

## **Abstract**

Social media are a part of journalistic work for several years now. One of them, Twitter, plays a major role in the journalistic world. With its speed, conciseness and algorithm setup, it has become the best place for journalists to meet, share information and interact with their readers.

This paper examines how seven selected Czech journalists use Twitter. It follows journalists' profiles and analyses their published posts over three months on Twitter (March, April and May 2022). At the same time, each journalist was interviewed to analyse both their social media activity and how they use the networks for their work. Journalists from both, private and public service and audio-visual and written media were selected for this paper.

The analysis shows that journalists overwhelmingly present themselves on social media in a purely journalistic way - as journalists who are part of the media. In the vast majority of posts, journalists shared the work of their media outlet and their colleagues. In interviews, journalists most often reported that they saw social media as a way of presenting their work and their colleagues, but also as a tool to help them gain greater insight and simplify access to information. In addition to the benefits, journalists also perceive the complications that social networking brings.