

Summary

The theme of final qualifying work: Improving the management of PR communication on the Internet as it's the sector of public relations of socially oriented nonprofit organizations basing on the example of the Charitable foundation «The Angel».

The aim of research is to develop the methods of improving the theoretical and practical aspects of PR-communication on the Internet in socially-oriented non-profit organizations, basing on the analysis of this kind of activities.

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The supervising organization: Charitable foundation «The Angel».

The Relevance of research: There are many definitions of PR, but all of them agree in one: this is an activity aimed at forming public opinion in favor of the organization, which in the case of NPOs is necessary to get support their programs from the local community, to attract volunteers, and to obtain new sources of funding. In other words, the acquisition of fame is the first step to a stable work and the discovery of real opportunities for solving problems, both the organization itself and its customers.

Theoretical and practical significance of research. The results of this research allow expanding the theoretical representation of PR communication in the Internet as a way to promote information in socially-oriented non-profit organizations.

The provisions, conclusions, and methodological recommendations of this study can be used by non-profit organizations and teachers to improve the effectiveness of their work, as well as in the process of PR-communication, teaching courses in sociology, advertising and public relations.

The results of the study: Basing on the analysis of corporate websites of domestic and foreign socially-oriented non-profit organizations, parameters were

revealed that allow organizations to reflect the specifics of their activity, achievements, attract patrons and volunteers through the site. The derived criteria for the success and effectiveness of the NPO's website: appearance; site structure and navigation; content or content; availability.

The results of the analysis of foreign and domestic organizations confirm the thesis that effective promotion of a socially-oriented non-profit organization in modern conditions is impossible without an integrated approach. Based on this thesis, we developed lessons on SMM for socially-oriented non-profit organizations on the example of the charitable foundation «The Angel». The course includes 8 lessons, their topics: The content; the types of posts; the text in SMM; Images and design; competitive activities; special aspects of content in «Vkontakte» and «Instagram»; the rubricator and the content grid; action plan for informational support of events.

Recommendations:

As measures to improve, we developed two products: the layout of the new site of the Charitable Foundation «The Angel» and the course «SMM for NPOs».

The site layout is made on the basis of their technical, functional and external characteristics inherent in the site of a socially oriented non-commercial organization and is ready for technical implementation.

The course "SMM for NPOs" contains all the nuances of the information work of socially-oriented non-commercial organizations on the site of the social network «Vkontakte» and considers both the theory and practice of work. Also in the course there are checklists and tables on the organization of publications of headings, content for a week and a plan of information work for large events.

As a result will be created the necessary source for the Charitable Foundation «The Angel», which contains all the necessary knowledge of the theory and practice of PR-communication on the Internet.