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Online Pandemic: Analysis of campaigns against gender-based violence and media coverage of machismo during the Covid-19 confinement on Facebook and Instagram

Pandemia en red: Análisis de las campañas contra la violencia de género y la cobertura mediática del machismo durante el confinamiento por la covid-19 en Facebook e Instagram

ABSTRACT:

Social networks have become an essential communication tool that contributes significantly to crisis and emergency management. Despite the fact that some authors (Eriksson and Olsson, 2016; Díaz-Campo, Chaparro-Domínguez and Rodríguez-Martínez, 2018) criticize their use as channels that promote spectacularization, sensationalism, alarmism and disinformation (Gil-Calvo, 2003), other academics highlight its usefulness as it is an immediate and wide-ranging means of communication (Caldevilla-Domínguez, Rodríguez-Terceño and Barrientos-Báez, 2019; Rodríguez-Fidalgo and Ruiz-Paz and Paíno-Ambrosio, 2019; Gong and Lane, 2020). During the health, social, economic and political crisis caused by the Covid-19 pandemic, the main measure adopted by governments was the confinement of the population. This measure was especially sensitive for women victims of gender violence when they were confined 24 hours a day with their abusers, therefore, the main objective of the research is to analyze how the main media profiles and Spanish public institutions communicated on Facebook and Instagram the problems related to gender violence derived from confinement. The methodology used is mixed, with analytical, descriptive and interpretive depth. The research techniques used have been social network analysis and metrics and content analysis. The results allow us to affirm that Facebook was the most used platform to communicate this sub-emergency and that the communication carried out by both types of profiles was eminently informative, transferring clarifications on the measures approved by the government to combat this social scourge and providing data and statistics on this problematic.

KEY WORDS:

Institutional communication; media coverage; gender-based violence; fear; Facebook; Instagram.



RESUMEN:

Las redes sociales se han convertido en una herramienta imprescindible de comunicación que contribuye de forma significativa a la gestión de crisis y emergencias. A pesar de que algunos autores (Eriksson y Olsson, 2016; Díaz-Campo, *et al.*, 2018) critican su uso por ser canales que fomentan la espectacularización, el sensacionalismo, el alarmismo y la desinformación (Gil-Calvo, 2003), otros académicos destacan su utilidad, al ser una vía inmediata y de amplio alcance comunicativo (Caldevilla-Domínguez *et al.*, 2019; Rodríguez-Fidalgo *et al.*, 2019; Gong y Lane, 2020). Durante la crisis sanitaria, social, económica y política causada por la pandemia de la covid-19, la principal medida adoptada por los Gobiernos fue el confinamiento de la población. Esta medida era especialmente sensible para las mujeres víctimas de violencia de género, al quedar recluidas veinticuatro horas al día con sus maltratadores; por ello, el objetivo principal de la investigación es analizar cómo los principales perfiles mediáticos y las instituciones públicas españolas comunicaron en Facebook e Instagram los problemas relacionados con la violencia de género derivados del confinamiento. La metodología utilizada es mixta, con profundidad analítica, descriptiva e interpretativa. Las técnicas de investigación utilizadas han sido el *social network analysis and metrics* y el análisis de contenido. Los resultados permiten afirmar que Facebook fue la plataforma más utilizada para comunicar esta subemergencia y que la comunicación realizada por ambos tipos de perfiles fue eminentemente informativa: trasladaron aclaraciones sobre las medidas aprobadas por el Gobierno para combatir esta lacra social y aportaron datos y estadísticas sobre este problema.

PALABRAS CLAVE:

Comunicación institucional; cobertura mediática; violencia de género; miedo; Facebook; Instagram.

1. Introduction

In the digital environment, social networks represent one of the most significant tools at the service of institutional and media communication for society (Herrero and Ruano, 2019). They have not only served to inform, but also to strengthen relationships and legitimize implemented policies. The use of social networks or media has spread to all levels (International, national and local) and they have played a fundamental role during the Covid-19 crisis to convey messages to the population. These act as channels that give voice to innumerable connected users capable of simultaneously transmitting and receiving all kinds of thematic content such as terrorism, health crises or climate emergency, because as Castells (1996) points out, in the context of emergency communication, it must be considered that the network society does not distinguish the sender from the receiver of the message.

Social networks have modified the traditional paradigm, directly impacting communication between people, organizations, and institutions (Padilla, 2016; Kimmons, Veletsianos, and Woodward, 2017). In this sense, social networks have been essential for institutional communication, making it easier for the population to understand the situation and find out about measures and restrictions (Costa-Sánchez and López-García, 2020), because as Faber, Budding and Gradus state, (2020) they can contribute with more detailed and useful information for the public. However, other authors are critical of the use of these platforms in emergency situations (Eriksson and Olsson, 2016; Díaz-Campo, Chaparro-Domínguez and Rodríguez-Martínez, 2018) by stating that the high dissemination of sensationalist messages, spectacularization and even disinformation in the digital sphere can imply incorrect management of the emergency, amplifying fear and the perception of risk (Gil-Calvo, 2003).

According to various studies (González-Padilla and Tortolero-Blanco, 2020; Goel and Gupta, 2020), using social networks in their optimal functioning helps to effectively disseminate key information in situations of health crises. In fact, in different contexts, the effectiveness of



social networks such as Twitter has been proven (Suau-Gomila, Percastre-Mendizábal, Palà-Navarro and Pont-Sorribes, 2017; Caldevilla-Domínguez, Rodríguez-Terceño and Barrientos-Báez, 2019; Rodríguez-Fidalgo, Ruiz-Paz and Paino-Ambrosio, 2019; Gong and Lane, 2020), Facebook (Arroyo-Almaraz, Calle-Mendoza and Van-Wyk, 2018), Telegram or WhatsApp (López-Tárraga, 2020; Casero-Ripollés, 2020) as institutional communication management tools in times of pandemic or emergency.

On March 11, 2020, the World Health Organization (WHO) declared the coronavirus a pandemic, and on January 30 of the same year it declared it a public health emergency of international concern. One of the main tools that governments used to prevent the spread of the virus was the mandatory confinement of the population (López-García, 2020; Caldas-Calle and Torres-Palchisaca, 2021). In Spain, the confinement began with the declaration of a state of alarm on March 11, 2020 and was in force until June 21 of the same year. The Covid-19 outbreak has involved a health crisis with significant social, economic and even political repercussions. These dimensions (health, social, economic and political) have impacted women and men differently, especially in the home environment, since derived from the situation of confinement the risk of gender violence and other types of violence against women increased (Taub 2020). This increase is so significant that it has been described as a double pandemic (Bettinger-López and Bro, 2020), since a human crisis was added to the health crisis by favoring a context of isolation that facilitates sexist violence.

Violence against women is caused by gender inequality, discrimination, and harmful cultural and social norms, and it is increasingly recognized as a public health issue and as one of the problems with the greatest social impact, due to the confirmation of the increase in violence (domestic, family, gender) (Sapire, Ostrowski, Maier, Samari, Bencomo and McGovern, 2022). To analyze the impact of the circumstances created by the confinement on gender violence, it is essential to understand that the limits to physical mobility, the control behaviors of the abusers and the practices of social isolation potentially increase the vulnerability of women who suffer violence of genre.

As a result of the declaration of the state of alarm and confinement, different measures focused on the care and prevention of gender violence were implemented. In view of the Covid-19 crisis, the Ministry of Equality, given the exceptional circumstances, approved a Contingency Plan against gender violence that included various actions (specialized information and advice telephone numbers; national and regional professional action protocols in different areas; a network of shelters; comprehensive assistance (legal, labor, social and psychological); financial aid to guarantee the operation of services for the protection of victims of gender violence.

This study is based on the following question: How did public administrations and the Spanish and national media use social networks to communicate prevention measures against sexist violence in full confinement due to the Covid-19 pandemic? Based on this question, the main objective is to analyze how the main media profiles and public institutions communicated on Facebook and Instagram the problems related to gender violence derived from confinement in Spain. Consequently, the specific objectives proposed by the research are the following:





- a) Examine which platform, Facebook or Instagram, used the media and public institutions the most to communicate the problems of gender violence derived from confinement.
- b) Monitor what type of profiles and posts had the greatest impact (virality) on Facebook and Instagram.
- c) Analyze what type of messages were the most disseminated by the profiles analyzed.
- d) Compare the similarities and differences between institutional and media messages.

2. Methodology

The analysis sample, as set by the objectives, has been delimited from the most relevant media, according to data from the General Media Study (AIMC, 2022) and from those national institutions with competences in media management, the pandemic and specifically with the problem of gender violence. Consequently, the profiles analyzed are composed as follows:

- a) **The main national institutions.** The analysis focuses on the institutions in Table 1.
- b) **The social profiles of the national media,** television, press and radio with the largest audience according to data from the AIMC (2022). The media analyzed are shown in Table 2.



The time period analyzed has been the first confinement caused by the Covid-19 pandemic that began on March 14, 2020, when the state of alarm came into force and ended on June 21, 2020 for the purpose of this declaration of emergency. The data extraction has been carried out through the CrowdTangle software and in addition to the profile filter (seen in Table 1) and the indicated time frame, the sample has been refined through a Boolean search with the following keywords and hashtags: #Mascarilla19 OR Mascarilla19 OR We Are With You OR #We Are With You OR 016 OR #016 OR #Gender Violence OR Gender Violence. Finally, it has been indicated that only publications in Spanish were obtained. With this system, 263 Facebook posts and 22 Instagram posts have been extracted and analyzed, that is, 285 messages in total.

For the development of this research, a mixed methodology has been proposed, obtaining data from quantitative and qualitative techniques. The scope is descriptive level with analytical and interpretive depth. The research techniques used are social network analysis and metrics and content analysis.

2.1. SOCIAL NETWORK ANALYSIS AND METRICS (SNAM)

SNAM is a quantitative research technique that allows us to know how relevant (followers) the profiles analyzed are on a certain platform and what impact (likes, shares, comments) they have caused in the conversation on a topic. The method used in this research is an adaptation of the one developed by Suau-Gomila (2020) in the study of political communication on Twitter. [I recommend explaining a little more in depth so as not to leave gaps in the information].



Table 1. Institutional profiles analyzed on Facebook and Instagram.

Institution	Skills
Policía Nacional FB: @PolicíaNacional IG: @policianacional	Ensure compliance with the measures imposed by the government by citizens and punish offenders.
Guardia Civil FB: @GuardiaCivil IG: @guardiacivil062	<i>Ditto</i> the police
Unidad Militar de Emergencias (UME) FB: @UMEesp IG: @ume_esp	Disinfection tasks for public transport and buildings where essential basic services are provided.
Instituto de las Mujeres FB: @InstitudodelasMujeres IG: @instmujeres	Promotes and encourages the conditions that make possible equality in political, cultural, economic and social life between men and women.
Ministerio de Igualdad FB: @Ministeriodeligualdad IG: @igualdadgob	Responsible for the National Government's policy on equality between men and women, the prevention and eradication of different forms of violence against women and the elimination of all forms of discrimination.
Ministerio del Interior FB: @MinisteriodelInterior IG: Sin perfil	Guarantee public order and compliance with restrictions on mobility and free will by citizens.
Ministerio de Defensa FB: @MinisteriodeDefensaEspaña IG: @defensagob	Responsible for disinfection, protection and support to the police forces, in their work to maintain public order and the health system.
Ministerio de Sanidad FB: @MinisteriodeSanidad IG: @sanidadgob	Management of the national health system and the communication of the numbers of infections, deaths, vaccination, among others.
Gobierno de España FB: @LaMoncloa. IG: @desdelamoncloa	Powers of legislation regarding restrictions, approval of the State of Alarm, purchase of medical supplies, among other.

Source: Self made.

2.2. ANÁLISIS DE CONTENIDO

This methodology has been used in a mixed way, that is, the quantitative results have been extracted first and then the qualitative results have been inferred. This method allows for

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Table 2. Perfiles mediáticos analizados en Facebook e Instagram.

Perfiles de diarios	Perfiles de radios	Perfiles de cadenas televisivas
El País FB: @elpais IG: @el_pais	Cadena Ser FB: @cadenaser IG: @la_ser	La 1 FB: @RTVENoticias, @RTVE IG: @rtve, @rtvenoticias
El Mundo FB: @elmundo IG: @elmundo_es	COPE FB: @COPE IG: @cope_es	Antena 3 FB: @antena3, @antena3noticias IG: @antena3com, @a3noticias
La Vanguardia FB: @LaVanguardia IG: @lavanguardia	Onda Cero FB: @ondacero IG: @ondacero	La Sexta FB: @laSexta, @lasextanoticias IG: @lasextanoticias
El Periódico FB: @elperiodico.catalunya IG: @elperiodico_cas	RNE FB: @radionacionaldeespaña IG: @rne	Telecinco FB: @tele5, @InformativosTelecinco IG: @telecincoes

Source: Self made.



systematic and rigorous review of publications (Krippendorff, 1990). The coding used in this research is based on a deductively developed own design based on a preliminary exploration of the sample. The established categories can be seen in Table 3.

Table 3. Classification of media and institutional messages in social media.

Categoría	Descripción
Prevención y medidas	Mensajes cuyo objetivo es dar a conocer las medidas y recursos que las instituciones ponen a disposición de las víctimas de violencia de género (alternativa habitacional, teléfonos de ayuda, iniciativas como Mascarilla 19, etc.).
Denuncia	Publicaciones que buscan dar visibilidad a las desigualdades de género y, específicamente, a la violencia que padecen las mujeres.
Datos y estadísticas	Exposición de la evolución en el número de casos de agresión, asesinatos, llamadas de consulta y denuncias, entre otros indicadores estadísticos.
Apoyo y condolencias	Mensajes en los que se exponen ejemplos de superación de la violencia de género o en los que se expresa ánimo y apoyo a las víctimas o condolencias a los allegados de las fallecidas.
Miedo y espectacularización	Mensajes que remarcan el miedo o pánico de las víctimas o de expertos ante un probable aumento de casos de violencia, así como mensajes de sobrexposición de la política.
Casos de violencia	Publicaciones sobre casos de agresión o asesinato contra mujeres por parte de hombres de su entorno.

Source: Self made.

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3. Results

The results obtained on the Facebook platform will be exposed first, as it is where the most publications have been obtained, then the results of Instagram will be presented and finally, general conclusions will be drawn from both platforms.

3.1. FACEBOOK RESULTS

A first indicator that should be taken into account is the total number of publications made, in this sense, it can be seen that of the 263 publications made, 198 (75.3%) belong to media profiles and 65 (24.7%) to institutional profiles. Breaking down the publications made by each profile, it is surprising that the National Police made less than 1% of the messages and that the Civil Guard did not even publish, as can be seen in Table 4.

Table 4. Publications broken down by profile.

Perfil	Número de publicaciones	Porcentaje
Ministerio de Igualdad	47	17,9 %
RTVE	39	14,8 %
RTVE Noticias	37	14,1 %
<i>La Vanguardia</i>	23	8,7 %
La Sexta	17	6,4 %
<i>El País</i>	16	6,1 %
<i>Informativos Telecinco</i>	15	5,7 %
<i>La Sexta noticias</i>	15	5,7 %
<i>El Mundo</i>	11	4,2 %
La Moncloa	10	3,8 %
Radio Nacional de España	9	3,5 %
Instituto de las Mujeres	6	2,3 %
Cadena SER	5	1,9 %
Telecinco	4	1,5 %
COPE	3	1,1 %
Policía Nacional	2	0,8 %
<i>Antena 3 noticias</i>	2	0,8 %
<i>El Periódico</i>	1	0,4 %
Onda Cero	1	0,4 %
Total general	263	100 %

Source: Own elaboration based on data from Facebook.

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As shown in Table 4, the Ministry of Equality, together with the profiles of Radio Televisión Española, published the most messages about gender violence on Facebook during the confinement. The fact that the Ministry of Equality publishes more than a body dependent on the institution itself, such as the Women’s Institute, is not surprising, but it contradicts the results obtained in other investigations, where it had been found that, in crisis and emergency situations on Twitter, the ministerial profiles issued the fewest publications (Suau-Gomila, Mora-Rodríguez and Pont-Sorribes, 2022)).

In relation to the results of the SNAM, it should be noted that, in general, media profiles have more relevance and impact than institutional profiles. This result only varies in the case of comments, where institutional profiles receive more than media profiles, as can be corroborated in Table 5.

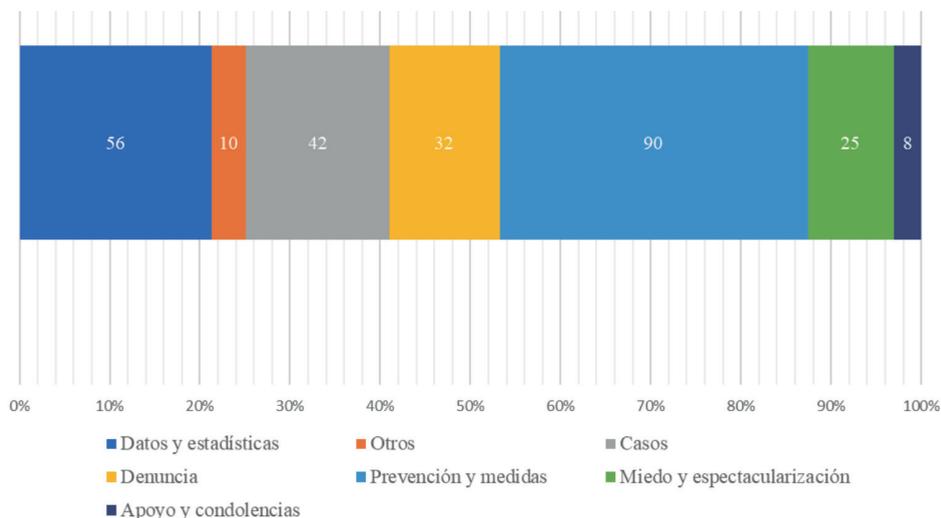
Table 5. Viralization and impact of institutional and media profiles

Perfiles	Media de seguidores	Media de impacto (like y otras emociones)	Media de comparticiones (share)	Media de comentarios
Instituciones	68 062	290,27	290,27	102,35
Medios	1 589 383	344,25	183,60	86,04

Source: Own elaboration based on data from Facebook.

The results obtained in Tables 3 and 4 confirm that the hybrid communication system (Chadwick, 2017) is current and that, in crisis and emergency situations, institutional profiles continue to depend on traditional media profiles to ensure that their communications reach broader sectors of the population (Suau-Gomila, Sánchez-Calero and Pont-Sorribes, 2021).

Regarding content analysis, as can be seen in Graph 1, 34.2% of the messages were prevention and measures, 21.3% data and statistics, and 16% information on specific cases



Graph 1. Typology of media and institutional messages. Source: Own elaboration based on data from Facebook.

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Table 6. Publications of institutional profiles.

Categoría	Apariciones	Porcentaje
Datos y estadísticas	7	10,8 %
Otros	2	3,1 %
Casos	0	0,0 %
Denuncia	5	7,7 %
Prevención y medidas	38	58,5 %
Miedo y espectacularización	8	12,3 %
Apoyo y condolencias	5	7,7 %
Total	65	100 %

Source: Own elaboration based on data from Facebook.

of gender violence. These data show that the management and information of this sub-crisis within the Covid-19 pandemic was a priority and that the conversation was rational and not emotional. In fact, the messages that appear the least are those of fear and spectacularization (9.5%) and those of support and condolences (3%), that is, emotional messages, whether positive or negative, were the least used by part of the institutions and the media.

Breaking down the data by type of profile, in Table 6 we verify that the institutional profiles disseminated mainly prevention measures (58.5%), fear and spectacularization (12.3%), these messages being closely linked to the overexposure of politics and messages with data and statistics (10.8%). While these profiles did not spread any message talking about specific cases of violence. For their part, and as corroborated by Table 7, the media mainly dealt with

Table 7. Publications of media profiles.

Categoría	Apariciones	Porcentaje
Datos y estadísticas	49	24,7 %
Otros	8	4,0 %
Casos	42	21,2 %
Denuncia	27	13,6 %
Prevención y medidas	52	26,3 %
Miedo y espectacularización	17	8,6 %
Apoyo y condolencias	3	1,5 %
Total	198	100 %

Source: Own elaboration based on data from Facebook.

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prevention measures (26.3%) adopted by the government, data and statistics (24.7%) and specific cases of violence (21.2%).

In the case of the media, messages of fear and spectacularization (8.6%) and those of support and condolences (1.5%) were the least treated. In these profiles, messages of spectacularization and fear were linked to the sensationalism in the coverage of certain cases and messages that, without giving figures, speculated on possible increases in cases of gender violence, amplifying fear within the framework of the risk society (Beck, 1998; Gil-Calvo, 2003). Although the publications of both types of profiles have points in common (emphasis on the dissemination of measures and statistics), it is found that the institutional profiles sought more overexposure of politics, while the media, in their eagerness for information, gave wide coverage of different cases of gender violence.

3.2. INSTAGRAM RESULTS

Of the total publications made on Instagram (22), 11 (50%) belong to media profiles and 11 (50%) to institutional profiles, therefore, neither of the two profiles dominated the conversation on this topic on Instagram. Breaking down the results, in Table 8 we observe that the Women’s Institute, the Government of Spain and Antena 3 Noticias were the ones that published the most on this sub-emergency. It is noteworthy that neither the Civil Guard (as on Facebook) nor the Ministry of Equality made any publication on gender violence in the period analyzed.



Table 8. Publications by profile.

Perfil	Apariciones	Porcentaje
Instituto de las Mujeres (ESP)	5	22,73 %
La Moncloa	4	18,18 %
Antena 3 noticias	3	13,64 %
RTVE noticias	1	4,55 %
La Vanguardia	1	4,55 %
El Mundo	1	4,55 %
El País	1	4,55 %
Policía Nacional	1	4,55 %
El Periódico	1	4,55 %
Telecinco.es	1	4,55 %
Unidad Militar de Emergencias	1	4,55 %
COPE	1	4,55 %
Antena 3	1	4,55 %
Total general	22	100 %

Source: Own elaboration from Instagram data.

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Table 9. Virality and impact of institutional and media profiles.

Perfiles	Media followers	Media likes	Media comments	Media views
Instituciones	107 700	4557,6	232	555,5
Medios	363 151,5	8402,5	454,5	86 494,2

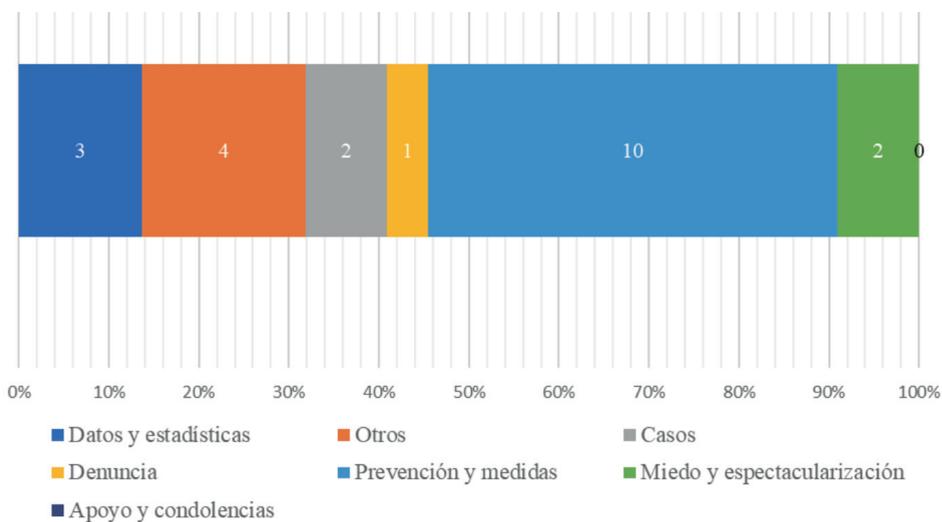
Source: Own elaboration from Instagram data.

In terms of virality and as shown in Table 9, as in the case of Facebook, media profiles have more engagement (followers) and impact (they receive more likes, comments and have more views per post published) than institutional profiles. In this case, the difference in impact is very significant in favor of the media profiles, despite publishing the same number of posts as the institutional profiles, which further highlights the importance of the media in viralizing content.

Table 9 confirms that the media profiles obtained practically double the virality and impact in all the metrics than the institutional profiles; consequently, journalistic mediation continues to be relevant in crisis and emergency communication.

In relation to the content analysis, it has been obtained that the most published messages were those of prevention and measures (45%) together with others (18.2%) and those of data and statistics (13.6%). The messages categorized as other were messages that, despite having some of the keywords, did not deal with the topic analyzed. While, as can be seen in Graph 2, the publications that appear the least are those of complaint (4.5%) and those of support and condolences (0%). This result is significant because despite the fact that the existing literature confirms that political-institutional messages have a more emotional nature on Instagram than on other platforms such as Twitter or Facebook (Pont-Sorribes and Gutiérrez-Rubí, 2020), in this case, the information has predominated over emotion, to the point that messages of encouragement or condolences have not even been disseminated.

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Graph 2. Institutional and media content. Source: Own elaboration from Instagram data.



Table 10. Messages published by the media.

Categoría	Apariciones	Porcentaje
Datos y estadísticas	1	9,1 %
Otros	3	27,3 %
Casos	1	9,1 %
Denuncia	1	9,1 %
Prevención y medidas	4	36,4 %
Miedo y espectacularización	1	9,1 % %
Apoyo y condolencias	0	0 %
Total	11	100 %

Source: Own elaboration from Instagram data.

Unlike the results obtained on Facebook, on Instagram, as can be seen in Table 10, the media published very little about cases (9.15), fear and spectacularization (9.1%), complaints (9.1%) and support and condolences (0%), that is, they gave priority to non-sensationalist informative messages on prevention and measures (36.4%) adopted by the government.

Regarding institutional publications, few variations are observed between how they communicate on Facebook and on Instagram. In this sense, Table 11 shows that the biggest difference is that on Instagram they do deal with specific cases of violence, while on Facebook they do not they did it.

Table 11. Typology of institutional publications.

Categoría	Apariciones	Porcentaje
Datos y estadísticas	2	18,2 %
Otros	1	9,1 %
Casos	1	9,1 %
Denuncia	0	0 %
Prevención y medidas	6	54,5 %
Miedo y espectacularización	1	9,1 %
Apoyo y condolencias	0	0 %
Total	11	100 %

Source: Own elaboration from Instagram data.

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Table 10 confirms that the institutions used Instagram to disseminate measures to prevent gender violence (54.5%) and data and statistics on the evolution of this problem (18.2%).

4. Discussion of data

Facebook has proven to be the most used platform, both by institutional profiles and by the media to manage this emergency. This shows that although Instagram is a network aimed at a young audience that has boomed in recent years (IAB, 2022), Facebook continues to play a relevant role when it comes to communicating far-reaching actions such as the emergency due to violence against gender during confinement by Covid-19.

The hybridization of content in a hybrid communication system (Chadwick, 2017) has been shown to be fundamental; media profiles have not only published more than institutional ones, but they are also profiles with more engagement (followers) and who get more impact (like, share and comments), especially on Instagram, but also on Facebook, than institutional profiles. In addition, the media have disseminated 36.4% of posts on prevention and measures on Instagram and 26.3% on Facebook, confirming that these profiles have been key when it comes to communicating government actions to combat this scourge. Social. Therefore, and although it is true that social media allow direct institution/citizen communication without journalistic intermediation (Pont-Sorribes and Suau-Gomila, 2019), it is also true that these profiles continue to be key for the message to reach the majority of the population.

The study has shown that both the media and institutional profiles have reported mainly on the measures adopted by the government and have also provided data on the evolution of the problem. The main difference between these two profiles is that the media have focused more on dealing with specific cases of violence, on denouncing denialist discourses and on generating alarmism through speculation and sensationalist treatments. While public institutions have also focused on denouncing gender-based violence denialist discourses and transmitting support and encouragement to the victims, as well as messages of political overexposure, that is, messages that seek to highlight the work of certain politicians or institutions rather than providing useful information to the public on this problem. Paradoxically, these messages have been more frequent on Facebook (12.3% of institutional messages) than on Instagram (9.1% of institutional messages), since according to previous literature, Instagram is a more effective network for humanization and overexposure of politicians (Sampietro and Sánchez-Castillo, 2020). In general, the data allows us to affirm that both types of profiles, institutions and the media, have made informative and service use of social networks, since they mainly transmitted prevention messages and measures against gender violence.

The use of both platforms has been similar, with informative messages on government measures and data and statistics predominating in both cases. Despite the fact that the existing literature (López-Rabadán and Doménech-Fabregat, 2018; Pont-Sorribes and Gutiérrez-Rubí, 2020) highlights the more emotional nature of political-institutional publications on Instagram compared to other social platforms, at present In the analysis, informative publications prevailed over emotional ones on Instagram, in fact, there has not been any publication on support or condolence for the victims of gender violence by any institutional or media profile. In addition, if we compare with Facebook, taking support and condolences and





fear and spectacularization as an example of emotional categories, we observe that these messages have represented 12.5% of the publications on Facebook and 9.1% on Instagram, that is, that the messages have been more emotional on Facebook. In addition, more has been published on Facebook about specific cases of violence (16%) than on Instagram (9.1%), therefore, there is a greater tendency to sensationalism and spectacularization and political overexposure on Facebook compared to Instagram.

5. Conclusions

1. Despite being a social network with an older audience and currently in decline in terms of the number of users (IAB, 2022), Facebook is more used than Instagram in emergency communication and specifically, in communication against gender violence.
2. The media, because they obtain a higher virality in relation to public institutions, are essential to ensure that messages reach the majority of the population, also on social networks.
3. Both the media and the Spanish public institutions have published adequately and deontologically on gender violence during confinement. They have mainly informed the public about the measures adopted by the government to prevent these cases, leaving aside, in general, the dissemination of sensationalist messages and overexposure of politics.

Finally, it should be noted that the Spanish State is an autonomous state and, as such, part of the competences in measures against gender violence belong to the Autonomous Communities, serve as an example the measure 'Mask 19' of the Government of the Canary Islands. Consequently, this study should be treated as a first exploratory investigation. Future research should compare the messages of national institutions and media in Spain with those of the main regional institutions and media to have a broader perspective of the fight against gender violence during the confinement caused by Covid-19. Another future line of research is to compare the information priority given to this topic in the social profiles of institutions and the media in Spain with that of other European countries such as Portugal, France or Germany, among others. Another future line of research is to expand the comparison made to other social networks such as Twitter or TikTok.

As a limitation of the research, it should be noted that due to the sample capture system used (Crowdtangle), only the posts have been able to be analyzed, therefore, all the ephemeral content 'stories' published have been left out of the present study.

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