

ABSTRACT

Social media is essential for government communication. The Instagram account @humas_barut, managed by the Public Relations Department of Barito Utara Regency, aims to enhance transparency, participation, and public engagement through interactive and visual content. However, limited staff and expertise impact the quality of audience interactions. This study uses a qualitative descriptive approach, involving interviews and organizational theory analysis by Littlejohn & Foss (2017), focusing on structure, management, and organizational culture. The findings reveal that despite resource limitations, the Public Relations team effectively maintains a high engagement rate by prioritizing relevant and appealing content. Collaboration within the organization and leveraging tools like Canva facilitate the production of quality visual content. This study highlights practical insights into implementing efficient organizational communication strategies for social media management in government contexts, demonstrating success even with constrained resources.

Keywords: Digital Strategy, Instagram, Organizational Communication, Social Media, Transparency