

The reason for creating this thesis was my own journalistic work in MF DNES newspaper in Královéhradecký region between 2010 and 2017. As a social networks user I found I use those networks as a tool for my work. I analyzed hundreds of contents of six regional media in Královéhradecký region: the newspapers Deník, MF DNES and Právo, the czech television broadcaster „Česká televize“, the czech broadcasting service „Český rozhlas“ and the press agency „ČTK“. The answer for the question „how regional journalists use social networks as Facebook or Twitter“ was that in print media (Deník and MF DNES) they used social networks more in 2016 than in 2010. They are sourcing it both ways – inspiration for the content topic and also as a source of peoples citation. On the other hand, the public service media (Česká televize and Český rozhlas) had only a minimal use of social networks in creating their content. But in case of print media the analysis confirmed, that social networks are becoming an inseparable part of journalistic work.