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Abstract: The aim of the study was to determine the image of pope Francis on Polish fanpages on Facebook. As the results of the analysis of two selected ones were similar, the presented article will describe one of them in detail. The posed research problem is best described with the following specific questions: What does the pope say on the selected fanpage? What does he do? Who is he? How does he look? In order to answer these questions, the methodology of content analysis was used. The results of the analysis present an interesting image of pope Francis as seen by the users of social media. Also, information was obtained on the activities of Facebook users who are interested in pope Francis as presented in the given fanpage.