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Social media in marketing

Abstract

Social media and sport have been closely related. A large part of sports fans speak about the disciplines that they love. Social networks give fans the opportunity to have a 24-hour discussion. People from all over the world are connected by mutual interest. During each match day Twitter is full of information, Facebook is "flooded" with movies, and Instagram is full of photos from sporting events. Clubs are starting to fight this seemingly unlimited potential. Social media platforms (such as Facebook, Twitter and YouTube) give people the ability to create and share online content, create online communities and participate in a wide range of activities related to the social network. The use of social media in sports is simply a reflection of a wider social online phenomenon using the Internet and other telecommunications technologies. Social media is changing the relationship between consumers and service providers - they use people's desire to belong and connect communities around the world. Social media has become an integral part of the media and sports marketing. They have become the number one for people who read sports news, follow their sport idols and debate hot topics in the world of sport. This two-way window allows athletes and sports organizations to reach their fans in a way, that have never been possible before.

Keywords: social media, social marketing, Internet