Main topics used in the social communication by immigration NGOs in Spain through the social network Facebook

Principales temas utilizados en la comunicación social de las ONG de inmigración en España a través de la red social Facebook

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Abstract:

This study's aim is to learn about the communication of Spanish immigration NGOs in their official social network, Facebook. Therefore, a content analysis of the publications made by the NGOs was performed using the software Nvivo11, to identify the main topics and categorize and subcategorize the publications. In addition, the study sought to identify the most popular topics, the ones that generated greater degree of interaction, greater number of feedback posts, and also the number of likes and comments, for each category and subcategory. The results showed NGOs focus to be centered on the geographical locations where immigration problems occur, and on the subjects that generate greater user's interest, such as immigrants problems and consequences, but also maritime environment. Moreover, findings also shown there is more interaction in positive messages, among users, than in those messages related to problems and injustices. In addition, users were found to be more reluctant to participate in discussions that required a more active and personal interaction, or a greater involvement with immigrants, such as reception, integration and participation. Lastly, findings highlight the importance of educational topics in the communication of NGOs, due to users' concern about mafias in immigration.

Keywords:

Social networks; communication; NGOs; immigration; refugees.

Resumen:

El objetivo de este estudio es conocer la comunicación de las ONG de inmigración en España a través de su red social oficial de Facebook mediante un análisis de contenido de las publicaciones a través del software Nvivo 11 en la que se identifican a través de categorías y subcategorías cuáles son los principales temas o asuntos tratados. Además, para conocer los temas más utilizados y aquellos que generan mayor actividad o interacción se obtiene el número de publicaciones, así como el número de "likes" y de comentarios para cada categoría y subcategoría. En los resultados se determina una disposición de las ONG a destacar localizaciones concretas donde ocurren problemas de inmigración y un interés de los usuarios en lo referente a los problemas y las consecuencias que tiene el entorno marítimo. Además, se observa en los usuarios una mayor interacción en mensajes positivos que en aquellos referidos a problemas e injusticias. También, los usuarios son más reacios en aquellos temas que requieren de una interacción o una involucración más activa y personal con los inmigrantes como son la acogida, la integración y la participación. Por último, resaltar la importancia de los temas educacionales en la comunicación de las ONG y la preocupación de los usuarios por las mafias en la inmigración.

Palabras claves:

Redes sociales; comunicación; ONG, inmigración; refugiados.

1. Introduction

Social networks are used by organizations and institutions both as a channel of communication and as a tool to build social interactions. Due to the ubiquitous availability of new technologies (i.e., ICT), social networks have radically changed the way organizations communicate, creating communities and incorporating individual users as part of the information exchange age (Brendzel-skowera and Lukasik, 2016).

Through a brand community it is possible to strengthen the loyalty of users, and at the same time, it can serve as a communication channel to exchange knowledge between brands and their target audience (Bruhn et al., 2014). Thus, many users can use these social networks to stay informed of what is happening around the world, eliminating cultural, geographical or physical barriers. In addition, empirical research has shown that consumers who participate in brand communities tend to have a deeper and closer relationship with the brand than those who are not involved in communities (Laroche et al., 2013; Potgieter and Naidoo, 2017; Rosenthal and Brito, 2017).

In this context, social networks have become an ideal communication channel for non-governmental organizations (NGOs), making it possible to disseminate the content of their messages about social problems to reach a wider target audience

(Islam and Walkerden, 2015; Zhou and Pan, 2016). In addition, social networks will allow NGOs to have a more involving and direct communication with citizens (Arroyo et al., 2013). NGOs are voluntary organizations of citizens, belonging to the so-called non-profit sector, with national or international nature, formally constituted, with political, economic or social objectives (Ortega et al., 2011: United Nations Organization UN, 2018). In effect, a large number of NGOs have emerged with the purpose of meeting and satisfying social needs using programs and actions, since States and countries has failed to comply with such needs, and the private sector is not interested in intervening in such sector. These organizations carry out communication campaigns on social issues with the purpose to publicize the existing societal problems and to develop programs to influence or modify social behaviors, for the benefit of a group of individuals, or for the benefit of the society as a whole. To do this, they facilitate and stimulate beneficial behaviors and discourages those considered harmful (De la Casa, 2009; Mier-Terán Franco, 2004).

Within these social behaviors, it is important to highlight the immigration. The international migratory flows are increasingly important, due to their economic and social impact. The situation can be explained by the fact that many people leave their countries of origin and settle down in other places in the search of a better life, and thus, millions of people live in a country other than the one they were born. Moreover, immigration has a social dimension, since there is a close link between the societies of the country of origin and those selected by the immigrants as the destination, important demographic and cultural aspects are included on those dimensions (Cuevas, 2018).

Immigration in Spain has experienced a great growth since 2000 and has become one of the basic components of Spanish demography, and it is a phenomenon of great economic and social importance (Instituto Nacional de Estadística INE, 2017). It should be noted that the Spanish concern about immigration, has more than doubled in recent years, to stand in the eighth position regarding the main problems the Spanish face presently (CIS, 2017). In addition, the economic crisis has had a great negative impact on immigrants, which are generally more vulnerable, and regularly placed in less qualified jobs (Europa Press, 2017).

In this context, a more active role was assumed by the immigration NGOs that intervene in Spain. These NGOs, dedicate themselves to defend the inclusion of immigrants in their countries of arrival, especially those who flee from their homes in the search of a better life. The NGOs defend immigrants' rights, provide them with shelter and medical assistance, and favor their legal inclusion in the country they arrived while fleeing from the violence in their home country (GuíaONGs, 2018).

From these reflections, it can be argued that communication practices of NGOs need to be evaluated, not only in terms of technology use but especially regarding the content generated and the efforts made to promote participation by activating the citizens (creating impact or interaction), allowing the existing social injustice structures to be transformed (Iranzo and Farné, 2014).

Therefore, the objective of this study is to evaluate the communication of immigration NGOs in Spain, on the official social network, Facebook. The analysis of the facebook publications' content, will be made with the aid of the software Nvivo 11. With the support of the software, categories and subcategories of the main topics can be identified and explored. Subsequently, to know the most used topics and those that generate the greatest impact or interaction, we obtained the number of publications, as well as the number of "likes" and comments for each category and subcategory. In this sense, it

should be noted that the number of "likes" and comments per publication are the main indicators to measure the impact and interaction in social networks (Hung and Valencia Cobos, 2014, Bueno et al., 2017). The analysis covers all publications made during the years 2016 and 2017.

The social network considered for this study is Facebook, because it is the one in which NGOs are most active (Nonprofit Tech for Good, 2018, Hung and Valencia Cobos, 2014). The sample selected for this study is formed by the 10 immigration NGOs that intervene in Spain, with more than 10,000 followers on Facebook because they are considered the most representative: Accem, Acnur, Aesco, Association of Support to the Syrian People (AAPS), Association of help to immigrants without papers, Welcome Refugees, Clear, Platform of aid to refugees in Murcia, Proactive Open Arms and SOS refugees.

2. NGOs and social networks

Social networks or social media have marked a new era in non-profit entities regarding how activities on the communication channels should be managed, since this new type of communication, constitutes a channel of interaction and dialogue with audiences to achieve a more fluid and dynamic communication (Jiménez et al., 2017). However, despite the importance of social media in this area, the number of studies focused on the use of social networks by NGOs is very limited.

In 2005, the new concept of web 2.0 or social web as specified by O'Reilly (2005) highlighted that users will not wait for companies to communicate through advertising, the uses, and benefits of their products, but instead, they will themselves share their experiences and opinions on the internet. Thus, a new social web, accompanied by the social networks, emerge and key elements organizations use in the communication (Gopaldas, 2015). Presently, companies take advantage of the opportunities offered by the social web, such as enabling the users to create, to share content, to intervene, and to assume the role of the main protagonist in the commercialization process. Thus, in this section, we will define the concept, social media marketing, and its fundamental characteristics. In this regard, Nadda et al. (2015) define social networks as content publishing platforms, where the editing and the exchange of information are facilitated. In short, social networks are at the service of companies to listen to their customers, but at the same time, they can be used as a marketing tool do design strategies to interact with customers. Social networks are very advantageous when comparing to traditional communication environments since it allows users to reach large audiences and provides them with instant mass interaction.

In this context, social networks, are becoming an important part of changing the daily lives of people. At a time, instant feedback is essential, social media platforms offer this opportunity to its users for free. However, reaching large audiences is also important for brands, and public institutions and non-governmental organizations. Among these, NGOs have used this opportunity to reach a wider audience, which transformed social networks as an important tool for these organizations in increasing the number of followers and the impact of their communication (McPherson, 2015). Therefore, social networks have marked a new era in the management of NGO activities, as a new type of communication, that provides a channel of interaction and dialogue to achieve a more fluid and dynamic communication. Companies use social media as a new marketing tool, to build new business models (Curtis et al., 2010) to strengthen and solidify their relationships with consumers, and to overcome the limitations of time and place (Bolotaeva and Cata, 2010).

Thus, inevitably, the new communication environment created by social networks has influenced the public relations' purpose, especially that of NGOs. In particular, the characteristics of social networks, such as moderation, interactivity, interchangeability, proximity, receptivity and dialogue (Kent, 2010, Landsbergen, 2010) changed the communication possibilities of NGOs. Thus, NGOs were forced to change their social campaigns under the requirements and expectations of the new two-way communication environment, one which requires organizations' response to establish interaction with their target audience, promote user's participation and communication (Nchabeleng et al., 2018).

Overall, NGOs seek to reach their target audience, to increase the number of fans, to interact with them, engage them during events, campaigns, etc. The channels of social networks are used to reach large masses quickly, and to feed these channels with instant information about NGOs activities. As Iglesias (2017) argues, social networks are a real mass phenomena, and their success lies in being a collective space for relationships. Thus, collective organizations, e.g. NGOs, social movements and associations, are increasing in popularity, taking advantage of the freedom of the environment, creating their own profile in the network, to communicate more fluidly and constantly with the collective space. In this way, NGOs can share information about their social activities through social networks, allowing, people to follow these campaigns. NGOs can build a continuous and solid relationship with their target groups, by exchanging updated information about their campaigns. Another advantage of using social networks in the promotion, is the ease of adjusting communication messages according to the current circumstances (Özdemir, 2012).

3. International and Spanish immigration

Immigration is a complex social, economic and political phenomenon that characterizes modern times and poses many challenges to face for both immigrants and host societies. The hosts have to find the best way to incorporate their new members and know how to handle the cultural, religious and social organization differences brought by foreigners (Zlobina and Páez, 2018).

In recent years there have been several events that have generated a social and humanitarian crisis, which has alarmed the entire international community. The arrival of more than one million people searching for international protection, since 2015 to the southern coasts of Europe, (i.e., which are fleeing from armed conflicts and unacceptable living conditions in the Middle East and African countries), has led to great humanitarian tragedies and crisis at the European Union. The route that connects the north of Central America with the southern border of the United States, has also become a space of conflict leading to victims among the migrants in transit. It is also important to highlight, the migratory flows in the large areas of the Mediterranean, since immigrants leave their home countries in the search for a better life (Arango et al., 2017).

As mentioned above, the immigration to Spain has experienced a great growth since 2000, being one of the basic components of Spanish demography and a phenomenon of great economic and social importance (Instituto Nacional de Estadística INE, 2017). Spain experienced an increase of the number of immigrants arriving at the country, during the period of strong economic growth, originated from the housing bubble at the beginning of the century. However, that arrival stopped shortly in 2009 with the beginning of the economic crisis. With the crisis, many foreigners returned to their home countries or sought other destinations, accompanied by the departure of Spaniards in search for better life opportunities. In the

worst period of the economic crisis, in 2013, Spain had lost a quarter of a million inhabitants in this way. As of 2014, the emigration lost intensity, and the immigration movement began to recover. In 2015, more foreigners arrived than those who left, but the departure of Spaniards meant that emigration still predominated. In 2016 and 2017, the migratory balance was positive with the arrival of more immigrants (El País, 2017, El Confidencial, 2018). During these two years, the countries from which more immigrants arrive were from Venezuela, Morocco, and Colombia (INE, 2017).

In Spain, the main migratory flows come from the Mediterranean. The International Organization for Migration (IOM, 2018) stated the most common places of immigrants' departure, were from Algeria and Morocco, reaching 22,103 people. In addition, more and more people are risking the crossing of the Mediterranean (El País, 2018).

4. Methodology

4.1. Design of the investigation

In order to fulfill the objective of the research, a qualitative research based on a content analysis of the publications made on the official Facebook pages of the main Spanish immigration NGOs has been done.

Content analysis is an analytical approach used to identify the presence of concepts and themes within a set of qualitative data and is a popular method of collecting data obtained through social networks (Tuten and Solomon, 2013). The analysis of qualitative content goes beyond identifying the objective text, to look for meanings and determine themes extracted from the information to obtain a better understanding of social realities (Ellingson, 2011, Lehtonen, 2000, Rickly-Boyd, 2013). Researchers are concerned with the context of the narratives and experiences reported, to categorize the emerging themes within the content retrieved (Banyai and Glover, 2012, Ellingson, 2011, Lehtonen, 2000). Qualitative content research is concerned with producing descriptions and typologies related to expressions that highlight how people perceive the social world.

Therefore, the content analysis is an effective way to know the main topics or issues addressed by NGOs in their communication through the social networks. After the main topics have been identified, the number of publications related to each topic is detailed, as well as the number of "likes" and comments of those publications, thus obtaining which ones have been most used and those that have raised the most interest.

As a limitation of the study, it should be mentioned that the publications' images could not be analyzed. The content referred to images constitutes an important factor in social networks, accompanying the text itself. Although using the Nvivo 11 software the images can also be categorized, the use of a large number of publications (7689 in total) caused the analysis of the images to be considered inaccessible for this study. However, the study of the content in images is considered as a future line of research.

4.2. Data collection

Ncapture, a complementary tool of Nvivo 11, was used to collect the data of the publications made in the social network of Facebook. With this tool, it was possible to collect and sort all the content of the NGOs' publications and the comments

of the users, which greatly facilitated their subsequent analysis (He et al., 2016, Garay and Morales Pérez, 2017; MacKay et al., 2017).

4.3. Data analysis

To analyze the publications made by the organizations, the information was exported to the Nvivo 11 software, as this significantly reduces the time implications and complexity associated with manual categorization (Bosangit and Mena, 2009). Using the Nvivo 11 software, it was possible to identify topics with common characteristics allowing the clear identification of different categories, in which the information will be organized, and the main topics or issues referred to by the organizations will be established (Hai-Jew, 2014). This method of data analysis has been used in Jiménez's study (2018), referring to the analysis of publications in the tourism sector.

Therefore, a categorization process is carried out to identify topics through common patterns of the words most used in social network publications. In this study an inductive categorization is carried out, since the categories are obtained once the information has been collected, through the data based on the examination of the patterns and recurrences present in them (Chaves, 2005). In this sense, a constant refinement of the themes or categories of the words was carried out. For this, all the words that had some meaning for content analysis were chosen, the valid terms were categorized in relation to the most relevant attributes or characteristics related to the destination. Adjectives, verbs with difficult or invalid classification were excluded from the analysis. Afterwards, through Nvivo 11, we obtained the number of publications related to each attribute, as well as the number of "likes" and comments of those publications, in this way, the most common attributes and those that generated the greatest level of interest by users, were identified.

Moreover, the analysis of the publications, permitted to assess the most relevant information (i.e., content) which was used by the Spanish NGOs during their communication in the digital platforms, and to get the users' perception.

5. Results

For the content analysis, a total of 7689 publications retrieved from the official Facebook accounts, of the immigration NGOs, between 2016 and 2017 (seeTable 1).

Table 1: Publications made through the official Facebook accounts of the immigration NGOs between 2016 and 2017

Immigration NGOs	Publications
Accem	1207
Acnur	577
Aesco	717
Asociación de Apoyo al Pueblo Siria (AAPS)	430
Asociación de ayuda a inmigrantes sin papeles	95
Bienvenidos Refugiados	1078
Cear	736
Plataforma de ayuda a refugiados en Murcia	530

Proactive Open Arms	1147
SOS refugiados	1172
Total	**7689**

Source: Own elaboration

The content of these publications was assess regarding the main categories about to the topics or issues addressed by the immigration NGOs in their communication. In total, 11 categories were obtained: "solidarity actions", "geographical area", "social conscience: positive messages", "social conscience: problems and injustices", "culture", "maritime environment", "social groups", "locations", " Politics "and" demands ". Then, the content of the publications was analyzed per category, obtained from the main subcategories.

In Table 2, the results of the main categories ordered by the number of publications are listed. It can be seen that the most used category with more than 4000 publications is the one referring to "locations". Subsequently, with more than 3000 publications are the categories "solidarity actions", "social conscience: problems and injustices", "geographical scope" and "claims". With 2008 publications is the category "social groups" and, finally, with less than 2000 publications, are "culture", "social conscience: positive messages", "maritime environment" and "politics". Therefore, there is a willingness on the part of NGOs to highlight places, more specifically, locations and geographical areas. Also prevailing are the publications on solidarity actions and demands that are made or proposed by NGOs. In addition, issues about problems and injustices that are committed in immigration are also published.

Regarding the activity or interaction generated by the themes or issues, the categories "maritime environment" and "social conscience: positive messages" stand out. Despite having few publications, they raise a great interest in users with 297 and 215 interactions respectively. The categories "solidarity actions" and "claims" with almost 200 publications are also attractive for users. Instead, it should be noted that the categories referred to "locations", "geographical area" and "social conscience: problems and injustice" despite having many publications, have a low interaction by users.

Table 2. Main categories identified and their results (number of publications, "likes" and comments)

Categories	Number of publications	"Likes" per publication	Comments per publication
Locations	4.107	108,6	7,7
Solidary Actions	3.767	181,3	10,4
Social conscience: problems and injustices	3.579	157,3	10,8
Geographical scope	3.219	119,4	8,0
Claims	3.169	179,7	11,0
Social groups	2.008	150,9	11,5
Culture	1.684	98,5	5,7
Social conscience: positive messages	1.559	204,7	10,3
Maritime environment	1.350	281,2	15,8
Politics	745	107,2	7,8

Source: Own elaboration

Next, the results of the main subcategories belonging to each category were explored. Consequently, the results per category are commented.

In Table 3, the main subcategories identified in the "solidarity actions" category and their results are specified. This category consists of a total of 18 subcategories related to actions for social causes and solidarity. As can be seen (table 3) there is one term that stands out above the others, "help" with 1343 publications, more than twice the second term. The other subcategories are quite similar regarding the number of publications, above the 500 publications, these were "welcome", "support", "humanitarian" and "solidarity".

About the generated activity, the subcategories "rescue" and "save" have more interaction, being the ones most valued by users with more than 350 interactions per publication. In this sense, it is worth highlighting the very low interaction of the users about the "welcome" subcategory, despite being the second with the greatest number of publications. There is also a low participation in the subcategories "participate" and "integrate". This is interesting, since the reception and integration of immigrants is one of the most important concerns in immigration. In the last analysis it can be verified that, although users are inclined to to assess aspects such as saving and rescuing, they are more reluctant in those issues that require interaction or more active and personal involvement with immigrants such as the reception, integration and the participation.

Table 3. Main subcategories identified in the category "solidarity actions" and their results
(number of publications, "likes" and comments)

Categories	Subcategories	Number of publications	"Likes" per publication	Comments per publication
Solidarity actions	Help	1343	227,6	14,2
	Welcome	605	76,5	3,7
	Support	592	217,8	12,5
	Humanitarian	512	164,8	11,0
	Solidarity	506	132,3	6,5
	Rescue	495	358,4	18,3
	Volunteering	490	187,5	12,8
	Save	441	334,2	19,7
	Participate	312	73,0	2,7
	Collaborate	303	128,5	6,6
	Complaint	239	119,4	12,7
	Donation	223	129,5	6,1
	Fight	211	224,3	14,5
	Integration	191	64,1	2,4
	Marches	164	175,7	9,2
	Containers	133	119,4	9,2
	Attend	109	129,2	12,0
	Apprehend	79	51,1	5,0

Source: Own elaboration

In Table 4, the main subcategories identified in the category "geographical area" and their results are detailed. This category consists of a total of 11 subcategories linked to different geographical areas. It can be highlighted two areas, the first one referred to "Europe" with 1237 publications and the second one to "countries" with 1029 publications. Therefore, although in the communication of the NGOs references are made to topics related to the geographical boundaries and areas such as "borders", "international", "city", "people", "world", the greatest number of publications addresses information about what happens in Europe and in its different countries.

Regarding the interest of the publications among the social network users, it can be seen that the number of likes between the different subcategories is relevant, but not as relevant as those addressing "Europe", "borders" and "global", with almost 150 interactions per publication, which shows the interest in immigration at a global level, Europe and in the rest of the world.

Table 4. Main subcategories identified in the category "geographical scope" and their results (number of publications, "likes" and comments)

Categories	Subcategories	Number of publications	"Likes" per publication	Comments per publication
Geographical scope	Europe	1.237	136,3	9,8
	Countries	1.029	96,7	6,7
	Borders	536	132,9	10,6
	International	526	100,4	7,9
	City	486	106,7	8,6
	Villages	379	113,1	9,5
	Global	200	133,6	6,5
	Camp	190	69,2	5,4
	Island	180	94,7	9,4
	Population	147	62,7	4,3
	Routes	124	66,0	4,8

Source: Own elaboration

In Table 5, the main subcategories identified in the category "social awareness: positive messages" are presented. In total, 9 subcategories were found linked to positive messages to promote social awareness. In this case, the term "Thanks" stands out among the others with 521 publications. Subsequently, there are three other subcategories with a good number of publications such as "hope", "future" and "peace", with more than 200.

In the interaction generated by the publications, only the subcategory "dignity" with 359 likes, stands out from the rest.

Table 5. Main subcategories identified in the category "social awareness: positive messages" and their results (number of publications, "likes" and comments)

Categorías	Subcategories	Number of publications	"Likes" per publication	Comments per publication
Social awareness: positive messages	Thanks	521	246,9	11,8
	Hope	254	236,6	11,8
	Future	243	207,3	8,1

Social awareness: positive messages	Peace	228	174,2	11,9
	Liberty	125	136,0	7,0
	Play	204	233,3	10,5
	Dreams	107	116,0	3,8
	Enjoy	114	134,0	6,4
	Dignity	107	359,7	20,6

Source: Own elaboration

In Table 6, the main subcategories identified in the category "social conscience: problems and injustices" and their results are shown. This is the category with most subcategories, 38, referring to messages of problems and injustices about immigration. Thus, in the content of the NGO publications in Spain, the main themes are "war", "flee" and "dead" with more than 600 publications, with the other subcategories with very similar number of publications. Therefore, the communication of immigration NGOs is to certain extent dominated by the use of problems and injustices about social conscience change, leading to numerous different terms in which the war is a predominating topic and its consequences, the main issue.

About the likes per publications, the subcategory "hell" with 361 interactions per publication dominates and indicates the situation of the immigrants, especially in relation to the war effects. Also, worth mentioning are six subcategories with more than 200 interactions per publication: "despair", "mafia", "shame", "shipwrecks", "drama" and "losses". With these terms, two new topics such as the mafia and shipwrecks were of great interest to social network users.

Table 6. Main subcategories identified in the category "social conscience: problems and injustices" and their results
(number of publications, "likes" and comments)

Categorías	Subcategories	Number of publications	"Likes" per publication	Comments per publication
Social conscience: problems and injustices	War	714	140,0	9,8
	Flee	679	177,4	10,0
	Dead	617	171,7	16,6
	Crisis	278	162,5	11,1
	Die	276	192,8	16,4
	Suffer	273	123,1	10,0
	Obligate	268	100,8	8,7
	Bombs	264	101,3	10,2
	Victims	250	193,8	11,4
	Losses	243	200,9	14,7
	Violence	214	135,8	6,5
	Danger	203	146,6	6,8
	Crossing	177	139,7	10,7
	Leave	177	129,0	7,6
	Entrap	144	51,5	5,3
	Cold	140	127,2	11,7

Social conscience: problems and injustices	**Discriminate**	132	52,9	2,2
	Shipwrecks	126	215,4	20,0
	Kill	125	130,6	17,8
	Problem	124	89,3	8,1
	Drowned	122	192,6	18,1
	Attacks	121	83,8	12,0
	Escape	115	169,7	14,8
	Shame	112	215,7	22,8
	Horror	111	164,4	9,5
	Survive	110	153,5	11,9
	Wounded	106	95,1	11,2
	Desappeared	106	90,1	10,1
	Despair	106	248,3	15,6
	Deported	97	149,4	19,3
	Terrorism	92	166,2	7,9
	Drama	90	201,8	11,7
	Racism	87	45,1	1,8
	Hungry	86	89,2	13,0
	Orphans	86	171,2	16,0
	Wall	85	197,2	11,4
	Hell	85	361,8	28,2
	Mafia	83	216,3	18,1

Source: Own elaboration

In Table 7, the main subcategories identified in the category "culture" as well as their results are listed. In total it consists of 13 subcategories referring to cultural aspects, among these "formation" stands out with 413 publications. In this category it can be verified, that the communication is oriented to educational issues, being the subcategories "formation", "education", "studies" and "school" those with more publications.

Regarding the level of interaction generated per publication, besides the educational issues, other topics such as "school" and "education", the subcategories "concerts", "cinema" and "sports" have had a good result with more than 80 interactions per publication.

Table 7. Main subcategories identified in the category "culture" and its results (number of publications, "likes" and comments)

Categorías	Subcategories	Number of publications	"Likes" per publication	Comments per publication
Culture	**Formation**	413	47,2	5,3
	Culture	225	60,9	3,6
	Education	150	94,6	4,6
	Studies	141	76,7	4,2

	School	136	94,4	5,8
	Music	127	64,4	5,3
	Concerts	106	101,8	3,3
	Cinema	96	91,6	5,6
Culture	**Artistics**	87	73,6	1,7
	Books	86	41,5	1,4
	University	84	54,2	2,1
	Students	79	57,5	2,1
	Sports	53	81,0	2,6

<center>Source: Own elaboration</center>

In Table 8, the main subcategories for "maritime environment" it was found to be divided into a total of 5. Among the identified, elements related to the sea, especially "Mediterranean" with 764 publications was the most prominent. Therefore, the importance of this category relates with a critical part of the problems on immigration flows, since many refugees go into the Mediterranean sea to reach the European continent, such task involves great difficulties, therefore it is , one of the key factors in the communication of the NGOs.

About the interest generated among the users, a great similarity about the number of "likes" among the 5 subcategories was observed. Nevertheless, "sea" and "ship" with more than 350 interactions per publication achieved a higher level of feedback.

<center>Table 8. Main subcategories identified in the category "maritime environment" and its results
(number of publications, "likes" and comments)</center>

Categorías	Subcategories	Number of publications	"Likes" per publication	Comments per publication
	Mediterranean	764	259,1	14,6
	Sea	451	393,6	22,0
Maritime Environment	**Ship**	370	342,3	19,9
	Coast	218	210,5	15,7
	Aegean sea	123	301,5	18,6

<center>Source: Own elaboration</center>

In Table 9, the main subcategories identified in "social groups" as well as their results are presented. This category comprehends a total of 11 subcategories, about the individuals that play a social role in the society. In this regard, the "children" subcategory with 921 publications dominates over the others subcategories, since it is the one with most references in NGO communication. The subcategories "family" and "women", with more than 400, were also important elements.

Regarding the users' responses to the publications, "children", "family" and "friends" with more than 180 interactions per publication, were the terms that raise most awareness and interest among the users.

Table 9. Main subcategories identified in the category "social groups" and their results
(number of publications, "likes" and comments)

Categorías	Subcategories	Number of publications	"Likes" per publication	Comments per publication
	Children	921	152,3	13,2
	Family	527	172,7	10,9
	Women	419	148,8	10,2
	Friends	284	168,5	16,2
	Sons	235	194,1	16,9
Social Groups	Underage	185	62,0	5,3
	Father	178	153,5	15,3
	Young	165	107,6	5,6
	Men	138	123,0	9,6
	Brothers	111	121,7	13,8
	Gender	79	77,8	1,9

Source: Own elaboration

In table 10, the main subcategories identified in "locations" and their results are specified. This category is the second with the highest number of subcategories with a total of 19 linked with specific locations of countries or cities. The number of publications indicates the subcategory "Syria" as the most referred location in the communication of NGOs with 1226, a considerable distance from the others, followed by "Spain" with 889. Subsequently, the subcategories were divided into countries and localities of Spain. Regarding countries, a greater number of publications about "Greece", "Turkey", and "Libya" were found, particularly about the Greek island of "Lesbos", all of these locations are related to refugee problems. On the other hand, about Spanish localities, "Valencia", "Madrid" and Murcia " were among the most cited in publications.

Regarding the activity and response generated among the users, the Greek island of "Lesbos" stands out once more from the rest, being of great interest for the users with almost 300 interactions per publication.

Table 10. Main subcategories identified in the category "locations" and their results (number of publications, "likes" and comments)

Categories	Subcategories	Number of publications	"Likes" per publication	Comments per publication
	Syria	1.226	107,1	8,1
	Spain	889	112,8	9,0
	Valencia	607	7,4	0,6
	Grecee	588	70,5	5,1
Locations	Madrid	453	74,0	4,6
	Turkey	384	124,5	10,2
	Lesbos	307	274,9	15,8
	Libya	242	233,4	19,4

	Murcia	200	34,4	1,9
	Barcelona	194	204,2	9,7
	Italy	184	145,8	10,0
	Africa	148	109,8	8,5
	Afghanistan	122	70,1	5,7
Locations	Germany	118	70,7	6,7
	Athens	110	55,3	7,7
	Seville	95	64,4	3,9
	Iraq	92	70,4	5,0
	Arabia	85	67,3	3,6
	Serbia	61	36,1	6,8

Source: Own elaboration

Table 11 shows the main subcategories identified in "policy". This category consists of 4 subcategories highlighting the terms "government" and "policy" as the most used with 352 and 212 publications respectively.

In the publications' response activity, the topics that generated more interest among the users were "government" and "laws" with more than 140 interactions per publication. In this way, the importance that NGOs give to politics is reinforced, highlighting above all the role of the governments, countries politics and immigration laws.

Table 11. Main subcategories identified in the category "policy" and its results (number of publications, "likes" and comments)

Categories	Subcategories	Number of publications	"Likes" per publication	Comments per publication
	Government	352	142,9	12,1
Policy	Policy	312	78,7	4,6
	Town Halls	102	44,3	2,2
	Laws	79	139,9	12,3

Source: Own elaboration

Lastly, in table 12, the main subcategories for "claims" and their results are presented. In total, 10 subcategories have been identified, among NGOs communication demands. The term "life" with 1185 publications was the most impacting, followed by "work" and "asylum" with 753 and 523 publications respectively.

In the same way, in the likes per publication, the subcategories "life" and "work" again predominate with more than 200 interactions, whereas "asylum" had a low interaction.

Table 12. Main subcategories identified in the category "claims" and their results (number of publications, "likes" and comments)

Categories	Subcategories	Number of publications	"Likes" per publication	Comments per publication
Claims	Life	1185	277,3	14,9
	Work	753	200,9	14,0
	Asylum	523	71,5	4,5
	Food	328	148,9	11,1
	House	240	178,5	11,4
	Doctors	206	152,4	11,4
	Protection	205	83,8	3,8
	Home	204	137,1	5,5
	Food	155	83,1	6,4
	Hospitals	113	82,8	11,5

Source: Own elaboration

6. Conclusions

Social networks have marked a new era in non-profit entities management, providing them with means for a new type of communication, and with a new channel for interaction. New dialogues can be achieved in a more fluid way and communication can be more dynamic, to deliver their social messages to users. In recent years, there has been several events on immigration that have generated social problems and more particularly humanitarian crisis, the main driver of NGOs communication.

In this study we have learned about the communication of immigration NGOs in Spain, through the analysis of their publications content in the official Facebook page in social network. In effect, the main topics or issues mentioned by the NGOs have been identified, as well as the interaction with the users. In total, 7689 publications have been analyzed showing the category "locations" as the most used, followed by "solidarity actions", "social conscience: problems and injustices", "geographical scope" and "claims". Therefore, there are reasons NGOs to highlight the places, regions and geographical areas where the refugee's main problems occur. Moreover, the categories with the most interaction by the users were "maritime environment" and "social conscience: positive messages". In this sense, a great interest was found in the subject sea crossing by refugees, as well as its possible consequences. On the social conscience, it is necessary to emphasize that the positive messages are much better valued by the users than those that deal with problems and injustices.

Regarding the subcategories there were several interesting and important details. In the analysis it was possible to verify that users are prone to assess aspects such as saving and rescuing, but they are more reluctant in those issues or topics that require a more active and personal involvement with immigrants, such as reception, integration and participation. The European crisis about immigration issues, occupies an important place in the communication of NGOs, as well as wars and

deaths in the countries of conflict. Again, the social network users consider relevant the maritime environment, sincee terms "shipwreck" and "drowned" created high degree of interaction. In addition, users raised topics about the "mafia" whose treatment in the media has not been so widespread. The educational issues also occupy a prominent place in the NGOs communication , since concerns over e children was found in their messages. NGOs also consider in the communication on social media, politics, governmental roles played by the different countries, including laws on immigration, without neglecting the importance of claiming on behalf of the immigrants and refugees good life and work conditions.

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