

# Social Media Overview - Brazil - December 2019

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## This report looks at the following areas:

Having a wide reach and influence, as the name suggests, digital influencers can be great allies of brands and causes, especially in a moment when social networks have been associated with negative contexts such as fake news, depression, anxiety, bullying, and hate speech.

- Depression, anxiety and mental health gain prominence due to social media exposure
- Aging population should impact the way brands and companies use social media to attract consumers
- Social media still has a fake news problem



“As the access to the internet and the usage of social media grow, the audience has become more diverse, generating migrations between social networks and challenging brands and companies to be more assertive when identifying which content, network and subject appeal to their target demographic.”

– Ana Paula Gilsogamo,  
Research Analyst

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- Facebook, Instagram and Twitter try to create tools to prevent suicides
- Aging population should impact the way brands and companies use social media to attract consumers

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- Social media still has a fake news problem
- Social networks for gamers and games with their own social networks are gaining space

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- From Globo to Netflix, streaming services invest in partnerships and strategies with influencers
- Brands are capitalizing on TikTok’s popularity
- Nike gains spontaneous media, influencer support, and stock market value with Colin Kaepernick

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**MARKETING CAMPAIGNS AND EFFORTS**

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