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## **FORMATION OF SOCIAL AND COMMUNICATION SUPPORT FOR BUSINESS IN AN INCLUSIVE ECONOMY**

An inclusive economy, focused on creating equal opportunities for different social groups, places new demands on business. Socially responsible enterprises play an important role in solving social problems, which reinforces the need for effective social and communication support. This support helps to establish a dialogue with various stakeholders and creates a positive image of business. Social communication technologies are the basis for effective management of information flows [2]. They allow businesses not only to inform target audiences, but also to interact with them in a two-way communication format. Social engineering in this process acts as a mechanism for modeling behavior aimed at achieving social harmony and adapting to the challenges of an inclusive economy. Analysis of the formation of social communication support includes the following components:

Analysis of target audiences. Businesses should take into account the needs of vulnerable categories of the population, such as people with disabilities, temporarily displaced persons, and low-income groups. For example, socially responsible campaigns of companies that offer special conditions for such categories strengthen brand trust. The impact of communication channels. In modern conditions, social networks are becoming the main communication tools, which allow for quick delivery of information and maintaining dialogue. Studies show that 78% of social platform users positively evaluate companies that respond to social challenges [1].

Social engineering in business strategies. Social engineering allows you to model strategies for influencing the audience by creating communication messages that evoke an emotional response. For example, using customer success stories or supporting charitable initiatives arouses broad public support. Economic efficiency.

Social communication programs contribute to increasing customer loyalty, which directly affects financial indicators. Companies that actively implement socially responsible strategies note an increase in sales by 10-15% [2]. 259 Practical recommendations for shaping the social and communication support of business in an inclusive economy may be as follows: develop communication strategies taking into account the needs and expectations of different social groups; integrate social and communication technologies into business processes to enhance engagement; regularly assess the effectiveness of communication initiatives through analysis of social and economic impact. Forming social and communication support in an inclusive economy is an important element of a business's social responsibility strategy. The use of social and communication technologies and social engineering allows not only to improve communication with target audiences, but also to contribute to the sustainable development of society. A business that is focused on inclusion becomes a driver of positive change and economic growth.

#### References:

1. OECD. Inclusive Growth and Business: International Practices in Corporate Responsibility. OECD Publications. URL: <https://surl.li/rvrwvj>.
2. Островська Н. В. Прикладні соціально-комунікаційні технології: навчальний посібник. Запоріжжя : ЗНТУ, 2017. 110 с.