



FABC SHOWCASE

Social Media Performance Report

Year-over-year campaign results and audience profile

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DATE
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Executive snapshot

Campaign reach increased from a local baseline to statewide-scale visibility.

Across this year's FABC Showcase coverage, the event generated 3,026,464 views, 71,676 interactions, 2,127 follows, 35,886 profile visits, and 1,822 external link taps. Compared with last year's 150,000 views and 1,948 interactions, this represents approximately 1,918% year-over-year growth in views and 3,579% year-over-year growth in interactions.

VIEWS

3,026,464

20.2x last year

INTERACTIONS

71,676

36.8x last year

FOLLOWS

2,127

New audience growth

PROFILE VISITS

35,886

High intent traffic

EXTERNAL LINK TAPS

1,822

Off-platform action

CURRENT FOLLOWERS

4,974

After coverage window

FOLLOWER GROWTH

74.7%

Estimated during window

NEW FOLLOWERS SHARE

42.8%

Of current follower base

ENGAGEMENT RATE

2.37%

Up from 1.30%

What this means

- The campaign delivered a step-change in reach, moving from 150,000 views last year to more than 3.0 million this year.
- The 2,127 new follows equaled nearly 43% of the current follower base, indicating that the campaign converted attention into owned audience growth.
- Engagement efficiency improved as well, with engagement rate increasing from 1.30% last year to 2.37% this year.



Year-over-year comparison

Views and interactions both grew by more than an order of magnitude.

This year's coverage generated 2,876,464 more views and 69,728 more interactions than last year's baseline. Engagement rate also increased from 1.30% to 2.37%, an improvement of approximately 82% year over year.

Last year vs. this year's final results

Views



Interactions



Metric	Last year	This year	Increase	Growth	Multiple
Views	150,000	3,026,464	2,876,464	1,918%	20.2x
Interactions	1,948	71,676	69,728	3,579%	36.8x
Engagement rate	1.30%	2.37%	+1.07 pts	82%	1.8x

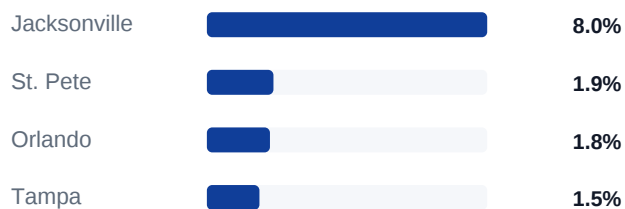


Audience profile

The audience was predominantly U.S.-based and strongest among younger basketball audiences.

Jacksonville was the top local market at 8%, while the overall audience was strongly U.S.-based at 94.7%. The leading age groups were 18-24 and 25-34, showing that the coverage reached a young sports-focused audience while still drawing meaningful engagement from older coaching, parent, and basketball community segments.

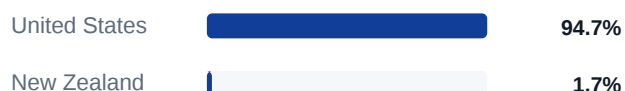
Top city markets



Audience age



Audience country



Audience gender





President summary

The 2026 Showcase campaign materially expanded FABC's digital visibility.

The final results show that the campaign created substantially more reach, engagement, channel discovery, and follower growth than last year. The clearest wins were the 3.0 million views, 71,676 interactions, 2,127 new follows, and the stronger engagement rate.

- Primary result: 3,026,464 views, up 2,876,464 from last year.
- Engagement result: 71,676 interactions, up 69,728 from last year.
- Channel growth: 2,127 follows brought the account to 4,974 total followers; those new follows equal nearly 43% of the current follower base.
- Follower conversion: estimated follower count grew from 2,847 before the coverage window to 4,974, or approximately 74.7%.
- Engagement efficiency: engagement rate improved from 1.30% to 2.37%, an approximately 82% year-over-year increase.
- Audience fit: 59.3% of the measured audience fell between ages 18 and 34, aligning with a younger sports media audience while still reaching coaches, parents, and basketball community members.
- Geographic signal: Jacksonville led city-level audience share, and the United States accounted for nearly all audience reach at 94.7%.

Report basis	Data supplied in FABC Showcase Social Media Performance Context.
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