

ABTRACT

The rapid era of globalization has made social media an essential element of communication, especially for companies operating in the technology sector. Solo Technopark, as a government institution engaged in technology and human resource training, has utilized Instagram as a medium to interact with its audience. By implementing a content plan strategy on the Instagram account @solotechnopark_official, creating 132 pieces of content including 66 images, 60 videos, and 34 infographics, and applying the Circular Model of SoMe for Social Communications Share, Optimize, Manage, Engage developed by Regina Luttrell, alongside leveraging Instagram features such as insights, feeds, stories, and reels, significant improvements were achieved. The results showed an increase of 1,544 followers, approximately 10.2%, an *engagement* rate of 4.01%, and a reach of 62,970 visits to the Instagram account @solotechnopark_official. This marks a 72.2% increase from the previous period. Content interactions recorded a total of 9,559 accounts engaging with Solo Technopark's Instagram content over four months, from March 2024 to June 2024. This demonstrates that a structured content plan can effectively enhance *engagement*, particularly through content relevance and consistent posting.

Keywords: Content plan, engagement, Instagram, content pillar, social media.