

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

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SOCIAL MEDIA IN THE PROMOTION OF A FURNITURE COMPANY

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
Senior lecture
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ANNOTATION

The structure of the diploma work consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the theoretical basis of social networks, commercial organization, promotion of commercial organization in social networks, promotion tools in social networks. The second chapter is practical, in which the activity of the company CJSC “Holding Company ‘Pinskdrev’” was analyzed and a comparative analysis of the promotion of furniture enterprises in the social network Instagram was carried out.

Keywords: furniture enterprise “Pinskdrev”, social networks, promotion, advertising, commercial organization, instagram, SMM, content.

The aim of the diploma work is to study the content used in social networks to promote the furniture enterprise “Pinskdrev”.

The object of the diploma work is social networks.

The subject of the diploma work is the process of promotion of the furniture enterprise in social networks.

The methodological basis of the diploma work is SWOT-analysis, target audience analysis, competitors analysis, social networks analysis.

In the process of writing the diploma work the following results were obtained: target audience of the furniture enterprise, analysis of social networks of competitors of the furniture enterprise, analysis of the social network Instagram of the furniture enterprise “Pinskdrev”, content analysis, analysis of the activity of “Pinskdrev”.

The novelty of the obtained results is due to the lack of a comprehensive approach to the study of promotion of a furniture enterprise in social networks. The obtained results are characterized by wide possibilities of theoretical and practical application.

Materials and results of the diploma work were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the diploma work can be applied in the educational process, as well as in the development and implementation of marketing activities by the furniture enterprise “Pinskdrev”.