

Abstract

Title: Communication of volleyball clubs with their fans

Objectives: The main objective of this thesis is to propose recommendations for the Czech Volleyball Association and volleyball clubs based on the analysis of their marketing communication with fans and comparison with the recommendations and conditions set by the association.

Methods: Given the stated objectives, it was necessary to conduct a social network analysis, observation and subsequent comparison. In order to find out the necessary information, social network analysis of Facebook and Instagram and observations at the location of the home matches of each men's volleyball club were carried out. Subsequently, a comparison was used to compare the conditions and communication recommendations set by the Czech Volleyball Federation with the information obtained from the social network analysis and observations.

Results: The results showed which clubs were the most active and what forms of sharing they used (posts, stories, videos). There were differences in the regularity and intensity of posts published, as well as in the use of elements that enriched the content and increased fan engagement. Observations at home match venues revealed which clubs offered fans not only the match itself but also accompanying activities. When linking online and offline communication, the best example was VK Jihostroj České Budějovice. The comparison of compliance with the recommendations and conditions set by the federation presented teams that regularly fulfil these conditions and those that ignore them. Consistent approaches were evident in some clubs and fluctuations between periods and platforms in others. The results show significant differences in the level of communication between clubs and the importance of regularity and variety of content in online and offline communication, which is key to strengthening relationships with fans and maintaining their engagement.

Keywords: marketing, communication, social networks, volleyball, fan