

The Role of Social Media for Rural Midwestern Latinos

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June 16, 2017, Cambio de Colores Annual Conference

St. Louis, Missouri, USA

- How do Latino populations seek, access, and use information online?
- What role does social media and digital technology play in their lives?
- How can social service agencies design social media campaigns to meet the needs of Latinos?



Latino use of
mobile
technologies &
social media



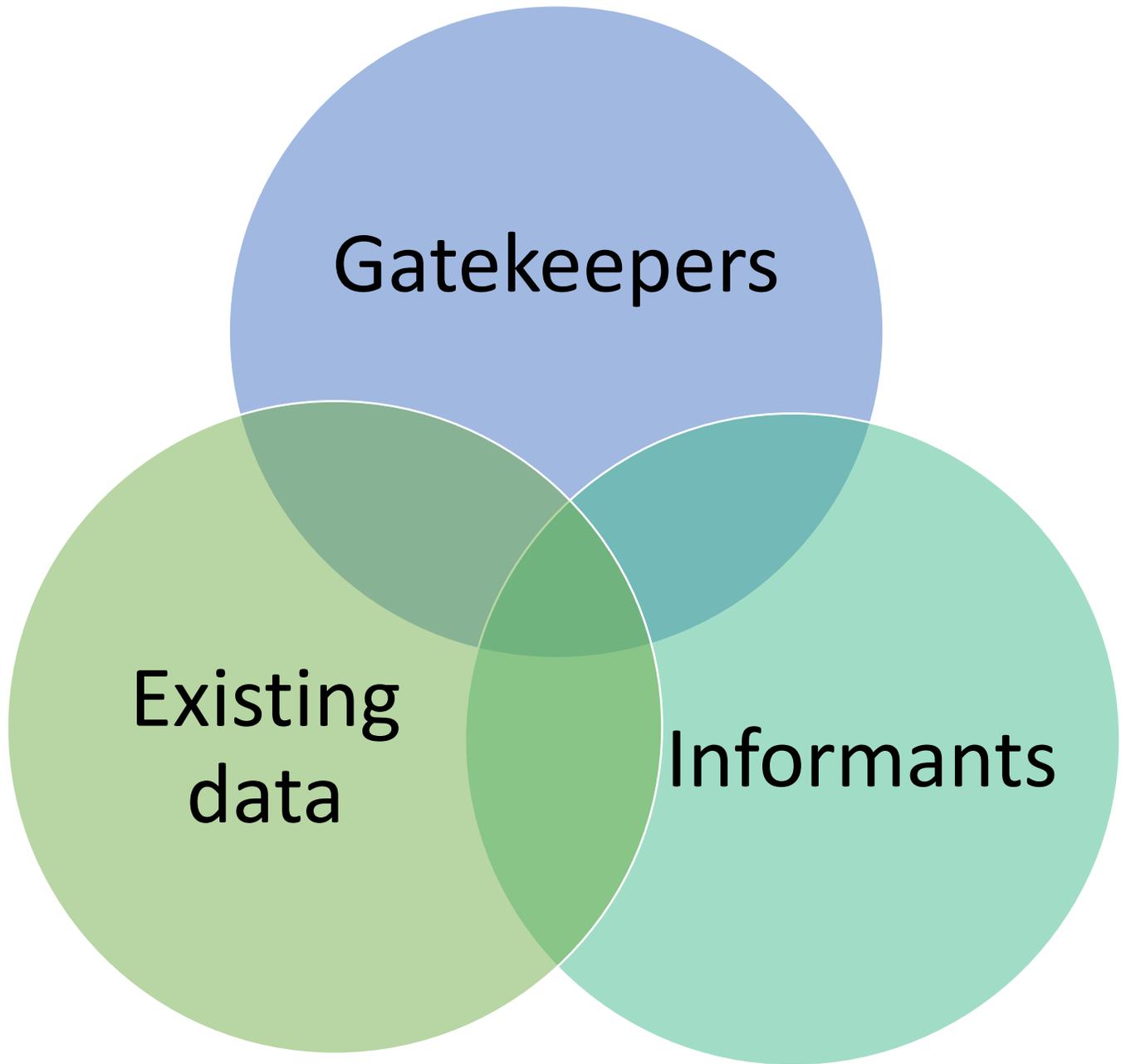
Personae /
Profiles



Road map for
ethnic
community info-
related research



Methods



Pew: Midwestern Latino social media use by language and age

Social media use by language	16-20	21-25	26-30	31-35	36-40	41-45	46-85	Total
Use social media (English)	4	6	2	2	1	1	1	17
Do not use social media (English)	1					1	4	6
Use social media (Spanish)			1	3		1		5
Do not use social media (Spanish)			1		2	1	4	8
Grand Total	5	6	4	5	3	4	9	36

State	Site	Immigrants		Native Citizens		Total
		Women	Men	Women	Men	
Illinois	Rural	6	0	1	3	10
Iowa	Rural	3	2	0	0	5
Missouri	Rural	4	0	1	0	5
Missouri	Urban	3	1	0	0	4
Omaha	Urban	3	2	0	0	5
TOTAL		19	5	2	3	29

Maria del Carmen

- Twenty-six year old mother of two with one more on the way
- Immigrated from Mexico eight years ago, speaks Spanish at home
- Spends most of her time taking care of her household
- Most social media use is to communicate with family in Mexico
- Most internet searches are for recipes or home remedies, sometimes also to find homework help

What does this mean for agencies trying to use social media to reach her?

- Build real relationships first
- Bilingual texts and alerts
- Social media is not the best way to reach Maria del Carmen
 - Consider advertising in the school's learning management system
 - Consider working with local health clinics
 - Outreach to church groups; find gatekeepers
- Center messages around education
- Center messages around culture and integration
- Messages for women who might be culturally isolated
- Messages that emphasize herb gardening or cooking

Jesus

- Seventeen-year-old high school senior, member of track and field team
- Born in the US of Mexican parents, speaks Spanish with an American accent
- Most social media use is to communicate with school friends
- Most internet searches are to support homework needs and to help with practical work like fixing cars

What does this mean for social media?

- Format for mobile
- Capitalize on intermediary status
 - Bilingual, bicultural, and concerned with helping others
- Crowdsourcing and civic interaction
- Respect privacy concerns
- Create real relationships

Valentina

- Fifty-five year old wife and mother *sin papeles*
- Previous work experience in a different state
- Health issues exacerbated by poor working conditions
- Uses social media to connect with friends and family
- Concerns about privacy and safety

What does this mean for social media?

- Cultural heritage and social interactions
- Seeks health information
- Social media might be effective in reaching Valentina
 - But be aware of her work hours and safety concerns
 - Gatekeepers and friends
- Center messages around health and wellness
- Messages that emphasize health literacy and alternative medicine
- Messages that emphasize herb gardening or cooking