

## **Abstract**

The bachelor thesis aims to analyse the factors contributing to building a strong employer brand on social networks. The thesis deals with the importance of the employer's brand, strategic management of organizations and their personnel strategy as important tools of competitive advantage. Attention is paid to corporate culture, its determinants and changes in the digital world, as corporate culture has an important role in building the employer's brand. Furthermore, the area of personnel marketing and its tools for recruiting and stabilizing employees is addressed, and social networks focusing on Facebook, Instagram and LinkedIn will be introduced. Part of the work is a quantitative empirical survey, which was carried out in the form of online questionnaires. The respondents to the survey were marketing and personnel managers working in large organizations in the Czech Republic, who are evaluated in the labour market as "top employers". The survey aimed to find out the preferences of organizations in using the possibilities of communication platforms. A partial goal was to analyse the approach of organizations to building the employer's brand on social networks and whether they consider it a strategic aspect of building a positive employer reputation.

**Keywords:** organization brand, employer brand, social networks, marketing strategy, social media, marketing, brand building