

With growing amount of data produced by users on social media the need of extraction of relevant data for marketing, research and other uses grows as well. The bachelor thesis named “Social media metrics” presents the issues of monitoring, measurement and metrics of social media. In the research part it also maps and captures the present Czech practice in measurement and monitoring of social media.

I also rate the use of social media monitoring tools and usual methods of social media measurement in the Czech Republic based on research among administrators of big brand Facebook profiles.