

Abstract

This essay occupies of the analysis of Danuše Nerudová's campaign before the presidential elections in 2023, with the focus on social networks. The goal of the essay was to characterise key elements that were typical for the campaign on Facebook, Instagram and TikTok. Specifically, the campaign is divided into four parts, which are determined by the timeline as well as the situation, in which Nerudová was according to the pre-election polls. The essay uses content analysis focused on establishment of certain types of social networks posts used in a particular phase of the campaign. Specifically, the analysis is about finding a crossover point between the presentation of contact campaign and posts about more serious topics, which were related to the rise in the preferences in the polls. Marginally, the essay focuses on Danuše Nerudová's appearances in TV debates and looks into external variables in the mean of wide approach to political marketing from Stephan Henneberg.

The essay reached the conclusion of precisising individual factors influencing Danuše Nerudová's campaign on social networks, more specifically the research has found positive mood of the posts. In the meantime, the result of the essay is that there is a finding of minimal use of negative campaign. The essay also found out that the main aspect of Nerudová's social networks campaign was her self-presentation other that denigration of other candidates. The key section for the candidate was to gain more attention and to get to high positions in the preferences polls.