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THE USE OF SOCIAL NETWORKS BY BRITISH MEDIA THE TELEGRAPH AND BBC NEWS

The aim of the work is to identify the characteristics of selected social networks and study their use as a channel for disseminating information, interacting with the audience and creating a positive image of the media by the British online media.

Research methodology. *Theoretical and empirical methods were used to conduct the study. In particular, the analysis of scientific research on the topic of the article, the historical method, the method of comparison. Among the empirical methods in the research process, the method of systematic study and analysis of media pages in social networks, descriptive-analytical and induction methods, as well as the method of generalization were used. At the first stage, the scientific literature of Ukrainian and foreign researchers on the use of social networks in modern journalism was analyzed. Based on statistics, the most popular British media for analysis were The Telegraph and BBC News. Then, using the method of content analysis, generalization and comparison, the analysis of the use of social networks by the above-mentioned media was carried out.*

Results. *Among the popular online media in the UK are analyzed in this article BBC News and The Telegraph. They are examples of quality journalism and have long used social networks in their activities. Now these media are most represented on Facebook, Youtube, Instagram. Facebook, Youtube and Instagram use the media for various purposes: disseminating news in a socially accessible form, attracting new young audiences, promoting their own brand and interacting with users. Analyzing the pages of BBC News and The Telegraph on these social platforms, we can conclude that the media do not use all the possible functionality of social networks and use them only to disseminate and store information.*

Novelty. *The novelty of this work is that it attempted to analyze the use of social networks by the British online media BBC News and The Telegraph. The study found that the British media BBC News and The Telegraph, in addition to the dissemination channel, also use the opportunities of social networks to promote the media brand.*

Practical significance. *The information obtained can be used in further monitoring and research of the impact of social networks on journalism and their interaction with the media.*

Key words: *social networks, media, audience, popularity, information.*

I. Introduction

Many online publications in the UK correspond to the print media, they do not reprint content, but function as full-fledged online media under a familiar brand. These include: The Guardian, The Sun, The Mirror, The Telegraph, The Times and others. Also, TV and radio channels later expanded and created their own Internet pages with news, such as BBC, Sky News, ITV News and others. Of course, there are online media that started their activities immediately on the world wide web, but the most popular due to their history and reputation are those media that have or had their traditional counterparts.

Reuters annually analyzes the news environment and the media in several countries, including the United Kingdom. According to the results of the media review in 2021, the media BBC News and The Telegraph were selected to analyze the work with social networks. BBC News and The Telegraph are among the top ten brands that gain the most trust among the audience.

BBC News is a division of the British public service broadcaster, which is responsible for collecting and disseminating information on television, radio and the Internet. Founded in November 1922, the company has for several years topped the ratings of trust and popularity among Internet users, as well as among media experts who assess the media for compliance with journalistic standards. The BBC is considered as an example of quality information and analytical journalism not only in the UK but also abroad: most countries around the world have their own BBC service, which broadcasts local news and programs, as well as general international ones. Access to most programs and sections on the

site is free, but by creating an account on the site you can get more features that do not require additional funds. Online media offers news on politics, economics, culture, international events, business, technology and science, entertainment and art, sports, medicine etc.

The Telegraph is better known to the British as a large-format daily newspaper since 1855. In the homeland, the newspaper is considered as one of the oldest and most respected for its investigation and clear civic stance. The online version is no less popular with the audience and contains original news and articles reprinted from the paper edition. Since its inception, the site has published not only information about events in the UK, but also in America and Europe. Recently, the news portal has become paid for foreign users: to access the information you need to pay a monthly or annual subscription. The British audience can still receive limited free information, and full after a paid subscription. Like BBC News, the media publishes news on politics, economics, culture, medicine, sports, science and technology.

The accessibility and ease of use of social networks has turned them from communication platforms into a full-fledged source of information. Social media is the most popular platform for everything that is happening today. In fact, this is so understandable that it seems impossible for journalists to exist outside of social networks, especially in the global information arena. News spreads quickly, published a few seconds after the event. And when 6,000 tweets, photos or messages are sent every second, journalists cannot afford to miss such information [11]. That is why modern and high-quality media actively cooperate with social media, using them in different ways and to achieve different goals [2].

Lars Wilnat from the School of Social Communications. Newhouse at Syracuse University and David Weaver of Indiana University Media School interviewed 1,080 full-time journalists working for daily and weekly newspapers, radio and television, television, magazines, and online media across the United States. The purpose of the study was: to understand how journalists use and treat social media in their professional work [8, p.58].

Researchers found out that eight out of ten journalists use social media in their daily work [9]. Journalists working on television stations (88%) are more likely to use social media in their daily work, while journalists from magazines (64%) and weekly newspapers (53%) are the least interested. The results also showed that journalists working on television (59%) and online news agencies (51%) considered social media important in their work, while journalists working on radio (32%) and magazine editorial offices (24%) are the least able to trust social networks for professional work [3].

Social networks are a huge, unstructured and often changing field for information. Every minute photos, videos, text messages appear on the Internet, people exchange opinions and news. And this process is constantly repeated, with no end. Among all this information flow you can find really interesting and unexpected news [1]. With the help of social media, young people are becoming more directly involved in protests, social campaigns and in general in the exchange of news on various platforms. As it became more widely used, social media has become a platform used to access sources of information, first-person news, and versatility. Therefore, today we can consider social networks as another source of information in journalism [7].

Social networks reflect what excites the audience in a given period of time, so a journalist can use them to find a new topical issue. Publications that gain a lot of comments, reactions, «likes» become an excellent basis for future material: it is enough to learn more about the topic under discussion, find the causes and consequences and readers' attention to the journalistic article will be provided. In addition to interesting topics, media workers can find photos or videos on social networks, which can be a demonstration of a certain opinion or support for the statement. An example is the story when Anne McNamara, a WGME reporter in Portland, Maine, reported on local illegal landfills. She turned to her social networks for help, and they provided sources and contacts for research on this topic [6]. Public figures, often government officials, publish exclusive first-hand information on their social networks, which can be a potential source of information or an occasion to reveal a situation that worries a significant number of citizens. There are few sources around the world that do not have a Facebook page or similar social network. WRAL (America's popular virtual channel) uses Twitter to report live trials, even when cameras are banned in the courtroom [5].

According to a study by L. Wilnat and D. Weaver in the United States, about 73 percent of journalists said they use social media to check what other news organizations are doing or to check for the latest news. More than half of them also use social networks to keep in touch with their audience (60%), find new ideas for their stories (60%), gather additional information (60%) or find additional sources (54%) [4].

It is convenient to use social networks such as Facebook or Instagram to communicate with potential publication heroes, experts, eyewitnesses or even ordinary Internet users to obtain certain statistics. People are willing to make indirect contact through a mobile or computer screen, especially if direct contact with a journalist may endanger the safety or life of the respondent [10].

«Popular media has clearly reached a turning point when it began to rely on social media for its research and reporting,» said Heidi Sullivan, vice president of research at Cision. «However, it is also clear that while social media complements a journalist's work, it cannot fully replace the reliance of editors and reporters on primary sources, fact-checking, and other traditional sources of information.»

Social media is a complement to the tools and techniques that journalists have always used, but do not replace [12].

II. Problem statement and research methods

The significant popularity of social networks among a wide audience and the peculiarities of their work on the Internet has led to some freedom for users to publish any content. As a result, a lot of media outlets that use social platforms to disseminate information often cannot compete with other users in efficiency, exclusivity, and so on.

The aim of the work is to identify the characteristics of selected social networks and study their use as a channel for disseminating information, interacting with the audience and creating a positive image of the media by the British online media.

Theoretical and empirical methods were used to conduct the study. In particular, the analysis of scientific research on the topic of the article, the historical method, the method of comparison. Among the empirical methods in the research process, the method of systematic study and analysis of media pages in social networks, descriptive-analytical and induction methods, as well as the method of generalization were used. The information obtained can be used in further monitoring and research of the impact of social networks on journalism and their interaction with the media.

III. Results

Social networks are actively used by journalists of The Telegraph. Their Facebook page is followed by more than 4 million people, more than the population of Berlin. Media is not marked by the media and provides information to the consumer about the type of services it provides, but allows visitors to learn briefly about the history of the media and the rules that should be followed when visiting and commenting on the page. The media in Facebook started operating in October 2009 and from the very beginning was positioned more as a news feed, without full-fledged materials. Today, the appearance and functionality of the page is more like a site where the latest news is posted with the ability to comment. Information is published regularly, usually several materials per hour. As of November 18, 2020, 68 news items were distributed, but due to the unavailability of materials on the website, it is impossible to compare the number of news items on the social network and on the official website.

Among the most popular topics among Facebook users during October-November were: COVID-19, politics, star life, social life, economics, the royal family, international news and science. It is justified that most of the materials in this period were devoted to the topic of quarantine and vaccination and medicine in general. In addition, much of the news covers the US election and the political issues of Britain itself.

Materials on the social network are presented in the form of leads or headlines with an active link to the site and photo illustrations. Paying attention to the genres of published news, we can conclude that the pages of Facebook are distributed mainly informative articles. Along with text materials, there are also videos: reports and reviews. Interestingly, the headings are usually printed on an image that illustrates the material and is not part of the text itself. Some materials are promoted through advertising and the platform indicates this.

Apart from advertising, the media does not use any other promotion of its information products or services: there are no hashtags in the posts, no interaction with the audience and no mention of the media in the posts of other users. Distributions of materials are insignificant, as well as comments under them. Due to the number of audiences (more than a million people) and the number of users who interact with posts, namely commenting, liking or reposting, the activity on the online media page is low (10%).

The most response from The Telegraph's audience receive such topics: the royal family, the COVID-19 pandemic, secular life and politics. The so-called «exclusive material» is present on the social network, which does not always correspond to the basic principles of journalism: it has no public interest or discloses personal information of famous people. In addition, the media does not interact with its own audience through interactivity, such as tests, surveys, questions and appeals to readers. There is no feedback both in the materials and in the pages – only short excerpts from current events are published in the form of graphic material.

In general, The Telegraph uses the social platform Facebook as a supplement to its own site: there is direct integration between them through widgets and links. The social network does not promote the brand and does not help to find a potential media audience, but functions only as a news feed.

Instead, Instagram is used by the media in many ways. The Telegraph uses brand-recognizable text colors and styles, animated elements and high-quality images. As on Facebook, this social network page is not marked by the media and does not provide initial information for users about the field of activity.

News is not published in the feed very often, in comparison with Facebook – for 18.11.2021 8 materials were published. Some of them are devoted to information about the royal family and political events in Great Britain. In general, news topics are very diverse: quarantine, politics, social life, culture and entertainment. Due to the percentage of materials on certain topics, for Instagram the media disseminates news about the most important events for the country and the world and focuses on lighter topics that may affect a large number of readers. This trend can be traced in the choice of genres of publications. First of all, these are the usual notes for the social network, photo reports, video reports

and short reviews of events. Characteristic of The Telegraph genre are documentaries, which are also present on the pages of the social network. They are usually devoted to medicine, politics or history. Other analytical materials occasionally appear among the informative notes, but are not as popular.

To get the audience's attention, the media often publishes useful materials on health and psychology, which may be accompanied by surveys or short tests. In addition, all information products are accompanied by graphic materials that illustrate and retell the main essence of the material, which does not require reading the full text for readers who prefer quick access to news. Graphic materials here include: real photos, videos, as well as charts and infographics, cartoons and videos with the use of modern animation or special effects. This way of presenting information simplifies its perception, visualizes and helps to correctly understand what the author wanted to say.

Instagram allows media to create separate folders with saved pages so that readers have constant access to interesting information. This feature is actively used by journalists of The Telegraph, who consolidate their materials in separate, so-called sections: the story of vaccines, the US election, a cookbook, quarantine and more. In this way, the user will be able to get basic information about events or topics that interest him, without looking for it among other materials in the media profile. Traditionally, the site, along with relevant information, provides a link to the site. Also, with the help of stories, the media regularly conducts thematic tests based on recent materials and checks the audience for attentiveness and perception of the information provided. Interaction with the audience in the comments is invisible, the media does not participate in discussions in the comments and does not answer direct questions from users.

Analyzing the activities of the media on the social network Instagram, we can conclude that this platform is used to promote the brand The Telegraph due to the recognizable style and interesting diverse materials. Links to the site are added to the pages through a direct link, and in the materials themselves with a call for detailed information. Information on the page is published infrequently and not in large quantities, compared to the page on Facebook, so the dissemination of information through the social network platform is not the main purpose of its use.

Youtube as a social network is not used by The Telegraph, this platform acts more as a library, a repository of video. This assumption is indicated by the fact that more than 20,000 videos are dominated by video materials that supplement or illustrate textual information, and are not stand-alone material. The videos last an average of no more than 3 minutes and the most used genres are broadcast broadcasts, reviews, announcements and reports. It should be noted that an analytical program is published regularly, where journalists talk about complex processes in the political environment or public life and explain their causal links.

The published material, a significant part of which consists of video comments of authorized persons or their public speeches, is characterized by low timing and a small share of editing. The most popular topics by the number of uploaded videos are: politics and medicine. Also, the channel contains information about public life, international events and disasters. As in previous social networks, the topic of the pandemic of coronavirus infection and quarantine remains relevant.

The material on the channel is published quite often with regularity – 12 videos were uploaded on November 18, 2021. Some of them are saved online broadcasts from conferences and parliamentary meetings. Despite a large audience (more than 1.5 million users), videos receive a small number of views and likes: an average of 20,000 views per story. Comments on the materials are turned off and the audience is not able to comment on what they saw, share their impressions or criticize the work of journalists. However, taking into account the choice of genre forms, themes and content of videos, the involvement of The Telegraph journalists in the activities of the YouTube channel is minimal. So, we can conclude that this platform is a place to store video, which, in turn, is a supplement to the test of news published on the official website. The Telegraph does not use the opportunities of the social network to promote the brand image, interact with the audience and fully share information with consumers. Compared to the analyzed Facebook and Instagram pages, the YouTube channel is not a professional platform for the media.

BBC News actively uses popular social networks. There are three links on the main page of the site: Twitter, Facebook, Instagram. In addition, the media has its own applications for mobile phones, which allow you to receive information in a user-friendly form.

The media account on Facebook is popular both among the British population and among representatives of other countries. In total, more than 52 million people follow the page marked by the media. In the description, the media provides initial information about itself and its editorial board for readers. The functionality of the social network allows you to check whether the page has advertising publications and which ones, with the help of which you can find out that the BBC does not use advertising to promote its materials.

The peculiarity of the BBC's publications on the social network Facebook is that both «light» and «hard» news are distributed. The former includes portrait reports or notes on social issues, as well as articles about famous people. «Heavy» news on the page is presented by analytical materials on rocket launches, vaccination against coronavirus, reviews of election programs of US presidential candidates, etc. The most common topics are social life, politics, medicine, science and technology, international events. Less news about sports, culture, economy is published. During November 18,

2020, 31 materials were published on the social network. They are small notes or leads with a link to the site. As with The Telegraph, the titles of the materials are shown in the images that illustrate them. Published news is usually presented in the genre of articles, reports, notes and video programs.

The main page of the social network has quick access to videos, as well as a series of BBC programs that focus on specific topics or events. The variety of materials, both genre and thematic direction, is well received by the audience, so there are a lot of comments and likes. Analyzing the weekly traffic, you can get the average number of reactions (about 10 thousand per material), comments (1 thousand per material) and distributions (about 500 reposts of material). According to the number of users who subscribe to the page, such figures are not significant, but comparing them with the results of previous media, the activity of the audience is sufficient.

Unfortunately, the social network Facebook is used by the media only as a platform for spreading news, because there is no interaction with the audience or improvement of the brand image. The page publishes program announcements and excerpts from materials available on the site, sometimes quotes from interviews with an active link to it. There are no entertaining materials, just as there are no surveys, questions or tests that would allow the reader to participate in the process of creating news content. In the comments, the media does not participate in discussions and does not always monitor compliance with the rules among the participants in these discussions.

BBC News's Instagram page looks more interesting to an active audience. First of all, this proves the number of readers who follow the publications – more than 16 million people. In the description of the media does not identify the media, but gives a link to the site immediately on the main page.

Since Instagram is a visual social network, the BBC page looks very bright thanks to quality photos, illustrations, graphics and more. Each image is accompanied by a small text – a note about the basic information from the material and a call to go to the site for detailed information. Usually, the news presented on Facebook is also present on this social network, but with a more detailed, in comparison, description. In addition to notes, video and photo reports, stories of information or analytical programs are often published. Headings are indicated either in the text, which are highlighted in paragraphs, or in the photo, which makes it easier for the reader to find the information that interests him most. If Facebook publishes both «light» and «heavy» news at the same time, Instagram is more receptive to light materials on topics that are understandable to a large audience. Usually, it is social life, culture, medicine, international events, politics.

During 18.11.2021, 10 news items were published on the BBC News page, which resonate with the materials on Facebook. During the last month (November 2020), the audience reacted most vividly to messages about protests in Brazil, the American Music Award, a flight to the moon, celebrating the anniversary of British monarchs, and materials about the coronavirus and quarantine during the Christmas holidays.

In the story, the media informs readers about interesting moments from the latest publications, shares infographics and the latest news, which can be read on the site at the link. The BBC often uses an illustrative retelling of a piece of news to help simplify and better convey the information it needs to users. There are separate thematic sections with news: vaccine, Christmas, US elections, quarantine, zoos, etc. Thus, the media allows quick access to those topics that remain relevant for some time. In addition, there is no other interaction with the audience: no interactive participation of readers, no communication with them in the comments.

In summary, Instagram is used by the media as a platform where you can creatively and interestingly present news, as well as improve the brand image through different thematic areas, genre forms and emphasis on the social component of information. However, this social network does not perform the function of communication between the media and its audience.

Unlike Facebook and Instagram, BBC News publishes major analytical and informational genres on Youtube. First of all, these are whole program releases, broadcasts and public speeches, as well as other analytical topics. Each video is accompanied by a text form that helps to find out the essence of the event for those who do not have the opportunity to listen to the video or watch it in full. More than 12,000 videos have already been uploaded to the site, all of which are divided into playlists: the Iranian crisis, fires in Australia, news in India, and more. Due to the fact that BBC News has international departments, the videos are dedicated not only to the events in the UK, but also to world news, which is covered in a high quality and diverse way by the media. That is why it is appropriate to divide the video into separate sections.

During November 18, 2021, the channel published 9 videos dedicated to medicine, politics, international events, science and technology, economics. Materials about quarantine, vaccination, and elections in the United States received the most views. Comments on all videos are open and leave quite a lot. Interestingly, the material usually has the same number of «likes» and «dislikes»: that is, those people who liked the video and those who did the opposite.

Given the genres that are published on media channels and the fact that audience comments are ignored by journalists, it can be concluded that the YouTube platform is only an additional means of disseminating visual information that does not affect the brand reputation or interaction with users. As with The Telegraph, YouTube is more like a library of videos for distribution on the site.

IV. Conclusions

BBC News and The Telegraph are not very active in using social networking opportunities and focus only on disseminating news that is already available on official media sites. Thus, although the pages of these media on the social networks Facebook, Youtube and Instagram are quite popular, they receive negative reviews and a rather low reaction from the audience.

The media in the UK are characterized by a high level of professionalism and are examples of world quality journalism. Many British media outlets systematically rank high in the media and this is not without reason: consistently good indicators of the level of freedom of speech, compliance with professional and ethical requirements of journalism, regulation of disputes at the legislative level. However, despite all these advantages, the British media still cannot fully use social networks in their journalistic activities. First of all, this is due to the lack of laws that would regulate the work of online media and interaction with social networks. At present, journalists working in the online media are subject to general legal provisions and ethical requirements approved at the international and national levels.

More and more British traditional media have their counterparts on the Internet, which often produce original content rather than duplicating information from print, radio or television media. Among the popular online media in the United Kingdom are analyzed in this work BBC News and The Telegraph. They are examples of quality journalism and have long used social networks in their activities. Currently, these media are most represented on Facebook, YouTube, Instagram and Twitter. Due to the fact that the latter social network functions as a news feed due to the limited number of characters, it was not used for analysis. Instead, Facebook, YouTube and Instagram use the media for various purposes: disseminating news in a socially accessible form, attracting new young audiences, promoting their own brand and interacting with users. Analyzing the pages of BBC News and The Telegraph on these social platforms, we can conclude that the media do not use all the possible functionality of social networks and use them only to disseminate and store information.

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Кіца М. О. Використання соціальних мереж британськими медіа «The Telegraph» та «BBC News»

Метою дослідження є виявлення особливостей вибраних соціальних мереж та вивчення їх використання як каналу поширення інформації, взаємодії з аудиторією та створення позитивного іміджу ЗМІ британськими онлайн-ЗМІ.

Методологія дослідження. Для проведення дослідження використано теоретичні та емпіричні методи, зокрема, аналіз наукових розвідок за темою статті, історичний метод, метод порівняння. Серед емпіричних застосовано метод системного вивчення та аналізу сторінок ЗМІ в соціальних мережах, описово-аналітичний та індукційний методи, а також метод узагальнення. На першому етапі проаналізовано наукову літературу українських та закордонних дослідників щодо використання соціальних мереж у сучасній журналістиці. На основі статистичних даних виокремлено найбільш популярні британські медіа для аналізу – *The Telegraph* та *BBC News*. Далі за допомогою контент-аналізу, узагальнення та порівняння здійснено аналіз використання соціальних мереж вищезазначеними медіа.

Результати. Серед популярних онлайн-ЗМІ Великої Британії є аналізовані в цій статті «*BBC News*» та «*The Telegraph*». Вони є зразками якісної журналістики й давно використовують соціальні мережі у своїй діяльності. Зараз ці медіа найбільше представлені у фейсбуку, на ютубі, в інстаграмі. Медіа використовують їх для різних цілей: поширення новин у доступній для соціальної мережі формі, залучення нової молодшої аудиторії, просування власного бренду та взаємодія з користувачами. Проаналізувавши сторінки «*BBC News*» та «*The Telegraph*» на цих соціальних платформах, можна зробити висновок, що медіа не застосовують усього можливого функціоналу соцмереж, а лише поширення та зберігання інформації.

Новизна. Новизна одержаних результатів полягає у тому, що здійснено спробу проаналізувати використання соціальних мереж британськими онлайн-медіа «*BBC News*» та «*The Telegraph*». Встановлено, що, британські медіа *BBC News* та *The Telegraph*, крім каналу розповсюдження інформації, використовують також можливості соціальних мереж для просування бренду ЗМІ.

Практичне значення. Отриману інформацію можна буде використовувати в подальшому спостереженні та дослідженні впливу соціальних мереж на журналістику і їхньої взаємодії із засобами масової інформації.

Ключові слова: соціальні мережі, медіа, аудиторія, популярність, інформація.