


Chapter 8

The Power of Social Media in Internationalizing Sports Events

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ABSTRACT

In the current scenario, the importance of social media has increased in sport. Sport players, leagues and teams have social media accounts on various social media platforms. The motive of leagues, teams, or players is to engage their fans on social media, so they can provide each and every important information in no time to their fans. Fans also follow their favourite players on social media, interact with them and enjoy the latest information posted by them. Due to the increase and use of social media now the distance between the teams and their fans have also reduced. In this time, it is essential to examine the role of social media in sports. How the team and players attract and engage their fans on social media and get the benefits from sponsors is essential to investigate. This study demonstrates how social media breaks the regional boundaries and creates the global sport community. For this, the study examines the functions, communications and fan engagement strategies of teams, leagues or players on social media

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INTRODUCTION

“Sports marketing” is a type of marketing that focuses on advertising athletes, teams, athletic events, and other goods and services. It includes creating, implementing, and assessing marketing strategies created especially for the sports sector (Rai et al., 2024a). For sport organizations, it increases income output, loyalty, and brand visibility. It also provides a venue for sponsors and advertising to communicate with a sizable and active audience (Bachleda et al., 2016; Rai et al., 2021a).

In the modern world, social media is more than simply a platform to connect with friends and exchange memes (Alalwan, 2018; Mittal et al., 2022). It has developed into a powerful force in the realm of athletic/sport events, fundamentally altering how we participate in and watch them (Abeza et al., 2017). Social media has removed geographical boundaries and brought fans closer to the action than ever before by giving them access to live updates and behind-the-scenes information, making sports a worldwide sensation (Alonso-Dos-Santos, 2018).

This shift is being driven by a few social media platforms that have played a major role in the internationalization of athletic events (Billings et al., 2019; Nijjer and Raj, 2020). Fans from all over the world now congregate on social media platforms like Facebook, Twitter, Instagram, and YouTube during major sports events in order to interact, connect, and share (Lewis et al., 2020). Facebook's massive global user base has allowed it to become a hub for fan communities, debates, and live event streaming (Alonso-Dos-Santos, 2018). Twitter is a popular platform for fans to engage with athletes, teams, and other enthusiasts across the globe because of its real-time updates and trending topics (Korzynski and Paniagua, 2016). Instagram has revolutionized visual storytelling in the sports industry by offering a glimpse into the lives of athletes, the excitement of game day, and the passion of fans through its visually striking photographs and videos (Anagnostopoulos et al., 2018). YouTube allows sports enthusiasts to relive memorable events and discover new narratives from the world of sports with its vast collection of documentaries, highlights, and interviews (Baena, 2016; Dehghani et al., 2016). Together, these channels have increased the number of people who watch sports events and have democratized the way that we participate in and watch them. Traditional media channels no longer restrict fans, allowing them to control the narrative and share their experiences (Delia and Armstrong, 2015; Miller, 2015).

Social media platforms have fundamentally altered how sports organizations communicate about their events as well as how they interact with fans all around the world (Naraine et al., 2022; Parganas et al., 2015). By using the power of social media, sports organizations may reach a wider audience, generate excitement and buzz, and cultivate a sense of community among fans from all over the world (Delia and Armstrong, 2015; Liu, 2016). This increases global visibility and accessibility

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