**SWOT AND TOWS ANALYSIS OF SOCIAL NETWORK FACEBOOK AS A TOOL FOR PUBLIC RELATIONS IN POLITICAL CAMPAIGNS**

**ABSTRACT**

Social networks enable political parties and candidates interaction with potential voters. Extensive literature review indicated benefits of social networks usage, such as: gaining the publicity, spreading the message and mobilizing voters, but also some weaknesses. Therefore, there is a need to monitor the content being published on Facebook and to analyze the impact of this content on potential voters. This paper analyzes the social network Facebook as a tool for public relations management in political campaigns. The methodological approach includes SWOT and TOWS analysis. SWOT is used to identify key factors in an external environment that are identified as opportunities or threats and internal environment factors that can be described as the benefits or weaknesses of using Facebook for this purpose. The SWOT analysis does not show relation between the factors, thus TOWS matrix is developed to identify strategies based on the strengths, elimination of weaknesses or use of the opportunities.

**Keywords:** political campaign, public relations, SWOT analysis, TOWS matrix, campaign strategy