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## ASSESSMENT OF THE COMMUNICATION OF THE FOOTBALL CLUB ON SOCIAL NETWORKS

TOMAS, RAKAŠIUS<sup>1</sup>

### Abstract

Relevance and novelty of the topic: The information provided to the client by modern organizations moves to the external space, so it is very important to understand the meaning and influence of external communication on the organization, to find out what types of external communication exist and how they differ with each other. Stanišauskienė (2016) defines the company's external communication – providing information to companies or organizations and ensuring feedback when interacting with the environment: partners, consumers, suppliers, government representatives, media and other public and interested groups. The research raises the problem of how a football club communicates in social networks and what means to improve communication in social networks from the point of view of followers. This problem has already been reviewed by researchers in their articles (Esen, E., et al., 2021), but social networks are still gaining popularity at a high speed and occupying an increasing part of people's lives. Therefore, it is possible to analyse this topic constantly and constantly look for new subtleties of social network communication. Some authors focus only on one social network (Winand et al., 2019), others conduct qualitative research (Siguencia et al., 2016). This research will be quantitative, we will pay more attention to the opinions of social media followers, and we will look at more social networks. The research uses the following methods: analysis of scientific literature; quantitative research – questionnaire survey; statistical descriptive data analysis. The processing of research results will be carried out by the SPSS program. The collected information will be presented in diagrams, the data will be described, and the conclusions will be presented.

**Keywords:** communication, social networks, sports club.

**Relevance of the topic:** Communication with the client is part of the value that comes from the company, and from the customer's point of view, the company's communication is an integrated part of the service provided by the company / organization. It is important and necessary to take into account what is best for the client and society, looking at it from a long-term perspective (Yongvongphaiboon and Chantam, 2021). According to Apollos et al. (2017), communication is a management tool with the help of which all forms of internal and external communication are consciously used and which are aligned as efficiently and efficiently as possible in order to create a favourable foundation for relations with customers and other stakeholders on which the company depends. In the social networks of sports organizations are promoted by modern trends. Communication in social networks with followers must be used purposefully for the sake of clarity, attractiveness and the ability to interest followers.

**Research issues:** evaluate the communication of the Football Club on social networks from the point of view of followers.

**Objective of the study:** discuss trends in communication of sports organizations on social networks; To evaluate the information provided by the football club on social networks from the point of view of followers; determine the means and ways to improve the communication of the football club on social networks from the point of view of followers

### Literature analysis

Social networks are a great opportunity to advertise your product, to present it exclusively in order to be able to attract the attention of the customer. Also, through social networks, personal communication takes place with customers who have additional questions about a product or service, this is especially convenient for introverts who avoid face-to-face speech and rejoice when they can communicate with the help of messages. Another advantage used on social media, people in the comments sections can comfortably leave feedback on the company's services and other people can already pay attention to it. Also, it is very important to pay enough attention and resources when submitting content to social networks. Profession of social media administrator has become more popular than ever lately. The professional in his field who is engaged in it is responsible for the social network managed by the organization, the person devotes all his time to this particular work, receiving a reward for it.

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### Corresponding author:

<sup>1</sup> Lithuanian Sports University (Kaunas, Lithuania)  
E-mail: [tomas.rakasius@stud.lsu.lt](mailto:tomas.rakasius@stud.lsu.lt)  
ORCID iD: <https://orcid.org/0009-0005-9038-7193>

Over the past decade, Web 2.0 has had a significant impact on the online marketing of companies (Wilson et al., 2011). This is understood as the connection between Internet users (potential customers) and the content created by the organization on the Internet in order for the organization to present and sell its service. The Internet is a tool that allows you to communicate with the rest of the world as a communication channel “many with many” compared, for example, to a telephone, which is a one-to-one communication channel (Hennig-Thurau et al., 2013).

The phenomenon of social media has dramatically changed the way brands communicate with customers, and now in many organizations it is accepted as a successful form of marketing when communicating in a social space (Kamboj et al., 2018). Innovations in social networks are also beginning to be applied in various organizations. For example, Muhammad Waq Sadiq et al. (2020) found that innovations related to service privacy on social media and blogging sites create loyalty for targeted viewers through trust and satisfaction, and innovations related to the content of the site affect the online loyalty of viewers.

Small and medium-sized enterprises should not use social networks only for the broadcasting of advertisements. They should leverage the interactive features of social media to get valuable customer feedback on products, services, new offers, and advertising campaigns. They usually avoid it due to privacy issues, which can be mitigated by using controlled and secure private forums such as Facebook or Facebook Messenger using private chat. Should also create customized communications, using different formats, languages, and images for different platforms for different customer segments to create greater impact and better recognition of the brand by customers. Companies should look for automated and long-term social data collection and integration systems and methods. This will help them realize the real benefits of the possibilities of managing social relations with customers, which in the long run will outweigh the constraints on their resources. Finally, organizations should explore analytics tools and insight reports that are freely available on many social media platforms to calculate indicators for managing social relationships with customers, such as customer retention rate. of any type must take the time to study the needs of their customers in social networks, must monitor what type of content posed gives the best results, and thus maintain

the organization’s good reputation in social networks. the most popular way of communicating with people by sports organizations takes place on social networks. Compared to other organizations, sports clubs gather one of the largest audiences on social networks. For example, one of the most famous sports clubs, FC Barcelona, has 114mln on Instagram alone. followers, another Spanish grandee, Real Madrid, has 128 million followers. followers. The numbers of people following these organizations are enormous, as are the responsibility to content-raising and administration decisions. At the same time, those numbers show how popular the club is. This raises the value of the entire organization, and for sponsors and partners it is a great sign that their product will also be broadcast to millions of people. Of course, clubs are famous for their athletic achievements, thanks to which followers follow them, but the club’s excellent communication in the social space allows you to maintain and increase the number of followers. As the investigation will be conducted with the football club, more will be delved into the communication of football organizations in the social space. Fitness clubs mostly use Facebook, Instagram and Twitter platforms, which are very convenient for both followers and organizations.

The content raised is the results of teams, interviews, advertisements, behind the scenes of the internal life of the team, the hottest news, achievements, etc. So, the content is varied and not boring. However, it is not only the content that is raised that is important, but also its presentation. For some, the content of the videos is more attractive, for others the information raised in the form of photos is enough, and for still others it is perhaps most convenient to receive the content in the written text.

latter method, according to previous studies (Obradović et al., 2019), is rarely used. That is, in the most famous football clubs in England, text-based content occupies only 0.61 % of all uploaded posts. When videos make up 37.6 %, photos are 31.2 %, and links to other sites account for 30.59 %. Therefore, it would be worthwhile for each sports organization to monitor and explore in what form the content posed is most attractive to their followers and, of course, to take into account the content posed by sports organizations with millions of followers. The important aspect is the frequency of lifting the content. Clubs with large numbers of followers post 8–12 posts a day to be noticed by the world’s people living in all time zones (Obradović et al., 2019). The content posed by non-profit sports

organizations (e.g. federations of various sports) is somewhat different compared to sports clubs, they usually do not have such a large number of followers and do not focus so much on advertising and profit. There are quite a few studies that have been done that show what sports clubs need to pay attention to in order to maintain relationships with followers. For example, Nisar (2018) found that in order to increase the number of viewers in a football club or to attract customers to an organization, it is necessary to use social media as the main method of marketing. Not only social media, but also the use of a greater method of direct interactivity with followers, in other words, to engage customers in their activities, to show them that they are important and are part of the organization. A number of organizations are not able to significantly increase the number of their followers year after year, even when social networks are used so widely. The problem with this, as mentioned earlier, may be that organizations do not analyze what content their social network followers like the most, are not interested in innovations in social networks, and do not pay enough attention to the presentation of content. For an organization that would be able to squeeze the maximum out of social

media, success is guaranteed. As mentioned earlier, social networks are the main tool for improving marketing, since it is possible to reach an extremely large audience in just a few minutes. And potential sponsors and partners definitely take into account how many followers the organization can achieve and how much quality content is being created.

**Analysis of the results of the study data**

One of the most important questions was to determine how followers evaluate the communication of the football club Garliava on social networks, without excluding Facebook, Instagram or the website (Table 1). This question was formulated in such a way that respondents could score from 1 to 5. 1 – extremely poor quality, 2 – poor quality, 3 – medium quality, 4 – high quality, 5 – extremely high quality. Not a single person mentioned that communication is of extremely low quality. In this case, the average score was set at 4.0. This means that people rate Football Clubs communication on social networks well. The standard deviation when using the SPSS program was set to 0.762.

Table 2 shows the distribution of respondents by gender when evaluating Facebook and Instagram Football Club platforms. The study involved more

Table 1

**The quality of sport club communication on social networks**

	Extremely low quality (1 point) (n/percent)	Low quality (2 points) (n/percent)	Medium quality (3 points) (n/percent)	High quality (4 points) (n/percent)	Extremely high quality (5 points) (n/proc.)	Total (n/%)
Total respondents (n)	0,0	4 (2.68)	31 (20.8)	75 (50.3)	39 (26.2)	149
Total (scores)	0	8	93	300	195	596
Average scores	4.00					

Table 2

**Facebook and Instagram platforms rate by gender (%)**

Distribution based on gender	Too bad	Badly	Well	Very good	Total, percent
Woman	0	1.5	32.83	9.7	44.03
Man	0	0.75	41.79	13.43	55.97
<b>Total</b>	0	2.25	74.62	23.13	100

Chi-square 0,628

Table 3

**Rating of Facebook and Instagram platforms by age groups (%)**

Distribution based by age	Too bad	Badly	Well	Very good	Total (percent)
Up to 28 years	0	0.75	23.88	11.95	36.58
29–45 years old	0	1.5	38.06	10.44	50
46 and over	0	0	12.68	0.75	13.42
Total	0	2.25	74.62	23.14	100

Chi square 0.58

Table 4

**Evaluation of communication of the Football club with followers on social networks**

Kriterijai	1 Score	2 Score	3 Score	4 Score	5 Score	Total scores	Average scores
Information is transmitted by a short and clear message	4	6	63	304	205	582	4.01
The frequency of messages transmitted is sufficient	4	18	84	296	155	557	3.81
Creating original content	5	14	114	236	180	549	3.78
Stylistic and aesthetic integrity of information prevails in networks	4	10	90	268	185	557	3.89
Only professional, bright, aesthetic and high-quality design solutions are used	3	10	90	288	170	561	3.89
Total scoring average:							3,87

men (55.97 percent). The Chi square test found, that it was found that these communication platforms were rated higher (well and very good) by men. Only a small percentage of respondents noted that the quality of Facebook and Instagram is bad. Again, women gave relatively more negative ratings.

Table 3 shows the results of the Facebook and Instagram platforms by age group (%). The Chi square test found, that Facebook and Instagram platforms are better appreciated by people in the 29–45 age group. The majority of respondents rate these platforms and the information they provide on them well.

The statement (Table 4) “original content is being created” scored the lowest of all statements (3.78), this is not a low score, but of the statements made, respondents least agree with this statement, so the organization should raise a distinctive content that stands out from the rest. The last two statements scored the same scoring average of 3.89. The interviewees agree with the statements that the stylistic and aesthetic integrity of information prevails in social networks and quality design solutions are used.

The average of all statements is 3.87, which is close to the “corresponds” to the answer option, so when taking individual criteria, people rate communication well on social networks. Only the content could

be a little more original, and the amount of messages transmitted is more frequent.

**Conclusion**

The communication of the sports club on social networks is appreciated by followers well and very well. Communication in social networks is better appreciated by men, from the point of view of age, young adults under the age of forty-five were better appreciated. It is most convenient for followers to follow the news on Facebook and Instagram platforms, like the short and clear content raised in the format of photos and videos. The website of FK received the most comments from followers. The club on the website should update the information, update the design, insert innovations, clearly compose information. In social media communication, it is proposed to use more video content, life from behind the scenes of the life of teams, educational videos, interviews and other content that would engage followers to be more interested in the activities or results of the organization from followers. The club on the website should update the information, update the design, insert innovations, clearly compose information. In social media communication, it is proposed to use more video content, life from behind the scenes of the life of teams, educational videos, interviews and other content that would engage followers to be more.

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**ТОМАС, РАКАШЮС** – магістр туризму і спорту кафедри спорту і туризму,

Департамент менеджменту спорту і туризму,

Литовський університет спорту (Каунас, Литва)

E-mail: tomas.rakasius@stud.lsu.lt

ODCID iD: <https://orcid.org/0009-0005-9038-7193>

## ОЦІНКА КОМУНІКАЦІЇ ФУТБОЛЬНОГО КЛУБУ В СОЦІАЛЬНИХ МЕРЕЖАХ

### Анотація

Актуальність і новизна теми: Інформація, що надається клієнту сучасними організаціями, переміщається у зовнішній простір, тому дуже важливо зрозуміти сенс і вплив зовнішньої комунікації на організацію, з'ясувати, які види зовнішньої комунікації існують і чим вони відрізняються між собою. Stanišauskienė (2016) визначає зовнішню комунікацію компанії – надання інформації компаніям чи організаціям та забезпечення зворотного зв'язку при взаємодії з навколишнім середовищем: партнери, споживачі, постачальники, представники влади, ЗМІ та інші громадські та зацікавлені групи. Дослідження піднімає проблему того, як футбольний клуб спілкується в соціальних мережах і що означає покращити комунікацію в соціальних мережах з точки зору підписників. Ця проблема вже розглядалася дослідниками в своїх статтях (Esen, E., et al., 2021), але соціальні мережі як і раніше набирають популярність з високою швидкістю і займають все більшу частину життя людей. Тому аналізувати цю тему можна постійно і постійно шукати нові тонкощі спілкування в соціальних мережах. Деякі автори зосереджуються лише на одній соціальній мережі (Winand et al., 2019), інші проводять якісні дослідження (Siguencia et al., 2016). Це дослідження буде кількісним, ми будемо приділяти більше уваги думкам підписників соцмереж, і ми подивимося на більше соціальних мереж. У дослідженні використовуються наступні методи: аналіз наукової літератури; кількісні дослідження – анкетування; статистичний описовий аналіз даних. Обробка результатів досліджень буде здійснюватися програмою SPSS, Excel. Зібрана інформація буде представлена у вигляді діаграм, дані будуть описані, а висновки представлені.

**Ключові слова:** комунікація, соціальні мережі, спортивний клуб.

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