

2025 NABI SOCIAL MEDIA ANALYTICS REPORT

Mya Scott | [Aug 2, 2025](#)

Overview

This report will outline the social media influence of NABI during the 2025 Tournament. The goal for social media this year was to raise awareness about NABI among the Indigenous community and basketball enthusiasts, encourage active participation and engagement from teams, players, and supporters, highlight the skills and talents of the participating teams and players, foster a sense of community among NABI supporters and participants, and promote ticket sales and increase attendance at NABI events.

This was achieved by implementing several strategies: posting reels, videos, pictures, graphics, and stories to all of NABI's active social media platforms at key moments during the events; increasing engagement with followers on all platforms by replying to comments, liking posts, and sharing fan-made stories.

The following analytics indicate the results of the strategy executed by Mya Scott (NABI Communications Manager) over the period of July 22 - July 26, 2025 with percent increases relative to the previous analytics period (July 22 - July 27, 2024). Results used in this report have been aggregated directly from the source sites.

NABI WEEK: July 22-26, 2025

Summary

Total Estimated Views

10,160,000

Total Estimated Reach (FB & IG)

483,763

Total Estimated Content Interactions

199,092

Total Follower Growth

+7,038

Facebook

Views: 4M

The number of times your content was played or displayed. Content includes reels, posts, stories and ads.

Reach: 289,588

Reach is the number of people who saw any content from your Page or about your Page. This metric is estimated.

Content interactions: 65,326

Actions that people take when they engage with content, such as likes, comments, saves, shares, and replies

Follower Growth: +2,540

The number of new followers and likes minus the number of unfollows and unlikes during a specific time period

3-second video views: 643,412

The number of times your video plays for at least 3 seconds

Content overview

Breakdown: Organic/ads

All Reels Videos Live Posts Stories

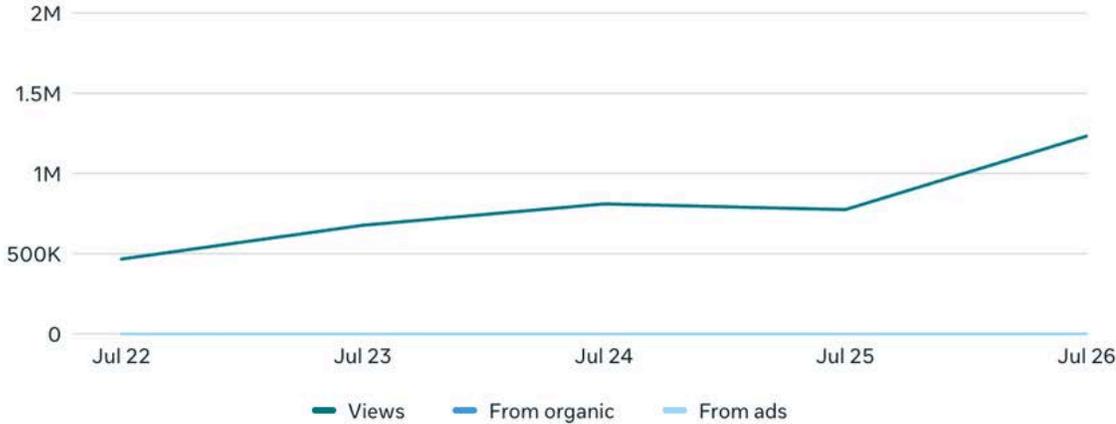
Views **4M** ↑ 1.5K%

Reach **289.6K** ↑ 338.6%

3-second views **643.4K** ↑ 3.4K%

1-minute views **34.4K** ↑ 8.2K%

Content interactions **65.3K** ↑ 1.5K% **15**



Views breakdown

Jul 22 - Jul 26

Total **3,959,722** ↑ 1.5K%

From organic **3,959,722** ↑ 1.5K%

From ads **0** 0%

Top content by views

Boost content

See all content



The Benally sisters putting on a show 🔥...

Thu Jul 24, 3:00pm
 👁 208.8K ❤️ 4.1K
 🗨 73 ➡️ 181



The stage is set... Here are tomorrow's...

Fri Jul 25, 9:11pm
 👁 180.2K ❤️ 1.3K
 🗨 97 ➡️ 234



Congratulations to the back-to-back NABI...

Sat Jul 26, 5:55pm
 👁 147.4K ❤️ 2.7K
 🗨 119 ➡️ 200



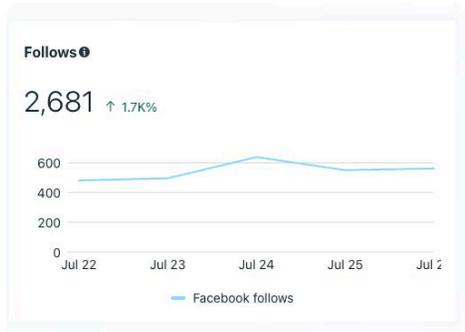
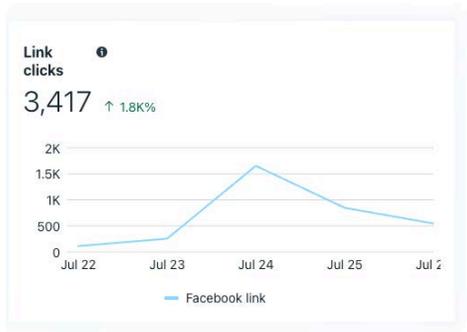
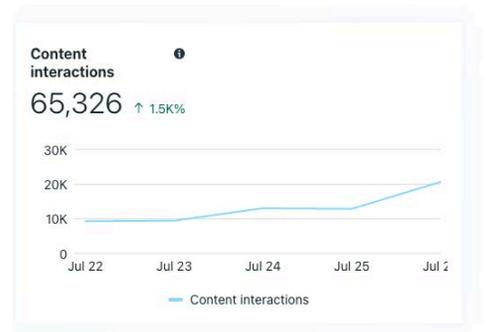
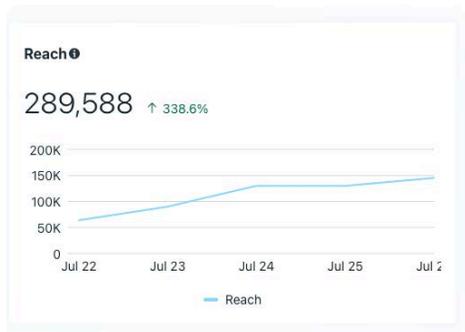
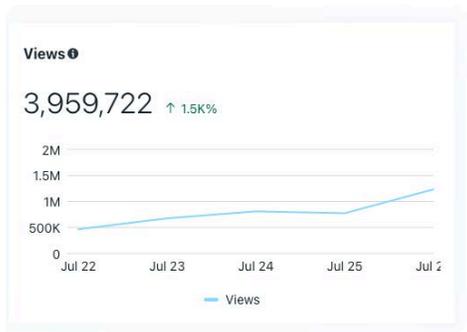
204 TEAMS. 160+ TRIBES...

Thu Jul 24, 8:22am
 👁 145.3K ❤️ 3.5K
 🗨 194 ➡️ 430



Shoutout to our 2025 NABI Girls Division...

Sat Jul 26, 5:59pm
 👁 110.7K ❤️ 1.9K
 🗨 126 ➡️ 85



Instagram

Views: 5.4M

The number of times your content was played or displayed. Content includes reels, posts, and stories.

Reach: 194,175

The number of unique users who have seen your content on the platform.

Content interactions: 91,354

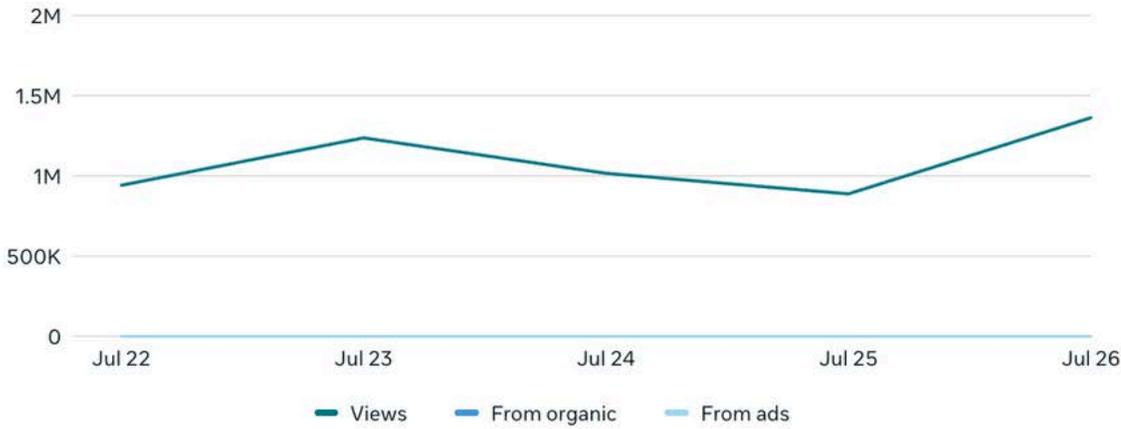
Actions people take when they engage with your content, such as likes, comments, saves, shares and replies.

Follower Growth: +2,298

Views **5.4M** ↑ 1.5K%

Reach **194.2K** ↑ 634%

Content interactions **91.4K** ↑ 1.3K%



Views breakdown

Jul 22 - Jul 26

Total **5,446,121** ↑ 1.5K%

From organic **5,446,121** ↑ 1.5K%

From ads **0** 0%

Top content by views

Boost content

See all content



The stage is set... Here are tomorrow's...

Fri Jul 25, 9:11pm

96.7K views, 1.5K likes, 1 comment, 189 shares



Congratulations to the back-to-back NABI...

Sat Jul 26, 5:55pm

90.2K views, 2.8K likes, 5 comments, 142 shares



Congratulations to the 2025 NABI Boys...

Sat Jul 26, 8:02pm

86.1K views, 1.9K likes, 3 comments, 181 shares



Shoutout to our 2025 NABI Boys Division...

Sat Jul 26, 8:05pm

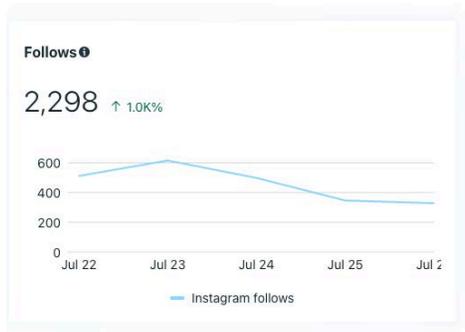
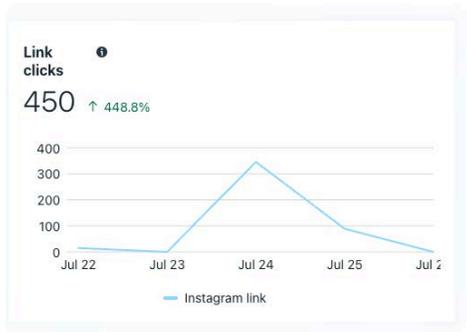
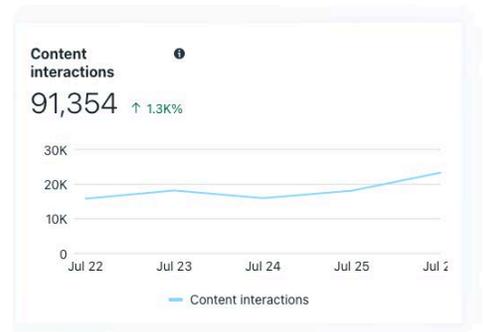
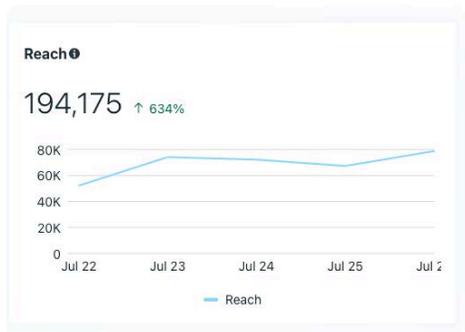
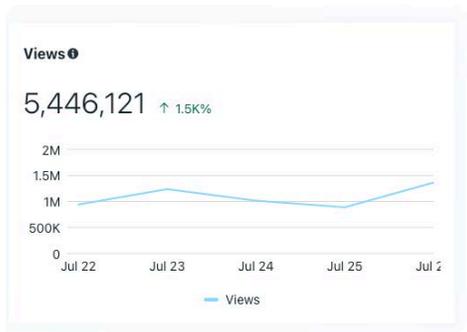
79.5K views, 1.4K likes, 0 comments, 27 shares



Sydney Benally, NABI Ambassador and futu...

Fri Jul 25, 5:30pm

72.8K views, 2.1K likes, 1 comment, 30 shares



TikTok

Video views: 760K

The number of unique users who have seen your content on the platform.

Content interactions: 42,412

The number of likes, comments, and shares combined.

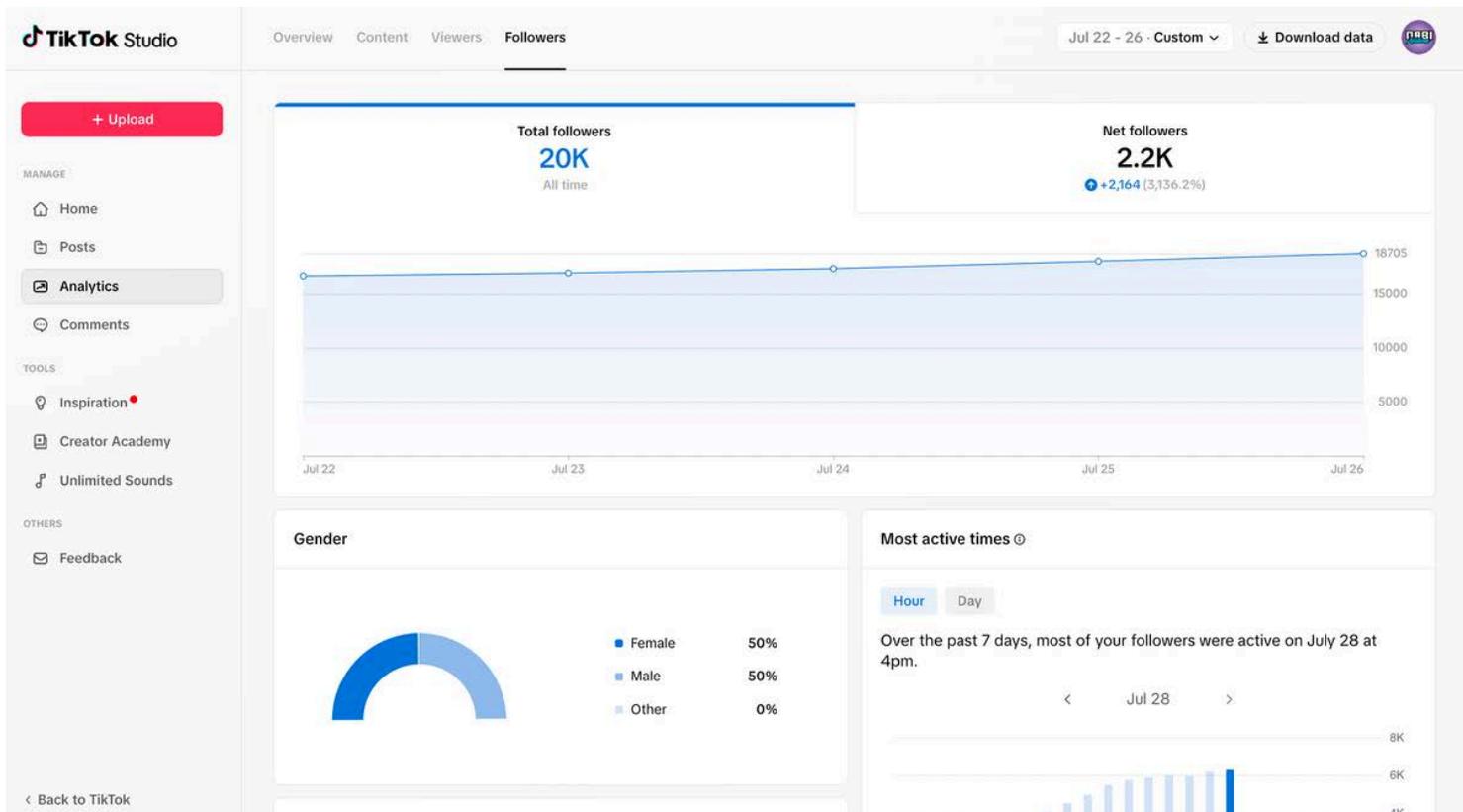
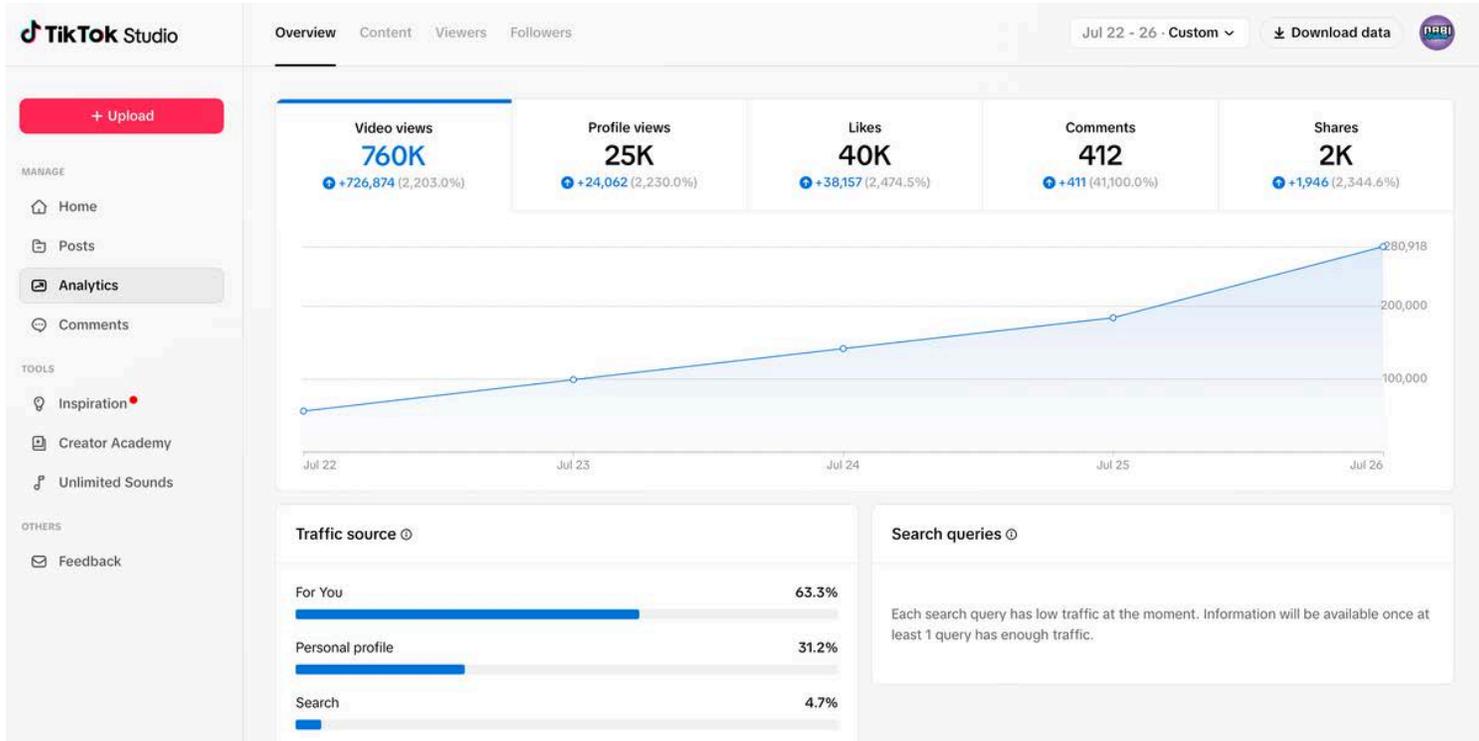
Total viewers (Last 7 days: July 23 - July 30): 147K

All viewers who viewed your post, whether new or returning.

New viewers (Last 7 days: July 23 - July 30): 82K

Viewers who viewed your post for the first time in a year, or in the selected time period.

Follower Growth: +2.2K



Your top posts ⓘ

	Posts	Views in the last 7 days	All views	Posted on	Action
1	 204 TEAMS. 160+ TRIBES REPRESENTED. #NABINATION...	98K	100K	6d ago	View data
2	 Catch Allyson Tsosie and the Rez bombers take on Legendary...	60K	66K	4d ago	View data
3	 Have you caught a Rez bombers game yet? Watch Kaiyah, Sydney,...	50K	54K	5d ago	View data
4	 First time NABI participants, Lady Lobos (NM), secured their first win...	45K	46K	1w ago	View data
5	 NORTHERN BLVD AZ 🇺🇸: @Overtimejimmy #NABINATION...	39K	39K	1w ago	View data

Twitter analytics no longer available.

July 1 - July 31, 2025

Summary

Total Estimated Views

14,705,914

Total Estimated Reach (FB & IG)

654,998

Total Estimated Content Interactions

293,403

Total Follower Growth

+10,522

Facebook

Views: 6,001,600

Reach: 411,052

Content interactions: 94,049

Follower Growth: +3,726

3-second video views: 833,295

Content overview

Breakdown: Organic/ads

All Reels Videos Live Posts Stories

Views

6M ↑ 1.2K%

Reach

411.1K ↑ 279.3%

3-second views

833.3K ↑ 3.2K%

1-minute views

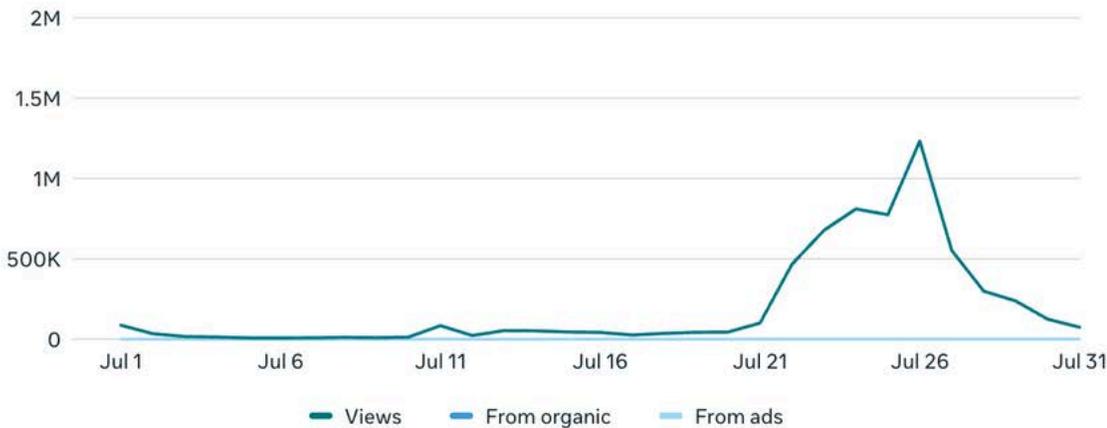
44.8K ↑ 6.4K%

Content interactions

94K ↑ 2.3K%

Watch time

210K



Views breakdown

Jul 1 - Jul 31

Total

6,001,600 ↑ 1.2K%

From organic

6,001,600 ↑ 1.2K%

From ads

0 0%

Top content by views

Boost content

See all content



The Benally sisters putting on a show 🔥...

Thu Jul 24, 3:00pm

👁 209.2K ❤ 4.1K
👍 73 🗨 181



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👍 97 🗨 234



Congratulations to the back-to-back NABI...

Sat Jul 26, 5:55pm

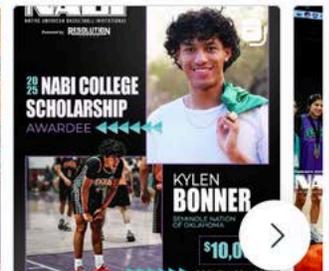
👁 147.5K ❤ 2.7K
👍 119 🗨 200



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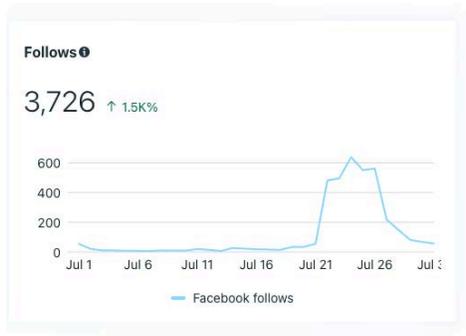
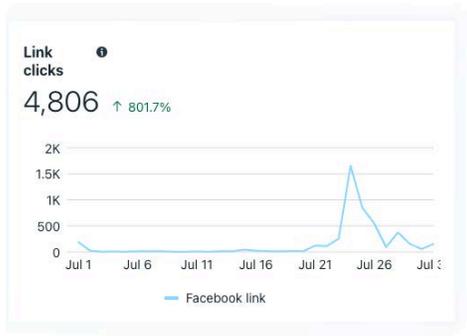
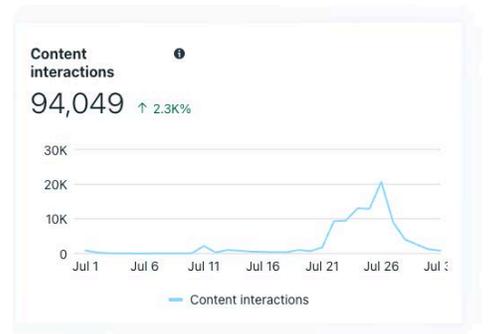
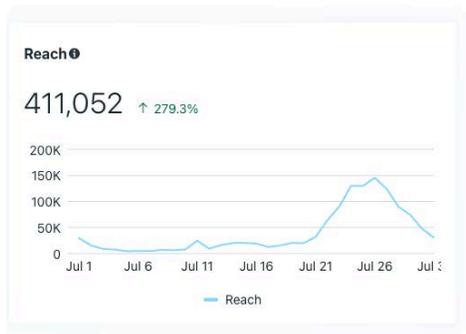
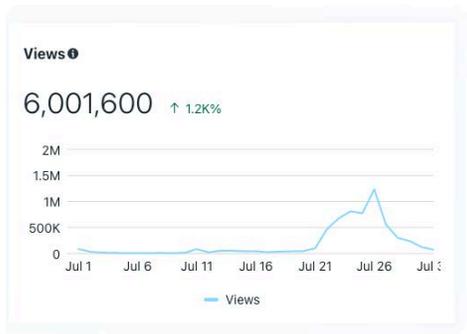
👁 145.6K ❤ 3.5K
👍 194 🗨 430



Congratulations to our 2025 NABI College...

Fri Jul 11, 12:00pm

👁 132.2K ❤ 686
👍 37 🗨 157



Instagram

Views: 7,404,314

Reach: 243,946

Content interactions: 124,787

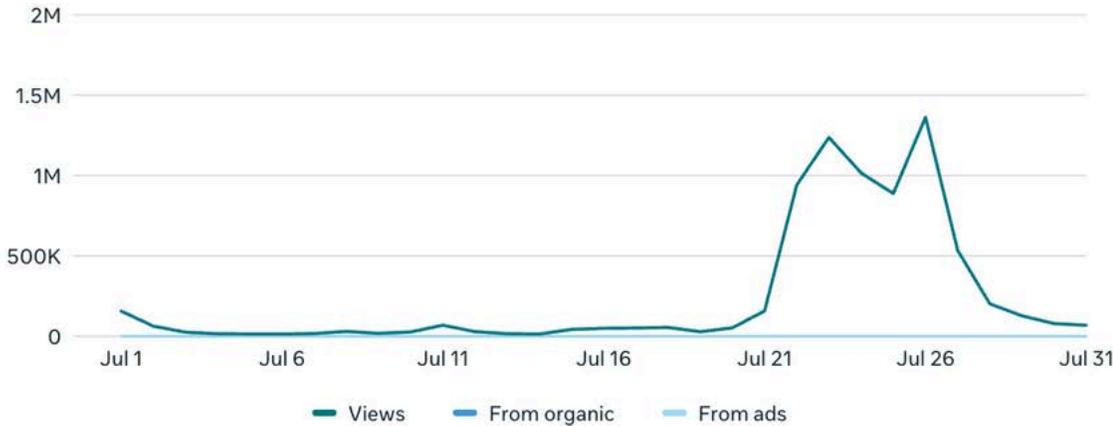
Follower Growth: +3,361

Content overview

Breakdown: Organic/ads

All Posts Stories

Views 7.4M ↑ 1.7K% Reach 243.9K ↑ 430.4% Content interactions 124.8K ↑ 1.2K%



Views breakdown

Jul 1 - Jul 31

Total 7,404,314 ↑ 1.7K% From organic 7,404,314 ↑ 1.7K% From ads 0 0%

Top content by views

Boost content

See all content



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79.7K views, 1.4K likes, 0 comments, 27 shares

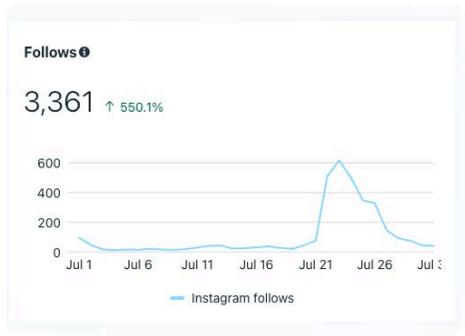
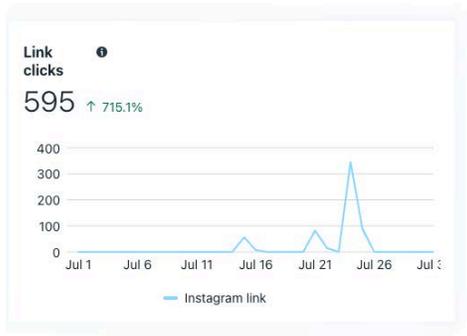
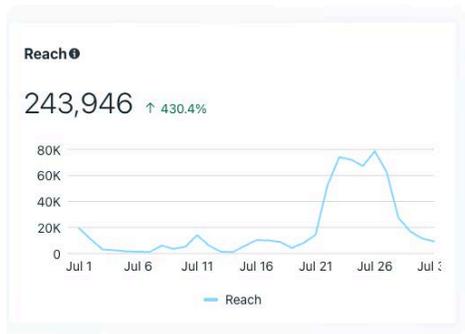
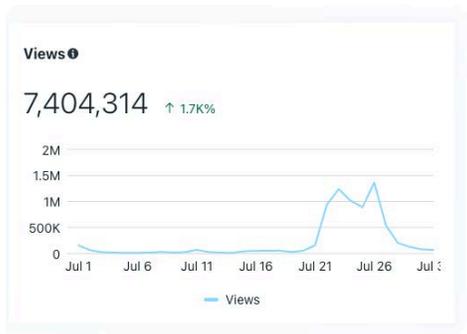


Sydney Benally, NABI Ambassador and futu...

Fri Jul 25, 5:30pm

73K views, 2.1K likes, 1 comment, 30 shares

21 B: Mi: 0

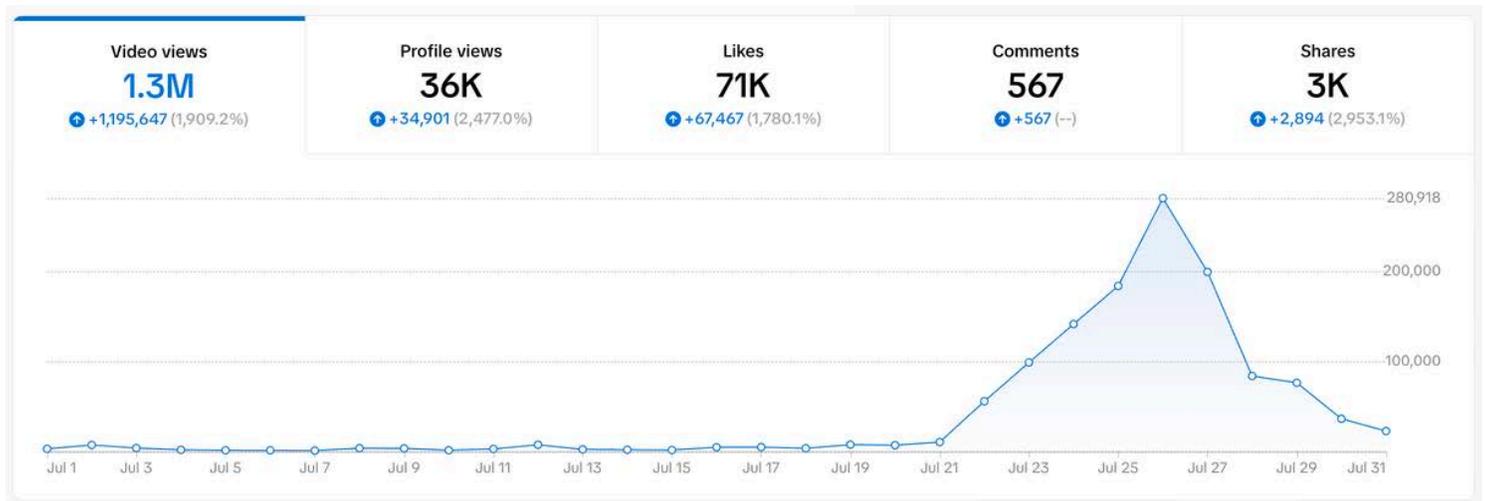


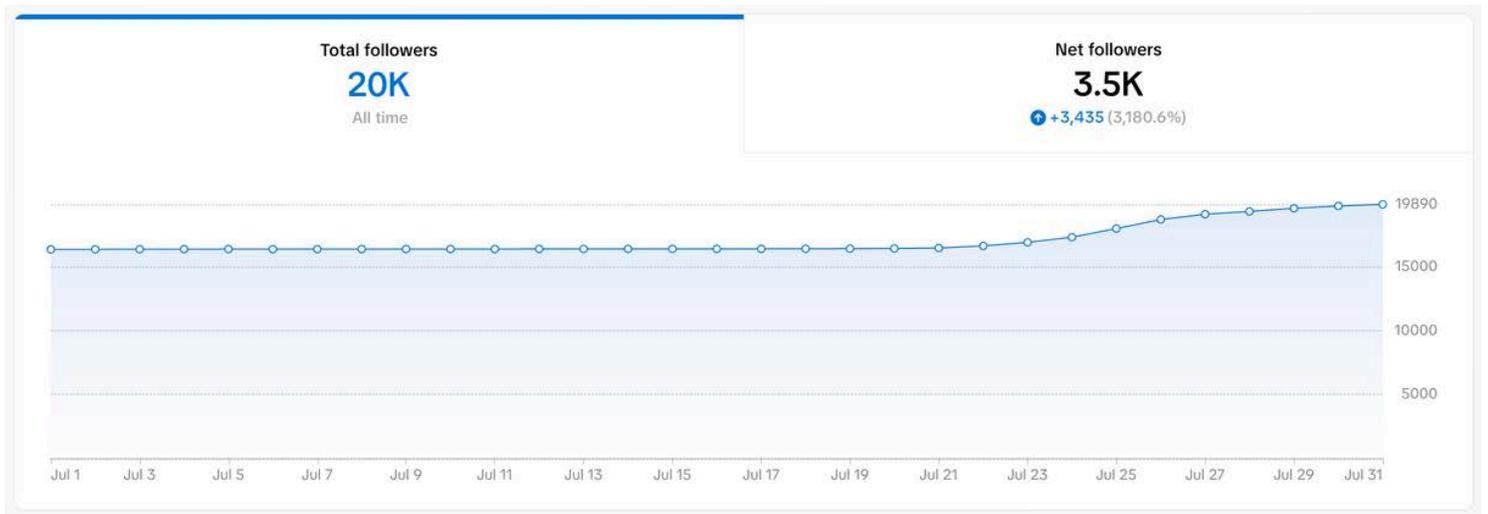
TikTok

Video views: 1.3M

Content interactions: 74,567

Follower Growth: +3,435





Twitter analytics no longer available.

2024 vs. 2025

Facebook	July 1 - July 31, 2024	July 1 - July 31, 2025
Views*	--	6,001,600
Reach	649,295	411,052
Content Interactions	66,031	94,049
Follower Growth	3.4K	3.7K
3-second video views	585,791	833,295

Instagram	July 1 - July 31, 2024	July 1 - July 31, 2025
Views*	--	7,404,315
Reach	273,623	243,946
Impressions*	3,032,020	--
Content Interactions	131,281	124,787
Follower Growth	4,814	3,361

TikTok	July 1 - July 31, 2024	July 1 - July 31, 2025
Video Views	1,138,548	1,300,000
Content Interactions	66,188	74,567
Follower Growth	3,632	3,435

*Since 2024, Meta (FB & IG) have changed how they measure analytics. *Impressions* has been replaced with *Views*. *Impressions* refers to the number of times content is displayed to a user. *Views* refers to the number of times that content was actively watched or engaged with by a user. *Impressions* indicate potential reach, while *Views* signify actual engagement with the content.

Mya Scott

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