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CONTENT OF UKRAINIAN WOMEN'S ONLINE MEDIA ON THE SOCIAL NETWORK «INSTAGRAM» («UKRAINKI», «DIVOCZE. MEDIA», «WONDER UKRAINE», «4 MOM», «BEAUTY HUB» AND «LEMONADE»)

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Mass media have long used social platforms to distribute and promote their content, and it is also an opportunity to attract new readers and advertisers. Women's online media also actively use various social platforms to inform their readers about the latest news about fashion, beauty, teach them how to take care of their bodies and share important topics. One of the best content sharing platforms for women is Instagram. This social network is one of the most popular platforms in the world. It gained popularity not only among people of the younger generation, but also among the older generation. These social platforms are best suited to tell about what interests women with the help of photos and short videos.

Ukrainian women's online media distribute their content on the social network Instagram using regular posts, reels, live broadcasts and stories. The results of the study showed that most often in 2023 mass media published posts with photos and stories, and did not use live broadcasts. For content analysis, the Instagram pages of such Ukrainian women's online media as: «Ukrainky», «Divocze. Media», «Wonderzine Ukraine», «4 Mama», «Beauty HUB» and «Lemonade». After analyzing their content on the social network, it was possible to find out which topics are covered most often on their pages, who they write about and how they present information to their readers. The study showed that in addition to purely such «female content» (about hairstyles, makeup, clothes, etc.), the media raise serious topics about health, domestic and sexual violence, and also often write about women in the army and call for donations to support the Ukrainian army. Mass media «Ukrainki», «Divocze. Media», «Wonderzine Ukraine», «4 Mom», «Beauty HUB» actively maintained their pages on the Instagram social network in 2023, and «Lemonade» published only two posts during the year. During the study, 1709 posts were analyzed.

Key words: women's online media, women's magazines, Instagram, mass media for women, content, social networks.

Introduction. Women's online media are popular among Ukrainian women. They introduce readers to the world of beauty, fashion and style. They talk about news from the world of stars, share interesting recipes and help with various tips. Their content is often light, informative and interesting, but they do not forget to cover serious and important topics, which are complemented by beautiful professional photos. But the mass media audience is increasingly drawing information from social networks [2], which encourages journalists to work more actively with their pages on various social platforms. One of the most popular and promising

social platforms for women's online media is Instagram, where photo content prevails and the emphasis is made on beautiful and professional photos. Therefore, this social network was chosen for the study.

Formulation of the problem. The purpose of the study is to investigate the content of Ukrainian women's online media on Instagram. The set goal involves the following tasks: to consider the advantages of the social network «Instagram», for publishing the content of women's online media; to analyze in detail the tools that Instagram offers for publishing content; to find pages of Ukrainian women's online media in Instagram and analyze them; to determine the content published by Ukrainian women's online media on this social platform in 2023.

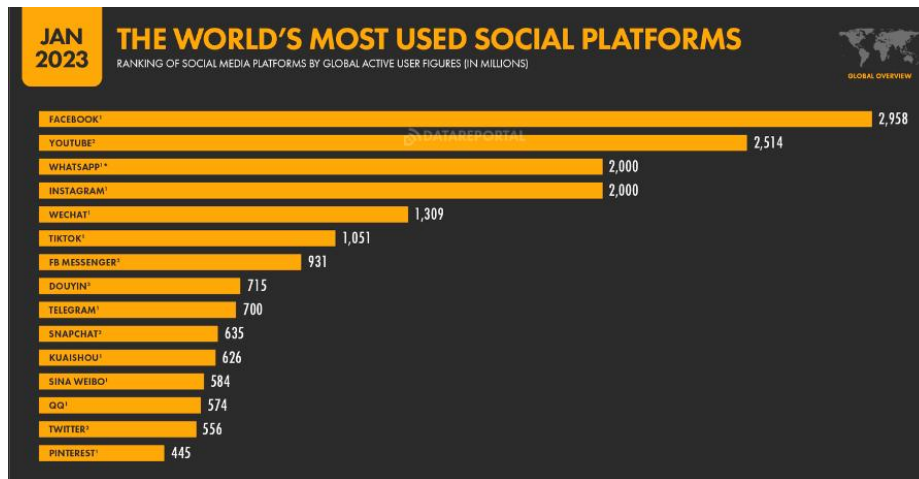
Research methods. 6 women's online media pages on Instagram were selected for the study. The number of mass media was dictated by the presence of women's media pages in the chosen social network. In the investigated «Ukrainian women's online magazines: types, number and their features» [6] there is a list of 30 Ukrainian online media for women. We took this list as a basis on mass media sites and there looked for mentions of them by Instagram pages, as well as provided manually search in social network Instagram. Therefore, it succeeded to find only Instagram pages of such Ukrainians women's online media: «Ukrainky», «Divocze.Media», «Wonderzine Ukraine», «4 Mom», «Beauty HUB» and «Lemonade».

When analyzing the content of women's online media in the Instagram social network, general scientific methods of analysis and generalization were used. The method of content analysis helped to clarify the topic of Ukrainian women's mass media in the social network. The comparison method was also used in the analysis of publications. And with the help of the descriptive method, the research results were formed.

Analysis of recent research and publications. Social networks are the subject of research in the works of many Ukrainian and foreign scientists, which can be divided into several directions: studies that consider the peculiarity of the development of social networks and their use to promote their products (R. Abdeev, S. Afanasyev, A. Bobkov, V. Inozemtsev, L. Masimov, T. Fisenko, A. Toffler, A. Turin, J. Kim, S. Tong, L. Langwell, S. Myers etc.); works that describe the influence of social networks on the audience (N. Semen, M. Kitsa, B. Kovalevich, V. Vus and others); analysis of features of journalists' work in social networks (D. Bodnenko, O. Zhovnych, O. Fedorova, A. Mordyuk and others); consideration of the features of a specific social network. The following scientists have scientific studies on Instagram: J. Matern [17], L. Manovich [16], K. Landsverk [15], F. Khandayani [3] and others.

When analyzing research on women's mass media, we came across a large number of works that can be systematized into two areas of research. The first is the history of Ukrainian women's magazines (M. Pavlyukh, S. Kost, N. Oliinyk and others), where researchers analyzed the development of the history of Ukrainian women's printed magazines. The second is the content of mass media for women, which was researched by M. Mamych, K. Levchenko, N. Sydorenko, I. Dyachenko and others. Ukrainian women's online media are researched by M. Kitsa and I. Mudra. But during scientific research, we were unable to find works on content analysis and in general the activities of Ukrainian women's online media in the Instagram social network, which makes our research relevant and interesting for further scientific research in this direction.

Results. Social network Instagram was launched on October 6, 2010. Founders Kevin Systrom and Mike Krieger originally planned it as a photo messaging service. The audience liked the platform so much that in the first week the application was downloaded by 100,000 users [5], and in 2023 the social network had more than 2 billion users and is one of the five most popular social platforms in the world [2]. It is worth mentioning that in 2012 Facebook (now Meta) bought this social network and from that time the active development of the platform began. In 2016, the first stories and live broadcasts became available, in 2018 the IGTV platform was launched, and in 2020 Reels appeared.



Women's mass media on Instagram use the following tools: ordinary posts with photos, reels, live broadcasts and stories. Let's take a closer look at their advantages for mass media editorial offices.

1. *Regular posts with photos.* Photos in the Instagram social network are the most important part. After all, readers' attention is first drawn to the pictures, and only then to the text. The text of the mass media is placed both on the photos and below them. Posts cannot exceed 2200 characters including hashtags [14]. You can also add music to posts with photos, but the mass media which we analyzed in 2023 did not do this.

Posts on Instagram are a good opportunity for media to show not only visual content, but also to inform the audience of this social network. Here you can present short and exhaust information about events, what happened. On this social platform, media like to use big and color inscriptions, superimposing them on the images. Usually such headlines are informative, and after reading them, the reader already understands about what will go in post. It is an accurate reception, because modern busy audience doesn't have enough time on reading the whole text, but from the title itself they can be in touch with relevant events [8].

Instagram also allows you to post photos using the carousel function (up to 10 photos can be added to a post). This feature became available in 2017. The process starts from creating a post is using special icons to choose from several images. In the feed, the «carousel» is marked with 3 dots at the bottom of the publication [9]. Mass media often use this feature in their posts on this social network.

2. *Stories* are like mini-reports with a limited time frame. Instagram Stories is a feature that allows you to post photos and short videos up to 15 seconds long, add text tags and emojis to them. A key feature of Instagram content Stories is that it disappears after 24 hours. Stories can be of two types: video or photo. But you can add polls, quizzes etc. to your photos. Text, various effects, and masks can also be added, which makes them original and attention-grabbing. Instagram allows you to post images in the 9:16 format in stories. In the vertical position of the screen, the size of the pictures is 1080×1920 pix. Videos can be downloaded in MOV, MP4 or GIF format. Its extension should be at least 720 rubles. The file size must not exceed 2.3 GB [11].

Also in 2021, Instagram allowed hyperlinks to all commercial pages in Stories. You can publish 100 stories during the day – the maximum number of publications that Instagram allows you to store, but you can upload stories and more, just previous records, starting with the first published one, will be deleted prematurely [9].

3. *Reels* is a new tool in the social network Instagram, but quickly became popular among users of this platform. Therefore, the mass media actively use it to spread their content. Reels – these are 15-second videos that do not disappear after publication after 24 hours. The Reels functionality allows you to shoot and edit videos, and you can apply various effects and music to them. Unlike the Stories function, Reels provide a wider range of video processing and editing capabilities [4]. They are advancing separate

algorithms and a chance to get into the feed and recommendations for a new audience here is higher than in standard posts [13].

4. *Live broadcasts.* Instagram allows you to interact with your audience in real time with a feature Instagram Live. With the help of online broadcasting, journalists share important news, shoot from the scene of events, and also communicate live with their audience on the platform of this social network. Also, during a live broadcast, you can respond to subscribers' comments in real time, as well as post a recording of it on the page after the broadcast is over. Of the investigated mass media, this tool was used by «4 mama. Ua», but until 2023.

So, Instagram has useful tools that provide publishing, promotion and distribution of content for Ukrainian women. They are actively used by Ukrainian women's mass media.

Now let's take a closer look at what content was published by Ukrainian women's online media on Instagram in 2023. The basis of women's content is a woman and she is represented in various guises: a woman-mother, a woman-protector, a successful woman, a woman-wife, a woman-professional, a woman-daughter, a woman as a historical figure, a woman-fighter, a woman-warrior, etc.

The first media that was chosen for the study is «Ukrainky» (<https://ukrainky.com.ua/>). This women's online media began publishing on August 1, 2017. The site is visited by up to 150,000 users every month. Readers are mostly Ukrainian women aged 33+ from different regions of the country [10]. On the Instagram page as of December 31, 2023, there were 291 posts, 867 readers, and 45 followers. The following sections are also highlighted on the mass media page of this social network: «*Stories*», «*Emotions*», «*Defenders*», «*Art*», «*Bloggers*» and «*Colors of Ukraine*». The editors publish stories, reels and regular posts with photos on their page.

The first post appeared on May 3, 2020 and was about chia seeds. In 2023, 204 posts on various topics were published. Posts are mostly accompanied by one photo.

Until August 2023, the editorial office made out photos in a certain uniform style, and then they moved away from this practice. Therefore, after August 21, it is difficult for readers to distinguish the photos of the magazine in the general news feed. During the year, the editorial office published the following posts:

- about famous modern Ukrainian women (Oksana Zabuzhko, Mariana Budanova, Olena Zaluzhna and others);
- about Ukrainian female defenders (Tetyana Tuma, Yana Rykhlytska, «Romashka» and others);
- about historical figures (Olena Pchilka, Milena Rudnytska, Oksana Meshko and others);
- about Ukrainian women who do not give up and surprise the world (Natalia Mykolska, Yulia Paevska, Nata Charivna, Yana Yatsyuk, Vasylysa Stepanenko and others);
- about women who suffered during the war, but did not despair (Lyubov Prochukhan);
- about heroines who were captured or died (Olena Yagupova, Nadia Khрупina, Inna Derusova);
- simply stated the facts (for example, 126 Ukrainian women are in captivity, 52% of applications for marriage registration through the Diya application are submitted by women);
- about philanthropists (Zinaida Yushchenko, Band «Dahabrakha», Council of Wives and Mothers of Defenders of Ukraine «Women of Steel»);
- tips and recommendations (how to calm stress tremors in the body, what to do when a person has fallen into a stupor, where to buy a jumper, painting, watch a movie, read a book, etc.);
- news featuring Ukrainian women (a girl who passed the NMT in 15 minutes, a 16-year-old graduate who went on alone picket, a picket against S. Loboda, etc.);
- greetings (congratulations on the Constitution Day, Ada Rogovtseva was congratulated on her birthday);
- «without words» (photos that do not need any words);
- poems in pictures (poems by Lina Kostenko, Yuriy Izdryk);
- about historical and interesting facts (about Natalka Poltavka, about the underwear of our great-grandmothers, about Mykola Pymonenko's painting);

- recipes (salads, 5 breakfasts in 10 minutes);
- photo reports from the Book Arsenal;
- announcements (festival «Super mom is me!»).

So, the content of the posts is diverse and interesting, the photos are accompanied by text, and hashtags are also used. On September 1, 2023, the editors published a post about their magazine, where they wrote that «Ukrainky» is a women's online media about incredible Ukrainian women – from the past to the present. They are the only media that collected stories about 100 outstanding Ukrainian women – both about the first female officer and about the last star of silent cinema; they are the only ones who talk about «ordinary» women – both defenders on the front lines and nuns from Instagram; cover news about Ukrainian women – both about the anniversary of a long-lived woman and about the record of a schoolgirl. The magazine "Ukrainki" is read by more than 150,000 people Ukrainian women in all regions of the country.

On the page there are only 12 reels on the page, 9 of which were published in 2023. Two videos about the announcement of the women's event «Women Power Forum», and 2 videos were dedicated to famous Ukrainian women – Olga Basarab, Natalya Uzhvia, 2 videos about films («Land» and «Shadows of Forgotten Ancestors»), 2 videos – about Ukraine (landscapes were shown) and Ukrainian women defenders, and one more video told about the women's underwear of our ancestors. Each video is accompanied by music and text.

Stories are also published on the magazine's Instagram page, where links to interesting materials from the Ukrainki website are often posted. Several stories are saved in sections that are fixed at the top of the page.

The following Internet media «4mama» (<https://4mama.ua>) is a mass media for modern mothers who strive to provide their children with the conditions to realize their potential, choose advanced approaches in education and training, love books, self-development and travel. The opinions of the most active mothers and opinion leaders are published on the media pages, as well as stories that inspire motherhood are told. The Instagram page has 1422 posts, 8870 readers and 78 followers. The following categories are fixed: «Cool authors», «Recipes», «Ethers», «Books», «Teenagers event», «Holiday», «Events», «MG Course», «Travel», «Stars», «Survey», «Poster». The mass media publishes posts, stories, reels and conducts live broadcasts on its page (for 2023, it was not possible to find information about the live broadcast, but there are announcements and excerpts of recordings from previous years). Posts are published 1-2 times a week. The page has a nice design in blue. There are often captions on the photos, which allows you to immediately understand what the post will be about. The publication exclusively writes posts for mothers, the content is interesting and useful.

The first post appeared on March 18, 2018. In 2023, 92 posts were published, mostly with photos, but there were also video posts. So, «4mama» wrote on Instagram during 2023 on such topics: the symptoms of various diseases (heart attack, sun allergy, measles); about problems that may lie in wait for children (protection of children who play online games, about bowling, placing photos of children on the Internet, blackmailing children on social networks); about mental health problems (signs of mental trauma); sexual development of girls and boys; about financial literacy (pocket money, review of books about finances for children); about events from the personal life of famous people (Serena Williams, Boris Johnson, Maksym Chmerkovskiy);

They showed postcards (from the Duke and Duchess of Wales, William and Catherine), announcement and excerpts from the «Dad of the Year» event, the process of its preparation and gifts to the winners. Debunked myths about antibiotics.

They gave different advices, for example, how not to lose the child in the crowd, what to see during the winter holidays, how to encourage the child to eat fruit etc.

In the media it was considered about the danger to health when a child does not eat meat, beneficial properties of strawberries and hematogen, important facts about baby's skin, signs that the teenager fell into bad company, child nutrition rules, how a child's brain develops, contraindications to vaccination and which vaccines are safe; when a NIPT test is needed.

Content of ukrainian women's online media on the social network «Instagram» («Ukrainki»...

There were recommendations on recipes (exotic cocktail, pumpkin pumpkin cake); attending events and film premieres (the film «Flight», the cartoon «The Mysterious World of Robots» and others); reading books (Valentin Verte «What will the future be», Jens Schumacher «Find a way out. Christmas Chaos» and others). Also in 2023, they held three raffles for the readers together with a partner Yakaboo. «4 Mom» acted out Carlin's book Becce «Strakhovyska», the first scientific book about the greatest monsters of all time» (1 piece), Ryan's book Gilsberg, Khrystyna Gilsberg «Spy education. Intelligence tricks for parents for science» and the book by Lesya Movchun «Puzzles the professor Macaroon».

There are more than 50 reels published, but only 8 for 2023. All of them are dedicated to the «Dad of the Year» award. This is the announcement of the award, gifts for the winners and some excerpts from the event itself.

The media also publishes stories, where it posts polls, various interesting information and encourages reading materials on the site.

Mass media «Wonder Ukraine» (<https://www.wonderzine.com.ua/>) is a magazine for women, which began to be published in 2020. It covers women, style, entertainment and beauty. Contains the headings «Life», «Health», «Career», «Beauty», «Culture», «Style», «Style», «Donate». On the Instagram social network, there are 2,121 posts, 40.9 thousand readers and 38 followers. The page has 7 sections «Playlists», «Donate», «Cooperation», «HER support», «HER podcast», «Women's march» and «Women in Arts». The first post appeared on March 6, 2020. It said that they were launching «Wonderzine Ukraine». There will be publications about career, relationships, sex, health, style, fashion, culture, awareness and gender inequality. In 2023, 569 posts and 128 reels were published on the page (many videos were republished). The page has good activity and comments, but does not use hashtags.

The posts are interesting. There is an image that contains the text, but the images in the carousel complement the text of the post. The posts contain part of the text that intrigues and encourages you to read all the information on the mass media website. The editors encourage their readers to leave comments under the posts. The page has a lot of video content (the most among the investigated magazines).

They have an interesting column «The editors discuss». Its essence is that journalists watch the film and then share their impressions about it. The post is presented as follows: 1 picture – contains the name of the film and the title of the «Editorial Discussions» section, and then each subsequent picture in the carousel is a quote from journalists who watched the film. And in the post, general information about the film is indicated, who from the editors watched it and shared their thoughts.

Mass media journalists encourage their readers to participate in the created content. For example, readers of «Wondezine Ukraine» were asked about their guilt pleasure – pleasure for which they can be ashamed, and shared their answers in the post, also decided to ask subscribers what they think about from time to time.

The studied online media in the social network Instagram publishes mainly light content, but there are also serious posts on the topic of health, interviews with the military, reports of the death of a paramedic, a writer. They also published several shots after Russia shelled Ukraine. There are many posts about TikTok trends. There are also posts that tell about the latest news in Ukraine and the world, interesting events from the lives of famous people. They wrote about books, movies, recommended playlists and published recipes (how to make mulled wine, cookies, cones, salads). The publishers did not forget about the military. They recommended reading the columns of their authors Anastasia Mykytenko and Olga Dudenko, Violeta Liika's blog. The media also published reviews of the most important gatherings at the ZSU, the best texts from «Wonder» for 2023.

They made it a rule to publish posts with good news. Like 9 good news this week, 9 news that supported us this week, etc.

Women's mass media always have a woman at the center of the material, and «Wonder» is no exception. Therefore, in 2023, they wrote about women in the army, volunteers, successful women, artists and others.

Scandals were not missed in the posts: Viktor Rozovy said that a woman is weaker than a man; Olga Nemtseva compared the behavior of the President of the Russian Federation Putin with autism; Commenting on the shooting in Dnipro, ex-National Deputy Kirylenko compared police officers to prostitutes.

The LGBT community is also given an important place in the posts. In the mass media wrote about lesbians in the army, transgender people, how LGBTQ+ representatives survive the war, etc.

"*Wonderzine Ukraine*» has its own project – it is free psychological help «HER SUPPORT», which was launched in May 2022. Therefore, in 2023 there were also posts about this project – a post about the presentation of the project by the editor-in-chief of the magazine in the «Morning at Home» program, where Anna Khayetska told how it works «HER SUPPORT» platform, how to get volunteer psychological help. They also published an announcement, and later in the post shared footage from their first event – a poetry and music reading, which was held on September 23, 2023, where it was collected 6 thousand of UAH for equipment for air reconnaissance from the Women's Veterans Movement. Another event was held on May 27, 2023, on the occasion of the anniversary of the volunteer psychological platform «HER SUPPORT». The «*Wonderzine Ukraine*» team and the «Tisto» bistro organized a charity party (an announcement was also published about this event). Thanks to the event it was managed to collect 35 thousand UAH to pay for the work of psychotherapists and psychologists who work on the platform. During the event, 20 art gifts were raffled off from Ukrainian brands clothes, cosmetics, dishes, candles and jewelry, as well as three months of free psychological support.

In 2023, the mass media thanked the readers for their support and reminded that the magazine would not function without the audience: «Our editorial team is grateful to you for taking an active part in the life of the magazine, joining discussions, telling your stories and showing that our work is valuable to you» (January 27, 2023). Also, on December 28, 2023, the editors again asked for financial support from readers: we have never had investors and sponsors, we are independent media that earned only advertising. Currently, it is significantly decreased, so we need your help to fully continue to work and create your favorite materials.

There were also posts where the editors introduced readers to their journalists and asked subscribers what they were interested in about the members of the media editorial team. There were several posts with vacancies in the editorial office. In February and June 2023, they were looking for interns, in April for a social media editor, and in July for an editor. Many mass media stories are published on the page. Basically, this is a picture with a hyperlink to the published material on the «*Wonder Ukraine*» website.

"*Divoche».media* (<https://divoche.media/>) positions itself as an independent women's magazine, which began to be published in 2013 under the name «*The Devochki*». In March 2022, the project was renamed Divoche.media [7, p. 100]. On December 31, 2023, there were 2,223 posts, 23,000 readers and 126 media followers on the Instagram social network. There are 6 headings fixed on the page: «*Hyde*», «*Book club*», «*Mysteries*», «*Podcast*», «*Support*» and «*Divoche & Yurfem*». The first post on the Instagram page in Russian is dated March 3, 2014 and it says that the media now has a page on this social network and they are ready to talk about the best coffee in Podol (Kyiv).

This mass media in 2023 published 452 posts, 39 reels (several videos were also published in posts). The page is designed in media colors, there are pictures without text, and there are with a text, which allows you to quickly understand what the post is about. The texts of the posts are long and hashtags are not used. There is activity on the page and many comments. The content of this mass media on Instagram differs significantly from the other women's online media we have studied, and so does its presentation. Media researched by us publish content as follows: photo + post with main text. The picture itself is eloquent, but it is not clear without the text. That is, the photo and the text must be one. And «*Divoche».media*» presents the text differently. There is a photo (several photos) which contains a lot of text, so you can browse carousels of photos and learn a large part of the information provided by the editors without even reading the posts. Sometimes posts without flipping the carousel do not convey all the content that is included in the post. Therefore, the presentation is such that you need to view all the photos and read the text (ideally, go to the website of the material) and then you will learn all the information.

At the center of all mass media posts is a woman and not only a Ukrainian woman. Journalists talk about different women, one can find posts about famous Ukrainian women, such as Iryna Kalynets, Nadiya Svitlichna, Iryna Senyk, Iryna Vilde. The publication also tells readers about successful women who have achieved success in their profession (Iryna Sampan, Alyona Silina, Olena Zaretska, Marta Smerechynska), about those who conquered the world (Miya Vasikovska, Yuliya Lobodyuchenko). There are many posts about Ukrainian women who defended their land, helped the military or suffered from Russian aggression, but did not surrender. Accordingly, such positions can be divided into: female defender (Olena Samoilenko, Anastasia Shevchenko, Kateryna Galushko), female fighter (Oksana Pakhomova, Nina Kozlova), female volunteer (Yarina Gordienko, Iryna Dygai), indomitable woman (Natalia Goldun and others).

There are also many posts that convey important and interesting news from the world and Ukraine, but the publication does not forget about the personal lives of famous people. They also talk about new clips, collections of Ukrainian designers, news from the world of music on their Instagram page.

Mass media content is diverse, it alternates between light and interesting, serious and social. The editors also raise important social topics and problems (domestic and sexual violence, difficulties of disabled people during evacuation, oncology, etc.). Journalists discuss women's health, postpartum depression, LGBT, discrimination (body shaming), female condoms, etc. with experts. There are also posts about art and Ukrainian female artists, about women writers. In 2023, there were also posts where historical topics were raised, for example, about women in the UPA, or what cosmetics were advertised for Lviv women in the 19th century, or how the tea party developed feminism in Europe, women's traditions on Kupala, etc.

A significant part of the content published by the mass media during 2023 consisted of announcements of films, books, events, recommendations to read books, watch films, releases of projects, podcasts, a live broadcast with Margaret Atwood, as well as to read one or another material on the website of the mass media. The texts of excerpts from the author's columns of the mass media (Iryna Kupchynska, Olga Kari, Elena Alchanova) and podcasts are also published. Among the posts there are also life stories, memories, essays and advice (how to help yourself during a panic attack, advice from psychologist Maria Stetsyukiak to support those who are waiting for a loved one from the war, what phrases should not be said to women who have experienced violence). «*Divoche.media*» also produces its own podcasts, therefore, on its Instagram page, it publishes not only announcements of new interesting podcasts, but also posts text versions of the most interesting episodes.

The facts in numbers are presented in pictures (since the beginning of the full-scale war, Russia has kidnapped 562 active Ukrainians (volunteers, educators, journalists) who resisted the occupation and remained on the side of Ukraine. Every fifth kidnapped person is a woman). There is also a partner content (jewelry SOVA, embroidered shirts from Etnodim). Many posts not only inform, but also interest the audience to read more about the information presented on our mass media site.

Mass media held a raffle of Jessamine Chen books «School of ideals mothers» and Marko Vovchok «Institutka». The editors also donated three books to Ingeborg Bachman for a subscription to mass media and three copies of Iryna's Slavinska book for the comment.

On April 5, 2023, there was published a post where they said that the media has been working for 10 years and for this time, the editors sought to speak frankly about women and provide a platform for diverse voices that talk about real life, real problems and needs of Ukrainian women, about their experiences, success and achievements. And in order for better understanding their audience and the needs of female readers, they conducted a survey and asked for help in this. And on December 9, 2023, a post appeared in which the editors say that the audience survey helped the mass media to become better. Thanks to the results of the survey, the media changed its design, began to pay more attention to the distribution of its content, and also wrote more about topics recommended by the audience. Thanks to the results of the research, a book club was started, where books written by women are discussed every month.

Stories also form an important part of the magazine's content. They are often published as pictures with text that convey news or interesting information. Mass media can prepare stories dedicated to one historical figure or a famous Ukrainian woman, and prepare several stories on this topic.

«Beauty HUB» (<https://bhub.com.ua/>) is an online beauty and health magazine that helps its readers to stay up to date with the latest innovations and trends in the beauty industry, as well as provides first-hand expert information from specialists in various fields [1]. Media's Instagram page has 3,196 posts, 10,900 followers and 249 followers. The following headings are fixed: «Stresooborona», «Ukraine.ua», «Raffles», «Editorial», «Editorial advice», «Columnists BHUB», «Yutskovska», «Tests», «Interview», «Read it!». The first post appeared on November 21, 2015, where the editors greet readers in Russian and talk about their resource in the field of beauty: «Here you will find author's articles by the best journalists about trends and novelties of the beauty market, about a healthy lifestyle, cosmetology, the modern life of the city and even about sex – all this through the prism of beauty. In addition, «Beauty HUB» also makes it possible to book the service of any master in any salon throughout Ukraine». In 2023, 174 posts and 32 reels were published. This mass media publishes short posts and does not use hashtags. Many posts are structured in such a way that they contain only part of the information, and the rest is laid out in stories. The main emphasis of the magazine's editors is on stories. Activity on the page is low, there are few comments.

This is the only researched women's mass media that publishes horoscopes, days of magnetic days, monthly calendar of haircuts, combine light female content with serious. The theme of war is present on the mass media page. Posts about lip gloss or manicure alternate with information about shelling of Ukraine.

The page contains posts purely on «women's» topics: make-up, hairstyles, beauty procedures, various clothing collections, new products from the fashion and cosmetics sphere, various promotions on products of famous cosmetic brands, about vitamins for beauty, as well as various recipes (yeast-free bread, quick and healthy breakfasts, hair scrub). They also publish excerpts of interviews with the founders of various brands of goods for women and simply with successful women, as well as introduce readers to advice from experts. They review advent calendars, various apps, movies, books, talk about TikTok trends and show videos about the military.

Media congratulated their readers on New Year, Independence Day, and Constitution Day of Ukraine, soldiers of the Armed Forces of Ukraine on the December 6. They sympathize with the families of the victims, write about rocket attacks, call on their readers to donate to the needs of the military. Several posts were about health and psychological topics (conversation with psychologist Olga Cheshirska). They told how it is possible to help animals in the Kherson region as a result of the explosion of the Kakhovska HPP. They published a post about the Gidna psychological assistance project created for women who experienced or witnessed sexual violence during the war. The initiative was launched free of charge for users by the Future Foundation for Ukraine.

There are also posts about the benefits and features on *Beauty HUB*. For example, a post dated November 7, 2023 states that Beauty HUB is an online magazine with expert beauty tips. Beauty secrets, make-up lessons, new cosmetics, fashionable hairstyles and manicure ideas are revealed there. As well as the most current information about health and a healthy lifestyle in current conditions, modern lifestyle, music and movies, entertainment, books, travel.

During the analysis, the media drew attention to the fact that only 23 posts out of 174 were published from January 1 to June 30, 2023, that is, there were few posts on the page for the first half of the year. It was not possible to find information about what were the reasons of it.

«LeMonade» magazine (<https://lemonade.style/>) is for those who like to dream, live at the pace of a metropolis, know how to rejoice, see, create beauty and be happy. Mass media has the following headings: «Lifestyle», «Fashion & Beauty», «Stars», «Society», «Psychology & Wellness», «Photos», «Events» and «Food». The magazine publishes content for those Ukrainian women who live in big cities. The mass media Instagram page has 951 posts, 3,330 followers and 508 followers. The last post on the page was on July 13, 2023 and after that, the mass media does not publish anything. The page is designed in the style of a magazine, all posts were also designed in an editorial style (since 2021) and contain a mass media logo. The first publication on the page is from November 7, 2017. The post contained only hashtags, the photo

showed the cover of the first issue of the magazine in 2017. In 2023, two posts were published: June 28, 2023 – from the singer Olya Polyakova which supported representatives of the LGBT community during the Pride Month parade in London and on July 13, 2023, about Google's AI-based chatbot which became available in Ukraine. Hashtags were not used and it was a request to read more about the chatbot on the mass media website. In 2023, the magazine's website was updated for a whole year, it turns out that the editors simply stopped maintaining their page on Instagram.

The number of published posts and reels by Ukrainian women's online media on their Instagram pages

No.	The name of the mass media and the address of the Instagram page	posts	reels
1	«Ukrainky» (https://www.instagram.com/ukrainkymedia/)	204	9
2	«4mama» (https://www.instagram.com/4mama.ua/)	92	8
3	«Wonder Ukraine» (https://www.instagram.com/wonderzine.ua/)	569	128
4	«Divoche». Media (https://www.instagram.com/divoche.media/)	452	39
5	«Beauty HUB» (https://www.instagram.com/beauty_hub_ua/)	174	32
6	«LeMonade» (https://www.instagram.com/lemonade.styles)	2	0

Conclusions. Instagram pages of 6 Ukrainian women's online media were investigated. Only 5 kept their pages active for the whole year. Thus, five out of six Ukrainian women's online media in the Instagram social network actively maintained their pages in 2023. They wrote not only on «female» topics such as: makeup, cosmetics, hairstyles, recipes and advices, recommended watching movies, reading certain books, etc. And among such «light» content there was also serious and important content – materials about health, history and violence. The topic of war is also present on Instagram pages of the studied mass media, journalists shared the latest news about the course of the war, talked about women who stood up for the defense of their Motherland or volunteered. Also, women's media themselves organized events in 2023 to raise funds for the military and called on their female readers to donate.

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Ірина Мудра

**КОНТЕНТ УКРАЇНСЬКИХ ЖІНОЧИХ ОНЛАЙН-МЕДІА
В СОЦІАЛЬНІЙ МЕРЕЖІ «INSTAGRAM» («УКРАЇНКИ», «DIVOCZE. MEDIA»,
«WONDER УКРАЇНА», «4 МАМА», «BEAUTY HUB» ТА «LEMONADE»)**

Мас-медіа давно використовують соціальні платформи для поширення та популяризації свого контенту, а також це можливість залучити нових читачів та рекламодавців. Жіночі онлайн-медіа також активно використовують різні соціальні платформи, аби інформувати своїх читачок про останні новини про моду, красу, навчати доглядати за своїм тілом та ділитися важливими темами. Однією з найкращих платформ для поширення контенту для жінок є Instagram. Ця соціальна мережа є однією з наймасовіших платформ у світі. Популярність завоювала не лише серед людей молодого покоління, а й старшого. Ця соціальна платформа найкраще підходить для того, аби розповідати за допомогою світлин та коротких відео про те, що цікавить жінок.

Українські жіночі онлайн-медіа поширюють свій контент у соціальній мережі Instagram за допомогою звичайних постів, reels, прямих трансляцій та stories. Результати дослідження показали, що найчастіше у 2023 році мас-медіа публікували пости зі світлинами та stories, а прямих трансляцій не використовували. Для аналізу контенту було обрано сторінки в соціальній мережі Instagram таких українських жіночих онлайн-медіа, як «Українки», «Divocze. Media», «Wonderzine Україна», «4 мама», «Beauty HUB» та «Lemonade». Проаналізувавши їх контент у соціальній мережі, вдалося з'ясувати, які теми найчастіше висвітлюють на своїх сторінках, про кого пишуть та як подають інформацію для своїх читачок. Дослідження показало, що, крім суто такого «жіночого контенту» (про зачіски, макіяж, одяг тощо), медіа піднімають серйозні теми про здоров'я, домашнє та сексуальне насильство, а також часто пишуть про жінок у війську та закликають донатити на підтримку української армії. Мас-медіа «Українки», «Divocze. Media», «Wonderzine Україна», «4 мама», «Beauty HUB» активно у 2023 році вели свої сторінки в соціальній мережі Instagram, а «Lemonade» опублікувало лише два пости протягом року. Під час дослідження було проаналізовано 1709 постів.

Ключові слова: жіночі онлайн-медіа, жіночі журнали, Instagram, мас-медіа для жінок, контент, соціальні мережі.