Abstract

Title: Instagram of selected basketball teams

Objectives: The aim of this thesis is to make the recommedation for selected czech profesional basketball teams. The recommendation will cover communication and Instagram content. Then all the recommendations will help both basketball teams and other sports associations.

Methods: In this bachelor thesis the method of quantitative and qualitative data research is used. In the first stage, a quantitative method is used in the form of analysis of Instagram accounts of four selected basketball teams. This is followed by a qualitative method which is conducted using a focus group with eight basketball fans who were selected by the teams based on set criteria.

Results: The analyses conducted show that basketball teams acting in the same NBL competition are not on the same level within the Instagram social network and there are significant differences between them. As a result, 2 out of 4 clubs maintain a high-level Instagram account. In the second case, there is a lack of communication with fans, consistency and consequently diversity of content. It can be concluded that success on Instagram is dependent on knowledge and 100% care on the part of the administrator.

Keywords: marketing, Instagram, basketball, communication, recommendation