

ABSTRACT

The government has a responsibility in communicating government programs. The delivery of information on social media is currently a utilization of the government's public relations management function. In carrying out the management function, of course, government public relations requires a strategy. This research research discusses the Strategy of the Leadership Administration Bureau in managing @humas Instagram social media accounts. West Sumatra. The purpose of this research research is to find out how the Strategy of the Administrative Bureau of the West Sumatra Provincial Secretariat in managing Instagram social media @humas.sumbar. This research research uses a qualitative approach with a type of descriptive research, the collection of research data is obtained through interviews, observations and documentation. This research research uses the theory of public relations strategy in social media management by Regina Luttrell, namely The Circular Model of SoMe, there are four aspects of stages consisting of Share, Optimize, Manage and Engage. The results of the study stated that the West Sumatra Provincial Secretariat Leadership Administration Bureau has implemented a social media management strategy and implemented it using the theory of The Circular Model of SoMe which was carried out in four stages, namely (1) sharing by sharing information through Instagram social media @humas.sumbar; (2) Optimize in content planning; (3) Manage Instagram through monitoring; (4) Engage the audience.

Keywords: *Government Public Relations, Instagram, Strategy, The Circular Model of SoMe.*