

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

ROVDO Tatiana Grigorievna

**PROMOTION OF AGRICULTURAL COMPANY PRODUCTS
ON SOCIAL NETWORKS
(the example of the company «Syngenta»)**

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 theoretical, it reveals the theoretical foundations of promoting agricultural products on social networks. The second chapter is a practical one, in which a content project is being developed for «Syngenta». As part of the third chapter, video content was developed to promote «Syngenta» on the Tik-tok platform and the results of «Syngenta» brand promotion were evaluated. The volume of the diploma work is 49 pages and includes 3 appendices, 14 drawings, 30 used sources.

Keywords: SMM, Instagram, Tik-tok, promotion, content, content strategy.

The research object of the diploma work is marketing communication in a digital environment.

The subject of the diploma work is methods and techniques of promoting agricultural products on social networks Instagram and Tik-tok.

The purpose of the diploma work is to develop a strategy for promoting the products of an agricultural company on the social networks Instagram and Tik-tok using the example of «Syngenta».

The methodological basis of the diploma work was made up of general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the method of comparison, the descriptive method and the method of generalization.

In the process of writing the diploma work, the following results were obtained: the theoretical foundations of agricultural product promotion on social networks were studied; social networks as a digital marketing tool were studied; the features of Instagram and Tik-tok platforms for brand promotion were investigated; the features of SMM in the agricultural sector were studied; a content project for «Syngenta» was developed; the results of the development project were evaluated content for «Syngenta».

The novelty of the results obtained lies in the development of video content for «Syngenta», as well as an assessment of its effectiveness.

The obtained results are characterized by wide possibilities of theoretical and practical application.

The 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 used in the educational process, as well as in the development and implementation of marketing activities by «Syngenta».