

## **Abstract**

At this time, technology is developing rapidly, marked by the user of the internet from all reach of life, from children to the elderly. People get information easily and quickly only through social media or the internet. Plus the demands for companies, especially in the field of marketing to achieve company targets, require the dissemination of information for the promotion of products or services to be accepted by the Community covering a very wide market, not even only within the country but also abroad.

Social media is the main supporting media in the effectiveness of selling and disseminating information because the realm of social media is very broad. Social media users are always increasing every time. Effective social media is social media that provides evident and accurate information for readers so that readers get the information they are looking for.

Senyum Kita Foundation holds fundraising activities through campaign platforms such as Kita Bisa and the funds that collected will be distributed to "adik asuh". Fundraising information is very important to be published, so the media owned by the Senyum Kita Foundation are the main things in fundraising activities. Senyum Kita Foundation is an institution that has used social media and the internet in its activities. Instagram is the most active media among other media, marked by an account that already has 2,840 posts. From the description above, the researcher can make a research with the theme of the effectiveness of Instagram @senyumkita social media in disseminating information.

**Keywords: Social Media, Instagram, Foundation, Marketing, Information Dissemination**