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SOCIAL NETWORKS AS A MODERN TOOL IN CAREER GUIDANCE COUNSELING WITH FUTURE APPLICANTS OF THE INFORMATION SECTOR

The purpose of the study is to highlight the role of social networks as one of the modern means of career guidance work in higher education institutions, which allows to effectively acquaint applicants with the prospects of majors, presenting them with all important and relevant information.

***Research methodology.** During the research, the following methods were used: descriptive (to specify the theoretical foundations of the work); analysis and synthesis, structural (for generalization and systematization of the obtained data).*

***Results.** It is emphasized that social networks in career guidance work are a popular element of the modern information space, a high-quality tool for establishing a connection between universities and future applicants, as well as a platform for joint activities for the purpose of consulting, searching and informing. It has been established that the use of social networks will allow to significantly expand the reach of the target audience, apply online marketing strategies to promote the offer, and adapt the form and content of career guidance materials to its characteristics. The Facebook and Instagram community «MediaBiznes#MBKNUCaA» of the specialty «Information, library and archival business», which was created at the department of «Event management and social communications» of the separate division «Mykolaiv branch of the Kyiv National University of Culture and Arts» for the rapid dissemination of information among teachers of the department, students, exchange of files, video and audio materials of an educational and scientific nature and involvement of future entrants in the field of information activities. The possibilities of social networks represent, in our opinion, the basis of an effective strategy for the development of modern educational systems in general, will enrich and expand information about the future specialty, will significantly deepen the horizons of future applicants who will purposefully choose information activities.*

***Novelty.** The novelty of the obtained results is due to the fact that, despite the active interest of the scientific community in the use of social networks as a modern tool in career guidance work with future entrants of the information field, there are no serious generalization works.*

***Practical meaning.** The results of the research can be used during the implementation of tools in career guidance activities in institutions of higher education.*

***Key words:** social networks, career guidance, higher education, entrants in the field of information activities, professional choice, advertising support.*

I. Introduction

Social networks are now a medium whose main feature is the instantaneous dissemination of information and the «strong memory effect.» Many official institutions from various sectors are switching to the electronic format of communication, which is a successful marketing solution.

Today, the educational services market is actively developing and expanding. Educational institutions advertise their educational services, which contributes to their competitiveness, as consumers are becoming more informed about the choice of an educational institution, and the target audience is becoming more demanding.

That is why it is necessary to pay special attention to the promotion of an educational institution by means of modern technologies to attract students to higher education institutions, which will not only

increase the number of applicants but also improve their quality. In the current environment of information technology development, digital marketing is becoming increasingly popular; there is brand promotion using all digital channels, including television, radio, the Internet, mobile phones, etc. Given the current trend of decreasing consumer sensitivity to communication activities through traditional media channels, such as the press, radio and television, and the constant growth of public attention to social communities on the Internet, social networks marketing is becoming increasingly relevant today. Promotion on the Internet is considered one of the most effective and efficient tools of marketing communications [8, p. 285].

Researcher Zh. V. Mina [5] emphasizes that the modern approach to the use of social networks in the educational process and the popularization of specialties via the Internet allows to effectively familiarize applicants with the prospects of majors by presenting them with all important and relevant information on social networks. Also, in modern society, future applicants cannot successfully realize their social and professional orientations without a quality acquaintance with numerous majors. That is why general secondary education institutions should help in the formation of life orientations, choosing a future profession and professional training. In turn, each university should do a lot of work to popularize not only the educational institution itself but also the majors. For this purpose, advertising on the Internet, in particular in various social networks, is used by creating various communities, information pages, websites, and web portals. The Instagram tool and the possibilities of its use in higher education, new information technologies in education are presented in the work of O. S. Voronkin [2], modern social networks as a tool for non-formal education were studied by G. O. Nesterenko, O. V. Tishkova [6], the importance of using Telegram channels in the communication activities of higher education institutions as a modern tool for direct communication with applicants was substantiated by I. O. Zharska [4].

According to A. M. Bahmetyeva [1], Ukrainian universities are active in social media keeping up with the trends of PR-activities of European and American universities, which also means the main problems in organizing communication on social media pages, which are similar for foreign and Ukrainian universities, but with a certain time gap. M. Poplavskij [7] analyzes the features and effectiveness of SMM technologies used by Kyiv National University of Culture and Arts to promote its educational services and branding of the institution.

Social media as a group of Internet applications based on Web 2.0 that allow members of social networks to create and share content (user-generated content) are analyzed by German researchers A. Kaplan and M. Haenlein [9, p. 61], R. Reuben studied the communication activities of universities in Europe and America in social networks [10].

With regard to this problem, it shows that a theoretical framework and practical experience have been developed. It is noteworthy that the study thoroughly analyzes both the positive and negative aspects of using social networks.

Future specialists in documentary and information communications have a wide range of professional functions related to the creation, processing and analysis of information flows, orientation in dynamic document flow, and ensuring effective subject interaction. The qualitative performance of these functional responsibilities by future specialists depends on the level of their training in a higher education institution, in particular, personal qualities, professional knowledge, and communication culture. Therefore, it is quite natural that in the context of training students in the specialty 029 «Information, Library and Archival Studies» this is of particular interest and will affect the process of their training for future practical activities [3, p. 102].

However, the academic literature does not reflect the use of social networks as a modern tool in career guidance counseling with future applicants of the information sector. This is the reason for writing this article.

II. Problem statement and research methods

The purpose of this article is to highlight the role of social networks as one of the modern means of career guidance counseling in higher education institutions, which allows to effectively acquaint applicants with the prospects of majors by providing them with all the important and relevant information.

In accordance with the purpose, the study used theoretical methods (documentary analysis, analytical and synthetic processing of information, comparison), which made it possible to identify and outline that social networks in career guidance are a popular element of the modern information space, a high-quality tool for establishing communication between universities and future applicants, as well as a platform for joint activities for counseling, searching and informing. It is established that the use of social networks will significantly expand the reach of the target audience, apply online marketing strategies to promote the offer and adapt the form and content of career guidance materials to its characteristics.

III. Results

In turn, each university does a lot of work to popularize not only the educational institution itself but also its majors. To do this, they use online advertising, in particular in various social networks, by creating various communities, information pages, websites, and web portals. However, future university

students are a generation that is immersed in social networks and digital technologies, and most applicants use these technologies as an information generator, including as a method of choosing a future university; modern social networks create a space for leisure, information sharing, and dialogue. The most popular social networks are: YouTube, Facebook, Instagram, Telegram, and TikTok.

In this paper, social networks can be considered a tool that, being a conditionally free resource, allows higher education institutions to independently find applicants and convey the necessary information to them. Career guidance counseling in social networks should be based on the principles of efficiency, accessibility, relevance, reliability, and continuity. These principles stipulate that the information provided by the educational institution to applicants should be constantly updated and be as reliable as possible [7, p. 24].

This article shares the experience of using social networks by Mykolaiv Branch of Kyiv National University of Culture and Arts for training students of the specialty 029 «Information, Library and Archival Studies». The community on Facebook and Instagram «MediaBiznes#MFKNUKiM» (МедіаБізнес#МФКНУКіМ) was created on February 08, 2017. These are image resources aimed at attracting target audiences to their content by highlighting information for prompt distribution among the department's lecturers and students, for sharing files, video and audio materials of an educational and scientific nature, as well as attracting future applicants of the information studies field. As of May 30, 2023, the Facebook page has 725 members, and the Instagram page has 341 followers. Different types of multimedia content are used: graphic content (photos, graphs, infographics, charts, tables); video content (short clips, greetings, video presentations, training videos, films); audio (music, interviews, webinars). All this is designed to attract attention and create a favorable image of the specialty. Community administrators regularly and systematically select news, moderate and adapt it. Any user can send a message, which is promptly answered by the page administrators.

Facebook provides information on page traffic and its audience in the «Statistics» section. Based on the number of clicks on the «Like» button and comments, Facebook generates a graph of page views and user feedback.

The Instagram community «MediaBiznes#MFKNUKiM» publishes visually appealing content on topics related to university life, tips on «Matriculation-2023» campaign, and other information. Despite the fact that texts have received a lot of attention in recent years, it is video content (Stories) that is developing more actively.

Due to the introduction of quarantine restrictions in March 2020, the university reoriented traditional university-wide events, creative talent competitions, exhibitions, and master classes to an online format. During this period, a number of career guidance events were held, such as: Online Open Day, initiation of freshmen into students, etc. When posting materials on social networks, the target audience to which the information is directed is always taken into account. For example, Instagram is used mainly by applicants and students. The main components of content here are photos and short videos, so special attention is paid to the visual part of the post. Instagram is constantly hosting various flash mobs, challenges, quizzes, etc. Each post should create the atmosphere of the university's brand, look high-quality and aesthetically pleasing, because the text is read only after the picture has attracted attention.

The target audience of Facebook is parents of applicants, teachers, lecturers, or other stakeholders who prefer informative articles.

The social networks include online communication with successful graduates, flash mobs of publications of retro photos and videos of past events.

An analysis of social media's work with applicants shows that the Telegram channel has recently provided the most opportunities for obtaining information and communicating with applicants. It has become the main information portal for breaking news not only for the university community. Practice shows that to help the enrolment board and optimize a matriculation campaign, it is important to create the corresponding «Abituriient» (Абітурієнт) Telegram chat for applicants. It is a comfortable place for applicants to communicate, without advertising, where they receive round-the-clock answers to all their questions from moderators from the relevant departments and from senior students who are supervisors from the faculties. Since Telegram features allow for social polls and voting among the chat audience, it allows stakeholders to use tools to understand the motivation and mood of applicants. According to statistics, such publications have become the most popular among subscribers. Various assistant bots are used to support the chat around the clock (polite communication control, anti-advertising, anti-spam). It is open communication in the chat that makes it possible to use one of the most effective ways of promotion, namely a system of recommendations from senior students. The human factor prevails here, as people are used to trusting each other's feedback much more than advertising. Such promotion is more effective than publication in print media, as a student who enjoys studying at a university will positively describe and recommend their university, which can significantly influence an applicant's decision to choose a higher education institution.

Future students hardly ever use the university's website to find the information they need. Mostly they choose a simpler and more familiar way of communication, opting for Telegram chats, writing

messages to the Telegram bot and using feedback from the Telegram bot moderator. Even when the answer to their question is on the main page of the website, the new generation chooses a more convenient way to find information through social networks and chats.

Thus, professional higher education is undergoing constant changes: in 2019–2021 under quarantine restrictions during the global pandemic, which prompted online activities, and after February 24, 2022, when Russia launched a full-scale war in Ukraine, education under martial law requires maximum restructuring and activation from higher education institutions. Accordingly, the approach to content planning was changed and the university switched to a situational approach in its work, as well as abandoned long-term strategies and learned to be prepared for different scenarios. Educational institutions have begun to actively use online content and, above all, social networks. Social media pages are a kind of business card in the digital world, reflecting the university's policy, organization of the educational process, cultural and sports life.

Social networks allowed applicants to immerse themselves in university life even before they became students, to receive comprehensive information during the matriculation campaign, communicate with senior students, etc. In turn, when using social networks as a platform for career guidance, it is important for higher education institutions to take into account the age, geographic and social characteristics of the target audience, and to use new marketing tools in a timely and accurate manner.

IV. Conclusions

The stereotype that social networks are only for entertainment is gradually being disproved, and the realization is coming that they can be used productively for various forms of career guidance counseling. The skillful use of social media in activities that stimulate creative development, the ability to properly search for information, weed out fake news, create own interesting posts on any topic, and so on will expand information about the future specialty, significantly deepen the horizons of future applicants who will purposefully choose a career in information studies field.

The use of social media in the education field provides opportunities to find new ways to maintain the image, promote the institution's brand, provide timely coverage of events and activities, and attract the attention of applicants. Social networks offer great opportunities in the educational process, as their platforms can be used to effectively organize teamwork, project activities, international cooperation, self-improvement for students and lecturers, and career guidance counseling.

The content and form of presentation of career guidance materials on the Internet should be aimed at: availability of interesting materials promoting certain specialties; competitiveness in the results of comparative analysis; specific information that will facilitate the consulting-advisory function implementation; final conviction of the target audience segments about the correct choice.

Further research should be aimed at improving the methodology of using social networks in career guidance counseling, which is especially necessary for the professional training of students in the specialty 029 «Information, Library and Archival Studies».

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Ермолаєва Г. А. Соціальні мережі як сучасний засіб у профорієнтаційній роботі з майбутніми абітурієнтами інформаційної сфери

Мета дослідження – висвітлити роль соціальних мереж як одного із сучасних засобів профорієнтаційної роботи в закладах вищої освіти, що дає змогу ефективно ознайомити абітурієнтів з перспективами спеціальностей, надавши їм усю важливу та актуальну інформацію.

Методологія дослідження. У ході дослідження використано такі методи: описовий (для зазначення теоретичних засад роботи); аналізу й синтезу, структурний (для узагальнення та систематизації отриманих даних).

Результати. Підкреслено, що соціальні мережі в профорієнтаційній роботі є популярним елементом сучасного інформаційного простору, якісним інструментом для встановлення зв'язку між університетами та майбутніми абітурієнтами, а також платформою для спільної

діяльності з метою консультування, пошуку й інформування. Встановлено, що використання соціальних мереж дасть змогу значно розширити охоплення цільової аудиторії, застосувати маркетингові інтернет-стратегії просування пропозиції та адаптувати форми й зміст профорієнтаційних матеріалів до її характеристик. Представлена спільнота в мережах Фейсбук та Інстаграм «МедіаБізнес#МФКНУКиМ» спеціальності «Інформаційна, бібліотечна та архівна справа», яка створена на кафедрі «Івент-менеджменту та соціальних комунікацій» Відокремленого підрозділу «Миколаївська філія Київського національного університету культури і мистецтв» для оперативного розповсюдження інформації серед викладачів кафедри, студентів, обміну файлами, відео- та аудіоматеріалами навчального й наукового характеру та залучення майбутніх абітурієнтів сфери інформаційної діяльності. Можливості соціальних мереж є основою ефективного стратегії розвитку сучасних освітніх систем загалом, збагачають та розширяють інформацію про майбутню спеціальність, суттєво поглиблюють кругозір майбутніх абітурієнтів, які цілеспрямовано обиратимуть інформаційну діяльність.

Новизна. Новизна одержаних результатів зумовлена тим, що, незважаючи на активний інтерес наукової спільноти до використання соціальні мережі як сучасного засобу в профорієнтаційній роботі з майбутніми абітурієнтами інформаційної сфери, немає серйозних узагальнювальних праць.

Практичне значення. Результати дослідження можуть бути використані під час упровадження засобів у профорієнтаційну діяльність у закладах вищої освіти.

Ключові слова: соціальні мережі, профорієнтація, вища освіта, абітурієнти сфери інформаційної діяльності, професійний вибір, рекламне забезпечення.

Yermolayeva G. Sieci społecznościowe jako nowoczesne narzędzie w poradnictwie zawodowym z przyszłymi absolwentami dziedziny informacyjnej

Cel badania – podświetlenie roli sieci społecznościowych jako jednego z nowoczesnych narzędzi w poradnictwie zawodowym na uczelniach, które umożliwiałoby skuteczne zapoznanie absolwentów z perspektywami kierunków, dostarczając im wszystkie istotne aktualne informacje.

Metodologia badania. W trakcie badania zastosowano następujące metody: opisowa (w celu określenia podstaw teoretycznych pracy); analiza i synteza, a także metoda strukturalna (w celu uogólnienia i systematyzacji uzyskanych danych)

Wyniki. W niniejszym artykule podkreśla się, że sieci społecznościowe w poradnictwie zawodowym są popularnym elementem nowoczesnej przestrzeni informacyjnej, o wysokiej jakości narzędziem nawiązywania kontaktu między uczelniami a przyszłymi absolwentami, a także platformą dla wspólnej działalności w celu doradztwa, poszukiwania i poinformowania. Ustalono, że wykorzystanie sieci społecznościowych pozwoli na znaczne rozszerzenie zasięgu grupy docelowej, wykorzystanie internetowych strategii marketingowych do promocji oferty oraz dostosowanie formy i treści materiałów poradnictwa zawodowego do jej specyfiki.

Przedstawiona społeczność w sieciach Facebook i Instagram «MediaBiznes#MFKNUKiM» (oryg. «МедіаБізнес#МФКНУКиМ») kierunku «Інформація, бібліотечнознавство oraz archiwum», który powstał na katedrze «Zarządzanie wydarzeniami i komunikacja społeczna» wydzielonego oddziału «Mikołajowski oddział Kijowskiego Uniwersytetu Narodowego Kultury i Sztuki» dla szybkiego rozpowszechniania informacji wśród wykładowców katedry, studentów, wymiany plików materiałów wideo i audio o charakterze edukacyjnym i naukowym oraz zaangażowania przyszłych absolwentów dziedziny informacyjnej.

Możliwości sieci społecznościowych są podstawą efektywnej strategii rozwoju nowoczesnych systemów edukacyjnych w ogóle, wzbogacają i poszerzają informacje o przyszłym kierunku oraz znacznie pogłębiają horyzonty przyszłych absolwentów, którzy celowo będą wybierać działalność informacyjną.

Nowość. Nowość uzyskanych wyników wynika z faktu, że pomimo aktywnego zainteresowania środowiska naukowego do wykorzystania sieci społecznościowych jako nowoczesnego narzędzia w poradnictwie zawodowym z przyszłymi absolwentami dziedziny informacyjnej, brak jest poważnych prac uogólniających.

Znaczenie praktyczne. Wyniki badania mogą być wykorzystane podczas wdrażania narzędzi w działalność poradnictwa zawodowego w szkołach wyższych.

Słowa kluczowe: sieci społecznościowe, poradnictwo zawodowe, wykształcenie wyższe, absolwenty dziedziny działalności informacyjnej, wybór zawodowy, oprogramowanie reklamowe.