



Arik Ahmed

SOCIAL & COMMUNITY

Summer Series

Social workbook

X / Twitter

YouTube



Launch / Broadcast / Matchday

09 May



Season announcement

Open Division and Summer Series. Early feedback called for clearer details.

21 Jun



Tournament details

Dates, schedule and prizes. Community response became *more positive*.

15 Jul



First tournament day

Live match coverage, replies and tournament updates.

SOCIAL HIGHLIGHTS

Season announcement

MAY 09 2022 / 10:00 AM

@owpathtopro

IMPRESSIONS

110,000

ENGAGEMENTS

7,220

6.4% engagement rate

Source / 2022 campaign record



Overwatch Path to Pro

@owpathtopro

We're excited to announce details about our upcoming Path to Pro Season. Read the Blog for more details.

overwatchleague.com/news/path-to-p...



10:01 AM · May 9, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

Community tribute

MAY 28 2022 / 6:00 PM
@owpathtopro

IMPRESSIONS

663,805

ENGAGEMENTS

33,322

5% engagement rate

Source / 2022 campaign record



SOCIAL HIGHLIGHTS

Update teaser

JUN 16 2022 / 11:00 AM
@owpathtopro

IMPRESSIONS

109,065

ENGAGEMENTS

2,552

2.3% engagement rate

Source / 2022 campaign record



Overwatch Path to Pro

@owpathtopro

We'll be providing an update on Summer Series and future Path to Pro tournaments on 06/21. Can't wait to see you in OW2!



Overwatch @PlayOverwatch · Jun 16

#Overwatch2 arrives October 4, ushering in a new era for the franchise as a free-to-play live service game!

Learn more about the game and our commitment to deliver frequent seasonal content updates that expand the game to ensure there's always something new to play.



OVERWATCH 2
THE ACTION BEGINS
OCTOBER 4

GAME OVERVIEW

- FREE TO PLAY LIVE SERVICE**
Easy for everyone to jump in and play together.
- SEASONAL MODEL**
Free updates every 9 weeks to ensure there's always something new to experience.
- PvP REIMAGINED**
Team up in a new 5v5 PvP experience, featuring new and reworked heroes, new maps and modes, and more.
- CROSS PROGRESSION**
Play, progress and access your content seamlessly across multiple game platforms.
- PvE EXPERIENCES**
Push the story forward through PvE experiences beginning in 2023.

CONTENT OVERVIEW

OCTOBER 4 SEASON 1	DECEMBER 6 SEASON 2
3 NEW HEROES	NEW TANK HERO
6 NEW MAPS	NEW MAP
30+ NEW SKINS	30+ NEW SKINS
NEW BATTLE PASS	NEW BATTLE PASS
NEW MYTHIC SKIN	NEW MYTHIC SKIN
NEW GAME MODE	

CONTENT OVERVIEW

2023
FUTURE SEASONS

- NEW HEROES
- NEW MAPS
- NEW SKINS
- NEW BATTLE PASSES
- NEW MODES
- PvE BEGINS



11:00 AM · Jun 16, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

Tournament details

JUN 21 2022 / 5:30 PM

@owpathtopro

IMPRESSIONS

207,872

ENGAGEMENTS

8,262**4% engagement rate**

Source / 2022 campaign record



Overwatch Path to Pro

@owpathtopro

Ready to cap point? We're excited to share with you more details on upcoming Path to Pro competitions. Summer Series is going to rock! 😎

[overwatchleague.com/en-us/news/path...](https://overwatchleague.com/en-us/news/path-to-pro)

5:21 PM · Jun 21, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

Registration opens

JUN 27 2022 / 11:00 AM

@owpathtopro

IMPRESSIONS

83,513

ENGAGEMENTS

2,210**2.6% engagement rate**

Source / 2022 campaign record



Overwatch Path to Pro

@owpathtopro

🎵 Amp it up! Summer Series registration is now LIVE!



Registration closes 7/06 at 11:59 PM PDT
Compete in NA, EMEA

NA: blizz.ly/3Oq3DMREMEA: blizz.ly/3y0UeUH

11:09 AM · Jun 27, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

Registration reminder

JUL 05 2022 / 11:00 AM
@owpathtopro

IMPRESSIONS

26,163

ENGAGEMENTS

376

1.4% engagement rate

Date differs in the capture; see the record notes.

Source / 2022 campaign record



Overwatch Path to Pro
@owpathtopro

⚡ Can't Stop, won't stop ⚡ Registration closes soon!
Get in before the timer expires.



Overwatch Path to Pro · Jun 27
🎵 Amp it up! Summer Series registration is now LIVE!

📅 Registration closes 7/06 at 11:59 PM PDT
🏆 Compete in NA, EMEA

NA: blizz.ly/3Oq3DMR
EMEA: blizz.ly/3y0UeUH



9:09 AM · Jul 5, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

A-Sides creative

JUL 08 2022 / 2:00 PM
@owpathtopro

IMPRESSIONS

454,707

ENGAGEMENTS

1,454

0.32%* engagement rate

Rate corrected from counts; see the record notes.

Source / 2022 campaign record



SOCIAL HIGHLIGHTS

Broadcast schedule

JUL 11 2022 / 2:00 PM
@owpathtopro

IMPRESSIONS

21,963

ENGAGEMENTS

2,027

9.2% engagement rate

Source / 2022 campaign record



Overwatch Path to Pro @owpathtopro · Jul 11

Let's up the tempo!

Summer Series broadcast will kick off July 15th for NA and EU!
#OWSUMMERSERIES

Tune in here: blizz.ly/summerseries

NA Schedule:



BROADCAST SCHEDULE

SUMMER 2022

WEEK 1	
DAY 3 ROUND OF 16	FRI. JUL 15 @ 3PM PT

WEEK 2	
DAY 4 UPPER BRACKET R1	MON. JUL 25 @ 3PM PT
DAY 5 UPPER BRACKET R2	TUE. JUL 26 @ 3PM PT
DAY 6 LOWER BRACKET R2	WED. JUL 27 @ 3PM PT
DAY 7 LOWER BRACKET R3 UPPER FINALS	THU. JUL 28 @ 3PM PT
DAY 8 LOWER BRACKET FINALS GRAND FINALS	FRI. JUL 29 @ 2PM PT

TUNE IN
[BLIZZ.LY/SUMMERSERIES](https://blizz.ly/summerseries)

#OWSUMMERSERIES

18

32

168



Overwatch Path to Pro @owpathtopro · Jul 11

EU Schedule:



BROADCAST SCHEDULE

SUMMER 2022

WEEK 1	
DAY 3 ROUND OF 16	FRI. JUL 15 @ 7PM CET

WEEK 2	
DAY 4 UPPER BRACKET R1	MON. JUL 25 @ 5PM CET
DAY 5 UPPER BRACKET R2	TUE. JUL 26 @ 8PM CET
DAY 6 LOWER BRACKET R2	WED. JUL 27 @ 8PM CET
DAY 7 LOWER BRACKET R3 UPPER FINALS LOWER FINALS	THU. JUL 28 @ 6PM CET
DAY 8 GRAND FINALS	FRI. JUL 29 @ 8PM CET

TUNE IN
[BLIZZ.LY/SUMMERSERIES](https://blizz.ly/summerseries)

#OWSUMMERSERIES

SOCIAL HIGHLIGHTS

Viewership rewards

JUL 13 2022 / 3:00 PM
@owpathtopro

IMPRESSIONS

90,673

ENGAGEMENTS

9,076

10% engagement rate

Source / 2022 campaign record



Overwatch Path to Pro

@owpathtopro

Let's up the tempo! 🌀 2022 Contenders Viewership Rewards will be active for Friday's Broadcast!

Watch to earn Tracer and Wrecking Ball Contenders Skins. 🏃🐭

Details: blizz.ly/contendersrewards
Tune In: blizz.ly/summerseries



2:51 PM · Jul 13, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

Caster talent

JUL 14 2022 / 2:00 PM

@owpathtopro

IMPRESSIONS

42,629

ENGAGEMENTS

1,801

4.2% engagement rate

Source / 2022 campaign record



Overwatch Path to Pro

@owpathtopro

Here's your NA/EU Summer Series A-Sides Caster Talent appearing in Friday's Broadcast! 🎤

Tune In: blizz.ly/summerseries
#OWSUMMERSERIES

@RichRadLive
@KenobiCasts
@ctHeurix
@DusttinBowerman



2:05 PM · Jul 14, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

Reinhardt match clip

JUL 15 2022 / 12:05 PM

@owpathtopro

IMPRESSIONS

124,464

ENGAGEMENTS

8,860**7.1% engagement rate**

Source / 2022 campaign record



Overwatch Path to Pro ✓

@owpathtopro

Can never go wrong with @BenBest_Ow on Rein.
Shades of OWL 🕶️ #OWSUMMERSERIES

 blizz.ly/summerseries



12:05 PM · Jul 15, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

C9 match moment

JUL 15 2022 / 3:40 PM

@owpathtopro

IMPRESSIONS

38,865

ENGAGEMENTS

1,824

4.7% engagement rate

Source / 2022 campaign record

OVERWATCH
CONTENDERS

ARIK AHMED / CONTENDERS / SUMMER SERIES



Overwatch League Overwatch Contenders


Lots of C9's

#OWSUMMERSERIES



3:41 PM · Jul 15, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

Matchup post

JUL 15 2022 / 3:45 PM
@owpathtopro

IMPRESSIONS

7,562

ENGAGEMENTS

288

3.8% engagement rate

Source / 2022 campaign record



Overwatch Path to Pro ✓
@owpathtopro

The battle begins 🍍 🍕 #OWSUMMERSERIES

 blizz.ly/summerseries



3:42 PM · Jul 15, 2022 · Twitter Web App

SOCIAL HIGHLIGHTS

Reinhardt match clip

JUL 15 2022 / 5:20 PM
@owpathtopro

IMPRESSIONS

89,561

ENGAGEMENTS

8,005

8.9% engagement rate

Source / 2022 campaign record



Overwatch Path to Pro
@owpathtopro

.@LhCloudy with a chance of Rein. ☁️
#OWSUMMERSERIES

blizz.ly/summerseries



5:18 PM · Jul 15, 2022 · Twitter Web App

Broadcast Feedback

Posted by u/Ezraah **half-joking & half-serious** — 3 hours ago

256 **Contenders** Huge props to Contenders for the 4k 60fps. The image quality is crisp with almost no frame drops. In fact, it looks better than most other major esports.



17 Comments Award Share Save ...

Viewer replies and broadcast reactions

Live chat

- Engineer Gaming This song is a bop
- Matt Scarr pepeJAM
- H Hiding Divine 🦊 🦊 🦊 🦊 🦊 🦊
- StuckPlat2077 gachiGASM PianoTime
- GXD Lyon Why can't this song be in OWL?
- Matt Scarr pepeD
- S Sam Haskell why can't we get this music for OWL? LKJFSDKJLSDGF
- d dexjec wow these ads are really subtle
- SuA Bit Siyeon's Lip bop
- Matt Scarr OWL music inferior to GIGACHAD contenders bops

Matchday Replies



Sean Miller / "#1 FAN"



SOCIAL HIGHLIGHTS

Summer Series B-Sides

13 AUG 2022
@owpathtopro

LIKES

359

REPOSTS

42

20 replies

Public post counts / captured October 2026.

[View original post](#)



Overwatch Path to Pro

@owpathtopro

No poetry this time. Sigma & Moira are confirmed for Summer Series B-Sides!

#owsummerseries

 blizz.ly/ASidesRecapBlog

 blizz.ly/contendersrewa...



5:00 PM · Aug 13, 2022

SOCIAL HIGHLIGHTS

Collegiate Homecoming

01 DEC 2022
@owpathtopro

LIKES
121

REPOSTS
16

6 replies

Public post counts / captured October 2026.

[View original post](#)

**Overwatch Path to Pro**  
@owpathtopro

What are you doing this weekend? Tune in to Overwatch Collegiate Homecoming tomorrow 4PM PT, and earn an in-game Overwatch Collegiate Spray.

 blizz.ly/owcollegiate
 blizz.ly/owcollegiate_r...



COLLEGIATE HOMECOMING SCHEDULE
DAY 1
KNOCKOUT
FRI. DEC 2 @ 4:00 PM PT
DAY 2
ROUND OF 8
SAT. DEC 3 @ 11:00 AM PT
DAY 3
FINALS
SUN. DEC 4 @ 11:00 AM PT

6:00 PM · Dec 1, 2022

SOCIAL HIGHLIGHTS

2023 season calendar

28 FEB 2023

@owpathtopro

VIEWS

213.4K

LIKES

482

74 reposts

Public post counts / captured October 2026.

[View original post](#)

OVERWATCH
CONTENDERS

ARIK AHMED / CONTENDERS / SUMMER SERIES



SOCIAL HIGHLIGHTS

Viewer rewards

11 APR 2023

@owpathtopro

VIEWS

160.8K

LIKES

1K

86 reposts

Public post counts / captured October 2026.

[View original post](#)



Overwatch Path to Pro

@owpathtopro

 Overwatch Path to Pro Viewership Incentives are now live! [#OWPTP2023](#)

Learn More: [overwatchleague.com/en-us/contende...](#)



OVERWATCH
CONTENDERS

5:01 PM · Apr 11, 2023 · 160.8K Views

SOCIAL HIGHLIGHTS

April schedule

20 APR 2023
@owpathtopro

VIEWS
43.8K

LIKES
508

58 reposts

Public post counts / captured October 2026.

[View original post](#)



Overwatch Path to Pro
@owpathtopro

Forecast predicts a lot of !DROPS ☁

The weather this weekend is full of broadcast. Here's when to tune in!
[#OWPTP2023](#)

 [overwatchleague.com/contenders/vie...](#)

 [twitch.tv/overwatchconte...](#)



OVERWATCH COLLEGIATE CHAMPIONSHIP
SAT. APR 22 @ 11AM PT
SUN. APR 23 @ 11AM PT



OVERWATCH CALLING ALL HEROES
RAIDIANT HEROES MAJOR 1
SUN. APR 23 @ 3PM PT



OVERWATCH CONTENDERS
SPRING SERIES EMEA & NA
MON. APR 24 @ 9AM PT

[@TWITCH.TV/OVERWATCHCONTENDERS](#)



OVERWATCH
!DROPS

!DROPS FORECAST



OVERWATCH COLLEGIATE CHAMPIONSHIP
SAT. APR 22 @ 11AM PT
SUN. APR 23 @ 11AM PT



OVERWATCH CALLING ALL HEROES
RAIDIANT HEROES MAJOR 1
SUN. APR 23 @ 3PM PT



OVERWATCH CONTENDERS
SPRING SERIES EMEA & NA
MON. APR 24 @ 9AM PT

[@TWITCH.TV/OVERWATCHCONTENDERS](#)

Last edited 5:17 PM · Apr 20, 2023 · **43.8K** Views

SOCIAL HIGHLIGHTS

May schedule

25 MAY 2023

@owpathtopro

VIEWS

32.2K

LIKES

203

20 reposts

Public post counts / captured October 2026.

[View original post](#)



Overwatch Path to Pro

@owpathtopro

💧 Need to catch every drop? 💧

We've got a packed forecast for you. Here's when you can tune in! [#OWPTP2023](#)

 [overwatchleague.com/contenders/vie...](#)

 [overwatchleague.com/pathtopro/sche...](#)

 [twitch.tv/overwatchconte...](#)





!DROPS FORECAST



OVERWATCH CONTENDERS
SUMMER SERIES KOREA & APAC
MAY 25-26 @ 5PM KST



OVERWATCH CALLING ALL HEROES
LOADSCREEN RECALL MINOR 1
MAY 27-28 @ 5:30PM PT



OVERWATCH CONTENDERS
SPRING SERIES EMEA & NA
MAY 29-30 @ 8AM PT



OVERWATCH CONTENDERS
SUMMER SERIES KOREA & APAC
JUNE 1-2 @ 5PM KST



OVERWATCH CONTENDERS
SUMMER SERIES AUSTRALIA
JUNE 7 @ 4PM AEST

@TWITCH.TV/OVERWATCHCONTENDERS

5:00 PM · May 25, 2023 · 32.2K Views

SOCIAL HIGHLIGHTS

World Cup qualifiers

07 JUN 2023
@owpathtopro

VIEWS
326.9K

LIKES
657

92 reposts

Public post counts / captured October 2026.

[View original post](#)



Overwatch Path to Pro 

@owpathtopro

 World Heroes!  Get ready for Overwatch World Cup's Qualifier Tournament.
[#OWWC2023](#)

 June 22nd - July 2nd

 13:00 UTC (6AM PT)

 youtube.com/playoverwatch

 twitch.tv/playoverwatch




QUALIFIERS TOURNAMENT
JUNE 22ND - JULY 2ND @ 13:00 UTC (6AM PT)
YOUTUBE.COM/PLAYOVERWATCH | TWITCH.TV/PLAYOVERWATCH

3:30 PM · Jun 7, 2023 · **326.9K** Views

SOCIAL HIGHLIGHTS

Summer drops

13 JUN 2023
@owpathtopro

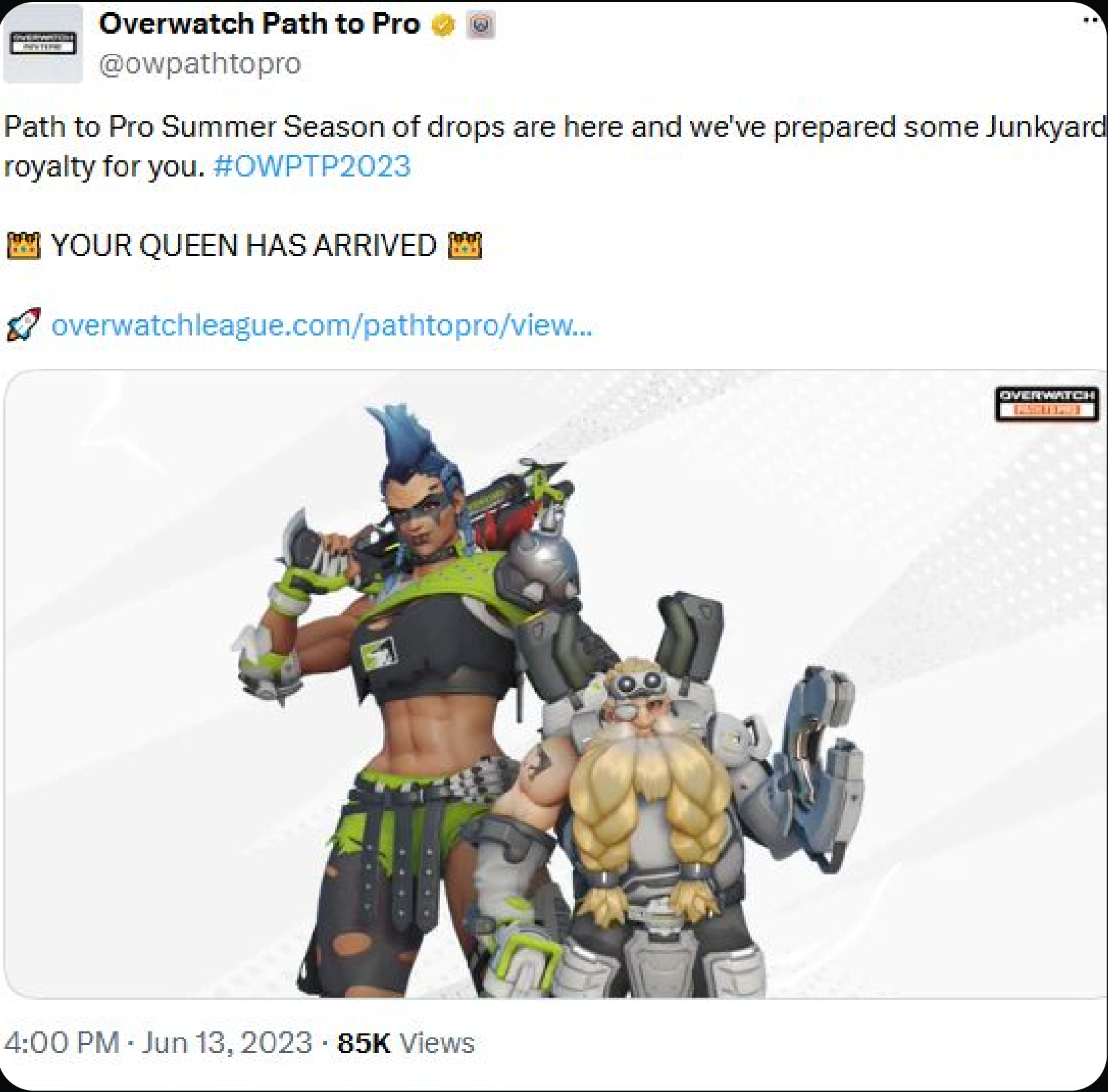
VIEWS
85K

LIKES
478

51 reposts

Public post counts / captured October 2026.

[View original post](#)



SOCIAL HIGHLIGHTS

October reward dates

05 OCT 2023
@owpathtopro

VIEWS
186.4K

LIKES
1.2K

123 reposts

Public post counts / captured October 2026.

[View original post](#)



Overwatch Path to Pro

@owpathtopro

 DROPS ALERT 

Don't miss out on your last chance to claim Overwatch Contenders Mercy, Kiriko, and Hanzo skins! [#OWPTP2023](#)

CAH Rise Together on 10/7-10/8

Contenders Fall Korea on 10/6-10/8

 +  CAH Rise Together on 10/14-10/15

 +  Collegiate Homecoming Finals 10/20-10/22



2:00 PM · Oct 5, 2023 · 186.4K Views

Reported Performance

May - July 2022 / launch and registration

DATE / TIME	IMPRESSIONS	ENGAGEMENTS	RATE	LIKES	REPOSTS	REPLIES	CLICKS
MAY 09 / 10:00 AM	110,000	7,220	6.4%	594	171	52	3,087
MAY 28 / 6:00 PM	663,805	33,322	5%	6,645	488	84	N/A
JUN 16 / 11:00 AM	109,065	2,552	2.3%	312	32	15	N/A
JUN 21 / 5:30 PM	207,872	8,262	4%	757	187	53	3,418
JUN 27 / 11:00 AM	83,513	2,210	2.6%	241	45	4	758
JUL 05* / 11:00 AM	26,163	376	1.4%	92	13	1	N/A
JUL 08 / 2:00 PM	454,707	1,454	0.32%*	426	30	13	N/A

* Jul 05: source date/time; the capture shows Jul 06, 8:08 AM.

* Jul 08: corrected to 0.32% from the listed counts; the source record printed 3.2%.

Reported Performance

May - July 2022 / broadcast week

DATE / TIME	IMPRESSIONS	ENGAGEMENTS	RATE	LIKES	REPOSTS	REPLIES	CLICKS
JUL 11 / 2:00 PM	21,963	2,027	9.2%	168	142	18	382
JUL 13 / 3:00 PM	90,673	9,076	10%	784	142	31	4,036
JUL 14 / 2:00 PM	42,629	1,801	4.2%	243	22	19	262
JUL 15 / 12:05 PM	124,464	8,860	7.1%	409	28	4	111
JUL 15 / 3:40 PM	38,865	1,824	4.7%	674	33	6	N/A
JUL 15 / 3:45 PM	7,562	288	3.8%	75	7	7	33
JUL 15 / 5:20 PM	89,561	8,005	8.9%	815	62	10	100

Source / original PATH TO PRO - RAMP UP UPDATE (2022), pages 3-5.

Sentiment in the source: May 09 negative; May 28 positive; Jun 16 neutral;
Jun 21-Jul 15 positive, except Jul 05 and Jul 11 neutral. N/A = not reported.