

Top 30 ***Athletes***

on

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February 2010

# Selection & Rating Criteria **a8s**

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- Only official Pages were considered for this assessment, meaning the athlete has direct affiliation with the Page
- Only athlete Pages over 300k fans qualified for this list
- Athletes from all sports and countries were eligible
- Each athlete's Facebook Page was rated on the following criteria on a scale of 1-10, with the highest total score winning:

**Size:** Total number of fans\*

**Frequency:** Total amount and regularity of updates

**Engagement:** Authenticity, creativity, quality, and quantity of athlete/fan interaction

**Promotion:** Sponsor activation, contests, and links/references to official site, team, charity, etc.

**Content:** Variety, originality, and quality of media and updates

- Tiebreakers given to athlete with larger Page "Size" (total number of fans)
- Asterisk to right of athlete's name denotes Facebook Pages launch partner on 3/11/09

\*Fan data courtesy of [AllFacebook.com](http://AllFacebook.com) and current as of 2/1/10

#1

# michael phelps\*



<http://facebook.com/michaelphelps>

**Fans:** 2,874,025

**Sport:** Swimming (FINA)

**Breakdown:** The Baltimore Bullet updates a few times per week, recognizes his sponsors, promotes charitable foundations, and wisely utilizes the “Events” feature. More than 30k fan photo comments demonstrate his wild popularity.

**Notable:** Michael has used the “Notes” feature to import his blog regularly since August 2008, debuted an exclusive look at a new Subway commercial, and featured 37 photo albums.



Size

9

Frequency

7

Engagement

8

Promotion

8

Content

9

**TOTAL**

41

#2

# ryan sheckler



<http://facebook.com/RyanSheckler>

**Fans:** 955,093

**Sport:** Action (Skateboarding)

**Breakdown:** There's a lot of action on Ryan's Page and the Red Bull activation is about as awesome as it gets. Frequent and direct updates include The Sheckler Foundation, his fashion company Ethika, skating, friends, and parties.

**Notable:** Already full of authentic content, Ryan's recent use of Facebook Mobile takes it to the next level with pics of his puppy, skate park, and the Cali sunset. He also used video to support his charity for the Chase Community Giving contest.



Size	Frequency	Engagement	Promotion	Content	TOTAL
6	9	8	9	8	40

#3

# lance armstrong\*



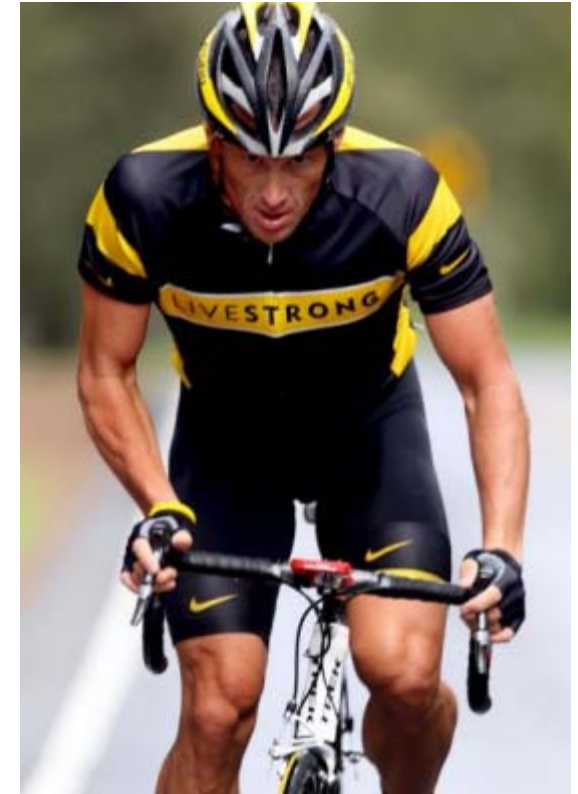
<http://facebook.com/lancearmstrong>

**Fans:** 1,173,523

**Sport:** Cycling (UCI)

**Breakdown:** No stranger to social media, Lance uses his Page to bring fans “along for the ride” by accompanying frequent training updates with TwitPic and Flickr photos as well as inspiring YouTube videos. The champ also promotes LIVESTRONG, other charitable initiatives, and Team RadioShack.

**Notable:** The 7-time Tour de France winner uses a smart strategy of selectively reposting tweets that make sense for his Page and avoids added noise of simply auto-feeding in Tweets.



Size

7

Frequency

8

Engagement

8

Promotion

8

Content

8

**TOTAL**

39

#4

# dwight howard



<http://facebook.com/DwightHoward>

**Fans:** 454,237

**Sport:** Basketball (NBA)

**Breakdown:** Nobody knows how to entertain like Dwight – a giant kid who genuinely loves his fans and demonstrates it in funny, personable and often daily updates including 27 photo albums and 26 videos.

**Notable:** D-Howard is a pro at sponsor activation and product promotion via social media by linking directly to partner sites (15 links and 30 Favorite Pages) while authentically weaving them into text posts and shared media. T-Mobile, vitaminwater, adidas, EA, and McDonald's should be proud.



Size

2

Frequency

9

Engagement

9

Promotion

10

Content

9

**TOTAL**

39

#5

# maria sharapova



<http://facebook.com/Sharapova>

**Fans:** 1,965,784

**Sport:** Tennis (ATP)

**Breakdown:** Like other athlete superstars, Maria has recently warmed up to her Facebook Page and is doing a great job promoting her athleticism and sex appeal. It would be great to see her post directly more often.

**Notable:** Maria's really beginning to understand the value of activating her sponsors including Nike, Prince, Sony Ericsson, and T-Mobile through updates, videos, photos, and "Favorite Pages"



Size

8

Frequency

8

Engagement

6

Promotion

9

Content

7

**TOTAL**

**38**



#6

# usain bolt



<http://facebook.com/usainbolt>

**Fans:** 1,709,472

**Sport:** Track & Field (IAAF)

**Breakdown:** Lightning strikes often on the Jamaican sprinter's Facebook Page with multiple updates accompanied by photos. Despite the massive fan base, only a small percentage of fan interaction on posts though.

**Notable:** Activated his main sponsor (PUMA) with an innovative campaign called chasingBOLT via a custom application that chronicled Usain's life post Beijing Olympics. Be sure to check out his self-titled photo album for some cool pics.



Size

8

Frequency

9

Engagement

5

Promotion

8

Content

8

**TOTAL**

**38**



#7

# roger federer

<http://facebook.com/Federer>



**Fans:** 3,249,583

**Sport:** Tennis (ATP)

**Breakdown:** It's no wonder fan feedback is off the charts as there is an authentic touch to Roger's Page, which is felt in his video blogs and family pics. Roger's team does an excellent job of activating his many luxury sponsors and there is no shortage of high quality video content including ads.

**Notable:** Roger's Nike OZ LookBook e-commerce store allows fans to scroll through Nike tennis products and click through to purchase.



Size

10

Frequency

6

Engagement

7

Promotion

7

Content

7

**TOTAL**

37

#8

# shaun white



<http://facebook.com/ShاونWhite>

**Fans:** 678,064

**Sport:** Action (Snowboarding)

**Breakdown:** The king of the X-Games half pipe, Shaun posts consistently and directly to his Page. There are 14 videos with cool content and amazing action footage as well as activation of the Red Bull, ESPN, and Mountain Dew brands.

**Notable:** The Winter Olympic gold medalist features a fun flash game called “Shaun White Will Eat You” on a self-titled custom tab. Surely a fan favorite, he used the “Notes” feature back in June 2009 to answer a group of top fan questions.



**Size**

**Frequency**

**Engagement**

**Promotion**

**Content**

**TOTAL**

4

8

9

8

8

37

#9

# arda turan



<http://facebook.com/ArdaTuran>

**Fans:** 760,217

**Sport:** Soccer/Futbol (Turkcell Super Lig)

**Breakdown:** Arda's Page is written completely in Turkish with no English translation. Despite a lack of personal updates, there is extremely high interaction on the Page including nearly 6k fan photos, 23k photo comments, 150 fan videos, and more than 500 ongoing discussions.

**Notable:** Arda's team certainly provides content as there are 12 albums with over 500 photos, not to mention a ton of Nike branding on the Page including super high quality commercials.



Size

5

Frequency

6

Engagement

8

Promotion

8

Content

9

**TOTAL**

36

#10

# steve nash



<http://facebook.com/stevenash>

**Fans:** 580,387

**Sport:** Basketball (NBA)

**Breakdown:** This former NBA MVP treats fans to hilarious photo and video updates while at the same time leveraging his reach and influence to bring attention to charities and causes close to his heart. Steve's creative collaborations with vitaminwater are sure to make you chuckle.

**Notable:** Nash's video library is diverse and entertaining featuring shorts that span topics such as basketball, soccer, sponsors, contests, charities, All-Star campaigns, and much more.



Size

3

Frequency

8

Engagement

8

Promotion

9

Content

8

**TOTAL**

36

#11

# kobe bryant



<http://facebook.com/Kobe>

**Fans:** 1,904,069

**Sport:** Basketball (NBA)

**Breakdown:** KB24 is a brand and Kobe does a great job promoting it. His team posts a few times per month, he links to his official site and Twitter, and keeps his sponsors happy.

**Notable:** You can definitely sit back and enjoy watching Kobe's 16 videos, including his famous Nike MVPuppets series with LeBron James. There are also 11 photo albums largely from the "Kobe Tour of Asia" which will captivate fans.



Size

8

Frequency

5

Engagement

6

Promotion

8

Content

8

**TOTAL**

**35**



#12

# pau gasol

<http://facebook.com/paugasol>



**Fans:** 739,623

**Sport:** Basketball (NBA)

**Breakdown:** Pau is one of the few athletes in the Top 30 to utilize Facebook Mobile, which adds authenticity to his frequent updates. He also incorporates bilingual posts in English / Spanish and promotes his official site throughout the Page.

**Notable:** Pau recently ran a promotion that gave 3 random fans an autographed t-shirt each day if they sent their All-Star Ballot for him to an official third-party Gmail email address. Fans also loved the Spaniard's appearance in CSI Miami.



Size

5

Frequency

9

Engagement

9

Promotion

5

Content

7

**TOTAL**

35



#13

# shaquille o'neal



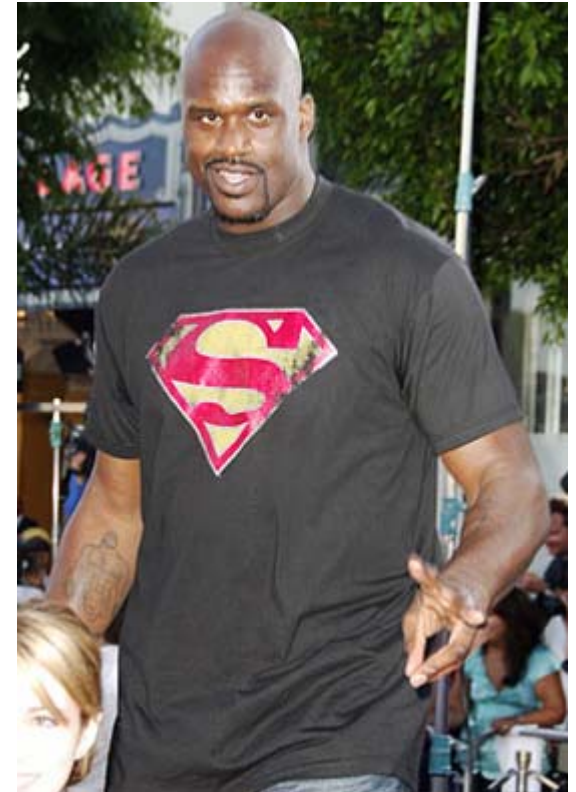
<http://facebook.com/Shaq>

**Fans:** 1,039,902

**Sport:** Basketball (NBA)

**Breakdown:** It's no secret Diesel is an unmatched personality. He keeps his updates fresh by promoting worthy causes with a mix of comedy and basketball. He heavily pushes his ShaqLyte product.

**Notable:** Shaq shines the brightest when the camera is on him. Check out Superman's video section which includes playing the piano, funky dancing, and the hilarious "Don't Cheat". The Twitter avatar for @the\_real\_shaq is also cool.



**Size**

7

**Frequency**

5

**Engagement**

7

**Promotion**

7

**Content**

8

**TOTAL**

34

#14

# greg oden

<http://facebook.com/gregoden>



**Fans:** 348,504

**Sport:** Basketball (NBA)

**Breakdown:** Whether it's a shout out to his Facebook fans, new pic of McLovin (Greg's dog), or video of him making a shot from the other foul line, Oden loves to show off his goofy, down-to-earth demeanor and genuinely enjoys his fans.

**Notable:** Greg used the Fan Appz application to set up a quiz, Gift Store, and create personal interactive greeting cards for fans to spread holiday cheer around Christmas.



Size

1

Frequency

9

Engagement

9

Promotion

7

Content

8

**TOTAL**

34

#15

# rafael nadal



<http://facebook.com/Nadal>

**Fans:** 2,283,359

**Sport:** Tennis (ATP)

**Breakdown:** In parallel with his comeback from injury and recent play in Melbourne, Rafa has picked up steam on Facebook in '10 and done a great job keeping fans informed. Prior to this, the world's former #1 player wasn't very digitally active.

**Notable:** Nadal is wisely utilizing an English / Spanish bilingual approach and unlike many other athletes, validated the authenticity of his Page with a "Welcome" video.



Size

9

Frequency

7

Engagement

6

Promotion

6

Content

5

**TOTAL**

33

#16

# baron davis\*



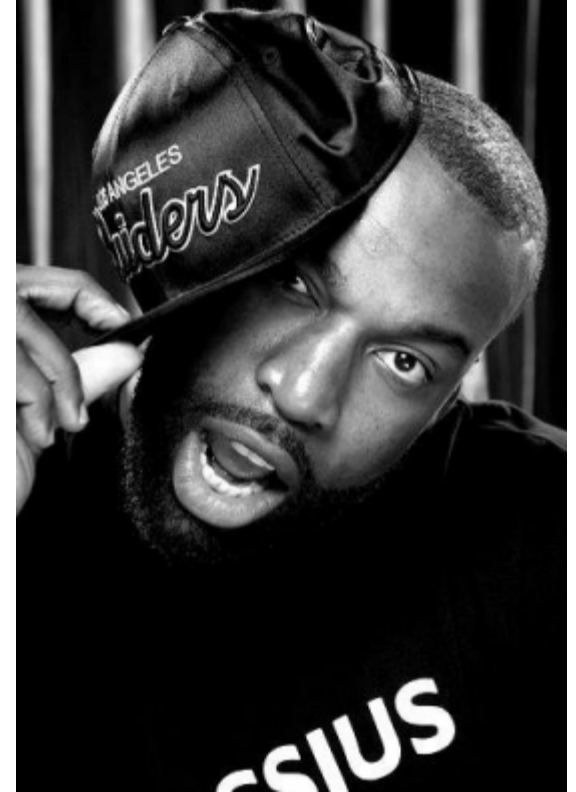
<http://facebook.com/barondavis>

**Fans:** 382,798

**Sport:** Basketball (NBA)

**Breakdown:** B-Diddy links out to his many online presences and stays in touch with his Facebook fans about once a week. He's never afraid to share a goofy video like his Step Brothers Spoof with fellow NBA point guard Steve Nash.

**Notable:** If you're looking for a challenge, check out some of the videos on Baron's Page from his startup iBeatYou.com. Chances are you'll have better luck winning the "Stare Down" than the "3 Point Shooting" contest.



Size

1

Frequency

7

Engagement

8

Promotion

9

Content

8

**TOTAL**

33

#17

# dwyanewade\*

<http://facebook.com/dwyanewade>



**Fans:** 691,876

**Sport:** Basketball (NBA)

**Breakdown:** D-Wade updates in bunches, but then goes silent for periods. There is a ton of activation including sponsors (T-Mobile, Gatorade, and Jordan), the NBA, and charities via text, photos, and videos.

**Notable:** The NBA Finals and All-Star MVP's default tab is a Ustream integrated channel that includes a go-kart race. He validates his Page with an official "Welcome" video and be sure to peep the video of him dancing to MJ's "Billy Jean" with a guitar.



**Size**

4

**Frequency**

5

**Engagement**

8

**Promotion**

8

**Content**

7

**TOTAL**

32



#18

# jimmie johnson



<http://facebook.com/JimmieJohnson>

**Fans:** 453,941

**Sport:** Racing (NASCAR)

**Breakdown:** Team Lowe's does a good job keeping fans aware of JJ's activities on and off the race track including an impressive 36 photo albums, but there's an absence of personal touch beyond a few short videos.

**Notable:** Jimmie's HBO "24/7 Series: Race to Daytona" gets a substantial amount of promotion and the custom "Store" tab links directly to Team Lowe's Official Racing Store, where you can buy all kinds of #48 gear.



Size

2

Frequency

8

Engagement

5

Promotion

9

Content

8

**TOTAL**

32



#19

# yao ming 姚明

<http://facebook.com/Yao>



**Fans:** 822,007

**Sport:** Basketball (NBA)

**Breakdown:** Yao, a Chinese sports legend, doesn't post directly to his Page often but when he does, there's a huge jump in fan feedback. Instead, the majority of updates are fed from YaoMingMania. There is also very little sponsorship activation.

**Notable:** Smart integration of the Facebook Music Player app with one of Yao's pre-game press conferences. Be sure to check out videos of Yao shooting free-throws and hitting the gym.



Size

6

Frequency

7

Engagement

6

Promotion

5

Content

7

**TOTAL**

31

#20

# misty may-treanor



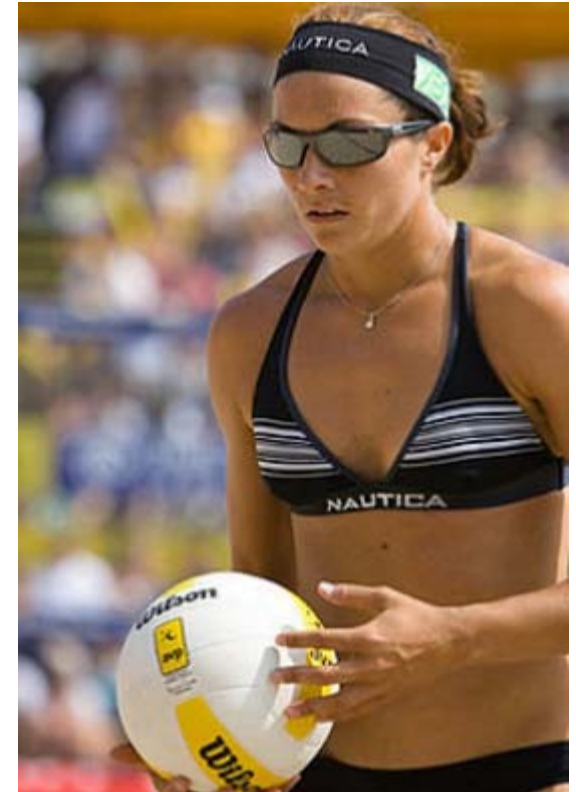
<http://facebook.com/mistymay>

**Fans:** 595,886

**Sport:** Beach Volleyball (AVP)

**Breakdown:** Misty does a fantastic job giving fans an inside look at her life and has a ton of fun doing it. She feeds content from her official site and often posts multiple times per day, although fan interaction levels are relatively low.

**Notable:** Misty proves that personality and persistence are the only necessary ingredients to a successful Facebook Page. She's one of the only athletes on this list that does not participate in a "mainstream" sport.



Size

3

Frequency

9

Engagement

7

Promotion

6

Content

6

**TOTAL**

31

#21

# tiger woods



<http://facebook.com/Tiger>

**Fans:** 1,345,717

**Sport:** Golf (PGA)

**Breakdown:** Last update is from November 6, 2009 after fairly regular updates. Tiger promotes his charitable foundation, feeds in blog posts from his official site, sells products from his official store, and answers fan questions via video blogs.

**Notable:** The richest man in sports, Tiger himself is a global brand as evidenced by the TW profile pic. MLBAM operates Tiger's Page on his behalf and like a business, he includes a disclaimer via custom FBML in bottom left titled "Rules of the Game".



Size

8

Frequency

2

Engagement

8

Promotion

7

Content

5

**TOTAL**

30

#22

# derrick rose



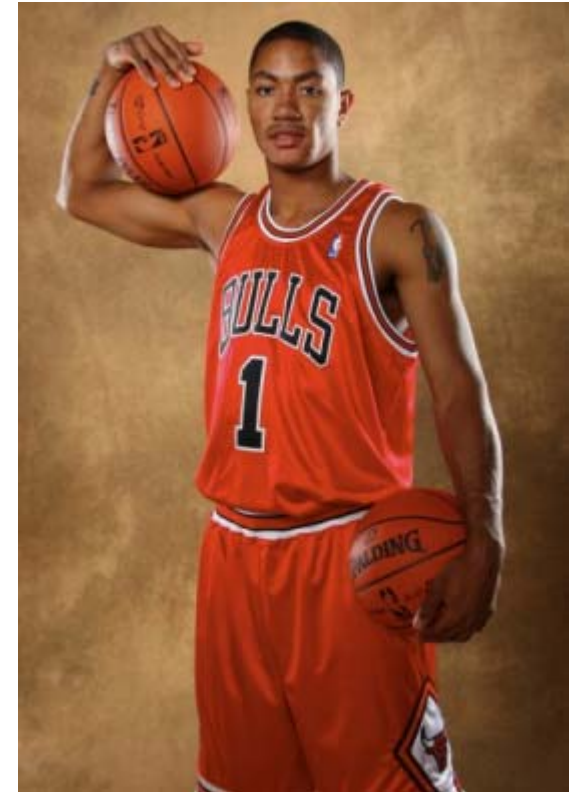
<http://facebook.com/derrickrose>

**Fans:** 670,760

**Sport:** Basketball (NBA)

**Breakdown:** D-Rose's Page got off to a quick start but cooled off recently after consistent posts between May and November '09. Activation of adidas and other sponsors can be found mainly through video content.

**Notable:** Check out Derrick's first video in which he thanks Facebook fans and takes them through one of his workouts in LA, showing off his ridiculous hops in the process.



Size

4

Frequency

5

Engagement

6

Promotion

8

Content

7

**TOTAL**

30

#23

# fernando torres



<http://facebook.com/Torres>

**Fans:** 789,825

**Sport:** Soccer/Futbol (Premier League)

**Breakdown:** The Professional Footballers' Association (PFA) manages the Facebook presence of Liverpool's most dangerous striker. Although updates are frequent on the Spaniard's Page, there is not enough personal touch from the footballer.

**Notable:** Fernando's Page uses a Quick.tv video app and features a PFA Fans Player Awards sweepstakes. There is activation of his Pepsi and Nike sponsorships through commercials and a T90 Laser III promo banner on the left column.



**Size**

5

**Frequency**

9

**Engagement**

4

**Promotion**

6

**Content**

5

**TOTAL**

29



#24

# venus williams



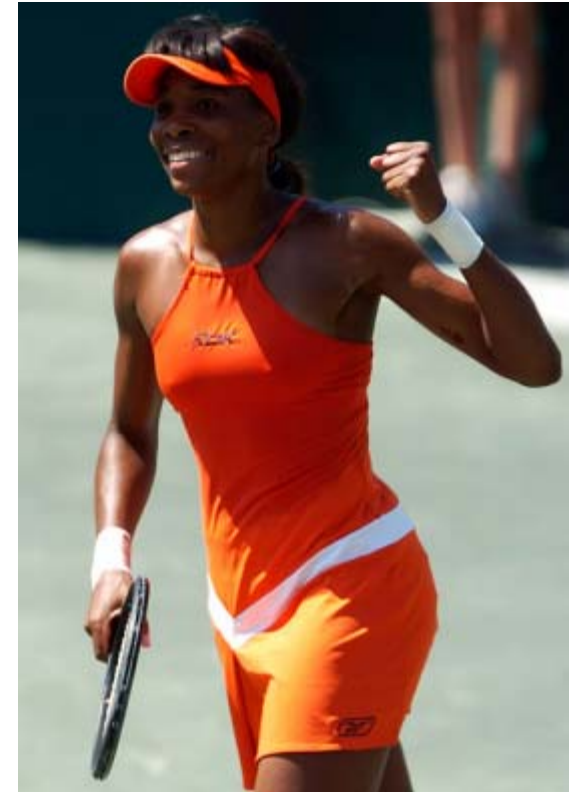
<http://facebook.com/venuswilliams>

**Fans:** 531,751

**Sport:** Tennis (ATP)

**Breakdown:** Venus uses her Page to stay in touch with fans, mainly through text-only posts, and makes known her other online assets such as her Twitter and official site. She also shows some sisterly love to Serena through “Favorite Pages”.

**Notable:** She recently leveraged her Facebook following to promote the “Diet Like a Diva” contest for Nabisco 100-Calorie packs with 8 winners getting to appear in a photo shoot with Serena and her.



**Size**

3

**Frequency**

8

**Engagement**

8

**Promotion**

6

**Content**

3

**TOTAL**

28



#25

# david ortiz



<http://facebook.com/davidortiz>

**Fans:** 393,714

**Sport:** Baseball (MLB)

**Breakdown:** Big Papi's Page provides a well-rounded template for athletes to follow with an even mix of authentic text, photo and video updates that include activation of Reebok, JetBlue, vitaminwater, and other sponsors.

**Notable:** David caters to his international fan base by offering updates in both English and Spanish and calls attention to his charitable foundation, the David Ortiz Children's Fund. "David's Team" also makes it known when they post.



**Size**

1

**Frequency**

6

**Engagement**

6

**Promotion**

8

**Content**

7

**TOTAL**

28

#26

# anna kournikova



<http://facebook.com/Kournikova>

**Fans:** 1,104,547

**Sport:** Tennis (ATP - Retired)

**Breakdown:** No longer competing in tennis, Anna relies heavily on video content to highlight her work with youth and the WTT tour. Surprising not to see more K-Swiss activation on her Page.

**Notable:** Default landing tab denotes “Official” Facebook Page and acts as a microsite for her official website, feeding in the latest posts, videos, and photos — check out the “Oops! I’m Sorry” video for a laugh!



Size

7

Frequency

3

Engagement

2

Promotion

7

Content

8

**TOTAL**

27

#27

# steven gerrard



<http://facebook.com/StevenGerrard>

**Fans:** 425,006

**Sport:** Soccer/Futbol (Premier League)

**Breakdown:** Steven's Page, like many other players in the Professional Footballers' Association is managed by the PFA and consists of multiple daily updates primarily centered around his team, Liverpool F.C., but lacks a personal touch.

**Notable:** Like his Liverpool teammate Fernando Torres, Gerrard's Page features the same Quick.tv video app and PFA Fans Player Awards sweepstakes that allows fans to vote for Steven as their favorite player and win a chance to meet him.



Size

2

Frequency

9

Engagement

4

Promotion

6

Content

5

**TOTAL**

**26**

#28

# David Beckham



<http://facebook.com/Beckham>

**Fans:** 2,537,079

**Sport:** Soccer/Futbol (Serie A / MLS)

**Breakdown:** David clearly values his official website as he mainly leverages his Facebook Page to feed in blog posts and content from DavidBeckham.com. He couples these with a healthy dose of his adidas sponsorship activation.

**Notable:** For reasons unknown, Becks does not have fan photos or fan videos turned on, severely limiting interaction on his Page. But he did give away 5 autographed calendars to winners of a fan poll in late '09.



Size

9

Frequency

4

Engagement

3

Promotion

7

Content

2

**TOTAL**

25

#29

# tracy mcgrady



<http://facebook.com/TracyMcGrady>

**Fans:** 474,667

**Sport:** Basketball (NBA)

**Breakdown:** T-Mac's team primarily uses his Facebook Page to promote his official site by feeding blog posts and other content from it a few times per month. One thing they don't do much of is align Tracy with his primary sponsor, adidas.

**Notable:** Awhile back, Tracy used his Page to promote an engaging "Ultimate T-Mac Fan Contest", which took place on his official site and encouraged fans to create their best customized T-Mac widget to win cool autographed prizes.



Size

2

Frequency

4

Engagement

6

Promotion

7

Content

4

**TOTAL**

23



#30

# cristiano ronaldo



<http://facebook.com/Cristiano>

**Fans:** 3,330,977

**Sport:** Soccer/Futbol (La Liga)

**Breakdown:** Despite the allure of the largest fan base on Facebook, Cristiano does not directly interact with his Page and therefore his ranking suffers. However, make no mistake about the limitless upside potential of this Page.

**Notable:** It's really no surprise that fans love the 2008 FIFA World Player of the Year, and they certainly show it with over 10k fan photos, 60 fan videos, and more than 300 ongoing discussions.



Size

10

Frequency

1

Engagement

3

Promotion

3

Content

2

**TOTAL**

19

# a8s



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**[www.facebook/Activ8Social](http://www.facebook/Activ8Social)**



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