Abstract

The main topic of this bachelor’s thesis is the communication of environmental non-profit organizations Hnutí DUHA and Greenpeace Česká republika on a social site Facebook. This thesis focuses on the current online activities of those organizations and analyses their communication with their supporters on Facebook. The goal of this thesis is to analyse the usage of a social site by environmental non-profit organizations and find out, if it is a suitable tool for their promotion and communication with their supporters in the internet environment. The methods used for this thesis goal fulfilment are content and comparative analysis of chosen campaigns #vyzvaprojiretin (Greenpeace Česká republika) and #chcidivocinu (Hnutí DUHA). Those campaigns were chosen because they are both regional campaigns thus are suitable of communication of both organizations. Content and comparative analysis were carried out on the theoretical basics set in the theoretical part. The analysis par is based on the content analysis of Facebook communication of chosen environmental organizations and on interviews with coordinators of chosen campaigns. Those interviews provided important information and data, which were used in the campaings analysis.