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SOCIAL NETWORKS AS A MODERN MEANS OF ATTRACTING STUDENTS TO THE UNIVERSITY

Traditional channels and habitual ways of attracting of university entrant by one-time teachers' visits to the school, open door days and so on recently lost their effectiveness. There is likewise ineffective direct advertising in print media, radio, television and the Internet. All this makes us look for new ways to promote the services of the institution in the market and practice to attract the university entrant to a general discussion of services is particularly important. Solving this problem we propose to implement by promoting university by implementing a wide variety of areas of social advertising in social networks.

The article proves the necessity of the use of social networks as a means of attracting students to the university, presents an analysis of social networking capabilities in the context of social media marketing, defines the objectives of promoting and main activities of the university in social networks, indicates peculiarities of communication activities in online communities and criteria for evaluating the effectiveness of the communication through social media, describes advantages and disadvantages of advertising communications in social networks.

Social Media Marketing — is a comprehensive work in social media (blogs, forums, networking communities), aimed at promoting site, product or service in any place of communication.

Implementation marketing in social networks in the context of attracting students to universities will support friendly relations between the institution and its target audience, formation of a favorable image of university, will help to attract desired audiences to the desired universities' activities, will search for the target groups in the new media, will provide ongoing two-way communication with the target audience and will collect information about the attitude of target groups to the university activities.

Ukrainian Internet market is still in development, but the pace of growth it ahead of all other means of communication. So in attracting university applicants

should pay enough attention to the social network in carrying out social marketing communications.

Key words: social network, promotion on the social network, social media marketing, marketing communication, contextual advertising, targeted advertising, guerilla marketing, viral marketing, social network community.