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The Engagement Rate of the Instagram Account @perpustakaanumumkabupatensolok at the Solok Regency Public Library

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Abstract

The increasing use of Instagram as a promotional and communication platform has created new opportunities for public libraries to strengthen audience engagement; however, empirical evidence on engagement performance among regency-level public libraries remains limited. This study analyzes the engagement rate of the Instagram account @perpustakaanumumkabupatensolok, managed by the Solok Regency Public Library. A quantitative descriptive design was employed to examine 114 posts published from September to December 2025 using total sampling. Data were collected through direct observation, documentation, and a structured coding sheet comprising likes, comments, shares, saves, follower counts, and content categories. Descriptive statistics and engagement rate calculations were applied to analyze the data. The findings indicate that entertainment and inspirational content generated the highest mean engagement rate at 1.81%, followed by event promotion at 1.63%, educational content at 1.55%, and service information at 0.90%. These results demonstrate that visually appealing, communicative, and emotionally engaging content elicited stronger audience responses than

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operational service information. This study contributes to the literature on social media engagement in public library communication by identifying content categories associated with higher audience interaction. Practically, public libraries should enhance educational and service-related content through interactive formats, concise captions, and visually attractive presentations. Future research should extend the observation period, incorporate additional Instagram performance metrics, and compare engagement patterns across multiple public library accounts.

Keywords: Digital Promotion; Instagram Engagement; Public Library Communication; Social Media Content; User Engagement

INTRODUCTION

The rapid development of digital technology has changed the way people seek, receive, and exchange information. Internet-based communication has made information more immediate, interactive, and less dependent on physical boundaries. This shift has also affected libraries, which are increasingly expected to provide access to information beyond their physical collections and buildings. In the broader context of library services, digital platforms have become part of the effort to maintain the relevance of libraries in changing information environments and to strengthen relationships with users who are increasingly accustomed to online communication (Henez, 2024; Sari, 2024). In Indonesia, this transformation can also be seen in the growing use of digital services to complement conventional library services and respond to changing patterns of information use in society (Fardi et al., 2024; Irfandi et al., 2023).

Social media has become one of the most accessible digital channels for libraries to communicate with the public. Through social media, libraries can introduce services, announce activities, promote collections, share literacy-related information, and maintain communication with users outside library opening hours. A systematic review by A'yunnina & Rofifah (2024) shows that social media has become increasingly relevant to library promotion in the digital era. Similar practices have been identified in Indonesian libraries, where social media is used not only as a promotional channel but also as an extension of information services. Studies conducted in different library settings indicate that social media can support the visibility of library activities and create additional opportunities for libraries to communicate with their communities (Junaedi & Mazidah, 2024; Saufa, 2023).

Among the available social media platforms, Instagram has become particularly relevant because of its strong visual character and its ability to combine photographs, videos, captions, stories, reels, and other interactive features. These characteristics allow institutions to present information in a form that is relatively easy to access and attractive to social media users. Previous studies have documented the use of Instagram as a promotional and information medium in libraries, including university and special libraries (Ekasari et al., 2023; Oktarisa, 2023; Solehati & Rohmaniyah, 2025). Beyond the library context, Instagram has also been studied as an information medium because its visual and interactive features allow institutions to communicate messages directly to their audiences (Luthfi & Mubarak, 2023). Therefore, the value of Instagram for libraries does not lie merely in having an account, but in how effectively the account is managed to generate meaningful responses from its audience.

An important issue in social media management is that the success of an account cannot be assessed only from the number of followers or the frequency of posts. Audience response is equally important because it indicates whether the information being published is actually attracting attention and encouraging interaction. This response is commonly discussed through the concept of engagement, which may be reflected in activities such as likes, comments, shares, saves, and other forms of interaction with content. Safitri (2021) emphasizes the relevance of message characteristics in shaping user engagement on Instagram, while Anwar et al. (2024) show that follower preferences are important in understanding how audiences respond to institutional social media content. In the library context, Anindyaputri et al. (2020) also examined customer engagement through Instagram in relation to users' interest in visiting a library. These studies suggest that audience engagement provides a more informative picture of social media performance than follower numbers alone.

The same issue is relevant to public libraries, including the Solok Regency Public Library, which uses the Instagram account @perpustakaanumumkabupatensolok as a channel for public communication. The account publishes information related to literacy activities, library services, activity documentation, announcements, and educational content. Based on preliminary observation, the account had 776 followers and 498 posts at the time the research data were collected. However, the level of visible interaction on many posts remained relatively limited. Likes generally ranged from several to several dozen, while comments were often very few, and other forms of interaction such as shares and saves did

not always show strong audience participation. This condition raises an important question regarding the extent to which the content published by the library is able to generate active engagement among its followers.

Previous research provides an important basis for examining this issue. Wijayanti (2022) analyzed user engagement on library Instagram accounts during the COVID-19 period, demonstrating the relevance of engagement analysis in assessing interactions between libraries and their online audiences. Kusuma et al. (2023) examined the use of Instagram as a promotional medium in a university library by considering engagement rate, impressions, and reach. Similarly, Irwanda et al. (2024) used engagement rate to analyze Instagram performance in a university setting. Other studies have approached Instagram from the perspective of content characteristics and audience responses. For example, Rahmawati et al. (2024) analyzed Instagram content in an educational context, while Anwar et al. (2024) examined follower preferences toward institutional Instagram posts. Taken together, these studies show that social media effectiveness is closely connected to both the characteristics of published content and the level of interaction generated by that content.

Nevertheless, a gap remains in the existing literature. Much of the previous research on engagement rate has focused on university environments, commercial communication, educational institutions, or social media promotion in general. Research on libraries has often concentrated on the role of Instagram as a promotional tool or on the broader use of social media, rather than specifically measuring audience engagement in a regional public library context. For example, studies by Oktarisa (2023), Saufa (2023), and Junaedi & Mazidah (2024) primarily discuss Instagram as a medium for library promotion and communication, whereas Kusuma et al. (2023) and Wijayanti (2022) provide more explicit attention to engagement but within different institutional contexts. As a result, empirical evidence concerning the engagement performance of Instagram accounts managed by regency-level public libraries remains relatively limited.

This gap is important because public libraries serve a broader and more heterogeneous audience than many institutional or university libraries. Their social media accounts are expected to reach students, families, community groups, educators, and the general public. For this reason, the effectiveness of a public library's Instagram account needs to be examined not only from the perspective of content availability but also from the level of audience participation generated by that content. Engagement rate offers a practical

indicator for evaluating this relationship because it connects audience interaction with the size or exposure of the account. Studies on Instagram engagement have shown that interaction data can be used to evaluate how effectively content attracts audience responses (Irwanda et al., 2024; Safitri, 2021). In digital marketing practice, engagement benchmarks are also frequently used as an initial reference for interpreting whether audience interaction is relatively low or strong, although such benchmarks need to be interpreted according to the context and characteristics of each account (Nur'aini & Haryadi, 2025).

The novelty of this study lies in its specific focus on the engagement rate of a regency public library's Instagram account and in its attempt to assess how audiences respond to library-generated digital content in a local public service context. Rather than examining Instagram only as a promotional medium, this study places measurable audience interaction at the center of the analysis. This perspective is relevant because public communication through social media should not end with the publication of information; it should also create opportunities for users to respond, participate, and remain connected with the institution. By examining engagement indicators associated with the content published by @perpustakaanumumkabupatensolok, this research provides a more specific picture of how Instagram functions as a digital communication channel between the Solok Regency Public Library and its community.

Accordingly, this study aims to determine and analyze the engagement rate of the Instagram account @perpustakaanumumkabupatensolok at the Solok Regency Public Library. The study focuses on the level of audience interaction with published content and the extent to which this interaction reflects the effectiveness of Instagram as a medium for library information and promotion. The findings are expected to provide an empirical basis for evaluating the library's social media performance and to support the development of content strategies that are more responsive to audience interests, strengthen public engagement, and improve communication between the library and the community.

METHODS

This study employed a quantitative approach with a descriptive research design to examine the engagement rate of the Instagram account @perpustakaanumumkabupatensolok, managed by the Solok Regency Public Library. A quantitative approach was selected because the study relied on numerical data to describe

patterns of audience interaction with published Instagram content (Sari, 2024). The descriptive design was considered appropriate because the study aimed to provide an empirical description of engagement performance without testing causal relationships between variables (Adiningrat et al., 2025). The population consisted of all 503 posts published on the Instagram account, while the study sample included 114 posts published from September to December 2025. All posts within this observation period were included using total sampling because the number of posts was manageable for comprehensive analysis and allowed the study to capture the actual pattern of content performance during the specified period. The use of a defined population and complete sampling within the selected observation period was consistent with the principle that a research sample should represent the characteristics of the population relevant to the research objectives (Candra Susanto et al., 2024).

Data were collected through direct observation and documentation of the Instagram account using a structured observation sheet or coding sheet. For each post, the researchers recorded the type of content and audience interaction indicators, including the number of likes, comments, shares, saves, and followers. The posts were classified into several content categories, namely educational content, event promotion, service information, entertainment, and inspirational content. Engagement rate was calculated for each post using the formula: Engagement Rate = [(Likes + Comments + Shares + Saves) / Total Followers] × 100. The collected data were analyzed using descriptive quantitative analysis through several stages: classifying posts according to content type, calculating the engagement rate of each post, determining the average engagement rate for each content category, comparing engagement levels across categories, and identifying the content with the highest and lowest engagement rates. The results were then interpreted descriptively to determine the overall level of audience engagement and to identify the types of content that generated the strongest interaction on the Solok Regency Public Library's Instagram account. This analytical procedure was intended to provide an objective basis for evaluating the effectiveness of Instagram content and informing the development of more responsive digital communication and library promotion strategies.

RESULTS

1. Profile of the Research Data

The research data consisted of 114 posts published on the Instagram account @perpustakaanumumkabupatensolok from September to December 2025. At the time of data collection, the account had 1,070 followers. All posts published during the observation period were included in the analysis and classified according to their primary purpose and message characteristics. Four content categories were identified: educational content, event promotion, service information, and entertainment and inspirational content.

Educational content included book recommendations, literacy information, reading campaigns, and other posts intended to increase public knowledge. Event promotion content consisted of announcements and documentation of seminars, workshops, literacy competitions, mobile library activities, school visits, and other library programs. Service information content communicated operational hours, membership procedures, borrowing services, mobile library schedules, and available facilities. Meanwhile, entertainment and inspirational content included commemorative messages, motivational quotations, informal documentation, and visually appealing posts intended to establish a closer relationship with followers.

2. Distribution of Instagram Content

The distribution of the 114 posts according to content category is presented in Table 1.

Table 1. Distribution of Instagram content by category

Content category	Number of posts	Percentage (%)
Educational content	11	9.65
Event promotion	52	45.61
Service information	15	13.16
Entertainment and inspirational content	36	31.58
Total	114	100.00

Source: Research data, 2026.

As shown in Table 1, event promotion was the most frequently published content category, accounting for 52 posts or 45.61% of the dataset. Entertainment and inspirational content represented the second-largest category with 36 posts or 31.58%. Service information accounted for 15 posts or 13.16%, while educational content was the least frequently published category, consisting of 11 posts or 9.65%. These results indicate that the Instagram account was used primarily to communicate and document library events rather than to publish educational materials or information about library services.

3. User Interaction with Instagram Content

Audience engagement was identified through four interaction indicators: likes, comments, shares, and saves. During the observation period, the 114 posts generated 1,929 interactions, consisting of 1,626 likes, 89 comments, 132 shares, and 82 saves. The distribution of these interactions across the four content categories is presented in Table 2.

Table 2. User interactions by content category

Content category	Number of posts	Likes	Comments	Shares	Saves	Total interactions
Educational content	11	169	5	6	3	183
Event promotion	52	772	33	66	34	905
Service information	15	134	3	6	1	144
Entertainment and inspirational content	36	551	48	54	44	697
Total	114	1,626	89	132	82	1,929

Source: Research data, 2026.

Likes were the dominant form of interaction, representing 84.29% of all recorded interactions. Shares accounted for 6.84%, comments for 4.61%, and saves for 4.25%. Event promotion generated the highest cumulative number of interactions, with 905 responses across 52 posts. Entertainment and inspirational content generated 697 interactions from 36 posts, although this category contained fewer posts than event promotion. Educational content generated 183 interactions, while service information recorded the lowest cumulative interaction, with 144 responses from 15 posts.

The high cumulative interaction recorded for event promotion should be interpreted together with its publication frequency. Because this category contained almost half of all posts in the dataset, its total number of interactions was influenced by the larger number of opportunities for followers to respond. Therefore, the total interaction count alone was not sufficient to determine which category produced the strongest engagement per post.

4. Engagement Rate Calculation

The engagement rate of each post was calculated by dividing the total interactions generated by the post by the number of followers and multiplying the result by 100. The engagement rates of individual posts were subsequently grouped according to content category. The mean engagement rate was calculated to control for differences in the number of posts across categories. The results are presented in Table 3.

Table 3. Mean engagement rate by content category

Content category	Number of posts	Total interactions	Mean interactions per post	Mean engagement rate (%)	Rank
Entertainment and inspirational content	36	697	19.36	1.81	1
Event promotion	52	905	17.40	1.63	2
Educational content	11	183	16.64	1.55	3
Service information	15	144	9.60	0.90	4

Source: Research data, 2026.

Table 3 shows that entertainment and inspirational content achieved the highest mean engagement rate, at 1.81%, with an average of 19.36 interactions per post. Event promotion ranked second with a mean engagement rate of 1.63%, followed by educational content at 1.55%. Service information recorded the lowest mean engagement rate, at 0.90%, and generated an average of only 9.60 interactions per post.

Across all 114 posts, the account achieved an overall mean engagement rate of approximately 1.58% per post. Three content categories entertainment and inspirational content, event promotion, and educational content recorded mean engagement rates above the overall account average or close to it. In contrast, the engagement rate of service information remained substantially below the overall average.

5. Comparison of Engagement Rates Across Content Categories

The comparison demonstrates that publication frequency did not directly correspond to engagement performance. Event promotion was the most frequently published category and generated the highest cumulative number of interactions. However, it did not produce the highest mean engagement rate per post. Entertainment and inspirational content, despite having 16 fewer posts than event promotion, recorded the strongest average response from followers.

The difference between the highest and lowest mean engagement rates was 0.91 percentage points. Entertainment and inspirational content generated approximately twice the mean engagement rate of service information. This finding indicates that followers responded more actively to content presented in an entertaining, motivational, visually appealing, or emotionally relatable form. Service information, by contrast, tended to function primarily as one-way communication and generated fewer comments, shares, saves, and likes.

Overall, entertainment and inspirational content was the most effective category in generating audience engagement on @perpustakaanumumkabupatensolok during the

observation period. Event promotion and educational content also received relatively positive responses, while service information produced the lowest level of engagement. These results show that content effectiveness was not determined solely by the number of posts published, but also by the capacity of each post to attract attention and encourage followers to interact.

DISCUSSION

1. Distribution of Instagram Content as a Library Promotion Medium

The findings show that the Instagram account @perpustakaanumumkabupatensolok published 114 posts between September and December 2025. These posts were classified into four categories: educational content, event promotion, service information, and entertainment and inspirational content. Event promotion was the most frequently published category, comprising 52 posts or 45.61% of the total. It was followed by entertainment and inspirational content with 36 posts or 31.58%, service information with 15 posts or 13.16%, and educational content with 11 posts or 9.65%. This distribution indicates that the account was used primarily to promote and document library programs rather than to deliver educational materials or operational information.

The dominance of event promotion reflects the institutional role assigned to Instagram by the Solok Regency Public Library. During the observation period, the library organized and documented various activities, including literacy programs, seminars, workshops, competitions, school visits, and mobile library services. Instagram therefore functioned as a practical channel for informing the public about these activities and presenting the library as an active public institution. This finding is consistent with A'yunnina & Rofifah (2024), who explain that social media has become an important promotional channel for libraries in the digital era. Junaedi & Mazidah (2024) similarly found that Instagram enables libraries to communicate their programs and services to a wider audience through accessible visual content.

The finding also corresponds with studies conducted in university and special library settings. Ekasari et al. (2023) and Oktarisa (2023) found that Instagram was commonly used to publicize library activities, collections, and services. Solehati & Rohmaniyah (2025) likewise identified digital content as an important part of library promotion through Instagram. Although these previous studies were conducted in different institutional settings,

they support the present finding that promotional content tends to occupy a central position in library social media management.

However, the high proportion of event promotion also reveals an imbalance in the account's content composition. Educational and service-related posts represented a relatively small proportion of the total publications, even though both categories are closely related to the core functions of a public library. Henez (2024) emphasizes that social media can support not only promotion but also user engagement and the delivery of library services. Therefore, an account that is dominated by event publicity may successfully display institutional activity but may not fully use Instagram as a continuing source of educational and service information.

The relatively small number of educational posts may also limit the library's opportunity to strengthen its identity as a centre for literacy and lifelong learning. Educational content can extend the value of the library beyond announcements by providing book recommendations, reading guidance, information-literacy materials, and other knowledge that remains useful after publication. Saufa (2023) found that Instagram could support library visibility and encourage user interest when its content was relevant to students' informational needs. Consequently, a more balanced distribution among event promotion, education, service information, and audience-oriented content may improve both the informational value and the attractiveness of the account.

2. Engagement Rate of @perpustakaanumumkabupatensolok

The results demonstrate that audience engagement differed across the four content categories. Entertainment and inspirational content recorded the highest mean engagement rate at 1.81%, followed by event promotion at 1.63%, educational content at 1.55%, and service information at 0.90%. Across all 114 posts, the overall mean engagement rate was approximately 1.58% per post. These differences indicate that followers did not respond equally to all types of content.

An important finding is that the category with the highest publication frequency did not achieve the highest average engagement rate. Event promotion generated the largest cumulative interaction because it consisted of 52 posts, but entertainment and inspirational content produced the strongest average engagement per post. This distinction shows that total interaction should not be interpreted without considering publication frequency. A category may accumulate many interactions simply because it contains more posts, while its

ability to generate interaction on each post may be lower than that of a less frequently published category.

The higher engagement rate of entertainment and inspirational content suggests that followers were more responsive to messages that were visually appealing, emotionally relatable, motivational, or easy to understand. These posts may require less cognitive effort and can prompt spontaneous responses such as likes, shares, and saves. Safitri (2021) found that message characteristics play an important role in shaping user engagement on Instagram. Similarly, Anwar et al. (2024) show that follower preferences influence responses to institutional Instagram posts. The present study supports these findings by demonstrating that the way a message is framed may be as important as the information contained in it.

Entertainment and inspirational content also generated 48 comments and 44 saves, which were higher than the corresponding figures for the other categories. This pattern suggests that the category did not merely attract passive approval through likes but also encouraged users to respond and retain the content. Motivational messages, commemorative posts, and visually engaging documentation may create a stronger emotional connection with followers than purely operational information. Nevertheless, because the study was descriptive, the findings do not prove that a particular visual or emotional characteristic directly caused the higher engagement rate. They indicate an observable pattern that should be examined more closely in future research.

Event promotion achieved the second-highest mean engagement rate at 1.63%. This result indicates that information about activities remained relevant to the account's followers. Posts concerning workshops, literacy competitions, mobile library programs, visits, and other public activities may have encouraged engagement because they were timely and directly connected with opportunities for participation. The result is consistent with Kusuma et al. (2023), who found that promotional library content could generate measurable interaction through engagement rate, impressions, and reach. It also supports the finding of Junaedi and Mazidah (2024) that Instagram serves as an effective channel for extending information about library programs.

Educational content recorded a mean engagement rate of 1.55%, slightly below the overall account average. Although educational posts were the least frequently published category, they generated an average of 16.64 interactions per post. This result shows that literacy-related content still attracted follower attention and had potential for further

development. Rahmawati et al. (2024) found that educational Instagram content can support online learning when information is presented clearly and appropriately for its audience. Therefore, the relatively limited number of educational posts in the present study should not be interpreted as evidence that followers were uninterested in such material. Rather, it indicates an opportunity to develop more consistent educational content with stronger visual and interactive presentation.

Service information recorded the lowest mean engagement rate, at 0.90%. This category mainly contained operational information, including schedules, procedures, facilities, and available services. Such content is important because it helps users access the library, but it may not always encourage visible interaction. Followers may read the information without liking, commenting, sharing, or saving it. Therefore, a low engagement rate does not necessarily mean that the content lacks value. It indicates that the content performed less strongly when evaluated through visible interaction indicators.

This finding also highlights a limitation of engagement rate as a single measure of social media effectiveness. Informational posts can be useful even when they receive few interactions, particularly when their main purpose is to provide schedules, requirements, or service procedures. Metrics such as reach, impressions, profile visits, link clicks, or direct messages may provide additional evidence of their usefulness. Kusuma et al. (2023) similarly used engagement rate together with impressions and reach when evaluating Instagram promotion. Therefore, the 0.90% engagement rate of service information should be interpreted as low interactive performance rather than a complete indication of low informational effectiveness.

The variation among categories is consistent with Wijayanti (2022) finding that different types of library Instagram content generate different levels of user engagement. Irwanda et al. (2024) also demonstrate that engagement rate can be used to compare content performance on an institutional Instagram account. The present study extends those findings to a regency public library setting and shows that audience response is associated not only with publication frequency but also with the characteristics and communicative purpose of the content.

3. Effectiveness of Instagram as a Promotional Medium for the Solok Regency Public Library

The publication of 114 posts within four months indicates that the Solok Regency Public Library actively used Instagram to communicate with the public. All four content categories generated likes, comments, shares, and saves, although their interaction levels varied. This finding confirms that Instagram did not function solely as a one-way announcement channel. It also provided opportunities for followers to respond to and redistribute library-related information.

The account's overall mean engagement rate of approximately 1.58% indicates that the published content was capable of generating audience interaction, although there remains room for improvement. The result is broadly consistent with Kusuma et al. (2023) and Luthfi & Mubarak (2023), who identified engagement rate as a relevant indicator for evaluating Instagram as a library promotion medium. Wijayanti (2022) also found that user engagement could be used to assess how library accounts maintained relationships with audiences during periods when digital communication became particularly important.

Engagement has practical significance for library promotion because audience interaction can extend the visibility of content. Likes, comments, shares, and saves indicate that users have not merely encountered a post but have taken an observable action in response to it. Anindyaputri et al. (2020) found a relationship between customer engagement through a library's Instagram account and followers' interest in visiting the library. Although the present research did not measure visiting interest, its results suggest that stronger digital engagement may provide an initial basis for developing closer relationships between the library and its community.

The findings also demonstrate that Instagram's effectiveness depends on the balance between institutional information and audience-oriented presentation. Promotional and service information remains necessary, but content is more likely to generate interaction when it is visually engaging, concise, relatable, and communicative. Luthfi and Mubarak (2023) note that Instagram can function effectively as an information medium when messages are presented in a form suited to the platform and its users. The high engagement of entertainment and inspirational content in the present study supports this perspective.

From a practical standpoint, the library can use these findings to improve its content strategy without abandoning its informational responsibilities. Service information may be

presented through short videos, carousel posts, infographics, frequently asked questions, or simple demonstrations of how to access a service. Captions may also include questions, invitations to share experiences, or clear calls to action. Educational content can be developed through book recommendations, literacy tips, short quizzes, local cultural information, and user-generated stories. These formats may preserve the informational value of the content while making it more responsive to Instagram users' communication habits.

The library should also avoid interpreting the high engagement of entertainment content as a reason to replace educational or service information with purely entertaining posts. A public library has institutional responsibilities that differ from those of commercial accounts. The more appropriate strategy is to apply the attractive and communicative qualities of entertainment content to educational, promotional, and service-related messages. In this way, audience engagement can be improved without reducing the informational and educational role of the library.

4. Theoretical and Practical Implications

Theoretically, this study supports the view that engagement rate provides a more meaningful assessment of social media performance than follower count alone. An account may have a substantial number of followers, but its communication cannot be considered interactive unless those followers respond to the content. The findings also show that engagement should be examined at the level of individual posts or content categories rather than only through cumulative interaction totals.

The study contributes to the literature by providing evidence from a regency-level public library, a context that has received less attention than university libraries, educational institutions, and commercial accounts. Public libraries communicate with heterogeneous audiences, including students, teachers, families, literacy communities, public employees, and the general public. The effectiveness of their social media content may therefore depend on the ability to accommodate different informational needs and communication preferences.

Practically, the results can serve as an evaluation basis for the management of @perpustakaanumumkabupatensolok. The library can maintain the strengths of entertainment and inspirational content while improving the visual presentation and interactive qualities of educational and service information. Regular evaluation of engagement by content type may also help the account manager identify which formats, themes, posting times, captions, and calls to action receive the strongest responses.

5. Research Limitations

This study has several limitations. First, the analysis covered only one Instagram account and a four-month observation period from September to December 2025. The findings therefore describe the performance of the account during that specific period and should not be generalized automatically to other public libraries or longer periods.

Second, the engagement rate was calculated using visible interactions consisting of likes, comments, shares, and saves. Other platform metrics, such as reach, impressions, profile visits, link clicks, video-view duration, and direct messages, were not analyzed. Consequently, the study measured observable engagement but could not fully capture how widely the posts were viewed or how users acted after seeing them.

Third, the number of followers used in the calculation was 1,070. Because follower numbers may change over time, using a single follower count for all posts may not fully reflect the account size at the date when each post was published. Future research may use the follower count recorded for each posting date or apply platform analytics that provide more precise historical data.

Fourth, content classification was based on the primary theme of each post. Some posts may contain more than one communicative purpose, such as promoting an event while also providing educational information. This creates the possibility of classification subjectivity. The use of multiple coders and an intercoder reliability test would strengthen future content analysis.

Finally, this descriptive study did not examine the motivations, preferences, or demographic characteristics of followers. It also did not test causal relationships between content characteristics and engagement. Further studies may combine Instagram analytics with surveys, interviews, or focus-group discussions to explain why followers respond more strongly to certain content. Comparative research involving several regional public libraries and a longer observation period would also provide a broader understanding of effective social media strategies for public library promotion.

CONCLUSION

This study concludes that the Instagram account @perpustakaanumumkabupatensolok has been used by the Solok Regency Public Library as

a digital medium for promoting activities, providing service information, sharing educational content, and publishing entertainment and inspirational messages. During the period from September to December 2025, a total of 114 posts were analyzed and classified into four categories: educational content, event promotion, service information, and entertainment and inspirational content. The results show that each content category generated a different level of audience engagement through likes, comments, shares, and saves. Entertainment and inspirational content achieved the highest mean engagement rate at 1.81%, followed by event promotion at 1.63%, educational content at 1.55%, and service information at 0.90%.

These findings indicate that the effectiveness of Instagram as a promotional medium is related not only to posting frequency but also to the way content is presented. Posts that were visually appealing, communicative, and emotionally engaging tended to receive stronger audience responses than posts focused mainly on operational information. Therefore, the Solok Regency Public Library should maintain the strengths of entertainment and inspirational content while improving the presentation of educational and service-related posts through more attractive visuals, concise captions, interactive features, and clearer calls to action. Future studies are recommended to examine longer observation periods, include additional Instagram metrics such as reach and impressions, and compare several public library accounts to obtain broader evidence regarding effective social media strategies for library promotion.

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