



# MAY TRENDS

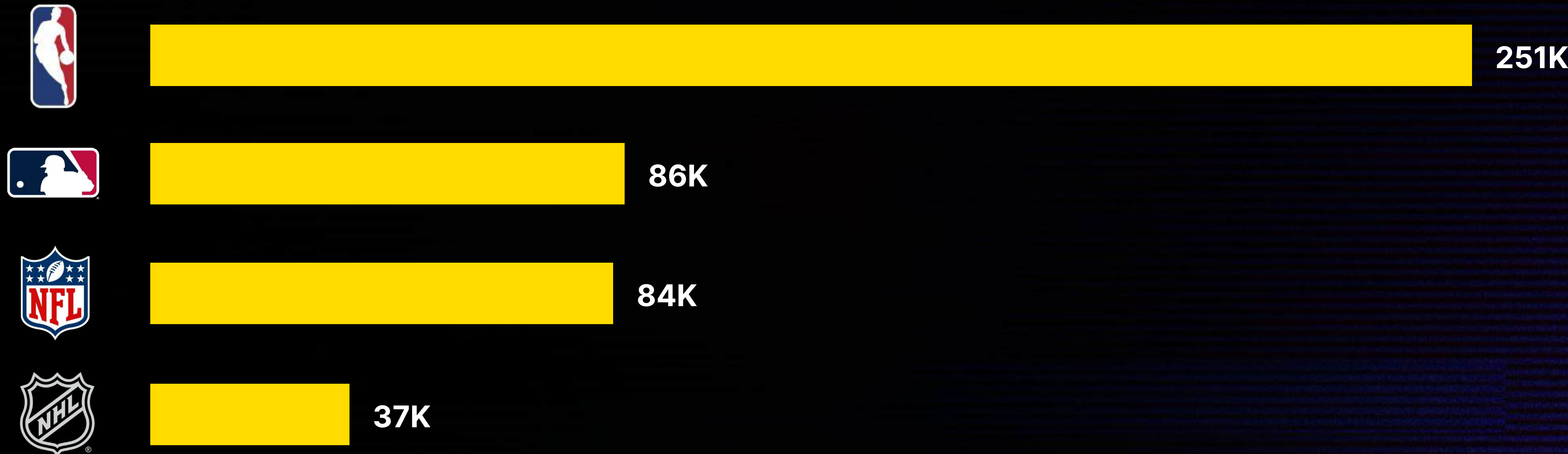
## The Sports x Social Media Moments That Defined May 2025.

This report analyzes league-wide social media trends across MLB, NBA, NFL, and NHL for May 2025 using Videocites’ MediaTrack platform. Despite a seasonal dip in owned content, social engagement surged—fueled by high-impact UGC, key media partnerships, and timely offseason tentpoles. These insights offer clear opportunities for marketers, social teams, and sponsorship leads to optimize strategy across league ecosystems.

### UGC Remains the Content Engine Driving Reach

UGC played a pivotal role, accounting for 75% of all content and 42% of total viewership—underscoring the importance of tracking and scaling UGC efforts where the bulk of fan-driven engagement happens.

#### UPLOADS





## Fans Capture What Teams Miss During Playoffs

While team uploads declined during the playoffs, UGC surged—especially across the NBA and NHL. A 12% drop in team-driven views was entirely offset by a corresponding 12% increase in UGC viewership. In May, fans captured and shared the moments leagues missed.

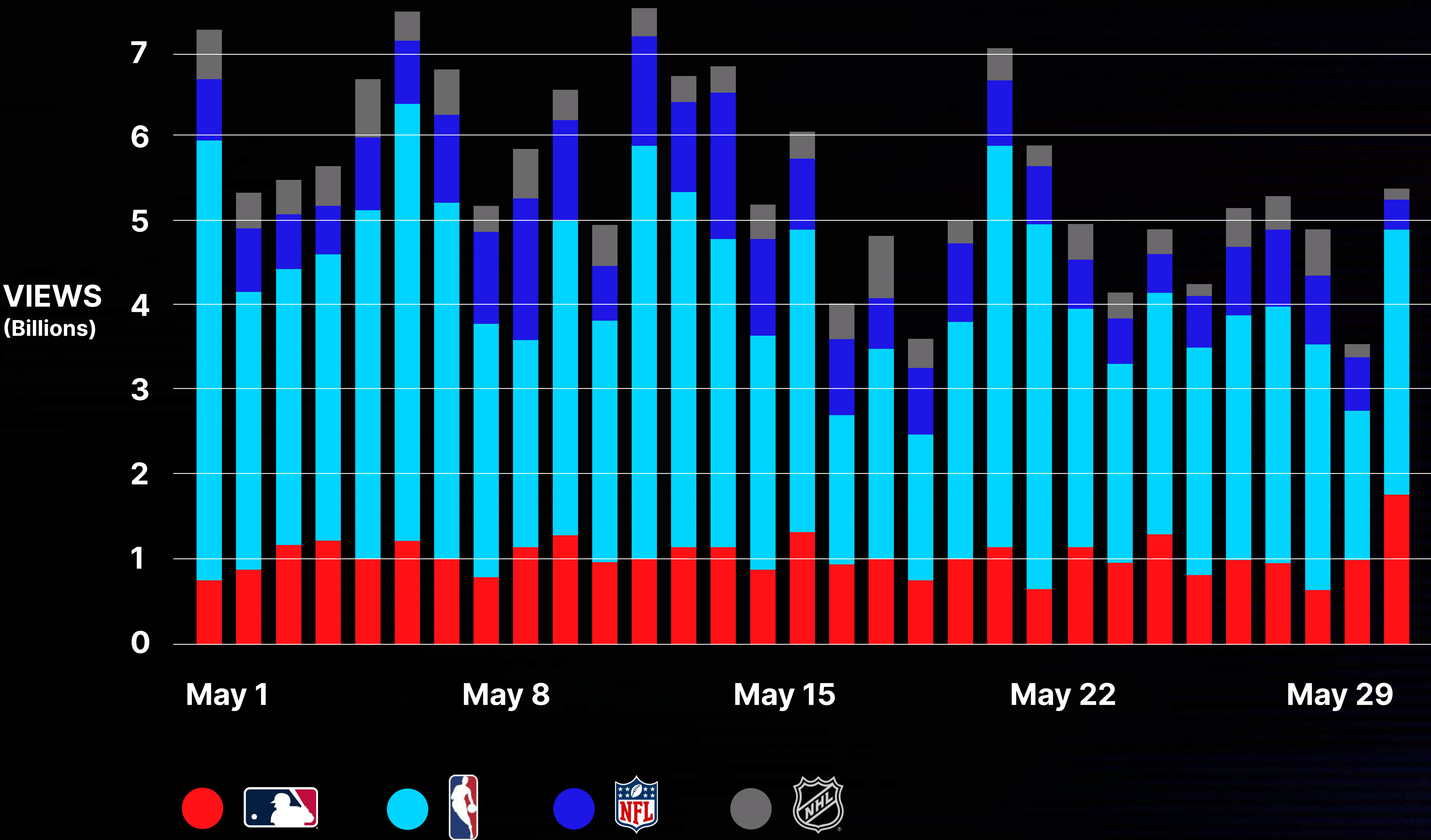
### VIEWS



## Offseason Events Pack In-Season Punch

Offseason tentpoles like the NFL Schedule Release and NBA/NHL Draft Lottery proved to be major drivers of social impact. These moments generated spikes in reach that rivaled key in-season events and played a major role in May's strong performance.

### MAY DAILY VIEWS BY LEAGUE



### AVERAGE DAILY CONTENT VIEWS

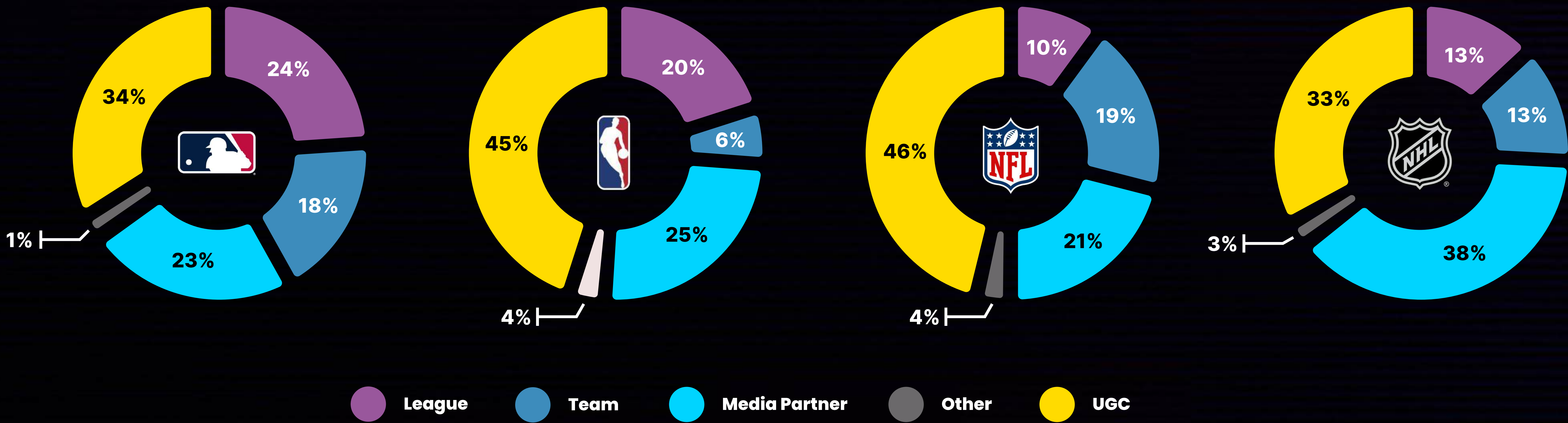




## Media Partners Outpace League-Owned Channels

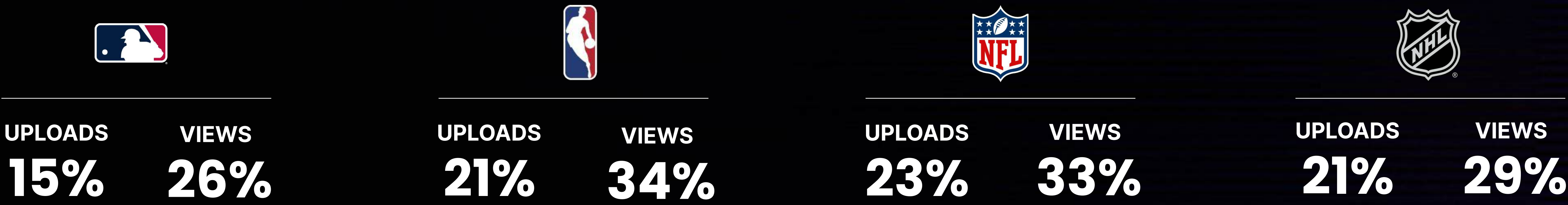
Strong collaboration with broadcast and media partners is essential for amplifying social reach. These accounts—backed by established followings—often drive virality. In fact, for every league except MLB, media partners generated more video views than league-owned channels in May.

### VIEWS



## TikTok Delivers Views Beyond Its Weight

TikTok continues to outperform relative to its content share—delivering 32% of all views despite only making up 20% of uploads.



## Takeaways: What You Can Do With This Data

- 1 Prioritize UGC Tracking and Amplification:** Your fans are already driving the narrative.
- 2 Lean into Offseason Tentpoles with Creative Planning:** They can deliver postseason-level engagement.
- 3 Coordinate More Tightly with Media Partners:** To extend reach beyond league-owned audiences.
- 4 Rethink Platform Strategy:** Focus on where efficiency (views per upload) is highest, not just where you post most.
- 5 Use Social Data to Identify Moments Your Team Channels Missed:** Adjust your content plan accordingly.

