

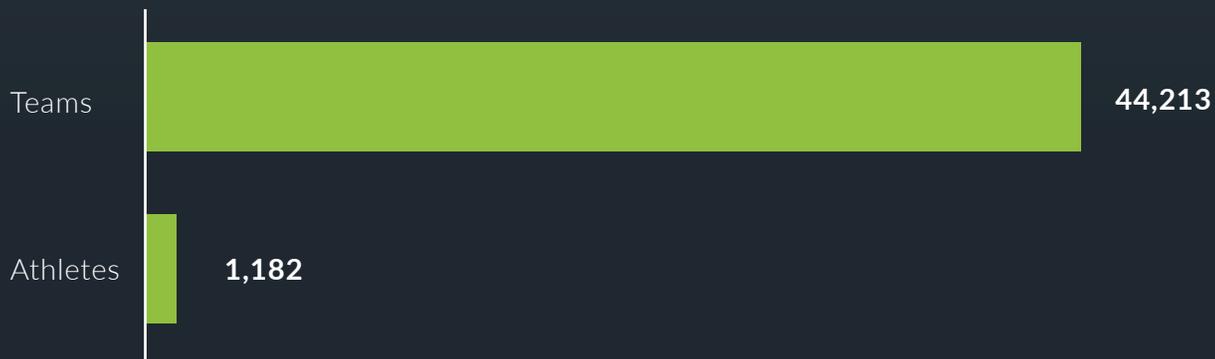
In major US sports, athletes share far less sponsored content than teams but engage fans at a much higher rate.

Over the past year, teams from the NBA, NFL, MLB, NHL, and MLS posted **465 thousand times**. Of these posts, **44,213** contained sponsored content (**9.5%**).

In comparison, athletes from these leagues posted **193.8 thousand times** over the same period, but only **1,182** of their posts contained sponsored content (**0.6%**).

Despite sharing content at a lower rate, sponsored posts from athletes made a much bigger impact among followers. Posts from athlete accounts had an average engagement rate of **3.94%**, which was **9.3x** higher than the average engagement on sponsored posts from team accounts.

## Number of Sponsored Posts



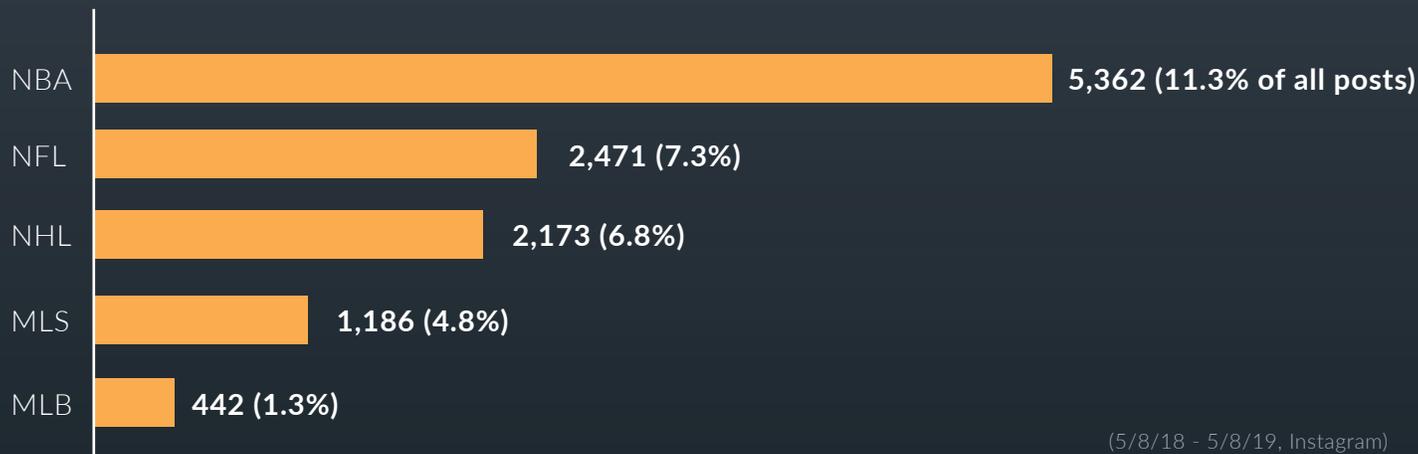
## Average Engagement Rate



Teams from major US sports leagues posted **172K** times on Instagram.

**11,634** of their posts contained sponsored content. **(6.8%)**

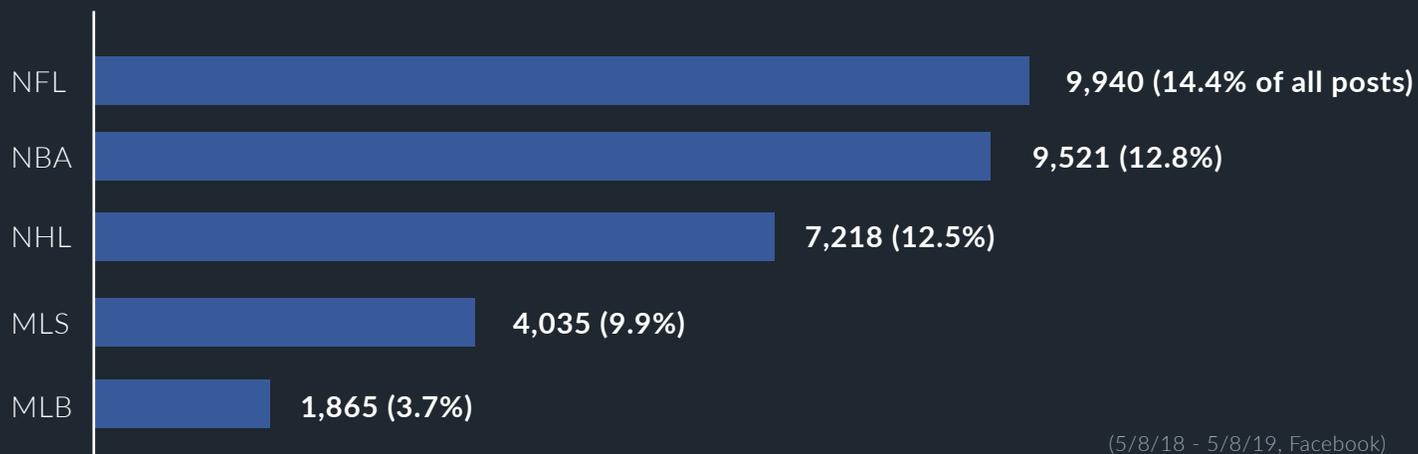
### Total sponsored Instagram posts from teams



Teams from major US sports leagues posted **293K** times on Facebook.

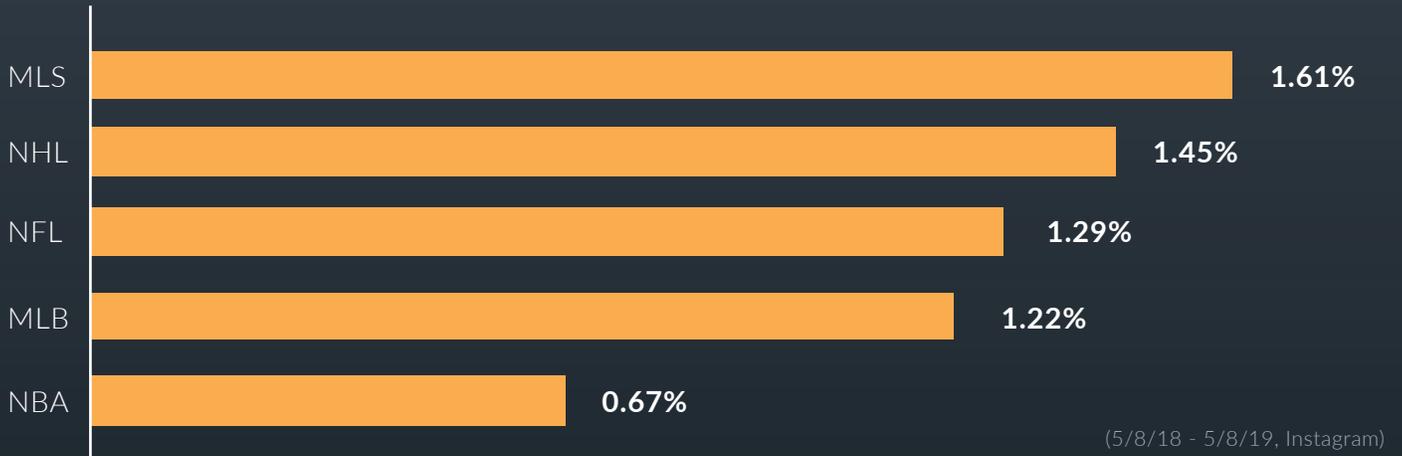
**32,579** of their posts contained sponsored content. **(11.1%)**

### Total sponsored Facebook posts from teams



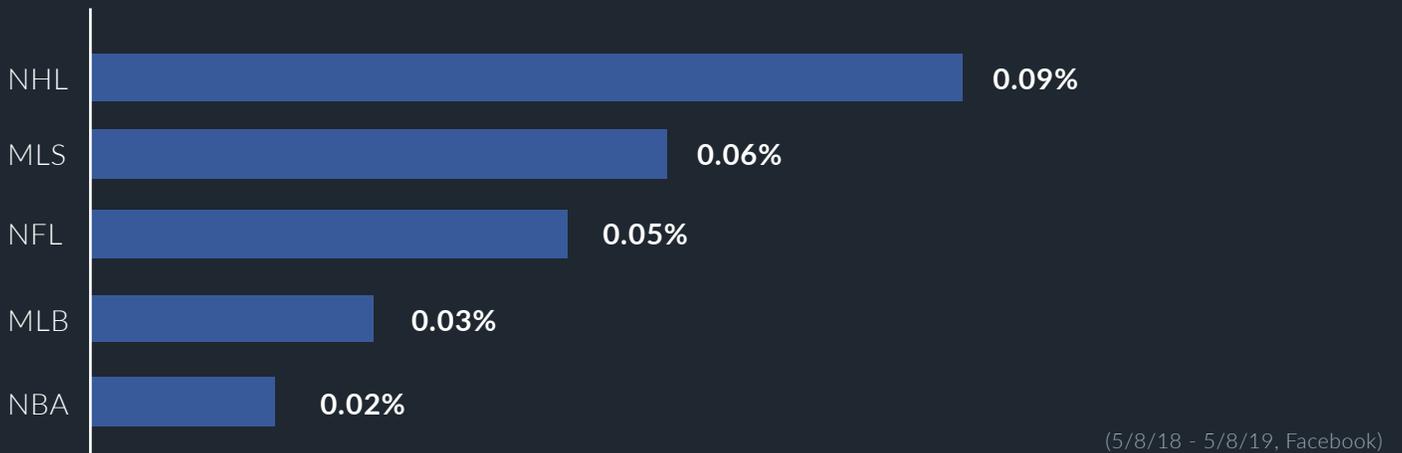
Teams from major US sports leagues averaged an engagement rate of **1.06%** on Instagram posts containing sponsored content.

### Average engagement rate on sponsored Instagram posts from teams



Teams from major US sports leagues averaged an engagement rate of **0.05%** on Facebook posts containing sponsored content.

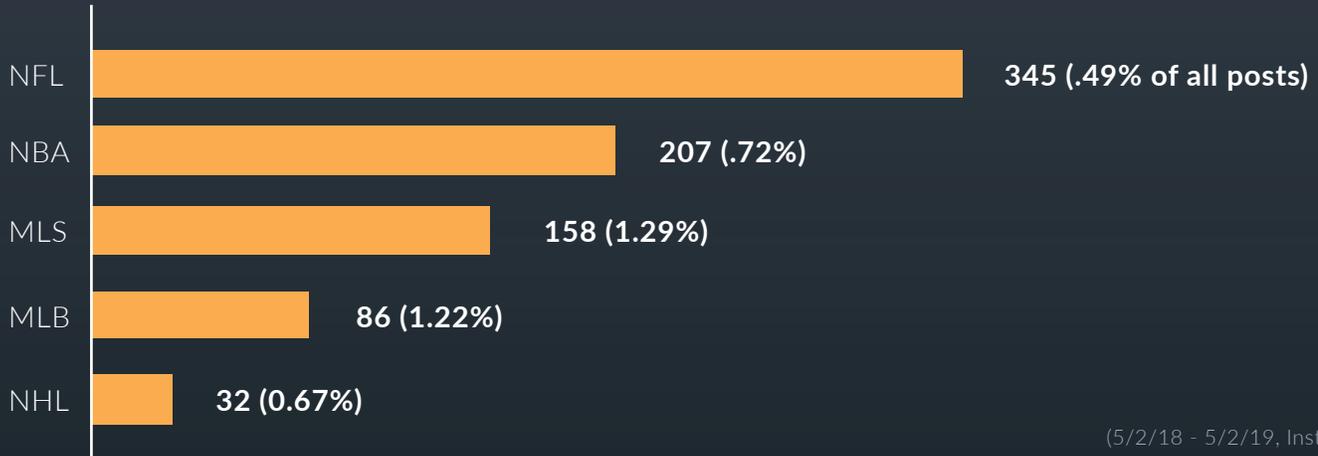
### Average engagement rate on sponsored Facebook posts from teams



Athletes from major US sports leagues posted **160.7K** times on Instagram.

**828** of their posts contained sponsored content. **(0.52%)**

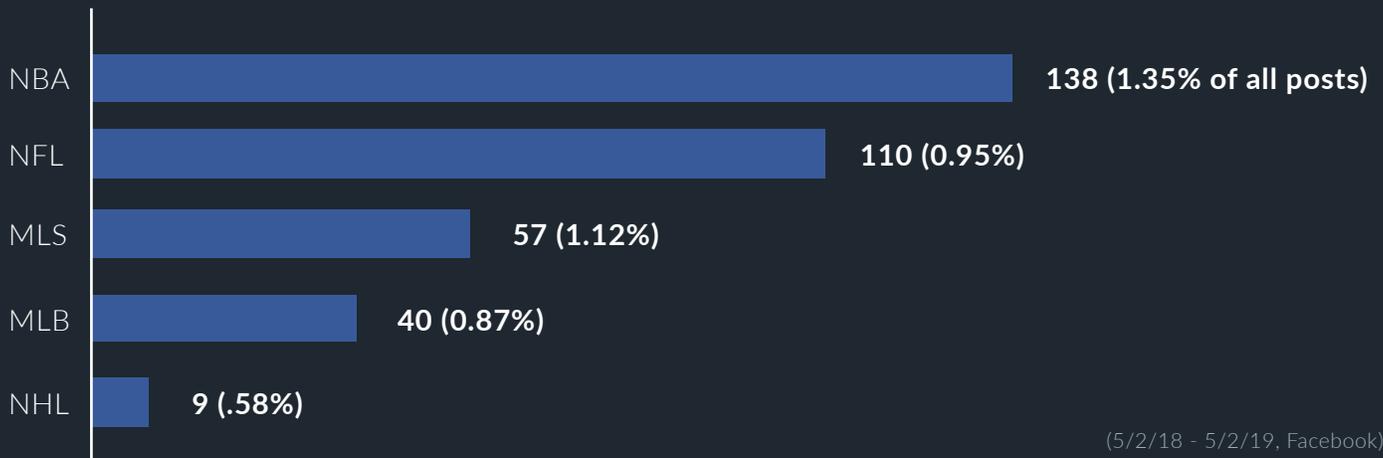
### Total sponsored Instagram posts from athletes



Athletes from major US sports leagues posted **33.1K** times on Facebook.

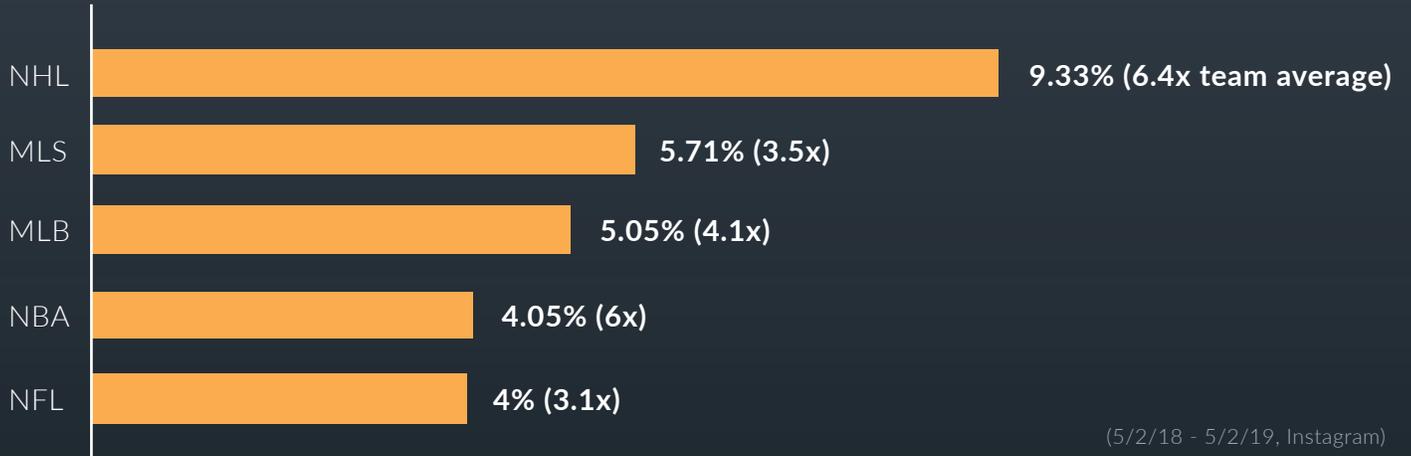
**354** of their posts contained sponsored content. **(1.07%)**

### Total sponsored Facebook posts from athletes



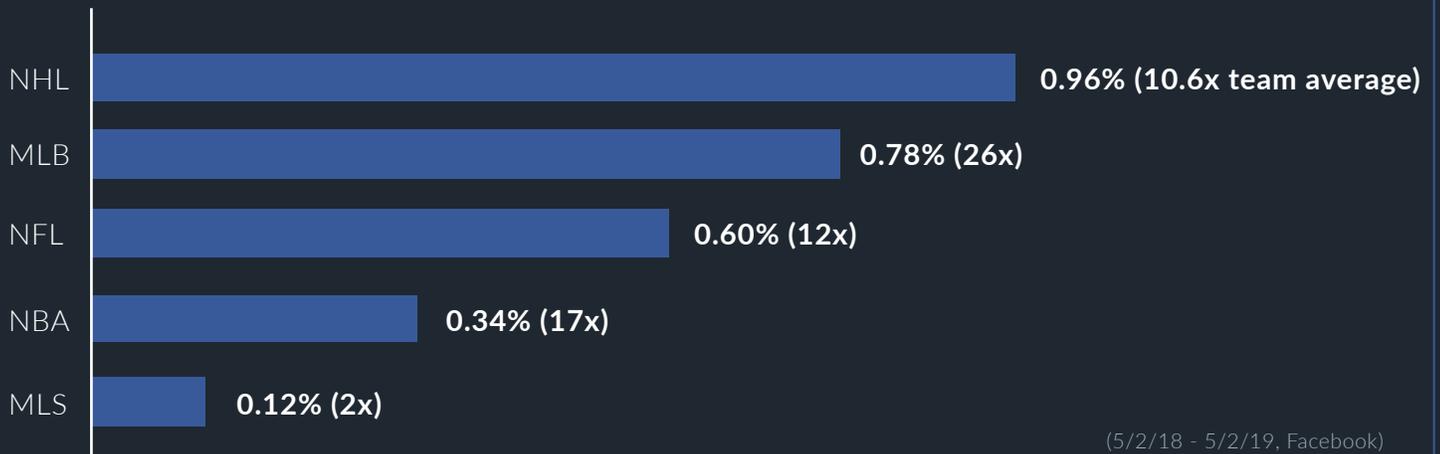
Athletes from major US sports leagues averaged an engagement rate of **4.66%** on Instagram posts containing sponsored content, a **4.4x** higher engagement rate than teams.

### Average engagement rate on sponsored Instagram posts from athletes



Athletes from major US sports leagues averaged an engagement rate of **0.45%** on Facebook posts containing sponsored content, a **9x** higher engagement rate than teams.

### Average engagement rate on sponsored Facebook posts from athletes



\*This data represents Facebook and Twitter only

