



Clemson Baseball

Data Analysis for @Clemsonbaseball on Facebook, Instagram, and X

Zoomph

BRAND VALUE

An aggregated value of the logo and text mention exposures for the brand

SOCIAL VALUE

The full equivalent media value of this social post based applicable impressions, video views, and engagements. You can see the CPM, CPE, and CPV used in your account settings.

ORGANIC POSTS

The total number of posts across all sources. This excludes retweets and comments on posts.

IMPRESSIONS

The number of times content was seen. True impressions are provided for owned content, and impressions for non-owned content are projected.

LOGO IMPRESSIONS

The number of times Logo was seen. True impressions are provided for owned content, and impressions for non - owned content are projected.

ENGAGEMENTS

The total number of standard engagements on this post such as likes, retweets, comments and reactions

VIDEO VIEWS

The total number of times this creator's videos have been viewed.

All Social Platforms

SOCIAL VALUE

\$681,198

#6 in NCAA, #1 in ACC

ENGAGEMENT RATE

4.36%

#17 in NCAA, #9 in ACC

IMPRESSIONS

17,990,318

#6 in NCAA, #1 in ACC

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ORGANIC POSTS

1,142

#7 in NCAA, #2 in ACC

ENGAGEMENTS

784,876

#5 in NCAA, #1 in ACC

VIDEO VIEWS

5,113,224

#6 in NCAA, #2 in ACC

Facebook

SOCIAL VALUE

\$127,578

#8 in NCAA, #1 in ACC

ENGAGEMENT RATE

3.07%

#33 in NCAA, #6 in ACC

IMPRESSIONS

2,961,214

#7 in NCAA, #1 in ACC

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ORGANIC POSTS

219

#12 in NCAA, #3 in ACC

ENGAGEMENTS

90,831

#6 in NCAA, #1 in ACC

VIDEO VIEWS

833,781

#17 in NCAA, #2 in ACC

Instagram

SOCIAL VALUE

\$219,556

#6 in NCAA, #1 in ACC

ENGAGEMENT RATE

6.46%

40 in NCAA, #10 in ACC

IMPRESSIONS

7,898,658

#5 in NCAA, #1 in ACC

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ORGANIC POSTS

405

#9 in NCAA, #2 in ACC

ENGAGEMENTS

586,500

#6 in NCAA, #1 in ACC

IG STORIES - ENGAGEMENTS

1,243,507

SOCIAL VALUE

\$334,064

#7 in NCAA, #2 in ACC

ORGANIC POSTS

518

#8 in NCAA, #1 in ACC

ENGAGEMENT RATE

1.50%

#12 in NCAA, #2 in ACC

ENGAGEMENTS

104,889

#7 in NCAA, #1 in ACC

IMPRESSIONS

7,130,446

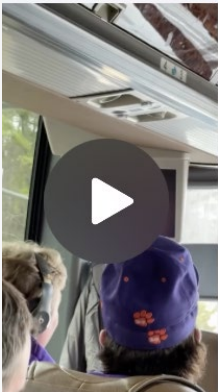
#9 in NCAA, #1 in ACC

TOP POSTS

Clemson Baseball Owned

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@Clemsonbaseball (IG)



Travel day shenanigans 🤪

IMPRESSIONS	904,282
ENGAGEMENT RATE	13.71%
BRAND VALUE	\$0

@Clemsonbaseball (IG)



BRING OUT THE BROOMS 🧹🧹🧹

IMPRESSIONS	424,641
ENGAGEMENT RATE	3.10%
BRAND VALUE	\$0

@Clemsonbaseball (IG)



Brought it. 🧹🧹

IMPRESSIONS	289,943
ENGAGEMENT RATE	4.09%
BRAND VALUE	\$0

Social Demographics for @Clemsonbaseball

- Male = 79.6%; Female = 20.4%
- Millennial = 41.2%; Gen-X = 26.0%; Gen-Z = 26.3%
- **Top 5 passions** = Sports, Music, Quick-Service Restaurants, Gaming, Automotive.
- **Top 5 personality traits** = Inventive & curious; friendly & compassionate; analytical & detached; efficient & organized; secure & confident.
 - *The most prominent personality traits of your audience based on self-identified information and social activity.*

Final Takeaways

- The entire Clemson Baseball social ecosystem (IG, FB, and X) for all accounts has combined for **316,319 followers**.
- The @Clemsonbaseball social ecosystem (IG, FB, and X) has gained **4,423 followers in March**.
- Top 10 for overall social platform rankings in the ACC.
- Final graphics do very well.
- Instagram is the accounts best platform.
- Swept graphic is very good (should do more like these).

IT'S A GREAT DAY TO BE A CLEMSON TIGER!

MADISON NEEDHAM