

PREDICTING THE WORLD CUP 2014 USING SOCIAL MEDIA



MintTwist

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EXECUTIVE SUMMARY

This World Cup is already social – it has generated over 10 million tweets so far, more than the 2010 tournament in total. Fans love following teams and key players. It brings them closer and makes them feel like part of the action. This collective being should not be underestimated.

For national teams, social is the perfect platform to keep momentum between games and interest in the team high. They are also in an excellent position to aggregate information about players.

Individual players' following outweighs even the most popular teams by millions. Neymar Jr, for example, has over 10 million Twitter followers, making Brazil's 4 million look rather paltry. However, national teams should benefit from their popular players' followings and we expect follower numbers across all networks to increase significantly.

It's clear from our research that a well-organised social media strategy pays dividends for teams. Communicating regularly with fans and giving them behind-the-scenes glimpses creates engagement, loyalty and above all, a lot of talk about the team.

Teams that engage in social media well are thinking of their fans and understand the value of involving them. It also suggests a desire to be adaptable, change with the times and that there is a well-organised backroom. This is not the case with all teams as some of our rankings show – will this also show on the pitch?

We expect to see this World Cup break social media records across all networks – expect team selfies, lots of images and millions of likes, retweets, shares and the Twitter fail whale!



HOW RANKINGS ARE DETERMINED

SOCIAL FACTORS

- Facebook likes and talking
- Twitter followers, tweets sent and media used
- YouTube channel subscriptions and views
- Google+ circles and views
- Instagram follows and posts

Countries with native networks that are more popular than those listed above were given an extra ranking for this (Russia, Korean Republic and Japan).

Only official pages/feeds have been included. We have endeavoured to identify that they are official feeds.

SKILL AND COUNTRY FACTORS

- FIFA ranking
- Bookie's odds
- Internet and smartphone penetration

Skill does have to have some role in rankings so we have taken account of the FIFA rankings and bookies' odds.

Countries do not have equal broadband and 3G/4G coverage. This obviously limits some countries' ability to engage on social media. For these countries, we have given them additional weighting to compensate for this.

A full table of rankings is in the Appendix.

Data for all rankings was captured on 25th May. Numbers will have increased in this time, key players injured, and FIFA and bookies' rankings are subject to change.

ABOUT MINTTWIST

MintTwist is a full-service London digital agency helping companies all over the world win and retain business with better digital strategies. We work closely with clients to really understand their businesses in order to develop successful websites and digital strategies that deliver the right traffic and results.

Our team draws from around the world so come on England, Greece, USA, Colombia and France!

THE RESULTS



PREDICTIONS

BRAZIL WILL WIN THEIR 6TH WORLD CUP

This will not come as a surprise to many as they are already widely tipped to lift the trophy.

As our case study on page 11 shows, their relaxed and open social management gives fans access to what happens behind the scenes and there is a constant feed of media (new and vintage) to keep them happy and talking.

SPAIN AND NETHERLANDS WILL COME CLOSE

It will be close between these two teams and the clash comes early as they are drawn in the same group.

While Spain has a great presence across the social media spectrum, their updates are more formal than Brazil's. They carefully cultivate the team's image and do so consistently across their networks.

THE TOP TEN

OVERALL RANK		SOCIAL RANK
1	Brazil	3
2	Spain	2
3	USA	1
=4	Italy	4
=4	Netherlands	5
6	Germany	6
=7	England	7
=7	Uruguay	8
9	Belgium	10
10	Colombia	13

USA WILL BE THE WILD CARD

Our predictions put the USA in the semi-finals, with a German rematch. Regardless of their FIFA ranking, their social media presence is strong enough to take them far into the competition. With German coach and World Cup winner Jürgen Klinsmann guiding them, their journey could be a compelling one.

Football in the USA is now the second most popular sport amongst 12-24 year olds, a demographic known for being “digital natives”. This has undoubtedly cemented their popularity online. David Beckham’s ongoing promotion of the MLS has also helped the sport’s image within the country.

THE ROAD TO THE FINAL

If it was down to only social rankings, then the USA would take home the trophy. However, skill and other factors (such as home advantage) clearly affect matters on the pitch and have to be taken into account. This denies the USA the win.

The final will be contested by the top 2 teams – Brazil and Spain. It’s difficult to rule out the Netherlands though. No one should underestimate them as they look to avenge the 2010 final and make-up for a poor Euro 2012. Social rankings between the teams are close so while we predict a win for Spain against them, a draw would not be surprising.

England has a chance of getting to the quarter-finals but their group is close. They are only just above Uruguay in the table. No Instagram account and late-to-the-party Twitter feed hurts their overall score despite dominance on YouTube and Facebook.

It’s also a close to call between Mexico and Croatia. Mexico are Olympic gold medallists and their social ranking is much stronger than their overall one.

We are predicting that Portugal will not qualify based on a lacklustre social performance where there is only one star performer, Facebook. This is not dissimilar to criticisms levelled at the team, pinpointing Ronaldo as the team’s great hope.

Argentina will not have a good tournament either. Knocked-out in round 2, they will draw against Nigeria. Their lack of social media organisation is hindering them. You could say they were a bit Messi...

The USA will have a phenomenal tournament, reaching the semi-final. They are close to Germany so 3rd place could be decided on penalties. If they went head-to-head with Germany in a social media shoot-out, it would be 5-0 to the USA.

Social-only rankings could produce other upsets such as Honduras beating Switzerland and Ecuador beating France.

FOOTBALL AND SOCIAL MEDIA: A BEAUTIFUL RELATIONSHIP

“TRADITIONAL” SOCIAL NETWORKS DOMINATE

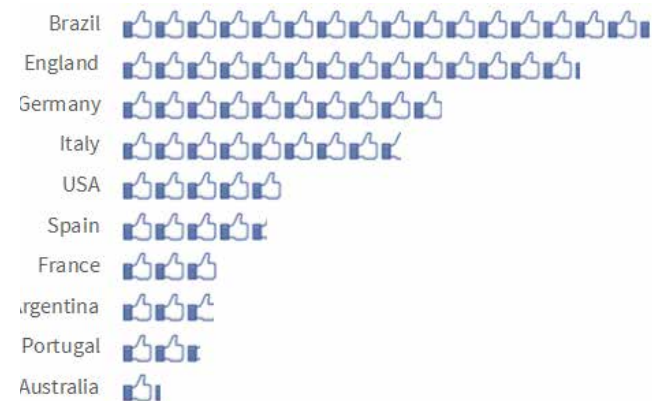
Facebook and Twitter are almost universally used, even in countries where they are not the main networks such as Russia, Japan and the Korean Republic. Teams recognise that their popularity extends beyond national borders.

Followings and interactions on these two networks are almost always significantly greater than YouTube or Google+.

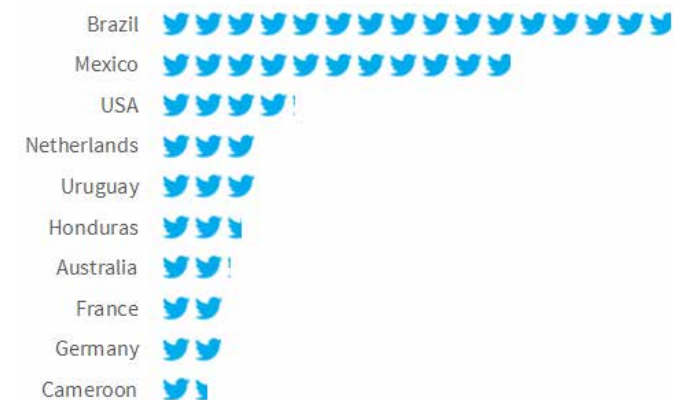
England ranks no.1 for Facebook, an impressive feat considering the popularity of USA and Brazil. Their Twitter feed has only recently been separated from the main FA one, and this has hurt their social ranking as they have had enough time to build the following (hoe).

The Americas dominate Twitter with the top 4 rankings; Twitter’s sense of immediacy makes it a better format for following matches and providing reactions. Twitter is likely to be the main platform for social media talk during the competition.

TOP TEN MOST LIKED TEAMS ON FACEBOOK



WHO TWEETS THE MOST?



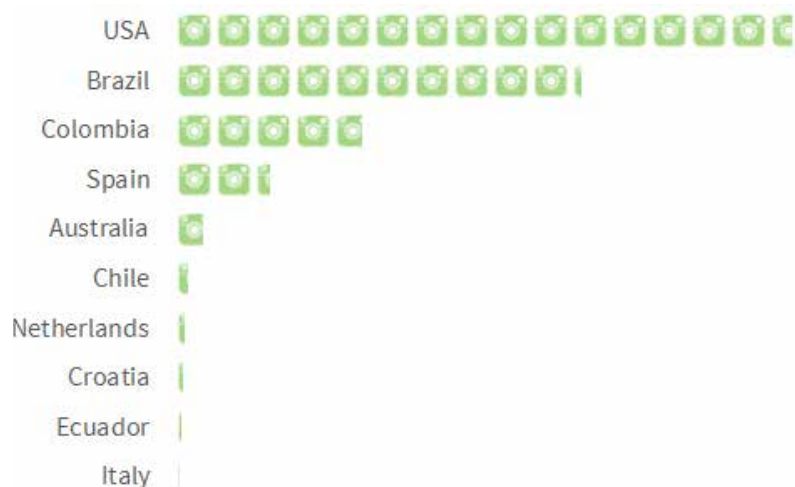
INSTAGRAM RAPIDLY RISING

The more recent new kid on the block since the last World Cup is Instagram. It's being embraced by teams and generates engagement that rivals Facebook and Twitter.

It's the perfect tool for "behind the scenes" material and also overcomes language barriers as it is primarily visual. The 15-second video format also lends itself well to match summaries, team arrivals and training session snippets.

Almost all of the top teams have established feed. One notable absence is England – as we went to press they had yet to create an Instagram presence.

TOP 10 MOST FOLLOWED TEAMS ON INSTAGRAM

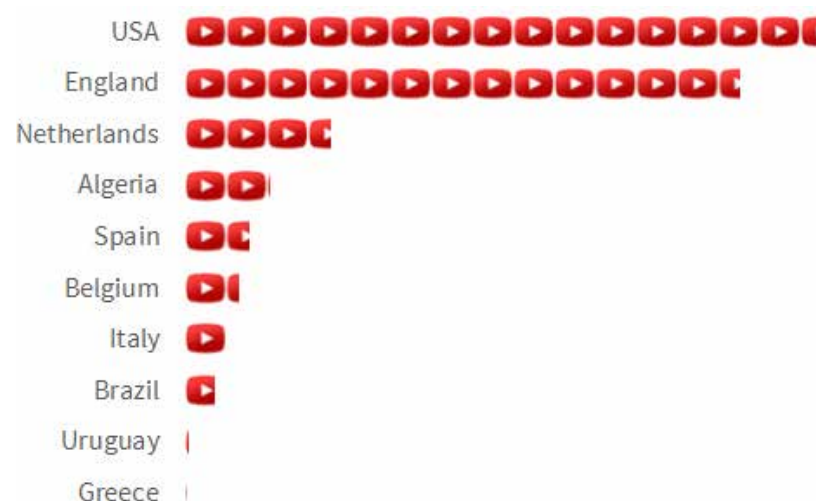


YOUTUBE – LOVED BY EUROPE

A popular network for European teams, holding 6 out of 10 top places. Streaming video requires a good internet connection so it is easier for Europeans to make this a platform of choice when following teams.

As more countries improve their internet infrastructure (and the good news is that in Africa and South America this is happening), it will be interesting to see if YouTube's popularity rises or if Instagram and Vine will take its place.

TOP 10 MOST VIEWED TEAM CHANNELS



GROUP A RESULTS

Brazil will sail through the group stage with their strong social presence, winning all their games.

Mexico and Croatia will battle it out for the runner-up spot. If it was only based on social media, then Mexico would be more likely to qualify, boosted by their Twitter presence.

Cameroon's Twitter activity is high but their overall social strategy needs to improve.

TEAM	PL	W	D	L	PNT
Brazil	3	3	0	0	9
Mexico	3	1	1	1	4
Croatia	3	1	1	1	4
Cameroon	3	0	0	3	0

Mexico are runners-up based on social rankings.



Overall ranking: 1

Social ranking: 3

FIFA ranking: 4

Best WC performance:

Winners 2002, 1994, 1970,
1962, 1958

Best social performance:

Twitter



Overall ranking: 15

Social ranking: 16

FIFA ranking: 19

Best WC performance:

QF 1986, 1970

Best social performance:

Twitter



Overall ranking: 14

Social ranking: 14

FIFA ranking: 20

Best WC performance:

3rd 1998

Best social performance:

Instagram



Overall ranking: 31

Social ranking: 30

FIFA ranking: 50

Best WC performance:

QF 1990

Best social performance:

Twitter

MATCH RESULTS

BRAZIL	v	Croatia
MEXICO	v	Cameroon
BRAZIL	v	Mexico
Cameroon	v	CROATIA
Cameroon	v	BRAZIL
Croatia	v	Mexico
draw		

GROUP B RESULTS

Spain and Netherlands are set to dominate this group. Socially, they are closely matched so the group could be closer than our prediction.

Chile and Australia have respectable social rankings, notably on Instagram. If there's an upset, it is more likely to come from Chile who are considered to be a dark horse.

TEAM	PL	W	D	L	PNT
Spain	3	3	0	0	9
Netherlands	3	2	0	1	6
Chile	3	1	0	2	3
Australia	3	0	0	3	0

Overall ranking: 2

Social ranking: 2

FIFA ranking: 1

Best WC performance:

Winners 2010

Best social performance:

Google+

SPAIN

NETHERLANDS

Overall ranking: 4

Social ranking: 5

FIFA ranking: 15

Best WC performance:

Runners-up 2010, 1978, 1974

Best social performance:

YouTube

CHILE

AUSTRALIA

Overall ranking: 13

Social ranking: 9

FIFA ranking: 59

Best WC performance:

Round of 16 2006

Best social performance:

Instagram

Overall ranking: 11

Social ranking: 12

FIFA ranking: 13

Best WC performance:

Round of 16 2010, 1998

Best social performance:

Instagram

MATCH RESULTS

SPAIN	v	Netherlands
CHILE	v	Australia
Australia	v	NETHERLANDS
SPAIN	v	Chile
Australia	v	SPAIN
NETHERLANDS	v	Chile

BRAZIL: SOCIAL MEDIA GLORY

Brazil has built up a solid social media platform with coverage across all major networks.

They regularly post with a variety of engaging content, including behind the scenes team images and videos.

They just miss out on the top Facebook ranking despite an impressive follower count of 4 million and growing.

One area that Brazil excels at is reminding followers of their football heritage. Celebrating past successes and memories delights fans and gets them liking and sharing.



CBF Futebol @CBF_Futebol · May 19

O Internacional foi campeão brasileiro em 1975, 1976 e 1979. Venceu Cruzeiro, Corinthians e Vasco, respectivamente.



163 180

Brazil also rarely post without an image – they’ve already uploaded over 47,000 images on Twitter. They have a huge image library and it also helps non-Portuguese speaking fans interact.

1.4+
MILLION

FOLLOWERS

OVERALL RANK	1
Social rank	3
Facebook rank	5
Twitter rank	1
Youtube rank	8
Google+ rank	11
Instagram rank	8

The images play an even more important role on Instagram. The feed is updated frequently and gets almost as much engagement as Facebook. This is significant given that they have 4 million more followers on Facebook than Instagram. As the tournament progresses, expect the following on this channel to increase significantly.

YouTube and Google+ are Brazil’s weakest social channels. Both are regularly updated but lag behind for views and interaction.

GROUP C RESULTS

Colombia comes top of this group after a 16-year absence from qualifying. A good presence, apart from Facebook, is enough for them to banish the ghosts of '94.

The rest of the group is arguably wider open. While Greece is likely to be the runner-up, Japan could be snapping at their heels. Their main social networks are native, but they have a decent Facebook, Twitter and YouTube presence.

Côte d'Ivoire's social activity needs to grow significantly. Their internet infrastructure is holding them back.

TEAM	PL	W	D	L	PNT
Colombia	3	3	0	0	9
Greece	3	2	0	1	6
Côte d'Ivoire	3	0	1	2	1
Japan	3	0	1	2	1

Overall ranking:
10

Social ranking: 13

FIFA ranking: 5

Best WC performance:

Round of 16 1996

Best social performance:

Instagram



Overall ranking: 18

Social ranking: 25

FIFA ranking: 10

Best WC performance:

Group stage 2010, 1994

Best social performance:

YouTube



Overall ranking: 25

Social ranking: 15

FIFA ranking: 47

Best WC performance:

Round of 16 2010, 2002

Best social performance:

Line, YouTube



Overall ranking: 27

Social ranking: 21

FIFA ranking: 21

Best WC performance:

Group stage 2010, 2006

Best social performance:

Google+

MATCH RESULTS

COLOMBIA	v	Greece
Côte d'Ivoire	v	Japan
COLOMBIA	v	Côte d'Ivoire
Japan	v	GREECE
Japan	v	COLOMBIA
GREECE	v	Côte d'Ivoire
draw		

GROUP D RESULTS

This group is likely to go to the wire. Italy will come out top with their consistent social performance across all networks. While Underdogs Costa Rica are unlikely to threaten this socially strong group.

It's a close call between England and Uruguay. Equal on points, England go through based on social ranking (and hopefully goal difference!). England would be stronger with a more well established Twitter feed and Instagram presence.

TEAM	PL	W	D	L	PNT
Italy	3	3	0	0	9
England	3	1	1	1	4
Uruguay	3	1	1	1	4
Costa Rica	3	0	0	3	0

England are runners-up based on social ranking.

Overall ranking: 4

Social ranking: 4

FIFA ranking: 9

Best WC performance:

Winners 2006, 1982,
1936, 1934

Best social performance:

Facebook



Overall ranking: 7

Social ranking: 7

FIFA ranking: 11

Best WC performance:

Winners 1966

Best social performance:

Facebook, YouTube



URUGUAY

Overall ranking: 7

Social ranking: 8

FIFA ranking: 6

Best WC performance:

Winners 1950, 1930

Best social performance:

Twitter



Overall ranking: 23

Social ranking: 22

FIFA ranking: 34

Best WC performance:

Round of 16 1990

Best social performance:

Facebook, Google+



MATCH RESULTS

England	v	ITALY
URUGUAY	v	Costa Rica
Uruguay	v	England
ITALY	v	COSTA RICA
ITALY	v	Uruguay
Costa Rica	v	ENGLAND
draw		

COLOMBIA: INSTAGRAM CASE STUDY

Colombia's feed is creative with a good mix of behind the scenes and World Cup build up.

They use different methods to create engaging content:

- Videos using game shots and music, and to send messages
- Collages
- Promoting products
- Countdown to the World Cup
- Player cards

They don't just rely on the photo itself but put time into adapting the images to create different looks. They are not relying on one method to generate engagement.

Colombia's efforts are rewarded with thousands of likes and comments from fans, creating a positive feeling for the team's World Cup campaign.



GROUP E RESULTS

France is strong overall and will be difficult to beat in this group. However, their lack of activity on YouTube hurts their overall ranking. Ecuador will come second, thanks to a good Instagram feed.

Honduras' lack of internet structure harms its overall rankings though they have performed well in the run-up to the tournament, beating Mexico. Their Twitter feed is excellent and in a purely social world, they would beat the Swiss.

The Swiss are strong but have failed to establish an official YouTube or Instagram channel.

TEAM	PL	W	D	L	PNT
France	3	3	0	0	9
Ecuador	3	2	0	1	6
Switzerland	3	0	1	2	1
Honduras	3	0	1	2	1

Overall ranking: 23

Social ranking: 22

FIFA ranking: 8

Best WC performance:
Quarter finals 1954,
1938, 1934

Best social performance:
Facebook



FRANCE

Overall ranking: 12

Social ranking: 11

FIFA ranking: 16

Best WC performance:
Winners 1998

Best social performance:
Facebook, Google+



HONDURAS

Overall ranking: 27

Social ranking: 21

FIFA ranking: 30

Best WC performance:
Group Stage 2010, 1982

Best social performance:
Twitter



EUCADOR

Overall ranking: 16

Social ranking: 15

FIFA ranking: 28

Best WC performance:
Round of 16 2006

Best social performance:
Instagram



MATCH RESULTS

Switzerland	v	ECUADOR
FRANCE	v	Honduras
Switzerland	v	FRANCE
Honduras	v	ECUADOR
Honduras	v	Switzerland
Ecuador	v	FRANCE
draw		

GROUP F RESULTS

A small upset in this group with Nigeria taking the top spot on social ranking difference. An impressive Google+ account boosts their chances together with their African Cup of Nations win.

Argentina has threatening forwards but the same could not be said of their social activity, which is poor.

Bosnia has qualified for the first time and has a great YouTube channel. Iran suffers from a lack of access – all main social networks are banned. However, channels have been set up and are gaining followers.

TEAM	PL	W	D	L	PNT
Nigeria	3	2	1	0	7
Argentina	3	2	1	0	7
Bosnia-Herzegovina	3	1	0	2	3
Iran	3	0	0	3	0

Nigeria are winners based on social ranking.

Overall ranking: 25

Social ranking: 15

FIFA ranking: 44

Best WC performance:

Round of 16 1998, 1994

Best social performance:

Google+



Overall ranking: 28

Social ranking: 31

FIFA ranking: 7

Best WC performance:

Winners 1986, 1978

Best social performance:

Facebook



Overall ranking: 32

Social ranking: 32

FIFA ranking: 37

Best WC performance:

Group stage 2006, 1998, 1978

Best social performance:

Facebook



Overall ranking: 30

Social ranking: 28

FIFA ranking: 25

Best WC performance:

Qualified 2014

Best social performance:

YouTube

MATCH RESULTS

ARGENTINA	v	Bosnia-Herzegovina
Iran	v	NIGERIA
ARGENTINA	v	Iran
NIGERIA	v	Bosnia-Herzegovina
Nigeria	v	Argentina
BOSNIA-HERZEGOVINA	v	Iran
draw		

ENGLAND: FACEBOOK CASE STUDY

Just pipping Brazil to the no.1 spot for Facebook, England is using this network well to keep fans up-to-date with the latest team news.

Posts can attract thousands of likes and in the run-up to Brazil regularly attract over 50,000.

Fans are encouraged to like and share key posts such as the official team photo, as well as posting their own content such as selfies in the England kit.

England posts a wide variety of media from team photos and albums, to videos and infographics. They also provide commentary during matches, including those for junior squads.

Almost every post is accompanied with an image or video, which ultimately helps them stand-out in Facebook users' feeds. Player and coach quotes are featured in statuses and in the build up to games.

There is more player-generated content, which England cleverly uses as a call for people to send messages of support.



GROUP G RESULTS

At first glance this is a group of death for the USA but their well-organised and consistent social activity takes them to the top. Germany will be strong though their weakest channel is YouTube.

Portugal won't make it beyond this round despite a highly-rated Facebook following. Their social presence is overly reliant on one network.

Ghana is the top African nation for social but has drawn arguably the toughest group for football and social. They perform well across Twitter, YouTube and Google+. They could get a draw against Portugal.

TEAM	PL	W	D	L	PNT
USA	3	3	0	0	9
Germany	3	2	0	1	6
Portugal	3	0	1	2	1
Ghana	3	0	1	2	1

Overall ranking: 20

Social ranking: 17

FIFA ranking: 38

Best WC performance:

Quarter final 2012

Best social performance:

Google+



Overall ranking: 6

Social ranking: 6

FIFA ranking: 2

Best WC performance:

Winners 1990, 1974, 1954

Best social performance:

Facebook, Google+



PORTUGAL

Overall ranking: 20

Social ranking: 26

FIFA ranking: 3

Best WC performance:

3rd place 1966

Best social performance:

Facebook



Overall ranking: 3

Social ranking: 1

FIFA ranking: 14

Best WC performance:

Quater Finals 2002

Best social performance:

YouTube, Instagram

MATCH RESULTS

GERMANY	v	Portugal
Ghana	v	USA
GERMANY	v	Ghana
USA	v	Portugal
USA	v	Germany
Portugal	v	Ghana
draw		

GROUP H RESULTS

Belgium is favoured by the bookies and their social performance backs this up. A solid presence on Facebook, Twitter and YouTube gives them a top 10 social ranking spot and takes them through as group winners.

Russia's native networks VK and Odnoklassniki make up for an average showing in other networks. They could face competition from the Korea Republic who also have strong native networks.

Algeria's bottom position does not reflect their popularity on YouTube – they rank 4th for this network.

TEAM	PL	W	D	L	PNT
Belgium	3	3	0	0	9
Russia	3	2	0	1	6
Korea Republic	3	1	0	2	3
Algeria	3	0	0	3	0

Overall ranking: 9

Social ranking: 10

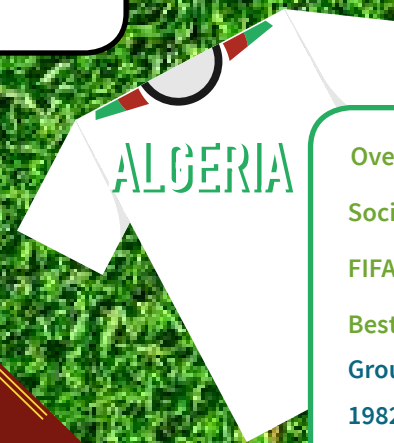
FIFA ranking: 12

Best WC performance:

4rd place 1986

Best social performance:

YouTube



Overall ranking: 29

Social ranking: 24

FIFA ranking: 25

Best WC performance:

Group stage 2010, 1986, 1982

Best social performance:

YouTube



Overall ranking: 18

Social ranking: 27

FIFA ranking: 18

Best WC performance:

Group stage 2002, 1994

Best social performance:

VK



Overall ranking: 18

Social ranking: 25

FIFA ranking: 55

Best WC performance:

4th place 2002

Best social performance:

KakaoTalk, Instagram

MATCH RESULTS

BELGIUM	v	Algeria
RUSSIA	v	Korea Republic
KOREA REPUBLIC	v	Algeria
BELGIUM	v	Russia
Korea Republic	v	BELGIUM
Algeria	v	RUSSIA

USA CASE STUDY

Holding the no.1 spot for social is the USA. Their most effective tactic has been to get supporters behind the message "One Nation. One Team." (or #1N1T). This does an excellent job of uniting supporters and making them feel part of the movement.

Followers are highly engaged on Facebook with posts generating thousands of likes and hundreds of shares.

The Twitter feed follows matches and features more spontaneous content. The USA social media team also work hard to create match-specific graphics so they stand out. Vine is also used to give the feed more variety.

U.S. Soccer @ussoccer · Jun 1

USA 2, TUR 0 Who's glad to have the captain back? #OneNationOneTeam #1N1T



454 502

[View more photos and videos](#)

The YouTube channel is one of the strongest in their social arsenal. The only other team close to the number of views is England who are 10 million behind.

The USA's other winning channel is Instagram. Followers are highly engaged and posts get more likes and comments than Facebook even though there are six times more followers.



Like Colombia, the USA use a good mix of photos, collages and videos, constantly reinforcing the message of "One Nation. One Team." Expect to hear this lots during Brazil 2014.

65+
MILLION
VIEWS



OVERALL RANK	3
Social rank	1
Facebook rank	6
Twitter rank	3
Youtube rank	1
Google+ rank	3
Instagram rank	1

JOIN THE CONVERSATION

TEAM	TWITTER HANDLE	HASHTAG
Algeria	No official feed	#algerie2014 #TeamDZ #TeamAlgerie
Argentina	No official feed	#VamosArgentina, #LaAlbiceleste
Australia	@Socceroos	#gosocceroos
Belgium	@Belgianfootball	#RedDevils
Bosnia and Herzegovina	@NFSBiH	#BiHDragons
Brazil	@CBF_Futebol	#selecaobrazileira, #convocados, #selecao
Cameroon	@CamfootCom	#cameroun #cameroon
Chile	@ANFPChile	#VamosChile, #LaRoja
Colombia	@FCFSeleccionCol	#LosCafeteros
Costa Rica	@FEDEFUTBOL_CR	#LosTicos
Côte d'Ivoire	@FIFCI_tweet	#Éléphants
Croatia	@HNS_CFF	#HNS #BudiPonosan #BeProud
Ecuador	@FEFecuador	#AmistosoTRI
England	@england	#3lions
France	@francefootball	#LesBleus
Germany	@DFB_Team	#mannschaft
Ghana	@ghanafaofficial	#blackstars
Greece	@EthnikiOmada	#Ethniki, #Hellas

We'll be following the action as it happens in Brazil to see if our predictions come true. Use our Twitter World Cup list to monitor teams and follow us on [@minttwist](#). Let us know what your [#WorldCup](#) predictions are!

TEAM	TWITTER HANDLE	HASHTAG
Honduras	@FenafuthOrg	#vamoshonduras, #somoshondurasestamosconlaH
Iran	@Iran_Football	#SupportTeamMelli, #SupportIranNationalFootballTeam
Italy	@Vivo_Azzurro	#vivoazzurro, #Nazionale #Italia
Japan	@jfa_en	#samuraiblue, #jfa, #Nippon
Korea Republic	@theKFA	#태극전사파이팅, #TaegukWarriors
Mexico	@FEMEXFUTOFICIAL	#LaVerde, #Mexico
Netherlands	@OnsOranje	#Oranje, #OnsOranje
Nigeria	@NGSuperEagles	#flyeaglesfly
Portugal	@selecoes_portug	#OsNavegadores
Russia	@official_rfs	#СборнаяРоссии, #Sbornaya
Spain	@SeFutbol	#VamosEspaña, #lafuriaraja, #lafuria
Switzerland	@SFV_ASF	#SFVASF
Uruguay	@AUFOficial	#laceleste
USA	@ussoccer	#USMNT

APPENDIX 1: RANKING TABLE

TEAM	FIFA RANKING	FACEBOOK RANK	TWITTER RANK	YOUTUBE RANK	GOOGLE+ RANK	INSTAGRAM RANK	SOCIAL RANK	RANK
Brazil	4	2	1	8	11	2	3	1
Spain	1	5	5	7	1	5	2	2
USA	14	6	3	1	3	1	1	3
Italy	9	3	14	5	6	7	4	4
Netherlands	15	9	7	3	9	8	5	4
Germany	2	4	6	20	4	13	6	6
England	11	1	19	1	7	32	7	7
Uruguay	6	17	4	11	5	13	8	7
Belgium	12	11	8	5	18	32	10	9
Colombia	5	32	10	12	14	3	13	10
Chile	13	13	15	17	14	5	12	11
France	16	8	12	27	8	12	11	12
Australia	59	12	9	20	13	4	9	13
Croatia	20	10	23	15	32	9	19	14
Mexico	19	22	2	19	12	32	13	15
Ecuador	28	15	16	20	18	9	15	16
Greece	10	14	27	9	21	32	18	17
Korea Republic	55	21	13	32	32	11	25	18
Russia	18	28	20	18	32	32	27	18
Ghana	38	27	18	15	10	32	17	20
Portugal	3	7	30	25	32	32	26	20
Costa Rica	34	16	17	28	16	32	20	22
Switzerland	8	18	24	32	16	32	22	23
Japan	47	29	25	13	32	32	28	24
Nigeria	44	32	26	9	1	32	15	25
Côte d'Ivoire	21	26	21	23	20	32	23	26
Honduras	30	23	11	26	23	32	21	27
Argentina	7	20	32	24	32	32	31	28
Algeria	25	32	32	4	22	32	24	29
Bosnia-Herzegovina	25	25	28	14	32	32	28	30
Cameroon	50	24	22	29	32	32	30	31
Iran	37	19	29	32	32	32	32	32

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