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Sommario/riassunto	<p>Social media have been employed in marketing communication for several years. However, there is a shortage of scientific research covering the correlation between brand activity in the digital environment and the consumers' behaviour. Therefore, the main goal of this publication has been to evaluate the possibilities of creating brand equity in social media and to define the role of various psychological factors appearing in this process. Through a number of research steps, the author has analysed contemporary marketing communication campaigns in social media. On this basis, a new message categorization has been presented. An experimental analysis was then conducted to find out the type of messages and consumer predisposition conducive to building brand equity. The influence of brand equity itself on the responsiveness of internet users was also tested. The research results make it possible to predict the effectiveness of marketing communication in social media. Thus, they can be helpful not only to scientists, but also to entrepreneurs and the employees of advertising and media agencies.</p>