

Abstract

Bachelor thesis is about using social networks as a tool of political marketing. The aim of this work is analysis of social networks in the political marketing of Czech political parties and using the image of political marketing on social networks in numbers. Thesis is about comparison of communication on social networks with various Czech political parties. The work is focused on the communication of Czech political parties on social networks in the years 2016–2019. In this work I focused on social networks of selected Czech political parties; they are ANO, KSČM, ČSSD, SPD, Piráti, ODS, TOP 09 and STAN. Data collection is made with the help of Zoomshpere.com. It is a website that analyzes social networks and pages on social networks. It is a tool for managing, controlling, monitoring and caring for customers on social networks. The main conclusion of the thesis is that Czech political parties follow international trends in issues of political promotion, communication and representation. Czech political parties improve their communication during years and every year become more active.