Abstract

Title: Football pro’s in Superettan. A qualitative study about how Swedish football clubs work with external communication Two years ago Swedish football clubs in Allsvenskan began to hire communicators. At the same time it was said that clubs from lower division’s didn’t follow this development. Today, when the second division Superettan gets even more time in the spotlight, it is reason to believe that clubs in this league starting to realize that changes need to get done regarding their external work. But how far have they come? This leads to the main purpose of this study.

The aim of this study was to study if, and if so how football teams in Superettan using strategies in their external communication against their supporters and sponsors, and if and how the clubs eventually want to develop this kind of work. IK Brage, Degerfors IF, Hammarby IF and Östersund FK were studied through a qualitative interview research method and answered questions regarding this kind of work. The result was later analyzed against theories about strategic communication, such as public relations, Grunig’s communication models and models for planning information activities.

The results of this study show that the clubs don’t work strategic against sponsors and supporters in their external communication. They do have a form of “communication thinking” within in the club, but most of them doesn't take form from strategic communication tools. Some of the clubs had plans but these were either market orientated nor not potentially fully implemented within the organization. Instead the main is goal to keep good relations to sponsors and supporters through a variety of methods, including being an open club that welcomes dialogue.