

SOCIAL MEDIA AS A TOOL FOR CREATING THE IMAGE OF INTERNATIONAL BRANDS

Социальные сети как инструмент формирования имиджа международных брендов

In the context of globalization and digitalization of the business environment, brand image is becoming an essential element of competitiveness. International companies strive not only for recognition, but also for the formation of stable positive associations among consumers in different countries. Social networks, as part of the digital communication environment, play a key role in this process, providing brands with direct access to the audience, the ability to adapt content and quickly respond to reputational challenges.

The purpose of this work is to identify mechanisms and practices for using social media to create the image of international brands, as well as to identify risks and strategies to improve the effectiveness of image management.

The analysis is based on a comparison of theoretical approaches to the concept of brand image and practical cases of international companies. Methods of comparative analysis, monitoring of digital communications, and studying examples of successful and problematic social media campaigns are used.

Social media has transformed traditional marketing models by providing brands with new tools for dialogue, visual identity, and content localization. For example, Nike actively uses Instagram to promote a global visual style, while adapting campaigns to local cultural characteristics. Coca-Cola demonstrates social responsibility through digital initiatives, linking the brand with the values of sustainable development. At the same time, the H&M case showed the risks of unsuccessful localization: the advertising campaign in China attracted criticism due to cultural insensitivity, which required a review of the strategy.

Despite the advantages, using social media comes with threats: the rapid spread of negative reviews, loss of control over narrative and cultural errors. These challenges require a systematic approach to digital reputation management and constant monitoring of the media field.

Social networks are a powerful tool for shaping the image of international brands, allowing them to build trust, strengthen emotional connection and adapt communication to different cultural contexts. Successful companies use them not only for promotion, but also for strategic reputation management, creating a stable and multi-layered brand image in the minds of a global audience. It is important to emphasize that it is the combination of a clear goal, well-thought-out methodology, practical cases and crisis response readiness that ensures the brand's long-term competitiveness and sustainable development in the digital economy.