

DOI:10.31379/sed.2.5.2025.43

UDK: 005.57:004.77:334.722

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# TRANSFORMATION OF THE COMMUNICATION POLICY OF A SMALL BUSINESS ENTERPRISE UNDER THE INFLUENCE OF SOCIAL MEDIA ARCHITECTURE IN CONDITIONS OF UNCERTAINTY

## Abstract

The article provides a comprehensive study of the transformation of communication policies in small businesses under the influence of social media architecture under conditions of uncertainty. The relevance of the research stems from the necessity to expand the conceptual framework for transforming the communication policy of small enterprises, driven by social media architecture within an uncertain operating environment.

It is substantiated that the current stage of digital economy development is characterized by multidimensional and prolonged uncertainty, which has impacted the market interaction paradigm and fundamentally shifted small business priorities. It is demonstrated that communication policy is evolving from a mere sales tool into an instrument for social cohesion and survival. For their local communities, small enterprises are becoming hubs of stability, fostering deep trust through simplified content—a factor that can translate into long-term loyalty. Moreover, social communities serve as platforms for client coordination, enabling collective budget optimization, maintaining authenticity amid uncertainty, and demonstrating business resilience.

The methodological toolkit of the study comprises methods of theoretical generalization, structural-logical modeling, and comparative analysis, which collectively formed the conceptual basis of the research. The empirical base includes analytical and statistical data from international organizations reflecting the global architecture of social media. It is determined that the transformation of traditional approaches to the formation and implementation of communication policy requires a clear civic stance, a shift toward short-term planning, the maintenance of remote connections, and the maximum automation of business processes through artificial intelligence (AI). Under these conditions, communication policy ceases to be a reactive measure to individual challenges and instead becomes a process of business system restructuring.

In this context, digital transformation gains particular significance, moving beyond instrumental support for promotion to take on the role of a systemic factor in adaptive trust management and social

Received: 22/08/2025

Accepted: 19/09/2025

Published: 26/09/2025

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resilience, with an emphasis on quality, ethics, and the format of dialogue. Within the social media architecture built on engagement algorithms, a small business's capacity for rapid communicative transformation under uncertainty becomes its primary competitive advantage. The study establishes the renewed urgency of integrating enterprises into the social structure of networks through personalized interaction tools.

The practical outcome of the research is the development of a functional model for database management, feed algorithms, and video processing, designed to balance consistency and accessibility amidst significant fluctuations in user activity. The proposed approach enables a transition from managing isolated transformation factors to the adaptive management of systemic links. These links determine the functionality of a firm's communication policy in high-uncertainty environments characterized by algorithmic and demographic shifts, the dominance of short-form video, the creator economy, the integration of generative AI into social media ecosystems, and social commerce. The findings can be applied to develop communication policies for specific social media platforms within the resilience management systems of small businesses oriented toward the integration of digital technologies and AI tools.

**Keywords:** communication policy, enterprise, small business, social media, digital transformation, uncertainty, algorithmic feed interaction, artificial intelligence.

**JEL Classification:** M10, L26, O33, L86

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## ТРАНСФОРМАЦІЯ КОМУНІКАТИВНОЇ ПОЛІТИКИ ПІДПРИЄМСТВА МАЛОГО БІЗНЕСУ ПІД ВПЛИВОМ АРХІТЕКТУРИ СОЦІАЛЬНИХ МЕРЕЖ В УМОВАХ НЕВИЗНАЧЕНОСТІ

### Анотація

У статті проведено комплексне дослідження проблеми трансформації комунікативної політики підприємства малого бізнесу під впливом архітектури соціальних мереж в умовах невизначеності. Актуальність дослідження полягає у необхідності розширення концептуальних засад трансформації комунікативної політики підприємства малого бізнесу під впливом архітектури соціальних мереж в умовах

Подано: 22/08/2025  
Прийнято: 19/09/2025  
Опубліковано: 26/09/2025

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невизначеності середовища функціонування. Обґрунтовано, що сучасний етап розвитку цифрової економіки в країні характеризується багатовимірною і тривалою невизначеністю, що вплинула на парадигму ринкової взаємодії та повністю змінила пріоритети малого бізнесу. Доведено, що комунікативна політика трансформується з інструменту продажів на інструмент соціальної згуртованості та виживання. Методичний інструментарій дослідження охоплює методи теоретичного узагальнення, структурно-логічного моделювання, порівняльного аналізу, що дозволило сформулювати концептуальну основу дослідження. Емпіричною базою виступили аналітичні та статистичні дані міжнародних організацій, що відображають архітектуру соціальних мереж в світі. Визначено, що трансформація традиційних підходів формування і реалізації комунікативної політики вимагає чіткої громадянської позиції, переходу до короткострокового планування, збереження дистанційних зв'язків та максимальної автоматизація бізнес-процесів через штучний інтелект. За таких умов вона перестає бути результатом реакцій на окремі виклики і набуває ознак процесу перебудови бізнес-системи. У цьому контексті цифрова трансформація набуває особливого значення, виходячи за межі інструментальної підтримки просування і комунікативної діяльності малого підприємства та приймаючи на себе роль системного чинника адаптивного управління довірою та соціальної стійкості з акцентом на якості, етиці та формі діалогу. В архітектурі соціальних мереж, побудованих на алгоритмах залученості, здатність малого бізнесу до швидкої комунікативної трансформації під умови невизначеності стає його головною конкурентною перевагою. Встановлено, що з новою гостротою постає проблема інтеграції підприємств в соціальну структуру мереж через інструменти персоналізованої взаємодії. Результатом дослідження є розробка функціональної моделі роботи з базою даних, алгоритмами стрічки та обробкою відео, яка дозволяє збалансувати їх узгодженість та доступність в умовах значних коливань кількості користувачів. Запропонований підхід дозволяє перейти від управління окремими факторами трансформації до адаптивного управління системними зв'язками, що визначають здатність комунікативної політики підприємства функціонувати в умовах високої невизначеності, що характеризуються алгоритмічним і демографічним зсувом, домінуючим форматом короткого відео, економікою митців, інтеграцією генеративного штучного інтелекту в екосистеми соціальних мереж, соціальною комерцією. Результати проведеного дослідження можуть бути використані при розробці комунікативної політики за окремими видами соціальних мереж в системі управлінні стійкістю підприємства малого бізнесу в умовах невизначеності, орієнтованих на інтеграцію цифрових технологій та інструментів штучного інтелекту.

**Ключові слова:** комунікативна політика, підприємство, малий бізнес, соціальні мережі, цифрова трансформація, невизначеність, алгоритмічна стрічка, взаємодія, штучний інтелект

**JEL Classification:** M10, L26, O33, L86

## Introduction

In scientific and managerial contexts, a firm's communication policy is a strategic course of action aimed at organizing interaction processes with internal and external stakeholders. These processes are designed to cultivate a positive image, ensure informational transparency, and stimulate demand to achieve strategic business objectives. Alternatively, from a digital perspective, it is a dynamic system for managing information flows within a digital environment, where the architecture of social platforms plays a key role as a mediator of the relationship between the business and the consumer.

For small business enterprises, this definition possesses unique characteristics: budgetary constraints, which necessitate a primary focus on social media; personification, where the brand is closely associated with the owner, fostering higher levels of trust; flexibility, defined as the ability to rapidly pivot communication tones and channels based on audience feedback.

Within their local communities, small enterprises serve as hubs of stability. They build formidable trust through highly simplified content, which can evolve into long-term loyalty. Through social communities, they coordinate with clients to collectively optimize budgets, maintain authenticity under uncertainty, and demonstrate business continuity despite external challenges. Amidst conditions of uncertainty-particularly during military and economic turbulence-communication policy transcends its role as a mere promotional tool, transforming into a vital instrument for survival and adaptation. In the face of environmental uncertainty, social media have transcended their role as mere communication tools, evolving into critical instruments for commerce and search. Understanding the logic behind changes in their form, appearance, and structure allows small and medium-sized enterprises to effectively transform their communication policy into a means of generating assets based on stable, trusting, and mutually beneficial relationships with the external environment, as well as driving profit.

The architecture of social media, defined as a complex multi-level structure, provides the technical functioning, logical data organization, and interaction within the digital space, serving as the foundation that dictates the rules of information dissemination. These shifts should be viewed as a strategic evolution of the role of social networks within the communication policy of small businesses-moving from a supplementary channel to a state where market trends become the primary drivers of its formation.

Historically, communication policy was formulated autonomously at the strategic level, with social media acting as passive transmitters of pre-packaged information. Subsequently, SME began adapting informational formats (images and text) to network-specific requirements and incorporating feedback, though the overall strategy remained inflexible. At the current stage, a transformation is occurring: rather than the market adapting to the policy, the communication policy itself is constructed around the prevailing trends of the social media market.

## Aims and Objectives

The purpose of the article is to provide a theoretical substantiation and develop the conceptual foundations for a functional model of small business communication policy adaptation. This model is built upon a comprehensive multi-level social media architecture and is oriented toward the integration of digital technologies and artificial intelligence tools within conditions of uncertainty.

## Methods

The study is based on a synthesis of theoretical and empirical approaches to analyzing the communication policy of small business enterprises under conditions of uncertainty.

The theoretical stage involved the systematization of scientific perspectives on interpreting the communication policy of small businesses, including its role in uncertain environments and digital

DOI: 10.31379/sed.2.5.2025.43

transformation. This was achieved through a comprehensive analysis of recent academic publications and analytical reports from international organizations.

The empirical stage focused on generalizing statistical and analytical data regarding social media architecture. Key sources included data from We Are Social, Data Re portal, and Melt water, which facilitated the identification of core transformations in communication policy regarding their practical application.

Synthesis and Modeling: To integrate the findings and develop a functional model for database management, feed algorithms, and video processing, a structural-logical modeling method was applied. This enabled the design of a functional model that reflects the dynamic transformations of communication policy, social media platforms, and artificial intelligence tools.

This multifaceted approach allowed for a transition from describing isolated transformation factors to a systemic representation of the adaptation environment within social media architecture under the influence of uncertainty.

## Results

The presentation of the research results is based on two interrelated components: the analysis of publicly available data on the transformation of the communication policy of small businesses under the influence of uncertainty and the development of its functional model based on the architecture of social networks and relevant artificial intelligence tools. On the one hand, statistical indicators allow us to outline the scale of the impact of uncertainty on the communication policy of small businesses; on the other hand, they emphasize the role of social networks as an environment for its adaptation.

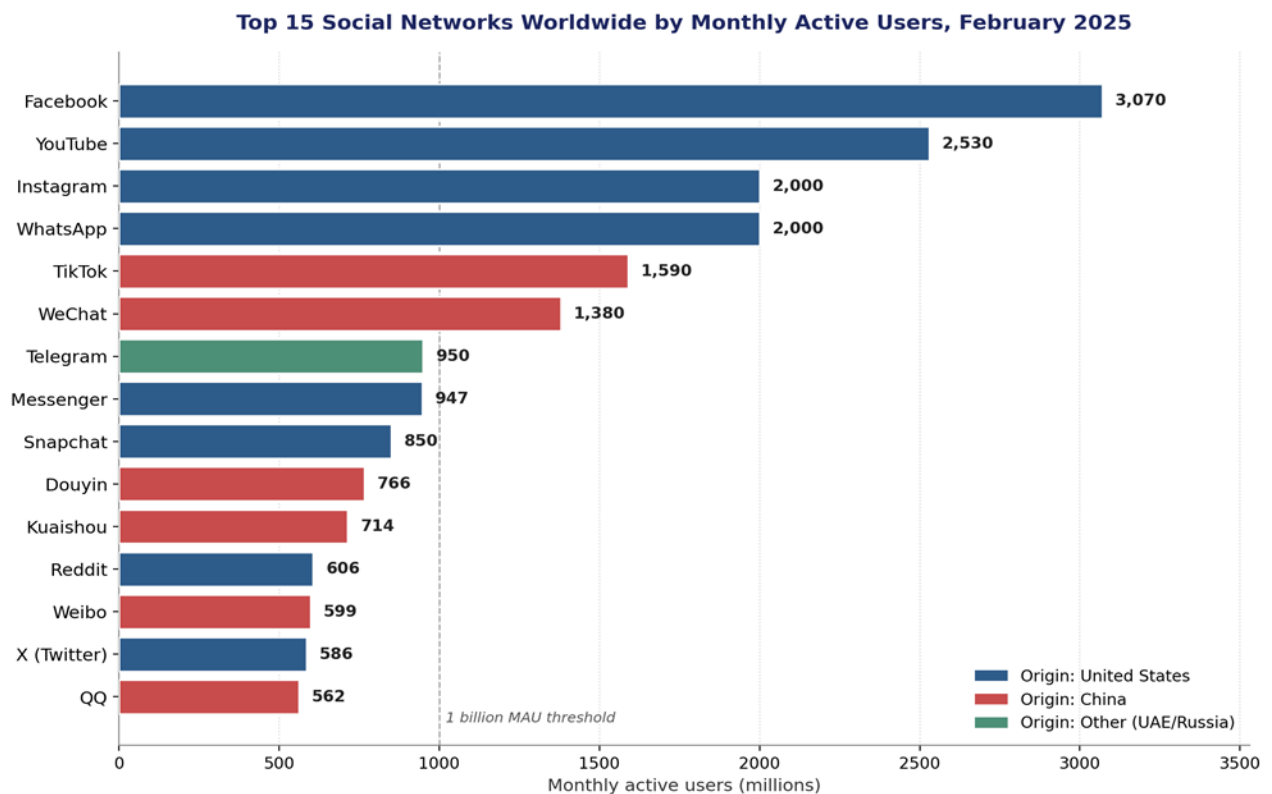
Communication policy now directly depends on technical updates of social networks, when a change in the feed algorithm instantly forces a small business to redistribute budgets and change the type of content, and this dependence is unavoidable. Trends in social networks change every week and transform communication policy from a plan for the year into processes of constant monitoring and rapid response. The behavioral dependence of the communication policy of a small business is also determined, which should be customer-oriented or personalized (Storozhenko, 2022). Therefore, the dependence of communication policy on social media trends means that small businesses lose their monopoly on communication management and transform it into a flexible system in which corporate actions are an adaptive response to fluctuations.

The algorithmic model of forming a feed using machine learning based on the analysis of user behavior and social connections (TikTok since launch, Instagram Reels, YouTube Shorts) has far-reaching consequences for the communication policy of enterprises in small businesses, instead of the classic approach based mainly on the content of people who are subscribed to (Facebook until 2016, LinkedIn until 2022) (Pidlisna & etc., 2023). This means an increase in the importance of the quality of creative content and a decrease in the effectiveness of traditional programs based on influencers. The key content format is now short vertical videos (up to 60 seconds) in Instagram Reels (2020), YouTube Shorts (2021), Snapchat Spotlight (2020), Pinterest Idea Pins (2021) and others, which should be taken into account by the communication policy strategy of small businesses. According to expert estimates, its share in the total consumption of content on social networks has increased from almost zero in 2015 to 40–55% by 2025. There is a rapid development of the segment of the digital economy based on independent creators (bloggers, experts, artists) with the monetization of their content, skills or personal brand using digital platforms and direct communication with the audience through funds for them (YouTube Partner Program, TikTok Creator Fund), donation and subscription systems (Twitch Bits, Patreon integrations, Instagram Subscriptions), integrated e-commerce (TikTok Shop, Instagram Shopping) (Chyrak, 2024). According to industry analysts, the global economy of independent creators reached the mark of 250 billion US dollars in 2024, with forecasts of growth to 480 billion US dollars by 2027. The communication policy of small businesses uses creators as agents of influence and shifts from direct advertising to collaborations with the creation of their own ecosystem (courses, merch, paid subscriptions like Patreon or Substack) through deep interaction with real fans and direct financial support from the audience (Iatskivska, 2024). Now small

businesses must generate expert, useful content themselves, and not just advertising messages with a focus on the community, that is, a group of people who remain with the enterprise even when the social network changes its architecture (Kraus, 2022). The consumer now buys from a person they trust, not from an impersonal manufacturing enterprise. The degree of trust is the result of the communication policy, its ability to build personalized, authentic and lasting connections through values, emotions and specific personalities (founders, experts, ambassadors) (Panadii, 2025). A communication policy focused on results replaces direct sales with expert support, a small business becomes a mentor for its consumer, which converts information support into an economy of trust.

In the face of uncertainty, the use of artificial intelligence functionality (Meta AI, Grok on X, Gemini in Alphabet products, Doubao on ByteDance) helps small businesses move away from segmenting large groups to segmenting one person, allowing communication policy to adapt content in real time to a specific consumer request at the moment he needs it (Kuzmin & etc., 2024). The use of generative models of text, video, synthetic avatars, photos allows a small business to maintain the pace with constant and diverse content. But communication policy must clearly define the boundary where artificial intelligence helps create form in the social network ecosystem, and the meanings and values remain human.

Small businesses are actively accepting the transformation of social platforms TikTok Shop, Instagram Shopping, Facebook Marketplace, Pinterest Product Pins into full-fledged trading platforms. According to eMarketer estimates, the global volume of commerce in 2024 exceeded 700 billion US dollars, and by 2028 it is predicted to exceed 1.2 trillion US dollars, in China its share exceeds 30%, Western markets are gradually catching up. Important in the formation of communication policy of small businesses are profound demographic transformations with the distribution of the audience between social networks. Each generation demonstrates distinct preferences in the choice of social networks, which is reflected in the dynamics of their growth through strategic challenges and rating (Figure 1).



**Figure 1.** The most popular social networks in the world by the number of monthly active users, million MAU

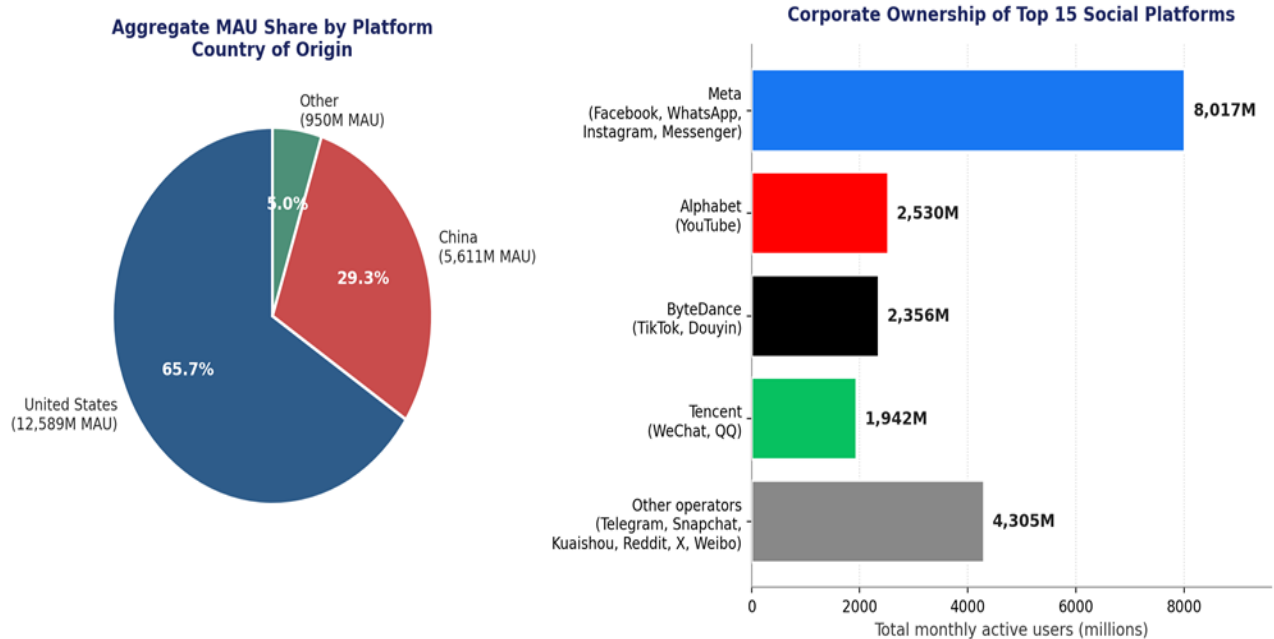
DOI: 10.31379/sed.2.5.2025.43

Source: based on (We Are Social, DataReportal, Meltwater, 2025)

Generations Baby Boomers and Gen X (born before 1980) remain mainly on Facebook and YouTube; millennials (1981-1996) - Instagram, Facebook and LinkedIn; Z (1997-2012) - TikTok, Instagram, Snapchat, Discord; Alpha (after 2013) - YouTube Kids, TikTok and gaming platforms with a social component (Roblox, Minecraft). For communication policy, a multi-platform approach is crucial, because no single network fully covers all target segments (Havryliuk, 2024).

The modern paradigm of forming communication policy of small businesses is characterized by a transition from reactive to proactive adaptive management, which is due to the uncertainty of the operating environment and the high dynamics of the social media market (Bodenchuk & etc., 2023). Facebook, YouTube, Instagram, WhatsApp as leaders in architecture have over 9.6 billion total MAU (number of active users), which is about 50% of the entire audience of the largest fifteen platforms; the five smallest in terms of rating (Kuaishou, Reddit, Weibo, X, QQ) have about 3.07 billion MAU, the same as Facebook. The social media market is one of the most concentrated industries in terms of the countries of origin of the leading players, with no European, Indian or South American players among the largest, with a clear bipolarity by country of origin (Figure 2).

**Concentration Analysis of the Global Social Media Market (February 2025)**



Note: Users may overlap across platforms. Source: We Are Social / DataReportal / Meltwater (2025).

**Figure 2. Concentration analysis of the global social media market**

Source: author’s analysis based on (Global Overview Report. DataReportal, February, 2025)

Social networks of American origin collectively control 65.7% of the audience of the TOP-15 social networks (approximately 12.6 billion MAU), those of Chinese origin form the second largest block with a share of 29.3% (approximately 5.6 billion MAU).

The conditional barrier of one billion MAU in 2025 was overcome by eight social networks - participants of the global digital infrastructure, including Facebook, YouTube, Instagram, WhatsApp, TikTok, WeChat, Telegram, which operate according to fundamentally different monetization models, target audiences and regulatory regimes (Table 1).

There is significant heterogeneity in the distribution of audiences between social networks, with users tending to concentrate where their social network is already present, creating a self-reinforcing cycle

(Belianska & etc., 2021).

**Table 1 - Generalized indicators of the TOP-15 social networks rating**

Indicators	Values
Total audience (Million MAU)	19 148
Average (Million MAU)	1 277
Median (Million MAU)	947
Maximum (Facebook), Million MAU	3 070
Minimum (QQ), Million MAU	562
Standard deviation (Million MAU)	796
Coefficient of variation, %	62,3
Number of platforms $\geq$ 1 billion MAU	8

Source: based on (We Are Social, DataReportal, Meltwater, 2025)

Regional shares in the architecture of social networks in 2025 are calculated taking into account possible cross-counting of users (each can be active on several platforms at the same time), i.e. in real user experience these figures are more likely a distribution of attention or a distribution of usage scenarios (Table 2).

**Table 2 – Geographic architecture of the top 15 global social networks**

Regional ecosystem	Number of platforms	Audience, (million MAU)	Share, %
USA (Western Ecosystem)	8	12 589	65,7
China (Chinese Ecosystem)	6	5 611	29,3
Other (UAE / Cross-border)	1	950	5,0
Total	15	19 150	100,0

Source: author's analysis based on (Global Overview Report. DataReportal, February, 2025)

Despite the fact that the European Union is one of the largest economic regions in the world, no social network created in the EU has reached a global scale; India does not have its own global platform; Brazil, Nigeria, Indonesia remain consumers, not producers of global social technologies. In addition, the social media market is characterized by corporate concentration - fifteen leaders are controlled by only five large corporate groups (We Are Social, DataReportal, Meltwater, 2025):

- Meta Platforms (USA): 8017 million MAU (Facebook, WhatsApp, Instagram, Messenger) – 41.9% of the TOP-15 audience;
- Alphabet (USA): 2530 million MAU (YouTube) -13.2%;
- ByteDance (China): 2356 million MAU (TikTok + Douyin) -12.3%;
- Tencent (China): 1942 million MAU (WeChat + QQ) -10.1%;
- other operators: 4305 million MAU (Telegram, Snapchat, Kuaishou, Reddit, X, Weibo) - 22.5%.

The four largest corporations together control over 77.5% of the TOP-15 audience – a sign of an oligopolistic market by classical industry economics criteria. Meta Platforms with an indicator of over 8 billion MAU, the total scale of its ecosystem exceeds the audiences of China (approximately 1.4 billion people), the EU (approximately 450 million), the USA (approximately 335 million) and India (approximately 1.4 billion) – the concentration of communication power in one private company raises questions about the adequacy of existing regulatory control mechanisms.

The bipolarity of the social media market also has a deep qualitative expression, the American and Chinese ecosystems operate according to fundamentally different logics, and a correct understanding of these differences is key to analyzing the prospects of the industry and shaping the communication policy of their partners. In the Western ecosystem, American platforms (including targeted ones) operate in an environment of relatively liberal regulation, with an emphasis on protecting freedom of speech; monetization is carried out mainly through advertising; there is fragmentation of functions between specialized services (Rekunenko & etc., 2023). The Digital Markets Act and the Digital Services Act of 2022-2024 introduced strict requirements for the largest platforms, which are simultaneously a marketplace and a market infrastructure, which for Meta, Alphabet and other companies means significant restrictions

and risks of significant fines for violations.

The Chinese ecosystem operates on a fundamentally different autonomous model focused mainly on the domestic market of several very large integrated platforms that combine the functionality of dozens of Western services: WeChat is a classic example of such an application, within which the user receives news, can communicate with friends, pay bills, order a taxi, receive government services, and make doctor's appointments; Douyin - with integrated e-commerce; Alipay - with a significant social component. Everyone is obliged to cooperate with the state in the field of access to user data, content moderation, and implementation of state initiatives. In the period 2020-2022, tough regulatory actions were implemented against large technology companies Alibaba, Tencent, Didi, ByteDance, which strengthened state control over the industry. ByteDance's experience with its social network TikTok/Douyin is unique: Douyin operates exclusively in the Chinese market, TikTok is expanding globally, but does not have access to the domestic Chinese user; this duality is the reason for the regulatory struggle around TikTok in the USA, EU, India, and other countries. For a systematic comparison of the two ecosystems, it is advisable to highlight key parameters (Table 3).

**Table 3 –Comparative characteristics of the ecosystems of Western and Chinese social networks**

Parameter	Western ecosystem	Chinese ecosystem
Architecture	Multiple specialized platforms	Integrated super applications
Basic monetization model	Advertising	Advertising + commerce + finance
Regulatory environment	Liberal, with strengthening (DMA/DSA)	Strict, state-owned
Role of the state	Indirect, through regulators	Direct, through party control
Access to foreign platforms	Open (with exceptions)	Blocked
Key players	Meta, Alphabet, X, Snap	Tencent, ByteDance, Weibo
Typical moderation model	Algorithmic + user complaints	Mandatory cooperation with the state
Data privacy level priority on national security	High, with an emphasis on GDPR-like regulations	Low, with a priority on national security

Source: based on (We Are Social, DataReportal, Meltwater, 2025)

Comparative analysis revealed qualitative differences between the two models of functioning of social networks, which in combination can cause further strengthening of regulatory barriers and direct technical restrictions on access to content between ecosystems (Korobka, 2023).

Thus, social networks are no longer just a demonstration platform, but an effective operating environment in which the communicative policy should cover the entire path of the client from the first comment to post-purchase support.

Their architecture is built on personal profiles, consumer posts have a higher priority in the feed than enterprise posts. Small businesses transform communicative policy into the personalities of owners, employees, which is transformed into a system of personal brands within one small enterprise.

The effectiveness of the communicative policy of a small business enterprise in the digital environment is facilitated by trust, algorithms and resource economy, which form a closed system of mutual reinforcement. The limited resources and budgets of most small businesses turn it into the most valuable asset for achieving goals through sincerity and a human face, turning a random visitor into a brand advocate. In the context of a crisis of trust in the media, the modern architecture of social networks works on the basis of algorithms of interests, not social graphs. Dry and uninteresting communication is made invisible by social network algorithms, but if a dialogue arises in comments or saves, they are able to promote small businesses to huge audiences for free.

Understanding their mechanics allows you to get organic reach, which previously required huge costs, which makes the study of communication technologies technically necessary, especially in conditions of uncertainty. Optimization of communication policy measures through understanding the structure of networks allows you to achieve business goals with minimal costs, which is a matter of survival and scaling the business without attracting external investments.

## Discussion

DOI: 10.31379/sed.2.5.2025.43

The results obtained in this study not only allow us to generalize existing approaches to the formation of an enterprise's communication policy, but also provide grounds for rethinking the very logic of its transformation in conditions of uncertainty.

Within the framework of traditional scientific approaches, communication policy is mainly interpreted as a set of measures, methods and forms of influence on the external and internal environment to form a positive image and stimulate sales. Such an understanding is relevant in a relatively stable environment; however, it turns out to be limited in situations where transformations become stable, multidimensional and interconnected, as is the case in the real conditions of current uncertainty.

In this context, communication policy ceases to be a static characteristic and acquires the features of a process that is formed through constant transformation into ecosystems of social networks. Accordingly, not only the presence of social networks or individual digital solutions becomes decisive, but also the ability of an enterprise to integrate and adaptively implement communication policy in conditions of uncertainty as the art of trust management through adaptive digital formats. Unlike existing studies, where digital technologies are considered mainly as tools for increasing operational efficiency, in this study they are interpreted as a system-forming element that determines the architecture of social networks and the behavior of the enterprise in them by identifying key trends that shape its development trajectory according to algorithmic and demographic shifts, generations of preferences, dominant format, integration of generative artificial intelligence, social commerce. The proposed functional model allows interpreting these processes through the concept of communicative policy, which is formed as a result of their dynamic interaction with a shift in focus from managing individual transformation factors to adaptive management of systemic relationships between social networks. Unlike existing studies, where communicative technologies are considered mainly as a factor for increasing operational efficiency, in this study they are interpreted as a system-forming element that determines the architecture of social networks of a small enterprise and artificial intelligence tools as mechanisms for reducing uncertainty in real time.

The proposed approach has certain limitations related to the functional nature of the model and the lack of its quantitative characteristics, as a direction for further research aimed at formalizing the parameters of the functional and empirically verifying the relationships between its components.

## Conclusions

The study found that in conditions of uncertainty, the implementation of artificial intelligence tools transforms the functional model of communication policy from linear message transmission to a dynamic ecosystem of interaction, minimizing negative impact, allowing to automate routine aspects of architectural adaptation of social networks, thereby freeing up the resource of a small business to accumulate the results of the trust economy.

It is shown that the analysis of the structure of the global social network market allowed to identify key trends in their architecture that transform communication policy through the economy of creators, demographic and algorithmic shifts, dominant video, integrated ecosystems of social platforms and payments, and generational preferences. This necessitates the transition to adaptive management of communication policy based on the integration of key components of social network ecosystems.

The scientific novelty of the study lies in the development of a functional approach to the formation of a communication policy of a small business, which, unlike existing ones, is based on the synergy of algorithmic adaptability and social capital of trust. It is proven that in the conditions of an oligopolistic market of social networks, the saving of resources of a small business enterprise is achieved not through the reduction of communications, but through the transformation into a high-tech dialog model.

The practical significance of the results lies in the transformation of approaches to the development of a communication policy of small enterprises - from the fragmentary implementation of digital solutions to the creation of an architectural system capable of functioning in conditions of high uncertainty of social networks.

Prospects for further research are related to the quantitative interpretation of the parameters of the

functional model of corporate policy transformation, according to the architectural system of the demanded social networks, as well as the development of tools for assessing their impact.

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### FUNDING

The authors received no funding for this article.

### CONFLICT OF INTEREST

The authors declare no conflict of interest.