

The Moncloa in Twitter: a quantitative analysis in the post-COVID era

La Moncloa en Twitter: un análisis cuantitativo en la era post COVID

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ABSTRACT

Introduction: The end of the acute phase of the pandemic, begins a return to normality in coexistence with the Coronavirus. Thus, a period of transition and social, political and economic uncertainty begins that, for WHO and WEF, could imply a global reset from more balanced principles. The objective of this work is to identify the keys that mark the relational behavior of the Government of Spain on Twitter from its official account @DesdelaMoncloa, in relation to these principles and the interests of the population. **Methodology:** multivariate quantitative analysis (content analysis) is performed in SPSS SPSS (Krippendorff alpha coefficient = 0.867) over a corpus of 2735 tweets issued between April 1, 2021 and March 30, 2022. **Results:** the results show a higher prevalence of content with an institutional

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and economic character, the use of a formal/solemn language, and regularity in broadcast frequency by date and time (Jordan, 2017; Acebes and Montanera, 2019). **Discussion and conclusions:** Twitter is consolidated as a powerful relationship management tool in the institutional field (Marcos-García, 2021; Castillo-Esparcia et al., 2020a) aimed at building trust in public opinion (Greenhill, 2020; Hucker, 2020), but it is observed: a) a significant mismatch between the themes of the messages issued and the interests of the population in this period of transition and, b) consolidates the theses that highlight an institutional underutilization of its interactive potential (Rivas-de-Roca et al., 2021).

Keywords: Twitter; Public Relations; Moncloa; Institutional Communication; post COVID; uncertainty; quantitative analysis.

RESUMEN

Introducción: El fin de la fase aguda de la pandemia, inicia una vuelta a la normalidad en convivencia con el Coronavirus. Así, se inicia un periodo de transición e incertidumbre social, política y económica que, para la OMS y el FEM, podría implicar un reinicio de carácter mundial desde principios más equilibrados. El objetivo de este trabajo es identificar las claves que marcan el comportamiento relacional del Gobierno de España en Twitter desde su cuenta oficial @Desdelamoncloa, en relación con estos principios y los intereses de la población. **Metodología:** se realiza un análisis cuantitativo (análisis de contenido) multivariable en SPSS (coeficiente alfa de Krippendorff = 0,867) sobre un corpus de 2735 tuits emitidos entre el 1 de abril de 2021 y el 30 de marzo de 2022. **Resultados:** los resultados muestran una mayor prevalencia de contenido con carácter institucional y económico, el empleo de un lenguaje formal/solemne, y regularidad en la frecuencia de emisión por fecha y hora (Jordan, 2017; Acebes y Montanera, 2019). **Discusión y conclusiones:** Twitter se consolida como una poderosa herramienta de gestión de las relaciones en el ámbito institucional (Marcos-García, 2021; Castillo-Esparcia *et al.*, 2020a) orientada a generar confianza en la opinión pública (Greenhill, 2020; Hucker, 2020), pero se observa: a) un relevante desajuste entre las temáticas de los mensajes emitidos y los intereses de la población en este periodo de transición y, b) consolida las tesis que destacan una infrautilización institucional de su potencial interactivo (Rivas-de-Roca *et al.*, 2021).

Palabras clave: Twitter; Relaciones públicas; Moncloa; Comunicación institucional; post COVID; incertidumbre; análisis cuantitativo.

Translation by **Paula González** (Universidad Católica Andrés Bello, Venezuela)

1. Introduction

The end of the acute phase of the pandemic caused by the coronavirus gives way to the beginning of a transition period marked by social, economic, and political uncertainty of supranational significance. Thus, in January 2022, the Director General of the World Health Organization (hereinafter WHO) acknowledged in his report to the Executive Board (WHO, 2022) that the immediate future will be characterized by coexistence with COVID-19 (point 8 of the report), that only equity, research, and innovation will get us out of this situation (point 15) of serious economic and social crisis left by the pandemic (19) and that we all long for a healthier (point 75), safer (76), fairer (77) world in which science and solidarity prevail (78).

Similarly, for the World Economic Forum (hereafter WEF), "after the major setback caused by this unprecedented health crisis", the transition from 2021 to 2022 would symbolize an obligatory institutional, economic, and social revival in coexistence with the Sars-Cov-2, which implies a supranational 'big reset' that could lead to more equitable and sustainable growth" (Pulido-Polo et al., 2022). According to the WEF, the great restart implies taking advantage of the economic, social, and

political standstill caused by Covid-19 to rebuild "a healthier, more equitable, and more prosperous future" based on four key elements: attitude, metrics, incentives, and connection.

The change in attitude implies a paradigm shift that eliminates inequality as an inherent issue in development and promotes sustainable growth and the idea of a caring, collaborative human being. The change of metrics alludes to the need to establish parameters for measuring wealth that include well-being or the mental and physical social cost of innovations. Regarding incentives, it denounces the need to include social and environmental risks as investment criteria. And the connection involves finding technological formulas capable of harmonizing the coexistence of society with each other and with the environment (WEF, n.d.).

It is clear, then, that the pandemic has left us with a devastated international panorama with serious socio-economic consequences, inaugurating an era of uncertainty and change (or reset) between the spring of 2021 and 2022, which the different governments of each country will have to face up to regarding the demands of their citizens. It is then that a sustained relaxation of socio-sanitary measures and a gradual return to normality will begin at the global level. In this sense, both the WHO and the WEF agree that the way out of this period of uncertainty is to foster a collaborative spirit, equity, and sustainable development.

In the Spanish context, article 6 of Law 2/2021, of March 29th, on urgent prevention, containment, and coordination measures to deal with the health crisis caused by COVID-19, established the mandatory use of masks for persons aged 6 years and older. Subsequently, on February 8th, 2022, Royal Decree 115/2022 modified the obligatory use of masks by eliminating their obligatory use outdoors. And, finally, Royal Decree 286/2022, of April 19th, eliminated its obligation, restricting it exclusively to socio-health spaces and public transport. It seems therefore evident that the favorable evolution of vaccination and, consequently, of the severity of the pandemic, causes a transition period (between April 2021 and April 2022) marked by a progressive return to normality that national and international institutions recognize in coexistence with the COVID-19.

In any case, despite the supranational interests to emerge stronger from this global health alarm, it is clear that the end of masks brings back to the present the serious social and economic crisis that already threatened the horizon of the international panorama during the hardest period of the pandemic.

This is where the interest of this paper lies. If the institutional value traditionally attributed to Twitter (Caldevilla-Domínguez et al., 2019; Rodríguez-Fidalgo et al. 2019) is exalted, in the national context at the beginning of the pandemic (Costa-Sánchez and López-García, 2020), by revealing itself as a highly effective tool to reinforce the institutional strategy of the Government of Spain as a "direct channel with citizens" (Castillo-Esparcia et al., 2020, p. 3), it is of academic interest to observe how is the communicational behavior of the Government of Spain on Twitter, from the relational perspective, in this context of global crisis marked by uncertainty and the great reset that seems to mark the agenda of the return to normality.

From a relational perspective, to speak of public relations is to speak of managing the relationships that are necessarily established between an organization and its publics. Public relations describe complex systems that, strategically planned, are oriented towards the management of the publics using communication techniques in an auxiliary way (Almiron and Xifra, 2019; Page and Parnell, 2019). Under the prism of institutional communication, this relational perspective of public relations (Ledingham, 2001 and 2003) allows institutions to align their institutional behavior with the needs and demands of citizens: that is the importance of the institutional use of Twitter.

The progressive increase in the use that institutions have made of social networks vindicates their capacity to connect official institutions with citizens, and citizens with the institutions that legitimately represent them, in an agile, direct, and dialogic way, thus guaranteeing not only their information transparency policies but also a wide audience with which they can interact in real-time and without intermediaries (Arroyo-Almaraz et al., 2018; Castillo-Esparcia et al., 2020a; Castillo-Esparcia et al., 2020b; McGravey, 2020).

Among all the available social networks, Twitter has become the tool of choice in the political system and arena as it outperforms traditional media in the speed of information transmission and responsiveness (Suau-Gomila et al., 2022; González-List, 2022). Furthermore, this social network "allows parties, government leaders, social organizations, and citizens, in general, to get their message to millions of followers, without time or space limitations" (Sánchez-Ramos et al., 2022), although it should be noted that it does have character limitations. The institutional use of Twitter would therefore imply its incorporation, as a digital communication technique, into the relational strategy of institutions within the framework of the organizational transparency policy demanded by today's society.

Marcos-García et al. (2021, p. 101) work along these lines, for whom this type of tool enables public administrations to:

- Strengthen citizens' right to information.
- Promote their transparency policies, and
- Improve engagement levels by encouraging citizen participation in political decisions "in a context marked by a strong disaffection and legitimacy crisis of representative democracy (...)".

It is worth noting that the academic interest in this microblogging tool from the institutional sphere is born and developed in the context of political communication (Mangerotti et al., 2022; Rodríguez et al., 2021; Valenzuela et al., 2018; Bracciale and Martella, 2017; Campos-Domínguez, 2017; Enli, 2017; Guerrero-Solé and Mas-Manchón, 2017; López-Meri et al., 2017; Waisbord and Amado, 2017; Kreiss, 2016; López-García, 2016; Jürgens and Jungherr, 2015; García and Zugasti, 2014; Dang-Xuan et al., 2013; Criado et al., 2013) and reaches its peak before the major health crisis caused by COVID-19 as an institutional antidote to the infodemic (Rosenberg et al., 2020; Mavragani, 2020; Higgins et al., 2020; Cousins et al., 2020; Hernández-García and Giménez-Júlvez, 2020; Park et al., 2020; Solomon et al., 2020; Galiano-Coronil et al., 2021).

It seems evident that, in the institutional and public relations field, Twitter is definitely revealed as an unprecedented communication tool that, thanks to its immediacy, usability, and bidirectional capacity (Suau-Gomila et al., 2022; González-List, 2022), provides absolute protagonism to users and causes a horizontalization of communicative structures that no longer have a diffusionist but a conversational orientation (Benítez, 2016, p. 652). It can even be understood as a thermometer of public opinion insofar as users show institutions their support or rejection of their position or arguments by 'liking', 'retweeting', or commenting (Sánchez-Ramos et al., 2022).

In the specific case that concerns this research, the case study of the communication strategy carried out by the Government of Spain on its Twitter profile, works such as that of Sánchez-Ramos et al. point out that the tool is used effectively "maintaining a differentiated strategy based on balancing the dissemination of informative tweets with calls to action" (2022, p. 25).

2. Objectives

The main objective of this work is to analyze the relational behavior carried out by the Government of Spain, from its official Twitter account "@Desdelamoncloa", in the period of institutional transition and post-pandemic uncertainty (between April 2021 and April 2022). Specifically, this analysis aims to determine the digital communication style of the Moncloa on Twitter and to observe, where appropriate, in what sense the keys to the strategic management of its relations with citizens are aligned with the guidelines advocated by the WHO and the WEF to deal with the return to normality. Special attention will be paid to the role played in this context by the relational perspective of the organization of events and the consolidation, where appropriate, of Twitter as a two-way communication tool.

Derived from this framework objective, the following specific objectives are established:

SO1: To determine which are the predominant thematic references on Twitter for the Government of Spain during the analyzed period, identifying the level of acceptance of the population by thematic area and its possible link with the WHO and WEF keys to face the post-COVID period. This objective involves the study of variable 1. Content, which is described later in the methodology, related to the calculation of the statistical average of likes, retweets, and comments (resulting from SO6) in each thematic area.

SO2: To know the communicative style that is imprinted on the communication system Government of Spain-publics on Twitter and to observe its relationship with the different thematic references. This objective determines the study of variable 2. Tone and its relationship with variable 1. Content.

SO3: To observe the degree to which the organization of events (national or foreign) generates content that sustains the communication on Twitter of the analyzed account. This objective is observed through variable 3. Related act.

SO4: Identify the cadence of the information shared regarding the advantages associated with Twitter as an institutional communication tool in the face of the major reboot. This objective involves the analysis of variable 4. Regularity of the information, attending to the frequency, periodicity, and temporal distribution of the analyzed tweets.

SO5: To specify which, if any, additional resources are included in each tweet to reinforce the key message. This objective involves the study of the variables Format and Approach.

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

3. Methodology

Based on the methodology validated by Pulido-Polo et al. (2021), related to the analysis of Twitter from an institutional perspective, a quantitative methodological design is established to achieve the objectives of this research. Specifically, content analysis is applied to a corpus of the 2735 tweets issued from April 1st, 2021, to March 30th, 2022, by the official Twitter account of the Government of Spain @Desdelamoncloa.

For data collection, the tweets were manually located according to a chronological criterion by date and time of publication in the period and account analyzed. The coding was performed between April 1st and May 2nd, 2022 by two judges who, after the corresponding training period (from March 15th to 30th, 2022), reached an intercoder agreement index of 0.867 according to the calculation of Krippendorff's alpha coefficient (2002 and 2004). Both for the calculation of the alpha coefficient and the execution of the analysis, a data matrix is created in Microsoft Excel, which is then submitted to the IBM SPSS Statistics statistical software. In this sense, to respond to each of the specific objectives initially proposed, the variables involved are operationalized for subsequent analysis:

1. **Content:** each tweet is assigned to the following categories: institutional (C1), defense (C2), economy and business (C3), solidarity (C4), sustainability and environment (C5), education (C6), culture (C7), sports (C8), science (C9), media (C10), international relations (C11), or health (C12).
2. **Tone:** each tweet is coded according to whether it is solemn/formal (T1), ironic (T2), agile/humorous (T3), hortatory (T4), hopeful (T5), or other (T6).
3. **Related event:** this variable is coded into 4 categories according to whether the tweet is associated with a national event (A1), European (A2), international (A3), or if it is not related to any type of institutional event (A4).
4. **Regularity of the information:** date and time of publication of each tweet is identified to observe the cadence of the communication.
5. **Resources to reinforce the key message:** two variables are considered here: V5.1 Format and V5.2 Approach. V5.1 shows whether the text of the tweet includes any other type of information: story (F1), photograph (F2), video (F3), GIF (F4), infographic (F5), or other resources (F6), as well as whether it includes a link to updated information. V5.2 determines whether the message has an informative (E1) or interactive (E2) approach, i.e., whether the text is limited to the public dissemination of information or whether it encourages user participation through specific terms such as "enter", "participate", and "click".
6. **Interaction and engagement:** the number of likes, retweets, comments, replies to comments, and the number of plays of the videos in the account and the period analyzed are used. These data will serve, on the one hand, as indicators of the level of interaction and conversation (Jiménez-Marín et al., 2021) and, on the other hand, to determine the engagement or support rate (total likes among the number of followers per hundred), the viralization rate (total retweets among the number of followers per hundred), the conversation rate (total comments among the number of followers per hundred), and the general engagement rate, which is the sum of the previous three, according to the guidelines of Capriotti et al. (2019, p.1102).

4. Results

Observing the results of the first variable analyzed, content, it can be seen how the tweets published are an almost unequivocal reflection of the sociopolitical context in which they are produced. In previous sections, it was pointed out that the period in which the research was conducted was characterized by economic and social renewal and reactivation.

This is why almost half of the tweets are of an institutional (25.7%) and economic (22.5%) nature, which could be directly related to the economic and institutional crisis in which this work is framed. On the other hand, it is followed by those messages whose content belongs to the categories of

'Sustainability and Environment' (11%) and 'Health' (10.8%), an example of the process of adaptation to a 'new normality' post-COVID faced by institutions and society.

A minority are tweets whose content belongs to 'International Relations' (6.1%), 'Solidarity' (4.9%), 'Science' (4.4%), 'Defense' (4.2%), 'Education' (4%), 'Culture' (3.5%), 'Media' (1.5%), and 'Sport' (0.8%). However, if we look at the statistic 'Average' of likes, retweets, and comments in each thematic area, the order is reversed and it is observed that the contents with the highest acceptance are, in this order of priority, those related to defense, solidarity, international relations, media, and sports.

Interestingly, the population provides greater support to those messages that are more aligned with the key precepts that underpin the postulates of the WHO and the WEF for post-pandemic recovery, mainly those related to attitude and connection (WEF, n.d.).

Table 1. *Basic statistical values.*

| | Content | Act | Tone | Format | Link | Approach |
|-------|---------|------|------|--------|------|----------|
| Valid | 2720 | 2722 | 2733 | 2726 | 2735 | 2733 |
| Lost | 19 | 17 | 6 | 13 | 4 | 6 |

Source: Own elaboration.

Table 2. *Tweet content and user acceptance level.*

| | Frequency | Percentage | Average likes | Average retweets | Average comments |
|--------------------------------|-----------|------------|---------------|------------------|------------------|
| Institutional | 705 | 25.7 | 106 | 271 | 35 |
| Defense | 114 | 4,2 | 191 | 90 | 42 |
| Economy and Business | 617 | 22,5 | 72 | 47 | 14 |
| Solidarity | 133 | 4,9 | 153 | 73 | 35 |
| Sustainability and environment | 301 | 11,0 | 81 | 48 | 13 |
| Education | 110 | 4,0 | 67 | 43 | 11 |
| Culture | 95 | 3,5 | 81 | 45 | 13 |
| Sports | 21 | 0,8 | 126 | 55 | 15 |
| Science | 120 | 4,4 | 62 | 40 | 10 |
| Media and communications | 41 | 1,5 | 133 | 70 | 52 |
| International relations | 168 | 6,1 | 149 | 74 | 41 |
| Health | 295 | 10,8 | 106 | 60 | 33 |

Source: Own elaboration.

As for the 'Tone' used by the Government of Spain, it can be observed that, in relation to the thematic areas and as expected, messages using solemn/formal language prevail (95.1%). However, it is noteworthy that, despite being residual, hopeful (2%) and exhortative (1.9%) language is also used, as shown in Table 3. This issue seems to reflect the need to face the post-COVID context of uncertainty that specifically frames this work with security and optimism.

It is noteworthy, in this regard, the presence of the hortatory tone in the area of 'Defense'; the hopeful tone in the area of 'Economy and business', or the combination of hortatory and hopeful in the themes of 'Solidarity', 'Sustainability and environment', and 'Health'.

Table 3. *Tone and content of tweets.*

| | Solemn / Formal | Ironic | Agile / Humorous | Exhortative | Hopeful | Other |
|--------------------------------|-----------------|----------|------------------|-------------|-----------|-----------|
| Institutional | 697 | 0 | 1 | 4 | 5 | 0 |
| Defense | 100 | 0 | 0 | 10 | 3 | 2 |
| Economy and Business | 608 | 2 | 0 | 1 | 6 | 3 |
| Solidarity | 114 | 1 | 0 | 7 | 10 | 1 |
| Sustainability and environment | 279 | 0 | 0 | 10 | 10 | 1 |
| Education | 101 | 1 | 0 | 3 | 4 | 1 |
| Culture | 88 | 0 | 0 | 2 | 3 | 2 |
| Sports | 20 | 0 | 0 | 0 | 0 | 1 |
| Science | 120 | 0 | 0 | 0 | 0 | 0 |
| Media & Communications | 41 | 0 | 0 | 0 | 0 | 0 |
| International Relations | 168 | 0 | 0 | 0 | 0 | 0 |
| Health | 262 | 0 | 0 | 15 | 15 | 4 |
| Tone Frequency | 2605 (95,1%) | 4 (0,1%) | 1 (0,0%) | 52 (1,9%) | 56 (2,0%) | 15 (0,5%) |

Source: Own elaboration.

Another important aspect of this research was to know how much importance the organization of events (national and international) had in the messages published on Twitter. As shown in Table 4, it is not frequent that the content of the tweet is linked to any event. It should be remembered that the organization and holding of events were closely affected by the pandemic and that its evolution was gradual. Despite this, it can be observed that, in the case of mentioning an event, those of a national nature (18.5%) prevailed over those of an international nature (7.3) or European ones (0.7%).

Table 4. *Relation of the tweet to a ceremonial act.*

| | Frequency | Percentage |
|-----------------------------|-----------|------------|
| Yes, a national event | 508 | 18,5 |
| Yes, a European event | 18 | 0,7 |
| Yes, an international event | 200 | 7,3 |
| No | 1996 | 72,9 |

Source: Own elaboration.

Regarding the format of the messages shown in Table 5, the predominant use of photographs (68.2%) can be seen as the predominant resource of the tweet, followed by videos (22.7%). The use of photographs and videos amplifies the feeling of closeness between users and institutions, which is often questioned. In a current context with constant changes in regulations, legislation, and measures, it is logical to accept that a high percentage of messages (64.7%) include links to expand the information contained in the tweet. Likewise, the informative approach prevails over the interactive one, which, on the other hand, opposes the use of the preponderant solemn tone.

Table 5. *Format of tweets.*

| | Frequency | Percentage |
|--------------|-----------|------------|
| Stories | 2 | 0,1 |
| Photographs | 1868 | 68,2 |
| Video | 621 | 22,7 |
| GIF | 3 | 0,1 |
| Infographics | 88 | 3,2 |
| Other | 144 | 5,3 |

Source: Own elaboration.

Table 6. *Use of links and approach of tweets.*

| | Frequency | Percentage |
|-------------------------|-----------|------------|
| Includes link | 1772 | 64,7 |
| Does not include a link | 963 | 35,2 |
| Informative approach | 2289 | 83,6 |
| Interactive approach | 444 | 16,2 |

Source: Own elaboration.

If we observe the distribution by hours, Table 7, we can see that the frequency remains stable throughout the day, being higher in the early morning (8:00-9:59, with 19.5%), midday (13:00-14:59, with 18.7%), and late afternoon/evening (19:00-21:59, with 19.2%). These ranges coincide with both cultural and work habits, as well as with news consumption habits.

Table 7. *Distribution of tweets by the hour.*

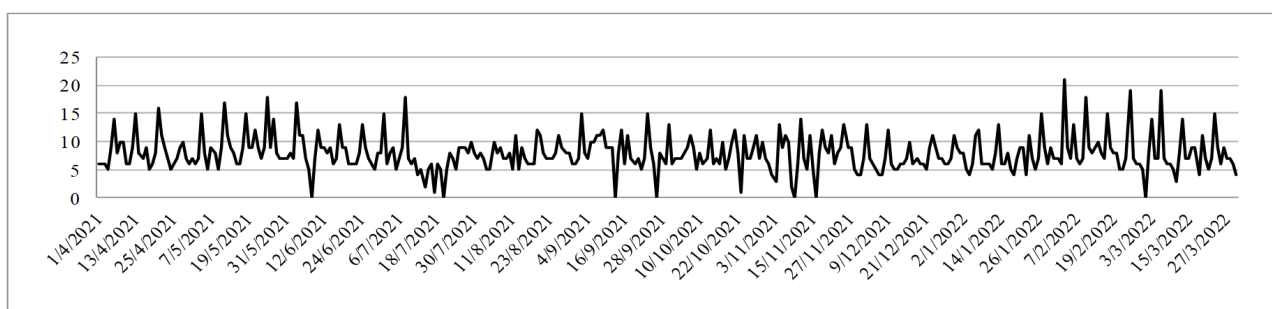
| | Frequency | Percentage |
|-------------|-----------|------------|
| 00:00-00:59 | 1772 | 0,3 |
| 01:00-01:59 | 11 | 0,4 |
| 02:00-02:59 | 10 | 0,4 |
| 03:00-03:59 | 3 | 0,1 |
| 04:00-04:59 | 1 | 0 |
| 05:00-05:59 | 4 | 0,1 |
| 06:00-06:59 | 4 | 0,1 |

| | | |
|-------------|-----|------|
| 07:00-07:59 | 9 | 0,3 |
| 08:00-08:59 | 320 | 11,7 |
| 09:00-09:59 | 214 | 7,8 |
| 10:00-10:59 | 158 | 5,8 |
| 11:00-11:59 | 180 | 6,6 |
| 12:00-12:59 | 153 | 5,6 |
| 13:00-13:59 | 273 | 10,0 |
| 14:00-14:59 | 237 | 8,7 |
| 15:00-15:59 | 138 | 5,0 |
| 16:00-16:59 | 148 | 5,4 |
| 17:00-17:59 | 159 | 5,8 |
| 18:00-18:59 | 150 | 5,5 |
| 19:00-19:59 | 150 | 5,5 |
| 20:00-20:59 | 210 | 7,7 |
| 21:00-21:59 | 164 | 6,0 |
| 22:00-22:59 | 28 | 1,0 |
| 23:00-23:59 | 5 | 0,2 |

Source: Own elaboration.

As for the regularity of the information, Chart 1 shows the distribution of messages issued along the time continuum analyzed, and Table 8 shows the descriptive statistics of the messages per day. It can be seen how the distribution of tweets obeys the activity of the institutional agenda set by Moncloa, and how, despite remaining fairly stable, there is a slight decrease in activity during the summer months. The average number of tweets published is 7 per day, reaching a maximum of 21.

Figure 1. Temporal distribution of tweets..



Source: Own elaboration.

Table 8. Descriptive statistics time distribution.

| STATISTICS | From Moncloa |
|--------------------------|--------------|
| Average | 7 |
| Standard deviation | 2,99 |
| Maximum Messages per Day | 21 |
| Minimum Messages per Day | 0 |

Source: Own elaboration.

Finally, regarding the variable 'Interaction and engagement', as can be seen in Table 9, the data show significant levels of participation and response from users. The number of 'Likes' is quite similar to the number of retweets, which suggests that such participation is positive and that the messages are of interest and are received at the right time. However, the institution's response to user comments is excessively low, showing an exclusively unidirectional communication system.

Table 9. *Total interactions and engagement rate.*

| | | Moncloa tweets |
|--|-------|----------------|
| Likes | M | 100,10 |
| | SD | 135,989 |
| | Total | 274270 |
| Retweets | M | 111,00 |
| | SD | 2909,975 |
| | Total | 303853 |
| Comments | M | 17,36 |
| | SD | 46,326 |
| | Total | 71265 |
| Responses from the institution to comments | M | 00,00 |
| | SD | 0,047 |
| | Total | 6 |
| TdA | | 0,3514 |
| TdV | | 0,3893 |
| TdC | | 0,0913 |
| TEG | | 0,832 |

Source: Own elaboration.

5. Discussion and conclusions

This work reaffirms the thesis that has motivated this research: Twitter has become a key and necessary tool at a communicative and relational level so that institutions can "govern in these times" (Sánchez-Ramos et al., 2022) especially marked by uncertainty and the serious socioeconomic crisis that frames the return to normality.

This favors institutional transparency (Karakiza, 2015) and the generation of trust as an antidote to the social and economic uncertainty that frames this period of analysis that concerns us. The progress in vaccination improves the evolution of the pandemic and allows a relaxation of health measures that brings back the concern to face the necessary social and economic recovery.

Firstly, concerning SO1, related to the thematic references, the level of acceptance, and its possible link with the WHO and WEF keys to face the post-COVID period, it should be noted that the predominant themes are a clear example of how the institutions, in this case, the Government of Spain, assimilate the use of social networks at the strategic level, allowing an institutional use of Twitter in line with the benefits evidenced by Marcos-García et al. (2021). In this regard, three substantial facts can be observed.

Firstly, it can be seen how, at a decisive moment such as the one analyzed, Moncloa insists on the public positioning of content concentrated mainly in the institutional and economic spheres and, secondly, in the sustainability and health spheres. It should be noted in this regard that, although these thematic references do not entirely match the keys to recovery advocated by the WEF (or only do so in the category of 'Sustainability and Environment'), they do align with those of the WHO, which stresses the need to direct efforts towards strengthening the health response capacity of each of the countries and towards the necessary economic recovery. In any case, it seems clear that the main thematic areas that revolve around the tweets issued try to respond to the needs of the population in terms of economic and social recovery.

Secondly, it is decisive that the rate of user support is higher in those categories of messages that most coincide with the collaborative spirit, equity, and sustainable development promulgated by WHO and WEF. There is thus evidence of a relevant coincidence of the population's interests with these premises of a sustainable way out of the crisis, fundamentally those related to attitude and connection (WEF, n.d.).

Finally, there is a dissonance between the data related to the number of tweets issued by thematic area and those related to user responses. That is, there is no relevant coincidence between the interests of the Government of Spain (evidenced by the importance it provides to certain thematic areas to the detriment of others) with the interests of users, who support more with likes, retweets, and comments, the thematic categories related to defense, solidarity, international relations, media, and sports.

Concerning SO2, the communicative style imprinted on the communication system Government of Spain-publics on Twitter, despite being predicted that the use of a solemn/formal tone would predominate, an incipient presence of a hopeful tone is of interest, characteristic in social moments of change, transition, and relative convulsion in response to the interests of the population regarding the social uncertainty that is generated (Cano-Orón and Llorca-Abad, 2017). This response to the interests of the population is directly related to the strategic management of public relations that responds to the needs and expectations of the public from the institutional sphere in attention to the institutional reputational risk in times of crisis (Xifra, 2020).

Moreover, while previous sections showed how the Moncloa balanced the dissemination of informative tweets with calls to action, presumably to encourage the population, the results show that these exhortative tweets were merely anecdotal in this case. However, regarding the main objective of this research, although the solemn tone is the main one, the hopeful tone is evident in the area of 'Economy and business', or the combination of exhortative and hopeful tones in the topics 'Solidarity', 'Sustainability and environment', and 'Health', issues that are perfectly aligned to the WHO and WEF guidelines.

Regarding SO3, to observe the degree to which the organization of events (national or foreign) generates content that supports the communication on Twitter of the account analyzed, the results reveal encouraging results: although during the period analyzed, the organization of official and business events was still in a period of recovery after their absolute cancellation during the hardest months of the pandemic, they represent relevant support to promote institutional communication through Twitter to highlight the primary issuer or organizer of the event.

Regarding the cadence of the information shared about the advantages associated with Twitter as a tool for institutional communication in the face of the great restart and the context of the economic and energy crisis derived from the Russian-Ukrainian conflict (SO4), it can be seen how it remains constant, as a trickle of information in the time slots highlighted by Acebes and Montanera (n.d.), a fact

that is aligned to generate, in this way, a greater degree of trust towards the population, as postulated by Castillo-Esparcia (2020b).

Concerning SO5, additional resources, and SO6, level of conversation, we can establish that the results obtained reinforce the findings derived from previous analogous studies. It is thus evident that the communicational behavior on Twitter of the Government of Spain, in this period of post-pandemic institutional transition of coexistence with COVID-19, reveals a communicative style that is intended to be bidirectional with citizens.

This data, reveals a strategy based on the transmission of accurate and timely information (addressing the concerns of economic and social instability perceived by the population) to alleviate uncertainty and generate confidence among citizens and, consequently, in the surrounding public opinion (Greenhill, 2020; Hucker, 2020).

In this sense, it can be said that this work consolidates, not only Twitter as a powerful tool for institutional communication (Astigueta, 2022; Baamonde, 2011) of dialogic character with the population, a fact that reinforces the results found by Capriotti et al., (2019) and Castillo-Esparcia et al. (2020a), but also the relational usability of the organization of events as a generator of content and engagement (Astigueta, 2022; Berrocal et al., 2021) in the digital discourse of institutions (Pulido-Polo et al., 2021).

In any case, this study insists on revealing an underutilization of the interactive potential of Twitter by institutions in the management of their digital tools and, curiously, ignores the most advantageous feature that this microblogging network offers for the management of public relations (Grunig, 2009).

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