

NBA becomes first with 1 bln likes, followers

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The NBA claimed a social media milestone on Friday, saying it has become the first professional sports league to surpass one billion social media likes and followers.

The league said that total includes all league, team and player accounts combined across social media platforms Facebook, Twitter and Instagram plus Tencent and Sina in China.

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Four-time NBA Most Valuable Player LeBron James of the Cleveland Cavaliers tops all NBA players on Facebook, Twitter and Instagram with 66.3 million likes and followers compared to second-place Kobe Bryant of the Los Angeles Lakers with 33.7 million.

The Lakers, despite being only 11-44 this season, are the most followed NBA team on social media with 28.3 million likes and followers followed by the Chicago Bulls on 22.5 million, Miami Heat on 21.6 million, Boston Celtics on 11.3 million and defending champion Golden State Warriors on 10.3 million.

Almost 90 percent of NBA players are on at least one [social media](#) platform. Ranking behind James and Bryant in likes and [followers](#) were Oklahoma City's Kevin Durant on 28.8 million, Miami's Dwyane Wade on 22.1 million, New York's Carmelo Anthony at 15.9 million and reigning NBA Most Valuable Player Stephen Curry of Golden State at 15.3 million.

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