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**ENGAGING CONTENT ON SOCIAL NETWORKS AS A
COMMUNICATIVE TREND IN THE AUTOMOTIVE BUSINESS**

Diploma work
ANNOTATION

Specialty 1-23 01 15 Social communications

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ANNOTATION

The object of the thesis is the communication of organizations in the field of automotive business in social networks. The subject of the thesis is the specifics of using engaging content in social networks as a communication tool for organizations in the automotive business.

The purpose of the thesis is to identify the features of the use of engaging content in social networks and to develop a project of engaging content for the Volkswagen car brand in Belarus.

The methodological basis of the thesis was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method, the method of comparison, as well as private scientific methods used in conducting desk research (SWOT analysis, content analysis).

The volume of the thesis is 50 pages and includes 4 appendices and 36 sources used.

In the process of writing the thesis, the following results were obtained: the types of content in social networks were described, the content of engaging content was disclosed, the types of engaging content were highlighted, the content of the car brand on the Instagram social network was characterized, an engaging content plan was drawn up for the social network of the Volkswagen car dealer, a creative idea of engaging content was developed and implemented, an analysis of the effectiveness of engaging content was conducted.

The novelty of the results obtained is due to the lack of research on the identification of dependencies between the content of car brand profiles on social networks and user activity. It was revealed that viewer engagement does not depend on whether there are subtitles on the video, and also that content using engagement techniques will not necessarily work more effectively than other types of content in the automotive business niche.

The results of the empirical study will allow you to create an effective content strategy for a car dealer on the Instagram social network.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted desk research.

Keywords: content marketing, SMM, auto brands, engagement, engaging content, users, dealers, metrics, reactions, efficiency, mechanics, interaction.