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Media Management-What Works Well in My Club/Federation

As Göztepe S.K. we are aware of the power of media management, that's why a powerful media management is our mission. Our communication department has an open minded approach in social media and related to this we're not only interested in football but also we're working on the other branches such as handball, triathlon, swimming, fencing, table tennis and the youth teams. Handball is the second major branch of our club coming after football.

Göztepe S.K. Communication department has a systematic information flow about 4 titles which are Football, football youth team, handball and the other branches.

Apart from the official website (www.goztepe.org.tr), we're broadcasting from our Facebook, Twitter, Instagram and YouTube accounts.

We have a close contact with each branch's manager, follow their activities and participate to their organizations. We make news about the organizations (matches, tournaments and trainings) and support the news with photographs and videos at the social media accounts.

Football and handball matches and trainings are followed regularly and made sharings in social media.

The news are shared with the local and national press.

Our club has the consciousness of the power of social media, besides having an active role in social media, we also care about social responsibility projects. We have close contacts with associations, civil society and charities. We make organizations with cooperation.

-Handball and Media-

Our communication department shares the emotion of handball team which is the only team that participated in the super league, with the country. With the aim of being the Turkey's leading handball team, we have special and innovative sharings at our website and social media accounts.

We get weekly information from the manager of the team and follow the trainings. After that we share the informations, videos, photos with the fans through social media and official website. According to the importance of match we prepare special videos, interview and viral marketing.

Our league and cup matches are broadcasted by our official YouTube channel. Göztepe handball team is the only one that has ticketed spectators in Turkey and we have a chance to share this colourful ambience with the whole World.

After matches we make interviews with both of teams coaches, players and broadcast them at our official YouTube channel.

Before, during and after the away and home matches, we share the movement of the team to the hall, pre match training and live scoring at our social media accounts and after the match, we serve the news, the photographs and score to the press.

Our team had founded in 2003 by our fans. They were playing and also manage the team at the same time. They were collecting funds by selling pixels at a site. (www.goztepehantbolyasayacak.com) That's why the branch is very important and have an emotional connection with the fans. The club has right proportional feedbacks at social media. Usually interactions are much more than football.

In related with context above, these are some sharings at the season 2015/2016.

1-A surprise to a tiny girl that loves handball and it's viral story:

<https://youtu.be/SuwCFg5YUfE>

2-Shared videos: <https://twitter.com/Goztepe/status/671309480597016581>

3-Training news: <http://www.goztepe.org.tr/default3.asp?id=4773>

_ Our Federation isnt intrested in media.They only have a official site.They are using it well but it's not enough for marketing and advertising.We dont have a sponsor name of our leauge,we couldnt sell our Works.Normally Tv companies pay the clubs for broadcasting matches.But in our country the federation pay to the TV companies.

We as Göztepe S.K. want to make a leadership about handball marketing in our country.Not only in media but also at all the processes in the club.

Deniz Durmaz

