

## **ABSTRACT**

*In the current digital era, social media plays a crucial role in delivering beneficial and reliable information to the public. RSUI, as an institution in the field of medicine, utilizes Instagram to disseminate medical information and healthcare services. The objective of this research is to analyze how the PR team of RSUI manages the Instagram content @rs.ui to provide useful information and facilitate public access to healthcare services. The theory used in this research is The Circular Model of SoMe for Social Communication by Regina Luttrell to explain the stages of social media content management on RSUI's Instagram. The research method employed is a qualitative approach by collecting data from the Instagram account @rs.ui and conducting interviews with the RSUI PR team. The results of the study indicate that the content management on Instagram @rs.ui is carried out in a structured and systematic manner, starting from data collection from the official RSUI website to the preparation of informative and educational content. This research concludes that the use of Instagram as a medium for healthcare information is very effective in increasing public engagement and knowledge about the healthcare services provided by RSUI.*

***Keywords: content management, health services, instagram, social media***