

Hispanics and Social Media - US - May 2018

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"Hispanics find in social media connections who share their interests despite having diverse cultural, religious, and political backgrounds. Social media provides Hispanics with information and social currency, and brands with a platform to interact with and learn about users. Since Hispanics use a variety of social media sites, the challenge is to reach them and find ways to stand out."

-Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Facebook and YouTube get the most attention
- There is no social media saturation yet
- Standing out by posting unexpected content
- Experimenting and being creative
- Getting to relevance

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Definition

Executive Summary

Overview
The issues
Facebook and YouTube get the most attention
Figure 1: Apps or social media sites Hispanics use, February 2018
Figure 2: Number of social media sites Hispanics use, by age, February 2018
There is no social media saturation yet
Figure 3: Change in Hispanics' use of apps or social media sites compared to a year ago, compared to all, February 2018
The opportunities
Standing out by posting unexpected content
Figure 4: Types of social media content Hispanics find appealing, February 2018
Experimenting and being creative
Figure 5: Hispanics' perception of brands they see on social media, February 2018
Getting to relevance
Figure 6: Hispanics' perception of social media contacts – Personal interests, by gender, age, and level of acculturation, February 2018
What it means

The Market – What You Need to Know

Facebook and YouTube get most of the attention
Bicultural Hispanics see beyond Facebook and YouTube
Hispanics are online
Younger Hispanics are most engaged
Hispanics are bilingual

The Hispanic Social Media User

Hispanics gravitate toward most popular social media sites
Figure 7: Apps or social media sites Hispanics use, February 2018
Older Hispanics not seeing beyond Facebook
Figure 8: Apps or social media sites Hispanics use, by age, February 2018
Unacculturated and bicultural Hispanics drive social media engagement
Figure 9: Apps or social media sites Hispanics use, by level of acculturation, February 2018
Types of social media content drive gender and age differences
Figure 10: Apps or social media sites Hispanics use, by gender and age, February 2018

Market Perspective

Hispanics close the digital divide

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Figure 11: Internet usage, by Hispanic origin and language spoken at home, November 2012-December 2013 and October 2016-November 2017
Figure 12: Internet usage – Hispanics versus all US consumers, by age, October 2016-November 2017

Hispanics own an arsenal of consumer electronics

Figure 13: Hispanics' personal ownership of technology products, indexed to all, January 2017

Market Factors

Hispanics are young

Figure 14: Distribution of population, by age and race/Hispanic origin, 2018

Hispanics are bilingual

Figure 15: Language(s) Hispanics speak at home, October 2016-November 2017

Figure 16: Hispanics' perception of social media contacts – Language most of them speak, by language spoken at home, February 2018

Hispanics' median household income is lower

Figure 17: Median household income, by race and Hispanic origin of householder, 2016

Figure 18: Household income distribution, by race and Hispanic origin of householder, 2016

Key Players – What You Need to Know

There is no social media saturation

Opinion leaders can plant the seed; followers can make it grow

Prompting online purchases is still a challenge

Privacy concerns will trigger changes

What's Happening?

Hispanics' engagement with social media is increasing

Higher social media engagement means a fragmented market

Figure 19: Change in Hispanics' use of apps or social media sites compared to a year ago, compared to all, February 2018

Figure 20: Groups driving net increase of Hispanics' use of select apps or social media sites compared to a year ago, compared to all, February 2018

Social media is creating a new language

Hispanics love WhatsApp –Should brands love it, too?

Figure 21: Hispanics' use of WhatsApp, by key demographics, February 2018

Opinion leaders yes, but with caveats

Figure 22: Share of Hispanics who follow opinion leaders on social media, by key demographics, February 2018

What's Struggling?

Prompting Hispanics to make purchases online is still a challenge

Figure 23: Hispanics and brand efforts on social media, by key demographics, February 2018

Figure 24: Perception of safety of online purchases, by Hispanic origin, October 2016-November 2017

What's Next?

Some people may start questioning their social media engagement

Social media sites may shift focus toward gaining users' trust

#boycott

Figure 25: Hispanics' attitudes toward brand boycotts, by key demographics, February 2018

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The Consumer – What You Need to Know

- Hispanics value actionable information in social media content
- For Hispanics Facebook and YouTube offer more
- Personal interests unifies people on social media
- Hispanics don't know what to expect from brands' posts

Appealing Types of Social Media Content

- Appealing content addresses Hispanics' needs
Figure 26: Types of social media content Hispanics find appealing, February 2018
- Traditional gender roles influence content appeal
Figure 27: Types of social media content Hispanics find appealing – Select types, by gender and age, February 2018
- Games versus quizzes
Figure 28: Likelihood of Hispanics finding games and quizzes appealing, by key demographics, February 2018
- Opinion leaders and brand content is not for all
Figure 29: Likelihood of Hispanics finding content created by opinion leaders and brands appealing, by key demographics, February 2018
- With limited resources, what content combinations have the greatest reach?
Figure 30: TURF analysis – Types of social media content Hispanics find appealing – Top five, February 2018
Figure 31: TURF analysis – Types of social media content Hispanics find appealing – All, February 2018

Content Associated with Social Media Sites

- Hispanics have clear ideas of what specific social media sites can offer
Figure 32: Types of social media content Hispanics find appealing, February 2018

Social Media Contacts

- Personal interests trump diversity
Figure 33: Hispanics' perception of social media contacts versus in-person contacts, February 2018
- Personal interests bring people together
Figure 34: Hispanics' perception of social media contacts – Personal interests, by gender, age, and level of acculturation, February 2018
- Diversity in cultural background
Figure 35: Hispanics' perception of social media contacts – Cultural background, by gender, age, and level of acculturation, February 2018

Perception of Brands' Content on Social Media

- Hispanics are looking for a reason to like the brands they see on social media
Figure 36: Hispanics' perception of brands they see on social media, February 2018
- Hispanic women are more interested in details
Figure 37: Hispanics' perception of brands they see on social media, by gender and age, February 2018
- Less-acculturated Hispanics more positive toward brand social media content
Figure 38: Hispanics' perception of brands they see on social media, by gender and age, February 2018

Appendix – Data Sources and Abbreviations

- Data sources
- Consumer survey data

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Abbreviations and terms

Abbreviations

Terms

A note about acculturation

Appendix – Consumer Data

Figure 39: Language(s) Hispanics speak at home, by age, October 2016-November 2017

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