

The 2011 TeleNoticias-LatinoWire Hispanic Social Media Survey



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Objectives:

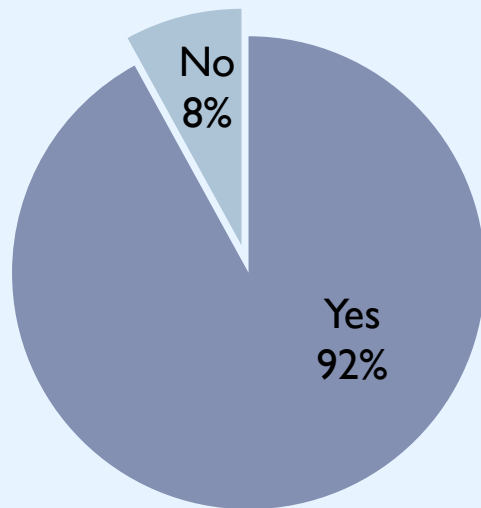
- Gain more in-depth understanding of social media:
 - Uses
 - Results
 - Organizational Processes
- Understand views of PR professionals regarding social media in today's markets
 - Value to corporate PR programs
 - Effectiveness as a communications channel
 - Anticipated use of Social Media programs in 2012
- Understand the value of Social Media programs in Hispanic markets
 - Hispanic social media programs vs general market social media programs



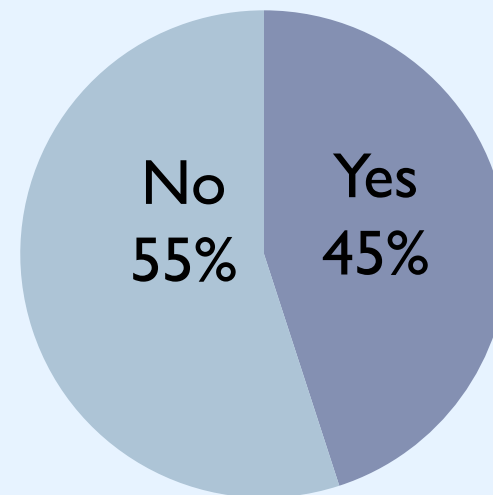
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Uses of Social Media Mainstream and Hispanic Markets

Mainstream Markets



Hispanic Market



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Value – Hispanic Social Media

- Social Media Programs for the Hispanic market are considered as valuable as programs for the mainstream
- Although considered effective, Social Media Programs for the Hispanic market are viewed as less effective than programs for the mainstream markets
- Respondents spent less time focused on the Hispanic market compared to the general market, though the same Social Media tools are used.

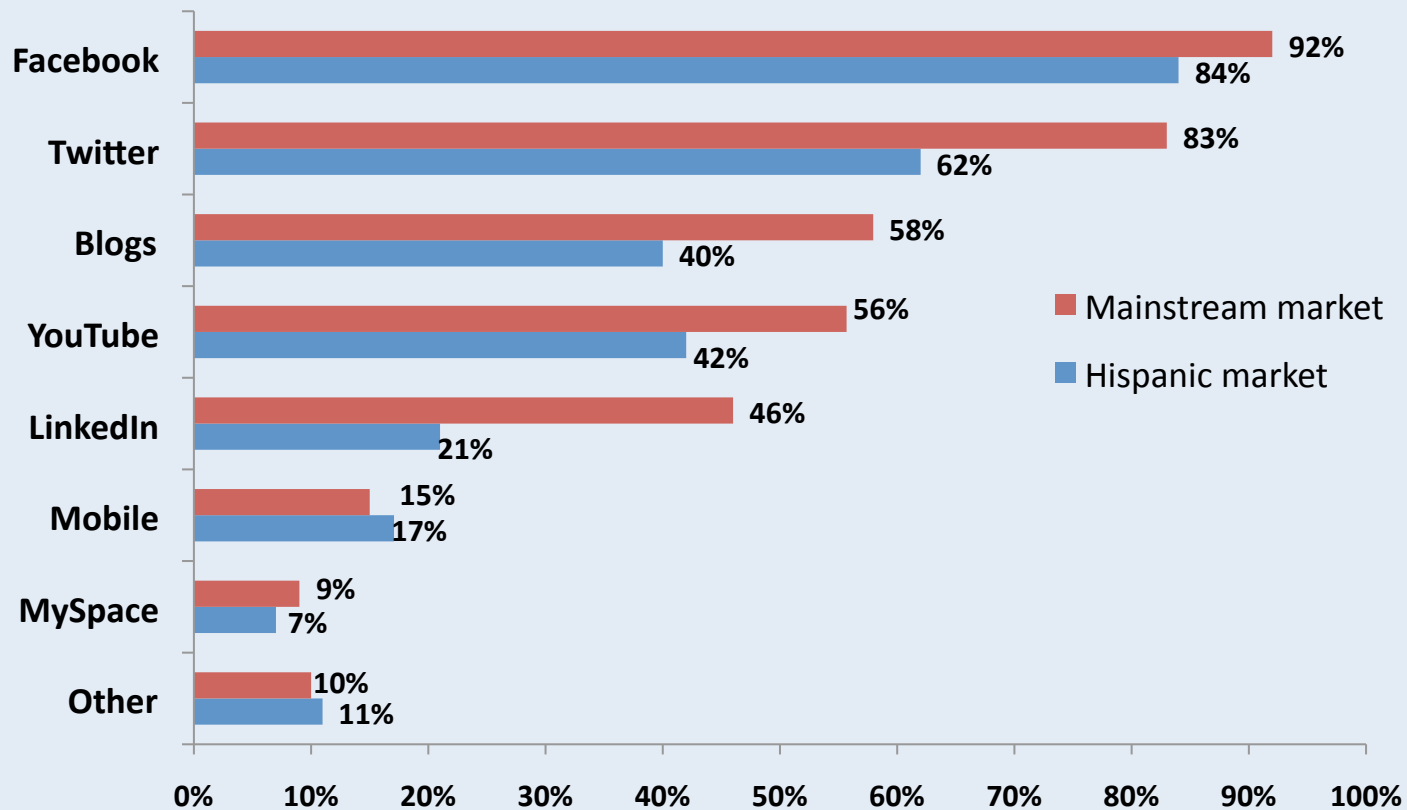
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- Social Media continues to be a growing sector with increases anticipated for the next fiscal year.
- Most all participants anticipate an increase in use of Social Media for Hispanic markets in the next fiscal year



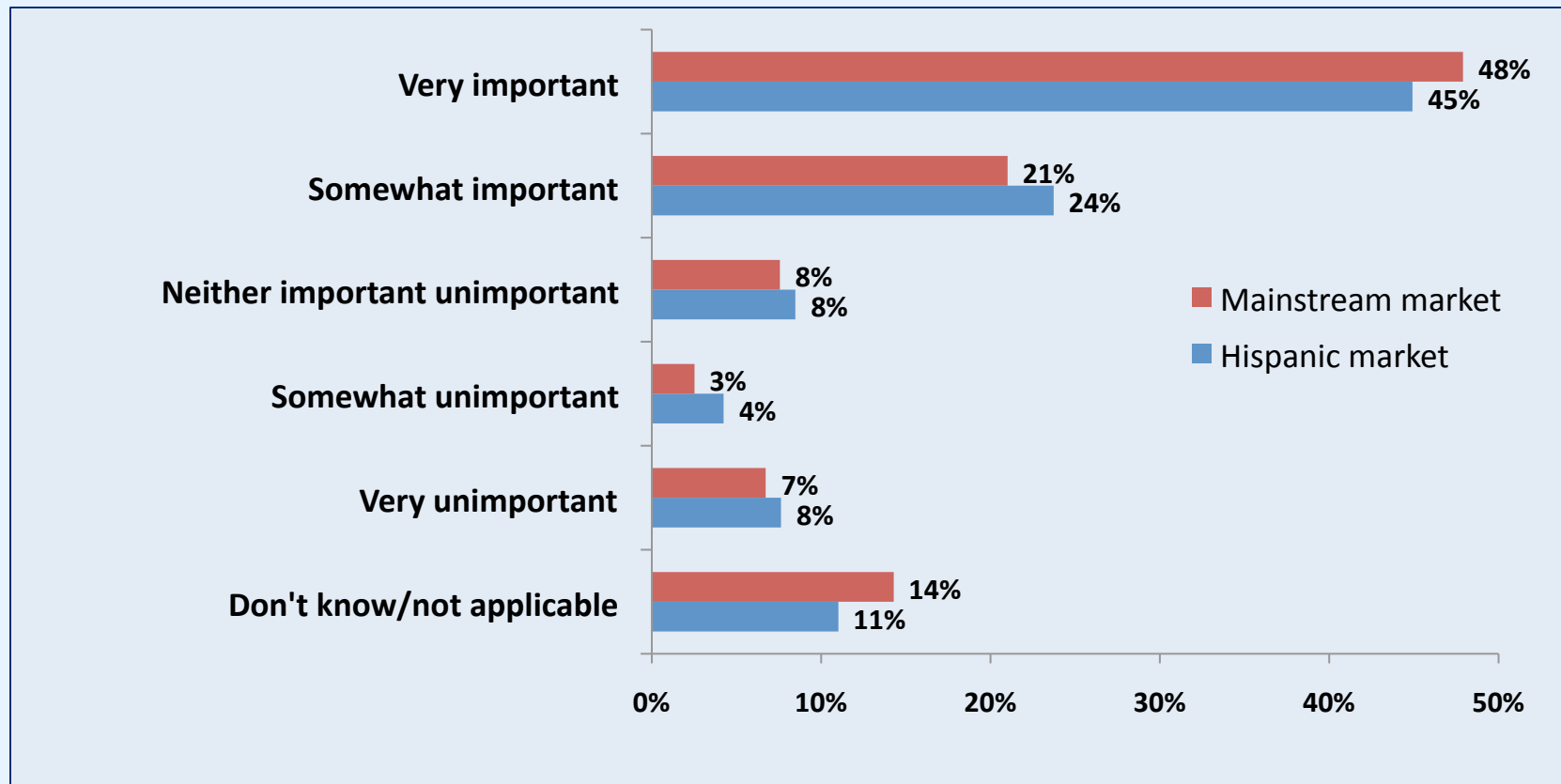
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Use of Social Media Tools -- Mainstream & Hispanic Markets



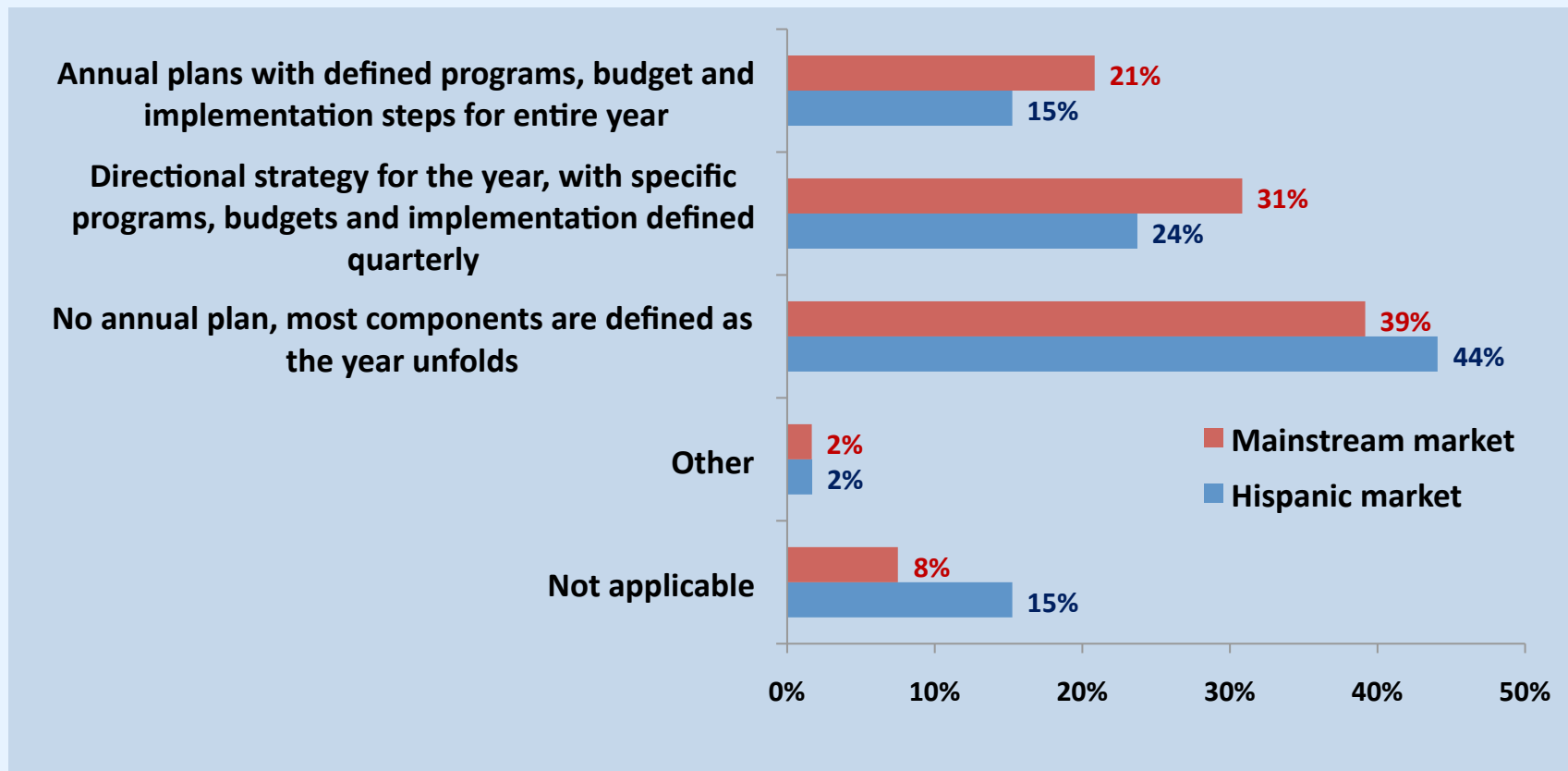
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Hispanic Social Media Programs are considered as important as mainstream Social Media Programs (69%).



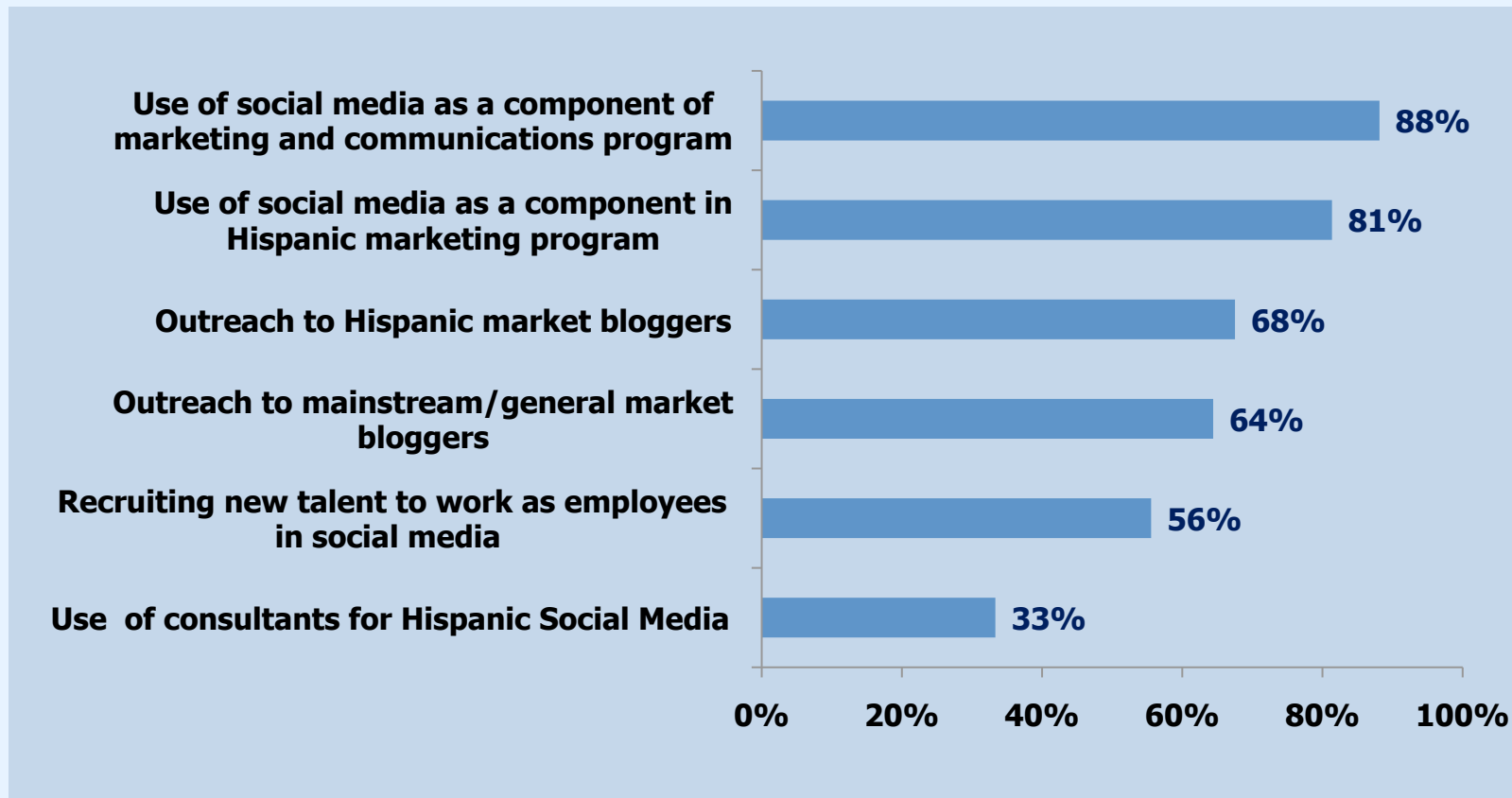
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Most Social Media Programs are not formally defined at the beginning of the fiscal year



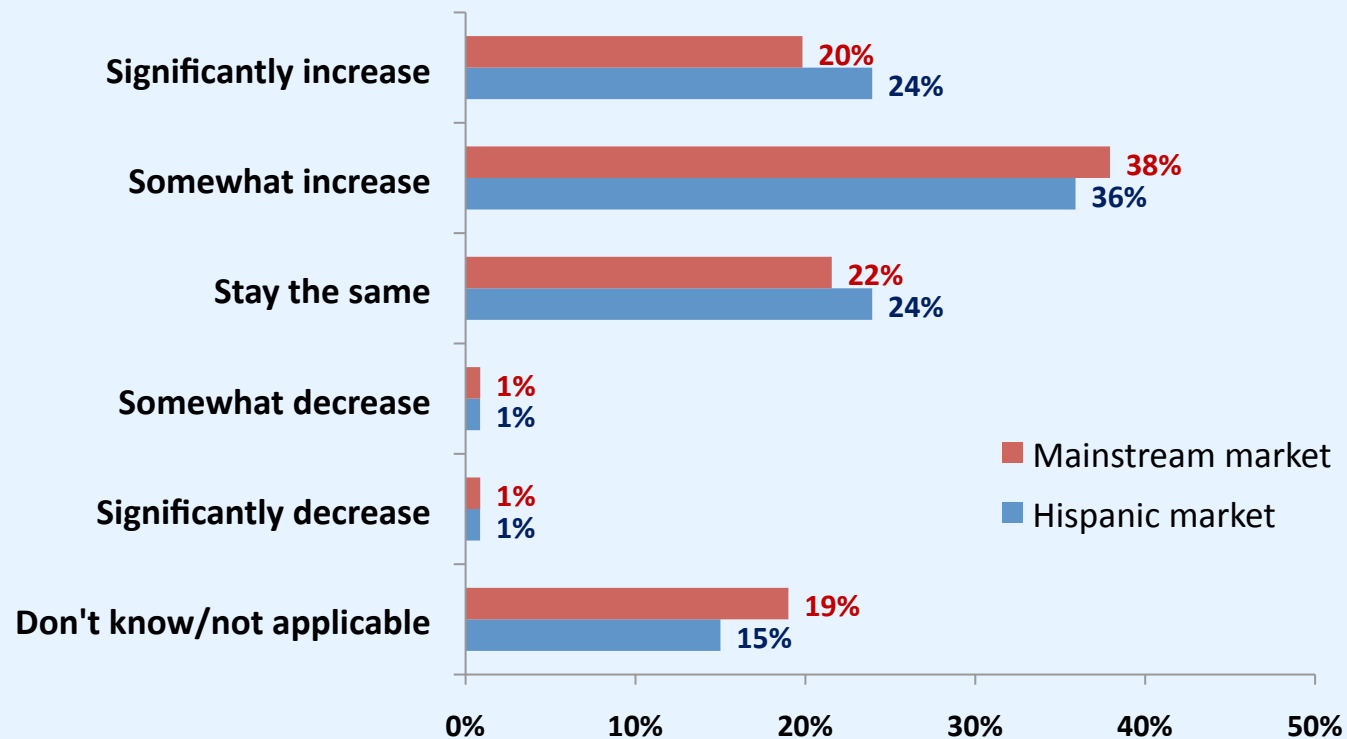
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Percentage anticipating increases in each area in the next fiscal year



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Social Media budgets are expected to increase in the next fiscal year for both the mainstream (58%) and Hispanic markets (60%).



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Conclusion:

- Use of Social Media targeting Hispanic market is an area for improvement as less than half of respondents currently have a tailored Hispanic Social Media Program.
- Social Media anticipated to be a growth area: most expecting Social Media **usage to increase** in both the mainstream and Hispanic markets in the next fiscal year.
- **Budgets are projected to increase** for Social Media programs in the next fiscal year.

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