Facebook Suits Up for UEFA Champions League Final

Fans who search for or click on the #UCLFinal hashtag on Facebook will be taken to the UEFA Champions League hub, featuring a feed of some of the most popular related content on the platform, including posts from UEFA, the two clubs vying for the trophy and media outlets covering the match.

Soccer-themed stickers will be available for use in Stories or News Feed, and fans who type “goal” will see a special animation.

Finally, people in Latin America will be able to view the match on Facebook Watch or at the top of the UEFA Champions League hub.

https://www.adweek.com/digital/facebook-suits-up-for-uefa-champions-league-final/