

This thesis, along with an overview of state of knowledge on the role of social media in political communication, delivers an insight into Czech context, focusing on political uses of social network sites by Czech regional parties and their leaders. The thesis is situated in the field of political communication, combining approach of political sciences and media studies. The general question is how did the regional political actors use social network sites in political communication, precisely who were the users of these media, how did they use it, what for and with which results. Through the analyses of data collected from Facebook's profiles of regional actors, thesis searches for an evidence of the permanent campaign and personalization of political communication.