

## SUMMARY

**Theme:**

«The features of the organizations promotion in social networks (on the example of the town Duma of Pyatigorsk)»

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**Key words:** social networking, promotion strategy, PR-Technologies, target audience, social media.

**Relevance** of the research topic is increased interest in PR-specialists to social networks, as this segment of the Internet is widely used in public relations promoting the organization or company, product or service. Both public and commercial organizations need not only to inform about their activities, but also in the formation of a positive public perceptions of it, where the important support of the target audiences, the media and users of social networks. Therefore, the issue of promoting the organization features on social networks should pay close attention to what makes this topic very relevant.

**The object** is to develop a project to promote the concept of the city of Pyatigorsk Duma in social networks.

Achieving this goal involves the formulation and solution of the following **tasks**:

- Explore the history and basic principles of social networking;
- To analyze the process of strategic promotion in social networks;
- Identify the principles and trends of social networking;
- An analysis of the effectiveness of promotion tools in social networks;
- Develop the concept of the project of promotion of the town Duma of Pyatigorsk in social networks.

**Theoretical and practical significance** of the study lies in the fact that on the basis of the study revealed the advantages of the use of the latest digital and network technologies and communications, the so-called New media Web 2.0 for positioning and promotion organization. Revealed differences between New Web 2.0 media and traditional Web 1.0 media. Using New media Web 2.0 allows have more rapid access to information on the organization's activities

serve to facilitate the interaction and feedback between the public and state institutions.

Theoretical analysis can more accurately determine the problems of the modern formation of the organization as a brand, is interested in effective promotion in social networks.

The practical significance of this work is to analyze the specific features and mechanisms for use by organizations of PR-technologies in the social networks. Conclusions about the PR-tools are useful for positioning and promoting the organization in social networks.

As part of this work has developed the concept of the project to promote the town Duma of Pyatigorsk in social networks, the purpose of which is a manifestation of information openness of the representative body of power that can serve as a basis for the further implementation of transparency at the municipal level of government, the establishment of a feedback power and population.

**The research results.** Evaluating the effectiveness of the promotion in social media initially dependent and it is determined by the goals and objectives laid down. The clear coordination of tasks and logically built purpose will play a positive role, and also will contribute the greatest impact on the target audience, for those ones who, in principle, this organization promoting program has been calculated. You can not automate this process, you can not rely on the fact that even all well calculated steps will bring tangible results instantly. This work, calculated on the year, and as promotion of social networks based on the interaction of people with people, evaluation of the effectiveness in the case of social networks can not be reduced to quantitative analysis. Quality indicators require additional efforts, for example, in determining the tone of the discussion of the brand company in those or other social networks.