**ESPN Seeks Younger Audience With Social Media Star**

ESPN has hired Instagram star Omar Raja to increase the network's next-generation audience across all of its platforms, after 15.4 million people followed his sports commentary account. Raja will craft the network's social media strategy as well as commenting on social and digital content.

***Variety online 1.9.20***

<https://variety.com/2020/tv/news/espn-omar-raja-instagram-sports-tv-1203461434/>

Image credit:

<https://assets.bonappetit.com/photos/5baaa68cf71c8c49e4385c49/master/w_1280,c_limit/healthyish-omar-lede.jpg?mbid=social_retweet>