Formulation of the problem. The main task of state structures in public relations - the formation of a positive reputation (positive image), a friendly public attitude to government agencies, socio-political, economic and other social institutions in Ukraine. However, their common disadvantage is that their mediation activities, mainly with the press, are in most cases situational and unsystematic. The functions of public relations services include informing the population, disseminating information about announcements of events and the results of these events. During the period of state policy formation in Ukraine, the direction of public relations is the most popular, as public relations specialists often have to positively describe political events or actions of politicians in the media.

The purpose of the publication is to analyze and summarize the theoretical and practical aspects of the system of public relations of public authorities, to identify tools of imageology, the use of which is effective for the formation of a positive image of government in public relations.

In the aspect of our research we will consider the main tools of imageology: positioning, visualization, verbalization, detailing, the use of which will clearly affect the formation of a positive image of the public authority. Each of these instruments is responsible for the type and form of submission of information on the activities of public authorities.

Relevant examples of image characteristics of public authorities are: "we are open to information", "we are open to cooperation", "we conduct our financial activities transparently", "we promptly respond to public requests" and so on. In terms of positioning, public authorities focus on those positive characteristics (properties) of their activities, which they themselves seek to achieve, if such have not yet been developed. Therefore, positioning helps to "fit" the object in a favorable information sphere.

The use of social networks by public authorities allows you to quickly visualize information about current events.

In recent decades, thanks to the introduction of innovative technologies, verbal means of government interaction with the public have been developing. In the skilled "hands" of a public relations specialist, the tool of verbalization becomes key in shaping the image - a positive or negative opinion of the authority. The image detail is investigated in the work, which is one of the main carriers of image characteristics.

The experience of public authorities that work on the principle of "transparency and openness in activities" makes it possible to form rules for working with the public - not to make any important decisions without participating in public discussions.

Conclusion. The system of public relations is a kind of bilateral process, where both parties are active, whose activities are aimed at the positive development of society. Communication between these parties must achieve effective results with maximum benefit for all participants (regardless of whether they are active or passive) of the communication process - society as a whole.