

## **Abstract**

The aim of my thesis is on the example of network organization Czech Women's Lobby (CWL), demonstrate and analyse major issues of contemporary Czech women's NGOs communicated via Facebook, and what is the reception to them from ranks of the Facebook community. On basis of these themes, it will be analyse the relationship between what CWL considers as burning topic and what is considered crucial by the Facebook community. The subject of study is the way of Facebook usage in promoting CWL's values and goals and targeted changes on political and social levels. The theoretical part presents and explains key concepts and terminology, such as cyberactivism, civil society and active engagement within cyberspace. The empirical part describes the methods of research and research data processing. The final part includes the quantitative analysis of Facebook posts followed by the qualitative analysis of chosen aspects of Facebook communication in relation to its use for activist purposes. The list of recommendations for effective Facebook communication is attached at the end of this work.

**Keywords:** activism, cyberactivism, internet activism, Czech Women's Lobby, Facebook, social network, new media, NNO