

## **Abstract**

In my diploma thesis, I deal with social networks – specifically the social networks of the Czech Athletic Federation. It uses them as one of his main communication channels. Several quantitative and qualitative methods were used in the research. The main goal of the research was to compare social sites of the Czech Athletics Federation in 2019 and 2022. It was found that the main goal of the Czech Athletic Federation remains the same in the long term – to inform about the results of Czech athletes. Otherwise, however, social networks have undergone a transformation. The biggest difference over the years can be found in Instagram Stories, which the Federation has taken care of and significantly improved them over that three years. Media routines have also changed. Czech Athletics Federation tried to not be outdated, which is why a TikTok account was made and Instagram Reels were regularly created. The biggest failing can be seen in posts on Instagram, which practically copied Facebook. Overall, however, the year-on-year change on social networks can be seen positively, with which corresponds the growth of fans.