

## 12.1 Appendix A - Letter to Fan Clubs

Dear members of the Liverpool FC fan club in *home\_town*,

My name is Petros Parganas and I am a DBA candidate at the Edinburgh Business School of the Heriot-Watt University. The purpose of my research is to understand how Liverpool FC uses Facebook and Twitter and how this usage is perceived by you, the fans of the club.

I would therefore kindly ask you to assist me in this research. You will need to take part in one group interview (3-5 members, at your place and convenience for about 30 minutes) and to complete an online questionnaire (as many members as possible, less than 10 minutes).

Your participation will be extremely helpful at this stage to get your views regarding the social media usage of Liverpool FC.

I would like to assure you that any information will be treated confidentially and anonymity will be guaranteed. Furthermore, you can withdraw from the interview at any time.

If you require additional information, please do not hesitate to contact me.

Thank you in advance for taking part in this research.

Best regards,  
Petros Parganas

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