

*Kamil Wnuk*

*The role of social media managers by the example of youtubers in process of young adult's development facilitating*

*This thesis introduces the forms of social collaboration of young adults in social media for their financial benefit. In reference to this, it is relevant to acknowledge the role of social media managers in the post-digital era using the example of youtubers. At the same time, the aim of the thesis is to show that the role of the youtuber has initiated and formalized such activities, defining new forms of social media participations. This research presents the undertaken case studies of the youtuber Adam Wawrzynski (Fanggotten) and of the tiktoker Jan Marciniak (PasiekOfficial). These examples compare the experience of learned online practices with the analysis of the facilitation processes of young adults development in social media. In this way, the strategy of empowering the collaborative role of the social media manager was illustrated.*