

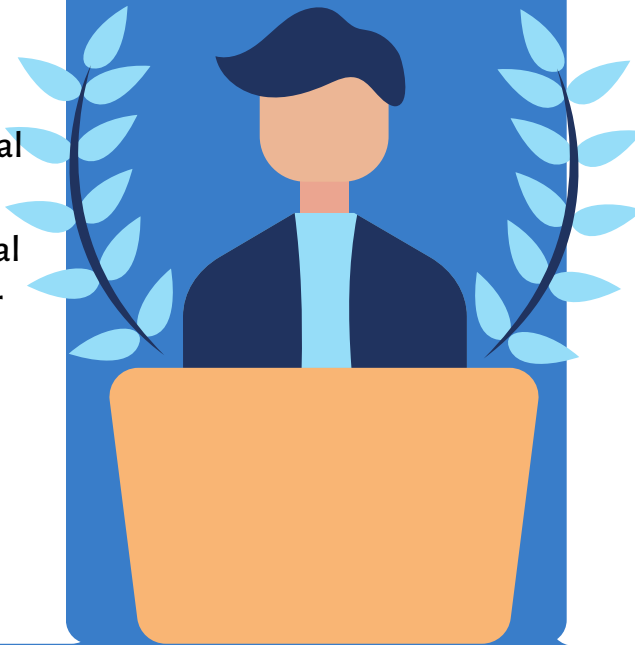
# FEMALE POLITICAL LEADERSHIP STYLES ON INSTAGRAM DURING COVID-19

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<https://doi.org/10.3916/C75-2023-10>

## INTRODUCTION

**Political communication,** personalisation and political leadership style are particularly evident in social networks because of their strong visual component.



**Female leadership,** a woman, who manifests behaviours labelled as masculine, will receive social disapproval because she does not meet the expectations associated with her gender.

## OBJECTS AND METHODS

This paper explores the leadership styles communicated on the official Instagram accounts of fourteen elected female politicians in executive government positions, with performance during the COVID-19 pandemic.

They come from four continents: Oceania, Asia, Europe and America. Seven are or have been heads of government, six are mayors, and one is the president of an autonomous community in Spain.

Comparative and content analysis applied to 2,330 units of analysis over a six-month period.

## CONCLUSIONS



It is possible to conclude that the leadership style reported by the analysed sample of women politicians at the head of elected governmental executive positions varies according to the values assumed by other variables such as their generational belonging, their political ideology and the national or local level of the position they hold.

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