INFOGRAPHICS ON PRESIDENTIAL ELECTION CAMPAIGNS ON SOCIAL NETWORKS

THE CANDIDATE CLAUDIA SHEINBAUM PARDO, MEXICO 2024

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KEYWORDS	ABSTRACT
Political communication *Infographics* *Digital campaigns* *Electoral strategies*	*This study examines the use of infographics in the 2024 Mexican presidential campaign, with a focus on Claudia Sheinbaum's digital communication strategy. Infographics, widely recognized in journalism, education, and science, are increasingly used in political campaigns due to their visual appeal and capacity to communicate complex information quickly. The research explores how infographics are utilized on social media to engage the public, convey trust, and reinforce political messaging. Prior studies have revealed that infographics can be powerful tools for persuasion and interaction, especially among younger voters, such as Generation Z, who value authentic and relatable content. The paper highlights a gap in the academic literature regarding the specific use of infographics in Latin American political communication. It also emphasizes the importance of understanding how design elements, such as color and layout, influence audience perception and political affinity, particularly when used by ruling parties or candidates leading in the polls.*

1. Introduction

In Mexico, as in many countries, the presidential elections were held in 2024. From March to May this year, the electoral campaign contenders utilized various media and communication formats to present their proposals to the electorate. In addition to video content, their strategies included infographics as a visual aid to disseminate information. This research aims to examine the content of the messages conveyed through the infographics published on the most popular digital social networks, particularly those associated with the campaign efforts of Claudia Sheinbaum Pardo. This candidate led the opinion polls and garnered significant support from many citizens due to her personal and professional background and political alignment. This research is novel since its object of study has yet to be analyzed from its application in political communication, much less in environments such as Latin America. The following section provides an overview of the study's context and campaign.

1.1. Infographics and political campaigns

Communication today requires addressing various spaces, both analog and virtual. Multiple formats have been created to achieve the emission of messages that transmit data using multimedia. Thus, infographics have gained ground as a unit of information in recent years. Their content includes images and text (Bernal-Gamboa & Guzmán-Cedillo, 2021), which, due to the way they are arranged and combined, inform the receiver almost immediately and in simple language (Montes-Rojas *et al.,* 2020; Sánchez Salazar, 2021). In addition, due to their design and length, they are highly attractive to those who consume content in collaborative spaces.

Thus, the infographic has been recognized as an applicable resource in journalism (Alieva, 2021; Brigas *et al.,* 2023; Ivars-Nicolás, 2019; Salvat Martinrey & Aranda Martínez, 2020; Ventura Salom *et al.,* 2023) in science (Luna-Gijón, 2023b; Sanz-Lorente *et al.*, 2020; Suárez Giraldo & Martínez-Guerrero, 2020; Unsworth, 2021), and in education (Anderson *et al.,* 2019; Díaz-López, 2021; Hernández-Fernández & Morera-Vidal, 2022; Medina Cetout & Ayala Ramos, 2022; Naparin & Saad, 2017; Tarkhova *et al.,* 2020). However, in recent years, the feasibility of its use in other fields such as marketing, government communication, political communication, and practically everything that can be communicated has been explored. Furthermore, it has been demonstrated that the effectiveness of message reception is measurable (Valero Sancho & Morera Vidal, 2019) and encourages interaction with the audience.

Regarding politics, some studies have approached the use of infographics in this field. Amit-Danhi and Shifman (2018) developed an analysis of the typology presented in these visual resources. In a study of 200 infographics, the authors identify a tendency to use infographics for political persuasion without compromising the essential characteristics of the piece, achieving what they call infographic political tactics. Later, these same authors would analyze the infographics and reactions that these visual resources encourage. Based on a corpus of 256 infographics, it was identified how ostensive participation is affected by the communicative piece's responses on social networks. In addition, this type of participation is conditioned by the candidate to whom the piece refers (Amit-Danhi & Shifman, 2020).

Another approach to infographics has been based on the characteristics of the electorate, considering the generation to which they belong. Therefore, politicians must utilize digital resources to establish trust with these voters. For example, Generation Z requires communication pieces, such as infographics, that present authentic, verifiable information, allow them to identify with the issuer, and support the political discourse of the candidates (Parmelee *et al.*, 2022).

Infographics have been analyzed not only as part of political campaigns but also in their use as part of persuasion for voting in referendums. Wang *et al.* (2023) evaluate more than 2,000 images published on Facebook by political parties, including propaganda images, infographics, and other elements such as posters. The results show that in pieces such as infographics, the parties' colors are used to reinforce and consolidate affinity with voters, while the colors of the other contenders are used to attack the positions of the competition. Likewise, these authors note a greater use of infographics by the ruling party compared to the parties representing the opposition.

The bibliographic review allowed us to identify studies that mention infographics as a research subject or as part of the findings (Larrosa-Fuentes & García-Chávez, 2020; Larrosa-Fuentes, 2021). For example, in their analysis of transmedia communication strategies implemented in the 2018 campaign, Montoya-Bermúdez and Ferré-Pavia (2022) highlighted the use of infographics by two candidates on their campaign websites. Andrés Manuel López Obrador used infographics to explain various aspects of his campaign proposals. In contrast, Ricardo Anaya's campaign featured infographics containing images and minimal text to promote his profile. In this way, the infographic serves as an element that has been used as part of the new media currently being used to address media convergence, digital transformation, and the interactions that this implies. However, it is essential to highlight that few studies have identified links between infographics, political campaigns, and political and electoral communication.

1.2. Claudia Sheinbaum's campaign and the elections in 2024

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. In the recent 2024 electoral process, the coalition "Sigamos Haciendo Historia" —which includes MORENA, the Partido del Trabajo, and the Partido Verde— generated significant anticipation around Claudia Sheinbaum Pardo's campaign. This election was notable for several reasons, mainly because it marked the first time that more women than men were leading the electoral contest. Xóchitl Bertha Gálvez Ruiz also registered as a candidate for the coalition "Fuerza y Corazón por México," which comprised the Partido Revolucionario Institucional, the Partido de la Revolución Democrática, and the Partido Acción Nacional. Additionally, Jorge Álvarez Mañez represented the Movimiento Ciudadano party (Animal Político, 2024). Sheinbaum distinguished herself as the candidate backed by the ruling government following her party's internal elections, during which she emerged victorious in the polls.

Sheinbaum's campaign was marked by over 490 events across various Mexican states, which is 300% more than her opponents (Jiménez, 2024). Additionally, the campaign utilized digital social networks to disseminate content related to the electoral contest and provide the electorate with firsthand information about the candidate's proposals. Rather than creating new collaborative campaign spaces, the campaign relied on the public profile that the candidate has maintained in recent years, showcasing her political career. Table 1 summarizes the data regarding the virtual platforms where the candidate shares information about her career and campaign.

Tabla 1. Infographic elements related to Political Communication

	User	Link
Facebook	Claudia Sheinbaum Pardo	https://www.facebook.com/ClaudiaSheinbaumPardo/
Instagram	@Claudia_shein	https://www.instagram.com/accounts/login/?next=https%3A%2F%2Fwww.instagram.com%2Fclaudia_shein%2F%3Fhl%3Des&is_from_rle
Tik Tok	claudiasheinbaum	https://www.threads.net/@claudia_shein
LinkedIn	Claudia Sheinbaum Pardo	https://www.linkedin.com/in/claudia-sheinbaum-pardo-1bb0083a/?originalSubdomain=mx
YouTube	@ClaudiaSheinbaumP	https://www.youtube.com/@ClaudiaSheinbaumP
WhatsApp	Claudia Sheinbaum	https://www.whatsapp.com/channel/0029VaAMVlu1SWt4xUHszP32
X	@Claudiashein	https://x.com/Claudiashein?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Source: Prepared by the author based on the information provided by every social network, (2024).

Photographs, videos, infographics, and reels about the campaign were shared daily in the collaborative spaces. Sheinbaum's social networks were open, allowing users to comment on the publications and watch the campaign events live. Also, the three presidential debates were broadcast, and all the candidates participated. Therefore, they were spaces with ample possibilities to disseminate information to the Mexican population. The campaign concluded on

May 29, 2024, and the election was held on June 6. The initial counts and the final results favored candidate Sheinbaum with 59.35% of the votes, against 27.9% for candidate Gálvez and 10.4% for candidate Máynez (Instituto Nacional Electoral, 2024). Thus, she became the first female president of Mexico from October 1, 2024, to October 1, 2030, as mandated by current Mexican legislation.

2. Objectives

This section outlines the research objectives that guide this study and are derived from the presented context and associated questions.

2.1. Main objective

Describe the messages in the infographics disseminated on digital social networks during Claudia Sheinbaum Pardo's presidential campaign in 2024.

2.2. Specific objectives

The following specific objectives were set:
a) Identify the infographic structure implemented in the campaign.
b) Describe the trend in the character of the message that was seen in the campaign infographics.
c) Establish the trend in the publication of infographics issued throughout the campaign period.
d) Indicate the most recurrent themes and the campaign axes most included in Claudia Sheiubam's campaign.
e) Quantify the recipients' responses to the infographics disseminated on social networks based on metrics.

3. Methodology

The design research was descriptive, transversal, and non-experimental as the work is limited to presenting the data as it is presented in the observed infographics without making modifications to the images or the way they were socialized in the observed digital channels.

The total number of infographics published during the campaign period —March 1 to May 29, 2024— was recovered. In this way, 114 pieces on social networks were located and censored. Initially, social networks were considered, as in Mexico, where just over 35% of user browsing time is spent on these collaborative spaces. The social networks included in the study were Facebook and Instagram, which have 90.2 and 44.8 million registered users, respectively. These data are significant, considering that in this country, at the beginning of 2024, there were 107 million internet users, and the total population of Mexico was 128.9 million (Data Reportal, 2024).

The quantitative content analysis technique was implemented for the research since the aim was to observe the visual pieces' characteristics. Thus, a checklist was designed as an observation instrument comprising 59 items. Subsequently, this instrument was validated by 12 experts in the areas of politics, communication, and electoral marketing. The validation was carried out based on the Lashew-Tristán Content Validity Index (Borromeo-García, 2023). Each item required obtaining a minimum value of 0.56 to be considered essential for the measurement that was applied to the objects of study, which implied a reduction to 51 items. Later, an observation validation was carried out using the Holsti index (Atlas.ti, 2023) to adjust the wording of the instrument's items based on an exercise with two previously trained observers, until an 85% similarity was achieved between the two reviewers of the communicative pieces. After this validation, the instrument was converted into a digital format to facilitate data collection.

The instrument involved three sections that corresponded to the study's variables of interest: elements of the infographic, political message, themes of the electoral campaign, electorate

response on social networks, frequency of publication, and general descriptors. Four observers collaborated to carry out the observation in July 2024. The recovered data received descriptive statistical treatment through the Stata program, from which tables and figures focused on the study's objectives were derived.

4. Results

This section presents the main results obtained from the study's application. The behavior of the data is specified in figures and tables containing the statistics identified from the variables of interest and the proposed objectives.

4.1. Publication trend of infographics throughout the campaign period

The first data identified for this research was the number of infographics published throughout the electoral campaign. Figure 1 shows the trend of publications made throughout the electoral period. On average, almost two infographics were published daily —1.72 pieces—. More infographics were socialized in April, with 45 units distributed over 24 days. Likewise, the maximum number of pieces per day was 4; this happened on at least two days each month. Another trend detected is that at the end of each month, there was an emphasis on publishing these pieces on social networks.

Figure 1. Claudia Sheinbaum's election campaign topics
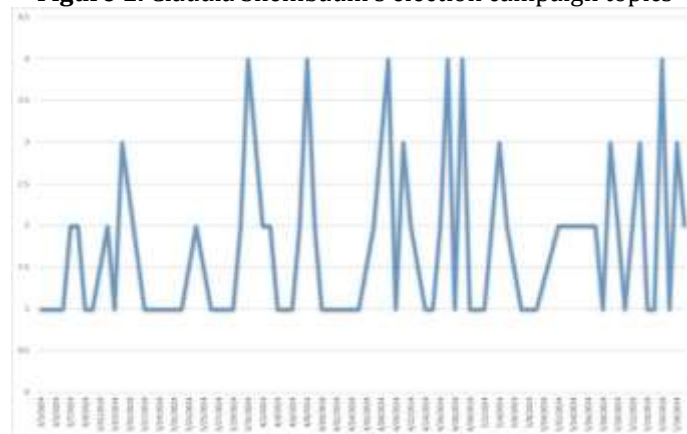
Source: Prepared by the author with sample data, 2024

4.2. Topics of social interest addressed in the infographics

Some of the central axes of Dr. Sheinbaum Pardo's campaign can be found in infographics. Figure 2 illustrates that 28% of the publications focused on announcing the commitments she would assume as president of Mexico, based on the slogans "100 steps for transformation" and "Republic of Mexico." Meanwhile, 17% of the pieces intended to persuade the electorate to vote and, specifically, to cast their vote for the party that supported Sheinbaum's candidacy, MORENA. It also stands out that some pieces were intended to resume the content of the presidential debates (6%) and that 5% of the pieces were used to point out the continuity of the model used by the previous president's administration.

Figure 2. Claudia Sheinbaum's election campaign axis
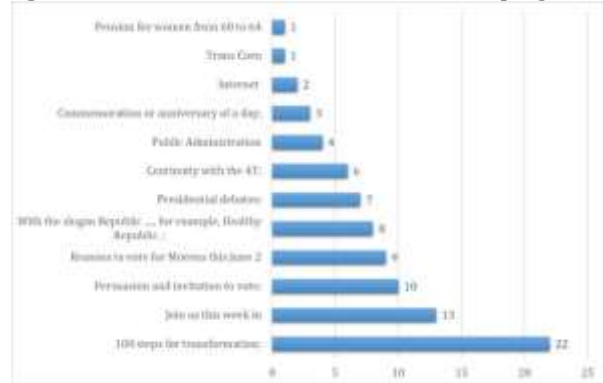
Source: Prepared by the author with sample data, 2024

Other aspects considered for evaluating the infographic's campaign were identifying the topics addressed as part of the discourse included in the infographic's content. Figure 3 shows that one of the recurring topics was the electoral campaigns, the debate, and public health. Other topics, such as international relations, public administration, and corruption, had less impact. It is striking that gender was not addressed as much as other topics. Likewise, there is a need for more appearance of the issues associated with infographics linked to age groups, such as young people and even older adults, who should be mentioned.

Figure 3. Campaign topics

Source: Prepared by the author with sample data, 2024

4.3. Political Communication

Political communication elements were identified in the infographics as part of the research. Notably, five out of every ten infographics present concrete campaign proposals and outline specific projects the candidate would undertake upon becoming president. To a lesser extent, four out of ten pieces of the content presented are about solutions the candidate offers regarding problems in the country, such as insecurity or corruption. In the same proportion of pieces observed, sufficient information is also identified for those who consult these campaign resources. One element that is only minimally covered —in 11% of cases— is that the candidate is mentioned as continuing the previous administration's policies —review table 2 to go deeper into the information that has been discussed—.

Table 2. Infographic elements related to Political Communication

	Freq.	%
The infographic presents concrete campaign proposals.	51	0.45
Visual format mentions specific projects that they wish to implement in their administration.	52	0.46
It indicates the candidate's position on issues of political interest.	29	0.25
Specify the activities in the short term upon their arrival to the presidency.	39	0.34
It mentions some solutions to the social problems addressed in the campaign.	50	0.44
It discusses the policies that will continue in their administration, which were already in place during the previous administration.	13	0.11
Tries to convince the population that they will do things better than what the opposition offers.	26	0.23
It fosters communication between citizens and the state.	38	0.33
Includes messages that motivate citizen participation in this electoral process.	39	0.34
It enlists complex administrative and legal procedures that would be carried out if she was elected president of Mexico.	18	0.16
It includes the citizens' need for information on the actions that are carried out in the campaign.	47	0.41

Source: Prepared by the author with sample data, 2024

The research was focused on evaluating the messages conveyed in the infographics. Most of the infographics we reviewed demonstrated a positive tone in their messaging. For instance, 96% of the pieces used respectful language, and 9 out of 10 depicted civility in their language and imagery. Over 80% of the visual formats were connected with the coalition that nominated the candidate. However, only 4 out of 10 pieces focused solely on highlighting the value of Dr. Sheinbaum's credibility ⎯refer to Figure 4 for more details⎯.

Figure 4. Infographic message's characteristics
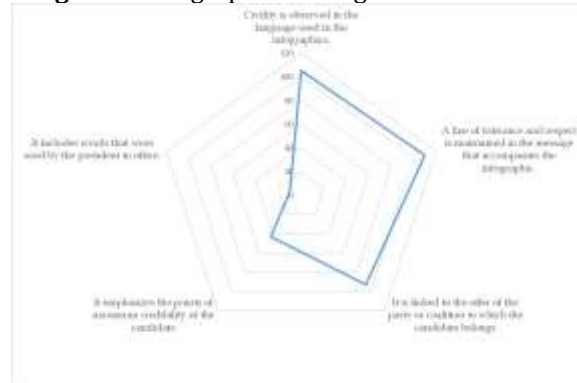
Source: Prepared by the author with sample data, 2024

4.4. Electoral participation promotion.

Regarding electoral participation, the infographics reveal some significant trends. On the one hand, the information contained in the pieces presents a complete idea about the campaign. On the other hand, 6 out of 10 infographics were delimited to a specific audience, among which the elderly, women, young people, and Indigenous groups stand out. In contrast, political participation is little affected by the messages in the infographics, as they barely promote aversion or fear of the other contenders. In addition, fewer than 20% of the pieces are intended to refute information provided by the competition or other media about the candidate's image, Sheinbaum. Those and other data are presented in Table 3.

Table 3. Electoral participation promotion

	Freq.	%
The infographic is aimed at a specific group of voters.	66	0.58
The infographic reinforces the acceptance of the hard vote and natural voters (those who have consistently voted for the party).	39	0.34
The infographic provides information to refute false data or opposing positions that the contest's opponents issued.	22	0.19
The message focuses on promoting fear or aversion for the contenders	8	0.07
The infographic promotes messages that encourage participation in the electoral process.	54	0.47
The infographic emphasizes the importance of all citizens casting their votes, regardless of gender, age, marital status, or socioeconomic level.	60	0.53

Source: Prepared by the author with sample data, 2024

4.5. Infographic structure

The structure of the infographic was examined. It is noted that there are elements that are presented more frequently —just over, 95%— such as the use of colloquial and accessible language for the recipients; there is a central idea that is presented in a conventionally directed way —left to right, and from top to bottom—. In addition, the infographic's design has been made based on the colors and typography used by the coalition represented by Dr. Sheinbaum Pardo. However, it stands out that there is a lack of application of inclusive and non-sexist language in the pieces observed; this means only 3 out of 10 pieces. Review this data in Table 4.

Table 4. Infographic elements identified in the sample

	Freq.	%
The visual elements included are visible.	113	0.99
The information is directed in an appropriate way for easy reading.	112	0.98
Accurate and updated data are displayed in the infographic.	74	0.65
The design is balanced between the use of images and text.	107	0.94
It uses the coalition image, which represents.	107	0.94
A central idea is appreciated.	114	1.00
The information contained has a hierarchical order.	67	0.59
It uses colloquial and easy-to-understand language.	112	0.98
It uses language from a gender perspective.	38	0.33
It transmits information about the electoral campaign in seconds	66	0.58
It is organized by infographics divided by labels (several sections, each with its subtitle).	63	0.55
The text message that accompanies the infographic is 4 or 5 lines maximum.	74	0.65

Source: Prepared by the author with sample data, 2024

It should be added that, regarding visual resources, candidate Sheinbaum appeared photographed in 44% of the infographics. Of this proportion, in 6 out of 10 pieces, she seems to be accompanied by supporters of her campaign; this figure contrasts with the fact that in only 2 out of 10, she is seen in the company of other candidates or members affiliated with the coalition she represents. The rest of the infographics presented 35% illustrations, 15% statistical graphs, and 1% comic strips.

4.6. Recipients' responses to the infographics disseminated on social networks

Another aspect that was measured in this research is the response generated by the infographics on the reviewed social networks. Table 5 presents a series of statistics from each piece's monitoring, organized by month of the campaign in question. In April, the highest reception levels for the pieces were achieved, as the infographics received up to 24,500 positive reactions and were shared on more than 1,800 occasions. Likewise, the number of comments issued is higher in this period. However, the month that contains the fewest adverse reactions is May. It is worth noting that this type of reaction decreases over the course of the campaign. The negative statistics

represent approximately 5% of the total responses to these campaign pieces, considering the global indicators. Another aspect that draws attention is that only two infographics include hashtags. These are #DebateINE and #SimulacroUniversitario2024.

Table 5. Metrics generated by published infographics

	Statistics	Positive reactions	Negative reactions	Comments	Shares
March	Sum	696956	12234	50345	53103
	Average	23231.87	407.80	1678.17	1770.1
	Max	102,822	3,153	6,100	6,000
	Min	3,000	1	236	218
April	Sum	1,106,126	2,567	1,109,149	81,811
	Average	24,580.58	57.04	24,647.76	1,818.1
	Max	108914	304	109150	6901
	Min	2636	0	2640	243
May	Sum	644300	0	53419	63482
	Average	16692.11	0.00	1389.95	1644.2
	Max	90000	0	8100	9500
	Min	2700	0	149	208
Total	Sum	2,447,382	14,801	1,212,913	198,396
	Average	815,794	4,934	404,304	66,132

Source: Prepared by the author with sample data, 2024

5. Discussion

Based on the results obtained, it is possible to reflect on the main findings observed. Firstly, there is a clear trend towards publishing infographics for most of the month. In general, at least one infographic was published daily, which helped to strengthen the electorate and familiarize them with socialized content in virtual spaces. With this, relationships are also built with the voters if the content is followed up, as happened in this case (Branding, 2021; Parmelee *et al.*, 2022). Thus, this is a positive aspect observed in the case of infographics.

Topics of the infographics were closely aligned with the core proposals that candidate Sheinbaum established from the outset. These infographics aimed to promote the 100 commitments she made. In this context, the infographic plays a crucial role, presenting essential information clearly and concisely that is accessible to the electorate. Similarly, the slogan "Republic of.." complements this purpose. The infographics effectively conveyed their message in fewer than a paragraph, utilizing visual elements that corresponded to the colors and slogans of the coalition parties (Wang *et al.*, 2023). This approach not only informs but also persuades the audience. Therefore, it is crucial to recognize how well the infographic synthesizes information for audiences with lower literacy levels (Medina Cetout & Ayala Ramos, 2022).

One element that stands out in Sheinbaum's campaign is the introduction of photographs as visual support. Although it appears alone, most of the time accompanied, this use helps the recipient to record a fact in their memory, reinforcing the image of the candidate's approach to the electorate. Unlike other resources, such as illustrations or caricatures, photography is a realistic element (Bernal-Gamboa & Guzmán-Cedillo, 2021; Montes-Rojas *et al.*, 2020), which, at least in this proselytizing process, had a significant impact, as evidenced by the electorate's response.

On the other hand, the information disseminated in the infographics was simple, organized, and conveyed in colloquial language, focusing on a more general level of information sharing, which is easier for the sender to understand and communicate (Hernández-Fernández & Morera-Vidal, 2022). Thus, from their structure, the infographics analyzed adhere to a level of audiovisual literacy that increases the possibility that whoever consults them will root their content in memory (Barizon Filho & Cremonez Rosa, 2021; Luna-Gijón, 2023b). In this sense, greater attention will need to be paid to the potential impact of this resource on political and electoral communication to make increasingly better use of infographics in the future. Likewise, ethical use

of the infographic resource is perceived (Rivera Salas, 2019), as they use verified data, such as when the pollsters' results are cited, and aggression or confrontations with the contenders are avoided.

The infographic analysis indicates significant engagement from campaign followers, who responded positively and shared the content across various platforms. These indicators demonstrate the infographic's ability to foster interaction within collaborative spaces. However, it is essential to continue managing social media effectively to prevent adverse reactions, which could potentially harm the current president's image. Furthermore, additional research is necessary to identify specific keywords or phrases that may elicit unfavorable reactions from certain audiences (Amit-Danhi & Shifman, 2020).

In the case of Mexican campaigns, two key elements should be emphasized in the infographic design. First, considering the candidate's profile, there was a noticeable lack of a gender perspective (Alejandre Ramírez, 2020) in the analyzed pieces. Second, all the identified infographics were presented in Spanish. While Spanish is the most widely spoken language in this country, it is essential to recognize its linguistic diversity, as the electorate speaks up to 66 native languages. These factors should be considered when creating infographics and developing the campaign as a whole.

6. Conclusions

This research has focused on the analysis of infographics that have been identified in the electoral campaign for the presidency of Mexico by the candidate Claudia Sheinbaum. The significant findings, particularly the lack of prior studies in this area, underscore the importance of this research. The results make a significant contribution to the field of communication, providing a detailed description of the use of infographics in political and electoral communication and offering insights into the responses they elicit in virtual collaborative spaces. Moreover, the research confirms the versatility of infographics as a high-impact communication medium.

This document specifies the nature of voters' reactions to the communication pieces. The number of positive responses to this type of format has been counted, establishing a trend of positive reactions to this campaign based on the metrics reported by social networks. With this, the specific objective f has been met. Likewise, the elements that are most frequently presented in infographics were identified. It was observed that they adhere to the fulfillment of essential elements such as the adequate balance between visual resources and text, the inclusion of explicit images, with a pertinent distribution of the content so that the ideas are captured from the general to the particular but using concise texts that use simple language, with an extension of less than five lines. It was established that infographics are published continuously, covering up to 80% of the days of the month; up to 4 informative units are placed in one day. This high frequency of publication ensures the campaign's visibility and keeps the audience well-informed. These actions cover specific objectives a and d.

As part of the research, we have defined the campaign themes. It is essential to note that, although nearly 20 different themes were addressed in the infographics, the campaign line that resonated most with citizens centered on public safety and health issues. Furthermore, a clear trend towards a propositional frame is evident in all the communication pieces. These political messages are not just a response to the most significant needs of the electorate, but they also provide concrete solutions outlined in the content of the evaluated pieces. This research has achieved objectives b, c, and e, demonstrating its thoroughness and comprehensiveness in understanding the communication strategies of presidential election campaigns, at least as observed in the infographic.

This research was limited to analyzing infographics from an electoral campaign in Mexico. Therefore, as future research, it is necessary to review all the infographics produced by all the candidates who competed in the same electoral campaign. Additionally, it will be interesting to compare the electorate's response to the infographic with other communication formats to establish its level of acceptance and interaction on social networks. These analyses can be carried out at the state, national, and even international levels. Another possible line of inquiry is to delve

deeper into the electorate's response to this format, as measured through qualitative techniques such as focus groups or in-depth interviews.

Based on the review of the pieces that have been carried out in this research, the following recommendations are issued for the design and dissemination of infographics as part of a format for an electoral campaign:

1. The candidate's image must be part of one of the visual resources of the electoral campaign. In this sense, it is essential to balance this character so that he can be seen as close to his voters.
2. The infographic's message can address a sector or the entire electorate. However, the feasibility of each possibility must be assessed, taking into account the campaign's specific conditions.
3. The same proportion of infographics must be issued throughout the campaign to reinforce the candidate's message with the audience.
4. Infographics must primarily address topics such as the campaign's key axes, the events taking place within it, and the information needs that arise from the electorate. To do this, short phrases are required to implement in this type of piece.
5. Include labels in infographics to make them easier to post on social networks and help establish a trend in this digital space.
6. Although infographic language should be as accessible to audiences as possible, it should consider the gender perspective to convey messages of gender equality.
7. The political message should be aligned with the candidate's proposals, preferably assuming a position of respect and tolerance towards both their followers and opponents.
8. The infographic must be published on different social networks on the same day to send the same information to voters.
9. If linguistic diversity exists, infographics in different native languages should be published to ensure that more voters and the campaign can achieve excellent coverage.
10. Given this campaign's experience, including a proposal broken down by the infographic is strongly recommended.
11. The colors, slogans, typography, and images of political parties and coalitions must always be chosen to generate a precise positioning with the electorate.
12. Some infographics should reinforce citizens' voting intentions; they can also publicize the preliminary results and the campaign agenda.

This research explores the role of infographics as a communication tool in electoral campaigns. Like other emerging resources, infographics must be assessed to pinpoint areas for improvement and identify the aspects that significantly enhance electoral campaigns for candidates. Given that infographics are easy to understand, it is essential to acknowledge their potential to convey crucial information to voters. This contributes to a better understanding of the candidates' proposals, enabling citizens to make more informed decisions when casting their votes.

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