

Abstract

Title: Marketing communication of a selected sports club through social networks

Objectives: The main goal of this diploma thesis is based on the analysis of the current state of marketing communication on the social networks of the hockey club SKLH Žďár nad Sázavou to create a communication plan for the season 2022/2023. This plan will lead to the correct use of social networks, but also to the expansion of content and greater activation of partners.

Methods: Qualitative methods were used to evaluate the current state of marketing communication on social networks. The main research methods were yearlong analysis of social networks, a semi-structured interview with the administrator of social networks and the analysis of the provided statistics from social networks.

Results: The result of this diploma thesis is a communication plan through the social networks of the hockey club SKLH Žďár nad Sázavou for the season 2022/2023. The newly created communication plan is focused on low financial costs, as the hockey club puts minimal financial amounts into marketing communication on social networks, and especially on the main mistakes that the club currently makes on social networks (does not distinguish between posts on Facebook and Instagram, monotonous content, zero involvement of club partners, absence of communication in the summer and non-use of hashtag on the social network Instagram). The communication plan describes the individual steps that the club will take on its social networks in the 2022/2023 season. The result of the diploma thesis will be presented to the social network administrator of the hockey club.

Keywords: social sites, digital marketing, online marketing communication, plan of the communication