

## Black Consumers and Social Media - US - May 2014

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“Social media has become a forum for Black consumers. It is one space where consumers feel they can be themselves and express themselves without fear of judgment. But, this notion doesn’t extend to brands. Companies are still companies, and they must be both candid without being offensive, as well as authentic and empathetic.”  
– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- How effective is advertising in social media, when compared to traditional advertising?
- Which social network is the right fit for your brand?

Word-of-mouth is a major influencer in the Black community, and given their level of engagement with social media, the power of their recommendations is huge. Many Black consumers are constantly connected to social media, whether they’re updating their status or browsing through the newsfeed. Social media goes well beyond a way for them to connect with friends and family; it’s how many of them get national and local news, especially news that directly impacts the Black community.

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