

ABSTRACT

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SOCIAL MEDIA SPECIALIST ACTIVITIES ON AN ONLINE CONSULTATION PLATFORM ON INSTAGRAM TITIKTEMU.CO.ID

While carrying out professional work at *Titiktemu.co.id*, practitioners are appointed as Social Media Specialists in managing the *Titiktemu.co.id* Instagram. During this implementation from January 29 2024 to May 20 2024, practitioners are responsible for creating daily feeds content. In carrying out professional work, the practitioner applies the material while the practitioner carries out lectures for 7 semesters. Some of the courses that practitioners apply in professional work are Online Public Relations Writing, Public Relations Strategies and Tactics. Practitioners apply it through several processes such as planning, research, production and evaluation together with mentors and other members. To plan, practitioners look for and look for trends, for research, practitioners also look for ideas and sources through websites, journals and other types of content creation. After planning and research, the practitioner creates existing content, and re-evaluates it together with the practitioner mentor. This professional work helps practitioners in planning, researching, producing and evaluating relevant and interesting content. Practitioners have experience in managing Instagram properly and appropriately. Apart from that, practitioners understand how to write good and interesting material for each content that has been planned. Practitioners also have experience in creating daily content, be it feeds or stories, which must be uploaded every day on *Titiktemu.co.id*'s Instagram, and practitioners also gain knowledge and understand what material needs or does not need to be conveyed via *Titiktemu.co.id* Instagram feeds or stories.

Keywords: Social Media Specialist, Planning, Research, Production