inborn cultural values. To perform in a foreign environment successfully, their attitude to societal constructs is to be understood, and pointless jobs as an enemy of self-realisation is one of them.

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THE DEVELOPMENT OF SOCIAL MEDIA MARKETING DURING THE COVID-19 PANDEMIC

The coronavirus pandemic is a unique phenomenon. In just a few weeks, people enjoying a highly competitive supply of a wide variety of goods and services suddenly found themselves locked up and cut off from their familiar world and way of life. The global economy has been more affected by the number of people who fear COVID-19 than by the number of people who get sick. Fear changes people's behavior. And it changes the behavior of those who make decisions.

A huge number of companies in our country were not ready to quickly adapt to new realities. Those which staked on digital long before the pandemic won.

According to Buzzfactory, a communication agency, the coronavirus crisis and the forced self-isolation regime have radically changed the media behavior of users. Top bloggers and micro-influencers began to gain more popularity [1]. As a result, in April 2020, their Instagram posts grew in number by 57.3%. They published 25.2% more posts on Facebook and 10.2% more on VKontakte. Another important feature of the coronavirus era for the digital market had been the surge in the popularity of the TikTok app. On TikTok, users post short videos ranging in length from 15 to 60 seconds, which get millions of views [2].

In just the first month of the pandemic, the e-commerce market in almost all countries had doubled. Many companies quickly redistributed their advertising budgets. Managers realized the importance of finding a brand in social networks [3].

Buzzfactory experts have identified five content trends on Instagram, Facebook, VKontakte and TikTok during the coronavirus:

1. Caring for customers. According to a report by Millward & Brown, a research organization, 61% of Belarusians believe brands should not exploit the theme of the pandemic. However, there are things that companies can and should post on their official accounts and websites—tell customers about their actions and measures to ensure security. For example, the largest UK retail chain Tesco launched a series of explanatory videos on how to arrange shopping during the quarantine.

2. Challenges. These are simple tasks that users of social networks perform by posting photos or videos with a certain hashtag [4]. For example, after the music groups "Khleb" and "Cream Soda" released their song "I Cry for Techno", Alexander Gudkov, a Russian showman, launched a dance challenge (#plachunatechno). The idea was taken up by Borjomi, a Georgian mineral water brand: their self-isolation mode video under #borjomithome was viewed by more than 250 thousand people.

3. Live broadcasts. IG Live content volume on Instagram had grown by a record 526% between March 8 and March 15, 2020, according to the Mintel Comperemedia analytics group. Keeping up with Instagram, TikTok launched the #HappyAtHome campaign to promote live streaming on its platform. In addition to famous personalities, brands also started making live broadcasts. While large brands invite actors and musicians small ones unite and arrange collaborations.

4. Advertising through influencers. PRT Edelman Affiliate, a PR-agency, surveyed 42 marketing directors in various fields. About 60% of respondents said their companies had abandoned outdoor advertising and 34% had abandoned traditional TV promotion. SMM (66%), contextual advertising (53%) and blogger advertising (44%) were mentioned as the priority areas for advertising. During self-isolation influencers urged users to stay at home, watch movies online, use video calling for communication and order products in a specific mobile application. They understood faster than others how to fit into the new life of online-only consumers.

5. "Home" content. During the lockdown, many brands could not make outdoor or studio shooting with models and actors. "Home" content became the simplest replacement for professional filming. Inditex, a leading fashion retailer, released a new Zara lookbook, for which the models were filmed right at their homes, observing the rules of self-isolation. Such content met with customers' approval, sending many brands to follow Zara's example [5].

Thus, the coronavirus and the accompanying crisis have brought big changes to the way many companies operate. The lesson to be learned is that modern marketing should be flexible enough to survive various crises, such as a pandemic—those who manage to adapt their businesses to operate online are capable to change first of all themselves to be able to adapt to certain circumstances and trends.

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THE MAIN APPROACHES TO DETERMINING STAFF SATISFACTION

In practice, modern enterprises form a personnel management system in order to streamline business processes related to personnel. An important component of an effectively functioning organization's personnel management system is the personnel risk management mechanism.

Personnel risk is a situation reflecting the danger of undesirable developments that directly or indirectly affect the functioning and development of the organization, personnel, society as a whole and the commencement of which is associated with objectively existing uncertainty caused by a number of reasons: inefficiency of the personnel management system; behavior, action (inaction) of personnel; the external environment of the organization.

Based on the above definition, subjective and objective personnel risks can be distinguished. Objective personnel risks take place regardless of the actions and against the will of the organization's personnel. In the case of subjective personnel risks, the occurrence of any adverse events depends on the actions of a particular employee of the enterprise. Personnel risks take an important place in the system of business risks, which is due to a number of their features. Firstly, the direct relationship between the level of personnel risk and the rate of profit is not obvious, that is, an increase in the level of personnel risk does not lead to maximizing the profit function of the enterprise. Secondly, the source or object of personnel risks is the personnel of the organization or an individual employee. Thirdly, the impossibility of completely transferring personnel risks to other market entities.

Among the personnel risks of a modern enterprise, one can single out the risks of non-compliance of the quantitative and qualitative composition of personnel with the