

## THE USE OF INSTAGRAM IN ANDALUSIAN MUNICIPALITIES

**Enrique Bonsón.** Professor of Financial Economics and Accounting at the University of Huelva. Plaza de la Merced 11, 21002 Huelva, Spain

**David Perea.** Researcher in New Technologies and Accounting at the University of Huelva. Plaza de la Merced 11, 21002 Huelva, Spain.

**Michaela Bednárová.** Assistant professor of Financial Economics and Accounting researcher at the University of Pablo de Olavide. Ctra. de Utrera, 1, 41013 Seville, Spain.

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### **Abstract**

In this paper, we explore how local governments are using Instagram as a communication tool to engage with their citizens. We seek to identify the factors associated with activity in this channel and citizen engagement to understand the relationship between media type and the citizen response. We also explore whether different content generates different levels of engagement. A sample of the 29 most populated Andalusian local governments is examined. The results show that little more than half of the Andalusian local governments have an official corporate Instagram account with any level of activity. There is no significant relationship, however, between the population of a municipality and its citizen engagement, and there is a significant negative relationship between audience and engagement and between activity and engagement. Our findings also show that certain media and content types generate higher engagement than others.