

AFCON 2019 gets Africa talking on social media

People across barriers of nation, language, class and culture took to Facebook to discuss the AFCON 2019.



Image source: Gallo/Getty.

Last week marked the end of the 2019 Africa Cup of Nations (AFCON), a spectacular tournament that had people glued to their screens for the month of its duration. Africa moved to the rhythm of AFCON 2019, with more than 10 million people choosing Facebook to share their passion and excitement.

Based on data measured between June 21st when AFCON started and July 16th:

- People on Facebook generated more than 30 million AFCON-related interactions (likes, comments, reactions etc.).
- The day that got most people engaged on Facebook was July 14, the day of the semi-finals.
- Riyad Mahrez from Algeria was the most talked about player, followed by Mohamed Salah from Egypt.
- The most discussed national teams were, in order: Nigeria, Senegal, Algeria, South Africa and Tunisia.
- The countries that discussed AFCON the most were Nigeria, South Africa, Ghana, Algeria and Senegal.
- Egypt, the country who hosted the championship, was the 6th most engaged in the conversation.

Facebook measured Facebook conversation including posts, comments, shares, likes and reactions related to the tournament. All data was aggregated and de-personalised. Conversations were identified based on keywords and combinations of keywords that were associated with discussions around AFCON 2019.

facebook

How Africa cheered AFCON 2019 on Facebook

Football fans across the continent chose Facebook
to share their passion and excitement

*Global conversation measured from 21st of June when AFCON started and until 14th of July 2019.



More than 10 million people globally connected on Facebook around AFCON 2019 since the championship began generating over 30 million interactions (likes, reactions, comments, replies, shares). The day that got most people engaged on Facebook so far was 14th of July, the day of the semi-finals.



10 million people
globally connected



Over 30 million
interactions



Most engagements:
14th July

MOST DISCUSSED PLAYERS:



Riyad Mahrez



Mohamed Salah



Sadio Mane



Wilfried Zaha



Odion Ighalo

MOST DISCUSSED NATIONAL TEAMS



Nigeria



Senegal



Algeria



South Africa



Tunisia

COUNTRIES WHO DISCUSSED AFCON THE MOST:

(ranked by total number of people in that country who engaged on Facebook around AFCON)



Nigeria



South Africa



Ghana



Algeria



Senegal



Egypt, the country who hosted the championship was the 6th most engaged in the conversation

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