

ORIGINAL ARTICLE

## Analysis of content strategies and levels of interaction on Facebook: the case of the Liga Deportiva Universitaria de Portoviejo

Análisis de estrategias de contenido y niveles de interacción en Facebook: caso Liga Deportiva Universitaria de Portoviejo

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**Abstract** The effectiveness of the communication strategy implemented on the official Facebook page of Liga Deportiva Universitaria de Portoviejo was analyzed by measuring its direct impact on audience visibility and loyalty, based on follower interaction and engagement levels. The study employed a quantitative approach and a non-experimental design, analyzing the content of 60 posts published between June 1 and 30, 2024. These posts were categorized by theme and format, and metrics such as reactions, comments, shares, and interaction types were recorded. The results showed that post-match galleries and announcement/promotional posts achieved the highest average reactions and shares, while institutional and advertising content generated lower engagement levels. Furthermore, the study identified that video content performed better than images in terms of interaction, consistent with previous research on digital sports marketing. These results suggest that the effectiveness of communication on sports social media depends on a combination of factors such as thematic relevance, visual appeal, and posting timing. Strategic content planning that prioritizes audiovisual formats and messages focused on the fan experience can strengthen a club's digital presence and effectively contribute to audience loyalty.

**Keywords** digital communication, sports marketing, social media, engagement, Facebook.

**Resumen** Se analizó la efectividad de la estrategia comunicativa implementada en la página oficial de Facebook de la Liga Deportiva Universitaria de Portoviejo, mediante la medición de su repercusión directa en la visibilidad y fidelización de la audiencia según los niveles de interacción y compromiso de los seguidores. El trabajo se desarrolló bajo un enfoque cuantitativo y diseño no experimental, mediante un análisis de contenido de 60 publicaciones emitidas entre el 1 y 30 de junio de 2024. Dichas publicaciones fueron clasificadas en categorías temáticas y formatos, registrándose métricas de reacciones, comentarios, compartidos y tipos de interacción. Se demostró que las galerías postpartido y las publicaciones de anuncios/promociones alcanzaron los promedios más altos de reacciones y compartidos, mientras que los contenidos institucionales y publicitarios obtuvieron un menor nivel de engagement. Asimismo, se identificó que el formato de video presenta un rendimiento superior en interacción respecto a las imágenes, en concordancia con estudios previos sobre marketing deportivo digital. Estos resultados sugieren que la efectividad de la comunicación en redes sociales deportivas depende de la combinación de factores como relevancia temática, atractivo visual y oportunidad de publicación. Una planificación estratégica de contenidos que priorice formatos audiovisuales y mensajes orientados a la experiencia del aficionado puede fortalecer la presencia digital del club y contribuir de manera efectiva a la fidelización de su audiencia.

**Palabras clave** comunicación digital, marketing deportivo, redes sociales, *engagement*, Facebook.

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## Introduction

Over the past two decades, digital marketing and the strategic use of social media have become essential tools for communication and image management in sports organizations, enabling them to expand their fan base, strengthen brand identity, and generate new sources of revenue (Holland, 2015; Ilieva, 2024; Šidlauskė & Ūsas, 2023). In the sports sector, these platforms have transformed the interaction between clubs and fans by fostering two-way communication channels that promote engagement and loyalty (Crisoles & Gómez, 2021).

The implementation of digital marketing strategies in football clubs not only responds to the need for positioning within competitive environments but also plays a significant role in community building, strengthening the sense of belonging, and promoting institutional values (Kowalski, 2022; Rosero, 2020). In this regard, several studies have shown that well-planned social media campaigns—particularly on platforms such as Facebook, Instagram, and X, formerly known as Twitter—can significantly increase visibility, event attendance, and fan participation (Cordero & Binimelis-Adell, 2023; Laurell & Söderman, 2018).

In Ecuador, particularly in the province of Manabí, Liga Deportiva Universitaria de Portoviejo (LDUP) represents a relevant case for the analysis of digital sports marketing, both because of its historical significance and the challenge of maintaining its competitiveness and connection with its fan base in a media environment dominated by clubs with larger budgets and nationwide reach (Suárez et al., 2023). Analyzing its social media content strategies provides an opportunity to identify effective practices and areas for improvement that could strengthen its institutional visibility and relationship with the local community (Cano, 2018; Intriago, 2018).

This study aimed to analyze the content strategies employed by LDUP on its official Facebook page and their relationship with the levels of interaction achieved. It examines the type and format of posts, posting frequency, and average interactions—including reactions, comments, and shares—as well as the relationship among these variables.

The relevance of this study lies in the fact that, although the international literature provides extensive evidence on digital strategies in sports organizations (Argan et al., 2013; Ehnold et al., 2020; Ghalenoei et al., 2023), few studies have documented and analyzed local experiences involving football clubs from provincial areas. This gap makes it difficult to systematize good practices adapted to their specific circumstances. Therefore, the findings may serve as a reference for similar institutions seeking to enhance their digital presence and build stronger relationships with their communities.

## Methodology

The research was conducted using a mixed-methods approach, with a predominantly quantitative orientation supported by qualitative analysis. It was descriptive in nature and followed a non-experimental, cross-sectional design. The objective was to analyze the content strategies used on the official Facebook page of Liga Deportiva Universitaria de Portoviejo (LDUP) and their relationship with the levels of interaction generated among the audience.

The unit of analysis consisted of all posts published on LDUP's official Facebook page between June 1 and June 15, 2025. A total of 48 posts were recorded during this period. These were considered a census sample because they included all the content published within the selected dates.

Data were collected directly from LDUP's official Facebook page using the metrics provided by the platform itself. To classify and systematize the information, the content analysis form proposed by Einsle and Escalera (2022) was adapted. This made it possible to standardize the categorization criteria and ensure comparability across posts.

The data were processed using Microsoft Excel. Descriptive analyses were applied to determine the frequency and proportion of each content type and format, as well as to calculate the average number of interactions within each category. Pearson's correlation coefficient was subsequently applied. This statistical measure quantifies the strength and direction of the linear relationship between two variables, with values ranging from  $-1$  to  $+1$ . In this study, it was used to explore whether the type or format of the posts was associated with interaction metrics, including reactions, comments, and shares.

A positive value close to  $+1$  indicates a strong direct relationship—that is, as one variable increases, the other also increases—whereas a value close to  $0$  indicates the absence of a linear relationship. Since some categories, such as the video format, included a limited number of cases, the correlation results were interpreted as exploratory approximations rather than as conclusive statistical evidence.

## Results and discussion

During the analysis period, from June 1 to June 15, 2025, the official Facebook page of Liga Deportiva Universitaria de Portoviejo (LDUP) published a total of 48 posts, with an average frequency of 3.2 posts per day. This reflects a strategy characterized by high activity and continuous exposure on the platform (Table 1).

Table 1. Content Analysis Form

| No. | Date       | Content Type            | Format | Main Text or Copy                                                                                                                                                                         | Hashtags                                             | Reactions | Comments | Shares |
|-----|------------|-------------------------|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-----------|----------|--------|
| 1   | 1 Jun 2025 | Match announcement      | Image  | Today, we play with the same passion as always... and with the excitement of those who are just beginning. Reales Tamarindos awaits us with the energy of a child and everyone's support. | #HoyJuegaLiga #VamosLiga #JuntosPorUnSueño           | 203       | 7        | 27     |
| 2   |            | Starting lineup         | Image  | This is our starting XI!                                                                                                                                                                  | #VamosLiga                                           | 143       | 7        | 3      |
| 3   |            | Sponsors                | Image  | Let's go, Liga!                                                                                                                                                                           |                                                      | 33        | 0        | 0      |
| 4   |            | Referee appointment     | Image  | Referee appointment                                                                                                                                                                       |                                                      | 24        | 0        | 0      |
| 5   |            | Children's Day greeting | Image  | Today, we celebrate those who dream, run with all their heart, and cheer with passion. Happy Children's Day to those who already feel that these colors are part of their story.          |                                                      | 89        | 0        | 4      |
| 6   |            | Start of the match      | Image  | The ball is rolling!                                                                                                                                                                      | #VamosLiga #JuntosPorUnSueño #ldup2025               | 61        | 1        | 0      |
| 7   |            | Goal                    | Image  | Gooooooooal for La U!                                                                                                                                                                     | #vamosliga                                           | 163       | 3        | 9      |
| 8   |            | End of the first half   | Image  | End of the first half                                                                                                                                                                     | #VamosLiga #JuntosPorUnSueño #ldup2025               | 153       | 1        | 1      |
| 9   |            | Second half             | Image  | The second half is underway!                                                                                                                                                              | #VamosLiga #JuntosPorUnSueño #ldup2025               | 185       | 3        | 1      |
| 10  |            | Goal                    | Image  | Gooooooooal for La U!                                                                                                                                                                     | #vamosliga                                           | 167       | 7        | 5      |
| 11  |            | End of the match        | Image  | Final whistle!                                                                                                                                                                            | #VamosLiga #JuntosPorUnSueño                         | 291       | 10       | 23     |
| 12  |            | Post-match gallery      | Image  | The emotions of the match, captured in every image.                                                                                                                                       | #VamosLiga #JuntosPorUnSueño #ldup2025               | 225       | 4        | 1      |
| 13  |            | Next match announcement | Image  | Next match, next challenge. Now in the DIRECTV Ecuador Cup and at our home stadium.                                                                                                       | #VamosLiga #JuntosPorUnSueño #CopaEcuadorDIRECTV     | 308       | 7        | 30     |
| 14  | 2 Jun 2025 | Ticket sales            | Image  | Purchase your ticket here.                                                                                                                                                                | #VamosLiga #LDUPIndependienteJrs #CopaEcuadorDIRECTV | 265       | 1        | 25     |

| No. | Date       | Content Type             | Format | Main Text or Copy                                                                                                                                                                                                                                  | Hashtags                                                 | Reactions | Comments | Shares |
|-----|------------|--------------------------|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------|----------|--------|
| 15  |            | Upcoming match promotion | Video  | We have an appointment on 9 June 2025. The Ecuador Cup, with our supporters and at our home stadium! At the Colossus of Avenida Universitaria: LDU Portoviejo vs. Independiente Jrs. With determination, passion, and the support of all our fans! | #ldup2025 #JuntosPorUnSueño #CopaEcuadorDIRECTV          | 723       | 22       | 148    |
| 16  | 3 Jun 2025 | Ticket sales             | Image  | Tickets for the Ecuador Cup match are now available.                                                                                                                                                                                               | #VamosLiga #CopaEcuadorDIRECTV                           | 322       | 19       | 27     |
| 17  | 4 Jun 2025 | Official statement       | Image  | Official statement                                                                                                                                                                                                                                 | #JulioMagallanes #LDUP2025                               | 119       | 4        | 2      |
| 18  | 6 Jun 2025 | Starting lineup          | Image  | The green-and-white starting XI.                                                                                                                                                                                                                   | #vamosLiga                                               | 212       | 1        | 7      |
| 19  |            | Referee appointment      | Image  | Refereeing team                                                                                                                                                                                                                                    |                                                          | 45        | 0        | 0      |
| 20  |            | End of the first half    | Image  | Half-time                                                                                                                                                                                                                                          | #Germud #VamosLiga                                       | 137       | 0        | 6      |
| 21  |            | End of the match         | Image  | End of the match                                                                                                                                                                                                                                   | #VamosLiga                                               | 511       | 9        | 37     |
| 22  | 7 Jun 2025 | Post-match gallery       | Image  | The best snapshots. On Monday, your support will be essential.                                                                                                                                                                                     | #JuntosPorUnSueño #vamosliga                             | 269       | 0        | 8      |
| 23  |            | Kit promotion            | Image  | This is the jersey that unites us. Wearing it, we will give everything in the Cup.                                                                                                                                                                 | #LaPielDeTodos #VamosLiga #VermenSport                   | 315       | 9        | 15     |
| 24  | 8 Jun 2025 | Ticket sales             | Image  | Tickets for all sections are available online for the Ecuador Cup match.                                                                                                                                                                           | #VamosLiga #JuntosPorUnSueño #CopaEcuadorDIRECTV         | 376       | 18       | 53     |
| 25  | 9 Jun 2025 | Match announcement       | Image  | Portoviejo is dressed in green and white. The strength, determination, and spirit of our city are alive today at Reales Tamarindos.                                                                                                                | #VamosLiga #LDUP2025 #CopaEcuadorDIRECTV                 | 436       | 19       | 94     |
| 26  |            | Ticket sales             | Image  | The ticket booths at Reales Tamarindos are now open.                                                                                                                                                                                               | #VamosLiga #PortoviejoEsVerdeyBlanco #CopaEcuadorDIRECTV | 294       | 6        | 16     |
| 27  |            | Sponsors                 | Image  | Always supporting us, always together. Let's go, Liga!                                                                                                                                                                                             | #VamosLiga #CopaEcuadorDIRECTV                           | 151       | 1        | 3      |
| 28  |            | Starting lineup          | Image  | Our warriors.                                                                                                                                                                                                                                      | #VamosLiga #CopaEcuadorDIRECTV                           | 235       | 3        | 9      |
| 29  |            | Pre-match warm-up        | Video  | Pre-match warm-up                                                                                                                                                                                                                                  | #VamosLiga #CopaEcuadorDIRECTV                           | 215       | 2        | 7      |

| No. | Date        | Content Type               | Format | Main Text or Copy                                                                                                                                   | Hashtags                                    | Reactions | Comments | Shares |
|-----|-------------|----------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------|----------|--------|
| 30  | 10 Jun 2025 | Start of the match         | Image  | The ball is rolling.                                                                                                                                | #VamosLiga #LDUP2025<br>#JuntosPorUnSueño   | 99        | 0        | 1      |
| 31  |             | Official starting XI photo | Image  | Eleven hearts, one dream.                                                                                                                           | #VamosLiga #LDUP2025<br>#CopaEcuadorDIRECTV | 503       | 2        | 19     |
| 32  |             | End of the first half      | Image  | End of the first half                                                                                                                               |                                             | 162       | 0        | 2      |
| 33  |             | Goal                       | Image  | Gooooooooal for La U!                                                                                                                               | #VamosLiga #CopaEcuadorDIRECTV              | 452       | 3        | 15     |
| 34  |             | End of the match           | Image  | Family is family.                                                                                                                                   | #VamosLiga #JuntosPorUnSueño                | 942       | 33       | 87     |
| 35  |             | Post-match gallery         | Image  | Snapshots of a qualification achieved as a family.                                                                                                  | #VamosLiga #JuntosPorUnSueño                | 512       | 9        | 16     |
| 36  |             | Upcoming match promotion   | Image  | Next match                                                                                                                                          | #VamosLiga #JuntosPorUnSueño                | 402       | 11       | 25     |
| 37  |             | Liga qualification         | Video  | An exciting qualification for Liga de Portoviejo... This was the penalty shootout that sent La Capi through to the round of 32 of the #CopaEcuador. |                                             | 1,100     | 20       | 201    |
| 38  |             | Post-match gallery         | Image  | The perfect formula: you cheering and the team giving everything on the field.                                                                      | #VamosLiga #JuntosPorUnSueño                | 443       | 8        | 15     |
| 39  |             | Upcoming match promotion   | Image  | A night to give everything on the field and in the stands.                                                                                          | #VamosLiga #JuntosPorUnSueño                | 441       | 26       | 51     |
| 40  | 13 Jun 2025 | Match announcement         | Image  | Liga plays at home today, with everyone's support.                                                                                                  | #VamosLiga #LDUP2025<br>#JuntosPorUnSueño   | 332       | 5        | 37     |
| 41  | 14 Jun 2025 | Ticket sales               | Image  | The ticket booths are now open.                                                                                                                     | #VamosLiga #LDUP2025<br>#JuntosPorUnSueño   | 176       | 0        | 6      |
| 42  |             | Sponsors                   | Image  | Reales Tamarindos awaits you. Together forever.                                                                                                     | #VamosLiga #LDUP2025<br>#JuntosPorUnSueño   | 72        | 0        | 5      |
| 43  |             | Referee appointment        | Image  | Referees for today's match.                                                                                                                         | #VamosLiga                                  | 24        | 0        | 0      |
| 44  |             | Starting lineup            | Image  | Our team, our family.                                                                                                                               | #VamosLiga                                  | 153       | 2        | 1      |
| 45  |             | Start of the match         | Image  | The ball is rolling.                                                                                                                                | #VamosLiga                                  | 120       | 3        | 1      |
| 46  |             | Goal                       | Image  | Gooooooooal for La U!                                                                                                                               | #VamosLiga                                  | 330       | 9        | 6      |
| 47  |             | End of the first half      | Image  | The teams head into the break.                                                                                                                      | #VamosLiga                                  | 289       | 3        | 10     |
| 48  |             | End of the match           | Image  | End of the match                                                                                                                                    | #VamosLiga                                  | 273       | 25       | 6      |

In terms of content type, match announcements and promotions were the most frequent category, accounting for 29.1% of the posts, followed by sports results and match-related moments (27.0%) and ticket sales (14.5%). Post-match galleries, advertising/sponsorship content, and official statements/referee appointments had a lower presence, with each category representing less than 11% of the total posts (Table 2).

**Table 2.** Distribution of posts by category

| Category                                     | Number of posts | Percentage |
|----------------------------------------------|-----------------|------------|
| Match announcements and promotions           | 14              | 29.1       |
| Match results and match-related moments      | 13              | 27.0       |
| Ticket sales                                 | 7               | 14.5       |
| Post-match galleries                         | 5               | 10.4       |
| Advertising and sponsors                     | 4               | 8.3        |
| Official statements and referee appointments | 5               | 10.4       |
| Total                                        | 48              | 100        |

Regarding format, static images were by far the most commonly used, accounting for 93.8% of the posts ( $n = 45$ ), whereas videos represented only 6.2% ( $n = 3$ ). Nevertheless, vi-

deos performed considerably better on average than images, generating 679 reactions, 14.7 comments, and 118.7 shares per post, compared with 254.6 reactions, 6.2 comments, and 15.8 shares for image-based posts (Table 3). This suggests that, although less frequently used, audiovisual content has considerable potential to increase audience interaction.

**Table 3.** Distribution by format and average interactions

| Indicator         | Image | Video |
|-------------------|-------|-------|
| Number of posts   | 45    | 3     |
| Average reactions | 254.6 | 679.3 |
| Average comments  | 6.2   | 14.6  |
| Average shares    | 15.75 | 118.6 |

The performance analysis identified the posts with the greatest impact in terms of total interactions. The video featuring Liga's qualification, published on June 10, ranked first with 1,321 interactions, followed by the image announcing the end of the match on June 9, with 1,062 interactions. The upcoming match promotion published on June 9, the match announcement posted on June 8, and the upcoming match promotion published on June 13 also stood out, each exceeding 500 interactions (Table 4).

**Table 4.** Distribution by format and average interactions

| Post                     | Date  | Format | Content type           | Reactions | Comments | Shares |
|--------------------------|-------|--------|------------------------|-----------|----------|--------|
| Liga qualification       | 10/06 | Video  | Sports results         | 1,100     | 20       | 201    |
| End of the match         | 09/06 | Image  | Sports results         | 942       | 33       | 87     |
| Upcoming match promotion | 09/06 | Video  | Announcement/Promotion | 723       | 22       | 148    |
| Match announcement       | 08/06 | Image  | Sports results         | 511       | 9        | 37     |
| Upcoming match promotion | 13/06 | Image  | Announcement/Promotion | 436       | 19       | 94     |

Regarding the average number of interactions by content type (Table 5), announcement and promotional posts recorded the highest values, averaging 406.4 reactions, 13.9 comments, and 58.9 shares. These figures demonstrate their strong capacity to generate interest before matches. Post-match galleries ranked second, averaging 362.3 reactions, 5.3 comments, and 10 shares, confirming their potential to strengthen the emotional connection with fans after sporting events.

Posts related to match results averaged 332.1 reactions, 6.2 comments, and 21.5 shares, placing them at an intermediate level of engagement. This indicates that, although they were well received, their potential for virality was lower than that

of pre-match promotional content.

Advertising and sponsorship posts averaged 142.8 reactions, 2.5 comments, and 5.8 shares, whereas institutional posts, such as commemorative messages, obtained an average of 89 reactions, no comments, and 4 shares. Finally, official statements and referee appointment posts generated the lowest levels of interaction, averaging 53 reactions, 1 comment, and 0.5 shares. This confirms that their function was primarily informative rather than persuasive.

Pearson's correlation analysis showed that the video format had a moderate-to-strong correlation with the number of shares ( $r = 0.65$ ), suggesting that this format is particularly effective for the organic dissemination of content. Its asso-

ciation with reactions ( $r = 0.48$ ) and comments ( $r = 0.25$ ) was weaker, indicating that videos do not always generate conversation but can achieve broader distribution.

**Table 5.** Average interactions by content type relationship between variables and interaction metrics

| Content Type                           | Average reactions | Average comments | Average shares |
|----------------------------------------|-------------------|------------------|----------------|
| Announcement/Promotion                 | 406.4             | 13.9             | 58.9           |
| Post-match gallery                     | 362.3             | 5.3              | 10             |
| Official Statement/Referee appointment | 53                | 1                | 0.5            |
| Institutional/Other                    | 89                | 0                | 4              |
| Advertising/Sponsors                   | 142.8             | 2.5              | 5.8            |
| Sports results                         | 332.1             | 6.2              | 21.5           |
| Ticket sales                           | 286.6             | 8.8              | 25.4           |

In contrast, posts related to match results and post-match galleries showed very weak correlations with the interaction metrics, with values below 0.12. This suggests that their impact depends more on contextual factors—such as the importance of the match or the final score—than on the format or content type alone (Table 6).

**Table 6.** Correlations between variables and interaction metrics

| Variable             | Reactions (r) | Comments (r) | Shares (r) |
|----------------------|---------------|--------------|------------|
| Format (video)       | 0.47          | 0.25         | 0.65       |
| Sports results       | 0.08          | -0.04        | -0.05      |
| Post-match galleries | 0.11          | -0.05        | -0.09      |

The analysis of the posts showed that hashtags were used consistently, with tags such as #VamosLiga and #Juntos-PorUnSueño appearing in most of the content. This suggests a strategy aimed at reinforcing the team's identity and fostering a sense of community among followers. In addition, event- and tournament-specific hashtags, such as #CopaEcuadorDIRECTV and #LDUP2025, were used to segment and position the conversation around particular matches.

Regarding the copy, there was a clear preference for brief and emotional messages that appealed to pride, belonging, and passion for football, such as “Today, we play with the same passion as always...,” “Family is family,” and “The jersey that unites us.” This created a familiar and inclusive style of communication. Content that combined emotional

copy with specific hashtags and calls to action—such as ticket sales and match promotions—generated notable peaks in interaction, particularly in video formats and posts related to sporting achievements.

The results of this study show that post-match gallery posts and match announcements/promotions generated the highest levels of interaction on the official Facebook page of Liga Deportiva Universitaria de Portoviejo (LDUP), both in terms of reactions and shares. This finding is consistent with the results reported by Povilaitienė and Černevičiūtė (2015), who emphasize that visual content incorporating narrative elements from sporting events strengthens the audience's emotional connection. In the specific case of post-match galleries, the combination of images and sporting context facilitates the recollection of the experience, generating a high level of identification and participation among followers (Coche & Tuggle, 2016).

Similarly, the effectiveness of announcements and promotional posts in generating interaction is consistent with Ilieva's (2018) argument that the anticipation and perceived exclusivity associated with this type of content increase users' willingness to engage. However, in contrast to studies such as that of Filo, Lock, and Karg (2015), in which promotional content tends to be less appealing than sports-related content, LDUP's announcements achieved comparable or even higher levels of interaction. This may be explained by the club's local relevance and its direct connection with the community.

Regarding posts related to match results, their intermediate level of interaction supports the findings of Stavros et al. (2014), who indicate that purely informative content, although necessary, does not generate the same level of engagement as content with more prominent visual or emotional elements. The lower interaction observed in official statements, referee appointments, and advertising/sponsorship posts is consistent with Pegoraro's (2010) argument that this type of content is less likely to go viral because of its institutional nature and limited emotional appeal.

From the perspective of posting frequency, LDUP maintained a high volume of content during the period analyzed. This is consistent with the model proposed by Abeza, O'Reilly, and Reid (2013), in which consistency is identified as a key factor for maintaining digital visibility. Nevertheless, the literature warns that excessive posting without appropriate audience segmentation may dilute followers' attention (Thompson et al., 2014). Therefore, the implementation of content scheduling and thematic diversification strategies is recommended to optimize exposure.

This study also confirms the central role of video as the format that generates the highest levels of interaction, in line with the findings of Billings et al. (2017) and Kowalski et al.

(2022), who argue that the combination of visual and auditory elements enhances both audience retention and emotional response. However, in the case of LDUP, although video content performed particularly well, photographic galleries also maintained high levels of engagement. This suggests that the type of content and the timing of publication may be as influential as the format itself.

In terms of practical implications, the findings support the need for local sports clubs to strengthen their visual and emotionally appealing content strategies, prioritizing formats that incorporate the fan experience. In addition, clubs should balance the proportion of informative and interactive posts and promote the co-creation of content with their followers, in accordance with the recommendations of Sanderson and Kassing (2011).

Finally, several limitations of the study should be acknowledged, including the fact that the analysis was restricted to a specific period and a single social media platform. Consequently, the findings may not fully reflect audience behavior in other contexts or across other platforms. Future research could extend the analysis period, include additional social media platforms, and compare clubs from different competitive divisions or geographical regions. Such approaches would contribute to a more comprehensive understanding of the impact of digital communication on the visibility of sports organizations and the development of audience loyalty.

## Conclusions

The analysis of LDUP's official Facebook page showed that post-match galleries, match announcements, and promotions generated the highest engagement, confirming the effectiveness of visual and emotional content in connecting with fans. Audiovisual and photographic formats, combined with consistent and strategically planned posting, helped maintain visibility and interaction. However, the moderate performance of match results and the low engagement of institutional and sponsorship posts indicate the need to balance official information with more interactive content. Overall, effective digital communication requires consistency, audience segmentation, visual creativity, emotional appeal, and active fan participation to strengthen club identity, supporter loyalty, and digital positioning.

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#### Conflicts of interest

The authors declares that she has no conflict of interest.

#### Author contributions

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#### Data availability statement

The datasets used and/or analyzed during the current study are available from the corresponding author on reasonable request.

#### Statement on the use of AI

The author acknowledges the use of generative AI and AI-assisted technologies to improve the readability and clarity of the article.

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