

Abstract

- Title:** Utilization of Facebook in FORTUNA:LIGA's Marketing Communication.
- Objectives:** The objective of this bachelor's thesis is to conclude recommendations to improve the utilization of Facebook in FORTUNA:LIGA's marketing communication.
- Methods:** The main method chosen for this thesis was analysis of FORTUNA:LIGA's Facebook posts. It was supplemented by stats resulted from the analysis of secondary data. An online focus group in form of a videoconference was also held to increase the objectivity and gain extra opinions from users.
- Results:** Thesis demonstrated, that FORTUNA:LIGA's account administration is on good level. Regardless of that, a list of recommendations was created to improve that level even more. These recommendations include the change of post's format, increase the frequency of post focused on interactions with fans and production of more sophisticated graphics. It would also be appropriate to include a larger number of short photo albums and video footage from the current and previous seasons. Online focus group made further suggestions for improvement. Respondents were not very satisfied with too expressive use of partner's logos, chosen backgrounds, fonts or text's centering.
- Keywords:** Social Media, Football, Sport, Marketing