

you can also draw useful information. You can observe the actions and activities in conjunction with the periscope commonplace activities: on the road, or in the evening, while lying on your sofa, combining leisure with education.

The most important is the Periscope own broadcast. You can very advantageous to provide the public his personal brand. Consideration should be given a presentation to the smallest detail and run it in real time. It does not require any cost, unlike a commercial on TV, and your audience will immediately respond to you. To understand the reaction of the audience and its representation of you, you should answer the questions of potential customers in the broadcast, and to study their comments. It is also necessary to make the "hearts", they affect your rating. The more of them you will put, the higher your popularity, therefore, more and more people learn about the brand.

These big brands like Red Bull, Spotify, Applebee's, SanDisk, Doritos, Southwest Air, Adidas, Nike, Hootsuite, UFC and Elle Magazine, is already testing the app Periscope. In the near future it is expected more and more well-known players on this platform.

This trend proves that brands have a chance to have time to take this niche before it is filled to 100%. Plus, many brands already have an account on this site, but still do not enjoy it, have taken a wait. Now is a good time to start advertising on the Periscope and conquer their audience.

The undoubted advantage of social Periscope platform is that it gives the opportunity to create the user a sense of security and the reality of the brand. The founder of the social network Periscope Ryan Bell is certainly confident in significant marketing potential of its own product.

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CURRENT UNEMPLOYMENT SITUATION IN UKRAINE

Key words: unemployment, economically active population, unemployment rate, of underproduction of GDP.

Unemployment is a complex social and economic situation, in which a part of the economically active population does not have any jobs and earnings. It arises when an offer of labor is higher than the demand. According to definition of the International Labour Organization unemployed population is the population within the age from 16 to 70 who do not work but look for work actively being ready to start working in the near future.

Besides the economic situation, level of unemployment is also affected by such things as tax system, amount of fixed minimum salary, level of social benefits, development of the trade union movement etc.

Different indexes are used to calculate unemployment rate, but the level of unemployment is generally accepted. It is measured as the ratio of the unemployed people to the total number of economically active population being expressed as a percentage. Statistics of this index in Ukraine is: 6.9% in 2008; 9.6% in 2009; 7.7% in 2013; 9.7% in 2014; and 9.6% in 2015.

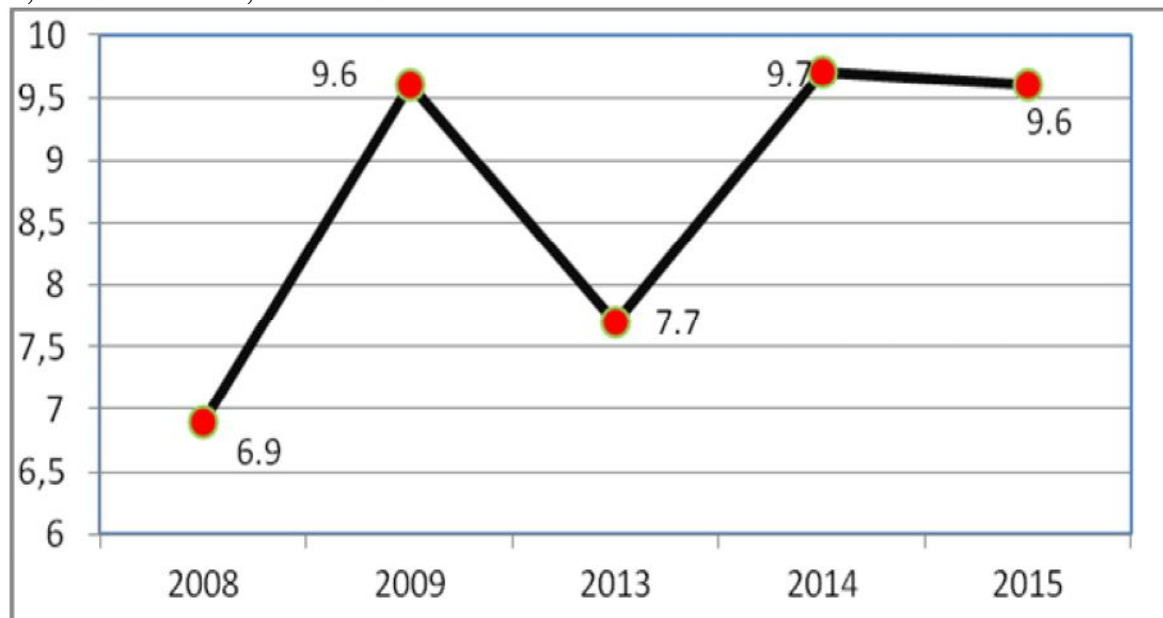


Fig. 1 Statistics of unemployment in Ukraine (2008-2015)

Thus, in the last two years we can observe a significant increase in the unemployment rate up to 9.7% that is the highest index for the last 10 years. 9.7% of the unemployed means more than 2 million people who have no job though they wish to work and look for any job. This may involve not only negative economic effect in the form of underproduction of GDP, but also serious social upheaval.

Underproduction of GDP with high unemployment is calculated by Okun's law. This law says that the unemployment and GDP have a direct connection and if the actual unemployment rate exceeds the natural one by 1%, then the real GDP lags by 2-2.5%. This means that with a decrease in employment and increase in unemployment production the volume will decrease.

Nowadays cyclical unemployment predominates in Ukraine. It appears as a result of fluctuations of the economy and the cyclical decline in production. There are some solutions to this problem, such as: improvement of the economy in general, carrying out serious economic reforms, promotion of investment activity etc.

Consequently, unemployment is a serious problem as a whole and for the economy of Ukraine in particular. Solutions to this problem in the country may be as follows: creating the necessary conditions for the state to attract employees to work in the national economy and providing jobs for those who need them in the problematic regions of the country.