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### **"Rokon Ilonka" or Interculturality within a Facebook Community**

A significant portion of the Hungarian-speaking population in Vojvodina lives abroad over long periods – primarily for economic reasons. The opportunities provided by the internet mean various forms of maintaining contact. One of these is engaging with groups on social media platforms, often with active participation. The Facebook page “Rokon Ilonka Copyright” by visual artist Szabolcs Vass provides the source material for analysis. This page is now the collective product of a group which now has nearly six thousand members. This presentation demonstrates the role of Vojvodinian identity in the posts (both visually and textually) and how the local or standard variant of the majority language appears in the posts. Almost all the posts deviate from the standard language and contain norm violations. Through linguistic analysis, this research categorizes these norm violations and aims to identify the underlying motivations behind each type.

*Keywords:* Facebook group, Rokon Ilonka, norm violation, community building