

The aim of this diploma thesis is the inception, concept and performance of presentation the Faculty of Arts of Charles University in Prague on Facebook since the official launch on the 13th April 2011 to 31 March 2012. The thesis describes the key features of concept, composition of the team, collaboration with other parts of the Faculty of Arts and also the experience of interacting with fans and other presentations. The second part is devoted to a survey of selected communication tools used by the Faculty of Arts, which has been realized in order to determine the opinion of fans of presentation at the end of the first year of operation.