

## Abstract

**Title:** Application of social media as a modern tool for marketing communication for adaptive surf contest

**Objectives:** The main objective of this diploma thesis is to create a content plan to improve propagation of Bali Adaptive Pro surf contest. Content plan will be made for social media platform – Instagram.

**Methods:** There are two quantitative methods in this thesis. The first method is monitoring the Bali Adaptive Pro instagram profile. Another method is an in-depth interview. Monitoring method was chosen to obtain data and information that could be improved. In-depth interviews were conducted to understand adaptive surfing and to find practical advice in digital marketing. The first respondent is Jan Považan. Jan is a co-founder of the non-profit organization Adaptated, which is trying to motivate handicapped people to start with adrenaline sports. In particular, Jan's own experience with adaptive surfing and as a participant in adaptive surfing races in California was beneficial for this research. The second respondent is Hynek Zbořil, who has great working experience in digital marketing. In this thesis, there are useful information about individual functions and possibilities in the online world and also about trends in social media described.

**Results:** The result of this diploma thesis is the design of a content plan for Instagram bussines profile Bali Adaptive Pro surf race. The proposal was created on the basis of an analysis of the existing profile and theoretical background. Furthermore, two in-depth interviews helped the proposal. One of the interviews helped illustrate the situation from the world of adaptive surfing. The second interview provided information of digital marketing. The final design combines the use of Instagram's features, tools, options and trends to deliver the best possible communicated content. The entire content plan has been designed in such way as to support and disseminate the basic idea of the organized events.

**Keywords:** promotion, surf, handicap people, adaptive surf, social media, Instagram