Twitter Tipped Off Its #NBATwitter Campaign With the NBA Finals About to Start

There have been more than 100 million tweets related to the National Basketball Association thus far in 2018, more than any other sports league, and the social network geared up for Thursday night’s tipoff of the NBA Finals with its #NBATwitter brand campaign. Twitter said the spot is meant to convey “the seemingly never-ending conversation… https://www.adweek.com/digital/twitter-tipped-off-its-nbatwitter-campaign-with-the-nba-finals-about-to-start/