

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.

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).

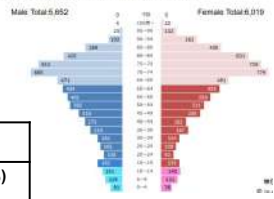
Challenges

- 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 composition of Muroto City on January 1, 2024

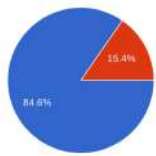


RQ: How do the content and timing of posts affect the response of SNS followers and viewers?

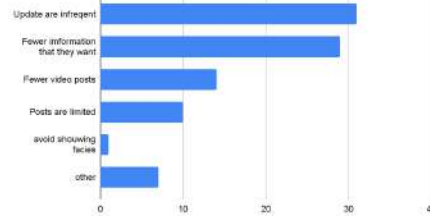
Pre-Survey Results (n=78)

Participants: Muroto HS students

Q:Have you ever visited Muroto HS's official Instagram?



Points of improvement of 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

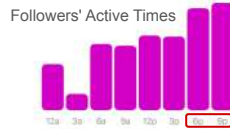
- Showcase students' daily activities, such as classroom activities.



Strategy ② Time

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

Post daily between **5:00-6:00pm**

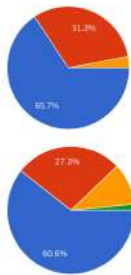


Strategy ③ Layout

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



Post-Survey Results (n=88)



Content

Very good: 65.0%
 Fairly good: 31.3%
 Neither good nor bad: 3.0%
 Not so good: 0.0%

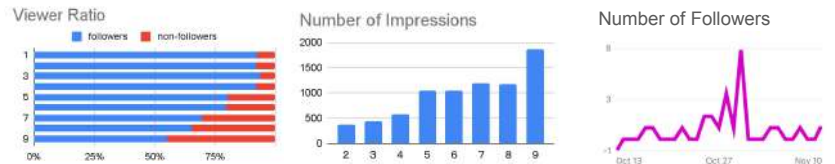
Time Posted

Very good: 60.6%
 Fairly good: 27.3%
 Neither good nor bad: 10.6%
 Not so good: 1.5%

- 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:



- **Follower 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.
- **Follower 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 (室戸市役所). (2024). Muroto City Migration Official Website (室戸市移住公式サイト). Retrieved November 13, 2024, from <https://inakagurashi.kochi.jp/muroto/about>
- Muroto High School (室戸高校). (2024). School Handbook: Statistical Data Edition (学校要覧「統計資料編」).