Basketball is the fastest growing sport in the world and the NBA has reaped its benefits. A major reason for this boom is Twitter, specifically NBA Twitter. NBA Twitter has formed sort of a community in a way that if you are new to NBA Twitter, you just would not understand the joke being made. It ranges from memes to directly interacting with the players. In several instance the players will respond or have burner accounts so that they can speak their mind without exposing themselves. A year ago, 76ers general manager Jerry Colangelo got exposed for having 9 burner accounts where he bashed players and coaches on his own team. Eventually, he resigned, but this opened a lot of dialogue about burner accounts. A grown man bashing his own players through false identities may seem obscure, but this is not the first instance that this has happened. Skip Bayless of FS1 also took major heat when he forgot to change to his burner account and tweeted from his real account. Even players will go to these exorbitant lengths to protect their image in the eyes of the fans. Kevin Durant notorious for arguing with fans on Twitter, also got caught. Most of these people get caught when they tweet something about themselves and mention their own name from their own account. Almost as if they are tweeting in the third person.

Jimmy Kimmel has a famous segment on his show called “Mean Tweets- NBA” in which the celebrities come on the show and read out loud the negative tweets people write about them. Here is a clip from Kevin Durant and Paul George. “Insert clip of players reading “Mean Tweets.” Certain tweeters who work for sports companies have become much more popular because of NBA Twitter. Rob Perez, goes by Wob on Twitter, has become one of the faces of NBA Twitter. Whenever any crazy moment happens on or off the court, members of NBA Twitter look to Rob to post insights and memes about the topic. With his live videos, immaculate comparisons, and vast exaggerations, Wob keeps NBA Twitter together in a sense. It has become so much quicker for fans to receive news. Every story is now broken directly by the reporter straight onto Twitter. No longer do people have to rely on websites like ESPN to consume information as it is all on Twitter now. The best example of this is the NBA draft. Reporters will break every single pick of the draft on Twitter seconds before the name is ever even called on T.V. Many people including the NBA governing body are opposed to this as they feel that it ruins the element of surprise People watching the draft know who is selected before even the athletes waiting to be drafted do.

It is easy to find negative aspects in anything in the world. NBA Twitter definitely causes some heated arguments or ruins the element of surprise, but it is the way the world is moving, and we have to adjust with it. Giving NBA fans an immediate outlet, Twitter has provided everything from hot takes to deep insights. It has given NBA fans a direct access to the community which they had not had access to previously. All in all has been beneficial to the NBA community.