

---

**DIGITAL STRATEGY TO STRENGTHEN CORPORATE IMAGE FROM AN ORGANIZATIONAL  
CULTURE PERSPECTIVE**

**DIGITAL STRATEGY TO STRENGTHEN CORPORATE IMAGE FROM AN ORGANIZATIONAL  
CULTURE PERSPECTIVE**

---

**Santos Mejía José Roberto**  
Autonomous University of Guerrero  
<https://orcid.org/0009-0009-4001-024X>  
[13297@uagro.com](mailto:13297@uagro.com)

**Lataban Campos Anabela**  
Autonomous University of Guerrero  
<https://orcid.org/0009-0006-5143-7298>  
[07673@uagro.com](mailto:07673@uagro.com)

**Catalán Galeana Esmeralda**  
Autonomous University of Guerrero  
<https://orcid.org/0009-0006-2834-398X>  
[23500798@uagro.com](mailto:23500798@uagro.com)

---

DOI: <https://doi.org/10.61273/neyart.v3i3.182>

| Received: 01/09/2026 | Accepted: 03/11/2026 | Published: 04/15/2026

This work is  
licensed under an  
international  
Creative Commons Attribution 4.0.



**Abstract--** This research study, titled “Digital Strategy for Strengthening Corporate Image on Social Media from an Organizational Culture Perspective,” focuses on the need to position the Centro de Estudios Superiores de Guerrero (CEMSG), an educational institution facing structural challenges in digital communication within a competitive educational market, which limits its interaction with the public, its visibility, and its recognition.

The main research objective centered on the articulation of a digital transformation process through social media to consolidate the corporate image in a distinctive way that addresses the essential components of digital communication.

Accordingly, a qualitative study was conducted at a propositional level using various tools, most notably the social media platform Facebook, which revealed that CEMSG has deficiencies in planning, segmentation, and elements necessary for strengthening its corporate image.

It became clear that, although the institution is generally viewed positively, its digital activity is passive and lacks essential elements such as narrative and metrics for effective brand positioning; therefore, a digital strategy that transforms communication into a systematic model is crucial.

**Keywords—**Digital communication, corporate image, positioning, social media.

**Abstract--** This research study, titled “*Digital Strategy for Strengthening Corporate Image on Social Media from an Organizational Culture Perspective*,” focuses on the need to position the Centro de Estudios Superiores de Guerrero (CEMSG)—an educational institution facing structural challenges in digital communication within a competitive educational market—which limits its interaction with the public, as well as its visibility and recognition.

The main research objective focused on the articulation of a digital transformation process through social media aimed at consolidating the corporate image in a differentiated manner that would address the essential components of digital communication.

Accordingly, a qualitative study was conducted at a propositional level using various tools, among which Facebook as a social network was one of the most relevant. Through this tool, it was determined that CEMSG exhibits deficiencies in planning, segmentation, and key elements for strengthening its corporate image.

It was found that, although the institution has a generally positive evaluation, its digital activity is passive and lacks essential components such as narrative and metrics for effective brand positioning; therefore, a digital strategy that transforms communication into a systematic model is crucial.

**Keywords**—Digital communication, corporate image, brand positioning, social media.

## INTRODUCTION

The way in which institutions establish connections and communicate with the public has been radically transformed by the rapid evolution of technology. In this regard, educational institutions face significant challenges related to strengthening solid strategies to integrate digitalization, which will allow them to gain visibility and positioning against the competition.

This research aims to propose digital communication actions, framed within the organizational culture of the Centro de Estudios Superiores de Guerrero, as well as its cultural pillars, guiding principles, and mission, with the primary purpose of strengthening its corporate image. Authors such as Bohórquez argue that corporate image has established itself as a key element of marketing, serving as a fundamental component of organizational recognition; a well-established corporate image enables the design of assertive strategies in the marketplace. (Bohórquez, 2020)

Following a thorough analysis of the data collection tools, a discouraging assessment was made of the institution in question. This is because, despite receiving a positive internal evaluation, digital communication lacks a formal structure, resulting in a lack of institutional recognition, limited public engagement, a weak visual narrative, and virtually no content dissemination.

Technological advances are indispensable for interaction, the creation of cooperative environments, and the promotion of innovation in personal and corporate projects. Some scholars in the field assert that these advancements shape the social and cultural fabric through various social media platforms, driving transformations in the environment and human communication, fostering new models of organization and collaboration, and evolving into a social phenomenon rather than a purely technological one. (Tascon & Quintana, 2012)

After identifying that certain factors are missing that hinder effective institutional positioning—such as the active use of metrics, visual storytelling, and systematic planning—it becomes necessary to determine which essential components must be integrated into digital communication strategies to strengthen the corporate image of the Guerrero Center for Higher Studies on social media.

In line with the above, it was observed that a response closely aligned with the previous approach focused on digital marketing, particularly when some authors note that: “Educational institutions must adopt a comprehensive marketplace approach that takes into account all available platforms for communicating with their audiences.” (Kotler & Keller, 2020)

To identify essential components for integrating a digital communication strategy, a qualitative, propositional methodological approach was employed, focusing particularly on the analysis of the Facebook digital platform as the primary social media channel used at the institutional level. Likewise, the research was grounded in the convergence of theoretical approaches that view the construction of corporate image as the result of a dynamic and planned process, characteristic of a solid organizational culture.

Finally, this study, rather than a comprehensive diagnosis, enables the structuring of a digital strategy for the transformation of communication at the Centro de Estudios Superiores de Guerrero, contributing to institutional positioning, social recognition, and the establishment of stable ties with different sectors of the community. Furthermore, the implementation of a digital strategy minimizes the risks of falling behind, builds identity, generates institutional visibility, and fosters competitiveness in the educational market.

## **DEVELOPMENT**

This section presents a systematic analysis of the findings obtained through five data collection instruments, corresponding to literature review, observation,

interviews, questionnaires, and surveys; examining the reality faced by the Guerrero Center for Higher Studies regarding digital communication and corporate image positioning as central pillars of organizational culture.

**Analysis of the digital communication strategies of the Guerrero Center for Higher Studies.** Digital communication strategies are the result of a planned, coherent, and dynamic process, characteristic of a structured organizational culture that seeks to build a solid digital and institutional presence. In this regard, Capriotti has noted that “strategic management establishes global patterns or guidelines that guide and direct all communication activities across the board to provide unity and direction to an entity’s communication in the medium and long term, while tactics enable its daily implementation” (Capriotti, 2024)

Based on the above approach, an analysis of the collected data revealed a significant gap was revealed between the strategic theory and the communication practices of the Centro de Estudios Superiores de Guerrero. On one of the most popular social media platforms, Facebook, it was found that the institution operates in a tactical and reactive phase, lacking the necessary strategic vision to help establish a solid image that would allow it to compete in the educational market. Through a questionnaire on the community’s perceptions and expectations regarding the Centro de Estudios Superiores de Guerrero’s social media presence—aimed at evaluating the impact of institutional communication and measuring the level of trust and image on social media—the following findings were gathered:

When examining platform usage, we found that Facebook is the most widely used platform at 74%, while Instagram, X/Twitter, and YouTube do not show a clear trend, indicating a total concentration on a single network and a complete absence on others. Participants show a clear preference for receiving information via social media, reaching 96% of the highest values, while a minority segment considers email to be the best channel; interaction with paid posts is moderate at 65%, compared to 22% who never interact, and the rest remain inactive. (Santos, 2025)

Based on the above, there is clearly a high dependence on Facebook as the primary communication channel, accounting for 74% of usage, while platforms such as Instagram, YouTube, and X/Twitter have no significant presence. This reflects a digital strategy lacking diversification, creating a communication risk by relying exclusively on a single social media platform.

### **Strategic planning.**

For the implementation of any effective strategy, a thorough analysis of the situation is essential for assessing both the internal and external factors affecting the institution. In this regard, document analysis and observation revealed a lack of narrative coherence and a digital strategy at the Guerrero Center for Higher Education.

Through interviews with executives and coordinators, not only was essential information gathered for this research, but the previous observation was also reaffirmed, given that, although they offer a positive assessment of the organization—highlighting internal institutional commitment—they acknowledge the lack of systematic planning and robust dissemination processes. Responses to the question “What are the digital communication strategies?” converge on the fact that: “there is no clear strategy; publications are produced intuitively and without prior defined planning” (Santos, 2025). In this regard, the lack of a defined digital strategy creates a gap and hinders the continuity of effective digital communication within the institution.

On the other hand, during the study period from February to July, the need for a solid strategy to strengthen short-, medium-, and long-term guidelines was not fully recognized, a situation that made it impossible to design measures or strategies such as audience segmentation or the allocation of resources.

### **Definition of target audiences and objectives.**

One of the most relevant strategies within the organizational culture involves audience segmentation and the setting of communication objectives. Although the Centro de Estudios Superiores del Estado de Guerrero seeks to position itself as an institution with a high level of social commitment and academic quality, there are no defined or time-bound objectives for digital communication that would enable such institutional recognition within the social context.

Through a survey and questionnaire, it was evident that digital interactions and communication are limited, resulting in a passive community regarding the promotion and positioning of the institutional image. This indicator reveals a misalignment between expectations and current content, hindering the creation of meaningful connections and highlighting the absence of audience segmentation processes.

Through surveys administered to both students and administrative and management staff—which addressed various points aimed at assessing how frequently people use Facebook, X, YouTube, and email to learn about the activities of the Guerrero State Center for Higher Education—the findings revealed that: “There are passive audiences; in both groups there is a minority that rarely participates or interacts; this finding indicates the need for specific strategies to engage these segments.” (Santos, 2025) Furthermore, the analysis of survey and interview data indicated that there were certain preferences and interests regarding content, specifically institutional materials, academic topics, and announcements. In this regard, some authors, such as Huertas, note that young audiences have a special interest in content that offers a glimpse into their educational future, positioning such content as useful. (Huertas, 2020)

Likewise, it is important to integrate real stories from the community into digital communication, facilitating a secure connection with the external audience and increasing the sense of belonging in institutions that use narratives grounded in experiences. (Jekins, 2006)

Audiences have become strategic allies in digital communication and brand positioning, given that they engage in a participatory manner; however, when combined with audience segmentation, this approach can be effective in meeting the expectations of each group. This premise is grounded in the principles of Scolari, who argues that the presence of active audiences fosters agents for institutional strengthening and corporate image building (Scolari, 2021). In this sense, audiences play a leading role, ceasing to be merely audiences or spectators.

Finally, some authors, such as Del Pino, assert that segmentation is crucial for digital communication, on the understanding that content aligns with the expectations and motivations of each audience (Del Pino, 2016). In line with this, the Center for Higher Studies of the State of Guerrero could, through segmentation, implement strategies targeted at different public interests.

### **Media strategies.**

These strategies centered on selecting the digital medium or platform that would facilitate the transmission of the message, while the message itself was aligned with the coherence of the content to be conveyed. In line

the above, at the Center for Higher Studies of the State of Guerrero, inconsistencies were detected between institutional documents, the visual identity, and the discourse disseminated on social media.

Some authors, such as Olins, argue that an institution's visual identity should be consistent with graphic elements and updates that can establish a long-term representation (Olins, 2014); similarly, Van Riel suggests that communication should be governed by certain codes to ensure consistency in the message (Van Riel, 2012). In this regard, self-image can be undermined when there are inconsistencies in the visual identity and in the establishment of formal guidelines.

The Centro de Estudios Superiores de Guerrero lacks formal codes for communication, which results in messages and their content being scattered and misaligned with institutional objectives, thereby weakening the organization's image. This is compounded by a lack of narrative clarity that limits the establishment of a shared identity.

The inconsistency in visual identity and the weak narrative weaken the corporate image of the Center for Higher Studies of the State of Guerrero, preventing it from being differentiated from other educational institutions; therefore, the existence of narrative coherence constitutes an indispensable pillar for building recognition in the digital ecosystem.

However, as far as media strategy is concerned, this study focused on the social network Facebook, given that it is one of the most widely used platforms in the digital world and the only one that had been utilized at the institutional level. However, the use of a single digital platform broadly limits systematic engagement and the ability to connect with diverse audiences, particularly young people who seek varied interactions that can expand the reach of communication.

On the other hand, a lack of metrics and tools to measure, evaluate, and track communication performance was identified, revealing an organizational shortfall that prevents the identification of the impact of actions and the making of evidence-based decisions. Metrics are essential, and their absence creates a structural gap in strengthening the corporate image. In this regard, Capriotti stated that:

Metrics must validate quantitative data such as reach and engagement with qualitative variables such as perception and reputation, recognizing that the effectiveness of communication cannot be measured exclusively in numbers, but must also take into account changes in attitudes, perceptions, and behaviors. (Capriotti, 2025)

Through metrics, qualitative variables—such as perception—which are not necessarily measurable in numbers but are vital for measuring behaviors, can be observed, significantly enhancing such measurements in institutional positioning.

### **Corporate image of the Guerrero Center for Higher Studies.**

Corporate image is a complex process of construction in which various factors—such as symbolic and psychological elements—interact to generate diverse perceptions and experiences among different audiences. In this vein, this study focused on five essential elements: brand awareness, self-image, intended image, public image, and differentiation. Some authors, such as Balmer, have defined corporate image as: "corporate image is a strategic asset that can influence public perception and students' decisions." (Balmer, 2003) In light of this, corporate image is evaluated as a strategic factor for digital communication that can strengthen the creation of bonds with different audiences, especially with students at the Centro de Estudios Superiores de Guerrero. This means that a well-managed corporate image increases the level of credibility and trust in the educational institution.

In this context, visibility enables recognition of the institution through the exposure it receives in various media, particularly digital media. A survey conducted as part of this study revealed that the image of the Centro de Estudios Superiores de Guerrero has a low level of visibility; consequently, its public image is very weak.

A survey measuring spontaneous and aided awareness of the institution—which asked about logo recognition, the frequency of social media posts, and the digital platforms that distribute content from the Guerrero Center for Higher Studies—yielded the following findings:

The Guerrero Center for Higher Studies has low visibility compared to similar institutions; some of these institutions have been in the market longer, have specialized teams for image strategies, and have established a team dedicated to monitoring and analyzing market proposals and trends. (Santos, 2025)

The Guerrero Center for Higher Studies will be visible and recognizable in the digital environment when it succeeds in positioning itself in the minds of the public; in this regard, Capriotti has defined this category as

“the degree to which the public is aware of the organization’s existence and its ability to identify and recall it spontaneously” (Capriotti, 2013).

Now, with regard to self-image, this was addressed in terms of how the institution is perceived internally, whereas the intended image goes beyond self-perception; it extends to what the Centro de Estudios Superiores del Guerrero wishes to convey or project, but both must be consistent with the institution’s organizational culture. A survey revealed that the institution has a positive internal reputation; however, its external engagement is weak, and the substantive content the institution wishes to convey is little known.

In this regard, in response to questions such as: How do you perceive the identity of CEMSG within the educational community? Do you consider that the image projected on social media matches institutional reality? Do you identify with the way CEMSG communicates? It is evident that:

The Center for Higher Studies of Guerrero is viewed as an accessible, reliable, and committed institution that seeks to transform itself through innovation and the use of new technologies. The community is highly willing to become more involved; however, the level of personal identification is moderate, revealing a gap between liking and emotional integration. (Santos, 2025)

When self-image is misaligned with the digital narrative, there is a disconnect between intentions, thereby compromising the coherence needed to establish a solid public image that propels the institution in a competitive educational market.

Public image, unlike self-image, is linked to the perception of the external community; hence, some authors conceptualize it as “the collective perception formed within the social environment regarding the organization, based on the body of experiences, information, and opinions circulating publicly” (Costa, 2016). In this regard, a comprehensive survey of individuals completely outside the educational institution revealed that the visibility of institutional programs and achievements is virtually nonexistent; this is despite the fact that internal perceptions yielded positive results. Through the following questions: How do you perceive the image of the Guerrero Center for Higher Studies from your external perspective? How do you think it conveys trust and credibility on social media? and

What do you think are the most notable aspects of their digital communication? It was found that: The public image of CEMSG is perceived as weak, as it lacks interaction, has low emotional resonance, and enjoys little visibility, which creates an image that is not very solid and difficult to validate. They identify the main challenges as a lack of internal communication,

low visibility, mistrust due to misinformation, and the need for consistency in its publications. They consider the current image to be good but in need of greater coherence and a solid strategy. There is a positive perception of institutional communication; the clarity, coherence, and professionalism of CEMSG's communication are valued, indicating a solid foundation in digital management. (Santos, 2025) This phenomenon stems from the absence of digital strategies that enable institutional positioning. The community's passive engagement on digital media has limited the Center for Higher Studies of Guerrero's ability to forge meaningful connections that build the pillars of a digital ecosystem, as outlined by the theory of weak ties in dialogic communication.

This theory was introduced by Granovetter, who argued that less intense relationships are more effective for connecting with different audiences and disseminating information that facilitates the formation of close bonds. In this vein, strength is defined as: "a (probably linear) combination of the amount of time, emotional intensity, intimacy (mutual trust), and reciprocal services that characterize a bond" (Granovetter, 1973). If this principle is applied, it could prove strategic for the Guerrero Center for Higher Studies, as weak ties utilize communities in more distant circles as amplifiers, allowing content to reach other segments.

Finally, differentiation is a key factor for the institution to stand out in the collective imagination; the evidence showed that the Guerrero Center for Higher Studies lags behind other educational institutions in the state. Likewise, in terms of narrative and communicative consistency, there is a gap that prevents the institution's unique attributes from being fully showcased, hindering the consolidation of a solid, differentiated corporate image that would enhance institutional legitimacy in the digital environment.

## **DISCUSSION AND ANALYSIS OF RESULTS**

The analysis of the research on digital communication strategies grounded in organizational culture—which seeks to strengthen the corporate image of the Centro de Estudios Superiores de Guerrero through social media—was structured around two thematic axes: digital communication strategy and corporate image.

These pillars are directly linked to organizational culture. Consequently, some authors propose that, when positioning a corporate image, there should be a direct connection between digital communication, organizational reputation, and institutional identity; this interconnection fosters an environment of trust, legitimacy, and differentiation. (Gualpa, 2025)

The most significant findings of the research were obtained primarily through a literature review, interviews, questionnaires, and participant observation, which enabled a comprehensive assessment grounded in the actual, current situation of the Centro de Estudios Superiores de Guerrero. Based on these results, the initial hypothesis was confirmed: the educational institution lacks a formal and structured digital strategy, which directly affects its public image and hinders its positioning not only in the digital environment but also in the educational market. In the situation analysis category, among the main findings, it was identified that CEMSG lacks a formal digital strategy, which has resulted in isolated actions without a defined direction. Del Fresno and López (2020) state that low-impact and disjointed communication is generated by the absence of structured planning, a situation that fully aligns with the observed behavior. This lack of planning is also reflected in the lack of visual coherence, the limited variety of formats, and an ill-defined institutional discourse. In line with this, Costa (2019) argues that an organization can become recognized and relevant in digital environments if it demonstrates aesthetic and discursive consistency, which highlights the need for CEMSG to strengthen its identity guidelines.

**Table 1.** *Situation Analysis, Author's own work.*

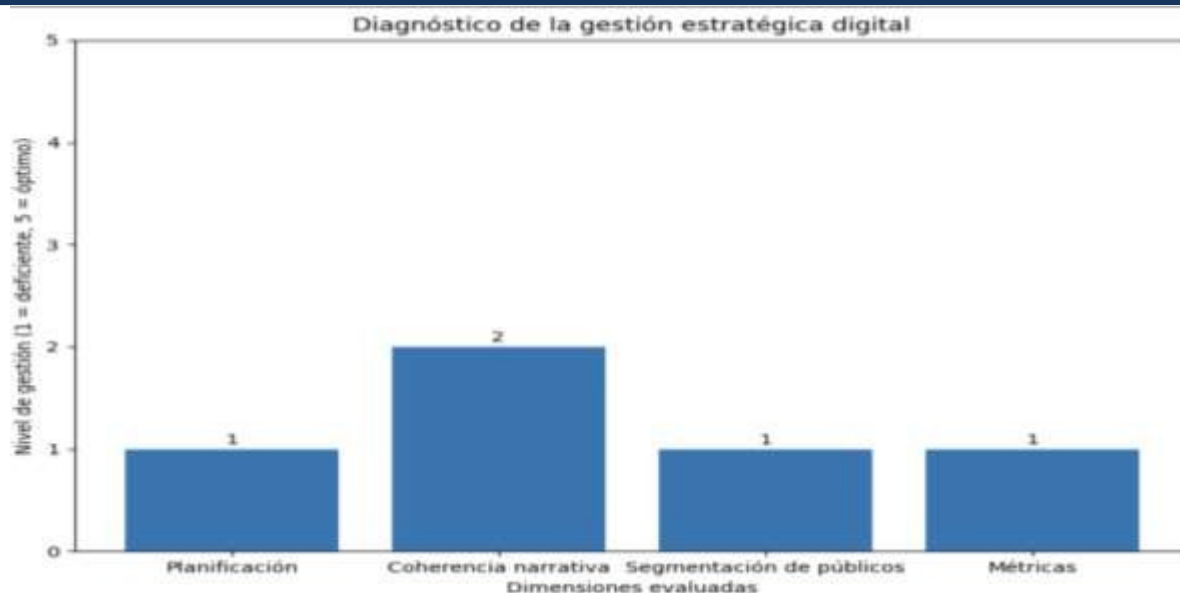
Findings	Instrument
CEMSG exhibits weak interaction and emotional connection; although some posts reach a significant audience, engagement is minimal, which prevents the organization from forming emotional bonds or meaningful relationships with the community.	<b>Participant observation</b>
CEMSG lacks sufficient communicative relevance; its content does not generate the desired interest or value, reflecting that, while it has visibility, it is not considered relevant in the digital environment.	<b>Participant observation</b>

The CEMSG lacks a formal digital strategy, resulting in scattered messages, a lack of narrative coherence, and a that is applied inconsistently.	<b>Document review</b>
It has a limited digital presence, with low engagement, limited brand awareness, and a weak emotional connection with audiences	<b>Document Review</b>

The digital communication strategy category was evaluated based on various subcategories, such as: communication objectives, situational overview, audience definition, media and messaging strategy, as well as evaluation indicators; these subcategories revealed structural deficiencies in planning and execution, as shown in the following data matrix.

**Table 2.** *Data matrix. Authored by the author.*

<b>Indicator</b>	<b>Current status</b>	<b>Impact on corporate image Corporate</b>
<b>Planning</b>	None; there are no established established dissemination processes.	Weakening of institutional .
<b>Narrative coherence</b>	Visual identity is not applied on a regular basis; messages are scattered.	Difficulty with institutional recognition.
<b>Audience Segmentation</b>	Not identified.	No There is connection with the different audiences, the content is generic.
<b>Metrics</b>	Lacking a system system monitoring and evaluation, no metrics are used.	Impact is not measured, so gather evidence and ensure that decisions are made based on evidence.



**Figure 1.** *Diagnosis of the digital strategic management of the Guerrero Center for Higher Studies.*

**Source:** (Santos, 2025).

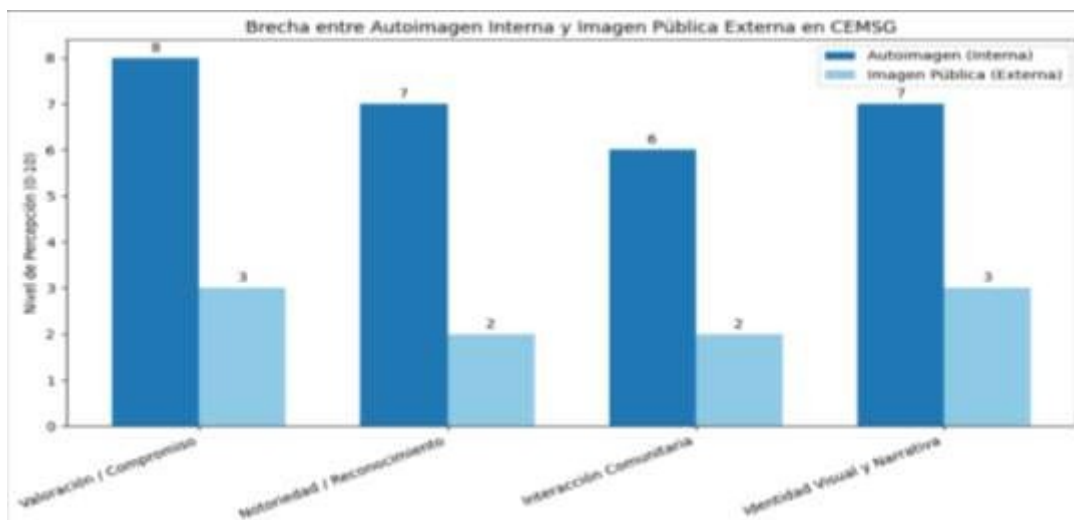
Analysis: The Guerrero Center for Higher Studies lags behind other educational institutions, attributable to the absence of a consistent narrative, lack of planning, and failure to implement an organizational culture that fosters digital communication and social media positioning.

However, regarding the corporate image category, it was evaluated in connection with the messaging and media strategy, which revealed that Facebook was the only institutional platform. Nevertheless, the shared content was inconsistent between the visual identity and the messaging, limiting engagement with different audiences.

Another critical issue was identified in the interactions, as they were limited and involved only passive participation from the community. This situation hinders the creation of sustainable connections, which is of utmost importance in strategic communication that seeks dialogue and authentic relationships. Consequently, the need for eye-catching visual elements and active interaction was identified as essential for positioning the corporate image. The corporate image was examined through the subcategories of self-image, public image, intended image, and differentiation.

**Table 3.** *Corporate image. Author's own.*

Indicator	Status	Impact on corporate
<b>Self-image</b>	Within the institution, it is viewed positively.  Recognition Full of its own attributes.	High level of internal validation, which leads to a commitment to educational quality.
<b>Public Image</b>	Minimal visibility. Passive interaction. Weak visual identity.	Limited external recognition and difficulty in visual positioning, low identity.
<b>Gap</b>	Lack of strategy digital and planning	There is a lack of focus; it cannot reach to different audiences.
<b>Consequence</b>	Inconsistency in how the institution is perceived and how it is perceived externally.	Negative for institutional positioning and competitiveness in the education market.



**Figure 2.** Gap between self-image and public image of the Center for Higher Education of the State of Guerrero.

**Source:** (Santos, 2025).

Analysis: Although the educational institution enjoys a positive internal perception—particularly regarding its high level of quality, which stands out as one of its greatest strengths—its external perception is weak, with limited visibility within the digital community. This contrast not only creates a significant gap between how the institution sees itself and how the public perceives it, but also highlights a lack of strategic planning in digital communication.

## CONCLUSIONS

First, it was evident that the Centro de Estudios Superiores de Guerrero lacks an organizational culture within the institution, with no digital communication strategies, demonstrating fragmented communication, scattered messages, an absence of narrative, and a lack of content diversification.

Although there is a positive internal perception of the Guerrero Center for Higher Studies, the external perception is weak and lacks visibility, indicating low engagement within the digital community. This gap, created by the contrast between internal and external perceptions, hinders the consolidation of identity and positioning within the educational market.

It is essential that the visual identity be integrated into the management of various social media platforms, with constant monitoring supported by metrics that allow for ongoing tracking of communication performance and user interaction; this is crucial for sustaining institutional recognition in the short, medium, and long term.

Finally, it is essential to establish a unified digital strategy that projects a clear, striking, and above all, competitive image. The absence of a strong organizational culture prevents effective communication about institutional advantages, limits visibility, and hinders positioning, leaving the institution at a disadvantage in the competitive education market.

## FUTURE WORK

It is recommended to expand the scope of digital analysis at the Guerrero Center for Higher Studies to include digital platforms such as TikTok and Instagram, in order to more accurately capture young audiences. Furthermore, measuring and evaluating the impact of the implemented strategies will allow for a comparative analysis with other educational institutions, through which new best practices can be identified.

Likewise, it is essential to examine how to transform the passive engagement of the general public by segmenting different external audiences to gain a comprehensive view

of the institution's positioning. Finally, we propose the implementation of a metrics system that combines qualitative and quantitative indicators to make continuous adjustments to the digital strategies implemented, promoting evidence-based management tailored to the needs of the education market.

## REFERENCES

- Balmer, J. M., & Gray, E. R. (2003). Corporate brands: What are they? What of them? *European Journal of Marketing*, 37(7/8), 972–997.
- Bohórquez, F. A. (2020). *Benefits of corporate image and its impact on the marketing strategy of APPS Ingeniería y Marketing Digital S.A.S.* [Master's thesis, Universidad Santo Tomás]. <https://bibliotecadigital.oducal.com/Record/ir-11634-28668?sid=70185>
- Capriotti, P. (2013). *Strategic Planning of Corporate Image* (4th ed.). Institute for Research in Public Relations.
- Capriotti, P. (2024). *DircomMAP. Communication Campaigns: A Practical Guide*. Bidireccional.
- Costa, J. (2016). *Schematism: The Universe of Graphic Visualization and the Informational Theory of Schema*. Joan Costa Institute.
- Del Pino-Romero, C., & Castelló-Martínez, A. (2016). *Integrated Persuasive Communication*. Síntesis Publishing.
- Del Real, P., Guzmán, L., & Vargas, J. (2025). Digital strategies in reputation and corporate image management in digital social environments. *Journal of Strategic Communication*, 12(1), 45–63.
- Granovetter, M. S. (1973). The strength of weak ties. *American Journal of Sociology*, 78(6), 1360–1380. <https://doi.org/10.1086/225469>
- Gualpa, J. S., Ramírez Cepeda, G., Reinoso-Sánchez, P., & Díaz, K. (2025). Organizational communication and corporate image: Keys to positioning through the use of and digital . *Gner@ndoGner@ndo.* <https://revista.gnerando.org/revista/index.php/RCMG/article/view/531>
- Huertas, A., & Mariné, E. (2020). How safety affects the destination image projected through online travel reviews. *Journal of Destination Marketing & Management*, 18, 104–127.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.

Kent, R. L., & Taylor, M. (2021). *Digital Public Relations: Monitoring and Analysis for Strategic Communication*. Gedisa.

Kotler, P., & Keller, K. L. (2020). *Marketing management* (15th ed.). Pearson.

Martínez, J. (2025). Omnichannel approaches in digital communication. *Journal of Digital Media*, 12(2), 20–30. <https://doi.org/10.1234/jdm.v12i2.2025>

Olins, W. (2014). *On brand*. Thames & Hudson.

Puertas Martínez, L. L., & Barajas Villarruel, J. I. (2024). Internal organizational communication in higher education institutions: A methodological proposal. *Nau Yuumak Research Advances*, 3(6), 78–94.

Santos Mejía, R. (2025). *Digital communication strategies based on organizational culture to strengthen the corporate image of CEMSG on social media* [Thesis, Autonomous University of Guerrero].

Scolari, C. A., & Fraticelli, D. (2021). New Media Subjects. In C. A. Scolari & D. Fraticelli (Eds.), *Culture of Convergence* (pp. 45–67). [Publisher].

Tascón, M., & Quintana, Y. (2012). *Cyberactivism: The New Revolutions of the Connected Multitudes*. Catarata.

Van Riel, C. B. M. (1997). *Corporate Communication*. Prentice Hall.

#### COLLABORATIVE WORK TABLE

Role	Author(s)
Conceptualization	José Roberto Santos Mejía.
Methodology	José Roberto Santos Mejía.
Software	Esmeralda Catalán Galeana
Validation	Esmeralda Catalán Galeana
Formal Analysis	Esmeralda Catalán Galeana
Research	José Roberto Santos Mejía.
Resources	José Roberto Santos Mejía.
Data curation	Esmeralda Catalán Galeana
Writing - Draft preparation original	Anabela Lataban Campos

Writing - Proofreading and Editing	Anabela Lataban Campos
Visualization	Anabela Lataban Campos
Supervision	José Roberto Santos Mejía.
Project Management	José Roberto Santos Mejía.
Fundraising	José Roberto Santos Mejía.