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**BRAND PROMOTION ON THE INSTAGRAM SOCIAL NETWORK USING  
NEURAL NETWORKS**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Science in History,  
Associate Professor  
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## ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter is theoretical, it reveals the basics of building and promoting a brand in the modern world. The second chapter is theoretical, it reveals the features of neural networks and directions for using neural networks in promoting a brand on Instagram. The third chapter is practical, which describes the features of brand promotion on Instagram using neural networks and derives appropriate recommendations based on the experience of employees of the Fistashki digital agency. The volume of the thesis is 56 pages and includes 2 appendices and 40 sources used.

*Keywords: brand, brand functions, stages of brand formation, brand book, instagram, neural network, functions of neural networks, directions for using neural networks, digital marketing, brand ideology, free methods of brand promotion in stagram, paid methods of promotion on instagram, features of promotion on instagram.*

The object of the research work is brand promotion using neural networks. The subject of the research paper is the features of brand promotion on the social network Instagram using neural networks.

The purpose of the thesis is to reveal the features of brand promotion on the social network Instagram using neural networks. Methodological basis of the thesis was constituted by general scientific methods (the method of analysis and synthesis of specialized literature on the topic of the thesis, the method of analysis and synthesis), and methods used in sociological research (the expert interview method). In the course of writing this thesis following results were obtained: the definition of the concept “brand” was highlighted based on the analysis of various interpretations; the functions and objectives of the brand are determined; methods of brand promotion on Instagram have been identified; the definition of the concept “neural network”, its functions and varieties has been identified; directions for using neural networks in promoting a brand on Instagram have been identified; recommendations on the use of neural networks in promoting a brand on Instagram are proposed.

The novelty of the results obtained is due to the lack of an integrated approach to studying the features of brand promotion on the Instagram social network using neural networks. The results obtained 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 to help companies and specialists at the initial stage of studying neural networks as a tool for promoting a brand on Instagram.