THE FIVE TYPES OF MEDIA

Communication

Communication serves the brand and the commercial side, and says everything the brand is made of. Every campaign should bring people from rented media into owned media.

Social media

The club's own accounts. The club controls the message; the platform controls who sees it. Good for daily presence and emotion. Work: a plan.

Mass media

Press, TV, radio, sports websites. Journalists control the message; reaches the general public. Good for credibility and reach. Work: relationships, information on time.

New media

Influencers and content creators with their own audience. Good for new people. Work: partnerships, without controlling them.

Community media

Fan groups, fan pages, forums, messaging groups. The community controls them; often more followers and trust than the club. Work: respect, exclusive information, dialogue.

Own media

App, website, newsletter and above all the databases. The club controls everything; nobody can take them away. Good for selling. Work: data and permission.

Storytelling

Every piece: a character, a conflict, an emotion. One voice (3–5 words) and many voices. Sound right after a win, a draw and a defeat.

Constraints checklist

Broadcasting rights · competition media manual · sponsor obligations · image rights (minors need parental consent) · platform rules and music rights. Mark every piece they touch; solve it or drop it.