PECULIARITIES OF FORMING THE CONTENT FOR THE SOCIAL NETWORK "VKONTAKTE"

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The article deals with the formation of content in the social network "VKontakte", the key components of the effective message are analysed: text, image, links, video and audio recordings, hashtags, documents, polls, maps, and smiles. The requirements for each of the elements of the record are considered on the example of the social network "VKontakte".

Despite the urgency of the topic of Internet marketing in general and promotion in social networks in particular, this direction is one of the most modern and dynamically developing marketing tools, which explains its insufficient knowledge. The results of the literature review revealed that, in the current situation, the problem remains unsolved over the lack of a set of concrete, systematized practical recommendations for the development of content for social networks that would meet modern competitive conditions, and also took into account the specific features of the chosen social network and the specifics of its audience. Because of this, both advertising and economic efficiency is reduced from the use of social networks as a platform for the brand promotion.

The main components of the recording in the community include text, images, links, video and audio recordings, hashtags, documents, polls, maps, smiles. In this regard, we proposed a set of recommendations (requirements) for content formation, which includes the theoretical experience of foreign and domestic researchers, as well as the specifics and characteristics of the social network "VKontakte".

The essence of the recommendations is to use certain requirements that are mandatory for the formation of content, which include: uniqueness, connection with the style or standard of living of the target audience, etc.

The proposed recommendations allow to significantly save the time resource for the development of the content plan of the community and the creation of advertising content, are capable of increasing the advertising effectiveness and level of consumers' loyalty to the brand, thereby increasing the profitability of organizations promoting goods and services through social networks.