UDC 007:351]:004.77(477)

**SOCIAL NETWORKS IN THE SYSTEM OF GOVERNMENT COMMUNICATIONS**

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***Research methodology.*** *The aim and objectives of the article have led to the use of several complementary methods.**By means of the method of analysis of documents the scientists’ works concerning the problems of social networks and requirements to them are considered, texts of massages of the leading Ukrainian officials in social networks are worked out. The system analysis which allowed defining the place and role of social networks in the government communications is used.*

***Results.*** *General conclusions of the article have added to the already known ones and created new knowledge about social networks as an Internet-platform of the communications. The needs for the active introduction of social networking in the public administration in Ukraine have been considered in the context of modern requirements to public communicators. Reasons for using of social networks in state bodies’ practice are indicated.*

***Novelty.*** *Social networks is considered as an effective communicative possibility in the sphere of state administration which foresees additional forms of public bodies’ cooperation with the community on the basis of wide application of media communicative technologies. Author determined the value of social networking as a communication platform in the context of constantly growing requirements to the use of all types of modern mass media (printing, audio, visual, Internet) in government communications, forming the informative culture and professional activity of state bodies in the informative society.*

***The practical significance.*** *Author’s works can be used in subsequent general theoretic research of social networks in the system of government communications, and also used in the practical implementation in the communications «government — public».*