

## **Abstract**

This diploma thesis named *Digital Communication of the Czech Olympic Team at the 2018 Winter Olympics* deals with the communication of the Czech Olympic Committee, focusing on social media profiles - the Czech Olympic Team, which the Czech Olympic Committee manages and communicates through them to the target audience. The diploma thesis analyzes communication specifically during the XXIII. Winter Olympic Games in PyeongChang, South Korea and focuses on communication on Instagram and YouTube. The theoretical part outlines the history of the Olympic Games, explains the basic concepts of marketing and PR and the connection of these disciplines to sports and social networks. The analytical part explains the functioning of the Czech Olympic Committee and analyzes the communication on Instagram and YouTube during the Olympics. The analysis was partly based on data from the Czech Olympic production and partly my own research and analysis of posts from the period under review. To the analysis are added findings from a structured interview with the head of digital communication and is followed up with recommendations for future communication of this association.