

Abstract

The goal of this diploma thesis is to map the possible uses of social media in election campaign. The theoretical part includes basic concepts of political marketing; brief characterization of social media and its most important sociocultural aspects; it also describes the specifics of election campaign in social media environment and few policies for its success. The practical part consists of case studies of campaigns of the parties Strana zelených and TOP 09 for czech parliamentary election in 2010. It examines the way in which both parties used social media in their campaigns and how their strategies complied with the policies described in theoretical chapters, with emphasis on addressing youngest voters.