

This Bachelor's Thesis focuses on news agencies, organizations that collect, process and provide intelligence information on domestic and foreign events to its clients (such as media), and their relationship with social media. This work aims to find out how the Czech News Agency (ČTK), the largest wire service in the Czech Republic, uses Twitter to disseminate its news outputs published on the České noviny website. This is achieved, among others, by comparison with Reuters, one of the largest and one of the world's oldest news agencies. The thesis consists of the theoretical section that provides information on Twitter and its influence on news media and journalism, describes specifics of news agencies, as well as their functioning in digital times, and the research section, which is further divided into quantitative and qualitative. Using the R programming language, the quantitative research analyses tweets of ČTK news account in selected days in comparison to Reuters' posts from the same period and general recommendations for using Twitter. The qualitative research contains a semi-structured interview with ČTK editor-in-chief Radka Matesová Marková and ČTK spokeswoman Martina Vašíčková about the agency's relationship with social media, its use of Twitter, ČTK's journalists' approach to Twitter, etc. The qualitative research provides context to the quantitative research and clarifies the results of the analysis. The work itself contains recommendations for ČTK and presents the possibilities of further research of news agencies, news media and social media.