

# The circular model of “SOME” on digital public relations management of Universitas Islam Riau

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## ABSTRACT

**Background:** The transition of information channels used by the general public today is increasingly centered on digital media. This is indeed an opportunity for various institutions to enter the target market without having to go through filters as before. So, by reading this pattern Universitas Islam Riau adapts its public relations strategy from conventional to digital wisely. **Purpose:** This research was conducted to explore how UIR used digital in its public relations strategy. **Methods:** To understand the situation and the data collected, this research uses the SOME (share, optimize, manage, engage) model in elaboration. As for the research, the descriptive qualitative method is chosen as an approach to understanding five informants who were on the public relations team for UIR. **Results:** Following the SOME model, it can be mapped that in share, UIR used five social media and a website. Optimize, by arranging social media surfaces and collaborating with public figures. In managing, they monitor every audience response to each post through social media insight features, as well as direct and real-time actions to the audience on social media accounts. In engage, to publish the latest information and respond to all incoming messages. **Conclusion:** UIR uses digital public relations in managing information, going through four main stages, starting from the process of sharing, optimizing, managing, and attracting. **Implications:** The results of this study can provide input to university public relations to manage digital public relations optimally to always increase and build audience trust effectively and quickly.

**Keywords:** Digital public relations; strategy; public relations; social media; some circular model

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## INTRODUCTION

Generally, there are two eras of public relations that experts can conclude. The first is the conventional practice of public relations that are oriented on printed, electronic, and releases on mass media. Thus, several processes must be passed for a piece of information to be accessible to the public. The second is the digital practice in which public relations nowadays transmigrate to utilizing all information digitally. Because digital media can be accessed with just an internet connection, public relations officers will primarily use these platforms to communicate with the public in an efficient and timely manner.

More detail on this preference can be seen from the aspects digital media have over the conventional form. For example, it allows the public to participate actively in brands, vendors, and many more. At the same time, it is also empowering more people to collaborate with whom they prefer. In addition, it can be switched to be more personal and still communicative. These may be carried out concurrently, and from an additional perspective, institutions or companies can engage with more audiences in constant conversation and have meaningful relationships (Tsai & Men, 2013). These all matter because public relations are all about maintaining engagement and having good

relationships with clients.

A study in Jeju-based food and beverage companies used meaningful relationships as their way of building and maintaining consumers which resulted in increased trust in the brand and control of the Word of Mouth (Bae et al., 2023), the same benefits were experienced in the banking sectors for Corporate Social Responsibility practice through social media which generate advocacy behavior (Huang et al., 2023). Hence, meaningful relationships between an institution and the public have a good and direct impact on the institution. The public can automatically maintain a brand that they feel has a good relationship with.

Now that communication channels have become digital, there have been significant changes in public references. As a result, individuals who can effectively use digital media for an organization or business that can support public relations in spreading messages to any type of audience or *niche* will have more opportunities to forge lasting relationships through their work.

A study revealed that social media allows customers to see a company's value and then directs the same customers to proceed to the next purchasing step (Chen et al., 2022). This means that understanding digital media as a backup method for building relationships with customers or audiences is no longer

appropriate. People, preferences, and behavior have changed.

Indeed, various institutions moved to digital public relations, relying heavily on digital platforms (Afrilia et al., 2023; Permatasari et al., 2021). The change in audience communication patterns shapes the way the company manages its communication strategy which consequently changes the way it is maintained (Wright & Hinson, 2017). All of this information is important for public relations because it must cover all types of communication on behalf of institutions or companies to their audiences (Girsang, 2020).

Universitas Islam Riau usually known as “UIR” (read: oo-ee-r) is the oldest university in Riau province which was established in 1962 with a vision of enhancing its public image and relations. Its 62-year history encompasses a wide range of historical periods and social structures. Therefore, Universitas Islam Riau should constantly modify its public relations approach in order to be in frequent connection with a large audience as part of its aim to develop, enhance, and strengthen its image to the students as well as the larger, as far-reaching community that surrounds it.

The joint unit of public relations and digital media in terms of communication which includes engagement brings more benefit to the company rather than solely relying on the

product image (Wang et al., 2021).

According to the preliminary study, typing “UIR” on the search engine will show several social media platforms of UIR. This is a good beginning for UIR’s public relations team. However, each person and each platform has a different impact of information on the public. For example, UIR’s Instagram account has different engagement with other platforms used by it.

At UIR, there are nine faculties and one postgraduate program, each of which has its own website and is handled by a person appointed by the dean. They are *Fakultas Hukum* (Law), *Fakultas Ilmu Sosial dan Ilmu Politik* (Social and Politic), *Fakultas Agama Islam* (Islam Education), *Fakultas Pertanian* (Agriculture), *Fakultas Perikanan* (Fishery), *Fakultas Teknik* (Engineering), *Fakultas Ilmu Keguruan dan Pendidikan* (Teacher Training and Education) *Fakultas Ekonomi dan Bisnis* (Economy and Business), *Fakultas Psikologi* (Psychology), *Fakultas Ilmu Komunikasi* (Communication) dan *Pascasarjana* (Postgraduate). All the faculties including UIR itself do not settle their legal foreign spelling, so the words in brackets above are free translations of the keywords for each discipline in the faculty name.

Each faculty has a various number of study programs. One of them only has one department such as *Fakultas Ilmu Komunikasi*

and the other can have several such as *Fakultas Ilmu Keguruan dan Pendidikan*, which has 44 departments.

UIR has one public relations team that is responsible for managing the organization's public relations in a variety of ways that have been approved by higher-ups.. In this matter, those faculties are not directly following the UIR's public relations team's agenda nor the team responsible for their social media activity should they have one. Therefore, this one public relations team is for the university.

Each faculty has its website, built by the University's IT department. Once the user interface is ready to use, each website account with the password will be given to one representative of the faculty so they to manage the content themselves without changing the layout of the page. In this matter, the layout is settled and designed the same for all faculties.

The representative can be anyone appointed by the Dean of each faculty, that then invited to join one Whatsapp group called "*Pengelola Konten Website*" or a website content manager managed by the university. This group consists of UIR's public relations, faculties, and IT department representatives. However, the person appointed may or may not have experience in copywriting, especially regarding public relations. As a result, UIR holds insufficient balance in terms of content

building from one faculty to another or from the university's content to the faculty. This kind of situation is also common and faced among IT companies in Turkey, half of which have websites but do not have good content-writing skills (Sezgin & Cesur, 2019).

In response to this, UIR occasionally provides website creation training and provides direct answers in the WhatsApp group to those in charge of any questions they have to learn by doing what they do in maintaining websites. However, the impact is not expected to provide immediate results for public relations activities (Sani et al., 2022).

As mentioned before, the UIR's public relations department is not directly responsible for the faculty's image. However, they still try to keep the content of each faculty in synergy with the university by providing faculties with high-quality photos with good pixels and angles for displaying public information according to the faculty. In this case, uniformity is maintained based on the photo's quality and the layout of the websites.

Further in the surface scheme of digital media use by UIR's faculty, each faculty is given the freedom to choose and maintain platforms and shape their image on social media. The public will find social media accounts that have unequal engagement between faculties. Faculties in UIR that maintain their account well

enough and have a good engagement according to UIR's public relations team are *Fakultas Ilmu Komunikasi* dan *Fakultas Ekonomi dan Bisnis*, which independently maintain their account by still tagging UIR's main account on Instagram.

The dynamics of processing social media to maintain relationships with internal and external communities done by UIR and its faculties specialize this research at the management level at the university, in addition to the absence of any prior research on this field.

In this matter, to understand the details of how UIR strategizes its digital platform, we use SOME circular model, proposed by Regina Luttrell. This model describes a social media communication model applied by public relations. This model is based on fundamental support and a two-way symmetrical communication model. The purpose of this model is to help an institution or company in implementing campaign strategies carried out by an institution on social media. The circular model of SOME has four aspects to social media. They are sharing, optimizing, managing, and engaging. (Luttrell, 2015)

The model of SOME is already known and used by companies in Indonesia in increasing engagement with audiences and customers (Alexander et al., 2022; Pradana Wahyudiputra & Setiawati, 2023; Qadri, 2023) as this model covers the impact of treatment from the

company.

The public relations team for UIR works under the *Humas dan Protokoler* (public relations and protocol) department, it has twelve staff in total, eight of which specialize in handling UIR's social media platforms and website content.

In this public relations department, various information is carried out by managing content in the form of posters and videos. The social media used includes Instagram, Twitter, YouTube, Facebook, and TikTok. Each media is managed by different staff in public relations, even though the content is integrated or mirroring content between one another.

These five platforms, according to the team are chosen because they are widely used by young people today, especially Instagram and TikTok. For social media such as Facebook and Twitter, the information managed and published by the public relations of UIR is only more about synchronizing information associated with the Instagram account. Therefore, all information that comes from Twitter and Facebook is cloned information from Instagram posts.

The account names of the digital platforms of Universitas Islam Riau are as follows @uir\_unggul (Instagram), @uir\_official (TikTok), UIR Official (YouTube Channel), @uirofficial (Twitter), Universitas Islam Riau (Facebook), and uir.ac.id (official website). UIR uses

**Table 1 Universitas Islam Riau's List of Media Channels**

No	Media Channel	Account's Handle
1	Instagram	@uir_unggulan
2	Tiktok	@uir_official_riau
3	Youtube	UIR Official
4	Facebook	Universitas Islam Riau
5	Twitter (now X)	@uirofficial
6	Website	uir.ac.id

Source: Researcher Documentation, 2023

mainstream social media in Indonesia (Table 1).

Based on the preliminary observation, from the number of followers and subscribers of each account, the top three social media accounts above are indeed widely used by UIR's audiences.

As for other social media accounts such as Twitter, Facebook, and Website, they mirror the information shared on Instagram, TikTok, and YouTube.

Each social media has its role and function so that the information published by public relations can be more diverse, more varied, easier to understand, and easily attract the attention of the audience and meet all the information needed by the audience.

In addition, the public relations of UIR has determined that all information submitted focuses on young people. This conclusion is based on insights gathered from the public relations of the university, specifically from Instagram followers, who are primarily between

the ages of 18 and 24 (62.1% of the total). It can be stated that the participation of the audience on social media accounts used by the Public Relations of Universitas Islam Riau has been going well. This happens because of their interest in information that is presented visually and is easy for them to understand (Yanti & Susanto, 2020).

In managing the content, the formula of the message or information conveyed must be well prepared (Mahmudah & Rahayu, 2020) because a message or information is a symbol or perception conveyed by the communicant to the communicator with a series of meanings ((Ricko & Junaidi, 2019).

A number of studies on social media management have been conducted. Mahmudah and Rahayu (2020) observed content management on Instagram social media using SOME. The sharing aspect starts with understanding the purpose of using social media for corporations. Optimizing aspects involves making a posting schedule and utilizing the features available on Instagram. The management aspect is carried out by making media monitoring reports as an evaluation and per responsibility to company management. Meanwhile, the engaging aspects entail establishing good relationships with the online community to get Instagram exposure to the content produced.

Another study by Qorib et al. (2021)



showed the utilization of Instagram by uploading interesting information (*share*) and having empathetic conversations with followers (*engage*) also positioning for the arrangement of compact feeds and stories based on trending moments. However, social media optimization is still lacking (*optimize*), including a lack of understanding of how to use both free and paid marketing tools (*manage*).

Another research by Syuderajat and Puspitasari (2017) discussed the management of the social media of PT GMF Aero Asia through corporate communication choosing Facebook, Instagram, YouTube, and LinkedIn. Direct handling is carried out by the digital activity team with content that is first approved by the head of the corporate communication division. Facebook, Instagram, YouTube, and LinkedIn of PT GMF Aero Asia follow the company's segmentation that emphasizes B to B.

The latest research by Satyadewi et al. (2017) utilized Instagram social media to improve the quality of audience service. The results showed that the communication that occurs on Instagram social media @holidayinnbandung is quite optimal, in which the *share* process focuses on the successful use of hashtags by international IHG. The main thing to do in *optimize* process is to optimize the content to be published by paying better attention to photos and captions. The

*management* process occurs by monitoring the media through analytical websites such as the Pixlee applications and Instagram insights. The process of responding to audience feedback is done manually. The types of previous research show strategies across social media(s) used by public relations.

The present study focused on how a university disseminates information to its audience. The purpose of this study is to analyze the management of digital public relations by university public relations using the circular model of SOME model proposed by Regina Luttrell.

## RESEARCH METHOD

This study used the descriptive qualitative research method. Qualitative research intends to describe the form of words and language, in a special natural context and by utilizing various natural methods. Qualitative research produces descriptive data, for example, speech, behavior, or writing derived from observed research subjects (Hadi et al., 2021).

The subjects in this study consisted of five (5) informants selected through purposive sampling (Table 2). They are public relation teams managing social media as digital publicity relations at Universitas Islam Riau (UIR).

Data collection was carried out through interviews, observation, and documentation.

**Table 2 Informants**

No	Name	Responsibilities
1	Dr. Harry Setiawan, M.I.Kom	<ul style="list-style-type: none"> <li>• Liaising with external parties and creating press releases;</li> <li>• Coordinating University events;</li> <li>• Collecting data and information from stakeholders regarding the university's image</li> </ul>
2	Kemala Sari, S.I.Kom	<ul style="list-style-type: none"> <li>• Releasing news about UIR;</li> <li>• Twitter (now X) administrator;</li> <li>• Part of the social media content creator.</li> </ul>
3	Bobby S. Malik, S.I.Kom	<ul style="list-style-type: none"> <li>• Part of the social media content creator;</li> <li>• In charge mostly of the creative planning for each social media;</li> <li>• Releasing content for social media.</li> </ul>
4	Reski Mursid, S.I.Kom	<ul style="list-style-type: none"> <li>• Part of the social media content creator;</li> <li>• Part of UIR's YouTube programs;</li> <li>• Photo and videographer.</li> </ul>
5	Mohd. Reyzakhalis, M.I.Kom	<ul style="list-style-type: none"> <li>• Cooperating with various internal and external media;</li> <li>• Coordinating for reporting activities;</li> <li>• Documenting all the pieces of information;</li> <li>• UIR's YouTube administrator.</li> </ul>

Source: [baup.uir.ac.id/profil](http://baup.uir.ac.id/profil), 2023 & researcher observation, 2023

Further, this study used non-participant observation, which means the observer does not take part in the observatory's life (Hadi et al., 2021). Researchers observe through insights, likes, and comments or engagement contained in all social media used by the social media management team of Universitas Islam Riau.

The interview used is a structured interview. Structured interviews are used as a data collection technique if researchers or data collectors know with certainty about what information will be obtained (Sugiyono, 2013).

After the data were collected, researchers tested the data validity by using data source triangulation. We did manual coding instead of using software, for the reason of technical

problems we encountered. We coded the result of the interview, description from observation, and documentation, made categorizations, and at last concluded themes.

The data analysis technique carried out in this study is according to Miles and Huberman, where activities are carried out interactively and take place continuously to completion, starting from data reduction, data presentation, and finally data grouping to get conclusions.

## RESULTS AND DISCUSSION

As stated by Harlow, the role of public relations in an institution or company is to control and be involved in the operational and conceptual processes of communication



between institutions or companies to their audiences (Permatasari et al., 2021). In general, public relations is a field that is responsible for handling and managing the image of an institution or company to gain understanding and support from a wide audience in a planned and continuous manner to obtain, build, and maintain good relations and mutual understanding between institutions or companies and their audiences (Sazali & Sukriah, 2021).

In line with Christopher J. McCollough, Adrianna, and Regina (McCullough et al., 2021), digital media has changed how to communicate with each other and one's perception or acceptance of one's meaning obtained from various media regularly.

Maintaining and increasing customer loyalty has always been a great discussion both in the marketing and public relations sectors. Various ways can be done to do that, conventionally and digitally or in this context through online media. Different business fields have different strategies which not only rely on the product or service but also the good relationship. For example, marketplace businesses focus their efforts on prices, shipping costs, logistics, and payment systems (Lestari, 2022). Meanwhile, in the gaming sector, it is known that having challenges in the game has a direct impact on loyalty (Teng, 2013). Conventional ways

like CSR are also still impactful in increasing customer loyalty especially when a business understands its customer (Hasan et al., 2021). Lastly, in the digital era, there are several ways such as using Machine Learning Personalization, NLP Customer Support, and AI Chatbots (Patel & Trivedi, 2020).

Additionally, it is considered as an effective crisis communication management (Babatunde, 2022). This is because public relations have a managerial function that ensures the implementation of communication in an institution or company so they can be established and run well accordingly. They are responsible if the communication is disrupted since it greatly affects the image and reputation of the institution or company (Zhafira et al., 2022).

Adri (Hidayat et al., 2020) stated that the presence of digital media changes all concepts of activities carried out by a public relations practitioner who initially built a direct relationship with a wide audience but has now changed to building relationships with all digital media users. As a result, there are several mentions of public relations practices in digital media, such as Cyber Public Relations, Online Public Relations, Digital Public Relations (Digital PR), and others.

Innovations in Public Relations use internet communication technology to provide

information to the public (Yananingtyas, 2020). Of course, the presence of digital media can help public relation practitioners improve their performance and role to the maximum (Savitri et al., 2022; Utaminingtyas et al., 2023). This is in line with research on the use of social media by government public relations that through digital PR, it will be easier to convey messages to the public and can maximize other great potentials (Haryanti & Rusfian, 2019).

In general, digital PR is an activity carried out by public relation practitioners with the use of information technology or digital media to establish communication by conveying a message or establishing good intentions. The purpose of digital PR is not much different from public relations or public relations in general. One of the activities carried out by public relations in utilizing digital media to convey messages to the public by utilizing all the great potential that exists is the management of digital media.

Furthermore, it is also stated that digital PR is a communication activity carried out using various media such as blogs, press releases, and social media, and optimizing search engines (Abrak & Kucuksarac, 2018). This is because digital PR only consists of internet-based applications and also involves the use of digital tools such as mobile phones, computers, cameras, video cameras, etc. Therefore, the

opportunities obtained by public relations in managing information are much more numerous and diverse. It can be said that *digital PR* consists of a more comprehensive concept that also includes online public relations (Dogan, 2018).

This is in line with digital media management which is related to the production process carried out by public relations practitioners in managing information published through social media, such as YouTube, Instagram, Facebook, and so on. Social media has entered the realm of public relations work since 2006, where social media can produce relationships and communicate dialogically, like previous research stating that the purpose of institutions or companies using social media is to build and maintain good relationships with audiences (Wang, 2015).

Digital media management by public relations practitioners has promising advantages, one of which is punctuality. Shel Holtz (Soemirat and Ardianto, 2003) stated that a public relations officer who can package information well can transcend space and time in disseminating information (Syuderajat & Puspitasari, 2017). Because the main purpose of digital media management by public relations is to promote identity, introduce products or services, get support, and build good relationships with audiences in a company



Source: Regina Luttrell, 2015

**Figure 1 The Circular Model of Some**

or institution, it can create and obtain social interests (Dogan, 2018).

Understanding the digital strategy of UIR's public relations officers and how they use the platforms is explained by using the circular model of SOME. The four processes of SOME have their strengths in each process that can allow communication strategies managed by public relations to produce good results.

The process of the circular model of SOME is described in a circle which means that the media today continues to develop (Figure 1).

First, in share aspect, institutions decide which social media they will use to publish or share information. The process of determining the use of media will determine the treatments because each social media has its classified target

groups or typology. For example, there are *basic rejecters*, *average users*, *active supporters*, and *the reserved* (Ecklebe & Löffler, 2022).

Further, a study on segmented dentists' social media users in London concluded there are compromising avoiders, secondary users, occasional users, observers, seekers, active and cautious users, limited users, engaged users, and deleters (Mondkar et al., 2021). Regardless of the names mentioned above, it must be acknowledged that there is typology in media users. Each is different and also uses social media differently.

Understanding this matter, UIR's public relations officers mapped the characteristics of its audiences. Internal public, not only from registered students in one period, but also lecturers, university staff, and civils who are active in campus areas such as the canteen. Externally, they listed stakeholders, governments, and the press. After categorizing, they chose which group would be maintained at a certain time and then they determined the content visual or the whole packaging.

Second, in optimize aspect, institutions provide information in a visual form that has its characteristics preferred by the audiences. The type of content, time management, and optimization of the display of published content results can improve the image and reputation of the institution.

This is following the mapping strategy mentioned before. For example, in the Instagram account, the public relations team focuses more on student engagement. They created rubrics specialized in announcing student's achievement(s). They designed a portrait post for the feed, with a comical font telling the name of the achievement along with the great quality of the student's self-portrait and his or her identity, with a green background as green is UIR's chosen color.

Third, management is the aspect that becomes a measurement tool whether the information conveyed is optimal or not. The use of certain tools in monitoring audience responses can make it easier for an institution or company to manage information that has been managed so that it can interact directly with the actual information (Luttrell, 2015).

UIR's public relations officer uses insight from each social media account. As they subscribe to premium on them, a variety of information is also included in it. Especially for the website data, the staff coordinated with the UIR technology department to have proper insight into the visitors.

Fourth, engagement is an aspect that focuses on building the loyalty and trust of audiences to information published through social media. In addition, this aspect can also show what kind of audience engagement influences the

communication process that is happening on social media.

In this research, we found that the PR team has a motto called "*zero unread message*" which refers to any responses from the public to their social media accounts that must be read and replied to immediately. It is stated by the team leader, and then we confirmed with the staff and compared it to the list of DMs in their social media. They explained that it is very important for the accounts to be known as active and to fulfill the function of media sources.

When an institution or company shares information with the public, an institution or company must also be able to manage and be involved so that it can optimize the information simultaneously (Satyadewi et al., 2017).

In this section, researchers analyze how digital public relations is managed by higher education public relations. In this rapid and growing era, the pattern of a person or institution in delivering a message changes.

The presence of new makes the message and information conveyed more flexible, potentially interactive, and can function privately or publicly (Mondry, 2008). This is basically because *new* media is a media that focuses on a combination of data (information) in the form of text, sound, images, and others in digital format (Hastarjo, 2011). Therefore, the use of social media or new media in an

institution in a planned and appropriate manner is very necessary so that the goals from the use of social media can be achieved. Additionally, the use of social media is relatively fast, and the costs are cheap, but the information conveyed can more easily attract the attention of the audience (Kotler, 2012).

The circular model of SOME facilitates communication and interaction in social media. First, in optimizing social media management, the sharing process is the most important thing that must be determined by an institution or individual. At this stage, an institution determines what social media will be used in publishing or sharing information, because the process of determining the use of the media serves to group the audience that will be targeted (Qorib et al., 2021).

There is a unique aspect of sharing on social media. It is known that content consisting of visual and audio spreads faster (Ordenes et al., 2019), and this form is supported by any social media platform. So, it is very understandable if nowadays each institution has at least one account to represent images on social media.

In particular, the public relations of Universitas Islam Riau has determined the social media used, namely Instagram, TikTok, YouTube, Twitter, Facebook, and Website. Determining the use of social media is very important so that the information conveyed can

be more efficient (Nasrullah, 2016). The use of social media carried out by the Public Relations of Universitas Islam Riau aims to be a means of communication and information of Universitas Islam Riau to audiences through social media. Because every individual wants to be able to connect in terms of sharing ideas, learning about something, or building relationships through social media (Luttrell, 2015).

There are various groups and/or institutions that follow the work of social media. The person in charge in every area seems to understand that it is about time to integrate social media into account of the university's management (Ismail, 2021; Nugraha & Irwansyah, 2022) as well as administration or legal work that always exists in any form of department. For higher education, even a library is possible to have one (Uche & Udo-Anyanwu, 2019, Humaidi et al., 2020).

In line with the statement, the public relations of Universitas Islam Riau uses several social media as a means of communication and information to the public. This is also following the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2022 stating that as many as 92.21% agreed to use social media to share information (Asosiasi Penyelenggara Jasa Internet Indonesia, 2022).

Participation of the audience in media,

**Table 3 List of Media and Its Purpose**

No	Media Channel	Purpose
1	Instagram	Publishing information in the form of posters
2	Tiktok	More contemporary-themed video content but still using the same concept or theme according to Insta-gram
3	Youtube	Focusing on longer video content such as talk shows in decided programs and live streaming format that is adjusted to event promotion related to UIR's need
4	Facebook	Mirroring or associating the content with Instagram
5	Twitter (now X)	Mirroring or associating the content with Instagram and having insight into current news.
6	Website	News release related to the University

Source: Research Interview, 2023

particularly social media, is essential. Once the audience uses social media platforms that are run by an organization or individual, they can be connected and the information that the organization or individual shares can align with the audience's desired goals (Luttrell, 2015b).

The information provided by the Public Relations of Universitas Islam Riau is in the form of content tailored to the needs and functions of social media, such as Instagram which focuses more on publishing information in the form of posters. Furthermore, TikTok focuses on contemporary video content but still uses the same concept or theme according to Instagram. Then, YouTube focuses on video content such as talk shows and live streaming that is adjusted to the conditions of organizing the event. Next, the website where the information published is in the form of news and is more formal, but the theme or concept is the same as that published

on Instagram social media. Lastly, the posts on Facebook and Twitter are only mirrored or associated with Instagram (Table 3).

Second, the optimization process is a very important thing to do in influencing the information conveyed through social media, moreover, the information conveyed is in a visual form that has its characteristics so that audiences prefer the information (Qorib et al., 2021). In addition, this optimized process can build a strong brand reputation for an institution (Ayu Retno Widyastuti et al., 2018).

The form of public relations efforts of Universitas Islam Riau in optimizing published information such as by arranging social media feeds to look neat, and installing logos related to Universitas Islam Riau. Setting feeds on social media is a very important aspect, as it can create characteristics that can form information publication patterns that are attractive and



artistic (Ardiansah, L., & Maharani, 2020).

In addition, the optimization process carried out by the Public Relations of Universitas Islam Riau is by making a posting schedule for sharing information on social media. Besides, it collaborates with influential figures so that the information provided can be more easily trusted and the goals of the public relations of Universitas Islam Riau in promoting Universitas Islam Riau through social media can be achieved.

The rapid development of social media today is very influential in people's lives. Social media is a technological development that can make it easier for all audiences to communicate, share, participate, and create an online-based network to disseminate their information (Zarella, 2010).

Third, the management process is something that still needs to be done well since this process is a measurement tool for whether the information conveyed is optimal or not (Qorib et al., 2021). In managing social media, Public Relations of Universitas Islam Riau monitors every audience response to each post through social media insight features, namely Instagram, TikTok, and YouTube. Based on the results of these insights, the Public Relations of Universitas Islam Riau will evaluate and improve further information. The use of certain tools in monitoring audience responses enables

an institution or individual to manage good social media so that social media managers can interact directly with the actual time (Luttrell, 2015).

In addition to monitoring every response, the Public Relations of Universitas Islam Riau also interacts directly and in real-time with audiences on the social media accounts of Universitas Islam Riau by doing live and replying to comments sent to the social media accounts of Universitas Islam Riau.

The effort given by the public relations of Universitas Islam Riau in providing quick answers is a very good thing to do because every audience who is in direct interaction will simultaneously expect to receive a quick response from the institution or individual who manages the information (Luttrell, 2015).

Finally, the engagement process which at this stage aims to build audience loyalty and trust, especially among followers of social media. In addition, this stage also involves audiences who influence the communication process (Wasono Adi & Handini Prabawati, 2019).

In building trust and loyalty to the public, Public Relations of Universitas Islam Riau shares and publishes the latest and current information while adhering to the norms at Universitas Islam Riau. In addition to publishing the latest and current information, the Public Relations

of Universitas Islam Riau also conducts a zero unread message inbox program, in which the Public Relations of Universitas Islam Riau reads and responds to all incoming messages without exception. Also, it collaborates with the faculty by requiring each faculty to have an Instagram account to encourage *engagement*.

Especially on the Riau Islamic University Website, public relations collaborate with other media such as Tribun, Riau Pos, RTV, TVRI Riau, Berazam, Seriau, Warta Suluh, Cakaplah, etc. This is of course relevant to the purpose of the existence of social media which is a two-way communication medium between users of social media (Rahmawati et al., 2020).

Therefore, social media is the right media for owners of institutions, communities, or companies with their public in communicating (Hajati et al., 2018). In addition, at this stage, the involvement of social media managers with audiences is very important, coupled with the involvement of certain parties that can build public trust and loyalty to an institution (Qorib et al., 2021).

## CONCLUSION

In the past, UIR focused its public relations management on collaboration with the press and other media. These days, in the digital era it can be concluded that the management of digital public relations by UIR according to the

circular model of SOME, is as follows:

First, the *share* process, which is specifically for public relations of UIR, has determined the social media used, such as Instagram, TikTok, YouTube, Twitter, Facebook, and websites by focusing on information conveyed to young people, especially youth in Riau province. In addition, all information is provided by the public relations of UIR in the form of content tailored to the needs and functions of social media.

Second, in the *optimize* process, the public relations of Universitas Islam Riau optimizes the information published, such as by arranging social media feeds to look neat, and installing logos related to Universitas Islam Riau. In addition, the form of optimization carried out is to create a posting schedule for sharing information on social media and collaborating with influential figures.

Third, the *manage* process monitors every audience response to each post through social media insight features, such as Instagram, TikTok, and YouTube. In addition, by interacting directly and in real-time with the audience on the social media accounts of UIR, the digital PR is doing live and replying to comments sent to UIR's social media accounts.

Fourth, in the *engage* process, the digital PR shares and publishes the latest and current information by complying with the norms

at UIR. In addition, the PR has a program named *zero unread messages*, which refers to reading and responding to all messages without exception. In addition, it collaborates with the faculty by requiring each faculty to have an Instagram account to encourage *engagement*. On UIR Website, public relations collaborate with other media such as Tribun, Riau Pos, RTV, and TVRI Riau, *Berazam*, *Seriau*, *Warta Suluh*, *Cakaplah*, etc.

Based on the research, we proposed several suggestions. First, it should be the primary step for content creators to map their audience according to the social media they want to use, be it a new account or a rebranding account. After it is all mapped, content creators should start building the content and focus on one account. However, if they have a team specialized in social media they can have more than one social media account.

Second, the trickiest part of conducting research using the circular model of SOME is the *engagement* aspect. It is important to pay attention to smaller units of communication channels in each social media. For example, the comment section is sometimes overlooked by the PR of UIR even though it makes an attempt to reply to every direct message (DM).

As a result, UIR, being a well-established university, has adopted a modern approach centered around digitalization. As a result,

whereas UIR's earlier public relations strategy concentrated on working with the mainstream media, it has now expanded to include public relations experts in their respective fields. Every member of the team has a degree in communications, and the team leader has earned a public relations certification.

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