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**Creating political image of a government entity in social networks. A case of the Russian Central Election Commission in 2019 campaign**

The report covers analysis of the social networks content created by a governmental entity. Central Election Commission (CIC) of the Russian Federation was chosen as an illustration of the current processes. The author has tried to observe actual instruments offered by social networks and used for forming a communicative link between state and society and creating a positive image of a state entity. The method of content analysis was used as well as monitoring statistical systems (Integrum) for analysing people’s reactions on the CIC activities and self-presentation. Algorithms of social networks are constantly changing and the number of users of them is growing, therefore there is a demand on studying and describing these processes for building more effective strategies of governmental entities presence in social networks. One of the key features is that the process of borders erading and state-society communication simplifying is only a formal one, but it is implied that the process should be win-win for both parties. State has a new instrument of citizens persuasion and creating a positive image of itself, while social networks for citizens is a channel for direct dialog with the governmental entities and opinion expression, especially it is useful to express their dissatisfaction with governmental social policy and reaction on political demands.