

# #sport on social

FIFA World Cup 2022

a social media report



# headlines



## Messi generates more engagements than any other player

Amassing **281.7m** engagements – **17%** of all player social media engagements



## France racks up more engagements than any other team

Generating **418.3m** social media engagements (**44%** more than England)



## Argentina amasses more new followers than any other team

Gaining **4.1m** new followers across their social media channels



## Argentinian players dominate engagements

6 of the top 10 most engaged with players on social media were Argentinian



## Morocco experiences huge growth on social media

Growing their audiences by 1.6m, **84%** of which came on Instagram



## Instagram dominates channel engagement

Accounting for **57%** of all team engagements; TikTok came second with **29%**

images: @fifaworldcup



players



# FIFA World Cup 2022 social media ranking



## top 10 engagements

	engagements	rank
 Lionel Messi	281,706,038	1
 Cristiano Ronaldo	257,057,848	2
 Neymar	176,728,084	3
 Kylian Mbappé	71,045,155	4
 Richarlison de Andrade	63,756,428	5
 Rodrigo De Paul	35,925,792	6
 Paulo Dybala	33,162,602	7
 Julián Álvarez	27,398,301	8
 Emiliano Martínez	27,063,580	9
 Ángel Di María	26,232,497	10

Messi and Ronaldo generated more engagements than the rest of the top 10 players combined (538.7m vs 461.3m)



## top 10 new followers

	new followers	rank
 Lionel Messi	24,055,162	1
 Cristiano Ronaldo	19,990,441	2
 Neymar	14,262,314	3
 Richarlison de Andrade	12,345,776	4
 Kylian Mbappé	10,317,743	5
 Pablo Martín Páez Gavira	4,784,561	6
 Julián Álvarez	4,216,287	7
 Achraf Hakimi	3,392,481	8
 Enzo Fernández	3,335,704	9
 Vinícius Júnior	3,330,798	10

half of the players in the top 10 were semi-finalists

teams



# FIFA World Cup 2022 social media ranking



## top 10 engagements



country	engagements*	rank
France	418,169,586	1
England	290,008,045	2
Argentina	275,461,017	3
Japan	161,533,318	4
Brazil	151,880,836	5
Poland	115,876,742	6
Portugal	101,638,189	7
Belgium	82,706,478	8
Netherlands	81,661,929	9
Mexico	59,787,182	10

France generated most engagements on Facebook & TikTok; Argentina performed best on Instagram & Twitter



## top 10 new followers



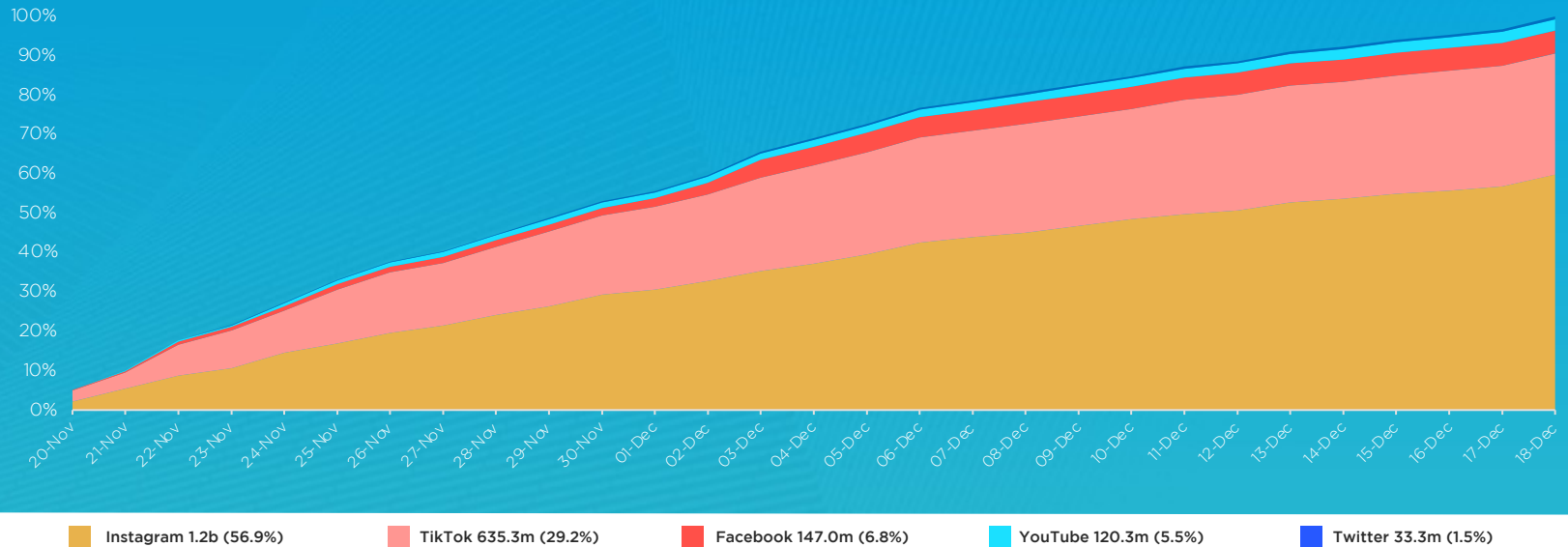
country	new followers	rank
Argentina	4,145,694	1
France	3,647,353	2
Brazil	3,314,177	3
England	2,034,173	4
Portugal	1,937,532	5
Morocco	1,572,862	6
Japan	909,549	7
Spain	824,352	8
Ecuador	734,854	9
Poland	717,071	10

semi-finalist Morocco grew their audiences by 1.6m, 84% of which came on Instagram

content



# Instagram generates more engagements than any other channel



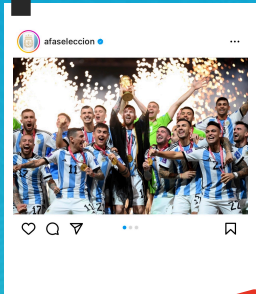


# the most emotive content from the FIFA World Cup

top 3 teams whose content evoked the strongest emotions

strongest emotions felt

**1** Argentina



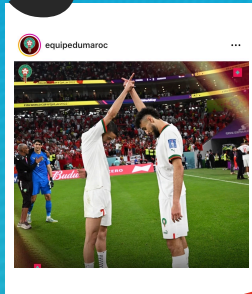
emotional score **9.9**

**2** Germany

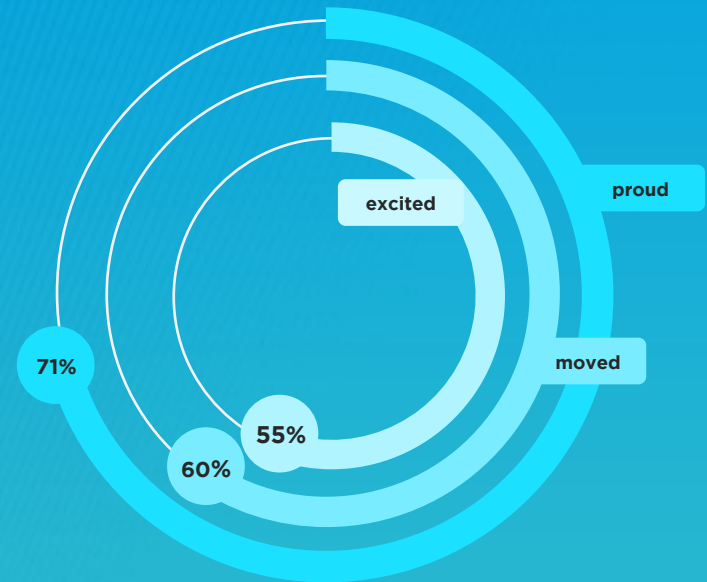


emotional score **9.8**

**3** Morocco

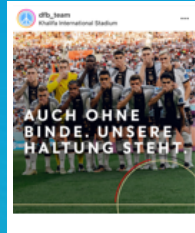


emotional score **9.1**



# emotive content by World Cup round

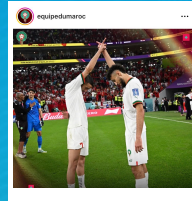
9.8 Germany takes a stand



7.7 Senegal beats Qatar to eliminate hosts



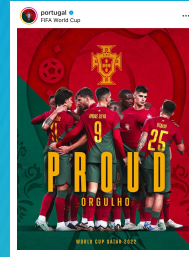
9.1 Morocco celebrates victory vs Canada



8.5 Bellingham's BeReal



7.2 Portugal knocked out



8.8 France makes it to final



9.9 Argentina are the World Cup champions



# methodology

## social media ranking

monitoring period: 20 November – 18 December 2022

analysis included the following platforms:

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok

metrics measured: fan growth, video views, engagements


## emotional response

- a representative sample of 300 fans was shown the most engaged-with social media post from each of the 32 teams competing at Qatar 2022
- fans looked at the posts and rated various emotions on a scale of 1 – 5 to say how intensely each post made them feel (1 = not at all, 5 = very much)
- all scores were aggregated to provide an emotional score

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# thank you

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that makes sport more relevant to more people.

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