

The use of social media among football clubs' public relations managers for motivating fans to attend the Kariakoo Derby in Tanzania, NBC Premier League

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ABSTRACT

Kariakoo Derby is the major football match between the historic Young Africans and Simba Sports Clubs in the Tanzanian NBC Premier League. Despite the growing social media platforms in football, little is known about how public relations managers use their clubs' social media platforms to motivate football fans to attend Kariakoo derbies, hence the need for this study. The study adopted the uses and gratifications theory. It employed a qualitative approach and descriptive design. Data were collected through focus group discussions, interviews, and observation methods. The study involved 30 Young Africans and Simba Sports Club fans sampled through a convenience technique; two clubs' public relations managers from both teams; one official from the Tanzania Football Federation, sampled purposively; and official social media platforms (Facebook, X, formerly known as Twitter, Instagram, TikTok, YouTube, and WhatsApp). Data were analysed using thematic analysis techniques. The results indicate that Young Africans and Simba Sports Clubs' public relations managers make effective use of social media platforms, which significantly motivates their fans to attend Kariakoo derbies in the Tanzania NBC Premier League. The strategies they employ are creating derby excitement, strengthening emotional bonds, providing clear derby information, actively engaging their fans, and promoting derby events. However, misuse of social media can result in conflicts, fighting, divorce, physical harm, or even death among football fans. The study concludes that responsible social media among public relations managers is an effective tool for motivating football fans to attend derbies; therefore, football clubs' public relations managers should adhere to the public relations code of ethics and principles to ensure that when motivating their fans to attend derbies, they promote peace, harmony, and loyalty for the social and economic development of fans, clubs, and the nation at large. It recommends that clubs adopt interactive, culturally relevant, and community-oriented strategies to sustain enthusiasm and maximise responsive fans' attendance during the derby.

Keywords: Football Fans' Attendance, Kariakoo Derby, Public Relations Managers, Social Media Platforms

I. INTRODUCTION

Globally, football is the most popular sport with growing fans, played by two teams of 11 players each and prominent in more than 200 countries, with around 250 million players worldwide (Khuddus et al., 2022). The Fédération Internationale de Football Association (FIFA), as the international governing body of association football, estimates that football has over five billion fans across age, race, gender, education level, and economic status worldwide (Bang & O'Connor, 2022). These football fans gain social and economic benefits through their engagement with their teams and the sport overall (Darabi & Shahri, 2020). Fans need motivation to actively support their teams both morally and financially (McCarthy et al., 2022). A study in the United States indicated that 70% of youth are football fans who follow social media updates from their teams' accounts (Romero-Jara et al., 2023; Aichner, 2019; Vale & Fernandes, 2018). In the UK, over 35% of soccer fans use Twitter to get their team's information (McCarthy et al., 2022). Meanwhile, in Germany, the 2024 Global Olympics Survey showed that 29% of football fans use social media for real-time results or live updates during matches (Gächter et al., 2024).

In the African context, football clubs use social media to motivate their fans' support. A typical example is Nigeria, where a 2024 survey found that 59% of Nigerians follow the English Premier League, while only 34% engage with their local league, indicating that international clubs' social media efforts outweigh those of local clubs (Owonikoko & Rookwood, 2022). Similarly, in South Africa, YouTube, used by 25.10 million people, is effectively utilised by Mamelodi Sundowns and Kaizer Chiefs clubs to influence their fans' engagement (Şirin et al., 2025). In Kenya, 57.5% of internet users actively access social media platforms as of January 2024, although few engage with their football clubs' social media platforms for support (Wiegratz, 2024). In Tanzania, there is a growing use of social media among football club fans, with Facebook accounting for 38.46%, followed by YouTube at 24.21%, and Twitter at 12.99% (Manyama et al., 2023). Simba SC's official Instagram account grew by 0.87% in November 2024, reaching over 7.4 million followers, indicating a digital transformation in football (Chille & Mollel, 2024). Their counterpart, Dar es Salaam Young Africans SC, has around 5.5 million social media followers, suggesting a digital development (Chille & Mollel, 2024). These examples illustrate the digital evolution of the football industry worldwide, including Tanzania.

1.1 Statement of the Problem

The advancement of science and technology across different sectors of the economy has transformed the media from print to digital, where social media has become the new means of informing, entertaining, and shaping society for economic growth and sustainable development (Sanga, 2025). In sports, social media has become an alternative and convenient source of information for football club fans who follow the official football club pages from Europe, America, Asia, the Arab world, to Africa (Gächter et al., 2024; Owonikoko & Rookewood, 2022; Manyama et al., 2023; Chile & Mollel, 2024). Despite the increasing social media platforms in football across the world, little is known about the extent of Kariakoo derby followers on their clubs' official social media platforms and how these clubs' public relations managers use their official social media platforms to motivate their football fans to attend Kariakoo derbies, hence the need for this study.

1.2 Research Objectives

- i. Exploring the extent of fans following the Young Africans and Simba Sports Club social media platforms;
- ii. Examining the use of social media in motivating football fans' attendance at the derby matches.

II. LITERATURE REVIEW

2.1 Theoretical Review

The study adopted the uses and gratifications theory proposed by Blumler and Katz (1974). The theory posits that mass media communications actively engage users rather than making them passive recipients of news and information. The suitability of the theory in this study is based on its five basic assumptions: first, media use is goal-oriented and should serve a purpose, in this case motivating football fans; second, audiences should play an active role in the media they choose to use, in this case social media platforms that Young Africans and Simba Sports clubs follow to meet their needs; third, audiences, in this case football fans, have motives to use such social media; and fifth, only audiences can control the effects of the media (Sichach, 2023). The theory implies that football fans have their own motives for following their clubs' social media platforms; hence, public relations managers should employ various strategies to align the fans' personal objectives on clubs' social media platforms with clubs' objectives, particularly in derby attendance.

2.2 Empirical Review

Globally, social media use in football has been widely studied. For example, in Europe, research on English Premier League and Championship clubs in the United Kingdom involved interviews with 15 senior club executives across six clubs to understand how social media communications are used. The results indicate that football clubs use social media to enhance transparency and trust with fans (McCarthy et al., 2022). In England, Ireland, and Wales, football fans have developed different motivations for attending matches in stadiums. The study did not specify how to cultivate such motivation (Ozgider, 2016). In America, research found that fan motivation in a Midwestern city of the United States increased attendance at football matches. However, it did not specify how to foster this motivation (Mak et al., 2018). In Asia, a study of South Korean professional football assessed how clubs use social media to boost fan engagement. The results show that social media content significantly increases fan engagement compared to physical meetings (Kim & Choi, 2022). In Indonesia, marketing strategies motivated over 100 football fans to attend every match in their Premier League (Khuddus et al., 2022). Similarly, in the Iranian Premier League, fans' motivation has improved engagement with clubs and increased socioeconomic profitability. The study did not identify specific tools for fostering fans' motivation (Darabi & Shahri, 2020). Conversely, Rai et al. (2024) in India found that social media creates a sense of fantasy and competition among football fans, motivating them to participate in club activities. However, the study did not determine whether this motivation influences match attendance. A study of the social media strategies of African football clubs—focusing on prominent clubs such as Al Ahly (Egypt), Mamelodi Sundowns (South Africa), and Kano Pillars (Nigeria)—analyzed 1,800 social media posts and 25,000 fan comments from Twitter and Instagram (Jan–June 2024). The findings indicate that community-oriented and culturally relevant posts generate the highest fan engagement: for example, community posts (15% of content) received 6,000 likes with 70% positive sentiment, while cultural posts (10% of content) garnered 65% positive sentiment. In contrast, purely promotional posts had the lowest engagement (3,500 likes) and mostly neutral responses. Match-related content, which was the most common at 40%, experienced more negative sentiment when teams performed poorly. The study concludes that authentic, community- and culture-focused social media content best motivates African fans. It recommends that African clubs prioritize such content to build loyalty and manage performance downturns (Li, 2025).

A study in South Africa found that motivation drives football fans to attend matches to relieve job stress, escape a busy lifestyle, spend time with friends, or for entertainment. The study did not indicate how these fans receive such motivation (Wiid & Cant, 2015). Similarly, a study in Ethiopia indicates that socialization, performance, excitement,

and esteem motivate fans to attend football matches, but it did not specify the means through which these fans are motivated (Admit et al., 2024).

Similarly, Amani (2023) investigated fans' motivation in Tanzania by focusing on English Premier League teams' Tanzanian supporters. Using partial least squares-SEM, he surveyed 322 Tanzanian sports fans and applied social identity theory to model eFANgelism (advanced fan advocacy). The analysis showed that fans' identification and engagement strongly drive eFANgelism through the mediator of perceived brand sacredness. In other words, Tanzanian fans who feel strongly connected to their team tend to promote the team passionately (e.g., evangelizing on social media) because they hold the team brand in high regard. Despite the increasing number of football fans on clubs' social media platforms (McCarthy et al., 2022; Gächter et al., 2024), little is known about how clubs' public relations managers use social media to motivate football fans' attendance at matches, particularly in the Tanzanian derby (Owonikoko & Rookwood, 2022; Wiegratz, 2024), hence a knowledge gap to be addressed in this study.

III. METHODOLOGY

3.1 Description of Study Area

The study was conducted in six social media platforms: Facebook, X formerly known as Twitter, Instagram, YouTube, TikTok, and WhatsApp, to gain insight into the online followers, providing rich knowledge into how social media use among public relations managers' campaigns to motivate football fans' attendance to the Kariakoo Derby in Tanzania. Scientifically, social media represents an ideal case study site due to its widespread use among football fans in the national, regional, and global population.

3.2 Study Time

The study was conducted between October 2024 and June 2025, in the 2024/25 NBC Tanzania Premier League season, during which two Kariakoo derbies were scheduled as home and away games. The first Kariakoo derby between Simba and Young African Sports Clubs in the season was played on 19th October, 2024, second round rescheduled after the match cancellation twice on 8th March and 15th June 2025, and then played on 25th June, 2025. This period was chosen because the teams' public relations managers and fans became more active on social media compared to the rest of the period.

3.3 Population and Sample

The study sample comprises 33 Kariakoo derby stakeholders, including 30 football fans, 15 from Young Africans and Simba each, who were conveniently sampled from 5 fans of social groups in each team from Dar es Salaam. Others include 2 public relations managers from Young Africans and Simba Sports clubs, and one official from the Tanzania Football Federation. The 33 sample for this qualitative study was adequate, as established by Warsame and Thoronjo (2024), that a sample between 30 and 500 is adequate for a qualitative study.

3.4 Data Collection methods and instruments

The study employed a focus group discussion with Young Africans and Simba Sports Club fans, supported with key informants' interviews with leaders of the fans' community wings. Similarly, an observation was conducted in both teams' official social media platforms, specifically, Instagram, X (Twitter), TikTok, Facebook, WhatsApp, and YouTube.

3.7 Data Analysis and Presentation

The study employed thematic analysis techniques to analyse data from interviews, FGD, and observation. The FGD notes were read thoroughly, and from them, initial codes were created by labelling data elements that appeared to be important to the study. After that, themes were identified and presented in thematic paraphrase to address the study objectives. The audio-recorded interviews were listened to, and verbatim quotes were identified to validate the FGD results in relation to the use of social media on fans' motivation to attend football derbies. For the case of observation, the figures indicating the number of followers in their respective club social media platforms were put in a table and computed to get a total number for each type of social media platform.

3.8 Trustworthiness

To ensure trustworthiness, four quality assurance criteria of qualitative research proposed by Haq et al. (2023) were considered: Enhancing credibility by triangulating focused group discussion results with interviews. For transferability, the transparency of the detailed description of the study context and participants, and research procedure was maintained. The study also considered the dependability of the results through a panel discussion of the focus group discussion and interview guide with research experts and public relations managers, which improved the tools to

measure what was intended. Lastly, is conformability, the data presentation involved both thematic paraphrase of the focus group discussions and verbatim quotes of the respondents.

IV. FINDINGS & DISCUSSION

4.1 The number of followers on the Young Africans and Simba Sports Clubs' social media platforms.

The study explored the extent of fans following the Young Africans and Simba Sports Clubs' social media platforms. The results are presented in Table 1.

Table 1

The Number of Followers on Young Africans and Simba Sports Clubs' Social Media Platforms

Platforms	Young Africans	Simba Sport Club	Total followers
Instagram	4,800,000	8,000,000	12,800,000
X (Twitter)	405,081	1,989,915	2,394,996
Facebook	37,938	2,820,976	2,858,914
WhatsApp	771,858	2,200,000	2,971,858
TikTok	138,200	860,000	998,200
You tube	964,000	858,000	1,822,000

The results in Table 1 indicate that Young Africans and Simba Sports Clubs have a large number of football fans who follow their social media platforms to access the clubs' information. Exceptionally, Instagram was the leading platform, followed by WhatsApp, Facebook, Twitter, YouTube, and TikTok, which had the fewest followers. Attendance statistics from the Tanzanian Football Federation (TFF) indicate that, in the two Kariakoo derbies, spectator attendance was 51,352 (85.5%) and 51,897 (86.4%) for the first and second matches, respectively. These results deviate from experiences and previous reports on similar derbies in the African league and in England. For example, the Cairo derby in Egypt, played on 30th December 2020, between Zamalek and Ahly, tickets sold out before the match day, and spectators were banned from attending in 2012 due to violence (Mohamed, 2010). Similarly, the experience is contrary to the SOWETO derby in South Africa, between Kaizer Chiefs and Orlando Pirates, on 10th May, 2025, where ticket bookings exceeded the Moses Mabhida Stadium capacity (Madala, 2025). Likewise, in the Tunis derby between Club Africain and Esperance de Tunis, tickets are normally completely sold out within 48 hours after sales open (Olsson, 2025) similarly, in the Casablanca derby in Morocco between Wydad Casablanca and Raja Casablanca, in which tickets are sold out within 48 hours after sales open, or to the Algerian derby between USM Alger and MC Alger, in which thousands of fans remained outside the stadium due to a lack of tickets (Sannie, 2023). Furthermore, the results deviate from the Manchester derby in England between Manchester United and Manchester City, played on 13th April, 2025, where attendance was 99.23% (Bouchto, 2025; Inside world football, 2025). Despite the significant attendance percentage in the two derbies and the large number of fans and followers on these clubs' social media platforms, the stadiums were not full. This suggests that the clubs' social media platforms were not effectively utilized to motivate fans' attendance. Further analysis indicates that Benjamin William Mkapa Stadium, the National Stadium hosting the Kariakoo derbies in Tanzania, would not be sufficient because its seating capacity is limited to sixty thousand, compared to the number of followers on the clubs' social media platforms. The results indicate that most of the football fans who follow their clubs' social media platforms do not physically attend their matches, which suggests a need for additional strategies to use social media to motivate attendance at the Kariakoo derbies. Based on the uses and gratification theory, football fans follow clubs' social media platforms to meet their personal interests, which might differ from the clubs' goals and objectives. Therefore, not every fan following clubs' social media platforms is interested in the clubs' activities and attendance promotions. It is the role and responsibility of the public relations managers to develop social media strategies that capture fans' attention for derby attendance.

4.2 The Use of Social Media Platforms in Motivating Fans' Attendance at the Kariakoo Derby Matches

The study examined the use of social media platforms among Young Africans and Simba public relations managers on motivating fans' attendance to the Kariakoo derbies. The interview results with clubs' public relations managers confirmed the use. In their own voices, they said.

'We, as Simba Sports Club, normally use all the social media platforms, including Instagram, Facebook, WhatsApp channel, YouTube, Twitter, and TikTok to reach our fans towards matches, including the Kariakoo derbies' Ahmed Ally, public relations manager, Simba Sports Club, 2025). On the side of Young Africans Sports Club, he said. We use social media to share information about our club with our fans, which supplements press conference events. The platforms we use are Instagram, Facebook, WhatsApp channel, YouTube, Twitter, and TikTok, for more than 85% and they enable the club to engage our fans for the big match support, Kariakoo derbies in particular.' Ali Kamwe, public relations manager, Young Africans Sport Club, 2025). The results confirm the awareness, readiness, and actual use of

social media among public relations managers of both teams, which is a significant achievement for the clubs and sports development in general.

For triangulating public relations managers' views on social media use in football fans' motivation to attend Kariakoo derbies, the focus group discussions were conducted on how their football fans become motivated by the public relations managers' use of social media platforms. The themes generated were: Creation of excitement among football fans, strengthening emotional bonds between fans and their football team, providing clear match information to their football fans, active engagement of football fans, and promotion of match events. Similarly, the fan social group leaders from both teams were interviewed to validate the themes gained from focus group discussions of football fans. The results are presented for each theme below:

4.2.1 Creation of Excitement among Football Fans

The focus group discussions with Young Africans Sports Club fans indicated that social media posts from public relations managers created excitement among football fans of both teams, which motivated them to attend the match. When such excitement is high, it influences their match attendance. The interview was conducted to triangulate the focus group discussions' results.

"We normally get excited about the match through social media posts from our team's public relations manager, Ahmed Ally, which motivate us to attend the match. The excitement rises as the match day nears. A Simba fan from the Mpira Pesa group" (17 August 2025).

Their counterpart football rival, Young Africans Sports Club, fans said,

The match, especially the derby between Young Africans and Simba Sports Club, is very exciting. But the excitement is influenced by the way clubs' sports personnel utilize social media such as Instagram, Twitter, TikTok, and Facebook pages we follow to attract our attention to the match. (Young Africans fans from the Yanga Ilipo Tupo group, August 2025).

The interview results confirm what was found in the focus group discussion about the influence of social media on the creation of derby excitement. The results mean, the extent to which public relations managers use social media to motivate their football fans to attend the derby match determines the match attendance. The results concur with a previous study in Nigeria where social media was used to create excitement among football fans (Owonikoko & Rookwood, 2022). If social media has football fans who follow their social media platforms, and if such social media is used effectively by public relations managers to create derby excitement among fans, the number of fans attending derbies would reach a full house capacity of 60,000 seats. The 85% match attendance indicates a significant achievement of the public relations manager in using social media to create derby excitement, but the remaining 15% requires integrated strategies.

4.2.2 Strengthening emotional bonds between fans and their football team

The focus group discussions with Young Africans Sports Club fans indicated that social media posts from public relations managers strengthen emotional bonds between fans and their football team, among football fans of both teams, which motivated them to attend the match. When such emotional bonds are very strong, it enhances their match attendance. The interview was conducted to triangulate the focus group discussions' results.

"I feel attached to the club through what is posted on social media about us, roles, and contributions to the team's success. Such feelings make us strive to attend the match because we cannot sit at home and wait for the fixture results (Simba fan from Wekundu wa terminal group," August 2025).

On the other hand, their counterpart football rival, Young Africans Sports Club, fans said,

If you once heard 'I love you Yanga', from our prominent fan, the slogan is not mere words but real team feelings to strengthen unity towards the derby matches the social media circulated the slogan to inspire us to attend the team matches, including the derby" (Young Africans fan from Wakali wa Salasala group, August 2025).

The interview results confirm what was found in the focus group discussion about the influence of social media on strengthening emotional bond towards the derby. The results mean, the extent to which public relations managers use social media to develop emotional bonds with fans of their club determines their derby attendance. The results concur with a previous study in South Africa, where social media are used effectively by Kaizer Chiefs and Orlando Pirates to strengthen emotional bonds with the team, which results in fans attending the Soweto derby in the full stadium capacity (Sirin et al., 2025). The use of social media among public relations managers to build emotional bonds between football fans and their club towards derby matches is effective; however, most of the fans who follow clubs' social media platforms do not attend the Kariakoo derby, contrary to the Soweto derby, hence a need for new tactics for improvement from 85% attendance to 100%

4.3 Providing Clear Match Information to their Football Fans

The focus group discussions with Young Africans Sports Club fans indicated that social media posts from public relations managers feed their football fans with clear information and directives towards the match, which motivated them to attend the match. When such information is clear and understood, it enhances their match attendance. The interview was conducted to triangulate the focus group discussions' results.

“Social media has taken over the role of newspapers, radios, and televisions, where you have to wait for hours or a whole day to get the club’s information. With social media, you get clubs’ current news instantly about the line-up, injuries, and bonuses towards the Derby” (A Simba fan from Kamati ya Roho Mbaya group, August 2025).

On the side of their counterpart football rival, Young Africans Sports Club, fans said,

The derby is a big match of the season for our team, entails a lot of information circulating, which may impact fans’ attendance at the derby. The presence of social media has made it easier for the match information to reach its expected fans. For example, match day, time, and entrance fee” (Young African fan from Pamoja Tandale group, August 2025).

The interview results confirm what was found in the focus group discussion about public relations managers' use of social media to provide clear information about the derby. The result is similar to previous studies in Indonesia (Khuddus et al., 2022) and the United States of America (Mak et al., 2022), where social media is used to share information about football matches, including derbies. The results indicate that Young Africans and Simba Sports Club public relations managers use social media platforms to share match information, and the attendance of 85% is promising. More effort is required to reach 100% stadium capacity because these clubs have a good number of followers. Based on the uses and gratification theory, football followers in clubs' social media have their own goals and interests; to capture their attention to derby attendance requires an extra effort.

4.4 Active Engagement of Football Fans

The focus group discussions with Young Africans Sports Club fans indicated that social media posts from public relations managers enhance active engagement of football fans of both teams, which motivated them to attend the match. When such engagement is high, it enhances their match attendance. The interview was conducted to triangulate the focus group discussions' results.

The success of a football club relies mainly on the active engagement of its fans to support their club in purchasing official jerseys and other club products and services. In this area, social media has become an effective link for the fans and the club altogether (Simba fan from Simba Damu group, August 2025).

Their counterpart football rival, Young African Sports Club, fans said,

“Social media is too engaging for the derby issues; most of the fans become more active when the derby nears to get updated information about the club’s preparation and expectations. This period determines whether one should attend or not” (Young African fans from the Yanga the Great group, August 2025).

The interview results confirm what was found in the focus group discussion about the use of social media platforms among public relations managers on the active engagement of football fans in the derby matches. The results concur with a previous study in Egypt, where social media is the main tool used by public relations managers for actively engaging their fans in the Cairo derby between Zamalek and Ahly, in which tickets were completely sold out even before the match day, before fans' attendance was banned due to violence cases (Mohamed, 2010). The result means, football fans in Egypt were actively engaged in their club through the effective use of social media by public relations managers they breaking away the barriers of gratification theory that media users have their own interests, to move them to the clubs' interests of fan attendance in derbies. If that is the case, public relations managers of the Kariakoo derby teams should learn new strategies to ensure that the match attendance is at full capacity 100%, beyond the current state of 85%.

4.5 Promotion of pre, in-match, and post-match events

The focus group discussions with Young Africans Sports Club fans indicated that social media posts from public relations managers promote pre-match and post-match events, which motivated them to attend the match. When such promotion is low, it negatively affects their match attendance. The interview was conducted to triangulate the focus group discussions' results.

Derbies are normally featured by a variety of promotions. Apart from motivating fans’ attendance, it’s also a time for clubs’ merchandising and providing community services like visiting orphanage centres and blood donation. Without effective use of social media, the goals and objectives will hardly be achieved as expected” (Simba fan from Mpira na Maendeleo group, August 2025).

On the other hand, their counterpart football rival, Young Africans Sports Club, fans said

Always, the pre-match social media posts promote the team in terms of quality and past victories. The in-match posts are normally based on match updates, but after the match, the posts change in tone based on the winning side. For us, we take soup to scorn our rivalry with Simba fans” (Young African fans from Nguvu ya Buku group, August 2025).

The interview results confirm that public relations managers use their clubs’ social media platforms for derby promotion of pre, in-match, and post-match events. The result concurs with previous studies in England and the United States of America, where match events promotion influences football fans’ attendance, particularly in derbies (McCarthy et al., 2022; Mak et al., 2018). Based on the uses and gratification theory, public relations managers should effectively and responsibly use their clubs’ social media platforms to control post-match events, which might result in violence, injury, death, or destruction of properties, as it once happened in the SOWETO and Cairo derbies.

V. CONCLUSION & RECOMMENDATIONS

5.1 Conclusion

The study concludes that Young Africans and Simba Sports Club have millions of followers on their official social media platforms, which makes the platforms a potential ground for information sharing and fans’ engagement. Similarly, the public relations managers of these clubs have successfully made use of social media platforms to motivate their football fans’ attendance at the Kariakoo derbies. The success can be viewed in the key five thematic aspects: Creation of excitement among football fans, strengthening emotional bonds between fans and their football team, providing clear match information to their football fans, active engagement of football fans, and promotion of match events. However, the attendance statistics for the recent derbies played in the 2024/2025 season indicate an 85% for the national stadium with a capacity of 60,000, while these clubs’ social media platforms have millions of followers, hence a need for improvement.

5.2 Recommendations

The results indicate an attendance gap of 15% in the Kariakoo derbies, which draws a recommendation for additional techniques to reach a full house (100%) attendance as a means of financial and psychological engagement of football fans with their clubs. Similarly, based on the gratification theory, media users (football fans in this case) have their own control of the media effect; therefore, public relations managers should ensure a responsible use of social media platforms to control post-derby events, which might threaten peace, harmony, and security of the teams, fans, and the general public. Moreover, Simba and Young Africans Football Clubs in Tanzania should invest in more interactive, culturally relevant, and entertaining social media campaigns, focusing mainly on timely content refreshment, creative content, and two-way communication with fans to keep them glued to the Kariakoo derby and sustainable football development.

Conflict of Interests

The author has not declared any conflict of interest.

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