



COLLEGE WORLD SERIES ATHLETE SOCIAL MEDIA AUDIENCE GUIDE

**INSTAGRAM, TIKTOK & X
AUDIENCE INSIGHTS**

DATA AS OF MAY 1, 2025

COLLEGE WORLD SERIES

AUDIENCE GUIDE

AT A GLANCE

Opendorse used the Top 13 teams in the NCAA Division I Baseball and Softball RPI rankings on May 1, 2025, as a proxy for what the actual College World Series audiences might look like in May and June.

- **76.92%** Baseball and Softball teams in the dataset are located geographically in the Southeast and Texas (**84.61%** for Baseball and **69.23%** for Softball).
- There are three non-Power 4 programs in the 26-team dataset (all Baseball): Coastal Carolina, UC Irvine, and Oregon State.
- The total followers for Baseball and Softball are separated by **134,984** followers. Baseball (**2,336,014**) is slightly higher than Softball (**2,201,030**).
 - Baseball (**180K**) has slightly higher average followers than Softball (**169K**).
- The top five most followed programs are LSU Softball (**445K**), Arkansas Baseball (**351K**), LSU Baseball (**342K**), Tennessee Softball (**291K**), and Tennessee Baseball (**291K**).
- Schools with both Baseball and Softball included in dataset are Arkansas, Florida State, LSU, Tennessee, and Texas.
 - LSU total followers between BSB and SFB: **787K**
 - Tennessee total followers: **582K**
 - Texas total followers: **473K**
 - Arkansas total followers: **460K**
 - Florida State total followers: **407K**
- The Softball audience is significantly younger than Baseball. **38.75%** of the Softball audience is 18-24 years old, compared to **14.79%** for Baseball.
- **82.02%** of the Softball audience is younger than 34 years old, compared to **42.94%** for Baseball.
- Softball (**28.64%**) has a more ethnically diverse audience than baseball (**16.75%**).
- The Baseball audience is significantly male dominated: **82.76%** male to **17.24%** female.
- The Softball audience is a more even gender split, slightly female leaning: **48.38%** male to **51.62%** female.
- Both Baseball and Softball over-index in their followers' use of X (formerly Twitter) as a preferred social platform.
- Both Baseball and Softball audiences are politically driven (representing both conservative and liberal leanings) in their TV, radio, and podcast preferences.

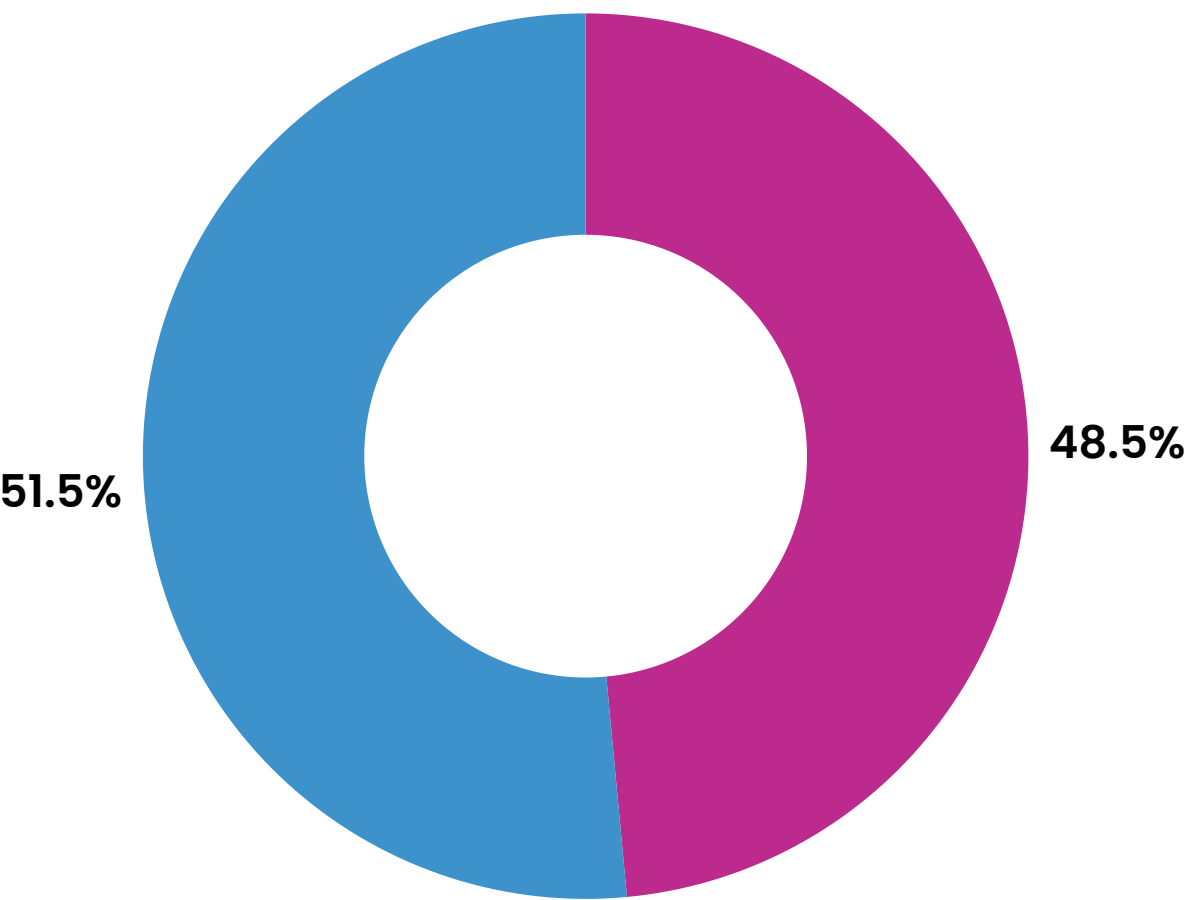


SOCIAL MEDIA AUDIENCE SIZE

TOTAL SOCIAL MEDIA REACH

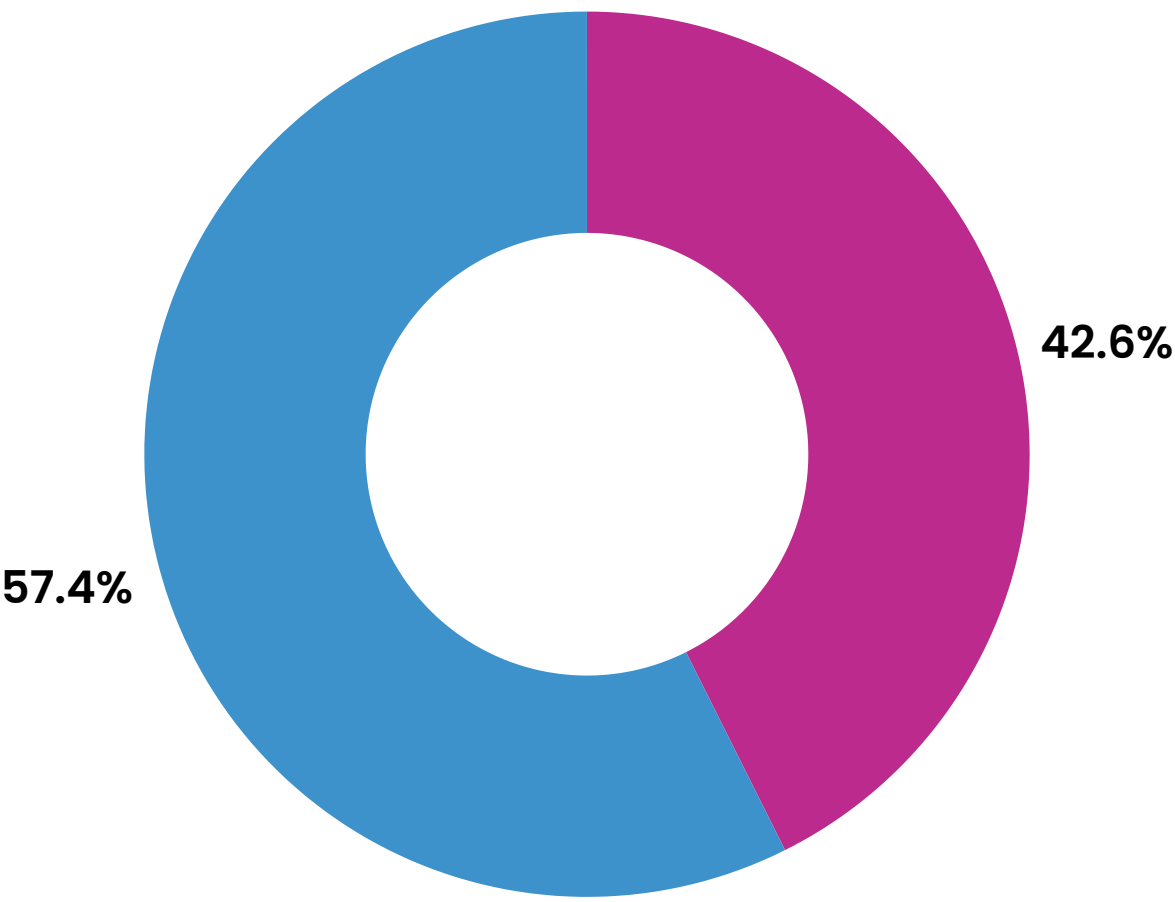
FOLLOWER COUNT (TOTAL)

BASEBALL	SOFTBALL
2,336,014	2,201,030



FOLLOWER COUNT BY TEAM (MEDIAN)














BASEBALL	SOFTBALL
146,109	108,513
















SOCIAL MEDIA REACH BY TEAM

Listed in order of RPI ranking on May 1, 2025

BASEBALL

TEAM	FOLLOWERS
 Texas Longhorns	252,612
 Georgia Bulldogs	136,914
 Vanderbilt Commodores	167,884
 Auburn Tigers	118,303
 Arkansas Razorbacks	351,066
 Florida State Seminoles	146,109
 North Carolina Tar Heels	108,391
 Clemson Tigers	219,635
 LSU Tigers	341,579
 Tennessee Volunteers	290,895
 Oregon State Beavers	82,565
 UC Irvine Anteaters	41,559
 Coastal Carolina Chanticleers	78,502
TOTAL	2,336,014

SOFTBALL

TEAM	FOLLOWERS
 Texas A&M Aggies	94,513
 Florida Gators	161,157
 Oklahoma Sooners	252,915
 UCLA Bruins	96,081
 Florida State Seminoles	261,016
 Arkansas Razorbacks	108,513
 LSU Tigers	445,117
 South Carolina Gamecocks	64,523
 Texas Longhorns	220,625
 Tennessee Volunteers	290,913
 Arizona Wildcats	89,166
 Duke Blue Devils	50,079
 Oregon Ducks	66,412
TOTAL	2,201,030



SOCIAL MEDIA AUDIENCE DEMOGRAPHICS

AUDIENCE DEMOGRAPHICS

GENDER IDENTITY (AVG.)

DEMOGRAPHICS	BASEBALL	SOFTBALL
Male	82.76%	48.38%
Female	17.24%	51.62%

AGE (AVG.)

DEMOGRAPHICS	BASEBALL	SOFTBALL
18-24	14.59%	38.74%
25-34	12.71%	29.37%
35-44	15.42%	13.90%
45-54	46.56%	12.22%
Over 54	10.53%	6.52%

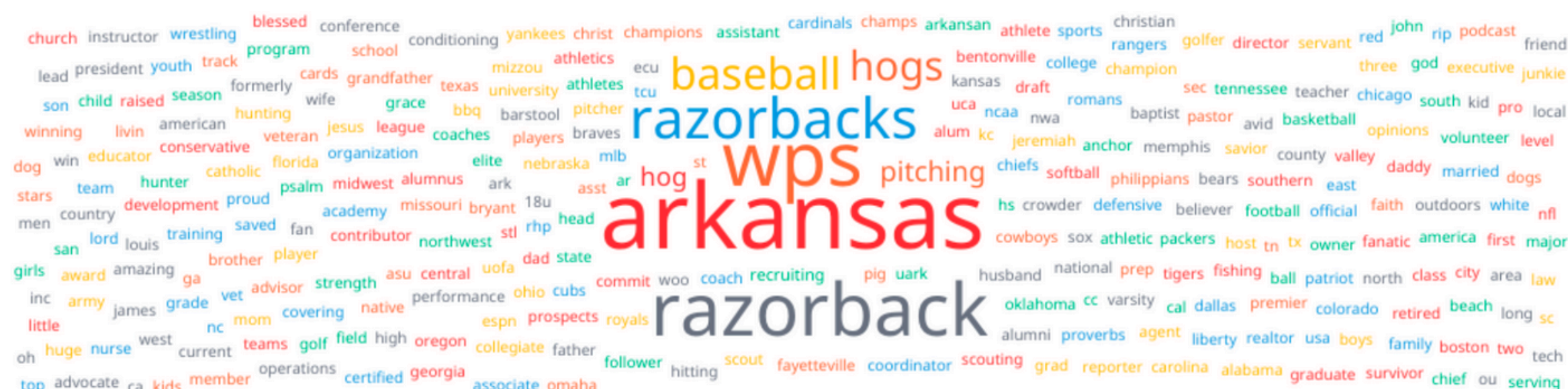
RACE/ETHNICITY (AVG.)

DEMOGRAPHICS	BASEBALL	SOFTBALL
Black	10.27%	13.14%
White	83.25%	79.49%
Native	0.11%	0.10%
Asian	1.12%	1.36%
Hispanic	4.93%	7.84%

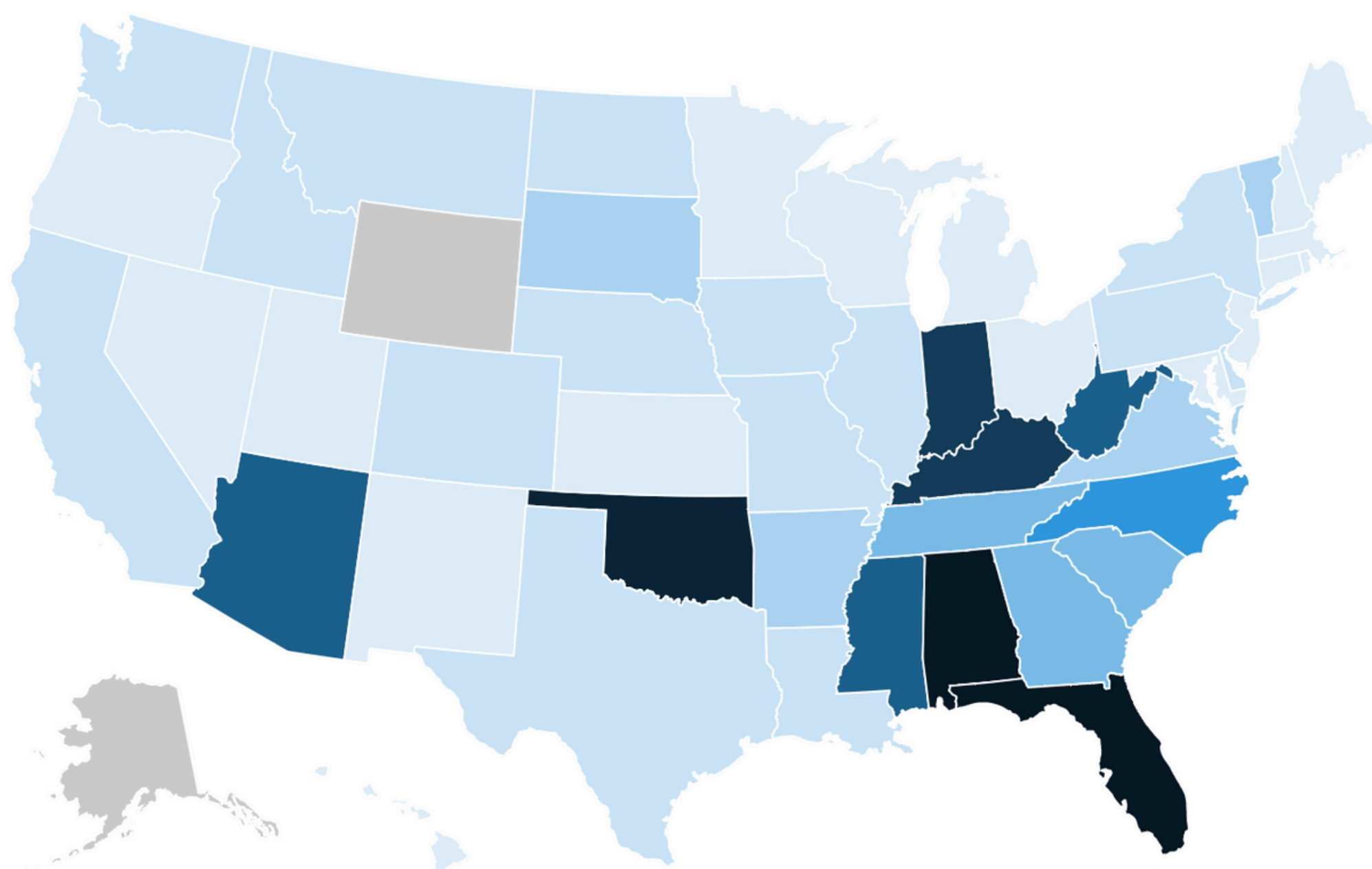
AUDIENCE ACTIVITY AND GEOGRAPHY (EXAMPLES)

Ask your Opendorse representative for a demographics report for any of the 26 teams featured in this Audience Guide.

TAG CLOUD – ARKANSAS BASEBALL



LOCATION (BY STATE) – FLORIDA SOFTBALL
















TOP STATES			
1.37x	Tennessee	1.53x	South Carolina
0.44x	Michigan	0.82x	Washington
1.52x	Georgia	2.74x	Indiana
1.78x	North Carolina	3.58x	Florida
0.68x	Pennsylvania	0.85x	Texas

AUDIENCE GENDER IDENTITY BY TEAM

BASEBALL














Listed in order of RPI ranking on May 1, 2025

GENDER IDENTITY		
TEAM	MALE	FEMALE
 Texas Longhorns	82.79%	17.21%
 Georgia Bulldogs	86.83%	13.17%
 Vanderbilt Commodores	83.80%	16.20%
 Auburn Tigers	82.01%	17.99%
 Arkansas Razorbacks	78.60%	21.40%
 Florida State Seminoles	86.57%	13.43%
 North Carolina Tar Heels	83.54%	16.46%
 Clemson Tigers	76.96%	23.04%
 LSU Tigers	82.89%	17.11%
 Tennessee Volunteers	83.80%	16.20%
 Oregon State Beavers	84.24%	15.76%
 UC Irvine Anteaters	78.37%	21.63%
 Coastal Carolina Chanticleers	85.52%	14.48%
AVG.	82.76%	17.24%

AUDIENCE GENDER IDENTITY BY TEAM

SOFTBALL



Listed in order of RPI ranking on May 1, 2025

GENDER IDENTITY		
TEAM	MALE	FEMALE
 Texas A&M Aggies	48.45%	51.55%
 Florida Gators	47.09%	52.91%
 Oklahoma Sooners	49.73%	50.27%
 UCLA Bruins	44.74%	55.26%
 Florida State Seminoles	45.79%	54.21%
 Arkansas Razorbacks	57.11%	42.89%
 LSU Tigers	57.53%	42.47%
 South Carolina Gamecocks	32.68%	67.32%
 Texas Longhorns	48.89%	51.11%
 Tennessee Volunteers	54.82%	45.18%
 Arizona Wildcats	45.00%	54.80%
 Duke Blue Devils	46.48%	53.52%
 Oregon Ducks	50.38%	49.62%
AVG.	48.38%	51.62%

AUDIENCE AGE BY TEAM

BASEBALL

Listed in order of RPI ranking on May 1, 2025

AGE					
TEAM	18-24	25-34	35-44	45-54	Over 54
 Texas Longhorns	31.03%	12.27%	18.68%	31.43%	6.60%
 Georgia Bulldogs	12.36%	11.05%	15.06%	50.43%	11.10%
 Vanderbilt Commodores	15.71%	12.37%	13.20%	48.29%	10.44%
 Auburn Tigers	13.26%	10.61%	12.10%	49.82%	14.21%
 Arkansas Razorbacks	10.20%	13.63%	11.70%	53.34%	11.13%
 Florida State Seminoles	9.25%	11.26%	17.05%	53.17%	9.27%
 North Carolina Tar Heels	15.37%	12.61%	13.44%	48.39%	10.19%
 Clemson Tigers	14.15%	14.01%	22.17%	39.82%	9.85%
 LSU Tigers	10.14%	14.55%	26.58%	36.49%	12.25%
 Tennessee Volunteers	10.77%	11.60%	16.61%	49.81%	11.21%
 Oregon State Beavers	12.64%	12.31%	15.56%	47.25%	12.24%
 UC Irvine Anteaters	23.76%	15.80%	8.39%	43.97%	8.08%
 Coastal Carolina Chanticleers	13.61%	13.10%	9.91%	53.09%	10.28%
AVG.	14.79%	12.71%	15.42%	46.56%	10.53%

AUDIENCE AGE BY TEAM

SOFTBALL


Listed in order of RPI ranking on May 1, 2025

AGE					
TEAM	18-24	25-34	35-44	45-54	Over 54
 Texas A&M Aggies	38.78%	25.75%	13.47%	16.39%	5.60%
 Florida Gators	30.03%	17.55%	17.72%	22.46%	12.24%
 Oklahoma Sooners	38.44%	22.08%	18.44%	10.97%	10.08%
 UCLA Bruins	33.30%	15.15%	18.74%	22.63%	10.17%
 Florida State Seminoles	40.65%	30.59%	13.22%	12.01%	3.52%
 Arkansas Razorbacks	27.89%	36.72%	13.90%	17.15%	4.33%
 LSU Tigers	56.05%	36.49%	4.85%	1.93%	0.68%
 South Carolina Gamecocks	25.21%	57.58%	7.88%	5.54%	3.79%
 Texas Longhorns	45.20%	33.20%	15.75%	3.69%	2.34%
 Tennessee Volunteers	49.71%	35.70%	8.89%	3.83%	1.78%
 Arizona Wildcats	45.26%	28.86%	17.30%	5.37%	3.21%
 Duke Blue Devils	37.22%	13.34%	14.91%	23.11%	11.30%
 Oregon Ducks	35.93%	28.79%	15.67%	13.75%	15.67%
AVG.	38.74%	29.37%	13.90%	12.22%	6.52%

AUDIENCE RACE/ETHNICITY BY TEAM

BASEBALL

Listed in order of RPI ranking on May 1, 2025

RACE/ETHNICITY					
TEAM	BLACK	WHITE	NATIVE	ASIAN	HISPANIC
 Texas Longhorns	13.07%	78.11%	0.12%	0.95%	7.52%
 Georgia Bulldogs	12.43%	82.83%	0.09%	0.78%	3.62%
 Vanderbilt Commodores	12.79%	81.01%	0.09%	0.95%	3.94%
 Auburn Tigers	6.72%	86.57%	0.10%	1.91%	4.44%
 Arkansas Razorbacks	6.27%	89.17%	0.11%	1.16%	3.04%
 Florida State Seminoles	9.66%	84.96%	0.09%	1.13%	3.93%
 North Carolina Tar Heels	10.00%	85.21%	0.09%	0.76%	3.69%
 Clemson Tigers	21.01%	74.49%	0.10%	0.79%	3.38%
 LSU Tigers	10.46%	83.68%	0.13%	0.91%	4.58%
 Tennessee Volunteers	7.11%	88.17%	0.11%	0.75%	3.59%
 Oregon State Beavers	6.77%	85.11%	0.14%	1.45%	6.24%
 UC Irvine Anteaters	9.24%	75.42%	0.11%	2.18%	12.76%
 Coastal Carolina Chanticleers	7.94%	87.57%	0.10%	0.80%	3.32%
AVG.	10.27%	83.25%	0.11%	1.12%	4.93%

AUDIENCE RACE/ETHNICITY BY TEAM

SOFTBALL

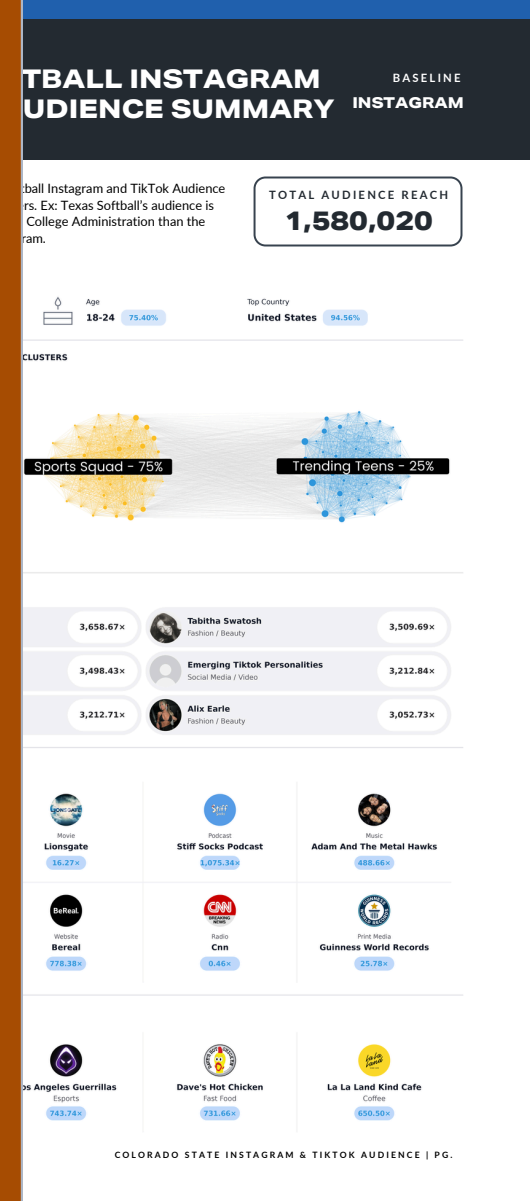
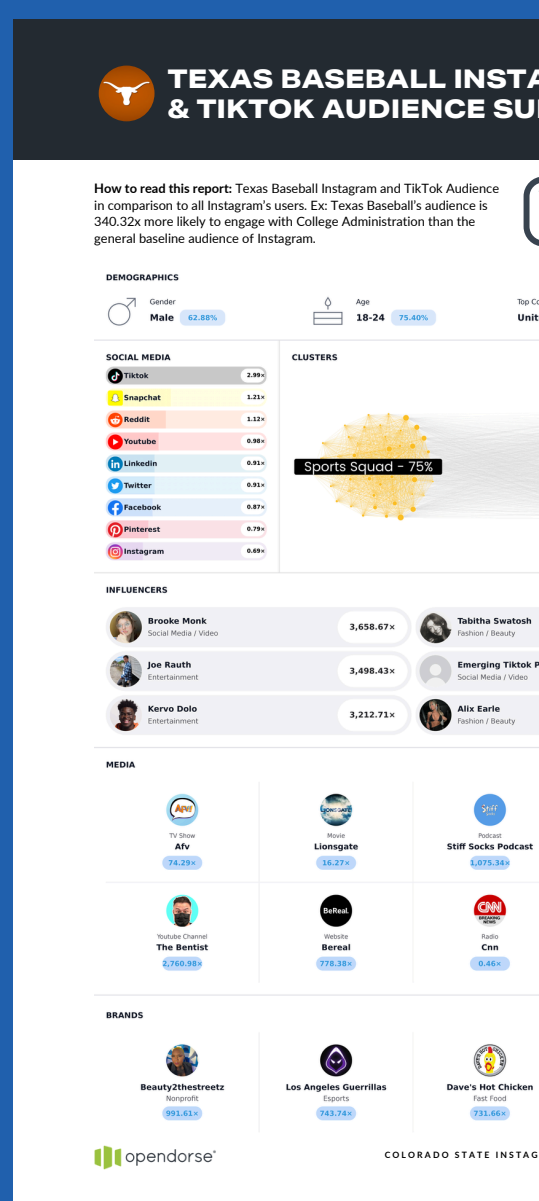
Listed in order of RPI ranking on May 1, 2025

RACE/ETHNICITY					
TEAM	BLACK	WHITE	NATIVE	ASIAN	HISPANIC
 Texas A&M Aggies	10.93%	78.47%	0.12%	1.33%	8.89%
 Florida Gators	7.20%	85.90%	0.10%	1.24%	5.28%
 Oklahoma Sooners	6.94%	87.10%	0.16%	1.18%	4.35%
 UCLA Bruins	14.09%	71.66%	0.10%	1.76%	12.15%
 Florida State Seminoles	14.42%	79.56%	0.11%	1.45%	4.20%
 Arkansas Razorbacks	6.52%	85.77%	0.11%	1.71%	5.63%
 LSU Tigers	20.20%	72.25%	0.08%	1.24%	6.05%
 South Carolina Gamecocks	11.58%	81.45%	0.05%	0.78%	5.95%
 Texas Longhorns	26.15%	59.24%	0.06%	1.55%	12.81%
 Tennessee Volunteers	18.05%	73.48%	0.07%	1.01%	7.22%
 Arizona Wildcats	12.16%	71.87%	0.08%	1.82%	13.86%
 Duke Blue Devils	13.55%	78.86%	0.11%	1.68%	7.53%
 Oregon Ducks	9.00%	81.77%	0.10%	0.93%	7.98%
AVG.	13.14%	77.49%	0.10%	1.36%	7.84%



OPENDORSE AUDIENCE REPORTS

FULL AUDIENCE INSIGHT REPORTS ARE AVAILABLE
UPON REQUEST FOR EACH INDIVIDUAL TEAM



CONTACT THE OPENDORSE COMMERCIAL
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