



RESPONSIBLE DIGITAL COMMUNICATION, INFOGRAPHICS AND ORGANIZATIONS

The Case of Mexico in Social Networks

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KEYWORDS

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ABSTRACT

Objective: To describe the presence of Responsible Digital Communication (Di-gRC) in infographics disseminated by organizations of various kinds on the social network Facebook. Methodology: Quantitative, descriptive, cross-sectional, and non-experimental, through convenience sampling, taking four Mexican organizations from different sectors. Results: Organizations publish high-quality infographics, but there is a lack of information referents to support their content. Furthermore, the scarcity of feedback affects traits such as Credibility and Reputation of institutions. Conclusion: Analyzing the incidence of digital tools in virtual environments helps to enhance the benefits that their socialization provides to organizations.

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1. Introduction

Digital communication today has a framework for action that encompasses elements such as big data, small data, and the evaluation of so-called social media. The increased possibility of Internet access allows clients from all over the world to assume the role of the prosumer. It makes it possible for audiences to interact one-on-one, from one to another, or in small teams, and increase the chance that everyone will have a relationship with everyone. Furthermore, the change in the flow of the message, evolving in a unidirectional way to a genuinely interactive and simultaneous circulation. Any cyber users create and modify the messages through one or several channels and apply as many multimedia resources as desired (Puertas *et al.*, 2020).

For organizations, the virtual space represents an opportunity to get closer to their audiences, even more so, with the increase in users in the last two years worldwide, which exceeds 13% per year (Data Reportal, 2021). For this reason, marketing companies implement a marketing strategy with digital media in 80% of the cases (HubSpot, 2021). Thus, for example, Facebook reported in 2017 that 65 million businesses had a page on its social network and that there were more than five million active ads in the news on this platform (Chaykowski, 2017). In contrast, about half of netizens already use social networks to search for products or services they need (Kemp, 2021).

In Mexico, institutions have implemented digital communication to establish links with their audiences, publicize their products, and show off as institutions of high responsibility and prestige. According to Secretaría de Comunicación y Transportes of México (2021), since the pandemic started, more than eighty-four million Mexicans have had access to the Internet, of which nine out of ten had a smartphone. Furthermore, 94% are connected to cyberspace to access social networks, and the most demanded are those belonging to the Meta group –Facebook and WhatsApp–especially among users between 25 and 34 years old (Statista Research Department, 2022).

Within the publications that the entities make, they primarily occupy audiovisual and visual resources, being the infographic one of the most popular on social networks (Gil, 2015). However, the quality of many of these communicative pieces is not always ideal for being socialized. In these collaborative spaces, much of the socialized information is disseminated due to an emotional component rather than a rational one (Gómez- Ollé *et al.*, 2021), leading to disinformation discrediting of those who publish it. Hence, this research aims to assess the infographics published by some national representative organizations of Mexico from the perspective of Responsible Communication and its subfields. Thus, the presence of features proposed by this perspective was verified. Thus, the presence of the features proposed by this perspective was verified. With this information, elements to deal with improve network communication are proposed.

1. 1. Responsible Communication Perspective, traits, and subfields

The communicative process is a practice that has been carried out for centuries. However, it is recognized that communication is an interaction between senders and receivers, with their own constructs, which, given their interactive capacities, through dialogue, build identity, give meaning and meaning to messages and thereby transform their vision of the world (Bernal *et al.*, 2018). The exchange of ideas between subjects has a transcendental incidence for those who establish a dialogue. Exchange spaces have become increasingly complex due to multi-directionality and the spectrum of high impact that virtuality represents. Thus, digitization demands better structures from communicative processes. These structures may be designed based on professional ethics and human senses. In other words, now, it is required that individuals establish a dialogue, always keep in mind their values, and assume the consequences of what they express.

Communication is not necessarily ethical or responsible, and as such, the term has not been glimpsed in recent decades. Moreover, as Boshoff (2017) established, the term has been scarcely addressed since Jaksa & Pritchard (1996) analyzed it more precisely at the end of the last century. Instead, there is a tendency to exercise this type of communication for a service or product or to position an organization, that is, on a more corporate level (Pagani, 2012; Ferré & Orozco, 2011; Weder & Karmasin, 2017; Rincón & Ramírez, 2018). In this context, interest arises in building and promoting a Responsible Communication (RC) perspective. Recently, Hernández-Flores (2019a) has proposed conceptualizing RC as a committed dialogue between senders and receivers -of various kinds-characterized by being honest, and in line with the actions they carry out; that is, if there is congruence with what the subject says and does.

CR presents a series of features or guidelines for delimitation, understanding, and measurement of the communicative process. So far, the perspective raises five features, which, by their nature, may or may not be observed in the objects of study; these are:

Honesty: It refers to the possibility of verifying what an organization, a public figure, or a medium communicates through data and official information, as well as the references provided in their speech that can be easily verified.

Empathy: This trait implies showing respect for audiences or the public when considering their context and specific needs when the organizational, professional, or media discourse is expressed.

Transparency: Share all the necessary information about what the organization, the public figure, or the media

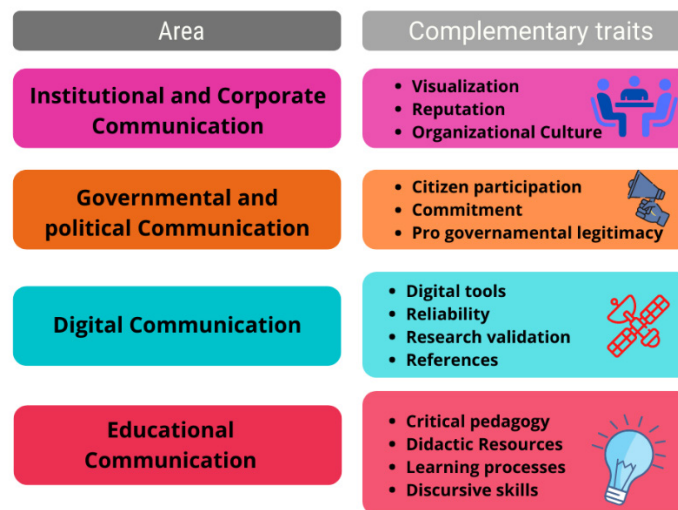
does and how it does it to build a positive and solid perception before its public or audiences.

Interactivity: Refers to dialogic communication in which the organization, public figure, or medium employs; it is not the only one that contributes but considers the feedback provided by its audiences to make the necessary changes in favour of more productive communication.

Consistency: It is to maintain an institutional, professional, or media discourse, coherent and sustained over time, which as the basis of what is communicated, puts professional values and ethics first, together with the behaviour of its spokespersons, figures, or opinion leaders. (Hernández-Flores *et al.*, 2021, p. 101).

From Social Communication, RC provides excellent benefits to those who implement it since it strengthens the issuer's credibility and the relationship established with the audiences and the public. Until now, its application has been verified and valued in different areas of this social science, such as the Governmental and Political (Hernández-Flores, 2019b; Hernández-Flores & Navarro, 2020; Navarro *et al.*, 2021), the Educational (Rivera Salas *et al.*, 2020; Rivera-Salas *et al.*, 2021; Tapia-Carreto, 2022), Journalism (Rivera-Salas, 2019; Rivera-Salas & Curro, 2021), Organizational (Rivera-Salas & Hernández-Flores, 2020), and also in the virtual (Hidalgo, 2019). Nevertheless, its presence in other areas such as gender communication, health-oriented, or marketing is not ruled out. Also, CR has been shown to involve subfields with features given its incidence. This relationship between both CR and its areas are shown in figure 1.

Figure 1. RC subfields and its features



Source: Own elaboration, based on Hernández-Flores *et al.* (2021).

1.1.1. Responsible Digital Communication (CDR)

Digital Communication – also known as Cyber Communication or Online Communication – derives from the range of possibilities that technological progress and its accessibility have left in our environment. Thus, in recent years the elements that make up the communication process and how it is carried out have been continuously redefined, encouraging interactions in the traditional and virtual spheres to be enhanced. However, although more dynamic dialogues give rise to social collaborations and the construction of knowledge, it is still necessary to share guidelines that allow quality coexistence based on assertiveness and effective communication practices. Thus, Responsible Digital Communication (RDigC) arises in this context. It is defined as the type of communication that takes place from the use of the Internet, encouraging truthful information and knowledge to be the primary input for broadcasters to interact with audiences through new codes, channels, and digital formats that are consistent with the profile of the recipients (Rivera-Salas & Hernández-Flores, 2020).

We are in an era in which immediacy prevails. Audiences demand information that they give an account of facts and actions as soon as possible and adapt to the new digital media. Unfortunately, on many occasions, issuers weigh the novelty over the reliability of the information they obtain, and which they later socialize on digital media without any responsibility. Therefore, traditional media still report greater credibility and trust than digital media, such as news aggregators or digital press (Benaissa, 2018). At the same time, it must be emphasized that the discourse presented in the media has a transcendental role in the construction of public opinion (Pilgun & Dzyaloshinsky, 2017). In addition to causing uncertainty, chaos, or speculation, which affects not only perception

but even the quality of life of those who receive the information (Bórquez *et al.*, 2020). If the recipient manages to identify that the message received is invalid, trust in the medium or organization will be intimidated (González, 2017).

Taking this RDigC outline into account, the perspective has identified it as a transversal axis with a specific field of action that involves studying communicative processes through digital media as support to favor interactions based on ethics and verification culture. Simultaneously, this area needs to address the problems that have arisen or evolved from the massification of ICTs (Lemus-Pool, 2018; Rode *et al.*, 2018).

As a subfield, RDigC encompasses a series of features that have already been validated by Rivera-Salas *et al.* (2022); these are:

1. Reliability and validity of the information: It refers to the socialization of information that is fully verified, prioritizing immediacy over data corroboration as part of the commitment that organizations have with their audiences. It was a feature addressed by various authors in the literature review.
2. Sources of information: It implies supporting the data in reliable sources, being the organizations themselves who must propose processes, rules, and policies for the election of these, and thus manage to bring valid referents closer to the audiences for a more informed public opinion.
3. Digital Tools: They include the media and supports that have emerged and will continue to appear, given the virtual environment. In this case, we talk about the tools, the social implications, and their uses and practices on the network.

Digital tools are ICTs that allow a task to be carried out or a process or skill to be developed (Reinoso-González, 2020). Some media have favored boosting the number of receivers that address a message almost instantaneously from this process. Communication schemes have been fostered as multidirectional and dialogue between users with different profiles -organizations, professionals, and ordinary citizens-. These profiles do not necessarily know each other and interact simultaneously and asynchronously. The previous words partially explain the increase in diffusion spaces opened each year, given the high demand from prosumers (Visa *et al.*, 2020).

In this communication boom, a tool that has established itself as highly valuable is infographics. Although De Pablos himself (1998) already stated, this visual element has existed since the first human beings began to communicate through images. Currently, many organizations use infographics as part of communication resources, inside and outside it. Its versatility is such that the same is implemented as part of the company's advertising or social positioning (Córdova, 2018; Rivera-Salas, 2019; Morocho, 2020; Pérez & Rincón, 2020; Rivera-Salas & Hernández-Flores, 2020; Duarte *et al.*, 2021).

From the perspective of RC, digital resources or tools are seen as the programs present in electronic devices, whose purpose is to facilitate the tasks of daily life through the management of information to the end-user (Vázquez, 2017) -as companies, professionals, government organizations, citizens, and others-. These tools have grown exponentially since the arrival of Web 2.0, the development of increasingly affordable digital media, and the pandemic itself. The virtual environments that have been generated provide information and knowledge through multimedia elements that are simple, understandable, and easy to use for those who consume them. However, CR itself recognizes that the information units that reach the receiver are not precisely validated and/or supported correctly, leading to hoaxes, false news, or disinformation.

One of the digital tools that are most frequently implemented today is infographics or infographics. It has been characterized by making essential data visible to the public in a format that combines typography and visual elements -icons, graphics, maps, and others-ensuring that the message is codified and understood in seconds. The success of infographics is associated with the growing consumption of visual elements and the need for recipients to consume current information quickly in virtual environments such as social networks, instant messaging, blogs, and in general collaborative spaces (Muñoz del Bosque, 2017; Huang *et al.*, 2018). Likewise, these visual elements significantly impacted some areas such as media, education, health, and advertising (De Haan *et al.*, 2018).

Because of the great echo it has, it is essential to consider some key points so that the infographic has credibility and supports the positioning of the person who broadcasts it. On the one hand, it is necessary to communicate neutrally without exaggerating the topic addressed since users could assume the information and be affected by it (Kanthawala, 2019). Likewise, the elements and language used must be empathic with their audience and, at the same time, manage to generate emotion in the audience to persuade them but also educate them (Lan *et al.*, 2021). The characteristics that infographics must meet in social networks are:

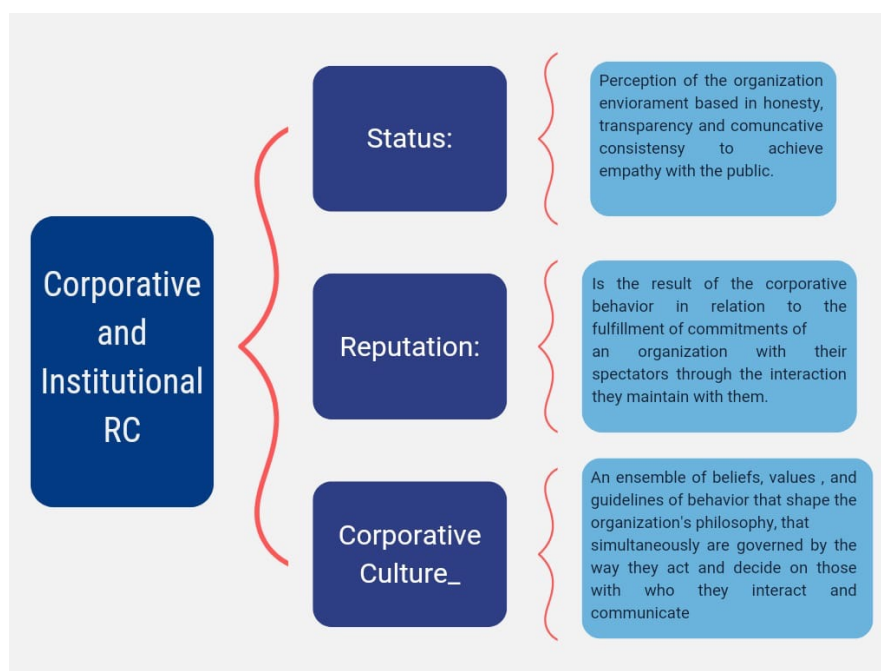
- a. Have a title that contextualizes the information it presents.
- b. Accredite the sources of origin of the displayed data and present the authorship to increase the reliability of the message.
- c. Have a good enough screen resolution to display even minor data.
- d. Include in the publication any relevant information to introduce the infographic (Morera, 2017).

1.1.2. Corporative and Institutional Responsible Communication

Another subfield of RC, which has been developing in recent years, is related to organizations and institutions. This type of communication occurs from the issuers to the different audiences they serve through the various tools and communication forms available. The preceding is in tune with the corporate philosophy of the organization itself, which demonstrates consistency with the discourse it emits, positively affecting its position in the social environment (Hernández-Flores *et al.*, 2021). However, we must not lose sight of the fact that culture, image, and reputation are resources that help legitimize the entity and speak of the own organization (Mena, 2019).

Then, the institutions need to cover the analog and virtual environments and consider the traditional and digital media. Thus, organizations must consider their attributes in the offline sphere and know how to adapt them and transfer them correctly to the new medium, bearing in mind their properties. In this sense, Cáceres *et al.* (2020) state that for institutional communicators, the value of digital literacy lies in developing the skills and technological capabilities to use digital resources and identifying the type of information coming from the web to avoid the spread of dubious data. In this way, Responsible Corporate and Institutional Communication is delimited by a series of features presented below in figure 2.

Figure 1. Corporative and Institutional Responsible Communication Traits



Source: Own elaboration, based on Rivera-Salas & Hernández-Flores (2020).

2. Objectives and methodology

2.1. Main Objective

Describe the presence of Responsible Digital Communication in infographics disseminated by organizations of various kinds on the social network Facebook.

2.2. Specific Objectives

1. Recognize the features of Responsible Communication present in the communicative pieces observed.
2. Identify the presence of Corporate and Institutional Communication in the sampled infographics.

2.3. Methods and procedures

The study was quantitative, descriptive, cross-sectional, and non-experimental. Therefore, the observations of the infographics published by various organizations are exposed. The variables of interest were Responsible Communication, Responsible Digital Communication, and Responsible Corporate and Institutional Communication and their traits.

A convenience sampling was carried out. So, the three highest-positioned infographics were considered

socialized on Facebook in 2020. It should be noted that only the aforementioned social network was considered since this social network is still the most widely used in the country until this time. In this case, organizations of several types were chosen because they have a specific page for the Mexican audience and have a high impact at the national level. Table 1 concentrates each of the entities included.

Table 1. Organizations included in the research

Name of the organization	Description	Organization type	FB link	Number or followers
Gobierno de México	Oficial site of Presidencia del Gobierno de México (2018-2024)	Governmental (GOV)	https://www.facebook.com/gobmexico	3,015,769
Pharmaceutical GSK	We are the digital ally of health professionals so that they keep their knowledge updated and acquire new strategies to apply in the workplace and with their patients. Discover our courses and interactive events.	Private, industrial sector (IND)	https://www.facebook.com/GSKProMx	25,440
Pictoline	Media /news	Private, services sector (SERV)	https://www.facebook.com/pictoline	3,415,089
Amnistía Internacional México	Amnesty International is the world's largest human rights organization. We are more than ten million people!	Nongovernmental (NOG)	https://www.facebook.com/amnistiamexico	444,826

Source: Own elaboration, based on the information provided by the cited organizations.

The observation was carried out during the second semester of 2021. The data was retrieved through an observation guide built in two stages. First, a proposal was designed based on the RC perspective of Hernández Flores (2018) and of the RDigC elements that had already been previously proposed by Rivera-Salas & Hernández-Flores (2020). Second, experts validated the proposed items and their scale through the content validity index. It should be noted that, while infographics published on the social network Facebook have been taken up, interactivity, as a feature of RC, involved not only the analysis of the communicative pieces but also the feedback that was given through the comments made by the hearings.

In the same way, a measurement scale was proposed for these elements, in which the RC level was measured as high, medium, or low (3, 2, and 1, respectively). Subsequently, the observers were trained for their analysis; the descriptive statistical processing was given. Finally, the information was concentrated in frequency tables to obtain representative statistics of the sample.

3. Results

3.1. Sample characterization

Table 2 reports the infographics considered for the study, according to the organization that published them, considering the criteria mentioned above –the three that during 2020 had the most reactions–.

Table 2. Infographics that were considered by the study as part of the sample.

Infographic Name	Organization type	Publication date	Link
La refinera dos Bocas avanza conforme a lo planeado	GOV	10/8/2020	https://www.facebook.com/gobmexico/photos/a.330747540856275/721081298489562
Corrupción en fideicomisos		7/11/2020	https://www.facebook.com/gobmexico/photos/a.330747540856275/795241667740191
Ya inició la primera etapa de vacunación gratuita en México		24/12/2020	https://www.facebook.com/gobmexico/photos/a.330747540856275/829946800936344
¿Cómo proteger personas y viviendas de mosquitos que causan dengue?	IND	27/8/2020	https://www.facebook.com/GSKProMx/photos/2734895036768147
¿Cómo se manifiesta?		24/10/2020	https://www.facebook.com/GSKProMx/photos/2789864634604520
Día contra el paludismo en las Américas		6/11/2020	https://www.facebook.com/GSKProMx/photos/2802205330037117
"¡A mí me mataron a mi hija!"	SERV	8/9/2020	https://www.facebook.com/pictoline/photos/2863329867259473
El legado de Ruth Bader Ginsburg		21/9/2020	https://www.facebook.com/pictoline/photos/2875308409394952
El mundo de mi hermana		11/12/2020	https://www.facebook.com/pictoline/photos/2924550877804038
Karla fue víctima de feminicidio	NOG	1/6/2020	https://www.facebook.com/amnistiamexico/photos/10163595559280117
Feminicidio: Asesinato de una mujer por razones de género		16/6/2020	https://www.facebook.com/amnistiamexico/photos/10163675738265117
A las enfermeras en Venezuela les pagan con pobreza extrema		30/10/2020	https://www.facebook.com/amnistiamexico/photos/10164308006590117

Source: Own elaboration based on the mentioned sites.

3.2. Responsible Communication Traits

The features of the CR are the starting point for assessing a communicative piece from this perspective. Table 3 shows the traits that were considered for the study. Considering these features, the organizations with a higher RC level are those of the services and non-governmental types. However, it is significant that the other two organizations report globally at a medium level.

In particular, it is representative that of all the infographics of all organizations evaluated, the trait of "Honesty" is reflected, providing information that the recipient can verify. On the other hand, "Interactivity" as a trait is not appreciated at elevated levels in three (3) of the four organizations since they adopt a passive posture in the face of the dialogue their audiences have regarding the information exposed in the infographics.

Table 3. Responsible Communication

CR Traits	Organization type				
	GOV	IND	SERV	NOG	
Honesty	Score	3	3	3	3
	Observations	They mention punctual data and figures in numbers for the explanation they expose, fulfilling their informative function.	The information displayed is not that complex, but the recommendations can be stated. Moreover, they use themselves as a means of truthfulness and show punctual and verifiable statistical data.	The sources mentioned allowing to corroborate the exposed information.	It exposes complex data that the source can confirm.
Empathy	Score	2	1	3	3
	Observations	Although infographics convey information about the government's progress events, they mainly generate annoyance and even hate speech among the audience.	Although the information is clear, it manages an alarmist discourse about the content.	The message uses a supportive and optimistic tone with the audience.	Use a neutral tone to communicate with the audience.
Interactivity	Score	1	1	2	3
	Observations	The audience comments on their opinions regarding the information, generating a dialogue between network users. However, there are no responses returned from the page.	There is no feedback; only the communicative pieces appear.	There is discussion among the audience, but the organization does not provide feedback.	Discussion is generated with different points of view exposed by users, and there is sporadic feedback from the organization.
Overall rating	Average	2.00	1.67	2.67	3.00
	CR Level	Medium	Medium	High	High

Source: Own elaboration.

Likewise, and considering that the infographics analyzed were published on social networks, the communicative interaction generated by these communication pieces after their socialization on Facebook was measured further to substantiate the assessment of the "Interactivity" feature. Table 4 allows us to see the reaction of the users of the aforementioned collaborative space. The service company registers more reactions than the other organizations. Also, most of them are positive. In contrast, although it reports the most remarkable homogeneity in its values, the industrial type ultimately has less response from its audience. On the other hand, it stands out that the "non-governmental" type organization also reports a common reaction, equivalent to 5% of the reactions of the service company and 20% of those generated by the government.

Table 4. Interaction users' data in social networks because of the publication of the infographics.

Organization type	Statist	Like	Dislike	Enjoy	Love	Sad	I care	Amaze
GOV	Summation	11300	1522	39	695	30	166	159
	Average	3766	507	106	231	10	55	53
	Standard deviation	611	392	28.2	363.2	9.5	28.9	83.1
SERV	Summation	58013	50002	1000	220	13050	3438	411
	Average	19333	16667	333.33	73.33	7350	11467	137
	Standard deviation	4725.82	2516.61	409.58	119.25	6400	401.43	62.98
IND	Summation	43	8	0	0	0	0	0
	Average	14.33	2.67	0	0	0	0.33	0
	Standard deviation	1.53	0.58	0	0	0	0.58	0
NOG	Summation	2558	217	104	3421	4853	31	95
	Average	852.67	72.33	34.67	1140.33	1617.67	10.33	31.67
	Standard deviation	1090.59	91.47	6.66	1090.72	1937.48	11.93	30.27

Source(s): Own elaboration.

Making a general assessment of the RC, given the data recovered from the sample, the possibility that the receivers receive information that, if they so wish, they can verify through a query through cyberspace is appreciated. Organizations produce content to attract their consumers so that, without transgressing the receiver, they manage to capture their interest in their brands and products. Said content must be helpful, of quality, and by whoever observes it; simultaneously, it must be easy to spread in social tools that consume its target audience (Laseca, 2019). In this sense, "Empathy" and "Honesty" are traits that are met, considering what was proposed by Hernández-Flores *et al.* (2021) and taken up by Lan *et al.* (2021).

In contrast, the communicative pieces studied denote that most organizations adopt a position of the outstanding issuer, leaving aside or even omitting entirely the feedback they receive from their audiences. Of course, the information poured into these spaces is an input for the institution, but its usefulness will depend mainly on those who manage it. Despite this, Razquin (2018), who underlines those multidirectional exchanges must be promoted, is worth mentioning. As he said, not only should there be a promotion of the horizontal relationship between groups, but a genuine link between all communicative actors.

3.3. Responsible Digital Communication Traits

The reliability variable is an essential requirement of Responsible Digital Communication since it validates the dissemination of information and accompanying the subject in their decision-making processes. Due to the above, in table 5, it can be seen how organizations such as governmental, industrial, and „NGOs“ meet this requirement one hundred percent. In contrast, the organization linked to services guides the recipient in its processes, with 33.3% of the tools observed. When it was checked whether the information disseminated by the organization could be understood in seconds, the service-oriented organization was rated with 33.3%. This rate is not alarming since it invites the reader to delve into the content it disseminates, although it can improve. However, this result may indicate that it induces its audience to deep thought and not so much to immediacy, even though its primary resources for presenting information are drawings or digital illustrations.

Within the research, the validity trait was considered an axis that allows organizations to present relevance and quality in distributing their communicative pieces. This trait is undoubtedly a reflection of their sources to design their information. For example, the organization dedicated to services is the organization that presented a percentage of 66.6% when it was checked if the content it disseminates is clear and concise. The other organizations presented a high degree of quality and validity in the digital tools they produce.

The variable of sources sought to determine if the organizations are honest and present the references, they take to design the information they disseminate. It is essential because, currently, a fact that undoubtedly supports and benefits in terms of reputation to the organization, these are the same ones with which the receiver cancels or receives certain information. This phenomenon of discarding originated with the appearance of fake news.

Under this line, it was detected that industrial and NGO-type organizations do not use reliable sources, a situation that, eventually, can cause them problems. The governmental organization should also be concerned since they got a 33.3%. It may be a sign of the distance of citizens from issues such as cooperation and citizen participation. On the other hand, the organization providing services within this scale was the organization that accomplished one hundred percent with the transparency criteria and that undoubtedly endorses the citizens' right of access to information. However, one fact that should be mentioned is that all organizations make their material.

The digital tools, the infographics, analyzed allowed us to determine that organizations such as the „governmental“ and the „NGO“ are the only ones that, with their pieces, seek to support and publicize strategies of order: political, social, and economical, with 66% this trait was inside them. Within three organizations (government, services, and industry), it was detected that the visual elements they present are legible. However, the four organizations presented a low percentage of interactivity within their pieces, which could make it difficult to appreciate the information and could alter its reading when it varies in the screen size of the devices from which it can be viewed. All organizations, introduce it with a brief description before publishing the infographic. It was interesting to see how no organizations use infographics to disseminate their organizational achievements.

Regarding the characteristics of infographics, their content was also generally valued. Table 5 reports the presence of typical elements of the infographics. It was identified that governmental, non-governmental, and industrial organizations fully comply with the essential peculiarities of this type of format. On the other hand, the service company takes up topics unrelated to current trends and does not always show a hierarchical organization of information.

Table 5. Responsible Digital Communication

<i>Reliability</i>				
Statement	GOV	SERV	IND	NOG
	%Yes	%Yes	% Yes	% Yes
The infographic guides the receiver.	100	100	100	100
The content of the infographic is of current relevance.	100	33.3	100	100
The content of the digital tool is helpful for the processes that the receiver approaches.	100	33.3	100	100
The information conveyed by infographics can be understood in seconds.	100	100	100	100
The organization itself authors the infographic.	100	100	100	100
<i>Research Validation</i>				
Statement	GOV	SERV	IND	NOG
	% Yes	% Yes	% Yes	% Yes
The content of the infographic can be validated.	100	100	100	100
The information contained in the digital tool is clear and concise.	100	66.6	100	100
The design of the digital tool is balanced between the use of images and text.	100	100	100	100
<i>Sources</i>				
Statement	GOV	SERV	IND	NOG
	% Yes	% Yes	% Yes	% Yes
The sources of the infographic are reliable.	33.3	100	0	0
The infographic contains quality information for the user based on its topic.	100	100	100	100
The sources/references consulted to prepare the informative piece are perceived.	0	100	0	0
<i>Digital Tool (Infographic)</i>				
Statement	GOV	SERV	IND	NOG
	% Yes	% Yes	% Yes	% Yes
The infographic discloses the achievements of the organization.	0	0	0	0
The company provides a brief description of the digital tool.	100	100	100	100

The infographic guides the receiver.	100	100	100	100
The content of the infographic is easy to understand.	100	100	100	100
There is a balance between images and text.	100	100	100	100
Infographic information maintains a hierarchical order.	100	66	100	100

Source: Own elaboration.

Considering the features of the RDigC, reliability is built from a favorable impression that organizations have created based on the quality information that is available about them, as stated by García de Blanes (2019). Thus, the communicative pieces analyzed are digital tools that bring information quickly to the end-user (Vázquez, 2017), containing an understandable and visually attractive message (Muñoz del Bosque, 2017; Huang *et al.*, 2018).

Although many of the points that Morera (2017) suggests for the publication of infographics are addressed the feature of „Information sources“ is practically relegated. The references of the origin of the exposed information are essential since it gives the security to those who consult the digital tool, that the data they receive has a basis. Organizations must not forget how audiences can be affected if they accept the message they receive as they see it, as Kanthawala (2019) mentioned. Beyond being an area of opportunity for institutions, this aspect is an element that denotes the co-responsibility that it has with its audiences.

3.4. Characteristics of Responsible Corporate and Institutional Communication

The image is vital when Responsible Corporate Communication is studied because this variable allows the organization to differentiate itself from the others. Concisely, the image will be the one that reflects the management system, procedures, and ideologies of the organization. Therefore, it was possible to appreciate that the organizations within the infographics reflect a balance between images and texts. However, only the organization dedicated to services reports a low level of credibility (33.3%). In contrast, the NOG is the only one that responds to users who comment on infographics. On the other hand, one of the prominent characteristics of the pieces published by the governmental organization is that it provides timely information on the organization's objectives. This aspect is essential because its social commitment is constantly endorsed.

For an organization to be known, it is necessary to have a reputation. This status is only generated when the organization coexists and attends to a specific audience, validating its existence. Hence there are bonds of respect and reliability in the face of these variables. The four organizations present language that induces respect. The NOG and the GOV induce debate at a high-level while, in the case of the service organization, it presents only 66.7% in this category.

Within the Corporate Organizational Culture are the values spread by the organization. In table 6, it is perceived how the NOG and the GOV meet the criteria while the “private organizations” do not. However, these last two organizations in which organizational culture is perceived within the messages that are part of the infographic. The industrial organization was the only one that disseminated infographics consistent with the organization's corporate image and objectives.

Table 6. Responsible Corporate and Institutional Communication

Statement	Image			
	GOV	SERV	IND	NOG
	% Yes	% Yes	% Yes	% Yes
Infographic content builds credibility.	100	33.3	100	100
Infographics provide information about what the organization does.	100	0	0	0
The subject is presented assertively.	100	100	0	100
The design is consistent with the corporate image.	0	0	100	0
Statement	Reputation			
	GOV	SERV	IND	NOG
	% Yes	% Yes	% Yes	% Yes
The infographic induces debate.	100	66.7	0	100
The organization reacts appropriately to the comments of its followers.	0	0	0	0

The organization respectfully attends to the comments of its followers.	0	0	0	100
The infographic refers respectfully to other organizations.	66.67	33.3	100	66.7
The content -image, and text- used in infographics reflect respect for the audience.	100	100	100	100
Corporate-Organizational Culture				
Statement	GOV	SERV	IND	NOG
	% Yes	%Yes	%Yes	%Yes
The infographic promotes the ethical values of the organization.	100	0	0	100
The infographic content is aligned with the objective(s) of the organization.	100	0	100	0
Within the messages disseminated in the infographic, the organizational culture is implicit.	0	100	100	0

Source: Own elaboration.

The corporate reputation, image, and culture are likely to be measurable and evaluable and can also be verified through facts. In this sense, it can refer to the trust and credibility that the public expresses about the content published by organizations in virtual environments (García de Blanes, 2019). However, the measurement of the Reputation feature is significantly affected since the exchange with the public is not present. So, there are missing elements or facts from the perspective of Responsible Corporate and Institutional Communication, which would allow verifying this subfield.

According to the results, institutions must rethink the strategy of monitoring their audiences on social networks. So, they may use these spaces more effectively (Cáceres *et al.*, 2020), achieving users identify with the organization (Mena, 2019), while information is disseminated that positions said organization in society through communication tools that are consistent with the discourse of the entity that issues it (Hernández-Flores *et al.*, 2021).

4. Conclusions

The investigation allows reaching conclusions. On the one hand, although communicative pieces containing truthful and objective information are appreciated, most organizations do not engage in a dialogue with the recipient. Instead, they adopt a role of an outstanding issuer and miss collaborative spaces, which can provide valuable information about their customers and support the organization's engagement with its audiences. With this specific objective 1, is fulfilled.

Regarding Responsible Corporate and Institutional Communication, a low presence of its features was identified –which refers to specific objective 2–. In general, the reviewed organizations socialize content unrelated to their activities, and the design of the information lacks coherence with the image and the ideological heart of the same. Therefore, like other communicative pieces, the infographic should be seen as an option to position the entity with its audiences and present part of what it does on a day-to-day basis. In this regard, the communication area of these organizations will have to establish more precise parameters for the publication of their pieces to obtain more excellent added value for their publication. Significantly, an area of opportunity, without a doubt, is to counteract the interactivity between the issuer –the organizations mentioned above– and the receivers, which is not present in all cases. This element is one of the possible lines of future research since it would be necessary to establish why these organizations do not enter the continuous dialogue manifested by the RC.

Regarding Responsible Digital Communication –the general objective of this research and starting point– good practices were appreciated in general, given that there is a tendency to simply show valuable and current information. Likewise, the structure and content presented in the infographic are friendly to the reader. In contrast, it stands out that it is not yet a daily exercise to insert references consulted by the organizations to support the socialized data. This aspect can even affect the organization's credibility if there is no way to verify what the entity itself issues. Alternatively, when the reader does, they realize that their sources are not reliable.

It is essential to underline that this research focuses on observing infographics of several types of organizations and whose reactions were the highest. Moreover, this document is a preamble for analyzing other organizations and their publications on social networks, which can be migrated to other collaborative environments. Hence, it will be necessary to consider more institutions and their communicative pieces and the diffusion they make in other virtual spaces.

Finally, it is valuable to analyze the different digital tools currently shared in cyberspace by institutional issuers. For any organization, it is crucial to define its scope and relevance to the diverse types of audiences. If there is

more data in this regard and they are analyzed, organizations will be able to design and apply communication strategies. It is required to deal with everyday receivers to significantly impact their audiences with higher benefits, especially in this era.

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