

ONLINE CONVERSATION ANALYSIS

WORLD CUP 2026



World Cup 2026 Conversation Intelligence: How Digital Momentum Is Forming Before the Tournament

*A Makana 360 analysis of global football conversations,
audience behavior, and Jordan's strategic opportunity.*

Introduction

The FIFA World Cup 2026 is not only a global sporting event. It is one of the largest digital conversation arenas in the world, where national pride, fan identity, media narratives, brand visibility, and audience behavior intersect at scale.

Makana 360 analyzed the online conversation around the tournament before and during its early momentum phase, to identify which teams, languages, platforms, and audiences are driving visibility and engagement. The aim is not to predict results. It is to read where attention is forming and how it can be shaped.

Executive Snapshot

- World Cup 2026 conversations generated **34.1M** mentions and **1.57B** engagements between May 28 and June 11, 2026.
- Brazil, Portugal, and Mexico led mention volume; Brazil, Argentina, and Mexico led the combined mentions and engagement ranking.
- Jordan ranked **33rd** of 48 teams, with **6.3M** combined mentions and engagements, an early national conversation around its first World Cup appearance.
- Instagram led engagement, confirming that visual-first content should be central to World Cup communication planning.
- The opportunity is not only to measure attention, but to convert it into narrative, engagement, and impact.

Methodology

Makana 360 monitored World Cup 2026 online conversations from May 28 to June 11, 2026 across social media platforms, forums, news, blogs, and media sources, using Buraq and supporting media monitoring tools. The analysis measured mentions, engagement, team visibility, languages, audience distribution, and platform performance. The ranking reflects digital conversation only and should not be read as a tournament prediction.

***Throughout, mention volume and engagement are kept separate.
Mentions show reach; engagement shows which conversations
actually move audiences.***

Why World Cup Conversations Matter

For governments, brands, federations, and media teams, the World Cup conversation is strategic intelligence. It shows where audiences concentrate, which markets generate emotional engagement, and how a global event shapes identity, reputation, and sentiment.

In 2026, three structural factors amplify this:

- The expanded 48-team format.
- Hosting across three countries: the United States, Canada, and Mexico.
- Digital platforms turning sports moments into real-time public narratives.

The Scale of the Conversation: 34.1M Mentions and 1.57B Engagements

Between May 28 and June 11, 2026, World Cup 2026 discussions generated 34.1 million mentions across social platforms, forums, news, and blogs, well beyond sports media and into broader public conversation.

The same window produced 1.57 billion engagements: reactions, shares, comments, and reposts that show audiences actively participating in the event narrative, not only observing it. At this scale, the World Cup functions as a live global attention system.



So What: The tournament is already a mass-reach platform, not a niche sports audience. The window to shape its narrative is open now.

Most Mentioned Teams: Brazil, Portugal, and Mexico Lead Visibility

For governments, brands, federations, and media teams, the World Cup conversation is strategic intelligence. It shows where audiences concentrate, which markets generate emotional engagement, and how a global event shapes identity, reputation, and sentiment.

In 2026, three structural factors amplify this:

- The expanded 48-team format.
- Hosting across three countries: the United States, Canada, and Mexico.
- Digital platforms turning sports moments into real-time public narratives.

So what: Reach and resonance are different metrics. Plan against both: visibility to be seen, engagement to be felt.

MOST MENTIONED TEAMS

By total mentions



BRAZIL
3M



PORTUGAL
2.4M



MEXICO
2.3M

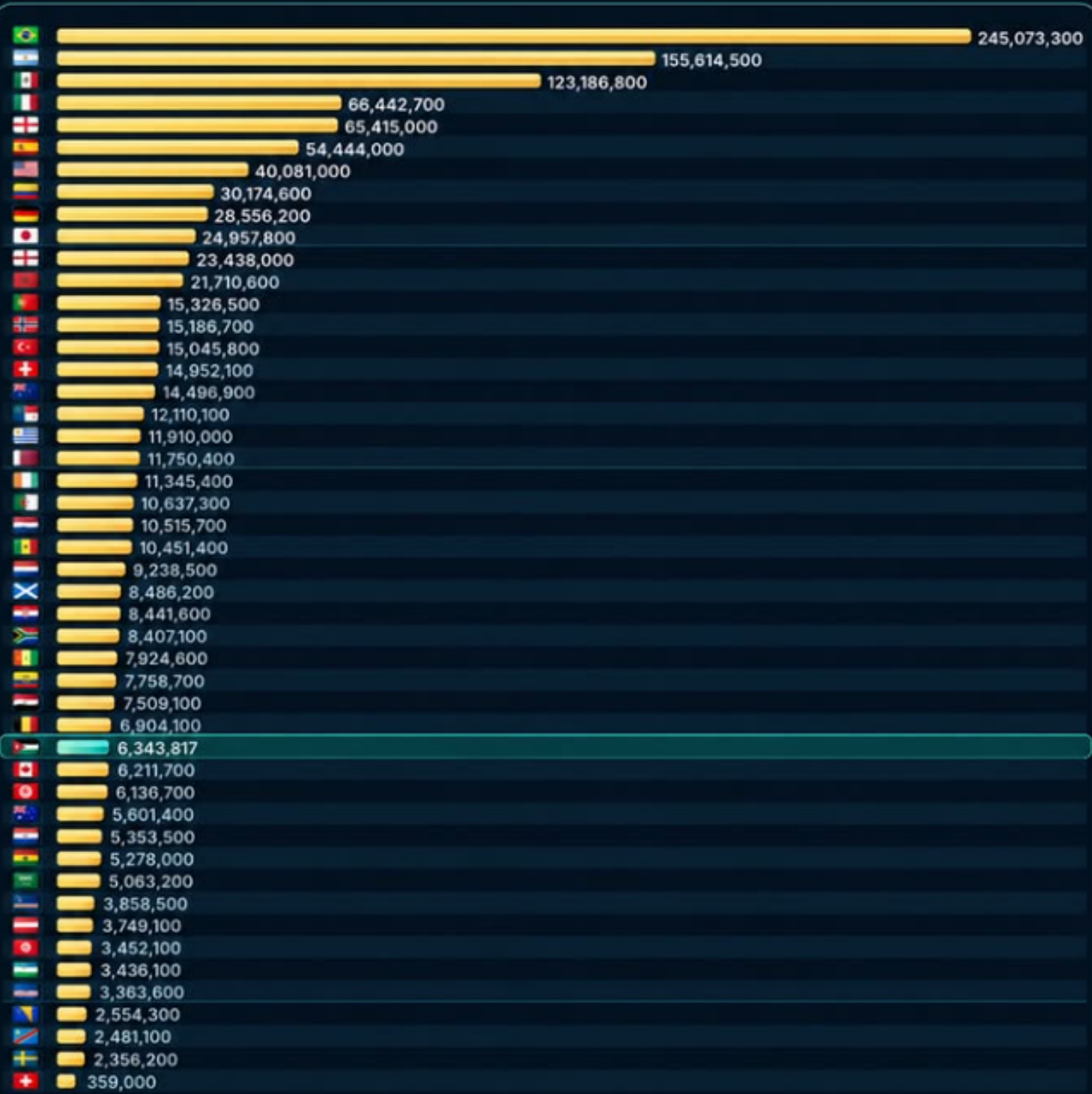


Who Is Driving the Conversation Across All 48 Teams?

Across all 48 teams, conversation is unevenly distributed: a few teams dominate global attention, while many generate smaller, more concentrated communities.

By combined mentions and engagement, Brazil leads with roughly 245 million, followed by Argentina at 155.6 million and Mexico at 123.2 million. The order differs from mention volume alone: Argentina, carried by reigning-champion status and exceptional interaction, rises to second once engagement is counted, while Portugal falls well down the combined ranking.

Jordan ranks 33rd out of 48 countries, drawing 6.3 million mentions and interactions ahead of 15 nations, including co-host Canada. The next step is to turn this active audience into a clear national content strategy.



Ranking reflects digital conversations only, not tournament predictions.

Jordan's World Cup Moment: From Participation to National Narrative

For Jordan, the World Cup should not be treated only as a football milestone. It is a national communication moment. The conversation can support Jordan's image, activate the diaspora, strengthen Arab support, and build a wider story around ambition, pride, youth, and global arrival. Results will matter, but the narrative around Jordan can start before the first whistle.

Jordan sits in Group J alongside Argentina, Algeria, and Austria, a high-attention group with strong regional and international storylines. That is an opening to frame the national team as a story of ambition and arrival, not only a set of fixtures.

The opportunity runs wider than match results. The narrative can be built around:

- Jordan's first appearance on the World Cup stage.
- The emotional connection between the national team and Jordanian fans.
- Regional Arab support and shared attention.
- Player stories and national symbols.
- Diaspora engagement across global markets.
- Arabic and English content designed for both local and international audiences.

Jordan's digital presence is a strategic narrative asset. Participation generates attention; a coordinated content strategy, in Arabic and English, with real-time matchday engagement, converts that attention into sustained momentum.

Language Distribution: English Leads, Spanish and Portuguese Follow



English leads as the global platform language. Spanish follows on Latin American football culture and Mexico's host status. Portuguese tracks the visibility of Brazil and Portugal. Japanese reflects Japan's deep domestic following and one of the earliest qualifying campaigns.

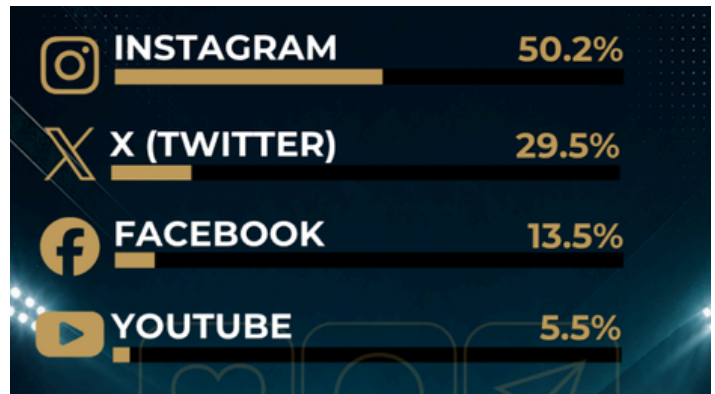
Arabic at 5.4% marks a meaningful regional conversation, with Arab teams competing and regional audiences engaging around national representation and player narratives.

So what: English gives global reach, but Arabic is where Jordan and regional teams can build deeper emotional relevance.

Platform Dynamics: Instagram Leads Engagement

Instagram leads on visual storytelling, short-form video, and shareable graphics. X carries real-time commentary and media-led narratives. Facebook holds community conversation, while YouTube carries highlights and longer-form analysis.

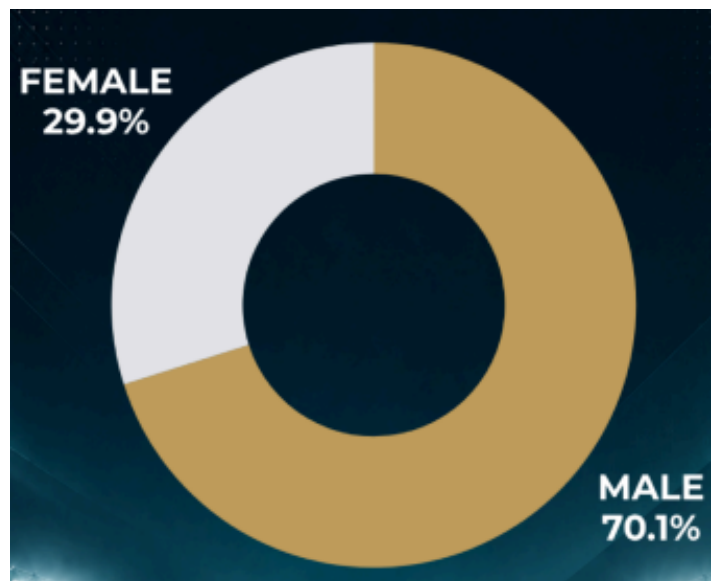
So what: Instagram should lead emotional and visual storytelling, while X should be used for live monitoring, fast reactions, and media narratives.



Audience Gender Split: Male Audiences Dominate, but Female Participation Is Substantial

Male audiences dominate, as in most football discussion, but nearly a third of the audience is female, a share too large to treat as secondary. That supports more inclusive creative around national pride, family viewing, travel, player stories, and cultural identity, alongside match action.

So what: Nearly a third of the audience is female. Broaden creative beyond male-default football messaging to capture it.



Reading the World Cup as a Live Conversation

Major sports events are no longer consumed only through matches. They run as continuous digital interaction, before kickoff, during live moments, and after results, shaped as much by memes, clips, and commentary as by the score.

For communications teams, the event is not a matchday calendar. It is a narrative system with three stages:

- **Pre-match anticipation.** Building expectation, emotional connection, and audience readiness.
- **Live conversation capture.** Monitoring reactions, sentiment shifts, viral moments, and emerging narratives.
- **Post-match meaning-making.** Turning results, reactions, and audience emotion into strategic content and public messaging.

Social listening is what makes this actionable: it shows not only what audiences say, but why certain conversations gain traction.

What Brands and Institutions Should Do Now

- Build visual-first World Cup content, led by Instagram.
- Prepare parallel Arabic and English content tracks.
- Monitor live sentiment before, during, and after matches.
- Identify and develop player, fan, diaspora, and national-pride narratives.
- Use real-time data to guide content timing, partnerships, and campaign decisions.

The Makana 360 View

At [Makana 360](#), we read the World Cup as a live public conversation, not only a sports event. For brands, governments, federations, and media teams, the question is not only who is being mentioned, but why audiences react, where momentum builds, and how that attention becomes strategy.

The World Cup 2026 conversation is already moving at global scale. The teams, brands, institutions, and countries that benefit most will not be the ones that only watch the conversation, but the ones that understand it, respond to it, and shape it in real time. For Jordan, this is more than a first appearance. It is a chance to turn national pride into a global story. For [Makana 360](#), this is where data, insights, and impact meet.

Conversations create momentum.

Data, insights, and impact: that is how wins are built.

ONLINE CONVERSATION ANALYSIS

WORLD CUP 2026



Thank You



Date: June 15, 2026