

Abstract

This bachelor thesis *Communication Strategy of nonprofit organisation UNICEF on social network* focuses on the topic of social networks in the nonprofit sector. Specifically, the communication strategy of nonprofit organization UNICEF on the social network Facebook. The work is divided into theoretical and analytical part.

The theoretical part deals with the concepts of marketing environment, new media and social networks. The paper also briefly describes the principles of creating communication strategies, Web 2.0 technologies and the characteristics of the communication model many-to-many. In this part are generally characterized types of non-profit organizations, their selection of legal forms and interest groups.

The analytical part is my own research of the social network in the selected period. Within the analysis are analysed posts and using modern tools, especially hyperlinks and hashtags in them. The aim is to determine, among other things, how are these tools within the organization's communication strategy used. Using content analysis are observed other additional overall characteristics of the communication strategy of the organization.