



2K26
SUMMER
LEAGUE

SOCIAL MEDIA
INSIGHTS REPORT



TABLE OF CONTENTS

Overview	3
Content Strategy	10
Strategy Execution.....	13
Summer League Recap (July 10-20 th , 2025)	20
Conclusion	31



2K25
SUMMER
LEAGUE

OVERVIEW



SOCIAL MEDIA | GLOBAL AUDIENCE



427,142 followers



308,963 followers



135,814 followers



85,494 followers



7,280 followers

964,693 FOLLOWERS

SOCIAL MEDIA GLOBAL FAN BASE

(+48,343 new followers in July)



*Data gathered on July 29TH, 2025

OVERVIEW: 964,693 FOLLOWERS GLOBAL AUDIENCE

FACEBOOK



+32%

Global Audience Share

308,963

Followers

INSTAGRAM



+44%

Global Audience Share

427,142

Followers

X



+14%

Global Audience Share

135,814

Followers

THREADS



+9%

Global Audience Share

85,494

Followers

YOUTUBE



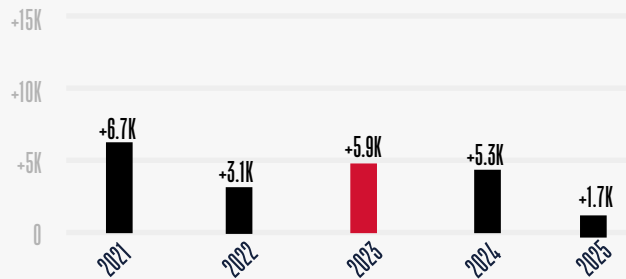
+1%

Global Audience Share

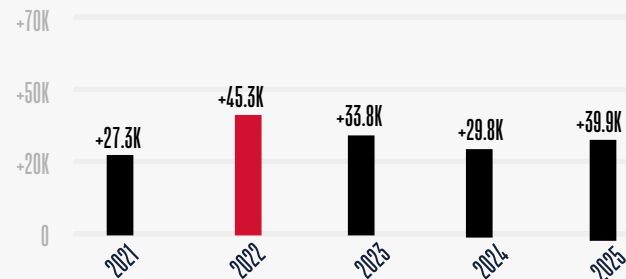
7,280

Followers

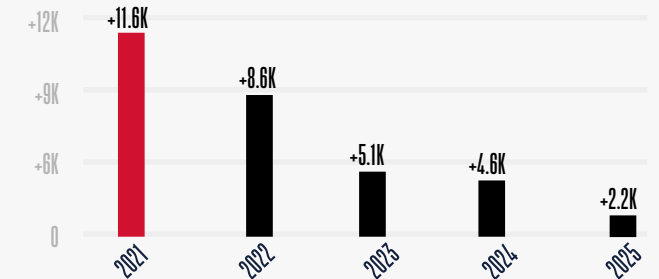
FACEBOOK'S FOLLOWER GROWTH PER YEAR



INSTAGRAM'S FOLLOWER GROWTH PER YEAR

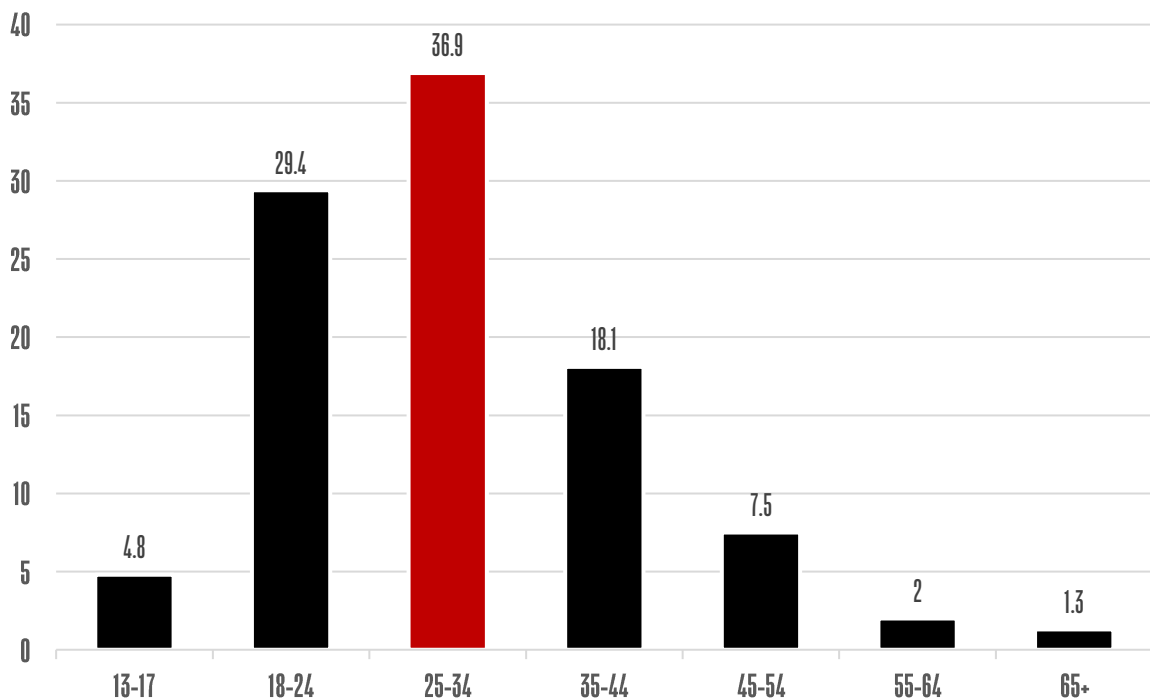


X'S FOLLOWER GROWTH PER YEAR



*Data gathered on July 29th, 2025

DEMOGRAPHICS

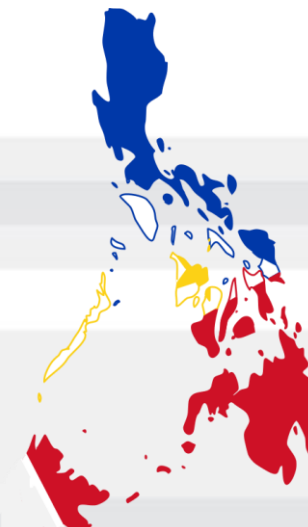


GLOBAL SOCIAL MEDIA AUDIENCE: 964,693 FOLLOWERS

*Data gathered on July 29th, 2025



USA's users (45.6%) are the dominant global audience



Philippines' users (11.7%) are the second most dominant audience



88.47%



11.53%

FACEBOOK (@NBASummerLeague)

*Data gathered on July 29th, 2025



TOTAL PAGE LIKES: 278K likes

TOTAL PAGE FOLLOWERS: 307,960 followers

TOP COUNTRIES:

Philippines (30.1%)

United States (21.3%)

Mexico (2.9%)

TOP CITIES:

Quezon City, Philippines (1.8%)

Manila, Philippines (1.7%)

New York, US (1%)

AGE RANGE:

18-24 (14.1%)

25-34 (52.2%)

35-44 (20.3%)

45-54 (8.6%)

55-64 (2.9%)

65+ (1.9%)



90.3%



9.7%



INSTAGRAM (@NBASummerLeague)

*Data gathered on July 29th, 2025



TOTAL PAGE FOLLOWERS: 427,142 followers

TOP COUNTRIES:

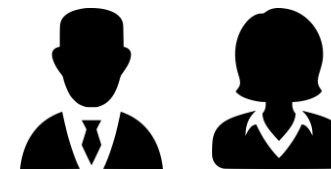
- United States (41.0%)
- Brazil (5.6%)
- Philippines (2.8%)

TOP CITIES:

- New York (1.6%)
- Santo Domingo (1.1%)
- São Paulo (0.9%)

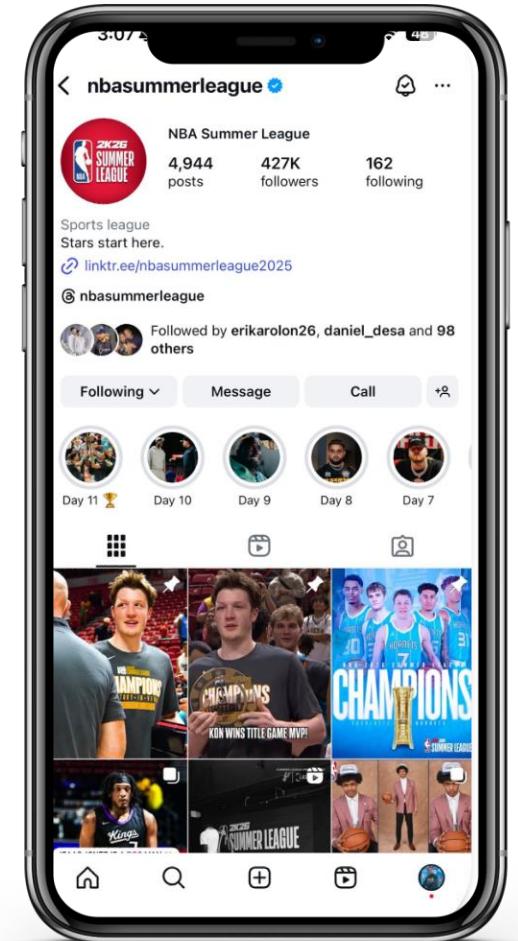
AGE RANGE:

- 13-17 (5.6%)
- 18-24 (29.1%)
- 25-34 (36.2%)**
- 35-44 (18.0%)
- 45-54 (7.6%)
- 55-64 (2.1%)
- 65+ (1.3%)



88.6%

11.4%



X (@NBASummerLeague)

*Data gathered on July 29th, 2025



TOTAL PAGE FOLLOWERS: 135,814 followers

TOP COUNTRIES:

United States (58.3%)

Japan (11.2%)

France (9.7%)

TOP DEVICES:

iOS (55.3%)

Android (23.2%)

Web (21.5%)

AGE RANGE:

13-17 (0.6%)

18-24 (16.1%)

25-34 (30.2%)

35-44 (24.1%)

45-54 (13.2%)

55-64 (14.0%)

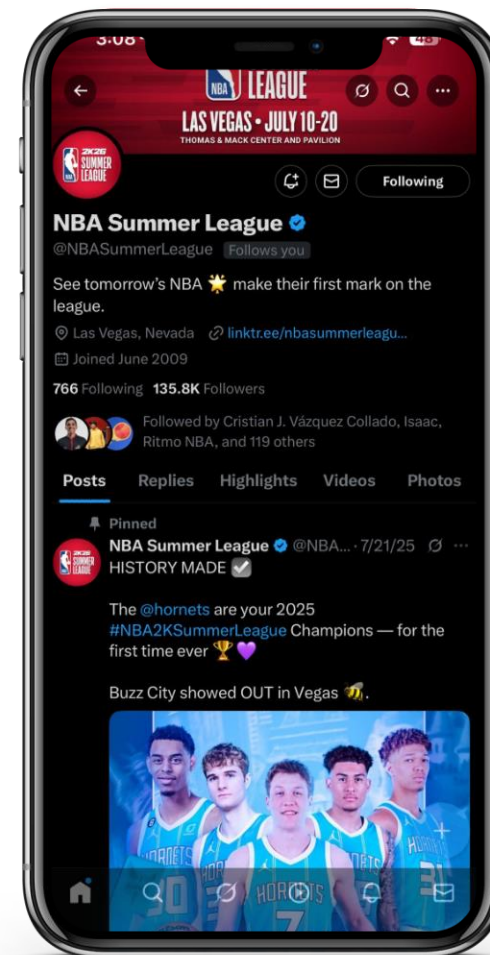
65+ (1.9%)



85.1%



14.9%





2K26
SUMMER
LEAGUE

CONTENT
STRATEGY

360° NBA SUMMER LEAGUE EXPERIENCE



Summer League is way more than just basketball!

STARS START HERE



See the Stars of Tomorrow take the court for the first time at NBA Summer League!

CONTENT STRATEGY PILLARS

REDIRECT TRAFFIC TO UNLVTICKETS.COM

UNLVticket

We should drive social media traffic to unlvtickets.com, so we can then re-engage with our audience through direct marketing efforts.

+10 DAYS OF BASKETBALL IN LAS VEGAS



Enjoy up to 8 NBA games a day in Las Vegas for an incredibly affordable price.

UNRIVALED ACCESS



You never know who you will meet at NBA Summer League!

MAIN PIECES OF CONTENT



DAILY SCHEDULES

DAILY VIDEO RECAPS

DAILY TOP PERFORMERS – GALLERY

EDITORIAL NOTES

SPECIAL GRAPHICS (CHAMPIONSHIP GFX, I.E.)



INDIVIDUAL PERFORMANCES HIGHLIGHT MIXES

VIDEO RECAPS

SPECIAL GRAPHICS (CHAMPIONSHIP GFX, I.E.)

BASKETBALL ACTION – SHORT CLIPS

SPECIAL APPEARANCES (VIDEO & PICTURES)



REAL-TIME UPDATES

GAME RESULTS THREAD

RTS FROM NBA OFFICIAL ACCOUNTS

EDITORIAL NOTES



2K26
SUMMER
LEAGUE

STRATEGY
EXECUTION

CONTENT STRATEGY PILLARS



360° NBA SUMMER LEAGUE EXPERIENCE



STARS START HERE



REDIRECT TRAFFIC TO UNLV TICKETS.COM

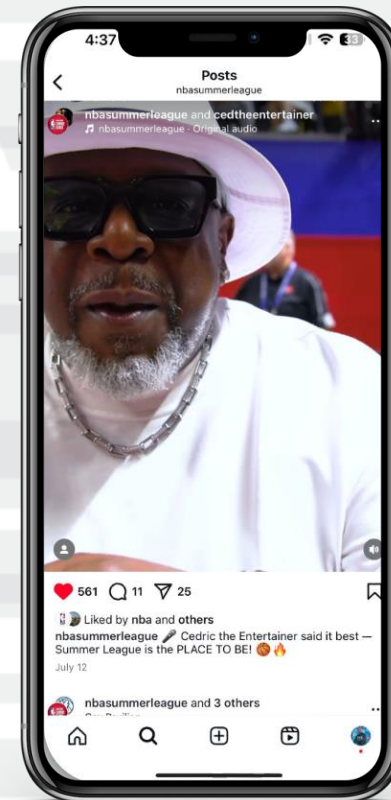
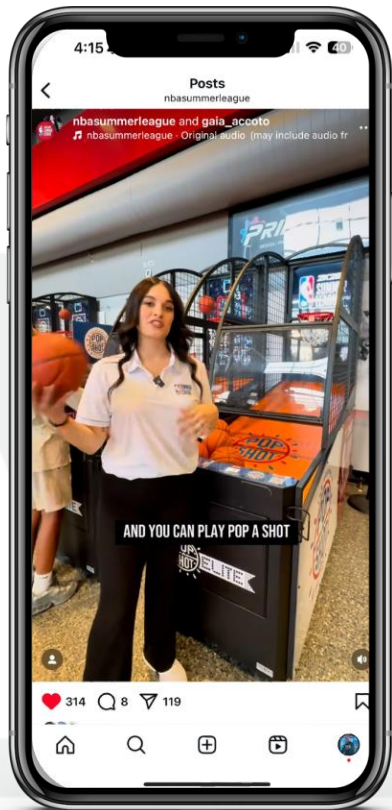


+10 DAYS OF BASKETBALL IN LAS VEGAS

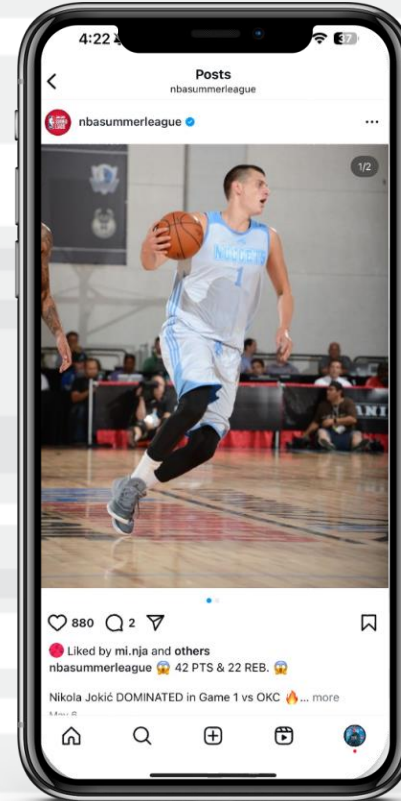
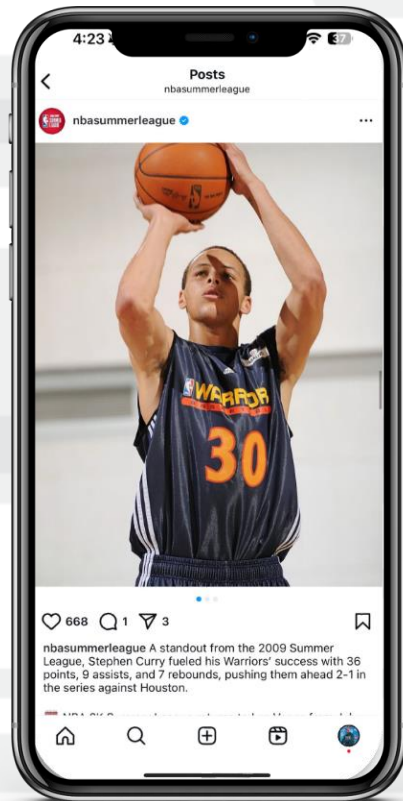
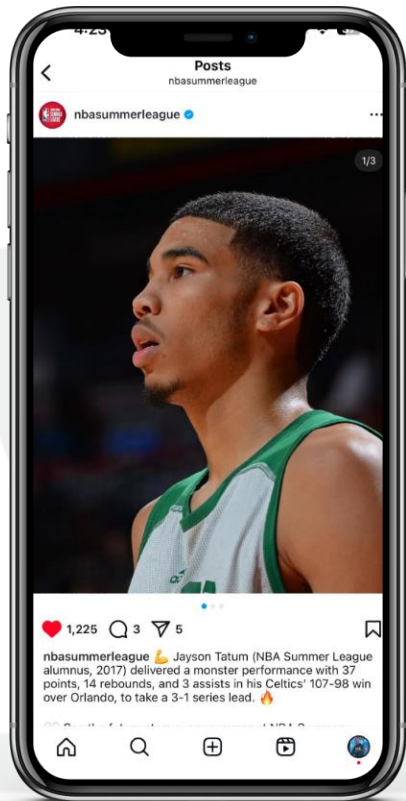


UNRIVALED ACCESS

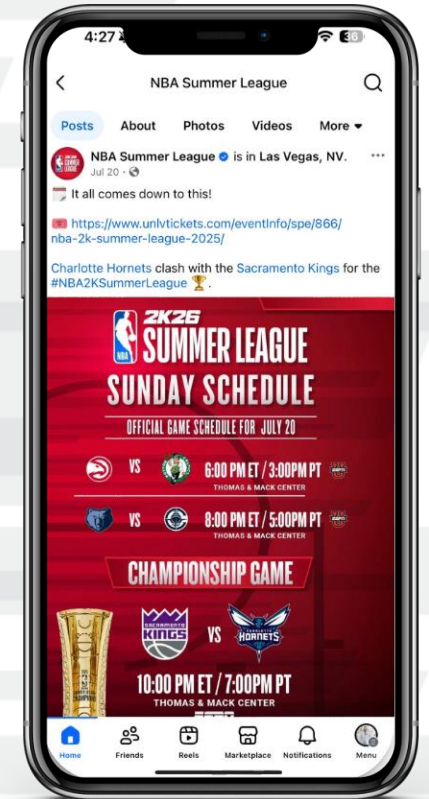
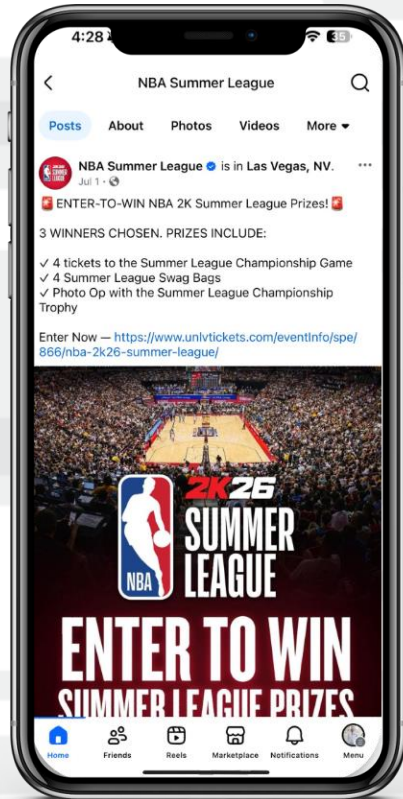
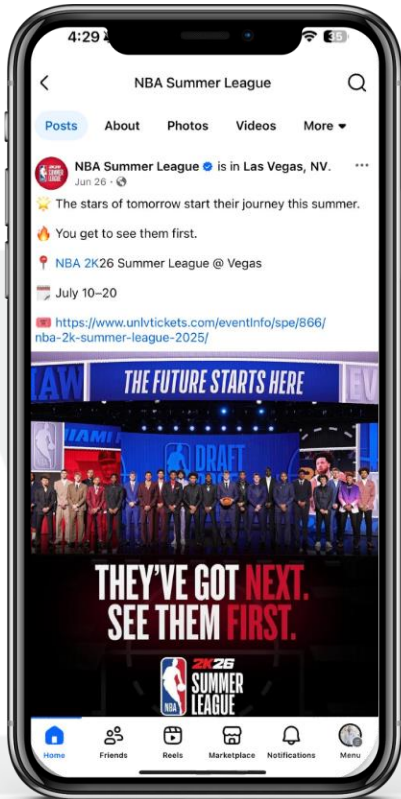
PILLAR #1 - 360° NBA SUMMER LEAGUE EXPERIENCE



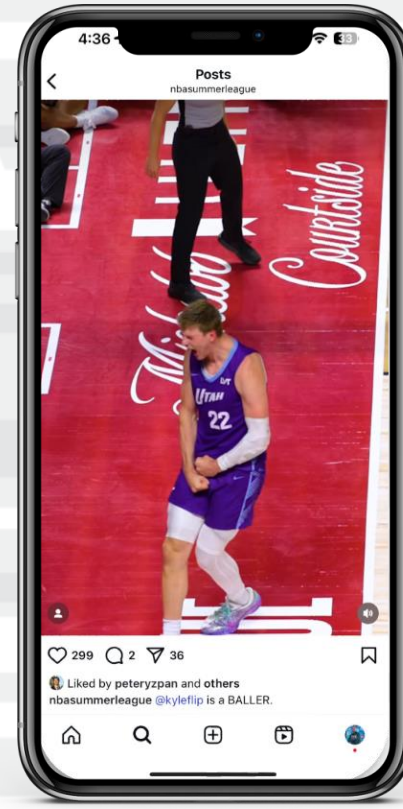
PILLAR #2 - STARS START HERE



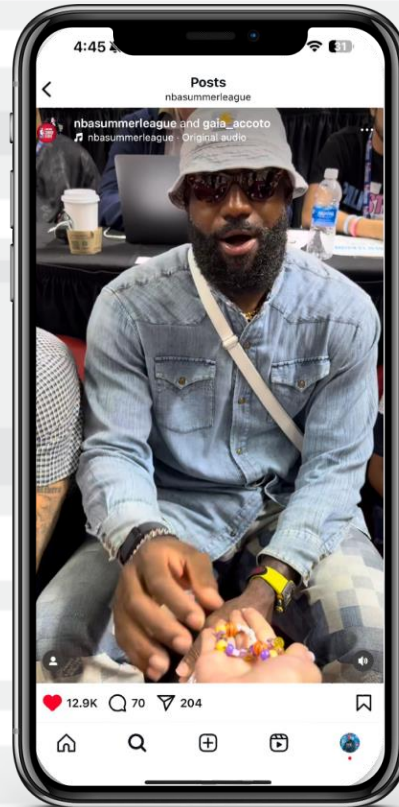
PILLAR #3 - REDIRECT TRAFFIC TO UNLVTICKETS.COM



PILLAR #4 - +10 DAYS OF BASKETBALL IN LAS VEGAS



PILLAR #5 - UNRIVALED ACCESS

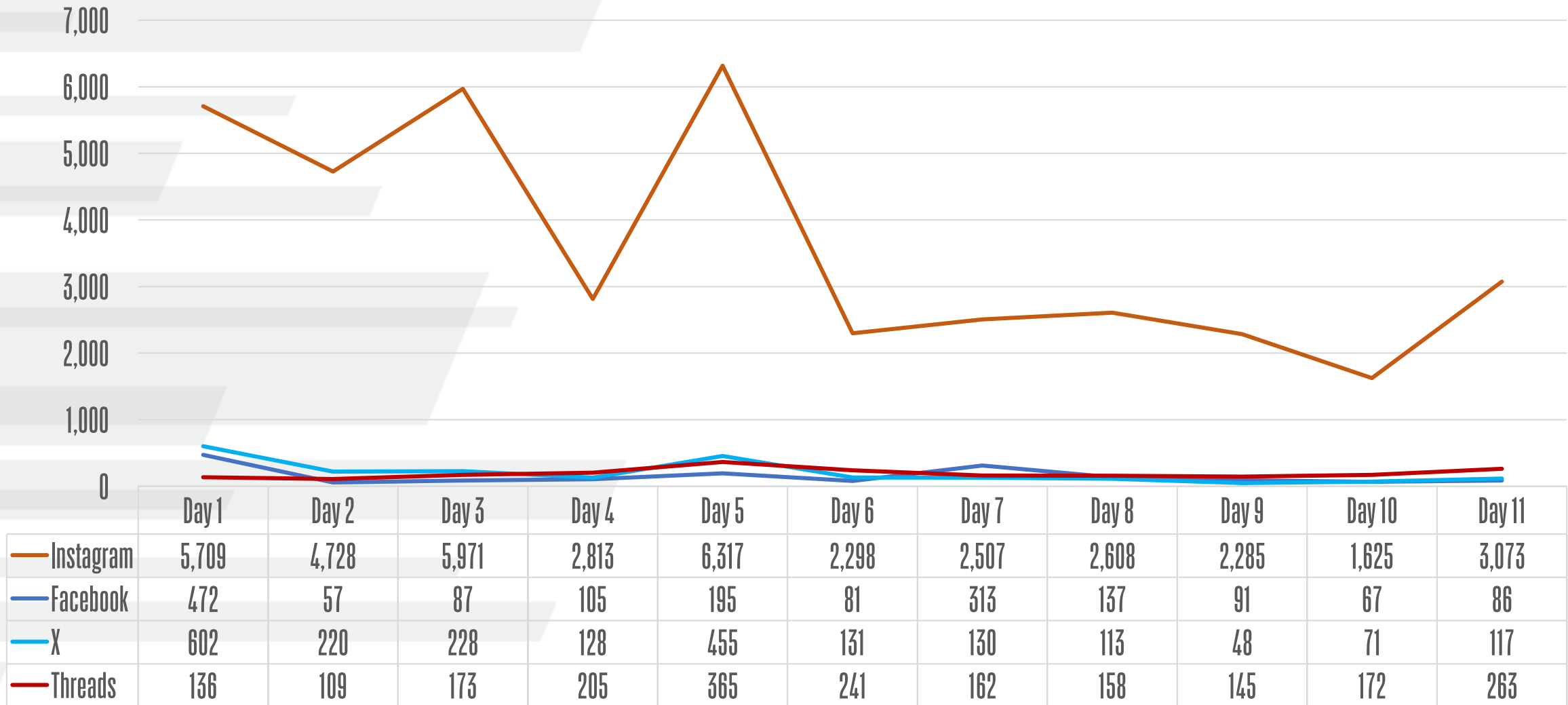




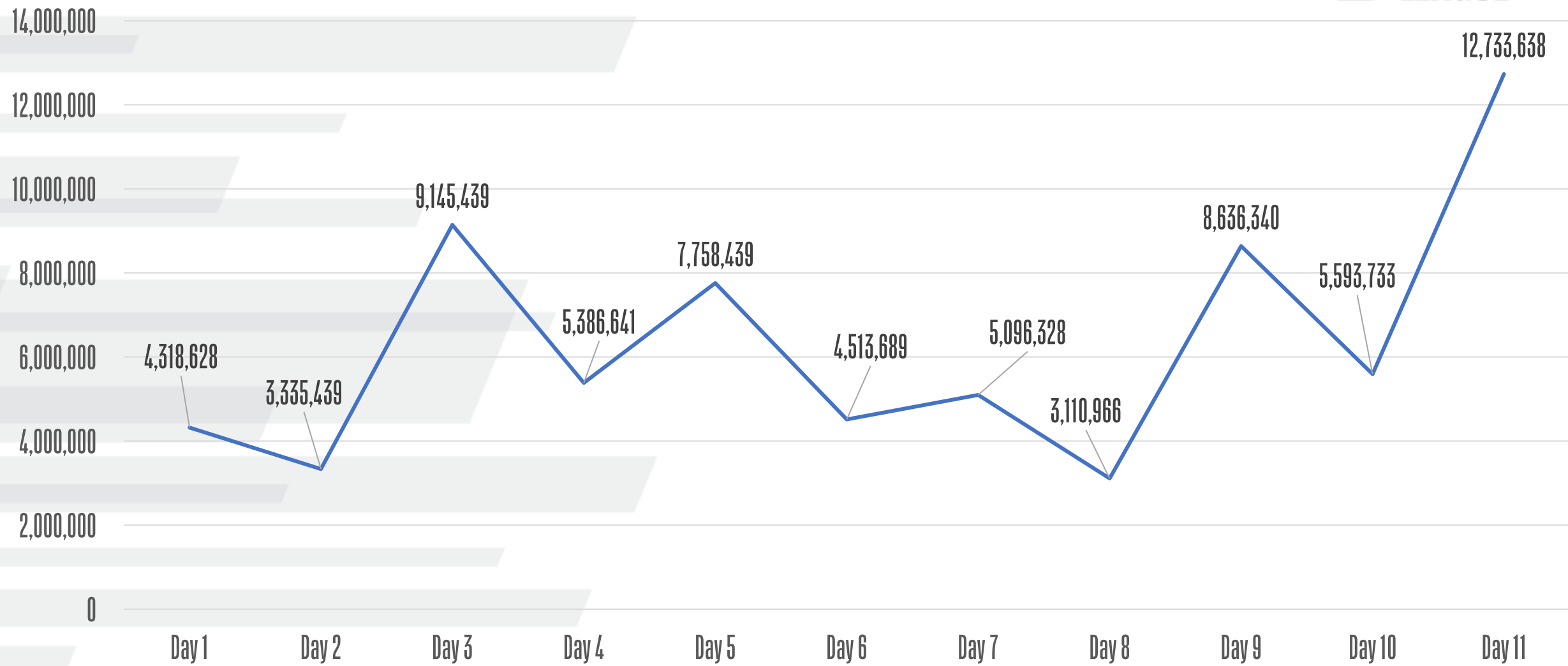
2K26

SUMMER LEAGUE

GROWTH PER DAY PER PLATFORM | NBA 2K26 SUMMER LEAGUE

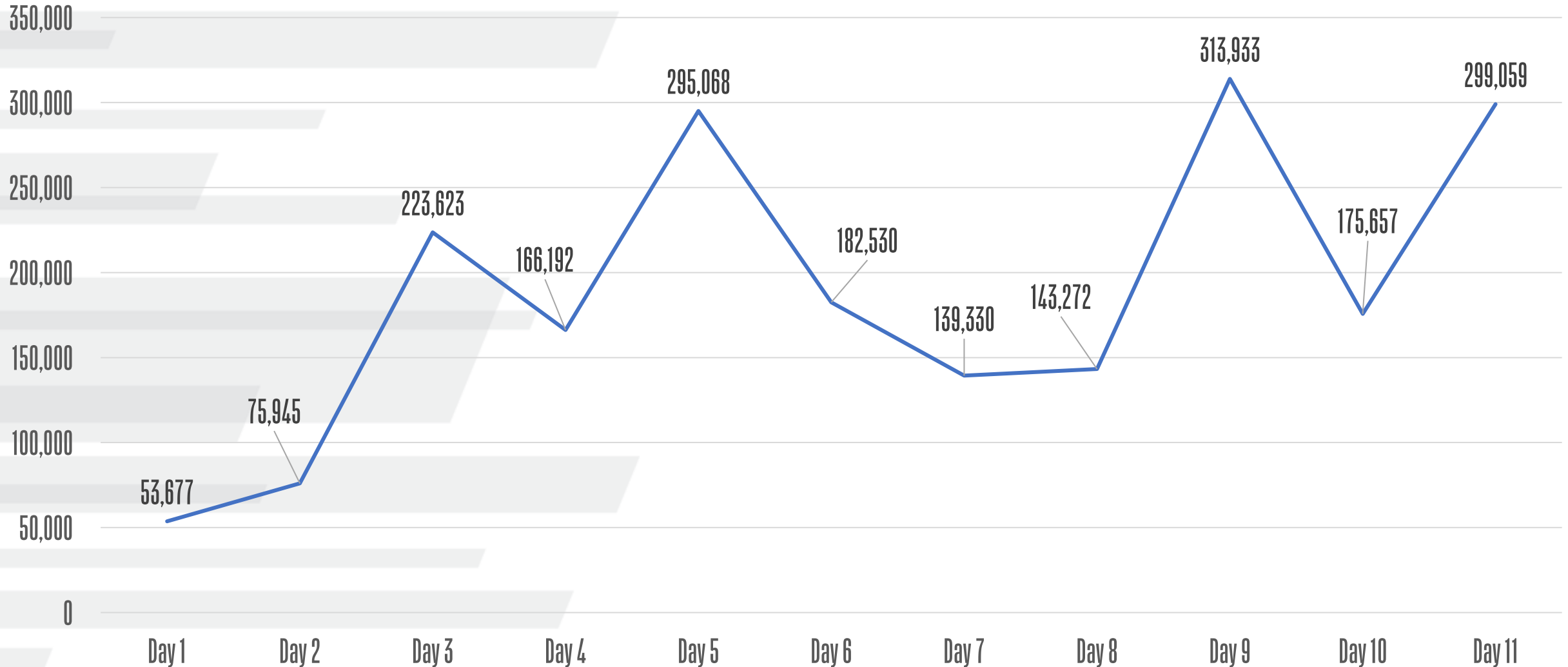


TOTAL IMPRESSIONS PER DAY | NBA 2K26 SUMMER LEAGUE





TOTAL ENGAGEMENTS PER DAY | NBA 2K26 SUMMER LEAGUE



POST METRICS

The post metrics table offers a summary of an entity's social activity per platform.

	Posts	Impressions	Likes	Comments	Shares/RTs	Reach	Engagement	Video Views
	60	1.2M	8.9K	394	1.4K	780.6K	11.8K	62.3K
	828	73.3M	1M	6.3K	76.5K	14.3M	2.1M	-
	218	6.3M	56.1K	943	5.8K	8.4K	101.2K	2.5M

*Data gathered on July 29th, 2025

MOST POPULAR POSTS ON INSTAGRAM



8.3M IMPRESSIONS, 282.8K ENGAGEMENTS, 6.7M VIEWS

1. BRONNY'S AND-1 LAY-UP! (VIDEO)*

7.3M IMPRESSIONS, 284K ENGAGEMENTS, 6.1M VIEWS

2. FURPHY'S POSTER DUNK! (VIDEO)*

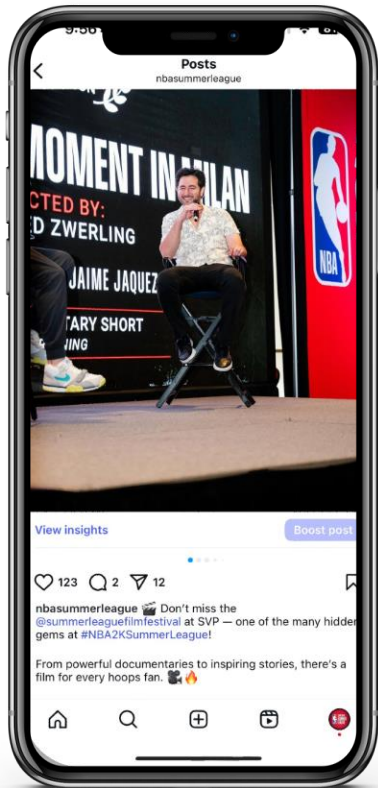
3.4M IMPRESSIONS, 215.2K ENGAGEMENTS, 3.5M VIEWS

3. LEBRON IS IN THE BUILDING! (VIDEO)*

*NBA accepted to collab with these posts

*Data gathered on July 29th, 2025

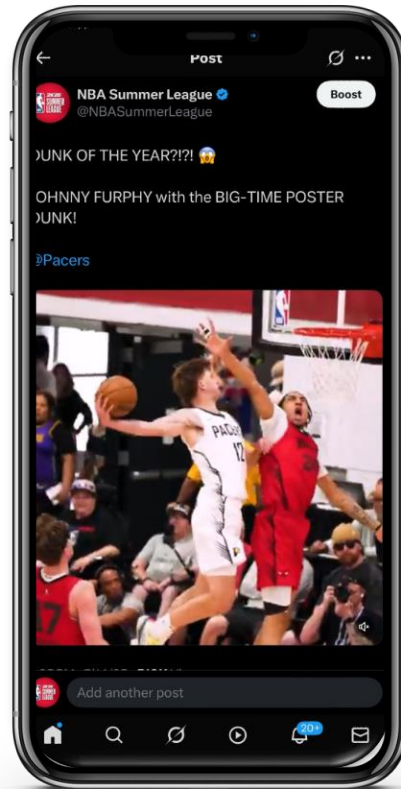
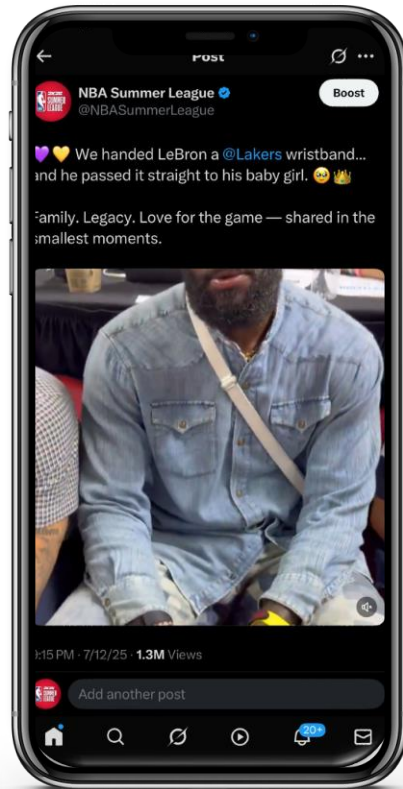
LEAST POPULAR POSTS ON INSTAGRAM



- 4.3K IMPRESSIONS & 138 ENGAGEMENTS**
- 1. DON'T MISS THE SLFF! (CARROUSEL)
- 3.4K IMPRESSIONS & 73 ENGAGEMENTS**
- 2. EMBODIED SOUND PREVIEW (VIDEO)
- 3K IMPRESSIONS & 112 ENGAGEMENTS**
- 3. TROPHY – ARTISTIC PICTURE (PICTURE)

*Data gathered on July 29th, 2025

MOST POPULAR POSTS ON X



1.7M IMPRESSIONS & 4.1K ENGAGEMENTS

1. LEBRON IS BACK! (VIDEO)

1.4M IMPRESSIONS & 7.8K ENGAGEMENTS

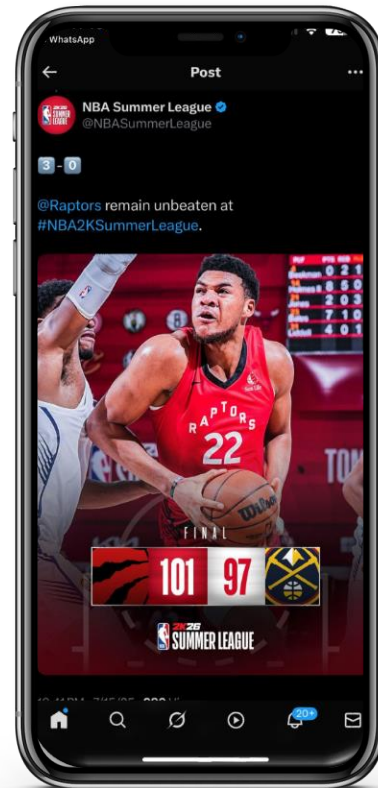
2. WE HANDED LEBRON A LAKERS' WRISTBAND (VIDEO)

511.6K IMPRESSIONS & 6.7K ENGAGEMENTS

3. FURPHY'S POSTER DUNK! (VIDEO)

*Data gathered on July 29th, 2025

LEAST POPULAR POSTS ON X



382 IMPRESSIONS & 15 ENGAGEMENTS

1. GAME RESULT: DEN VS. LAC (GRAPHIC)

409 IMPRESSIONS & 14 ENGAGEMENTS

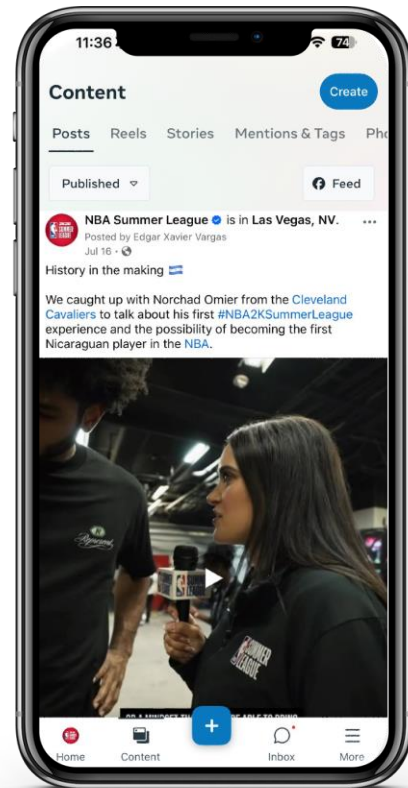
2. GAME RESULT: TOR VS. DEN (GRAPHIC)

461 IMPRESSIONS & 18 ENGAGEMENTS

3. POTG: TOR VS. DEN — JA'KOBE WALTER (GRAPHIC)

*Data gathered on July 29th, 2025

MOST POPULAR POSTS ON FACEBOOK



117.3K IMPRESSIONS, 74.1K REACH & 825 ENGAGEMENTS

1. HORNETS ARE THE 2025 CHAMPS! (GRAPHIC)

102.1K IMPRESSIONS, 101.7K REACH & 3.5K ENGAGEMENTS

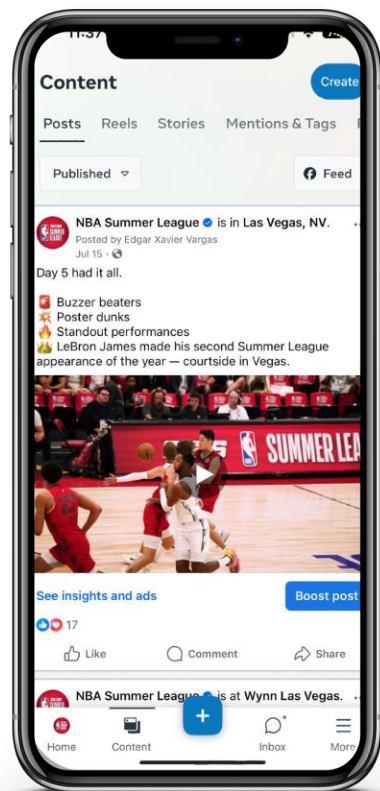
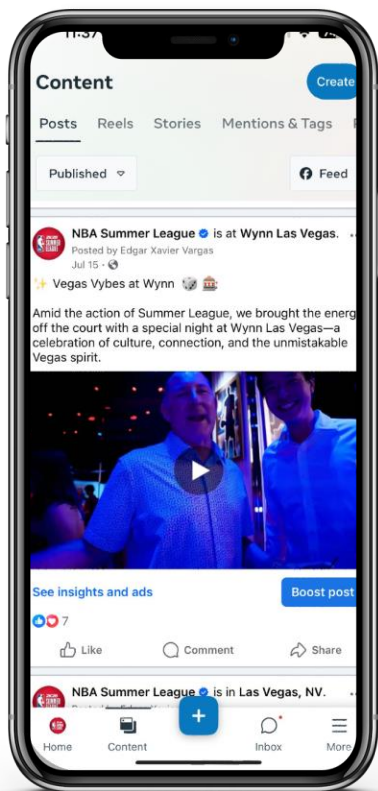
2. NORCHAD OMIER'S INTERVIEW (VIDEO)

92.9K IMPRESSIONS, 68.5K REACH & 124 ENGAGEMENTS

3. RESULTS OF THE DAY (GRAPHIC)

*Data gathered on July 29th, 2025

LEAST POPULAR POSTS ON FACEBOOK



1.7K IMPRESSIONS, 1.6K REACH & 9 ENGAGEMENTS

1. WYNN TIP-OFF PARTY - RECAP (VIDEO)

2.4K IMPRESSIONS, 2K REACH & 22 ENGAGEMENTS

2. DAY 5 – RECAP (VIDEO)

2.7K IMPRESSIONS, 1.9K REACH & 9 ENGAGEMENTS

3. DAY 6 – RECAP (VIDEO)

*Data gathered on July 29th, 2025



2K26
SUMMER
LEAGUE

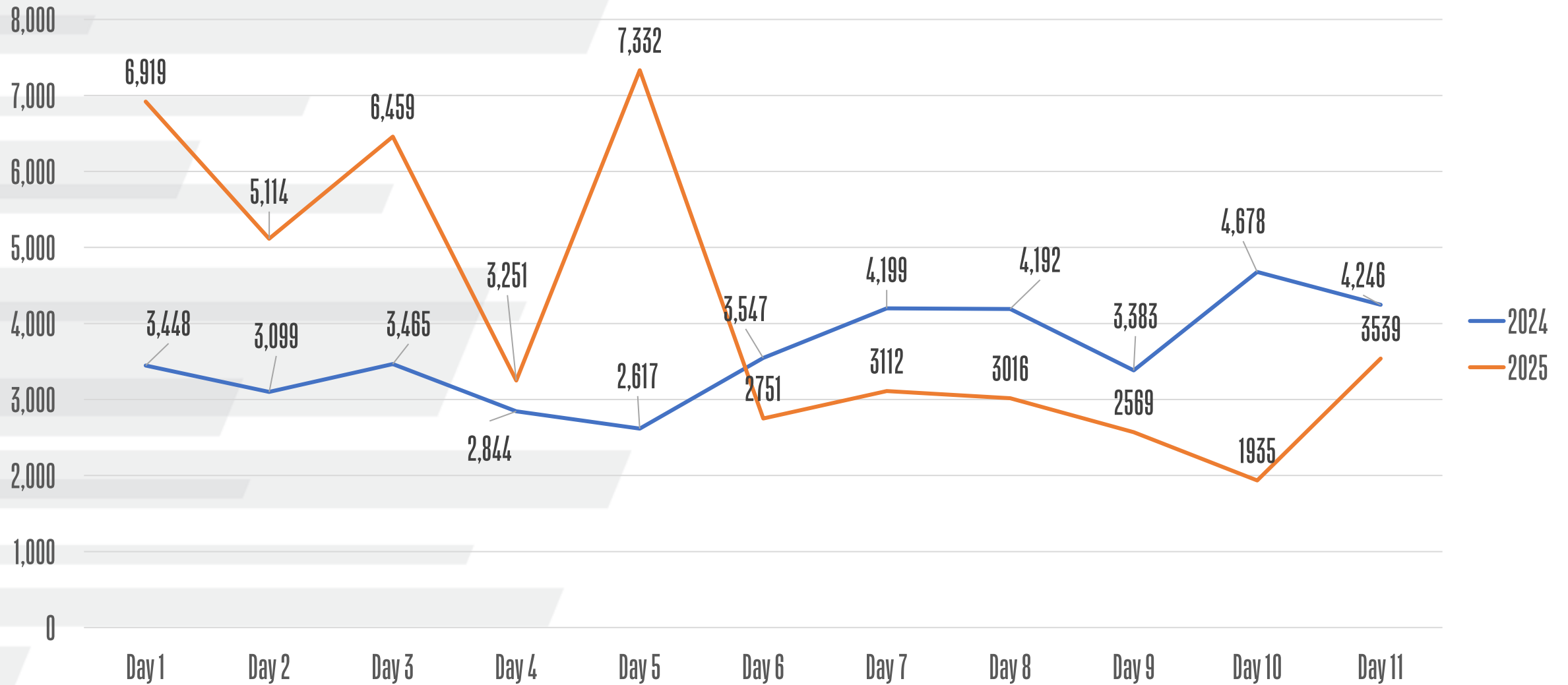
CONCLUSION

CONTENT STRATEGY – KPI's

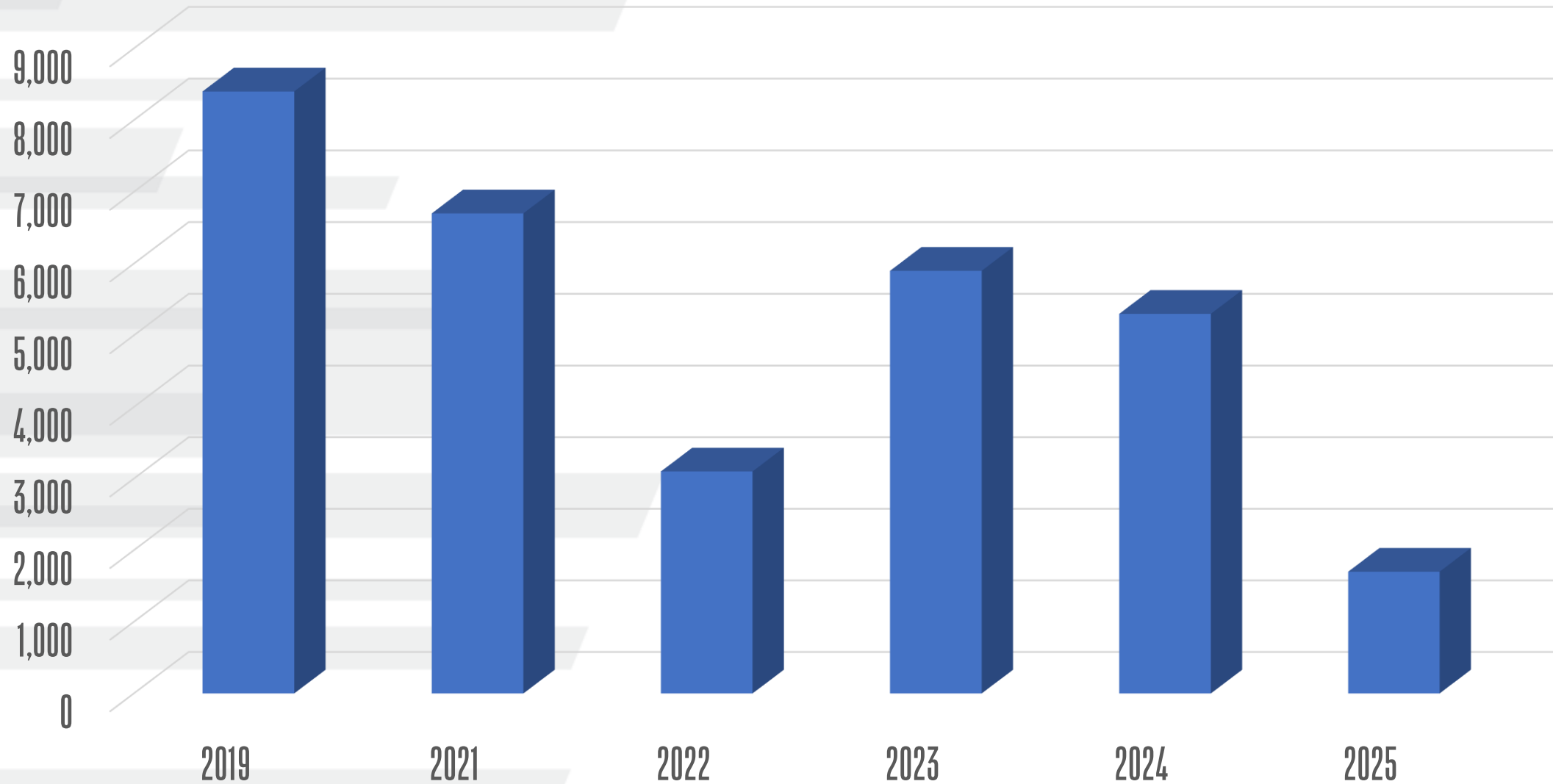
NBA 2K NBA SUMMER LEAGUE 2025 (JULY 10th – 20th, 2025)

CONTENT STRATEGY KPI's	METRIC	FACEBOOK	TWITTER	INSTAGRAM	THREADS	YOUTUBE
	FOLLOWERS	+5.5K (1.7K)	+4.5K (2.2K)	+30K ✓	+2.5K (2.1K)	+0.5K
	ENGAGEMENT	+35K (11.8K)	+115K (101.2K)	+1.5M ✓	-	-
	IMPRESSIONS	+300K ✓	+5M ✓	+55M ✓	-	-
	REACH	+115K ✓	+2M ✓	+5M ✓	-	-

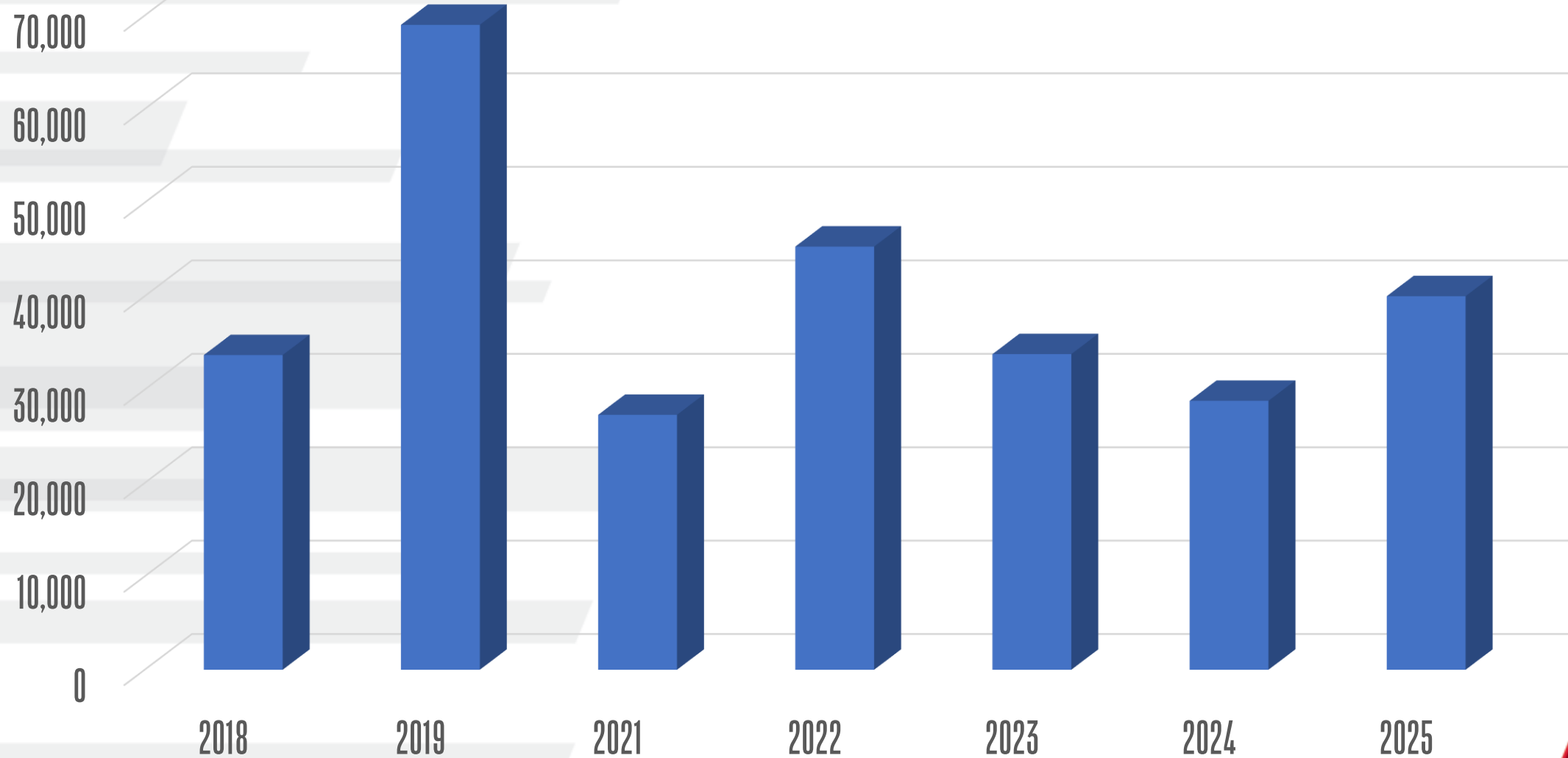
TOTAL FOLLOWERS GROWTH PER DAY (2024 vs. 2025)



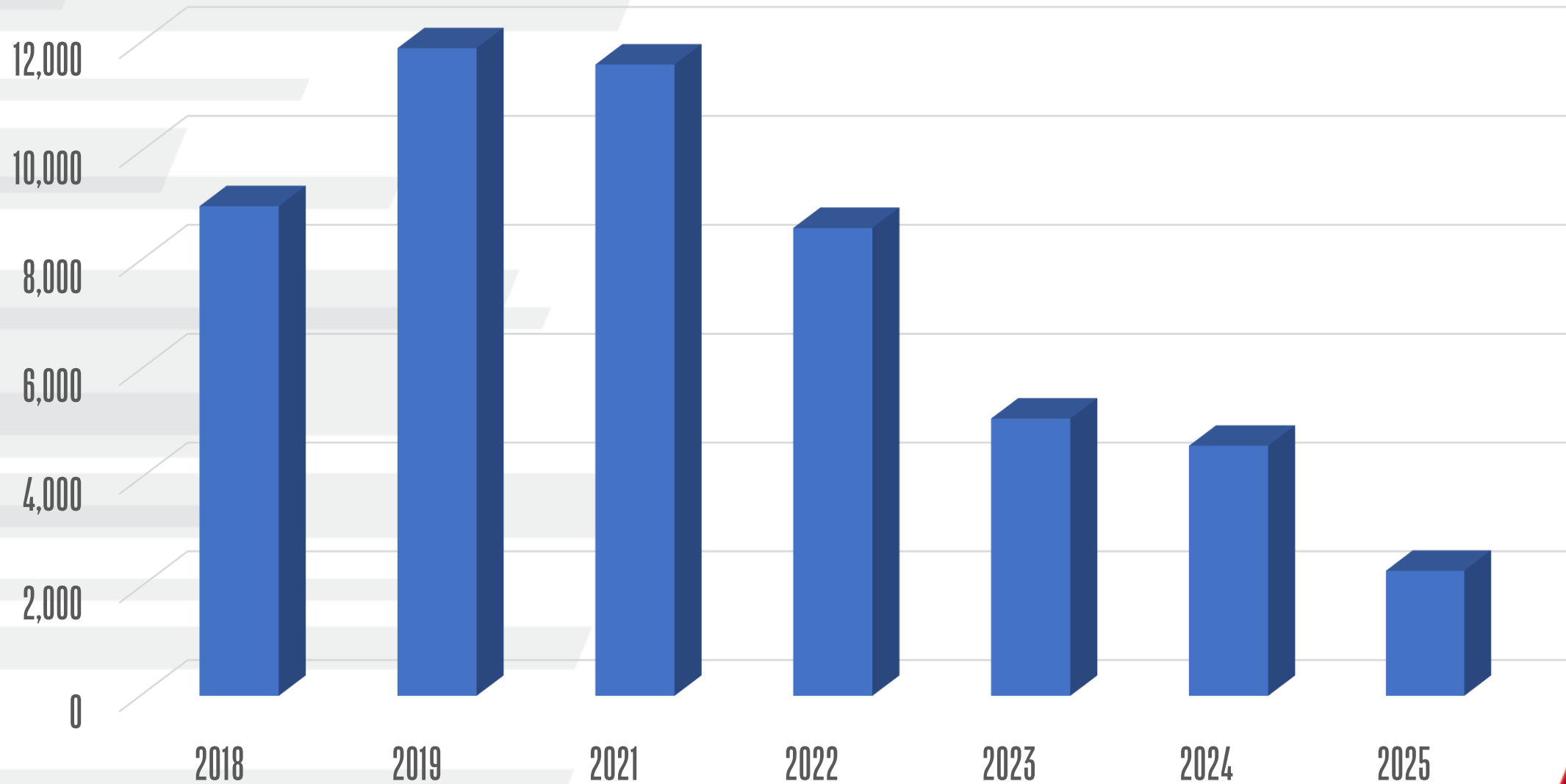
FACEBOOK – FOLLOWERS GROWTH PER YEAR (2018-2025)



INSTAGRAM – FOLLOWERS GROWTH PER YEAR (2018-2025)



X – FOLLOWERS GROWTH PER YEAR (2018-2025)



STARTING-5 POSTS ACROSS SOCIAL | NBA 2K26 SUMMER LEAGUE



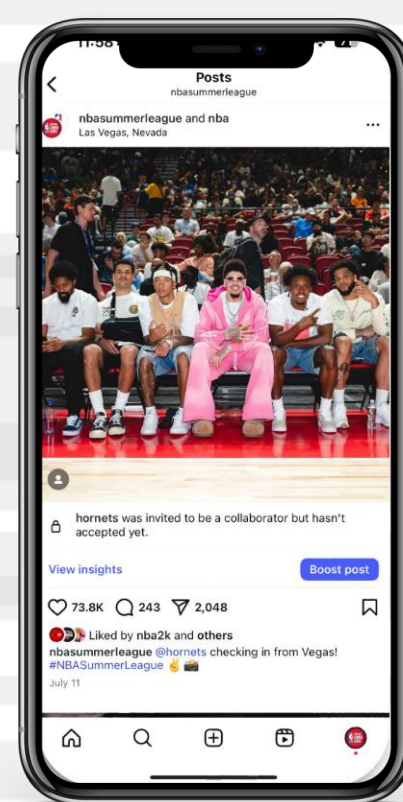
BRONNY'S AND-1 LAY-UP! (VIDEO)
8.6M IMPRESSIONS & 290K ENGAGEMENTS



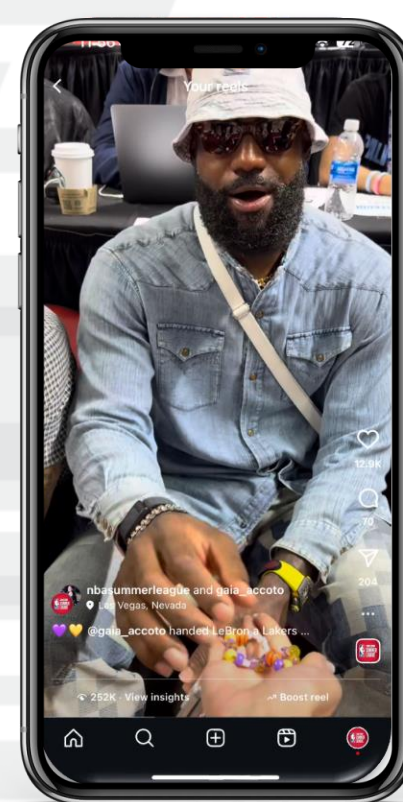
FURPHY'S POSTER DUNK! (VIDEO)
7.8M IMPRESSIONS & 289K ENGAGEMENTS



LEBRON IS IN THE BUILDING! (VIDEO)
3.6M IMPRESSIONS & 216K ENGAGEMENTS



HORNETS CHECKING IN! (PICTURE)
3.5M IMPRESSIONS & 78K ENGAGEMENTS



LEBRON - LAKERS' WRISTBAND (VIDEO)
1.5M IMPRESSIONS & 20K ENGAGEMENTS



EDGAR X. VARGAS

Social Media Lead

@evargasdeportes | evargasdeportes@gmail.com