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Exploring the Meaning of University Library Instagram Accounts: Librarian and Users Perspective

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Abstract

This study explores the meaning of two Instagram accounts of Academic Library; the UIN Sunan Kalijaga Yogyakarta and the University of Indonesia, focusing on their posts and engagement. A qualitative phenomenological approach was used to collect data through semi-structured interviews with librarians who manage the accounts and their users who follow the accounts. Instagram has become a central platform for communication and promotion in academic libraries, as evidenced by the University of Indonesia (UI) and UIN Sunan Kalijaga. They use it to share service-related information, document library activities, and encourage student engagement. UI manages its accounts through a centralized system, while UIN uses a collaborative model. However, both institutions emphasize inter-unit coordination and developing librarians' digital design and public communication skills. Despite its potential, Instagram faces several challenges in the library context. These include limited content diversity, low response rates to direct messages, and inadequate visual design skills among account managers. These limitations hinder the platform's ability to meet students' information needs effectively and diminish its capacity to build emotional connections with users. Furthermore, librarians often perceive Instagram as a formal institutional tool, limiting its communicative flexibility and user-centric appeal. To address this, a more humanistic content strategy combining storytelling, an interactive carousel format, and participatory features is needed. This approach would enable more dynamic, two-way communication, increase user engagement, and strengthen the library's image as an inclusive, responsive, and digitally relevant space within the academic community.

*Keywords: Academic Libraries; Digital Communication; Instagram Account; Meaning and Interpretation; User Engagement*

Introduction

Social media have been used by Individual, formal and informal institutions, both for-profit and nonprofit purposes. Social media is used to keep these organizations in touch with potential clients or users, either as a communication tool or as a way to communicate with
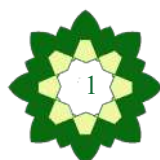
them (Chan et al., 2020; Fong et al., 2020) or as a promotional medium for all facilities, services, and activities carried out in the library (Rachman, 2020). Chiang et al. (2019) explain the various benefits that institutions can obtain from using social media, namely increasing the opportunity for institutions to be recognized by a wider audience, increasing user loyalty to the brand, increasing communication traffic between institutions and audiences, reducing marketing costs, and most importantly, increasing institutional insights into trends or things that are in demand by the audience.

It is undeniable that using social media today helps institutions improve quality and professionalism. The trend of using social media is also widely practiced by library institutions, especially university libraries. Social media can attract the attention of university libraries because users who belong to the millennial generation use social media as the primary communication tool in their daily lives (Cheng et al., 2020; Fong et al., 2020). The marketing of library and information services can be done through social media, as young people and young adults spend a great deal of time on social media (Anderson & Jiang, 2018) With its visual content-sharing model, Instagram can be a fun learning tool. Uploaded images and short videos can accompany a narrative with interesting information or facts (Hild, 2014). In addition, pictures and short videos can give a real picture of the situation in the library. Libraries can use Instagram to share information about library services and updates, document library activities and services, and use it as a communication tool between the library and library users. According to Jackson (2015), compared to other social media, Instagram can keep its users focused on its application, where they can stay glued to the post at hand because there are no clickable links in the text or advertisements to external sites when scrolling to other information. In contrast, Instagram is a more informal platform where the audience is encouraged to respond with clicks (Gruzd et al., 2018), which lends itself to promoting the library.

In the age of social networking, virtual spaces have more potential users than physical spaces. Although there are shortcomings in traditional library operations, we can see many advantages from the users' point of view due to the growing Internet. Overcoming the decline in the number of visitors to the library and maximizing their use through social media is an important issue. Using social media to promote libraries is a very effective marketing method for attracting new users and increasing awareness of library services (Choi & Joo, 2021)

There are four primary purposes for using social media for academic libraries: disseminating information, marketing and promotion, providing services to answer user questions, and librarian communication and staff development (Harrison et al., 2017). Social media has the potential to be an attractive two-way communication medium between libraries and users, where information can be better embedded and accepted by users (L. C. Nguyen, 2015; Young & Rossmann, 2015). Also, a potential building block for virtual library communities (Harrison et al., 2017).

There have been several studies related to the social media accounts of higher education libraries, including the use of social media as a medium for library promotion (Cheng et al., 2020; Ihejirika et al., 2021; Jones & Harvey, 2019; A. H. C. Lam et al., 2023; Rachman, 2020; Springen, 2019; Suharso & Pramesti, 2020), content analysis of library social media (Al-Daihani & Abrahams, 2018; Chan et al., 2020; Marwiyah & Zain, 2023; M. Nguyen, 2023; Rachman et al., 2018), or user engagement analysis on library social media (Chan et al., 2020; Ihejirika et al., 2021; T A et al., 2023).

The review of related research indicates that numerous studies have been conducted on the social media accounts of higher education libraries. However, there are still a few studies focusing on Instagram accounts. Therefore, further research is needed to examine the content uploaded to the library's Instagram account and analyze the librarians' perspectives

on Instagram and the users' perspectives and perceptions on content uploads on the library's Instagram account (Al-Daihani & Abrahams, 2018; E. T. H. Lam et al., 2019). In response to the prior research, this study endeavors to examine the utilization of Instagram by academic libraries, with a particular emphasis on exploring librarians' perspectives and users' perceptions of content disseminated on library Instagram accounts.

Method

This study exclusively focuses on academic libraries with official Instagram accounts. The criteria for selecting Instagram accounts are the following criteria adapted from Al-Daihani and AlAwadhi (2015) also Rachman, Mutiarani, and Putri (2018), which are: (a) the account belongs to the Academic library; (b) the account open to the public; (c) the account has more than 1000 uploads (excluding Instagram Stories); (d) an active account with at least three uploads per week. Two library Instagram accounts meet these criteria: the University of Indonesia Library and the UIN Sunan Kalijaga Yogyakarta Library.

The Instagram account of UIN Sunan Kalijaga Yogyakarta Library (@ perpusuinyogyakarta) first uploaded content on September 8, 2016. As of February 16, 2025, this account has 3388 uploads with 28.9 thousand followers, making it the academic library account with the most uploads in Indonesia. Meanwhile, the University of Indonesia Library's Instagram account (@ui_library) uploaded its first post on February 1, 2016. Over time, the number of followers of the UI Library's Instagram account grew quite rapidly. As of February 16, 2025, this account had 1,567 uploads with 31.9 thousand followers, making it the academic library account with the most followers in Indonesia. This UI library account is an academic Instagram account active in uploading content, second only to the UIN Sunan Kalijaga Yogyakarta library.

This research uses a phenomenological qualitative approach, with data collection using interview techniques focused on obtaining a description of the experience and meaning of the informants' experiences. The interview was conducted with four librarians who manage the library's Instagram account to gather information about how they upload content to the account, its reasons, and its meaning. In addition, 17 interviews were conducted with library users to explore and obtain their perspectives based on their subjective experiences with the information in the university library's Instagram posts and the meaning of their engagement with the posts on the library's Instagram account (Connaway & Radford, 2017; Wildemuth, 2017). The interviews will be semi-structured and based on a pre-designed interview guide. During the interview, the researcher will provide a smartphone with an internet connection that can be used by the informant as a visual aid to instantly search the library's Instagram account (Connaway & Radford, 2017).

The researcher also interviewed UIN Sunan Kalijaga Yogyakarta Library users and the UI Library. Specifically, those who follow each library's Instagram account. The interview data were then categorized to understand the meaning of the phenomena that emerged from the research findings, and the analysis results were shaped into a general description to answer the research question (Creswell & Creswell, 2023).

Results and Discussion

The Use of Instagram in Academic libraries

The UIN Sunan Kalijaga Library and the UI Library use Instagram to communicate and promote various service activities and collections owned by the library. Due to restrictions on movement and services during the COVID-19 pandemic, Instagram is the primary medium of communication with users compared to other social media. Azka, Asmiyanto, and Babbar (2023) explained that libraries in Indonesia during the COVID-19 period actively socialized

while encouraging users to use remote and online services, especially Instagram.

Instagram has been the main communication and promotion medium for both academic libraries compared to other social media. Marwiyah and Zain (2023) study found eight types of Instagram library posts: greetings, announcements, library promotions, book donations, quotes, and others. Similar to the results of this study, posts on Instagram of UIN Sunan Kalijaga Library or UI Library are in the form of greetings, especially on Indonesian holidays, promotion of online databases and promotion of the library's print collections, tutorials on how to use the collections, promotion of literacy training activities, or webinars/ seminars held at the library.

In terms of documentation, posts that provide general information about the services offered by the library, such as promotion of online databases, print collections, and tutorials on how to use the services, can then serve as a tool for librarians in serving patrons who ask librarians directly.

> "*New users often have questions about library services. When five to ten people come at once with different questions, it is difficult to explain each one. With a limited number of librarians, the queue can be long. Therefore, we direct them to comprehensive Instagram posts that can answer various questions.*"

Interestingly, librarians at UI Library and UIN Sunan Kalijaga Library prefer Instagram as their primary communication medium to other social media such as X, Facebook, or YouTube. The reason is that Instagram's comprehensive features allow librarians to work only once to create posting materials, but the content can be used for other social media. Azka, Asmiyanto, and Babbar (2023) explain that Instagram is the top choice for users because of its excellent photo, video, and editing features. In addition, Instagram can be connected to other social media, allowing users to upload content simultaneously (Ting et al., 2015). For example, if a librarian creates content for a live broadcast on Instagram, the recording can be posted on YouTube.

Instagram is used not only as a medium for disseminating information, but also as a space for users, especially students, to express themselves and actively participate. For example, the library of UIN Sunan Kalijaga hosts book battles via Instagram Live. Students act not only as participants but also as evaluators through likes and comments. This activity demonstrates that the library's social media has evolved into an interactive platform where users can directly engage in literacy activities, strengthening the bond between the library and the academic community (KhosraviNik, 2022). Through activities such as book battles, it is evident that students are enthusiastic about reading and sharing creative literacy experiences. Content that showcases students' interest in and expression of the books they read illustrates that library social media can facilitate personal and educational interactions.

Library's Instagram Account Management

The Public Relations unit manages the University of Indonesia Library's official Instagram account. The unit is responsible for designing, compiling, and publishing all content on the platform. The management process includes various stages, from editorial planning and visual selection to preparing narratives or captions that support the delivery of informational messages.

Although the management of accounts is handled centrally by Public Relations, there is a lot of collaboration across different units, especially when the content relates to activities organized by other units. One such unit is the Knowledge Management unit, which regularly organizes database socialization, information literacy training, and webinars. In this context,

the relevant units usually prepare visual materials, such as posters, or upload designs ready to be published. After receiving these materials, the Public Relations department is responsible for composing appropriate narratives or captions before publishing the content.

For content directly related to library services, such as operational information, loan procedures, or important announcements, PR independently develops content. However, this process is carried out by the head of the library and the relevant unit coordinator to ensure that the information is accurate and follows institutional policies. For content in the form of a book or product reviews, the Knowledge Management unit first contacts PR to discuss which collection will be featured. Then, the two units collaborate to compile the uploaded content, from selecting visuals to preparing an interesting and informative narrative. Public Relations receives support from student interns in the *Wiradha* program when carrying out its duties. These students assist with the content production process, contributing to the technical and creative aspects, and this accelerates and enriches the final published results.

Unlike the University of Indonesia Library, which uses a centralized approach to coordinate social media content, the UIN Sunan Kalijaga Library uses a collaborative team approach. A special team responsible for producing social media content has been systematically formed, with members representing various library work units. Each 8 to 10 units sends one or two staff members to be part of the content team. This team structure enables each unit to contribute ideas relevant to their activities. For instance, if the technical services unit is hosting an event, a representative from that unit will initiate the creation of content, which will then be published through the library's Instagram account. With representation from various units, the content curation and production process becomes more inclusive, which allows the library to optimally accommodate the diversity of perspectives and information from all parts of the institution.

An essential aspect of forming this team was having an interest in or passion for graphic design and social media management. Since most UIN Sunan Kalijaga library staff do not have a formal education in communications or visual design, their motivation to learn and develop skills was a determining factor in selecting team members. This interest motivated staff to learn design techniques and understand practical visual communication principles, enabling them to produce informative and aesthetically appealing content. This collaborative approach demonstrates that managing the library's social media depends on organizational structure, staff participation, and a willingness to learn. Thus, this strategy strengthens the library's external communication function and encourages the internal development of human resources through participatory, interest-based work practices.

Although the UI Library and the UIN Sunan Kalijaga Library manage social media content differently, both rely on inter-unit upload coordination. Published content, including collection information, book reviews, and scientific activity updates, typically originates from related units, such as knowledge management or library training units. This coordination also involves adapting to the university's academic schedule to ensure that library services are relevant and timely.

> "At the end of each month, we create a collective schedule of posts, considering the academic and national calendars and the library's internal agenda. This process involves team discussions about which activities to promote, such as information literacy training, webinars, and holiday celebrations. Each activity requires promotional materials, such as posters and captions, tailored to the implementation time and target audience. The team also coordinates with the person in charge of each activity, such as the head of the user education unit, to ensure the submitted information is accurate and aligns with promotional needs."

In both libraries, content creation is not done in isolation but through close cooperation between units. This coordination allows each unit to contribute ideas and information, which are then transformed into engaging and informative uploads. With good coordination, the content reflects library activities and supports the institution's broader educational and promotional functions.

As in idea and design, even though the librarians at the University of Indonesia Library and UIN Sunan Kalijaga Library do not have a formal educational background in graphic design or visual communication, they play an active role in producing social media content. They develop their skills independently using a hands-on approach, enabling them to contribute to delivering digital information. In the process, librarians utilize various design applications, such as Canva, CapCut, and Adobe Illustrator, according to their preferences and needs. Both libraries have similar sources of content inspiration, such as observing trends on other social media platforms like Instagram and TikTok. Content ideas often stem from observing popular posts, informal discussions among team members, or direct user interactions. This activity shows that librarians are information providers and content creators responsive to digital trends. As Okuonghae (2021) stated that librarians as content creators must possess strong research, organizational, editing, communication, and writing skills to produce accurate, meaningful, and visually engaging content that adds value and credibility across all areas of specialization. The desire to learn and become good content creators is present in both librarians at the University of Indonesia Library and UIN Sunan Kalijaga Library. The improvement of skills is a goal of theirs.

The content production process is collaborative, with flexible task division and scheduling by team members. All content published on social media goes through a joint correction and validation stage by the team coordinator and the head of the unit. Content is sometimes prepared well in advance, especially for special activities involving library leaders. This process ensures that every post contains accurate and relevant information that aligns with the institution's image. For librarians, participating in social media content production means more than taking on an additional task. It becomes an opportunity for self-actualization, digital competencies development, and professional identity strengthening. Through creative and collaborative processes, librarians expand their role in the information ecosystem and build closer relationships with users by engaging them through meaningful visual communication.

User Perspectives on the University Library's Instagram
Students follow the library's Instagram account mainly to receive the latest information about its services, activities, and programs. They consider information shared through Instagram posts and stories more accessible and relevant to their academic needs. Some students mentioned that they started following the account because other social media accounts recommended it as an essential account for new students. In this case, Instagram is an initial entry point to learn more about library services.

In addition to providing general information, the library's Instagram account is used by students to find specific details, such as schedules for information literacy activities, internship programs, and announcements related to technical services. Students feel that following the library account makes it easier to quickly access directions and information updates, especially when participating in activities such as user education. The regularly updated stories effectively deliver dynamic information that matches the rhythm of campus life.

Interestingly, not all users follow the library's Instagram account because of its content. Some students said they are interested because the account directly links to the library catalog in the bio section. This ease of access is a significant advantage, especially for users who want to avoid manually searching for catalog addresses. With one click, they can access the information they need. This example demonstrates that technical and functional aspects of social media accounts also play an important role in attracting users.

Regarding uploaded content, followers of the UI Library and UIN Sunan Kalijaga Instagram accounts felt that the content did not fully meet their expectations. Criticisms included unattractive graphic design, infrequent uploads, and inconsistent visual structure, such as templates and typography. However, some users appreciate the information provided, especially that related to services, activities, and important announcements. Nevertheless, they highlight the importance of aesthetic appeal and consistency in the feed as part of the user experience.

This phenomenon is relevant in light of the views of Ihejirika, Goulding, and Calvert (2021), who emphasize that social media content management should be done professionally, not carelessly. Librarians acting as content creators need basic knowledge and technical skills in mass communication and graphic design. Librarians who are self-taught in content design cannot explain the meaning behind choosing images, colors, and fonts. They need formal training to grasp the symbolic meaning of these visual elements. Librarians must learn the principles of effective visual composition to attract attention and meet audience expectations.

Instagram content, indeed, is not just about visualization. More importantly, it is the information of it's contains. Some followers of the library's Instagram account said they found the content interesting, especially the information it conveyed. They found the posts helpful for their academic activities as they contained important information about library services, webinar activities or other activities, exhibitions, and announcements related to loans and fines. Some users also appreciated the clarity and effectiveness of the information conveyed, as it was straight to the point and easy to find.

The Users Engagement

According to Trunfio and Rossi (2021), user engagement on social media can be viewed from two perspectives: the user/follower perspective and the content creator perspective. From the user's perspective, engagement is defined as active involvement with online content, including consuming content, discussing it, and interacting with other users. This involvement includes emotional connections, which are evident in the intensity and meaning of the offers or activities displayed in the content. From the content creator's perspective, user engagement is defined by the number of interactions with the posted content, including likes, shares, and the time followers spend engaging with it. This level of engagement indirectly strengthens brand image and increases user loyalty.

When analyzing user engagement on Instagram, it becomes evident that the level of interaction—measured through metrics such as 'likes' and 'comments'—on the official accounts of the UI Library and UIN Sunan Kalijaga is notably low. A significant number of posts receive minimal to no responses, indicating a lack of active user participation or interest.

> *"I have given 'likes' to library social media posts, even though it was initially unintentional. However, there were also moments when I consciously gave 'likes' because the content presented was very informative and interesting, making me interested in discovering more about the services offered. One of my favorite posts was when the library held an interactive*

> *activity in the form of a guessing game. I feel happy with such interaction forms because they create a fun atmosphere and build closeness with users. In fact, I have also commented on these posts as a form of active participation. More posts like that should be made, so I am interested in responding to the posts."*

It is imperative to delve deeper into the correlation between the number of "likes" on Instagram and the genuine interest or appreciation of users for the content presented. This raises the question of whether the likes are given because of the graphic design's visual appeal or the value of the information in the post. This phenomenon shows that "likes" as an indicator of user engagement cannot be directly interpreted without in-depth contextual analysis. Therefore, to understand user engagement with library Instagram content comprehensively, an analytical approach is needed that considers various factors, including users' motivations for responding. Conversely, comments that are relevant and appropriate to the message conveyed by the content indicate a more active and meaningful form of engagement and can be interpreted as a stronger indicator of interest in the content.

User engagement on social media platforms, particularly Instagram, should not be narrowly interpreted based solely on the quantitative metrics such as the number of likes or comments. A more nuanced understanding requires examining the form, content, and contextual relevance of each response. Through a detailed review of user interactions on the Instagram accounts of various libraries, it becomes apparent that many responses lack alignment with the intended message of the posts. This discrepancy highlights the need for a deeper evaluative approach to assess the quality and meaningfulness of engagement. Furthermore, insights from interviews with librarians reveal that they themselves acknowledge this issue, noting that a substantial portion of the comments received do not correspond with the informational content being conveyed. Such findings underscore the importance of distinguishing between superficial engagement and substantive interaction, especially in the context of institutional communication and digital literacy.

> *"The number of user responses varies greatly. Sometimes there are some responses, and sometimes there are none. Even when there are responses, many of them are not in accordance with the intended content of the information to be conveyed. For example, a post about a seminar activity might receive comments discussing how to borrowing book in the library. Sometimes we respond and sometimes we don't; it depends. The most appropriate comments usually come when the posts are trivia, such as "guess the picture" or "guess the word."*

There were various responses to the uploaded content from both librarians and users. However, the interview results showed that interactive content, such as images and trivia, received the most attention. The results of the content analysis reinforced this statement by showing that trivia elicited a high level of response in the form of likes and comments. These findings align with those of Joo, Choi, and Baek (2018), whose state that trivia and visual content, such as images and reels, fall under the category of interactive content that effectively builds user engagement.

However, users have criticized the library's Instagram content for only displaying information about library activities or services. Most of them, even their posts only show photos of activities or even flyer images. Users feel that this content is neither interesting nor informative enough. Although they know the library's Instagram account occasionally features infographics and trivia on interesting topics, this content rarely appears on their timelines. Consequently, user interaction with posts, whether in the form of comments or likes, remains low.

Regarding this issue, librarians explained that they try to create posts with high engagement potential, from the visual presentation to the content. However, due to the variety of activities in the academic library environment, the variety of posts is limited.

> "The academic library is at the heart of routine activities that are inextricably linked to the university's academic schedule. Therefore, it is quite challenging for us to create diverse posts. If we follow the academic calendar, we must make regular announcements, such as welcoming new students, announcing the information literacy training schedule for new and graduating students, and publicizing free library access. These announcement routines rotate, with some occurring every six months and others annually, all in accordance with the academic calendar. We have fewer slots for posting other materials compared to other libraries. Sometimes we also reuse existing posts, which may be why users are not interested in responding to our posts. They already know the content, and perhaps they are not interested in the template either."

In addition to public comments, there is a lot of response through direct messages (DMs) on Instagram. Many users prefer DMs to open comments, possibly due to shyness or a desire to ask questions privately. Questions sent via DM often concern e-resources services or basic information already available in the bio or previous posts. However, due to the high volume of interactions on various communication channels, such as WhatsApp, email, and website live chat, managing DMs becomes challenging, and responses are sometimes suboptimal. Librarians admitted that they do not always respond to DMs, especially if the question has already been answered in regular posts. Nevertheless, users who do not receive a response via DM often turn to other channels for answers, demonstrating their continued pursuit of information, even when the initial communication channel proves ineffective

The UI and UIN Sunan Kalijaga libraries have kindly provided a PR unit and a team to manage Instagram posts. Keep in mind, however, that managing social media is not the primary responsibility of the librarians involved. Social media requires a constant presence from library staff and demands their time. Since most librarians assigned to manage the library's social media accounts have other responsibilities, they lack the time and energy to manage Instagram. Using social media as a communication medium to connect with users requires constant monitoring and coordination (Chatten, 2017). While coordination of posts in both libraries is quite good, monitoring, especially in terms of communicating with users, could be improved. Social media marketing is not a one-time activity reserved only for urgent matters. (Chatten, 2017).

On the other hand, the situation in the UI and UIN Sunan Kalijaga libraries reflects what Ihejirika, Goulding, and Calvert (2021) described, where usually managing social media platforms is considered unnecessary for special training, because it is considered that everyone who is "interested" can do it. The media is a "tool to spread the word about us" to the public. This way of thinking is very conservative and ignores the importance of skills to maintain interaction with the diverse users who may use the library's social media accounts. UI and UIN Sunan Kalijaga librarians fully understand the importance of creating engaging posts that can reconcile the information content that users need. However, it is essential to realize that there needs to be special skills, as well as technical skills, to maintain interaction with the diverse users who may comment on the library's social media accounts and even special skills to assess whether the user's response is in line with the information conveyed in the Instagram content.

Discussing the results of the above research, there are two important notes regarding how librarians interpret and manage library Instagram accounts as part of institutional communication strategies. First, librarians position library Instagram accounts as institutional accounts, which are official media used to convey information to users in a professional manner. As explained by Rachman (2018), institutional accounts have the characteristics of purpose-driven communication, which focuses on conveying information related to library services, promoting activities, and educating users. However, this approach has limitations when it comes to building emotional closeness with users. Since the content is impersonal and lacks narratives that evoke emotion, institutional accounts often struggle to foster strong relationships and loyalty among their audience. Although library Instagram accounts are active in sharing information, users tend to find the content uninteresting and not interactive enough.

Libraries should consider creating more humanistic and communicative content that uses the communication style of social media influencers. The information may stay the same, but rigid language and static photos could be reduced (Drivas & Vraimaki, 2024). One possible option, according to Drivas and Vraimaki (2024), is the carousel content model, which provides an overview of the information to be conveyed and allows for the combination of images and videos, as well as the addition of other elements, such as text narratives, hashtags, or emojis.

Another option is to use the storytelling content model (Atiq et al., 2022). This model allows libraries to provide users with an immersive experience about events or situations in the library. In this model, librarians can include users as part of the story. According to Atiq et al. (2022), the storytelling content model enhances user engagement and boosts trust in the promoted brand, in this case, the book that library have or the library itself.

Other options use interactive features, such as polls, quizzes, and questions, to provide information. These features can be used to provide information about library activities or services. This encourages users to remember or become curious about services they have or have not used (E. T. H. Lam et al., 2019). Greetings can be transformed from simple flyers into infographics tailored to the occasion. For instance, National Day greetings could include supplementary information about the holiday, such as its history or a related book review. Content like this is not just a congratulatory message, but also educational. (A. H. C. Lam et al., 2023; Marwiyah & Zain, 2023). Second, Instagram cannot be considered a medium for two-way communication for academic libraries, as described by Nguyen (2015) and Young & Rossmann (2015), because librarians cannot interact with users on this platform. Librarians tend to focus more on disseminating information than engaging users in dialogue (Ihejirika et al., 2021). User engagement allows ideas related to content to be further developed and builds trust and emotional connections with the library.

Conclusion

Instagram has become the primary medium through which academic libraries communicate and promote themselves, as evidenced by the practices at the University of Indonesia (UI) and UIN Sunan Kalijaga. The platform is used to disseminate service information, document activities, and encourage student participation. UI centrally manages its account, while UIN employs a collaborative model. Both institutions emphasize inter-unit coordination and developing librarians' digital design and public communication skills. However, Instagram's effectiveness is hindered by limited variety in content, minimal response to direct messages, and a lack of visual design skills among account managers. These issues underscore the need for a communicative, adaptive, and sustainable content strategy to deliver information in an engaging and timely manner. Librarians' perception of Instagram as a formal medium limits

its potential to build an emotional connection with users. Therefore, a more humanistic approach to content, incorporating storytelling, interactive carousel formats, and participatory features, must be developed to facilitate effective two-way communication. This strategy is expected to strengthen the library's relationship with the academic community and enhance its image as an inclusive, responsive, and digitally relevant space.

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