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**DEVELOPMENT OF A PERSONAL BRAND ON INSTAGRAM**

Graduate Thesis

ABSTRACT

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## ABSTRACT

The purpose of the research was to study the process of forming a personal brand on the Instagram platform. Representatives of the Instagram personal brand in the Belarusian market were taken as the object of the study. The subject of the research is the development of a personal brand on the Instagram platform in the Belarusian market.

The methodological basis of the thesis was the methods of analysis of the literature on the topic under consideration, Internet resources, the Instagram application, and the synthesis of the studied data.

In the process of writing the thesis, the following results were obtained: the essence of the concepts of brand and personal brand was characterized, the process of creating a personal brand, its advantages and disadvantages, types of a personal brand were considered, successful examples of a personal brand were studied and given, and an expert interview was conducted with representatives of a personal brand on the Instagram site in order to study the process of developing a personal brand on this site. As a result of the study, the distinctive characteristics of the process of creating and developing a personal brand on Instagram were revealed.

The scientific novelty of the study lies in the fact that Instagram is not only one of the most popular social networks, but also a place for the effective promotion of goods and services. There are several popular ways to promote on the site: buying ads from bloggers and launching targeted ads. At the same time, along with the above-mentioned methods of promotion, there is a personal brand, about which there is not much information. In this regard, the question arises about the relevance of the chosen topic, as well as the need for its detailed study.

*Key words: brand, personal brand, Instagram, promotion, types of personal brand, content, audience, target audience.*