EA Sports League on Instagram: From Visual Relevance to Audience Rankings

HAOKEQIAN YE [1], FRANCISCO JAVIER HERRERO GUTIÉRREZ [1]
[1] University of Salamanca, Spain

KEYWORDS	ABSTRACT
Sport EA Sports League Social Networks Instagram	This work examines the visibility of Spanish clubs in the EA Sports League on Instagram. Using mainly quantitative techniques the objectives pursued are related to the presence of these clubs on the aforementioned social network, as well as establishing a ranking, the life span of these accounts, the number of posts and content analysis in the form of photographs and reels. The results and conclusions show that Real Madrid, FC Barcelona and Atlético de Madrid lead the ranking in terms of the number of followers. There is no specific period in which this social network had a greater impact on the creation of their accounts, while the rate of posting varies. When examining the content of the top 5 clubs with the highest number of followers, it becomes evident that most of their photo posts predominantly feature images of players, whereas their reel videos frequently showcase highlights from matches.

1. Introduction

This research considers two evolving realities: football and social networks, which intersect due to their significance. Football, often referred to as the "king of sports," holds considerable sway, especially in the country where this study is conducted. According to the Spanish government's Consejo Superior de Deportes, football boasts the highest number of federal licenses in Spain, far exceeding the second-ranked sport, basketball.

Moreover, it's crucial to acknowledge the sport's importance within the media landscape. For instance, utilizing data from 2023, a football match was the most-watched sports event of the month in 10 out of 12 months (FórmulaTV; Barlovento Comunicación). Additionally, various media platforms underscore football's significance, including radio, the internet, and print media. To illustrate, the sports daily newspaper Marca commands the highest readership in Spain, surpassing general newspapers, as per OJD data.

In summary, it's challenging to overlook football's dominance within the Spanish sporting scene, along with its considerable impact across media, social, and economic spheres.

The other reality that is part of this study corresponds to the social networks that were born in the 1990s, initially with the attempt to connect people (SixDegrees was one of the first social networks, a pioneer, with such a purpose). It is no less true that, despite their beginnings in the 20th century, they have consolidated in the 21st century, where they have reached their apogee and, for the moment, their golden age.

Social networks are an undeniable showcase for individuals, natural or legal persons, companies or any other type of organisation that wants to be visible. Football is no exception, and the presence of sport (athletes and clubs, as well as the official accounts of leagues, federations and sports associations, among others) on social networks is a reality. But to what extent do social networks play a role, and since when, and with what objectives? These questions are not easy to answer, although many studies have already been carried out that address and try to resolve these issues (Ballesteros-Herencia & Herrero-Izquierdo, 2022; Ballesteros-Herencia, 2021; Boehmer and Rojas-Torrijos, 2017; Herrero-Gutiérrez, et al., 2021; Lobillo-Mora, 2021).

In this case, the study focuses on a specific social network, Instagram, with the aim of identifying its impact from a quantitative point of view, although it takes a qualitative approach. This social network was chosen because it is one of the most established social networks based on images and, according to IAB Spain (2023), it is the second most popular social network in Spain. Other research has focused on Facebook, the leading social network according to the same study.

2. Theoretical Framework

2.1. Social Media

Today, as mentioned in the introduction, social networks are an incomparable framework for visibility, both for personal agents and for other types of agents (in the case of sport, federations, councils, associations, leagues, clubs... not to mention individual sportsmen and sportswomen in both individual and collective specialities). We are faced with a showcase that will allow us to reach a wide variety of audiences, not only young audiences and viewers (who may be in the process of becoming more frequent), but also the adult population, as digital connectivity is becoming less age specific. The social web can "drastically change the way we communicate and relate to each other, thanks to the power of interaction it gives to its users" (Morales and Martín, 202). (Morales and Martín, 2022, p.2) and the digital migration of non-native speakers is undeniable.

According to Galindo Cáceres (2011, p.33), "sports civilisations, football and baseball are part of a general wave that moves human coexistence towards a higher niche of building social relations and structural links". In the world of sport, it is a fact that all the above-mentioned types of actors use social networks to present themselves in order to achieve greater social and economic impact. This is also evident in the world of football, especially at the professional level, and even more so in the case of the big clubs, which have more economic resources to be able to use these tools in a professional manner.

Likewise, it was stated in the introduction that the social perspective is sometimes even more important than the economic one, since "the feeling of belonging to a group is clearly marked in the

realm of cyberspace" (Gallardo and Jorge-Alonso, 2012); probably even more so in football, where the sentimental aspect is of enormous importance.

2.2. The case of Instagram

The Instagram social network was created on 6 October 2010 for iOS and became available for Android on 3 April 2012 (Caerols et al., 2013). Facebook acquired this social network on 9 April 2012 for about $10 million (Caerol et al., 2013). Its main value is "the ability to interact between brands and users through photography. It also allows these snapshots to be shared on different social networks [...]". In other words, its potential was initially based on the image, although over the years it has been redirected towards other types of products that are not only photographic but also audiovisual. It is a fact that Instagram "favours the audiovisual image culture" and "over textual or argumentative languages" (Longhi-Heredia, 2022, p. 19).

It took less than two months for Instagram to reach one million users (Bilton, 2010), an absolute record that has grown over the years; we are talking about around 5 million new users. Currently, according to Mohsin (2022), referring to the year 2021, Instagram counts with the following:

- 100 million monthly active users
- It is the second largest social network after Facebook
- Over 70% of users are under the age of 35
- Users spend an average of 53 minutes a day on the app

According to Rodríguez-Fidalgo et al., (2023, p. 3), based on IAB data:

"In terms of frequency of use of social networks, Instagram consolidates its position as the second network, while in terms of interaction it is the first so far this year. Moreover, according to the same study, it is the social network in which the most advertising has been invested over the last three years".

Rodríguez-Fidalgo et al., (2023, p. 3) also point out that "nowadays it is difficult to deny that a large part of the information that is consumed is done through the Internet; and, within this large framework, through social networks", in addition to which, from a journalistic point of view, Instagram is a reference in terms of consumption among young people. It is "associated with a 'fun and entertaining way to pass the time' (26%), incidental consumption of news (18%) and offering 'perspectives not available in the mainstream media' (16%)" (Moreno, 2021).

3. Objectives and Hypothesis

The main objective is to investigate the visibility of Spanish clubs in the EA Sports League on the social media platform Instagram.

The secondary objectives of the study are as follows:

OS1. Analyse the presence of clubs from the EA Sports League on the social media platform Instagram.
OS2. Establish a ranking based on the number of followers.
OS3. Analyse the account creation time.
OS4. Analyse the number of posts.
OS5. Analyse the type of photographs and reels.

The initial hypotheses are as follows:

H1. The creation dates of the 20 accounts are within a one-year window (from the first account created to the last).
H2. A varied number of posts is expected (average posts/day ratio).
H3. Regarding photographs, it is anticipated that the majority will focus on images of players.
H4. Regarding reels, it is anticipated that the majority will focus on player statements lasting less than 1 minute.

4. Methodology

It is mainly quantitative techniques that will allow this work to be carried out. Given the objectives pursued and the hypotheses put forward previously, quantitative techniques are considered to be the most appropriate for solving them. Counting visibility, knowing the number of followers and establishing ratios are, in short, hypotheses conceived from a quantitative point of view.

It should be noted that, according to some authors (Wimmer and Dominick, 1996, p. 70), this type of technique is the most objective because it allows systematic studies. In anticipation of future longitudinal analyses, quantitative techniques also seem to be the most appropriate. Indeed, longitudinal analysis could not be conceived without systematisation (Berelson, 1952).

Furthermore, Krippendorff (1980, p. 21) points out that the quantitative method "is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use". Through the proposed study and the methodology created ad hoc for this work, inferences can be made in a relatively simple way.

Although this analysis is based on a quantitative part, this work also has a part that is more qualitative, and in some cases can lead to the subjectivity of the coder. We will try to analyse some images from the previously selected sample, which will be detailed later.

Based on the above, the following table of items will be applied (Table 1).

Table 1. Table of variables created ad hoc.

QUANTITATIVE SECTION					
Club	**Instagram**	**Date of creation**	**Days of life**	**No. of followers**	**No. followings**
	YES / No	MM/YYYYY		Indicate number	Indicate number
	Number of publications	Ratio (publications / day)			

QUALITATIVE SECTION					
Club	**Date of Publication**	**Photo content as of date of analysis**	**Number of photos**	**Number of likes**	**Numbers of comments generated**
		Players	One photo		
		Single player	More than one photo		
		Supporters			
		Other: indicate			
Club	**Date of Publication**	*Reel* **content as of date of analysis**	**Duration of the reel (in seconds)**	**Number of likes**	**Numbers of comments generated**
		Statements by a player			
		Statements by a trainer			
		Fragment of a training session			
		Fragment of a match			
		Several of the above			
		Other: indicate			

Own creation.

4.1. Sample

Among the types of sampling, convenience sampling seems to be the most appropriate for this study. In this case, it is covered by the fact that it is an exploratory study (Riffe et al., 1998). For this purpose, the

20 EA Sports League clubs of the 2023/24 season were selected. The quantitative data will be collected in January 2024. To address the qualitative hypotheses, a sub-sample of the 5 clubs with the highest number of fans will be considered. For each of them, the last 5 photos and the last 5 reels will be taken into account (Table 2). When analysing the images and reels, the images and videos from 13 February 2024 were taken as a reference (sub-sample). In order to allow sufficient time for visibility by users and their impact on the social network, the data were not collected until 15 days after publication by the clubs (28 February 2024, the date of data collection).

Table 2. Clubs in the sample

	Sample for quantitative analysis	Sample for qualitative analysis
Athletic Club	X	
Atlético de Madrid	X	X
C. A. Osasuna	X	
Cádiz Fútbol Club	X	
Deportivo Alavés	X	
FC Barcelona	X	X
Getafe C.F.	X	
Girona FC	X	
Granada CF	X	
Rayo Vallecano	X	
RC Celta de Vigo	X	
Real Betis Balompié	X	
Real Madrid C.F.	X	X
Real Mallorca	X	
Real Sociedad	X	
Sevilla FC	X	X
UD Almería	X	X
UD Las Palmas	X	
Valencia CF	X	
Villarreal CF	X	

Own creation.

5. Results

The following tables show the visibility of the Spanish EA Sports League clubs on the social network Instagram. According to the data presented in Table 3, all the clubs analysed have an official Instagram account. The first account was created in January 2011 by Villarreal CF and the last one in October 2015 by Getafe (Figure 1). In terms of the number of followers, most of the clubs have more than 500,000 followers. On the other hand, half of the clubs have several accounts with more than 100 followers.

Image 1. Profiles of the last and first account created.

Instagram profiles

Table 3. Results. Presence on Instagram / date / followers and followings

Club	Presence	ID	Date of creation	Days	No. of followers	No. of followings
Athletic Club	Yes	athleticclub	04/2014	3.588	856.586	106
Atlético de Madrid	Yes	atleticodemadrid	09/2012	4.165	16.611.358	149
C. A. Osasuna	Yes	caosasuna	08/2013	3.831	322.018	122
Cádiz FC	Yes	cadizclubdefutbol	11/2014	3.374	338.534	108
Deportivo Alavés	Yes	deportivoalaves	11/2014	3.374	146.428	137
FC Barcelona	Yes	fcbarcelona	11/2012	4.106	125.302.244	91
Getafe C.F.	Yes	getafecf	10/2015	3.042	499.707	50
Girona FC	Yes	gironafc	01/2013	4.045	682.062	124
Granada CF	Yes	granadacf	09/2014	3.437	368.338	81
Rayo Vallecano	Yes	rayovallecano	09/2014	3.437	199.562	64
RC Celta	Yes	rccelta	08/2015	3.103	451.323	60
Real Betis Balompié	Yes	realbetisbalompie	04/2012	4.321	1.793.971	56
Real Madrid C.F.	Yes	realmadrid	01/2013	4.046	152.085.381	51
Real Mallorca	Yes	rcdmallorcaofficial	10/2014	3.408	243.297	267
Real Sociedad	Yes	realsociety	01/2015	3.316	826.375	79
Sevilla FC	Yes	sevillafc	03/2011	4.718	3.464.152	145
UD Almería	Yes	udalmeria	02/2015	3.285	2.130.305	1
UD Las Palmas	Yes	udlaspalmasoficial	07/2011	4.596	268.042	63
Valencia CF	Yes	valenciacf	08/2013	3.834	1.262.288	112
Villarreal CF	Yes	villarrealcf	01/2011	4.777	1.630.739	156

Data source: Instagram / Own elaboration

In terms of publications (Table 4), there is no obvious relationship between the number of publications, with most teams publishing between 4 and 5 per day. Regarding the total number of publications, most of the teams published more than 10,000 contents.

Table 4. *Ratio of* publications

Club	Days	No. of publications	*Ratio*
Athletic Club	3.588	15.823	4,4
Atlético de Madrid	4.165	19.247	4,6
C. A. Osasuna	3.831	19.472	5,1
Cádiz Football Club	3.374	26.206	7,8
Deportivo Alavés	3.374	11.841	3,5
FC Barcelona	4.106	20.600	5,0
Getafe C.F.	3.042	6.532	2,1
Girona FC	4.045	9.244	2,3
Granada CF	3.437	15.100	4,4
Rayo Vallecano	3.437	16.370	4,8
RC Celta	3.103	12.290	4,0
Real Betis Balompié	4.321	18.827	4,4
Real Madrid C.F.	4.046	11.436	2,8
Real Mallorca	3.408	9.765	2,9
Real Sociedad	3.316	16.288	4,9
Sevilla FC	4.718	9.419	2,0
UD Almería	3.285	12.159	3,7
UD Las Palmas	4.596	20.687	4,5
Valencia CF	3.834	15.689	4,1
Villarreal CF	4.777	8.248	1,7

Data source: Instagram / Own elaboration

According to the ranking (Table 5), Real Madrid is the club with the most followers, followed by FC Barcelona and Atlético de Madrid. Moreover, all three teams have a number of followers well above the rest, with Real Madrid and FC Barcelona in particular having more than 100,000,000 followers. On the other hand, the three clubs with the lowest number of followers are Real Mallorca, Rayo Vallecano and Deportivo Alavés.

Table 5. Ranking of followers

Club	No. of followers
Real Madrid C.F.	152.085.381
FC Barcelona	125.302.244
Atlético de Madrid	16.611.358
Sevilla FC	3.464.152
UD Almería	2.130.305
Real Betis Balompié	1.793.971
Villarreal CF	1.630.739
Valencia CF	1.262.288
Athletic Club	856.586
Real Sociedad	826.375
Girona FC	682.062
Getafe C.F.	499.707
RC Celta	451.323
Granada CF	368.338
Cádiz	338.534
C. A. Osasuna	322.018
UD Las Palmas	268.042
Real Mallorca	243.297
Rayo Vallecano	199.562
Deportivo Alavés	146.428

Data source: Instagram / Own elaboration

Of the 25 photos analysed (Table 6), 19 are images of players, 4 are informative, such as access to the match or ticket status, and 2 are of locations: the dressing room and the stadium. In other words, most of the photos focus on the players. On the other hand, in general, there is no preference in the same publication to publish one or more photos within the same publication.

Table 6. Sub-sample analysed of the 5 clubs with the highest number of supporters.
(Date of analysis: 28-02-2024)

Club		Atlético de Madrid			
	Date of Publication	Photo content as of date of analysis	Photo number	Number of likes	Numbers of comments generated
Photograph 1	2024/2/13	Single player	A	25.941	73
Photograph 2	2024/2/13	Players	More than one photo	82.775	136
Photograph 3	2024/2/13	Single player	A	12.946	26
Photograph 4	2024/2/13	Single player	More than one photo	19.127	128
Photograph 5	2024/2/13	Single player	A	11.030	33
Club		**FC Barcelona**			
		Photo content as of date of analysis	Photo number	Number of likes	Numbers of comments generated
Photograph 1	2024/2/13	Other: Match approach	A	517.232	2.115
Photograph 2	2024/2/13	Players	A	647.783	15.000
Photograph 3	2024/2/12	Players	More than one photo	354.206	697
Photograph 4	2024/2/12	Single player	A	693.742	831
Photograph 5	2024/2/11	Players	A	854.553	1.965
Club		**Real Madrid C.F.**			
		Photo content as of date of analysis	Photo number	Number of likes	Numbers of comments generated
Photograph 1	2024/2/13	Players	More than one photo	942.671	2.697
Photograph 2	2024/2/13	Players	More than one photo	373.607	473
Photograph 3	2024/2/13	Players	More than one photo	625.542	510
Photograph 4	2024/2/13	Players	More than one photo	385.406	446
Photograph 5	2024/2/13	Other: Costumes	A	574.626	705
Club		**Sevilla FC**			
		Photo content as of date of analysis	Photo number	Number of likes	Numbers of comments generated
Photograph 1	2024/2/13	Other: World Radio Day	A	3.713	16
Photograph 2	2024/2/12	Players	A	25.106	91
Photograph 3	2024/2/12	Other: Stadium	More than one photo	13.904	29
Photograph 4	2024/2/11	Players	More than one photo	28.148	127
Photograph 5	2024/2/11	Single player	A	35.300	235
		Almería			
Photograph 1	2024/2/13	Players	More than one photo	3.293	44
Photograph 2	2024/2/13	Players	More than one photo	1.202	23
Photograph 3	2024/2/13	Other: Match approach with a player photo	A	1.534	34
Photograph 4	2024/2/13	Players	More than one photo	1.783	14
Photograph 5	2024/2/13	Other: Sold out	A	1.945	61

Data source: Instagram / Own elaboration

The three most liked photo posts are from Real Madrid (1) and FC Barcelona (2), and the most liked post (942,671) is a photo of the Real Madrid team. In terms of the content of the reels (Table 7), 11 videos are fragments of a match, mainly goals scored by a player, while 4 are fragments of training sessions. In addition, all the videos are less than a minute long, with an average of 23.16 seconds.

**Table 7.** *Reels* of the 5 clubs with the most followers
(Date of analysis: 28-02-2024)

Club		Atlético de Madrid			
	Date of Publication	***Reel* content as of analysis date**	***Duration of the reel (in seconds)***	**Number of likes**	**Numbers of comments generated**
Reel 1	2024/2/13	Several of the above	26	58.000	148
Reel 2	2024/2/12	Fragment of a match (previous player's goal)	17	29.000	165
Reel 3	2024/2/11	Fragment of a match (goal)	24	35.000	66
Reel 4	2024/2/11	Fragment of a match (goal)	19	17.000	134
Reel 5	2024/2/11	Fragment of a match (goal)	22	19.000	74
Club		**FC Barcelona**			
		***Reel* content as of analysis date**	***Duration of the reel (in seconds)***	**Number of likes**	**Numbers of comments generated**
***Reel* 1**	2024/2/13	Other: Fan art	18	346.000	667
Reel 2	2024/2/12	Fragment of a training session	20	235.000	1.037
Reel 3	2024/2/11	Other: Arrival (prior)	14	353.000	568
Reel 4	2024/2/10	Fragment of a training session	13	881.000	1.980
Reel 5	2024/2/10	Fragment of a training session	30	376.000	1.436
Club		**Real Madrid C.F.**			
		***Reel* content as of analysis date**	***Duration of the reel (in seconds)***	**Number of likes**	**Numbers of comments generated**
Reel 1	2024/2/13	Other: Arrival	36	318.000	831
Reel 2	2024/2/13	Several of the above and party approach	45	229.000	417
Reel 3	2024/2/13	Fragment of a match (goal)	9	472.000	917
Reel 4	2024/2/13	Fragment of a match (goal)	43	842.000	2.055
Reel 5	2024/2/13	Fragment of a match (goal)	28	408.000	1.007
Club		**Sevilla FC**			
		***Reel* content as of analysis date**	***Duration of the reel (in seconds)***	**Number of likes**	**Numbers of comments generated**
Reel 1	2024/2/13	Fragment of a match (change of player)	30	14.000	56
Reel 2	2024/2/13	Fragment of a match (goal)	16	11.000	48
Reel 3	2024/2/12	Other: Before the match (Sergio Ramos)	12	20.000	105
Reel 4	2024/2/12	Other: After the match	59	15.000	136
Reel 5	2024/2/12	Statements by a player	15	32.000	508

Club		UD Almería		
	Reel content as of analysis date	Duration of the reel (in seconds)	Number of likes	Numbers of comments generated
Reel 1	2024/2/12	Fragment of a match (goalkeeper's save)	10	49.000	72
Reel 2	2024/2/12	Fragment of a match (other actions)	5	4.218	48
Reel 3	2024/2/12	Other: Before the match	29	993	10
Reel 4	2024/2/12	Other: Match prediction	5	1.276	75
Reel 5	2024/2/11	Fragment of a training session	34	752	4

Data source: Instagram / Own elaboration

The top three most liked video posts are from FC Barcelona (1) and Real Madrid (2), and the most liked (881,000) is a clip from an FC Barcelona training session (image 2).

Image 2. Screenshots of the most visited reels
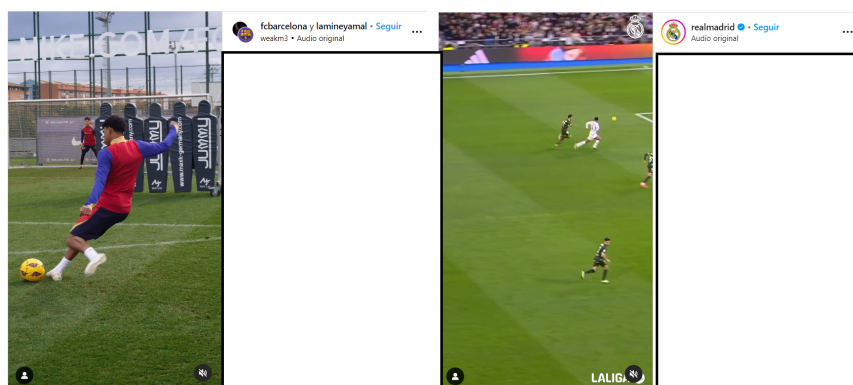
Source: Instagram.
https://www.instagram.com/reel/C3K9G6NoF2L/?utm_source=ig_web_copy_link&igsh=MzRlODBiN WFlZA%3D%3D and
https://www.instagram.com/reel/C3SJfpKMzfw/?utm_source=ig_web_copy_link&igsh=MzRlODBiNW FlZA%3D%3D

6.Discussion

Once the results were in, we proceeded to analyse them. On the one hand, it is confirmed that all the clubs are present on the Instagram social network. In other words, all the clubs are trying to use this tool as a social network to make themselves more visible and achieve a better positioning, which will lead to an increase in social impact and, consequently, it is assumed that it will also have an economic impact, although this last aspect was not studied in this study. Notwithstanding the above, not all clubs decided to open their official Instagram channel at the same time, as will be explained below and for the reasons given in the introduction to the study. There are many social networks in the world today and it is not always easy to predict which one will be the most successful or reach the largest audience. What is certain is that, although no specific pattern of account creation has been identified, all of the clubs currently present on Instagram have chosen this social network (100% of the clubs), which suggests that it is considered a virtual space - in this case, a visual one - with which to reach a significant number of people. On the other hand, Real Madrid, FC Barcelona and Atletico de Madrid are also the clubs with the largest number of followers on this social network, in line with their social mass (in terms of number of members and season ticket holders, national supporters' clubs, worldwide supporters' clubs, economic factors, etc.). As expected, two of them are above the rest: Real Madrid and FC Barcelona; the third, Atlético de Madrid, is almost 110,000,000 followers behind the second. The other clubs are far behind. This was more than predictable because, as other studies have shown, the same two clubs (Real

Madrid and FC Barcelona) are also the top two in other virtual networks. Their social strength is undeniable, and they are currently the strongest clubs in Spain, in parallel with their own economic strength or wage bill as the main economic aspect. Their own strength goes beyond national borders, as they are also the clubs with the greatest international projection, as shown by a multitude of indicators (members, season ticket holders, supporters, television interest, general national and international media interest, etc.).

Thirdly, in general, these types of accounts that have a high visibility on Instagram, taking into account the 20 (i.e. 100%), tend to follow very few accounts and clubs tend to be very restrictive in this regard. The number of followers varies from 267 (Real Mallorca, the highest) to 1 (UD Almería, the lowest). In general, the power of social networks is measured by the number of followers and not by the number of accounts followed. Any natural or legal person seeking influence in social networks seeks a very high ratio between the number of followers and the number of accounts followed, so that there is a proportionally high number of followers for each account followed.

In terms of the hypotheses themselves, more than four and a half years elapsed between the first of the clubs analysed to create an Instagram profile (Villarreal, January 2011) and the last (Getafe, October 2015), which leads us to believe that not all of them opted for this social network from the start. As mentioned above, there is also no particular pattern in the creation dates: 3 accounts were created in 2011, 3 more in 2012, 4 in 2013, 6 in 2014 - the year with the most accounts created - and 4 in 2015.

Regarding the second hypothesis, neither is there a determined pattern concerning the average number of posts made by the clubs. The range of average posts spans from the lowest (Villarreal, with 1.7 posts per day on average) to the highest (Cádiz, with 7.8 posts on average during the analysed period). Logically, making more or fewer posts should not necessarily affect visibility; in fact, an excess of posts in any form (whether they be for example photographs or reels) could even be counterproductive if it leads to receiver oversaturation. Instagram, per se, cannot be considered a social media platform designed for multiple posts, unlike others that might have such a format due to their more informative nature or target audience.

As for the third hypothesis, this was used to assess the content of the photograph. For the analysis, four possibilities were foreseen in the ad hoc file created for the coding (several players / a single player / fans / other), once the analysis had been carried out, 76% of the content was photographs with players. Logically, a club's main asset is the players taking part in the matches (the players), always with the "permission" of the fans, so it is not surprising that these are the predominant images. Other types of images have a residual value, such as those relating to the preparation for the match, the stadium, the dressing room or images with informative messages (e.g. 'sold out').

Images. Examples of rare images that do not relate to football matches or include snapshots of players.
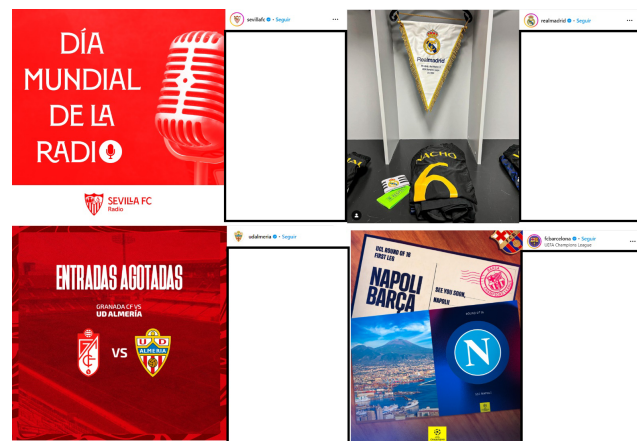
Source: Instagram.
https://www.instagram.com/p/C3SXGJWoGTk/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA%3D%3D,
https://www.instagram.com/p/C3SRO2mO4hi/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA%3D%3D,

https://www.instagram.com/p/C3TCXY_ILDL/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZ
A%3D%3D and
https://www.instagram.com/p/C3SyohLNMQ0/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA%3D%
3D

As far as the fourth hypothesis is concerned, there are hardly any player statements, but most of them are snapshots of fragments of matches or the publication of goals in reel form, something I had not foreseen in the original hypothesis.

7. Conclusions

The first hypothesis was that the creation date of the 20 accounts would be in a one-year window (from the first to be created to the last). This was based on the assumption that once one or two clubs started using this social network, if successful, others would start to imitate the model. However, this has not been the case and more than 4.5 years have elapsed from the creation of the first to the last. This leads us to conclude that all the clubs currently see an opportunity to use Instagram as a visibility tool, although not all of them discovered this opportunity at the same time; some were perhaps more reluctant at the beginning and the exploitation of this tool did not happen at the same time, not even within a period of one year.

The second hypothesis was that there would be a disparity in the number of publications (average ratio of publications per day), and this is accepted, as this disparity exists without any specific pattern having been identified. In this sense, we conclude that the way of working is very different from a quantitative point of view if we compare the use of this tool by different clubs. In this sense, the strategies are different and future research could explore the reasons for this.

The third hypothesis was based on the assumption that the greater the number of photographs, the greater the focus on the image of the players. This is accepted. It is concluded that the CMs of the accounts are using their main asset (not forgetting the fans) to reach their audience and encourage greater user participation.

Finally, the fourth hypothesis is rejected, since the prediction that most of the reels would focus on the players' statements is not fulfilled. On the contrary, they are game related reels (plays, goals). It is true that, although this is the case, future longitudinal studies could venture other types of results, depending on the time of data collection and analysis. We conclude by highlighting the importance of matches as priority content to reach users of this social network.

As a general conclusion, all the Spanish clubs in the EA Sports League have demonstrated the importance they attach to Instagram as a promotional tool, although the moment of betting on this social network is very different. The analysis shows that each club has a different way of working (quantitatively, for example, in terms of the number of photos or reels published). However, there is a tendency to use images of the club's main asset, the players (not forgetting the fans), as the main content.

8. Acknowledgements

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