Abstract

The thesis deals with the etiquette within social media and social network sites as a part of network media. First section focuses on the phenomenon of etiquette in historical context and deals with associated terms such as courtesy and politeness. Second part deals with documents concerning so called netiquette – network etiquette. Finally the third part focuses on the etiquette within social network sites (SNS).

The paper analyses three SNS - *Facebook, Twitter* and *LinkedIn* and their official rules concerning appropriate user behaviour. Furthermore there are also unofficial rules created by users, enthusiasts, bloggers and journalists defined in the paper. Last part focuses on some phenomena that are significantly related to the topic of social media etiquette. The finding of the thesis shows that there are certain SNS etiquette rules and suggestions that are repetitive. It was also discovered that there is lack of uniform official etiquette rules within the SNS whereas the membership of users plays an important role in shaping those rules, advice and suggestions.