



Value-based approach in the formation of digital content

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Purpose

Development of guidelines for enterprises on the formation of digital content based on a valuebased approach.





SWOT ANALYSIS



STRENGTHS

Content that shapes the values of personal growth and development

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WEAKNESSES

Content that carries destructive programs and values

Loyalty, good reputation, content distribution

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Loss of loyalty, negative reputation, unsubscribing

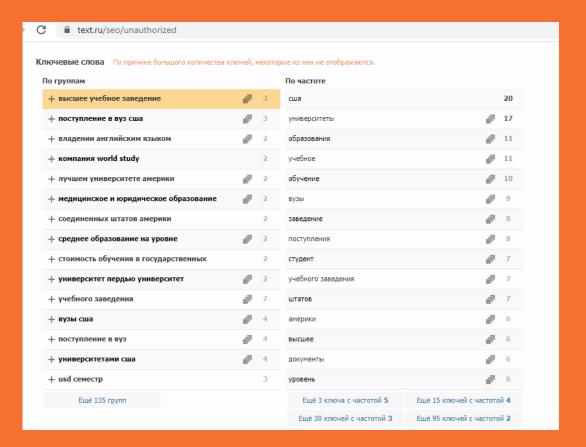
THREATS

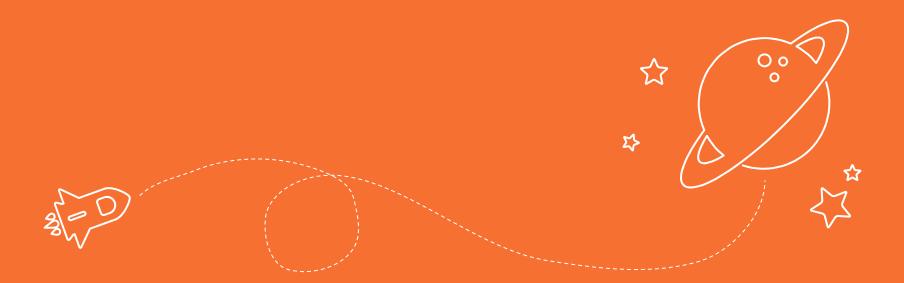
OPPORTUNITIES

Content analysis



Keyword analysis Formation of the semantic core





Big idea

Every content developer contributes a little to the big idea of creating valuable content for personal development