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Abstract of the Master thesis

**Social networks and their use for businesses
– the case of Czech Republic**

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Summary

This diploma thesis focuses on the use of social media among Czech businesses. Internet and social media have changed the marketing in the core, the availability and range of options are both enormous. There are as much as 5 million people using social media in Czech Republic, but are Czech businesses taking a full advantage of the current situation? The research includes a brief introduction to the topic with the division of 20 most popular businesses on Czech social media based on their field. Followed by a case study, where the top 10 most admired Czech businesses (according to CzechTop100 initiative) were evaluated based on their online presentation, interaction with customers, their overall reach and ability to answer various questions and requests. Furthermore a public survey was carried in order to find the habits and preferences of Czech public – their social media activity, engagement with businesses, social media's role in their decision making and mainly their position towards the businesses studied. This work aims to bring new insights in defining the success and highlight the importance of social media in business regarding PR, brand awareness and public image.

Keywords: social networks, social media, business, Czech Republic, online marketing, internet, Facebook, Twitter, LinkedIn, Instagram

Introduction:

Social media are a very special place in marketing, it is the only place where a local café can have bigger following than a big concern that profits billions of dollars every year. It is the place where everyone can go and express their opinion. It has its benefits as well as its downsides. It certainly changed marketing and in this diploma thesis the top 10 Czech companies are examined in a case study to find out whether or not they are performing well on social media, whether or not they are taking the full advantage.

Objectives and methodology:

Objectives:

Different aspects of social media are being examined in order to realize whether the top Czech business are benefiting fully from the opportunities that social media bring. Some companies might be discouraged from using social media, mainly because the direct impact is very hard to be measured. The top 10 Czech businesses (based on the top 10 most admired

Czech businesses by CzechTop100) were studied on several stages and criteria regarding their performance on social media. Including reaching out, collecting data and analyzing them. Apart from the case study where the top 10 most admired Czech businesses survey was performed in order to prove that the majority of leading Czech businesses do not take the full advantage of social media, which results in decreasing popularity amongst public, lower brand awareness and missed opportunities on national and international level.

Methodology:

In literature review the basic of social media were outlined, terminology and the most important social networks. Books and scientific articles from renowned academics and writers were analyzed critically by the author himself and outlined in order to bring deeper understanding of this phenomenon as well as being able to demonstrate similar cases in practical part.

In the practical part the comparison between most liked Czech companies on Facebook and top 10 most admired Czech companies was carried out as an introductory part. The top Czech companies on Facebook were then divided by categories to see what are the preferences of Czech social media users. In the case study top 10 of most admired businesses were analyzed on several stages: message and comment responses, presence on various social media outlets, number of their likes/fans and overall performance. The companies used for this case study were: Skoda Auto, Agrofert, Kofola, CEZ, PASSERINVEST, Linet, Hame, Alza.cz, Student Agency and Ceska Sportelna. Furthermore survey was performed and public was asked about their usage of social networks and how well they know and how fond of the companies in case study they were.

Results and conclusion:

Although the social media is not the only marketing and PR tool available, its reach is magnificent and is expected to rise. Only 6 out of 10 businesses studied were actively participating in social media, and only 3 showed successful campaigns and immediate reactions. The survey showed that companies that do not have the social media profiles are less known and also less popular amongst public, which confirms that the leading Czech businesses do not take full advantage of social media and that hurts their brand awareness but also popularity.

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