

Away but Juntos

How Social Media Keeps Latinx Diaspora Connected?

Methods

- Analyzing peer-reviewed journals about the topic.
- Participating in online communities within social media platforms (Facebook and Instagram in particular)

Results

- 52% US Hispanics 18 and older spend at least 1 hour per day on social media
- 66% Hispanics 18 and older prefer Facebook over other social media.
- 53% Hispanics 18 and older use social media to stay connected with family.

Activism

Social media has been the tool of protesters to make their voices heard. 2019 has been an active year in civil unrest around Latin-American. The Campaigns of “Ricky Renuncia” in Puerto Rico and “¡Evade!” In Chile, were both organized in social media and received the attention of the whole world. The diaspora of both countries were active members, this highlights the use of social media in modern day society.

Discussion

When I started this research I was aware of the role of social media. However, I didn't realize the extent of it. Social media is the tool, we use in the diaspora to calm that craving to be home. Social media provides a connection to millions of people who are away from home and families. As many bad things that social media can cause, for the diaspora, it gives us a bridge home that did not exist until recently.



Introduction

The Latinx Diaspora is one of the biggest in the world, and it is scattered across the globe. The community has found and created ways to stay connected to their roots and each other. In the world of technology, the most important tool is social media. Evidence suggests that social media has been used for years to create community and connection within the diaspora. However, my research focuses on the bridge that is social media to the respective homelands and families for the Latinx community, especially in times of uncertainty.

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