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**PROMOTION OF CRAFTSMAN'S PRODUCTS IN SOCIAL
NETWORKS
(on the example of Alexei Mikov, a craftsman)**

Graduate Thesis
ABSTRACT

Specialty 1-23 01 15 «Social Communications»

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Minsk, 2020

ABSTRACT

The object of research of diploma work - social networks. The subject of research of the diploma thesis is promotion of the craftsman's products in social networks. The purpose of the diploma thesis is to study promotion strategies in social networks and to develop personal content of the plan for the Belarusian craftsman.

In the process of writing the diploma thesis, the following results were obtained: the description of concepts, principles of work and trends in the development of social networks. Promotion in social networks as a marketing tool is described. The characteristics of Instagram social network and peculiarities of its use for promotion are given. Promotion features of craftsmen in social networks are described. The peculiarities of keeping profiles of Belarusian craftsmen in the social network Instagram are studied.

The novelty of the results obtained is due to the poorly studied specifics of the promotion of craftspeople in social networks. The received results are characterized by wide possibilities of theoretical and practical application. The materials of the diploma work can be used in the educational process, as well as in the formation of content plans for craftsmen.

The materials and results of the diploma work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: social networks, promotion, promotion in social networks, Instagram, craftsman, promotion of craftsmen.