



# A SNAPSHOT OF HISPANIC SOCIAL CONVERSATIONS...

## THE SECOND HALF OF 2017 WAS BUSY WITH POLITICAL ACTIVISM

on all levels – and Hispanics were no exception. Not only were they vocal about the Hispanic-specific topics they deemed important, but they also participated in national conversations that generated engagement amongst all Americans. Beyond that and as expected, they also took to social media to demonstrate their cultural pride through self-expression, music and sports.

### THE HISPANIC VIEW

WHAT'S TRENDING

## LATINA EMPOWERMENT

# #METOO AND ALSO #YO TAMBIEN

The #MeToo movement on Twitter provided many women with a support network and the courage to speak up and share their stories regarding sexual misconduct, harassment and assault.

Joining the conversation on Twitter, Latinos used the hashtag #YoTambien to show their allegiance. Salma Hayek's opinion piece in the New York Times, "Harvey Weinstein is My Monster Too," created a lot of noise, especially with the Latina community who together praised one of their own for her bravery in stepping forward with her truth, and inspiring others like her to do the same.



### SO WHAT?

Movements for social change, especially when widespread in the digital space, provide brands with ample opportunity for involvement and to connect with their audiences over shared values. But it is important for brands to proceed with caution as to not come across as self-serving, ensuring they always remain authentic in the way they choose to connect and only doing so when and where it makes sense.

Source: Sysomos, SML, Twitter

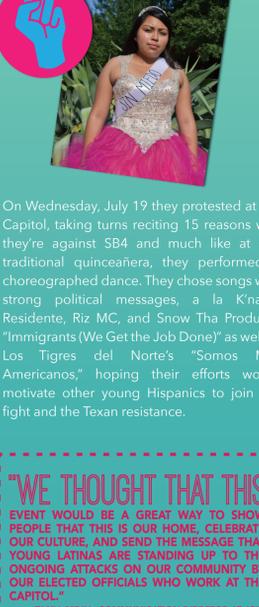
WHAT'S TRENDING

## BICULTURAL ENTRENCHMENT

## LATINA EMPOWERMENT THROUGH #VISIBLEWOMEN

Gender equality has become one of the most heavily discussed topics in 2017, often highlighting the evolving young Latino view on traditional gender norms. The hashtag #VisibleWomen aims to give females and non-binary creators the same visibility as their male counterparts, and Latinas have opted into the conversation.

Launching on August 7, women and non-binary people were encouraged to submit their art using the hashtag to give them a boost. Latinas took it a step further, seizing the opportunity to showcase the immense talent within their community, specifically.



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Source: Sysomos, SML, Twitter

WHAT'S TRENDING

## PAN HISPANIC UNITY

## RESCATE

2017 saw its fair share of natural disasters. Between various powerful hurricanes, including Hurricane Irma in south Florida, the Caribbean and Puerto Rico and Hurricane Maria in Dominica and Puerto Rico, and a 7.1 magnitude earthquake in central Mexico, Hispanic communities felt the impact in a very real way. But despite all of the damage, there seemed to be a common silver lining – people really rallied together to help one another. This willingness to sacrifice to help others is characteristic of the Hispanic spirit and it was especially evident in the aftermath of Hurricane Harvey which passed through Houston, Texas in late August.

Hispanics contributed to the rescue effort in a variety of impactful ways. There were those who compiled and shared lists of organizations helping with recovery efforts, those who tweeted or retweeted the addresses of people in need of rescuing, those who took their own boats or vehicles into the flooded streets to assist first responders... and even a group of bakers who made dozens of sheets of pan dulce to feed victims of the storm when they found themselves trapped inside their bakery!



### SO WHAT?

Hispanics are known for their strong sense of community. Regardless of what Latin country they hail from, they know that in times of need, they will all be there for one another – it's the Hispanic way after all. Brands who demonstrate this same solidarity with their Hispanic audiences are sure to gain their attention and respect.

Source: Google, Sysomos, SML

## THE HISPANIC SPOTLIGHT

WHAT'S TRENDING

## LOCAL SPOTLIGHT



## QUINCEAÑERAS PROTEST SB4

Immigration continues to bubble up as one of the hottest topics in the Twittersphere, especially when new legislation is on the deck. When news broke of Senate Bill 4 (SB4), a controversial measure designed to crack down on sanctuary cities in Texas, this group of Latinas felt compelled to take a stand. Together with Jolt, a nonprofit that gives Latinos the tools and support they need to affect change, 15 young Latina women aged 15-16 decided to draw attention to the negative effects of SB4 – all while in their quinceañera dresses.

On Wednesday, July 19 they protested at the Capitol, taking turns reciting 15 reasons why they're against SB4 and much like at any traditional quinceañera, they performed a choreographed dance. They chose songs with strong political messages, a la K'naan, Residente, Riz MC, and Snow Tha Product's "Immigrants (We Get the Job Done)" as well as Los Tigres del Norte's "Somos Mas Americanos," hoping their efforts would motivate other young Hispanics to join the fight and the Texan resistance.



### SO WHAT?

This serves as just another example of how Hispanics are mobilizing in their local communities to combat policy pushes that affect their people directly. Though the vast Hispanic population in the U.S. provides a rationale for national marketing communications, it is also important for brands to capitalize on local level opportunities, where they have the potential to engage with and impact important Hispanic communities.

Source: Google, Sysomos, SML

WHAT'S TRENDING

## THE FIGHT FOR INCLUSIVITY

## MULTI-GENERATIONAL DREAMS

Characteristic of the Hispanic Millennial and Generation Z mindset, is the immense gratitude and appreciation they have toward their immigrant parents who came to the U.S. to give them a better future. Many of these young Hispanics who were brought to the U.S. at a very young age are known as the "dreamers"; they are those who benefit from the Deferred Action for Childhood Arrivals (DACA), which has been at risk of being eliminated in the past few months. In response, they turned to social media to stand up for themselves and their dreams, and in an effort to combat the negative narrative that condemns their parents for illegally bringing them into the U.S. Using the #OriginalDreamers hashtag, they honor their parents who gave up everything to start anew in the U.S. and provide them with opportunities they didn't have themselves.



### SO WHAT?

Though immigration and other political topics can be touchy subjects for brands, brands can still connect with their Hispanic audiences by demonstrating an understanding of the values (i.e. family, multi-generational success, etc.) and issues they find important.

Source: Sysomos, Remezcla

## CULTURAL PRIDE

WHAT'S TRENDING

## PAN-HISPANIC UNITY



## LO LINDO ES LO DIFERENTE

Just before Hispanic Heritage Month, Twitter saw the timely revival of the hashtag, #HispanicsBreakTheInternet. Hispanics from all over the country proudly posted selfies, images of food from their home countries, photos of their parents with endearing captions – all in an effort to show off all the beautiful sides of the Latino culture and heritage.

Similarly, the hashtag #EmbraceTheLatinx was created to highlight the differences within and among the Hispanic community, in an effort to combat being seen as a completely homogeneous group.



### SO WHAT?

Hispanics tend to be really proud of their roots and their heritage, and will take any opportunity to showcase why. If brands want to relate to this audience in an authentic way, they need to understand all of the different things that make the Latino culture and its people truly unique, even from each other.

Source: Sysomos, SML, Twitter

WHAT'S TRENDING

## THE MAINSTREAMING OF HISPANICITY

## SELENA=MANIA Reaches New Heights



On October 17, 2017, the world celebrated 20 years of the launch of the self-titled debut studio album, Selena, that propelled the singer into global fame – Google included! Google paid homage to the Reina de Tejano by dedicating a doodle to the beloved artist. Her fans, especially her fellow Mexican-American and Latinx, took to Twitter to profess their undying love for their idol, and to thank Google for recognizing her important contribution to the global music culture.



Selena-mania continued throughout the month, reaching its peak on Halloween as fans continued to pay tribute to one of their favorite musical stars. This year saw a spike in Selena costumes as little girls, teens, young women and even Kim Kardashian aimed to emulate the music legend. Latinos also took it upon themselves to rename the holiday to "Selena-ween!"

### SO WHAT?

This is yet another example of how the influence of Latino music extends far beyond the Latino culture, spilling over into the mainstream. Recognizing and celebrating Latino contributions to global passion points like music is a highly engaging way for brands to connect with their Hispanic audiences.

Source: Google, Sysomos, SML

WHAT'S TRENDING

## LOCAL SPOTLIGHT

## More Than a WORLD SERIES WIN



Last November, the Houston Astros defeated the L.A. Dodgers after an exciting seven game series, taking home the first World Series win in franchise history. Not only was this win a huge source of pride for fellow Houstonians, but also for the Puerto Rican population all over. The team's Puerto Rican players made sure to use their time in the spotlight to show their love for their beleaguered island, sending a message of hope to all of their fans. Shortstop Carlos Correa, slugger Carlos Beltrán, backup catcher Juan Centeno, coach Alex Cintrón and bench coach Alex Cora, even posed together for a picture behind the Puerto Rican flag after the game, understanding the meaning that this news brought to their own hometown.

"LES DIGO A MI GENTE DE PUERTO RICO Q' TODO ESTO ES PA' USTEDS, LOS QUIERO MUCHO, PRONTO ESTARE CON USTEDS." - CARLOS CORREA EN FOX

### SO WHAT?

We know baseball is amongst the most popular sports for the U.S. Hispanic population, largely due to the vast Hispanic representation within the sport. However it's important to keep in mind the power that these players have to create actual impact within their communities. Brands can work with relevant influencers, like these beloved baseball players, to form connections and maybe even foster actual change with this segment of the population.

Source: Google, Sysomos, SML

WHAT'S TRENDING

## POINTS OF PASIÓN

## SNOOP DOG BLURRING MUSICAL LINES



### SO WHAT?

Influencers who relate to their fans on a personal level or through specific passion points can create high affinity among a variety of audiences. Brands can leverage these influencers to connect with Hispanics in unexpected ways.

Source: Instagram, Sysomos, Remezcla

ALMA'S PROPRIETARY SOCIAL MEDIA LISTENING PLATFORM MONITORS A LARGE (AND GROWING) SAMPLE OF VERIFIED U.S. HISPANICS WITH THE GOAL OF UNCOVERING HISPANIC-SPECIFIC INSIGHTS FROM THEIR CONVERSATIONS ONLINE.

Other social listening tools capture only a portion of the Hispanic population – the Spanish-speaking ones. Our unique design allows us to listen to Hispanic conversations in any language. With a more representative sample, we ensure that we are consistently on the pulse of the topics and issues that are most important to them.

The trends and cultural flash points that we garner provide creative inspiration and real-time content that cuts through the clutter and pushes us to the center of consumer relevance – right where we want to be.

Want to know more about what's trending with Hispanics? Email us at info@almad.com