

Abstract:

Following thesis is focused on analysing digital communications of Czech Olympic Committee - a national committee aiming to develop and disseminate the Olympic ideals and to represent and ensure the participation of the Czech Republic at the Olympics. It is also one of the most important subject in the Czech sport. The main task of the thesis is to analyse all digital communications of Czech Olympic committee during the Olympic Games in Rio 2016 through social networks, break down all the available data to create a comprehensive summary and based on it create more effective recommendations for digital communication during the Olympic Games in PyeongChang 201.

The theoretical part introduces the reader with general information about marketing and Public Relations. Section further maps the development of communication, its forms and familiarizes readers with the most used social networks of today.

The practical part describes in general communication of Czech Olympic Committee during the Olympic Games in Rio, its forms and its main objectives. The digital channels provide accurate data, which will be used as base upon the preparation of a summary analysis. On the basis of these data will be drawn tips and recommendations for digital communication during winter Olympic games in PyeongChang.

keywords:

Sport, PR, marketing, new media, social networking, digital communications, Czech Olympic committee, Olympic Games