International Programs

9-1-2023

Analysis of the Digital Communication Channels of the Spanish Government

Alfonso Pérez Sáenz

Recommended Citation

ANALYSIS OF THE DIGITAL COMMUNICATION CHANNELS OF THE SPANISH GOVERNMENT

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ABSTRACT

Political distrust is an important issue in many established democracies in recent decades. Specifically, the European Union is realizing how the Eurosceptic parties, which criticize the European Union (EU) and European integration, are growing every year.
EU countries are intensifying their efforts to convey to their citizens the virtues of belonging to the Union.
This poster is focused on analyzing trends in the use of social media, in order to propose to the Spanish government the implementation of new communication channels. The ultimate goal is to be more effective and to increase its scope to engage citizens, prioritizing the younger. population.

INTRO

Euroscepticism is partially based on the ignorance of the work carried out by the European institutions and the rights owned as a European citizen [1]. For example, the EU is one of the main actor against climate change [2] and also the largest donor of international aid [3].
Moreover, the inhabitants of the EU have the right to travel or work in any country of the Union, thanks to legislative developments. A new law that came into force in 2017 eliminates roaming fees within the EU.
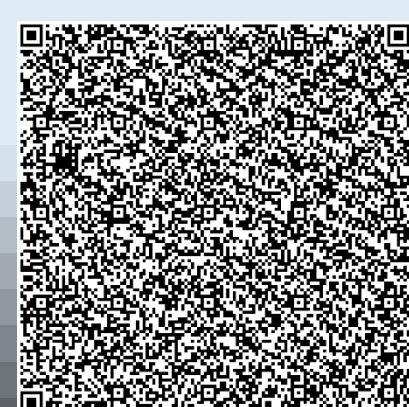
On the other hand **"Social media has become a primary news platform"** [4].
These are the social media use for the Spanish government:

However, those between the ages of 18 and 24 prefer to access news on Tiktok and Instagram [5].

METHODS

❑ **Eurobarometer** is one of the most relevant instruments for analyzing the citizens' opinion on certain issues related to the EU.
❑ **Digital Global Overview Report**, highlights the most important data to understand how people in the world use digital devices and services every year.
Both reports provide the results from an age perspective.

IMAGE OF THE EUROPEAN PARLIAMENT
The last Eurobarometer surveys for Spain [6], 30% of the Spanish population answered in a positive way in contrast to the 36% of the EU27. The first graph on the right shows the results from an age perspective, without gender distinctions.
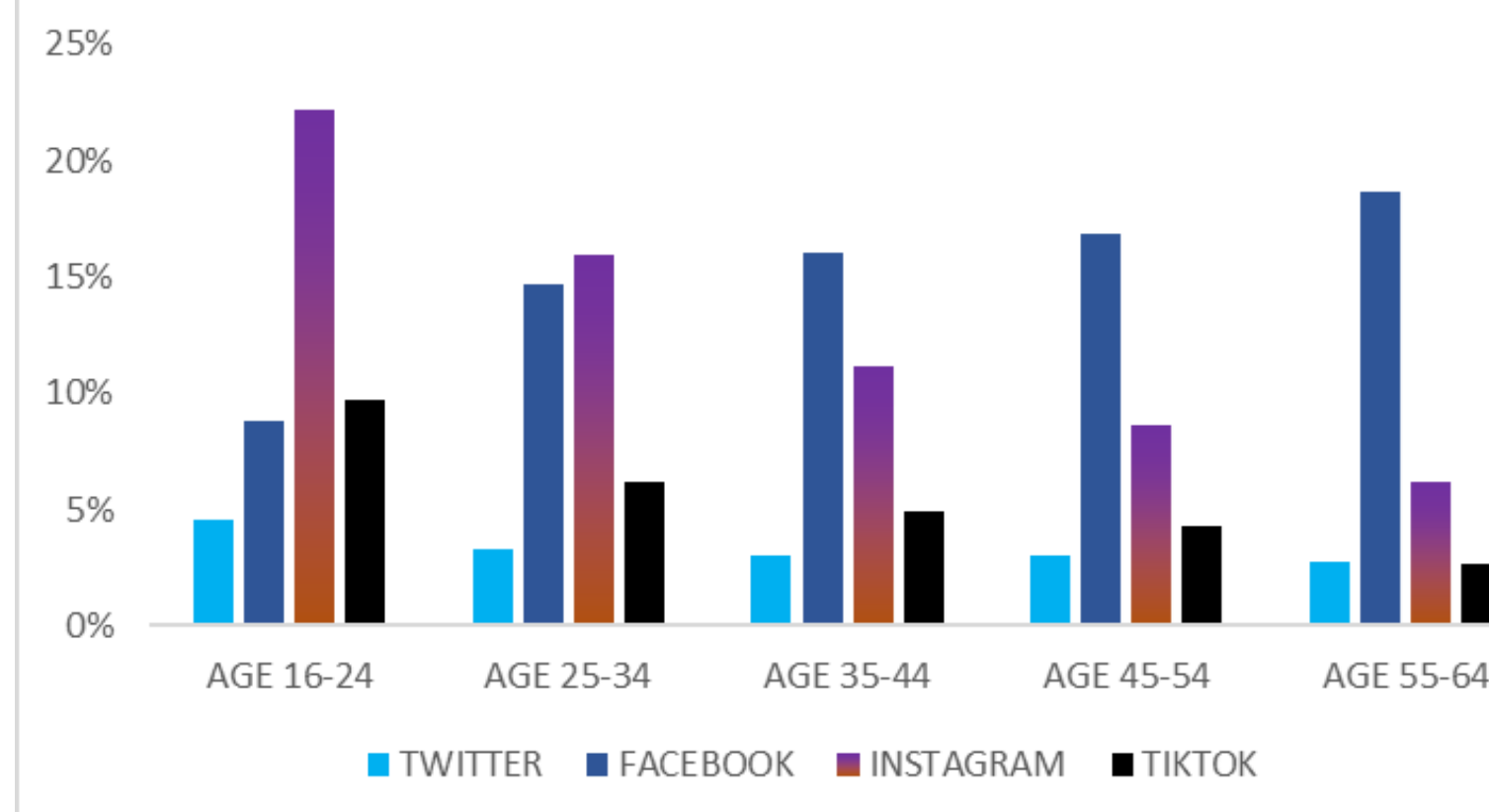
USE OF SOCIAL MEDIA
Digital 2023 Global Overview Report [7] indicates that the most downloaded apps in 2022 were Tiktok and Instagram, in that order. The second graph shows the favorite platforms from an age perspective, without gender distinctions. Moreover, regarding *Time spent using social media*, Tiktok is the first on the list, with more than 23 hours PER MONTH on average.

RESULTS

IMAGE OF THE EUROPEAN PARLIAMENT
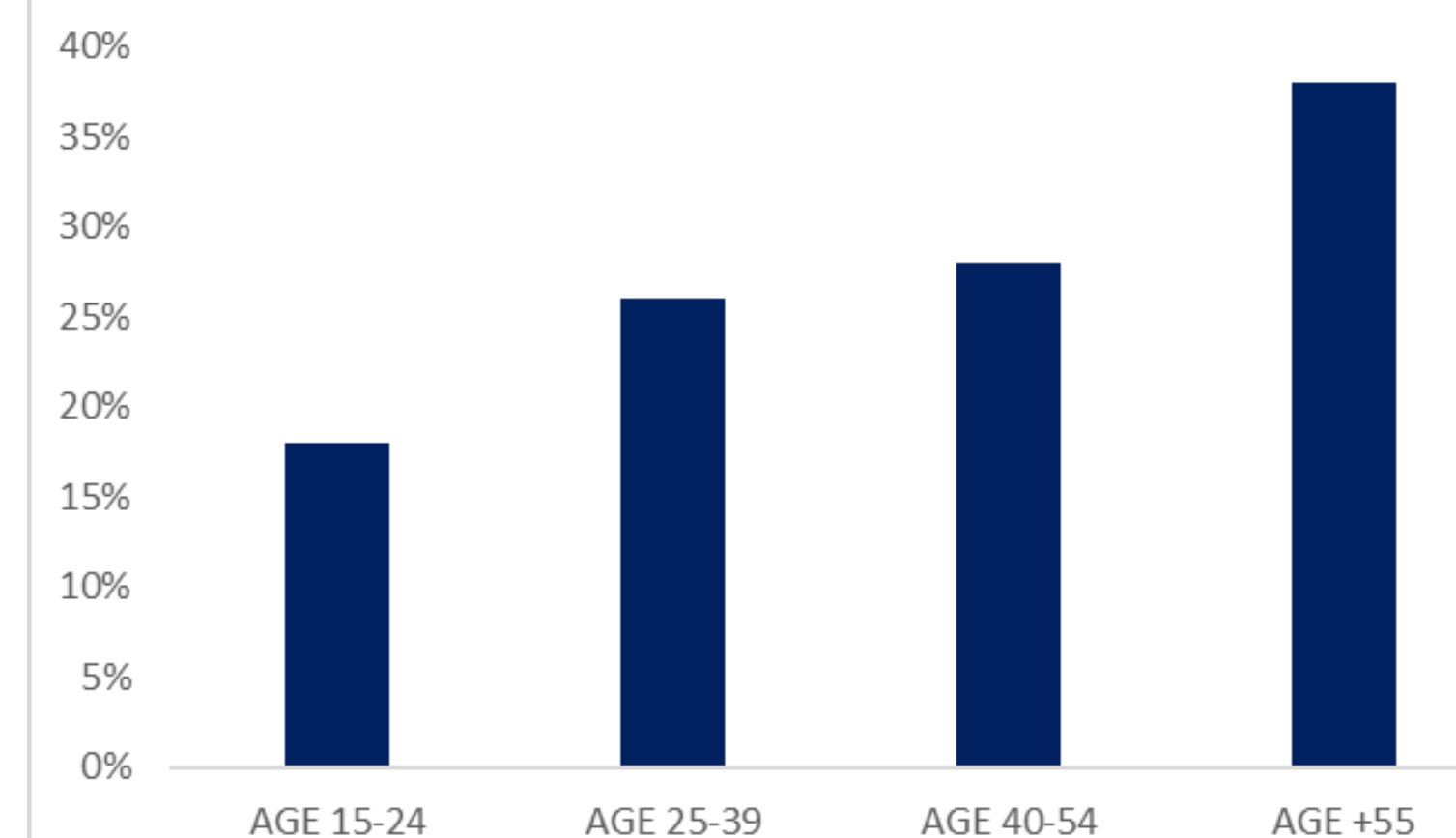
FAVORITE SOCIAL MEDIA PLATFORMS

CONCLUSION & RECOMMENDATIONS

- The image of the EU for the Spanish citizens differs considerably by age groups, being worse the younger the group is.
- The Spanish government does not use the most popular social media among young people.
- Tiktok is the app that has shown the most important increase of *Time spent* from the last year, with a growing of 19,7%. Instagram is the second on the row, with a 6,9% of increase. It is expected that Tiktok and Instagram will be even bigger over the coming years.

➢ The **RECOMMENDATION** is the incursion of the Spanish government into **Tiktok and Instagram** after carrying out a study on the creation of content for these social networks.

REFERENCES