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**SOCIAL MEDIA AS A TOOL OF CITY BRANDING: THE CASE OF
PROMOTING THE IMAGE OF WUHAN VIA WECHAT**

Master's thesis
ABSTRACT

Speciality: 1-23 80 11 Communications

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ABSTRACT

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Tang Qin "Social media as a tool of city branding: the case of promoting the image of Wuhan via WeChat" is devoted to the role of social media, specifically WeChat, in spreading the image of the city. This thesis reviews the history and the current state of development of WeChat, explores the conditions for the activities of WeChat official accounts in spreading the city image, and lists specific steps undertaken in this direction. The thesis presents an empirical research on the subject and, based on its results, summarizes the advantages and disadvantages of social media as a tool of city branding, and ends with suggestions for improvement.

The master's thesis aims to determine and improve the role of the WeChat public platform in the promotion of the city image.

Keywords: social media, city image, city branding, communication strategy, WeChat public platform, Wuhan.