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## **SOCIAL POTENTIAL: LEVELS, TYPES, COMPONENTS**

In the article the levels of social potential are considered and their characteristics are provided. Author's interpretation of individual, group social potential, social potential of the enterprise, region and society are formed.

The components of the individual social potential are the potential for life, health, intellectual, educational, cultural potentials. The group social potential consists of reproductive, communicative, organizational potentials. The composition of the social potential of the enterprise is formed of potential of social infrastructure, potential of social policy, potential of personnel policy. The social potential of the region and society have the same structure, which includes demographic; fertile; social and infrastructural potentials; potential of the employment, potential of social policy, potential of social solidarity. The components of social potential of each level are identified.

The typology of social potential of each level is provided. In particular, the author determined that individual social potential can be hidden or unrealized, selfish or internal, external or implement-

ed. The structure of group social potential consists of binding and connecting potentials. As for the structure of social potential of the enterprise, it can be classified by several grounds: the level of implementation: actual hidden and perspective; the degree of meeting the needs: self-centered and altruistic; the nature of carriers of potential: professional; psychological; conflict; the degree of conformity to the aim pursued: appropriate and inappropriate purpose; in quantitative terms: high; average; low; the qualitative composition: elemental and balanced; the level of sustainability: dynamic, static and conventionally dynamic; the form of manifestation: constructive and destructive; the form of existence: stable; fickle; formal. The social potential of the region and society can be classified by the same grounds as the social potential of the enterprise and the nature of carriers of potential, in particular cohort, stratification, ideological, genetic, professional; psychological; conflict. Also, the task of formation of each type of social potential and the consequences of its realization are defined in the research.