THE IMPACT OF AWARENESS-RAISING CAMPAIGNS AGAINST GENDER VIOLENCE
The Case of #AhoraYaEspañaEsOtra on Instagram

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KEYWORDS	ABSTRACT
Awareness campaigns Gender violence Social networks Instagram Hashtags Content analysis Case study	*Awareness-raising campaigns are frequently disseminated on social networks such as Instagram. In light of the need to raise awareness about gender-based violence, this study seeks to ascertain the extent to which Instagram users replicate the official campaigns on this issue. To this end, a case study was conducted on the images disseminated on Instagram with the hashtag #AhoraYaEspañaEsOtra. The findings indicate that the accounts utilising the hashtag tend to disseminate official campaign images. Furthermore, it appears that the general public is not significantly engaged with the utilisation of the hashtag, as it is predominantly employed by accounts affiliated with the government entity spearheading the campaign.*

1. Introduction

Education campaigns are strategic communication tools that seek to influence individuals' perceptions, beliefs, attitudes and behaviours (Viñals, 2021). They are regarded as being significant in the context of facilitating change and raising awareness (Buraschi & Aguilar-Idáñez, 2019). Furthermore, the objective of these campaigns is to initiate and encourage change in order to promote desirable human behaviours (El-Sayed Abdo, 2023). In order to achieve this, the communicators attempt to persuade the intended audience by appealing to their emotional responses (Salamanca Fuentes & Sánchez Islas, 2019). In particular, these campaigns assist society in comprehending the nuances of existing issues (Ramírez, 2012).

In particular, the objective of awareness-raising campaigns is to capture the attention of the general public with regard to a specific issue (Jurado Duarte & Sánchez García, 2012). The subject matter to which they attempt to direct attention is highly diverse. Examples include environmental issues, racism, health, disability, technology use, children's rights, poverty, and driving safety. However, campaigns on gender-based violence are particularly relevant, given that despite the fact that awareness-raising against this scourge has been highly recurrent for decades, it is evident that continued investment in this issue is still necessary in order to effect change within the social fabric (Sidorenko et al., 2020).

Despite the efforts of organisations, advocates and governments to address gender-based violence, its prevalence remains a significant concern (Hortal, 2023). This is due to the recurrence of these behaviours and the considerable number of victims involved (Colás-Bravo & Quintero-Rodríguez, 2020). Indeed, it is regarded as a significant social issue in Spain (Montserrat, 2023), as evidenced by the 94,554 reports of gender violence and the 58 women who were murdered for this reason in 2023 (Delegación del Gobierno contra la Violencia de Género, n.d.).

In order to raise awareness and effect a transformation in the reprehensible behaviours of citizens, including gender-based violence, governmental institutions endeavour to identify resources and means to reverse these situations (Colás-Bravo & Quintero-Rodríguez, 2020). It is therefore evident that awareness-raising campaigns conducted by public bodies are pivotal in order to reach a vast audience (Rashidova et al., 2024). Consequently, the state typically employs institutional advertising as a means of enhancing societal well-being and advancing the general population on a range of issues, including the eradication of gender-based violence.

Awareness-raising campaigns employ a range of dissemination strategies, including the use of mass media (such as press, radio, and television), the development of materials (such as books, magazines, brochures, and teaching units), and the organisation of events such as round tables, conferences, press conferences, rallies, and demonstrations (Jurado Duarte & Sánchez García, 2012). However, in recent times, and thanks to the emergence of communication technologies, this type of campaign is not only conducted in the physical space, but also on social networks, such as Instagram (Maestre Brotons, 2020).

The vast majority of content on this social network is visual (Pérez-Curiel & Sanz-Marcos, 2019), with users primarily engaging with content in the form of images rather than text (Lee et al., 2015). Given that Instagram is primarily concerned with the utilisation of images and brief videos, occasionally accompanied by textual content, it can be considered an optimal platform for the dissemination of awareness-raising messages (Gómez Marí et al., 2022). At the present time, local, regional, and national governments' campaigns for gender equality are regularly disseminated on websites and social media with the objective of informing and interacting with citizens (Pano Alamán, 2022).

In this context, it is essential to evaluate the impact of awareness-raising campaigns in general, and those that seek to eradicate gender-based violence in particular, as they do not always achieve their objective of raising public awareness (Colás-Bravo & Quintero-Rodríguez, 2020). It is noteworthy that effective advertising strategies are often characterised by the utilisation of digital platforms for the dissemination of content, particularly with the objective of affording users the opportunity to share it with their respective communities on social networks, thereby enhancing its notoriety (Castelló-Martínez, 2018).

One frequently employed strategy for enhancing the visibility of a campaign among the general population is the incorporation of hashtags. These labels serve the function of "grouping publications on the same topic" (Rivera Magos & González Pureco, 2022, p. 5). The utilisation of this communication tool facilitates the generation of discourse surrounding a given topic or campaign (Zeifer, 2020). It is therefore crucial to encourage users to utilise hashtags, as this serves to enhance the significance of the

hashtag itself and the visibility of the issue it represents (Doval-Fernández & Sánchez Amboage, 2021). In this regard, the hashtag can be used to quantify the size, proportionality, and impact of a group of individuals with affinity for a product, a postulate, or a trend (Moncada Guevara, 2023, p. 17).

Despite their significance in facilitating change and raising awareness, professional awareness-raising actions have been largely overlooked in the scientific and technical literature (Buraschi & Aguilar-Idáñez, 2019). Consequently, studies evaluating the efficacy of social campaigns are scarce, and even more limited are those examining the impact of campaigns aimed at eliminating gender-based violence (Colás-Bravo & Quintero-Rodríguez, 2020). It is therefore imperative that further research be conducted on these issues.

2. Objectives

The principal aim of this paper is to analyse the manner in which Instagram users disseminate a campaign that seeks to raise social awareness against gender violence. This research specifically focuses on the campaign entitled "Ahora ya España es otra," created in 2023 by the Government Delegation against Gender Violence for 25 November (International Day for the Elimination of Violence against Women).

The examination of this campaign is of particular significance given that, as illustrated in Table 1, while the number of reports of gender-based violence in Spain declined considerably in 2023, the number of women who died as a result of this phenomenon increased. It is therefore imperative to examine the social impact of the official and national awareness-raising campaign for the International Day for the Elimination of Violence against Women in that year.

Table 1. Number of reports of gender-based violence and number of women who died as a result of this cause in Spain by year

Year	Number of complaints of gender violence	Number of women who have died as a result of gender violence
2003	Data not available	71
2004	Data not available	72
2005	Data not available	57
2006	Data not available	69
2007	Data not available	71
2008	Data not available	76
2009	135.539	57
2010	134.105	73
2011	134.002	62
2012	128.477	51
2013	124.893	54
2014	126.742	55
2015	129.193	59
2016	143.535	49
2017	166.260	49
2018	166.961	53
2019	168.168	56
2020	150.804	50
2021	162.848	49
2022	182.078	49
2023	94.554	58

Source: Government Delegation against Gender Violence (n.d.).

The specific objectives to be achieved through this work are as follows:

- Determine the point in time when the campaign is likely to have the most significant effect.
- To ascertain the number and type of images employed by users in the dissemination of the campaign.
- Determine the particular issue to which people ascribe prominence in reference to the campaign.
- To obtain information on the impact achieved by users on their posts related to the campaign, specifically the number of comments and "likes" generated.
- To ascertain which profiles are most involved in the campaign and to identify their main characteristics.

3. Methodology

In order to achieve the aforementioned objectives, a quantitative methodology was employed. In particular, a content analysis was conducted on the still and moving images disseminated on Instagram with the hashtag #AhoroyaYaYaEspañaEsOtra, which is associated with the campaign under study. A content analysis was deemed an appropriate methodology for this study, as it enables a systematic, objective and quantitative description of the subject under investigation (Berelson, 1952, as cited in Martínez-Fresneda & Zazo-Correa, 2024). Furthermore, content analysis is the most widely used method in studies on social networks in Spain (Vinader-Segura et al., 2020). It is also frequently employed in various parts of the world to examine digital awareness-raising and awareness-raising campaigns. For example: For further details, please refer to the following sources: Abuín-Penas & Montero Liberona (2023), Diddi & Lundy (2017), Gürtler et al. (2022), Herrera-Peco et al. (2021), and Santoso (2019).

In order to ascertain the social impact of the Ahora ya España es Otra campaign, Instagram was selected as the most appropriate platform for this study due to its growing notoriety and relevance (Carasco-Polaino et al., 2018). Indeed, in Spain, Instagram is the most frequently used social network, with WhatsApp being the second most popular (IAB Spain, 2023). It is noteworthy that Instagram users tend to narrate their experiences through the medium of photographs and brief videos, thereby fostering a pronounced visual-oriented culture (Lee et al., 2015). This situation renders it an optimal communication instrument for the purpose of raising awareness (Gómez Marí et al., 2022).

In consideration of the options afforded by Instagram, hashtags are especially conducive to the dissemination of ideas in a viral manner, the formation of solidarity movements and actions, and the expression of empathy and solidarity (Calderón Campoverde & Quezada Godoy, 2023). Furthermore, the practice of tagging content facilitates the ability of users to locate publications pertaining to a particular subject matter (Navío-Navarro, 2021). For this reason, and with the intention of discovering the impact of the campaign under study, an examination was conducted of the Instagram publications that included the hashtag #AhoraYaEspañaEsOtra.

In examining these publications, particular attention was paid to the images, which are more expressive than words and capable of speaking for themselves, as the adage goes. As Valdez Zepeda et al. (2011) observed, an image can communicate more than a thousand words. In some cases, however, it was necessary to consult the accompanying text in order to gain a full understanding of the context or meaning. In particular, the number and type of images included in each publication were analysed, as well as the main topic, the date of dissemination and the impact achieved (number of comments and likes). Furthermore, the users who utilise the hashtag were also considered, along with their characteristics.

The data collection process was completed at the end of January 2024. A representative sample of 167 posts associated with the hashtag #ahoroyaEsAnother was coded from the 293 permanent posts. In order to obtain this figure, a heterogeneity of 50%, a margin of error of 5% and a confidence level of 95% were taken into account. To identify the specific posts for analysis, the aforementioned hashtag was entered into the Instagram search engine, and the resulting posts were selected using the available filter. The specific posts to be examined were selected at random. The data was analysed using the statistical software package SPSS. Descriptive statistics, including line graphs and frequencies, as well as contingency tables, were employed to describe the variables. The association between variables was determined using Pearson's chi-square test, and differences were considered statistically significant when $p < 0.05$.

4. Results

In terms of the date of publication, it is notable that 98.2% of the posts were disseminated between 16 and 30 November 2023. The remaining 1.8% were disseminated at a later date, with two publications occurring in December 2023 and 1 January 2024. This distribution is to be expected, given that the campaign in question was initiated on 16 November 2023 in commemoration of the International Day for the Elimination of Violence against Women (25N). In particular, 36.5% of the posts were published on 25 November and 23.4% on 16 November (see Graph 1).

Graph 1. Day of publication
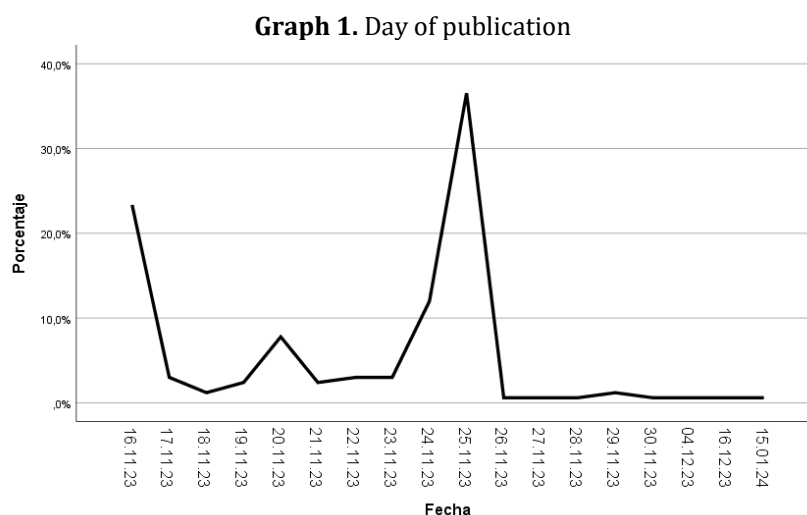
Source: own elaboration, 2024.

Conversely, 53.9% of the posts analysed include moving images, while 48.5% of the posts incorporate fixed visual elements. It can be observed that the sum of both figures is slightly higher than 100%, as four posts contain both types of resources. Consequently, 51.5% of the posts exclusively utilise moving images, 46.1% comprise solely still elements, and the remaining 2.4% incorporate both types of representation. It is noteworthy that the mean number of moving images per publication is 0.54, with a minimum of 0 and a maximum of 1. In considering this category of resource, it is notable that the most prevalent form is the incorporation of the official campaign spot. Conversely, the mean number of still images per publication is 1.06 (with a minimum of 0 and a maximum of 10). In this instance, the corpus comprises photographs, illustrations and infographics.

With regard to the principal theme of the publication, 50.9% of the posts display images of the campaign, 1.8% are based on the dissemination of information about the campaign, and 1.2% focus on the criticism of the campaign. Conversely, 31.1% of the posts make reference to the celebration of 25 November, while 10.2% are concerned with the promotion of the eradication of gender-based violence. Additionally, the data reveals the presence of posts dedicated to political figures (3%), posts unrelated to the topic (1.2%), and posts that pay special attention to sexual and gender diversity (0.6%).

It is important to highlight that there are statistically significant differences when examining the relationship between the type of image and the main topic of the publication ($x2 = 66.695$, $p = 0.000$). Therefore, the moving visual resources are primarily composed of images from the campaign, particularly the spot, which accounts for 74.4% of the total. Subsequently, elements pertaining to the commemoration of 25N (11.6%) and the eradication of gender-based violence (9.3%) are observed. Furthermore, posts providing information about the campaign (2.3%) or offering a critique of it (1.2%) and those focusing on political figures (1.2%) appear less frequently.

In contrast, the fixed visual resources encompass a broader range of themes, including publications that address sexual and gender diversity (1.3%) and those that are not directly related to the subject matter (1.3%). Nevertheless, the most prevalent theme among these resources is the commemoration of 25 November (50.6%), followed by the dissemination of images related to the campaign (27.3%), the promotion of gender-based violence eradication (11.7%), the presentation of political figures (5.2%), the insertion of campaign-related information (1.3%), and the critique of the campaign (1.3%).

Conversely, publications that incorporate both still and moving images predominantly address two themes: the commemoration of 25 November (75%) and other miscellaneous subjects (25%) (see Table 2).

Table 2. Main subject of publications by type of image

Theme	Publications	Type of image			TOTAL
		Movement	Fixed	Both	
Campaign images	Count	64	21	0	85
	% of subject	75,3%	24,7%	0,0%	100,0%
	% of image type	74,4%	27,3%	0,0%	50,9%
	% of total	38,3%	12,6%	0,0%	50,9%
Celebration 25N	Count	10	39	3	52
	% of subject	19,2%	75,0%	5,8%	100,0%
	% of image type	11,6%	50,6%	75,0%	31,1%
	% of total	6,0%	23,4%	1,8%	31,1%
Eradicating gender-based violence	Count	8	9	0	17
	% of subject	47,1%	52,9%	0,0%	100,0%
	% of image type	9,3%	11,7%	0,0%	10,2%
	% of total	4,8%	5,4%	0,0%	10,2%
Political personalities	Count	1	4	0	5
	% of subject	20,0%	80,0%	0,0%	100,0%
	% of image type	1,2%	5,2%	0,0%	3,0%
	% of total	0,6%	2,4%	0,0%	3,0%
Campaign information	Count	2	1	0	3
	% of subject	66,7%	33,3%	0,0%	100,0%
	% of image type	2,3%	1,3%	0,0%	1,8%
	% of total	1,2%	0,6%	0,0%	1,8%
Criticism of the campaign	Count	1	1	0	2
	% of subject	50,0%	50,0%	0,0%	100,0%
	% of image type	1,2%	1,3%	0,0%	1,2%
	% of total	0,6%	0,6%	0,0%	1,2%
Unrelated	Count	0	1	1	2
	% of subject	0,0%	50,0%	50,0%	100,0%
	% of image type	0,0%	1,3%	25,0%	1,2%
	% of total	0,0%	0,6%	0,6%	1,2%
Sexual and gender diversity	Count	0	1	0	1
	% of subject	0,0%	100,0%	0,0%	100,0%
	% of image type	0,0%	1,3%	0,0%	0,6%
	% of total	0,0%	0,6%	0,0%	0,6%
TOTAL	Count	86	77	4	167
	% of subject	51,5%	46,1%	2,4%	100,0%
	% of image type	100,0%	100,0%	100,0%	100,0%
	% of total	51,5%	46,1%	2,4%	100,0%

Source: own elaboration, 2024.

A total of 167 posts were analysed, originating from 139 distinct accounts. While the majority of accounts only make a single post, eight profiles have been identified that have made two posts. The following profiles were identified as having multiple posts: @bibliosantabarbara (public secondary school), @elislotedecarol (user concerned about gender issues), @podemoscieza (Podemos de Cieza), y @podemosguindfbe (Podemos de Salamanca-Guindalera-Fuente del Berro), @podemostdjimeno

(Podemos de Torredonjimeno), @salamanca_gob (Subdelegación del Gobierno en Salamanca), @saludmentaladiem (Adiem foundation, related to mental health) and @segovia_gov (Subdelegación del Gobierno en Segovia).

Furthermore, five accounts have been identified with three posts each. These include @anaisabellimafernandez (Madrid City Councillor), @igualdadgob (Ministry of Equality), @gobpsoesumar (profile of support for the coalition government between PSOE and Sumar, created and managed by @anaisgeminis), @gtfeminismosestatalpodemos (Feminismos working group of Podemos) and @nanijaen.23 (user related to Podemos). Concurrently, the Government Delegation of Castilla y León (@dgcyl) and the Government Subdelegation in Granada (@subdelegaciongobiernogranada) disseminated four posts each, while the Government Delegation against Gender Violence (@delgobvg) made five and the Government Delegation in Melilla (@dgmelilla) made six.

It is noteworthy that the majority of publications (65.3%) emanate from profiles associated with the political sphere. This encompasses political parties, political figures, individuals utilizing social media to advance specific ideologies, and various public entities, including city councils and government delegations. The remaining 34.6% is comprised of a diverse array of profiles, including those belonging to associations, non-governmental organisations, educational institutions, corporate entities, individual users, and others.

In this context, it is noteworthy that there are no statistically significant differences between the nature of the profile disseminated by the publication (related, or not, to the political sphere) and the type of image (moving, still or a combination of both) ($x2 =0.681$, $p=0.711$). Nevertheless, subtle dissimilarities can be discerned. Consequently, accounts associated with the political sphere predominantly select publications comprising moving visual elements (53.2%), followed by those incorporating still images (45%) and those incorporating a combination of both (1.8%). Meanwhile, the remaining profiles publish posts with the same frequency, utilising still visual resources (48.3%) and moving visual resources (48.3%), with publications that employ both types of images accounting for the remaining 3.4% (see Table 3).

Table 3. Type of profile making publications according to the type of image

| Profile type | Publications | Type of image | | | TOTAL |
		Movement	Fixed	Both	
Related to the political sphere	Count	58	49	2	109
	% of profile type	53,2%	45,0%	1,8%	100,0%
	% of image type	67,4%	63,6%	50,0%	65,3%
	Total	34,7%	29,3%	1,2%	65,3%
Unrelated to the political sphere	Count	28	28	2	58
	% of profile type	48,3%	48,3%	3,4%	100,0%
	% of image type	32,6%	36,4%	50,0%	34,7%
	Total	16,8%	16,8%	1,2%	34,7%
TOTAL	Count	86	77	4	167
	% of profile type	51,5%	46,1%	2,4%	100,0%
	% of image type	100,0%	100,0%	100,0%	100,0%
	Total	51,5%	46,1%	2,4%	100,0%

Source: own elaboration, 2024.

Furthermore, no statistically significant differences were identified between the nature of the profile of the individual responsible for publishing the content and the main topic of the post ($x2 =8.616$, $p=0.281$). Therefore, both political and non-political accounts predominantly feature images from the campaign, representing over 50% of the content in both cases. Subsequently, posts pertaining to the commemoration of 25N (approximately 30% for both types of profiles) and those aimed at eradicating gender-based violence (approximately 10% for both types of accounts) are of note. Nevertheless, the fourth most prevalent topic among users in the political sphere is the presentation of political figures, a subject not addressed by the remaining profiles (see Table 4).

Table 4. Main subject of publications according to profile type

Theme	Publications	Profile type		TOTAL
		Related to the political sphere	**Unrelated to the political sphere**	
Campaign images	Count	55	30	85
	% of subject	64,7%	35,3%	100,0%
	% of profile type	50,5%	51,7%	50,9%
	% of total	32,9%	18,0%	50,9%
25N Celebration	Count	35	17	52
	% of subject	67,3%	32,7%	100,0%
	% of profile type	32,1%	29,3%	31,1%
	% of total	21,0%	10,2%	31,1%
Eradicating gender-based violence	Count	11	6	17
	% of subject	64,7%	35,3%	100,0%
	% of profile type	10,1%	10,3%	10,2%
	% of total	6,6%	3,6%	10,2%
Political personalities	Count	5	0	5
	% of subject	100,0%	0,0%	100,0%
	% of profile type	4,6%	0,0%	3,0%
	% of total	3,0%	0,0%	3,0%
Campaign information	Count	2	1	3
	% of subject	66,7%	33,3%	100,0%
	% of profile type	1,8%	1,7%	1,8%
	% of total	1,2%	0,6%	1,8%
Criticism of the campaign	Count	1	1	2
	% of subject	50,0%	50,0%	100,0%
	% of profile type	0,9%	1,7%	1,2%
	% of total	0,6%	0,6%	1,2%
Unrelated	Count	0	2	2
	% of subject	0,0%	100,0%	100,0%
	% of profile type	0,0%	3,4%	1,2%
	% of total	0,0%	1,2%	1,2%
Sexual and gender diversity	Count	0	1	1
	% of subject	0,0%	100,0%	100,0%
	% of profile type	0,0%	1,7%	0,6%
	% of total	0,0%	0,6%	0,6%
TOTAL	Count	109	58	167
	% of subject	65,3%	34,7%	100,0%
	% of profile type	100,0%	100,0%	100,0%
	% of total	65,3%	34,7%	100,0%

Source: own elaboration, 2024.

The mean number of "likes" per post is 263.11, with a minimum of 0 and a maximum of 23,439. Furthermore, each post elicits, on average, 12.26 comments (with a minimum of zero and a maximum of 915). The impact appears to be more closely associated with the influence of the profile than with the characteristics of the post itself, such as the topic or the type of image. Therefore, the post with the highest number of "likes" (23,439) and comments (915) is a joint effort by the Ministry of Equality (@igualdadgob) and Irene Montero (@i_montero). It focuses on publicising the campaign's official advertisement (see Image 1). The first account has amassed 83,200 followers, while the second has attracted 327,000. It is noteworthy that the identical advertising material has been disseminated by multiple profiles, and on occasion, it has not garnered any "likes" or comments. This may be attributed to the relatively lower visibility of these other accounts in comparison to those previously mentioned.

Image 1. Post with the highest number of "likes" and comments
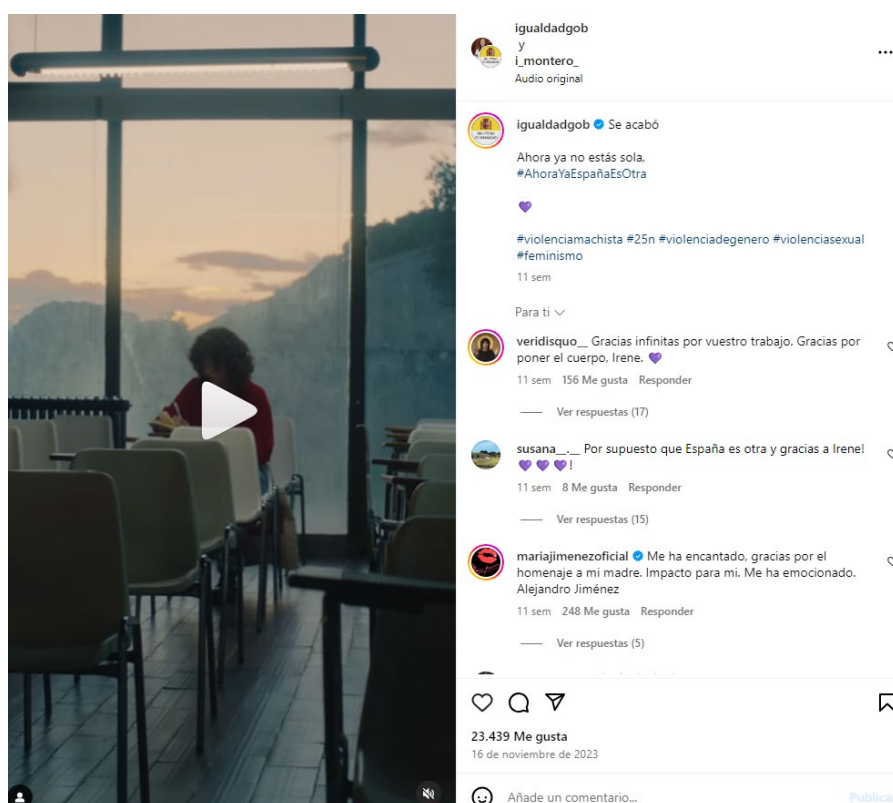
Source: Ministry of Equality & Montero, 2023.

5. Conclusions and Discussion

The findings of this study indicate that, although the discrepancy is minimal, publications incorporating moving images are more widely consumed than those utilising still images. Indeed, videos are now commonly employed on social media platforms and are widely accepted by users (Parra Acosta et al., 2023). Furthermore, these online elements serve as key drivers of the advertising industry (Arroyo Almaraz & Baños González, 2013). Short videos, which are the most prevalent format on social networks such as Instagram, are regarded as the most engaging means of connecting with users (Pérez Heredia, 2023). This may be the reason why the most disseminated resource for the posts under examination is the official campaign spot.

Furthermore, audiovisual content is more likely to be disseminated virally when presented in the form of video (Picazo-Sánchez, 2017). This format is 38% more popular on Instagram than still images (Tovar Sánchez, 2021). It is important to note that the impact of publications in this study does not appear to be associated with the type of graphic resource used. Rather, it seems to be more closely linked to the popularity of the profile utilising the hashtag. This is to be expected if one considers that in the analysis carried out, accounts with high levels of popularity and a large number of followers can be found alongside profiles that are not particularly well-known.

Conversely, the decision of an individual to utilise a particular hashtag enables the formation of a conceptual network and/or the identification of their ideological stance (Gutiérrez-Sanz, 2016). In this regard, it is noteworthy that the findings of this research indicate that accounts utilizing the hashtag #AhoraYaEspañaEsOtra are predominantly associated with the political domain. Therefore, as in previous studies, this study corroborates the use of hashtags as a tool for ideological positioning (López Meri, 2015). Therefore, the political parties and figures who most frequently utilise the examined hashtags are associated with the government behind the campaign. Moreover, it is not uncommon for various public bodies, including city councils and government delegations, to utilise the aforementioned hashtag.

It could be posited that the government responsible for promoting the aforementioned campaign and the accounts most prolific in utilising the hashtag #AhoraYaEspañaEsOtra (i.e. those pertaining to the political sphere) may be perceived as exhibiting a similar ideological stance. It may be the case that this situation arises as a result of users attempting to provide support and visibility to the activities of their partners. Additionally, nearly a quarter of the posts under examination were disseminated on the day the campaign was launched, and it is common for the posts examined to include official campaign images. Consequently, the utilisation of such a hashtag could be regarded as a deliberate strategy to capture public attention and direct it towards this communication initiative (López Robles, 2022). In light of the fact that the general population does not appear to utilise the analysed hashtag with any great frequency, it seems reasonable to conclude that in this instance the hashtag under examination does not serve the function of forming a community that engages in discourse and debate on a given topic (Rivera Magos & González Pureco, 2022). Furthermore, at the time of data collection, only 293 publications included the hashtag #AhorYaEspañaEsOtra, indicating that the hashtag did not have a significant impact.

In light of the aforementioned factors, it can be argued that the reach and social impact of the campaign on Instagram is not particularly extensive. This situation is a cause for concern, not only because the Government Delegation Against Gender Violence is set to spend 7,000,000 euros of public funds between 1 May 2023 and 30 April 2024 to raise awareness and sensitise the population about the This is evidenced by the fact that different forms of violence against women (Comisión de Publicidad y Comunicación Institucional, n.d.) are still prevalent, and that the number of deaths due to gender violence in Spain increased to 58 in 2023 (Delegación del Gobierno contra la Violencia de Género, n.d.).

In this context, this type of work is of particular relevance. Consequently, despite the difficulty in determining the extent to which institutional campaigns influence the reduction of gender-based violence, given the multitude of factors at play, the assessment of their degree of penetration is considered a valuable tool for guiding future campaigns (Rodríguez López & Robles Álvarez, 2016). Accordingly, one potential avenue for consideration would be to engage with profiles that are not inherently political in nature yet possess a substantial following and the capacity to amplify the reach of campaign messages. Despite the importance of this type of information, there has been a paucity of evaluation and reflection on professional awareness-raising activities in academia. This may be due to the assumption that any action in this sense is inherently appropriate or relevant. However, the fact that an action is not negative does not imply that it is positive or effective (Buraschi & Aguilar-Idáñez, 2019).

The principal limitation of this study is that it is a case study. It can be hypothesised that if the institutional campaigns to eradicate gender-based violence were to be extended, the results obtained would be different. This situation provides an opportunity for further research, with a particular focus on examining different campaigns. It would be beneficial to compare their impact on various platforms, beyond Instagram. Additionally, it could be valuable to study actions promoted by different public bodies, including national, regional, and local entities. Furthermore, it would be informative to contrast the impact of institutional campaigns with that of spontaneous social movements.

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