

ABSTRACT

Currently, the rapid advancement of digital technology has driven social media to become one of the primary platforms for disseminating information and education to the public. One of the organizations utilizing social media as an educational tool is Cyber Academy, a unit under PT Global Inovasi Siber Indonesia (CyberArmyID), which focuses on the field of cybersecurity. This study aims to analyze the content strategies implemented by Cyber Academy to enhance audience engagement on several social media platforms, including Instagram, TikTok, and YouTube. The activities carried out include planning and scripting educational and entertaining cybersecurity-themed content, producing and editing videos using CapCut and Canva applications, as well as analyzing content performance based on user engagement metrics. Furthermore, innovations such as interactive quizzes and user-generated content (UGC) have shown a positive impact on increasing user interaction. These findings highlight the importance of tailoring content strategies to the specific characteristics of each platform and the needs of the target audience, in order to support the effectiveness of digital communication in the field of cybersecurity.

Keywords: Content Strategy, Engagement, Social Media