

**SOCIAL MEDIA FOR BUSINESS
СОЦИАЛЬНЫЕ СЕТИ ДЛЯ БИЗНЕСА**

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Hundreds millions of people worldwide are turning to social networking services in order to tell the world about themselves, find friends and like-minded people to discuss general and professional issues.

Social networks have become popular for communication and entertainment. Now we should learn how to manage them to build a successful business.

Therefore the purpose of this work is to examine the role of social media for your business and to give recommendations how to use social networking services effectively.

A social networking service is an online service, platform, or website that focuses on building and reflecting social relations among people, e.g., who share interests and/or activities. It usually consists of representation of each user (often a profile), where he/she can post information about him/herself, upload photos, keep a diary, send messages, keep a contact list (list of "friends"), search for users based on common interests and invite them into his/her circle of friends.

A number of users of social networks are growing like an avalanche. Nowadays, the audience is millions of users. The most popular websites are VKontakte, Odnoklassniki, Moj Mir, LiveJournal, Facebook, Twitter. The popularity of social networks leads to increase in total time spent on the Internet. Two thirds of Internet users visit social networks.

Producers of goods and services should not ignore the growth of social networks users. Would you like it or not, but they are constantly discussing brands, companies, persons, goods and services by publishing on the Internet reviews and comments devoted to the goods that they have purchased or the services that they have used.

Communication in social networks is a new level of relations between a customer and a manufacturer. Proper use of all the possibilities of the Internet helps companies present themselves in the image which they want to see, and those who ignore this issue will use

the view that online community will form their own. If you do not control what users say about your company or product on social networks, it can be dangerous.

Social networks provide wide opportunities to attract new customers, increase brand loyalty and trust, study consumer demand. Here are the main business directions in social networks:

- direct advertising;
- supporting a positive image of company or goods;
- developing business relations, liaising with suppliers, customers, consumers;
- increasing efficiency of work with the existing audience;
- getting on-line marketing information;
- increasing attendance of the main company's website;
- searching and offering vacancies;
- communicating on professional topics, sharing experiences, getting new and interesting ideas for the development, getting professional help or advice.

Social networks which firmly gained confidence and sympathy of Internet users around the world are surely gaining popularity in Belarus. Belarusian companies, experts and specialists recognize the efficiency of using social media and the need to study this trend. So, on May 19, 2011 in Minsk 8th International Conference «PR-reading 2011» on the topic Social Media will be held. March 2, 2010 a trip of Belarusian bloggers to the enterprise Savushkin Product in Brest was held.

The most popular social networks among Belarusian companies are Odnoklassniki, VKontakte, Moj Mir. There are more than 10,000 groups created by companies. But 90% of them are not interesting and not visited and therefore not effective.

Social networks can be considered as one of the most effective mechanisms for interaction with the audience, if you follow basic rules. As in any other sphere, there is a need for systematic and thoughtful approach and permanent work.

In Chapter 3 a plan of actions and recommendations How to build a business in social networking service were provided.

For successful and effective usage of social media for your business you should take into consideration the following points:

1. Constant information updating.
2. Current, relevant and interesting content.

3. User-friendly interface.
4. Not aggressive advertising
5. Dialogue with the audience.
6. No mass mailings, even to friends in social networks. This can cause negative emotions.
7. Beautiful and stylish design.
8. Real people with names and views behind profiles.
9. Creating trusting atmosphere.
10. Placing special prices on products and codes for promotions.
11. Using Search to find new business representatives, colleagues, competitors and potential customers.
12. Holding competitions, maintaining corporate events.
13. No need to spray on many social networks instead of focusing on a few.

To sum up, social networks, on the one hand, have become an integral part of modern life, and, at the same time, have become an effective tool with huge audience and unique technologies for the development of your business on the Internet.

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**AUTHORISED ECONOMIC OPERATOR: STATUS,
REQUIREMENTS AND BENEFITS
УПОЛНОМОЧЕННЫЙ ЭКОНОМИЧЕСКИЙ ОПЕРАТОР:
СТАТУС, ТРЕБОВАНИЯ И ПРЕИМУЩЕСТВА
(УПРОЩЕНИЯ)**

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The growth of global trade and increasing security threats to the international movement of goods have forced Customs administrations to shift their focus more to securing the international trade flow. The World Customs Organisation (WCO) recognising these developments drafted the WCO Framework of Standards to Secure and Facilitate global trade (SAFE). In the framework, several standards are included that can assist Customs administrations in meeting these new challenges.