

Social media standardization assessment managed by the Ministry of Tourism



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ABSTRACT

When considering the rapid expansion of information services, especially in the online environment, there is a potential tool for the tourism sector, which are social media. Social media play a fundamental role of socializing ideas, stimulating and disseminating information. In this way, the role of public authorities and the organization of public policies is considerable, with the intention of disseminating public communication to promote articulation between the various social actors involved in their plans, programs and projects, via the online environment. This study aim at to assess the standardization of social media managed by the Ministry of Tourism. For this, a bibliographic research, with a qualitative approach, was carried out. The research used secondary sources for a documentary and evaluative analysis through the verification of the Manual of Guidelines for Performance in Social Media (Standard identity of digital communication of the federal executive power), made available by Brazilian Social Communication Secretariat. The social media used by the Ministry of Tourism were evaluated, namely: Facebook, Twitter, YouTube, Google +, Instagram, Pinterest and Flickr. The analysis was carried out considering the year 2017 and the year 2020. The results of this study pointed out that the current social media used by the Ministry of Tourism are being strategically used, but do not follow an adequate visual standardization. Published content is capable of transmitting, based on standardization, a direct and clear message within the context of communication on social media and are consistent with the sector's proposal. In addition to presenting the destinations, events, regulations and important facts of the sector.



Keywords: Social Media; Public Policy; Ministry of Tourism.

INTRODUCTION

Advances in technology of information and communication (TICs) generate great transformations in the tourism sector, affecting clients and suppliers. TICs and specially, the web, started to offer new opportunities and resources to improve the organizations and tourism destinations, as well as increasing the competition, profit and reputation of brands in several sectors of services in this economic branch (Minazzi, 2015; Moro, Rita & Vala, 2016; Arman & Sidik, 2019).

Within this scenery of constant technological advance, in the last years, the distribution of tourism products and travel destinations have suffered profound alterations, due to the evolution of communication means (Kiralova & Pavlicecka, 2015). It is worth highlighting, additionally, that the social media has assumed an important role as source of strategical information in tourism, which can have impact in its development and competitiveness (Thomaz *et al.*, 2016).

This content distribution through social media provides an intense exchange of information, in which users are capable of easily accessing a great amount of relevant data for one's need (Souza & Machado, 2017). In tourism, this dynamic focus on finding destination information and relevant content that may positively help in the decision making process of the tourist (Kiralova & Pavlicecka, 2015).

For this dynamic of distribution and search of online information, it becomes considerable the acting of the public power in the organization of policies that have the purpose of disseminating public communication to promote articulating between several social actors involved in their plans, programs and projects. Within this sense, the present study had the purpose of evaluating the standardization of social media generated by the Ministry of



Tourism. The results point out, in a general way, that social media has not followed proper standardization. Regarding contribution, research presents an academic and management contribution. Regarding structure, this study is organized in five parts, which are: Introduction, Theoretical Reference, Methodological Procedures, Data Analysis and Final Considerations.

TOURISM PUBLIC POLITICS IN BRAZIL

Public politics are a group of actions with the purpose of establishing control or social authority over goods, services and public construction works. Within this sense, interventions by public power, civil institutions, private entities or community groups are performed, which should attend the population and their material and symbolic needs, constructing regulation with direct, broad and punctual interventions (Gastal & Moesch, 2007).

In the concept of Sheppard & Fennell (2019), tourism politics is one of the influencers of articulation and modeling of the sector. Which means, it is what will guide the social-cultural, economical and sustainable impacts, helping, for example, in the benefits of a community.

To reach development, mainly in the tourism sector, Brazil has created politics that articulate since decentralization until regimentation of actions, from government agencies. These policies are fundamental for the success of this area, since it has one of its main functions to establish regulations and guidelines "to be followed in long and medium term, without these guidelines the sector is destined to be unsuccessful." (Silva, Costa & Carvalho, 2013, p. 4).

In this field, it is highlighted then that "the public policies may be considered the solution to overcome many of the problems, barriers and



impacts that limit the diffusion of leisure and of tourism in the actual society” (Clemente & Stoppa, 2018, p. 357).

In the tourism sector public policies need law regulation, performing direct interventions that need to be performed through financial lines, implementation of infrastructure, managing information, training and qualification of human resources, in addition to solidifying guidelines that not only increase tourism in the economical sense but also in its social-cultural implications centered in both tourist as well as residents of a destination (Gastal & Moesch, 2007).

Beni (2006, p. 103) highlights that:

Tourism politics should be understood as a group of conditioning factors and basic guidelines that express the paths to reach global purposes for Tourism in the country, determining the priorities for the executive action, supplementary or assistance from the State; facilitating the planning of companies from the sector regarding investments and more susceptible activities to receive governmental support. It should guide by three major conditionings – cultural, social and economical – for much simple or ambitious it is, the programs, projects and the activities to be developed, the smaller they geographic areas in which they should occur, whatever their main motivations are or which economical sector they should interest (BENI, 2006, p. 103).

Vignati (2008), within this perspective, points out that tourism needs its own politics, which aim growth in competitive and sustainable basis, since this sector presents complexity in its economic sector, as well as diversity that influences the development and the quality of a tourism destination.

In Brazil, some tourism policies, dated from 1996 bring important changes in the sector and are characterized by the maturation of the government and business people regarding the management of destinations. Some examples may be seen in chart (1) as follows:

Chart 1: Evolution of Tourism policies

National Policy of Tourism	1996-1197
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National Program of Municipalization of Tourism	2001-2003
Ministry of Sports and Tourism	2003
Ministry of Tourism	2003
National Plan of Tourism	2003-2007
Regionalization Program of Tourism	2004
International Tourism <i>Marketing</i> Plan	2005
Tourism <i>Marketing</i> Plan directed to the Domestic Market	2005

Source: Vignati, (2008). Adapted by the authors.

According to Vignati (2008, p. 77), “the tourism policy has gaining importance once it is attributed to tourism the capacity to catalyze processes of work, income and social-economical development generation”. Within this sense, the author points out that the *marketing* plans are basic instruments of politics for tourism, since they are documents that embrace a group of essential actions to promote development and commercialization in a tourism destination, being this the final result of a formalized process of planning and negotiations, defining purposes and identifying action to reach them (VIGNATI, 2008).

For Beni (2006) public policies serve as tools capable of guiding the development of the tourism sector and are capable of guiding the actions performed, giving direction the managers. The author, this way, brings some principles that should be present in the formulation of public policies for tourism and that are described in chart (2):

Chart 2: Principles for Formulation of Public Policies for Tourism

1. Satisfaction of the visitor	Tourism should be originated in the voluntary displacement, in this sense it should have the capacity of satisfying the client so that it can put into practice the functioning of Sistor.
2. Protection of the natural environment	The more the benefits of the State with tourism activity, the bigger the responsibility of the State with natural environment, in the sense, public administration should have the responsibility and commitment to preserve.
3. Fair benefit to investors	To occur tourism development it is necessary to channel the resources from the private sector, to avoid using public



	resources, in this sense it is necessary policies of fair benefits to investors.
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Source: Beni, 2006. Adapted by the authors.

Cooper *et al* (2007, p 495) approached that the more common reasons for the governmental participation in tourism include

4. Gain with foreign currency and its importance in the balance of payments;
5. Job creation and the need to maximize the benefits for the local community;
6. The fact that tourism is an extensive and fragmented activity, which demands a careful coordination of its development and of marketing;
7. The need to maximize the benefits for the local community;
8. The need to distribute the benefits and cost equally;
9. Construction of the image of the country as a tourism destination;
10. Regularization of the market, in a way to protect consumers and avoid unfair competition;
11. Offering infrastructure and public assets, as part of the tourism product;
12. The need to protect resources and the environment;
13. The need of normalize the aspects of social behavior, as for example, in gambling;
14. The need to monitor the tourism activity through statistical data.

It is worth mentioning the vision of Secchi (2017, p. 3) regarding the importance of analysis of public policies:

The analysis of public policies is the activity and the field of theoretical and methodological knowledge focusing on the generation and systematization of knowledge applied to facing public problems. The analysis of public policies aims at the public decision process with the use of methods and techniques of problem analysis and solution to help decision and the structuring of policies, laws, programs, campaigns, projects and public actions (SECCHI, 2017, p. 3).



Due to the process of growth, tourism has become one the market activities with higher index of development. There was an expansion and preoccupation with the sector by part of the public power that started to foster law politics and incentives to tourism activity. It started to insert tourism in public policies, working in a planned form with purposes and pre-established actions (Silva, Costa & Carvalho, 2013).

Public policies relations and tourism becomes necessary, once when related to social media they are capable of positively improving the reputation of the tourism organization. Not only with clients but also with non-clients, depending on the reach. There is the possibility of occurring a considerably high impact in the activity and capturing of tourists, due to the fact of transmitting the image of the destination, security and articulation among other important factors in the tourism sector (Dijkmans, Kerkhof & Beukeboom, 2015).

In this sense, social media are essential to disclosure destinations and of how public power handles this, having in mind that they are a source of information not only of the tourism destinations themselves, but also of a variety of issues that are linked to the tourism sector (Teles da Mota & Pickering, 2020).

SOCIAL MEDIA AND THEIR RELATION WITH TOURISM PUBLIC POLICIES

With what is concerned to tourism area, the technologies of information and communication (TICs) are nothing more than a complete and robust group formed by electronic, communication and telecommunication technologies, including all *hardware, software, netware*, "necessary for the development and operating the "infrastructure" of tourism" (Beni, 2017, p. 1).



This way, technology has affected all sectors of the economy, mainly tourism, providing a big transformation between tourism destinations, organizations, suppliers and clients, generating great opportunities in the world of business. This transition to digital world is an advance in the technology scenery, where institutions and companies may obtain opportunities for higher growth (Sheng, 2012; Moro, Rita & Vala, 2016; Choudhary *et al.*, 2020).

In this technology scenery social media allow sharing information in the form of texts, images or videos, through groups or virtual spaces (Telles, 2010). They enable publication of content by any person and abroad several activities that integrate technology and social interaction (Kiralova & Pavlicecka, 2015). They also have an important role since “the behavioral stimulation and the creation of behavioral activities of social media users may be used for the construction of image” (Zucco *et al.*, 2017).

The use of governmental social media has as strong point providing opportunities for the state to fulfill its basic purposes of democracy, such as, actions of transparency, citizenship participation and commitment, without demanding a big investment for its implementation. This intervention is fit to the social role of the government in exhibiting the principles of opening, responsibility, collaboration of all interested parts and community participation (Arman & Sidik, 2019).

To Li *et al.*, (2019) social media are significant forces in the modeling of guidance and cultural identification of users and are essential for the promotion of a tourism destination. Reinforcing this speech, Choudhary *et al.*, (2020) emphasize that technology linked to public policies is capable of promoting peace, since it develops a vital role against violence and terrorism between countries and economically may raise the billings of tourism substantially.



In the branch of tourism, *Internet* has been a fundamental platform for rapid expansion of services of information, commercial applications, promotion and *web marketing*, including collaborative systems, intranet and e-commerce. Their tools also provide alignment with the innovation process in tourism (Munar, 2012). However, the process of promotion of tourism needs aligned public fostering to private sector so that effective development of the sector may happen (Mei, Arcodia & Ruhanen, 2012).

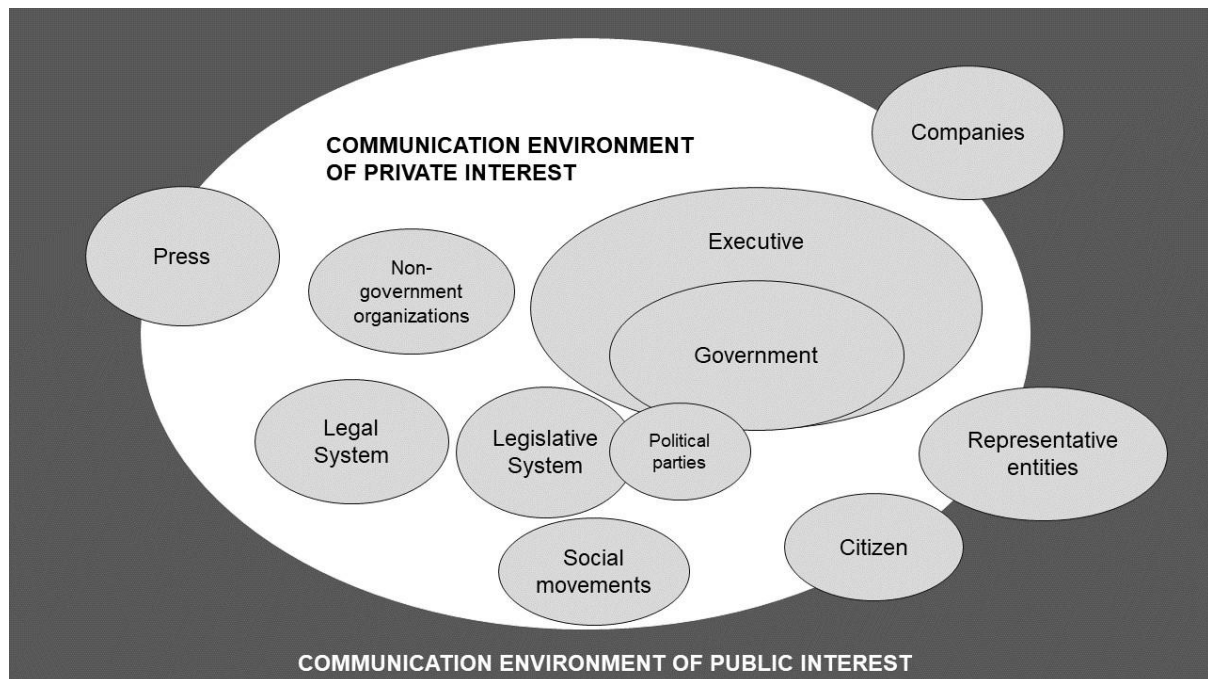
It is important the action of the public power in the organization of public policies with the intention to disclosure the communication to promote an articulation between the several social actors involved in their plans, programs and projects (Teles da Mota & Pickering, 2020).

The importance of promotion allied to information is highlighted by Guerra, Gosling & Coelho (2014, p. 408), the researchers state that “the search for tourism information is seen as a result from a dynamic process, in which travelers use several types and amounts of sources to answer internal and external constraints referred to the planning of trips”, which influence their decision making process many times.

In the study of Duarte (2009), the public communication occurs in the space formed by the flow of information and interaction between public agents and social actors (government, state and civil society – including parties, companies, third sector and each citizen individually) in term of public interest. According to the figure below.

Figure 1: Flow of information and of interaction between public agents and social actors





Source: Duarte, (2009).

When dealing with tourism public policies, primarily, it is essential do recognize the importance of such instrument for the development of a certain region, in a way that its implementation highlights the role of the State as a propeller of dynamism in the sector. The process of decentralization should be an alternative of improving efficiency, optimization and developing local potentialities and not as instrument of fragmentation of tourism guidelines of the country (Nóbrega, Greci & Silva, 2016).

Nowadays, the principles and guidelines of tourism policies tend to provide articulation between the several social actors involved in their plans, programs and projects, characterized by the process of decentralization (Knupp & Mafra, 2012).

It can be affirmed that public policies serve as actions or management instruments, used to guarantee the development of a determined place, being this city, state or country focused on the population, aiming above all at quality of life (Munar, 2012).

Starting from the assumption that tourism activity embraces several operational aspects, it is necessary a way to guide and order the activity, through the elaboration, inspection and application of public policies focusing on tourism development of a determined city, where this will occur (Coutinho, Thomaz & Sampaio, 2013).

Within this perspective, and considering the marketing sphere in the concept of tourism public policies, social media have their own importance, mainly regarding to social channels of tourism destinations that integrate information and development (Penteado & Fortunato, 2015).

Nowadays, the concept of politics 2.0 refers to the effort that citizens do to search in participating in the formulation, development and evaluation of public policies with the use of collective intelligence present in social networks which have been formed for this purpose (Castellanos, Marín & Montiel, 2011). Politics 2.0 allows citizens to organize themselves in networks through available tools and show influence in the decision of politics and in the elaboration and implementation of public policies. The social politics goes beyond geographic borders and increases the communication and interaction of social groups involved and interested in political issues (Almeida & Tavares, 2014).

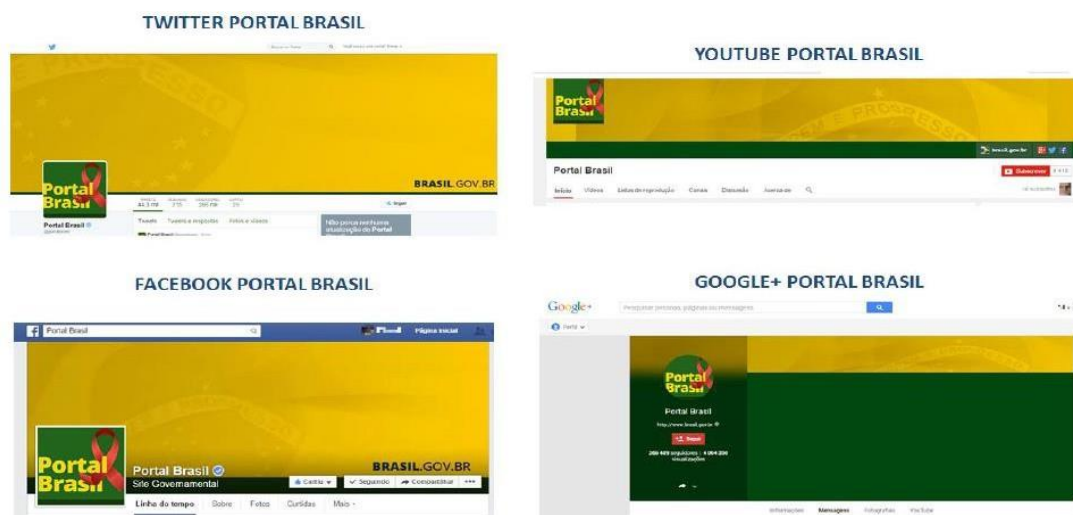
An important document and that offers base for this study is the "Manual of Guidance in Social Media) (Identity of pattern for digital communication from the Federal Executive Power), available by the Brazilian Secretary of Social Communication, in 2014. The purpose is to present the agents of the community SECOM (Brazilian Secretary of Social Communication) and public institutions integrated to the federal government, which are the main guidelines and paths for using in an assertive and ethic way the social media, considering the creation of content, interaction with the citizen and acting in cases of crisis management (Brasil, 2014).



The manual deals with some specific issues about the way that digital communication should occur in the country. Among those, are included the main social media used in Brazil: *Facebook, Youtube, Twitter, Instagram, Flickr, Blogs and Wikipedia*. In summary, the document determines step by step the correct use of the cited media, exemplifying operational functions and investments in publicity (Brasil, 2014).

The document presents the standardization that government sectors should use in their social channels. In figure 2, as follows, the pattern which should be used by social media managed by the government is shown:

Figure 2: Example of integration and standardization of social channels in Portal Brasil



Source: Brazil, (2014).

Figure 2 portrays an example using Portal Brasil, however, the manual has a series of suggestions on how servers should deal with daily situations on the web, such as crisis and answers to viewers comments. Divided into six parts – among them basic concepts, monitoring of social networks and crisis management – the manual clarifies, in a didactic way, the functioning of each one of the main social media, in addition to recommending way to act in specific situations, based on real cases (Brasil, 2014).

METHODOLOGICAL PROCEDURES

The methodology used in this study was of qualitative character, with the use of bibliographic review method, document analysis and evaluation of the content in the web platform. The bibliographic review and descriptive research are technical procedures that aim at searching sources and information in already elaborated material, as highlighted by Veal (2011). It can be considered as evaluation research, since, according to the author, this appears according to the need of judging the success or efficiency of policies or programs.

The research is characterized as documentation research, which involves basis of support that have "registered information, forming a unit, which may serve as consult, study or exam. In this universe, the printed, manuscript, audiovisual and sound registries, images, among others are included" (Appolinário, 2009, p. 67). The review of literature was the method of search which gave support to develop the theoretical reference and posterior discussions of the results, which constituted in the selection of scientific studies published in peer review journals, found in the data base EBSCO, *Scielo*, *Web of Science*, Publications in Tourism and Capes Portal. The search used the following keywords: public tourism policies and social media. Both keywords in Portuguese and English so that national and international articles could be traced and in the search filters with the words in the title, abstract or keywords.

In this step, due to the small amount of articles, which highlighted the terms of search in one only study in the field of tourism, was not limited to the period of publication. The more recent scientific productions to develop the theoretical context were considered.



The document analysis takes into consideration documents, written or not, as sources of data with a context that serves for identification, verification and appreciation of a scientific analysis (Costa *et al.*, 2018). In this study, the content of the document "Manual of Guidance for Acting in Social Media" available by the Secretary of Brazilian Social Communication in 2014, was evaluated. And that it served posterior to evaluate the standardization of social media in the Brazilian government related to tourism in a comparative analysis from the years 2017 and 2020, in the period of June (period of June Festivals). The following were identified in the Manual of Guidance for Acting in Social Media referring to the standardization of social media: General Guidelines, Visual Standardization, Institutional Content, Content Management, Monitoring and Metrics in Social Media, Engagement, Relationship with Citizen Management and Image Crisis Management.

Among the topics, the following were chosen for the present study only the most relevant and appropriate to the purpose of the research, being as follows: visual standardization, institutional content, live and news and content of public utility. In chart (3) as follows, the description of each variable used.

Chart 3: Description of the variables used

Dimensions	Variables	Description
General Guideline	Visual Standardization	The composition of visual elements should represent the proposal or the essence of a profile. They have to graphically represent the institution. The ideal scenery is the one that when a piece is seen, an image with certain elements, the user quickly identifies whose information is that and what the message transmitted by it is.
Editorial Guidelines	Institutional Content	Those are basic government information, in general more permanent and timeless. They are related to the proposal of presenting, explaining and fixing relevant information to the citizen. As example we can use objects and purposes of programs, duties and obligations of citizens, among other data.
	Live or News	This is related to the content of fact character, but

Dimensions	Variables	Description
	Content	it is still important for the population's everyday. Coverage of events and important marks from the economy, public services, agenda of public positions and new number of researches in addition to campaigns go into this category of information.
	Content of Public Utility	These are the information that the citizen searches for regarding services and government processes. It is the delivery and direct attendance from what the population needs to frequently consult or still has difficulty in knowing how to perform.

Source: Secretary of Brazilian Social Communication, 2014.

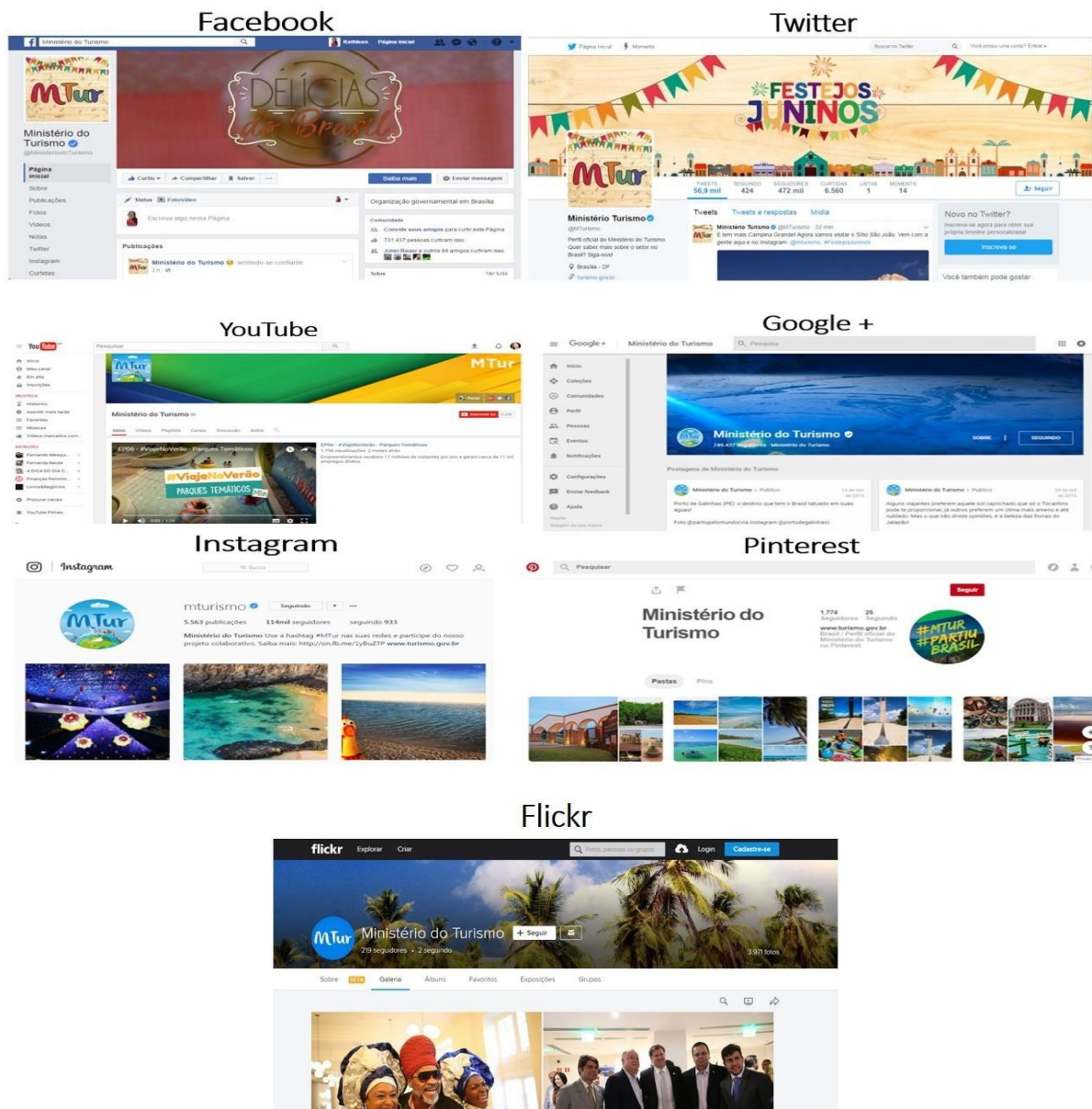
The content evaluation in the web platform has developed, firstly, through the verification of which social media the Ministry of Tourism was inserted in, through links and disclosure icons in its official site. Through this review, the evaluation consisted in the visitation of pages or profiles of the Ministry of Tourism in the referred social media, and in the gather of information according to the indicated sequence in the document: Manual of Guidance for the acting of Social Media (Standard Identity of digital communication of the federal executive power).

RESULTS PRESENTATION AND EVALUATION

In face of the variables described in the methodology, data from the period of June (period of June festivals) from 2017 and 2020 were gathered and conference of social media used by the Ministry of Tourism. From which, the following links in its official website referred to the following media are present: *Facebook, Twitter, YouTube, Google +, Instagram, Pinterest and Flickr*. These can be visually verified in figures (3) and (4) presented as follows:

Figure 3: Social media used by the Ministry of Tourism (year of 2017)

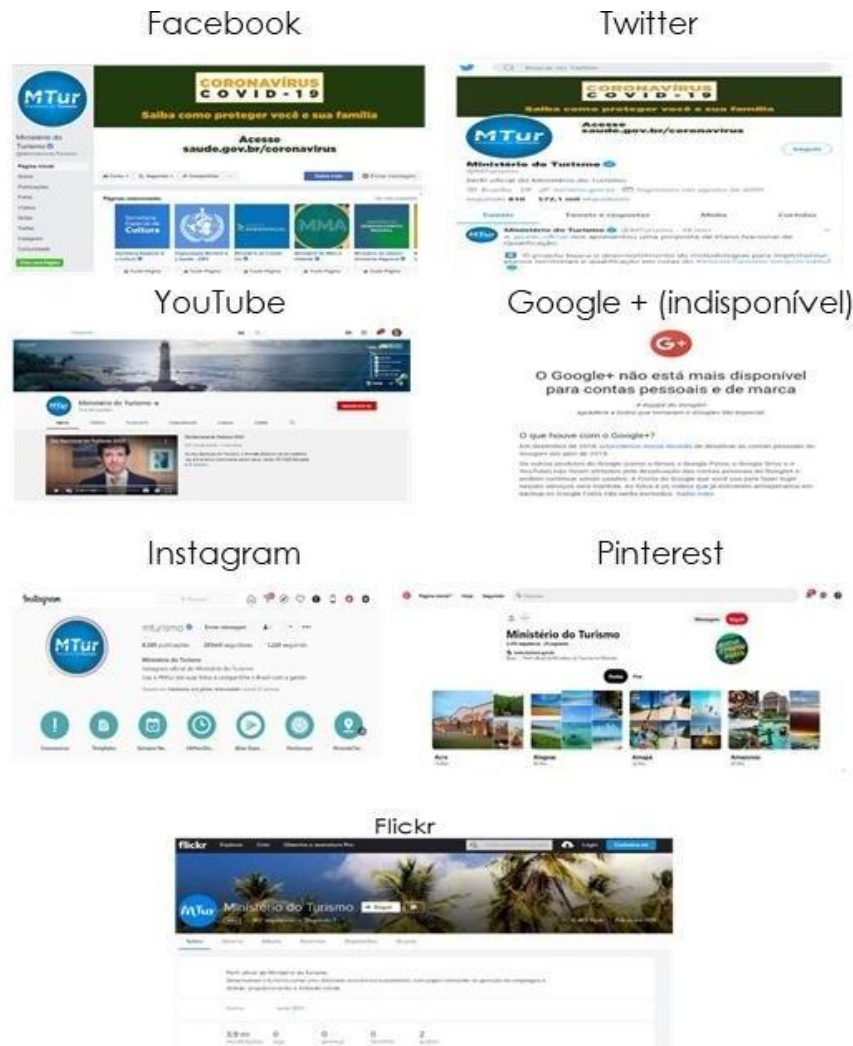




Source: Data gathered by the authors (2017).

Figure 4: Social media used by the Ministry of Tourism (Year of 2020)





Source: Data gathered by the authors (2020).

To verify the mentioned variables, below a chart is presented to evaluate the social media used by the Ministry of Tourism and the main results from the study, which can be seen in charts (4) e (5):

Chart 4: Evaluation and result from the studied variables in each social media (2017)

Social Media I	Evaluation
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Social Media I	Evaluation
<p>Facebook (fanpage) 732.285 likes</p>	<p><u>Visual Standardization</u>: Presents the image of the profile referring to the theme campaign of "June Festivals" and background with video.</p> <p><u>Institutional Content</u>: Presents consultation materials, performed researches and disclosures Brazil's destinations.</p> <p><u>Live and News Content</u>: Contemplates news on the sector, agenda, coverage of events in destinations.</p> <p><u>Content of Public Service</u>: Presents the description of the Ministry, mission, address, contact telephone and official website link, disclosures tips of trips (in the operational sense, regulation, among others).</p>
<p>Twitter 473 thousand followers</p>	<p><u>Visual Standardization</u>: Presents the image of the profile referring to the theme campaign of "June Festivals".</p> <p><u>Institutional Content</u>: Through the function of the social media, tweets approach something related, to the hashtag used at the moment, being the current #JuneFestivals.</p> <p><u>Live and News Content</u>: Presents news from destinations.</p> <p><u>Content of Public Service</u>: Sporadically disclosure tips on trips (new regulations, characteristics of the destination, among others).</p>
<p>YouTube 5.249 thousand followers</p>	<p><u>Visual Standardization</u>: Presents the image of the profile referring to the current visual mark of the Ministry of Tourism.</p> <p><u>Institutional Content</u>: Presents videos of commercializing destinations in Brazil.</p> <p><u>Live and News Content</u>: Presents videos with news from destinations, coverage of events.</p> <p><u>Content of Public Service</u>: It does not have.</p>



Social Media I	Evaluation
<p>Google + 749.910 thousand followers</p>	<p><u>Visual Standardization</u>: Presents the image of the profile referring to the current visual mark of the Ministry of Tourism, the background image is found highlighted as “Chapada Diamantina”.</p> <p><u>Institutional Content</u>: Presents images of commercialization of Brazil’s destinations, based on photos posted by tourists or followers. The last post of the page was on November 16th., 2015.</p> <p><u>Live and News Content</u>: It does not have.</p> <p><u>Content of Public Service</u>: It does not have.</p>
<p>Instagram 114 thousand followers</p>	<p><u>Visual Standardization</u>: Presents the profile image referring to the actual visual mark of the Ministry of Tourism</p> <p><u>Institutional Content</u>: Presents images from commercialization of Brazil’s destinations, based on photos posted by tourists or followers.</p> <p><u>Live and News Content</u>: Presents images and videos of coverage from events on the destinations.</p> <p><u>Content of Public Service</u>: It does not have.</p>
<p>Pinterest 1.774 followers</p>	<p><u>Visual Standardization</u>: Presents the image of the profile highlighted by the campaign (#Mtur #GotoBrazil)</p> <p><u>Institutional Content</u>: It has folders for each destination in Brazil and presents images related to the destination (attractions, events, culture, whether, among others).</p> <p><u>Live and News Content</u>: It does not have.</p> <p><u>Content of Public Service</u>: It does not have.</p>
<p>Flickr 219 followers</p>	<p><u>Visual Standardization</u>: Presents the image of the profile referring to the actual visual mark of the Ministry of Tourism.</p> <p><u>Institutional Content</u>: Presents galleries with images. The main purpose are coverage performed by the Ministry of Tourism and representatives from the sector.</p> <p><u>Life and News Content</u>: Presents galleries with images, description and dates from ceremonies, lectures, forums, seminars, spectacles, debates and reunions from the sector, etc.</p>



Social Media I	Evaluation
	<u>Content of Public Service</u> : It does not have.

Source: Elaborated by the authors based on the data collected in June, 2017.

Chart (4) presents the results from 2017, showing some aspects referenced by the Brazilian Secretary of Social Communication (2014) are contemplated and others are not. It is noticed that the focus of the calendar of events from July 2017 was to transmit to the target-public the content idealized by the professionals who work with the government social media, focusing on social-cultural factors, which are important and need to be present in the government actions in the tourism sector centered in tourists and residents (Gastal & Moesch, 2007; Ferguson & Bornstein, 2012).

Chart (5) as follows, shows the evaluation of the medias in a moment of health crisis, which causes instability of the sector worldwide.

Chart 5: Evaluation and result of the studied variables in each social media (2020)

Social Media	Evaluation
Facebook (fanpage) 748.320 likes	<u>Visual Standardization</u> : Presents the image of the profile referred to the COVID-19 campaign. <u>Institutional Content</u> : Presents consultation material, performed researches and disclosures Brazil's destinations. <u>Live and News Content</u> : Presents news on the sector, agenda, coverage of events in the destinations, connected to the pandemic moment. <u>Content of Public Service</u> : Presents the descriptions of the

Social Media	Evaluation
	Ministry, the mission, address, contact telephone and link from the official website, disclosures tips of trips (in the operational sense, regulations, among others).
Twitter 572,1 thousand followers	<p><u>Visual Standardization</u>: Presents the image of the profile referred to the COVID-19 campaign.</p> <p><u>Institutional Content</u>: By the social media function, the tweets approach something related to the hashtag used in the moment, being the current #WorkMTur and #PlanOfReturnOfTourism</p> <p><u>Live and News Content</u>: Presents news from destinations, plans and updates referring to COVID-19.</p> <p><u>Public Utility Content</u>: Sporadically shows tips on trips (new regulations related to health, characteristics of the destination, among other).</p>
YouTube 11,6 thousand followers	<p><u>Visual Standardization</u>: Presents the image of the profile related to Itapuã Beach - Salvador (BA).</p> <p><u>Institutional Content</u>: Presents commercialization videos from Brazil's destinations and institutional videos referred to the national day of tourism, in addition to videos motivating destinations at the time of the pandemic.</p> <p><u>Life and News Content</u>: Presents videos with news from the destinations, coverage of events.</p> <p><u>Content of Public Service</u>: It does not have.</p>
Google +	The profile was not found due to the cancellation of the account and marks by the own platform, Google+ in April, 2019.



Social Media	Evaluation
<p>Instagram</p> <p>283 thousand followers</p>	<p><u>Visual Standardization</u>: Presents the image of the profile referring to the current visual mark of the Ministry of Tourism.</p> <p><u>Institutional Content</u>: Presents images of commercialization of destinations in Brazil, based on photos posted by tourists or followers.</p> <p><u>Life and News Content</u>: Presents images and videos of the coverage on plans of Temporary Measurements on fighting COVID-19.</p> <p><u>Content of Public Service</u>: Presents safety and hygiene protocols that serve both for the tourist as for the sector.</p>
<p>Pinterest</p> <p>2.285 followers</p>	<p><u>Visual Standardization</u>: Presents the image of the profile highlighted by the campaign (#Mtur #GoToBrazil)</p> <p><u>Institutional Content</u>: Presents folders for each destination in Brazil and presents images related to the destination (attractions, events, culture, weather, among others).</p> <p><u>Live and News Content</u>: It does not have.</p> <p><u>Content of Public Service</u>: It does not have.</p>
<p>Flickr</p> <p>362 followers</p>	<p><u>Visual Standardization</u>: Presents the image of the profile referred to the current visual mark from the Ministry of Tourism.</p> <p><u>Institutional Content</u>: Presents galleries with images. The main purpose are coverage performed by the Ministry of Tourism and representatives from the sector.</p> <p><u>Live and News Content</u>: Presents galleries with images, descriptions, dates of ceremonies, lectures, forums, openings, seminars, spectacles, debates and meetings from the sector, etc.</p> <p><u>Content of Public Service</u>: It does not have.</p>

Source: Created by the authors based on the data collected in June (2020).

The results from 2020 as well as from 2017, partially address the criteria from the Brazilian Secretary of Social Communication (2014), since both are able to transmit through standardization a direct and clear message within the context of communication in social media. The analyzed data from 2017

and 2020 show a considerable growth in the number of followers/likes in the official pages of the ministry. It is noticeable the engagement of the official pages from the Ministry, such as *Facebook*, *Youtube* and *Instagram*.

In the year 2020 the government social media linked to tourism try to motivate the small and medium entrepreneur, with published policies visually linked to the crises management caused by the COVID-19 pandemic. Actions like these have already been highlighted as important by Dijkmans, Kerkhof and Beukeboom (2015). The preoccupation with public health is evident, it is verified that campaigns are performed guiding tourists, residents and companies from the sector through images, videos and manuals presented in social media, with the forms of prevention related to the COVID-19. Such actions developed through content like photos, documents and videos, may impact the projection of an image from a destination, as already pointed out by Zucco *et al.*, (2018) and the heating of the sector subsequently, and have also shown the importance of the government role for the sustainable development of tourism, already pointed out by Mei, Arcodia and Ruhanen (2012) in the result of their researches.

It was identified a considerable growth in the number of followers of the government media comparing 2017 to 2020, which could be related to the use of social network in the period of the COVID-19 pandemic, already identified by (De Castro, 2020).

The findings of the research show that there is a preoccupation with the satisfaction of the visitor, the protection of the environment through some actions related to sustainability and stimulation for tourism growth even in times of crisis, already punctuated by Beni (2006), and that are part of the public tourism policies.

Although there were not found studies that focus on other perspectives of union of the approached themes here, there is the need to ponder that Almeida and Tavares (2014), already considered that in a society with access



to means of communication structured on the internet and active with the population through its tools, it tends to improve a democratic growth in the country, provided by the online scenery.

The approach of several points of view and aspects of the civil society, including tourism activity, develops the strengthening of a democracy that uses its technological elements and of relevant information, by part of the representatives and represented.

FINAL CONSIDERATIONS

Through a review of literature, it was noticed that currently social media are strategically being used in multiple areas, in addition to contributing in a relational way with policies and public issues of the country. It was verified the important relation which social media may play a role in consolidation of the public policies that serve as actions or management instruments, used to guarantee the development of a certain place, being this a city, state or country focusing on the population.

Regarding the obtained results, it was realized a misfitting of the visual standardization used in all social media of the Ministry of Tourism in the year of 2017. When updating the data, it was noticed that in the year of 2020 some social media still follow a general standard, which means, it becomes evident that there is no visual communication (*banners*, creative, change in the brand, etc), that is updated in all official pages. Regarding the typologies of the posted material, these can be justified through a fitting of the posts aligned to the proposal of each social media, thus, in a very similar manner to what the manual proposes, in all verified media there are publications with institutional content.

It is considered an attractive growth in the amount of the number of followers or likes, in the official pages of the ministry according to the analysis



from 2017 to 2020. It is punctuated that due to the COVID-19 pandemic fact, from the month of March 2020, it was observed an enhance in the interactions of the social network "Instagram", resulting from a circumstantial moment which has awoken to the concern in face of the new measures to be adopted for maintaining the tourism sector.

Through the guiding document of the study "Manual of Guidance for the Acting in Social Media" (Standard identity of digital communication from the federal executive power), it was noticed that the main rules, guidance and consolidation of the virtual used practices, including the creation of content, interaction with the user and acting in cases of crisis, were identified in the official social media from the Ministry of Tourism.

In addition, the elaboration of the present study had some limitations due to the lack of researches involving the use of social media by public policies and to the fact that each social media presents divergent functions and does not have the "live and news content" and "content of public service", making the evaluation of the variables presented in the literature hard. However, it is highlighted that, through interactivity and dynamism of the relation and communication between public power and society, it was enabled the emergence and consolidation of a more modern democracy, in face of the communication and of the tourism sector.

For performing future researches, it is recommended to expand the discussion on the theme and it is considered valid a next study that evaluates the other variables presented by the manual of guidance: content management, monitoring and metric in social media, engagement, management of the relationship with the citizen and management of crisis in image, with the purpose of expanding tourism studies on the theme. It is also suggested that studies be longitudinal in order to offer a bigger management



contribution for the development of public policies connected to social media.

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