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Multimodal Message Representation on the Kéat Club Surabaya Instagram Account for Building Gen Z Engagement

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ABSTRACT

Instagram has become the primary digital medium utilized by the Kéat Club Surabaya community to establish communication with Gen Z through engaging visual and narrative content. This study aims to analyze how visual and narrative elements in Kéat Club Surabaya's Instagram content construct communication meanings and foster engagement among Gen Z, as well as to document community activities as part of its digital communication strategy. Kéat Club Surabaya is one of the communities that consistently utilizes Instagram as a digital public space for publishing community activities, building identity, and encouraging member participation, particularly among Gen Z. The results indicate that Kéat Club Surabaya's Instagram content combines visuals showcasing sports activities, expressions of togetherness, and consistent use of colors and composition with narratives characterized by relaxed, persuasive, and communicative language. The integration of these two elements forms a representation of an active and inclusive community that aligns with the Gen Z lifestyle, thereby strengthening the community's identity while encouraging interactions through comments, account tagging, reposts, and participation in published activities. The findings demonstrate that communication meanings on Kéat Club Surabaya's Instagram are not constructed solely through visuals or text independently but through intermodal relationships that generate community representations and encourage audience engagement.

INTRODUCTION

The street running trend in Surabaya has increased, marked by the growth of running communities and high participation of the public, especially Generation Z, in various social run activities. Running is no longer seen as just a sport, but has evolved into a lifestyle published through Instagram (Rahmi, 2026). Various running communities utilize feeds, reels, and stories features to share activity documentation, event posters, and interactions with followers so that sports activities are also constructed as a representation of identity, togetherness, and a digital lifestyle. This (Dwianto, 2021) phenomenon shows that Instagram has developed as a communication space that combines visual and verbal elements in conveying messages to the audience. Instagram's visual character is able to attract the attention of Generation Z and supports the effective delivery of information (Subiyanto, 2022). One community that actively utilizes Instagram is the Kéat Club Surabaya through the account @Kéatclub. The community consistently uploads documentation of sports activities, activity

posters, video reels, and captions that use casual and persuasive language to build communication with its followers (Mihailović & Jevremović, 2025; Santilena, 2024).

The development of social media has changed the pattern of digital communication from one-way information delivery to more participatory and interactive communication (Khaira, 2024). Instagram is not only used to share information, but also a space for users to produce, modify, and redistribute content through various features such as feeds, reels, stories, tags, and reposts (Wahyudin, 2019). These characteristics make social media users no longer just recipients of information, but also content creators who play a role in building meaning and expanding the reach of digital communication. Instagram allows the delivery of messages through a combination of various forms of digital communication that combine visual and verbal elements to create communication that is more interesting and easily understood by the audience (Avlonitou & Papadaki, 2024; Latif et al., 2025; Mihailović & Jevremović, 2025; Ratih et al., 2025; Schreiber, 2024).

Convergence culture creates a wider space for participation so that digital media users can be actively involved in the process of content production and distribution (Mardhiyyah, 2023). This condition is very relevant to the use of Instagram as a digital media platform by Gen Z who not only function as consumers of information, but also as prosumers (producer consumers) who actively produce and disseminate content (Alaika, 2019). In the context of the running community, community members not only receive information related to activities conveyed through the community's Instagram account, but also document the experience of running sports activities through feeds, reels, stories, then tag the community account and then share it back to each member's social network (Maulana, 2025). This practice shows the existence of a media convergence process that allows for repeated circulation of content between the community and the audience and digital interactions not only take place in the form of information consumption but develop into active participation.

In the context of communities carried out by Gen Z, especially running communities, digital media is currently an important part in building the existence of running communities in various big cities, especially in Surabaya. The phenomenon of increasing public interest, especially among Gen Z, in running sports in recent years has encouraged the birth of running communities that actively utilize Instagram digital media in building community existence, disseminating information related to community activities, and increasing community participation (Hadiansyah, 2024). Running communities not only function as a forum for people to channel their interest in sports, but also as a social space that builds communicative interaction and solidarity among each other in the social sphere. The use of Instagram as a digital media in the development of running communities among Gen Z through visual content in the form of feeds, reels, stories is an effective communication strategy to attract the interest of Gen Z who tend to prefer visual, fast, and interactive information delivery.

Digital media in the form of Instagram is often chosen by Gen Z because it has characteristics that are easily accessible and strong visuals so that it can create two-way communication through several available features, such as comments, direct messages, and story interactions. The use of digital media, especially Instagram, by the running community shows a change in conventional communication patterns that are limited to interactive digital communication patterns that are open (Herman, 2024). The existence of a running community carried out by Gen Z which is disseminated through digital media forms a positive image,

such as a healthy, active, adaptive, and modern lifestyle that is close to the characteristics of Gen Z. In addition, digital media can also help strengthen social relationships between fellow young generations in an inclusive, dynamic, and relevant manner to the development of communication technology in the dynamic digital era (Harahap, 2024).

One of the running communities that actively utilizes digital media, especially Instagram, is the Kéat Club Surabaya community. This community utilizes Instagram as the main medium in conveying information related to routine community activities, activity promotions, event publications, documentation of community activities so that it can build interactive relationships with the wider community. The Kéat Club Surabaya community not only focuses on running together (social run), but also develops various other sports activities, such as padel, badminton, and mini soccer. Through Instagram @ KéatClub, the Kéat Club Surabaya community has succeeded in forming the image of a modern, active, adaptive, and interactive community. The use of digital media utilized by the Kéat Club Surabaya community shows that digital media plays an important role in supporting the development of digital communication between individuals into large groups that have positive values and create a wider social interaction space.

The strategy of using digital media through Instagram carried out by the Kéat Club Surabaya community not only contains sports activities, but also shares an atmosphere of togetherness, a healthy lifestyle, and a modern and open community identity for all groups. This can make it easier for the community to reach a wider audience and build a positive impression that can increase public interest in joining the Kéat Club Surabaya community. The use of Instagram by the Kéat Club Surabaya community provides a space for Gen Z to obtain and disseminate information, build social relationships, and express their identity through positive activities. Instagram digital media encourages Gen Z to be more active in carrying out positive activities, especially sports, rather than only using digital media for entertainment. With the existence of the Kéat Club Surabaya community, Instagram digital media not only functions as a means of entertainment, but also becomes a means for Gen Z to implement a healthy lifestyle, communicative and adaptive social interactions, and positive community development. (Kéat Club Surabaya, nd)

In the midst of the dynamic development of the digital era which is often associated with individualistic behavior and individual dependence on social media as mere entertainment, the Kéat Club Surabaya community provides an alternative space for Gen Z in expanding social relationships through positive and balanced social activities. Therefore, this research is important to be conducted in order to understand how the role of digital media, especially Instagram, can be utilized by the Kéat Club Surabaya community as a community development strategy that is not only oriented towards digital media as entertainment, but also has positive social values that can provide a positive influence in the development of Gen Z in the dynamic digital era.

The urgency of this research is underscored by the increasing popularity of running communities among Gen Z in urban areas and the strategic role of Instagram as the primary communication platform for these communities. According to observational data, running communities in Surabaya have grown significantly, with Kéat Club Surabaya being one of the most active communities consistently using Instagram to build community identity and encourage member participation. Understanding how multimodal message representation on

Instagram effectively builds engagement among Gen Z is crucial for developing digital communication strategies that can strengthen community bonds and promote positive lifestyle changes.

The novelty of this research lies in its comprehensive multimodal analysis approach to examine how visual and verbal elements in Kéat Club Surabaya's Instagram content work together to construct meaning, build community identity, facilitate new member adaptation, strengthen solidarity, and encourage behavioral change among Gen Z community members. This research provides empirical evidence of how intermodal relationships in Instagram content can effectively build audience engagement and community participation, offering practical insights for community managers and digital communication practitioners.

The objectives of this study are to analyze how visual and narrative elements in Kéat Club Surabaya's Instagram content build the meaning of communication and engagement among Gen Z, and to document community activities as part of the digital communication strategy. This research is expected to provide theoretical contributions to the development of digital communication studies, particularly in the application of multimodal analysis to understand social media communication, and practically become an input for community managers, digital communication practitioners, and policymakers in developing effective digital communication strategies for Gen Z audiences.

METHOD

This study used a multimodal analysis method to examine how meaning is constructed through a combination of visual and verbal elements in Kéat Club Surabaya's Instagram content. This approach is used because social media content does not only consist of text, but also combines various communication models, such as photography, video, visual expressions, and captions that are interconnected in conveying messages. Multimodal analysis allows researchers to understand how the combination of these various elements forms a representation of the community and produces the meaning of digital communication aimed at audiences, especially Gen (Hoon, 2023).

The object of this study is the Kéat Club Surabaya community through its official Instagram account, @ KéatClub. This study focuses on the behavior of Kéat Club Surabaya community members in interacting through Instagram digital media, both as managers and as audiences directly involved in various digital communication activities on Instagram. In addition, this study also examines the digital communication strategies used by the Kéat Club Surabaya community in building engagement with fellow members and the wider community, especially Gen Z through the presentation of creative, informative, interactive, and relevant content to the characteristics of Gen Z. This study also analyzes the responses and participation of community members towards various forms of content published as a means of digital communication.

Data collection techniques were carried out through observation, interviews, and documentation by researchers based on conditions that occurred directly in the field. Observations in this study were carried out by conducting direct observations and analysis through the researcher's active participation in digital communication activities through digital media on the official Instagram account of the Kéat Club Surabaya community, namely @ KéatClub and the involvement of Kéat Club Surabaya community members in various

activities held. Observations not only focused on the type of content uploaded, but also on the behavior of Kéat Club Surabaya community members in responding to information, the level of participation of Kéat Club Surabaya community members in digital interactions, communication patterns formed between the @ Kéat Club account manager and Kéat Club Surabaya community members, and the use of Instagram digital media can play a role as a means of building a sense of togetherness and forming the identity of the Kéat Club Surabaya community. In addition to observing digital activities, researchers also observed the behavior of Kéat Club Surabaya community members when participating in running activities and other social activities published through Instagram to see the relationship between digital communication and the real participation of Kéat Club Surabaya community members (Data, 2014).

Interviews in this study were conducted comprehensively with several informants who are the administrators of the Kéat Club Surabaya community, social media managers of Kéat Club Surabaya, and active members of Kéat Club Surabaya. The interviews were conducted with the aim of obtaining information related to the informants' experiences in using Instagram digital media as a community communication medium, perceptions of the effectiveness of shared content, informants' motivations in participating in community activities, and informants' views regarding the role of digital media in building social relationships between members. Through interviews, researchers can gain a deeper understanding of the behavior of Kéat Club Surabaya community members and the meaning given by informants to digital communication activities carried out by Kéat Club Surabaya (Jailani, 2023).

In addition to data collection techniques through observation and interview results, this study also uses data collection techniques through documentation carried out by collecting various digital archives through Instagram digital media such as screenshots of uploaded feeds, reels, stories, user comments, community activity posters, community event documentation, and various other forms of digital communication. Data collection techniques through documentation are used to strengthen the validity of the results of observations and interviews conducted while providing empirical evidence related to digital communication activities carried out by the Kéat Club Surabaya community. Through documentation, researchers can analyze in more depth the forms of community member interactions, responses to content shared on Instagram, and digital communication strategies used by Kéat Club Surabaya in building engagement, strengthening community identity, and increasing Gen Z participation in various activities organized by Kéat Club Surabaya (Septiana, 2024).

RESULTS AND DISCUSSION

Representing Community Information Through Visual and Verbal Elements on Instagram

Based on the results of a multimodal analysis of the Instagram account *@Kéatclub*, Instagram is the main media used by Kéat Club Surabaya in conveying various information regarding community activities. The information published is not only in the form of *social run schedules*, but also includes other sports activities such as padel, badminton, mini soccer, collaborations with various *media partnerships* and *sponsorships*, as well as announcements of special activities involving the general public. This information is conveyed through various forms of content such as digital posters, *feeds*, *reels*, and *Instagram Stories*. Each post displays

an integration between visual and verbal elements so that the message is not only easy to understand, but also has a high appeal to the audience, especially Gen Z who are used to consuming information visually.

Visually, Kéat Club Surabaya's posts demonstrate a consistent visual identity. The activity posters utilize a neat composition with a contrasting color scheme, allowing users to immediately recognize key information, such as time, location, activity type, and collaborators. The documentation of the activities is also dominated by photographs depicting group running, enthusiastic expressions of participants, and interactions between members after the activity. The use of angles that depict many participants in a single frame creates a representation that the community's activities are open, active, and highly participatory. From a multimodal analysis perspective, these visual elements not only serve to supplement information but also to construct meaning regarding the community's dynamic and inclusive identity. Each post uses *a caption* that is concise, communicative, and persuasive. The language used tends to be informal, with the inclusion of expressions familiar to Gen Z, creating the impression that communication takes place on an equal footing between the account manager and their followers. In addition to providing information about the technical aspects of the activity, *the captions* also include an invitation to participate, an explanation of the activity's benefits, and a mention of the partner accounts involved through the *mention feature*. The relationship between the visual and the narrative produces a more complete message because the image provides context for the activity, while the text clarifies the intent and purpose of the information to be conveyed.

The research findings are supported by interviews with the *Instagram manager* of Kéat Club Surabaya, who explained that each piece of content is designed to ensure quick comprehension without compromising the overall message. The selection of photos, colors, typography, and *captions* is carefully planned to capture the attention of *Instagram users* while maintaining the community's visual identity. Interviews with community members also indicate that most members learn about activity schedules through *Instagram* and consider it the most accessible source of information compared to other communication channels. Several members stated that they tend to save *or* share *activity* posters with their friends as reminders before the activity. The visuals provide a representation of the community atmosphere and upcoming activities, while the narrative clarifies the information and invites the audience to participate. This integration results in a more effective communication process because the audience receives both information and a glimpse of the experiences they will experience if they participate in community activities. This demonstrates that, in the context of digital communication, *Instagram* functions as a multimodal space that allows various communication elements to work simultaneously to construct meaning and strengthen the dissemination of community information.

Constructing Digital Interaction Through Kéat Club Surabaya's Instagram Content

Based on the analysis of the Instagram content *of @Kéatclub*, it shows that the communication built by Kéat Club Surabaya does not stop at conveying information, but develops into a digital interaction space between account managers, community members, and the general public. This interaction is seen through the use of various Instagram features such as the comment column, *Instagram Stories*, *mentions*, *tags*, *reposts*, and *direct messages*. These various features are used to build two-way communication so that the audience does not only

act as recipients of information, but also becomes part of the community communication process. Through ongoing interactions, Instagram becomes a digital social space that brings together community members before and after activities take place.

Posts documenting activities often showcase moments of interaction rather than just the sport itself. The published photos show members chatting before a run, taking group photos after the event, or engaging in casual activities at the gathering location. The predominance of smiling facial expressions, close body positions, and image compositions that place all participants within a single frame create a visual representation of the community's togetherness and openness. These visuals convey the message that Kéat Club Surabaya is not just a sports community, but also a space for building social relationships. The verbal elements in each post further reinforce this representation. *The captions* used not only explain the event but also include greetings to the audience, thanks to participants, and invitations to return for future events. The use of light, conversational, and everyday language creates the impression of personal communication. Furthermore, mentions *of* participants and collaboration partners expand the interaction space because each post can reach a wider network of users through tagging and *reposting*.

Based on interviews, community members revealed that interactions through *Instagram* often serve as the initial basis for forming social relationships within the community. Before participating in activities, new members generally communicate through *direct messages* or responding to published posts. After participating in live activities, these relationships continue through following each other's *Instagram accounts*, leaving comments, and sharing documentation of the activities. The account manager also explained that responding to comments and private messages is done actively to maintain closeness with members and to convey the impression that each user receives attention from the community. Digital interactions on the Kéat Club Surabaya *Instagram account* are built through the integration of various complementary communication modes. Visual elements create a representation of warm social relationships, while verbal elements reinforce these meanings through communicative and inviting language. Interview results indicate that these intermodal relationships not only result in active digital communication but also encourage the formation of social interactions that continue in the community's real-world activities. Thus, Instagram functions as a multimodal space that connects virtual communication with social relations among community members.

Representation of New Member Adaptation in Instagram Content

Based on the results of multimodal analysis of *Instagram accounts @Kéatclub,* the published content not only serves as an information medium, but also builds a representation that Kéat Club Surabaya is a community that is open to anyone. This representation is seen through uploaded documentation of activities that feature members with diverse backgrounds, both in terms of age, gender, and level of ability in sports. Various posts also show the atmosphere before and after the activity, such as the registration session, warm-up together, and moments of casual conversation after the activity is finished. This visual presentation gives the audience an idea of the community atmosphere, thereby reducing uncertainty before they participate in the activity directly.

Most of the documentation uses image compositions that place all participants in a single frame without distinguishing between administrators, existing members, and new members.

The use of a shooting angle parallel to the participants creates a sense of equality within the community. Furthermore, the smiling facial expressions of participants, the contact between participants, and the documentation of togetherness after the activity convey the meaning that the community is not only oriented towards sports activities, but also towards building social relationships. From a multimodal analysis perspective, these visual elements represent the value of inclusivity that the community seeks to build for its audience. This meaning is reinforced by the verbal elements contained in *the captions* and *Instagram Stories*. The narratives used generally contain invitations such as " *join us*," *"everyone is welcome*," or sentences emphasizing that the activity is open to anyone regardless of their level of running experience. In addition to providing technical information regarding the time and location of the activity, *the captions* also build positive expectations about the experience participants will gain by joining the community. Thus, the relationship between visuals and narrative forms a message that is not only informative but also persuasive.

Interview results showed that most new members learned about Kéat Club Surabaya through Instagram before ultimately deciding to participate in activities. Informants stated that the documentation of the activities provided a glimpse into the community atmosphere, making them feel more confident in attending. Several members also revealed that they saw many new participants in Instagram posts, fostering the belief that the community was open to everyone. On the other hand, the social media manager explained that the documentation selection was aimed at portraying a friendly and non-exclusive atmosphere so that prospective members felt welcome even before participating in activities. The adaptation process for new members does not only occur when participating in activities directly, but begins when they access the community's Instagram content. The integration of visual and verbal elements creates a representation of an open, communicative, and inclusive community, allowing Instagram to serve as an initial space for forming positive perceptions of Kéat Club Surabaya. These findings suggest that digital communication plays a role in preparing new members for social integration through the representations built into social media content.

Strategies for Encouraging Member Engagement

An analysis of *@Kéatclub's Instagram posts* shows that each activity publication is designed to encourage member participation in various community activities. The published content includes not only informational posters but also documentation of previous activities, video *reels*, and *Stories* that show live events. The combination of these formats results in a more dynamic information delivery, giving the audience a sense of the experience they will have if they participate in the next activity. The activity documentation primarily shows participants engaging in sports activities together rather than specific individuals. The use of group photos, videos that show the overall atmosphere of the activity, and documentation of interactions between participants builds the representation that every member has an equal opportunity to participate in community activities. *The captions* are written using persuasive sentences with a direct invitation to participate in the next activity. In addition to conveying technical information, the narrative also includes motivational elements regarding the importance of a healthy lifestyle, maintaining consistent exercise, and building social relationships through the community. The use of *calls to action*, such as encouraging users to tag friends or share information with others, demonstrates that the communication developed goes beyond delivering a message and is directed towards generating concrete action from the

audience.

Interviews revealed that the majority of members learned about activities through Instagram posts. Informants stated that documentation of previous activities provided a sense of community atmosphere, encouraging them to participate. Social media managers also explained that consistent documentation publication is considered more effective in attracting public interest than simply conveying information through text. Member engagement is built through a complementary intermodal relationship. Visuals provide a representation of the experience of participating in an activity, while narratives provide context and encouragement to participate. Thus, the communication strategy implemented by Kéat Club Surabaya is not only oriented towards disseminating information, but also building audience engagement through a planned combination of visual and verbal elements.

Building Community Solidarity Through Visual Representation and Instagram Narratives

The analysis shows that the theme of togetherness is one of the most dominant representations in the *Instagram content* of Kéat Club Surabaya. The documentation of activities not only shows sports activities but also shows various social interactions, such as conversations before the activity begins, group photos after the activity, and eating together after *the social run.* The presence of these various moments shows that the community strives to represent sports as a social activity that strengthens relationships among members. Posts are dominated by group photos with compositions that show all participants in the same space. The gestures of participants close to each other, smiling, and interacting build meaning of emotional closeness within the community. Furthermore, documentation that shows collaboration with various other communities also shows that solidarity is not only built internally but also expanded through intercommunity networks. *Captions* use language that emphasizes the value of togetherness through expressions of appreciation to participants, thanks, and hopes to meet again at the next activity. The use of collective pronouns such as "we," "together," or "friends" further strengthens the community's identity as a social space built on the basis of togetherness, not just sports activities.

Based on the interview results, community members revealed that they feel closer to each other because they often see documentation of activities on Instagram. Even when they cannot attend an activity, they still feel part of the community through digital interactions in the form of comments, *likes,* and *reposts.* The social media manager also stated that documentation of togetherness is deliberately prioritized because it is considered able to demonstrate the core values of the community. This shows that community solidarity is built through visual representations that show social interactions and are strengthened by narratives that emphasize togetherness. The integration of these two elements results in the meaning that Kéat Club Surabaya is a community that focuses not only on sports, but also on building sustainable social relationships.

Representation of Active Lifestyle and Behavioural Change of Community Members

The research results show that Kéat Club Surabaya's Instagram content consistently represents an active lifestyle as the community's primary identity. This representation is built through documentation of various sports activities, ranging from *social runs,* padel, badminton, to collaborations with various communities and partners. The published content demonstrates that sports activities are part of a routine and lifestyle that can be enjoyed together with the

community. Visually, almost all posts show participants actively moving, using sports equipment, and engaging in various physical activities in a positive atmosphere. The use of bright colors, natural lighting, and documentation in open spaces reinforces the representation of a healthy lifestyle. These visual elements are combined with documentation of social interactions so that sports activities are not interpreted as individual activities, but rather as collective experiences. On the verbal aspect, *captions* not only provide information about activities but also convey motivational messages to maintain health, build consistency, and invite people to try the experience of exercising with the community. The relationship between visuals and narratives creates a representation that an active lifestyle is something that is fun, easily accessible, and can be done by anyone.

Interviews revealed that several members experienced behavioral changes after joining Kéat Club Surabaya. Informants stated that they participated in sports more regularly, interacted more actively with other members, and began sharing their experiences through their personal Instagram accounts. Community managers also explained that the increased participation of members in various activities demonstrates that communication through Instagram not only generates digital interactions but also encourages real engagement in community activities. These behavioral changes did not arise solely from the presence of social media, but were the result of the integration of visual and verbal elements that consistently represented the community's identity, healthy lifestyle, and positive social experiences. Thus, Instagram functions as a multimodal space that constructs meaning about an active lifestyle while encouraging members to participate continuously in Kéat Club Surabaya activities.

CONCLUSSION

Based on the results of the study using a multimodal analysis approach, it can be concluded that the Kéat Club Surabaya Instagram account not only functions as a medium for conveying information, but also becomes a digital communication space that builds meaning through the integration of visual and verbal elements. Various forms of content such as digital posters, activity documentation, feeds, reels, Instagram Stories, and captions are arranged consistently so that they are able to convey information about community activities clearly, interestingly, and easily understood. The intermodal relationship shows that the effectiveness of digital communication is not only determined by the content of the message, but also by how visuals, text, typography, composition, and Instagram features complement each other in forming a representation of the community. This study also shows that the integration of visual and verbal elements in Instagram content is able to build sustainable digital interactions between account managers, community members, and the wider community. Various Instagram features, such as comments, mentions, tags, reposts, direct messages, and Instagram Stories, are not only used as a means of communication, but also become a space for participation that strengthens social relationships between community members. These interactions show that the digital communication built by Kéat Club Surabaya does not stop at disseminating information, but rather develops into a two-way communication process that results in active engagement from the audience. This demonstrates that visual representations of togetherness, openness, and sporting activities, combined with persuasive narratives, successfully build positive perceptions of the community, especially among new members. Instagram content provides a glimpse into the inclusive community culture, thus facilitating

the adaptation process before members participate directly. Furthermore, consistently presenting documentation of activities also increases public interest in participating in various community activities. Thus, Instagram serves as a multimodal space that not only introduces the community's identity but also shapes the initial experience for prospective members through the visual and verbal representations built into each post. Kéat Club Surabaya's digital communication strategy through Instagram helps strengthen solidarity and a sense of belonging among community members. The representation of togetherness displayed through documentation of group activities, participants' emotional expressions, and the use of narratives that emphasize the value of collectivity forms a close, open, and supportive community identity. This representation not only strengthens social relationships in the digital space but also encourages continued interaction in face-to-face community activities. At the same time, the presentation of content that consistently represents a healthy and active lifestyle also encourages changes in member behavior to exercise more regularly, participate more actively in community activities, and be more encouraged to share their experiences through social media.

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