

Abstract

- Title:** Usage of internet social networks in clubs from Tipsport extra-league of ice hockey
- Objectives:** The aim of the work is to analyse and compare communication of selected ice hockey clubs on selected social networks based on available data. Facebook communication of these clubs will be evaluated based on selected criteria.
- Methods:** Collection and descriptive analysis of data, comparison, classification based on selected criteria.
- Results:** Only clubs HC Kometa Brno, HC Sparta Praha and HC ČSOB Pojišťovna Pardubice communicate professionally and regularly on all four selected social networks. Ice hockey club from Pardubice is the best in communication on Facebook based on selected criteria. All results are listed in the practical part of this work.
- Keywords:** Internet, social network, prognosis, ice hockey club, Tipsport extra-league