Abstract

Title: Analysis of use of social networks by Tipsport Czech Extraligas clubs and marketing research of the satisfaction of their fans

Objectives: The aim of this bachelor work is to analyze of use of four selected social networks by Tipsport Czech Extraligas clubs. Next goal is comparison each other’s profiles will lead to certain recommendations how to use them. By marketing research find out satisfaction of their fans with usage of their social networks profiles.

Methods: In my bachelor work I used these methods: collecting and analysis data, comparison. I collected data from social networks profiles of all clubs playing in Tipsport Czech Extraliga. The next step was descriptive analysis which helped me to interpret all the data. Comparison was the key to evaluating acquired data.

Results: I have found that even through there are a lot of teams using social networks alike, we can observe some exceptions. Based on the established hypotheses, I found some dependencies on the number for total fans on social networks. After analyzing all the clubs, I drew recommendations that some clubs can use and change their style of social networking. I also found that fans are mostly happy with the functioning of clubs on social networks.

Keywords: social networks, marketing research, Tipsport Czech Extraliga, fans