

The NFL Team Social Playbook

WINS+FANS+LEGACY = CONTENT+CONNECTION+RELATIONSHIP

Team	Twitter Followers ¹	Rank	Facebook Fans ²	Rank	Followers + Fans	Rank	Facebook Talking About ²	Rank	Facebook Engagement %	Rank	Klout Score ³	Rank	Local Fan Pool ⁴	Rank	Win % Reg Season 2011-13 ⁵	Rank	Playoffs 2011-2013 Years Made Games Played Wins Win% ⁵	Years Since Playoff Game Win ⁵
Dallas Cowboys	770,523	2	5,989,850	1	6,760,373	1	179,968	7	3.0%	23	94.5	18	6,848,872	10	50%	14	4 4	4 4
Pittsburgh Steelers	674,622	3	5,177,503	2	5,852,125	2	149,515	10	2.9%	25	93.9	21	4,192,256	21	58%	9	1 1	2 3
New England Patriots	806,555	1	4,471,796	3	5,278,351	3	723,647	1	16.2%	5	95.4	10	8,091,397	9	77%	1	3 7 4 57%	
Green Bay Packers	625,942	4	3,839,608	4	4,465,550	4	168,198	9	4.4%	19	94.8	15	2,959,812	27	71%	3	3 4 1 25%	1
New Orleans Saints	443,909	9	3,306,137	5	3,750,046	5	299,834	5	9.1%	7	94.1	19	2,583,924	30	65%	5	2 4 2 50%	
Chicago Bears	421,468	10	3,126,291	6	3,547,759	6	91,684	15	2.9%	24	94.0	20	10,585,406	5	54%	11		3 3
New York Giants	543,026	7	2,933,431	7	3,476,457	7	47,347	22	1.6%	32	93.7	22	23,957,236	1	52%	12	1 4 4 100%	2 2
San Francisco 49ers	607,631	6	2,495,678	8	3,103,309	8	501,978	3	20.1%	4	95.7	7	8,884,539	8	75%	2	3 8 5 63%	
Philadelphia Eagles	419,484	11	2,322,569	9	2,742,053	9	146,032	11	6.3%	12	99.0	1	13,510,614	3	46%	19	1 1	5
Denver Broncos	460,016	8	2,232,105	10	2,692,121	10	520,381	2	23.3%	3	95.5	9	4,083,752	23	71%	3	3 5 3 60%	
Oakland Raiders	323,433	15	2,209,196	11	2,532,629	11	117,267	13	5.3%	16	92.6	27	9,613,431	7	33%	28		11 11
New York Jets	620,994	5	1,592,100	14	2,213,094	12	30,660	26	1.9%	31	93.2	25	23,957,236	1	46%	19		3 3
Baltimore Ravens	410,944	13	1,722,790	13	2,133,734	13	98,226	14	5.7%	15	92.5	29	11,581,184	4	63%	7	2 6 5 83%	1 1
Indianapolis Colts	237,544	24	1,861,253	12	2,098,797	14	72,572	18	3.9%	21	93.1	23	3,429,241	25	50%	14	2 3 1 33%	
Seattle Seahawks	419,030	12	1,445,170	17	1,864,200	15	353,794	4	24.5%	2	94.8	12	4,404,518	18	65%	5	2 4 3 75%	
Miami Dolphins	287,423	18	1,538,721	15	1,826,144	16	41,012	23	2.7%	27	96.6	15	5,616,791	14	44%	22		5 13
Minnesota Vikings	292,887	17	1,525,169	16	1,818,056	17	127,368	12	8.4%	8	95.0	4	4,047,971	24	38%	25	1 1	1 4
San Diego Chargers	268,994	21	1,362,927	18	1,631,921	18	169,842	8	12.5%	6	95.0	12	4,680,228	16	50%	14	1 2 1 50%	
Washington Redskins	275,829	20	1,308,536	19	1,584,365	19	78,835	17	6.0%	13	95.6	8	9,724,608	6	38%	25	1 1	1 8
Houston Texans	349,056	14	1,220,075	21	1,569,131	20	50,570	21	4.1%	20	97.5	30	6,221,542	13	50%	14	2 4 2 50%	1 1
Atlanta Falcons	281,687	19	1,256,189	20	1,537,876	21	65,185	20	5.2%	17	92.1	2	6,398,809	11	56%	10	2 3 1 33%	1 1
Detroit Lions	311,356	16	1,137,780	22	1,449,136	22	82,676	16	7.3%	9	93.2	23	6,381,081	12	44%	22	1 1	2 22
Kansas City Chiefs	245,035	22	949,889	23	1,194,924	23	67,160	19	7.1%	10	92.9	26	2,648,547	28	42%	24	1 1	20
Carolina Panthers	243,501	23	880,158	24	1,123,659	24	218,468	6	24.8%	1	89.6	32	4,377,705	19	52%	12	1 1	8
Cincinnati Bengals	228,144	25	800,931	25	1,029,075	25	17,957	29	2.2%	29	92.0	31	4,158,877	22	63%	7	3 3	23
Cleveland Browns	219,841	26	732,758	26	952,599	26	15,389	31	2.1%	30	97.5	2	4,541,318	17	27%	31		11 16
Tampa Bay Buccaneers	152,888	30	634,241	28	787,129	27	17,935	30	2.8%	26	96.1	6	5,469,772	15	31%	29		6 11
Arizona Cardinals	83,856	32	693,191	27	777,047	28	26,090	27	3.8%	22	96.0	5	4,232,334	20	48%	18		4 4
Tennessee Titans	164,501	28	607,951	29	772,452	29	36,153	24	5.9%	14	94.7	17	2,619,796	29	46%	19		5 10
Buffalo Bills	211,152	27	502,755	30	713,907	30	33,192	25	6.6%	11	92.6	27	2,413,598	31	38%	25		14 18
St. Louis Rams	155,319	29	474,142	31	629,461	31	24,603	28	5.2%	18	95.0	12	3,221,347	26	29%	30		9 9
Jacksonville Jaguars	113,095	31	360,137	32	473,232	32	8,787	32	2.4%	28	95.2	11	2,096,079	32	23%	32		6 6

Ralph @CipollaAnalytics.com ¹ Twitter.com ² FanpageList.com ³ Klout.com ⁴ Indicates the population within a 75-mile radius of team location: freedemographics.com, census.gov ⁵ Pro-football-reference.com/ Twitter, Facebook & Klout figures as of 01/27/14 > 50% Reg Season Win % Won 1+ playoff game 2011-2013