Abstract

The main objective of this master thesis is to describe the way Czech brands are using Instagram in their strategic communications. Instagram allows brands to share information about their products, communicate with fans and to gather feedback. This two-way communication also influences the development of a brand identity. The theoretical frame focuses on concepts related to strategic brand communications on Instagram and it describes tools and features that can be used in this process. Collaboration with influencers is also mentioned as one of the crucial strategies. Qualitative research was conducted using in-depth interviews with curators and strategists responsible for Czech brand accounts on Instagram. The sample consists of six brand accounts, representing various industries (fashion, car industry, photo products, electronics, food and FMCG). The data obtained from these interviews were divided into six groups where the role of Instagram, content creation, hashtags, the use of Instagram features, collaboration with influencers and future predictions were mainly emphasized. The results of this thesis could potentially serve as an inspiration and recommendation for smaller companies or brands that just started using Instagram in their communication plan.