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Abstract: This article intends to analyze the creation of the image of the Polish volleyball players (on selected examples) in the social media (especially Facebook). The authors will attempt to answer the question how the Polish volleyball players, who are the representatives of Poland, build their image and interact with fans by using the social media.

The analytical part of the article is preceded by the theoretical introduction, which, first of all, will present the phenomenon of the social media and second of all, will show the potential range and influence of the social media by giving the specific numbers of their coverage in Poland and in the world. The second part will discuss theoretical issues of sport marketing. In the third part, the authors analyze the profiles of the selected Polish volleyball players in the social media.