

**COLOMBIA**  
**SWOT Analysis**

<p><b>STRENGTHS</b></p>	<p>Colombia has very organized and structured organizations that defend freedom of the press and information, as well as a long-standing relationship with international organizations that protect the same interests. This allowed these media organizations and journalists to act in time to reject aggressions and protect communicators in the most difficult times experienced during the period analyzed. Partial restrictions on issues related to freedom of expression remain in the country. To a large extent, professional exercise remains free, there is no closure of media by government decisions, there is widespread access to the Internet and the creation of media that do not use the electromagnetic spectrum is free throughout the national territory. Although some legislators try to create rules that regulate the exercise of networks and media, they have not been able to materialize their interests and no serious or numerous rulings condemning the actions of journalists and media are present.</p>
<p><b>WEAKNESSES</b></p>	<p>The verbal and stigmatizing qualifiers against the media and communicators during the electoral campaign seriously damage the exercise of journalism, weaken it and, therefore, delegitimize the task of monitoring the press. The financial crisis remains in the media, which has caused the dismissal of workers and the risk of closure of companies in the industry. This would very seriously affect democracy and social and political control. Regulatory asymmetries between established media and network operators do not contribute to improving the exercise of freedom of expression and the press, while the State shows no interest in correcting those asymmetries. Lastly, the murder of journalists, as well as violent acts against media and communicators, continue to be the constant in Colombia along with absolute impunity.</p>
<p><b>OPPORTUNITIES</b></p>	<p>The opportunities arise from the possibility of new ways to communicate and approach other audiences through the different networks and technological platforms that have also been an opportunity to learn new languages to reach the population. In addition, these platforms have made access to information has widespread and expedite. As for obtaining financial resources, unfortunately the opportunity comes more from organizations abroad than from the Colombian State.</p>
<p><b>THREATS</b></p>	<p>In the period analyzed, during which the most troubled presidential elections in recent years took place, the threat of social media (Tik Tok, Google, Meta, Instagram, Twitter) multiplying fake and manipulated information that is non-compliant with the minimum shared content verification standards, that is, playing a disinformation replicating role, was clear. The actions of illegal armed groups –especially in the regional media– remains a threat to the exercise of freedom of the press and information.</p>

