

Communication plan for the Scientific Documentation and Archive (DYAC) web platform

Verónica Rosales-Moscoso, Michelle Tamay-Campoverde and Priscila Verdugo-Cardenas
Marketing School, Marketing School, Business Administration Faculty
Universidad del Azuay, Cuenca, Ecuador
vrosales@uazuay.edu.ec, campoverdemishiel@es.uazuay.edu.ec, pverdugo@uazuay.edu.ec

,Catalina Astudillo-Rodriguez
Computer Science Engineering School
Universidad del Azuay, Cuenca, Ecuador
cvastudillo@uazuay.edu.ec

Jaqueline Verdugo-Cardenas
Business Administration Faculty
Universidad del Azuay, Cuenca, Ecuador
jverdugo@uazuay.edu.ec

Abstract

This project elaborated and executed a strategic communication plan for the “DYAC” platform in Cuenca for 2021 to generate knowledge and create more user flow and researchers in this platform. There was an analysis of theoretical documents about concepts of communication, elements, types with an emphasis on business communication and related topics such as internal and external communication and conceptualization of the stages for the development of a great communication plan. To achieve this purpose a mixed methodology was used, the information obtained from the interviews, focus groups and surveys researchers from the different universities of Cuenca and fellow students from Universidad del Azuay. The execution of the plan design was satisfactory, the strategies applied have achieved a greater reach in social networks and in the platform.

Keywords

Strategic communication, Strategic communication plan, DYAC, and corpora.

1. Introduction

Scientific documentation and archive (DYAC) is a website of the Universidad del Azuay that aims to preserve and archive research inventories of different disciplines, which researchers and users can use for academic purposes. The corpora uploaded in the application could be used by others - researchers and users - to carry out new studies. Since it is a new website, it is necessary to make it known; for this reason, we have thought of designing a strategic communication plan to disseminate it within our community and region (Cedillo S. et al, 2021).

The strategic communication plan aims to generate awareness of DYAC, making a selection of appropriate mass media. Also, to strengthen its image, create valuable content that will be published on the selected social networks.

The information to know the aspects, factors, and mass media necessary for the creation and dissemination of announcements and publications in general, was obtained through quantitative and qualitative research with the use of tools such as surveys, interviews, and focus groups, which allowed acquiring relevant information from

undergraduate and graduate students and research professors of the University of Azuay and other universities in the city of Cuenca.

The research determined that the communication plan should focus on three fundamental pillars: the university's web pages, social networks, and referrals from friends or colleagues.

The social networks that should be the most used to publicize DYAC are first: Facebook and Instagram, second: WhatsApp, and third: Institutional E-mail. The institutional e-mail, although not widely used by students, is a powerful platform for teachers, who are aware of all institutional activities being developed through this medium.

Thus, the strategies implemented are the creation of accounts in the identified networks and the design of a logo; construction of content to be published according to an established schedule; an e-mail chain for teachers, researchers, and users; use of existing platforms of the Universidad Azuay to strengthen the image and reputation of DYAC; and official launch of the website at the University facilities, transmitted through digital media.

As a result of the management of social networks and publications, the DYAC platform has achieved greater acceptance by users in general, as well as the registration of researchers on the website. Likewise, greater participation of people with Facebook and Instagram was evidenced since a greater reach has been achieved thanks to the continuous activity of the interactive media.

1.1 Background

The present research has as background two important circumstances to mention. The first refers to the project 'Linguistics of documentation, a network of research archives,' in which the site Scientific Documentation and Archives, DYAC, was built in collaboration with the School of Systems and Telematics of the University of Azuay (Verdugo P. et al. 2020).

The second, which is part of an international agreement between the National Council for Scientific and Technical Research (CONICET), Argentina; the Instituto de Investigaciones de la Amazonía Peruana (IIAP), the Pontificia Universidad Católica del Perú (PUCP), the Centro de Estudio Antropológico de la Universidad Católica "Nuestra Señora de la Asunción" (CEADUC), Universidad de Chile Facultad de Filosofía y Humanidades (UCHILE), Universidad Nacional de San Juan (UNSJ) and Universidad Nacional de Formosa (UNaF) and Universidad del Azuay. This agreement has led to the creation of the Network of Linguistic and Sociocultural Archives of South America, which has the support of the Permanent Commission on Linguistics, CIPL (Cedillo S. et al. 2021).

1.2 Objective

Determine variables that allow building a communication plan for the DYAC platform created by the Universidad del Azuay in Cuenca, Ecuador. Plan, implement and measure its acceptance.

2. Literature Review

The theoretical notions considered for this research are the theoretical postulates of language documentation and the principles of strategic communication plans.

Thus, linguistic documentation is the action of storing or preserving language research or documents, which focuses on the exploration of linguistic and social diversity and its ideologies and practices, in addition to being extended and developed fieldwork, primarily incurred in a direct way. The main reason why conservation or documentation is carried out is that it protects and protects the human heritage or documentary heritage that refers to the research of historical, exploratory, linguistic value, among others, preserving them in records, libraries, or libraries, whether physical or virtual (Golluscio et al. 2019).

The documentation seeks to preserve archives and primary data from linguistic, anthropological, archeological and humanistic research and aims to record, preserve and disseminate countries' linguistic and cultural heritage.

On the other hand, corpora, according to (Pérez, 2002), is any collection of various texts. It is identified as a textual body. Leech (1992), for his part, proposes that some computer corpora refers to several texts archived in a computer; therefore, it is not only a text or physical document, but technology has made it possible to search, retrieve, order, and

store a large number of documents that are useful for research. He also suggests that it should be identified as Computer Corpus Linguistics since it combines technological advances and linguistic development.

Other authors state that it not only provides information but has been identified as a representation of a linguistic section. In other words, it is a collection representing a dialect, language, or idiom for linguistic evaluation. But according to (Atkins et al., 1992), the corpus is a library of electronic documents that are built according to explicit design criteria, and its purpose varies according to the intended purpose.

Regarding the strategic communication plan. To achieve the success of an organization, users must recognize the company or brand in the selected market. It is essential to design and execute a strategic communication plan to achieve this. Strategy is a planned action that helps achieve a specific objective since it generates a competitive advantage for companies in their brand or in what they offer.

A strategy focused on communication and marketing, according to (Viñes and Gauchi 2014) are the conscious, rational, and coherent actions of decisions to undertake and resources to use, which allows achieving the final objectives of the company, taking into account the decisions that in the same field takes, or may take, the competition considering, at the same time, the external technological, economic and social variations of the environment.

In other words, it is a set of activities that focus on internal and external research to satisfactorily achieve the objectives set by the organizations, in addition to knowing the influential aspects that intervene in the consumers' purchasing decisions. For them, it is necessary to design a strategic communication and/or marketing plan.

It should be noted that strategic communication is created after implementing a strategic marketing plan. However, there is a difference between communication and strategic communication. According to (Scheinsohn and Saroka 2000), strategic communication is an interactive and multidisciplinary construct, which involves the development of a program comprising four phases: strategic level, logistical level, tactical level, and technical level, and its procedure can determine the strategic communication plan. (Viñes and Gauchi 2014).

Strategic communication requires the creation of a strategic communication plan. However, it is important to differentiate between strategic communication planning, which focuses on an analysis of the environment, the identification of communication objectives, the establishment of appropriate strategies and tools, the implementation of resources to achieve the objectives, and the approach and definition of the metrics used to measure and control all communication planning. And the strategic communication plan is a document accessible in any format, in which all the information is found, and the final result that was obtained by executing the strategic communication planning (Aljure 2015).

In other words, the strategic communication plan is an instrument that stores information on resources, strategies, objectives, and communication activities that can be executed and favor the organization internally and externally, helping to organize, guide, and transform a good communication, which facilitates orientation and avoids the dispersion of data or information.

To carry out a follow-up and evaluation for proper planning, the segment or public must be selected, and objectives must be established that can be met and measured, which will help to make good decisions (Portilla, 2014).

It should also be mentioned that communication planning generally has a time limit of three to five years, so after this time, it is mandatory to design a new one, so that it can be adapted to the consumers or the market penetrated. According to the needs of the organizations, the planning can be done in monthly, quarterly, half-yearly, and annual periods, which is more optimal to meet the needs of customers and organizational objectives. In this way, it fulfills its mission and vision. (Aljure 2015).

3. Methods

This study proposes an exploratory and descriptive approach to the investigated reality. The methodology has considered the one proposed by (Saab, 2015), is based on six phases: analysis of the situation, the definition of objectives, selection of the target, identification of messages, action plan, and indicators.

In order to better understand the preferences of users of platforms similar to DYAC, we collect quantitative and qualitative information to students, teachers and researchers from Universidad del Azuay, Universidad Politécnica Salesiana, Universidad Técnica Particular de Loja and Universidad de Cuenca, universities from Cuenca-Ecuador. We use interviews and focus groups to collect data (qualitative approach). Likewise, we apply a survey (quantitative approach). The universe was 2516 informants, distributed among teachers and students of the Universidad del Azuay: undergraduate students (seventh cycle) 1913; graduate students 406; teachers and research teachers 197.

4. Results

The study helped to identify the perception that potential users have in relation to this type of platform. We present the results categorized into three levels: first, those collected by the qualitative and quantitative study; second, those who help to base and build the communication plan and thirdly, apply the proposed plan.

4.1 Qualitative and Quantitative study results

Qualitative study reveals that the students of the different universities need a platform with free access and a simple interface where it is not complicated for them to find information on the different areas of knowledge. Likewise, one of the biggest problems is the lack of reliable and valid information, so, this has made the level of satisfaction of students in terms of information collected low, and much valuable information is not archived, preserved, and shared on any website. Regarding communication mechanisms, the study evidenced that the channels would be Facebook, Instagram, and Twitter to reach this younger audience. In the case of teachers and researchers, the best would be to use institutional mail.

The quantitative study also reveals that Facebook, Instagram, and WhatsApp accounts would be the best way to promote the DYAC platform; the results, in percentage in the same order, are 74.10%, 74.10%, and 74.60%. Generally speaking, another aspect that the survey showed us is that the archived corpora must be of very good quality (74.60%) so that researchers can use them in their own research.

Likewise, most of the university community (100%) would be willing to use the DYAC platform, since they consider that the content of research products published here will contribute to the development of their projects. However, they would not be willing to pay for access.

4.2 DYAC Communication Plan

4.2.1 The strategic communication plan for the DYAC included the following strategies.

- a) **Creation of accounts.** Being a new project, the platform did not have accounts only for DYAC, therefore, they were created on Facebook and Instagram, both managed with the same email. Similarly, in order to identify the corresponding social networks, a logo was designed to characterize the platform. Below, figure 1.
- b) **Creation of DYAC's Logo:** An initial design of the DYAC logo was executed, which was modified since it had to comply with certain parameters and standards established by the Universidad del Azuay. The Communication Department of the UDA was in charge of modifying the logo so that it would be aligned with the image of the University. Below, figure 2.
- c) **Content creation:** According to the segment and following the schedule (July 19 to August 31), a content strategy was designed based on three stages. Likewise, during the third and fourth week of July, organic content was created in order to make a comparison of the reach obtained at the time of creating the account and the beginning of the management of social networks. From August 2, 2021, organic content was started with the publications that were previously published. Below, figure 3.

A hashtag was also created for Instagram and Facebook posts, which is very useful to identify the message; it was indexed to DYAC's social networks with a hyperlink that would redirect them to the page or network related to the topic, according to the search needs of users or researchers.

The hashtag is #DYAC and will continue with other hashtags that exist and are frequently used such as: '#documents, #archives, #scientists, #research, #corporations, #academics, #universidaddelazuay, #UDA, #sitioweb, #inventory, #project'. These are linked to all posts along with the link to the project platform:

<http://dyac.uazuay.edu.ec/dyac/frontend/web/index.php/>

The first feed on Instagram was created on July 19 in puzzle format as a presentation of the DYAC logo. Then, in the first stage, from July 19 to July 25, 2021, three posts were uploaded on social networks. Each post communicated relevant data about the platform. In the second stage, from July 26 to August 8, 2021, content about DYAC was published, aimed at users and researchers. Also, at that stage, the scope, formats, files, and documents that could be stored on the platform were discussed. Below, figure 4.

The third stage is the interaction of content from August 10 to September 2, 2021. To generate engagement through all publications through action strategies, including linking to the platform, creating history, and conducting a survey of the stories.

- d) **Strengthen the image and reputation of DYAC.** Making use of UDA's social networks strategically, and in order to increase the audience for the DYAC platform, its mass media such as Instagram and Facebook a publication was shared on August 3 and 5, 2021, achieving a greater influx of users who entered the shared post. Below, are figures 5, and 6.
- e) **Creation of an e-mail chain.** The e-mail chain refers to e-mails sent to teachers - researchers and students. The content of the message depended on the segment to be disseminated, using two databases provided by the UDA: students and teachers. For this purpose, three e-mails identified as "DISSEMINATION SCIENTIFIC DOCUMENTATION AND ARCHIVES PLATFORM (DYAC)" were sent on different dates. The first was sent by the Laboratory Group of Research and Development in Informatics (LIDI), which was sent on August 3, 2021, to researchers through a pdf document in which hyperlinks to links to social networks and the DYAC platform was made. The second was addressed to students and sent on August 19, 2021, the mail was disseminated by the Gmail of Documentation and Scientific Archive (DYAC), and the third was made on August 30 for the segment of teachers - researchers by the same Gmail.



Figure 1. Creation of accounts on Instagram



Figure 2. Creation of DYAC's Logo



Figure 3. Content creation



Figure 4. Presentation of the logo on I



Figure 5. Strengthen the image and reputation of DYAC



Figure 6. Strengthen the image and reputation of DYAC

4.2.2 Presentation of results Organic Content

A comparison of the organic content generation that was accomplished in the third and fourth week of July for Instagram and Facebook was performed. The evaluation of organic activity on Instagram DYAC showed that from July 01 when the account was created to July 31 that content was published. Below, figure 7.



Figure 7. Instagram results

Thus, it had a reach of eighty-nine accounts, eighty are not part of DYAC, nine are followers, twenty-six interactions, twenty-four likes, two shares, and the capture of seventeen followers. In addition, thirty visits to the Instagram profile were obtained, of the same two interactions that were directed to the website. For each publication made, a reach was achieved, which increased, according to the posts and the movement of the continuous activities of the social networks. On Facebook, in terms of inorganic content, a reach of seventeen users was evidenced, with the greatest impact on July 20. Similarly, an impression of fourteen likes was achieved for both the Facebook and Instagram pages. Each publication obtained a different reach. The highest reach was obtained with the publications of July 19 in which the DYAC logo was presented. The next one is that of July 20 with the informative publication about what is DYAC, in this one ten people were reached and twelve impressions were obtained.

Regarding the content through the UDA's social networks, the reach of the publications during the first week of August 2021, evidenced that on Facebook a reach of 3,054 people was achieved. It was identified that this was obtained by two publications that were posted on the University's Facebook account. The first had a reach of 2,147 users and twelve interactions. The second publication achieved 3,182, i.e., it had an increase of 48%, just as interactions increased by an average of 200%.

In the case of the Instagram page, the same efficiency was not obtained, since the acceptance by users, in terms of organic content, decreased. It was shown that from August 01 to 08, 2021, fifty-three accounts were obtained (-33%), ten are followers and forty-three are not. Likewise, twelve interactions were achieved (-50%) and only five followers were obtained. The interactions are justified by the five likes, six times the publications were shared, and one saved content of interest.

The final results show that, from the beginning of the creation of the accounts until the first week of August, a total of 126 accounts were reached, thirty-eight interactions in the sixteen publications uploaded, and a total of twenty-eight followers.

Regarding the paid content, it is necessary to invest in the publications so that it achieves greater interaction and reach according to their target audience. The paid content was carried out from August 2 to August 31, 2021, nine postings were made, five on Facebook and four on Instagram, and had a rotation of two days each reaching a total of eighteen days in activity.

The results on Instagram showed that 4.417 accounts were reached thanks to the advertisements, 97.8% of the accounts were reached through the advertisements, of which eighteen followers of the social network were reached. In addition, 5.312 impressions were achieved, an increase of 23% in interactions compared to the organic content, this is subdivided into six shares, an increase in likes, and a number of times saved. Below, figure 8.

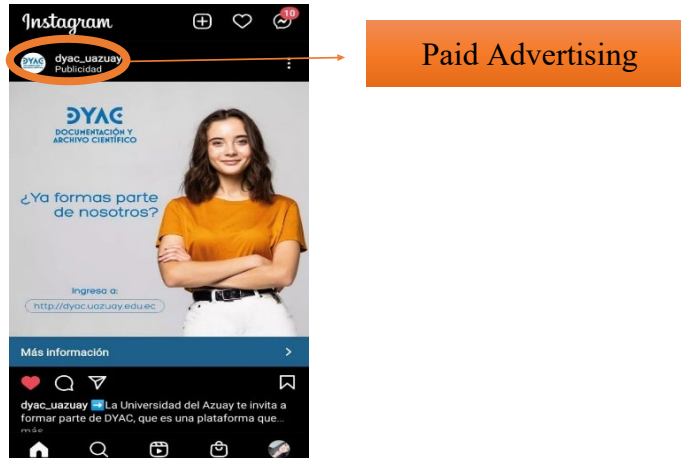


Figure 8. Paid Advertising

The Facebook page has had a reach of 7.433 during the period of August and this was generated thanks to the paid publications made in this same month, giving a total of 3.700 paid reach and 3.900 impressions, that is, the acceptance of the page has increased by more than 100%.

Also, the videos had a total of 873 reproductions during the three seconds, the interaction with the page has increased by 75%, the reach of the publications by 200%, and the visits and likes by more than 100%, compared to the month of July and the organic content. Below are figures 9, and 10.

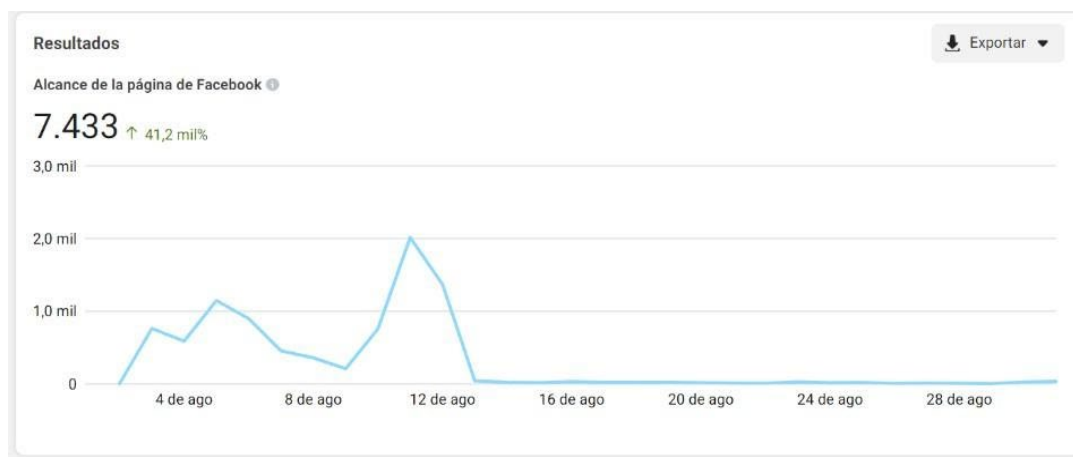


Figure 9. Facebook results

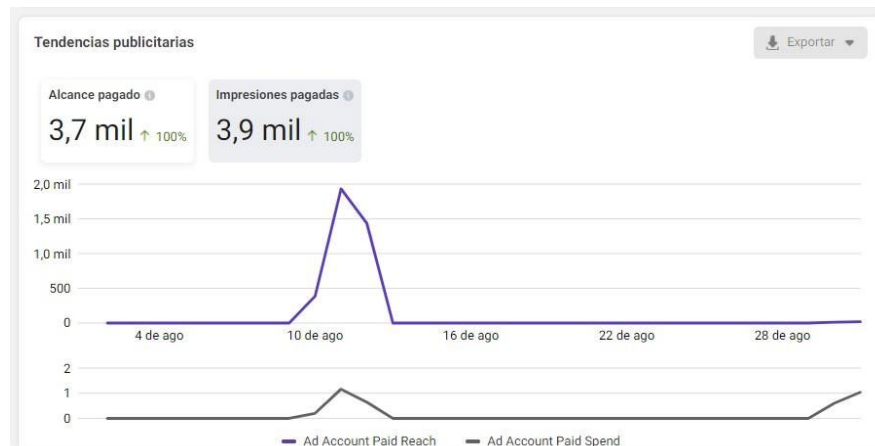


Figure 10. Facebook results

The acceptance of DYAC has been reflected in the records of the platform, despite the fact that the communication plan was executed in a limited time, there are twenty-four users that are part of DYAC, among them seventeen researchers, four administrators, and three users. However, the segment that has been most interested in the web page is the researchers.

4.2.3 Metrics analysis

It is not enough to design and execute a communication plan, to know if the objectives set are met effectively and the resources used were efficient, it is necessary to measure the results to achieve brand recognition and positioning, this is achieved through marketing metrics.

According to the authors Bendle, et al. (2016) we have considered the following parameters in the analysis of metrics: the impact, reach, visits per page, interaction and click rate:

- a) In this way, the impact that an ad had on Instagram is calculated with the data of the average frequency of 1.2378 and the reach 7% more compared to the month of July. Giving a total of 8.66%, then advertising an Instagram ad had 8.66% reach.
- b) Regarding the visits per page, we propose a hypothetical example, since it cannot be done through real data from the DYAC platform, since, to know the number of visits generated, it is done through "cookies", or some other tool that It helps us to obtain information from users who enter either out of real interest or just curiosity. As to the time of Rich media and interaction rate In the ad created from the presentation video of the DYAC platform, it was one of those with the best reach with 3,739 thousand, a total of 1.7 thousand interactions, and impressions of 3,926. Then, it is established that a certain ad had an interaction rate of 43.30%, that is, the ad 43.30% of potential customers interacted with the video, whether they repeatedly watched the video, clicked, or simply passed the mouse for the ad, it can also be determined that it was successful since it is close to half, despite the fact that more than half of the total impressions had no interaction.
- c) Analyzing again in the same ad as in the previous metric, even having a total impression of 3,926, and of these 43.30% are successful interactions, however, there were only 31 clicks on the link. Ultimately, less than one percent of user-generated impressions got a redirect from the DYAC platform, showing that activity tends to be low with the number of impressions generated.

5. Discussion and Conclusion

Finally, the general objective of this research has been fulfilled, since the design and execution of the communication plan for the DYAC platform have been carried out efficiently with the information obtained from the surveys, interviews, and focus groups. This information helped to visualize the internal and external situation in order to

develop the strategic communication plan, considering the mass media, publications, and time allocated for each activity.'

The survey also revealed that the correct term for DYAC is platform and does not apply because the public identifies more with it. It was evidenced that the application is more associated with a cell phone app. Another important aspect is that most users, especially the university community, are willing to use the DYAC platform because they consider that the content of research products would be archived in a secure platform, with the possibility of sharing them with other researchers. However, they are not willing to pay for its use. For that reason, it is important to keep it an easily accessible and free website.

Likewise, the teachers and researchers who would be willing to be part of DYAC, upload all their records, the only condition they have requested is that our copyrights be respected and recognized. This condition has been considered and explained on the platform.

As for the communication plan for DYAC, this focused on disseminating the existence of the platform through social networks that are identified as mass media and interaction in this case Facebook and Instagram, and acceptance by users was evidenced. The aforementioned social networks were an indispensable channel to generate awareness and redirection to the DYAC platform, thus obtaining user traffic and researcher registrations, despite the limited time of the implementation of the communication plan.

In addition, the effectiveness and efficiency of the strategies proposed were demonstrated, because when analyzing the marketing metrics with the data achieved by the organic and paid publications in the corresponding networks, the reach, interactions, impressions, and activity in the redirection to the DYAC platform, are within the cost range of actions per user. However, it was observed that there is more traffic and user activity on Facebook than on Instagram.

One of the major limitations of this study was time since it had to adjust to a very tight schedule. Therefore, the possibility of continuing to apply the selected strategies for the dissemination of the DYAC platform over a longer period of time remains open. This opens up other lines of research such as measurements and corrections to the plan proposed in this research.

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- Wingu. Tecnología sin fines de lucro.

Biographies

Verónica Rosales-Moscoso is Commercial Engineer, master's degree in Business Administration. She is an Associate Professor-Researcher at University of Azuay, in Cuenca Ecuador. She is a member of the Marketing school coordination department and responsible for communication of the Faculty of Business Administration. She is linked to multidisciplinary research projects with professors from the University of Azuay like Computer simulator for entrepreneurs and Linguistics of documentation, network of investigative archives. Diffusion of the communication plan and usability test. Her research interests include Marketing, Communication, Market Research, Design Thinking, entrepreneurship.

Michelle Tamay-Campoverde has a degree in Marketing, graduated from the University of Azuay in Cuenca, Ecuador. During her university studies, she was a Tutor or Teaching Assistant in Statistics I, II and III. At her young age, she is implementing the necessary documents to complete a Master's Degree in Brand Management and Strategic Marketing Management at the Ibero-American University Foundation (FUNIBER). She is linked to a new and important project carried out by the university where she finished her studies, the project called Documentation and Scientific Archives (DYAC), she implements and executes the strategies to publicize the project, being her thesis topic, for your previous degree. This has great emphasis on learning and developing brand positioning and with it market research

Priscila Verdugo-Cardenas Academic training. She is PhD candidate of the Literature Program of the Argentine Catholic University, UCA. Fourth level qualifications: Master in University Teaching, 2006. Specialist in Spanish as a foreign language, 2005. Third level degree: Bachelor of Administration and banking, 1998. International professional experience: Professor of business, academic and survival Spanish: Syracuse University, 2001,2004,2005,2006; JICA-JOCV of Japan, 2004, 2005, 2006, 2007; St Ambrose, Augustana College, Ohio University, 2003, 2004. Local professional experience: Professor of Spanish as a foreign language: Universidad de Cuenca, 2009, 2010. Professor of Spanish as a first language, Pan American University, Cuenca, 2004 - 2012. Coordinator of the Spanish as a Foreign Language Program, Universidad del Azuay 2010-2012. Professor of Spanish and research at the Universidad del Azuay 2011 onwards. Researcher of the LIDI team of the Faculty of Business Administration of the Universidad del Azuay and project manager Linguistic Documentation Project, Socio-linguistic Cartography.

Catalina Astudillo-Rodríguez is an Associate Professor-Researcher at the School of Computer Science Engineering and the Faculty of Administration Sciences of the Universidad del Azuay, Cuenca, Ecuador. She is a Computer Engineer. Has a specialty in University Teaching and a master's degree in Multimedia Design, she is currently pursuing doctoral studies in Computer Science at Universidad Nacional de la Plata, La Plata, Argentina. She is linked to multidisciplinary research projects with professors from the University of Azuay, titled projects: development of ERP software for SMEs, Development of online product catalog for SMEs, Linguistic Documentation Project, Socio-linguistic Cartography, Augmentative Systems and Communication alternatives with FOSS technologies and Attentional Processes. Her research interests include programming, usability, user experience, and web applications.

Jaqueline Verdugo-Cardenas is a Doctor in Spanish Language and Literature. Private Technical University of Loja. Master of Arts. Simón Bolívar Andean University. Quito. Diploma in University Teaching. Florida Atlantic University and Pan American University. Florida-Cuenca. Professor of Second Education, University of Cuenca. Graduated in Philosophy, Letters and Educational Sciences, specializing in Spanish Language and Literature. She approved the doctoral program at the Argentine Catholic University (UCA), prepares his defense of the doctoral research project: "Poetic anthologies in Ecuador between 1980 and 2013. Cultural, aesthetic references and changes in the literary paradigms of the time". She is currently a teacher-researcher at the Universidad del Azuay.