Abstract

Title: Analysis of social networks of NHL clubs

Objectives: The aim of this thesis is to analyze content of social media posts from NHL clubs. Based on that I will establish recommendations which content should be published on each social media for other ice hockey clubs.

Methods: In my thesis I used these methods: content analysis, statistical methods. I collected data from social media and wrote them in prepared tables. Data were collected from four social media platforms from five NHL clubs. Statistical methods helped for interpretation and for establishing recommendations.

Results: With categorization of each post published by NHL clubs on each social media platform I could establish recommendations which content should be published on each social media.

Keywords: social media, NHL, Facebook, Twitter, Instagram, YouTube, content analysis