

ABSTRACT

The topic of mental and sexual health still has a negative stigma that affects the countermeasures of said health problems, Indonesia has 543,100 cases of PLWHA and a total of 27,535,855 people with mental disorders. With an increase in Indonesian internet users, HayVee, a digital platform for the mental health and sexual health community, utilizes Instagram as an educational medium through Instagram account @hayveeid. The purpose of this study was to determine the management of social media content on Instagram @hayveeid as a medium for educating mental health and sexual health. This study uses the theory of Public Relations and social media by Luttrell (2019), and POST method by Kominfo (2018). This study used a qualitative approach with a descriptive research type, data collection techniques by interviewing one key informant, one expert informant, and one supporting informant, a non-participant observation, and document study. The results show that HayVee has a content specialist division that implements strategies for content management. From briefings, content planning, research, content creation, upload & engagement, to evaluation. The final conclusion is HayVee has succeeded in adapting the strategy according to internet users target audiences and utilizing social media as a medium for mental and sexual health education.

Keywords: *content management, health education, Instagram.*