

## Hispanic Consumers and Social Media - US - June 2014

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“The latest advances in technology are creating an environment that is quite fertile for promoting biculturalism. Social media or networking sites give Hispanics the ability to remain in touch with their country of origin and connected to their culture, which is something that previous generations of immigrants didn't have.”

– Juan Ruiz, Senior Multicultural Analyst

### This report looks at the following areas:

- To translate or not to translate? Spanish is alive and well on social networking sites
- Does social networking equal Facebook?
- 'Liking' or recommending brands

It is estimated that almost two thirds of the Hispanic population aged 18+ visit or belong to social media or networking websites. Overall, Hispanics are participating in social networks almost at the same rate as non-Hispanics are, and may close the remaining gap in a not-so-distant future. They are accessing the sites and participate frequently.

Social networking offers an additional space where Hispanics can stay in touch with friends and family members. Moreover, thanks to social networks the majority of Hispanics feel they are closer to their Hispanic roots as well as friends and family in Latin America, and that is very important for them. Social networks are not replacing face-to-face relationships but are rather complementing them.

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