

<https://doi.org/10.23913/ride.v15i30.2317>

*Scientific articles*

## **Medición de la Marca UAGro en la red social oficial Facebook desde el branded content y la comunicación institucional**

***Measurement of the UAGro brand in the official social network Facebook from branded content and institutional communication***

***Medindo a Marca UAGro na rede social oficial Facebook a partir de conteúdo de marca e comunicação institucional***

**Mónica Violeta Morales Jiménez**

Universidad Autónoma de Guerrero, Facultad de Comunicación y Mercadotecnia, México

[esviolet@yahoo.com.mx](mailto:esviolet@yahoo.com.mx)

<http://orcid.org/0000-0002-3262-6011>

**Aleida Leticia Tello Divicino**

Universidad Autónoma de Guerrero, Facultad de Comunicación y Mercadotecnia, México

[tdivicino@gmail.com](mailto:tdivicino@gmail.com)

<http://orcid.org/0000-0002-7726-2426>

### **Resumen**

En los años recientes, la Universidad Autónoma de Guerrero ha optado por la red social Facebook como el canal principal de comunicación masiva para la difusión de las actividades institucionales. Por ello, esta investigación analizó las publicaciones de la cuenta oficial de Facebook de la Marca UAGro que generaron compromiso y valor de marca en lo usuarios, desde el *branded content* y la comunicación institucional, midiendo cuatro claves de comunicación de la metodología del *branded content*: definición de formatos, tipología de género, contenido temático y relevancia emocional.

A través del método cuantitativo, con diseño no experimental, transversal de alcance exploratorio-descriptivo, se realizó un análisis de contenido a doscientas cuatro publicaciones utilizando la herramienta on line *Fanpage Karma*, lo que permitió responder las preguntas claves: ¿La producción de los contenidos sigue estrategias institucionales de

comunicación? ¿Los contenidos de la Marca UAGro generan compromiso más allá de la mera información que comparte?

Los resultados mostraron que el 48 por ciento del contenido informativo se emite a través del formato de infografías y solo comunica la oferta educativa. Los mensajes institucionales en su mayoría son de tipo informativo relacionados con la oferta educativa y académica. Se observa poco interés por comunicar los valores de marca y logros institucionales. Se concluye que la Marca UAGro podría mejorar la gestión de su estrategia de contenido en Facebook, afín de que la comunicación institucional presente una estructura de indicadores diversos o definidos que aborden la información en función del contenido temático.

**Palabras clave:** Marca UAGro, facebook, claves de comunicación, *branded content*, comunicación institucional.

## Abstract

In recent years, the Autonomous University of Guerrero has opted for the social network Facebook as the main channel of mass communication for the dissemination of institutional activities. Therefore, this research analyzed the publications of the official Facebook account of Marca UAGro that generated engagement and brand value in users, from branded content and institutional communication, measuring four communication keys of the branded content methodology: format definition, genre typology, thematic content and emotional relevance. Through the quantitative method, with a non-experimental, transversal design of exploratory-descriptive scope, a content analysis of two hundred and four publications was carried out using the online tool Fanpage Karma, which allowed answering the key questions: Does the production of content follow institutional communication strategies? Does the content of the UAGro Brand generate commitment beyond the mere information it shares?

The results showed that 48 percent of the informative content is issued through the format of infographics and only communicates the educational offer. The institutional messages are mostly of an informative nature related to the educational and academic offerings. There is little interest in communicating the brand values and institutional achievements. It is concluded that the UAGro brand could improve the management of its content strategy on Facebook, so that the institutional communication presents a structure of diverse or defined indicators that address the information based on the thematic content.

**Keywords:** UAGro brand, facebook, communication keys, branded content, institutional communication.

### **Resumo**

Nos últimos anos, a Universidade Autónoma de Guerrero elegeu a rede social Facebook como principal canal de comunicação de massa para a divulgação das atividades institucionais. Por isso, esta pesquisa analisou as publicações da conta oficial do Facebook da Marca UAGro que geraram comprometimento e valor de marca nos usuários, a partir do conteúdo de marca e da comunicação institucional, medindo quatro chaves de comunicação da metodologia de conteúdo de marca: definição de formatos, tipologia de gênero, conteúdo temático e relevância emocional.

Utilizando o método quantitativo, com delineamento não experimental, transversal, de escopo exploratório-descritivo, foi realizada uma análise de conteúdo em duzentas e quatro publicações utilizando a ferramenta online Fanpage Karma, que permitiu responder às questões-chave: A produção dos conteúdos segue estratégias de comunicação institucional? Os conteúdos da Marca UAGro geram comprometimento além da mera informação que ela compartilha?

Os resultados mostraram que 48% do conteúdo informativo é veiculado em formato infográfico e comunica apenas a oferta educacional. As mensagens institucionais são, em sua maioria, de natureza informativa, relacionadas à oferta educacional e acadêmica. Há pouco interesse em comunicar valores de marca e conquistas institucionais. Conclui-se que a Marca UAGro poderia aprimorar a gestão de sua estratégia de conteúdo no Facebook, de forma que a comunicação institucional apresente uma estrutura de indicadores diversos ou definidos que abordem as informações com base no conteúdo temático.

**Palavras-chave:** marca UAGro, Facebook, chaves de comunicação, conteúdo de marca, comunicação institucional.

**Reception Date:** July 2024

**Acceptance Date:** January 2025

## Introduction

Institutional communication is an essential process for any organization, whether for-profit or non-profit. Its main objective is to effectively convey its mission and vision, which requires the development of effective and creative communication strategies capable of disseminating its activities both internally and externally.

Likewise, institutional communication is a management tool that serves organizations as a lever for change, as a network of vitality and therefore is an agile and flexible means to adapt to markets. Communication is a decisive element in the existence of business organizations as well as institutional ones. In addition, it is an extraordinary agent of change that allows companies to adapt to the demanding variables of the environment (Elías and Mascaray, 2003).

Social networks are necessary for the execution of communication actions, as they are currently the most important means of communication for improving management. They offer universities a space for direct communication with their community. Through them, educational institutions are strengthened and communicate their institutional actions in favor of their corporate image and the reinforcement of emotional ties with the brand.

Institutions must evolve in the same way as economic and technological processes. In addition, universities must improve their activity towards internal communication and with the environment that surrounds them (Paniagua and Gómez, 2012). This link between institutional communication on social networks creates a demand for creative innovation in the content of university brands, because it is not just about the mere transmission of daily information, but also about generating commitment, maintaining active users, reinventing oneself and achieving adequate brand management.

Social networks as a technological resource promote social interaction, content creation and the exchange of information between users in different formats (Ruíz, 2017). In this sense, social networks maximize brand value and recognition, generating advantages such as trust and the emotional bond between brand and user.

### Case study: UAGro and its mixed brand

The Autonomous University of Guerrero (UAGro), aware of the importance of communicating its substantive functions with a global perspective and commercially exploiting different products and services related to university activities, has obtained from the Mexican Institute of Industrial Property, since 2014, its title of ownership as a distinctive

sign Mixed Brand UAGro, applied to education, training, entertainment services, sports and cultural activities. Currently, various educational services and products of the brand are offered on the official website.

Once the trademark was registered, the Autonomous University of Guerrero has initially and to date chosen to use the social network Facebook as its main means of institutional digital communication and to create, through it, a positioning among the university and Guerrero community.

### **Problematic**

This research is problematic because from the *branded content* and institutional communication, the UAGro Brand is managing content on the social network Facebook without an apparent content strategy, without attractive publications of the actions it carries out, there is a shortage of communication formats that generate emotional ties and lasting connections with all followers.

It is not known whether the brand's content and communication strategy is informative, entertaining, educational, etc., how followers are reacting to the content published on the brand's official Facebook account, and under what formats the messages are directed.

It is important to highlight that the Autonomous University of Guerrero does not have a brand management area in its organizational structure, even though it is known that this accompanies the development of an institution that offers services in the educational sector, which is increasingly competitive, but having a strong brand, backed by specific attributes, allows for establishing a clear differentiation .

A university brand will always build a positive image, associated with its values and corporate culture, communicating what the institution is, benefiting it, connecting it with young people seeking professional training . The brand in the university sector is an intangible that becomes a fundamental asset for educational institutions, allowing a university to differentiate itself from its competition. (León, Améstica, King and Gurrola, 2019).

With this knowledge that university brands are valuable assets and *intangibles* , it was considered of utmost importance to approach for the first time the level of commitment and brand values that the contents reach, that is, the management of the *intangibles* of the Autonomous University of Guerrero, through the measurement of four communication keys

identified for this purpose, which are: Definition of formats, definition of the genre typology, thematic content and emotional relevance.

### General Objective

Analyze the publications of the official Facebook account of the UAGro Brand that generated commitment and brand value in users, from *branded content* and institutional communication.

### Specific objectives

1. Identify the communication keys that generated commitment and brand value in users derived from the UAGro Brand publications.
2. Measure the communication keys that generated commitment and brand value in users derived from the publications of the UAGro Brand
3. *branded content and institutional communication* strategies that generated engagement and brand value in users derived from the publications of the official Facebook account of the UAGro Brand.

### Research Questions

1. Does the production of UAGro Brand content on the official social network Facebook respond to institutional communication strategies?
2. Do the contents of the UAGro Brand generate commitment beyond the mere information it shares?
3. What are the communication keys of the *branded content strategy* and do they offer any competitive advantage to the UAGro brand?
4. What are the *intangible reactions* that provide greater notoriety and maintain emotional relevance with the brand?

In this sense, emotional relevance refers to the emotional value generated by thematic content so that followers find emotions such as happiness, sadness, pride, love, disgust, and others, when interacting with the UAGro Brand.



### **Research Hypothesis**

1. The communication keys of gender typology in its information indicator and thematic content in its UAGro service indicators, dissemination of academic events and educational offering were those that generated commitment and brand value among the users of the official Facebook account of the UAGro Brand.
2. The key to communication in its most used format indicator is the image.

### **History of the official Facebook account**

The first Facebook account of the Autonomous University of Guerrero was registered in 2009 and reached 16,326 followers, with weekly posts. However, this account was no longer active in 2013. Later, in 2014, the University created a second account with the same name, which obtained 3,976 followers before disappearing again (González, 2020). Finally, in 2017, for the third time, the account was created with the brand name UAGro. In that year, it reached 26,069 followers and made four posts per day.

### **Brand Identity on Social Media**

Regarding the brand identity on the official social network Facebook, it currently appears with the institutional account @UAGro.MX.Oficial. On the platform, it is represented with the colors red, blue and gray. The page has the university shield as its profile image and on its cover it shows the name of the UAGro Brand accompanied by the distinctive commercial sign “ *Quality University with Social Inclusion* ”.

### **Content and institutional communication.**

In relation to content and institutional communication, the UAGro brand generates 7 to 12 publications per day, with a total of five hundred and seventy reactions and six hundred and five reproductions. The page is linked to other pages of the same institution. It shows important data, such as its geographic location, opening hours and contact telephone numbers.

As can be seen from the *branded content*, the official account registered a notable growth when it was presented as the UAGro Brand. And as part of the institutional communication, the page displays photographs of meetings chaired by the rector, students, academic units, ceremonial acts and various announcements or documents.

### **Definition and objective of *branded content***

Branded *content* is often used as a strategy to manage the *intangibles* of a brand, such as its content, values and identity. Unlike conventional advertising, it seeks to establish a solid and lasting relationship between the brand and its users, positioning it through the effective transmission of its values.

Through formats and content, it establishes a relationship of loyalty, commitment and trust between the brand and the user. In other words, through this approach, university institutions seek a positive reputation that reinforces their mission, vision, identity and values. This includes educational work and, in general, the fulfillment of their institutional objectives.

One of its objectives is to generate commitment with valuable content for users, without them feeling pressured to purchase a good or service. In the current context, characterized by the predominance of technology, the brand is empowered by communicating its *intangibles* and users find greater knowledge about what the brand is. It is a useful tool for communicating messages that the consumer wants to receive instead of blocking. If the consumer enjoys these messages, they may even remember them and generate empathy towards the brand (Marín, 2018). This message content must be relevant, interesting with a contribution of value and emotional or rational connection aligned with the brand's communication strategy.

### **Relationship between *branded content* and institutional communication**

*Branded content* incorporates brand content into the content that is to be shared with the user. It is a good choice for brands because it communicates their identity. ( Marín, 2028). In turn, institutional communication will establish, maintain and improve its image and reputation before its various audiences, both internal and external (Martínez, 2016).

Through integration, brands produce better entertainment content, which communicates brand identity and values, elevating communication to a more relevant level for the *target* (Arbaiza and Huertas, 2018). In this context, the integration of *branded content* with institutional communication allows for an approach that increases the presence of the UAGro Brand on social networks, Specifically on Facebook, it is presented precisely as a space for communication, for socialization, which contributes to establishing good relationships with its users and, above all, creating a successful foundation for the university brand.



### Documentary sources reviewed

In order to identify the communication keys that generated commitment and value among users of the official Facebook account of the UAGro brand, a documentary review was carried out. This analysis covered 25 electronic publications from recent years, six of them national and 19 international, related to similar studies.

For the exploration, the Scientific Information System of the Open Access Scientific Journals Network (Redalyc) was taken into account, searches were carried out in the Scientific electronic Library Online Scielo and in Google Academic. The search covered physical and digital books, journals and undergraduate and graduate theses . It was carried out from April 15 to 27, 2022, looking for expressions, mainly *branded content* , institutional communication and university brands.

### *Branded content methodology (ADECEC).*

Based on this search, it was found that the Association of Consulting Companies in Public Relations and Communication [ADECEC], (sf), proposes the following methodology with 10 keys to success to create and analyze *branded content* on social networks: Definition of objective, values brand , relevance , definition typology , definition format , participation , accessibility , transmedia , plan of communication , measurement of results , as well as using these strategies: Videos, newsletter, images, entertainment, games, memes, infographics, shows, events, *webinars* , contests, signature collection, success stories and re- *views* .

It is also considered that *branded content* can include content generated from and around a brand, both informative, educational and entertainment ( Aguilera, Baños and Ramírez, 2015 ). Regarding the format, the content can be presented in the form of text, photography, audiovisual, interactive and regarding its objectives, the content focuses on informing, educating or entertaining as immediate purposes (Coll, 2019).

There are also four other communication elements proposed to generate content on social media, such as communicative action, content theme, format and emotional connection (Atarama and Vega, 2020). Likewise, a creative strategy, the content can focus on benefits that coincide with the brand based on the experiential as well as the emotional, these contents can include love, sexual desire, fear, guilt and joy/humor. ( Ashley and Tuten, 2015).

### Communication keys identified

Therefore, based on the review and analysis of the elements raised by the documentary sources, this research proposes that, in order to analyze the publications of the official Facebook account of the UAGro Brand that generated commitment and brand value in users, from the *branded content* and institutional communication, four communication keys were identified based on the ADECEC methodology: definition of formats, definition of the genre typology, thematic content and emotional relevance (Table 1), with which the content of the university brand will be measured. Likewise, this fulfills the second objective stated, as well as the tenth point of the ADECEC methodology.

### Analysis indicators

**Table 1.** Description of the communication keys for the analysis of the UAGro Brand from the *branded content* and institutional communication

Communication key	Description
Definition of formats	The format is the way in which the brand presents the message. These formats range from videos (live, explanatory, social, cultural, entertainment content) to images (photographs and infographics).
Definition of genre typology	This key refers to the genre or purpose that the content presents for engagement with the UAGro Brand and can be informative, entertaining or motivational.
Thematic content	It refers to content on interaction topics that interest the followers with whom the UAGro Brand interacts and, in turn, what it wishes to communicate.
Emotional relevance	It refers to the emotional value generated by the thematic content, which is why followers find it relevant to interact with the UAGro brand. It also identifies the brand's institutional communication, based on the emotions it generates: happiness, sadness, pride, love, disgust, other.

*Source: Prepared by the authors based on the branded content methodology (ADECEC).*

The communication keys have an indicator that describes which publications generated commitment and brand value in users (table 2).

**Table 2.** Communication key with your indicator

Communication key	Indicator
Definition of formats	Videos (live, corporate, social, cultural, entertainment) Image (infographics/photographs)
Definition of gender typology	Informative Entertainment Motivational
Thematic content	Dissemination of academic events Institutional announcements Dissemination of achievements Communication of UAGro Brand values Educational offer UAGro Services UAGro social and sporting events Commemorations
Emotional relevance	Happiness Sadness Pride Love Disgust Other

*Source: Prepared by the authors based on the branded content methodology (ADECEC)*

## Method

This research had a quantitative approach of a non-experimental type, a transversal design with an exploratory-descriptive scope. The exploratory type of study is proposed because at the national, state level and in the environment of the Autonomous University of Guerrero, there is almost no research related to the analysis of university brands from the *branded content* and institutional communication. In the state of Guerrero, only one study was found related to the use of social networks in the management of UAGro's communication during the first stage of the COVID-19 contingency (Tello, Morales and Agüero, 2021).

Exploratory studies are carried out when the objective is to examine a little-studied topic, characterized by the existence of numerous doubts or the absence of previous research (Hernández, Fernández and Baptista, 2014).

### Sample and analysis period

The selected sample, of a non-probabilistic type, consisted of 204 publications made on the official Facebook account of the UAGro Brand during the period from May 2 to 31, 2022. The analysis considered the interaction of all followers of the page, without distinction of age, sex, occupation, educational level or job category.

### Analysis tool and technique.

As a web analysis tool, *Fanpage Karma* was used, a specialized online software for analysis and monitoring of social networks, which allows to identify which are the trends in content research. To complement the analysis carried out with *Fanpage Karma*, the content analysis technique was used, through spreadsheets in Excel the processing that built the registration matrices based on the established variables was carried out. The measurement of the communication keys was carried out by applying the five reach metrics that it offers. *Fanpage Karma*: *Post*, videos, reactions, clicks and video views.

### Variables and operationalization

Regarding the study variables, in the operationalization, the dependent variables were defined as the genre typology and thematic content; independent variables were formats and emotional relevance.

## Results

According to the analysis of the 204 publications, the UAGro Brand made an average of 5.7 daily publications, reaching an average interaction of 84% among its 106,949 registered followers (Table 3).

**Table 3.** Totals of the official Facebook account of the UAGro Brand.

Official Facebook account	Number of publications	Number of followers
@UAGro.MX.Official	204	106,949

Source: Own elaboration with information from *Fanpage Karma*

**Communication key: definition of formats.**

The measurement of the communication key definition of formats was analyzed with the metrics posts, videos and video views, through which the university institutional communication was transmitted. The image format in its infographic indicator generated 97 publications, equivalent to forty-eight percent, while the image in its photography indicator obtained 87 publications equal to forty-three percent (table 4).

**Table 4.** Formats used for institutional communication

Format definition	Indicator	Number of publications	Percentage of publications
Video	Live: Academic Institutional	19	9%
	Cultural	0	0%
	Social sports	1	0%
	Entertainment	0	0%
Image	Photograph	87	43%
	Infographic	97	48%
Totals		204	100%

Source: Own elaboration with information from *Fanpage Karma*

**Figure 1.** Image format in its infographic indicator published by the UAGro Brand.



Source: Official Facebook of UAGro Autonomous University of Guerrero

**Communication key: gender typology.**

The key to communication of the genre typology referred to the purpose of the content. informative, entertainment or motivational, was measured with the post metric and the analysis of the publications showed that 85% (173 of 204) correspond to informative content, consolidating itself as the most used genre. Motivational publications represent 13% (27 publications), while entertainment content is the least frequent, with only 2% (4 publications) (table 5).



**Table 5.** Gender Typology of UAGro Brand Publications

Indicator	Number of publications	Percentage of publications
Informative	173	85%
Entertainment	4	2%
Motivational	27	13%
Totals	204	100%

Source: Own elaboration with information from *Fanpage Karma*

**Figure 2.** Infographic of the informative genre published by the UAGro Brand and with interaction.



Source: Official Facebook of UAGro Autonomous University of Guerrero.

**Communication key: thematic content.**

The key to the communication of thematic content, evaluated through the metrics of *posts* and clicks, identified that the indicator with the highest number of publications and interactions corresponds to the educational and academic offer, with 59 publications, equivalent to twenty-nine percent, followed by the dissemination of academic events with 44 publications equal to twenty-two percent (Table 6).

**Table 6.** Thematic content of the UAGro Brand publications

Indicator	Number of interactions	Percentage of publications
Dissemination of academic events	44	22%
Dissemination of institutional achievements	11	5%
Communication of the values of the UAGro Brand	11	5%
Educational and academic offer	59	29%
UAGro Services	13	6%
Dissemination of social, sporting, cultural and mourning events	32	16%
Commemorations	34	17%
Totals	204	100%

Source: Own elaboration with information from *Fanpage Karma*

**Figure 3.** Infographic of the educational offer published by the UAGro Brand

UAGro Universidad Autónoma de Guerrero

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9 VERANO  
9 VERANO DE INVESTIGACIÓN CIENTÍFICA  
VERANO 5 INTERNACIONAL

Universidad de calidad con inclusión social

42 likes 3 comentarios 31 veces compartido

Source: Official Facebook of UAGro Autonomous University of Guerrero

**Communication key: emotional relevance.**

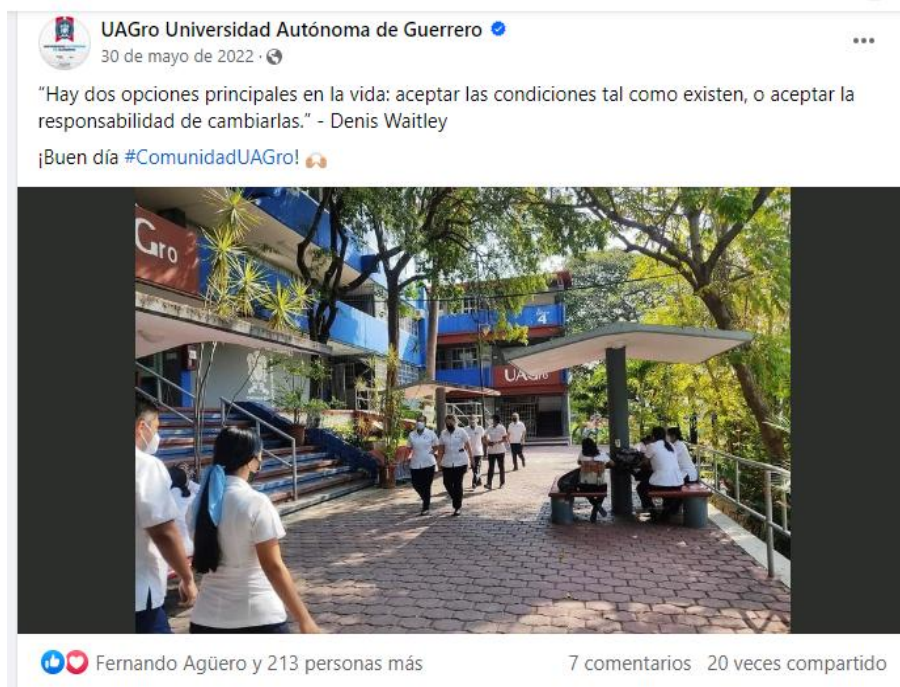
The communication key of emotional relevance was measured with the reaction metric and refers to the emotional value generated by the thematic content (table 7).

**Table 7.** Indicator of emotional relevance reactions.

Indicator/Reactions	Number of reactions
Happiness/ <i>I have fun</i>	6
Sadness/ <i>It makes me sad</i>	30
Pride/ <i>I am proud</i>	0
Love/ <i>I like</i>	7,599
Disgust/ <i>It makes me angry</i>	9
Other/ <i>I love it</i>	1,632

Source: Own elaboration with information from *Fanpage Karma*

**Figure 4.** Publication with emotional relevance and interaction of the UAGro Brand



Source: Official Facebook of UAGro Autonomous University of Guerrero

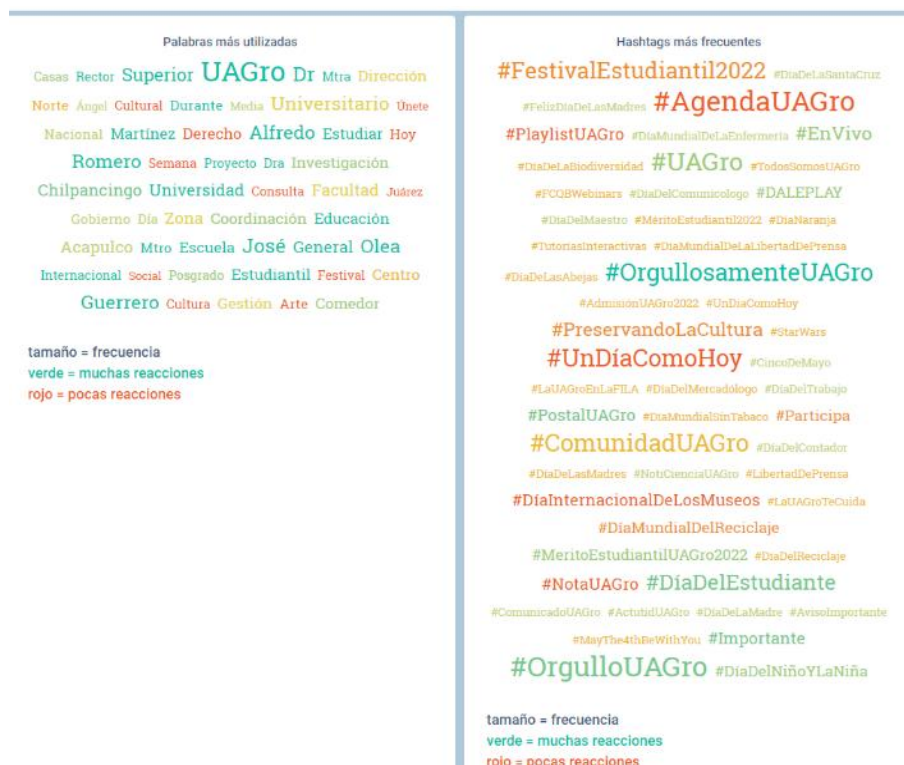
### Analysis of the *top* words

To identify the most used words and those with the highest level of interaction, an analysis of the top words of the official account of Facebook of the UAGro brand. The frequency of words is identified by the acquired color: the words that are highlighted in green are those that obtained many reactions, the words highlighted in blue, those with the highest frequency, and the words highlighted in red, obtained a low frequency of reaction. In the analysis of the top words, the expression "UAGro" obtained 114 mentions, followed by the word "Dr" with 52 mentions.

### Hashtag Analysis

Regarding *hashtags* , #AgendaUAGro was the most frequent, with 22 mentions, followed by #UnDíaComoHoy with 18 mentions and #OrgullosamenteUAGro with 15 mentions (Figure 5).

**Figure 5.** Test analysis *and* most frequent hashtags on the official social network Facebook of the UAGro Brand.



Source: Fanpage Karma



## Featured publications and evaluation report

In the benchmarking report of the best posts or interaction of the posts that the UAGro Brand obtained during the selected period, they were:

- 1.- “#ComunicadoUAGro ” addressed to the university community of the academic units located in La Montaña and Costa Chica (figure 6).
- 2.- For his outstanding academic and administrative work, Dr. José Alfredo Romero Olea, presented Dr. Joel Ramírez Espinoza with an award for his 43 years of service in Higher Education at UAGro. Thank you for being part of the history of our University. “#ProudlyUAGro ”

**Figure 6.** Publication with high interaction of the UAGro Brand.



Source: Official Facebook of UAGro Autonomous University of Guerrero

### Engagement Rate

During the month of May, the UAGro brand obtained a rate of 0.6% (figure 7) and between May 20, 21 and 23 it not only increased followers and commitment but also interactions (figure 8).

On Facebook, a good engagement rate is around 1%, the average is between 0.5 and 0.9%. If the rate is less than 0.5%, it is time to reconsider improving the engagement rate. (Bloo.media , 2022)

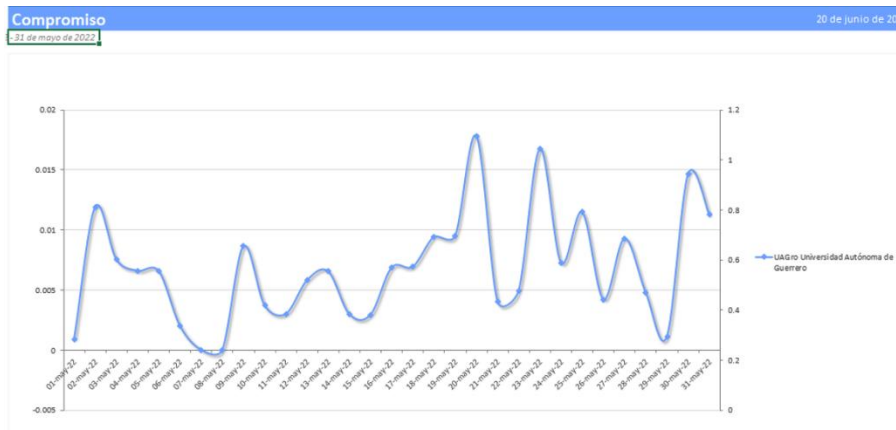
**Figure 7.** Engagement rate, number of posts, follower growth and UAGro Brand engagement.



Fuente: *Fanpage Karma*



**Figure 8.** Measuring engagement between the UAGro Brand and followers per week.



Source: with *Fanpage Karma*

### Frequency and time of publications

The time and frequency analysis of the UAGro Brand's daily posts showed that Wednesdays and Thursdays recorded the highest number of posts, with an average of seven per day. 99.6% of the posts used the image format. In Figure 9, the size of the dots represents the number of posts, while the green color indicates a higher number of replies. Tuesdays were the days with the most posts answered.

**Figure 9.** Analysis of the time and frequency of daily publications of the UAGro Brand.



Source: *Fanpage Karma*

## Discussion

Regarding the discussion of results, the research questions are taken up again: Does the production of content of the UAGro brand on the official social network Facebook respond to institutional communication strategies? The findings indicate that there is no *branded content* for the brand nor aspects that indicate the existence of viable and defined communication strategies for publishing institutional activities.

Regarding the question of whether the contents of the UAGro brand generate commitment beyond the mere information it shares? Yes, the brand's contents are generating commitment and it is quite high because university followers are constantly evoking the pride of being university students. The analysis of the top *hashtags* confirms that pride is present through the expressions *#ProudlyUAGro* and *#OrgulloUAGro*

Regarding the question of what are the *intangible reactions* that maintain emotional relevance with the UAGro brand? The answer is that the reactions are related to love and charm, so the emotional bond that exists between the followers and the brand is positive.

In relation to the research question "*What are the communication keys of the branded content strategy and do they offer any competitive advantage to the UAGro brand?*" , it is observed that the most used format is infographics, with informative content being the predominant type in the publications .

### Analysis of the findings

When analyzing the findings, these are positive because university followers identify very well with the official page due to the constant information that is shared with them, even when there is no production of attractive or varied content.

Another of the findings identified is observed in the thematic content, in the indicator of educational and academic offering, because the level of interaction is high, precisely one of the substantive functions of the UAGro is the academy, therefore, this indicator communicated better to the followers. As observed in the results that showed the rate of commitment of the UAGro Brand during the measurement period. At this point, the researchers express their disagreement because with these results there would be no rethinking of the brand content or how they communicate the information, they would continue betting on the emotional links that are currently the ones that are connecting better with the brand.

The results of this study show that even though the trend in social networks is video, for the UAGro brand this is not of interest in the production of its content. Video increases reactions and, among other qualities, is shared faster than an infographic. Another finding is related to the element of thematic content, its indicator of educational and academic offer is the one that prevails over the other indicators, such as that of communicating brand values. It is reaffirmed that the informative type reached a high level of interaction in contrast to those of a motivational nature.

At this point, with the results obtained, it can be identified that the UAGro Brand, despite the high level of commitment it maintains, does not translate into a competitive advantage due to the lack of diversified content strategies . In addition, despite being the number one university brand in the state of Guerrero and one of the most recognized in the region, the brand continues to issue mainly informative messages. This reflects a lack of diversity in its institutional communication actions.

### **Comparison with previous studies**

The findings found fully coincide with the results of other similar studies where, for example, one of them highlights that a *fanpage* reinforces student pride and the sense of belonging to the University and publications linked to institutional pride present very high interactions ( Zárata, 2015; Atarama and Vega, 2020) . In the same way, what was found in this study is reaffirmed, ratifying what was stated by Tello, Morales and Agüero (2021), by virtue of the fact that the most representative publication is the informative one.

One of the causes is, in many cases, because universities lack strategic planning when it comes to online activities and primarily, The publications provide academic content, not inspirational content (Paniagua and Gómez, 2012). Therefore, it can be reaffirmed that there are no contrasts between the aforementioned research and the data obtained in this research. It seems that there is a lack of interest in the universities observed to create a university brand identity with a value proposition.

### **Limitations of the study**

This research focused on measuring the official social network *Facebook* of the UAGro Brand, therefore, the findings cannot be extrapolated to other networks or social channels of the UAGro, which generates the limitation that it is unknown whether the lack

of brand content and institutional communication strategies occurs on Twitter/X or on YouTube because each has its own characteristics and different users.

Another limitation has to do with the speed of data collection, since the free trial of the *Fanpage Karma software was used* , so the sample of publications lasted one month; it would be enriching to extend it to a longer period and reaffirm the findings. It is important to recognize that time may have affected the representativeness of the sample and, therefore, the generalizability of the results.

### **Future contributions and recommendations**

The strength of this study lies in the findings found because they offer a view of the UAGro Brand's content strategy, its commitment and brand value in the eyes of university followers, and also how it manages institutional communication. For the first time, there was an approach to the level of commitment and value reactions achieved by the brand content of the Autonomous University of Guerrero.

## **Conclusions**

Infographic indicator is among the predominant communication keys , which is the most frequently used for institutional communication. During the month analyzed, infographics were more frequent than photographs.

Regarding the genre typology, the institutional messages are mostly of an informative nature related to academic activities and the thematic content is linked to the educational and academic offer , followed by the dissemination of academic events that, in turn, communicate events related to the rector's activities.

### **Brand Engagement and Perception**

The commitment is positive, it is confirmed that university followers naturally feel a deep pride and belonging to the brand, this is corroborated by the most used *hashtags* , which evoke institutional pride. The *Love/Like* indicator reached a level of interaction with 7,599 reactions and 1,632 positive reactions for *I love it* , which confirms that followers interact more frequently with the publication of institutional announcements and respond better to topics related to commemorative dates, announcements from the rector and the educational and academic offer.

### **Strategic recommendations**

As can be seen, there is little interest in communicating brand values or institutional achievements, which, in my personal opinion, are more important than the rector's activities. There is no strategy in the design of the messages of those who manage the UAGro Brand, and no intentions were found to link the brand with the university community.

*branded content* strategies to optimize its publications on the official social network Facebook. This implies using the platform as an integral means of communication. It is a priority to design motivational or entertainment messages that could better inspire and engage followers to perceive the brand with better qualities.

With a correct content strategy and efficient institutional communication, the UAGro Brand can increase the opportunities to sustainably maintain a good brand reputation and Furthermore, it is relevant to mention that today, when universities are on the path to international projection, networks are a very good alternative for this.

### **Hypothesis validation**

The first hypothesis is confirmed, since the communication keys of gender typology in its information indicator and thematic content in its indicators of UAGro services, dissemination of academic events and educational offering were those that generated commitment and brand value among the users of the official Facebook account of the UAGro Brand. The second hypothesis is also confirmed , because the most used format was the image in its infographic indicator.

### **Future lines of research**

The research carried out on the UAGro brand from *branded content* and institutional communication generated results that offer an insight into the behavior of the brand itself but only one social network. It is important to continue and expand this line of research towards the following:

- ✓ Analyze the content of the UAGro Brand on the Twitter/X social network, describing the impact of its interactions, messages, reach, brand engagement and number of followers, with a quantitative methodology, through Fanpage Karma metrics , The results of this study could be compared with those of this study, which would provide

a more complete basis for the brand to generate a correct content and communication strategy on social networks.

- ✓ Propose a corporate branding and strategic communication model for the positioning of the UAGro brand on social networks, with the aim of helping the Autonomous University of Guerrero to make it a strong university brand.
- ✓ To develop a correlational study between the decrease in the enrollment of applicants to higher education in the 2023-2024 and 2024-2025 school years at the Autonomous University of Guerrero and the reputation of the UAGro Brand in the training of undergraduate students from the state of Guerrero in all areas of science. It would be relevant to analyze whether the reputation of the UAGro Brand influences the decision of Guerrero applicants when choosing a university option.

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Rol de Contribución	Autor (es)
Conceptualización	Mónica Violeta Morales Jiménez (principal)
Metodología	Mónica Violeta Morales Jiménez (principal)
Software	Mónica Violeta Morales Jiménez, Aleida Leticia Tello Divicino (iguales) y Jesús Alberto Ramírez Rosas. (apoyo técnico)
Validación	NO APLICA
Análisis Formal	Aleida Tello Divicino (igual)
Investigación	Mónica Violeta Morales Jiménez, Aleida Leticia Tello Divicino (iguales) Jesús Alberto Ramírez Rosas (Apoyo)
Recursos	NO APLICA
Curación de datos	Aleida Leticia Tello Divicino (principal)
Escritura - Preparación del borrador original	Mónica Violeta Morales Jiménez (principal)
Escritura - Revisión y edición	Mónica Violeta Morales Jiménez y Aleida Leticia Tello Divicino (iguales)
Visualización	Mónica Violeta Morales Jiménez (principal)
Supervisión	Mónica Violeta Morales Jiménez (principal)
Administración de Proyectos	Aleida Leticia Tello Divicino (igual)
Adquisición de fondos	NO APLICA