

POUŽITÉ ZDROJE

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68. doi:10.1016/j.bushor.2009.09.003

Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook „friends:“ Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4), 1143-1168. doi:10.1111/j.1083-6101.2007.00367.x

Zuckerberg, M. (2019). Building global community. *Facebook Newsroom*. Retrieved from <https://newsroom.fb.com/news/2017/02/building-global-community/>

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230. doi:10.1111/j.1083-6101.2007.00393.x

Statista. (2024). Number of monthly active Facebook users worldwide as of 2024. Retrieved from <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

Meta Platforms, Inc. (2024). Facebook Community Standards. Retrieved from <https://www.facebook.com/communitystandards/>

Smith, A., & Anderson, M. (2018). Social Media Use in 2018. *Pew Research Center*. Retrieved from <https://www.pewresearch.org/internet/2018/03/01/social-media-use-in-2018/>

Facebook for Business. (2024). Advertising on Facebook. Retrieved from <https://www.facebook.com/business/ads>

Shah, V. (2020). How to Create Facebook Ads That Convert in 2020. *Hootsuite Blog*. Retrieved from <https://blog.hootsuite.com/how-to-create-facebook-ads/>

Chen, J. (2022). 7 Facebook Trends You Need to Know in 2022. *Sprout Social*. Retrieved from <https://sproutsocial.com/insights/facebook-trends/>

Kemp, Jan. „Facebook: Praktický průvodce pro začátečníky i pokročilé.“ Grada Publishing, 2016. ISBN 978-80-247-5414-6.

Novák, Tomáš. „Sociální sítě: Jak na marketing a komunikaci na Facebooku a dalších sítích.“ Computer Press, 2019. ISBN 978-80-251-4625-8.

Svoboda, Petr. „Digitální marketing pro začátečníky: Facebook, Instagram a jiné platformy.“ Albatros Media, 2020. ISBN 978-80-264-2875-4.

Hájková, Marcela. „Marketing na sociálních sítích: Jak efektivně využívat Facebook, Twitter a další sociální média.“ BizBooks, 2017. ISBN 978-80-265-0572-5.

Procházka, Jiří. „Obsahový marketing: Jak tvořit obsah, který osloví vaše zákazníky.“ Grada Publishing, 2018. ISBN 978-80-271-0451-0.