

## Social Networks as a Channel of Political Communication for Parliamentary Parties

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**Abstract.** *The effectiveness of using social networks as channels of communication between political parties and the population is quite difficult to assess correctly. One of the ways to solve the problem under question is to compare communities in social networks of parliamentary political parties based on the activity of social network users. The paper aims at assessing the attractiveness of social network for users and among parliamentary political parties' members. The objectives of the work are: to determine the greatest interest of users and to identify political parties whose content is in the least demand. The innovation of the study is its statistics and analytics of the content of communities in social networks using a digital platform and determining the most (least) popular publications of parliamentary political parties. The research method used was the qualitative and quantitative analysis. The result of the study is an assessment of the content attractiveness of social networks of parliamentary political parties among official communities, and determination of the users' greatest and least interest in party publications. Recommendations are developed for attracting social network users to party publications.*

**Keywords:** *political parties, political communication, social networks, media activity, political content, social network audience*

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