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BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**PROMOTION OF PSYCHOLOGICAL SERVICES IN SOCIAL MEDIA**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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## ANNOTATION

The object of the study is an account for the provision of psychological services. The subject of the study is an SMM strategy for promoting an account for the provision of psychological services in social media. The purpose of the work is to draw up an SMM strategy for a specialist in the provision of psychological services in social media. 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, swot analysis, as well as content analysis.

As a result of the study, the target audience and competitors of the account for the provision of psychological services were identified; an SMM strategy was drawn up for an account for the provision of psychological services on the social network Instagram. The features of promotion of a specialist in the provision of psychological services were studied, and the main social networks and their characteristics were analyzed. In the process of writing the master's thesis, the following results were obtained: the target audience of the account for the provision of psychological services was identified; the main competitors of the account for the provision of psychological services were identified; An SMM strategy has been developed for a specialist in the provision of psychological services.

The novelty of the results obtained is due to the lack of sufficiently new information about the promotion of psychological services in social media. The results obtained are characterized by wide possibilities for theoretical and practical application.

*Keywords: social networks, SMM, SMM strategy, brand promotion, Instagram, account.*