

## **Abstract**

**Title:** Use of social networks in the marketing activities of professional hockey clubs.

**Objectives:** The main objective of the bachelor thesis is to propose recommendations on how to use three selected social networks - Facebook, Instagram and YouTube in the most effective way for two selected clubs from the Czech hockey top league.

**Methods:** In this thesis the method of descriptive analysis of social networks, namely Facebook, Instagram and YouTube, was used. In addition, an electronic questionnaire via Survio.com was used.

**Results:** Based on the social media analysis and the evaluation of the electronic questionnaire focused on the satisfaction of fans with the functioning of the clubs on social media, it was found that most fans are satisfied with the approach of the clubs and the published content, and no major problems were detected on their part. However, there is still space for improvement and recommendations have been put forward to improve the use of social networks.

**Keywords:** social networks, marketing analysis, Ice hockey, Tipsport Czech Extraliga, fans