

## **ABSTRACT**

*This study evaluates the content management strategy of the Instagram account @laakfkb as an information platform for students at the Faculty of Communication and Social Sciences, Telkom University. The main focus of this research is how the presented content meets students' information needs and influences their perceptions of the reliability of the information provided. The research employs a qualitative approach with content analysis and in-depth interviews. The findings reveal that the use of visuals and audio, interactivity, and content personalization play a crucial role in enhancing student engagement. Narrative consistency and fidelity are also key factors in building students' trust in the information delivered. This study provides significant insights for Instagram account managers in improving communication strategies through social media.*

**Keywords:** *Content Management, Digital Communication, PR Strategy.*