



A MATCH MADE IN DIGITAL HEAVEN:
HISPANICS AND SOCIAL NETWORKS



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INTRODUCTION

As has been widely documented, **Social Media** has become part of our daily lives. Social media ad spending has grown exponentially since 2012, when it was first measured by IAB and reached the astounding number of 185.7 million users today. There is no sign of this growth stopping any time soon.

In 2005, less than 10% of the U.S. online adult population used networking sites. Over a decade later, in the age of internet, global communications, tablets and smartphones, this percentage has increased to 58.5% of total U.S. population. So far in this series of white papers, the close relationship between the U.S. Hispanic population and different technologies/devices has been highlighted. This white paper focuses on their relationship with the most popular examples of Social Media.

Social Media sites are internet sites where people interact freely, sharing and discussing information about a slew of topics, using a multimedia mix of personal words, pictures, videos and audio.

It differs from traditional internet sites in that the content is generated by users.

HISPANICS AND SOCIAL MEDIA IN NUMBERS

% OF INTERNET USERS WHO USE SOCIAL NETWORK SITES

78.6%

OF U.S. HISPANICS

58.5%

OF TOTAL U.S. POPULATION

When analyzing Social Media, two key concepts come into play: “**interact**” and “**share**”. They are deeply ingrained in Hispanic culture. Hispanics are culturally driven to interconnectedness; the internet and social networking sites in particular, cater to this preference. With 78.6% of online Hispanics using social networking sites, **they are over 20% more likely than the general market to be members of social networks.**

This, however, is not the only trait of U.S. Hispanics which reflects their wide presence in Social Media. Another characteristic of this demographic which reinforces its link to social networking is the fact that **Hispanics are young: median age: 28 years old vs. 37 years old for the general population.**



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They are also early technology adopters. **Over half of the U.S. Hispanic population owns a tablet** (31.2 million), over two thirds own a smartphone (38.1 million).

These factors help explain Hispanic presence in Social Media. **As regards Facebook, for example, there are more than 31.4 million Hispanics who log in every month.** They are also active users of LinkedIn: around 18.9 million log in every month.

In general, Hispanics over-index both the general market and the non-Hispanic white population in most social networking sites. 45% of Hispanics use Instagram while 40% of Non-Hispanics do so. The same happens with Twitter usage, with Hispanics accounting for 44% and Non-Hispanics for 41%; Google +, which is used by 28% of Hispanics and 18% of Non-Hispanics; and many others such as Reddit (15% vs. 8%), Tumblr (13% vs. 10%), Vine (12% vs. 7%) and Periscope (6% vs. 4%).

Hispanics have historically embraced social networks before the general population: in 2012, 18% of internet users who used Instagram were of Hispanic origin (vs. 11% for non-Hispanic whites); 19% of internet users who used Twitter were of Hispanic origin (vs. 14%); and 8% internet users of Tumblr were of Hispanic origin (vs. 6%).

Leading Social Media Platforms among Hispanics:

Facebook		31.4M users	Pinterest		13.6M users
Facebook Messenger		31.4M users	Tumblr		12.3M users
Instagram		21.8M users	Snapchat		12M users
Twitter		19.9M users	Reddit		8.5M users
LinkedIn		18.9M users	Goodreads		2.8M users
Google		13.9M users	VK		2.6M users

WHAT ARE THE ADVANTAGES OF RUNNING A CAMPAIGN ON SOCIAL MEDIA?

Ad campaigns can be optimized to a multimedia approach, which would include Social Media, Search and (Banner) Display on Portals, paired with Audience Management. By means of this combined approach, it is possible to:

- Generate clusters of clickers from Social Media and Search, saving search keyword strings and different campaign parameters for later analysis, micro-segmentation and detection of new interest groups.
- Develop clusters of viewers and clickers from Display, enhancing audience information with contextual data, and data supplied by each editor.
- Furthermore, through Audience Management, it is possible to:
 - Understand the degree of user duplication between social, search and display in order to optimize the media mix.
 - Accurately measure the reach of campaigns.
 - Understand actual audience behavior, generate metadata and find new audiences for each campaign.

Social vs. Other Media

	SOCIAL	SEARCH	DISPLAY	AUDIENCE MANAGEMENT
Segmentation according to interest	Declared	Proven	Contextual	Inferred
Demographic Segmentation	Yes	No	Sometimes	Enriched data
Frequency Control	No	No	Only local	Yes
Proposed Strategy	Segmentation and profiling	Profiling	Low frequency to maximize reach	High frequency to maximize impact

CONCLUDING SUMMARY

- Social Media has grown exponentially since first appearing, and continues to do so. Its appeal is massive, both within the United States and worldwide. Furthermore, Social Media is constantly developing ways to facilitate users' continuous presence online, as well as increasingly incorporating innovative ad formats.
- Hispanics, for their part, are very active in Social Media; more so than the general population. They feel comfortable in this environment and take advantage of the different options at their fingertips.
- It is possible to target an audience very specifically through Social Media, therefore increasing the efficiency of marketing campaigns.

Given all these facts, it becomes clear that **including Social Media in marketing plans when targeting Hispanics is a critical element in maximizing your advertising ROI.**

Sources:

"The Comparable Metrics Report: Q2 2016," Nielsen, 2016.

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"IAB internet advertising revenue report: 2016 first six months results", IAB, 2016.

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