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 value-based approach.
**SWOT ANALYSIS**

**STRENGTHS**
Content that shapes the values of personal growth and development

**WEAKNESSES**
Content that carries destructive programs and values

**OPPORTUNITIES**
Loyalty, good reputation, content distribution

**THREATS**
Loss of loyalty, negative reputation, unsubscribing
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