

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

KRAKO Viktoryia Sergeevna

**BRAND PROMOTION
ON INSTAGRAM WITH THE HELP OF ARTIFICIAL INTELLIGENCE
(using Obzoor.by as an example)**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Doctor of Science in History,
Professor Irina.I. Kalacheva

Minsk, 2025

ANNOTATION

The structure of the diploma work consists of an introduction, three chapters, and a conclusion. The first chapter is devoted to the theoretical foundations of promotion on Instagram. The second chapter is also theoretical, covering artificial intelligence in internet marketing, including its emergence, popularisation, and AI tools for working on social networks. The third chapter is practical and focuses on the application of artificial intelligence in the Obzoor.by brand. The diploma work is 53 pages long and includes 9 illustrations, 35 sources used, and 3 appendices.

Keywords: neural networks, social networks, Instagram, Obzoor.by, artificial intelligence, digital marketing.

The object of the study is the Obzoor.by brand.

The subject of the study is the application of AI for promotion on Instagram.

The aim of the diploma work is to study the Instagram platform, analyse existing promotion strategies using AI, and analyse the impact of artificial intelligence on the promotion of the Obzoor.by brand on Instagram.

The methodological basis of the diploma work consists of general scientific methods: analysis and synthesis, induction and deduction, literature analysis, and comparative content analysis.

In the process of writing the diploma work, the following results were obtained: it was found that Obzoor.by actively uses AI-based tools for text generation, video creation, and audio processing. These tools have made it possible to automate a significant part of the tasks, increase employee productivity, and improve the user experience.

The novelty of the results obtained is due to the fact that, unlike traditional approaches, where AI is often seen as a replacement for human labour, in this case it acts as an auxiliary resource, which allows for maintaining high content quality and an individual approach to the project.

The materials and results of the diploma work were obtained from reliable sources and independently conducted theoretical and practical research.

The materials of the diploma work can be used in the educational process.