

the workforce estimated to be comprised of millennials by 2025, there is going to be a major shift in purchasing decisions [3].

Overall, trust has become a new currency in the sharing economy. Trust is an elixir that enables people to feel reassured about staying in a stranger's home or hitching a ride from someone they have never met. That means that modern companies have to re-examine attitude to trust. It is much more important nowadays not to make people trust your company, but to make people trust each other.

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**A. Nosik, A. Sachuk**  
**А. А. Носик, А. Д. Сачук**  
БрГТУ (Брест)

*Научный руководитель П. Н. Резько*

### INSTAGRAM AS SELF PROMOTIONAL TOOL

### ИНСТАГРАМ КАК ИНСТРУМЕНТ САМОРЕКЛАМЫ

After its launch in 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion as of May 2019. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter [1]. This platform has 800 million monthly active users. And 500 million Instagram profiles are active on a daily basis. 70 % of

Instagram hashtags are branded. The platform's rapid evolution and growth mean that what worked in the past isn't going to score you the same sort of engagement today. No social media marketing strategy is complete without Instagram. It's become a top platform for brands, advertisers, and consumers alike.

We'd like to present you some tips and strategies that you can apply to your Instagram marketing strategy today. Firstly, you should define Your Style. If you decided to become a model, you probably already have interest in fashion, clothes, or photography. You have clothes from specific brands in your wardrobe and know your style well. Still, it needs improvement. Clearly define what type of an Instagram model you would like to be. Some of them promote traditional high fashion clothes, the others tend to be more «underground» but no less popular. Your personal style will define the brands with that you will collaborate in the future.

Secondly — go for quality. Take amazing photos. That might sound easier said than done, but there are simple ways to improve your photography. And when it comes to photo editing, there are a million apps that can assist in the process. Popular apps include Snapseed, VSCO, and A Color Story.

As a marketer, you need to recognize that. It's the same reason why writing an irresistible blog post introduction is vital to your content strategy. Your profile should say who you are and what you do. Having your logo as your profile picture makes the most sense. It's much more recognizable than a random picture of a person or one of your products.

Thirdly, use hashtags wisely. If you can type it, it can be a hashtag. But to make a hashtag work in your favor, you'll need to think strategically. Instagram will let you add up to thirty hashtags in one post, but it's better to select the top 12 or so that are extremely relevant to your image. Your profile should be built on engagement. It is very important aspect as engagement is allowing your follower base to come to know you (or at least a version of you). At the same time engagement on Instagram feed posts has been steadily declining for a couple years now, and in 2019 it's time to change your definition of «Instagram engagement» and focus on engaging with your followers through Instagram stories instead of just your regular feed posts. Instagram Stories has exploded in the last couple years, with over 400 million people watching stories every single day [2].

In conclusion we should mention that 95 % of prestige brands have an active presence on Instagram and include it in their marketing mix. When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment.

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**A. Khmel'nitskaya, N. Padera**  
**А. В. Хмельницкая, Н. В. Падера**  
БГЭУ (Минск)  
*Научный руководитель Д. Е. Самусевич*

## **MEDICAL TOURISM AS A PROMISING BUSINESS DIRECTION IN THE REPUBLIC OF BELARUS**

### **МЕДИЦИНСКИЙ ТУРИЗМ КАК ПЕРСПЕКТИВНОЕ НАПРАВЛЕНИЕ БИЗНЕСА В РЕСПУБЛИКЕ БЕЛАРУСЬ**

The aim of this study is to analyze prospects of the further development of medical tourism in the Republic of Belarus.

A large number of different lines of business are developing currently. And one of them is the tourism business. Tourism is an important part of the economies of many countries. The development of the tourism business affects the employment of local population, the occupancy of hotels, the attendance of restaurants, entertainment events. And in this way tourism attracts foreign capital to countries.

The last decade is characterized for the Republic of Belarus by the active development of new tourism directions — one of which is medical tourism. And Belarus has all the necessary resources to become a regional leader in this area. Convenient location for European tourists, moderate climate, developed transport system and a fairly high level of medical school are those factors that attract new guests to the Republic of Belarus. Besides this, there are a number of specific features of many countries that complicate the possibility of obtaining medical ser-