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УКРАЇНСЬКІ ВІЙСЬКОВІ В СОЦМЕРЕЖАХ: КЛЮЧОВІ АСПЕКТИ

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UKRAINIAN MILITARY IN SOCIAL NETWORKS: KEY ASPECTS

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Ukraine has been at war with the russian federation for over three years. Hundreds of thousands of soldiers defend us in the army. Despite their difficult situation, they are quite often the creators of digital content, which is later published on social networks. It is military-themed content that is the subject of our research.

Our task is to examine the above-mentioned content and divide it into categories and assess the appropriateness and safety of such media content. The purpose of this work is to determine the impact of each category of such content on society, find ways to improve perception and warn about risks.

As our society is rapidly digitizing, it is difficult to find Ukrainians who do not use social media. This topic is extremely relevant, because the media content we consume, including military content, has a significant impact on each of us.

The first will be official military channels and media. They play a key role in covering events on the front, as they provide officially verified data, shaping public opinion [1]. Such sources work on the principles of efficiency, accuracy and security for military operations. They help create narratives that support the morale of the population and contribute to international support for Ukraine. However, at the same time, they can limit information that is considered strategically dangerous, which can cause distrust in society.

Soldiers on the front lines are also actively creating content, publishing personal videos, photos, and posts. Such information is valuable to society, as it shows the war from the original source, without official censorship.

However, its uncontrolled distribution can put the military themselves at risk, since even minor details can be used by the enemy to analyze the situation on the front. Therefore, it is important to increase the level of media literacy among the military to reduce the risks of important information leakage.

Artificial intelligence has become a new tool of information warfare, used by the russian federation to create disinformation and propaganda. AI-generated content includes fake videos, fabricated news, and altered images that are aimed at societydestabilisation [2]. Hostile information attacks are aimed at undermining trust in official sources and increasing panic among the population. Identifying and combating such threats are important tasks for both military analysts and ordinary social media users.

One of the initiatives that counter disinformation is the BRAMA project. It teaches media literacy, fights hostile resources, and protects Ukrainian cyberspace [3].

A separate category of military content is materials aimed at increasing the effectiveness of the Armed Forces of Ukraine's recruitment campaign. Social media is actively used to attract new soldiers through motivational videos, military stories, and demonstrations of modern military equipment [4].

Such information campaigns create a positive image of military service and motivate citizens to join the country's defense. However, it is important that this content remains realistic and does not create false expectations among potential recruits, as this can negatively affect their morale.

Thus, military content on social media plays a significant role in shaping public opinion and the information space. Official sources provide credibility, but have certain limitations; personal content of the military provides the truthful picture, but can pose a threat; disinformation created by AI is a serious danger; and the recruitment campaign contributes to the strengthening of the army. It is important to develop media literacy and critical thinking in order to counteract information threats effectively.

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