Abstract

This diploma thesis focuses on communication phenomenon of social networks and particular attention devotes to community portal Facebook. Facebook is considered to be a new cultural environment which is perceived by its members as an important part of their life. The thesis discloses principles of Facebook’s funcionality and dissects the theme of security and privacy. Theoretical base is supplemented with internet marketing, or marketing in social net surrounding, definition. Social media marketing is the main content of second, practical part of the thesis. It brings detailed information about this new kind of marketing and above all it clears up the principles of successful marketing announcement in the field of social net. The thesis includes with case studies as well, which transfers whole theoretical base into practice.