

Abstract

This thesis examines the social network Instagram as a means of news coverage, specifically in case of the Czech Television. The theoretical part of the thesis brings a complex description of Instagram including its evolution and the most important terms. The practical part brings results of quantitative analysis of the form and content of posts added to instagram profile *ct24zive* in 30 following days. For better context we also simultaneously analyze profile *bbcnews*. The aim of this thesis is to compare two approaches to management of Instagram profile of public service media. The BBC fits the environment of social media by bringing entertaining, soft news content. On the contrary, the Czech TV tries to provide complex news service for young audience for which Instagram is one of the most important sources of information. Description of these different approaches could inspire other media in creating and managing their Instagram profiles. The research also focuses on the way of using defined instagram instruments. The results are discussed with the Czech TV in order to offer other ideas of managing their Instagram profile *ct24zive*.