

## **Abstract**

The bachelor's thesis „Government communication towards citizens and other states in the social media from 2011 to 2013“ is focused on the modern phenomenon of government communication in the social media with citizens and also with citizens of foreign countries. In the theoretical part is described the background of governmental and institutional communication and terms essential for the thesis, such as social media, e-government and e-diplomacy. Theoretical knowledge is transferred into practice in the second part of the thesis. Based on the quantitative research of communication of the Czech government in the social media (Facebook, Twitter), there is observed efficiency of such communication at national and international level.