

## **ABSTRACT**

**Title:** Management of social networks in non-profit organizations in the field of sports

**Objectives:** The aim of this thesis is to provide a comprehensive view of the use of social networks in the non-profit sector and to gain insights that can contribute to a better understanding and more effective use of social networks for marketing purposes.

**Methods:** The quantitative method of electronic questioning was used in this thesis. Data were obtained from respondents from sports clubs in the Czech Republic and Slovakia by means of a questionnaire survey. The data were processed using basic statistical descriptions. A comparative method was also used in the thesis to compare the results between the two countries to identify differences and similarities.

**Results:** The result of the thesis is a comprehensive look at the current state of social networking in non-profit organizations in the field of sport. The quantitative research helped to identify the challenges faced by sports clubs, which include, for example, a lack of staff capacity, the absence of a social networking strategy or a limited budget. The results of the thesis also pointed to positive examples of social media use in sports clubs. This thesis creates scope for further research that could focus on specific sectors of sport, for example.

**Keywords:** marketing research, non-profit organizations, social networks, social network management, marketing communication