

INNOVATION, SOCIAL AND ECONOMIC CHALLENGES

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The International Scientific Online Conference on "Innovation, Social and Economic Challenges" focuses on developing comprehensive solutions to complex issues spanning international economics and globalization, national economic governance, innovation in marketing and management, the economic and societal dimensions of innovation, information technology, and environmental economics. It targets researchers, doctoral candidates, students, business professionals, members of public organizations and academic institutions, and a broad audience interested in these topics.

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PROMOTION OF BLOOD SERVICE FACILITIES OF UKRAINE IN SOCIAL NETWORKS

Social networks have become a part of almost everyone's life [44]. Most companies use them to promote their goods and services [27,24]. The blood service, the role of which especially increased with the beginning of a full-scale invasion, is no exception [23,26].

The work's aim is to investigate the specifics of using social networks to promote donation ideas. The above significantly impacts the country's reputation among the world community. The methods and methodology of the papers [1-22,25,28-43,45-76,78-129] were used for this investigation.

Some blood transfusion services have pages or groups on social networks through which they communicate with their target audience.

Blood transfusion stations and organizations promoting donation regularly publish posts about blood needs. Most often, they use appeals and hashtags: "здай кров (donate blood)", "стань донором (become a donor)", "потрібні донори крові (blood donors are needed)", and in 2022 another "твоя кров може воювати (your blood can fight)" was added to them.

Using the Meta Advertising Library service, paid advertising companies regarding blood donation were found (Table 1.)

Based on the Social Buzz service data, 553 requests for these hashtags from 431 users were found.

It means, on average, one user left one message on this topic, which is clearly not enough to attract the public's attention.

99% of all requests are neutral, which does not hurt the feelings of others. And this may indicate the low effectiveness of these messages.

As can be seen from table 1, only 30 advertising campaigns were launched in five years, with an average duration of 2–3 days. It means only six advertising campaigns per year for the whole of Ukraine. The advertisement was shown 1.3–1.5 million times.

Table 1 – Paid advertising campaigns for blood donation on Facebook and Instagram in 2018–2022 (as of 03/09/2023)

Requests	A number of advertising campaigns, pcs.	Impressions, thousand	Duration of advertising display, days
“ТВОЯ КРОВ МОЖЕ ВОЮВАТИ” (your blood can fight)	10	369–449	30
“здай кров” (donate blood)	7	40–52	2
“стань донором” (become a donor)	8	843–951	17
“потрібні донори крові” (blood donors are needed)	5	41–49	13
Totally	30	1293–1501	76

Source: built by the author based on (Meta Advertising Library, 2023).

The potential target audience is the population aged from 18 to 60, which is 23.5 million people (according to data for the beginning of 2022), which is about 16 times more than there were advertising impressions in five years. And taking into account the fact that to perform the necessary action, you need to see the advertising message several times, then more is required [77].

In addition, if you analyse the paid advertising campaigns, you can see that the most effective was the campaign from the "Voice" political party, which called to join the # ШвидкіЗміни (QuickChanges) challenge, which included the offer to become a blood donor. This message received over 50% impressions (800–900 thousand), although it was published for only 3 days. All other campaigns were mostly one-offs; only some of them were repeated.

Thus, it is possible to conclude the need for more activity of blood service facilities in social networks.

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