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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**INSTAGRAM AS THE TOOL FOR SMALL BUSINESS PROMOTION**

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

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## ABSTRACT

*Aim of graduate work* - identifying the features and practices of using Instagram in promoting small businesses.

*Object of graduate work* - small business promotion on Instagram.

*Subject of graduate work* - features and practice of small business promotion on Instagram.

*The methodological basis* of the thesis was the general scientific method: the method of analysis and synthesis, the method of comparison and description, the comparative method, as well as private scientific methods used in social research (expert interviews).

In the process of writing the thesis, the following results were obtained: the characteristics of the stages of promotion on Instagram were given, promotion strategies were highlighted, an audit of the Instagram account of a small business was carried out, and a comparative analysis of small business accounts on Instagram was carried out.

The scientific novelty of the results obtained consists in systematizing ideas about the possibilities of Instagram in promoting small businesses based on the practical experience of its use by Belarusian small businesses.

The results obtained are characterized by wide possibilities of theoretical and practical application. Thesis materials can be used in the educational process, as well as in developing small business promotion strategies with the Instagram tool. The author of the work confirms that the materials and results of the thesis work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

*Keywords:* Instagram as a promotion tool, small business on instagram, instagram tool analysis, instagram tool research as a small business promotion.