INSTAGRAM AS AN INFORMATION AND AWARENESS-RAISING MEDIUM ON MIGRANT MINORS
Good Practices from NGOs in Spain

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ABSTRACT

NGOs are actively using social networks, especially Instagram, to disseminate audiovisual content with a strong emotional response and to achieve effective and participatory communication that contributes to greater awareness and social mobilisation. A recurring and interesting focus of their campaigns is the situation of migrant minors, a vulnerable group that is often ignored and dehumanised. The aim of this work is to identify and highlight good practices of Spanish NGOs, a sensitive border area and the main gateway to Europe, so that they can be replicated in other geographical contexts to promote social change

1. Introduction

The transformation of the media landscape since the late 1990s has been profoundly influenced by the progressive penetration of social networks, which have led to significant changes in information consumption habits, especially among the younger population. For two decades, these platforms have competed intensely for users' attention, resulting in a shift from a textual approach to visual content, with video consolidating as the dominant format. This evolution has led to a shift in user preferences from a purely informational search to a more entertainment- and social-connection-oriented approach. This has also resulted in a growing disillusionment with and distrust of news sources.

The recent publication of the Digital News Report on news fatigue (Reuters Institute, 2023) and the actions taken by Facebook, such as modifying its algorithms to reduce the presence of journalistic content and closing the news section in countries such as the United States and Australia (Armero, 2024; Planas Bou, 2024), are clear examples of these new behaviours and usage trends in social networks (Toff et al., 2024). We are thus witnessing a paradigm shift in information consumption that poses significant challenges for both media and users. This underscores the importance of understanding and adapting to these new dynamics in the digital age. In this context, social networks are becoming powerful tools for disseminating social messages and promoting change. Among social networks, Instagram is distinguished by its emphasis on visual content, with images and videos playing a pivotal role. Consequently, its visual-centric approach, reinforced by the growing presence of video, positions it as an effective tool for raising awareness of sensitive issues. Furthermore, Instagram's extensive popularity among the younger demographic, coupled with its visually engaging format, renders it an optimal conduit for disseminating information to a vast audience, encompassing students, youth activists, and individuals with an interest in social issues.

NGOs (non-governmental organisations) facilitate the dissemination of information regarding the significance of environmental protection, the promotion of human rights and gender equality, and other matters of paramount importance to the advancement of sustainable development and social justice. One such social concern is the plight of migrants. In response, the third sector advocates for the eradication of discrimination and xenophobia, the advancement of social inclusion, and the protection of the fundamental rights of all individuals, irrespective of their origin or migratory status. These non-profit organisations are beginning to recognise the potential of social networks (Claro Montes et al., 2023), utilising their extensive reach and capacity for interaction to raise awareness and mobilise society around various causes, including the case of unaccompanied migrant children.

The data presented in this study responds to a growing trend in Europe, particularly in Spain, characterised by the increasing number of minors travelling alone and the "stigmatisation" they suffer, largely due to the messages disseminated by some media and social networks, as Bañón Castellón (2023) notes. In her analysis of the treatment of unaccompanied migrant minors in Spanish television news programmes, she demonstrates that there has been an evolution in the professional perception of how their image is reflected on television, particularly in the case of public channels. At the same time, she cautions against the potentially negative impact of hate speech promoted by certain far-right political sectors.

In this complex context, we take as our starting point the visual approach of Instagram and the profile of the majority of its users, aspects that are particularly relevant for examining issues related to young people and migration. Consequently, this study focuses on the use of Instagram by NGOs in their awareness-raising campaigns on migrant minors.

This is followed by an overview of the background to this study and a detailed description of the methodology used to collect and analyse the relevant data. The results of the analysis of the information collected are then presented, followed by an in-depth discussion that contextualises these findings within the existing theoretical framework and compares them with previous research. Finally, the conclusions drawn from this study are presented, along with practical implications and potential avenues for future research.

1.1. Background

The European institutions have expressed mounting concern regarding hate speech directed towards vulnerable groups, such as migrants and in particular unaccompanied minors. This is due to the increase

in cases linked to the expansion of social networks, which have been demonstrated to act as a mechanism for the propagation of crimes against groups such as migrants and refugees, one of the main groups affected (Arcila-Calderón et al., 2022). This is exemplified by the Spanish Observatory on Racism and Xenophobia (Oberaxe), which presents statistical data that objectively illustrates the severity of the problem (Sendín Gutiérrez and Izquierdo Iranzo, 2008). In the final two months of the year (November and December 2023), Facebook, X (Twitter), YouTube, Instagram and TikTok were informed of a total of 396 cases of hate speech that could constitute a crime, a misdemeanour or a violation of the platforms' own rules of conduct. The study indicates that Instagram is the social network with the highest number of reported cases, with 93, followed by X (88), Facebook (84), YouTube (68) and TikTok (63). The primary catalyst for this type of discourse on the networks remains citizen insecurity (or the perception of it through disinformation content), with 39% of the total content reported to the platforms.

As reported by IAB Spain (2023) in its latest report on the use of social networks in Spain, WhatsApp and Instagram continue to be the most frequently used social networks by the population (95% and 70% of citizens, respectively, access them daily). The average time spent on these platforms is 1.07 minutes, with young users being the most connected. The three primary reasons for utilising these platforms are for entertainment, interaction, and information. With regard to Instagram's social penetration in the European context, it should be noted that access varies from country to country. Nevertheless, it remains a highly popular platform for visual communication and social connection across the board. On a global scale, in 2021 (IAB Spain, 2023), there will be 1.21 billion monthly active users on Instagram (representing more than 28% of the world's internet users), and by 2025 this number will increase to 1.44 billion (more than 31.2% of the world's internet users).

In Spain, Instagram has registered the greatest increase in interactions over the past year and is already considered "the new social meter in the media ecosystem" (Martínez Rolán et al., 2019). In terms of the relationship between the audience and the network, the level of interaction is noteworthy. Vertical video is the most effective format on social networks, with a 45% higher engagement rate on Instagram compared to static formats.

Another noteworthy aspect of this platform's use is the fact that the accounts that users follow most are from their immediate environment (96%), followed by influencers (51%) and brands (43%). Furthermore, the latest IAB Spain report (2023) indicates that almost six out of ten users prefer long-lasting content to ephemeral content (44%).

These observations merit consideration, as they highlight one of the most appealing aspects of social networks: the ability of individuals to interpret and re-signify information from mainstream media and subsequently disseminate it among their followers on social networks (Jaramillo-Dent and Pérez Rodríguez, 2019). Consequently, we recognise the significance of the data pertaining to usage and consumption (Jiménez-Iglesias et al., 2022) that enables us to investigate the potential for communication on this social network.

From an analytical perspective, it is of the utmost importance to establish clear guidelines for the appropriate treatment of immigration in the media, given that it is a highly controversial and manipulated area. The guide for communication professionals developed by Sendín Gutiérrez and Izquierdo Iranzo (2002) recommends that "the association between immigration and violence, conflict, marginality, disorder or crime should be avoided", while at the same time "the utilitarian treatment of immigration due to a low birth rate or to fill jobs should be avoided". These considerations are of particular importance in the context of the rise of the extreme political right in Spain and across Europe, which has led to the criminalisation of foreign and immigrant populations, the easy spread of populism, and worrying trends of polarisation in the public sphere.

In an intriguing study, Jaramillo-Dent and Pérez Rodríguez (2019) observed that the migrant is largely absent from media representations of immigration on Instagram. The researchers analysed the content and discourse of 105 Instagram posts linked by the hashtags #MigrantCaravan or #CaravanaMigrante to assess how media representations of immigration on Instagram effectively establish otherness between the different characters involved in this phenomenon. However, as the paper notes, the voice of the main character, the migrant, is virtually absent, often conveyed through biased visions, filtered by the posters' views on immigration and characterised by new narrative configurations enabled by the Instagram format (p. 121).

The limited research on the intersection of Instagram, minors and migration reveals a complex picture. Kutscher and Kreß (2018) examines the utilisation of digital media, including Instagram, by unaccompanied refugee minors to sustain transnational social networks and seek assistance. Other studies (Jaramillo-Dent and Pérez-Rodríguez, 2019; De Rosa, 2020) have served as a starting point for our research approach. These contributions emphasise the necessity to comprehend the multifaceted impact of Instagram on the experiences of minors in the context of migration. Indeed, in both cases, the authors emphasise the role of Instagram in influencing social perceptions of immigration. This is achieved either through the creation of a sense of otherness or through the analysis of polarised representations of immigrants.

The objective of this study is to contribute to the existing body of research on the potential of Instagram as a tool for raising awareness, promoting empathy and inspiring positive action in support of this vulnerable group.

2. Design and Method

A qualitative and quantitative content analysis (Krippendorff, 2004) was conducted on four campaigns published by leading Spanish organisations or those based in Spain that have developed initiatives in this sense. The objective was to analyse and make visible the good graphic and communication practices used by Spanish NGOs to promote awareness-raising strategies aimed at making visible or informing about the situation of foreign minors in Spain through Instagram.

- Accem (Asociación comisión católica Española de migración/Spanish Catholic Migration Commission Association) (https://www.accem.es) is an NGO that aims to enhance the quality of life of refugees, migrants and vulnerable groups, with a presence in 13 autonomous communities in Spain.
- The Andalucía Acoge (Andalusia Welcomes) Federation (https://acoge.org) was established with the objective of effectively and comprehensively managing immigration, with a focus on the construction of an inclusive and pluralistic society. The organisation is comprised of nine associations in Andalusia and Melilla.
- Málaga Acoge (Malaga Welcomes) (https://malaga.acoge.es) is an association of volunteers dedicated to the integration and promotion of immigrants in the province of Malaga. It is part of the Andalucía Acoge Federation.
- Save the Children (https://www.savethechildren.es) is an international organisation that works to ensure the survival, education and protection from violence of all children, defending their rights. In Spain, the organisation maintains a presence in Madrid, Catalonia, Andalusia, Valencia and the Basque Country.

Once the NGOs had been selected, specific selection criteria were applied to configure the campaigns to be analysed. These included the following requirements:

i) that the campaign focused on foreign minors arriving in Spain,
ii) that the campaign had more than one publication on social networks, and
iii) that it was disseminated on Instagram. The social network was selected due to its exponential growth and popularity, as well as the graphic and interactive potential of the application (Martin-Neira et al., 2023).

A judgemental sampling approach was employed to identify the campaigns from each NGO that would be subjected to analysis. This approach to sampling in qualitative research allows the units of study to be defined according to the conceptual criteria established by the research team, focusing on the most relevant characteristics that define their structure (Mejía Navarrete, 2000).

For the purposes of this study, a publication is defined as a post disseminated on Instagram by the different NGOs, which includes graphic material and supporting text. A total of 13 posts were identified from the different campaigns selected for analysis. Some of the publications were presented individually, as a single graphic post, while others opted for a slideshow or photo carousel. It is important to note that some profiles repeated publications or shared content throughout the weeks. Although these posts were related to the campaign, they did not follow the same graphic and design line of the promotional action, and thus

were not included in this review. Table 1 presents the NGOs that were analysed and the campaign that was used for the analysis.

Table 1. Description of selected campaigns

NGO	Campaign Name	Date of dissemination	Units of analysis
Accem	Adolescents like everyone else (Adolescentes como todos)	February 2022 - May 2022	2
Andalucía Acoge Federation	Stop Rumours Project, #YouthMigrantsAnd TheirRights campaign (Proyecto Stop Rumores, campaña #JuventudMigranteYSusDerechos)	December 2021 - March 2022	3
Málaga Acoge	#WeWantToTellWeWantToListen (#QueremosContarQueremosEscuchar)	May 2021	5
Save the Children	#YesILoveYou (#YoSíTeQuiero)	December 2019	3

Source: Own elaboration.

3. Fieldwork and Data Analysis

In order to conduct this exploration, we employed the methodology of static image analysis proposed by Acal Díaz (2015) and Gürtler *et al.* (2022), in conjunction with studies such as that of Paris (2021) and taking into account the contributions of the authors of this study, who are specialists in information technology, communication and journalism. A checklist (see Table 2) of indicators and descriptors was therefore compiled in order to identify the characteristics of these graphic works. In this manner, data was gathered on the objectives of the campaign, its approach, data from the formal analysis of the image, the content analysis, as well as the identification of the target groups and the ethics of the campaign. The data collection was conducted in January 2024 by the authors of this analysis, which facilitated the formation of a consensus and the consolidation of diverse perspectives on the subject of the study.

Table 2. Analysis *checklist*

Indicator	Descriptor	Detail
General Information:	Name of the Campaign	Main name by which the campaign is identified in social networks.
	Responsible NGO	Identification of the NGO carrying out this campaign.
	Start and End Date	Date of first post and last post.
	Website	Campaign reference site.
Campaign Objectives	General Objectives	The main objective of the campaign is detailed on the website.
	Specific Objectives in Social Networks	Objectives that emerge and are denoted from the campaign on Instagram.
Campaign approach	Information - Awareness-raising	Its focus is on raising awareness of the issue of foreign minors and raising public awareness.
	Seeks to attack hoaxes and misinformation	Its approach seeks to address the misinformation content that is disseminated in various media.
	Invite the community to participate via social media.	Their approach urges the community to be part of the NGO, as well as to join the campaign.
	Fundraising	Its focus is exclusively on raising funds to support the campaign.
Formal Analysis (Image)	Visual identity	Description of logos, colours and visual elements used.
	Function of the image within the part	Description of the symbolic or evocative objectives of the visual content (awareness-raising, educational, aesthetic, symbolic, appealing).
	Content conveyed in the image	Stereotypes, racial discrimination, child-led, denunciation, etc.
	Graphic design	Evaluation of the overall aesthetics of the images used.
	Typography	Identification of typefaces used (using the WhatTheFont platform which uses *deep learning*).

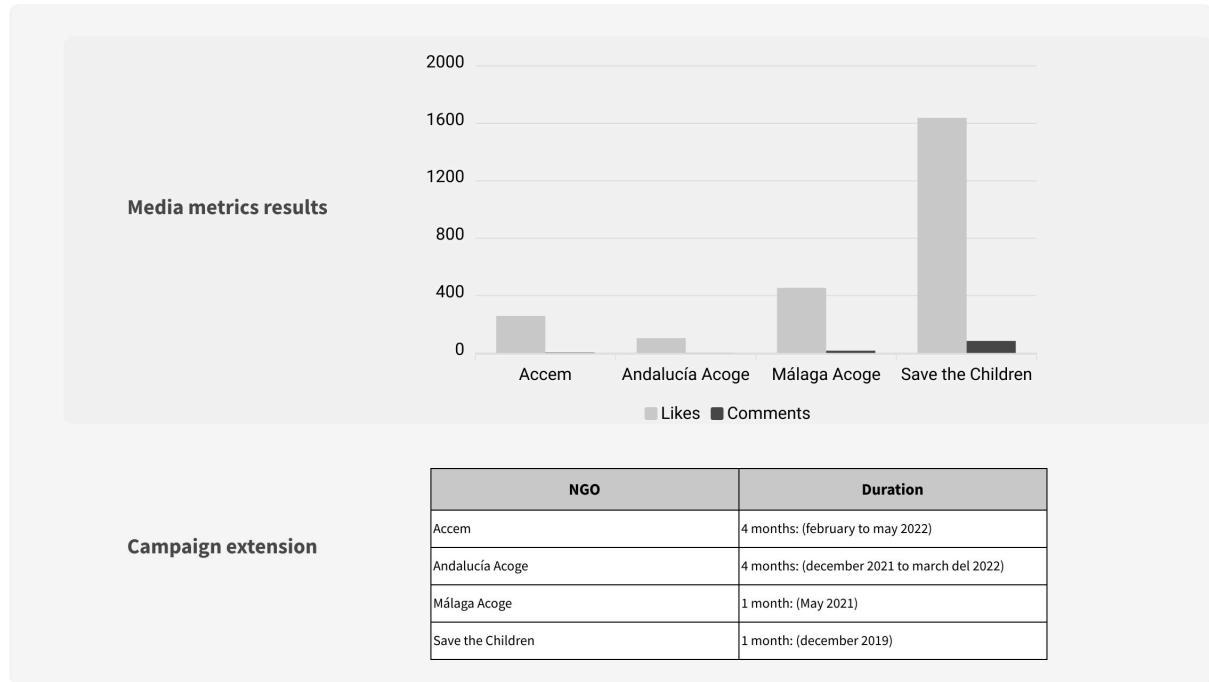| Indicator	Descriptor	Detail
Content Analysis:	Key messages	List the main messages conveyed.
	Narrative	Description of the story or narrative used in the campaign.
	Identification and function of emotions used	The description of emotions detailed by Paris (2021) is used.
	Calls to action	Analysis of the actions suggested to the audience.
	Trends in Hashtags	Identification and evaluation of the hashtags used.
Audience, Participation and Results:	Audience segmentation	Identification of the audience segments targeted by the campaign.
	Public Participation	Analysis of audience response and engagement on social media (comments, shares, etc.).
	Social Media Metrics	Quantitative evaluation of metrics such as *likes*, comments, etc.
Ethics and Sensitivity	Campaign Ethics	Evaluation of the ethics of reporting.
	Cultural Sensitivity	Consideration of cultural and social sensitivity in communication.

Source: Own elaboration.

The quantitative data was presented in the form of bar charts, which enabled the comparison and weighting of the number of comments and likes on each post. Furthermore, the duration of the campaigns could be demonstrated. Conversely, the qualitative data was analysed by breaking down the content of the proposed descriptors in order to identify patterns of higher frequency. These patterns were organised using a semantic network, a data structure in the form of nodes that allows us to visualise relationships and differences between campaigns (Moreno Ortiz, 2000; Hernández Sampieri et al., 2010). The concepts were organised around four figures: objectives, approaches, target groups and ethical aspects. Due to the considerable number of descriptors included in each indicator, the formal analysis of the image and the content analysis of the campaigns were carried out independently.

4. Results

The data obtained from the tabular analysis demonstrates the relationship between the number of likes and comments generated by each campaign. A noteworthy observation is the correlation between the campaigns with the highest levels of interaction, including both likes and user engagement in the form of comments and discussions. For instance, the campaign sponsored by Save the Children, comprising three posts, has amassed a total of 1,638 likes at the time of data extraction. Furthermore, the number of comments is also notably high in comparison to other campaigns, reaching 85 comments per post. Conversely, the Andalucía Acoge Foundation has comparatively modest values, with 104 likes and only one comment in the three publications analysed in this spot graph. Figure 1 also indicates that campaigns with a longer duration, approximately four months, exhibited reduced levels of user engagement, whereas those with a shorter duration, approximately one month, demonstrated more active communication with the audience.

Figure 1. Record of interactions and campaign outreach

NGO	Duration
Accem	4 months: (february to may 2022)
Andalucía Acoge	4 months: (december 2021 to march del 2022)
Málaga Acoge	1 month: (May 2021)
Save the Children	1 month: (december 2019)

Source: Own elaboration.

The analysis of the qualitative indicators derived from the checklist reveals conceptual patterns that establish relationships or differences between the different campaigns studied. Upon examination of the objectives and approaches of the various campaigns presented on Instagram (Figure 2), it becomes evident that both the Andalucía Acoge and Save the Children campaigns share a common overarching objective: the combating of misinformation surrounding issues pertaining to foreign minors in Spain. In terms of approach, all campaigns aim to raise awareness and inform the public about the situation of foreign minors. Nevertheless, it is evident that each campaign employs a distinct approach. While Andalucía Acoge and Málaga Acoge focus on refuting potential misinformation, Save the Children is the sole organisation that explicitly encourages the community (specifically influential or relevant individuals in society) to participate in the campaign and promotes its viral dissemination on social networks.

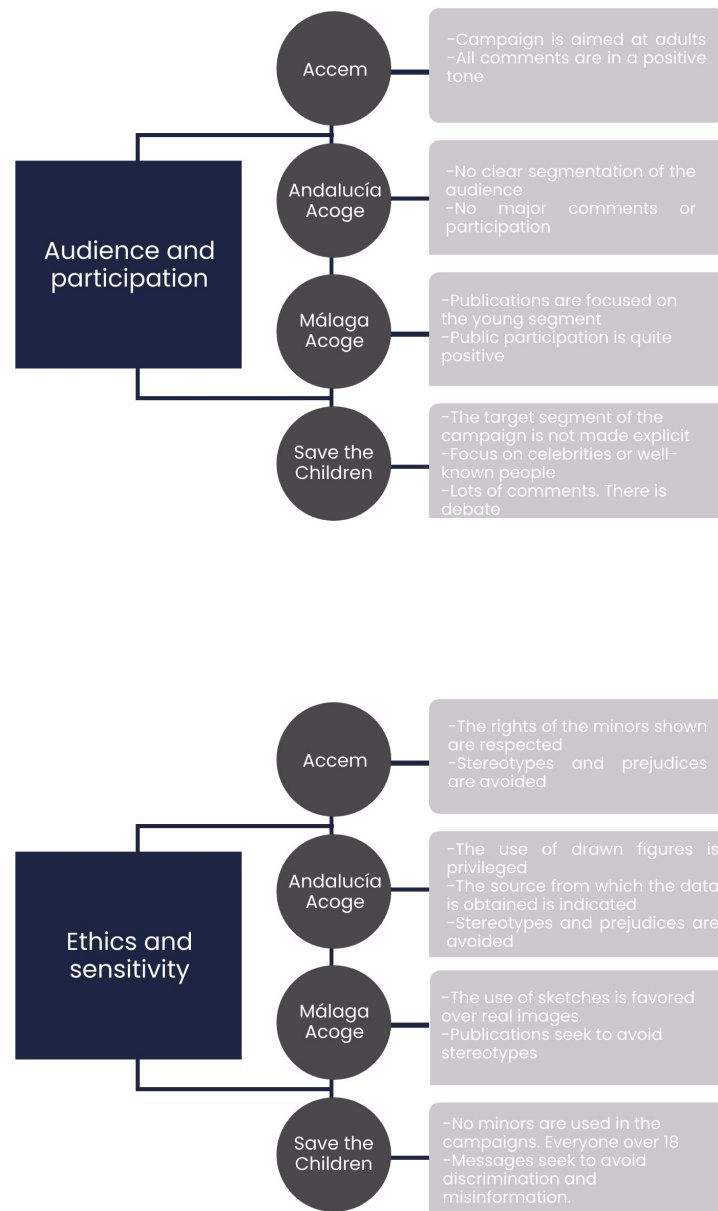**Figure 2.** Analysis of the objectives and focus of campaigns.
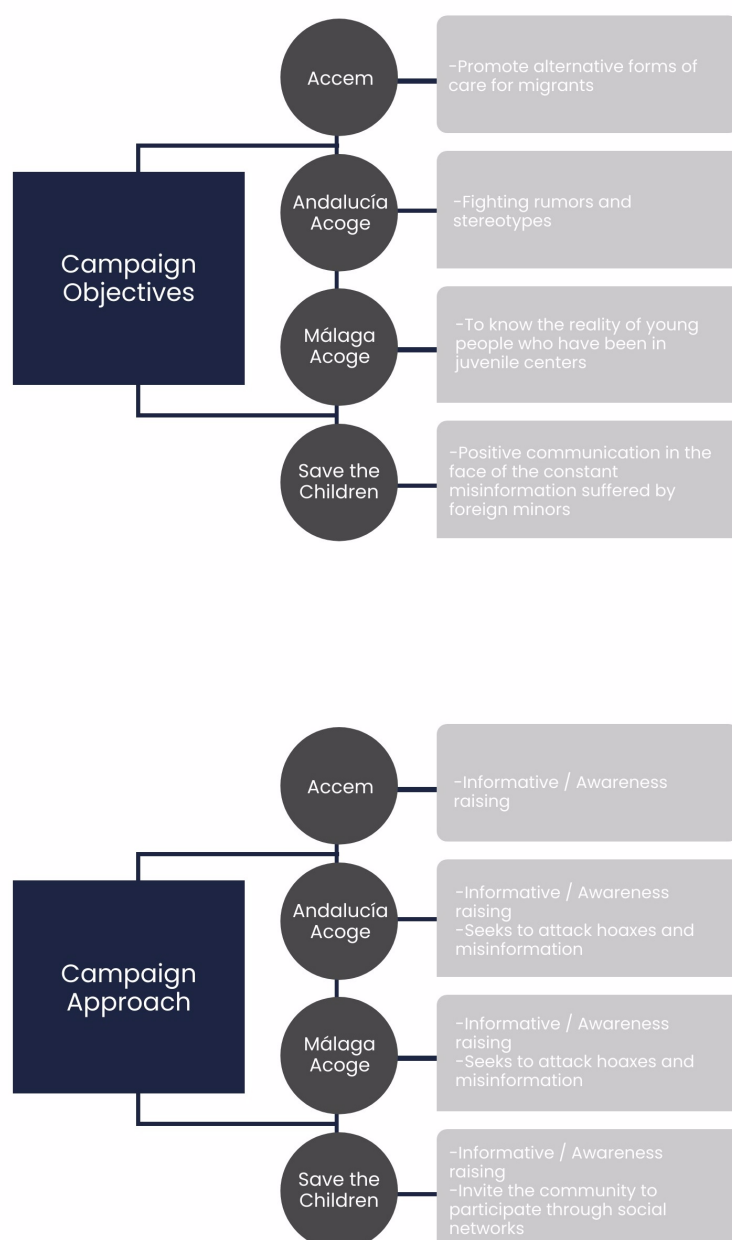
Source: Own elaboration.

Regarding the description of the audience and the ethical principles behind the campaign (Figure 3), both Accem's and Málaga Acoge's work indicates that the initiatives are aimed at a specific audience, with adults and young people being their respective targets. However, neither promotional strategy explicitly identifies its target audience. In general, interactions with followers tend to be positive, with a preponderance of positive comments about the actions. However, in the case of Save the Children, debate is generated among users.

With regard to the ethical and sensitive content promoted by the campaigns, it is important to stress that respect for the image of minors is an inalienable principle. Each of the NGO's endeavours to eschew stereotypes and prejudices and to maintain an ethical approach in their communication. It is also noteworthy that Andalucía Acoge has taken the initiative to indicate the source of the data used in its communications, thereby contributing to greater transparency and avoiding any potential questions about the veracity of the information provided.

Figure 3. Audience analysis and campaign ethics

Audience and participation

Accem
- Campaign is aimed at adults
- All comments are in a positive tone

Andalucía Acoge
- No clear segmentation of the audience
- No major comments or participation

Málaga Acoge
- Publications are focused on the young segment
- Public participation is quite positive

Save the Children
- The target segment of the campaign is not made explicit
- Focus on celebrities or well-known people
- Lots of comments. There is debate

Ethics and sensitivity

Accem
- The rights of the minors shown are respected
- Stereotypes and prejudices are avoided

Andalucía Acoge
- The use of drawn figures is privileged
- The source from which the data is obtained is indicated
- Stereotypes and prejudices are avoided

Málaga Acoge
- The use of sketches is favored over real images
- Publications seek to avoid stereotypes

Save the Children
- No minors are used in the campaigns. Everyone over 18
- Messages seek to avoid discrimination and misinformation.

Source: Own elaboration.

The objective of the formal analysis of the image is to assess the design of the campaign. This analysis encompasses aspects such as function, typography, and other relevant variables. In this context, it is evident that recurring patterns can be identified in each publication (see Figure 4). The use of colour is notable for its appropriateness in the publications. This is evident in Málaga Acoge's preference for pastel tones and slight contrast, Save the Children's use of white to maintain a clean background, and Andalucía Acoge's combination of colours associated with the NGO's visual identity.

Although Acoge opts for human representation in the foreground, with an emphasis on faces, and makes good use of colour in the presentation of the protagonists, it should be noted that the text accompanying the images is sometimes illegible, especially in the case of videos. The typography employed in the publications is appropriate and effectively integrated into the visual context. It is also noteworthy that the publications make use of the appealing function of the image in order to attract the public's attention and promote changes in attitudes. This is exemplified by the promotion of respect for foreign minors, the raising of awareness of their experiences, and the demystification of media hoaxes.

Figure 4. Summary of the main results obtained from the formal image analysis.
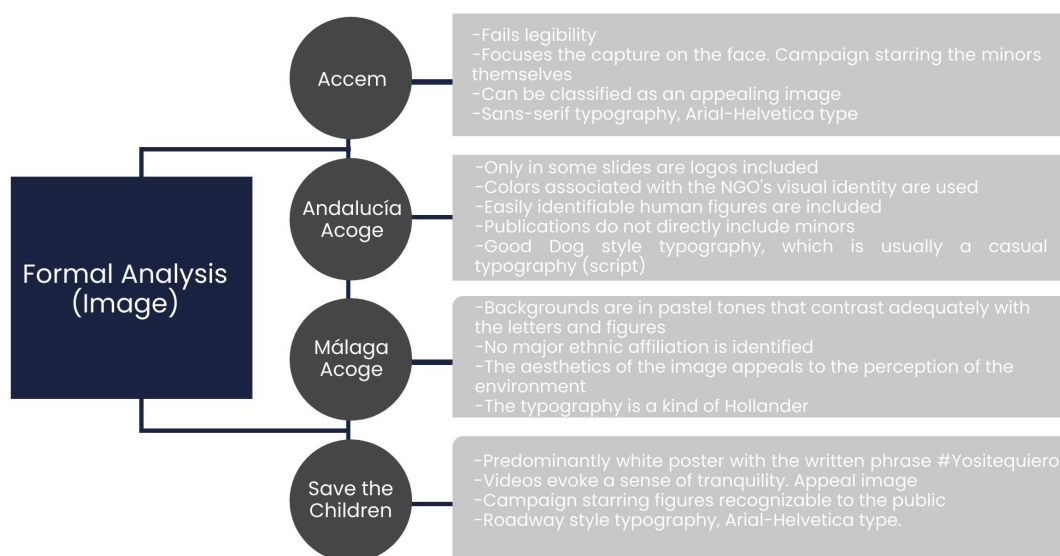
Source: Own elaboration.

The content analysis of the campaigns reveals a variety of dominant emotions in each publication, including joy and sadness. This contrast is exemplified by Málaga Acoge's strategy, in which humour is employed as a key instrument for conveying messages and attracting the attention of the public. Conversely, the names of the campaigns are disseminated through hashtags or specific tags linked to each initiative, with the objective of positioning them on social networks.

With regard to the common message or leitmotif present in each publication, both Accem and Andalucía Acoge emphasise the concept of youth or adolescence, which is consistently integrated in all their publications. Málaga Acoge employs a distinctive phrase in each publication, eschewing the use of hashtags, which suggests that the phrase "same tastes, same rights" is intended to reinforce the central theme of the campaign. Figure 5 presents a summary of the main concepts and patterns identified in the image analysis.

Figure 5. Summary of the main results obtained after the analysis of the content disseminated.
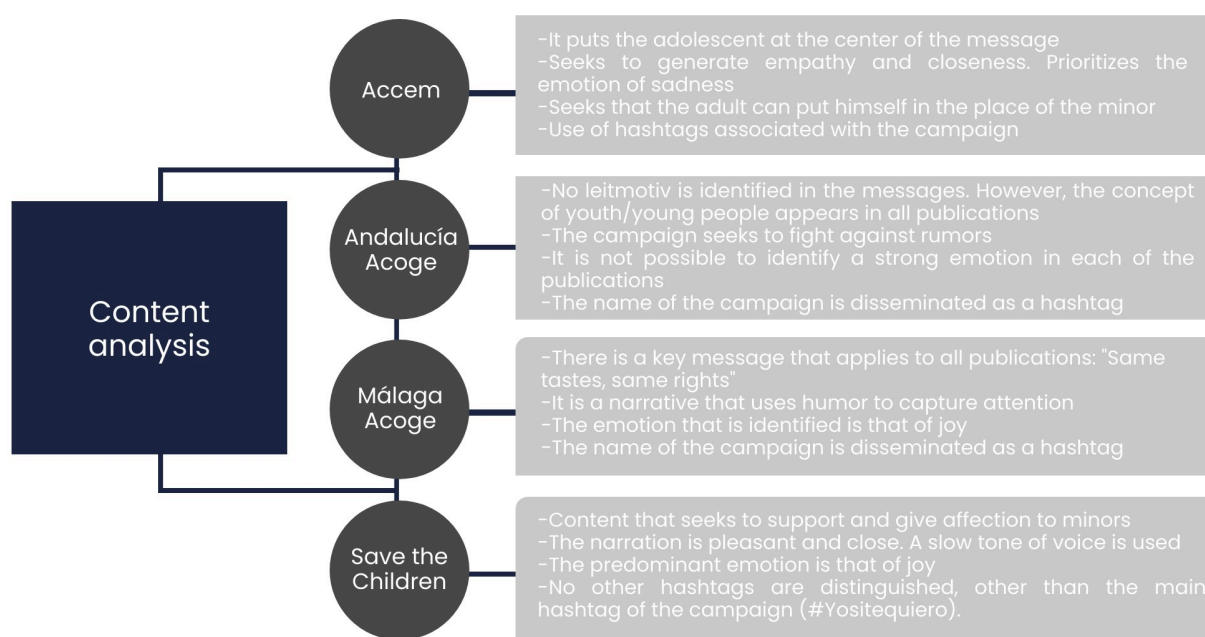
Source: Own elaboration.

5. Discussion and Conclusions

The European institutions are becoming increasingly concerned about the phenomenon of hate speech directed against vulnerable groups, such as migrants and, in particular, unaccompanied minors. The increase in cases of hate speech has been exacerbated by the expansion of social media, which have been identified as platforms that facilitate the dissemination of crimes against groups such as migrants and refugees, who are among those most affected by this problem (Arcila-Calderón et al., 2022). This situation presents significant challenges to the protection of human rights, social cohesion and the construction of inclusive and respectful societies. In light of the current context, characterised by the massive influence and reach of digital platforms, it is imperative to effectively address and counter online hate speech in order to protect the dignity and integrity of vulnerable groups.

In comparison to other forms of media, Instagram stands out for its extensive reach and capacity to engage a large audience. According to data from a study by Méndez et al., (2019), approximately 100 million photos and videos are posted on Instagram daily, making it a popular platform, particularly among users under the age of 35. Moreover, the profile with the greatest number of followers on Instagram is the platform itself, with approximately 313 million followers and an ongoing increase in this figure.

From a practical standpoint, the utilisation of Instagram by organisations has proven to be an efficacious strategy for disseminating visual content and generating interest in the activities undertaken on behalf of refugees, including unaccompanied minors. This social network, which prioritises audiovisual content and interaction through stories, offers a dynamic and attractive platform for the dissemination of content. The potential of Instagram to raise awareness is evidenced by studies such as the one conducted by De Rosa (2020) on the polarised social representations of immigration through the Instagram platform. She emphasises the significance of the discourse of polarisation and how this social network has become a powerful instrument that enables users to generate, disseminate and share social representations of immigration, thereby contributing to the debate and expressing their own positions on the matter. De Rosa analyses 456 photographs containing textual elements, employing SPAD and lexical correspondence analysis to investigate the social representations of immigrants present on Instagram. In this way, she demonstrates how Instagram enables users to create, share, and disseminate social representations of immigration, thereby contributing to the debate and expressing their own positions on the issue.

In the context of communication on migration, it is of the utmost importance to consider how to address the ethical and sensitive aspects of the situation of unaccompanied migrant minors in Instagram posts, in a manner that respects their rights and dignity. This demonstrates the crucial role of visual narratives and the strategic use of images and videos to convey powerful and emotive messages. In accordance with this approach, the experts contributing to the Oberaxe-sponsored guide (Sendín Gutiérrez and Izquierdo Iranzo, 2008) emphasise the necessity of refraining from employing sensationalist or exotic approaches to migration issues. Conversely, they advocate for the normalization of the representation of immigration in the media, emphasizing the positive and everyday aspects of migrants' lives. From this perspective, the promotion of programmes that delve deeper into the realities of immigrants and minorities is valued, as is the promotion of investigative journalism and programmes that address issues in a comprehensive manner. These guidelines align with two prominent trends in contemporary journalism: constructive and solutions journalism (Casares, 2021) and large-format journalism (Shapiro, 2014; García Avilés, 2021).

Furthermore, innovation and creativity in the design and content of Instagram campaigns should be valued, as should the use of novel strategies to engage audiences and raise awareness of the issue. Podcasting is a format that is widely consumed, especially by younger generations, suggesting significant potential for innovation and engagement with these audiences in the field of migration communication. This medium offers the potential to provide important cues that could facilitate better connections with younger generations, thereby complementing the dominant visual strategies employed on platforms such as Instagram, TikTok or the new short video formats on YouTube. The incorporation of audio narratives into communication strategies is becoming increasingly crucial for the purpose of strengthening the connection, dissemination and awareness-raising among both the migrant population and the general public (Del Vayo, 2022). This shift towards audio formats represents a

valuable opportunity to enrich migration narratives and promote a deeper and more empathetic understanding of the migration experience in contemporary society.

The objective is to achieve a balance in the communication work carried out by the different NGOs. Many of these organisations receive public funding, which aligns with their mission to disseminate information and report on the truth. Therefore, it is crucial for them to assess the impact of this type of campaign in order to enhance transparency, effectiveness, and the critical evaluation of objectives.

5.1 Recommendations for the Future

In order to properly approach and treat migration-related content, it is essential to adhere to the recommendations for journalistic writing. A valuable source of information in this regard is the new edition of EFE News Agency's Style Guide (2023), which offers clear guidelines in its section on "Immigration, racism and xenophobia". The guide emphasises the necessity of avoiding superficiality, generalisations and stereotypes when addressing these issues, and of employing precise and respectful terminology. It is of the utmost importance to refrain from referring to individuals as "illegal" and to possess a clear understanding of the distinctions between terms such as "migrant," "emigrant," and "immigrant."

Similarly, with specific reference to the treatment of immigration in the media (Sendín Gutiérrez and Izquierdo Iranzo, 2008), some relevant lines of action for communication on Instagram include the use of alternative genres to tell personal stories with an emphasis on emotional aspects, the incorporation of humour and entertainment as resources to address immigration and minorities, and the development of radio programmes that include fiction, games, monologues and world music to promote understanding of other cultures and avoid prejudice.

In both professional and social media, particularly on Instagram, it is essential to adhere to the following guidelines: Including immigrants as sources of news; avoiding close-ups of the injured or deceased in order to respect their right to privacy; avoiding the use of language with generic prejudices such as "illegal", "undocumented" or "undocumented"; promoting a broader, more complex and plural view of non-Western societies, avoiding ethnocentrism; limiting the use of archive images to illustrate news that does not correspond to them; respecting the privacy of immigrants unless they explicitly request otherwise; and avoiding paternalistic attitudes.

In this context, NGOs are well-positioned to spearhead information and awareness-raising campaigns. It is therefore essential that these organisations play a role in reaching a wide audience, in particular young people, who are particularly active users of social networks. It is therefore imperative that these organisations acknowledge this reality if they are to effectively raise awareness and mobilise action for just and urgent causes. For instance, an efficacious strategy could concentrate on the dissemination of authentic narratives (sharing experiences of unaccompanied minors, emphasising their struggles, achievements and challenges), the utilisation of pertinent hashtags pertaining to migration, human rights and solidarity to augment their visibility and social empathy, or the collaboration of social influencers to amplify the message and combat prejudices and falsehoods surrounding the group.

The analysis of campaigns carried out by NGOs on Instagram has yielded insights that can inform future actions. Firstly, it is of paramount importance to emphasise the significance of humanising the narrative when conveying the experiences of unaccompanied migrant children. By displaying the faces, experiences, and aspirations of the individuals involved, it is possible to evoke empathy and awareness in the audience, thereby providing a voice to those who are directly affected by this reality and creating a significant emotional impact.

Furthermore, the incorporation of authentic testimonies from unaccompanied migrant children and professionals engaged in their protection and well-being can enhance the narratives and facilitate a more profound comprehension of the matter. The incorporation of educational content on migration, children's rights and the challenges they face during their journey can facilitate the raising of awareness among audiences and encourage broader reflection on these issues.

In order to enhance the impact of campaigns, it is crucial to facilitate audience engagement through the utilisation of polls, open-ended questions, or challenges that prompt reflection on the circumstances of unaccompanied migrant children. Active participation can enhance audience engagement. The utilisation of pertinent and widely used hashtags pertaining to migration and human rights can also

facilitate the dissemination of publications and facilitate engagement with audiences interested in the topic.

6. Acknowledgements

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