Foursquare provides recommendations of the places to go to near a user's current location. Foursquare lets the user search for restaurants, nightlife spots, shops and other places of interest in their surrounding area. The app displays personalized recommendations based on the time of day, displaying breakfast places in the morning, dinner places in the evening etc. Recommendations are personalized based on factors that include users check-in history, their tastes and their venue ratings and according to their friends reviews. Thanks to the the geolocation feature, companies can allocate potential consumers in the context of place and time and more effectively influence consumer preferences. [3]

Another feature of advertising on social networks is that most users are feeling comfortable during communication. That creates favorable conditions for placing advertising messages.

An interesting, varied and targeted content is the driving force of social networks It is therefore necessary to place announcements of upcoming events, post-release activities, post photos and videos, engage with the community, monitor and quickly respond to negative reviews, encourage positive comments and repost information, discuss problems, to collect ideas for company development and contact with top bloggers.

References:

1. 4 trends that will change your marketing communication in 2016 [Electronic resource] – Mode of access: http://www.smartinsights.com/traffic-building-strategy/integrated-marketing-communications/4-trends-will-change-marketing-communication-2016/

2. Foursquare [Electronic resource] – Mode of access: https://en.wikipedia.org/wiki/Foursquare

3. [Electronic resource] – Mode of access: http://infotour.in.ua/kusina.htm

Ivanova O.
Kovrov O., Klimkina I., research supervisors
Kostrytska S., language adviser
National Mining University

ENVIROMENTAL AUDIT FOR INCREASING THE SAFETY OF INDUSTRIAL TAILINGS IN UKRAINE

Key words: environmental audit, environmental policy

The main goal of the National Environmental Policy of Ukraine is to guarantee constitutional right to a safe environment to the citizens. In the context of sustainable development, the "greening" of the production is a dominant requirement for assurance the environmental and population health.

"Environmental audit is a documented independent systemic process for auditing an environmental object that includes collection and objective evaluation of

evidence for the identification of the certain types of activities, events, conditions, environmental management system and information and their compliance with the Ukrainian legislation on environmental protection and other criteria of environmental audit" [1].

The article emphasizes a new approach to environmental audit of industrial tailings using Tailings Management Facilities Checklist (hereinafter TMF Checklist). TMF Checklist was developed within the project for "Improving the Safety of Industrial Tailings Management Facilities Based on the Example of Ukrainian Facilities" which was coordinated by German Environment Agency in 2013 [2].

The TMF methodology includes the following elements:

1. The Method for the Evaluation of the Tailings Hazard Index (THI Method).

2. The TMF Checklist, including
   – The Questionnaire (three groups of questions);
   – The Evaluation Matrix for defining the level of TMF safety;
   – The Measuring Catalogue for taking actions to improve TMF safety.

The Tailings Hazard Index (THI) is the index that demonstrates the measure of specific hazards/risks posed by tailings facilities to the environment, infrastructure and humans. The THI is calculated by summing up the major TMF parameters that significantly effect the level of its safety. They are following:

‣ volume of tailings;

‣ toxicity of substances in tailings;

‣ TMF management status;

‣ natural conditions (geological, seismological, and hydrological conditions) specific to the TMF site, and

‣ dam safety.

The TMF Checklist includes three groups of questions called as following:

‣ "Basic Check" (Group A);

‣ "Detailed Check" (Group B);

‣ "Check of Inactive Sites" (Group C).

Each group includes two subgroups. The first subgroup is intended for visual inspection, the second subgroup is elaborated for working with documentation. Visual inspection is mandatory for all groups. In TMF Checklist experts have to choose one of the four questions such as *yes*, *no*, *mostly yes* and *mostly no*. Identification of the level for TMF safety after evaluation by Group B and C is shown in the table 1.

The Measuring Catalogue is based on the world experience in sustainable mining and environmental rehabilitation, modern and advanced safety standards. Besides, it includes the list of actions to be taken in the case that partial or full non-compliances of TMF conditions to actual safety requirements or regulations have been established. Experts should determine the appropriate action(s) for each problem

detected at the TMF.

Table 1

Identification of the level for TMF safety after evaluation by Groups B and C questionnaire [2]

TMF safety level	Criteria
Acceptable	100% of minimum set of safety requirements are met
Non acceptable	Less than 100% of minimum set of safety requirements are met

References:
1. Law of Ukraine "On Environmental Audit", 2004. – Article 1.
2. Methodology for improving TMF safety (01/2016). Improving the safety of industrial tailings management facilities based on the example of Ukrainian facilities. Umweltbundesamt. - p. 4, p. 6, p. 8, p. 13, p. 22, p. 24.

Kachur S.
Yevseytseva A., research superviser
Kyiv National University of Technology and Design

FEATURES OF BRANDS-LEADERS

Key words: brand, brands-leaders

Despite his youth Ukrainian market, today we can speak of clear leaders in many segments. And the fight for the lead continues. That is why the question of what distinguishes brands that are leaders in their categories, and it is necessary to brands that aspire to leadership, achieved the objectives, relevant to many.

Brand leader (in Western terminology) - developed brands (strong brand). It is known and distinguished customers 60% of this category of goods or services. Ukrainian consumers perceive the brand as a successful system of values, which allows to select products from competitors' products separate and in some cases prefer Ukrainian brands over global.

All companies that want to build your brand or already established, can be divided into three groups:

1. Those who have already had experience of brands;
2. Companies that have more or less achieved significant results in the market without building a brand;
3. Companies that have difficulties in business development.

The brand - a tool for business development. Before creating his need: a competitive product, financial and human resources, the willingness of top managers, etc. Companies with leading brands or brands that claim to leadership, able to consider the full range of factors that determine the success of business, expertly adjusting them according to the specific market and consumers.

To create a good brand needs investments that can not justify itself. Companies whose brands are leaders in their segments, carefully weigh the risks, try to minimize