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Title: Social media analysis in digital campaigns: #I stop the CYBERBULLYING

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PRESENTATION CONTENT

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Methodology

Results

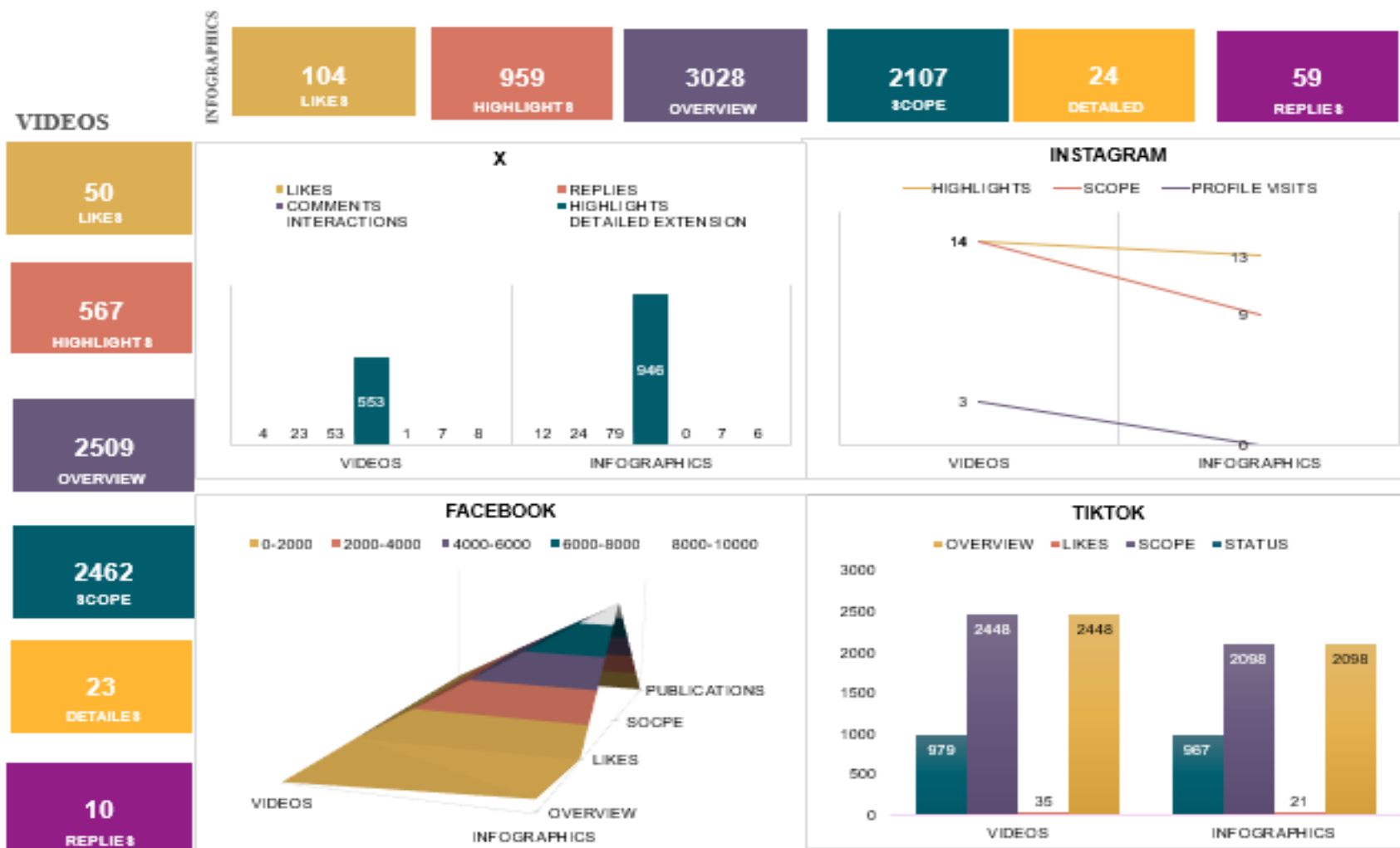
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RESULTS





INTRODUCTION

Due to the time invested in their interaction, social media are a risky medium as they can damage reputation (abuse and cyberbullying), fraud, identity theft, among others. MOCIBA (2023) reports that in Mexico, internet users who are victims of cyberbullying decreased significantly, from 21.7% in 2021, to 20.8% in 2022. However, global figures (Bullying without borders, 2023) report that 5 out of every 10 adults suffers cyberbullying on one of the four social networks (Facebook, Twitter, Instagram or WhatsApp), with Spain leading the list, followed by Mexico, the United States of America and Argentina.

In this sense, the objective of this study is to carry out a digital campaign on social networks in order to publicize the consequences suffered by a person who experiences cyberbullying, as well as to report it or prevent it.





METHODOLOGY



Results (text)

It is important to note that the distribution of the content was done once every eight days, about the second video there was a difference of 20 days between the last publication of the first video. The content was interspersed between infographics and videos. At the time of sharing, a question was asked: Do you know how to file a complaint when you have been a victim of cyberbullying? To which 100% of people answered No, which gives a guideline to continue with this campaign to strengthen the content by informing on how to file a complaint and which authorities to approach to receive guidance or even psychological support.

On the other hand, Figure 3 shows that, in the case of X, infographics (946) had more impressions than videos (553). On Instagram, impressions were practically equal in both cases, videos (14) and infographics (13). On TikTok, videos had higher views, reach, and, status (2,448; 2,448 and 979, respectively) than infographics (2,098; 2,098 and 967, respectively). Finally, on Facebook, infographics had a reach of 9466 views against 14 for videos.



Annexes

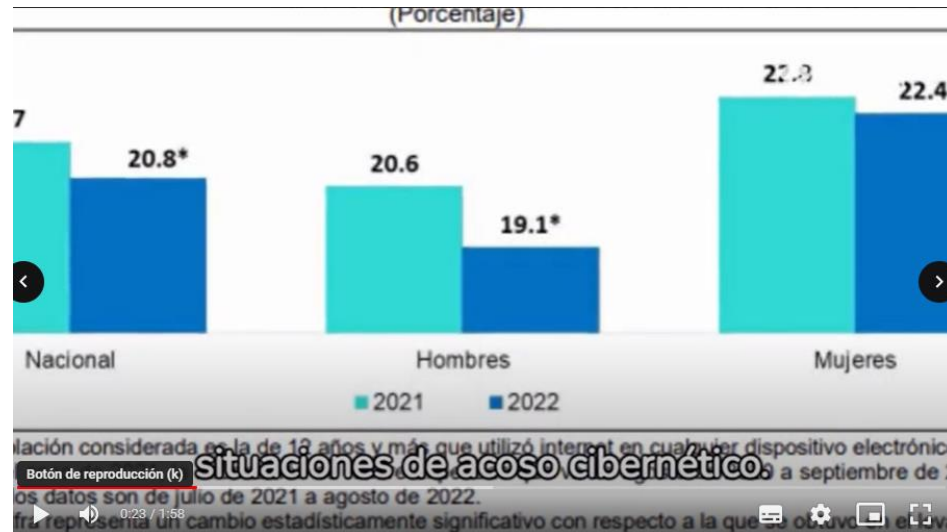
Infographics





Annexes

Videos





CONCLUSIONS

The campaign #stopthe #cyberbullying at the #university promises to be the beginning of the prevention of this crime, as well as the generation of knowledge of the consequences for those who suffer from it and the ways to report it, that is, it is a motivation to prevent more people cause this crime.

Although there is work to be done to strengthen this campaign and reach more users, the fact is highlighted that step by step the importance of the issue has been made known in order to avoid it or report it if someone experiences it.



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