

Abstract

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In this session, our speaker will give an overview of the social-media-activities at the German Bundesliga club FC Augsburg and highlight, how and why social media is used for fan relationships and engagement. Examples and best practices show, how FCA communicates and interacts with its fans.

FC Augsburg represents down-to-earth attitude, close contact to fans, family, cohesion, local/regional anchoring, tradition and team spirit. All these values are the reason why FCA has been a part of the Bundesliga for eight years now even though it is a rather small club compared to others. FCA lives by these values not only offline, but also online through social media. With the use of creative and sometimes self-ironic content, FCA manages to strengthen fan loyalty and engagement and increase reach not only locally but also nationally and internationally to position FCA as a pleasant club in the relevant target group.

In this presentation, you will be shown the challenges of developing and implementing the several channels of FC Augsburg based on insights, examples and best practices.

