HispanicBusiness

[Hispanics Use Social Media More Frequently Than Other Ethnic Groups](#)

March 2, 2012 | **Rebecca Villaneda--HispanicBusiness**

Hispanics are logging more hours on social media sites than other groups.

U.S. Hispanics are tweeting, retweeting, posting, liking and uploading more than any other ethnic group.

Known to be a culture that has plenty to say and share, the new eMarketer study is right on the money when it comes to Hispanics.

According to the [eMarketer's February 2012 "American Pulse Survey" from BIGinsight of US adult internet usage](#) found that, "while greater percentages of black internet users spent larger blocks of time online than the other groups studied, Hispanic internet users spent more of their online time on social media sites."

Moreover, the survey found that "on an average day, 26.8 percent of Hispanic internet users spent six hours or more on social media sites, while 20.4 percent of black internet users and only 8.5 percent of total internet users spent that much time on social sites."

Related Story: ["Ticket to Growth: Social Media Optimal for Small Businesses"*](#)*

For the freshest and latest news about Hispanics and social media, follow [@LATISM--Latinos in Social Media](#).

In 2011, LATISM released "BlogoSphere Survey 2011," which found that

* 61 percent of Hispanics use social media for personal purposes, followed by business, self promotion and for doing social good.
* The top three blogging topics are Latino Issues (45 percent), followed by Social Good and Education.

* The majority (48 percent) prefer to shop online.

* Price is the biggest driver at the time of purchase.

* Their reasons for blogging vary by individual, but a common thread is their deep connection to their community and their faith in the power of blogging as a tool for change.

Another great resource to track Hispanics in social media is Hispanicize. Hispanicize 2012 (now in its third year) will be held in Miami from April 10 through April 13.