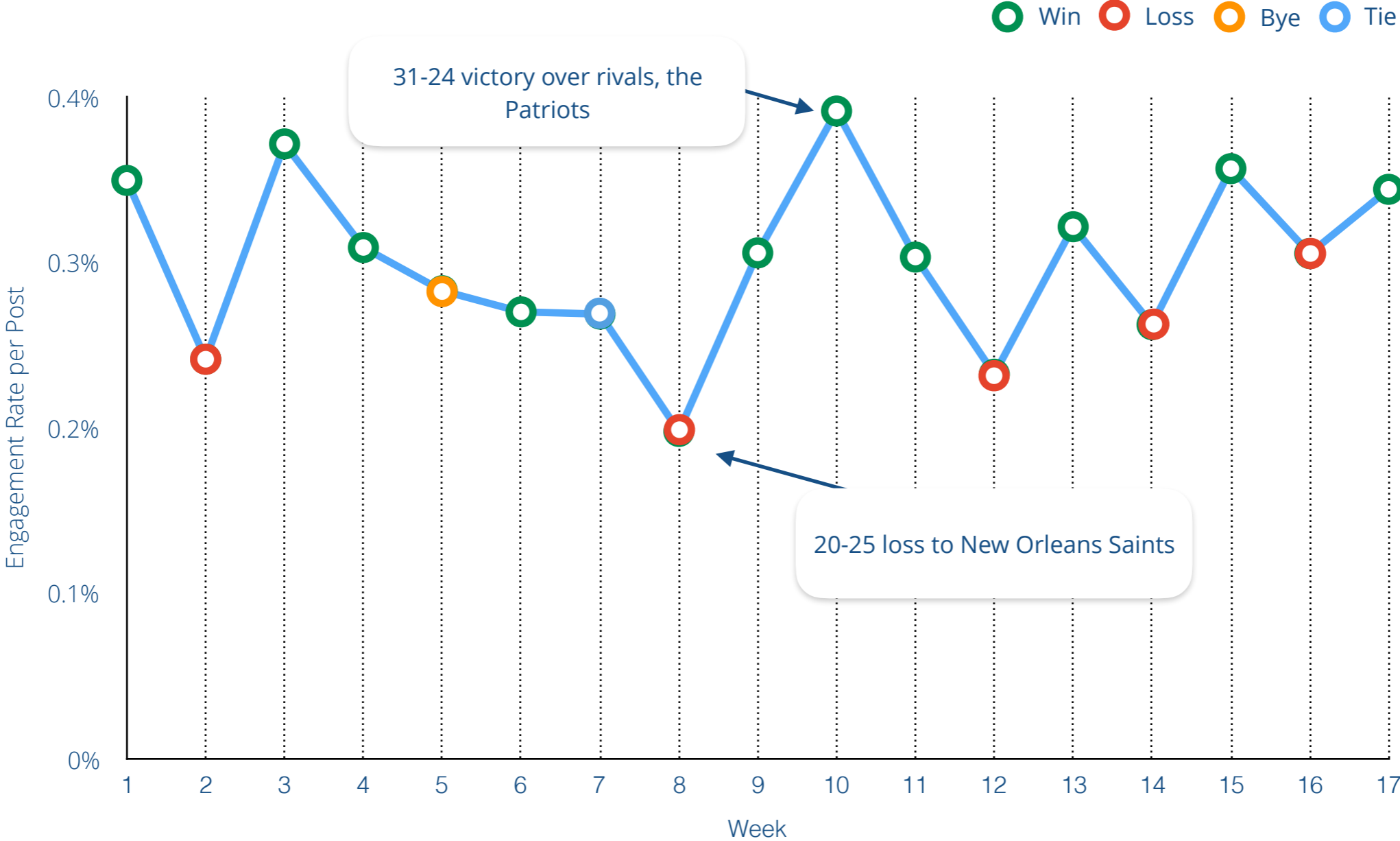
SOCIAL VS ON-THE-FIELD SUCCESS

San Francisco 49ers



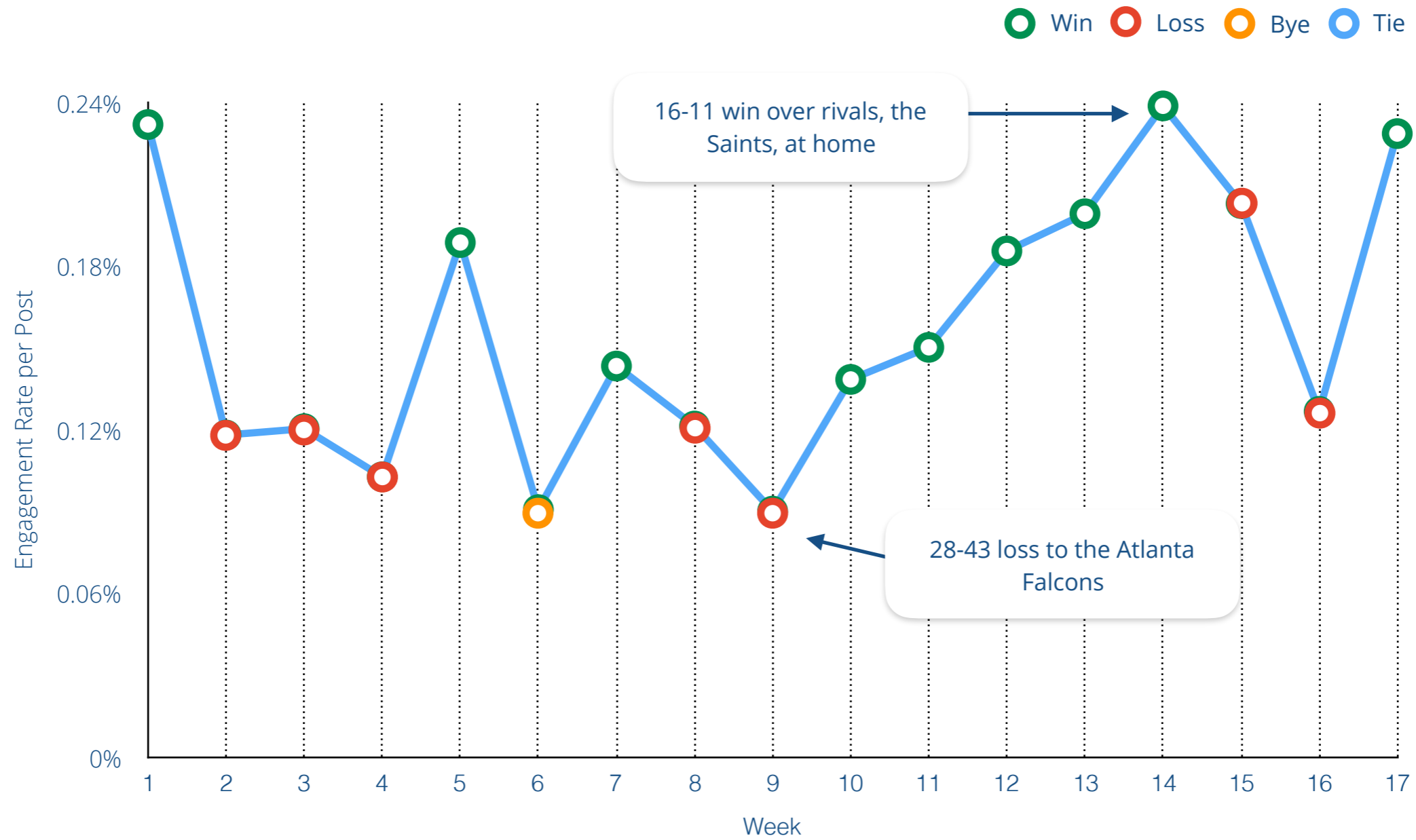
SOCIAL VS ON-THE-FIELD SUCCESS

Seattle Seahawks



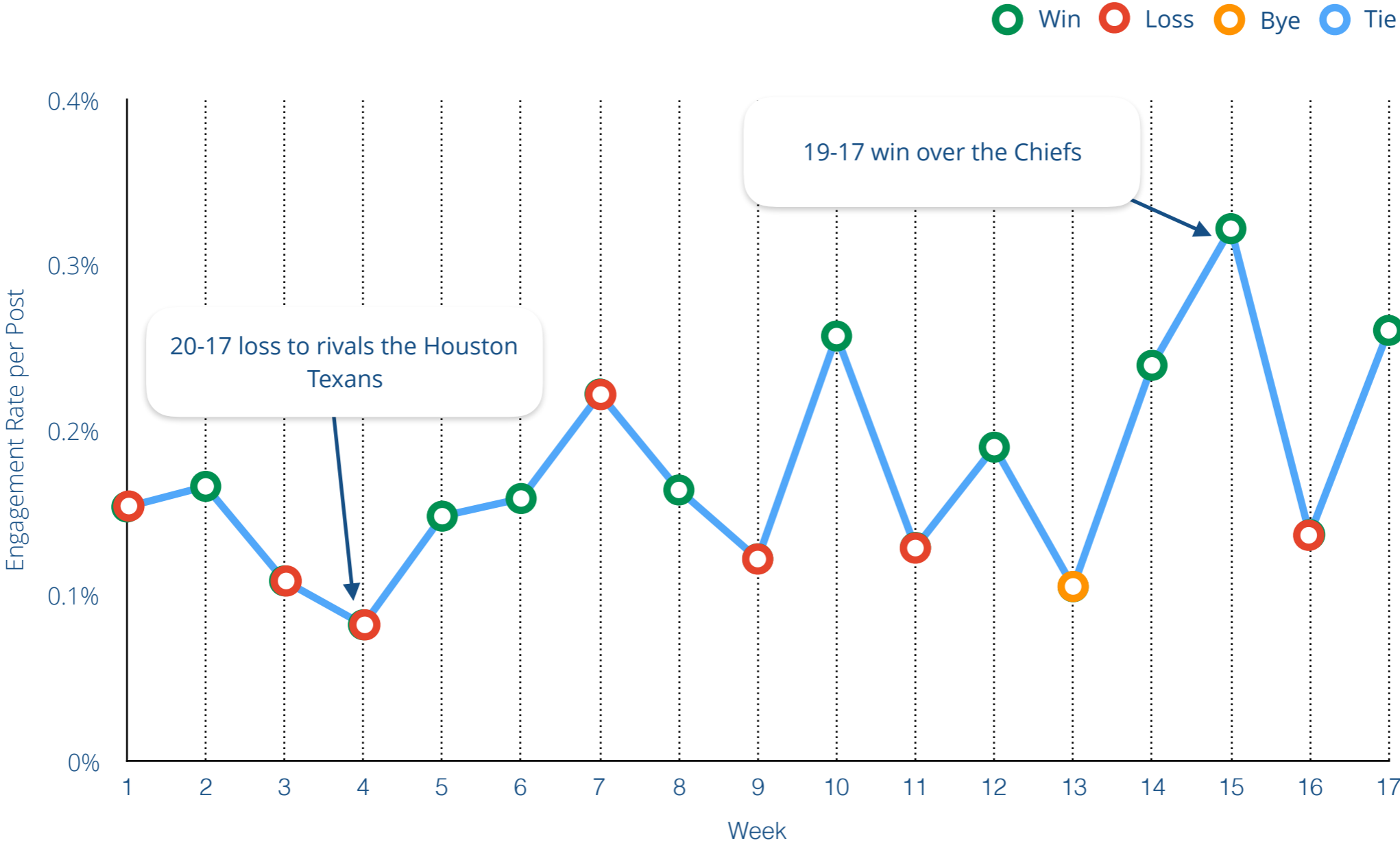
SOCIAL VS ON-THE-FIELD SUCCESS

Tampa Bay Buccaneers



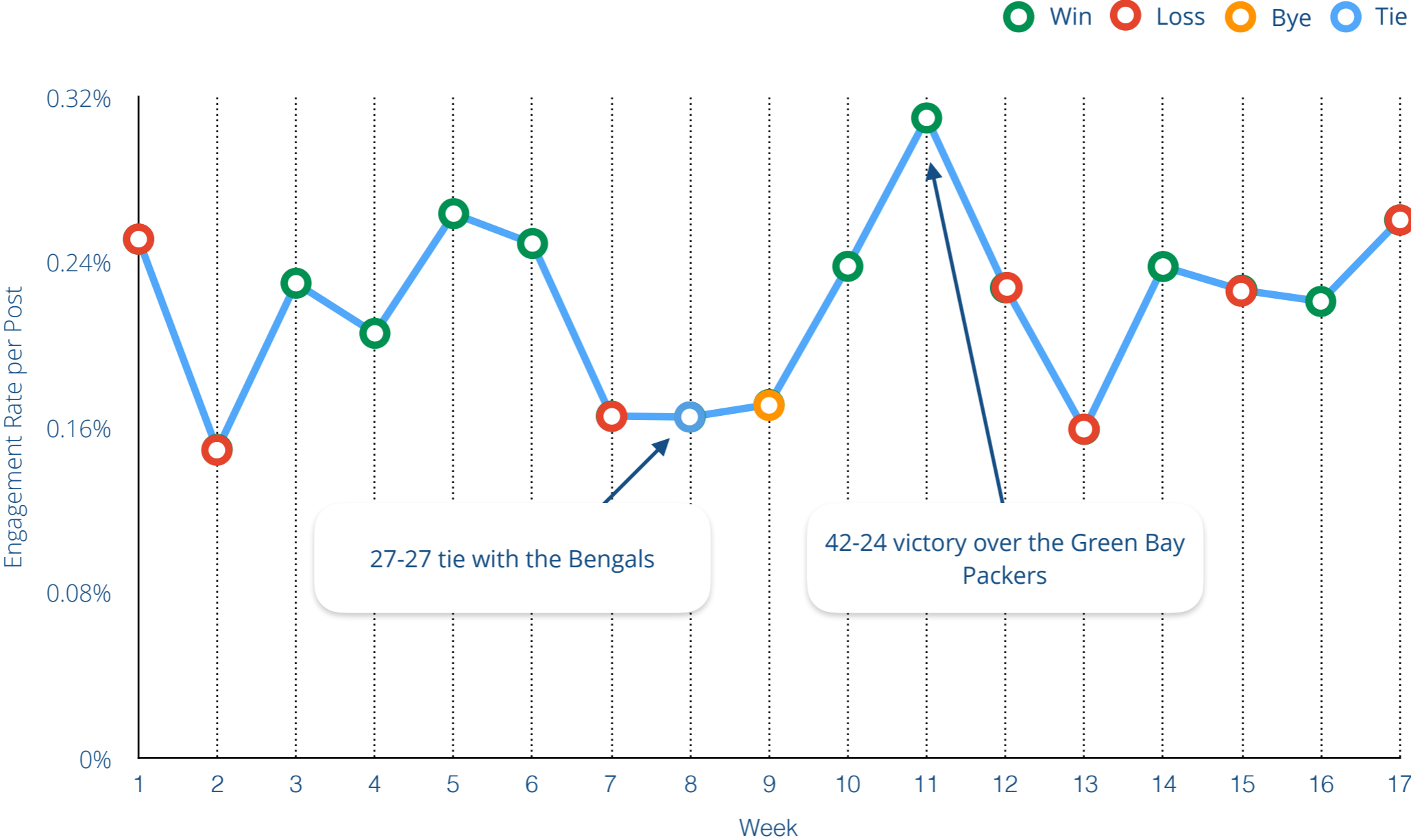
SOCIAL VS ON-THE-FIELD SUCCESS

Tennessee Titans



SOCIAL VS ON-THE-FIELD SUCCESS

Washington Redskins



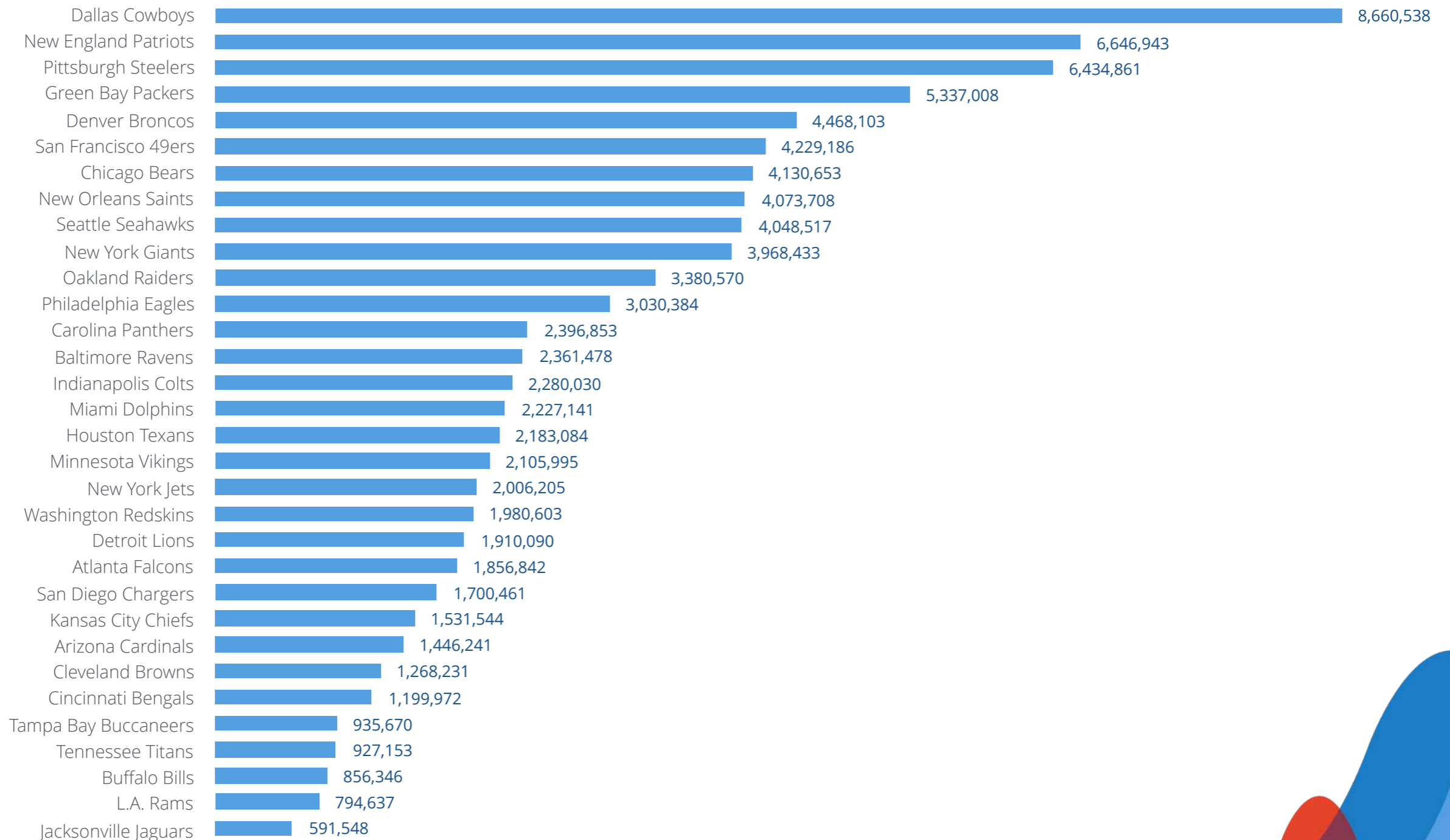
FACEBOOK RANKINGS



FACEBOOK AUDIENCE



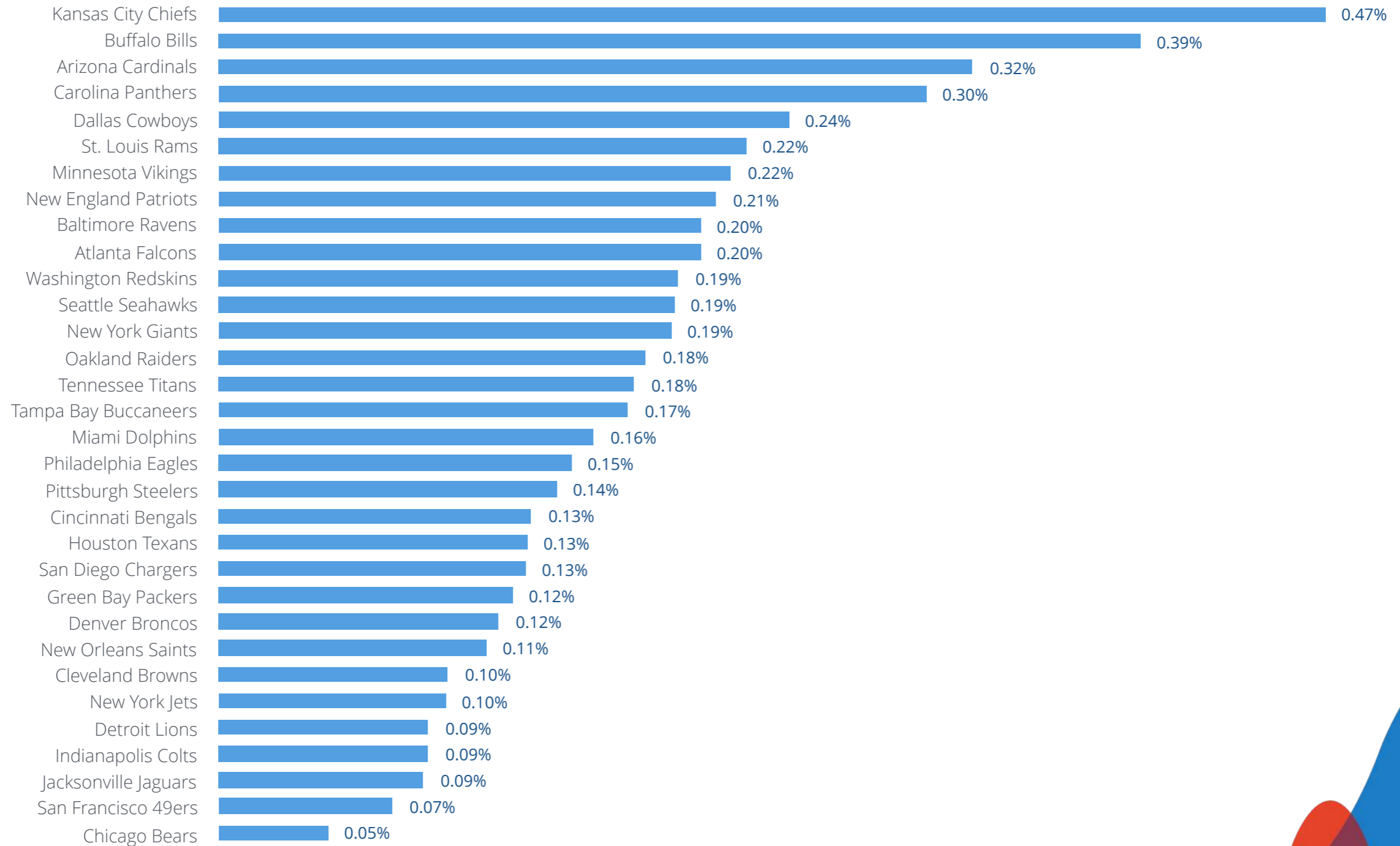
Calculated by Facebook follower count at the end of the regular season - January 1, 2017



FACEBOOK ENGAGEMENT



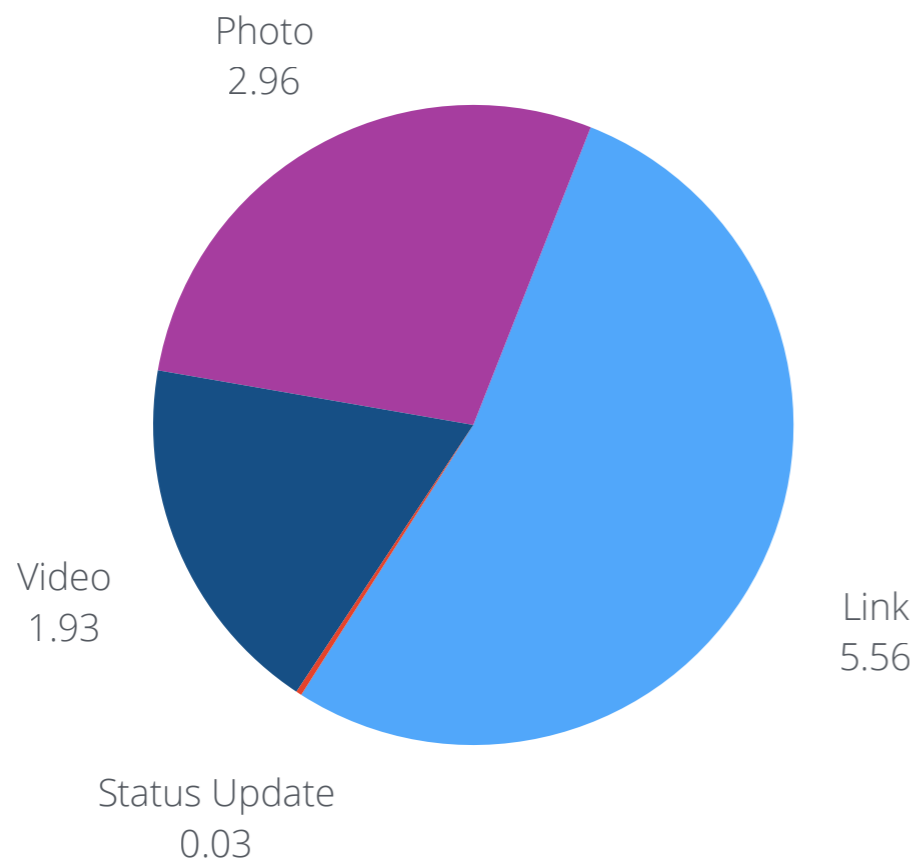
Average engagement rate per post on Facebook



FACEBOOK POST TYPES

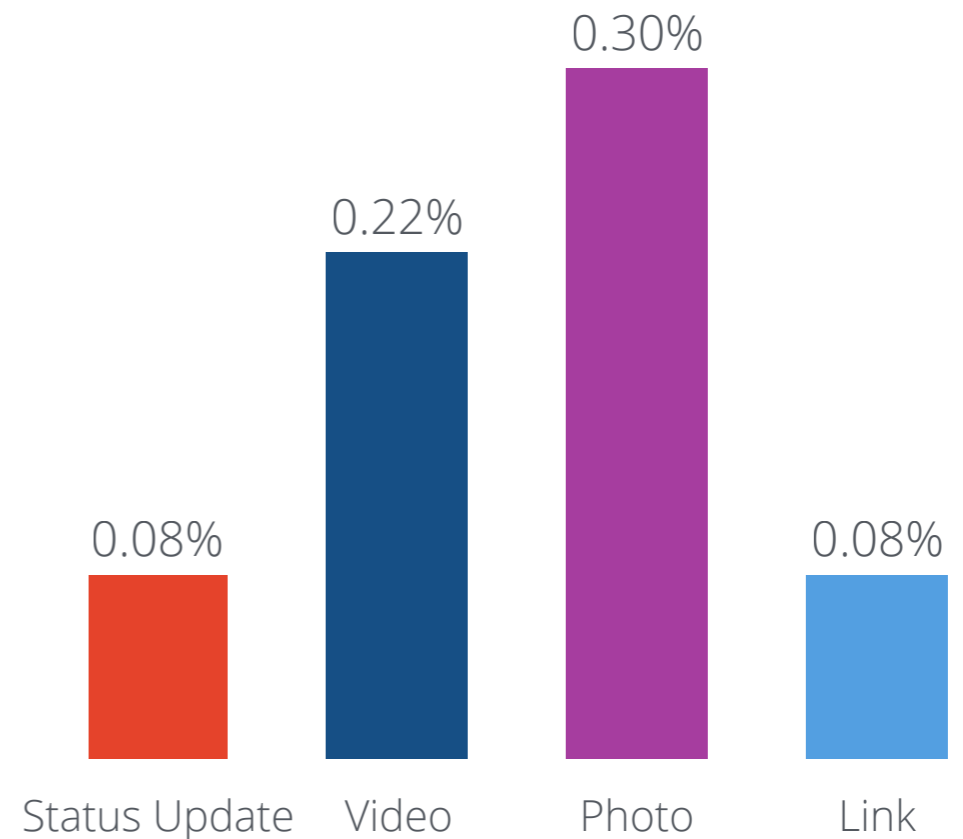


Average number of Facebook posts per day, per post type



Avg. number of posts per post type, per day

Average engagement rate per Facebook post type



Avg. Engagement per post type

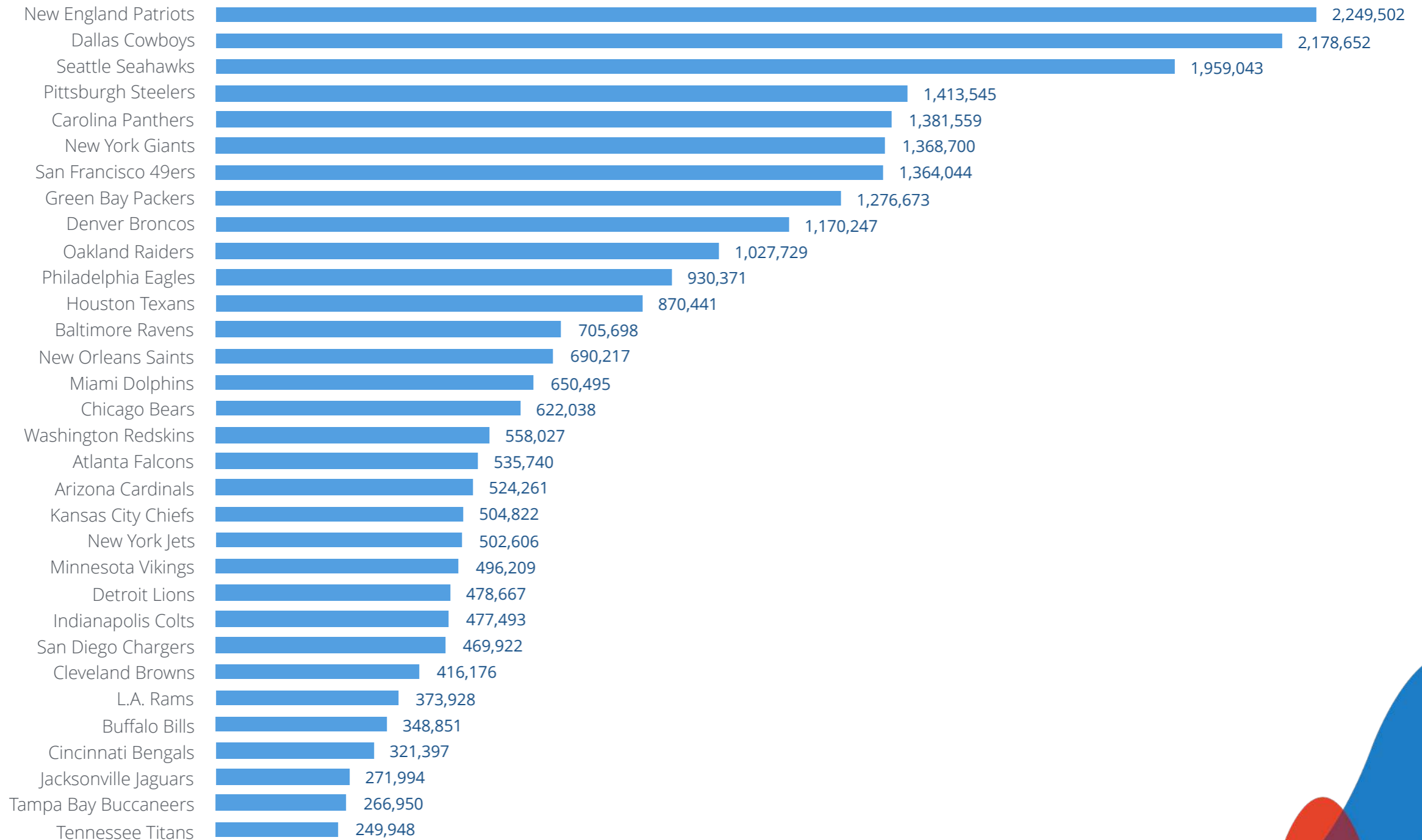
A close-up photograph of a brown Wilson football resting on a yellow tee on a green field. The football has the Wilson logo and 'Wilson' printed on it. In the background, a player in a dark jersey with the number 10 is visible, along with other players and a football helmet on the grass. The scene is brightly lit, suggesting an outdoor setting.

INSTAGRAM RANKINGS

INSTAGRAM AUDIENCE



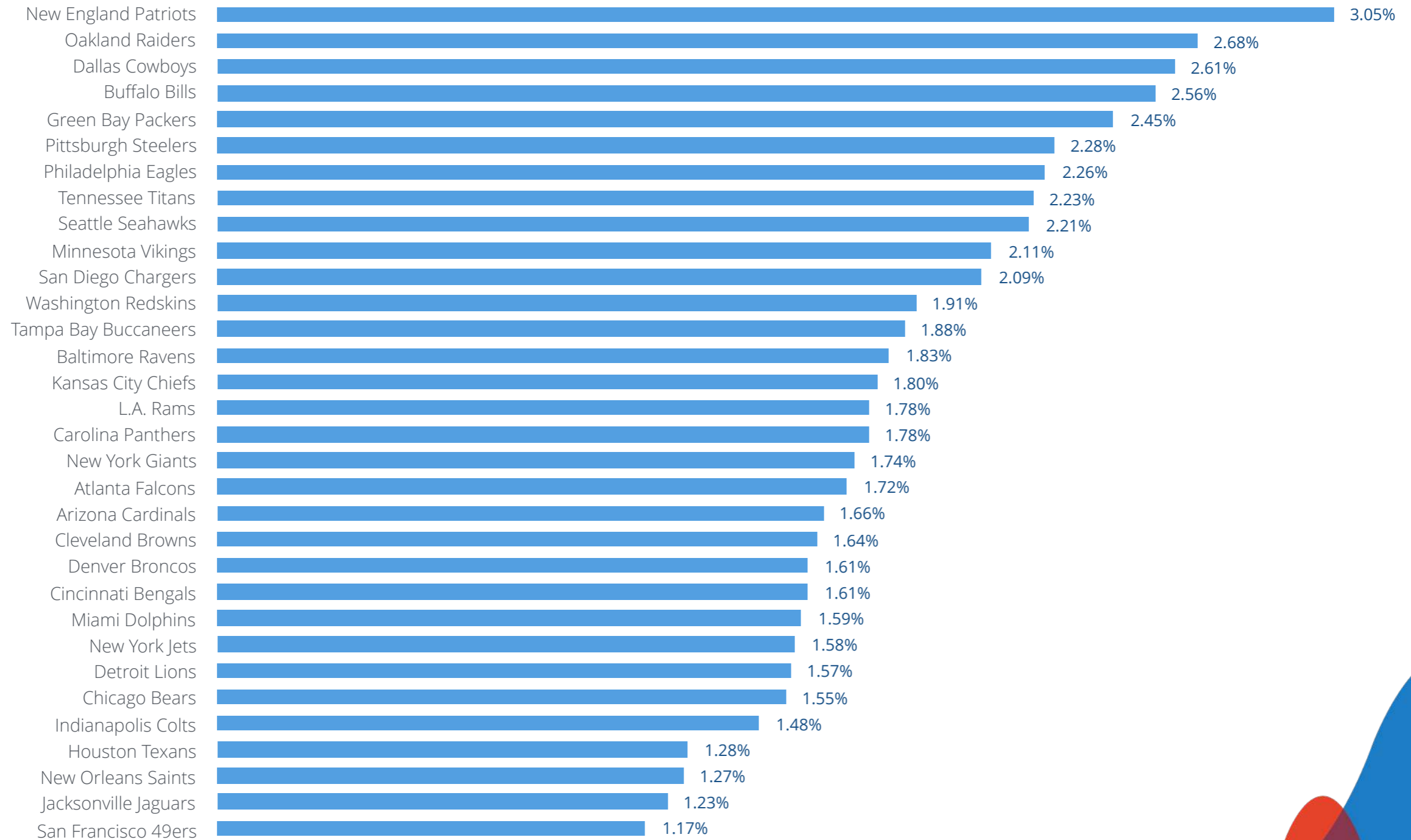
Calculated by Instagram follower count at the end of the regular season - January 1, 2017



INSTAGRAM ENGAGEMENT



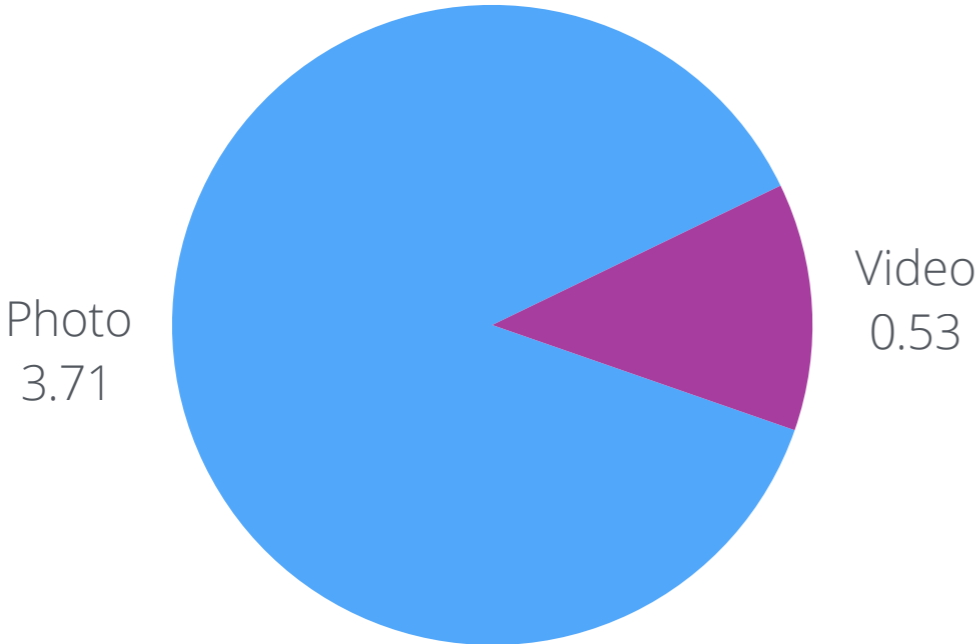
Average engagement rate per post on Instagram



INSTAGRAM POST TYPES

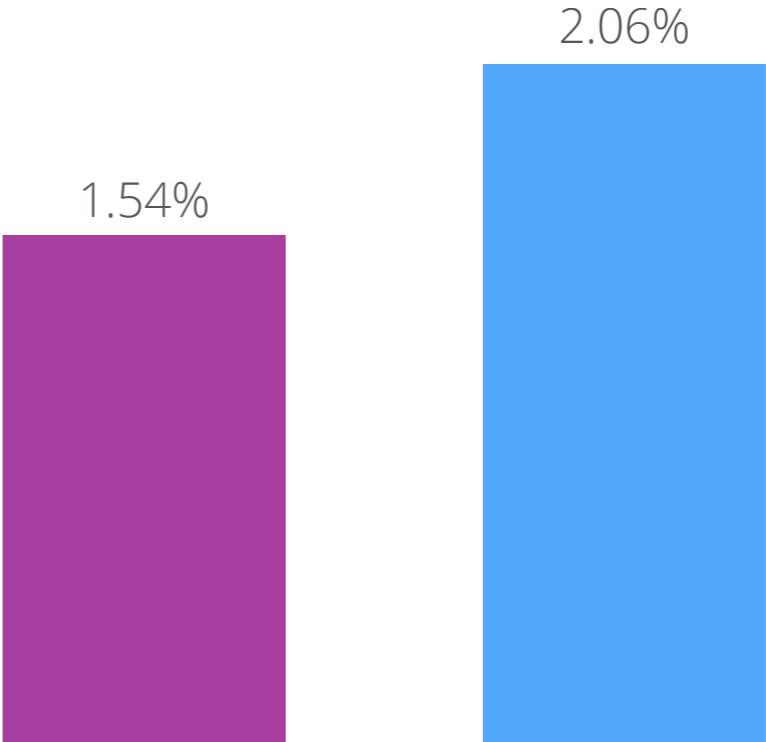


Average number of Instagram posts per type



Avg. number of posts per post type, per day

Average engagement rate per Instagram post type



Engagement Rate



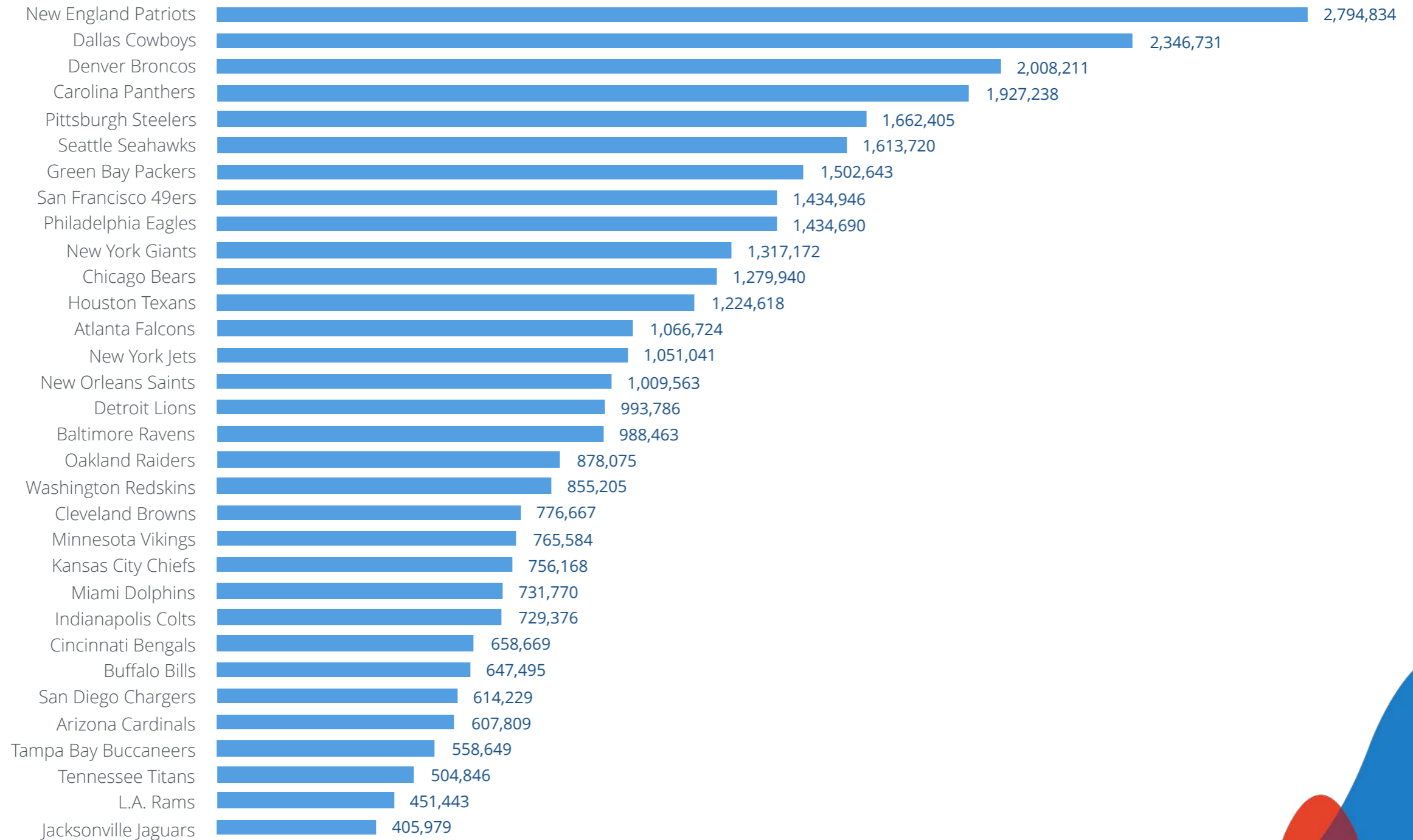


TWITTER RANKINGS

TWITTER AUDIENCE



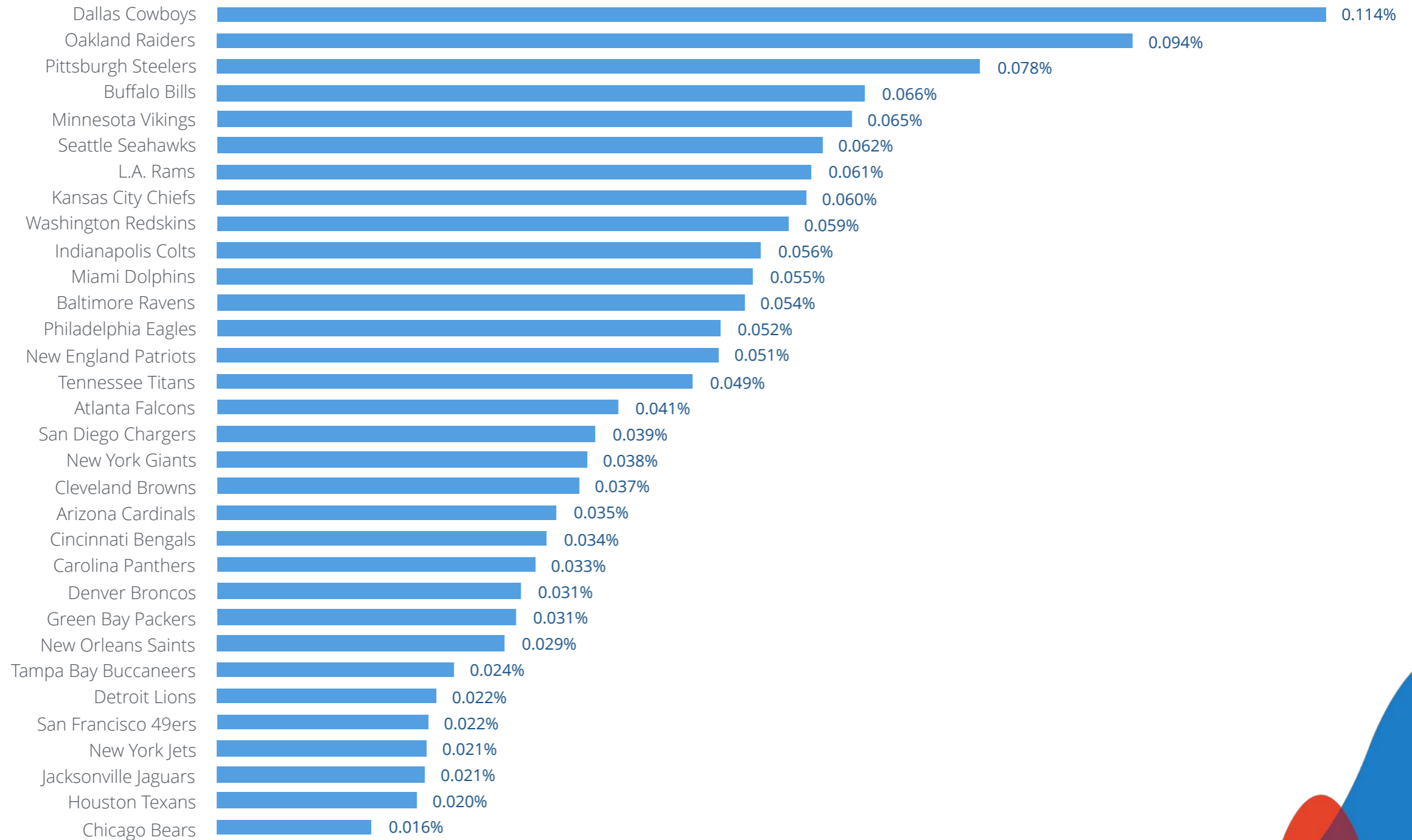
Calculated by Twitter follower count at the end of the regular season - January 1, 2017



TWITTER ENGAGEMENT



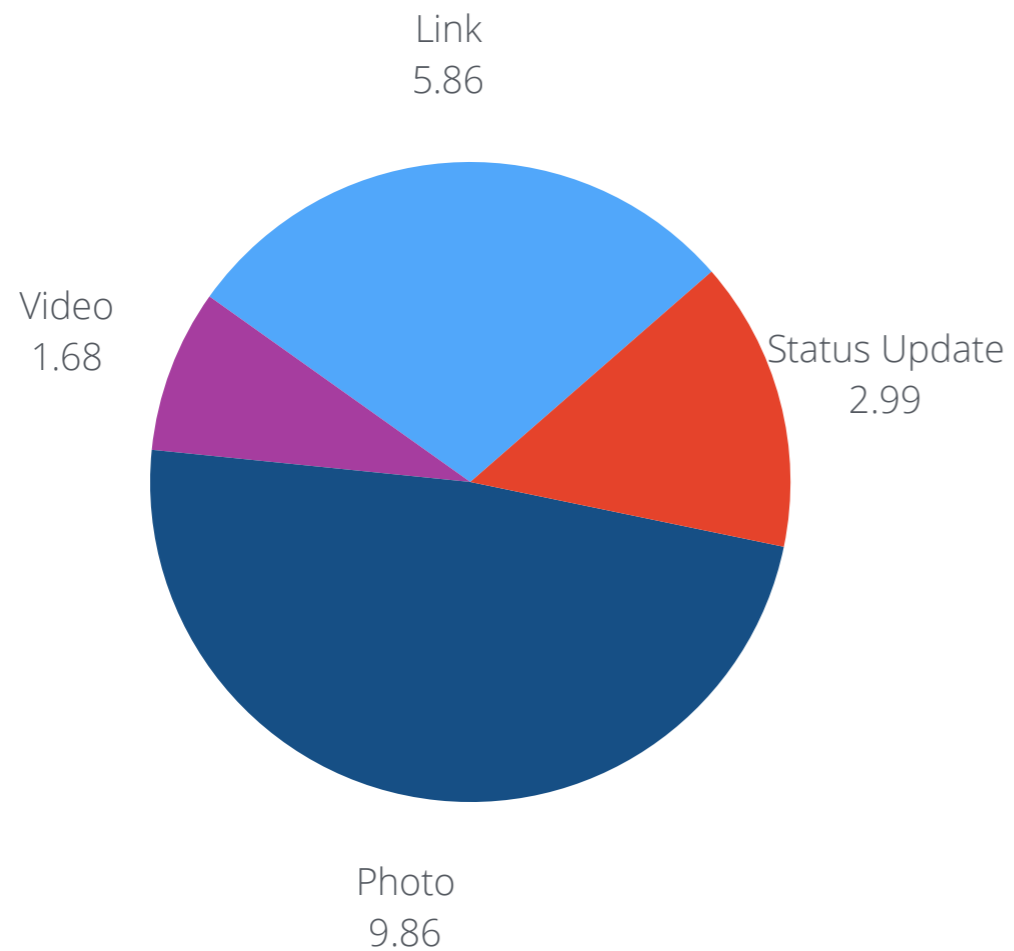
Average engagement rate per post on Twitter



TWITTER POST TYPES

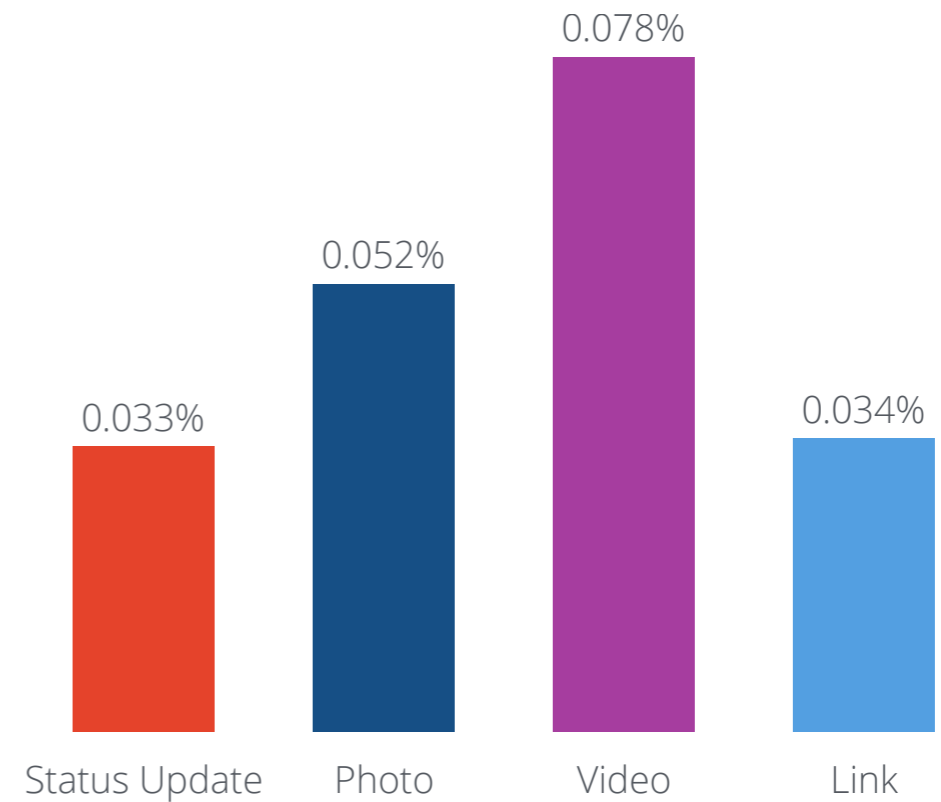


Average number of Twitter posts per post type



Avg. number of posts per post type, per day

Average engagement rate per Twitter post type



Avg. Engagement per post type

A photograph of three young men sitting on a green mat, watching a game on a television. The man on the left is wearing a dark cap and a dark hoodie. The man in the middle is wearing a blue jersey with "OAR" visible on the back. The man on the right is wearing a white and blue jacket and is holding a football. The background shows a television screen displaying a game. The entire image has a purple and blue color overlay.

WHERE DO YOU RANK?

CLAIM YOUR FREE TRIAL

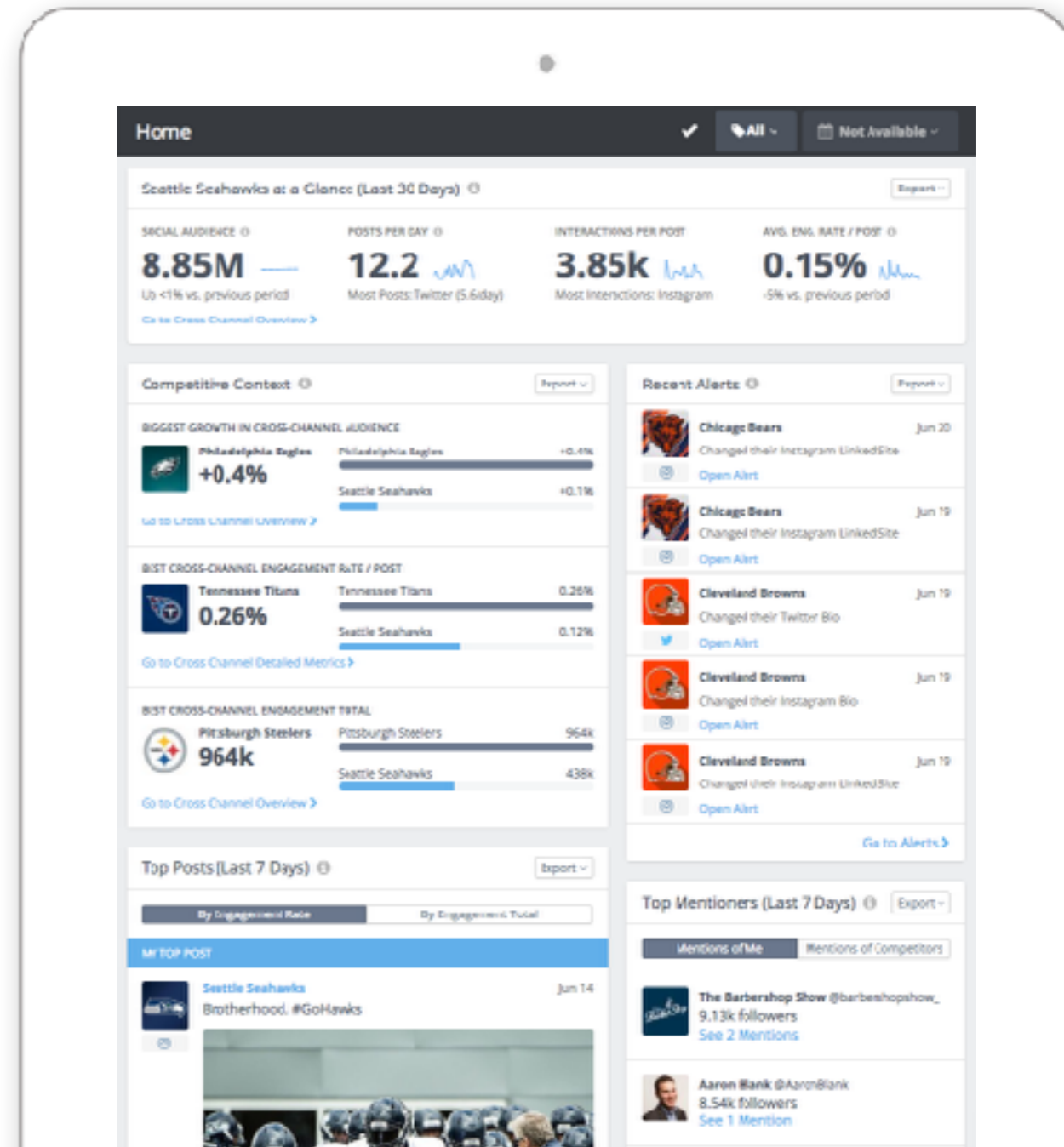
Learn how you measure up to your own competitors

One of the best ways to get ideas for new content or social strategies is to check out what your competitors are up to.

You might find that they're having success by using a specific hashtag, or running a competition that sparks an idea for you to create your own.

If you'd like to give it a try, you can claim your free 7 day trial of Rival IQ and start tracking your competitors today.

Try Rival IQ for free. No credit card required ▶



ABOUT RIVAL IQ

Rival IQ is an easy-to-use tool that helps you:

Understand Your Social Landscape

Track results across all social profiles, including engagement, in influencers, social bios, and sentiment—for you and your competitors.

Gain Competitive Insight

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate competitor activity in time to respond before the market shifts direction.

Simplify Access to Data

Find comprehensive analytics for all major social channels and the web, both for your company and your competitors - all from one source.

Get your free trial ▶