

THE IMPLEMENTATION OF SOCIAL MEDIA CONTENT MANAGEMENT ON THE @BENGKALISKU INSTAGRAM ACCOUNT

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ABSTRACT

Social media content management plays an important role in disseminating information and engaging with audiences through digital platforms. This study aims to examine the implementation of social media content management on the @Bengkalis Instagram account based on the Social Media Optimization and Engagement (SOME) Model and to identify the strategies applied and the challenges encountered in managing social media content. This study employed a qualitative descriptive method. The data were collected through observation conducted from 1 June to 16 July 2026, supported by documentation and a semi-structured interview with the administrator of the @Bengkalis Instagram account. The findings revealed that the implementation of social media content management was generally successful. In terms of the SOME Model, the account consistently shared relevant and informative information, optimized Instagram features to improve content visibility, managed content systematically, and encouraged audience engagement through interactions with followers. The observation also showed that audience responses could be seen through likes, comments, shares, and other forms of interaction with the published content. The interview findings further revealed that the administrator applied several strategies in planning, publishing, managing, and engaging with content. These strategies included selecting relevant topics, considering audience needs, utilizing Instagram features, monitoring audience responses, and maintaining communication with followers. However, the administrator encountered several challenges, including maintaining publication consistency, ensuring information accuracy, responding to changing local issues, and maintaining audience engagement. In conclusion, the implementation of systematic and adaptive social media content management contributes to effective information dissemination and supports audience engagement on the @Bengkalis Instagram account.