

Social Media as a Tool for Promoting Inclusion: An Analysis of the Facebook and Instagram Pages of Inclusive Spaces

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Abstract: This study explores the use of social media platforms, specifically Facebook and Instagram, by Inclusive Spaces (IS) to promote social and digital inclusion. Through a mixed-methods approach, combining quantitative analysis of engagement metrics and qualitative content analysis, the research examines how IS use different types and formats of content to engage audiences and disseminate inclusive practices. The results reveal that visual content, especially images, dominates posts on both platforms, with solidarity and record-orientated content generating the highest engagement averages per post. Instagram stands out as the platform with higher overall interaction rates compared to Facebook, despite a lower presence among ISs. The study identifies a strong emotional and relational appeal in solidarity content, highlighting its effectiveness in fostering public engagement. In addition, differences in platform functionality influence content strategies, with Instagram favouring collaborative and visually dynamic posts. The results emphasise the potential of social media as a tool for increasing the visibility of SI initiatives and strengthening community involvement in inclusive causes.

1 INTRODUCTION


This paper aims to analyse the use of Facebook and Instagram pages by Inclusive Spaces (IS) to promote inclusion. Through a content analysis, the aim is to understand how these platforms are used to engage communities, disseminate knowledge and promote inclusive practices. In essence, this research seeks to answer the following question: *how do IS Facebook and Instagram pages use different types and formats of content to promote their goals and engage their target audience?*


The goals of this study are to identify the main topics covered in the posts, analyse the content formats used, determine which formats and types of content generate the most engagement from the target audience, and compare the communication strategies used on Facebook and Instagram.


This study thus aims to deepen understanding of the role of social media as a tool to promote inclusion, providing valuable insights that can guide other organisations to adopt more effective and engaging

communication practices to promote IS, and ensure, through their access, inclusion. Applying these practices will allow IS to disseminate their services more effectively, increase their visibility and, consequently, attract more people. By attracting a wider audience, access to the resources on offer is increased and the promotion of social and digital inclusion is strengthened (Rocha Lourenço et al., 2023).

This paper is divided into six sections. After this introduction, Section 2 presents the theoretical framework, reviewing relevant studies on the use of social media and inclusive spaces. Section 3 discusses the methodology used, describing the sample selection process, the data collection strategies and the analytical approach. In section 4, the main results are presented, revealing the presence of the analysed spaces on different digital platforms, and presenting standards in the types and goals of content and engagement on the Facebook and Instagram pages of IS. Section 5 offers a discussion of these results in the context of the literature, highlighting the main ideas

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and implications. Finally, Section 6 presents the conclusions, summarising the contributions of the study, its limitations and future research directions.

2 THEORETICAL FRAMEWORK

The use of social media has increased significantly in recent years. This growth is evidenced by the increase in the number of users and the frequency of interactions on various platforms (Titusuk, Vajarapongse & Thongwon, 2023). This involvement with social media is not limited to social interactions; it extends to various sectors, including education and health, where they are used to disseminate information and involve the community (Gatewood et al., 2020; Rijal et al., 2024).

In this scenario, social media offer a dynamic and participatory space that can be used to promote inclusion. In fact, Katunga et al. argue that the strategic use of social media can significantly increase the reach and effectiveness of inclusion initiatives (Katunga et al., 2019).

Social inclusion is a fundamental goal in modern societies, aimed at ensuring that all individuals, regardless of their personal or social characteristics, have equal access to opportunities and resources (World Bank, 2013). Social media, due to their interactive and comprehensive nature, can be effective tools for promoting this goal (Terry et al., 2023; Katunga et al., 2019).

Platforms such as Facebook and Instagram, which are already an integral part of many people's lives and influence their modes of interaction, access to information and social participation, have been used by organisations, social movements and community groups to disseminate messages of inclusion and diversity, enabling them to reach a wide audience (Ellison & Boyd, 2013, Katunga et al., 2019). In addition, studies indicate that targeted campaigns and content on social media can raise awareness of social issues and foster a more inclusive environment. (Katunga et al., 2019). Particularly in the context of Inclusive Spaces (IS), the use of social media allows more people to find out about the services available and the benefits of assistive technologies, facilitating their social and digital inclusion and improving their quality of life (Katunga et al., 2019; Rocha Lourenço et al., 2023).

IS are environments designed to promote the inclusion of all people, eliminating barriers and considering the diversity of needs (Palatna, 2019). These spaces are accessible and usable by everyone, regardless of their physical, sensory or cognitive

abilities, fostering active social participation, integration, equal opportunities and a sense of belonging, which are essential for the well-being and quality of life of People with Disabilities (PwD) (Rocha Lourenço, Oliveira & Tymoshchuk, 2024; Hung et al., 2021; BDU, 2024). IS can take many forms and functions, including disability support associations, digital inclusion centres, education and rehabilitation cooperatives, medical and technology centres, which provide essential approaches, services and resources to support the autonomy, accessibility and well-being of PwD.

However, the potential of social media to promote inclusion depends on how they are used. Creating relevant and engaging content is crucial to capturing the public's attention and encouraging participation (Kaplan & Haenlein, 2010; Katunga et al., 2019). Content that meets the needs and interests of the community is more likely to generate response and engagement, facilitating communication and active participation (Katunga et al., 2019). It is also important to tailor content to the target audience and adapt it to their needs, using accessible formats and languages that are representative of the target audience's experiences. Finally, it is important to post consistently and regularly, to use visual and interactive media to increase the attractiveness and clarity of messages, and to integrate user feedback (Katunga et al., 2019).

However, there is a gap in research into how IS specifically uses Facebook and Instagram to achieve its goals. There is a lack of systematic understanding of which types and formats of content are most effective for engaging communities, raising awareness and promoting social and digital inclusion.

3 METHODOLOGY

3.1 Research Design

To explore IS's use of social media, this study adopts a mixed-methods approach, combining quantitative techniques to record reach and interaction metrics, and qualitative techniques, focusing on content analysis to explore how the content shared on IS's Facebook and Instagram pages can promote inclusion.

3.2 Sample

The sample consisted of 16 IS, recognised for their work in promoting the social and digital inclusion PwD, including Disability Support Associations (5),

Digital Inclusion Resource Centers (2), ICT Resource Center (2), Social Inclusion Support Center (1), Cooperative for the Education and Rehabilitation of People with Disabilities (1), Medical and Rehabilitation Centre (1), Technology and Innovation Centre (1), Telecommunications Company (1) and Assistive Technology, Occupational Performance Laboratory (1) and Assistive Technology Developer (1).

15 of these spaces are present on Facebook and 9 on Instagram. The criteria for selecting the pages included: i) being official IS pages that promote inclusion; ii) relevance to the topic; iii) being pages from IS located in Portuguese-speaking countries; iv) availability of publicly accessible data for analysis.

To ensure the anonymisation and confidentiality of the data collected, the IS participating in this study were identified and coded using the letters A to P.

3.3 Data Collection and Analysis

Data collection for this study was carried out exclusively from the posts available on IS's public Facebook and Instagram pages. The approach was structured to capture shared content, identify publication patterns and assess the impact of these practices.

To this end, data collection was divided into five stages. The first stage was to select the IS that were to be analyzed.

This was followed by an analysis of the presence of these spaces on the social media Facebook and Instagram, to understand which of these platforms these IS are active on.

The third step was to collect and record the dynamics and metrics of each space on the two platforms, according to the data publicly available on each of them. The role of social media marketing dynamics and metrics is crucial for evaluating the effectiveness of campaigns, as well as optimising strategies (Kočišová & Štarchoň, 2023). Thus, with the goal of understanding the social media performance of the IS pages participating in the study, the following reach metrics were analysed: number of followers on Facebook, and number of followers and total posts on Instagram; and the following interaction metrics: total number of posts, total likes, total comments, total shares (Facebook only), total interactions (likes + comments + shares (Facebook only)), average likes per post, average comments per post, average shares per post, and Engagement Rate (ER). To facilitate this analysis, a time window was set for the analysis period (April 2024) - the month before the month in which the analysis began - which

allowed for focused, up-to-date and detailed observation of communication activities and provided a sample significant enough to identify patterns and trends in platform dynamics.

ER is a social media metric that measures how much of a given page's audience actively engages with the page's content in relation to the reach or size of the audience. It includes likes, comments, shares, saves and other actions - but excludes views. High ER reflects audience interest and builds trust with first-time visitors to a social profile (Newberry, 2024). The ER was calculated according to the interactions that the researcher can access, without using any social media analysis tools, as follows:

$$\text{Engagement Rate by post (\%)} = \frac{\sum (\text{Total engagement for each post})}{\text{Total followers}} \times 100$$

Number of Posts

To optimise communication and engagement on digital platforms, it's important to understand not only the dynamics and metrics of interaction, but also the nature and type of content shared (Peruta & Shields, 2017), to understand which types of content generate the most and least engagement. To do this, in a fourth stage, all the posts made on the selected pages during the period of analysis were collected, and in the last stage, through direct observation of the posts made on the two platforms during the period of analysis, the type of content (image, video, text, infographic, etc.), goal of the content (informative, educational, promotional, etc.), and engagement indicators (likes, comments and shares) were recorded for each post. It is important to clarify that the accessibility of these platforms has not been assessed.

The data collected was subjected to a manually conducted qualitative content analysis. To do this, each post was classified according to its content type (content format, which can be image, video, link or event) and goal (purpose of the content), according to the categories defined in the table below (Castillero-Ostio et al., 2024; Rossi et al., 2024) (Table 1).

The definition of these categories was inspired by previous studies on content analysis in social media (Castillero-Ostio et al., 2024; Rossi et al., 2024), which identify different publication purposes in digital communication and content analysis contexts. These studies identified different publication purposes used by organisations and communities to inform, engage and mobilise the public, serving as a reference for the initial development of the categories. It was noted that the purposes found in these studies broadly reflected the main publication intentions identified. Based on this, the description of each category was adjusted and adapted to the context

of the present study, resulting in the list of categories presented (Table 1).

Table 1: Content goals and description.

Content goal	Description
Informative	Content that educates or provides useful information.
Promotional	Advertisements for products, services or events promoted by the centre.
Educative	Materials that teach or guide the public on a topic.
Inspirational	Motivational or thought-provoking messages.
Testimonial	Customer/user testimonials or stories.
Cultural	Content that promotes local or global culture.
Record	Content whose goal is to show or record an event or activity that has taken place, highlighting what has happened, without a promotional focus.
Solidary	Content with the goal of mobilising the public for social solidarity actions

After this classification, interaction metrics were recorded for each type of content and goal, including the number of likes, number of comments and, in the case of Facebook, the number of shares, a metric that cannot be ascertained on Instagram, as well as the total number of interactions. These interactions were compared, providing an insight into which combinations and types of content generated the most or least interactions on the platforms analyzed, and making it possible to identify patterns and trends in the content published.

The study followed ethical principles, ensuring that only publicly available data was used, and that no personal or sensitive user information was used. The pages analyzed were treated anonymously.

4 RESULTS

4.1 Presence of Inclusive Spaces on Facebook and Instagram

A criterion was established that each space must have recorded activity on the platforms in the last 12 months to be considered present on social media. Therefore, all Facebook and Instagram pages that have not recorded any activity in the last year were considered inactive.

The results of analysing the presence of the 16 IS on Facebook and Instagram indicate a significant digital presence on both platforms, where 94% of the

spaces (15 out of 16) are active on Facebook and 56% (9 out of 19) on Instagram and have registered activity in the last year (between April 2023 and April 2024). 44% (7 out of 16) of IS do not use Instagram and 56% (7 out of 16) of spaces are active on both platforms.

Table 2 shows the results of each IS social media presence.

Table 2: Presence of the IS analysed on the social media Facebook and Instagram.

IE	Facebook	Instagram
A	Active	Active
B	Active	Inactive
C	Active	Active
D	Active	Active
E	Active	Active
F	Active	Active
G	Active	Active
H	Active	Inactive
I	Active	Inactive
J	Active	Active
K	Active	Active
L	Active	Inactive
M	Inactive	Inactive
N	Active	Active
O	Active	Inactive
P	Active	Inactive

4.2 Metrics for the Reach and Interaction of Inclusive Spaces

4.2.1 Reach Metrics

On Facebook, the number of followers varies widely, with figures ranging from 38 followers to 159,000 followers. Of note is Space D with the largest follower base (159,000 followers), followed by J (60,000 followers) and Space C (13,000 followers). In contrast, some of the pages analysed have a smaller number of followers. Examples are Space N (38 followers), Space O (454 followers), and Space L (835 followers). On this platform, there is a concentration of spaces with between 1,000 and 7,000 followers, suggesting that most have a moderate reach.

On Instagram, the number of followers ranges from 271 to 12,100, while the total number of posts ranges from 56 to 2,419. Space D also leads on this platform, with 12,100 followers and 1,042 posts, followed by Space J, with 9,119 followers and the highest number of posts (2,419 posts), and Space E with 2799 followers and 621 posts. With the fewest followers and activity are Space G (271 followers and 168 posts) and Space A (760 followers and 56 posts). The spaces with 0 followers are those that are not present on the platforms.

The graphs below show the distribution of inclusive spaces on Facebook (Figure 1) and Instagram (Figure 2), based on the number of followers.

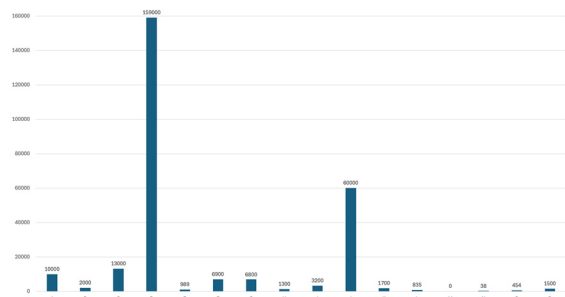


Image 1: Distribution of Inclusive Spaces on Facebook.

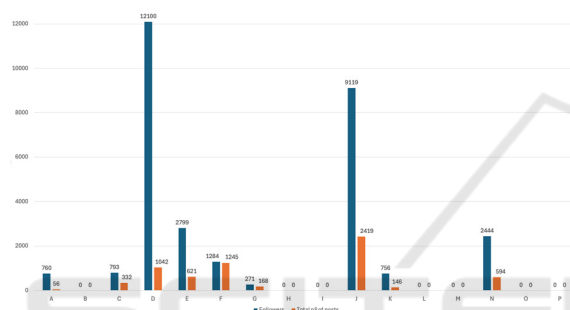


Image 2: Distribution of Inclusive Spaces on Instagram.

It is possible to observe that, on Instagram, spaces with a higher number of posts tend to have a higher number of posts.

4.2.2 Interaction Metrics

Regarding Facebook interaction metrics, it can be seen in Tables 3 and 4 that 4 of the spaces present on this platform did not publish or obtain any interactions on Facebook during the period analysed. The remaining pages (A, B, C, D, E, F, G, I, J, K, N) received likes, comments and shares, with Space J standing out as having a significantly higher number of likes on its posts than any other page (1634 likes on 14 publications). It also has the highest number of total interactions (sum of likes + comments + shares) and the highest number of likes per post. Space C has the highest number of comments (73 comments on 21 publications - 3.5 comments per post), and D the highest number of shares per post (239 shares on 26 publications - an average of 9 shares per post). Apart from the pages that didn't register any activity during the period analysed, Space B's page received the fewest likes and comments (along with Space I) (23

likes and 0 comments on 2 posts), and Space N received the fewest shares (4 shares on 7 posts).

Also on Facebook, the number of posts in the period analysed varies between 2 and 33 posts, with Space G and F standing out as having a significant number of posts (33 and 32 posts) and higher publication frequencies. Space B has the lowest number of posts (2) and, consequently, the lowest frequency of publication.

It is also possible to observe that the pages with the highest number of posts are not the ones with the highest number of interactions, which suggests that the number of posts does not necessarily guarantee greater engagement. In fact, the highest number of interactions was achieved by a space with a publication frequency of 0.47 posts per day (Space J).

In relation to the ERs, the highest engagement rate is that of Space N, which is completely disproportionate to the ERs of the pages of the other spaces, none of which is higher than 1%. This figure may be influenced by the small size of the community and shows that the small follower base of this page is highly engaged. After this page, the pages in spaces B and K have the highest ER. On the other hand, the lowest ER corresponds to space D, one of the pages with the highest number of posts and interactions, which indicates that although there are a significant number of likes, comments and shares, these interactions are low in relation to the number of followers.

The tables below summarise the results relating to the number of posts, total number of likes, comments and shares, and total interactions (Table 3), and the average number of likes, comments and shares per post, and the engagement rate on Facebook (Table 4).

Table 3: Facebook interaction metrics during the analysis period (number of posts, total likes, comments, shares and total interactions).

IE	Number of posts	Total likes	Total comments	Total shares	Total interactions
A	6	184	1	10	195
B	2	23	0	5	28
C	21	775	73	80	928
D	26	848	26	239	1113
E	0	0	0	0	0
F	32	771	42	163	976
G	33	404	35	50	489
H	0	0	0	0	0
I	25	73	0	34	107
J	14	1634	12	102	1748
K	9	68	1	8	77
L	0	0	0	0	0
M	-	-	-	-	-
N	7	145	4	4	153
O	0	0	0	0	0
P	0	0	0	0	0

Table 4: Facebook interaction metrics during the analysis period (average likes, comments and shares per post, and engagement rate).

IE	Average likes per post	Average comments per post	Average shares per post	Engagement rate
A	30,6	0,16	1,6	0,30%
B	11	0	2,5	0,70%
C	36,9	3,5	3,8	0,30%
D	32,6	1	9,2	0,02%
E	0	0	0	0%
F	24,1	1,3	5,1	0,40%
G	12,2	1,1	1,5	0,20%
H	0	0	0	0%
I	2,9	0	1,4	0,10%
J	116,7	0,9	7,3	0,20%
K	7,6	0,1	0,8	0,50%
L	0	0	0	0%
M	-	-	-	-
N	20,7	0,6	0,6	57,50%
O	0	0	0	0%
P	0	0	0	0%

Regarding Instagram, it can be observed in Tables 4 and 5 that one of the spaces on this platform did not receive any interactions during the period analysed, as no content was published during that time. The remaining pages (C, D, E, F, G, J and K) received several likes and comments (Table 4). The Space D page is the one with the most public interaction and the highest number of likes and comments (2677 likes and 98 comments on 33 posts), followed by the Space J page, with a large number of likes (2470 likes on 14 posts). Except for the pages that didn't register any activity during the analysis period, the page that received the fewest likes and comments was Space K (210 likes and 2 comments on 7 posts).

The number of posts in the period analysed varies between 7 and 33 posts, with Space D standing out, as on Facebook, with 33 posts (more than 1 per day), and Space F with 30 posts (1 per day).

On the other hand, Space O has no posts at all, and Space K has the fewest posts (7) and, consequently, the lowest frequency of publication.

Unlike Facebook, on Instagram the page with the highest number of posts is also the page with the highest number of interactions (Space D). However, the other pages with a high posting frequency don't have the highest interaction numbers. In fact, the second highest number of interactions was obtained by a space with a publication frequency of 0.47 posts per day (Space J).

Regarding ER on Instagram, the Space K page has the highest ER of 4% with an average of 30 likes per post. This shows that the content is engaging, despite the smaller number of posts (7). In addition, Space C's page also has a high ER of 3.60 per cent, with an

average of 28.4 likes per post, showing a good amount of interaction for the size of its audience.

The tables below summarise the results relating to the number of posts, total number of likes and comments, and total interactions (Table 5), and the average number of likes and comments per post, and the engagement rate on Facebook (Table 6).

Table 5: Instagram interaction metrics during the analysis period (number of posts, total likes and comments, and total interactions)

IE	Number of posts	Total likes	Total comments	Total interactions
A	-	-	-	-
B	-	-	-	-
C	14	398	7	405
D	33	2677	98	2775
E	9	302	18	320
F	30	653	18	671
G	26	443	13	482
H	-	-	-	-
I	-	-	-	-
J	14	2470	6	2476
K	7	210	2	212
L	-	-	-	-
M	-	-	-	-
N	0	0	0	0
O	-	-	-	-
P	-	-	-	-

Table 6: Instagram interaction metrics during the analysis period (average likes and comments per post, and engagement rate).

IE	Average likes per post	Average comments per post	Engagement rate
A	-	-	-
B	-	-	-
C	28,4	0,5	3,60%
D	81,1	2,97	0,70%
E	33,5	2	1,30%
F	21,8	0,6	1,70%
G	17,04	0,5	1,78%
H	-	-	-
I	-	-	-
J	177	0,43	1,90%
K	30	029	4%
L	-	-	-
M	-	-	-
N	0	0	0%
O	-	-	-
P	-	-	-

All IS that use Instagram also use Facebook, and there is only one space that only uses Instagram (E).

Overall, although Instagram is the platform with the least presence, it generates more interaction from the public (a total of 7210 interactions in the period analysed) than Facebook (a total of 5814 interactions

in the period analysed), and the ERs are also higher, highlighting the effectiveness of this platform.

In terms of publications, most spaces have more content on Facebook (A, B, C, F, G, I, K, and N). Only for two Spaces (D and E) is Instagram the platform with more publications, and in Space J, the number of publications on Facebook is equal to that on Instagram.

4.3 Content Shared on the Pages of Inclusive Spaces

This section presents the results of the content analysis and is divided into 3 sub-sections: type of content, goals of the content, and finally the overall results of the content analysis.

It is important to note that the content of one of the IS (J) was not included in the analysis due to its lack of compliance with the established social and digital inclusion criteria. Although this institution operates as a Social Subsidiary and was created by a Main Structure (Parent Company), both share the same social media page. However, the content published by the Main Structure does not promote social and digital inclusion and therefore does not meet the selection criteria defined for this investigation. Therefore, the entire analysis of the content published on this institution's Instagram and Facebook pages was disregarded.

4.3.1 Type of Content

Throughout this study, four main types of content were identified on the social media of the IS studied, namely: image, video, links and events. Regarding the latter two types of content: links are only accepted on Instagram stories, which were not analysed in this study; and events are a feature that does not exist on Instagram.

On Facebook, **images** have the highest volume of posts (139) and interactions (3699), representing **higher total and average engagement**. Videos, despite fewer posts (13), have a good level of average engagement (12.85 interactions per post). Links and events are not as common and consequently have fewer interactions (Table 7).

6 of the 10 spaces that posted on Facebook in the period analysed published videos; 10 published images; 2 published links; and 1 published an event.

Table 7: Metrics related to the type of content published by EI on Facebook.

Type of content	Total posts	Total interactions	Average interactions per post
Image	139	3699	20,9
Video	13	331	12,85
Link	8	64	10,4
Event	1	14	14

On Instagram, images also dominate in terms of number of posts (103) and total interactions (4044). Unlike Facebook, **videos have a higher average engagement on Instagram** (43 interactions per post), confirming Instagram's receptiveness to videos (Table 8).

This platform has less content published compared to Facebook, but it has more total engagement (4044 interactions on images and 857 on videos) and average engagement (29.3 interactions per image and 43.15 interactions per video). However, in terms of audiovisual content, it was on Instagram that IS published the most videos (16) during the period analysed, and with the most interactions (Table 8).

The predominant type of content on both Facebook and Instagram is images.

4 of the 7 spaces that published on Instagram in the period analysed published videos and 7 published images.

Table 8: Metrics related to the type of content published by EI on Instagram.

Type of content	Total posts	Total interactions	Average interactions per post
Image	103	4044	29,3
Video	16	857	43,15
Link	0	0	0
Event	0	0	0

4.3.2 Content Goal

To present the main results of the content analysis of the IS Facebook and Instagram pages, eight categories of goals were defined that reflect the core objectives of the content published on the IS Facebook and Instagram pages (Table 1). These categories range from promoting cultural events to engaging in solidarity and disseminating relevant information. Based on them, it was possible to classify the predominant communicative intent of the posts published during the period analysed, allowing patterns and trends in IS use of social media to be identified.

Regarding the content goals, the results show that:

- Cultural posts had the goal of promoting or celebrating historical or social events, such as, in most posts of this type, the celebration of the 50th anniversary of the 25 April Revolution - an event in Portugal's history resulting from a political and social movement (Barreto & Serrão, 2000).
- Educational posts had the goal of sharing knowledge and providing guidance to the public on specific topics, namely, as was done by one of the IS, explaining the importance of occupational therapy in improving the quality of life of PwD.
- Informative posts provided useful data or information, such as opening hours, instructions on registering for courses or activities, global data on access to health and information and statistics on certain diseases.
- The inspirational post was published on World Autism Awareness Day, with the goal of emphasising inclusion and the rights of people with autism, with a motivational and reflective message.
- The goal of the promotional posts was to disseminate events, services or initiatives, namely: fundraising activities for IS; workshops on useful information for the population; themed meetings to aggregate and share information relevant to PwD; talks; congresses; sports activities; information sessions on entering the labour market; courses on quality of life, literacy for PwD; universal design workshops; employment support programmes, etc.
- The purpose of registration posts is to document activities carried out, namely participation in conferences, workshops, events, and other activities in various areas of IS activity.
- Solidarity posts were intended to mobilise the public for support actions or highlight solidarity initiatives carried out, such as the delivery of hampers to needy families by one of the IS; solidarity actions to collect equipment or monetary funds for the IS; encouraging donations, etc.
- Testimonial posts presented real stories or testimonies from people impacted by projects or actions. An example of this category is an account by a beneficiary of an employment support programme, who shared how the initiative helped him enter the job market. In addition to this, other testimonial content has also been published that also has a charitable nature, and which are testimonies from people

with disabilities about the lack of freedom they still have in the country where they live, particularly in terms of access to the labour market, culture or public services. These have a charitable nature because they also call for donations, with the aim of raising funds to fill these gaps.

In terms of content, the most shared type of content on IS social media was content with the goal of registration (59 posts on Facebook and 46 on Instagram) (Tables 9 and 10). In addition to this, promotional content is also widely published on the two platforms analysed, with Facebook standing out (41 posts), while registration activity is lower on Instagram (25 posts). Another content that stands out in terms of publications is informative content (30 posts on Facebook and Instagram).

In terms of interactions, on Facebook, the content that generated the most total interactions was registration content (1,423 total interactions and an average of 202.5 interactions per post) - with the highest total engagement, followed by solidarity content (961 interactions), which also has the highest average number of interactions per post (244 interactions per post), promotional content (813 interactions and an average of 108 interactions per post), and informative content (669 total interactions), which also has a high average number of interactions per post (134.5).

Promotional content has more interactions (and also has more posts) - which facilitates this engagement - so it has **higher total engagement on Facebook**. However, considering that the highest average number of interactions per post is for **solidarity posts, these are the ones with the highest average engagement on Facebook**, because in fewer posts they have more interactions. The content with the lowest engagement is inspirational (7 interactions) (Table 9).

Table 9: Metrics related to the goals of the content published by IS on Facebook.

Content goal	Total posts	Total interactions	Average interaction s per post
Cultural	1	20	20
Educational	6	81	35,3
Informative	30	669	134,5
Inspirational	1	7	7
Promotional	41	813	108
Record	59	1423	202,5
Solidary	18	961	244
Testimonial	1	20	20
Testimonial and solidary	4	84	21

In terms of interactions on Instagram, the content that generated the most total interactions and the highest average number of interactions per post was solidarity content (1,747 total interactions and an average of 347.6 interactions per post), followed by registration content (1,360 total interactions and an average of 277 interactions per post), informative content (635 interactions and an average of 249.4 interactions per post), and promotional content (603 total interactions and 102.1 interactions per post). It can be concluded, then, that registration posts have a **higher total engagement on Instagram and solidarity posts have a higher average engagement on Instagram** (they have more interactions for fewer posts), because in fewer posts they have more interactions. The content with the lowest engagement is inspirational (23 interactions) (Table 10).

The predominant content goal on both Facebook and Instagram is to record.

Table 10: Metrics related to the goals of the content published by IS on Instagram.

Content goal	Total posts	Total interactions	Average interactions per post
Cultural	2	84	84
Educational	6	175	92,7
Informative	30	635	249,4
Inspirational	1	23	23
Promotional	25	603	102,1
Record	46	1360	277
Solidary	14	1747	347,6
Testimonial	1	50	50
Testimonial and solidary	4	224	56

4.3.3 Global Analysis

Table 11 shows the results for the metrics for each type and goal of content on Facebook.

On Facebook, **images with the goal of registering are the ones with the highest number of posts and the highest number of interactions, achieving a higher total engagement.** However, the **highest average engagement belongs to solidarity images**, as they have the highest number of interactions for the fewest posts (Table 11).

The type of content most published on Facebook is images with the goal of registration, published by 7 IS, followed by promotional images (published by 6 IS) and informative images (published by 6 IS).

Table 11: Metrics related to the type and goals of the content published by IS on Facebook.

Type of content	Content goal	Total posts	Total interactions	Average interactions per post
Event	Solidary	1	14	14
Image	Cultural	1	20	20
Image	Educational	6	81	35,3
Image	Informative	24	630	117,9
Image	Inspirational	1	7	7
Image	Promotional	37	653	68
Image	Record	56	1384	163,5
Image	Solidary	13	874	176,5
Image	Testimonial	1	20	20
Link	Informative	6	39	16,6
Link	Record	2	25	25
Video	Cultural	0	0	0
Video	Informative	0	0	0
Video	Promotional	4	160	40
Video	Record	1	14	14
Video	Solidary	4	73	53,5
Video	Testimonial and solidary	4	84	21

Table 12 shows the results of the metrics for each type and goal of content on Instagram.

On Instagram, **images with the goal of recording are the ones with the highest number of posts. However, the highest average and total engagement belongs to charity images**, which have the highest number of interactions and the highest average number of interactions per post (Table 12).

The type of content most published on Instagram, as on Facebook, are images with the goal of recording, published by 5 IS, followed by promotional images (published by 5 IS) and informative images (published by 5 IS).

Table 12: Metrics related to the type and goals of the content published by IS on Instagram.

Type of content	Content goal	Total posts	Total interactions	Average interactions per post
Event	Solidary	0	0	0
Image	Cultural	1	10	10
Image	Educational	6	175	92
Image	Informative	16	400	131
Image	Inspirational	1	23	23
Image	Promotional	25	603	102
Image	Record	42	1174	184
Image	Solidary	11	1609	256
Image	Testimonial	1	50	50
Link	Informative	0	0	0
Link	Record	0	0	0
Video	Cultural	1	74	74
Video	Informative	4	235	117
Video	Promotional	0	0	0
Video	Record	4	186	93
Video	Solidary	3	138	91
Video	Testimonial and solidary	4	224	56

Analysing the data reveals that most spaces adopt a uniform publishing strategy, replicating the same posts on both Facebook and Instagram. However, there are functional differences that influence this approach. For example, Instagram doesn't allow direct sharing of links (in posts) or other users' posts – features that are available on Facebook. On the other hand, Instagram can feature more posts than Facebook in some cases, due to the possibility of publishing in partnership with other entities - collaborative actions that Facebook does not directly support. These limitations explain specific variations in the content published on each platform.

5 DISCUSSION

The goal of this study was to understand how IS Facebook and Instagram pages use different content formats to promote their spaces and engage their target audience.

The results show that most IS predominantly use visual formats, especially images, to disseminate their initiatives, record events and activities and promote services and activities to support PwD, carers or other stakeholders. Although videos are also published, their frequency is considerably lower than that of images. This trend partially contradicts more recent literature, which emphasises the growing interest and effectiveness of videos as a way of capturing the public's attention and promoting deeper engagement, arguing that in today's social media context, videos are increasingly appealing and used to attract and retain people's attention because of their potential to convey complex messages in a dynamic way (Karol & Norman, 2019; Zhou & Wang, 2014). In particular, platforms like Instagram have been betting on short video features, achieving even better engagement than traditional pictures (Liang & Wolfe, 2022).

Nevertheless, this predominance of imagery corroborates the literature that points to the importance of visual appeal in capturing the public's attention (Lazard & Mackert, 2015). In addition, the preference for static images may be related to practical factors such as the speed of creation, editing and publication, as well as the possibility of producing content with reduced resources, something that is particularly important in many IS due to limited budgets or teams.

Although there is potential for engagement with videos, images remain the preferred resource for communicating and illustrating IS services.

In general, it was found that the publications focus on recording/documenting activities, events, etc.;

disseminating useful resources and services for the disabled and non-disabled population; mobilising the public for support actions or highlighting solidarity initiatives carried out; and providing information for the public. These strategies are in line with Kaplan and Haenlein's (2010) argument that social media function as participatory platforms that allow organisations to strengthen ties with their audiences through sharing focused on values and experiences (Kaplan & Haenlein, 2010).

It was also found that charitable content tends to generate a higher average number of interactions (comments, likes and shares) per post, both on Facebook and Instagram, and record posts also achieve significant volumes of interactions on both platforms, with more expression on Facebook. These findings confirm previous studies which argue that the emotional and relational dimension is decisive in stimulating participation and interaction among followers (Tuccini & Guidi, 2021), suggesting that publications that mobilise empathy, solidarity and personal identification tend to receive more feedback.

The results identified two main differences in communication strategies between Facebook and Instagram pages: i) the functionalities available on the different platforms (for example, Instagram does not allow direct sharing of links in posts, nor of posts by other users. On the other hand, Instagram has the possibility of creating publications in partnership with other entities - an action that Facebook does not directly support), which explain occasional variations in the content published on each platform; and ii) the difference between reach and engagement (although the Facebook of some IS has a higher number of followers, Instagram showed a higher average of interactions).

These findings validate the notion that communication strategies should be adapted to each platform in order to optimise engagement and the disseminating of IS goals (Nicolae, Rus & Tasente, 2023; Rüfenacht et al., 2021).

The engagement indicators varied depending on the content, but also on the platform. While Facebook had a higher total number of followers on some IS, Instagram generally generated more proportional interactions. On the other hand, there are IS with smaller but highly engaged communities, which suggests that the absolute number of followers is not the only determining factor for the success of posts (Peruta & Shields, 2017; Newberry, 2024).

In comparison with the research question, it can be verified that the Facebook and Instagram pages of the IS prioritise visual content above all else, highlighting the use of images to record and

disseminate activities, promote services and raise public awareness of social and digital inclusion issues, adapting the format (image, video, text) to the functionalities of the platforms. However, on both platforms, solidarity content tends to produce higher levels of engagement, due to its strong emotional and relational appeal. These formats and content contribute to disseminating inclusive practices, raising awareness and engaging the public, especially when associated with clear language and accessibility features.

In this way, Facebook and Instagram pages act as communication tools, when aligned with inclusive goals, which can increase the visibility of IS initiatives and strengthen community involvement in the cause of digital and social inclusion (Rocha Lourenço, Oliveira & Tymoshchuk, 2023).

6 CONCLUSIONS

This study concludes that social media can effectively contribute to promoting social and digital inclusion by disseminating relevant resources, services and information to PwD, carers and other interested parties. However, the lower frequency of videos reveals an opportunity for improvement, especially given current trends in audiovisual content consumption; and the potential of testimonial content, capable of generating strong emotional identification, could be exploited more systematically.

This work offers valuable contributions to understanding the potential of social media in promoting inclusion, highlighting the importance of cohesive communication strategies adapted to the characteristics of the platforms. To deepen the effectiveness of these strategies, future studies should include longer periods of analysis, the collection of internal data (real reach, clicks on links) and triangulation with other methodologies (interviews or questionnaires) to capture the perspectives of the management teams and audiences involved. It is hoped that the recommendations presented here will serve as practical guidance for other IS and similar organisations to better explore the potential of social media in building more inclusive and participatory communities.

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