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**TECHNOLOGY FOR PROMOTING VIDEO CONTENT ON SOCIAL MEDIA**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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Minsk, 2025

## ANNOTATION

The master's thesis comprises an introduction and three chapters. The first chapter explores the characteristics of video content and social media platforms, emphasizing the importance of emotional and narrative impact, platform features, and user behavior. The second chapter delves into the technologies and strategies for promoting video content, including video optimization, social media advertising, and data analysis. The third chapter evaluates the effectiveness of these promotion strategies, focusing on their impact on content visibility, user engagement, and overall marketing effectiveness.

The master's thesis includes 60 pages, featuring 3 figures, 3 tables, and 61 sources utilized.

*Keywords: social media, video content, promotion technology, user feedback methods, data collection methods, content strategy.*

The object of study is the technology for promoting video content on social media platforms.

The subject of study is the technological tools and strategies used to enhance the visibility, reach, and engagement of video content on social media.

The purpose of the master's thesis is to provide a comprehensive analysis of the technologies and strategies used in promoting video content on social media, assess their effectiveness in enhancing content visibility and user engagement, and identify current challenges and future trends in this domain.

The research employs a mixed-methods approach, combining literature review, case studies, data analysis.

The research conducted has provided a comprehensive understanding of the dynamics of video content promotion on social media platforms. The analysis has revealed critical factors influencing content visibility, user engagement, and viral potential, including the emotional and narrative impact of video content, platform-specific features, and user interaction patterns. The findings underscore the need for a balanced approach that leverages technological innovation while respecting user privacy.

This thesis contributes valuable insights into optimizing digital marketing strategies, content creation, and social media management to enhance video content promotion and user engagement, offering a holistic view of the interplay between content, platforms, and user behavior. This comprehensive overview synthesizes the strengths of the model responses while addressing minor inconsistencies, ensuring a clear understanding of the significance and implications of the research in the field of social media marketing.