

**Abstract:**

This thesis examines the role of social networking sites (SNS) in searching social support via sharing posts within *one-to-many* communication. The theoretical part presents the current body of literature on topics related to SNS usage and social support, and looks at current issues in the field of SNS research.

The empirical part focuses on SNS active users aged 18 - 34 years. In focus groups we examine how and when people use SNS relating social support and building social capital. The results are followed by a questionnaire, which examines users' motivation to use *one-to-many* communication channel and perception of obtained reactions. It also examines which types social support users seek through *one-to-many* communication and how they perceive the reactions they have received.

**Keywords:**

social networking sites - social support - social capital - Facebook - Instagram