



Content Development Strategies of Instagram Accounts of Public University Libraries in Indonesia

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ABSTRACT

This study explores the development of Instagram content strategies within non-commercial institutions such as libraries, a field that remains under-researched compared to commercial entities. Most previous studies on library Instagram accounts have focused on the platform's use for image-building and promotion. Therefore, this research aims to analyze content development strategies on the Instagram accounts @perpustakaan_ugm, @perpustakaan_upi, and @ublibrary—three public university library accounts with the highest number of followers. This qualitative research adopts a descriptive approach to interpret strategies based on the POST Method (People, Objectives, Strategy, Technology) by Li and Bernoff. Data were collected through observation, interviews, and documentation. First, observations were made on the three Instagram accounts and the creative processes within the libraries. Second, semi-structured interviews were conducted with the libraries' social media managers using probing questions. Third, documentation included secondary data from internal documents and Instagram analytics. The findings show that content development strategies in the three libraries involve identifying target audiences, setting specific communication objectives, planning creative and relevant content, and utilizing supporting technologies. This study recommends that libraries consistently leverage analytics and emerging technologies to enhance creativity and relevance on social media.

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1. INTRODUCTION

University libraries play a strategic role in supporting the three pillars of higher education: education, research, and community service (Haryanto, 2019; Sistarina, 2020). In addition to providing library resources, the library functions as an information center that facilitates access to academic data for students, lecturers, and researchers, and plays an important role in enhancing the publication of national scientific works (Anwar, 2016; Kurniawan 2016). With technological advancements, social media has become a vital tool for libraries to communicate and interact with users beyond spatial and temporal boundaries, with platforms like Instagram enabling them to expand their informational reach and build more dynamic relationships with their audiences (Adilla et al., 2023; Suharso & Muntiah, 2020).

The use of social media in libraries requires a well-planned strategy, serving as an essential guide for delivering messages effectively and aligning communication with the institution's vision and mission (Athukorala & Jayasundara, 2025; Kotler & Keller, 2020; Mushtaq et al., 2022). In the library context, this strategy involves developing engaging and relevant content on social media platforms. Well-designed content not only enhances user engagement but also fosters emotional connections, playing a crucial role in user experience and platform loyalty (Dong, 2025; Elvia & Aulia, 2023). Instagram, as one of the most popular platforms in Indonesia, presents significant opportunities for libraries to strengthen their role in the digital era. According to the *We Are Social* report, Instagram ranks as the second most-used social media platform in Indonesia, with a user rate of 85.3%.

While social media has been widely utilized by profit-oriented organizations to increase engagement and profits, non-profit institutions, including libraries, have not yet fully optimized its potential, as their use of platforms like Instagram for awareness and engagement remains limited compared to commercial organizations (Carboni & Maxwell, 2015; De Silva, 2023; Giersemehl et al., 2022). The lack of research on content development by non-profit institutions, particularly university libraries, highlights a gap that needs to be addressed, as prior studies mainly focused on identifying the types and frequency of social media use rather than analyzing content strategies (De Silva, 2023; Thongtanunam & Hassan, 2021).

This study focuses on the content development strategies of three public university library Instagram accounts that received the 2024 Library Innovation Award: @perpustakaan_ugm, @perpustakaan_upi, and @ublibrary. These accounts were selected based on their demonstrated innovation in digital services. The @perpustakaan_ugm account has the highest number of followers among university libraries in Indonesia, reaching 42,700 followers as of September 2024, reflecting its role as both a communication and interaction medium for the academic community. Meanwhile, @perpustakaan_upi stands out for its innovative program "PIJAR UPI," designed to meet the needs of younger generations. The @ublibrary account demonstrates a strong commitment to digital library development, as evidenced by its achievements at the 15th Indonesian Digital Library Conference (KPD1) (Prasetya, 2024).

A related studies have explored various frameworks for analyzing social media strategies in commercial contexts. For instance, several researchers employed analytical models such as the POST Method (People, Objective, Strategy, Technology) by Li and Bernoff (2011) and the SOSTAC framework developed by Paul R. Smith in the 1990s to examine how organizations design digital marketing strategies on Instagram to target audiences, achieve content objectives, and increase engagement or revenue (Syadhana et al., 2020; Sahartian et al., 2022). A more recent study examined how culinary micro-influencers create

“Instagrammable” content using self-image and personal branding theories. Although the study shares similar goals, it differs in both its theoretical framework and research object, as this study focuses on a non-profit institution using the POST Method (Miguel et al., 2024). Another recent investigation explored how content creators enhance brand engagement during the #BerkahBersama campaign by employing the Goals-Plan-Action theory and the Circular Model SOME developed by Regina Luttrell. Unlike that research, this study focuses on broader organizational content strategies rather than a specific campaign (Maharani et al., 2024).

From the previously discussed studies, it is evident that each research differs in purpose, theoretical foundation, and object of study, ranging from personal to profit and collaborative media accounts. These studies reflect different focuses depending on the context and goals of each research object. In contrast, this research centers on library accounts as non-profit institutions, which inherently have different content development strategies compared to other types of accounts.

This study adopts the POST Method framework (People, Objective, Strategy, Technology) by Li and Bernoff (2011) to analyze the Instagram content development strategies of @perpustakaan_ugm, @perpustakaan_upi, and @ublibrary. The findings contribute to the existing literature by providing insights into how these three university libraries design and implement their content strategies. By selecting three distinct library accounts, this study offers a broader understanding of the diverse strategies used, providing a valuable reference for other university library social media managers seeking to optimize their digital engagement.

2. METHODS

The method used to address the research questions in this study is the qualitative method, also referred to as the interpretive or naturalistic method, as it focuses on interpreting data collected from the field and is conducted in a natural setting (Sugiyono, 2022). This research applies a descriptive qualitative approach to interpret the findings. The purpose of using a descriptive method is to portray the phenomena obtained through data collection (Altamira et al., 2023).

The types of data collected in this study consist of phrases, words, and sentences that interpret Instagram content development. These are categorized as primary data, collected directly by the researcher through interviews with informants (Sugiyono, 2022). The primary data sources were determined using purposive sampling, involving informants directly engaged in managing the Instagram accounts of @perpustakaan_ugm, @perpustakaan_upi, and @ublibrary, and who are knowledgeable about their content development strategies. Secondary data were gathered from other sources, such as content briefs and brand guideline documents specifically developed for the Instagram content of the three libraries. Secondary data also include screenshots of the libraries' Instagram activity, such as account analytics, posted content, and user engagement metrics.

The first data collection method used was direct observation in the field. Researchers identified necessary aspects and documented all elements related to the research in order to directly understand the content creation process by the libraries' content creators (Hanyfah et al., 2022). Pre-observation was conducted on the Instagram accounts @perpustakaan_ugm, @perpustakaan_upi, and @ublibrary from August to October. The observation focused on account activities such as growth in followers, following, and posted

content. The researcher also analyzed each post's engagement, including likes, comments, and shares.

The interview method was employed to gain deeper insights from the informants. Through interviews, the researcher could uncover detailed perspectives from participants regarding the situations and phenomena being studied—information that might not be obtained through observation alone (Sugiyono, 2022). The researcher used a semi-structured interview format, which falls under the category of in-depth interviews and allows more flexibility than structured interviews. This technique is suitable for gathering in-depth data on the content development strategies of @perpustakaan_ugm, @perpustakaan_upi, and @ublibrary, as interviews were conducted face-to-face with each library's content creator. The semi-structured format also enabled informants to provide responses aligned with the information needed for this research.

To ensure accurate data collection, the interview guide was developed based on the four components of the POST Method by Li and Bernoff: People, Objectives, Strategy, and Technology. The researcher prepared a set of questions that were expanded further using probing techniques to obtain rich, detailed, and nuanced data (Robinson, 2023). The documentation method was also used to complement the data, focusing on documents related to content development strategies such as content briefs, brand guidelines, and screenshots of Instagram activity and analytics from the three libraries. These documents represent secondary data (Hardani et al., 2020).

To validate the data, member checking was conducted. This process took place after data collection, findings interpretation, and conclusions had been drawn. The validation was carried out in collaboration with informants from each library UGM, UPI, and UB. If the data were agreed upon, the informants signed off on it to ensure authenticity.

For data analysis, the researcher employed Creswell's (2015) qualitative data analysis technique. The steps included: preparing raw data in the form of transcripts, field notes, and researcher reflections; organizing and preparing the data for analysis; reading the entire dataset; coding the data; generating themes and descriptions; interrelating themes; and interpreting and giving meaning to the themes that emerged.

3. RESULTS AND DISCUSSION

This section presents the research findings based on the analysis of Instagram content development strategies in the university libraries of Universitas Gadjah Mada (UGM), Universitas Pendidikan Indonesia (UPI), and Universitas Brawijaya (UB). The findings are categorized into four main indicators of the POST Method: People, Objectives, Strategy, and Technology. These indicators highlight how each library approaches understanding their audience, setting goals, developing strategies, and leveraging technology to create effective content. This discussion integrates the research results with existing theories and provides insights into the implications of these findings.

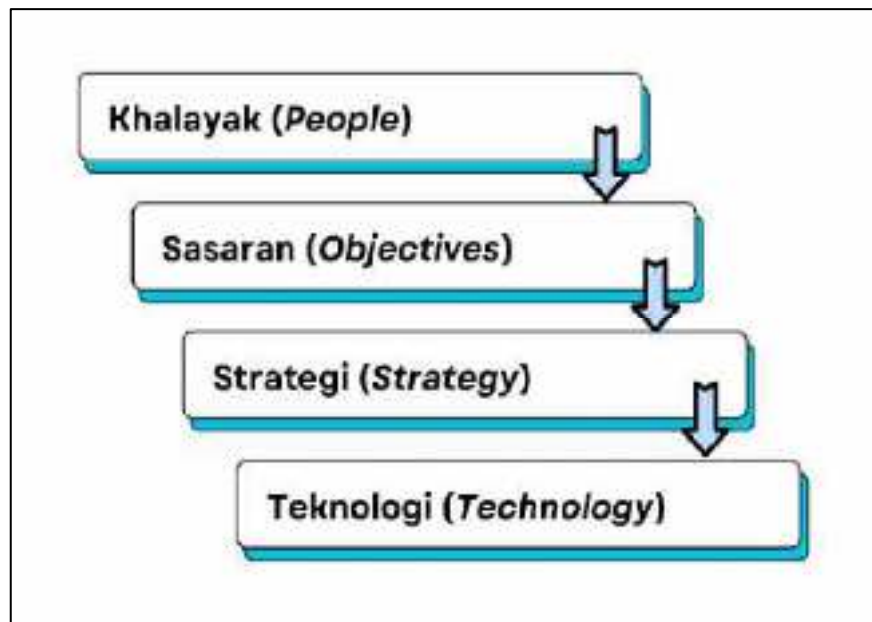


Figure 1. POST Method

Source: Author's Research, 2025

In simple terms, social media planning can be carried out using the People-Objectives-Strategy-Technology (POST) Method, which consists of four essential stages in developing a social media strategy (Permen PANRB No. 83, 2012).

The POST Method was first introduced by Charlene Li and Josh Bernoff in their book *Groundswell: Winning in a World Transformed by Social Technologies*. POST stands for People, Objectives, Strategy, and Technology—four core elements considered essential for designing and managing content on social media (Li & Bernoff, 2011). This approach emerged from the need for organizations to structure their efforts in identifying target audiences and outlining effective steps to achieve communication goals. According to Li and Bernoff (2011), one of the biggest mistakes in digital content planning is jumping straight into technology without first understanding the target audience and the primary objectives of the strategy. Therefore, the POST Method provides a comprehensive framework for planning digital communication effectively.

The POST Method is also used as a guideline for managing social media utilization within government institutions, as outlined in the Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 83 of 2012. This regulation states that social media planning can follow the POST framework, which consists of four critical stages in developing a social media strategy.

3.1. People

The "People" indicator focuses on identifying and understanding the target audience. This study found that the three libraries primarily target their respective academic communities, including students, lecturers, and researchers. Their focus on the academic community aligns with Li dan Bernoff (2011) perspective. In addition, UGM, UPI, and UB libraries also extend access to the general public. Engaging external audiences through social media allows libraries to gain broader recognition as inclusive and collaborative institutions, as such strategies can

expand audience reach while maintaining focus on primary academic users (Bruce et al., 2023; Young & Rossmann, 2015). The three libraries not only prioritize academic users but also accommodate information needs from outside the campus. Providing access to non-academic groups can increase the utilization of library services and generate positive societal impacts (Bangani, 2024; Pillai, 2020; Tennant et al., 2016).

Understanding user interests is essential in determining the most effective way to develop content that reflects community participation, as institutions must analyze audience characteristics to deliver messages that align with user expectations and communication culture (Garnita & Irawati, 2021; Theodora, 2021). UGM Library, for example, incorporates global trends such as the Sustainable Development Goals (SDGs), which successfully capture users' attention. Trend-based and specific content on social media are essential for increasing user engagement, as they help audiences feel connected to current global issues while reaching wider and more diverse user groups (Alawadhi & Al-Daihani, 2019; Voorveld et al., 2018). Digital repositories are valuable assets that attract users beyond academic communities, particularly independent researchers and the general public seeking access to high-quality information sources (Chu dan Du, 2013). With its repository focus, UPI Library effectively appeals to non-academic audiences while still addressing its core academic users.

Providing informative and user-oriented content on social media addresses users' specific needs and strengthens the library's image as a trusted source of information. This is evident in UB Library's posts on practical topics such as clearance procedures and the use of library facilities for non-academic users. These efforts, supported by data-driven and relevant content strategies, demonstrate how libraries can effectively tailor their content to meet user needs (Friday et al., 2020; Risdiyanto & Ganggi, 2023; Maharani et al., 2024). Aligning social media strategies with audience needs can further foster more meaningful engagement (Hassan & Jeyaraj, 2018). By understanding user interests, the three libraries are able to tailor content more effectively to meet audience needs and preferences.

UGM Library's content distribution does not apply specific audience segmentation but instead emphasizes service integration. This strategy prioritizes system flexibility and ease of information access (Hendrikx & Castro, 2022). Integration-based strategies can improve accessibility and strengthen relationships with existing audiences (Shiddiq Junaidi et al., 2022). UPI Library adopts geographic segmentation to reach its regional campuses. Geographic segmentation helps expand audience reach while maintaining local community connections (McCarthy et al., 2022). By identifying audiences in areas such as Bandung, Jakarta, and Cimahi, UPI Library ensures its content distribution remains relevant and targeted.

UB Library combines both geographic and demographic segmentation in its content distribution. Segmentation based on location and user characteristics creates opportunities to design more responsive library services, as audience demographics also influence the development of content tailored to their needs (Zakrajšek & Vodeb, 2020; Voorveld et al., 2018). This strategy applies an age-based approach by targeting students as the main audience of the @ublibrary account.

An open approach encourages broader engagement on social media (Peacemaker et al., 2016). UGM Library demonstrates inclusivity by opening access to information for diverse audiences. Inclusive social media strategies can expand audience reach and ensure content remains relevant to the general public (Bruce et al., 2023). Strategies without rigid audience segmentation broaden the library's role in providing information (Harrison et al., 2017).

Although UPI and UB Libraries apply geographic segmentation for their regional campuses, their use of public (non-private) Instagram accounts reflects openness in information access

(McCarthy et al., 2022). This approach underscores how general content distribution can extend the institution's social impact while strengthening engagement across demographic and geographic boundaries (Hendrikx & Castro, 2022; Phillips-Wren et al., 2016).

Using survey data to curate Instagram content aligned with user preferences is also a key strategy (Joo et al., 2018). For example, UGM Library not only collects relevant data but also uses insights to adjust content based on user preferences (Voorveld et al. 2018). The use of Instagram analytics features, such as Insights as practiced by UB Library demonstrates how platform tools can help organizations understand which content resonates most with their audience (Liu et al., 2024). Direct interactions through DMs or comments allow institutions to be more responsive to audience feedback (Dvir-Gvirsman, 2023).

Content diversity on social media helps reach a broader audience, particularly when the content focuses on education, information, and service promotion (Laradi et al., 2023; De Silva, 2023). UPI Library's structured subject-based content strategy ensures that posts each month align with specific themes relevant to audience needs and institutional goals (Phillips-Wren et al., 2016). By combining data-driven approaches with creative content planning, UPI Library significantly enhances the appeal of its social media presence. Consistent thematic content increases the attractiveness and engagement of a library's digital platforms (Margam & Soni, 2024).

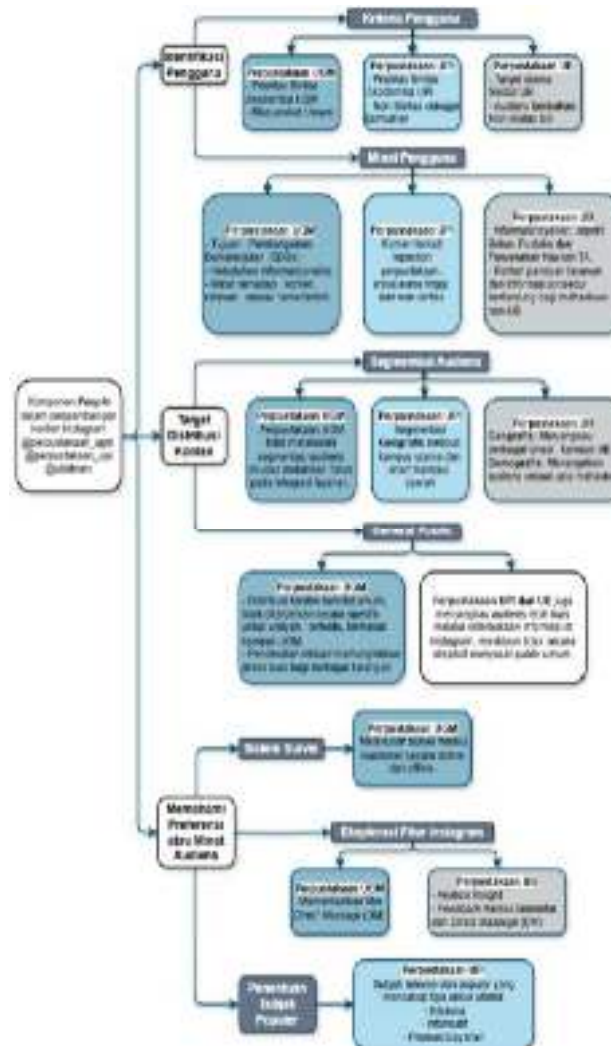


Figure 2. Findings of the People Indicator
Source: Author's Research, 2025

3.2. Objectives

The primary objectives of using Instagram were identified as increasing awareness of library services, promoting collections, and fostering meaningful user engagement. Maintaining consistent content updates helps ensure user relevance and sustained interaction, as message consistency and visual coherence are key factors in building institutional credibility and user loyalty on social media (Garnita & Irawati, 2021; Laradi et al., 2023). By regularly updating their content, UGM and UPI libraries have demonstrated active presence within their student communities. Instagram's use as the main platform for engagement offers distinct advantages in reaching audiences, as it is known to have higher engagement rates compared to other platforms (Hasan, 2025; Voorveld et al., 2018). UGM Library's focus on institutional presence and UPI Library's emphasis on user engagement reflect strategic alignment with their respective community needs (Masyithah, 2021). Content objectives should interpret the institution's vision and mission to achieve effective digital communication.

Social media allows libraries to deliver information quickly and attractively, thereby strengthening relationships with users and enhancing the institution's image as a relevant and modern learning resource (Kumar & Kumar, 2024; Yadukrishnan et al., 2023). UB Library's efforts to promote e-journal collections demonstrate an understanding of the importance of tailoring messages to users' academic information needs particularly for students who rely on academic support services.

Relevant and contextual calls to action are effective solutions for increasing user participation (Laradi et al., 2023). The strategies implemented by UPI and UB Libraries—emphasizing the use of services and collections reflect proper application of persuasive communication principles. These messages help ensure that the audience clearly understands the direct benefits of the collections and services offered (Hartono, 2017). Simple calls to action, such as “come visit the library,” can effectively capture attention and prompt user response, especially when delivered with a compelling hook. By sharing such messages through @perpustakaan_upi and @ublibrary, both libraries demonstrate a proactive approach to addressing their audiences' academic needs (Atikuzzaman et al. 2024).

UPI Library's rebranding strategy reflects a deep understanding of the importance of crafting an identity that resonates with its target audience. The use of the term *Prung*, a local Sundanese word, represents an effort to build emotional connection with the regional community where UPI is located. Social media branding should leverage strong visuals and creative narratives to capture audience attention (Voorveld et al., 2018). However, if UPI Library's rebranding is limited to terminology alone without supporting visual campaigns or content that embodies the "Prung" concept the initiative may not achieve its full potential.



Figure 3. Cover Dokumen Brand Guideline PRUNG Perpustakaan UPI
Source: Author's Research, 2025

Social media can be utilized to convey information about services that facilitate user access to available resources (Haryanto, 2019; Rusyana et al., 2024). By publishing content about services such as free Turnitin access for UGM's academic community, the library offers direct solutions to its audience, potentially increasing service utilization. Social media can enhance transparency and strengthen user trust in institutions, as it allows libraries to promote and educate users about available services in an interactive and transparent manner (Alhaq, 2023; Rusyana et al., 2024). When @perpustakaan_ugm actively shares content about services designed to improve access, it reinforces positive perceptions of the institution (Sinaga et al., 2024).

The strategies adopted by UGM and UB libraries to position themselves as *centers of activity* reflect the evolving role of academic libraries in the digital age. Social media supports the institution's function as a community hub integrated with diverse academic needs, like enables libraries to function as interactive spaces that foster collaboration and engagement among academic communities and the public (Filippas & Horton, 2021; Rusyana et al., 2024). By highlighting collaborations with faculties, UGM Library presents itself as a holistic solution for academic success (Wadih, 2021).

Research has shown that user satisfaction surveys are effective tools to identify service needs while building trust with the audience (Amarasekara & Marasinghe, 2020). Through the SIAP system integrated with UGM's Public Relations Office (HUMAS), the library establishes efficient communication mechanisms and demonstrates its commitment to professionally addressing user feedback (Harisanty, 2019). UB Library uses performance metrics such as visit counts and loan statistics as relevant indicators of success. Visit data can serve as a more accurate measure of user engagement (Gyau et al., 2021). Meanwhile, by leveraging Instagram insights, @perpustakaan_upi is able to analyze audience behavior patterns and develop more targeted and effective content strategies. Engagement remains a key indicator of an institution's success in building strong relationships with its audience (Filippas & Horton, 2021).

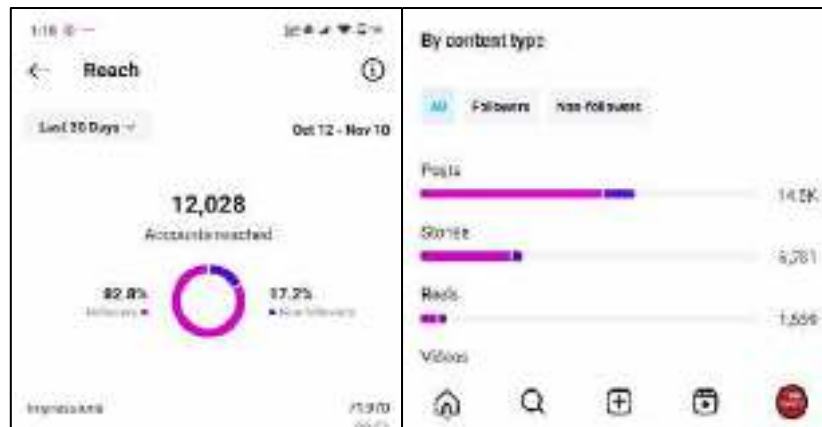


Figure 4. Accounts Reached Instagram @perpustakaan_upi
Source: Author's Research, 2025

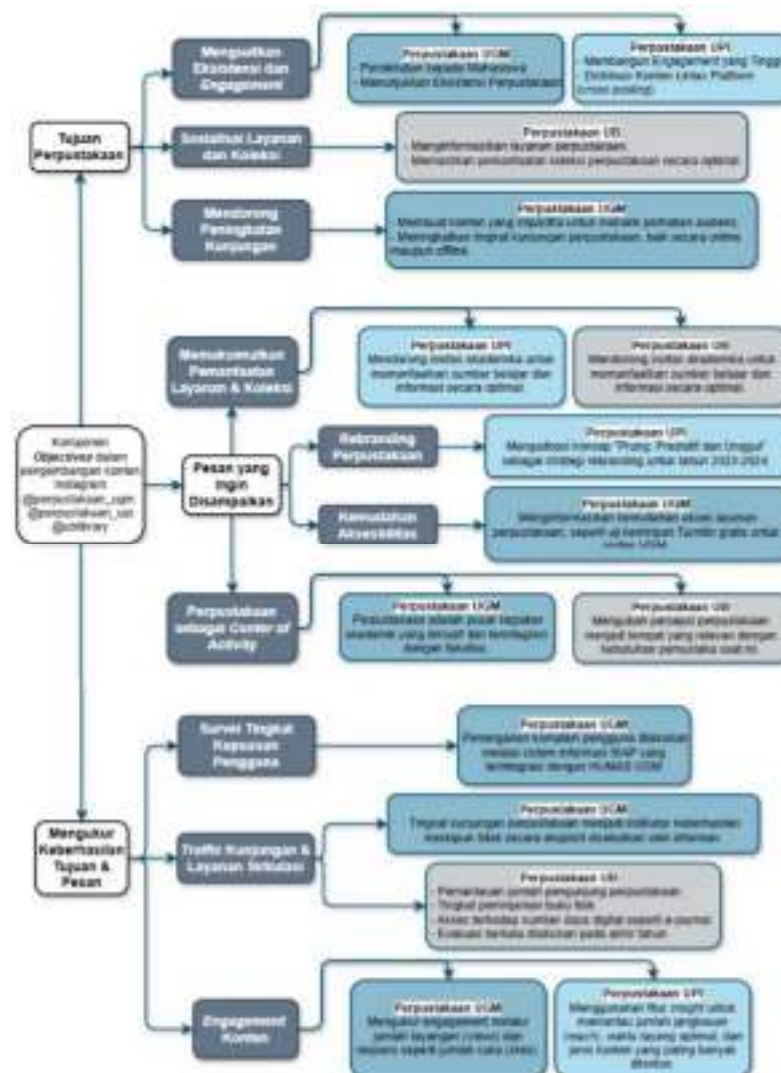


Figure 5. Findings of the Objectives Indicator
Source: Author's Research, 2025

3.3. Strategy

The "Strategy" indicator reveals systematic content planning across all three libraries. Each institution develops an editorial plan to ensure consistency and relevance in their posts. Common content types include educational posts, updates on library services, and entertaining materials tailored to audience preferences.

In the planning stage, UGM Library's "Kamis Langka" program emphasizes the importance of innovation spaces in content strategy, where planning should meet user needs while allowing room for creativity within the content team (Datig, 2018). UPI Library's use of digital content management tools like Google Drive indicates the value of real-time collaboration for improving workflow efficiency. At UB Library, collaboration with students through a social media volunteer program enriches trending and shareable content (McCoy, 2020).

The content development process at UGM Library demonstrates a structured and collaborative workflow. UPI Library uses group chats to brainstorm content ideas, reflecting the flexibility of digital brainstorming spaces in supporting collaborative content development (Datig, 2018). UPI also applies brand guidelines for content design, reinforcing the importance of visual consistency in shaping the library's social media identity. UB Library applies an early approval system to streamline evaluations and reduce repetitive revisions. In contrast, UGM and UPI libraries opt for final approval at the end of the production process, allowing for more focused and refined editing (Yossy & Darmawan, 2023).

Content oversight and evaluation at UGM Library demonstrate quality control mechanisms to maintain consistency. The role of coordination on @perpustakaan_ugm, including direct access for content takedown actions, aligns with the importance of content monitoring policies to ensure alignment with organizational standards (Han, 2023). A similar tiered evaluation system is used by UPI Library, where the social media team and upper management serve as final filters and quality controllers (Liew et al., 2015).

The main challenges in social media management lie in limited human resources and time constraints. At UPI Library, team members must divide attention between social media and other responsibilities. Similarly, UB Library often struggles with coordinating volunteer schedules. Poor task distribution and lack of effective collaboration can hinder the implementation of social media strategies (Keiser, 2013).

Content planning on Instagram, particularly in terms of content type, is another important aspect observed. Educational content is a priority UGM Library, for instance, regularly posts about journals and rare historical collections through programs such as "Lawang Sejarah." Educational content plays a vital role in raising user awareness about library resources (Joo et al., 2018). UPI Library similarly highlights academic books and references aimed at students. Observations of @ublibrary also revealed educational content, although it was not explicitly labeled as such. A key challenge in delivering educational content lies in making it both relevant and engaging (Chatten dan Roughley, 2016).



Figure 6. Education Content

Source: Author's Research, 2025

Secondly, regarding informative content, UPI Library utilizes it to publish statistical data such as visit rates or book loans as a form of institutional transparency. Delivering relevant information consistently can enhance user trust in the institution (Sauti, 2020). Such content functions not only as an announcement but also as an indirect promotional tool to encourage greater use of library services.

Informative content also includes greetings for national holidays or special celebrations. Students tend to engage more with content that aligns with specific moments or trends, making this type of content effective in increasing user interaction. Informative posts can be effectively used to build collaborations with external parties, as announcements about joint activities such as seminars or workshops often receive positive responses on social media (Howard et al., 2018; Joo et al., 2018). This approach allows libraries to remain relevant amidst the dynamic nature of social media.



Figure 7. Informative Content
Source: Author's Research, 2025

Thirdly, interactive content, such as quizzes, Instagram Live sessions, or Q&A features, serves to enhance user engagement with the library's social media. This type of content not only builds emotional connections with users but also encourages active participation (Rahmi et al., 2025; Rossmann & Young, 2015). For instance, UGM Library's "Rabu Seru" program has successfully generated high user interaction, with hundreds of responses per post. UB Library utilizes IG Live and IG Story features to interact directly with students. These tools creating real-time engagement, fostering a sense of community, and strengthening the bond between the library and its users (Azka et al., 2023; Chan, 2020). Students who participate in interactive activities are more likely to remain loyal to library services.

Interactive content allows users to provide direct feedback. However, developing such content requires additional resources, including time and personnel. The consistency in delivering interactive content is a major challenge for many libraries, often due to limited human resources and time constraints that hinder regular updates and sustained digital engagement (Rahmi et al., 2025; Rossmann, 2019). To address this, libraries can engage student volunteers or part-time staff, as practiced by UB Library. Moreover, the success of interactive content depends not only on creativity but also on a deep understanding of the target audience (Chatten & Roughley, 2016).



Figure 8. Interactive Content
Source: Author's Research, 2025

To maximize content performance on Instagram, this study outlines four key strategies for optimizing posts: content design, hashtag usage, caption formatting, and posting time. For example, UGM and UPI libraries regularly update their visual templates each semester to maintain a fresh and relevant appearance. Visual variation is essential to sustaining audience interest, especially for recurring content (Politi, 2013; Sunarso & Mustafa, 2023).

UGM and UB libraries use hashtags such as #PerpustakaanUGM or #ublibrary to reinforce their digital identity. Hashtags can also convey thematic messages, such as #KamisLangka on @perpustakaan_ugm. Thematic hashtags help foster emotional connections between users and the content, enhancing shared identity and community engagement (Rathnayake & Suthers, 2023; Rocca & Artieri, 2022; Rossmann & Young, 2015). While also enabling users to recognize structured posting patterns. It is important to note that effective hashtags rely not only on consistency but also on relevance. Hashtags should align with current social media trends and conversations to increase the chances of content appearing in user searches or feeds related to specific topics (Krisviana, 2017; Rathnayake & Suthers, 2023).

UPI Library frequently incorporates institutional branding in its captions, such as "Prung 2024" or "Upi Edun," to strengthen its identity. Captions should be engaging and easy to understand. A natural tone and contextually appropriate language are more effective in capturing user attention than overly formal text (Politi, 2013). Therefore, UGM, UPI, and UB libraries must ensure their caption language aligns with their primary audience academic communities—as identified earlier in this study. However, captions must also adhere to ethical standards and institutional guidelines, as ignoring sensitive social issues such as race,

religion, or ethnicity may harm an organization's reputation (Miller & Nelson, 2022; Zeng et al., 2022).

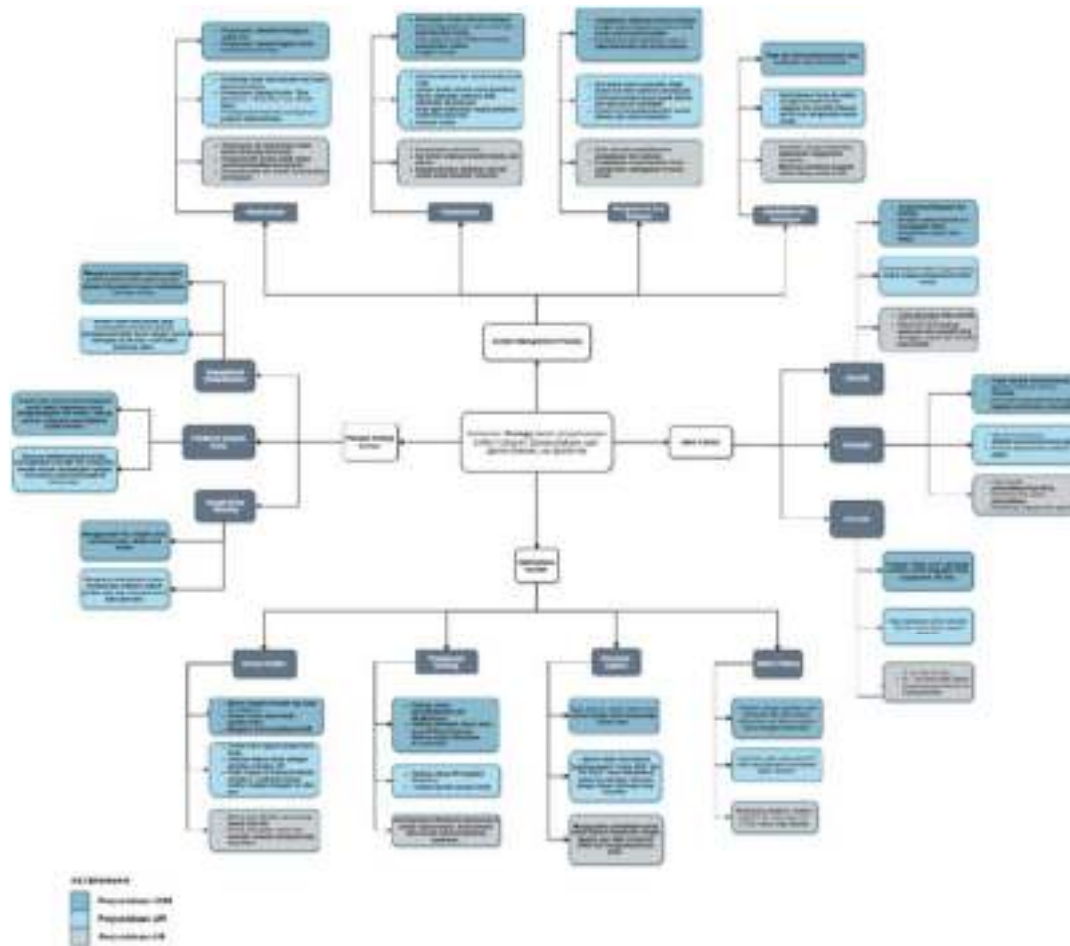


Figure 9. Findings of the Strategy Indicator
Source: Author's Research, 2025

3.4. Technology

Libraries leverage Instagram's versatile features—such as Stories, Reels, and Insights—to optimize content delivery. Instagram is chosen due to its visual-centric design and popularity among younger audiences. Additionally, libraries incorporate tools like Canva, CapCut, and Adobe Creative Suite to produce visually appealing posts. For example, UB Library uses advanced video editing tools to create high-quality Reels, while UPI Library relies on Canva for designing promotional graphics. These tools not only enhance the aesthetic quality of the content but also improve the library's ability to communicate information effectively.

The reliance on data-driven decision-making through Instagram Insights further demonstrates strategic technology usage. Metrics such as engagement rate, follower demographics, and content reach are used to evaluate performance and guide future content development. The reliance on data-driven decision-making through Instagram Insights further demonstrates strategic technology usage, as data analytics are crucial for evaluating

communication performance and optimizing digital engagement (Garnita & Irawati, 2021; Rahardja, 2022).

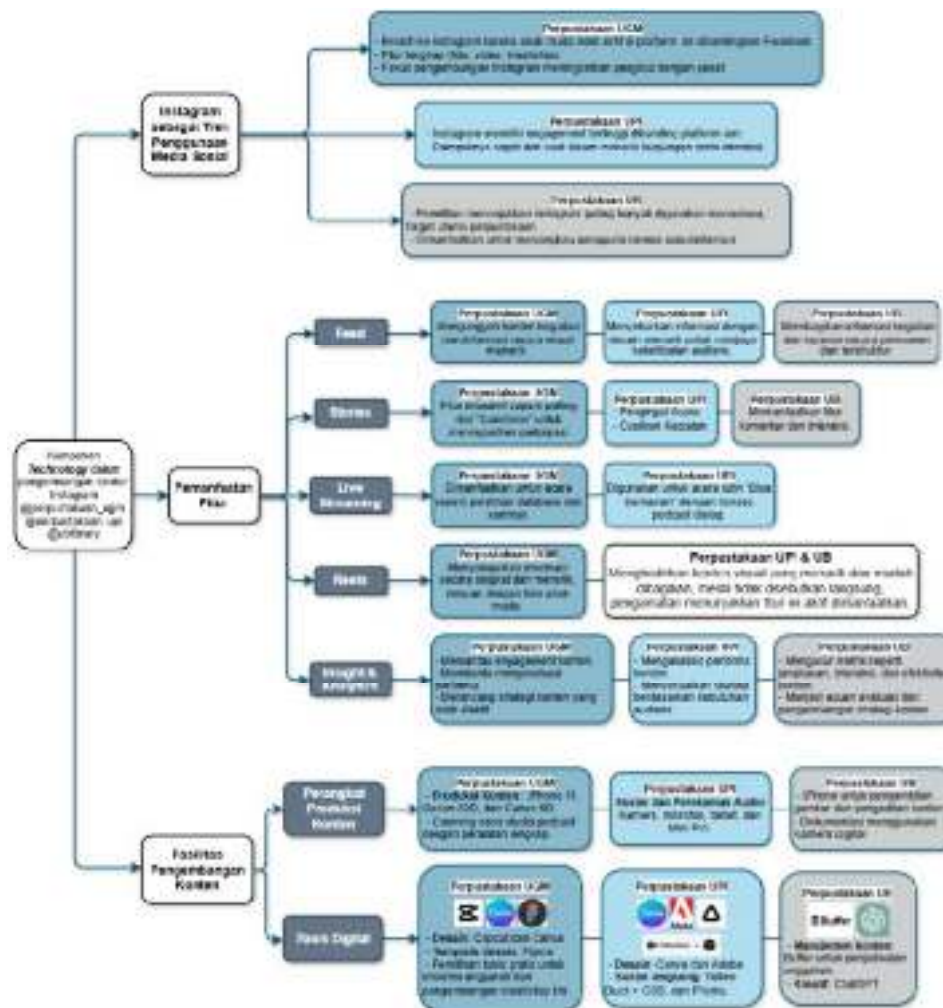


Figure 10. Findings of the Technology Indicator
Source: Author's Research, 2025

4. CONCLUSION

The content development strategies on Instagram implemented by UGM, UPI, and UB Libraries follow a systematic approach based on the POST Method (People, Objectives, Strategy, Technology). First, audiences are targeted based on the needs of academic communities and the general public to ensure the content is relevant and beneficial. Second, the primary objectives for using Instagram include raising awareness of library services, promoting collections, and strengthening user engagement. Third, creative strategies are developed through planning, implementation, monitoring, and identifying challenges. The types of content include educational, informative, and interactive materials. Content optimization is achieved through visual design, captions, hashtags, and posting schedules. Lastly, in terms of technology, Instagram features are utilized to their fullest potential, supported by library production facilities and digital tools to enhance execution. The findings reveal that the Instagram accounts @perpustakaan_ugm, @perpustakaan_upi, and @ublibrary serve not only as communication tools but also as platforms to expand the role of

the library as an interactive academic information hub. To ensure the sustainability of these strategies, libraries should regularly evaluate content performance using analytics from Instagram Insights to better understand audience preferences and refine their approach. Additionally, adopting new features such as collaborative Reels, interactive polls, and live broadcasts can boost creativity and user engagement. Through consistency and innovation, libraries can continue to strengthen their social media presence, reach a broader audience, and maintain their relevance as modern, inclusive centers of digital information.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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