

# World Cup breaks Facebook record for online chatter

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Fans of Brazil react at the end of the match in Porto Seguro on June 28, 2014

Facebook on Monday said that the World Cup has kicked up more action at the leading social network than any other event in history.

More than a billion comments, posts, and "likes" related to World Cup matches have been racked up since the tournament began on June 12, in a level of online conversation never seen before at Facebook, according

to the California-based social network.

About 220 million people have taken part in the unprecedented online conversation.

Knock-out matches that took place during the weekend pushed the overall number of "interactions" at Facebook past a billion.

"Facebook generally sees a large amount of conversation around sporting events, but the World Cup has proven to be a unique moment," the social network said in a blog post.

"Facebook's data editors have never measured an event—sports or otherwise—that has topped a billion interactions."

More than 31 million people engaged in 75 million posts, comments, and "likes" related to Saturday's match pitting Brazil against Chile.

That level of World Cup online activity at the social network was second only to the 140 million interactions engaged in by 58 million people during the opening match between Brazil and Croatia on June 12, according to Facebook.

Brazilian players were also hot topics of World Cup talk at Facebook.

A posted photo playfully pairing comic character "Hulk" and Neymar da Silva Santos Junior, commonly known as Neymar, scored more than 2.5 million "likes" and was shared more than 70,000 times to become the most engaging post by any player during the World Cup, according to the social network.

Neymar and teammate David Luiz together account for 12 of the top 20 most-liked posts by World Cup players during the tournament, Facebook

said.

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