

2026 NABI SOCIAL MEDIA ANALYTICS REPORT

Mya Scott | [Aug 1, 2026](#)

Overview

This report will outline the social media influence of NABI during the 2026 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 14 - July 18, 2026 and for the month of July 2026. Results used in this report have been aggregated directly from the source sites.

NABI WEEK: July 14-18, 2026

Summary

Total Estimated Views

10,081,210

Total Estimated Reach (FB & IG)

420,618

Total Estimated Content Interactions

278,011

Total Follower Growth

+3,275

Facebook

Views: 3,607,209

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

Viewers: 265,135

The number of Meta Accounts that have viewed your content at least once. Content includes reels, posts, stories, live videos and ads.

Content interactions: 75,746

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

Follower Growth: +1,262

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

3-second video views: 382,455

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

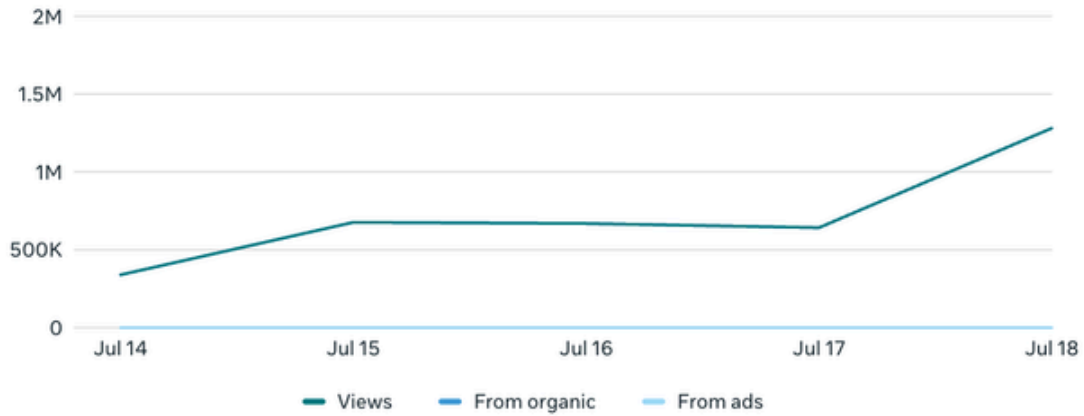
All Posts Stories Reels Live

Views
3.6M ↑ 2.0K%

3-second views
382.5K ↑ 3.5K%

Content interactions
45.7K ↑ 1.5K%

Watch time
76d 19h ↑ 2.4K%



Views breakdown
Jul 14 - Jul 18

Total
3,607,209 ↑ 2.0K%

From organic
3,607,209 ↑ 2.0K%

From ads
0 0%

Viewers
265,135 ↑ 415.7%

Top content by views

Boost content See all content

THE Layla Curtis 🔥🎥
Adriel Clements Medi...
Wed Jul 15, 1:35pm
👁️ 164.4K ❤️ 1.9K
👍 22 ➡️ 88

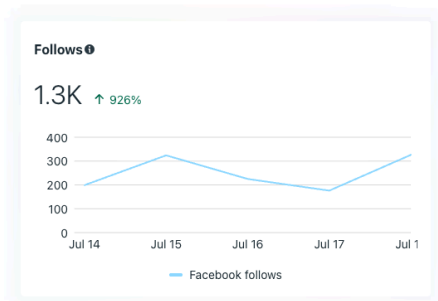
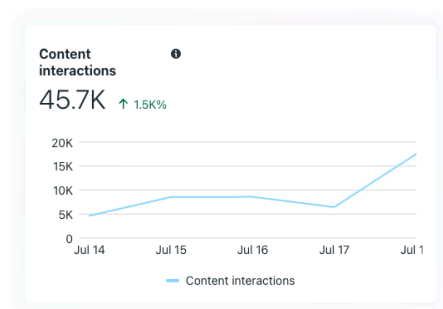
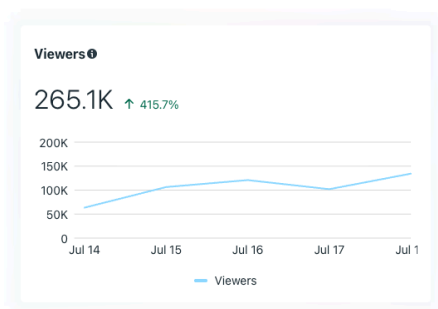
Have you got your limited edition Sydne...
Fri Jul 17, 9:30am
👁️ 129.2K ❤️ 1.6K
👍 45 ➡️ 70

RUN N GUN | AZ
Representing Navajo...
Thu Jul 16, 12:00pm
👁️ 113.8K ❤️ 1.1K
👍 19 ➡️ 40

NABI Ambassador, MarJon Beauchamp...
Thu Jul 16, 6:05pm
👁️ 113.7K ❤️ 899
👍 4 ➡️ 33

From New Zealand and Australia all the way t...
Tue Jul 14, 10:37pm
👁️ 94.8K ❤️ 1.5K
👍 21 ➡️ 122

LC
W:
👁️
👍



Instagram

Views: 6,160,101

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

Reach: 155,483

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

Content interactions: 180,810

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

Follower Growth: +1,409

All Posts Stories

Views

6.2M ↑ 3.2K%

961,486 views

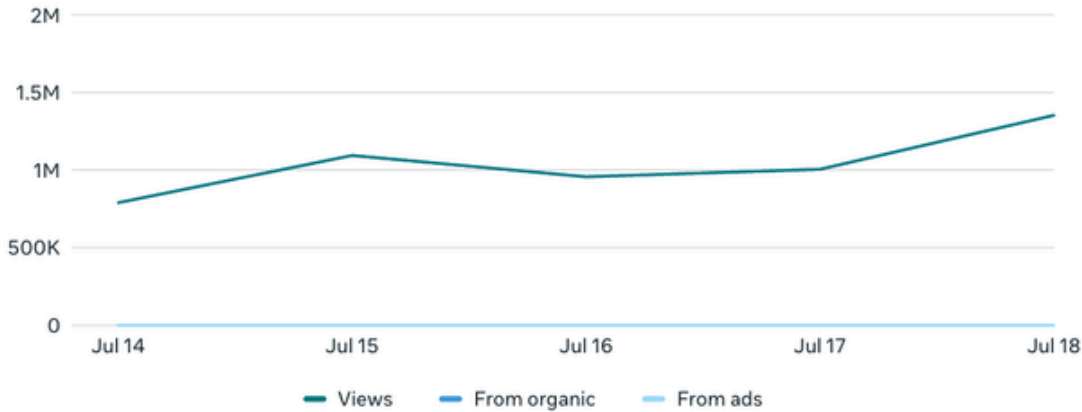
5,198,615 views

Reach

155.5K ↑ 346.9%

Content interactions

180.8K ↑ 3.3K%



Views breakdown

Jul 14 - Jul 18

Total

5,198,615 ↑ 2.8K%

From organic

5,198,615 ↑ 2.8K%

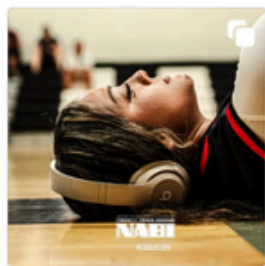
From ads

0 0%

Top content by views

Boost content

See all content



98.4K 3.9K

18 253



68.8K 3.4K

35 226



256.4K 6.2K

100 262



63.7K 2.4K

0 42



53.4K 2K

4 72

Views

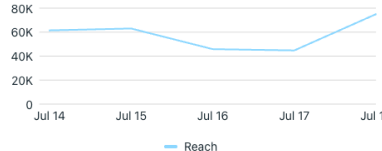
6.2M ↑ 3.2K%

961,486 views
5,198,615 views



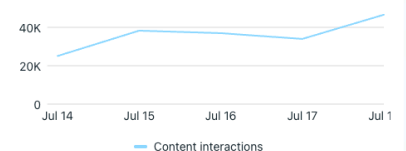
Reach

155.5K ↑ 346.9%



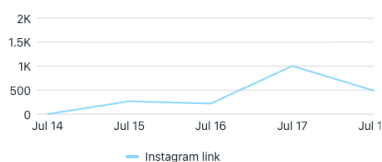
Content interactions

180.8K ↑ 3.3K%



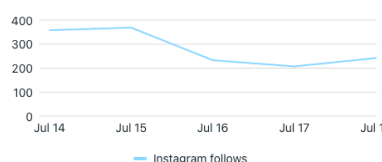
Link clicks

2K ↑ 100%



Follows

1.4K ↑ 878.5%



Video views: 313.9K

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

Content interactions: 21,455

The number of likes, comments, and shares combined.

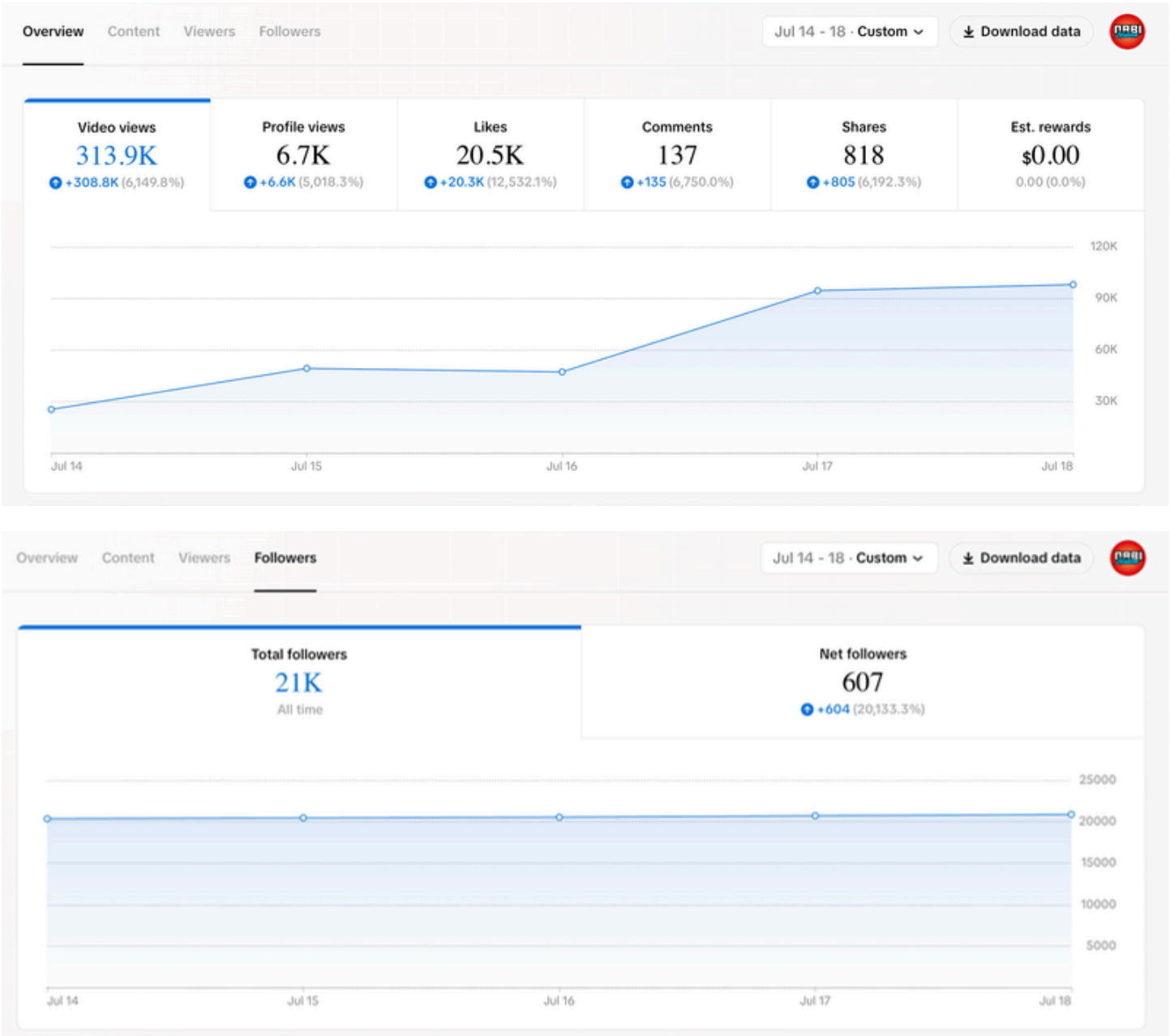
Total viewers: 100,432

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

New viewers: 20,678

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

Follower Growth: +604



Overview Content Viewers Followers					
Last 28 days Download data					
Your top posts					
Most views Most new viewers Most likes New followers					
Posts	Views in the last 28 days	All views	Posted on	Action	
1  MAN HE GOT UP FOR THAT ONE! Both teams playing hard on the...	41K	41K	2w ago	View data	
2  Day 2 of gameplay is here! 🏆 The energy is up, the competi...	38K	38K	2w ago	View data	
3  Meet and greet was amazing thank you to everyone who...	27K	27K	3w ago	View data	
4  First look at the limited edition Sydney Benally x NABI Nation...	26K	26K	3w ago	View data	

Twitter analytics no longer available.

July 1 - July 31, 2026

Summary

Total Estimated Views

14,506,906

Total Estimated Reach (FB & IG)

567,980

Total Estimated Content Interactions

331,784

Total Follower Growth

+4,643

Facebook

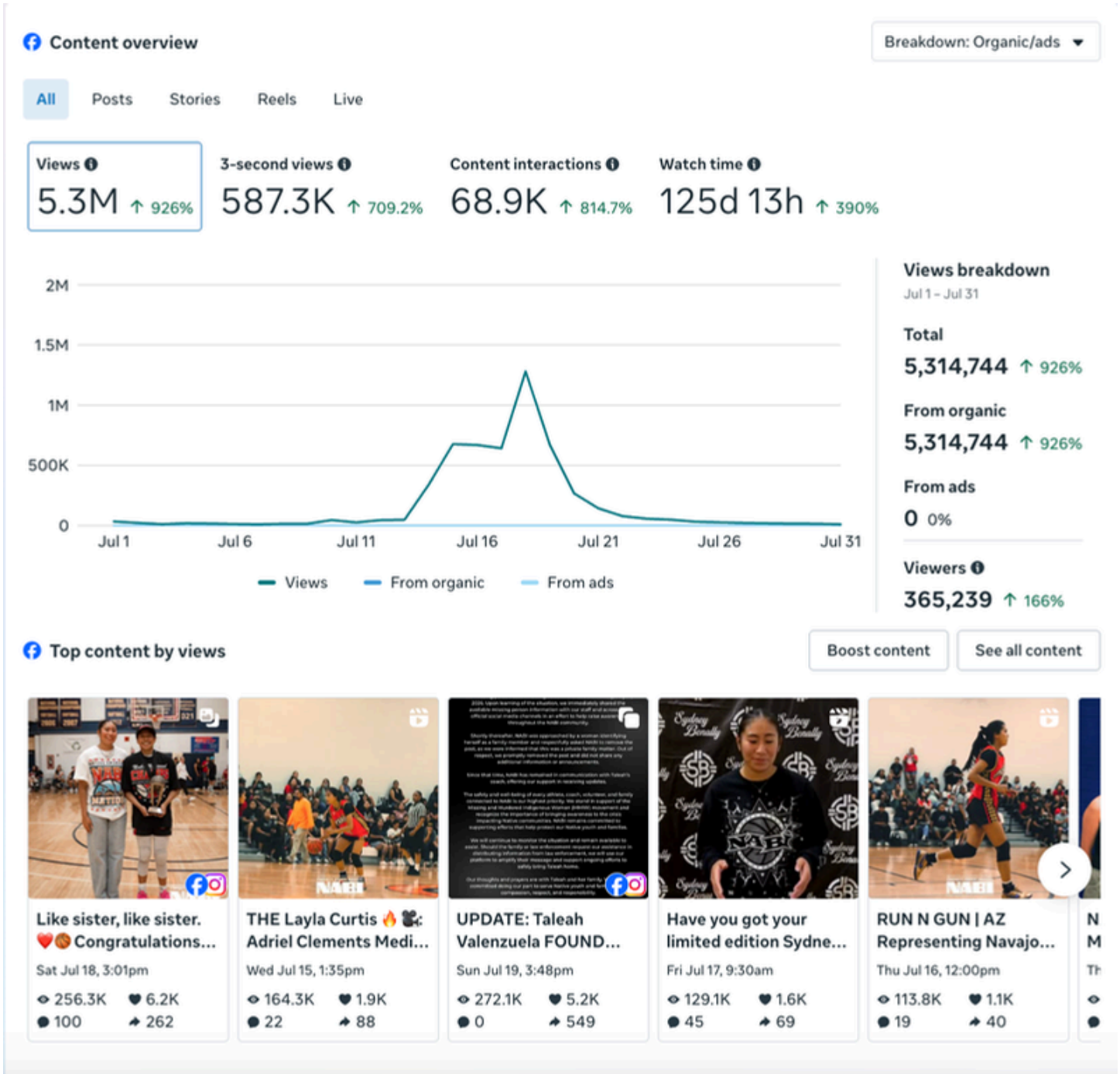
Views: 5,314,744

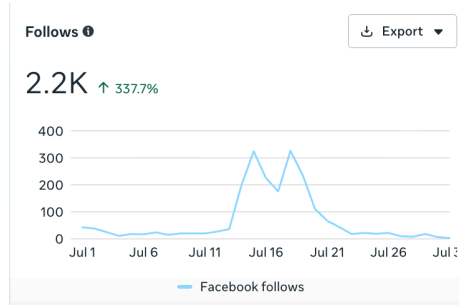
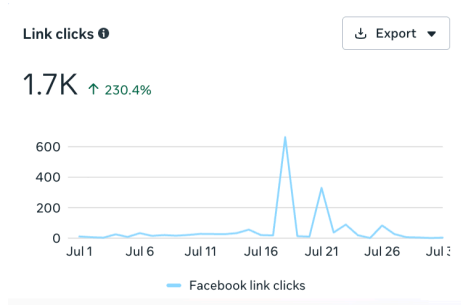
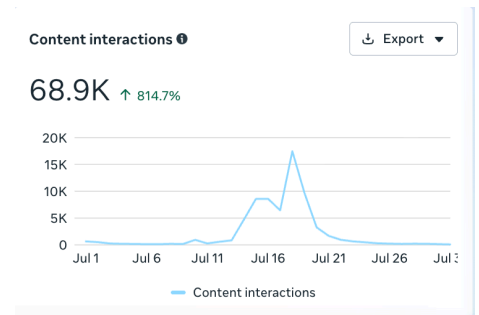
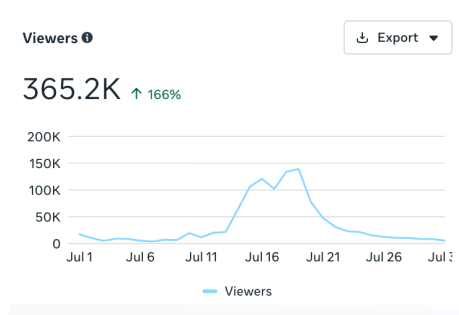
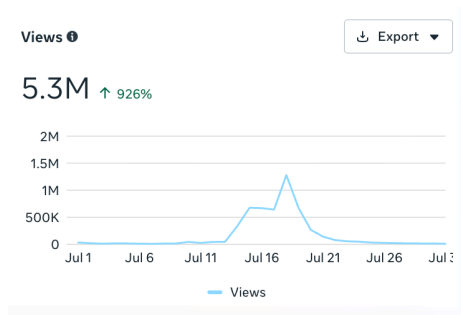
Viewers: 365,239

Content interactions: 68,934

Follower Growth: +2,044

3-second video views: 587,280





Instagram

Views: 8,734,962

Reach: 202,741

Content interactions: 234,069

Follower Growth: +2,069

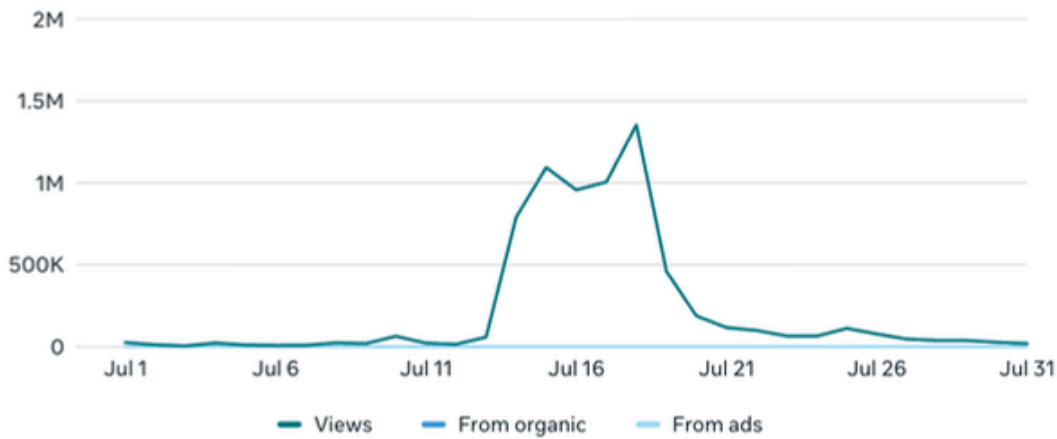
All Posts Stories

Views 8.7M 2.3K%

1,884,942 views 6,850,020 views

Reach 202.7K 293.1%

Content interactions 234.1K 1.9K%



Views breakdown

Jul 1 - Jul 31

Total
6,850,020 1.8K%

From organic
6,850,020 1.8K%

From ads
0 0%

Top content by views

Boost content

See all content

UPDATE: Taleah Valenzuela FOUND...

Sun Jul 19, 3:48pm

272.2K 5.2K 0 549

@ally.tsosie dropped 24pts in the...

Sat Jul 18, 5:03pm

68.8K 3.4K 35 226

Like sister, like sister. Congratulations...

Sat Jul 18, 3:01pm

256.4K 6.2K 100 262

NABI Ambassador, MarJon Beauchamp...

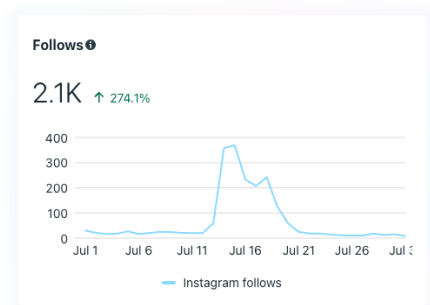
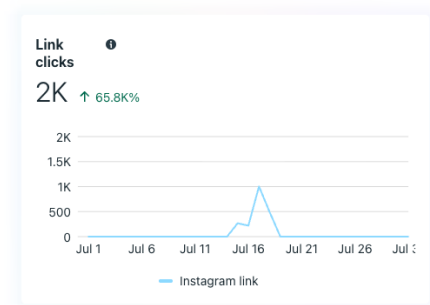
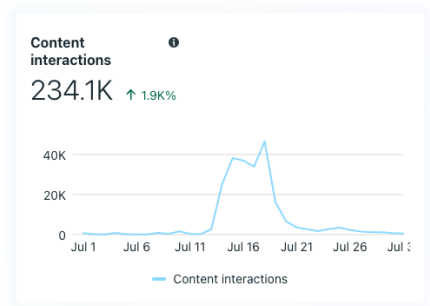
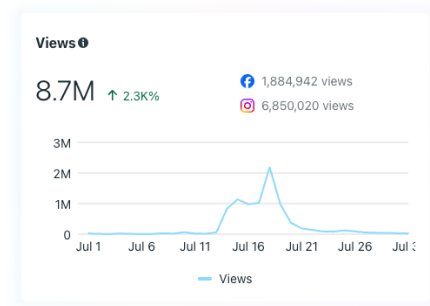
Thu Jul 16, 6:05pm

63.7K 2.4K 0 42

RUN N GUN

Thu Jul 16, 2:52pm

53.4K 2K 4 72

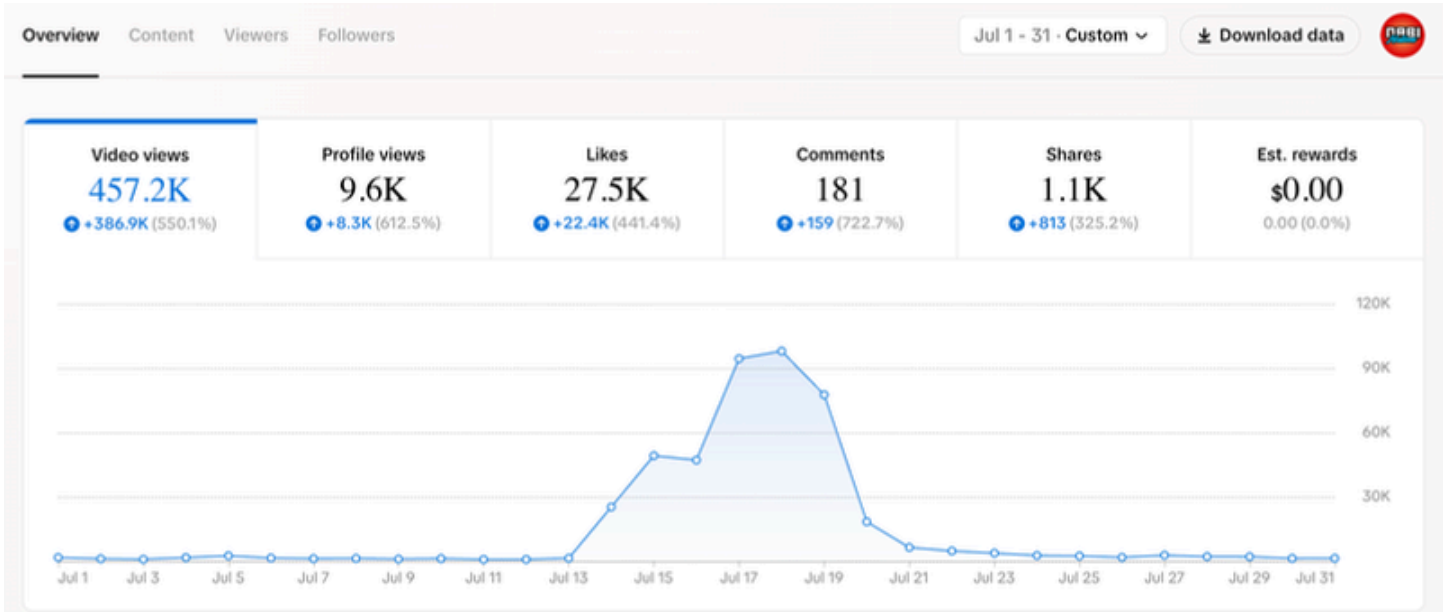


TikTok

Video views: **457.2K**

Content interactions: **28,781**

Follower Growth: **+530**





Twitter analytics no longer available.

2025 vs. 2026

Facebook	July 1 - July 31, 2025	July 1 - July 31, 2026
Views	6,001,600	5,314,751
Reach/Viewers	411,052	365,239
Content Interactions	94,049	68,934
Follower Growth	3.7K	2,158
3-second video views	833,295	587,284

Instagram	July 1 - July 31, 2025	July 1 - July 31, 2026
Views	7,404,315	8,734,962
Reach	243,946	202,741
Content Interactions	124,787	234,069
Follower Growth	3,361	2,069

TikTok	July 1 - July 31, 2025	July 1 - July 31, 2026
Video Views	1,300,000	457.2K
Content Interactions	74,567	28,781
Follower Growth	3,435	530

Mya Scott

NABI Communications Manager
communications@nabination.com