Секция «Strategic Communication (подсекция на английском языке)»

Transforming the types of content of the social network for the youth target audience in "new reality" (using the example of the group of internships for students "ANCOR Start")

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Social network VK under conditions of change of the media Internet space of social networks in "new reality" becomes the dominant platform of communication for the youth audience [3]. The research shows that despite the constant growth of audience of VK in all segments, its engagement is decreasing [4]. The growth of the engagement rate has been detected only in multithematic groups with an audience of 500 thousand - 1 million subscribers. The problem of increasing the engagement of youth target audiences of the VK social network due to its novelty has not yet become the subject of research and even research-practical re-flexion, so the answer to the research question is significant about the characteristics and attitudes of effective VK content for the youth audience in narrow-profile sections, where engagement is decreasing.

The results of the analysis of the types of content of the VK group of internships for students "ANCOR Start" with an audience of 8,400 subscribers, men and women aged from 18 to 26 years, showed the presence of four types of thematic content: information (vacancies and events), educational (life-hacks on writing a resume, passing telephone interviews, etc.), reputation (posts about the company and its employees), and entertainment (memes) [8]. Comparison of Engagement Rate (ER) five posts from each category showed the highest level of engagement of entertainment content (ER information contract made 0,095%, ER educational content - 0,081%, ER reputational content - 0,124%, ER entertainment content - 0,214%). Entertainment content corresponds to high-efficiency trends of positive VK content, which originated in the period of the pandemic [6], that in the "new reality" corresponds to the need to overcome the crisis and negative experiences [2].

Thus, the research of the types of content of the narrow-profile group for the youth audience of the social network VK shows the effectiveness of the entertainment type of the content. Further research will be devoted to the formation of a matrix for adapting information to different content formats, for which we will investigate the typology of content in social networks, including entertainment, types of content in specific groups, including internship programs for students, identify the most effective characteristics, we will find out the specificity of parameters of engagement by methods of comparative analysis and focus-group survey. The results of the research can be applied in practice in the creation of content-strategies and plans for promotion of brands in youth target audiences in the VK social network.

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