



## THE SPANISH ROYAL FAMILY ON X (TWITTER) Towards the Public Positioning of the Princess of Asturias

JULIO-MANUEL PANIZO-ALONSO<sup>1</sup>, MARTA PULIDO-POLO<sup>2</sup>, JOSÉ VÁZQUEZ-GONZÁLEZ<sup>2</sup>

Universitat de Vic-Universitat Central de Catalunya, Spain

<sup>2</sup> University of Sevilla, Spain

---

### KEYWORDS

*X*  
*Spanish Royal House*  
*Public positioning*  
*Princess of Asturias*  
*Dialogic communication*  
*Relationships management*  
*Crown heir*

### ABSTRACT

*The main objective of this work is to determine the digital communication style of the Spanish Royal House in relation to the progressive public positioning of the Princess of Asturias as heir to the Spanish Crown. A multivariate quantitative analysis (content analysis) is carried out in SPSS (Krippendorff alpha coefficient = 0.867) on a corpus of 948 tweets published by the X @CasaReal account between 1 January and 31 December 2023. The study consolidates itself as a relevant relationship management tool for the public positioning of the Princess of Asturias.*

---

Received: 20/ 02 / 2024

Accepted: 03/ 03 / 2024

## 1. Introduction

Article 1.3 of the Spanish Constitution (hereafter CE) establishes that "the political form of the Spanish State is the Parliamentary Monarchy".

Constitutional monarchies share characteristics with brands in their verbal and visual communication, of which actions are a fundamental tool (Greyser et al., 2006; Panizo-Alonso, 2005). Their dependence on social support and backing means that their relationship with their audience is very important and evolves with very specific codes. On the one hand, they have a strong symbolic character that they must cultivate and exploit communicatively, but in recent years the media environment has paid more attention to their role as celebrities than to the institutional values themselves, which are secondary, so that the personal popularity of the monarch and the members of the royal family is directly linked to the image of the institution (Hames & Leonard, 1998; Greenhill, 2020, Berrocal et al., 2021).

Article 57 of the Spanish Constitution (hereinafter EC) establishes that:

1. The Crown of Spain shall be inherited by the successors of H. M. Juan Carlos I de Borbón, the legitimate heir of the historic dynasty. Succession to the throne shall follow the regular order of primogeniture and representation, the first line always having preference over subsequent lines; within the same line, the closer grade over the more remote; within the same grade, the male over the female, and in the same sex, the elder over the younger.
2. The Crown Prince, from his birth or from the time he acquires the claim, shall hold the title of Prince of Asturias and the other titles traditionally held by the heir to the Crown of Spain.
3. Should all the lines designated by law become extinct, the Cortes Generales shall provide for succession to the Crown in the manner most suitable to the interests of Spain.
4. Those persons with a right of succession to the throne who marry against the express prohibition of the King and the Cortes Generales, shall be excluded from succession to the Crown, as shall their descendants.
5. Abdications and renunciations and any doubt in fact or in law that may arise in connection with the succession to the Crown shall be settled by an organic act.

The presence of the Royal House in the media since the proclamation of Juan Carlos I has always enjoyed a situation of special protection and privilege due to its role during the transition and later, more noticeably, after the attempted coup of 23F, which favoured an unwritten pact to protect the monarchy from which many actors benefited (López & Valera Ordaz, 2013; Zugasti Azagra, 2007; Zugasti Azagra, 2005). This pact was broken in 2012 after the husband of the Infanta Cristina was accused of corruption and the figure of the then King was accused of corruption, topped off by the accident suffered by King Juan Carlos I during a hunting trip in Botswana, which led to the abolition of the veto and the public discussion of the King's mistresses (Ramos Fernández, 2012; Velasco Molpeceres, 2018). Events that led to his abdication in 2014 in favour of his son, then Prince Felipe.

Thus, following the publication of Organic Law 3/2014 of 18 June, which gave effect to the abdication of His Majesty King Juan Carlos I of Bourbon, the proclamation of King Felipe VI was promulgated, and Princess Leonor automatically became the legitimate heir to the Crown of Spain.

This change has not only affected the figure of the Head of State, but also the institution's communication policy, in an attempt to counteract the negative effects on his image of the events that led to his abdication and those that have arisen in subsequent years, always linked to the figure of King Juan Carlos.

The work of the Royal Household Communications Office in this new phase of Felipe VI's reign has been characterised by the adoption of strategies to improve the battered image inherited, using all the offline and online tools at its disposal and, above all, identifying personal assets that contribute to the creation of a positive image that strengthens the symbolic representation and institutional reputation of the Royal Household and eliminating those that are detrimental, as was the case with the transfer of King Juan Carlos' residence abroad in August 2020. (García Fernández & Castillo Esparcia, 2023).

The studies by Lava Santos and Pardo de Pedro (2022) show that this openness of the media has not really been as widespread as assumed, and that there is still a certain protection of the institution at the media level around the figure of King Felipe VI, to which the figure of the Princess of Asturias has gradually been added as she has grown older and

has been able to assume greater visibility within the institution, to the extent that the media and social networks have recognised the existence of a "Leonormania" (Balín, 2023; Calero, 2023).

In this sense, on 31 October 2023, the Princess of Asturias came of age and took the oath to "faithfully perform her duties, to respect and uphold the Constitution and the laws, and to respect the rights of citizens and of the Autonomous Communities" (Article 61.1 of the CE), as well as the oath of "loyalty to the King" (Article 61.2 of the EC Treaty). The importance of the figure of the Heir to the Spanish Crown in maintaining democratic normality is therefore unquestionable, given that the political form of the Spanish State is that of a parliamentary monarchy (art. 1.3 of the CE) and that:

The King is the Head of State, symbol of its unity and permanence; he arbitrates and moderates the proper functioning of the institutions; he is the supreme representative of the Spanish State in international relations, especially with the nations of its historical community, and he exercises the functions expressly conferred on him by the Constitution and the laws (art. 56.1 of the CE).

This fact, together with the proven relevance of social networks in the management of institutional communication (Capriotti & Losada-Díaz, 2018), which aims to foster a fluid dialogue with key audiences (Grunig; 2009; Sierra Sánchez & Sotelo González, 2012), and the need to gradually weave a progressive and strategic public positioning of the Crown Princess in society, justifies the academic interest of this study. It is worth highlighting the relevance that X has for institutional dialogue communication processes (Baamonde, 2011; Caldevilla-Domínguez et al., 2019), especially from a relational perspective (Ledingham, 2003).

As Pulido-Polo et al. (2021) point out, it is worth mentioning that one of the characteristics of the communication of H.M. The King's Household is precisely its rapid incorporation into the new technologies derived from the Internet, through the "casareal.es" website, especially the social networks, among which the YouTube channel "casarealtv" and the Twitter profile "@CasaReal" stand out, which, according to the data provided by H.M. The King's Household itself, were created on 10 September 2012 (although the domain has been operating since 1998 with different evolutions until the current one), 20 December 2012 and 21 May 2014, respectively (Cano-Orón & Llorca-Abad, 2017; Page & Parnell, 2019). The increase in the institutional use of social networks has highlighted their ability to quickly and directly connect official institutions with citizens (and vice versa), favouring: a) an improvement in democratic systems (and their information transparency policies) by guaranteeing access to information on a wider scale and in different social strata, and the participation of all publics equally at the same time; and b) reaching a wide audience that can interact directly with the bodies that represent them (McGravey, 2020) and become generators of new messages.

It is therefore clear that the benefits of the organisational use of websites and social media at the highest level of state representation derive from their ability to foster a timely, rapid and effective conversation between the institution and its publics and to combat misinformation (Lee et al. 2015; Jayarama et al., 2015; Guesalaga, 2016; Arroyo-Almaraz et al., 2018; Castillo-Esparcia et al., 2020a; Castillo-Esparcia et al. 2020b). In this context, the digital communication tools implemented by the House of His Majesty the King could be aimed at positioning and legitimising its constitutional structure as well as its democratic legitimacy, serving not only to initiate and maintain a constant dialogue with society, but also, in this case, to shape and materialise the image of Princess Leonor as the legitimate heir to the Crown (Campos-Domínguez, 2017; Baamonde, 2011; Caldevilla-Domínguez et al., 2019).

## 2. Objectives and Variables Analysed

In view of the above, the main objective of this study is to analyse the relational behaviour of the Household of H.M. The King, through its official account on X (formerly Twitter) "@CasaReal", during the period analysed, between 1 January and 31 December 2023, a key year for the Princess of Asturias. Specifically, this analysis aims to determine the digital communication style of the Household of His Majesty the King and, where appropriate, to observe how the keys to the strategic management of its relations with the public are aligned with the need for the progressive public positioning of the Princess of Asturias as heir to the Spanish Crown, in accordance with the democratic normality and succession established by the current Spanish Constitution of 1978. Special attention will be paid to the role played

in this context by the relational perspective of the organisation of events and the consolidation, where appropriate, of X as a two-way communication tool in the Crown, as a high State institution.

The following specific objectives are derived from this overall objective:

SO1: To determine the predominant thematic references in X for His Majesty the King's Household during the period analysed, identifying the level of acceptance of the population by thematic area. Content (V1), described later in the methodology, in relation to the calculation of the statistical average of likes, retweets and comments (resulting from SO6) in each thematic area.

SO2: Observe the extent to which the analysed tweets are directly or indirectly related to Princess Eleanor, generating content that supports the communication in X of the analysed account. This objective will be monitored through variable 2. Related tweet (V2).

SO3: To analyse the treatment of Princess Eleanor in relation to her progressive public positioning through X. This objective will be developed through V1, as well as variable 3. Protagonism in the publication (V3).

SO4: To identify the temporal cadence of the information disseminated in relation to the advantages associated with X as an institutional communication tool in the positioning of the image of the Princess of Asturias. This objective includes the analysis of variable 4. Regularity of information (V4), taking into account the frequency and temporal distribution of the tweets analysed.

SO5: Indicate what additional resources, if any, are included in each tweet to reinforce the main message. This objective includes the examination of the format variable (V5).

SO6: To observe the level of conversation in order to determine the degree of feedback and bidirectionality established between the institution and its environment in relational terms, also highlighting the possible analogies, synergies and divergences observed in the case under study. This objective is operationalised by the variable related to interaction and engagement (V6).

### 3. Methodology

Based on the methodology validated by Pulido-Polo, Jiménez-Marín, Perez-Curiel and Vázquez-González, Jose (2022) regarding the analysis of Twitter from an institutional perspective, a quantitative methodological design is established to achieve the objectives of this research. Specifically, a content analysis is applied to a corpus of 948 tweets published between 1 January and 31 December 2023 by the official X account of the Spanish Royal House @CasaReal (n.d.).

It should be noted that 2023 is a key year for the Crown in that, on the one hand, Princess Leonor, having reached the age of majority in that year, will open the way to her constitutional functions and will be able to assume the Regency in the event of the King's disqualification, as provided for in Article 59.2 of the Spanish Constitution. This age of majority is completed in the act of swearing the oath to the Constitution before the Cortes Generales (art. 61.2. of the Constitution) and also marks the beginning of her specific preparation for her future functions as Head of State, with the start of her military training. As established in Article 1 of Royal Decree 173/2023, of 14 March, which regulates the military training and career of Her Royal Highness the Princess of Asturias, Doña Leonor de Borbón y Ortiz:

The purpose of this Royal Decree is to regulate the military training and career of Her Royal Highness the Princess of Asturias, Doña Leonor de Borbón y Ortiz, taking into account the requirements of her high representation and the circumstances that are inherent in her person as Heiress to the Crown of Spain, belonging simultaneously to the Army, the Navy and the Air Force.

For data collection, the tweets were manually located according to a chronological criterion by date and time of publication in the period and account analysed. In accordance with the codebook designed *ad hoc* for each variable analysed, coding was carried out between 1 and 29 February 2024, by two judges who, after the corresponding training period (from 9 to 20 January 2024), reached an intercoder agreement index of 0.867 according to the calculation of Krippendorff's alpha coefficient (2002 and 2004). Both for the calculation of the alpha coefficient and for the execution of the analysis, a data matrix is created in Microsoft Excel, which is then submitted to the IBM SPSS Statistics software. In this sense,

in order to respond to each of the specific objectives initially set out, the variables involved are operationalised for subsequent analysis:

Content (V1): each tweet is assigned to one of the following categories: C1 (science), C2 (health), C3 (solidarity), C4 (sustainability), C5 (institutional), C6 (culture), C7 (defence), C8 (sport), C9 (economy), C10 (education), C11 (media), C12 (Christmas message) and C13 (international relations).

Related tweet (V2): each tweet is coded according to whether it is related to Princess Eleanor in terms of institutional activities (L1), family activities (L2), in the field of education (L3), with an institution bearing her name (L4), other (L5) or not related to her (L6).

3. Leading role in the publication (V3): this variable is coded in 7 categories depending on who the Crown Princess attends the event with. If the four members of the Royal Family are present (P1), if the King, the Queen and Princess Leonor are present (P2), if the King is present with Princess Leonor (P3), the Queen with Princess Leonor (P4), the Princess with the Infanta (P5), the Princess alone (P6) and other combinations (P7).

4. Regularity of the information (V4): the date and frequency of the tweets analysed.

5. Means used to reinforce the main message: two variables are taken into account here: Format (V5) and Focus (V6). V5 looks at whether the text of the tweet contains any other type of information: story (F1), photo (F2), video (F3), GIF (F4), infographic (F5) or other resources (F6), and whether it contains a link to updated information.

6. Interaction and engagement: this variable (V6) is instrumented by the number of likes, retweets, comments, replies to comments and the number of reproductions of the videos on the account and during the period analysed. These data are used, on the one hand, as indicators of the level of interaction and conversation (Pulido-Polo, Hernández-Santaolalla and Lozano-González, 2021) and, on the other hand, to determine the engagement or support rate (total number of likes divided by the number of followers per hundred), the viralisation rate (total number of retweets divided by the number of followers per hundred), the conversation rate (total number of comments divided by the number of followers per hundred) and the general engagement rate, which is the sum of the three previous ones, according to the guidelines of Capriotti et al., (2019, p. 1102).

## 4. Results

In terms of the predominant thematic references in X for His Majesty the King's Household during the period analysed, and identifying the level of acceptance of the population by thematic area, as can be seen in Table 1, the contents with the highest interaction rates, in order of quantitative relevance, are those tweets related to the Christmas message, defence matters (interest in the Princess's military training could have an influence in this regard), the institutional area, sport, education and international relations. These data allow us to deduce a positioning of the image of the Crown in relation to its constitutional functions (articles 56.1 and 62 of the Spanish Constitution), strengthening the public legitimacy of the King as Head of State and, consequently, of his direct successors (article 59 of the Spanish Constitution).

**Table 1.** Predominant thematic references identifying the level of acceptance of the population by thematic area.

Content according to the theme of the event		Answers	I like it	Repost
Science	Media	25,24	105,94	603,33
	Standard deviation	29,068	36,872	208,251
	Sum	1237	5191	29563
Health	Media	64,97	141,81	747,84
	Standard deviation	147,587	130,313	497,227
	Sum	2404	5247	27670
Solidarity	Media	24,90	116,38	699,69
	Standard deviation	28,124	82,148	506,787
	Sum	1195	5586	33585
Sustainability	Media	27,67	120,00	749,00



Content according to the theme of the event		Answers	I like it	Repost
	Standard deviation	10,727	24,996	115,107
	Sum	166	720	4494
	Media	96,86	309,97	1684,11
Institutional	Standard deviation	203,794	523,499	2693,811
	Sum	20824	66333	362083
	Media	53,85	145,56	801,82
Culture	Standard deviation	127,695	128,005	580,976
	Sum	5816	15721	86597
	Media	113,79	439,24	2506,63
Defence	Standard deviation	257,869	869,017	5041,689
	Sum	10241	39532	225597
	Media	35,53	215,21	1606,79
Sport	Standard deviation	24,183	216,273	1981,410
	Sum	675	4089	30529
	Media	25,07	108,83	617,40
Economy	Standard deviation	22,963	46,250	206,558
	Sum	2031	8815	50009
	Media	42,37	151,10	975,12
Training	Standard deviation	67,117	167,895	1253,331
	Sum	2542	9066	58507
	Media	57,58	132,75	687,58
The media	Standard deviation	73,472	77,861	189,781
	Sum	1382	3186	16502
	Media	214,24	872,53	3254,82
Christmas message	Standard deviation	272,084	1425,408	4502,573
	Sum	3642	14833	55332
	Media	60,16	177,10	973,78
International Relations	Standard deviation	162,715	236,929	1154,689
	Sum	11311	33294	183071
	Media	71,53	231,73	1270,61
Total	Standard deviation	190,279	461,443	2360,131
	Sum	67807	219451	1204539

Source: own elaboration.

Secondly, in terms of the direct or indirect relationship of the tweets analysed in 2023 with Princess Leonor, we can see that, of the 948 publications of the account of the Spanish Royal Family on X, 9.9% of the total number of publications mention the Princess of Asturias for her participation in some activity (see Table 2). The distribution of these publications according to the field of activity in which she is present is mainly distributed by her presence in institutional activities (6.1% of the total number of publications observed); in educational activities typical of the age and status of the Princess of Asturias, such as her graduation or admission to the General Military Academy (hereafter AGM), in 0.9%; or in an activity of a family nature, such as a visit during the holiday period (0.8%). It is noteworthy that a significant 2% of publications are linked to his presence at events related to an institution bearing his name, such as the Princess of Asturias Foundation or the Princess of Girona Foundation. The Princess of Asturias is not mentioned in 90.1% of the royal household's publications.

Table 2. Princess Leonor related tweets

Frequency	Percentage
-----------	------------

Yes	<b>In institutional activities</b>	58	6,1	6,1
	<b>In family activities</b>	8	,8	7,0
	<b>In the field of training</b>	9	,9	7,9
	<b>In an institution that bears her name FPG FPA</b>	19	2,0	9,9
	<b>No</b>	854	90,1	100,0
<b>Total</b>		948	100,0	

Source: own elaboration.

The field of activity to which the various publications belong, according to the classification established in the agenda on the website of the Royal Household, helps us to identify the volume of events in each field in which the Princess participates and those in which she does not.

According to the data in Table 3, institutional events generate the most publications (22.7%), followed by international relations (19.8%), culture (11.4%), defence (9.5%), the economy (8.5%), education (6.3%), science (5.2%) and solidarity (5.1%). Health (3.9%), media (2.5%), sport (2%) and sustainability (0.6%) are the least important. The thematic structure of the agenda of the Royal Household includes an area of publications linked to the Christmas message delivered by the King on 24 December, which accounts for 1.8% of publications.

If we compare this figure with the volume of publications in which the Princess of Asturias is mentioned, we see that in her case they are concentrated in only five areas. Institutional events is the most important, accounting for more than half of the publications in which she appears (58.5%) and where aspects related to the swearing-in of the Constitution by the Princess of Asturias, her participation in the National Day or the Princess of Asturias Award Ceremony are presented. The second area is defence (21.3%), linked to the swearing-in of the flag or attendance at the General Military Academy. The third is training (18.1%), also linked to training activities within the General Military Academy or the activities of the Princess of Girona Foundation, and the last two are science and culture (both with 1.1%). Thus, we can see that there is no coincidence between the areas of activity and the volume of publications between the Royal Household as a whole and those linked to the Princess, where the area of activity to which the figure of the heiress is linked can be seen.

**Table 3.** Content of publications related to Princess Leonor

<b>Content according to the theme of the event.</b>	<b>Presence of Princes Leonor</b>	<b>Absence of Princes Leonor</b>	<b>Total</b>
<b>Science</b>	1,1%	5,6%	5,2%
<b>Health</b>	0,0%	4,3%	3,9%
<b>Solidarity</b>	0,0%	5,6%	5,1%
<b>Sustainability</b>	0,0%	0,7%	0,6%
<b>Institutional</b>	58,5%	18,7%	22,7%
<b>Culture</b>	1,1%	12,5%	11,4%
<b>Defence</b>	21,3%	8,2%	9,5%
<b>Sport</b>	0,0%	2,2%	2,0%
<b>Economy</b>	0,0%	9,5%	8,5%
<b>Training</b>	18,1%	5,0%	6,3%
<b>Media</b>	0,0%	2,8%	2,5%
<b>Christmas message</b>	0,0%	2,0%	1,8%
<b>International Relations</b>	0,0%	22,0%	19,8%
<b>Total</b>	100,0%	100,0%	100,0%

Source: own elaboration.

In terms of personal references, as can be seen in Table 4, the member of the Royal Family who generates the highest number of interactions is King Felipe, followed by Princess Leonor, Queen Letizia, Queen Sofía and Princess Leonor. The monarch attends a greater number of events, giving him more

opportunities to interact as there are more publications about him. However, it is noticeable that the princess is ahead of Queen Letizia, even though she has attended far fewer events and has fewer publications on the social network account.

**Table 4.** Level of interaction as a function of the actual persons present in each publication.

Members of the Royal Household		Answers	I like it	Repost
Felipe	Media	61,41	184,28	962,69
	Standard deviation	163,634	353,402	1339,251
	Sum	31997	96009	501559
Felipe, Letizia, Leonor, P. Sofia and Q. Sofia	Media	78,00	526,00	3000,00
	Standard deviation	1,414	57,983	1414,214
	Sum	156	1052	6000
Leonor and P. Sofia	Media	24,00	116,73	746,36
	Standard deviation	11,171	20,891	176,458
	Sum	264	1284	8210
Felipe and Leonor	Media	347,40	1936,20	8800,00
	Standard deviation	372,020	1783,214	4816,638
	Sum	1737	9681	44000
Letizia	Media	33,88	113,25	664,96
	Standard deviation	68,473	84,039	374,159
	Sum	4303	14383	84450
Leonor	Media	390,84	1620,95	9789,47
	Standard deviation	448,999	1528,010	9046,663
	Sum	7426	30798	186000
P. Sofia	Media	354,50	1000,00	7500,00
	Standard deviation	53,033	,000	707,107
	Sum	709	2000	15000
Q. Sofia	Media	61,55	131,16	800,97
	Standard deviation	115,258	57,234	374,848
	Sum	2339	4984	30437
Felipe and Letizia	Media	51,71	163,82	879,91
	Standard deviation	103,734	124,037	602,185
	Sum	7911	24901	134626
Felipe, Letizia and Leonor	Media	95,25	549,88	2682,44
	Standard deviation	88,755	265,303	1407,528
	Sum	1524	8798	42919
Felipe, Letizia, and Q. Sofia	Media	102,00	266,00	1600,00
	Standard deviation	66,633	137,906	1200,000
	Sum	408	1064	6400
Felipe, Letizia, Leonor and P. Sofia	Media	111,11	405,81	2511,06
	Standard deviation	186,121	449,449	3338,088
	Sum	4000	14609	90398
Total	Media	71,53	231,73	1270,61
	Standard deviation	190,279	461,443	2360,131
	Sum	67807	219451	1204539

Source: own elaboration.

An analysis of the type of events presented in X's publications in 2023 and the members of the Royal Family who appear in them, as shown in Table 5, reveals that King Felipe VI appears alone in 521



publications, most of which (201) are events to which the Monarch has been invited but which are organised by bodies outside the Royal House, followed by publications on audiences with various personalities and authorities (125). Queen Letizia appears alone in 127 publications, most of which are also external events (69 publications), followed by visits to various institutions (28 publications). The royal couple appears together in 153 of the publications during the period analysed, 62 of which are visits and 59 external events of the royal household (59) and visits. Queen Sofia alone accounts for 38 of the publications, 34 of which are linked to external events, and 36 publications focus on the presence of the King and Queen and their daughters at external events (21).

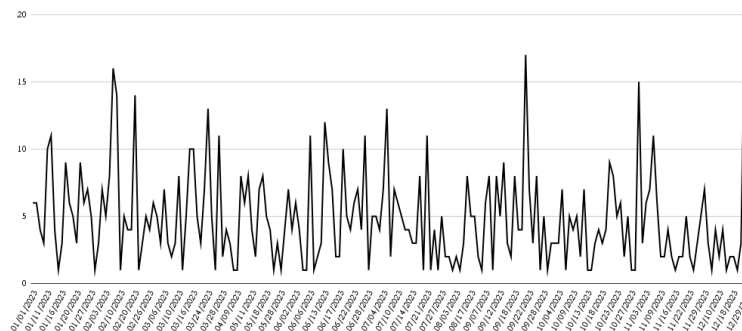
**Table 5.** Variable type of event crossed with the variable presence of members of the royal family

	Hearings	Royal House events	External events	Visit	Other	Total
<b>Felipe</b>	125	54	201	90	50	521
<b>Felipe, Letizia, Leonor, P. Sofia and Q. Sofia</b>	0	0	2	0	0	2
<b>Leonor and P. Sofia.</b>	0	0	11	0	0	11
<b>Felipe and Leonor</b>	0	1	4	0	0	5
<b>Letizia</b>	4	0	69	28	26	127
<b>Leonor</b>	0	6	13	0	0	19
<b>P. Sofia</b>	0	0	0	0	2	2
<b>Q. Sofia</b>	0	0	34	2	2	38
<b>Felipe and Letizia</b>	2	11	59	62	19	153
<b>Felipe, Letizia and Leonor</b>	0	5	11	0	0	16
<b>Felipe, Letizia and Q. Sofia</b>	0	3	0	0	1	4
<b>Felipe, Letizia, Leonor and P. Sofia</b>	4	3	21	6	2	36
<b>Total</b>	135	88	425	189	110	948

Source: own elaboration.

Regarding the identification of the temporal cadence of the information shared on the @CasaReal de X account throughout the analysed period (see Graph 1), we can observe how the analysed tweets are linked to the institutional regularity and public representation derived from the agenda of the Royal Household. Some peaks stand out in February, September, October, and December. These peaks coincide in February with the King's presence at the Mobile World Congress, in September with the Flag Oath of the heiress at the General Military Academy, in October with the date of the Princess of Asturias's Oath of the Constitution, and in December with the King's Christmas Message.

**Graph 1.** Temporal cadence of information shared.



Source: own elaboration.

As regards the use of audiovisual resources in publications, Table 6 shows that photographs appear in 79% of the publications analysed and videos in 19.5%.

**Table 6.** Publications Format

	Frequency	Percentage	Valid Percentage	Cumulative percentage
<b>Photographs</b>	749	79,0	79,0	79,7
<b>Video</b>	185	19,5	19,5	99,3
<b>Other</b>	7	,7	,7	100,0
<b>Total</b>	948	100,0	100,0	

Source: own elaboration.

Finally, when it comes to analysing whether the presence of the Princess of Asturias in the publications of the Royal Household generates a higher impact on X than other publications and whether this possible "Leonormania" is justified (Balín, 2023; Calero, 2023), we can see that it is indeed an increasing value in the image and digital communication of the institution, given the data presented in Table 7. We can see that the 92 publications in which the Princess is mentioned, which represent 9.8% of the total publications of the account, generate 32.1% of the total number of likes of the account in the period analysed, with an average of 4199.58 likes per publication, compared to 955.8 for publications in which the Princess does not appear. The engagement rate of the Princess's posts is therefore 33.27% of the account's total for the period analysed, which is 103.73.

If we analyse the number of reposts generated by the publications in which the princess is mentioned, we see once again that 30.7% of the account's total number of reposts over the period analysed are generated by these publications, with an average number of reposts per publication of 733.4, compared to an average of 177.7 for publications in which the princess is not mentioned. We can therefore conclude that the overall viralisation rate of the account is 18.89, while that of the princess's publications is 5.81.

If we analyse the number of responses generated by the publications, we can see that the publications of the heiress generate 22.7% of the responses of the account throughout 2023, with an average of 166.9 responses, compared to an average of 61.2 for the publications in which she is not mentioned. This means that the conversion rate of the account is 5.83, of which Princess Eleanor's posts account for 1.32.

Finally, in relation to the overall data, the engagement rate for the period analysed was 128.42, with 40.4 posts mentioning the heiress and 88.05 for the rest of the posts. It is worth noting that although there are far fewer publications with Leonor, the Crown Princess generates levels of interaction that are particularly relevant to the study in question: society is significantly interested in tweets that mention Leonor.

**Table 7.** Levels of interaction and engagement rate

INTERACTION		Tweets without the presence of Leonor (856)	Tweets with the presence of Leonor (92)	Total (948)
No. of followers (1,161,185)				
<b>Engagement Rate</b>	<b>Total number of Likes</b>	818177	386362	1204539
	<b>Media</b>	955,8142523	4199,586957	1270,610759
	<b>ToE</b>	70,46	33,27	103,73
<b>Viralisation rate</b>	<b>Total No. RT</b>	151977	67474	219451
	<b>Media</b>	177,7508772	733,4130435	231,7328405
	<b>TdV</b>	13,08	5,81	18,89

INTERACTION		Tweets without the presence of Leonor (856)	Tweets with the presence of Leonor (92)	Total (948)
No. of followers (1,161,185)				
Conversion Rate	Total No. of Responses	52445	15362	67807
	Media	61,26752336	166,9782609	71,52637131
	TdC	4,51	1,32	5,83
Overall Engagement Rate	TGdE	88,05	40,4	128,45

Source: own elaboration.

## 5. Conclusions

This work confirms the thesis that motivated this research: X is consolidated as a bidirectional communication tool (Guerrero-Solé & Mas-Manchón, 2017) that is essential for the Crown, as a high state institution, to develop a strategic management of its relations with citizens (Ledingham, 2001), in line with the need to progressively position the Princess of Asturias in the public sphere as heir to the Spanish Crown, while reinforcing the democratic normality and succession established by the current Spanish Constitution of 1978.

Similarly, this research allows us to infer the relational capacity of the organisation of official events, since in addition to revealing itself as the true backbone, in the form of branded content (Rodríguez-Rabadán, 2021; Rogel del Hoyo & Marcos Molano, 2020), between the Royal House and society, for its publications in X, establishing itself as its essential reference, it allows the public positioning of Princess Leonor in the above-mentioned terms. And it does so with a decidedly interesting level of public acceptance. For example, as Codes Calatrava (2022) points out, the oath of allegiance to the Constitution and the King is one of the most important political-legal acts in the life of the future Queen of Spain and, in this sense, the relevant function that the protocol acquires in this respect should be highlighted.

In this sense, firstly, in relation to SO1, which determines which are the predominant thematic references in X for the House of His Majesty the King during the period analysed, identifying the level of acceptance of the population by thematic area, we observe the functionality of X to position the image of the Crown in an agile and effective way in relation to its constitutional functions, reinforcing the public legitimacy of the King and, consequently, of the Princess of Asturias.

Secondly, with regard to SO2, as stated at the beginning of this section, this study highlights the figure of the Princess as a relevant element in the generation, not only of digital content, but also of content with successful interactions and, therefore, social success.

This aspect is related to SO3, since we observe a progressive public relevance of the Princess of Asturias through X, on topics of interest such as institutional relations, diplomatic relations, education and sport. It is also observed that in 2023 alone, the Princess participated in 19 solo events, most of them outside the Household of His Majesty the King, a fact that determines a desire for public projection outside the purely institutional sphere.

In relation to SO4, a temporal cadence is observed in the information shared in relation to the advantages associated with X as an institutional communication tool for the positioning of the image of the Princess of Asturias, two aspects stand out:

- A regularity and speed in the distribution of information throughout the calendar, according to the royal agenda, which reinforces the opportunities for dialogue and the freshness of the communication that X brings to the royal household's communication with society,
- Two highlights in time that correspond exactly to the figure of the Heir to the Crown: the swearing of the Constitution and loyalty to the King, the importance of which has been described in previous paragraphs, and her entry into the General Military Academy to begin

her military training, as befits the future Queen of Spain, who constitutionally has supreme command of the Armed Forces.

Similarly, in response to SO5, which states what additional resources, if any, are included in each tweet to reinforce the key message, it is worth highlighting the predominance of still images over audiovisual content. Nearly 80% of posts are enhanced by the use of photos, which reinforce the textual content of the post and make the information more accessible and attractive.

Finally, with regard to the level of conversation to determine the degree of feedback and bidirectionality established between the institution and its environment in relational terms, through interaction and engagement (SO6), the study concludes that X is a powerful tool for institutional communication (Astigueta, 2022) of a dialogical nature with the population, a fact that confirms the findings of Capriotti et al. (2019) and Pulido-Polo et al. (2023). Similarly, the study allows us to conclude that the Princess of Asturias stands as a rising value capable of increasing the level of engagement of the Crown in X.

## References

- Arroyo-Almaraz, I., Calle-Mendoza, S. & Van-Wyk, C. (2018). Effectiveness in NGDO communication. The use of Facebook in emergency campaigns. *Revista Latina de Comunicación Social*, 73, 765-789. <https://doi.org/10.4185/RLCS-2018-1281>.
- Astigueta, M. (2022). Twitter, engagement y discurso: Abordaje cuantitativo y cualitativo de la cuenta @mauriciomacri. *InMediaciones De La Comunicación*, 17(2). <https://doi.org/10.18861/ic.2022.17.2.3140>
- Baamonde, X. (2011). Social networks as Public Relations tools for European institutions. *Correspondences through Analysis*, 1, 67-82. <https://doi.org/10.24265/cian.2011.n1.05>
- Balín, M. (13 October 2023). The 'Leonor effect' boosts the audience of the 12-O parade. Retrieved from El Correo: <https://goo.su/5J0gXp>
- Berrocal, S., Zamora Medina, R. & Rebolledo, M. (2021). Politainment social audience and political engagement: Analysing Twitter conversations in Spain. *Catalan Journal of Communication & Cultural Studies*, 3(1), 23-42. [https://doi.org/10.1386/cjcs\\_00037\\_1](https://doi.org/10.1386/cjcs_00037_1)
- Caldevilla-Domínguez, D., Rodríguez-Terceño, J. & Barrientos-Báez, A. (2019). Social unrest through new technologies: Twitter as a political tool. *Revista Latina de comunicación*, 74, 1264-1290. <https://doi.org/10.4185/RLCS-2019-1383>.
- Calero, A. (30 October 2023). Leonormania: the influencer effect that the heiress has among people her age. Retrieved from ABC: <https://goo.su/ggj8Z>
- Campos-Domínguez, E. (2017). Twitter and political communication. *El profesional de la información*, 26(5), 785-793. <https://doi.org/10.3145/epi.2017.sep.01>
- Cano-Orón, L. & Llorca-Abad, G. (2017). Analysis of the official discourse of the Royal Household on Twitter during the period of the abdication of King Juan Carlos I and the Coronation of Felipe VI. *Perspectivas de la Comunicación*, 10(1), 29-54.
- Capriotti, P., Zeler, I. & Oliveira, A. (2019). Dialogic communication 2.0 on Facebook. Analysis of interaction in Latin American organizations. *Revista Latina de Comunicación Social*, 74, 1094-1113. <https://doi.org/10.4185/RLCS-2019-1373>
- Capriotti, P. & Losada-Díaz, J. C. (2018). Facebook as a dialogic communication tool at the most visited museums of the world. *Profesional de la información / Information Professional*, 27(3), 642-650. <https://doi.org/10.3145/EPI.2018.MAY.17>
- Castillo-Esparcia, A., Castellero-Ostio, E. & Castillo-Díaz, A. (2020a). Think tanks in Spain. Analysis of their digital strategy-based experiments. *Revista Latina de Comunicación Social*, 77, 253-273. <https://www.doi.org/10.4185/RLCS-2020-1457>
- Castillo-Esparcia, A., Fernández-Souto, A. B. & Puentes-Rivera, I. (2020b). Political communication and Covid-19. Strategies of the Spanish Government. *El profesional de la información*, 29(4), e290419. <https://doi.org/10.3145/epi.2020.jul.19>
- Codes Calatrava, J.M. (2022). El juramento de la Princesa Doña Leonor de Borbón y Ortiz: aspectos constitucionales y parlamentarios (algunos reflexiones al hilo del discurso de Luis María Cazorla Prieto). *Revista de las Cortes Generales*, 112, 63-88. <https://doi.org/10.33426/rcg/2022/112/1657>
- Spanish Constitution. *Boletín Oficial del Estado*, 311, 29 December 1978. <https://www.boe.es/buscar/act.php?id=BOE-A-1978-31229>
- García Fernández, M. D. & Castillo Esparcia, A. (2023). La labor del gabinete de comunicación en las Instituciones. *Revista Estudios Institucionales*, 10(19), 205-221. <https://doi.org/10.5944/EEII.VOL.10.N.19.2023.37540>
- Greenhill, B. (2020). How can international organizations shape public opinion? analysis of a pair of survey-based experiments. *The Review of International Organizations*, 15, 165-188. <https://doi.org/10.1007/s11558-018-9325-4>
- Greyser, S. a., Balmer, J. M. T. & Urde, M. (2006). The monarchy as a corporate brand: Some corporate communications dimensions. *European Journal of Marketing*, 40(7/8), 902-908. <https://doi.org/10.1108/03090560610670052>
- Grunig, J. E. (2009). Paradigms of global public relations in an age of digitalisation. *PRism*, 6, 1-19.

- Guerrero-Solé, F. & Mas-Manchón, L. (2017). Structure of political tweets during the 2015 and 2016 election campaigns in Spain. *El profesional de la información*, 26(5), 805-815. <https://doi.org/10.3145/epi.2017.sep.03>
- Hames, T. & Leonard, M. (1998). Modernising the monarchy. 35. Retrieved from <https://demos.co.uk/wp-content/uploads/files/modernisingthemonarchy.pdf>
- Jayarama, D., Manraib, A. K. & Manraib, L. A. (2015). Effective use of marketing technology in Eastern Europe: Web analytics, social media, customer analytics, digital campaigns and mobile applications. *Journal of Economics, Finance and Administrative Science*, 20(39), 118-132. Retrieved from <https://ideas.repec.org/a/ris/joefas/0090.html/a/ris/joefas/0090.html>
- Krippendorff, K. (2002). *Content analysis methodologies. Theory and practice*. Paidós.
- Krippendorff, K. (2004). Reliability in content analysis. Some common misconceptions and recommendations. *Human communication research*, 30(3), 411-433.
- Ledingham, J.A. (2001). Government-community relationships: extending the relational theory of public relations. *Public relations review*, 27(3), 285-295. <https://bit.ly/3zTUW86>
- Ledingham, J.A. (2003). Explaining relationship management as a general theory of public relations. *Journal of public relations research*, 15(2), 181-198. [https://doi.org/10.1207/S1532754XJPRR1502\\_4](https://doi.org/10.1207/S1532754XJPRR1502_4)
- Lava Santos, D. & Pardo de Pedro, I. (2022). La imagen de la Casa Real en los medios de comunicación españoles: estudio sobre la cobertura informativa en TVE y Telecinco tras la salida de Juan Carlos I al extranjero (3 de agosto de 2020). *Miguel Hernández Communication Journal*, 13(1), 145-167. <https://doi.org/10.21134/mhjournal.v13i.1443>
- Lee, N., Sha, B. L., Dozier, D. M. & Sargent, P. (2015). The role of new public relations practitioners as social media experts. *Public Relations Review*, 41(3), 411-413. <https://doi.org/10.1016/J.PUBREV.2015.05.002>
- Ley Orgánica 3/2014, de 18 de junio, por la que se hace efectiva la abdicación de Su Majestad el Rey Don Juan Carlos I de Borbón, *Boletín Oficial del Estado*, 148, de 19 de junio de 2014. <https://www.boe.es/buscar/act.php?id=BOE-A-2014-6476>
- López, G. & Valera Ordaz, L. (2013). La información sobre la Monarquía española en los nuevos medios digitales: Eldiario.es y Vozpopuli.com. *adComunica. Revista Científica de Estrategias, Tendencias e Innovación en Comunicación*, (6), 65-81. <https://doi.org/10.6035/2174-0992.2013.6.5>
- McGravey, K. (2020). Digital public forums: Power and representation in the internet's public squares. *New politicalscience*, 42(3), 253-271. <https://doi.org/10.1080/07393148.2020.1807274>
- Page, J. T. & Parnell, L. (2019). *Introduction to Strategic Public Relations: digital, global and socially responsible communication*. Sage.
- Panizo-Alonso, J. M. (2005). Protocol and ceremonial in the society of communication and image. *Tendencias actuales en las relaciones públicas: II*, 653-666. Retrieved from <https://idus.us.es/xmlui/handle/11441/39279>
- Pulido-Polo, M., Hernández-Santaolalla, V. & Lozano-González, A. A. (2021). Institutional use of Twitter to combat infodemia caused by the Covid-19 health crisis. *Profesional de la información*, 30(1), e300119. <https://doi.org/10.3145/epi.2021.ene.19>
- Pulido-Polo, M., Jiménez-Marín, G., Pérez-Curiel, C. & Vázquez-González, J. (2022). Twitter as an institutional communication tool of the British Royal House and the Spanish Royal House in the post-pandemic context. *Revista de Comunicación*, 21, 225-243. <https://doi.org/10.26441/RC21.2-2022-A11>
- Pulido-Polo, M., Sánchez, M. D. M. & Luque, L. (2021). The representation of the Spanish Crown in the public sphere through institutional acts. *Communication & Society*, 34(2), 315-332. <https://doi.org/10.15581/003.34.2.315-332>
- Pulido-Polo, M., Sánchez-González, M.D., Mesa-Göbel, J.M. & Vázquez-González, J. (2023). La Moncloa en Twitter: un análisis cuantitativo en la era post COVID. *Revista Latina de Comunicación Social*, 81, 191-209. 10.4185/RLCS-2023-1874.
- Ramos Fernández, F. (2012). The scandals of the Spanish crown in the digital press and the future of the monarchy. From amnesia and complicit silence to exhaustive media treatment. *Razón y Palabra*, 79, 27.



- Royal Decree 173/2023, of 14 March, regulating the military training and career of Her Royal Highness the Princess of Asturias, Doña Leonor de Borbón y Ortiz. *Official State Gazette*, 63, of 15 March 2023. <https://www.boe.es/buscar/doc.php?id=BOE-A-2023-6731>
- Rodríguez-Rabadán, M. (2021). The role of the advertising technique Branded Content to generate new links of engagement between brand and society. *Questiones publicitarias*, 4(27), 31-37. <https://doi.org/10.5565/rev/qp.350>
- Rogel del Hoyo, C. & Marcos Molano, M. (2020) El branded content como estrategia (no) publicitaria, *Pensar la publicidad* 14(1), 65-75.
- Sierra Sánchez, J., & Sotelo González, J. (2012). The current state of protocol at the legal and professional level. *Revista ICONO 14. Scientific Journal of Communication and Emerging Technologies*, 6(2), 144-178. <https://doi.org/10.7195/ri14.v6i2.355>
- Velasco Molpeceres, A. M. (2018). Monarchy and media: from the transition to Corinna zu Sayn-Wittgenstein. *Observatorio*, 12(3), 122-137.
- Zugasti Azagra, R. (2005). La legitimidad franquista de la Monarquía de Juan Carlos I: un ejercicio de amnesia periodística durante la transición española. *Communication & Society*, 18(2), 141-168. <https://doi.org/10.15581/003.18.36321>
- Zugasti Azagra, R. (2007). La forja de la complicitad: monarquía y prensa en la transición española (1975-1978). *Comunicación y Hombre*, 5, 189-190.