

ABSTRACT

This diploma thesis deals with company crisis communication taking place in social media. The main objective is to describe and analyze the primary areas and processes related to crisis communication. Other examined topics are the forms of company's responds, social media audience analysis or role of the public relations agencies. Social media platform is being compared with traditional media. In the process of crisis there is significant difference in the final perception of the crisis. This comparison is supported by several researches discussed in this thesis.

Provided case studies present evaluation and recommendation for effective and appropriate solution for social media crisis. Case studies are supported by thematic analysis and sentiment analysis.