



## NATIONAL POLICE AND CIVIL GUARD IN TIKTOK A Comparison of the Two Accounts

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### KEYWORDS

*National Police*  
*Civil Guard*  
*Security Forces and Corps*  
*TikTok*  
*Social networks*  
*Communication*  
*Social media*

### ABSTRACT

*This study examines the utilisation of TikTok as a communication tool by Spanish security forces and corps. The primary objective is to compare the utilisation of this social network by the Civil Guard and the National Police, with particular consideration given to the accompanying text in the published videos. In order to achieve this objective, a descriptive research study will be conducted, employing a quantitative approach through content analysis. Regarding the communication strategy on TikTok, the results obtained indicate that the National Police primarily addresses matters pertaining to security and crime, whereas the Civil Guard tends to present its daily operations.*

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## 1. Introduction

TikTok is a social network that emerged from Music.ly, the direct predecessor of the Chinese company ByteDance (Alonso-López et al., 2021). The social network has been characterised by visual stimulation, creativity and dynamism (Li et al., 2019; Shuai et al., 2019), with the majority of content being short videos and the frequent use of humour (Yu-Liang et al., 2019).

The platform's defining characteristics include the use of humour and simplicity as entertainment tools, the user-friendly interface, the prevalence of short, time-of-day-agnostic videos, and the encouragement of user-generated content inspired by original works. (Padilla-Castillo (2021), cited by Ortega Fernández and Rodríguez Hernández (2021:163).

In light of these characteristics, numerous authors concur on the impact and significance of this social network among young people (McCashin and Murphy, 2023). Indeed, globally, most users are under the age of 25 (Yao, 2021). In the United States, in 2020, 32.5% of users were between the ages of 10 and 19, while 29.5% were between the ages of 20 and 29 (Clement, 2020). Other authors have highlighted the ability of TikTok to reach millions of users, including children and adults, which has contributed to its success in both the public and private spheres (Basch, Donelle, et al., 2022).

According to Vicente-Fernández and Díaz-Lucena (2024), the success of the social network can be observed in the number of downloads, advertising revenue and growth in the number of users. Additionally, the search engine and algorithm have contributed to the success of this social network (Huang, 2021; Yao, 2021).

## 2. Public Interest and TikTok, Allies or Enemies?

Since 2016, the use of social media as a means of disseminating information has proliferated, giving rise to the development of strategies and content tailored to each format. This has proven to be an effective means of connecting with Generation Z (Bell et al., 2017; Boczkowski et al., 2018). Moreover, the pandemic has been a significant turning point for TikTok, prompting concerns about the dissemination of false or misleading information (Alonso-López et al., 2021).

The public interest aroused by this social network is evidenced by the alliances with fact checkers to combat disinformation on issues such as health or politics (Bélair-Gagnon et al., 2023). The public interest relevance of the social network is also evident in the calls in certain countries to ban the social network for its perceived negative impact on society (Subramanian, 2020), as well as the suspicions generated by the influence of the Chinese government on the social network (Henneman, 2020; Roumeliotis, et al., 2019).

In this context, public administrations have begun to utilise it as a communication tool for public interest purposes (Li et al., 2021), with this being particularly evident in the area of health (Li et al., 2021). Other authors have emphasised the importance of interaction with citizens as a key element in the use of TikTok by public administrations (Zhu et al., 2020).

TikTok has been employed by public administrations for a multitude of purposes, including disseminating information during the pandemic and engaging with citizens. Nevertheless, the utilisation of TikTok by public institutions remains relatively limited (McCashin & Murphy, 2023), presenting an opportunity for more effective and connected communication with young audiences.

Bryer (2011) and Bryer and Zavattaro (2011) have conducted research on the utilisation of social media by public organisations. Mergel (2013) brings together these contributions in his work, *A Framework for Interpreting Social Media Interactions in the Public Sector*, in which he develops a model for interpreting the use of social media by public administrations.

Mergel (2013) posits that the relationship between public administration and citizens can be conceptualised in three distinct forms: representation, engagement and networking. The representation function is primarily concerned with the dissemination of information, encompassing processes, policies, and specific measures. This function is characterised by the social network being considered as an additional information channel, with a unidirectional flow of information. Furthermore, the author includes in this initial function the function of improving the projected image.

The engagement function pertains to interaction with users, in this case citizens. For instance, reporting a suspicious occurrence, requesting assistance, or reporting a criminal act. In contrast to the

previous model, this approach requires an active engagement from the citizen, which may be achieved through the establishment of a dialogue or at least a two-way interaction. Finally, the police force must engage in networking, which entails listening to the public. In other words, in this case, public administrations collect external information in a process of either actively listening to citizens or obtaining information that cannot be obtained by other means.

In their study, Lev-On and Yavetz (2021) delved into the dual dimension of internal and external social networks. They observed that the latter, which is where there is much less control by the issuers, is particularly relevant in the context of public administration. Furthermore, these authors elucidate the dual function that police forces can fulfil through this channel: both to share information in a prompt and expeditious manner and to collect and receive information of interest from citizens or organizations. The authors highlight the potential for public participation, emphasizing its benefits for enhancing the effectiveness and efficiency of law enforcement operations.

### **3. Social Networks and Law Enforcement, a Global and Local Perspective**

Several authors have addressed the use of social media by law enforcement agencies. In their analysis of the use of social media by police districts in the United States, Meijer and Thaens (2013) conclude that each organisation employs a distinct strategy.

In a similar analysis, Brainard (2016) concludes that social networks serve as a channel for communicating information rather than as a form of dialogue with citizens. Other authors (Dwyer, 2020; Hu et al, 2018) have addressed social media as a tool to enhance the image of these bodies. In this context, Walkington et al. (2019) examine the utilisation of Facebook by authorities as a means of influencing the projected identity.

Fischer (2020) draws upon critical theory to examine the impact of social media on citizens' perceptions of the police, while also exploring the connections between authority and surveillance as conceptualised by Foucault. Lev-On and Yavetz's (2021) research offers a complementary perspective, based on in-depth interviews with senior Israeli police officers. Their findings indicate that the use of social media for informational and image purposes is necessary, and that avoiding social media's own confrontation is also important. Other contributions (Reinikainen and Sjöberg, 2023) focus on the use of personal TikTok accounts by police officers, analysing representations of their personal and professional lives.

In Spain, the most recent research in this field is that of Ortega Fernández and Rodríguez Hernández (2021), which analyses the communication strategies employed by the National Police and the Civil Guard on the social media platform TikTok. The research addresses the initial period of account creation (2020) and the results indicate that the accounts employ diverse strategies, including the utilisation of their own identity and an effort to adapt to the younger generation. Most posts are informative videos, in line with the topics most discussed. "Compliance with their work, crime prevention, warnings about scams, and period-specific topics" (2021:182). Nevertheless, it is the viral videos and challenges that have proven to be the most successful. The use of colloquial language, humour and post-production resources contributes to this adaptation, as well as to a greater closeness with citizens.

Previously, Sánchez-Teruel and Robles-Bello (2014) have statistically related police personality traits to resilience in their roles. The research findings indicate that there is a statistically significant association between personality and resilience, which is motivated by officers' conscientiousness, perseverance, emotion control and impulse control.

#### ***3.1. State Security Forces and Corps: National Police and Civil Guard***

The National Police and the Civil Guard are part of the State Security Forces and Corps, in accordance with Organic Law 1/1986, of 13 March, on Security Forces and Corps. Members of both corps are considered career civil servants and, as such, must pass a series of theoretical and physical tests (competitive examinations) in order to gain access to the corps.

The utilisation of social media accounts by the National Police and the Civil Guard has prompted numerous academics to investigate the utilisation and strategies employed by these organisations on these networks (Boix-Palop, 2016; Padilla-Castillo, 2016; Ortega and Rodríguez, 2021; Rodríguez-Andrés and López-García, 2019). It is noteworthy that this work by the National Police (RTVE, Spanish

Marketing Association, iRedes; among others) and the Civil Guard (Premio Especial20Blogs, ADSL Zone) has been the recipient of numerous awards. Each force has its own distinctive characteristics, which are outlined below.

The National Police was established on 13 January 1824, with the Minister of the Interior exercising the highest command through the Secretary of State for Security. Nevertheless, the Director General of the Police exercises direct command under the authority of the Secretary of State for Security (Policía Nacional, 2020). The National Police is a civilian institution, distinct from the military.

The National Police is an armed civilian institution with a hierarchical structure whose mission is to protect the free exercise of rights and freedoms and to guarantee citizen security, with a scope of action throughout the national territory. (Policía Nacional, 2020).

The Organic Law 9/2015, of 28 July, on the Personnel Regime of the National Police, delineates the responsibilities of this body. Such duties include the provision of assistance and protection to individuals, the maintenance and restoration of public order and security when necessary, and the enforcement of laws and general provisions.

The communication channels of the National Police include its website and social media accounts. In addition to providing information about the corps (history, functions, traditions, press releases, photographs, etc.) and the services it provides to citizens, the website also offers the possibility of carrying out certain procedures virtually. As observed by Ortega and Rodríguez (2021), the organisation has a significant presence on social media. The social media accounts of the police force include Facebook (1,600,000 followers), X (3,989,428 followers), Instagram (1,160,462 followers), TikTok (2,000,000 followers), YouTube (138,000 followers), WhatsApp and Telegram.

The TikTok account was created with the objective of reaching out to young citizens, who are more susceptible to certain content, such as the unauthorised use of intimate images, hoaxes related to security or the fight against gender violence (Policía Nacional, 2022). The Civil Guard's use of TikTok has resulted in them becoming one of the most followed police profiles on the platform, with a significant following since November 2020 (Ortega and Rodríguez, 2021).

The Civil Guard is a military security corps that was established on 28 March 1844. The Civil Guard is dependent on the Ministry of the Interior (for services, salaries, posts and resources) and the Ministry of Defence (for promotions and military missions). However, it also provides services to other ministries (such as the Ministry of Finance, Ministry of Justice or Ministry of the Environment and Rural and Marine Affairs) in order to meet the needs that may arise in the fulfilment of its ministerial actions (Guardiacivil.es).

The 2014 Law 29/2014, of 28 November, on the Regime of the Civil Guard Personnel delineates the functions attributed to the Civil Guard. These include the following: the maintenance of public safety, the regulation of road safety, the control of arms, the prevention of terrorism, the investigation of criminal activity, the protection of gender equality, the safeguarding of territorial integrity, the maintenance of public order, the deactivation of devices, and other related matters.

The primary objective of the Civil Guard is to safeguard the public from criminal activities that may endanger them. This is achieved through the enforcement of laws, the prosecution of those who violate them, the protection of civil liberties and the maintenance of public order. (Guardiacivil.es)

Furthermore, the Civil Guard maintains a website that serves as a repository of information, including the history of the organisation, its functions, contact details, the services it provides to citizens, press releases, and other relevant data. Additionally, the website offers the option of conducting certain procedures online, such as scheduling appointments and submitting complaints. With regard to the utilisation of social media, the body has established presences on the following platforms: The Civil Guard has a presence on various social media platforms, including Facebook (478,000 followers), X (2,065,190 followers), Instagram (900,594 followers), TikTok (1,400,000 followers), LinkedIn (21,000 followers), YouTube (145,000) and Flickr.

The Civil Guard has been present on the social network TikTok since 12 October 2020. In their biography on the platform, they state their objective as "your safety", which is in line with the statements made by the Civil Guard to the newspaper El País in November 2020. "The presence of the Civil Guard

on this network serves to extend the reach of our actions to a large volume of young people" (Guardia Civil in Abad Liñán, 2020). One of the factors contributing to the Civil Guard's success on this social network is the strategic planning of content and the ability to capitalise on current trends. "Should a trend emerge on TikTok that aligns with our messages, we endeavour to capitalise on it" (Guardia Civil in Abad Liñán, 2020).

#### 4. Methodology

The methodology employed in this descriptive research is presented below in order to achieve the following main objective: to compare the use of TikTok by the Civil Guard and the National Police based on the text that accompanies the videos published by both accounts. The specific objectives are as follows:

1. The posts will be analysed in terms of subject matter, purpose, use of hashtags, number of words, type of mentions, content protagonist, frequency of publication and audience interaction.
2. It is necessary to ascertain whether the issues addressed are pertinent to the purpose and area of interest.
3. It is necessary to investigate the potential relationships between the subject matter and the audience interaction.

In order to achieve the aforementioned objectives, a quantitative content analysis was conducted on the TikTok social network of the official accounts of the State Security Forces and Corps. In accordance with Organic Law 1/1986, of 13 March, on Security Forces and Corps, chapter 1, article nine, the aforementioned accounts are made up of the following: The National Police and the Civil Guard.

The TikTok social network was selected for several reasons. The success of TikTok is measured by the impact it has on users, the number of downloads it generates, and the reach of its algorithm (Anderson, 2020; Zhao, 2021). TikTok has also been employed by public administrations for a variety of purposes, including the dissemination of information during the pandemic (McCashin & Murphy, 2023). Nevertheless, its utilisation by public institutions remains relatively limited (McCashin & Murphy, 2023), presenting an opportunity for more effective and connected communication with younger audiences, given that it is the most widely used social network among Generation Z (Qustodio, 2023).

In summary, the accounts under consideration are those of the National Police with 2,000,000 followers and the Civil Guard with 1,300,000 followers (as of November 2023). The analysis was conducted over a two-month period, between 1 September and 1 November 2023. The temporal delocalisation of this period is due to the development of ad hoc campaigns for special dates, such as the summer and Christmas holiday periods.

A total of 118 texts accompanying the videos of the posts of both institutions in the selected period were subjected to analysis. The sample is divided between the 54 posts by the National Police and the 63 publications by the Civil Guard.

A coding code comprising 22 variables was created for the purpose of coding the units of analysis. This code was designed to respond to the objectives set out. In order to facilitate the analysis in different ways. Firstly, the topics and subtopics of the posts are studied, with particular attention paid to their sphere of interest and the purpose of the language used. Subsequently, the mentions made in the posts and the socio-demographic characteristics of the subjects mentioned are analysed. Subsequently, the utilisation of links and hashtags is also analysed, in addition to the identification of the content's protagonist. Finally, the interaction with the user is reviewed by checking comments and views, among other interactions.

In conclusion, the coding scheme, which incorporates the variables and categories analysed in this study, is presented below for reference:

<b>V1. Topics</b> 1. Social and legal 2. Society and Culture	<b>V8. Purpose of the message</b> 1. Informative: the purpose of those messages in which the objective communication of a fact or information
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3. Events and violence

4. Sports

5. Other

**V2. Social and legal sub-themes**

Immigration

2. Health/Medicine/Food

3. Women/Equality

4. Environment

5. Courts/Justice

6. Elderly/Retirement

7. Foundations/NGOs

8. Youth

9. Drug dependence

10. Racism

11. Other social and legal issues

12. Demonstrations, strikes and protests

13. Public transport

14. n/a

**V3. Sub-themes events and violence**

1. Natural/temporary disasters

2. Accidents (aviation, automobile, fire, domestic)

3. Crime/citizen insecurity

4. Gender-based violence

5. Violence against children

6. Law enforcement actions

7. Other issues of events or violence

**V4. Sub-themes Sports**

1. Football

2. Tennis

3. Basketball

4. Engine

5. Other sports

**V5. Sub-themes Others**

Open

**V6. Sphere of interest**

1. Local

2. Autonomous Community

3. National

4. EU (only where reference is made to Community acts)

5. Europe

6. USA and Canada

7. Latin America and Brazil

8. Africa

9. Asia

10. Oceania

11. Middle East

12. Rest of the World

13. International (several affected regions with Spanish presence)

14. International (several affected regions without Spanish presence)

15. World

16. Unclear / other

**V7. Length**

1. Up to 15 words

2. Between 16 and 30

3. Over 31 words

takes precedence over any other element. The ultimate aim is educational, based on raising public awareness of a situation or publicising a specific circumstance or social custom.

2. Self-promotional: the ultimate aim of this type of message is to enhance and positively project the image of the Civil Guard or the National Police, as appropriate.

3. Conative: the purpose of messages that ask the audience to do something outside the virtual world.

4. Conversational: messages that explicitly promote intervention or conversation with the user.

**V9. Mention of other institutions**

1. Yes

2. No

**V10. Which institution is mentioned?**

Open response

**V11. Mention of political representatives**

1. Yes

2. No

**V12. Appoint political representatives**

Open response

**V13. Mention of private persons**

1. Yes

2. No

**V14. Are links included?**

1. Yes

2. No

**V15. Are hashtags included?**

1. Yes

2. No

**V16. Which hashtags?**

Open response

**V17. Is the content not your own?**

1. Yes

2. No

**V18. Creator of that content**

1. Private person/citizenship

2. Institution

3. Corporation

4. Administration

5. Not applicable

**V.19 Protagonist of the content (mark the main one)**

1. Citizenship

2. Animals

3. Body Agent

4. Agent of another corps

5. Own body

6. Another body

7. Not applicable

Note: When canine agents appear, we understand that it is "own body".

**V20. Number of comments**

Numerical open response

**V21. Number of times shared**

Numerical open response

**V22. Number of views**

Numerical open response

## 5. Results

The results of the analysis of the variables are presented below. It is notable that the majority of content on the National Police's TikTok account addresses "events and violence" (44.44%), followed by "other" (25.93%), which encompasses the subcategories "celebrations of Security Forces and Corps" and "manoeuvres/daily work of Forces and Corps". "Society and culture" (22.22%) and "sport" (1.85%) complete the list of the most prevalent topics. This contrasts with the topics used in TikTok by the Civil Guard, whose content falls mainly under the heading "other" (46.03%), which includes the same sub-themes as the National Police. The least recurrent topics are "events and violence" (23.81%), "society and culture" (22.22%) and, in last place, "social and legal" (7.94%).

A total of ten sub-themes were identified in the content of the messages sent by the National Police and the Civil Guard. Consequently, in the posts accompanying the TikTok videos of the National Police, the most popular option is "crime/citizen insecurity". Regarding the Civil Guard, the most popular option is "manoeuvres or daily work of the force".

**Table 1.** Sub-themes used by National Police

<b>Crime/citizen insecurity</b>	40,74%
<b>Education</b>	20,37%
<b>FFCC Celebrations</b>	12,97%
<b>Manoeuvres/daily work of FFCC</b>	12,97%
<b>Drug dependence</b>	3,70%
<b>Youth</b>	1,85%
<b>Accidents</b>	1,85%
<b>Other societal issues</b>	1,85%
<b>Forces and Corps Actions (FFCC)</b>	1,85%
<b>Other sports</b>	1,85%

Source: own elaboration, February 2024.

**Table 2.** Sub-themes used by Civil Guard

<b>Manoeuvres/daily body work</b>	31,75%
<b>FFCC Celebrations</b>	14,29%
<b>Education</b>	14,29%
<b>Crime/citizen insecurity</b>	11,11%
<b>Events and shows</b>	7,94%
<b>Accidents</b>	4,76%
<b>Natural disasters</b>	4,76%
<b>Other social and legal issues</b>	4,76%
<b>Women/equality</b>	3,17%
<b>FFCC Actions</b>	3,17%

Source: own elaboration, February 2024.

Consequently, while the National Police primarily utilises themes and sub-themes pertaining to events, the Civil Guard prefers themes that project a positive image of the force.

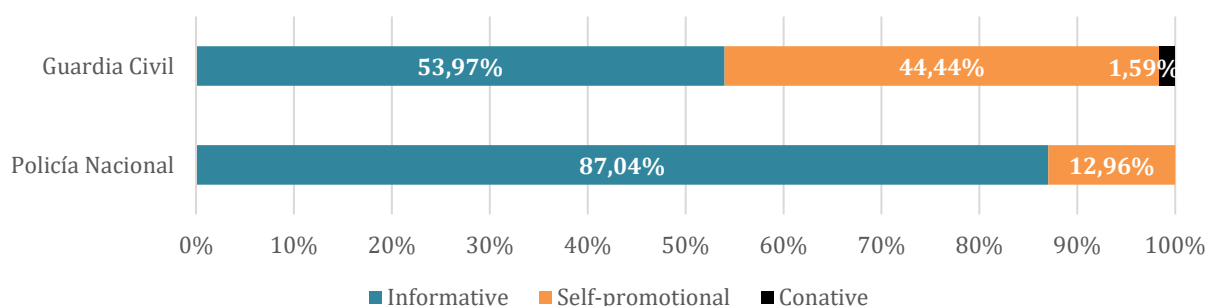
Regarding the possible sphere of interest of the content published by both bodies, it is evident that the majority of content is national in nature (81.48% National Police and 80.95% Civil Guard). Additionally, the National Police disseminates content with a focus on regional (12.96%), local (1.85%), non-European international (1.85%) and European (1.85%) spheres of interest. Additionally, the Civil

Guard has a focus on content other than national content, specifically regional (14.29%), local (3.17%) and non-European international (1.59%).

Furthermore, the length of the accompanying written text in the videos on TikTok has been considered as a variable in this research. In the case of the National Police, the content is first divided into three categories: posts between 16 and 30 words (53.70%), posts of up to 15 words in length (38.89%) and posts of more than 31 words (7.41%). In contrast, the Civil Guard tends to upload content with a maximum length of 15 words (82.54%), with a minority of posts between 16 and 30 words (9.52%) and more than 31 words (7.94%).

In terms of the purpose of the messages, both the National Police (87.04%) and the Civil Guard (53.97%) broadcast them with a clear informative purpose. The second most common purpose for messages is self-promotion, with both forces ranking this as a significant factor. Furthermore, the Civil Guard incorporates a third purpose in its messages, namely conative (1.59%).

**Graph 1.** Purpose of the messages issued on TikTok by the State Security Forces and Corps.



Source: own elaboration, March 2024.

The measurement of references to other accounts is based on two distinct variables. The first variable is employed to ascertain whether or not there are mentions, while the second variable (open response) is designed to identify which accounts are mentioned. The results indicate that the National Police (3.70%) and the Civil Guard (17.46%) employ mentions at a relatively low frequency. However, it is noteworthy that the Civil Guard utilises this resource to a greater extent than the other two entities. Regarding the type of accounts mentioned in the case of the National Police, it can be observed that these are divided between special groups within the force itself and a private company. In contrast, the Civil Guard mentions sections of the Civil Guard and a private company. Further research, with a longer period of analysis, will be able to determine whether the mention of private companies is an isolated event or a trend.

**Table 3.** Mentions of National Police

<b>GREIM (Mountain Rescue and Intervention Groups)</b>	16,67%
<b>SAER (Civil Guard Air Service)</b>	16,67%
<b>SEPRONA (Nature Protection Service)</b>	16,67%
<b>GRS (Reserve and Security Groups)</b>	8,33%
<b>GEAS (Groups of Specialists in Underwater Activities)</b>	8,33%
<b>SEMAR (Maritime Service of the Civil Guard)</b>	8,33%
<b>UAR (Civil Guard Rural Action Unit)</b>	8,33%
<b>USECIC (Citizen Security Unit)</b>	8,33%
<b>The Tour of Spain</b>	8,33%

Source: own elaboration, March 2024.



**Table 4.** Mentions of Civil Guard

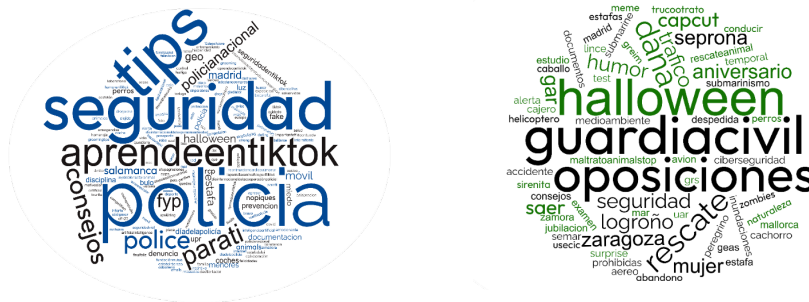
<b>GEO (Special Operations Group)</b>	50%
<b>Paramount Pictures Spain</b>	50%

Source: own elaboration, March 2024.

With regard to the incorporation or not of links in the descriptions, only one post with these characteristics was identified in the Civil Guard's TikTok account, representing 1.59% of the sample of this profile. It is important to note that this social network does not permit users to access the content of a link by clicking on it. Consequently, the incorporation of this content does not enhance the usability of the platform for the audience on which it has an impact.

Both accounts utilise hashtags with regularity in their descriptions. The National Police account (96.30%) and the Civil Guard's account (93.65%) were the most active users of the hashtag. The tag clouds below illustrate the most prevalent hashtags, while the tables below show the five most frequently used hashtags by force.

**Figure 1.** Tag clouds, from left to right: National Police and Civil Guard.



Source: own elaboration, March 2024.

**Table 5.** The five most used hashtags by National Police. Numerical information

<b>#police</b>	39
<b>#learnintiktok</b>	28
<b>#security</b>	18
<b>#tips</b>	18
<b>#advice</b>	14

Source: own elaboration based on information extracted with the TagCrowd tool, 2024.

**Table 6.** The five most used hashtags by the Civil Guard. Numerical information

<b>#civilguard</b>	46
<b>#publicexaminations</b>	5
<b>#halloween</b>	5
<b>#rescue</b>	3
<b>#dana</b>	3

Source: own elaboration based on the information extracted with the TagCrowd tool, 2024.

As illustrated in the accompanying figures and tables, both the National Police and the Civil Guard predominantly utilise hashtags associated with their respective names. This indicates that both forces are primarily interested in creating tags around their own identities, presumably with the intention of facilitating the search for content associated with each force.

The role of the protagonist in each content item was also considered in this research. Both forces exhibit a similar prevalence of protagonists, although there is a discrepancy in the number of publications featuring them. Consequently, the National Police placed the greatest emphasis on citizens (70.37%), followed by National Police officers or the force itself (24.07%) and, finally, animals (5.56%). Conversely, the Civil Guard (63.49%), the Civil Guard in general (63.49%), the public (28.57%) and, finally, animals (7.94%) were the subjects of the content.

The metrics employed encompass both the impact of the posts (number of views) and the interaction with the audience (number of likes, comments and shares). Given the differing number of posts published by each account during the period under analysis, the average number of views, likes, comments and shares per number of posts is presented, allowing for a comparison of the impact and engagement achieved by the two accounts.

**Table 7.** Impact and interaction metrics

	National Police	Civil Guard	Ratio
<b>Views / posts</b>	908.625,93	170.284,13	5,33
<b>Likes / posts</b>	46.634,74	8.693,84	5,36
<b>Comments /posts</b>	1.347,02	149,78	10,44
<b>Share /posts</b>	3.016,61	289,05	8,99

Source: own elaboration based on public data from TikTok, 2024.

As evidenced by Table 7, during the period under analysis, the TikTok account of the National Police achieved a greater degree of impact and interaction than the account of the Civil Guard. This is evident across all the metrics analysed. The indicators where a greater difference is observed are in the comments and the number of times each post has been shared, on average. With regard to the number of times each post has been shared, the National Police account has achieved an engagement 10.44 times higher than the Civil Guard’s account. Similarly, in the case of comments per post, the National Police metric is 8.99 times higher than its counterpart, which represents a highly significant difference. With regard to the number of views and likes per post, the ratio is also higher in the National Police. In this case, the figures are 5.33 and 5.36 times higher, respectively.

The joint analysis of the data thus indicates a superior performance and results on the part of the National Police, as evidenced by all the indicators. This is particularly evident in those that involve a high degree of interaction with users, such as comments and the number of times it has been shared.

## 6. Conclusions and Discussion

The findings of this study indicate that the National Police tends to prioritize content related to "events and violence," whereas the Civil Guard places greater emphasis on content categorized as "other," which encompasses celebrations and the daily operations of the force. Within these themes, the most prevalent sub-themes emerge. In the case of the National Police, it is "crime and public insecurity," while the Civil Guard highlights "manoeuvres and the daily work of its officers." This clear differentiation between the two forces indicates a National Police strategy focused on security and crime aspects, while the Civil Guard tends to highlight the positive and more day-to-day aspects of the force. Both forces demonstrate a notable preference for disseminating national content, which is likely due to the scope of action of both forces. In terms of the length of the accompanying texts, the posts by the National Police are longer than those published by the Civil Guard, which even publishes only hashtags. The findings demonstrate the significance of utilising TikTok as an informative tool for the Security Forces and Corps. The channel provides the Security Forces and Corps with the opportunity to engage with younger citizens in an agile and direct manner. The findings of this study indicate that both the National Police and the Civil Guard utilise this platform with the intention of disseminating messages that are primarily informative in nature, with a focus on raising public awareness about a situation or publicising a certain circumstance or a bad social habit. Given the high commitment of the Civil Guard and National Police to protect and serve citizens, it is not surprising that their main objective is informative. Despite the fact that this intention predominates in the accounts of both forces, it can be concluded that the National Police has a higher percentage of these, as indicated in the results section. Among those messages with an

informative purpose, the National Police recorded a greater number of educational posts on issues related to public safety or actions constituting a crime. Further research with a larger sample size could determine whether this trend persists over time. With regard to the use of hashtags, both organisations utilise this resource actively, prioritising those directly associated with the body itself. This denotes a dual strategy: branding and rapid retrieval of content that has been published both by the public and by the body itself. This finding is related to the identity of the protagonists of the content shared on TikTok. The National Police gives a leading role to the public, while the Civil Guard focuses mainly on its officers and the force itself. The National Police's TikTok account has considerably higher impact and interaction ratios than the Civil Guard's account, which is especially accentuated in comments and shares. However, it should be noted that the results are not generalisable to another period.

Future research could consider incorporating other social networks, such as X, Instagram or Facebook, into their analysis. Such a comparison would permit an evaluation of the relative merits of these social networks in comparison to TikTok. It should be noted that the findings presented here are applicable to the period under analysis but cannot be extended to the performance of the accounts in other periods. A comparison of the overall figures reveals that the Civil Guard's account has 24.2 million likes and 1.4 million followers, while the National Police's account has 23.7 million likes and 2 million followers. Consequently, the Civil Guard's account exhibits a higher ratio of likes per number of followers than the National Police's account. Consequently, the conclusions that can be drawn from these accounts must take into account the contextual particularities of the period under analysis.

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