Abstract

Social media has changed political communication. Politicians social media posts, which are often prepared by their political marketers, fill content of traditional media. In this thesis the theoretical concepts of political communication on social media are presented. This thesis deals with how Strana zelených (Czech Greens) and Miljöpartiet de Gröna (Swedish Greens) communicate on social media, respectively it compares who and what is behind this communication on various political levels. It is demonstrated through thematic analysis, which is based on data from semi-structured interviews with administrators of selected social media profiles; through frequency analysis of types of posts on social media; and through quantitative analysis from the international project *Online political communication strategies in 28 EU countries*. The thesis describes the structures of the communication teams of both sides at different levels, and it describes the processes how the Facebook posts are created and who makes them. It also describes what communication strategies they use in interaction with Facebook users.