

ABSTRACT

RSO uses social media as an intermediary to promote and disseminate information about health and hospital services. This study aims to find out about how to manage Instagram as a hospital information medium. This study uses descriptive qualitative methods to obtain information about existing phenomena. This study uses the concept of The Circular Model of SOME by Luttrell (2015) which consists of Share, Optimize, Manage, and Engage as a reference in conducting research. Based on research, RSO uses Instagram to rebrand and improve the hospital's image by uploading promotional and educational content on the Share aspect. In the Optimize aspect, RSO uses manual mention checks, uploads feeds at least twice a day, reposts and replies to comments from the public. In the Manage aspect, RSO creates monthly monitoring and evaluation reports manually and uses insights from Instagram. Then on the Engage aspect, the target audience used by RSO is the general public over the age of 16 and holds quizzes, competitions, or giveaways to reach the audience. From the research results obtained, it is hoped that Instagram RSO managers will maximize the use of features and tools in managing Instagram.

Keywords: RSO, Instagram, hospital social media, media social management, information media