

## Social Media Overview - How Influencers are Impacting the Market - Brazil - November 2019

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“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

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

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Aging population should impact the way brands and companies use social media to attract consumers

Social media still has a fake news problem

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More than half of social media users follow or interact with digital influencers

Social networks for gamers and games with their own social networks are gaining space

What we think

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Internet access grows even in rural areas and among poorer classes

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Social networks for gamers and games with their own social networks are gaining space

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