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# THE ROLE OF SOCIAL NETWORKS IN PROMOTING THE PERSONAL BRAND OF A POLITICAL LEADER (ON THE EXAMPLE OF D.TRUMP)

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Social media is a powerful tool for any actor involved in politics, but it can also easily cause even more problems. As attitudes towards social media and politics continue to evolve at a rapid pace, it's useful to see what changes are happening and what that means for everyone else who uses social networks [1].

The terms politics and social networks seemed to be unrelated until recently, but now they go almost hand in hand [2]. In the modern world, having and leading is one of the mandatory requirements for the successful activity of a politician. This also applies to regional deputies: both for winning elections and for further work. Social networks are an important way for a deputy to communicate with the electorate; such platforms help to identify the most pressing problems, as well as convey their thoughts and ideas to citizens.

As an example, we can take the former president of America and the famous personality in social networks – Donald Trump. When he won, everyone said that it was "new media" that brought Trump to the White House. The unexpected victory of Donald Trump in the US presidential election became a real bomb on social networks, where 90% of the content on the day the results were announced was dedicated to this event. Through all the informational noise, the theses began to break through that Trump's victory is not so accidental if we analyze his approach to promoting the campaign and, in particular, how he used social networks [3].

In this work, I tried to collect and analyze information on this topic based on the materials that are now in the public domain, as well as my own thoughts on this topic. For all people involved in digital marketing and SMM, it is already obvious that this whole story is a very interesting case for the industry.

To analyze the effectiveness of the use of social networks in politics, we can compare the election campaigns of Hillary Clinton and Donald Trump. First, consider the views of experts. CNN political columnist Van Jones drew a very good historical analogy, noting the importance of social media in Trump's victory. Jones said that candidates who are able to use new communication technologies effectively often win their races. He showed this pattern with examples from history:

the innovative successes of Franklin D. Roosevelt with radio, John F. Kennedy with television, and Obama with the Internet. He believes it was Trump's effective use of social media that helped him win the presidency, overcoming ridicule both within the party and from Democrats. What about thinks Trump himself ?

In an interview with American television journalist Leslie Stahl, he himself noted the key role of social media in his victory. He said: "I think it's amazing. It's a modern form of communication... the fact that I have such power in terms of audience numbers on Facebook, Twitter, Instagram and so on. I think it helped me win a race where they spend a lot more" [4].

Trump's Facebook page during the elections was the largest in terms of the number of subscribers. Candidate Bernie Sanders had almost half as many subscribers, and the famous Hillary Clinton had even less. But that is not all. More importantly, Trump's page is also the undisputed leader in terms of engagement, that is, in terms of the total number of comments, likes and shares on publications, compared to competitors.

If we consider Facebook as a whole, we can say that Trump inspires hatred or, at best, ridicule. They even cite statistics that out of 20 posts about Trump, only one is positive. In fact, he creates a viral effect around his person.

John Lombardi, a businessman and Trump supporter who was directly involved in social media during the presidential race, told reporters: "We started with 2-3 pages – Citizens for Trump, Students for Trump, Coalition for Trump, and now we have about 500 groups of all kinds: Women for Trump, Workers for Trump, "Latinos for Trump", and even "Bikers for Trump", "Jews for Trump", because Donald is a great friend of Israel" [5].

Of course, this all sounds like a beautiful story, but it is hard to believe in the exclusively viral growth of pro-Trump communities. Especially if you look at the distribution of advertising budgets between channels, which was published by Bloomberg. In the column of online marketing costs, Clinton has $3.1 million versus Trump's $14.2 million, that is, more than 4 times. Based on this summary, Hillary made a bet on traditional media, investing in them the bulk of the funds – more than $ 30 million, and this bet did not justify itself, as we know [6].

In order to achieve maximum electoral success, Trump's political marketing team decided to target segments of the people who were unfulfilled by the rival's promises. Trump made promises to his audience that were unacceptable to Hillary, and in doing so, he resonated with voters. By the way, Trump, unlike Hillary Clinton, conducted polls through social networks online, and thanks to this, he saved not only money, but also time.

Having studied their audience, Trump's marketers actively used microtargeting according to the interests of the desired target audience. In addition to all this, Donald Trump's team manipulated consciousness and formed the necessary opinion among the people in different states thanks to television broadcasts. That is, they showed news on the principle of "divide and conquer". Having studied the target audience, the marketing team provided television commercials against Hillary Clinton, highlighting her disadvantages in the right places, showing all this to the right people. So this is very important. Having studied the right audience of people according to their interests, you can give them such information that will become a tool for you to manage the electorate [2].

Another interesting point was the qualitative difference in overall content between the Clinton and Trump campaign sites. Clinton focused on collecting email addresses, while Trump focused on explaining her position and making money. Do not be surprised, Donald and here showed himself first and foremost a businessman. Therefore, a big focus on his campaign website

was to sell various paraphernalia, such as these baseball caps with the slogan "Make America Great Again".

Of the ten most republished pieces of content from the website «hillaryclinton.com», nine landing pages were designed to collect information. Only the tenth offers something other than the registration field. Unsurprisingly, people were less willing to link back to Clinton's landing pages. And Trump's most shared sections of the site are the merchandise store, which we already mentioned, as well as some general articles explaining the essence of his platform.

Also, the social network Truth Social, created by former US President Donald Trump, became the leader in downloads among free applications in the App Store. "Our goal, which I think we will achieve, is to be at full capacity by the end of March, at least in the US," according to Reuters.[4] .

To sum up, we can understand that social networks really play a big role in politics and are an effective tool of politics. Especially on the example of Donald Trump, this is obvious. Social networks helped him put forward his personal brand and gather supporters. But a lot of effort and money was spent. If compare the social networks of Hillary Clinton and Trump, we see a big difference. As a result of the election, Trump won, which showed the effectiveness of his social networks. Since he has invested more money but the most important content of his accounts, especially on Facebook and Twitter. They are closer to the common people, at the same time presented in a funny and sometimes absurd way.

In January 2021, a number of social networks blocked accounts Donald Trump, who remained President after this January protest against the results in the 2020 presidential election, which was won by Joe Biden, supporters of the incumbent President Trump briefly captured the Capitol in Washington.

The leadership of the largest US social networks has decided that the continued presence of Trump on their platforms as the American president creates a risk of violence. Following Trump, these services began massively blocking the accounts of his supporters. Twitter, Facebook, Instagram, Reddit, Discord, TikTok, Twitch, Snapchat, YouTube took part in the unprecedented blocking campaign. In response, Trump said: "We will not be silenced" – and announced the creation of his own Internet platform. Against this background, the popularity of Telegram has risen sharply, which has become the second most downloaded application in the United States. These events sparked widespread discussions about the permissibility of censorship and the limits of freedom of speech. Observers noted that the blocking of Trump by social networks demonstrated the growth of the political influence of IT corporations. November 19, 2022 According to a poll on Elon Musk's Twitter page, Donald Trump's Twitter account was unblocked [7].

Social networks today have a huge influence, including, it is known that many major media outlets use data from the blogosphere when preparing their materials. The Internet is becoming the main source of information, slowly replacing the usual television and newspapers. One good post on Facebook can attract more attention to a candidate than a dozen speeches on the central channel and a hundred broadcasts on the radio. An example of this is Alexei Navalny, who became known to the general public precisely thanks to social networks. As well as the head of the Chechen Republic, Ramzan Kadyrov, who regularly enters into a dialogue with subscribers on Instagram. Social networks are becoming a kind of messengers of democracy, where elections and votes are replaced by the number of subscriptions and "likes" [8].

To conclude, it is obvious that it was the social networks that helped Trump to win the presidential elections and also he skillfully took advantage of the Internet. With access to his

accounts now, it can be said that Donald Trump has regained access to voter outreach platforms ahead of his next attempt to run for President of the United States in 2024.

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# WATER MANAGEMENT SYSTEM IN CENTRAL ASIA: EFFECTIVENESS OF THE NEXUS APPROACH

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The issue of water resources sufficiency and depletion has been on the agenda since the mid-1980s. All climate models indicate a high probability of further deterioration of the situation. Water stress continues to strengthen and will increase by 2.8 times in some regions [1].

Central Asia is a global hotspot for long-term climate trends, having experienced a substantial increase in temperature over the last century. Today Central Asia's strong dependence