

вирішення однієї з нагальних проблем сучасного людства, яка в своїй основі має світоглядний зміст.

Література

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BENEFITS AND RISKS OF USING AFFILIATE PROFILES ON SOCIAL MEDIA

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Social media has become an integral part of the process of disseminating information about events, people, projects, etc. The saturation of the information field and, as a result, competition for the audience's attention requires the most effective use of social media tools. K. Lamot and S. Paulussen write that in the era of information overload, the media are constantly trying to make news visible to as many people as possible [1, p. 3]. Similarly, administrators of social media profiles (some of whom also represent the media) are trying to increase the reach of such profiles.

Among the ways of disseminating information through social networks is the use of partner profiles. These are profiles of people and organizations where the information of the person concerned can be posted on a partnership basis.

The use of partner profiles can significantly increase the reach of a newly created profile. However, this way also carries certain risks. Below, the author proposes to describe the difficulties that should be considered typical for the promotion of newly created profiles on social media. This is followed by an overview of the benefits of using affiliate profiles and the risks of this practice.

Zero or a small number of subscribers will reduce the credibility of a newly created profile on the part of the audience. Users usually choose

familiar sources, while little-known ones take time to gain recognition and trust. These factors, in turn, will determine low organic visibility, losing out to more popular profiles.

If resources allow, a sufficient amount of high-quality content will be a positive factor for the development of the newly created profile. Otherwise, a small amount of content and, accordingly, the lack of a deep archive of publications will be another circumstance that will hinder the development of the new profile.

Paid advertising is a tool for enhancing the development of a new profile, but it requires stable funding, the absence of which will deprive the newly created profile of the benefits of paid promotion.

A separate factor that will complicate the promotion of a new profile is the high competition in social networks for consumer attention.

The above factors can significantly complicate the promotion of a newly created profile. This requires a specialist or team administering the profile to implement effective practices and strategies that will make the promotion of a newly created profile more effective. These include using partner profiles that already have a large number of active followers.

In this case, a newly created profile whose content is posted on a partner profile gets access to a wider audience. Affiliate posts or mentions can help draw attention to a newly created profile and quickly increase its visibility.

Recommendations from a reputable partner profile will help increase the credibility of a newly created profile. Endorsements from partners who are already trusted will motivate the audience to subscribe to a profile that they are not familiar with. Even if a follower of a partner profile does not immediately follow a new profile, or even a profile that is new to them, but limits their interaction with them to a few clicks, this will help increase organic reach. Reactions or comments on the newly created profile will improve its visibility on social media, which will stimulate even more interactions with the newly created account. This tactic will contribute to the development and growth of such a profile in the first months of its existence.

Ultimately, the affiliate profile itself can benefit from interaction with the newly created account by offering its audience fresh and interesting content.

At the same time, using affiliate profiles to promote a new account may carry certain risks.

The audience of the affiliate profile may only partially coincide with the target audience of the newly created profile. In this case, there is a possibility that along with potentially active subscribers, you may get users who will not interact with the content of the newly created profile or will not interact sufficiently with it. This can lead to a decrease in overall activity indicators, such as likes and comments, and ultimately have a negative impact on the profile's organic reach.

If an affiliate profile is criticized or suffers serious reputational damage, it can have negative consequences for the profiles that have partnered with it. The reputation of an affiliate account affects the credibility of the profiles it supports. Accordingly, such profiles risk sharing the reputational losses of the affiliate account.

High dependence on affiliate profiles (and even more so on one) creates a risk of losing relevant support in case of changes in partnership agreements or changes in the development strategies of affiliate profiles. This will mean the loss of traffic sources, and as a result, a decrease in activity and loss of audience.

Certain stylistic requirements of the partner profile to the content of the newly created profile can significantly limit the freedom to create such content and affect its authenticity. In this case, the uniqueness and authenticity of the brand or project may be lost, up to and including confusion of the goals of the newly created profile with those of the partner.

Loss of authenticity can also occur due to differences in the values of the newly created and partner profiles. In this case, followers may not understand why the profiles are cooperating with each other, and may decide to unfollow one or both profiles.

These risks are also complemented by organizational risks, when, due to different visions of campaigns or poor coordination, partners may make mistakes that will ultimately negatively affect the reputation of all partnership profiles.

A separate group of risks is represented by the partner's side, when, for example, he or she may not fulfill his or her obligations with high quality or at all. This will affect the results of the promotion of the newly created profile and reduce its effectiveness, and ultimately mean a loss of time for such a profile. An attempt by an affiliate account to use the services of bot farms may result in statistical data that does not reflect the actual attitude of the audience to the profile, and as a result, the profile administrator may have a distorted view of the profile's influence.

The above risks should be prevented by developing your own development strategy, which will involve getting rid of high dependence on partner profiles as soon as possible while maximizing efficiency during cooperation.

References

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