

## **Abstract**

**Title:** Marketing communication on social networks of sports organizations

**Objectives:** The aim of this thesis is to create suggestions and recommendations for sports associations how to use social media as an instrument for communication and promotion.

**Methods:** Three methods were used in this work. The first method is an in-depth interview with managers of three sports associations. The second method is content analysis, which focused on the published content on social networks of sports associations. The third method is comparison. It compared the results of an in-depth interview and content analysis of each sport association.

**Results:** The results showed that of the communicated topics of sports associations, the topic of national teams and Czech players playing abroad is the most attractive for followers. As for the type of post, a photo, as well as graphics or short video were evaluated as the most attractive on Facebook and Instagram. Furthermore, the research yielded results on the frequency of publishing, content promotion and the use of influencers from the community around the sports association. Sports associations are currently affected by the situation around Covid-19, which was confirmed by research results and showed changes in communication that the associations had to make due to the crisis. The changes were a bigger interaction with fans, live broadcasts from matches, competitions for fans, etc.

**Keywords:** Facebook, Instagram, Twitter, YouTube, Czech floorball, Czech volleyball, Czech Handball, Covid-19