

	MCFC	Juve	Info MCFC	Info Juve
<b>Reciprocity</b>				
mention partnerships			<i>Nissan, Etihad Airways</i>	<i>Adidas, Samsung</i>
mention stakeholders			<i>players, supporters</i>	<i>players, supporters</i>
info on special promotions			<i>no</i>	<i>no</i>
fan-appreciation days			<i>#globalcityfans</i>	<i>no</i>
<b>Responsibility</b>				
fan courtesy services			<i>#globalcityfans</i>	<i>no</i>
staff directory			<i>no</i>	<i>no</i>
contact info staff/departments			<i>no</i>	<i>no</i>
general contact info for team			<i>Link to official website</i>	
stadium contact info			<i>no</i>	<i>no</i>
special needs information			<i>no</i>	<i>no</i>
community relations info			<i>no</i>	<i>no</i>
team's philosophy/vision			<i>no</i>	<i>no</i>
search engine or site map			<i>given by nature of platform</i>	
<b>Reporting</b>				
upcoming schedule			<i>forthcoming match info</i>	<i>no</i>
recruitment, team roster info			<i>Starting XI before game</i>	<i>no</i>
personal conduct policy			<i>implied with content</i>	<i>no</i>
online newsroom	n/a	n/a	<i>limited due to platform format</i>	
audited financial documents			<i>no</i>	<i>no</i>
e-mail updates	n/a	n/a	<i>limited due to platform format</i>	
RSS feeds	n/a	n/a	<i>limited due to platform format</i>	
organizational publications			<i>no</i>	<i>no</i>
payroll information			<i>no</i>	<i>no</i>
stadium financing			<i>no</i>	<i>no</i>
player behavior			<i>player on and off the field</i>	<i>player on and off the field</i>
environmental actions			<i>yes</i>	<i>no</i>
<b>Relationship nurturing</b>				
purchase apparel			<i>new jerseys</i>	<i>new jersey</i>
feedback forms/link or e-mail	n/a	n/a	<i>limited due to platform format</i>	
follow account (become fan)			<i>given by nature of platform</i>	
request information	n/a	n/a	<i>limited due to platform format</i>	
provide pictures			<i>mainly</i>	<i>mainly</i>
provide videos			<i>on occasion</i>	<i>on occasion</i>
chat with others			<i>in comments section</i>	
link to [official website]			<i>in account biography</i>	