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Anastasia Kudravets

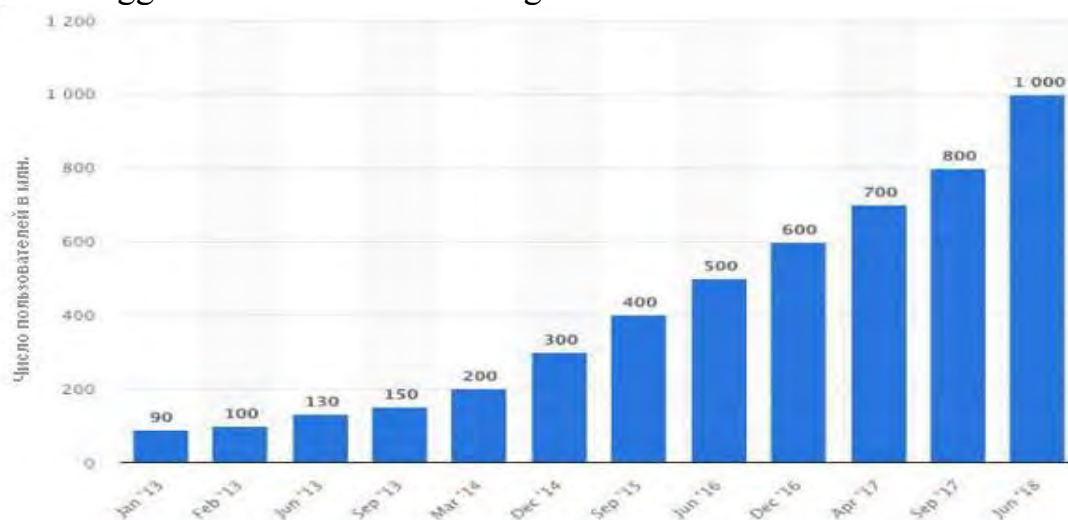
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INSTAGRAM AS A SOURCE OF INCOME

It is a quite evident that today Instagram is one of the most popular social networks in the world. Every month, the site is visited by more than 100 million users. People think, on Instagram, one can not only waste time on amusement, but also make good money.

The picture given below demonstrates the growth of Instagram users for the period of 5 years. As the graph shows in January 2013 the number of monthly active users of Instagram was 90 million people, while by June 2018 it had increased to 1 billion users [1].

The aim of this research is to analyze the experience of most successful Belarusian bloggers who have made Instagram the source of income.

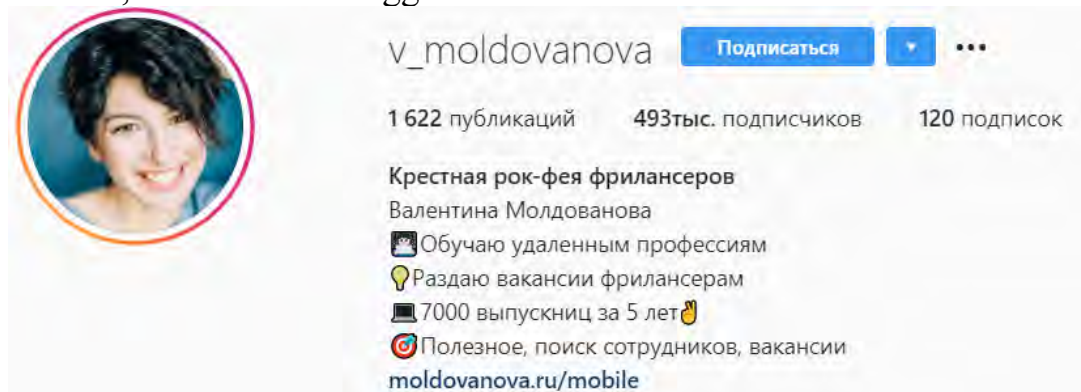


Picture 1: Instagram users growth

Naturally, the fewer Instagram subscribers the author has, the less will be earned from advertising. It is the blogger who decides how much the ad costs, but there is a certain standard of pricing

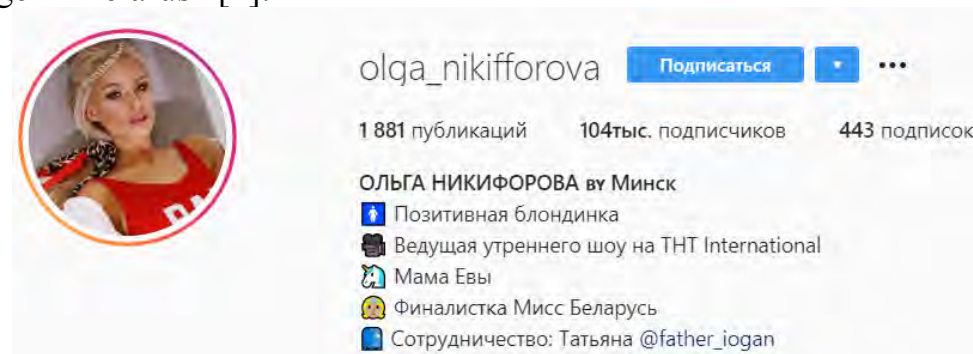
Advertising for a blogger with the audience of 4-10 thousand people costs about 20-40 rubles, with 20-30 thousand people costs about 70-200 rubles and with 50-100 correspondingly costs about 350-1000 rubles [2].

Advertising is not the only way to make money. At the moment, there are many bloggers who create online schools and actively promote them on Instagram. For example, 493,000 people have signed up for the Instagram account of Valentina Moldovanova, a Belarusian blogger.

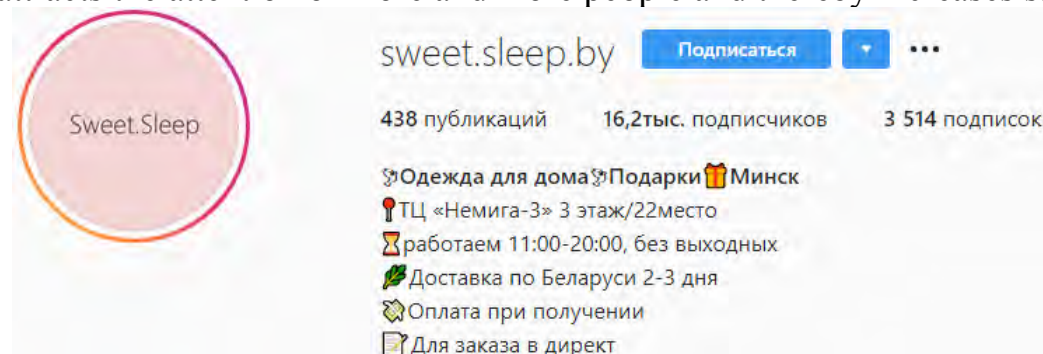


She is the founder of the first women's school "Lady Freelance", where she trains women to work remotely. This school brought the blogger 1.5 million rubles [3].

Olga Nikiforova's account has about 104,000 subscribers. She talks about her life, jokes on topical issues and actively communicates with the audience. The approximate cost of her posts is \$120, the average monthly earnings are "higher than the average in Belarus" [4].



The account given below informs its potential customers about collections updates, promotions, and sales. This is a great marketing move, because this way the store attracts the attention of more and more people and thereby increases sales.



In conclusion, it is reasonable to say that Instagram most evidently, can bring profit. But to get it one should be risky, creative and hard-working.

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DEVELOPMENT AND REGULATION OF IT BUSINESS IN THE REPUBLIC OF BELARUS

Today, information technologies (hereinafter referred to as IT) have deeply penetrated into all the spheres of business and public lives and their further development and growth are simply inevitable. They have a great impact on national economies in general, and on the everyday routine of the world's population in particular. The dynamic development of most industries (for example, energy, trade, financial sector, insurance, education, etc.) is associated with the introduction of information and communication technologies that interact and are often an integral part of the service sector, management, industrial production, and social processes. Every year, there are more and more prospects for improving business efficiency and living standards due to the integration of such technologies.

The purpose of the article is to characterize the features of IT sector development and regulation in the Republic of Belarus.

Due to the significant state support, IT sphere in our country has the highest growth rates. The most important factors affecting the competitiveness of the Belarusian IT industry are: