

Abstract

The bachelor's thesis „The reflection of communication of the Ministry of education youth and sports on social media“ is focused on the use of social websites in case of the agencies of general government's communication with public. The first part of this thesis is mapping theoretic findings, definitions and functions of an institutional and governmental communication and its use on social websites. Based on a delimitation of the function of an institutional communication and a setting of key characters of social media there are the basic goals of the institutional communication on social websites identified. The following chapters should provide a picture about how the social websites have been used by the agencies of general government in the Czech Republic till now, the activity of the Ministry of Education is included, as well. The theoretical findings are consequently used in terms of the analysis of the Ministry of Education's communication on social websites Facebook, Twitter, and Instagram. The main aim of this research is to evaluate the quality of the meeting targets of the institutional communication on the social websites and an exploitation of their potential from the Ministry of Education's side (these targets are specified in the theoretical part of the thesis). Within this research an interview with Mrs. Klára Tobiášová (The Ministry of Education, Dpt. of the external relations and communication) was carried out which made the further confrontation of conclusions possible. All these conclusions resulted from the communication analysis based on the experience with control of a social network of the agency of government.