

ABSTRACT

This research discusses social media monitoring as a means of evaluating Instagram content at Telkom University Bandung, as one of the number one best private universities in Indonesia. Telkom University has social media to convey information to the public through uploaded content. This study discusses the social media monitoring mechanism carried out by Telkom University by explaining the tools they use to monitor their engagement, success in creating the content, and also the steps taken in the content evaluation process conducted by Telkom University, then how to package the next content. interesting to display on Instagram social media after monitoring. This study uses a qualitative method with a post-positivist paradigm and a case study approach, data collection techniques using interviews, documentation, and observation. The results of this study are social media monitoring activities, social media monitoring mechanisms carried out, especially Instagram, tools used for monitoring good engagement, effective planning, and evaluation results after monitoring. Researchers also found information that monitor on social media Instagram (Social media monitoring) can maintain a good image for the company because it can monitor positive and negative issues. And assisting Public Relations in managing its social media with such monitoring.

Keywords: *evaluation, public relations, social media, social media monitoring*