

ARTIVISM AND NGOS: RELATIONSHIP BETWEEN IMAGE AND 'ENGAGEMENT' IN INSTAGRAM

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INTRODUCTION



NGOs, Instagram and activism, are united to inform, mobilize and involve society in aid projects. Instagram, an activist tool that requires few resources and expenses.



Graphic activism product of the new technologies where the artistic image is a powerful communicative tool. Instagram enables activism and engaging the community in dialogue.



Photography and engagement to assess the social impact. The content of the images and the variables that generate more likes and comments are analyzed to know if what is done works.

OBJECTIVE

To investigate the form and content of photographs published on Instagram during 2017 by the 20 most relevant NGOs at the international level.

SAMPLE

340 random photographs of the 2,933 obtained selected through NGO Advisor (2018).

METHODOLOGY



RESULT

Prototypical images used by NGOs does not correspond to the type of image with those that generates more engagement from the target audience. Significant differences in engagement depending on the feeling conveyed, the age of the aid recipient and the recipient's gesture significantly affect the engagement of the photograph.

CONCLUSIONS



For NGOs, social networks are a platform from which to mobilize society and disseminate the work they do. Of all of them, Instagram gives the artistic image some characteristics different from the rest.



There is a great disconnect between what is done and what works to provoke "engagement". Instagram users become more engaged with positive, direct-action messages.



What is the relationship between this interaction or "engagement" on Instagram? Economic collaboration with humanitarian projects on the part of the user (perhaps the purpose of the social network presence).

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