The World Cup captivates tweeters

The 2018 FIFA World Cup provided us with hope, excitement, drama, VAR disputes and one worthy winner of the greatest prize in world football.

The chart below shows how the World Cup captured fans imaginations across the World, with a total number of 132 Million tweets sent during the broadcast times of the tournament (a 4 hour period starting from 1 hour before kick off).

Brazilian fans were very vocal on social media, they tweeted the most during the tournament and 4 of their games were in the top 10 most tweeted matches shown along the top. Their game against Belgium provided 8.4 Million tweets alone, more than the final received.

Looking at the World Cup Final on the right, a total of 8.3M tweets were sent during the broadcast with many peak minutes appearing due to goals. Mbappe’s goal to give France an emphatic lead was the most tweeted moment in the game, with 144K tweets.

Top tweeted matches

- Brazil V Belgium: 8.4M tweets
- France V Croatia: 8.3M tweets
- Brazil V Mexico: 8M tweets
- France V Argentina: 7M tweets
- Brazil V Costa Rica: 6.5M tweets
- Brazil V Switzerland: 5.1M tweets
- Argentina V Croatia: 5M tweets
- Portugal V Spain: 4.9M tweets
- Croatia V England: 4.9M tweets
- Germany V Mexico: 4.8M tweets

Top tweeted moment:

- Mbappe scores the 4th goal for France: 144K tweets

Number of tweets by minute

(4 hour period starting from 1 hour before kick off)

- 58.5K tweets at 16:19: France first goal (Mandžukić own goal)
- 84.5K tweets at 16:29: Perišić scores an equalizer for Croatia
- 75K tweets at 16:33: Griezmann scores for France
- 108.9K tweets at 17:46: France lifts the trophy
- 134.2K tweets at 17:55: Mbappe scores the 4th goal for France
- 58.5K tweets at 17:53: Final whistle
- 49.5K tweets at 18:36: France lifts the trophy
- 134.2K tweets at 17:55: Mbappe scores the 4th goal for France
- 58.5K tweets at 17:53: Final whistle
- 108.9K tweets at 17:54: Final whistle

Total number of tweets

- 132.3 million tweets

Top 10 countries that tweeted (in Millions):

- Brazil: 17.4
- USA: 6.3
- UK: 6.1
- Argentina: 5.3
- Mexico: 3.5
- France: 3.2
- Spain: 2.9
- Colombia: 2.3
- Nigeria: 1.4
- South Africa: 1.2

Sources: Kantar Social TV Ratings, 14th June – 15th July

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