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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**SOCIAL NETWORKS
AS A TOOL FOR INTERACTION BETWEEN BANKS AND CLIENTS**

Diploma work
ANNOTATION
Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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Minsk, 2025

ANNOTATION

The diploma work consists of an introduction, three chapters, and a conclusion. The first chapter is devoted to the theoretical aspects of using social media in the banking sector. It examines social networks as a channel of digital communication, their specifics in the banking industry, innovative technologies and trends in digital communications, the evolution of digital interaction, and the cultural features of social media usage by banks in different contexts. The second chapter analyzes how social media is used in the marketing activities of banks, presents social banking as a new stage in client communication, and reveals the role of social media in promoting financial literacy. The third chapter is practical and describes the results of an empirical study aimed at exploring the specifics of social media use in communication between banks and their customers. The diploma work comprises 74 pages and uses 56 sources.

Keywords: social media, banks, artificial intelligence, digital marketing, financial literacy, security, digital communications.

Object of the study: the use of social media as a tool for interaction between banks and their clients.

Subject of the study: the role of social media in banks' communication strategies and its impact on client interaction.

Purpose of the diploma work: to explore the use of social media in the banking sector to improve client interaction and enhance the effectiveness of digital communications.

The methodological basis includes general scientific methods: analysis and synthesis, induction and deduction, comparative method, descriptive method, survey, and interview.

Main findings: the essence of social media as a digital communication channel and its significance in banking is disclosed; the specifics of social media use in marketing, communication, and financial education are determined; modern digital technologies, including artificial intelligence and mobile apps, and their influence on service quality and client trust are analyzed; risks of social media use are identified along with methods of minimizing them; an empirical study of social media as a banking communication tool has been conducted.

Novelty lies in the comprehensive approach to viewing social media as a multifunctional tool for bank-client interaction, encompassing marketing, educational, and information security aspects.

The results of the diploma work have theoretical value for future research in digital communications in finance and practical significance for developing effective strategies for bank presence on social media, considering modern challenges and technologies.

All materials and results are based on reliable sources and independently conducted theoretical and empirical research.

The diploma work materials can be used in the educational process and in developing strategies for digital bank presence in social media aimed at improving communication efficiency, financial literacy, and information security.