

SG50 buzz on Facebook

The online conversation has been building as the nation prepares for its 50th birthday. Here are some of the things people have been saying about SG50 on Facebook.



50%
of active Facebook users – 1.7 million out of 3.4 million – made **29 million** posts, likes, shares and comments related to SG50

TOP DEMOGRAPHICS ENGAGED ACROSS SG50 TOP TOPICS

Lee Kuan Yew
Men **35-44** years old

SG50 (general)
Women **35-44** years old

SEA Games
Women **18-24** years old

SG50 Baby
Women **25-34** years old

Yesteryear
Men **65+**

LEE KUAN YEW



The most popular topic was Mr Lee's death, making up

17 million of the 29 million posts



The most shared video was a tribute video of Mr Lee's relationship with his wife, with

115,000 shares



The most liked photo was the one put up by George W. Bush as a tribute to Mr Lee, with

106,000 likes



SEA GAMES

Most liked photo was of wushu and water polo athletes on the TV drama '118', with

3,000 likes



SG50 BABY

A Facebook post containing four photos of the baby received almost

1,000 likes