

This thesis deals with the communication of selected Czech political parties on social networks. Given the number of users of each network, this thesis will focus on Facebook, Instagram and X, which are popular and widely used by politicians in the Czech Republic. The first part of the thesis summarizes the theory of political marketing, the theory of new media and their use in politics, and especially the theory of social networks. In the next part, individual social networks are generally introduced in order to give the reader of this thesis a better understanding of the functioning of individual networks but also of their users from a demographic point of view.

In the third part of the thesis, the different parties, and consequently their representatives and their communication on the networks, are examined in more detail. It highlights the differences between the parties depending on the composition of their voter base. The differences are mainly in the distribution of attention between the different networks, but also in the focus of the posts that are added to these networks. Most attention is paid to the elections to the European Parliament and the campaign of individual parties for these elections. The thesis concludes with a summary of how much the parties' social media communication corresponds to the final results of the elections and whether social networks are really the way to go for political marketing.