

Abstract (En)

Title: Aspects of social media use by basketball clubs

Objective: The main goal of the thesis is to propose fitted and simply applicable activities to improve the social media communication among cooperating club fans and other target groups of users. In order to reach the goal it was necessary to study a suitable literature and analyze external and internal data that monitor their activity on social media.

Methods: questioning (electronically), in-depth interview, data analysis (external and internal), monitoring of clubs social media activities, scoring model

Results: Within the determined parameters, BK JIP Pardubice got the best review of all seven cooperating clubs. Last season the club had the best content on Facebook page. The club also got lots of positive points in matter of *Total Page likes*, *Talking About*, *Engagement* and *Impressions*. On the other hand, the clubs Orli Prostějov and NH Ostrava got the pretty poor review. The best Instagram profiles had clubs NH Ostrava and USK Prague. On the other hand, Orli Prostějov received the least points because of non-existing club Instagram account. Based on the gathered knowledge, there were made some recommendations as:

- Definition of measurable goals
Before start of the season determine relevant value of parameters such as *Total Page Likes* and during the season monitor and analyze values of *Total Page Likes* and *Talking About*.
- Strategy definition
Systematically adding posts not only in game days but also in other days. In the other days is possible to use following types of posts - photo gallery, game recap, off-court activities, game highlights, etc.
- Analysis of own social media accounts
More detailed analysis after the end of season through the unpaid analytics tools that are offered by the individual social media.

Key words: Social Media, SEO, hashtag, tweet, NBL, scoring model