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**SMM AS A TOOL FOR PROMOTING EDUCATIONAL SERVICES**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

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## ANNOTATION

The structure of the thesis consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals the theoretical foundations of SMM as a promotion tool. The second chapter is practical, which describes the main SMM tools used to promote educational services, and the third chapter develops a strategy for SMM promotion of schools of additional education on the Internet. The volume of the thesis is 97 pages and includes 1 appendix and 42 sources used.

Keywords: social media marketing, SMM, educational services, school of additional education, promotion strategy, advertising campaign, educational programs.

The object of the study is SMM as a tool for promoting educational services.

The subject of the study is the specifics of using SMM to promote educational services.

The purpose of the study is to analyze the effectiveness of SMM as a tool for promoting educational services.

The methodological basis of the thesis was the analysis of scientific literature on the topic of research, study of statistical data on the behavior of social networks users, the analysis of cases of SMM promotion of educational services.

In the process of writing the thesis, the following results were obtained: various approaches to the development of SMM were identified; the features of social networks as a marketing communication tool were identified, methods and tools of promotion in the field of educational services were considered, the activities of the PRIMEONLINE school were analyzed and a strategy for SMM promotion of the school of additional education on the Internet was developed.

The novelty of the results obtained is due to the lack of an integrated approach to the study of SMM-promotion of the school of additional education on the Internet. The obtained results are characterized by wide possibilities of theoretical and practical application.

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

The materials of the thesis can be used in the educational process, as well as in the development and implementation of marketing activities of the PRIMEONLINE school.