

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 NETWORKS
AS A TOOL FOR PROMOTING AN ORGANIZATION**

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

Academic supervisor:
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ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter of the work provides a theoretical analysis of social networks as a communication platform, defines the essence and features of this phenomenon, reveals the goals, objectives and functionality of SMM, and provides an overview of modern trends in this area. The second section pays attention to the specifics of promoting music organizations. The basics of digital marketing in the music industry are considered, the possibilities of forming a music brand in social networks are analyzed and modern trends influencing the development of this area are identified. The practical part of the study is presented in the third section, where, using the example of the subsidiary company "RED RUM RECORDS" LLC "MINSK AKTIV TORG", a comprehensive analysis of the target audience, the selection of optimal platforms for promotion, and the development of methods for creating content and interacting with subscribers.

The volume of the diploma work is 56 pages, includes 13 figures, 1 table, 3 appendices.

Keywords: social networks, target audience, promotion, content, smm (social media marketing), digital marketing, branding, music branding, content marketing, social platforms.

The purpose of the diploma work is to analyze and identify key factors that contribute to the successful promotion of organizations using social networks, without financial investments.

The object of the diploma work is social networks as a communication platform used to promote a recording studio.

The subject of the diploma work is the process of promoting a recording studio, namely, specific marketing and communication mechanisms used in SMM to increase recognition and promotion effectiveness.

The methodological basis is a theoretical analysis of the essence of social networks, the concept of SMM and the main trends of digital marketing, analysis of the competitive environment, the use of methods for complex analysis of the target audience, the choice of optimal digital platforms (Instagram, Telegram, TikTok, Twitch) and the development of a content strategy for promotion, the development of a content plan.

The results of the study will help to create effective marketing strategies and recommendations for promoting brands in social networks, taking into account the specifics of musical organizations and the characteristics of the selected target audience, without any financial investments.

The results and materials of the diploma work were obtained on the basis of reliable sources and independently conducted research.