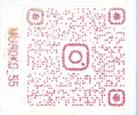


Why Won't Muroto High School Go Viral?

-Strategies for Showcasing School Appeal through SNS-

Muroto High School, Kochi Japan



Muroto city

Rich nature: Surrounded by ocean and mountains
Rich food: Fresh seafood and mountain produce
Living environment: Hospitals and educational institutions are available.
 (Muroto City Office, 2024)



Muroto High School

Slogan: The Closest High School to Overseas
 • Regional exploration activities focused on Geoparks
 • Intl exchange activities with various countries.

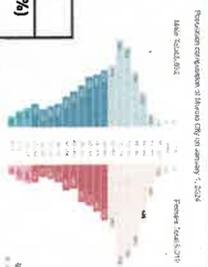


Challenges

- Aging population
- Declining student enrollment
- Attracting youth from outside Muroto

Number of students from outside Muroto City (Muroto HS, 2024)

Year	2024	2023	2022	2021
Students	3/25 (12%)	11/49 (22%)	6/33 (18%)	4/22 (18%)



Population pyramid of students from outside Muroto City by age group, 2024
 Muroto High School

Background and Purpose

As local high school students, we aim to contribute to the revitalization of our community by promoting the appeal of Muroto High School.

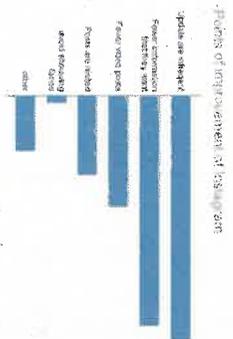
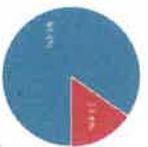
-Social networking services (SNS) provide an easy way to share information.
We aim to effectively communicate Muroto High School 's appeal through the strategic use of social networking services (SNS).

RQ: How do the content and timing of posts affect the response of SNS followers and viewers?

Pre-Survey Results (n=78)

Participants: Muroto HS students

(Share your ever visited Muroto HS 's official Instagram?)



Instagram engagement rate 84.5%
Key areas for improvement
 • Increase the frequency of posts
 • Share more relevant information with students (e.g., classroom activities, everyday scenes)
◻ We should improve posting frequency and content!

Strategy ① Content

- Showcase students' daily activities, such as classroom activities.



Strategy ② Time

- Schedule posts around school dismissal times and during periods when followers are most active.

Post daily between
5:00-6:00pm



Strategy ③ Layout

- Use a consistent layout for the first image
- Improve profile organization to enhance navigation



Post-Survey Results (n=88)

Content



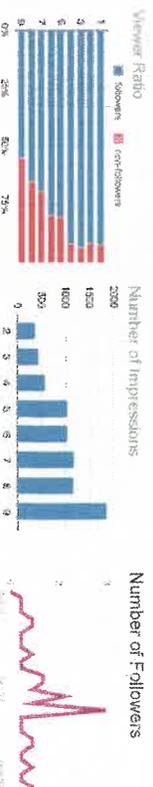
Time Posted



- Respondents rated both areas highly, with over 90% satisfaction, indicating that well-timed and informative posts effectively conveyed our school's appeal.

Result : Instagram Insights (Focal period: Oct 25-Nov. 1)

A comparison of the nine posts revealed:



- **Viewer view rates :** Initially at 90%, but later averaged closer to a 50-50% split.
- **Impact of layout change :** Unifying header images significantly increased impressions, highlighting the value of cohesive visuals.
- **ollower growth :** The number of followers grew steadily during the promotional period

Findings and Discussion

- **Content:** The use of hashtags in our posts may have contributed to an increase in views from non-followers.
- **Timing:** Posting during periods when students are active online likely led to an increase in views.
- **Layout:** The unification of header images increased reach, which in turn led to a growth in followers.

Future Implications

- **Sustained posting activities**
- Encourage student involvement by assigning publicity roles and gathering content ideas
- **Attract youth from other areas**
- Increase posts showcasing our unique activities with local residents

References

- Muroto City Office (学校情報部). (2024). Muroto City Migration Official Website (学校情報部公式サイト). Retrieved November 13, 2024, from <https://mikaiganashi.kochi.lg.jp/muroto#about>
- Muroto High School (学校情報). (2024). School Handbook: Statistical Data Edition (学校案内「統計情報編」).