

Abstract

The diploma thesis presents a picture of how the Czech foundations and endowment funds communicate on social networks and which social networks they use. The first part which is based on the relevant literature is devoted to the theoretical framework of social networks in overall public relations discipline. The latest findings from the world's research of this topic are included. The aim is to analyze the content of the message that is published by the organizations through the social networks and to define the target groups to which the communication is directed. The research part is devoted to a detailed content analysis of the posts of six foundations and four endowment funds on social networking site Facebook during six months. The communication is put into context with other social networks and other online channels that are used to communicate. The thesis can work as a theoretical background for a deeper insight into the problem. It also gives practical examples and insight useful in everyday work of nonprofit organizations.