

Social Media Overview - Brazil - June 2018

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“A large portion of Brazil’s population doesn’t have access to the internet. Among those who are connected, however, social networks play a very important role. In addition to connecting people with friends and family, social networks are the primary source of information and an entertainment option for the majority of users, and mobile phones are the main device used.”

– Ana Paula Gilsogamo, Research Analyst

This report looks at the following areas:

- Internet access still is relatively low in Brazil
- Fake news and lack of data protection can affect social networks
- Mobile phone and social media addiction can stimulate “digital detox”
- High cost of data usage and specific plans “attach” users to social networks

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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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High cost of data usage and specific plans "attach" users to social networks

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Consumers have an interest in content created by brands

Inviting consumers to interact with brands can be an opportunity

Partnering with celebrities can appeal to different audiences

Brands can promote and sell products via social media

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Fake news and lack of data protection can affect social networks

Mobile phone and social media addiction can stimulate "digital detox"

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Internet access is still relatively low in Brazil

Access to the internet via mobile phones grows

Social networks' data use and protection policies are questioned

Fake news can impact social media as a source of information

Mobile phone and social media addiction can stimulate "digital detox"

Price and promotional plans boost access to social media

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Facebook and Instagram facilitate the commercialization of products

Brands invest in YouTubers and celebrities to amplify their campaigns

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