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FILMMAKING BUSINESS PROCESSES
FOR VIDEO CONTENT PRODUCTION
IN MODERN SOCIAL MEDIA

The article emphasizes the significance of visual storytelling and the challenges that filmmakers encounter while promoting their work on social media platforms. This study seeks to evaluate marketing techniques for showcasing media content on social platforms and to identify effective strategies for leveraging platform algorithms. The theoretical section outlines essential phases of media content creation, spanning from script writing to post-production, highlighting the equal importance of creative vision and technical skill. Additionally, the article addresses the global issues affecting media in Kazakhstan. The research methodology encompasses an analysis of social media algorithms as well as an experimental case study aimed at exploring their effects on video production practices. The article thus provides an example and discusses the contribution of social networks such as YouTube and TikTok to global content development. For example, YouTube has become the largest and most visited video-sharing platform, attracting users to educational content. Also, with over 500 million active users worldwide, TikTok has gained popularity in China with 150 million daily active users in China. The findings indicate how social media affects and transforms content creation and promotional strategies. So, this research provides a step forward to understanding digital promotion, which helps focus on the importance of social media technologies and social media platforms in contemporary video production. The practical use of the research is based on its findings for effective digital media promotion.

Key words: visual storytelling, content promotion, platform algorithms, media technologies, media content, social media marketing.

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Заманауи әлеуметтік медиада бейне контент өндіруге арналған
кинематографиялық бизнес-процестер

Бұл мақалада визуалды әңгімелеудің маңыздылығы және кинорежиссерлердің әлеуметтік желіде өз контентін насихаттаудағы қиындығы қарастырылады. Зерттеудің мақсаты – әлеуметтік медиа мазмұнын ілгерілету үшін қолданылатын маркетингтік стратегияларды талдау және әлеуметтік платформа алгоритмін пайдаланудың тиімді жолын анықтау. Зерттеудің теориялық бөлігінде медиа-контент өндірісінің негізгі кезеңі қарастырылады. Ол сценарийді әзірлеуден бастап постөндірістен кейінгі кезеңге дейінгі барлық кезеңде шығармашылық қиял мен техникалық дайындықтың бірдей маңыздылығын атап көрсетеді. Сонымен қатар, мақалада Қазақстандағы бұқаралық ақпарат құралдарын қозғайтын жаһандық проблема қарастырылады. Әдістеме әлеуметтік медиа алгоритмдерін талдаудан және осы алгоритмдердің бейне жасау процесіне әсерін зерттеуге бағытталған эксперименттік мысалдан тұрады.

Мақалада YouTube және TikTok секілді әлеуметтік желінің дүниежүзілік контент дамуындағы үлесі талқыланып, мысал ретінде келтіріледі. Мысалы, қазіргі таңда YouTube пайдаланушыларды

ды білім беру контентіне тартатын ең үлкен және ең көп кіретін бейне бөлісу платформасына айналды. Ал TikTok болса, бүкіл әлем бойынша 500 миллионнан астам белсенді қолданушысы бар, сонымен қатар, Қытайда танымалдылық жинаған күніне 150 миллион белсенді Қытайлық қолданушысы бар платформа болып саналады. Негізгі тұжырым әлеуметтік медианың контентті өндіру мен ілгерілету әдісі мен тәсілін өзгертетінін көрсетеді. Бұл зерттеу қазіргі заманғы визуалды контент өндірісіндегі медиа технология мен әлеуметтік медиа платформа арасындағы өзара әрекеттестіктің маңыздылығын атап өтіп, цифрлық ілгерілету саласына үлес қосады. Зерттеудің практикалық маңыздылығы оны сандық ортада медиа мазмұнды тиімді жылжыту үшін қолданады.

Түйін сөздер: визуалды әңгімелеу, контентті алға жылжыту, платформа алгоритмі, медиа технология, медиа контент, әлеуметтік желідегі маркетинг.

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Кинематографические бизнес-процессы для производства видеоконтента в современных социальных медиа

В данной статье рассматривается важность визуального сторителлинга и трудности, с которыми сталкиваются кинематографисты при продвижении своего контента в социальных сетях. Цель исследования – проанализировать маркетинговые стратегии, используемые для продвижения медиаконтента в социальных сетях, и выявить эффективные способы использования алгоритмов социальных платформ. В теоретической части исследования рассматриваются основные этапы производства медиаконтента. В ней подчеркивается равная важность творческого воображения и технической подготовки на всех этапах – от разработки сценария до постпродакшна. Кроме того, в статье рассматриваются глобальные проблемы, затрагивающие медиа в Казахстане. Методология состоит из анализа алгоритмов социальных сетей и экспериментального примера, направленного на изучение влияния этих алгоритмов на процесс создания видео. В статье тем самым приводится пример и обсуждается вклад социальных сетей, таких как YouTube и TikTok, в развитие мирового контента. К примеру, YouTube стал крупнейшей и самой посещаемой платформой для обмена видео, привлекающей пользователей к образовательному контенту. TikTok, имея свыше 500 млн активных пользователей по всему миру, завоевала популярность в том числе и в Китае, имея 150 млн активных пользователей в день. Основные выводы свидетельствуют о том, что социальные медиа меняют методы и подходы к производству и продвижению контента. Данное исследование вносит вклад в области цифрового продвижения, подчеркивая важность взаимодействия между медиа технологиями и социальными медиаплатформами в современном производстве визуального контента. Практическая значимость исследования заключается в его применении для эффективного продвижения медиаконтента в цифровой среде.

Ключевые слова: визуальный сторителлинг, алгоритмы платформ, медиа технологии, медиаконтент, продвижение контента.

Introduction

Nowadays, the media industry of Kazakhstan produces a lot of high-quality videos, but mostly local producers hardly understands how to properly take advantage of the opportunities of promotion their products through social networks. Even if we focus only the niche of bloggers as an example, a large number of new content makers cannot attract attention to their publications, thereby they cannot promote content and attract subscribers. In this article we discuss working algorithms and recommen-dations which will be useful for content creators. Creating a media content is an exciting and creative process. The result that the viewer sees on the screen is created by dozens and hundreds of people using the most modern technology and digital technologies. As in any other field, there are its own peculiarities and secrets. Visual storytelling is the skill of making videos. Anyone may mount a camera on a tripod and press record, but cinematography is an art form that involves managing what the viewer sees and how the image is presented. The importance of creative imagination and technical thought

in the production of a film is about equal. Financial problems are not at the bottom of the list. In film studios and film production centers, these seemingly disparate activities are united *(Aidarbekov A., Shakhmetova G., Asmaganbetova K., Bekish Z., Kyzyrkanov A. and Salimzhanov A, 2021: 138)*. One of the most important branches of media production is filmmaking. It encompasses the aesthetic and creative process, filmmaking technique and technology, production organization, and market promotion. The quantity and type of film crew required depends on the nature of the project. The initial plan, idea, script writing, casting, filming, sound recording and sound processing, editing, and pre-screening of the finished product in front of an audience are all stages of filmmaking that can be followed by execution *(Romero-Fresco P., 2019)*. A film's production cycle is divided into five major stages filmmaking control processes:

1 Script development
2 Preliminary preparation and casting
3 Filming
4 Post-production
5 Promotion and distribution

Script development

At this point, the filmmaker selects a story, which may be based on an original concept, a book, another movie, or a true story. After deciding on the story's theme or key takeaway, the director starts collaborating with the screenwriters to create a synopsis. After that, they determine the sequence of events dividing the plot into scenes. The synopsis is then prepared. Although there are typically little dialogues and direction in the text, storyboards that aid in visualising important moments are frequently included. Another method is to write a script, which is a text that incorporates components of a script, particularly concerning dialogues. This is a variation of writing a script where some design guidelines are followed but the "writing merely what the audience perceives" principle is not followed. The screenwriter then spends several months writing a script. He can revise it multiple times to more spectacularly depict situations, idea clarity, organisation, characters, conversation, and overall style. Producers, however, frequently skip the early stages and start working on the scenarios that are submitted right away. Investors, studios, and other stakeholders then analyse and rank the scenarios. To evaluate the film's prospective market and financial performance, a distributor may be engaged at the beginning of the pre-production phase *(Li Y., Guan M., Hammond P., Berrey L.E., 2021)*. All of these elements suggest that the movie may be appealing to

some viewers. Film producers sell the rights and licenses for distributing their films worldwide because not all films make money from distribution solely.

The producer and writers create a presentation of the movie or a summary, which is shown to possible financiers. They also show the movie to performers and directors to convince them to join the project if it receives funding. If the presentation goes well, the film will be given permission to shoot by either the cinematography council or an independent investor. The parties take part in transaction negotiations and contract signing. The future film can move to the stage of preparation for filming after all parties have met and agreed. At this point, the future film's marketing strategy and target audience should be well-defined. After that, if the film is approved for more filming and pre-production, the screenwriter can write the script *(Fry K.G., 2019: 6)*.

Preliminary preparation and casting

Every step of filmmaking is diligently thought out and planned during pre-production. The director has pre-visualized the film, which can be decoded using illustrators and concept artists. To plan the costs of the film, a budget is created. During the initial preparation, a plan is created and the movie is designed. Production departments and a film crew are being prepared. Production designers and creators of illustrations draft designs for scene visualisation prior to filming. When making scenes, the movie's budget will also be taken into account.

A direct task from the director, his own vision of the cast is the main thing that we are guided by when selecting. He forms the terms of reference indicating references – examples of actors, images from painting, other types of art. A casting expert chooses the cast members. Typically, auditions take place for this purpose–performers read a monologue from the upcoming movie, while the director assesses their fit for specific roles. If we are talking about famous actors and actresses, who invites them to audition. But sometimes it happens that the director wants to see completely new faces in his film. In this case, hundreds of people can come to the casting.

Filming

This is where the movie is being produced. The film crew expands at this stage, including a shooting equipment expert, a script supervisor, assistant directors, a director of photography, an image editor, and a sound editor. These roles are among the most typical in the filmmaking process, but the production department can introduce specialized positions depending on the film's needs. A typical day of shooting begins with the assistant director inform-

ing the crew about the shooting schedule for the day. Preparations and tests for the scenery and filming equipment are underway. The sound recorder, camera, and lighting are all being arranged. Meanwhile, the actors get dressed, apply makeup, and style their hair. Guided by the director, the actors perform the scenes. The scenes are revisited and synchronized with the sound and cinematographers present on set. The director captures a scene multiple times as he deems necessary.

Each take features a cracker with specific markings, which aids the editor in tracking the shooting process during post-production. The cracker displays information such as the scene, the double, the director, the cameraman, the date, and the film's title, all captured in the frame. In video and audio recording, the cracker also functions as a synchronization tool. Since the audio is recorded separately from the video, both will be aligned during post-production. The director then needs to assess whether the take was successful. The script supervisor, along with the image and sound operators, records the success or failure of each take on their report sheets. Every piece of information regarding the recorded take is documented on each report sheet.

Once the scene is finished, the director signals the end of filming, and the crew starts taking down the set. The shooting schedule for the following day receives the director's approval, and a progress report is dispatched to the production team. This report includes updates on the script, sound, and visuals from the respective supervisors. The cast and crew receive information sheets detailing the time and location for the next filming day *(Ohanian T., Phillips-N., 2000)*.

In conventional film production, the raw footage is sent to the lab in the evening for processing. After processing, the film is returned, and that evening, the director assesses the outcomes, potentially consulting with heads of various departments and the actors. The frames are stored on a computer and reviewed as typically done in digital productions.

At the conclusion of filming, there is typically a gathering where the entire crew and the actors come together to express gratitude for their hard work.

Post production

The film is in the process of being edited. Today's filmmaking includes two forms of editing: intra-frame editing and inter-frame editing *(Schoenfeld C., 2018)*.

Real-time linear editing is more frequently used. A switch directs video from various sources to receivers such as players and cameras. In this situation, the linear editing director oversees the selection of signal sources. Linear editing involves cutting scenes in a video while maintaining their original sequence.

Non-linear editing breaks down a video into segments after converting it into a digital format, which are then arranged in the appropriate sequence and format on the selected video medium. Here, segments can be cut, allowing for flexibility since not all original material needs to be included in the final sequence; some cuts may be substantial.

Non-linear editing in film involves an editor manually cutting the film at specific points using a cutting table, under the guidance of the film director, and subsequently affixing the pieces together in the order selected by the director.

In film, non-linear editing is performed by an editor who cuts the footage in designated spots with a cutting table, following the directives of a film director, and then joins the segments in the sequence the director has chosen.

Non-linear editing is done manually in the case of film: an editor cuts the film in the right places with a cutting table under the direction of a film director, and then glues the fragments together in the sequence chosen by the director.

Hybrid video editing merges the advantages of the previous two techniques. However, its downside is that it tends to be more expensive.

The initial task of the editor is to create a rough cut and piece together the scenes while evaluating the individual footage. This process aims to select the best shots and discard the less favorable ones. Following this, the focus shifts to refining the frames to establish a continuous flow that will eventually evolve into a complete video narrative. At this stage, scenes may be cropped or condensed to a duration of a few minutes, seconds, or even frames. The director and producer of the film review the edited output and provide their approval, indicating that no further modifications will take place. The editor then compiles a document detailing the cut scenes alongside a description of the original captured frames for the final editing phase, which can be done either manually or automatically *(Surani Z., Hirani R., Elias A., 2017)*.

Once the edited visual has received approval, it is passed on to the sound department for the development and integration of the audio track. The voices are synchronized with sound effects, background music, and other audio components. If the quality of the synchronized sound recording does not meet the expectations of the director or sound engineer, the film may undergo dubbing in the studio. An image is projected onto the screen, and the actors partici-

pate in several rehearsals to ensure that their speech aligns with the sound being played. The soundtrack is then recorded. The installation and synchronization of the device is then completed on the mounting table.

Promotion and distribution

This is the final phase where the movie is launched in cinemas. The film is copied, which is necessary for distribution in theaters. Marketing efforts are underway, and promotional items such as press releases and posters are being developed. A behind-the-scenes clip made from raw footage captured during filming might also be made available to "produce" a documentary, potentially featuring voiceovers and interviews from the set.With the widespread use of social media in all aspects of our lives, cinema and the film industry have become a way to capitalize on this trend. Trailers for the film, some videos about the film, soundtracks, and set images are all shared on social media prior to its release. This enhances the film's popularity and rating, and the producers saw that they began to use this medium more effectively as a result. Work in this area has been driven by social networks, which reach a large audience fast and effectively. Not just critics, but also the audience, impact how people think about movies nowadays. The film business has also employed social networking sites to promote films, which are used by the world cinema as an effective instrument for both improving the speed and expanding the popularity of films *(Cheng X., Dale C., 2008)*.

We want to analyze this part in detail, since the goal of this article is to test algorithms of social networks that promote high-quality videos, including content that created in Media Studio of Astana IT University which is in Figure 1. By and large, now every product or service is advertised just the same through social networks.

Figure 1 – Media Studio of Astana IT University

Impact of social networks on video content production

The 21st century is marked by globalization, with the rapid advancement of information technologies and innovations as its primary defining characteristic. The Internet has permeated every corner of the globe and all areas of human endeavor. A social network refers to an online platform that enables users to communicate and interact in various ways. Through these services, individuals can converse, share information, and exchange content. The true power of social networks lies in their ability to foster and sustain social connections among individuals worldwide. People can easily reach out to their friends and acquaintances, collaborate, and encourage one another. Overview of social media use is stated on Figure 2.

In addition, many social media sites provide an unending amount of entertainment, educational, and educational content, including movies, games, music, video, books, guides, and courses. These platforms also help with the rapid transmission of news items to a large audience, as well as the recruitment of participants for a range of large-scale events, actions, rallies, and flash mobs. Finally, social media platforms allow businesses to engage with their target customers quickly and easily. On the one hand, they're great for marketing businesses and products, and on the other, they're a great way to get feedback from customers.
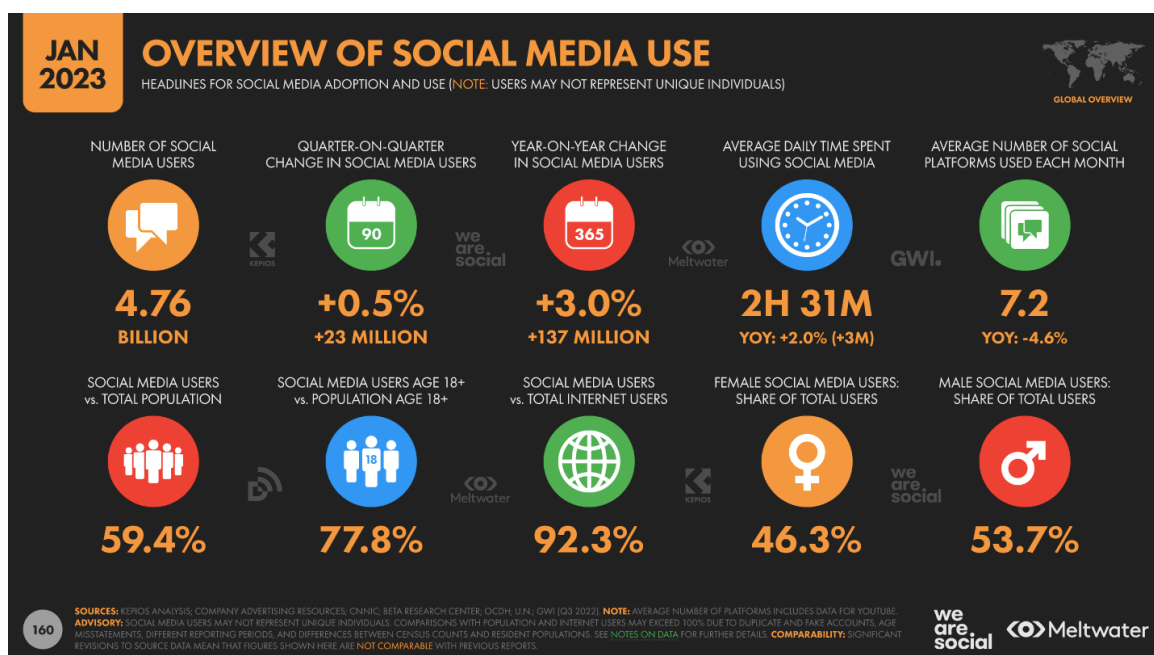
Figure 2 – Overview of social media use

Social networks can be both beneficial and harmful to their users. They represent an open source of millions and billions of real people's personal data, piquing the interest of law enforcement agencies, corporate security services, and intruders alike. Facebook Instagramming has been a recurring issue in recent decades, involving passwords for social networks such as TikTok, Facebook, and Instagram, among others.

Psychological reliance on social media is regarded as an equally serious issue that can lead to issues with self-esteem, concentration, sleep problems, and depression. Because social media is frequently used for harassment and bullying, it is especially dangerous for children and adolescents.

Social media platforms are not only a popular way to communicate and share information, but they are also an effective way to market products and services. These platforms are actively used by businesses and individual entrepreneurs for such purposes.

At the moment, there are three main social platforms where you can post videos and further promote and collect views, these are YouTube, Instagram and Tiktok.

Modern researchers pay attention to a new kind of advertising – PR. Thus, in the formation and development of digital advertising, different genres and formats are used to promote brands through new media. Media theorists sometimes call social networks the "third force" of modern communica-tion, emphasize its competitiveness for the attention of the audience, and pay attention to the fact that social networks have rapidly penetrated into all types of communication activities – journalism, public relations, advertising.

YouTube

YouTube, for example, is the most popular video hosting site on the Internet and one of the most popular sites. YouTube is a video sharing website where you can watch, download, and promote videos on a variety of topics, ranging from product reviews to self–produced TV shows. "YouTube" has a global audience of over two billion people and is used in practically every country on the planet.

There are basically no people who have never heard about YouTube. YouTube is a video hosting service with a diverse age and social demographic. Almost everyone utilizes it: businesses who want to sell their products and bloggers who want to build an audience think of YouTube. Video hosting has also become the world's second most popular search engine, thanks to Google's ranking algorithms. YouTube is no longer merely a video-sharing platform; it is also a great tool for advertising one's own brand. This is what gives it a vast range of advertising options, intelligent recommendation algorithms, and enormous mass appeal *(Asmaganbetova K., Yeleussizova N., Ceng Micheme A., Aidarbekov A., Kyzyrkanov A., Burissova D., 2021: 3)*. To achieve popularity on such a platform, it can be tested by certain algorithms.
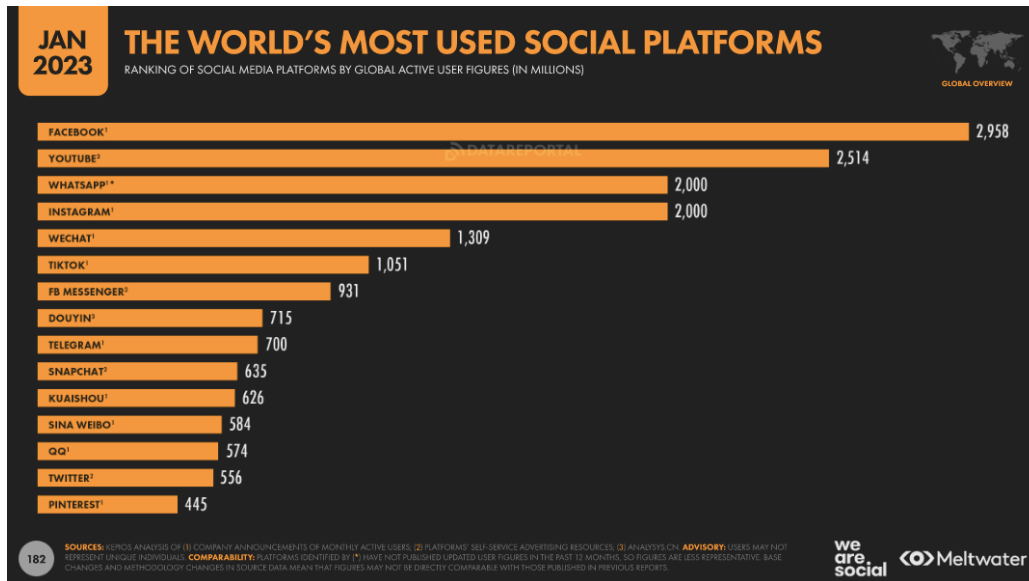
Figure 3 – The World's most used social media platforms

Algorithms of Media Content promotion

Behavioral factors are the main algorithm for promoting on YouTube. Despite the fact that YouTube algorithms are constantly and continuously changing, the effectiveness of videos in the form of behavioral factors remain the main ranking factors that affect the number of views.

Audience retention on the video as a percentage and total viewing time in minutes. Videos that have a longer total viewing time in hours have more impressions and are more likely to be included in recommendations. The duration has no direct effect. YouTube algorithms process thousands of hours of newly flooded content every minute. They do not pay attention to the type of video, but are based on the reaction of the audience.

These are likes/dislikes, comments, reposts, rewinds, subscriptions. YouTube algorithms simply cannot "pass by" videos with a large number of reactions from viewers.

Viewing depth is the amount of content watched by one viewer on your channel. The higher this indicator is, the more positive it affects the ranking by YouTube algorithms. Proper linking helps to increase it, that is, links and transitions to other videos on your channel.

To gain a lot of views, the theme of the video must be relevant and in demand. Not 5 years ago, but now. To find relevant content ideas, you can look at competitors. Which videos have been gaining more views than others in recent years.

Taking into account seasonality and trends, there may be a decline and an increase in views.

This is the wave behavior of the audience. There are trends lasting for several years. There are short ones for a couple of weeks. There are seasonal ones that are associated with certain dates: March 8, New Year, etc.

It is important to understand what trend your video is in. The newer the trend, the more views. The older the trend, the more competition and fewer views.

The quality of the video affects how many views your video will get. The technical quality of the video. It is worth checking whether there is a long intro, whether the sound is good, whether interruptions are present, whether the presentation of the material is boring, whether there is a background for the elements of the final screensavers.

It should be understood what value this content has in comparison with competitors. He has to be better in some ways: ideologically, emotionally, technically.

It's worth releasing content that matches the content strategy. If, for example, you make content about real estate, and then they started releasing about health, then it will surely stop falling into the recommended ones.

When is the time for experimentation and new content? This makes sense when you have already developed your channel and you have formed your own audience, and the viewing statistics show a decrease in interest.

In this case, as an experiment, you can throw in videos of content unusual for the channel. This can cause an increased reaction, from which it is clear

how to proceed further – to continue the experimental topic or not worth it.

The regularity of publications is a very important part. Because if the videos have not been released on the channel for several months, then it is likely that it has already dropped out of the YouTube ranking algorithms. Therefore, the new video will not gain views.

There may be no views because the video has fallen under the filtering of unwanted content or safe mode. This mode hides explicit and shocking content from the YouTube audience.

Seriality is very important for getting into YouTube algorithms and the growth of views, as it increases retention rates, viewing depth and behavioral factors.

Be sure to add serial directions to the content strategy. When searching for topics to create a series of videos, it is necessary to analyze the popular content of competitors, "bold" search queries and trending topics.

A high proportion of regular views gives you a hit in the recommended ones and a lot of views. The advice is to analyze the share of Regular and New viewers, as well as the viewing time with and without a subscription.

If viewers watch you on a regular basis, then be sure that YouTube algorithms will "like" your channel. The share of the regular audience is perfectly increased by the seriality of the content. "Secret" chips and manipulations will give a short-lived effect or will not give it at all. A long–term and winning strategy is to adapt to the interests of your audience. The algorithm of traffic from the main page.

The main page displays videos from the user's subscriptions, as well as recommendations based on their preferences. This is an individual selection that is re-processed every time the page is updated.

This includes a lot of videos from different sources: subscriptions, popular among people with similar interests, new products and more. More often, users open videos from subscriptions from the main page.

Basic rules for making recommendations on the Main page:

- Relevance: formed based on the reaction of an audience similar to the user;

- The user's personal browsing history: affects not only what he viewed, but also which recommendations have already appeared in his field of vision.

YouTube recommendation algorithm this section offers the user a video on the topic. If you get into this collection, views are guaranteed to increase significantly. Recommendations are shown to the right of the screen on a PC and under the player window on mobile devices.

Recommendation Feed

We already stated above that the ratio of video duration and audience retention in percentages and minutes is important. Taking into account the experience that we tested, we can share a great way to get into recommendations more often. The method is applicable for channels that are already gaining large organic views on video.

You need to study the videos from the channel that have a lot of traffic from the main page and recommended ones. In analytics there is a section "Traffic sources", where you can find information about which of the videos most often fall into the recommended ones for users.

Write out the values for such videos:

- duration in minutes,
- retention in percentages,
- retention in minutes.

These 3 figures will give you an understanding of which indicators should be adjusted to the new content. This will significantly increase the output in the recommendation.

Answers to search queries on YouTube are formed by keywords and are formed for each user individually. The more accurate and relevant it is to register metadata as a title, description, tags, the higher in the output list you can see this creation *(Sung K., Suk Nam S., Cha J.-H.: 2019: 325)*.

Search results are a more complex selection than it seems at first glance. In addition to optimization, search results are influenced by many factors, such as the total viewing time, the frequency of transitions from search results, behavioral factors such as likes, reposts, comments, the number of views of other videos after the transition, the depth of viewing, and others.

Thus, can be said that YouTube's algorithms are a complex mechanism that is influenced by many factors. You cannot try to deceive them with the help of "secret" actions and manipulations. The most winning strategy for today is to adapt to the interests and needs of your viewers. The process of creating a video that resonates with that audience. Do the right optimization, comply with the content strategy adjustments based on the analysis of performance indicators. YouTube has developed into the biggest and most frequently visited platform for sharing videos online, and there is a clear interest in utilizing YouTube for educational purposes. Alongside the growing academic focus on YouTube has been the rise of scholarship surrounding the platform *(Burgess J, Green JB., 2009)*.
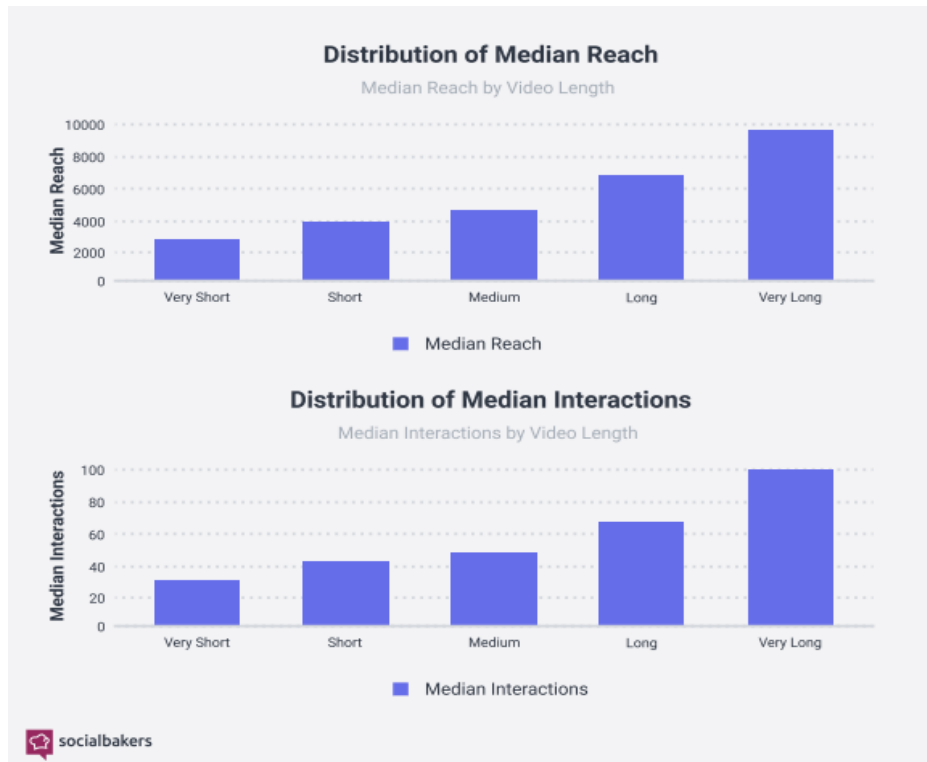
Figure 4 – Distribution of Median Reach and Interactions

TikTok

TikTok isn't the first social media platform to utilize an algorithm to personalize content to the user's preferences. Aside from the videos that the user watches, YouTube recommends videos on their homepage and sidebar. Instagram offers an explore page with photographs and videos of stuff that the company thinks the user may enjoy. Although these algorithmic systems are typically unclear, users start attempting to understand the workings of social media algorithms to enhance the visibility of their content and access the information they desire.

Since September 2016, TikTok has been accessible online for some time. In China, the count of daily active users has already exceeded 150 million, while the monthly active user figure surpasses 300 million. The international version of TikTok has also become the most downloaded app on the Apple App Store globally, boasting over 500 million monthly active users. It could be said that the TikTok era has begun in China. TikTok leads the market in music-focused short video social platforms with a vertical reading emphasis. By employing user-centric principles, TikTok enhances user experience, satisfies user needs, fulfills user objectives, and captivates users through interface interaction design and content *(Aidarbekov A.,*

Murzabekova G., Abdyrov A., Tashkenbayeva Z., Shalkar A., 2022).

TikTok differs from YouTube and Instagram in that it features an "unparalleled community effort" by the platform's creators and watchers to figure out why certain videos are suggested. The TikTok "For You Page" (FYP) is the app's default page, which displays videos that the user may enjoy. Although there is a distinct page dedicated to content from producers who have been followed, videos from creators who have been followed will also appear on the FYP. Many artists may experiment with numerous ways to display their work in order to broaden their audience *(Surani Z., Hirani R., Elias A., 2017).*

Users will continue to experiment with the algorithm as TikTok grows and more content is made. Because of the TikTok Creator Fund, where creators can be paid for their content based on "a combination of factors, including the number of views and the authenticity of those views, the level of engagement on the content, as well as ensuring content is in line with Community Guidelines and Terms of Service" creators may be especially interested in getting more interactions. TikTok influencers are also ushering in a new breed of celebrity: people who appear to be ordinary yet have millions of followers and limitless prospects, which some may claim

they do not deserve. Many of these influencers go viral out of nowhere, launching themselves into stardom without warning. This might pose privacy and safety concerns for young creators, as everyone is watching their every action. Any error, no matter how minor, is magnified, and viewers will make every effort to remember it, often in the most heinous ways possible.
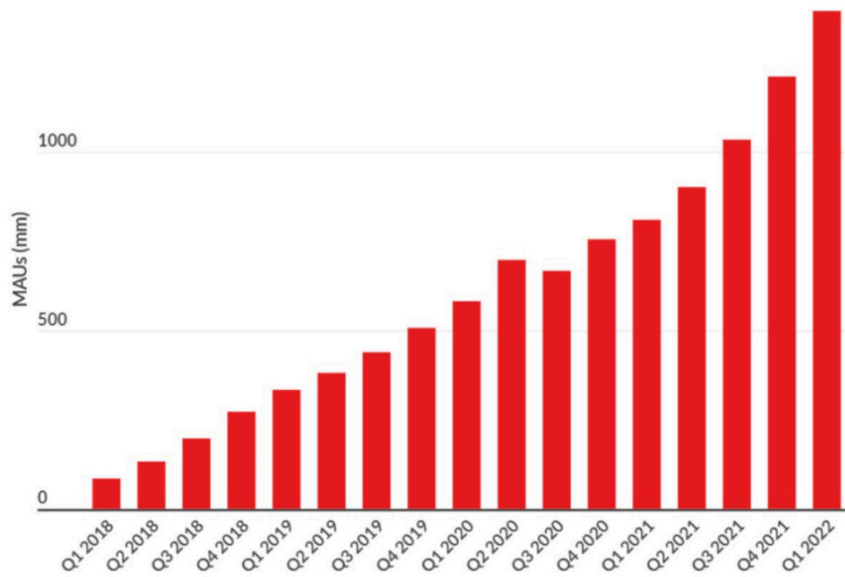

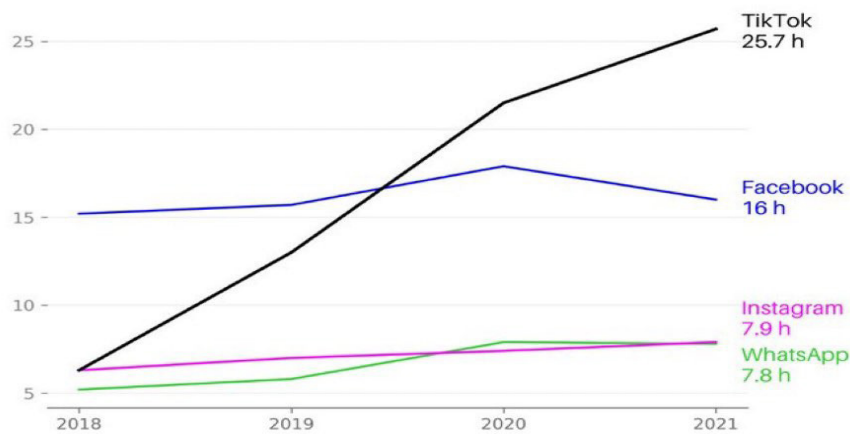**Figure 5** – TikTok Users growth by quarters

Figure 6 – TikTok engagement growth

Vulnerable populations that do not have a regular opportunity to communicate their issues are another group of creators interested in getting ahead of the algorithm. Many producers are members of minority groups that share content on TikTok to educate people about their culture and difficulties. They seek to get support from their communities and reach out to others who may otherwise be unaware of their existence. They must ensure that their material does not get lost in a sea of similar content. When the TikTok algorithm is working against them, this may be tough.

Despite the fact that there is no surefire technique to make your account become viral, users are keen to make the most of it. However, greater security and privacy restrictions should be in place to protect users, particularly vulnerable groups, from the potential hazards posed by social media's algorithms.
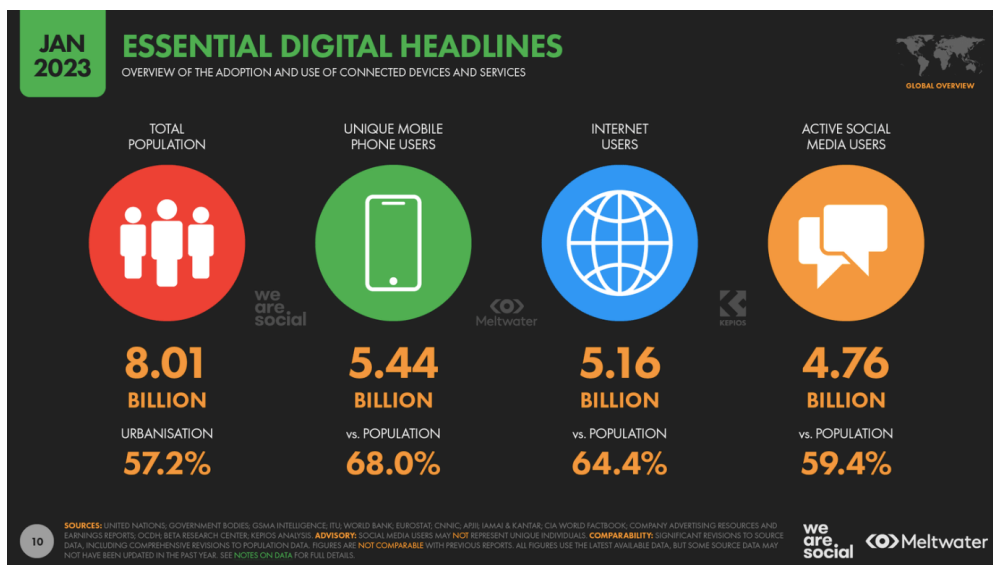

Figure 7 – Overview of the adoption and use of connected devices and services

Discussion

Today there are a lot of talented content creators who make interesting projects. Unfortunately, it takes a lot of budget to release and produce a good one. The research of our article shows that it doesn't take a lot of investment to promote the media content, just effort and knowledge of social network algorithms. As a rule, a free programs that offered online, does not pass tests, has an imperfect algorithm, and the risk of being blocked is very high. Don't think that promotion of a video can be successful only for money, there are a lot of free ways, which we mentioned earlier.

Based on the results of our research, we shot a video that meets all the criteria for the promotion methods tested by us. A camera was used to capture a solid picture. Actors have been selected to convey the whole idea and emotions of the film. The original sound was created to avoid blocking due to copyright and greater promotion. After editing and exporting the finished video, we decided to upload it to the TikTok platform. According to the results, this video has covered more than 42700 views, 2223 likes, 20 comments and 79 saves as it stated on Fig. 8.

This method of promotion is the most accessible for young and talented content creators, artists, musicians, producers.

Conclusion

The article concludes by acknowledging the transformative power of social media platforms in promoting video content and engaging with audiences. It highlights the benefits and drawbacks of social networks, including the potential risks of privacy breaches and psychological reliance. The authors emphasize that social media platforms are not only a means of communication but also a powerful tool for marketing products and services. They mention YouTube, Instagram,

and TikTok as the main platforms for video promotion and view collection. The article suggests that understanding digital advertising and using various genres and formats can effectively promote brands through new media. The research contributes to the fields of digital literacy, media technology, filmmaking, information technology and highlighting the importance of adapting to the digital era in the realm of media production and promotion.

Figure 8 – Our Statistics of TikTok Video Analysis page

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