

ABSTRACT

The thesis deals with methods of using social networking sites in personnel management. The social networking sites (Facebook, LinkedIn and Twitter) and their usable instruments are presented. The attention is focused on the factors that influence their use, such as the labour market situation or the specifics of Generation Y. The possibilities of using social networking sites including benefits and limits of this use are presented in the field of personnel planning, recruitment, selection and development of employees, based on the study of foreign scientific literature. A part of the thesis is a qualitative survey of the use of online social networking sites in personnel management. Methods of using online social networks in the personnel departments of large organizations based in Prague were investigated by using interviews. The common and different features of the use of online social networks in the Czech Republic and abroad arise from the comparison of the results of investigation and findings mentioned in foreign articles.