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INFORMATION SUPPORT OF STATE AND MUNICIPAL ADMINISTRATION BODIES: PROBLEMS AND PROSPECTS

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Abstract. This scientific article investigates the current challenges and prospects of information support for state and municipal government bodies through the placement information about their activities in the media, on specialized websites and in social media. The main problems related to the effectiveness of information support in the administrative sphere are discussed, including shortcomings in communication between the authorities and society through these channels. Strategies for improving information policy to management decisions' refinement and ensure effective interaction between local, regional and federal authorities and citizens are analyzed. The article is based on the Russian and world scientific publications' systematization about the existing problems of the regional and municipal authorities' activities information support and ways to solve them in order to inform about their policies and receive feedback from the population, and also summarizes the Arkhangelsk region's experience in this work. The article also considers the information support development prospects and its potential for optimizing the governance's processes in the modern digital era.

Keywords: state and municipal governance; information support; information space; social media; communication channels.

JEL codes: M38; F63.

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