Social media for sport club – a strategic perspective

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Aim of abstract/paper – research question

Social media is widely used among sport clubs. Obviously, strategies and success differ between the clubs. The re-search question of this paper is: What are the differences of social media usage and acceptance of different sports fans across the world?

Theoretical background or literature review

Fandom was a much researched issue also in times before the advent of new media and social media in particular. However, a literature review does not provide yet enough insight to understand the expectations of fans on social me-dia features and content respectively. Thus, an international survey on fan expectations is used to derive first insights. The survey covers different regions of the world.

Methodology, research design and data analysis

The analysis is based on an international survey among 2,000 soccer fans conducted in co-operation with FC Bay-ern Munich, one of the internationally leading soccer clubs in terms of financial strength and successes on the playing field. Based on a five language survey among 2,000 soccer fans in collaboration with FC Bayern Munich we first ana-lyzed motives for sports fandom in general, and for soccer as well as specific clubs in particular.

Results, discussion and implications/conclusions

The analyses of social media and soccer fandom allow us to draw three conclusion:

1. Apply existing (sport) marketing and (sport) management knowledge for developing social media strategies. Ex-isting theory from the fields of (sport) marketing and (sport) management can help to analyze target markets and target groups.

2. Social media strategies should focus on fan clusters. Understanding global market structures is difficult and com-plex. The analyses show, that existing motivation factors of fandom in sports are useful to structure target groups.

3. Focus your social media strategy on „hardcore fans", „entertainment fans", „success fans", and „all-time fans".

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