

## **Abstract**

**Title:** Analysis of video content of football clubs on social networks

**Objectives:** The aim of this work is to map, evaluate and compare work with video content of selected football clubs from the FORTUNA:LEAGUE on social networks. Then also map, evaluate and compare complex work of club on social networks.

**Methods:** In this work was used method of content analysis of video content in combination with online monitoring of social networks and then comparison of the gain values between clubs. Methods were applied for 2 months or 1 year.

**Results:** The work provides a complete and detail mapping of work with video content and social networks in the Czech highest football competition. It allows to detect weaknesses and strengths that allow to create sophisticated recommendations for each club in the future. Basic suggestions of recommendations were included in this work.

**Keywords:** Czech football, Fortuna league, League football association, marketing communication