



THE INSTITUTIONAL BEHAVIOUR OF THE ROYAL HOUSE ON INSTAGRAM: A Relational Perspective

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KEYWORDS

*Acts
Royal House
Ceremony
Strategies
Instagram
Protocol
Public Relations*

ABSTRACT

2024 is a key year for the Royal House, as it is expected to see the strengthening of relational strategies with the aim of positioning the heiress, legitimising the Royal Family, and bringing it closer to the public. The objective of this study is to identify the key factors that shape the Royal Household's relational behaviour on Instagram, observing the role played by protocol and the organisation of events. A multivariable quantitative study was conducted utilising SPSS (Krippendorff's alpha coefficient = 0.89) on the corpus encompassing all posts made between 24 June 2024 and 24 January 2025.

Received: 08/ 05 / 2025

Accepted: 10/ 07 / 2025

1. Introduction

Article 56 of the Spanish Constitution (hereinafter CE), in its first paragraph, establishes that:

The King is the Head of State, a symbol of its unity and permanence, who arbitrates and moderates the regular functioning of institutions, assumes the highest representation of the Spanish State in international relations, particularly with the nations of its historical community, and exercises the functions expressly attributed to him by the Constitution and the laws.

Furthermore, it stipulates that the King receives a global sum from the State Budget for the maintenance of his Family and Household, which he may freely distribute, and he freely appoints and dismisses the civilian and military members of his Household (Article 65 of the CE). As is evident, the Household of His Majesty the King is the highest institution of the State and the body of greatest institutional representation. Its significance is such that, in 1975, just three days after King Juan Carlos I was proclaimed, the Government deemed it necessary to establish the Household of His Majesty the King and equip it with the appropriate instruments for its proper functioning. Consequently, Decree 2942/1975, of 25 November, was approved, creating the Household of His Majesty the King. Naturally, upon the promulgation of the Constitution, a new Royal Decree was issued to provide constitutional support for the Household of His Majesty the King. This was Royal Decree 434/1988, of 6 May, which, among other provisions, defines the nature of the Household of His Majesty, configured as a public body in service of the Head of State, with significant political and institutional relevance. In this regard, Article 1 of Royal Decree 434/1988, of 6 May, on the restructuring of the Household of His Majesty the King, establishes that:

1. The Household of His Majesty the King is the body that, under the direct authority of His Majesty, has the mission of supporting him in all activities arising from the exercise of his functions as Head of State.
2. Within this general mission, and in addition to performing the administrative and economic tasks that correspond, it shall pay particular attention to the King's relations with official bodies, entities, and individuals, to the security of His Person and Royal Family, as well as to the rendering of regulatory honours and the provision of escort services when required.

The relational perspective of public relations (Ledingham y Bruning, 1998; Ledingham, 2001, 2003) describes the process of managing the various types of relationships (Hung, 2005) that are necessarily established between an organisation and its publics and stakeholders (Grunig, 2020). Public relations involve the planning of complex systems that, when strategically designed, are oriented towards managing publics using communication techniques as an auxiliary tool (Almiron y Xifra, 2019; Otero y Pulido, 2018; Page y Parnell, 2019). From the perspective of institutional communication, this relational approach, which involves the use of symmetrical public relations provides value for the transformation and implementation of organisations (Shaya y Ahmad, 2024) and contributes to strengthening their culture (Bizri et al., 2024), enabling institutions to adapt their institutional behaviour to the needs and demands of citizens. Herein lies the importance of the institutional use of Instagram.

It is now evident that the progressive increase in the use of social media by institutions is underpinned by the inherent characteristics of these platforms, particularly their capacity to connect official institutions with the citizens they legitimately represent in an agile, direct, and dialogic manner. This ensures not only their policies of informational transparency (Morillo Rojas y García Regalado, 2024) but also a broad audience with which they can interact in real time and without intermediaries (McGravey, 2020).

This is where the interest of this study lies, which hinges on two fundamental premises: 1) the institutional value traditionally attributed to social media (Caldevilla-Domínguez et al., Rodríguez-Fidalgo et al., 2019) was amplified during the context of the pandemic (Costa-Sánchez y López-García, 2020), as the former Twitter proved to be a highly effective tool for reinforcing institutional strategy as a "direct channel with citizens" (Castillo-Esparcia et al., 2020); and 2) recent studies have demonstrated the utility of this social network in the context of the Royal Household (Panizo-Alonso et al., 2024), from

a relational perspective, in a turbulent socio-historical context.

At this point, the academic interest and originality of this study become evident, as there are no prior scientific studies focused on analysing the communicative and relational style of the Household of His Majesty the King (popularly known as the Royal Household) in its recently launched Instagram presence on 24 June 2024, within a complex and evolving context for the institution itself.

Among all available social media platforms, and until its recent rebranding as X, Twitter had traditionally been the tool of choice at the institutional level due to its fresh and immediate nature and its capacity for responsiveness and dialogue (Suau-Gomila et al., 2022). The institutional use of Twitter thus implied its incorporation as a digital communication technique within the relational strategy of institutions, framed within the organisational transparency policies demanded by contemporary society (Marcos-García et al., 2021). However, current trends indicate that institutional use of X is increasingly migrating to Instagram and, to a lesser extent, to platforms previously associated with recreational use, such as TikTok.

In the context of public institutions, the need to establish efficient communication channels and strategies that ensure the agile, engaging, and effective dissemination of information not only contributes to promoting institutional transparency but also strengthens the relationship between the institution and citizens. Instagram has much to offer in this regard (Cordeiro et al., 2025). Just as occurred with Facebook, reality shows that X has been losing ground to other social media platforms like Instagram or TikTok. The growing institutional success of Instagram, oriented towards managing public presence, is undeniable (Claro Montes et al., 2024). Although it might initially seem that the use of TikTok is more restricted to other spheres, studies already analyse its progressive incorporation into institutional communication. Notably, the study by Alonso-López et al. (2024) examines the use of TikTok by Spanish Government ministries to communicate with citizens. In any case, the recent arrival of the Royal Household on Instagram is observed as a dynamic element that modernises the institution, endowing it with unprecedented communicative freshness that merits study, particularly from the relational perspective of the organisation of acts (Pulido-Polo, 2016), as will be detailed later in the objectives and methodological design.

As noted by Pulido-Polo et al. (2023), it is evident that, in the realm of institutional communication and public relations, social media have definitively emerged as an unprecedented bidirectional communication tool. Thanks to their immediacy, usability, and bidirectional capacity, they can even serve as a barometer of public opinion, as users express their support or opposition to an institution's stance or arguments through likes, comments, and shares (Sánchez-Ramos et al., 2022), which are also analysed in this study.

2. Objectives

Building on the institutional study of Twitter by Pulido-Polo et al. (2023) and the analysis of the Royal Household's image representation by Pulido-Polo et al. (2021), the primary objective of this study is to analyse the relational behaviour of the Royal Household, as the highest institution of the State, through its official (verified) Instagram account "casareal.es" during its first seven months, from its launch on 24 June 2024 to 24 January 2025. Specifically, this analysis aims to determine the newly established digital communicative style of the Royal Household on Instagram and to examine, where applicable, the extent to which the key elements of its strategic management of relations with citizens align with the postulates set forth by the theoretical corpus.

In this regard, particular attention will be given to the concept of branded content but applied to the institutional context. Thus, the study will address the emergence of a new concept, termed institutional content, focusing on the positioning of official institutions' identities on social media.

To analyse this phenomenon, the study will primarily focus on a cross-sectional examination of the diversity, or lack thereof, of the thematic references in the content of the posts, in relation to the other observed variables detailed in the methodology. It will also consider the role played by the organisation of acts as a structuring element, where applicable, in the generation of content for this official account. This approach will enable an assessment of Instagram's consolidation as a bidirectional communication tool for high-level State institutions from the perspective of public relations.

The achievement of this primary objective entails the development of the following secondary objectives:

SO1: To determine the predominant thematic references on Instagram for the Royal Household during the analysed period, identifying the level of public acceptance by thematic area. This objective involves the study of Variable 1: Content, described later in the methodology, in relation to the calculation of the statistical mean of likes, comments, and shares (derived from SO6) for each thematic area.

SO2: To examine the extent to which the organisation of acts (national or international) generates content that supports the communication on Instagram for the analysed account. This objective is assessed through Variable 2: Reference.

SO3: To specify, where applicable, the additional resources included in each post to reinforce the key message. This objective involves the study of Variables 3 and 4: Format and Approach.

SO4: To identify the frequency of the information shared in relation to the different thematic content of the analysed posts. This objective entails the analysis of Variable 5: Regularity of Information, considering the temporal distribution of the posts, cross-referenced with Variable 1: Content.

SO5: To understand the communicative style employed in the digital communication system of the Household of His Majesty the King on Instagram and to examine its relationship with the different thematic references. This objective involves the study of Variable 6: Tone and its relationship with Variable 1: Content.

SO6: To assess the level of conversation to determine the degree of feedback and bidirectionality established between the institution and its environment in relational terms, highlighting, in addition, any observable analogies, synergies, and divergences in the case under study. This objective is operationalised through the variables related to interaction and the subsequent calculation of engagement.

3. Methodological Design

Drawing on the validated methodology of Pulido-Polo et al. (2021) and Panizo-Alonso et al. (2024) for the institutional analysis of Twitter, this study establishes a quantitative methodological design to achieve its objectives. Specifically, a content analysis is applied to a corpus comprising 238 posts published by the official Instagram account of the Household of His Majesty the King, "casareal.es," from 24 June 2024 to 24 January 2025.

It is worth noting that studies of Instagram in the institutional context naturally involve a smaller number of elements in the analysis corpus compared to studies analysing X. While the institutional average for messages on X can easily exceed five posts per day, on Instagram, this average is considerably lower, as it relies not on brief texts but on significant images or reels with their own narrative and communicative capacity, typically not exceeding one or two posts per day.

Data collection was conducted through a manual identification of posts, following a chronological criterion based on the date and time of publication within the analysed period and account. Coding was carried out between 15 December 2024 and 25 January 2025 by two coders who, after a training period (1-15 December 2024), achieved an intercoder agreement index of 0.89, calculated using Krippendorff's alpha coefficient (Krippendorff, 2002, 2004). For both the calculation of the alpha coefficient and the execution of the analysis, a data matrix was created in Microsoft Excel, which was subsequently processed using the statistical software IBM SPSS Statistics.

To address each of the specific objectives outlined earlier, the variables involved were operationalised for subsequent analysis:

V1. Content: Each post is assigned to one of the following categories: institutional (C1), defence (C2), economy and business (C3), solidarity (C4), sustainability and environment (C5), education (C6), culture (C7), sports (C8), science (C9), media (C10), international relations (C11), health (C12), or academic (Royal Academies or Universities, C13).

V2. Reference: It is determined whether each post refers to a national ceremonial act (A1), a European act (A2), an international act (A3), or does not refer to any act (A4).

V3. Format: It is observed whether the post is a photograph (F1), a carousel (F2), or a reel (video, F3).

V4. Approach: The message is analysed to determine whether it has an informative approach (E1) or an interactive approach (E2), i.e., whether the text is limited to the public dissemination of information or encourages user participation through specific terms such as “visit,” “participate,” or “click.”

V5. Regularity of Information: The publication date of each post is identified to assess the frequency of communication. Unlike the social network X, Instagram does not allow the identification of the publication time.

V6. Tone: Each post is coded according to whether it is solemn/formal (T1), ironic (T2), agile/humorous (T3), exhortative (T4), hopeful (T5), or other (T6).

V7. Interaction and Engagement: The number of likes, shares, comments, responses to comments, and video views for the account and period analysed is recorded.

These data serve, on the one hand, as indicators of the level of interaction and conversation and, on the other hand, to calculate the engagement rate (total likes divided by the number of followers, multiplied by 100), the virality rate (total shares divided by the number of followers, multiplied by 100), the conversation rate (total comments divided by the number of followers, multiplied by 100), and the overall engagement rate, which is the sum of the three aforementioned rates, following the guidelines of Pulido-Polo et al. (2021, 2023).

4. Results

As described in the methodology, this study focuses on the relational use of a new digital communication tool by the Royal Household between 24 June 2024, the date of the account's launch, and 24 January 2025. The launch of the verified Instagram account “casareal.es” coincides with the 10th anniversary of the Proclamation of King Felipe VI (#10thAnniversaryFelipeVI). A total of 238 posts were analysed, achieving an average of 57,763.97 likes per post. The verified account “casareal.es” has 814,000 followers and follows 19 accounts (including high-level Spanish and European state institutions; the Royal Households of Belgium, Luxembourg, Japan, Sweden, Norway, and Great Britain; the Princess of Asturias Foundation; and the Spanish Olympic and Paralympic Committees).

Regarding the content, as presented in Table 1, institutional content was the most frequent, with 55 posts, which is predominant given the inherent characteristics of the institution. This is followed by sports content, with a frequency of 44 posts, coinciding with the Paris Olympic and Paralympic Games and the attendance of authorities at ceremonies and various competitions, and defence content, with a frequency of 34 posts. Notably, solidarity content, with a low frequency of 8 posts (3.4%), achieved a high average of 55,262.50 likes, significantly surpassing institutional content. This reflects the considerable interest generated by such acts and ceremonies among followers and underscores the relevance of this type of information disseminated by the institution. Solidarity content also stands out for its high average of shares (1,730.50) and comments (1,636.13) compared to other content categories, particularly when contrasted with defence content, which, as the second highest in shares, averaged only 448.94, and sports content, with an average of 707.86 comments. Furthermore, the institutional participation and attendance at the Paris Olympic and Paralympic Games 2024 resulted in an average of 136,618.18 likes for sports content, highlighting the significant interest among users in major sporting events and the Royal Household's involvement in their ceremonies, visits, and competitions. Overall, within the analysed period from June 2024 to January 2025, the total average number of likes reached 643,490, indicating a positive trend in the awareness and engagement with the Royal Household's Instagram account.

Table 1. Content by average number of *likes*, comments and shares

	Frequency	Percentage	Average likes	Average shares	Average comments
Institutional (C1)	55	23,1%	51525,53	216,27	595,40
Defence (C2)	34	14,3%	63658,82	448,94	654,26
Economics and Business (C3)	6	2,5%	15434,17	48,67	163,33
Solidarity (C4)	8	3,4%	55262,50	1730,50	1616,13
Sustainability and environment (C5)	4	1,7%	30996,50	106,50	261,25
Education (C6)	13	5,5%	30784,62	99,46	290,08
Culture (C7)	19	8,0%	23223,95	65,32	327,95
Sport (C8)	44	18,5%	136618,18	333,98	707,86

Science (C9)	5	2,1%	16160,00	34,40	116,20
Media (C10)	8	3,4%	20950,00	58,25	178,50
International relations (C11)	27	11,3%	24499,93	106,11	268,70
Health (C12)	10	4,2%	21897,70	77,50	222,80
Academic (C13)	5	2,1%	21860,00	95,20	184,40
TOTAL	238	100%	643490	3421	5587

Source: own elaboration, 2025.

Regarding Table 2, of the total data analysed, the majority of posts across various resources and indicators are directly or indirectly related to a ceremonial act, predominantly of a national scope and primarily institutional and defence content, with an average of 56,448.54 likes for national acts (A1) and a total of 163 posts. In contrast, for international acts (A3), sports content is predominant, with a total of 34 posts, coinciding with the celebration of acts and ceremonies related to the Paris Olympic and Paralympic Games, and an average of 36,864.8 likes. There are 11 posts that are neither directly nor indirectly related to any ceremonial act (Codification A4), with a notable average of 54,460 likes, 289.5 shares, and 1,155 comments. Thus, national acts, across their various categories, are the most frequently published, while European and international acts are less frequent. Moving beyond the categorisation of whether an act is European or international, it is worth noting the development of acts with ceremonial content but whose publication theme pertains to international relations (Codification C11).

Table 2. Contents according to whether they refer to a ceremonial event and to the average number of *likes* and comments shared.

	National event	European event	International event	No event	TOTAL
Institutional	44	0	1	10	55
Defence	33	0	0	1	34
Economy and business	5	1	0	0	6
Solidarity	7	0	1	0	8
Sustainability and environment	4	0	0	0	4
Education	13	0	0	0	13
Culture	18	1	0	0	19
Sport	6	4	34	0	44
Science	5	0	0	0	5
Media	8	0	0	0	8
International relations	7	11	9	0	27
Health	9	1	0	0	10
Academic	4	0	1	0	5
Average likes	56448,54	30764,6	36864,8	54460	57763,97
Average shared	307,69	194	129	289,5	267,66
Average comments	462,23	288,8	278,8	1155	518,94
TOTAL	163	18	46	11	238

Source: own elaboration, 2025.

As shown in Table 3, regarding the format and approach (message reinforcement resources), it is noteworthy that the general and sole approach from the perspective of the analysis of the posts is Approach E1, thus strictly informative (public dissemination of information), with no interaction (Codification E2 = Interactive), including in the comments, and an overall average of 518.94 shares. The analysis of the formats used (F1 = Photograph, F2 = Carousel, F3 = Reel) reveals a predominant use of the Carousel format, or a sequence of multiple photographs scrolled to the left for viewing, employed on 186 occasions. The Reel or video format is used for posting on 51 occasions. The photograph format alone is used as a publication resource on only one occasion, coinciding with Constitution Day on 6 December 2024. Regarding the use of the Carousel indicator, this format is employed in various posts to consolidate information and news about different acts, ceremonies, and events of varied content in which participation or attendance has occurred, unifying the agenda of a specific day in a single post. Furthermore, although the publication of Instagram Stories by the Royal Household is not part of the present analysis and results, it should be noted that when posts are in the Carousel format, Stories serve

as a key message reinforcement resource, where, for a given post with Codification F2, one or more Reels are used in the Instagram Story.

Table 3. Reinforcement resources by content and number of posts and average number of *likes*, comments and shares.

	Image	Carousel	Reel	Informative	Interactive	TOTAL
Institutional	1	43	11	55	0	55
Defence	0	24	10	34	0	34
Economy and business	0	6	0	6	0	6
Solidarity	0	6	2	8	0	8
Sustainability and environment	0	3	1	4	0	4
Education	0	10	3	13	0	13
Culture	0	16	3	19	0	19
Sport	0	26	18	44	0	44
Science	0	5	0	5	0	5
Media	0	7	1	8	0	8
International relations	0	25	2	27	0	27
Health	0	10	0	10	0	10
Academic	0	5	0	5	0	5
Average likes	11400,00	45973,25	101674,51	57763,97	0	57763,97
Average shared	445,00	198,70	515,71	267,66	0	267,66
Average comments	199,00	364,91	1086,98	518,94	0	518,94
TOTAL	1	186	51	238	0	238

Source: own elaboration, 2025.

Table 4 presents the temporal sequence. The temporal frequency of posts from June 2024 to January 2025 highlights, first and foremost, the launch date of the Royal Household's Instagram account and the interest it generates, given that its activation occurs on 20 June 2024, sparking significant interest in this new institutional window within just a few days in June, with an average of 96,816.67 likes. This average moderates over the subsequent months compared to June, with an overall average exceeding 30,000 likes and other notable peaks, such as in July, the first full month of the analysed account, with an average of 132,771.43 likes, and in August, coinciding with the attendance and participation in the ceremonies and competitions of the Paris Olympic Games, with an average of 75,734.62 likes, corresponding to sports content (Codification C8). Thus, from the launch of Instagram in late June and across the two full months of posts, a high average of likes is observed during the summer period (specifically July and August), which then stabilizes at over 30,000 likes until January 2025. September records the lowest average, with 22,155.31 likes.

Table 4. Temporal frequency of publications by content and average number of likes, shares and comments.

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	TOTAL
Institutional	4	5	0	9	11	8	16	2	55
Defence	1	5	4	1	5	5	0	13	34
Economy and business	0	0	0	0	3	1	0	2	6
Solidarity	1	0	0	0	0	4	2	1	8
Sustainability and environment	0	4	0	1	2	0	0	1	4
Education	1	4	0	4	0	1	1	2	13
Culture	0	18	21	3	5	4	2	1	19
Sport	0	1	0	3	0	2	0	0	44
Science	0	1	0	0	2	1	1	0	5
Media	1	4	1	2	0	3	1	0	8
International relations	3	0	0	2	5	4	6	2	27
Health	1	0	0	3	1	2	1	2	10
Academic	0	0	0	1	2	2	0	0	5
Average likes	96816,67	132771,43	75734,62	22155,31	35419,39	34321,76	31346,67	35100,69	57763,97
Average shared	163,08	384,00	131,27	73,31	271,28	464,57	224,40	245,88	267,66

Average comments	994,17	706,29	576,69	209,52	397,83	712,32	342,67	380,23	518,94
TOTAL	12	42	26	29	36	37	30	26	238

Source: own elaboration, 2025.

The predominant tone of the analysis conducted, as shown in Table 5, is eminently solemn and formal (T1) in relation to the acts and ceremonies carried out, particularly in the content categories of institutional (C1), defence (C2), and international relations (C11). Regarding the other predominant tones, only the hopeful tone, with an average of 86,637.50 likes, and those not possible to categorize (Others), with an average of 90,109.91 likes, are notable. In any case, the tone of the ceremonies and acts reflected on the Royal Household's Instagram account is solemn and formal across the analysed content and the various posts, with an average of 46,026.26 likes. Regarding these results, it is noteworthy that participation in acts, ceremonies, events, and meetings predominantly exhibits this tone, with a total of 174 posts.

Table 5. Predominant tone in each content with average likes, shares and comments.

	Solemn	Ironical	Humorous	Exhortative	Hopeful	Other	TOTAL
Institutional	53	0	0	0	1	1	55
Defence	33	0	0	0	0	1	34
Economy and business	5	0	0	0	0	1	6
Solidarity	4	0	0	0	4	0	8
Sustainability and environment	2	0	0	0	0	2	4
Education	6	0	0	0	0	7	13
Culture	14	0	0	0	0	5	19
Sport	9	0	0	0	1	34	44
Science	2	0	0	0	1	2	5
Media	6	0	0	0	0	2	8
International relations	27	0	0	0	0	0	27
Health	9	0	0	0	0	1	10
Academic	4	0	0	0	1	0	5
Average likes	46026,26	0	0	0	86637,50	90109,91	57763,97
Average shared	207,45	0	0	0	1857,50	227,62	267,66
Average comments	453,14	0	0	0	1731,50	550,16	518,94
TOTAL	174	0	0	0	8	56	238

Source: own elaboration, 2025.

Finally, as shown in Table 6, with respect to the 814,000 followers of the account, the indicators of interaction and conversation levels reveal notable values for the engagement rate, but highly improbable values for the virality and conversation rates.

Table 6. General interaction and *engagement* values

TOTAL PUBLICATIONS	Average Likes	Media comments	Media Shared
238	57763,97	518,94	267,66
ENGAGEMENT RATE	VIRALISATION RATE	CONVERSATION RATE	GRAL. SUPPORT RATE
7,0963	0,0328	0,0637	7,1928

Source: own elaboration, 2025.

5. Conclusions

Social media have established themselves as a significant tool for digital institutional communication, particularly for high-level national and supranational institutions (Baamonde, 2011), and even more so in the case of royal households (Cano-Orón y Llorca-Abad, 2017; Mesa Göbel, 2022 y 2024; Pulido-Polo et al, 2022). Throughout human history, those in power have sought ways to legitimize their presence

before their subjects, citizens, and stakeholders to manage their image, legitimacy, and leadership (Otero, 2000) through the public staging of the relationships and power structures they represent to their subordinates Coetzee et al., 2020; Hung et al., 2020). Furthermore, in the specific case of royal households, ceremonies such as coronations have been used to convey a dual message regarding the figure of the king and their heirs: their competence and capacity for leadership worthy of loyalty, obedience, and admiration from their subjects (Henao, 2009).

This study highlights the importance of the relational perspective of act organization in the digital communication of official institutions (Panizo-Alonso et al., 2024; Pulido, 2016; Pulido-Polo et al., 2023)), specifically on Instagram and in relation to the emergence of the concept of institutional content, as it underscores the significance of ceremonial acts in generating social media content. This work demonstrates that Instagram is a valuable tool that enables the Royal Household to gauge the climate of the Crown's relations with citizens, allowing real-time monitoring of the degree of acceptance of the various roles performed by different royal figures on the social network, generally achieving high levels of popular approval among followers and managing the public epigraphic presence of institutions in alignment with their nature and identity.

Specifically, regarding SO1, which aims to determine the predominant thematic references on Instagram for the Royal Household during the analysed period and identify the level of public acceptance by thematic area, the success of institutional content and that related to solidarity is evident (the latter can be partly linked to the tragic events caused by the DANA, Depresión Aislada en Niveles Altos/Isolated High-Altitude Depression, in Valencia).

Concerning the extent to which the organization of acts (national or international) generates content that supports communication on the Instagram account analysed, as mentioned at the beginning of this section, this is one of the study's key findings. It can be firmly stated that acts underpin the institutional content of the "casareal.es" Instagram account. Acts facilitate the emotional transmission (through the various formats analysed, primarily carousels and reels) of the institutional message to direct recipient audiences, intermediaries, and indirect audiences (Pulido, 2016), as well as the general public opinion (Greenhill, 2020; Hucke, 2020).

In this regard, for SO3, carousels and reels stand out as the most successful recurring formats, with an informative approach prevailing over a non-existent interactive approach. This can be explained by the solemn nature derived from the communication of the state's highest institution.

The achievement of objectives SO4, SO5, and SO6 aligns with the findings of previous studies analysing institutional communication on X (Astingueta, 2022; Panizo-Alonso et al., 2024; Pulido-Polo, Hernández-Santaolalla, 2021; Pulido-Polo et al., 2021; Pulido-Polo et al., 2023).

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