

## Promoting Cryptocurrencies Via Social Media\*

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### Abstract

In today's digital age, social media is the main means of communication and information sharing. Social media platforms create a space for peer-to-peer communication, information sharing and thus provide speed of dissemination of information about cryptocurrencies and increase their popularity. Social media is also a powerful competitive tool to promote cryptocurrencies and reach potential investors as well as customers. Building a strong online promotion takes time, so consistency is important with regular posting of quality content across all your chosen social media channels. Promoting cryptocurrencies through social media has the potential to increase awareness and interest in cryptocurrencies. However, the success of a promotion depends on the right strategy, quality content and active interaction with users. The aim of this article is a theoretical summary of the available literature in the field of cryptocurrencies and an analysis of the impact of social media on the promotion of cryptocurrencies and the credibility of the dissemination of information about cryptocurrencies through the promotion of cryptocurrencies.

**Keywords:** cryptocurrency, promotion, competition, social media, volatility.