

and in 2014, Russia illegally annexed Crimea, which has been officially part of Ukraine since 1954, and started a war in eastern Ukraine. Until then, Ukraine had been trying to build diplomatic relations with Russia, but after 2014, Ukraine turned to developing international relations with the West, in particular with the European Union and the United States, although it still maintained partial ties with Russia. Finally, all diplomatic relations between Ukraine and Russia were severed after February 24, 2022, with the beginning of Russia's full-scale invasion of Ukraine.

Thus, we can conclude that Russia's war against Ukraine finally severed diplomatic ties, but in return we received worldwide recognition of Ukraine. During the full-scale invasion, almost all countries sided with us, we received humanitarian and military aid, and many countries imposed sanctions against Russia in support of Ukraine. So it is safe to say that after Ukraine's victory, international relations will reach a new level.

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Y. Shatova, T. Smyrnova, H. Mudrenko

INSTAGRAM ENGAGEMENT TOOLS FOR BRAND PROMOTION

Marketing is one of the most diverse elements of promotion, advertising, formation of the price of a product or service, study of consumer psychology. Today it is worth talking about Internet marketing or digital marketing, since sales are increasingly taking place on company websites or social networks. One of the arenas for promoting brands is the world-famous social network Instagram.

First of all, the network is beneficial for advertising because it has a very large target audience – more than 12 million users. The advantage of promoting on Instagram is that this network is visual, users better perceive data in the form of photos and videos. Audience engagement is not only a trendy term in the media environment, but has also taken a prominent place on this social network. Attracting followers on Instagram is the essence of how users interact with content with their reactions. Relationships with the account can be completely different: likes, comments, repeated views of stories, reposts to personal and saving, views of IGTV videos in the feed. The index of engagement of followers is needed to evaluate the effectiveness of the content, it also helps to understand which posts work better and which worse. And in the future, they will produce content that attracts more attention and warms up the audience, stimulating them to make a purchase. Audience engagement rate directly affects reach. Currently, most social networks, in particular Instagram, have smart news feeds that adapt to the interests of users and show what people are most likely to react to. The algorithm of news feeds takes into account the behavior of subscribers in the network and indicators of content engagement.

There are several effective methods of promoting on Instagram.

Hashtags and geotags. A simple and, importantly, free way to promote. Using this method, you must do the following:

- publish 10-15 hashtags for each photo on a certain topic and note the required geolocation;
- use the service to search for relevant hashtags;
- develop a profile navigation system using hashtags;
- use hashtags and geotags in stories.

Mass raffles. This group of promotion methods is currently scalable. Although it does not exclude nuances that should be taken into account when using. Examples of mass draws are Giveaway, SFS, LikeTime.

- Giveaway is a very popular promotion method and at the same time can be detrimental to your account. The mechanisms of a standard giveaway are as follows:

the organizer of the raffle makes a publication indicating the main prize and conditions for participation (subscribing to the organizer's profile, liking photos, reposting photos, tagging friends in the comments). Attracting sponsors, who need to subscribe or like their posts, serves as a kind of method of promoting smaller accounts at the expense of the audience of a larger organizer. A winner will be chosen randomly among all participants who have fulfilled the conditions of participation

- The SFS option is a peculiar form of the same spread of positive thought. The user provides subscribers with information about the found account. In return, he can receive a similar advantage. In essence, this is a PR exchange, after which both pages remain in the black. As part of this promotion, the owner of the profile offers to post one photo mentioning the profile and with an invitation to study it, and then become a reader. Subscribers who participate in the SPS get a chance to attract an audience of bloggers.

- LikeTime. One of the many ways to promote on Instagram. Using this method allows you to get likes, increase the reach of publications, get to the TOP of Instagram and attract new subscribers. A big plus of this method is that it does not require cash infusions and can be used by both big and beginner bloggers.

Activity chats. Two years ago, Instagram's ranking system changed. Now the posts in the feed are not displayed in chronological order, but depending on popularity and number of views. Accordingly, the more likes and comments you have, the more chances you have to get to the top of the list and attract even more attention. In response to such a ranking system, chats of activity were invented, which represent an association of bloggers for mutual promotion. Participants of such a chat send it links to their posts and accounts to get likes and views, and perform similar actions in response. As a result, the post rises higher in the news feed and attracts the attention of readers of the accounts of other chat participants.

Targeted advertising. The most powerful tool that allows both big brands and anyone to reach the target audience. This ad is tailored to a specific audience and allows you to show creative only to the selected segment. This provides ample opportunities for marketers and entrepreneurs to solve business problems.

Advertising from bloggers. Another popular way of promotion is ordering advertising from bloggers. Sometimes it brings even more results than intrusive official advertising. Now in blogs you can find advertisements of little-known personalities and projects, as well as well-known successful brands. This is explained by the fact that native advertising better passes internal anti-spam filtering and inspires more trust. True, it is expensive to gain the support of a person who is trusted by a huge audience. It will be rational only if the audience of the blogger completely fits the portrait of your potential subscriber.

Placing posts with opinion leaders. Along with targeted advertising, this is one of the most effective paid promotion methods. Find a profile with an audience close to you, agree on the placement of a post and watch the growth of subscribers. Sometimes it is more effective to work with small profiles, with the number of followers from 5 to 10 thousand. Firstly, it is easier to agree on barter advertising with them, and secondly, activity, engagement and trust in bloggers are often higher in such profiles than in millionaire accounts.

If you can effectively promote your Instagram and increase your reach, it will make your business recognizable and popular. When running a social network, pay attention to useful tips for a positive result in the future.

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