

ABSTRACT

This report explores how maintaining visual consistency and a regular posting schedule influences audience engagement on the Instagram account of the D3 Digital Marketing Program at Telkom University during the internship period. Conducted over the course of one year (August 2024 – August 2025), the author took on the role of Social Media Manager. The core aim of the internship was to manage Instagram content strategically by creating a structured content calendar, designing uniform visual elements, and utilizing automated scheduling tools. Tools such as Canva, CapCut, Figma, and Meta Business Suite were employed, along with supporting platforms like Google Drive and Microsoft Excel for documentation and performance tracking. Evaluation was based on Instagram Insights metrics—such as reach, impressions, saves, and engagement rate—to assess content effectiveness. Findings revealed that consistent visual identity and scheduled posts significantly enhanced account performance and audience interaction, with short-form video content (Reels) showing the highest engagement. Through this systematic and data-driven approach, social media operations became more efficient and contributed to strengthening the program’s digital image.

Keywords: *visual consistency, content scheduling, Instagram, social media, digital marketing, audience engagement*