

12.6 Appendix F – One to One Interview Guide

Introduction

- Outline and goals of the research
- Outline of the interview (rules, recordings, time, withdrawal at any time etc.)
- Brief description of the role/position in Liverpool FC of the interviewee

Main part

- Use of social media by Liverpool FC (strategy, purpose, integration with other activities)
- Social media integration in Liverpool FC's overall marketing strategy
- Social media content (what is posted, when, why, how often etc.)
- Interaction/communication with fans
- Social media as a potential revenue stream for Liverpool FC
- General comments/future use

Closing

- Thanking for participation
- Next steps