

Abstract

- Title:** Modern Application of Facebook Marketing in the Football Environment
- Objectives:** The objective of this thesis is to propose recommendations for the management of FORTUNA:LIGA's Facebook account as a marketing tool.
- Methods:** The main method used in the research was an analysis, which focused on posts published on the FORTUNA:LIGA Facebook page. To ensure the objectivity of the results, this method was supported by the analysis of official statistics and the realisation of a focus group with experts.
- Results:** The research confirmed that Facebook is currently an important part of FORTUNA:LIGA's marketing communication. The analysed papers reflected certain aspects of modern trends based on information found in the literature. These included the creation of entertaining content, behind-the-scenes videos, or the publication of posts with a high level of user engagement. The proposed recommendations then focused mainly on areas where certain shortcomings were identified. Of the nine recommendations, the first seven aimed for general advice on managing Facebook accounts. They can therefore be used by entities with a different focus, considering their own specific needs. The next two points were directed at certain areas, namely ensuring up-to-date video footage of football matches and close cooperation with clubs participating in the Czech top football competition.
- Keywords:** Social Media, Marketing, Football, Sport, Posts, Promotion