

Abstract

This bachelor's thesis deals with corporate communication on Twitter. The theoretical part focuses on the basic characteristics of the platform, gaining popularity through time and its current position in the public and corporate sphere. Further it focuses on Twitter in the Czech Republic, user profile, influential accounts and its common use. Main part of this work constitutes of research which analyzes Twitter corporate communication of ten Czech companies in the period November 2014 – January 2015. Based on the quantitative analysis of 731 posts the communication strategy of individual companies is defined in the terms of sentiment, visual form, topics, functionalities and engagement rate. Further the overall corporate Twitter communication in the Czech Republic is characterized. In the concluding part of the thesis, research and theoretical findings are combined to compare the use of Twitter corporate communication in the Czech Republic and abroad.