

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

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

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Pavel Mares

Economics and Management

Thesis title

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

Objectives of thesis

The importance of social networks for businesses has been growing, yet it has not taken off in Czech Republic fully. According to the recent study by E15 only one fifth of Czech businesses uses social networks. The goal of this diploma thesis is to take a look at the most successful businesses in the Czech Republic and see if they take the full advantage of social networks and find out whether this could be interconnected with their success.

Methodology

The businesses will be divided in categories based on their specialisation and they will be taken from the top 100 of most successful businesses last year.

There will be several criteria on their social media presentation:

1st if they are active on social media

2nd on how many social media outlets they are (for this thesis i chose to focus on following : Facebook, Twitter, Instagram, LinkedIn)

3rd how active they are

4th how big is their outreach (number of followers/likes) and interactions (comments,shares,retweets,...)

5th customer service (do they interact with their fans/followers, how fast they respond to a question, etc)

The proposed extent of the thesis

Approx 60 pages

Keywords

social networks, social media, business, czech republic

Recommended information sources

Gary Vaynerchuk – Jab Jab Jab Right Hook

Guy Kawasaki – The Art of Social Media: Power Tips for Power Users

Phillip Kotler – Marketing 3.0

Vedran Podobnik – An Analysis of Facebook Social Media Marketing Key Performance Indicators: the Case of Premier League Brands

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Declaration

I declare that I have worked on my diploma thesis titled "Social networks and their use for businesses - the case of Czech Republic" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on March 31st 2017

Bc. Pavel Mareš

Acknowledgement

I would like to thank Richard Selby, PhD. for his advice and support during my work on this thesis. I would like to thank God and my family for supporting me throughout not only my studies, but my whole life.

Social networks and their use for businesses

- the case of Czech Republic

Abstract

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

Sociální sítě a jejich využití podniky - případ České Republiky

Abstrakt

Tato diplomová práce se soustředí na používání sociálních sítí v řadách českých podniků a firem. Internet a sociální sítě naprosto změnil marketing. Jenom v České republice je více než 5 milionů aktivních uživatelů sociálních sítí, využívají tohoto potenciálu české firmy naplno? Tato práce obsahuje ve své úvodní části představení 20 nejúspěšnějších firem na českých sociálních sítích, následována studií při které byly vybrány firmy z žebříčku “Top 10 Nejobdivovanějších českých firem” a jejich výkony na sociálních sítích byly analyzovány. Kritéria byla různá od klasické online prezentace přes vlastní interakce, celkový online dosah jejich aktivit, komunikace se zákazníky a schopnost odpovědi na dotazy a žádosti. Dále byl proveden výzkum v terénu formou dotazníku, který se zabýval současnými trendy sociálních sítí mezi veřejností a její percepcí podniků studovaných. Tato práce se snaží především přinést nové postřehy v definici úspěšné sociálně mediální kampaně a vyzdvihnout důležitost sociálních sítí v oblasti PR a popularity značky/firmy.

Klíčová slova: sociální sítě, sociální média, podnik, Česká republika, online marketing, internet, Facebook, Twitter, LinkedIn, Instagram

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1 Introduction

Marketing, PR, hiring processes, advertising and overall presentation of businesses has changed significantly with the rise of internet and social media. People do not dwell on newspapers and TV's as much as they did in past and companies that fail to acknowledge the sudden change in the market are being surpassed by socially active competition. Czech Republic is very keen when it comes to using social media. The latest numbers collected by SocialBakers initiative proved that nearly half of the Czech population is active on social media, therefore social media marketing is a very lucrative sphere. Despite this fact it seems like many of Czech businesses do not participate in social media or do not take the full advantage of it. This thesis will examine the situation in the Czech republic, more specifically the top 10 businesses and their online social media performance.

It is necessary for reader's understanding to define the basics, such as the major social media networks and their popularity among Czechs, daily users and basic functions and uses of those networks. Furthermore the bases of the top Czech businesses criteria selection and professional use of social media for businesses. The most admired Czech businesses were taken and a case study was performed. Wide range of different fields, different sizes and different format of companies to illustrate not only the different approaches, but also to find the preference and activeness that varies in different fields. Most important social network in this work was without a doubt Facebook, mainly because its enormous overall reach and coverage of large spectrum of population. The businesses examined were the most admired companies in the Czech Republic for the year 2016, the list was conducted by the experts under the CzechTop100 initiative. Selected businesses performance on social media was evaluated using range of different criteria including general and technical issues, own interaction with the businesses within social media frame, data collection and analysis and finally a public survey.

This work combines theoretical part which explains the basic terms used in the work, methodology details the process of how the research was conducted and what were its major goals. The Literature review examines books and works of world's renowned authors and social media gurus and their connection to this very own research. The practical part consist of own Analysis followed by the Results. The overview of theoretical part and explanation of findings as well as self-reflection about this diploma thesis can be found in the section Conclusion.

This diploma thesis aims to evaluate the leading Czech businesses on social media where there are no boundaries and almost everyone can easily access them. Therefore competition on social media can from time to time remind the famous David and Goliath battle, simply because any company - regardless of its field, size or mission - can present itself on social media and it is in their hands to create something that might go viral and push them to another level or to leave it up and miss opportunities that social networks bring.

2 Objectives and Methodology

2.1 Objectives

This diploma thesis focuses on top Czech businesses and their performance on social media. This thesis analyzes the leading Czech businesses via their social media presentation using observation, interaction and public survey. Their reach, following and interaction with fans, the engagement of public as well as the ability to react to different questions or requests is being examined throughout this work from different aspects and angles.

Main focus of this work aims to analyze how are the leading Czech businesses presenting themselves on social media, how do they perform and interact and whether they take the full advantage of the social media or not. As the impact of social media is very often indirect many businesses might be discouraged by not being able to measure or see the results straight away. Furthermore, this work strives to bring new findings in rather original way. Based on available information there was not a similar study performed, therefore this diploma thesis could serve as a cornerstone or inspiration for additional works.

Millions of users, enormous reach and availability and simplicity of social media make it possible for any business to become an active participant, yet as every business decision, it is a choice. Majority of leading Czech businesses does not take the full advantage of social media, which compromises their reach, popularity among public and brand awareness.

2.2 Methodology

In the Literature review basics and history of social media were described. The most popular social networks were outlined and their names, uses and functions were explained in order to bring clearer understanding of this work and the vocabulary used. Furthermore books and articles from academic journals written by experts in the field of online marketing and social media were critically evaluated by the author, the important findings by authors served as a base for this work as well as an inspiration.

The practical part contains the comparison of the top 10 most admired Czech businesses with the most popular Czech business on Facebook followed by the analysis of the most popular types of businesses among Czech social media users. Furthermore the qualitative analysis of the top 10 most admired Czech companies, whose social media performance was analyzed via online data collection as well as own interaction. Public survey as the last part of the practical

part was carried out in order to gain understanding of public's preference on social media and their position towards the actual businesses studied in order to confirm or deny the relationship proposed in the hypothesis.

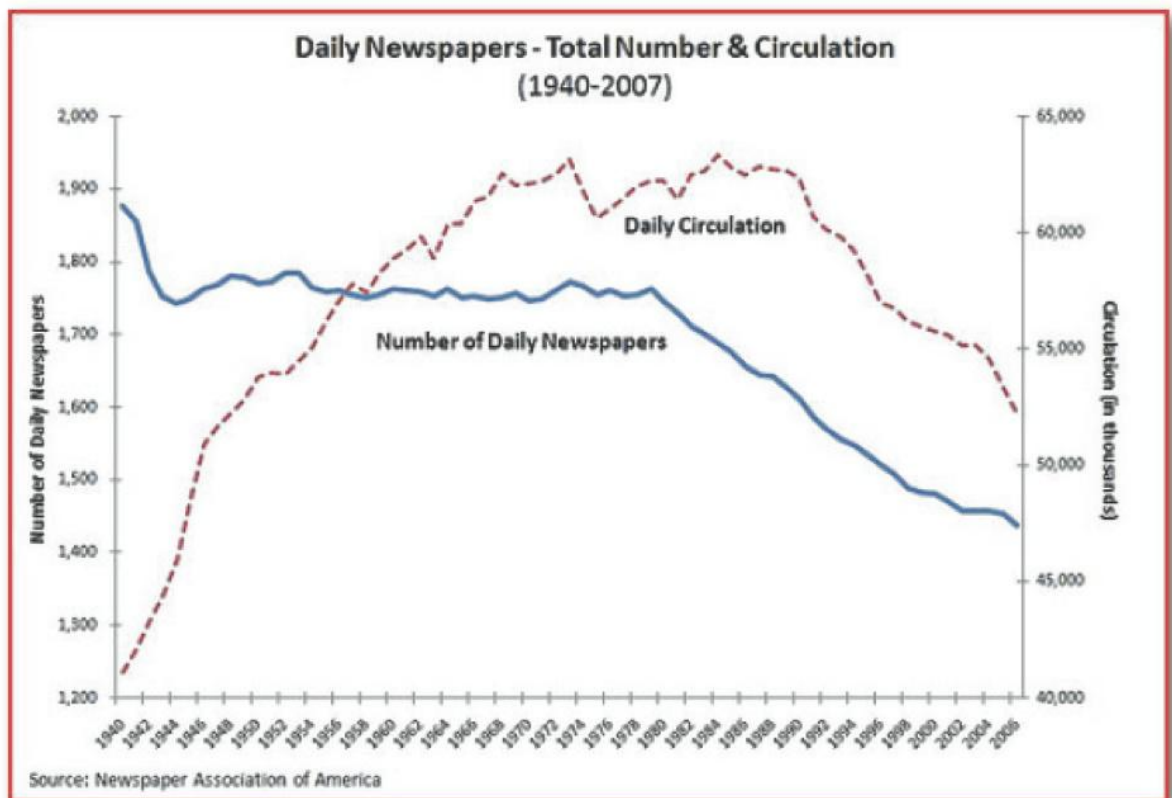
3 Literature Review

3.1 Emergence of the Internet and social media

3.1.1 Internet

The arrival of internet has changed business forever. Just like other major developments and technical advantages, the internet has become something that is nowadays essential in people’s lives and therefore in business too. The traditional way of informing public, advertising and learning information were TV channels and newspapers, but as can be seen on the Figure 1 the traditional outlets have been losing its reach quite significantly.

Figure 1: The Number of Daily Newspapers and its circulation



Source: ZARRELLA, Dan. and Alison ZARRELLA. *The Facebook marketing book*. Beijing: O'Reilly, 2011, pg. 2.

Zarella argues that most of TV ads are not profitable and that the advantage of Facebook is not only the larger crowd, it is also the specific ‘tailor made’ ads that Facebook can offer,¹ which will be in depth explained in upcoming chapters.

The internet began to be more and more important for businesses in the past, it was beneficial to have a web presentation, inform and reach to both customers and potential customers, and advertise. As time went by the internet has stopped being only about observing and finding information. Slowly the internet has started substituting the means of communication, first it was the electronic mail instead of the physical mail, then came instant messaging and video calls, and finally then - social media. The individual creation, freedom and opportunity to voice your own opinion, request or message was the initial impulse that gave birth to web2.0, where the idea is that internet is not only being used to observe, research and basically “look at things”. Web 2.0 is about creating content. In web 2.0 there are no webmasters that create content for others, in web 2.0 everybody is both - an observer and a creator. It is enriching the whole internet community and helps with the growth of online culture on one hand, but the amount of content is increasing drastically everyday.² The amount of content might become overwhelming very soon. The challenge then rises, because only the valuable and/or well promoted material will become popular around the network.

3.1.2 Social Media

The social media had been a big change. People interact, people ‘socialize’. The main purpose of social media was communication, networking, connection between individuals and groups, socializing - but it was not only about individuals and their relationships, it soon found its way to businesses. Social media are an amazing tool that can be used to reach out and promote one’s business or be used as a tool in employee selection process, community outreach, awareness spreading, crowdsourcing, crowdfunding, etc. Businesses can use social media for their internal and external communication, for the promotion of their new products, for brand awareness, for an instant and easy feedback or market researches. The scale of options is endless and it is crucial to understand the worlds of social networks but also know what is in the best interest of one’s company.

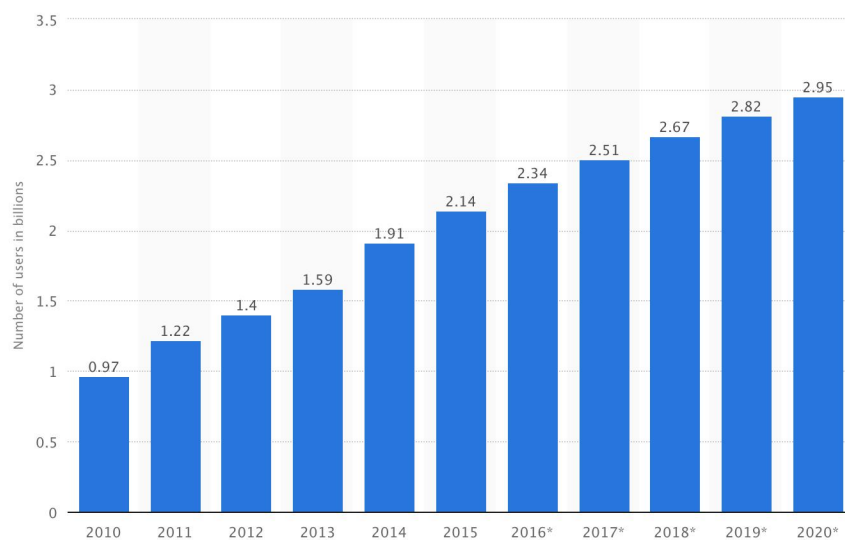
¹ ZARRELLA, Dan. and Alison ZARRELLA. *The Facebook marketing book*. Beijing: O’Reilly, 2011, 34-36. ISBN 9781449388485.

² Web 2.0. *PaulGraham.com* [online]. Paul Graham, 2005 [cit. 2017-03-01]. Available at: <http://www.paulgraham.com/web20.html>

Firstly the term social media and its use in this diploma thesis has to be defined. Even though the social media as such have been only a trend of recent years, the truth is that before social media humankind have been establishing social networks bit differently, but for several centuries. According to Knoke the social networks been here since the times of hunters and gatherers, where the main social medium was not Facebook or Twitter, but kinship and family relations.³ Social media are a very specific place on the internet, mainly because unlike websites that are designed in a certain static way, social media are being created by people and are constantly alive. Shiv Sing believes that there is more to social media than just simply being a phenomenon. According to him the marketing opportunities are huge, he believes that it revisits the whole core of marketing, giving new ways of advertising, such as using social media influencers, and overall just the interaction between people so they can influence each other.⁴

Figure 2: Number of social media users

Number of social media users worldwide from 2010 to 2020 (in billions)



Source: Number of global social media users 2010-2020. *The Statistics Portal* [online]. [cit. 2017-03-01]. Available at: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

According to statista.com there are about 2.51 billion people on Social Media today and that number is expected to grow quite significantly. This means that a bit over 35% of world

³KNOKE, David. Understanding Social Networks: Theories, Concepts, and Findings. *Contemporary Sociology* [Journal]. 2013, **42**(2), 249-251 [cit. 2017-03-01].

⁴SINGH, Shiv. and Stephanie. DIAMOND. *Social media marketing for dummies*. 2nd ed. Hoboken, NJ: Wiley, c2012. ISBN 9781118261019.

population is online using social media. The world's most popular social network is Facebook.

Table 1: World's Most Popular Social Networks

Rank	Most Popular Social Sites	Estimated Monthly Users	Penetration
	TOTAL INTERNET USERS	3,494,000,000	100.0%
1	Facebook	1,790,000,000	51.2%
2	YouTube	1,000,000,000	28.6%
3	Instagram	500,000,000	14.3%
4	Twitter	313,000,000	9.0%
5	Reddit	234,000,000	6.7%
6	Vine	200,000,000	5.7%
7	Ask.fm	160,000,000	4.6%
8	Tumblr	115,000,000	3.3%
9	Flickr	112,000,000	3.2%
10	Google+	111,000,000	3.2%
11	LinkedIn	106,000,000	3.0%
12	Pinterest	100,000,000	2.9%
13	VK	90,000,000	2.6%
14	Classmates	57,000,000	1.6%
15	Meetup	27,500,000	0.8%



Source: The Top 15 Most Popular Social-Media Sites in 2016. *Pluggingroup.com* [online]. Plugin Group, 2016 [cit. 2017-03-01]. Available at: <https://pluggingroup.com/top-15-popular-social-media-sites-november-2016/>

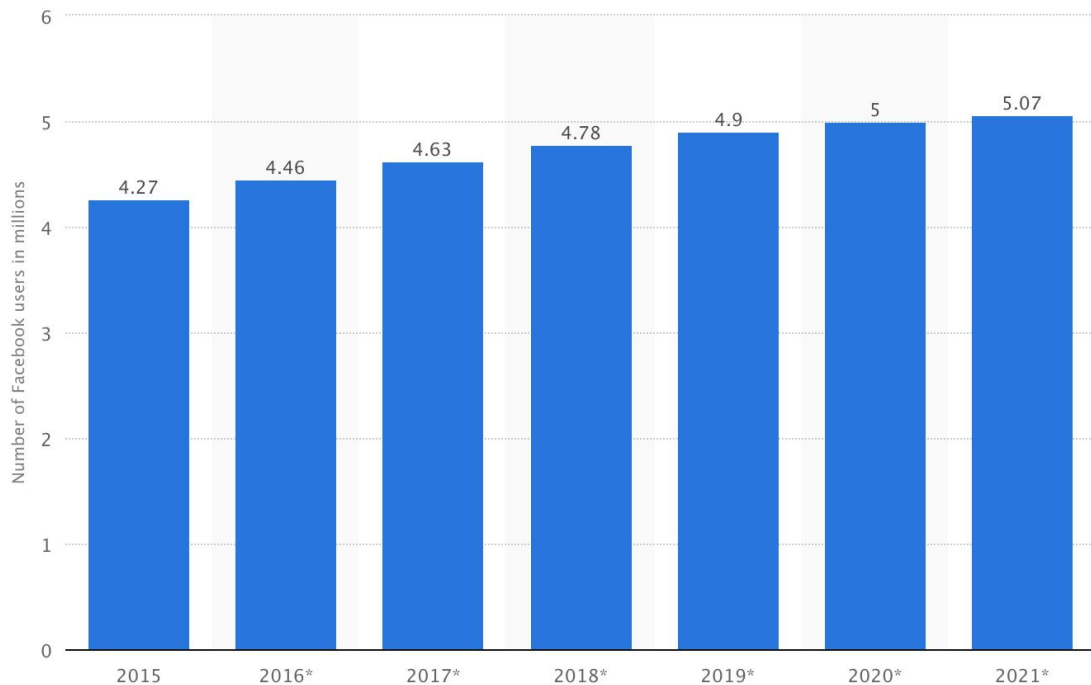
Since Facebook showed to be the social media platform that has the biggest reach it will be discussed mostly in this thesis, Instagram, Twitter and LinkedIn will be included in the research but not in such large spectrum as Facebook. Other social networks such as VK or Vine will not be taken into account, for a purpose of simplicity and also lack of users in geographical area of the Czech Republic.

3.1.3 Social Media in Czech Republic

Same goes for the country of Czech Republic. Statista.com projects that the current number is 4.63 million people, which is 44% of the whole population, that means almost every other citizen is on Facebook. The second in the Czech Republic is an Instagram

(recently acquired by Facebook corporation) that has about 930,000 active users.⁵ Third place holds Twitter with a little over 300,000 users in the Czech Republic.⁶

Figure 3: World's most popular social networks



Source: Forecast of Facebook user numbers in the Czech Republic from 2015 to 2021. *Statista.com* [online]. Statista.com: eCommerceDB, 2016 [cit. 2017-03-01]. Available at: <https://www.statista.com/statistics/568761/forecast-of-facebook-user-numbers-in-the-czech-republic/>

Therefore the selected Social media channels for this work are Facebook, Instagram, Twitter, LinkedIn and Youtube:

Facebook

Founded in 2004 primarily as a social network for university students that quickly gained popularity. One can share photos, videos, written posts and interact with friends, family as well as businesses. Facebook has moved from simply connecting people to a great marketing tool and introduced paid reach, Facebook ads, and more. They are averaging 1.23 billion daily users worldwide.⁷ One can interact on Facebook by sending Messages, reacting to a post (by

⁵Instagram users in Czech Republic: November 2016. *NapoleonCat.com* [online]. Warsaw [cit. 2017-03-01]. Available at: <https://napoleoncat.com/blog/en/instagram-users-in-czech-republic-november-2016/>

⁶Twitter v ČR stále zaostává za Facebookem, uživatelů ale přibývá. *MediaHub* [online]. Prague, 2015 [cit. 2017-03-01]. Available at: <http://mediahub.cz/media/900591-twitter-v-cr-stale-zaostava>

⁷Company Info. *Newsroom.fb.com* [online]. Facebook corporation [cit. 2017-03-01]. Available at: <http://newsroom.fb.com/company-info/>

using Likes or newly emoticons - angry, sad, loving, etc.), sharing and commenting. The business pages are being 'Liked' and personal profiles 'Friended'.

Instagram

Primarily a phone app that allows users to 'instantly' share their photos and videos, founded in 2010 and currently being owned by Facebook corporation. Currently offers business profiles with analytics and paid reach - furthermore the Facebook ads and Instagram ads can now be interconnected. They are averaging 150 million daily users.⁸ People and businesses 'Follow' each other and interact via 'Likes' and 'Comments'.

Twitter

The social network that lets users to post so called 'Tweets' - written messages no longer than 140 characters, photos and/or videos. It was founded in 2006 and has about 100 million daily users.⁹ People and businesses interact, again, via following each other, 'favoriting' tweets or 're-tweeting' (=sharing).

LinkedIn

The only purely professional social network that focuses on networking between businesses and employees and employers founded in 2002 and currently has 467 million users worldwide.¹⁰ People establish so-called connections and businesses can be followed. Comments and Likes and private messages are the possible interactions on LinkedIn.

YouTube

Purely video sharing network that allows users to create, share, comment, report and primarily watch original videos uploaded by the YouTube community from all around the world. YouTube has been acquired by Google corporation. More than 30 million users watch YouTube daily.¹¹

⁸FAQ. *Instagram* [online]. Instagram [cit. 2017-03-01]. Available at: <https://www.instagram.com/about/faq/>

⁹About. *Twitter* [online]. Twitter [cit. 2017-03-01]. Available at: <https://about.twitter.com/company>

¹⁰About Us. *LinkedIn* [online]. [cit. 2017-03-01]. Available at: <https://press.linkedin.com/cs-cz/about-linkedin>

¹¹About YouTube. *YouTube* [online]. Google corporation [cit. 2017-03-01]. Available at: <https://www.youtube.com/yt/about/>

3.2 Social Media Marketing

Despite social media being very young, the social media marketing is in full force and there is a large number of publications, guides, books and tutorials on social media marketing. The immediate threat that every author, professional or business is facing is that social media are growing extremely fast, but they also change extremely fast. Originally there was no advertisement on Facebook and other platforms so businesses had to approach it via groups and personal profiles. Nowadays the paid reach and advertisement is being pushed to everyone already from Facebook's side. It is them who encourage businesses and even individuals to promote their posts and engage in paid reach. For anyone that decides to work, analyze or write about social media has to accept the fact that it might be totally different tomorrow. It might lead to big losses if the book will not be released on time, or written in time, because any kind of information will be outdated very quickly. All of the authors mentioned know that, and some works had to be skipped due to the fact that they were referring to the "old time" social media that is no longer the social media we know today.

The focus of marketing in general has been shifting, internet and social media played a significant role, yet before diving into the social media focused part it is necessary to see the trends that are moving Marketing as a whole today. World renowned marketing expert Philip Kotler introduces the current trend and future development in the book "Marketing 3.0" where he explains the concept. Marketing 1.0 was in the era of industrial revolution where goods were being produced in huge quantities and the position of marketing was to sell as much of a same good as possible to different people. Kotler cites the famous line that was said by Henry Ford where he said their customers can have the car painted any color they want as long as the color is black. The Marketing 1.0 was very much focused on the product, making it seem like it is the best and shoving down people's throats anything and everything that companies thought of and what kind of products they brought. The necessary change came with the rise of informational technology and that was Marketing 2.0. Once people got online they were able to compare different products, compare prices of same products and be well aware of what is going to come out, etc. This forced marketers to focus more on specific target groups, to be do marketing more "tailor-made" and focus not on the product but on the customer.¹² Kotler then brings up what will most likely be the direction of marketing that

¹² KOTLER, Philip., Hermawan KARTAJAYA a Iwan. SETIAWAN. *Marketing 3.0: from products to customers to the human spirit*. Hoboken, N.J.: Wiley, c2010, 4 pg. ISBN 9780470598825.

shall take over - the Marketing 3.0. The Kotler says that this is where customers are being looked at as actual human beings, not just purchasing power. Kotler says:

“Now, we are witnessing the rise of Marketing 3.0 or the values-driven era. Instead of treating people simply as consumers, marketers approach them as whole human beings with minds, hearts, and spirits. Increasingly, consumers are looking for solutions to their anxieties about making the globalized world a better place. In a world full of confusion, they search for companies that address their deepest needs for social, economic, and environmental justice in their mission, vision, and values. They look for not only functional and emotional fulfillment but also human spirit fulfillment in the products and services they choose”¹³

It could be regarded as the era of “higher purpose” or “consciousness”, because it is no longer only about profit but also about responsibility.

Gary Vaynerchuk, the American social media guru is known for his very “straight up” approach to the business and sometimes his very raw and controversial comments. In his book “Jab Jab Jab Right Hook” as the title recommends he compares marketing to boxing. Furthermore he points out the mistakes that businesses do on social media these days and what could be improved and done to create a specific content that interest users. As mentioned earlier, Gary explains how the media outlets changed and gave way to a more modern one in history - radio stole the customers of newspapers, TV got people away from radio, internet took them from TV and now, he argues, social media (as an evolution of internet) are about to overtake every one of these.¹⁴

Vaynerchuk stresses the importance of the content but also its usefulness: “Your story isn’t powerful enough if all it does is lead the horse to water, it has to inspire the horse to drink, too.” The businesses can create an interesting content that will attract people, but what are 20,000 likes and 40,000 reactions on your recent post about a new product if your business got only 3 orders? The businesses have to constantly try to find the right balance between being interesting but also keep the origins of marketing - that is boost their sales. Vaynerchuk goes through the basic planning and scheduling when it comes to online marketing. The timing is important, there are certain times where most people do use social media and there are times when there is virtually zero audience, e.g. breakfast time or lunch break are times with a lot of online traffic.¹⁵

Another pillar of successful social media campaign based on Vaynerchuk’s experience and ideas is adapting to each social network. He gives a great example of always being

¹³KOTLER, cit.13, pg. 5.

¹⁴VAYNERCHUK, Gary. *Jab, jab, jab, right hook: how to tell your story in a noisy, social world*. New York City: Harperbusiness, 2013, pg. 19. ISBN 9781482992649.

¹⁵VAYNERCHUK, cit.15, pg. 30-32.

himself but acting differently when talking to a client, when hanging out with family and when watching a football game with his friends. He argues for the social media campaigns to be - as he calls them - 'native' and naturally flowing.¹⁶ The fitting in is an important factor, because since the social media have each been for a certain purpose and when businesses "invade" them it is crucial to adopt the 'rules of the game'. Not every social medium is the same - until recently Facebook was not compatible with so-called hashtags (a word or phrase preceded by the symbol # that classifies or categorizes the accompanying text¹⁷) so tagging a photo on Facebook with a hashtag could have ended up as a faux pas, same with writing out a hypertext link on Instagram - which still won't work and many businesses have failed to acknowledge that. Such failed campaign can easily backlash and create unnecessary negative feedback.

Figure 4: Example of native and non-native post on Instagram



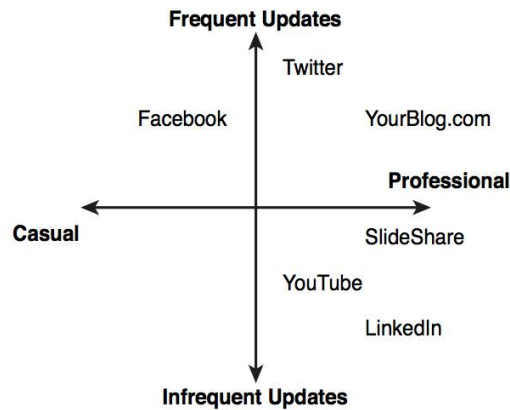
Source: VAYNERCHUK, Gary. *Jab, jab, jab, right hook: how to tell your story in a noisy, social world*. New York City: Harperbusiness, 2013, pg. 57. ISBN 9781482992649.

It is not only different environments but it is also about different post frequency and the language of posts.

¹⁶VAYNERCHUK, cit.15, pg. 44.

¹⁷Merriam-Webster Thesaurus. *Hashtag Definition* [online]. Merriam-Webster inc., 2008 [cit. 2017-03-01]. Available at: <https://www.merriam-webster.com/dictionary/hashtag>

Figure 5: Frequency and nature of social networks posts



Source: TURNER, Jamie a Reshma SHAH. *How to make money with social media: an insider's guide on using new and emerging media to grow your business*. Upper Saddle River, N.J.: FT Press, c2011, pg. 100. ISBN 0132100568.

Vaynerchuk reminds readers about advertising principles that were set by Leo Burnett, while adding one more himself: “Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read. Make it for your customer and your audience, not for yourself.”¹⁸ While Turner gives his five rules to be followed: “Show respect. Show responsibility. Demonstrate integrity. Be ethical. Add value.”¹⁹ Vaynerchuk goes further to explain this when a particular shoe company posts totally irrelevant to shoes - such as people’s TV show - why? Because they know their customers like this show (based on previous research) and they make them feel like they are not only about their business, they are showing their “human” and “social” side, which is what customers appreciate and value.²⁰ Vaynerchuk says that you constantly give, but then eventually you ask and get, meaning you ask people to buy your product/service and they will based on your great performance and community oriented outreach.

The last and very important point from Vaynerchuk’s book is how quickly evolving the social media are and the marketers must be adapt fast if they want to be successful. He

¹⁸VAYNERCHUK, cit.15, pg. 52.

¹⁹TURNER, Jamie a Reshma SHAH. *How to make money with social media: an insider's guide on using new and emerging media to grow your business*. Upper Saddle River, N.J.: FT Press, c2011, pg.100. ISBN 0132100568.

²⁰VAYNERCHUK, cit.15, pg. 73.

gives example that just a week before deadline for his book Instagram launched 15 seconds videos and now all of his companies are trying to think how they can make the most out of that.²¹ During writing this thesis Instagram currently offers videos up to 60 seconds long, but who know what will be the situation in a year from now, or maybe even a month.

Guy Kawasaki is taking a more practical and hands on approach to many topics that Vaynerchuk explains. Kawasaki's book *The Art of Social Media* is more like a step by step guide with some very useful insights, it could easily be the social media textbook, as everything is explained step by step and the application of all techniques are detailed and showed on examples. Unlike Vaynerchuk Kawasaki tells the readers that they do not have to always create the content, they can curate the content - meaning finding already existing content but adding your own insights, comments or simply summarizing it.²² This way a business can not only save time (and money) that would be wasted by creating something new, they are also highlighting someone else's content - a blogger or their potential customer - therefore working on warmer relationship with their fans/customers/potential customers. Kawasaki is very insightful about responding to negative or offensive comments which is something that businesses have to deal with quite often. This is one of the reasons why social media is so great yet can be so hard to manage for businesses - there is no filter. One can express themselves freely and it is up to the business how they react. Kawasaki stresses the importance of trying to be positive - one has to understand that the response will be read by another thousand some people - and they would not like if they saw a business page that is offending someone who disliked their service/product. If the negative commenter is not satisfied with the response, Kawasaki advises to agree to disagree with him. Furthermore asking the right question might be the jackpot. If someone comments "I hated your new theme park." why not respond with something like "We are very sorry to hear that, what would you suggest to change?" or similar. Only if the user starts being particularly abusing and inappropriate it is time to block/report him according to Kawasaki.²³

Crucial piece of advice outlined by Kawasaki is not to buy fans/followers on social media. To a stranger to social media world it might seem like a fiction, but it is actually possible to buy likes/shares/fans or followers for nearly every social platform available. The basic problem in the past was that these were usually inactive accounts made just for this

²¹ VAYNERCHUK, cit.15, pg. 352.

²² KAWASAKI, Guy. *The Art Of Social Media: The Power Tips For Power Users*. New York: A Penguin Random House Company, 2014, pg. 37. ISBN 978-0-698-19767-1.

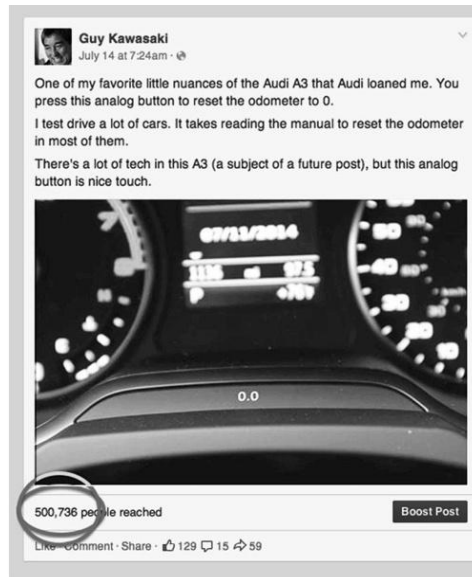
²³ KAWASAKI, cit. 26, pg. 101.

purpose, so often they did not even look like real profiles. As time went by these “like sellers” got smarter and nowadays the likes look like likes from real people, but ask Kawasaki mentions this Like buying is useless for one simple reason: even if these profiles are real people they have zero interest in your business. They will not be active, they will not comment, share or engage in anything you post.²⁴ And there is nothing more embarrassing than looking at a page that has several thousand likes but gets only about 10 reactions on its posts.

Kawasaki talks about useful insights in Facebook marketing, where the number of Likes or Comments is not always everything, it does not mean that if only 20 people liked your photo their friends did not see it. Again, and this will be repeated throughout this work, the power of Social Media is that is Social. Your activity is observed by others, by your friends so everything you like will eventually be shown to them as well.²⁵

Kawasaki’s book brings the insights to the private users as well as the businesses, while Vaynerchuk focuses purely on the marketing side. They both agree in crucial aspects such as the importance of having the right ambiance in each social network and fitting in seamlessly with the surroundings.

Figure 6: The reach of a post



Source: KAWASAKI, Guy. *The Art Of Social Media: The Power Tips For Power Users*. New York: A Penguin Random House Company, 2014, pg. 143. ISBN 978-0-698-19767-1.

Turner’s book *How to make money on Social Media* is also very much a hands on/guide - similar style of writing as Kawasaki, yet there are still some insights that were

²⁴KAWASAKI, cit. 26, pg. 169.

²⁵KAWASAKI, cit. 26, pg. 62.

useful for this diploma thesis and would be definitely useful for businesses. Many authors focus on businesses that are B2C but fail to highlight the importance for B2B businesses, which is what Turner does. The remainder of the extremely fast pace of social media and marketing in general is stated, where he repeats the fact that marketing has changed in last 5 years more than in 100 years before combined. Turner describes two of the almost every time successful campaigns: free money or free alcohol. Yet he described an example of restaurant that announced open bar night if they reached 100 followers by the next day - and received only 23. Turner's explanation is quite easy - this restaurant was not a Social Magnet - or Social Media Magnet. According to him it is very easy to tell if your business is a Social magnet or not - his big examples of social magnets are Nike or Apple. He asks the readers whether or not broad public wears their logo on their sweater or if they put their logo on their cars as bumper stickers - if the answer is no your company is not a Social Magnet. The brands that are Social Magnets are something that people want to be associated with, sometimes could be even called lifestyle brands.²⁶

The shift with the social media is such that once a company goes public on social media the product/brand is not in their hands anymore - it is in consumer's hands - and according to Turner that is both an opportunity and a threat.²⁷ The examples are good and bad, any picture or posts can become viral overnight and it can create an amazing promotion that will hype the whole world and get new customers a business or it will backlash as the United Airlines experienced when one of their passengers got his guitar damaged while being carried by United and then received a refusal from them when he wanted to be reimbursed. He recorded a song about them failing to compensate the cost for a new guitar and not only that the video went viral, the United recorded drop in the price of their stock about 10%.²⁸ The power is enormous and unlike the TV or Radio where only certain individuals or groups can broadcast - everyone can express themselves on social media.

²⁶Turner, cit.23, pgs. 7-22.

²⁷Turner, cit.23, pg. 28.

²⁸Turner, cit.23, pg. 75.

4 Practical Part

4.1 Top 10 most admired Czech companies

The list of the most admired Czech companies for the purpose of this work was decided to be the result of CzechTop100 initiative. The result of the CzechTop100 was taken from the most recent list available at the moment - “TOP 10 Most Admired Czech Companies of 2016” and firstly it was compared with the amount of likes on Facebook. The CzechTop100 initiative is a legitimate association and is widely respected. The criteria for their judging are broken down to three main parts, according to magazine Marketingove Noviny these are the criteria:

1. *About the business*
 - a. *Quality of products and services*
 - b. *Innovation within the company*
 - c. *Financial attractiveness*
 - d. *Long-time value of a business*
2. *About the people in the business*
 - a. *Quality of management*
 - b. *Ability to bring and keep talented people*
3. *About people's relationship with the businesses*
 - a. *Ecological responsibility*
 - b. *Openness and communication*
 - c. *Overall relationship towards society*

*The judges are a mix of a total of 1500 professionals from different spheres such as: top managers, economic analysts, financial analysts, specialized university representatives, representatives from various associations.*²⁹

While Facebook likes were used as of their state at the end of February 2017. The pre-research findings were drawn on a graph to illustrate their placement in the CzechTop100 and the amount of likes. The number of Likes were double checked with the results from SocialBakers, also their list of the leading Czech businesses according to the number of Facebook likes was used for a comparison. For this purpose the top 20 Czech businesses with most Facebook likes were used.

²⁹100 obdivovaných firem ČR. *MarketingoveNoviny.cz* [online]. MarketingoveNoviny, 2002 [cit. 2017-03-01]. Available at: http://www.marketingovenoviny.cz/marketing_327/

That lead to comparison of the CzechTop100 results and Facebook popularity. The top 20 most liked businesses on Czech Facebook were divided in the categories and results shown on a graph to illustrate what categories are the most popular among users on Facebook.

For the qualitative case study of the actual social media outreach, involvement and commitment of the “Top10 Most Admired Czech businesses” was studied and own analysis performed. Selected companies (based on CzechTop100 rating) were put through multiple steps. These categories cover the basics of social media use for businesses and were regarded as the most relevant indicator for the purpose of this thesis:

1. Social Media presence (Facebook, Twitter, Instagram, LinkedIn,..)
2. Total number of Facebook Likes
3. Comment response (Facebook)
4. Message response (Facebook)
5. Reach of the posts (Facebook)

Furthermore a public survey was provided with questions such as their own involvement on social media, the following / interaction with businesses and the awareness of studied businesses. The method used was simple random sampling, but measures were taken to avoid its disadvantages such as biases and a failure to select a large diversity of people, meaning different ages, sexes, education, etc. The data were collected in field during the first two weeks of February, collecting times varied from the morning, afternoon and evening as well as the places of collection differed. Total amount of 286 answers was collected, each completed questionnaire was numbered and for the final analysis only half of the answers were randomly selected to ensure random sample. Therefore the total of filled surveys used and analyzed is 143. Last two categories of the qualitative study were based on the survey, more specifically:

6. Survey: familiarity with the company
7. Survey: perception of the company

Category 1 - having a social media profile - Facebook, Instagram, Twitter, LinkedIn, and other.

Main source for finding this information were mostly official websites of each company, occasionally Google search or search tool on the specific social media website.

Category 2 - after finding the official profiles the amount of likes was recorded and compared (for the simplicity of the research only the largest and most popular social network was used - Facebook)

Category 3 - a comment with a question or request was posted and the time that company took to respond was recorded, times elapsed were compared and analyzed.

Category 4 - a private message with a question or request was sent and the time that the company took to respond was recorded, the times elapsed were compared and analyzed.

Category 5 - the Facebook reach and frequency (divided in 3 parts: Likes, Shares, Comments) was recorded - the data set was consisting of all of the posts posted by selected businesses in February 2017 on their official Facebook profile. From the results it can be observed not only which companies are more active, but also which companies manage to keep their content interesting enough to receive stable interactions.

Category 6 - familiarity with the company (survey)

A scale with 5 points on the axis was presented and name of the company revealed (all 10 companies were represented) - the participants of the survey had to choose on the scale from 1 - 'do not know the company at all' to 5 - 'very familiar with the company'. This was included in order to prove the relationship between the popularity on social media and general knowledge of public.

Category 7 - Perception of the company (survey)

A scale with 5 points was used and participants were asked to select how fond of each company they were - from 1 'hate this company' to 5 'love this company' (survey participants could skip these questions if they preferred not to answer or did not know the company). These results were analysed to prove that the social media presence could have a positive influence on public perception of the business.

Each of these findings were projected in tables and figures to illustrate the differences, relationships. Final results were the overall combination of all categories and the performance by individual businesses during the study.

4.1.1 CzechTop100 vs Facebook

The ‘TOP 10 Most admired businesses’ selected by the CzechTop100 initiative for the year 2016 was following:

Figure 7: Top 10 most admired Czech Businesses



100 OBDIVOVANÝCH FIREM ČESKÉ REPUBLIKY ROKU 2016
ALL STARS
2016

1	ŠKODA AUTO a.s.
2	AGROFERT, a.s.
3	Kofola ČeskoSlovensko a.s.
4	ČEZ, a.s.
5	Alza.cz a.s.
6	STUDENT AGENCY k.s.
7	L I N E T spol. s r.o.
8	HAMÉ, s.r.o.
9	PASSERINVEST GROUP, a.s.
10	Česká spořitelna, a.s.

Source: Vysledkova Listina. *CzechTop100* [online]. CzechTop100 [cit. 2017-03-01]. Available at: <http://www.czechtopy100.cz/files/aktuality/2016/zebricky/obdivovane/vysledovka-web.pdf>

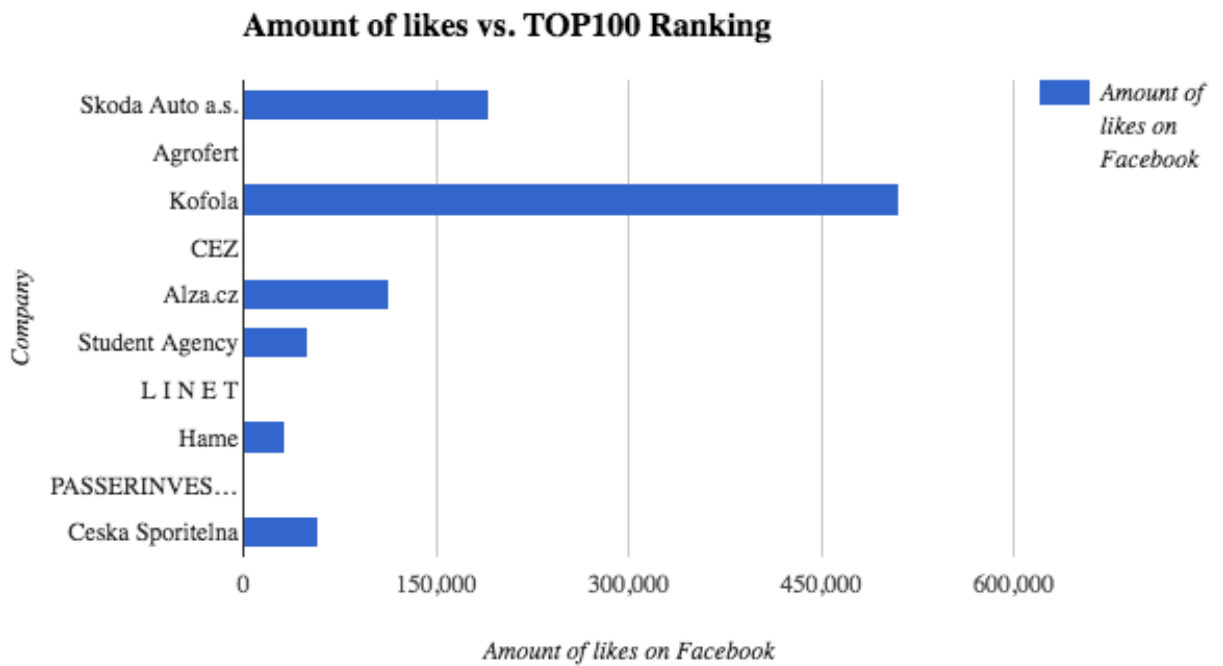
The amount of Facebook likes for each company was recorded and compared in Table 2 and Figure 8 below:

Table 2: Top 10 most admired Czech Businesses and the amount of their Facebook likes

Company	Rating by “TOP100” association	Amount of likes on Facebook	Notes
Skoda Auto a.s.	1	191,000	
Agrofert	2	65	Automatically created by Facebook, with basic data from Wikipedia
Kofola	3	511,000	
CEZ	4	115	Automatically created by Facebook, with basic data from Wikipedia
Alza.cz	5	114,000	
Student Agency	6	50,000	
L I N E T	7	0	Social media presence: Youtube, LinkedIn
Hame	8	32,000	
PASSERINVEST Group	9	0	No social media presence
Ceska Sportelna	10	59,000	

Source: Own work

Figure 8: Top 10 most admired Czech Businesses and the amount of their Facebook likes



Source: Own work

For the big picture of the findings a list put together by SocialBakers.com which illustrates the Czech companies that have the most likes on Facebook were compared to the Top10 list, in the table below can be seen the actual list and whether or not they are at all in the Top10 list conducted by the CzechTop100.

Table 3: 20 most liked Czech companies on Facebook and their rating

Company	SocialBakers ranking	Facebook likes	Czech Top 100 ranking	notes
Lidl Czech Republic	1	560,000	/	Supermarket chain
Kofola	2	511,000	3	Food&Drinks
Samsung	3	461,000	/	Electronics
Wayfarer	4	459,000	/	Clothes
Slevomat	5	359,000	/	Services - discounts
Glami.cz	6	324,000	/	Clothes
Xparfemy.cz	7	318,000	/	Perfums
Lentilky	8	317,000	/	Food&Drinks
Coca-Cola	9	315,000	/	Food&Drinks
Tesco CZ	10	314,000	/	Supermarket chain
Tennis-point.com	11	311,000	/	Sports equipment
Skrz.cz	12	279,000	/	Services - discounts
Tribo tattoo&piercing	13	273,000	/	Services - tattoo
McDonald's	14	269,000	/	Food&Drinks
Huawei Mobile	15	252,000	/	Electronics
Ekonomicke stavby	16	251,000	/	Construction works
Tic Tac	17	245,000	/	Food&Drinks
Milka	18	234,000	/	Food&Drinks
inSportline	19	227,000	/	Sports equipment
Bonami.cz	20	226,000	/	Furniture

Source: own work

The first 20 business profiles with most likes have only one company that made the Top 10 by CzechTop100. In order to see what is the placement of others Table 4 is provided:

Table 4:

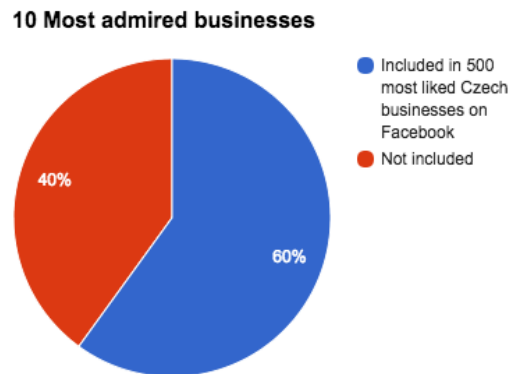
10 most admired Czech companies rating by CzechTop100, SocialBakers and Facebook

Company	Rating by “CzechTop100” association	Rating by SocialBakers.com	Amount of likes on Facebook
Skoda Auto a.s.	1	31	191,000
Agrofert	2	N/A	65
Kofola	3	2	511,000
CEZ	4	N/A	115
Alza.cz	5	81	114,000
Student Agency	6	235	50,000
L I N E T	7	N/A	0
Hame	8	390	32,000
PASSERINVEST Group	9	N/A	0
Ceska Sportelna	10	198	59,000

Source: Own work.

The data from the Table 4 are graphically illustrated in Figures 9 and 10.

Figure 9: Percentage of 10 most admired business included in Facebook Top 500



Source: Own work.

Figure 10: Percentage of 100 most liked businesses on Facebook included in

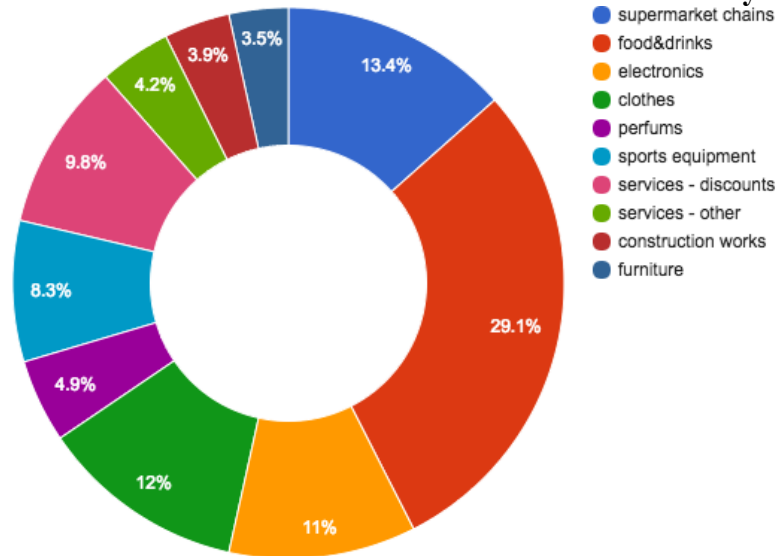


CzechTop100

Source: Own work.

Big businesses did not place in the most liked ranking and many small businesses did. There is also a trend that some very specific products such as Lentilky (Czech translation of Smarties) that are very simple and focused on single product are popular or on the other hand very broad businesses such as TESCO. The categories of most liked businesses on Czech Facebook are represented in the Figure 11.

Figure 11: 20 most liked Czech businesses on Facebook divided by category



Source: Own work.

The 20 Czech companies that are most liked consist of altogether about six and a half million likes. These should not be look at as individual 6.5mil people, as one Facebook user can like multiple pages. Almost one third of the most liked 20 occupes Food&Drinks category, namely it is: Milka, Tic Tac, McDonald’s, Lentilky, Coca Cola and the only company that placed in Czech Top 100 top 10 - Kofola. The first noticeable fact is that in this most liked category there is only one Czech company - again Kofola. The rest are multinational giants, being it Swiss Milka, Tic Tac as a part of Italian confectionery Ferrero, the American fast food giant and pioneer McDonald’s or the world’s most popular soft drink - Coca Cola. Interestingly enough, Kofola is one of a few companies that manages to keep up with Coca Cola’s competition and still has a secured place in the market and as it is now known - even a superiority - at least when it comes to Social Media likes in Czech Republic.

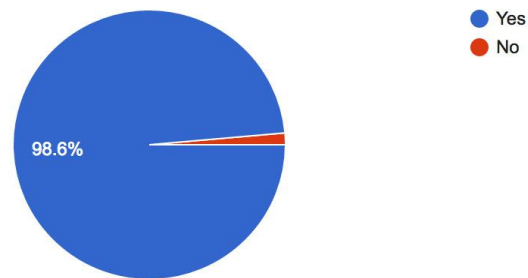
Followed by Food&Drinks are supermarket chains, represented by LIDL and Tesco. Although they are not particularly same companies, for purpose of this work they have been put in the same category that represented a little over 42.5%. The only other categories that put together more than 10% were Electronics (namely the Czech branches of two Asian giants - Samsung and Huawei) with about 11% and then clothing companies (Wayfarer.cz and Glami.cz) with slightly more - 12%. Both of these are international, focusing mainly on the European market and they are not Czech companies only.

4.1.2 Survey

The questionnaire confirmed the importance of the Facebook platform, as nearly every participant of the survey claimed to be a Facebook user. The stereotype of social media being used only by teenagers has been long gone and it is a no surprise that people of all age groups are active Facebook users.

Figure 12: Facebook usage

Are you a Facebook user? (143 responses)

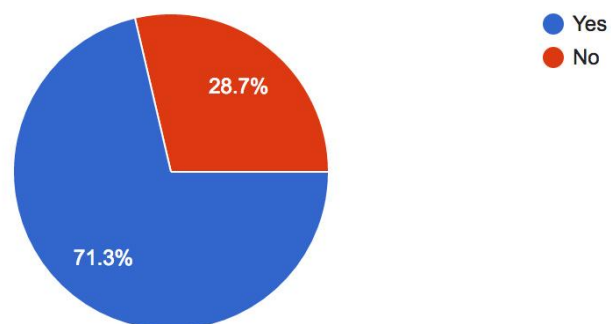


Source: Own work.

Instagram showed to be the second most popular among the survey participants, 102 people claimed to be active Instagram users.

Figure 13: Instagram usage

Are you an Instagram user? (143 responses)

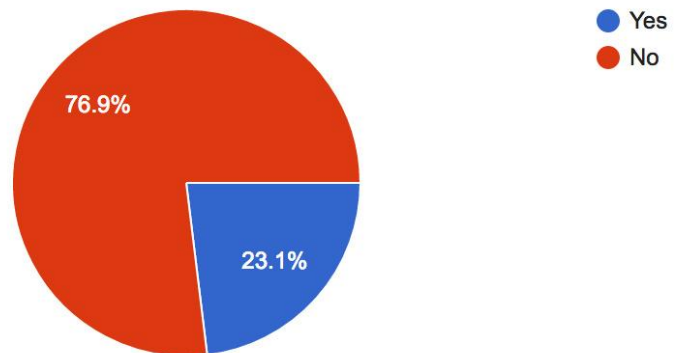


Source: Own work.

The fading Twitter position was also confirmed by the survey, only 33 participants stated they were actively using Twitter.

Figure 14: Twitter usage

Are you a Twitter user? (143 responses)

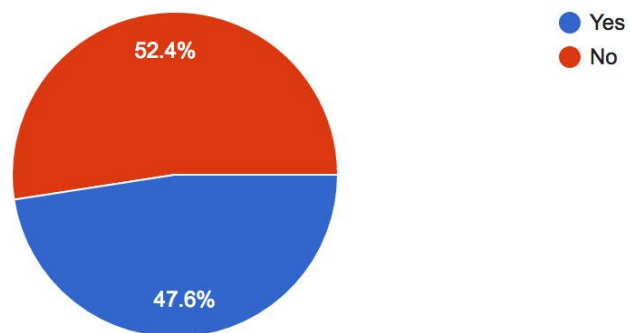


Source: Own work.

Surprising was an amount of participants that use the professional Social network LinkedIn. 68 participants claimed to be its users which makes LinkedIn the third most popular social network according to the questionnaire results of this work.

Figure 15: LinkedIn usage

Do you use LinkedIn? (143 responses)



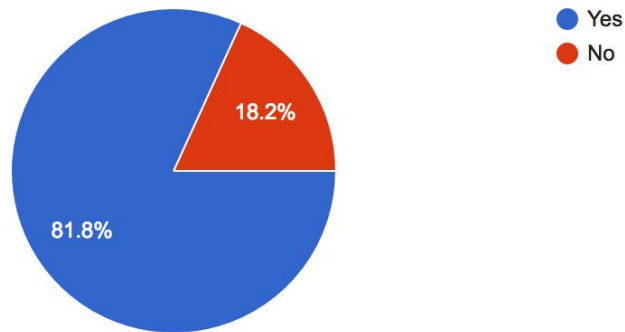
Source: Own work.

As it can be observed in the first part of the practical part of this thesis some businesses do not participate at all, while some are participating only partially. Many businesses either do not realize the opportunities, or they do not know about them and one of the reasons might be the difficulty of measuring the social media performance, while some might not believe in the impact - therefore the survey participants were asked several

questions regarding the businesses on social media. More than 80%, exactly 117 of the participants, said that they were fans or followers of businesses on social media.

Figure 16: Fan activity of public

Are you a fan/follower/subscriber of any businesses on Social Media?
(143 responses)

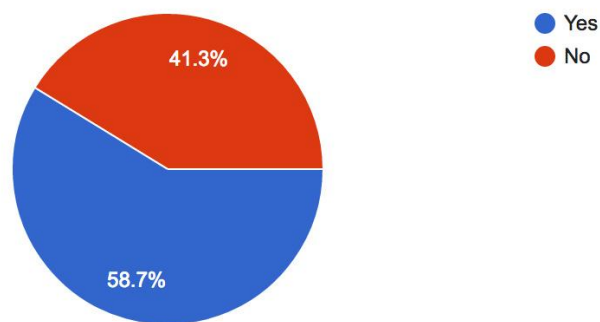


Source: Own work.

To see their involvement more closely participants were asked whether they have contacted any businesses via social media - 84 of them answered yes.

Figure 17: Getting in touch with businesses via social media

Have you ever contacted a business/brand/product via Social Media?
(143 responses)



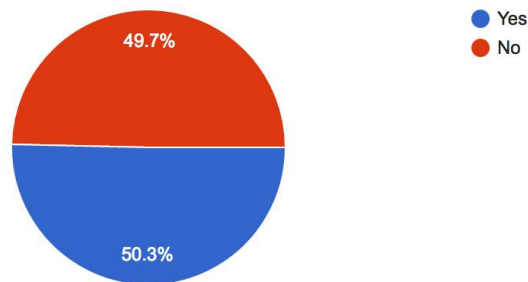
Source: Own work.

The giveaways and freebies sell the best (Turner, 2011), the giveaways are often free - or almost free - advertisement, because the promotion of the actual business and their social media profile would have costed them rather large sum while giving away product/service of their own is a minimum cost and it also works positively for their PR. The involvement of

participants of the research were asked whether they participated in a competition or a giveaway on social media organized by a business and the results were surprisingly almost equal, 72 have participated in the past while 71 have not.

Figure 18: Participation in social media competitions and giveaways

Have you ever participated in a competition/giveaway organised by a business on Social Media?
(143 responses)

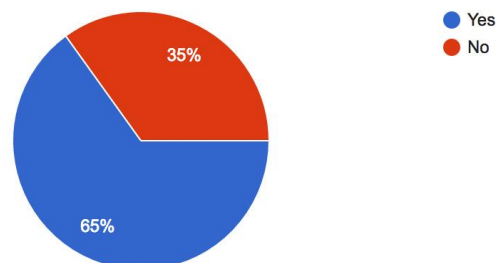


Source: Own work.

To understand whether Social media can bring new customers the question that followed asked if they have purchased a product or service because they saw it being presented on social media. Being presented means paid reach but also share, and overall reach of the posts. 93 people did which is a surprisingly high number and shows the influence of social media in business.

Figure 19: Purchases affected by social media

Have you ever purchased an item/service because you saw it being presented on social media?
(143 responses)



Source: Own work.

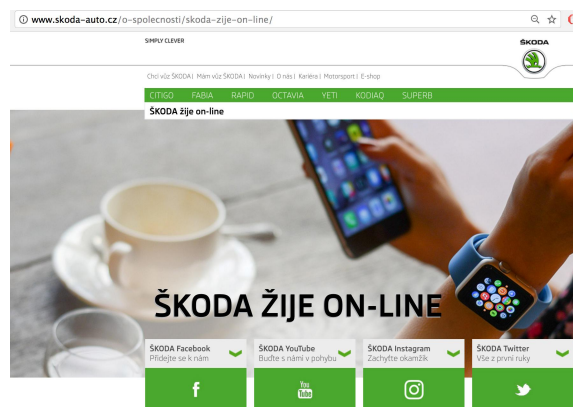
4.2 Analysis of individual businesses

4.2.1 Skoda Auto

Skoda Auto has been winning the first place in the Most Admired Businesses of Czech Republic for several years now and even though that technically it is now a part of the Volkswagen Group the company is still very much Czech and it is considered a national jewel, majority of Czechs like Skoda - one fact that speaks for itself mentioned by Skoda's CEO Bernhard Maier - is the enormous brand loyalty that is around 60%.³⁰ Skoda has also made both lists: the CzechTop100 and the SocialBakers rating as well. Skoda's brand image is something they do care about, therefore it is no surprise that they are active on Social Media. The spectrum of their products is targeting different groups from top managers to teenagers. Their social media performance was analyzed based on the criteria used for this work.

After visiting Skoda Auto's official website it was not apparent whether there would be a link on social media - there was no permalink (which is usually on the top or bottom of the page), but after a few minutes of clicking around under the tab "Skoda Lives Online" links to their social media were found. At the first glance at Skoda's social media profiles one feels that they are unified - same or similar color schemes, cover photos and over designs. They are very active and post almost daily, their response rate seems also very rapid and consistent during the first glance.

Figure 20: Skoda-Auto social media web section



Source: ŠKODA ŽIJE ON-LINE. *Skoda-Auto.cz* [online]. Skoda Auto, 2017 [cit. 2017-03-01]. Available at: <http://www.skoda-auto.cz/o-spolecnosti/skoda-zije-on-line>

³⁰ ŠKODA AUTO HAS 60 PERCENT BRAND LOYALTY SAYS BOARD CHAIRMAN. *Radio Praha* [online]. radio.cz: Cesky Rozhlas, 2016 [cit. 2017-03-01]. Available at: <http://www.radio.cz/en/section/news/skoda-auto-has-60-percent-brand-loyalty-says-board-chairman>

Below can be seen how Skoda Auto performed in the categories specially established for this thesis.

Category 1:

Table 5: Skoda-Auto's social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
Yes	Yes	Yes	Yes	Youtube

Source: Own work.

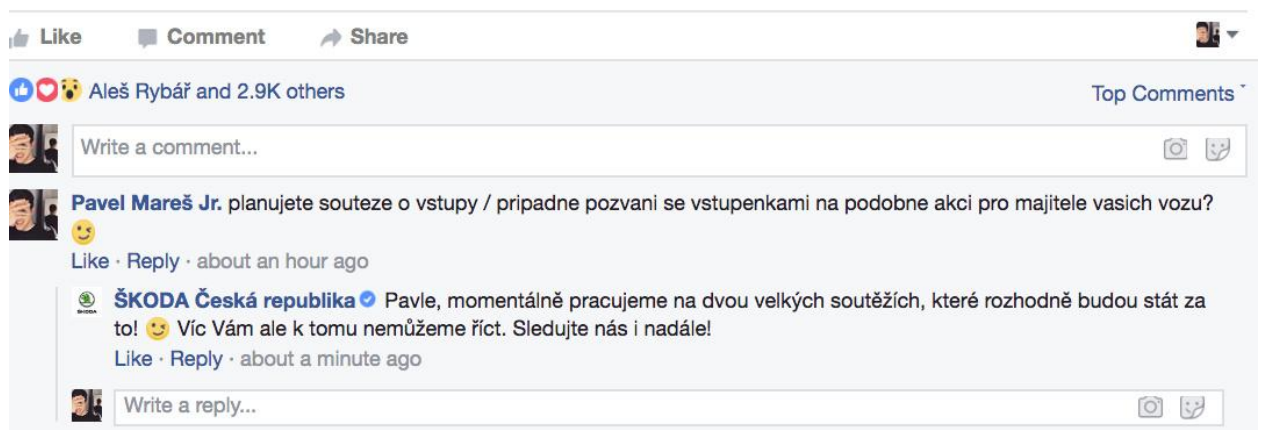
Category 2:

Skoda Auto CZ has currently 191,000 fans on their Facebook profile.

Category 3:

Response to the simple question of whether Skoda plans to do a GENEVA Car Show tickets giveaway the response came in exactly 1hr and they said that they are planning two big online competitions and to keep following them for further updates. The time of the response was extremely fast, with no lack of professionalism.

Figure 21: Skoda Auto comment response

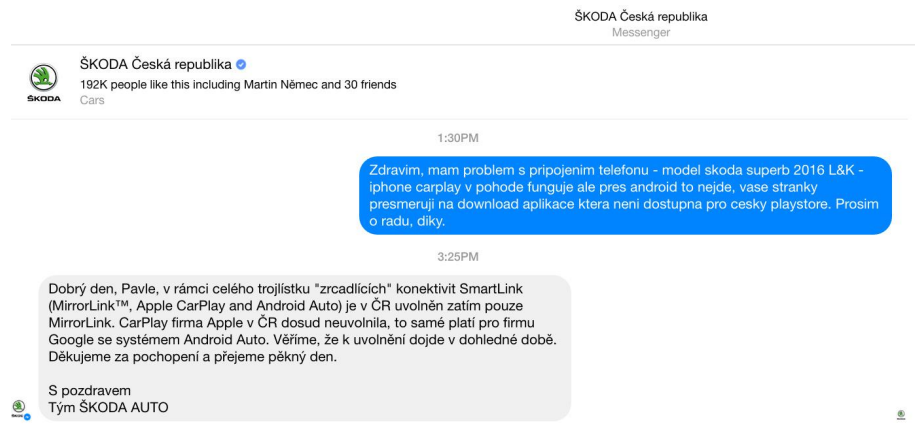


Source: ŠKODA Ceska Republika Facebook page. [facebook.com/skoda.cz](http://www.facebook.com/skoda.cz) [online]. Skoda Auto, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/skoda.cz>

Category 4:

Message for Skoda was more of a technical nature - regarding the smartphone connectivity in their cars. Very detailed response came 115 minutes after sending the question.

Figure 22: Skoda Auto message response



Source: ŠKODA Ceska Republika Facebook page. [facebook.com/skoda.cz](https://www.facebook.com/skoda.cz) [online]. Skoda Auto, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/skoda.cz>

Category 5:

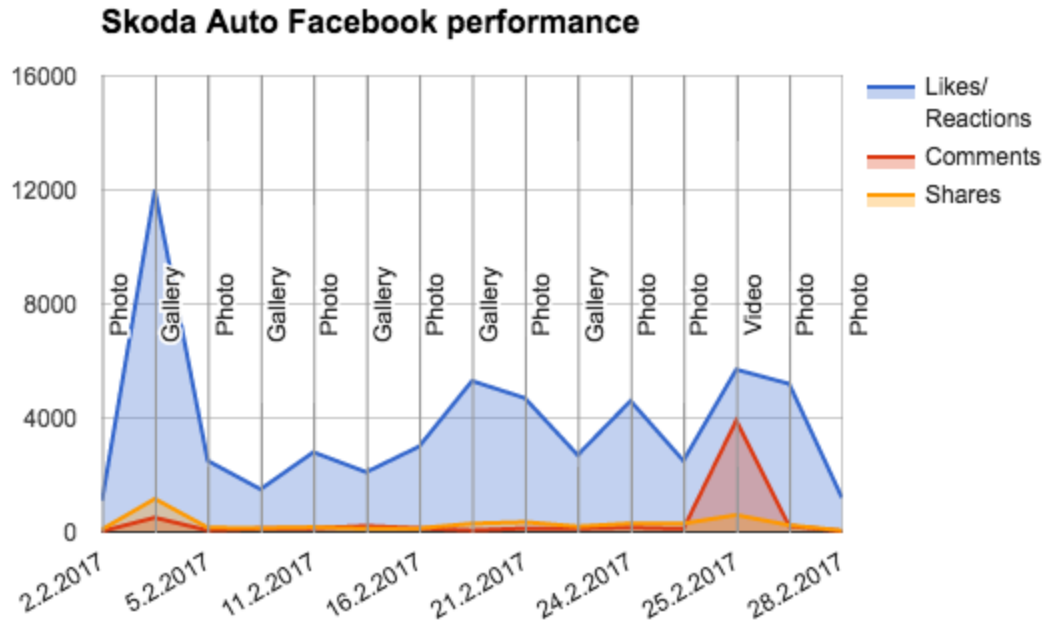
Skoda Auto posted 15 times on their Facebook page throughout February. They posted 9 photos, 5 galleries and 1 video. Their posts performed very well showing high activity of users, engagement from both sides (very responsive to comments of users etc.). The post that performed the best was a gallery of their new RS model, it reached 12,000 reactions, 504 comments 1163 shares which is an amazing result (see Figure 23). Overall Skoda managed to keep their performance stable, averaging nearly 3800 likes per post, 394 comments and 286 shares. The graphic version of Skoda's Facebook performance is illustrated in Figure 24.

Figure 23: Skoda Auto's best performing February 2017 post



Source: ŠKODA Ceska Republika Facebook page. [facebook.com/skoda.cz](https://www.facebook.com/skoda.cz) [online]. Skoda Auto, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/skoda.cz>

Figure 24: Skoda Auto’s February 2017 Facebook performance



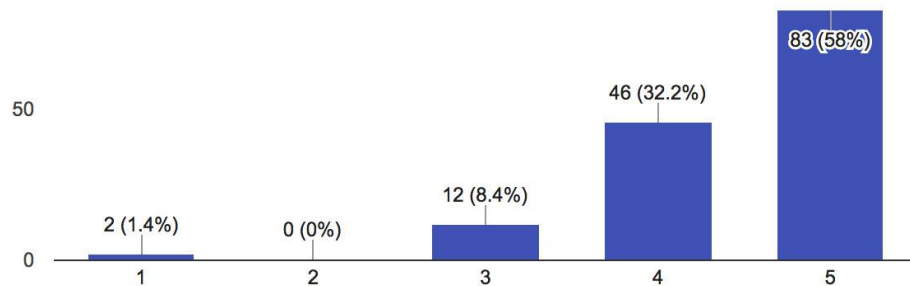
Source: Own work.

Category 6:

General public only confirmed that Skoda’s high ranking by the CzechTop100 as well as Facebook are justified - 129 of the total of 143 answered either 4 or 5 - that is they claim they know Skoda well or even very well (See Figure 25). The most common answer as of likability of Skoda was the answer ‘I like the company’ followed by neutral and option ‘I love the company’ chose 32 participants and only 5 participants had a negative opinion about Skoda Auto (see Figure 26).

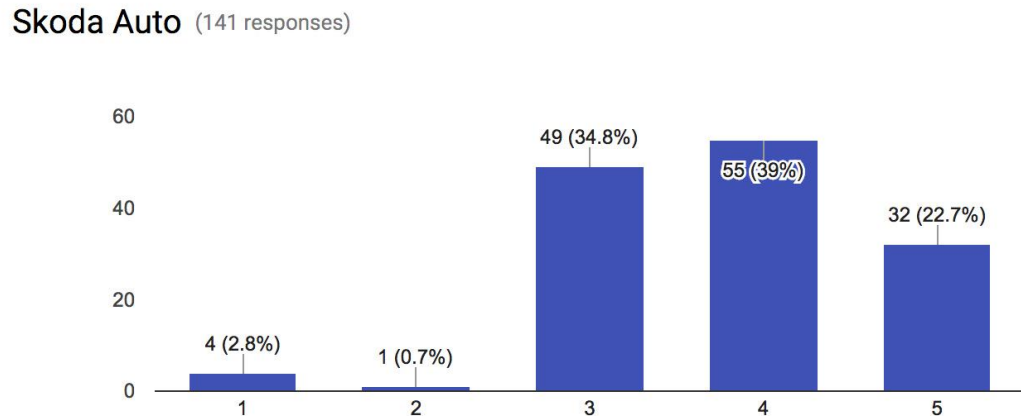
Figure 25: How well do you know Skoda-Auto ? (survey)

Skoda Auto (143 responses)



Source: Own work.

Figure 26: How fond of Skoda-Auto are you ? (survey)



Source: Own work.

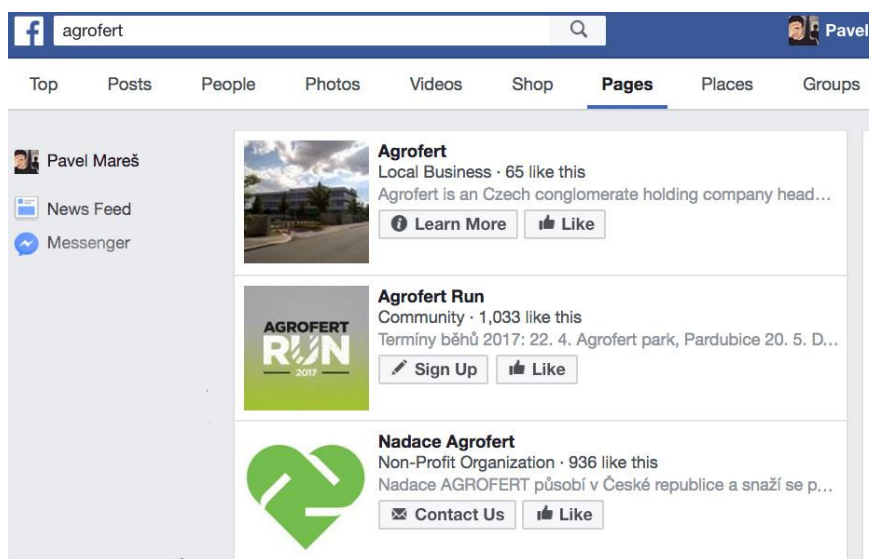
4.2.2 Agrofert

The Czech conglomerate giant is owned by the current Finance ministry of the Czech Republic is one of the biggest Czech companies (that is now multinational). Despite making headlines mostly because of controversy with grants and EU funds³¹ they still made the list with very high ranking - being the runner up. In the past two years they placed the same and three year ago they were third.³² For company of this size one would expect that social media as a part of their PR would be automatic. Yet after searching Facebook and Twitter you find user reviews, discussions about recent scandals but no official profile. The page that has 65 Likes mentioned in the overview is automatically created by Facebook with basic information and link to Wikipedia.org . Though what is interesting that there are two ‘official’ profiles for Agrofert Run and Nadace Agrofert (English translation: Agrofert Foundation). On the other hand on Agrofert’s official website the Social Media links are present on the bottom of the page - but only YouTube and LinkedIn profiles.

³¹ ANO leader Babiš must explain EU subsidies scandal. *Prague Daily Monitor* [online]. Prague: PTV Media, 2016 [cit. 2017-03-01]. Available at: <http://praguemonitor.com/2016/03/14/%C4%8Dssd-ano-leader-babi%C5%A1-must-explain-eu-subsidies-scandal>

³² Vysledkova Listina. *CzechTop100* [online]. CzechTop100 [cit. 2017-03-01]. Available at: <http://www.czechtop100.cz/files/aktuality/2016/zebrický/obdivovane/vysledovka-web.pdf>

Figure 27: Agrofert's presence on Facebook



Source: Facebook.com. <https://www.facebook.com/search/top/?q=agrofert> [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <https://www.facebook.com/search/top/?q=agrofert>

Category 1:

Table 6: Agrofert's social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
No*	No	No	Yes	Youtube

*page of their foundation

Source: Own work.

Category 2:

Agrofert has **61** fans on the automatically created website, and even if their Foundation page's likes were added it would still account to less than 2000 likes.

Category 3:

Since there are no ways of contacting Agrofert over Facebook it was adapted to try and reach them on their other Social Media - LinkedIn : The response - the simple question of whether they are planning on having an official Facebook profile resulted in no answer from Agrofert at all.

Category 4:

Message response could not be evaluated as there are no social media that the agrofert company could be messaged on (LinkedIn does not allow messages to company profiles)

Category 5:

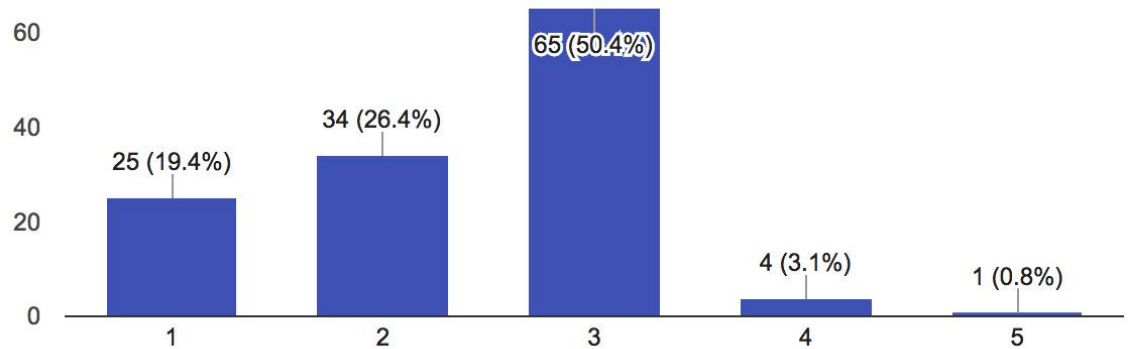
Agrofert had no posts to evaluate since the Facebook profile found was inactive.

Category 6:

The survey showed that 38 participants somehow knew the company, 36 did not know them at all and 34 knew them well. As far as the popularity of Agrofert the biggest portion of those who answer felt neutral towards the company, although only a total of 5 respondents chose Like or Love the company, which is quite very negative for Agrofert.

Figure 28: How well do you know Agrofert ? (survey)

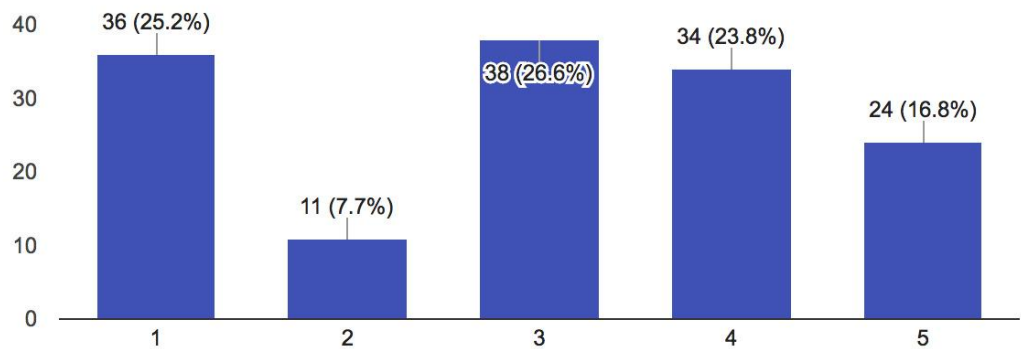
Agrofert (129 responses)



Source: Own work.

Figure 29: How fond of Skoda-Auto are you ? (survey)

Agrofert (143 responses)



Source: Own work.

4.2.3 Kofola

Kofola, similarly to Skoda has a special place in hearts of Czech customers and very high customer loyalty.³³ It is a tremendous achievement that the Czech interpretation of Cola drink has been able to compete with Coca Cola and Pepsi for so long.³⁴ It is also the only business that placed among the best 10 of both charts - the CzechTop100 and the SocialBakers most liked businesses in Czech Republic list and as a matter of fact Kofola has almost three times as many fans as Coca Cola Czech Republic.³⁵

Right after accessing official website of Kofola all of the Social media links are in the bottom right corner and they are present throughout the whole browsing experience - the precise detail that makes a difference.

Figure 30: Kofola's social media web section



Source: Kofola. <http://www.kofola.cz/> [online]. Kofola, 2017 [cit. 2017-03-01]. Available at: <http://www.kofola.cz/>

Table 7: Kofola's social media presence

Category 1:

Facebook	Instagram	Twitter	LinkedIn	Other
Yes	Yes	Yes	Yes	Youtube

Category 2:

Kofola has currently 511,000 fans which is a major achievement, being second overall on Czech Facebook regarding businesses, and having more than half a million fans - that accounts to 5% of the entire population of the Czech Republic and 10% of the Czech Facebook population.

On the other hand the last update of their Facebook page was back in December, and their Instagram performance is even slower - the last update was in June 2016 (@kofola).

³³ Kofola: O složení mediamixu přemýšlíme stále více. *Media Guru* [online]. PHD, 2014 [cit. 2017-03-01]. Available at: <https://www.mediaguru.cz/2014/12/kofola-o-slozeni-mediamicu-premyslime-stale-vice/>

³⁴ 65 největších rodinných firem. *Forbes* [online]. Prague: Media Rey SE, 2015 [cit. 2017-03-01]. Available at: <http://www.forbes.cz/rodinne-firmy/kofola>

³⁵ Facebook stats - Brands in Czech Republic. *Social Bakers* [online]. Pilsen: SocialBakers, 2017 [cit. 2017-03-01]. Available at: <https://www.socialbakers.com/statistics/facebook/pages/total/czech-republic/brands/>

That is a significant setback after the first very good impression based on the amount of Likes and social media presence. The only frequently updated profile of Kofola is their Twitter where the updates are posted daily, usually 1-3 tweets per day (@kofola).

Category 3:

The response to the question whether it is not time to update their Facebook page since their last cover photo is from December and regarding Christmas - they did not respond at all.

Figure 31: Kofola's zero comment response

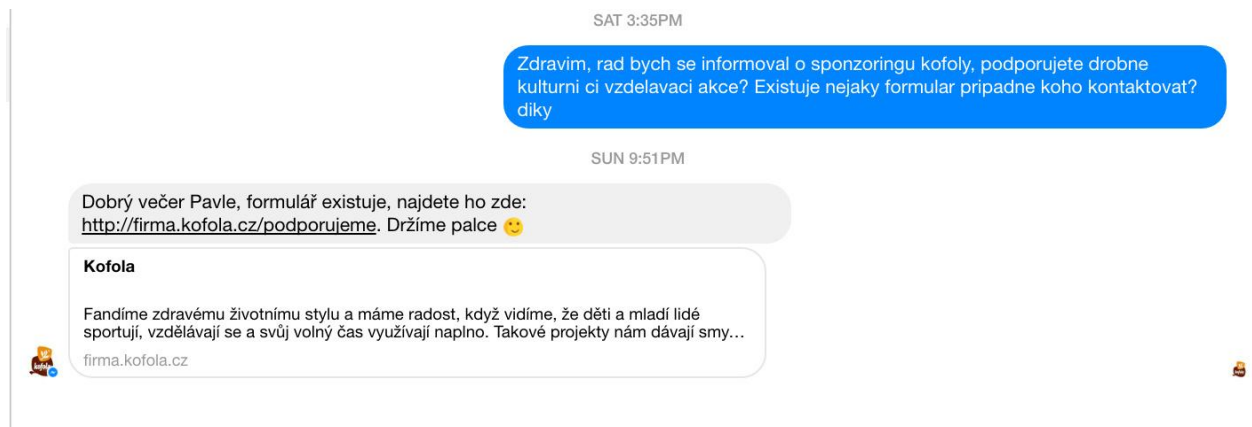


Source: Kofola Facebook page. [facebook.com/kofolaceskoslovensko](https://www.facebook.com/kofolaceskoslovensko) [online]. Kofola, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/kofolaceskoslovensko>

Category 4:

The message for Kofola was very specific - the question asked was whether Kofola sponsors educational and cultural events and who could be contacted regarding the issue. The response came within 30hrs and was sufficient with a link to the form where organisations can submit their projects and Kofola might co-fund them.

Figure 32: Kofola's message response



Source: Kofola Facebook page. *facebook.com/kofolaceskoslovensko* [online]. Kofola, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/kofolaceskoslovensko>

Category 5:

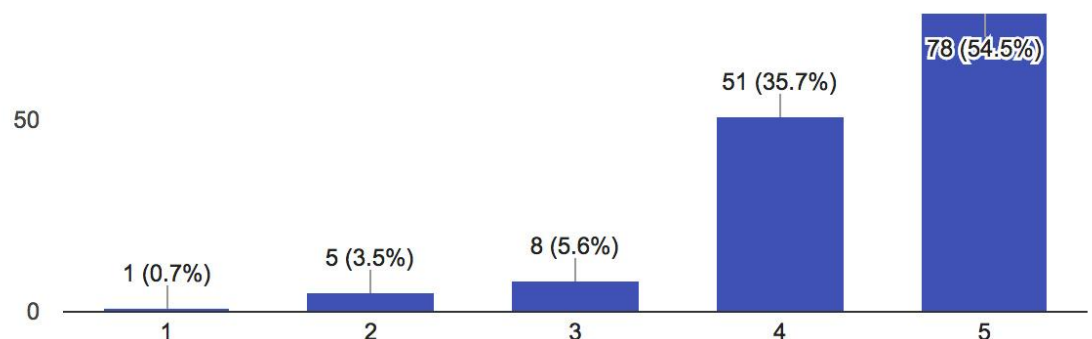
The reach of Kofola's posts on Facebook for February 2017 is unfortunately zero. For the whole month Kofola has not updated or posted anything at all, which is highly questionable regarding the amount of likes they have on their page.

Category 6:

According to the survey more than 80 respondents claimed they knew Kofola very well, furthermore more than 90 chose the last two options on the second scale - participants mostly like or love Kofola. Only 6 participants answered with a negative view towards Kofola.

Figure 33: How well do you know Kofola ? (survey)

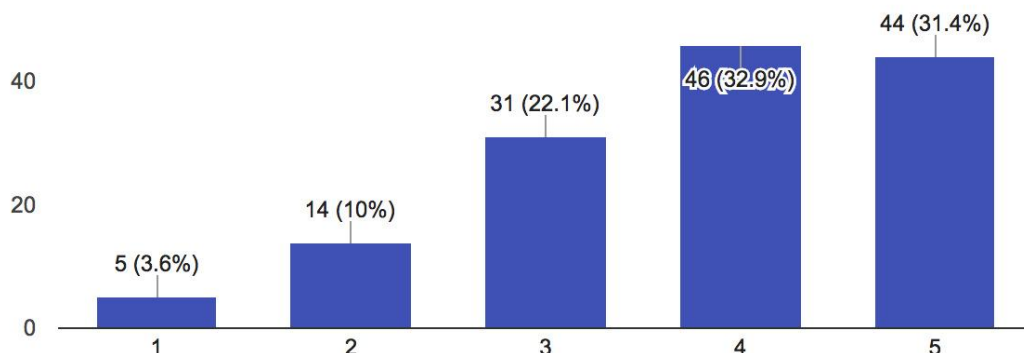
Kofola (143 responses)



Source: Own work.

Figure 34: How fond of Kofola are you ? (survey)

Kofola (140 responses)



Source: Own work.

4.2.4 CEZ

CEZ Group, similarly to Agrofert, is a conglomerate corporation and again - just like Agrofert - the social media presence seems to be missing. Their website - despite looking very professional - lacks any kind of social media links, the only way to get in touch with the company is via emails or phone. The only presence after Facebook search is, again, a landing page that was created automatically by Facebook with 131 likes and a link to Wikipedia. After a deeper search the CEZ Group official profiles were found on Twitter, Instagram, YouTube and LinkedIn, where they are surprisingly active. CEZ is differentiating from others by having their own smartphone app, which does have their own Facebook page, although the app is based on the activities of their foundation and not connected to the action of CEZ as a business - the CEZ foundation does have a Facebook profile.

Category 1:

Table 8: CEZ Group's social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
No*	Yes	Yes	Yes	Youtube

*page of CEZ Foundation only

Source: Own work.

Category 2:

CEZ Group has 131 fans on the automatically created website that only links to the Wikipedia page.

Category 3:

The comment was adapted to Instagram social network, question asked was whether they are planning on having a profile on Facebook but no answer was received.

Figure 35: CEZ Group zero comment response

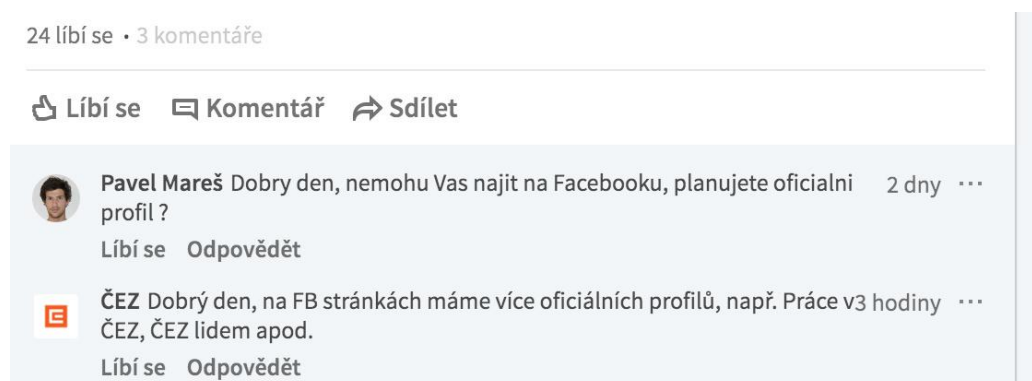


Source: CEZ Group Instagram page. https://www.instagram.com/cez_group/ [online]. Instagram, 2017 [cit. 2017-03-01]. Available at: https://www.instagram.com/p/BRn6Mf7lqD7/?taken-by=cez_group

Category 4:

Since there are no ways of contacting CEZ over Facebook it was adapted to try and reach them on their other Social Media - via comment on LinkedIn (there was no option of sending a private message). The question was whether they are planning on having an official Facebook profile and the response came after 2 days stating they do have Facebook profiles for their foundation or employment search tool.

Figure 36: CEZ Group message response



Source: CEZ Group Linked page. <https://www.linkedin.com/company-beta/258759/?pathWildcard=258759#> [online]. LinkedIn, 2017 [cit. 2017-03-01]. Available at: <https://www.linkedin.com/company-beta/258759/?pathWildcard=258759#>

Category 5:

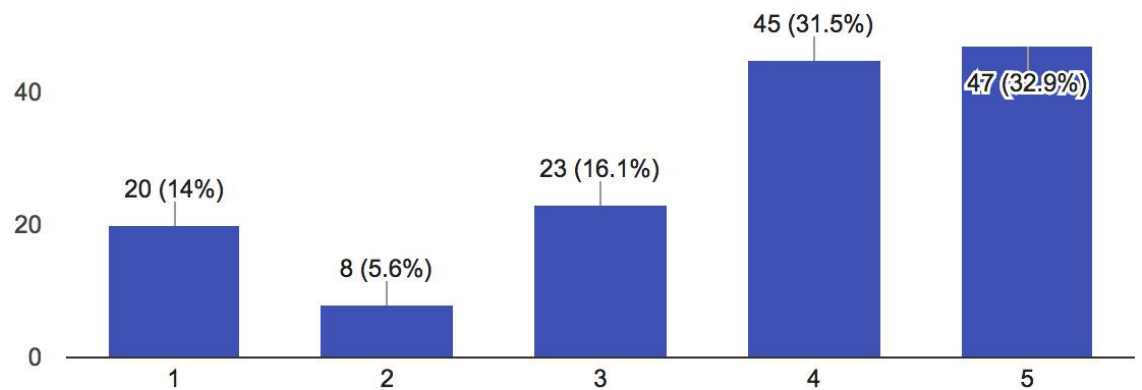
The reach of CEZ Group posts could not be evaluated since official Facebook profile was not available.

Category 6:

While CEZ Group showed to be well known among people, most of those who answered the question about their position towards the company answered neutral with a slight shift towards negative views.

Figure 37: How well do you know CEZ ? (survey)

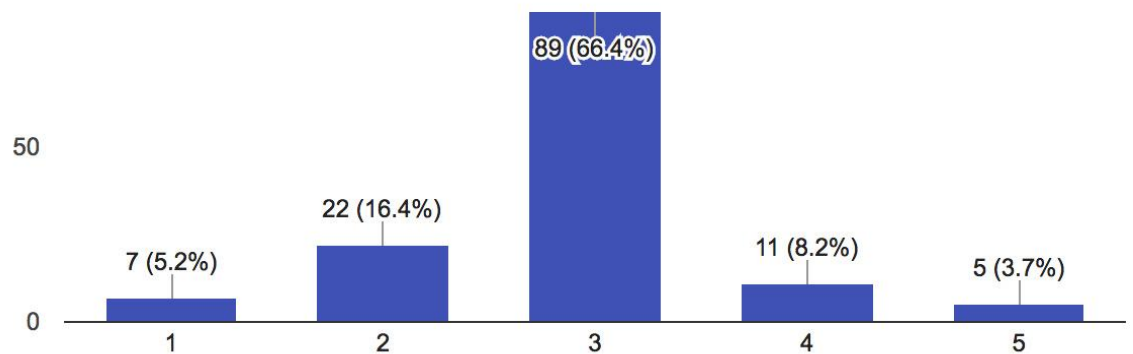
ČEZ (143 responses)



Source: Own work.

Figure 38: How fond of CEZ are you ? (survey)

ČEZ (134 responses)



Source: Own work.

4.2.5 Alza.cz

Alza.cz is a Czech company selling primarily electronics, it is one of the biggest suppliers of electronics in Czech Republic. Alza has been in a public eye mostly because of their green mascot and very pushy commercials presented mostly online. The love and hate relationship that many customers developed with Alza's fictional creature has resulted in total differentiation compared to other similar business and a very specific brand identity.³⁶

After visiting Alza.cz website the Social media links are at the usual bottom right corner and presented throughout the whole browsing experience.

Figure 39: Alza.cz social media web section



Source: Alza.cz. <http://www.alza.cz/> [online]. Alza.cz, 2017 [cit. 2017-03-01]. Available at: <http://www.alza.cz/>

They differentiate from other studied businesses by having direct links to their smartphone Apps - friendly with all of the major types of smartphone operating systems - the iOS, Android and even the declining Microsoft mobile. The banner also gives an option to switch into mobile version of the website. The Social media represented in their banner are only Facebook and Instagram. Alza.cz is primarily based around internet commerce, therefore it could be expected for them to perform rather well on Social media.

Category 1:

Table 9: Alza.cz social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
Yes	Yes	Yes	Yes	Youtube

Source: Own work.

³⁶ HORACEK, Filip. Alzák začal jako provokatér. Postupem času ubral páru. *iDnes.cz* [online]. 2016 [cit. 2017-03-01]. Available at: http://ekonomika.idnes.cz/maskota-alzy-cast-lidi-nenavidi-prodava-vsak-dobre-fss-/ekonomika.aspx?c=A160830_131225_ekonomika_fih

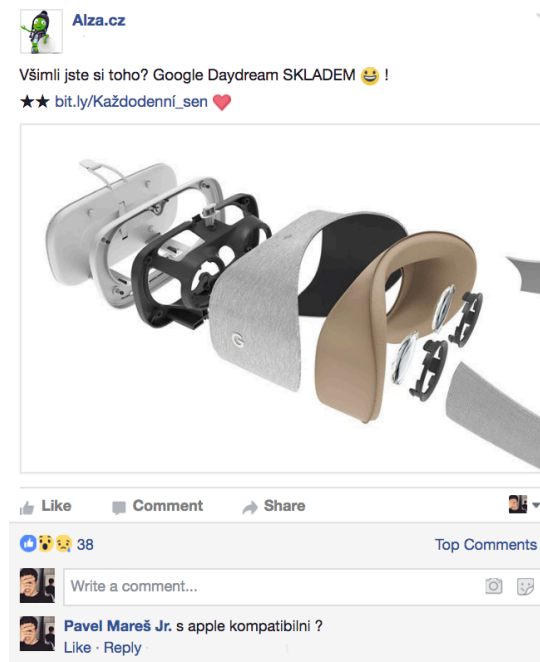
Category 2:

Alza.cz has currently 114,000 fans that which is 81st place according to SocialBakers and 3rd most liked company from the CzechTop100 list.

Category 3:

The comment on Alza's Facebook profile was asked on a picture of VR Eyeglasses whether they would be compatible with the Apple and no response was received.

Figure 40: Alza.cz zero comment response



Source: Alza.cz Facebook page. [facebook.com/alza.cz](https://www.facebook.com/alza.cz) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/alza.cz>

Category 4:

Alza has blocked the option of visitors to contact them via private message so instead of a message a post was sent to their page asking why are they not receiving private messages, the answer came within an hour with a link that redirects through contact form, therefore a sufficient response. Although some questions might want to be asked privately and not via public post.

Figure 41: Alza.cz message response

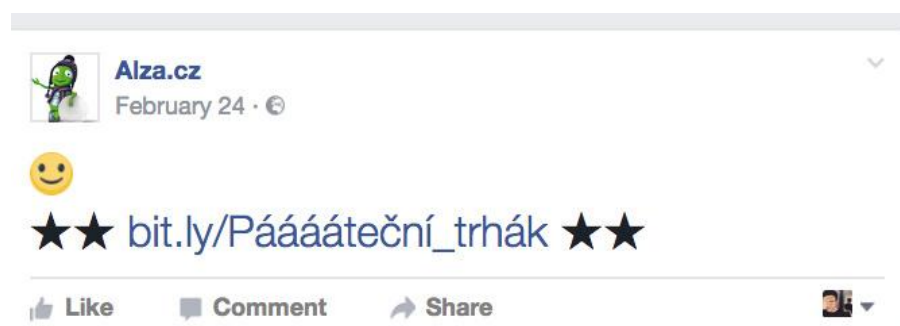


Source: Alza.cz Facebook page. [facebook.com/alza.cz](https://www.facebook.com/alza.cz) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/alza.cz>

Category 5:

Alza was the most active when it comes to posts - in the month of February they posted a total of 68 posts. That is almost 2,5 posts per day. Their social following is quite large but to attract at this frequent activity the content must be very attractive. Their frequent updates actually showed quite the opposite - most of the posts were very informative, usually only links to buy their product without any image - some of them performed so bad that there was 0 reactions.

Figure 42: Alza.cz unsuccessful post



Source: Alza.cz Facebook page. [facebook.com/alza.cz](https://www.facebook.com/alza.cz) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/alza.cz>

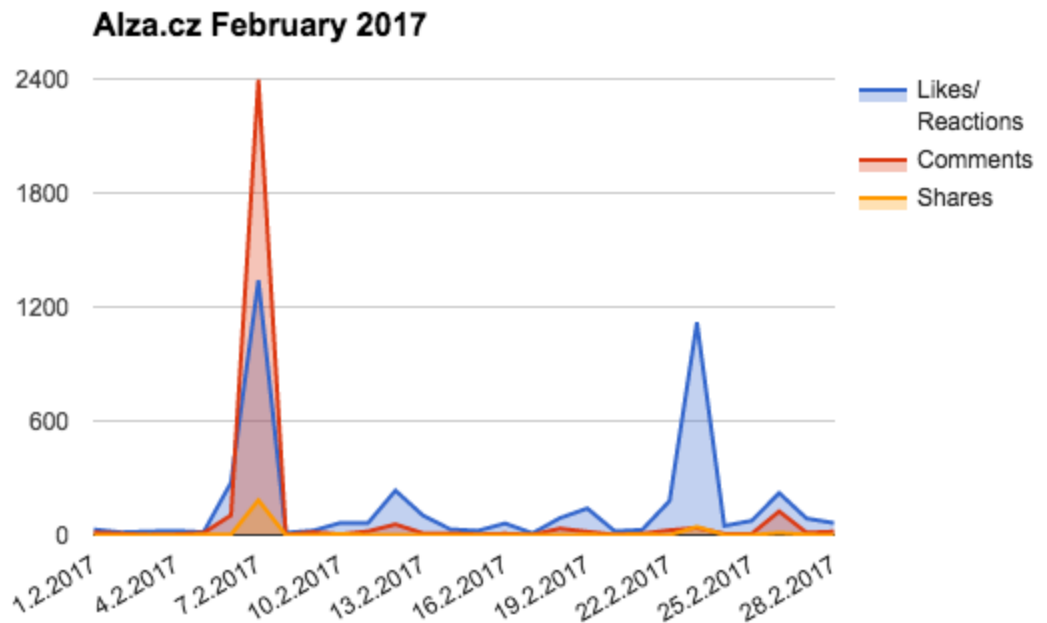
Despite the overwhelming amount and lack of interaction from Alza's fans and followers one post performed exceptionally great and it was the mentioned best weapon of social media - an online competition. 1300 reactions, 2392 comments and 183 shares and as can be seen on Figure 44 it is more than 20 times bigger amount than Alza's average.

Figure 43: Alza.cz most successful post



Source: Alza.cz Facebook page. [facebook.com/alza.cz](https://www.facebook.com/alza.cz) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/alza.cz>

Figure 44: Alza.cz’s February 2017 Facebook performance



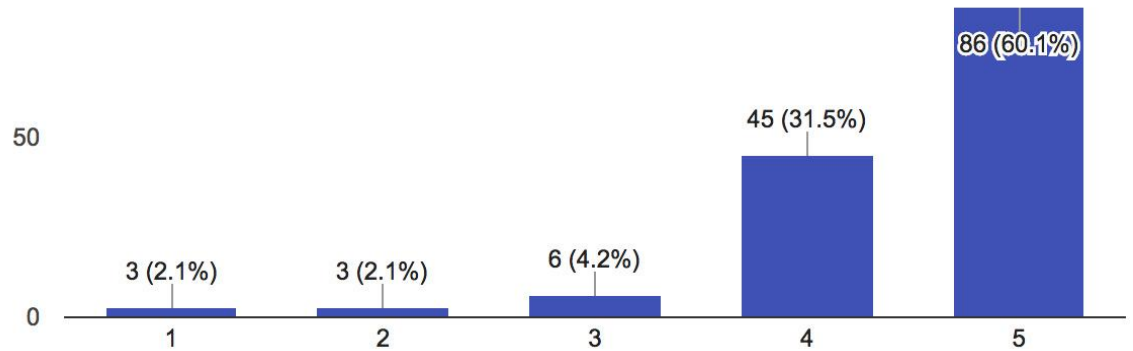
Source: Own work.

Category 6:

Overall respondents mostly knew Alza.cz and were rather fond of the company, only 27 responded with a negative view towards this business. The most common answer chosen was ‘I Like’ the company, 54 of respondents chose that option.

Figure 45: How well do you know Alza.cz? (survey)

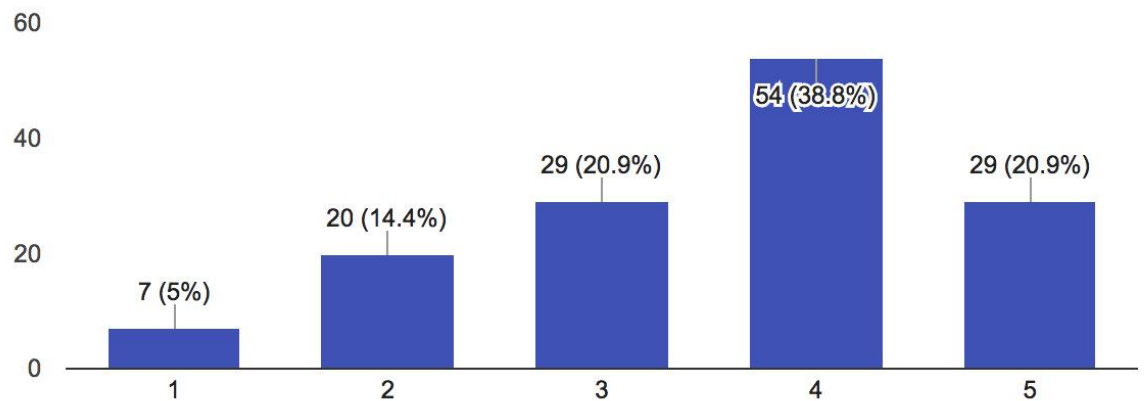
Alza.cz (143 responses)



Source: Own work.

Figure 46: How fond of Alza.cz are you? (survey)

Alza.cz (139 responses)



Source: Own work.

4.2.6 Student Agency

Student Agency is another giant among Czech businesses, their sixth in the CzechTop100 most admired businesses is a no surprise. Student Agency started as a provider of study abroad programs and flight tickets but moved into other spheres such as train and bus transportation where they have been very successful and more or less created a revolution in a bus and train transport around Czech Republic.³⁷ On their official Facebook profile the Social

³⁷O nás. <http://www.studentagency.cz/> [online]. Student Agency, 2017 [cit. 2017-03-01]. Available at: <https://www.studentagency.cz/o-nas/profil-spolecnosti/index.html>

media links are present on the traditional bottom right corner - Facebook, Youtube, LinkedIn and even Google+ are shown.

Figure 47: Student agency’s social media web section



Source: Studentagency.cz. <http://www.studentagency.cz/> [online]. Student Agency, 2017 [cit. 2017-03-01]. Available at: <http://www.studentagency.cz>

The Instagram is not present in the banner but an active profile was found with first post from January 2017 so this shows willingness to participate in social media and expanding the social reach but also a failure of updating the official website

Category 1:

Table 10: Student agency social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
Yes	Yes	Yes	Yes	Youtube, Google+

Source: Own work.

Category 2:

Student Agency has currently 50,000 fans on Facebook.

Category 3:

The comment on Student Agency profile was whether or not they are going to cooperate with the ISE (International student exchange) for their study abroad programs, the response was recorded after 3 days and 8 hours with a sufficient answer that they do not cooperate with them at the moment and with an email to the study abroad high school program in case I was interested.

Figure 48: Student agency comment response

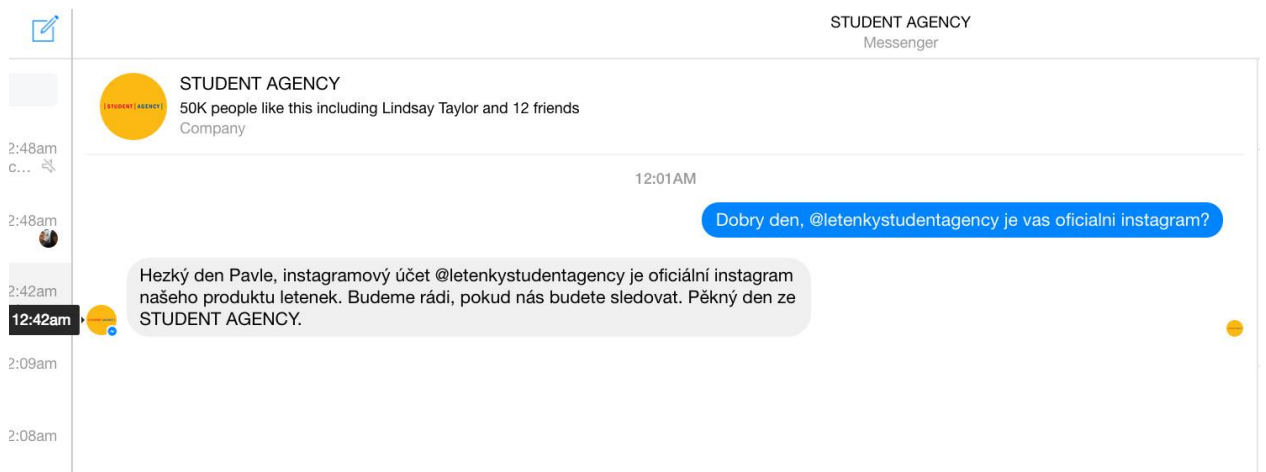


Source: STUDENT AGENCY Facebook page. [facebook.com/studentagencycz](https://www.facebook.com/studentagencycz) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/studentagencycz>

Category 4:

The message sent to Student agency was a question whether the Instagram profile found is their official representation on Instagram. Their response was that it is their profile that represents the flight tickets branch and that they would love it if they received a follow. The response was extremely fast - about 40 minutes.

Figure 49: Student agency message response

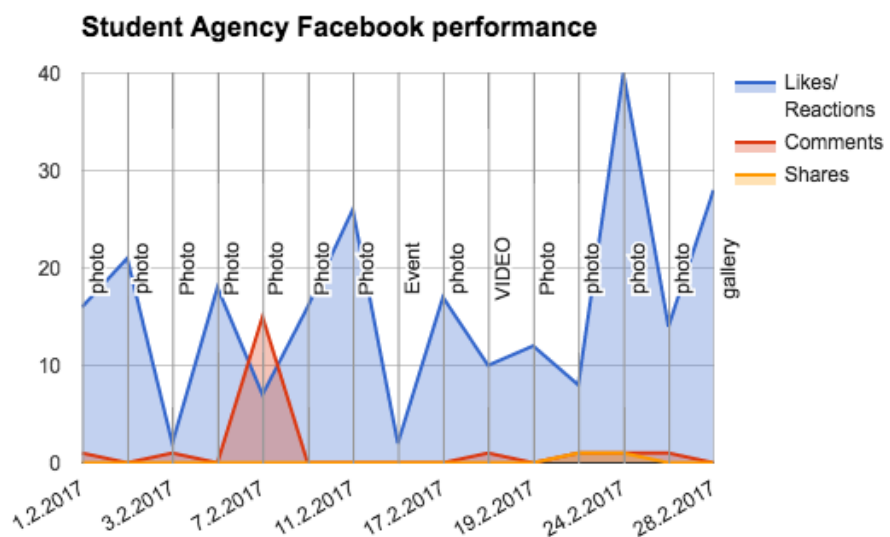


Source: STUDENT AGENCY Facebook page. [facebook.com/studentagencycz](https://www.facebook.com/studentagencycz) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/studentagencycz>

Category 5:

Student Agency used their Facebook profile mostly for advertising their services, but unlike Alza.cz they share them usually with vivid images and/or photos sent by their fans. Despite their effort to keep their fans/followers entertained the engagement is very low. Student Agency averages almost 16 reactions per post, but only 1.4 comments and less than 0.2 shares. Detailed look is illustrated on the graph that follows.

Figure 50: Student Agency’s February 2017 Facebook performance



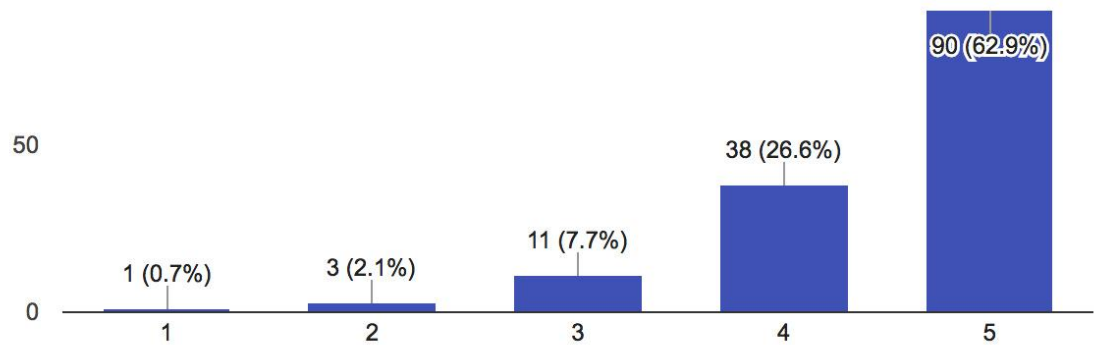
Source: Own work.

Category 6:

Public survey showed that Student agency is very well know and quite popular as well. 90 respondents claimed that they know the company very well and combined number of 105 respondents chose that they either 'Like' or 'Love' the company.

Figure 51: How well do you know Student Agency? (survey)

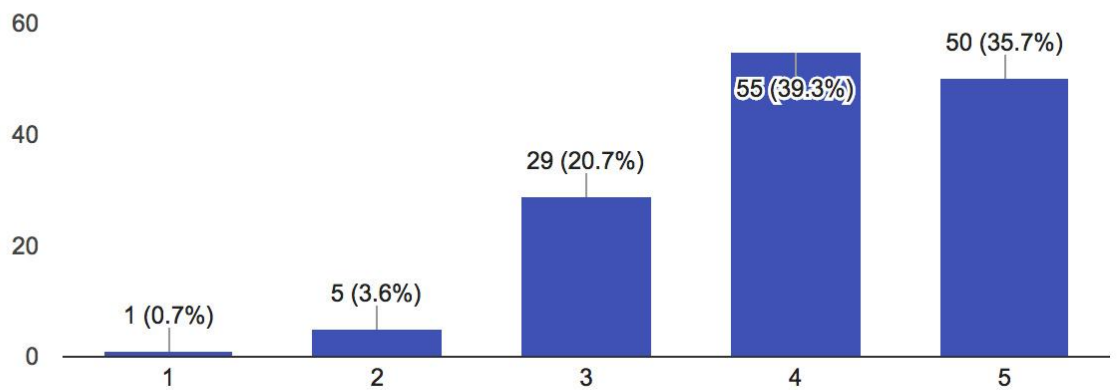
Student Agency (143 responses)



Source: Own work.

Figure 52: How fond of Student Agency are you? (survey)

Student Agency (140 responses)



Source: Own work.

4.2.7 LINET

Linet is a company that manufactures hospital and nursing beds. It started in 1990 as a Czech firm and built up its position on the market so now LINET is one of the top manufacturers on the European market.³⁸ While this company deals with hospitals and health institutions more than individuals they do not have a Facebook page - not even the automatically created one as Agrofert or CEZ, but they do have social media links on their official website - only Youtube and LinkedIn in the right bottom corner. They also have their internal web link and their educational portal.

Figure 53: LINET's social media web section



Source: Linet.com. <http://www.linet.com/> [online]. LINET s.r.o., 2017 [cit. 2017-03-01]. Available at: <http://www.linet.com/cs/>

As can be observed on Figure 53 Linet has a LinkedIn profile for the LINET company and LINETGroup which is the holding company that was created later.

Category 1:

Table 11: LINET's social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
No	No	No	Yes (2 profiles)	Youtube

Source: Own work.

Category 2:

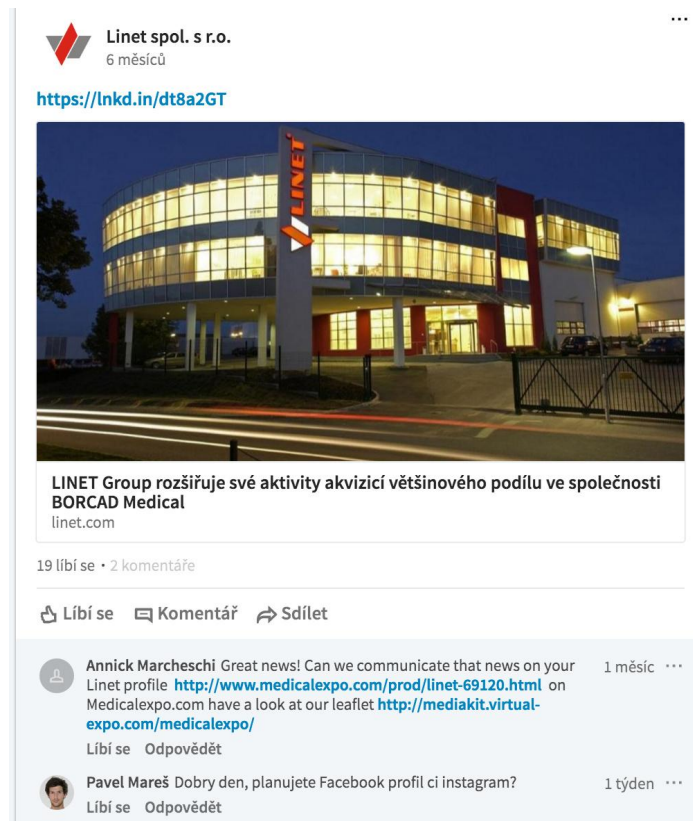
LinkedIn has no Facebook page, the only profiles are on LinkedIn where they currently have 3,600 followers on both profiles combined.

³⁸ <http://www.linet.com/en/about-us/company-profile>

Category 3:

The comment had to be adapted to the social media that LINET does have - therefore LinkedIn - whether they plan having a Facebook or Instagram profile. The response was not received at all.

Figure 54: LINET's zero comment response



Source: LINET sro Linked page. <https://www.linkedin.com/company-beta/796005/?pathWildcard=796005> [online]. LinkedIn, 2017 [cit. 2017-03-01]. Available at: <https://www.linkedin.com/company-beta/796005/?pathWildcard=796005>

Category 4:

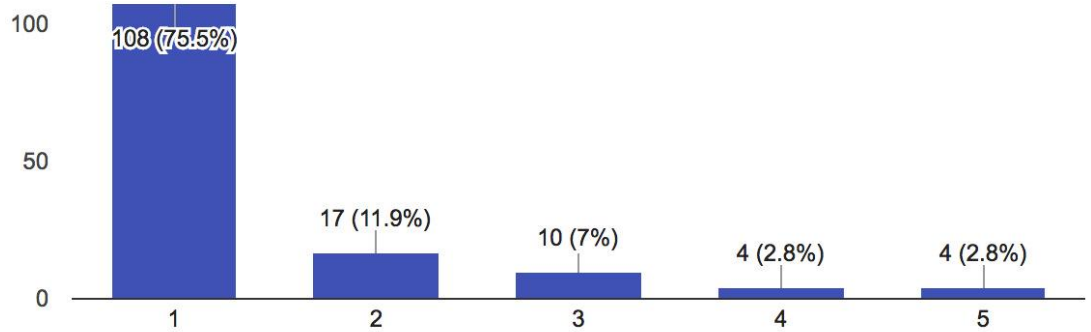
There was not an option to send them a message, therefore this could not be evaluated properly.

Category 5:

LINET showed to be a big question mark for the respondents, the company is as invisible to the public as they are on Social media. Less than 20 respondents knew the company, the majority of those asked answered with not knowing the company at all or not knowing the company well. The results of popularity were Neutral from most of the respondents.

Figure 55: How well do you know LINET? (survey)

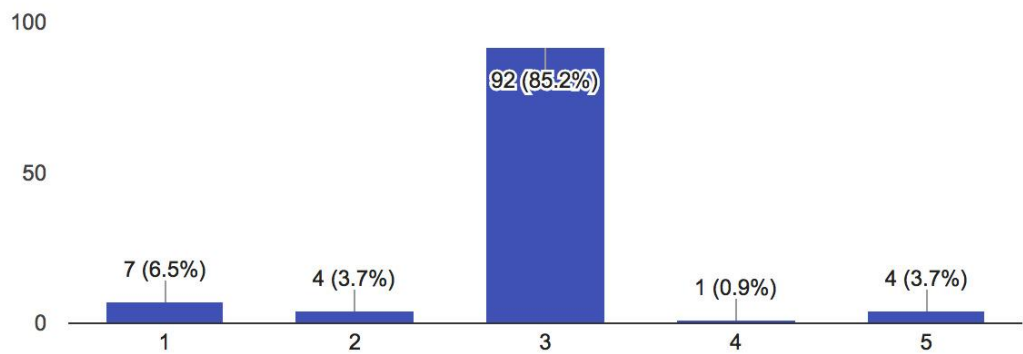
L I N E T a.s. (143 responses)



Source: Own work.

Figure 56: How fond of LINET are you? (survey)

L I N E T a.s. (108 responses)



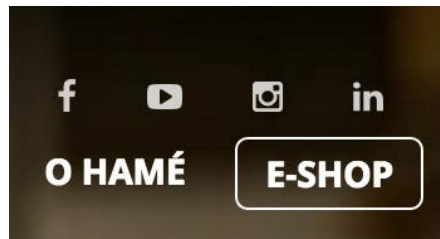
Source: Own work.

4.2.8 Hame

Hame specializes in food industry, bringing to its customers jams, spreads, pates, sandwiches, and more. They specialize in durable and chilled food. They are self-proclaimed leader on Czech market with a vision to expand and lead in Europe.³⁹

Hame has placed as number 8 in the CzechTop100 and still made it to the first 500 businesses on Czech facebook according to Socialbakers. On their official website they differentiate from the traditional “bottom right” placement of social media links - they have them displayed in the top right corner next to the drop-down menu.

Figure 57: Hame’s social media web section



Source: Hame.cz. <http://www.hame.cz/> [online]. Hame, 2017 [cit. 2017-03-01]. Available at: <http://hame.cz>

Category 1:

Table 12: Hame’s social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
Yes	Yes	No	Yes	Youtube

Source: Own work.

Category 2:

Hame has 32,000 fans. Furthermore it is clear at the first glance that they are consistent with the updates - Hame’s page is being updated nearly daily.

Category 3:

The question asked on Hame’s Facebook page was a comment regarding one of their spreads whether they offer a version of ‘hummus’ spread. The response came 16 hours after the comment was sent and it read that there is no hummus in their product portfolio but their suggestion was some of the vegetable spreads that should taste similar with link to their official website.

Figure 58: Hame’s comment response

³⁹About Hame: Our vision. *Hame.cz* [online]. Hame, 2017 [cit. 2017-03-01]. Dostupné z: <http://www.hame.cz/company/default/en>



Source: Hame Facebook page. [facebook.com/hamecr](https://www.facebook.com/hamecr) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/hamecr>

Category 4:

The message for Hame was very similar to the question that was sent to Kofola - whether Hame sponsors educational and cultural events and who could be contacted regarding this issue. The response came within 16hrs and asked for more details about the project and further contact, which is an okay response delivered within 24hrs.

Figure 59: Hame's message response



Source: Hame Facebook page. [facebook.com/hamecr](https://www.facebook.com/hamecr) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/hamecr>

Category 5:

Hame does an exceptional job in approaching the Social media with the right mix of promoting their product, creating content and attracting their customers and potential customers. They sponsor Czech athletes and make sure they include them in many posts. The best post of Hame in February more than 4600 reactions.

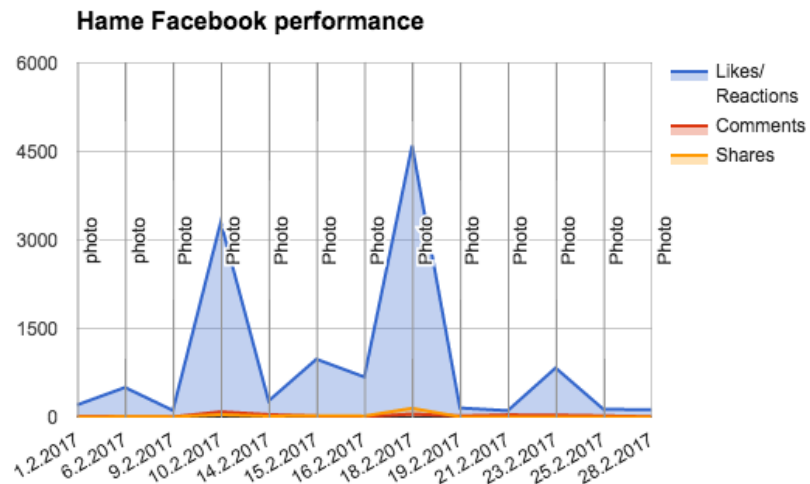
Figure 60: Hame's most successful post



Source: Hame Facebook page. [facebook.com/hamecr](https://www.facebook.com/hamecr) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/hamecr>

Even the posts that did not support Czech athletes performed rather well. Despite having only 32 thousand likes on their page their were averaging 922 reactions, 24 comments and 19 shares per posts.

Figure 61: Hame's February 2017 Facebook performance



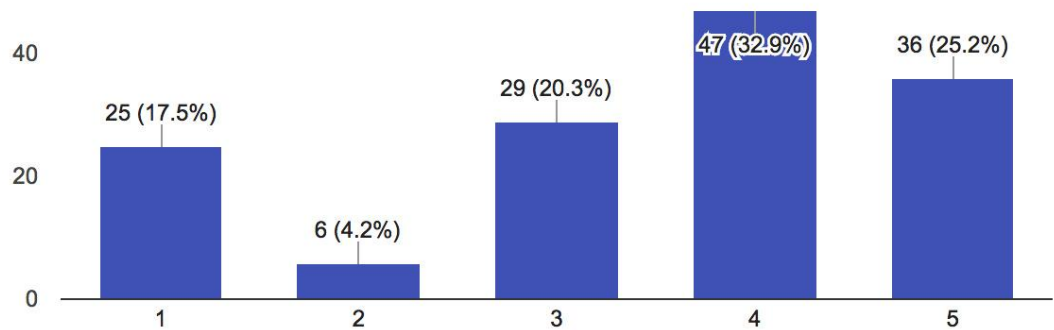
Source: Own work.

Category 6:

Only 31 respondents were not familiar with Hame, while the most popular answer was that they ‘know the company well’. Unlike their Facebook post the popularity of Hame was inclining to the positive scale, but most answers indicated a neutral relationship towards Hame.

Figure 62: How well do you know Hame? (survey)

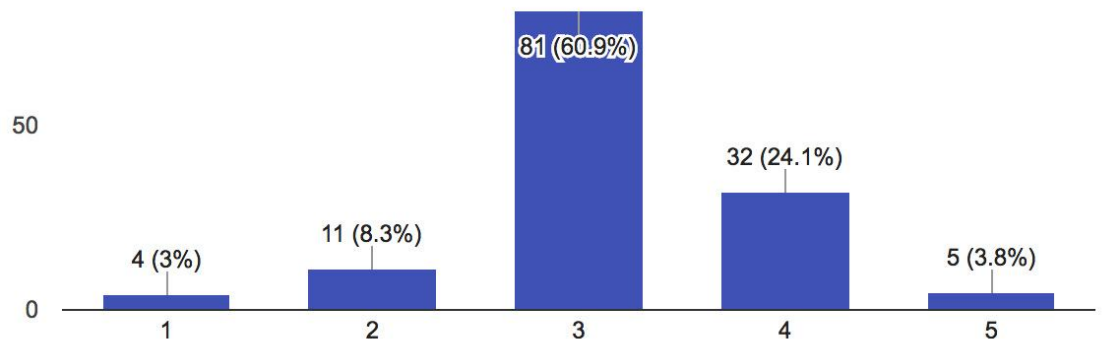
Hamé (143 responses)



Source: Own work.

Figure 63: How fond of Hame are you? (survey)

Hamé (133 responses)

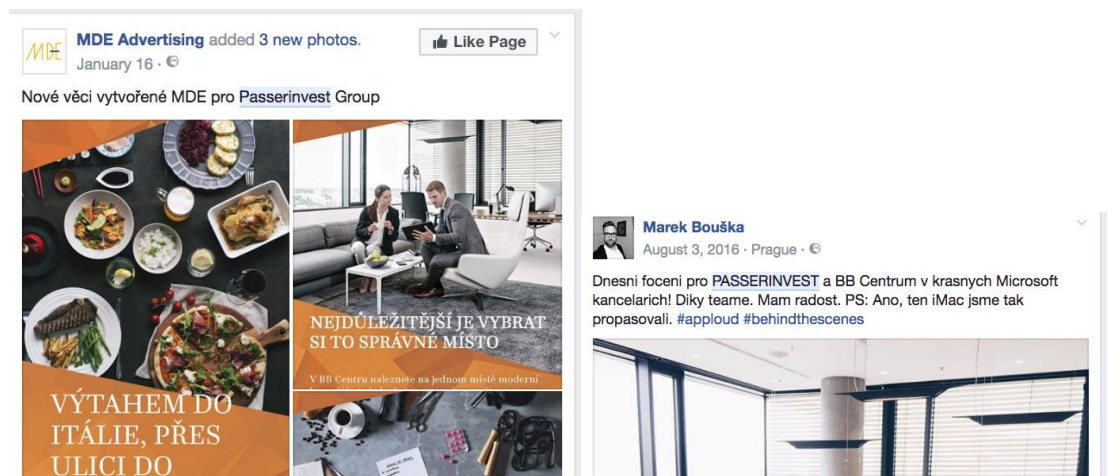


Source: Own work.

4.2.9 PASSERINVEST

The Czech developer company around the Czech billionaire Radim Passer, who is currently in the Top 50 richest Czechs.⁴⁰ The development company has been very successful since its launch in 1991 but when it comes to social media quite the opposite seems to be true. Total absence of any social media links on the official website and the posts on Facebook regarding PASSERINVEST are only from their partners - photographers, promo groups, real estate agents, graphic designers, etc.

Figure 64: PASSERINVEST's presence on Facebook



Source: Facebook.com. <https://www.facebook.com/search/top/?q=passerinvest> [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <https://www.facebook.com/search/top/?q=passerinvest>

Category 1:

Table 13: PASSERINVEST's social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
No	No	No	Yes	No

Source: Own work.

Category 2:

Unlike Agrofert. PASSERINVEST does not even have the automatically created page by Facebook. There are no automatically created pages nor fans. Despite the mentions from other partners - graphic designers, photographers and other corporations that mention great meetings with PASSERINVEST but lack of any official profile.

⁴⁰ 60 nejbohatších Čechů 2016. *Forbes.cz* [online]. Prague: MediaRey SE, 2016 [cit. 2017-03-01]. Dostupné z: <http://www.forbes.cz/miliardari/>

Category 3:

Since there are no ways of contacting PASSERINVEST over Facebook the initial idea was to adapt it to LinkedIn search, but the disappointment was immediate as it was discovered PASSERINVEST only has a landing page with no option to comment or get in touch (other than link to their official website).

Category 4:

Message response could not be evaluated as there are no social media that the PASSERINVEST company could be messaged on.

Category 5:

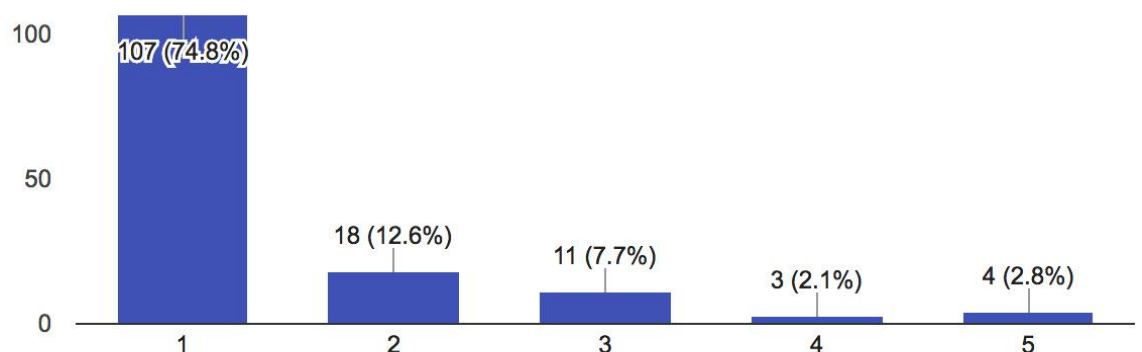
There were no posts to be evaluated, as the only social media presence was LinkedIn with only landing page.

Category 6:

PASSERINVEST proved to be almost impossible to find on Social media and participants in the survey had a hard time figuring out what company they are. Only 18 respondents knew the company at least somehow, but more than 87% did not know the company and what they do.

Figure 65: How well do you know PASSERINVEST? (survey)

PASSERINVEST (143 responses)

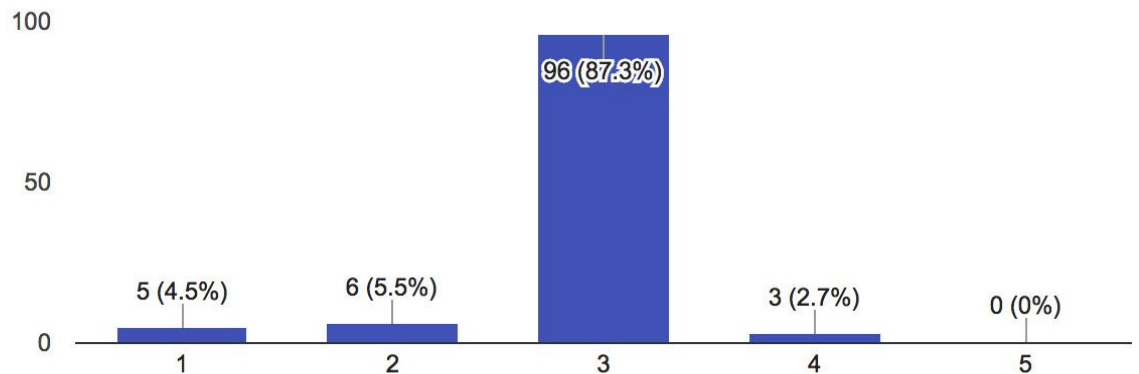


Source: Own work.

The view of the respondents towards the company was mostly Neutral with a slight incline towards negative view.

Figure 66: How fond of PASSERINVEST are you? (survey)

PASSERINVEST (110 responses)



Source: Own work.

4.2.10 Ceska Sporitelna

Ceska Sporitelna is one of the oldest Czech banks that still prevails its position in its field despite competition's very competitive offers. Ceska Sporitelna lets everybody know about their social media activity right after visiting their website - the links to their social media profiles are listed on the left bottom corner.

Figure 67: Ceska Sporitelna's social media web section



Source: csas.cz. <http://www.csas.cz/> [online]. Ceska Sporitelna, 2017 [cit. 2017-03-01]. Available at: <http://www.csas.cz>

Category 1:

Table 14: Ceska Sporitelna's social media presence

Facebook	Instagram	Twitter	LinkedIn	Other
Yes	Yes	Yes	Yes	Youtube

Source: Own work.

Category 2:

Ceska Sporitelna has 59,000 fans on Facebook.

Category 3:

The question asked on Ceska Sporitelna's Facebook page was a comment asking whether it is possible to access the bank statements older than one year and the response was recorded within one hour with a sufficient answer.

Figure 68: Ceska Sporitelna comment response



Source: Ceska Sporitelna Facebook page. [facebook.com/ceskasporitelna](https://www.facebook.com/ceskasporitelna) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/ceskasporitelna>

Category 4:

The message for Ceska Sporitelna was again very specific - it was a question about the bank account for students and its expected change - the answer came within unbelievable 9 minutes with a sufficient answer and a link with more information.

Figure 69: Ceska Sporitelna comment response



Source: Ceska Sporitelna Facebook page. [facebook.com/ceskasporitelna](https://www.facebook.com/ceskasporitelna) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/ceskasporitelna>

Category 5:

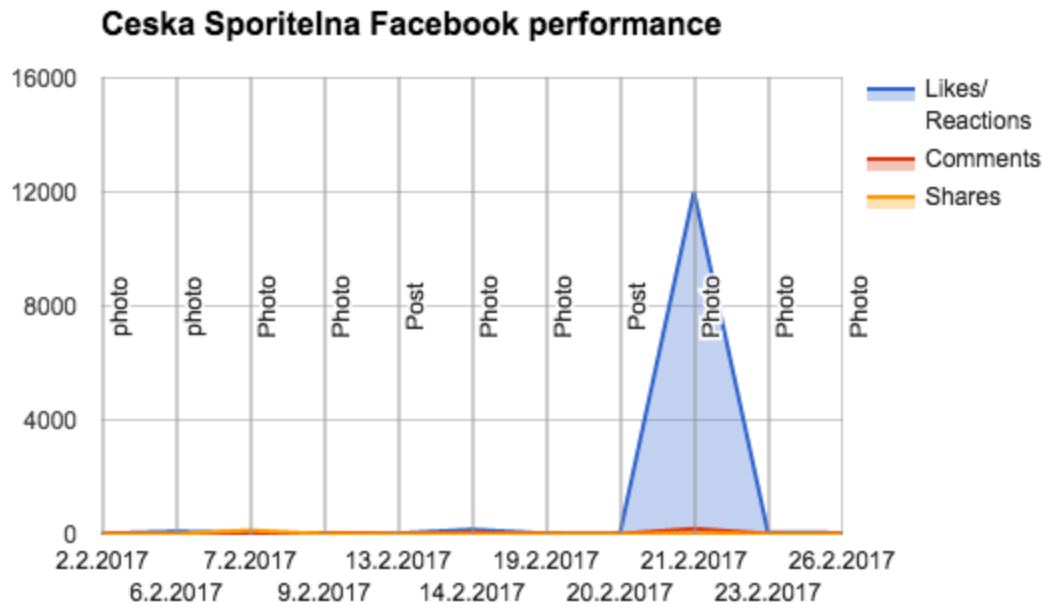
Ceska Sporitelna has posted 11 times in February 2017 and kept up with their fans via quotes, updates and overall interesting content. They averaged 1134 reactions per post, 28 comments and 14 shares. Although such figures were achieved mostly due to the most popular post that was a 'poll' of whether Czechs or Slovaks use the contactless feature on their credit cards most. It achieved more than 12,000 reactions and it was a great marketing move by Ceska Sporitelna as thanks to the reach of this post their page was exposed to many others that were not connected with them on Facebook and it kept their present fans engaged.

Figure 70: Alza.cz most successful post



Source: Ceska Sporitelna Facebook page. [facebook.com/ceskasporitelna](https://www.facebook.com/ceskasporitelna) [online]. Facebook, 2017 [cit. 2017-03-01]. Available at: <http://www.facebook.com/ceskasporitelna>

Figure 71: Ceska Sporitelna's February 2017 Facebook performance



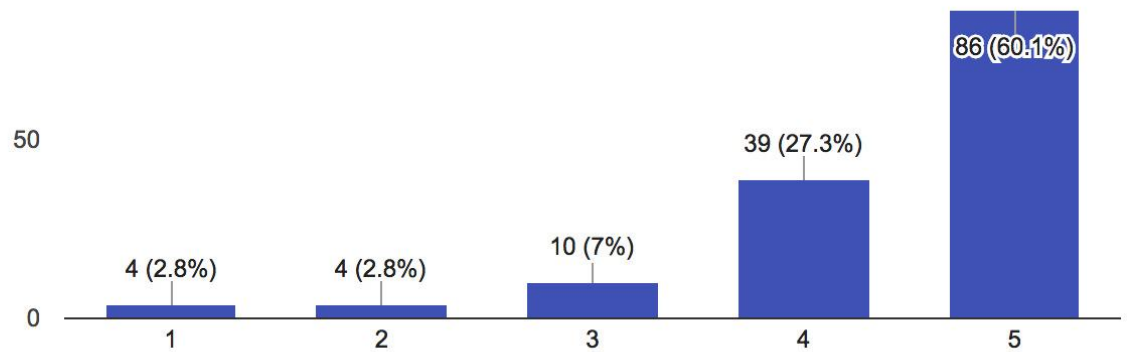
Source: Own work.

Category 6:

In the survey only 8 participants were not familiar with Ceska Sporitelna while 60% claimed they knew the company very well.

Figure 72: How well do you know Ceska Sporitelna? (survey)

Česká Sporitelna (143 responses)

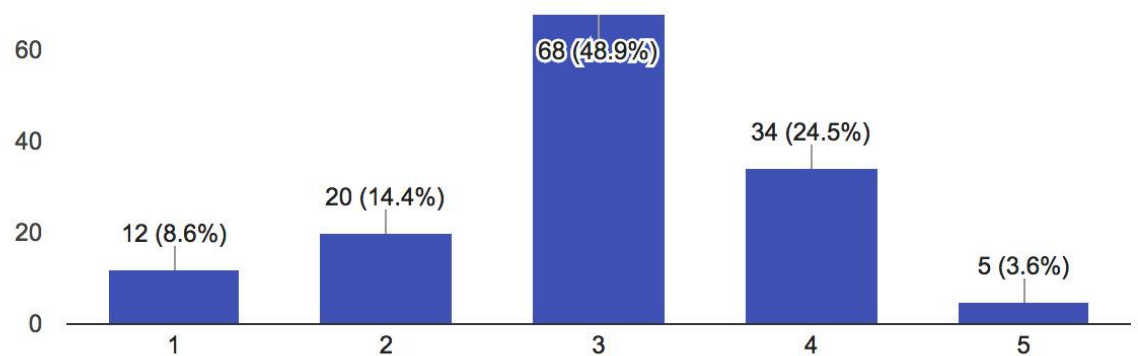


Source: Own work.

Popularity of Ceska Sporitelna was very neutral with as slight shift towards positive view. Total of 39 respondents Liked or Loved Ceska Sporitelna while 32 disliked or hated them. Almost 50% of respondents claimed neutral view towards them.

Figure 73: How fond of Ceska Sporitelna are you? (survey)

Česká Sporitelna (139 responses)



Source: Own work.

5 Results and Discussion

5.1 Individual Results

5.1.1 Skoda Auto

Overall Skoda Auto performs great on social media and shows that its place in the Top10 is not by accident. The reactions, the activity, the uniqueness and overall feel and “easy-going” attitude is a perfect example of social media for businesses done right. The small flaws include the absence of a visible link to social media in an English website and after all quite complicated approach to Czech social media networks when trying to access from the website. Also, the number of likes is quite low taking into account the size of the company, yet they set a great example of how important it is to maintain relationships on social media with customers, potential customers, businesses or even potential employees. Skoda does an exceptional job in responding to negative reviews too. The questionnaire confirmed the popularity and well known nature of this company.

5.1.2 Agrofert

Agrofert as a big conglomerate might choose the absence of Social media profiles to keep a low profile, yet on their only profile - LinkedIn - the failure to answer a question that was asked a significant shortcoming. The public showed quite negative position towards the company despite knowing it.

5.1.3 Kofola

Kofola’s performance as a company is tremendous, Kofola has all of the necessary social media profiles and presents them on their website accordingly. Despite the first impression a closer look demonstrated significant shortcomings such as failure to update their social media profiles frequently (except for their Twitter), the response rate was sufficient for the message but no response was recorded for the comment. The vast differences between the total number of Likes of a page and then likes/reactions on individual posts makes one wonder whether Kofola is not a part of the “bought likes” scheme, mentioned by Kawasaki (the bought likes will show in a total number but will not interact with your page updates). On the other hand the survey showed very positive view of the company by public so the

numbers might be real and the problem of Kofola is their lack of updates which should be internally solved.

5.1.4 CEZ

CEZ has been giving the image similar to Agrofert at first glance. Big conglomerate with practically zero presence on Social Media - the failure to publish the links on their website is a significant drawback, yet after deeper search the CEZ Group showed to be present on almost every social media with an exception of Facebook - where they are present indirectly (in form of their foundation). Another positive factor for CEZ group is their interactive smartphone app “Pomahej Pohybem” (freely translated as ‘Help with movement’) which encourages people to live actively and for their sports activity CEZ group donates to selected charities. Despite minor flaws such as the absence on Facebook or missing links on the official website CEZ social media is on the rise but would have to be changed and updated frequently in order to make an impact. The survey results are very similar to experiencing CEZ Group on social media - neutral.

5.1.5 Alza.cz

Alza is being active on every social media platform, yet its performance is not equal to the amount of likes/followers they have. The issue does not seem like a problem with bought likes, it is rather the lack of interesting content - as Kawasaki and Vaynerchuk stressed - uninteresting and monotone or repeated content will not gain popularity. Alza is an e-shop and most of their post are only advertisement of their products with very informative nature, they fail to establish the human connection that Kotler mentioned. The response rate was great on the message (post) response - within 1 hour, yet they failed to respond to the comment, which could be understandable if their page had an extremely high traffic - but it does not. The public opinion was overall positive and public is very aware of Alza and their actions.

5.1.6 Student Agency

Student Agency is present on a large amount social media platforms where they are active and post daily updates. Again, the similar case as Alza.cz, they struggle with producing content that would be highly popular as most of the their updates are promoting their products or promotions without the necessary engagement with their fans, but unlike Alza.cz they at

least include images and/or share their fans' posts. The message response was extremely fast, the comment response took more than 3 days, but survey showed that the company is well known and public is fond of the company very much. Their performance is good but they lack to attract large audience with their posts.

5.1.7 LINET

LINET, again, represents a company that is focused more on the B2B form, their YouTube channel is filled with the presentation of their products, their engagement on their only other social media profile are posts on LinkedIn that vary from different foundations and events they supported, their team building activities but mostly, again, the products and plans for the future. Their performance is not sufficient at all, any needed information must be researched deeply and the lack of options to get in touch with the company is a major setback. That was shown in the public survey as well, since most of the public have no idea about the activities or mission of this company.

5.1.8 Hame

Hame is approaching the social media in a smart way in accordance to the ideas of Kawasaki or Vaynerchuk. They either create or repost clever content. They keep the engagement going by posting updates about Czech sports teams that they sponsor, they keep announcing new competitions and keep their fans entertained - not just blindly sharing own products and where to buy them. Hame does a very good job in responding to negative comments (many users tend to mock their products by saying the homemade is better, etc.). As far as the responding goes both responses were sufficient and came within a day, so the communication with Hame is also above average. The survey proved they are rather known, but not well known and that more of the public likes them than dislike them, yet the majority keeps a neutral position towards Hame.

5.1.9 PASSERINVEST

PASSERINVEST is showing total indifference towards the world of social media and that is interesting given the fact that the company is very much globally focused. While it might not mean losing customers on the national level it can definitely hurt them when it

comes to global recognition and awareness. The survey showed that the public does not know the company at all which is a surprise for company that placed so well in the CzechTop100.

5.1.10 Ceska Sportelna

Ceska sportelna is not only active on every social media network imaginable, but Ceska Sportelna really does take its social media game seriously. The content is interesting, yet they do not forget to inform about important products or updates for their clients. The support is tremendous - the message response rate 9 minutes and a response to the comment was recorded within 1hr.

5.2 Overall results

Comment Response

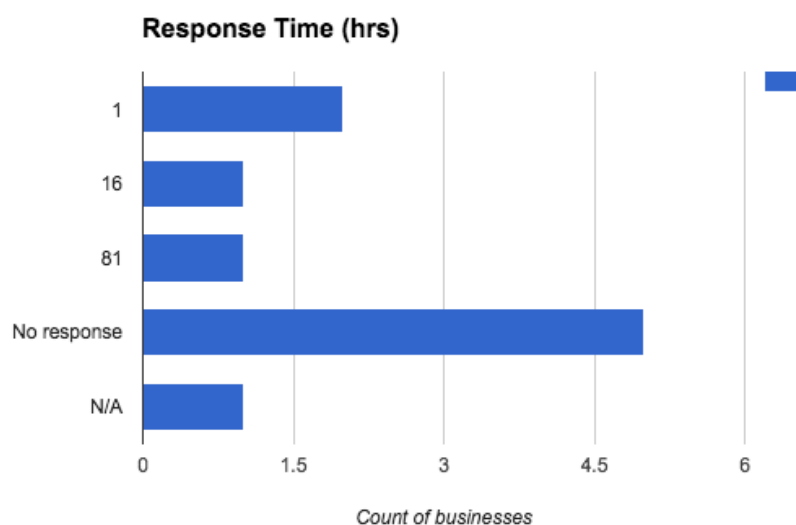
The majority of businesses ignored the comments posted, only Skoda Auto, Ceska Sportelna, Hame and Student Agency responded to the comment.

Table 15: Comment response statistics

Business	Time (hrs)
Skoda Auto	1
Ceska Sportelna	1
Hame	16
Student agency	81
Kofola	No response
CEZ	No response
Alza.cz	No response
Agrofert	No response
Linet	No response
PASSERINVEST	N/A

Source: Own work.

Figure 74: Comment response time - graphic illustration



Source: Own work.

Message response

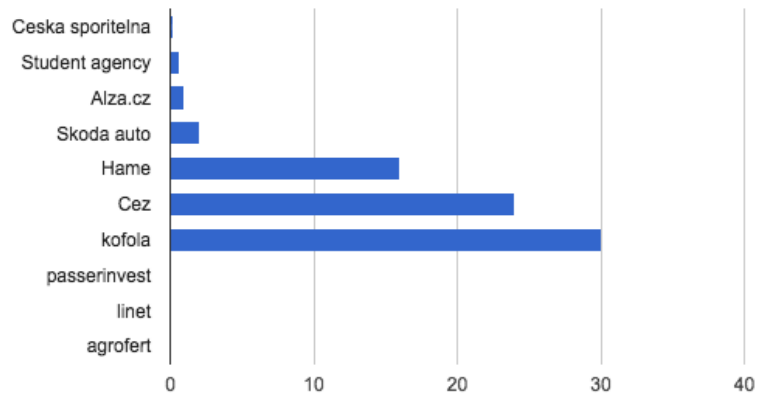
The messages had a better turnaround, every business that was contacted eventually responded, only Agrofert, PASSERINVEST and LINET could not be contacted via social networks therefore their response was not available.

Table 16: Message response statistics

Business	Message response time (hrs)
Ceska Sportelna	0.15
Student Agency	0.67
Alza.cz	1
Skoda auto	2
Hame	16
CEZ	24
Kofola	30
PASSERINVEST	N/A
LINET	N/A
Agrofert	N/A

Source: Own work.

Figure 75: Message response time - graphic illustration

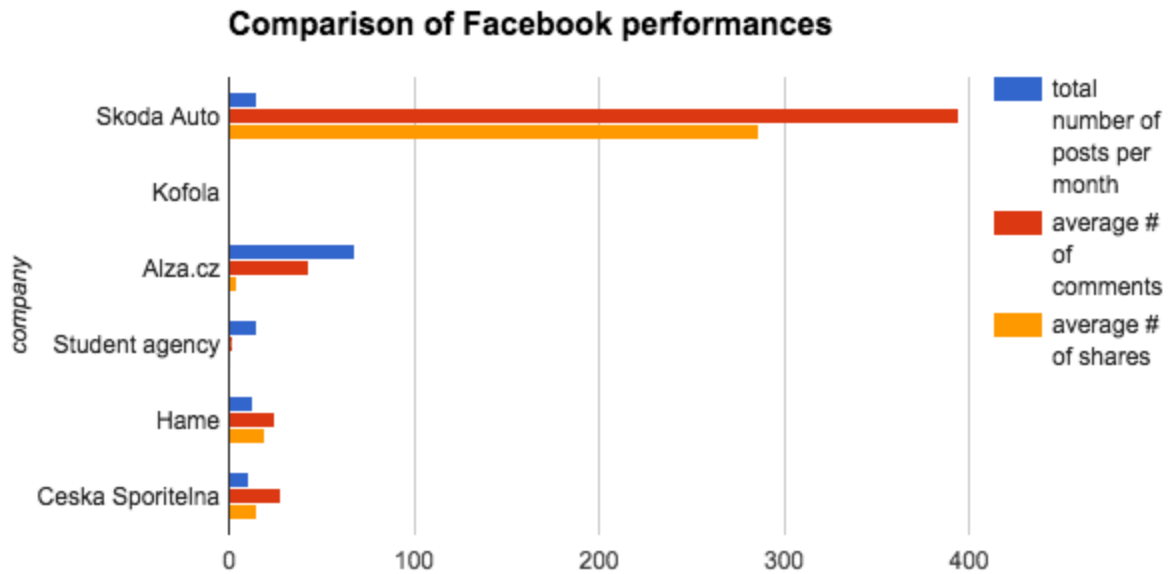


Source: Own work.

Reach

Throughout the research it was shown that the number of total likes does not say anything about actual performance of day to day posts. Kofola did not post at all in February, therefore it had zero reach. Only Student Agency and Alza have posted more than people reacted on their posts, the rest of the businesses acquired more reactions than their post. Ceska Sporitelna and Hame showed good performance while Skoda Auto was tremendous with its reach.

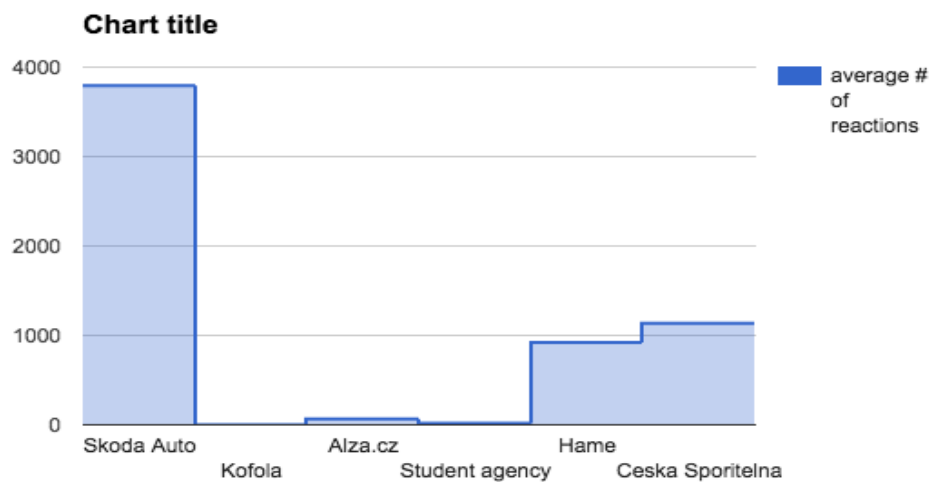
Figure 76: Reach of posts comparison



Source: Own work.

The average numbers of reaction were spectacular for, once again, Skoda Auto. Ceska Sportelna was very close with Hame, yet Ceska Sportelna performed slightly better.

Figure 77: Reach of reactions comparison



Source: Own work.

5.2.1 Discussion

The aim of this thesis was not to compare the 10 businesses studied in their size, profit or business aims. It would simply not be possible as some are conglomerates, some are B2B firms and some B2C. But it is the availability, simplicity and in a certain sense fairness of social media that makes it possible to study different businesses and have a common ground to compare them.

For the results and findings, it is clear to the author that the social media is not the only PR technique and selected businesses might be known to the public not only from social media. In the same way their personal preference, whether they are fond of a company or whether they dislike it might be shaped not only by social media but their subjective views, experiences or other channels. Yet the social media shows a significant role and according to experts its importance will keep growing.

6 Conclusion

The aim of this diploma thesis was to analyse the social media performance of Czech businesses and find out how well they perform. The early observations showed vast differences between the most popular businesses on social media and the actual CzechTop100 results. Only 1 of the firms – Kofola – was included in both lists among the first 10. After breaking down selected businesses into categories It also showed that the most popular, most liked businesses on Czech Facebook are either in the category of Food&Drinks or Electronics.

It was rather unexpected that out of the 10 most admired Czech companies list only 6 of them were significantly active on social media while the rest was either inactive, non existing on social media or lacked the functioning frequently updated page. The examples such as PASSERINVEST or Agrofert show their indifference or no interest in the social media presentation. It is the case of widely spread belief that there is no reason for B2B business to participate in social media, because they do not see the immediate action.

In the case study of Top 10 most admired Czech businesses, the current holder of number one position selected by CzechTop100 - the most admired Czech business 2016 -Skoda Auto, proved to perform the best on social media as well. Skoda manages to unify the design of their profiles, graphics, comments, message response and most of all their enormous reach. Skoda's reach was far over any other company's reach, their engagement was consistent. Ceska Sportelna and Hame also showed a huge amount of dedication towards their social media and in responding to various requests.

The case study also brought an important insight that the amount of likes is not the proper measure of social media performance, mentioned by Kawasaki, likes and/or followers are something that can be easily bought. as was seen in Kofola's Facebook page. The problem of not posting at all throughout the whole month of February and not being able to change the Christmas theme months after Christmas does not create a good image for the company. The example of Alza.cz proved that posting updates 3 times a day is also not the right move unless the content is interesting enough to keep followers and fans entertained even with this frequency of posts. The case study helped in understanding of complexity of the social media and the need of proper administration that many businesses might not realize.

The public survey proved that the social media presence affects the brand awareness as the businesses without major social media profiles were often not known to the respondents. The public opinion is being constantly shaped by media and promotion – therefore it is a no surprise that social media affect public opinion very much. The questionnaire proved the importance of

social media as a PR method as each one of the businesses that had more of a negative than positive views from public was either non active or non existing on social media.

Social media is about socializing. When business is being contacted, reviewed or reacted to on social media it is usually not only in between the user and the business. It is very often made either public or shared with some other users. This means that any feedback, be it positive or negative, any kind of review, interaction, comment or simple “Like” can create a much bigger reaction. Social media marketing is a very complex phenomenon which is constantly changing, yet its influence is growing every day. Most of the leading Czech businesses did not take the full advantage of social media. In fact less than a half of them is successful in their social media administration. While it may not affect their sales or growth directly it does have an indirect influence and a direct influence regarding the brand awareness and popularity among public.

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