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TOP 30 COLLEGE ATHLETIC DEPARTMENTS ON SOCIAL MEDIA

Based On Combined Sport Account Social Values For 2025/26 Academic Year

RANK	COLLEGE/UNIVERSITY	CONFERENCE	25/26 TOTAL SOCIAL VALUE
1	TEXAS	SEC	$44,613,254
2	OHIO STATE	BIG TEN	$35,080,925
3	LSU	SEC	$33,649,941
4	NEBRASKA	BIG TEN	$32,489,437
5	MICHIGAN	BIG TEN	$31,023,759
6	ALABAMA	SEC	$29,393,974
7	OKLAHOMA	SEC	$28,154,824
8	TENNESSEE	SEC	$28,107,493
9	TEXAS A&M	SEC	$27,235,056
10	GEORGIA	SEC	$23,309,786
11	ARKANSAS	SEC	$21,998,018
12	DUKE	ACC	$21,022,348
13	UNC	ACC	$20,911,779
14	FLORIDA	SEC	$20,538,747
15	AUBURN	SEC	$20,489,165
16	UCONN	INDEPENDENT/BIG EAST	$20,289,166
17	NOTRE DAME	INDEPENDENT/ACC	$20,122,073
18	BYU	BIG 12	$20,109,893
19	TEXAS TECH	BIG 12	$20,055,397
20	IOWA	BIG TEN	$19,922,054
21	MIAMI	ACC	$17,513,978
22	PENN STATE	BIG TEN	$17,009,950
23	KENTUCKY	SEC	$16,689,882
24	OLE MISS	SEC	$16,559,082
25	OREGON	BIG TEN	$16,408,860
26	INDIANA	BIG TEN	$14,532,443
27	SOUTH CAROLINA	SEC	$14,382,163
28	USC	BIG TEN	$13,852,963
29	UCLA	BIG TEN	$13,845,311
30	MICHIGAN STATE	BIG TEN	$12,652,477

Ranking is based on the combined social value across official athletic department and 26 sports social media accounts (X, IG, FB + TT for FB, MBB, WBB + TT, YT for Athletic Departments) for SEC, ACC, Big Ten, Big 12, AAC, Big East, Mountain West from 7/1/25 - 6/30/26 based on their conference affiliation for 2025/26 academic year.

Social value is the equivalent media value of social media content based on impressions, engagements and video views using industry standard CPM, CPV & CPE rates.

Sports Included: Football, M/W Basketball, M/W Soccer, M/W Lacrosse, Softball, Baseball, M/W Volleyball, M/W Tennis, M/W Water Polo, M/W Golf, M/W Gymnastics, M Ice Hockey, W Field Hockey, W Rowing, M Wrestling, W Beach Volleyball, Swim & Dive, Track & Field/XC.

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#1 COLLEGE PROGRAMS ON SOCIAL MEDIA BY SPORT

Based On Specific Sport's Social Value For 2025/26 Academic Year

ATHLETIC DEPARTMENT 🏛️	OHIO STATE
FOOTBALL 🏈	OHIO STATE
M BASKETBALL 🏀	DUKE
W BASKETBALL 🏀	UCONN
BASEBALL ⚾	ARKANSAS
SOFTBALL 🥎	OKLAHOMA
M SOCCER ⚽	WAKE FOREST
W SCOCCER ⚽	FLORIDA STATE
TRACK & FIELD/XC 👟	LSU
W VOLLEYBALL 🏐	NEBRASKA
M VOLLEYBALL 🏐	BYU
W GYMNASTICS 🤸	UCLA
M GYMNASTICS 🤸	NEBRASKA
M LACROSSE 🥍	SYRACUSE
W LACROSSE 🥍	UNC
SWIM & DIVE 🏊	VIRGINIA
M GOLF ⛳	AUBURN
W GOLF ⛳	ARKANSAS
M TENNIS 🎾	TEXAS
W TENNIS 🎾	UNC
BEACH VOLLEYBALL 🌴	TEXAS
WRESTLING 🤼	OKLAHOMA STATE
M WATER POLO 🤽	UCLA
W WATER POLO 🤽	USC (SOUTHERN CALIFORNIA)
W ROWING 🚣	TEXAS
M ICE HOCKEY 🏒	MICHIGAN
W FIELD HOCKEY 🏑	NORTHWESTERN

The #1 team per sport is based on social value for that specific sport's social media accounts (X, IG, FB + TT for FB, MBB, WBB + TT, YT for Athletic Departments) for each college/university.

Social value is the equivalent media value of social media content based on impressions, engagements and video views using industry standard CPM, CPV & CPE rates.

Sports Included: Football, M/W Basketball, M/W Soccer, M/W Lacrosse, Softball, Baseball, M/W Volleyball, M/W Tennis, M/W Water Polo, M/W Golf, M/W Gymnastics, M Ice Hockey, W Field Hockey, W Rowing, M Wrestling, W Beach Volleyball, Swim & Dive, Track & Field/XC.