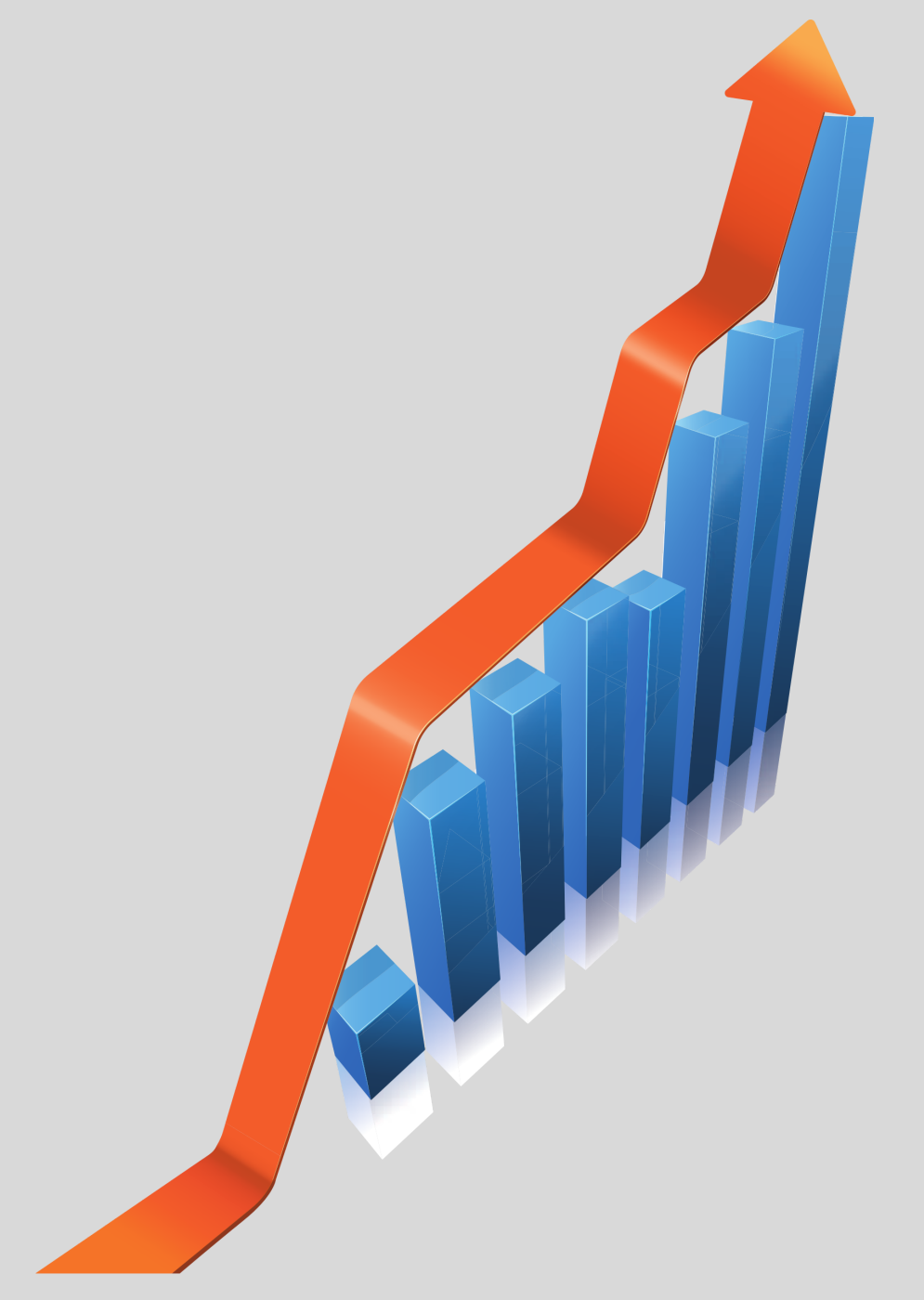


Latinx Growth through networking

Citlali Espino



Introduction

. Social networking through technology allows for small businesses and companies to be on the same page.

Social networking allows for growth and sustainability. Social media can potentially reach anyone around the world, allowing for connections and relationships to be made. Social networking is allowing advances in different fields allowing many careers to expand.. Social networking is used everywhere by lots of people, it's important for people to understand social networking. My research shows new advances for using social networking with growth in ones' career, no matter the career.

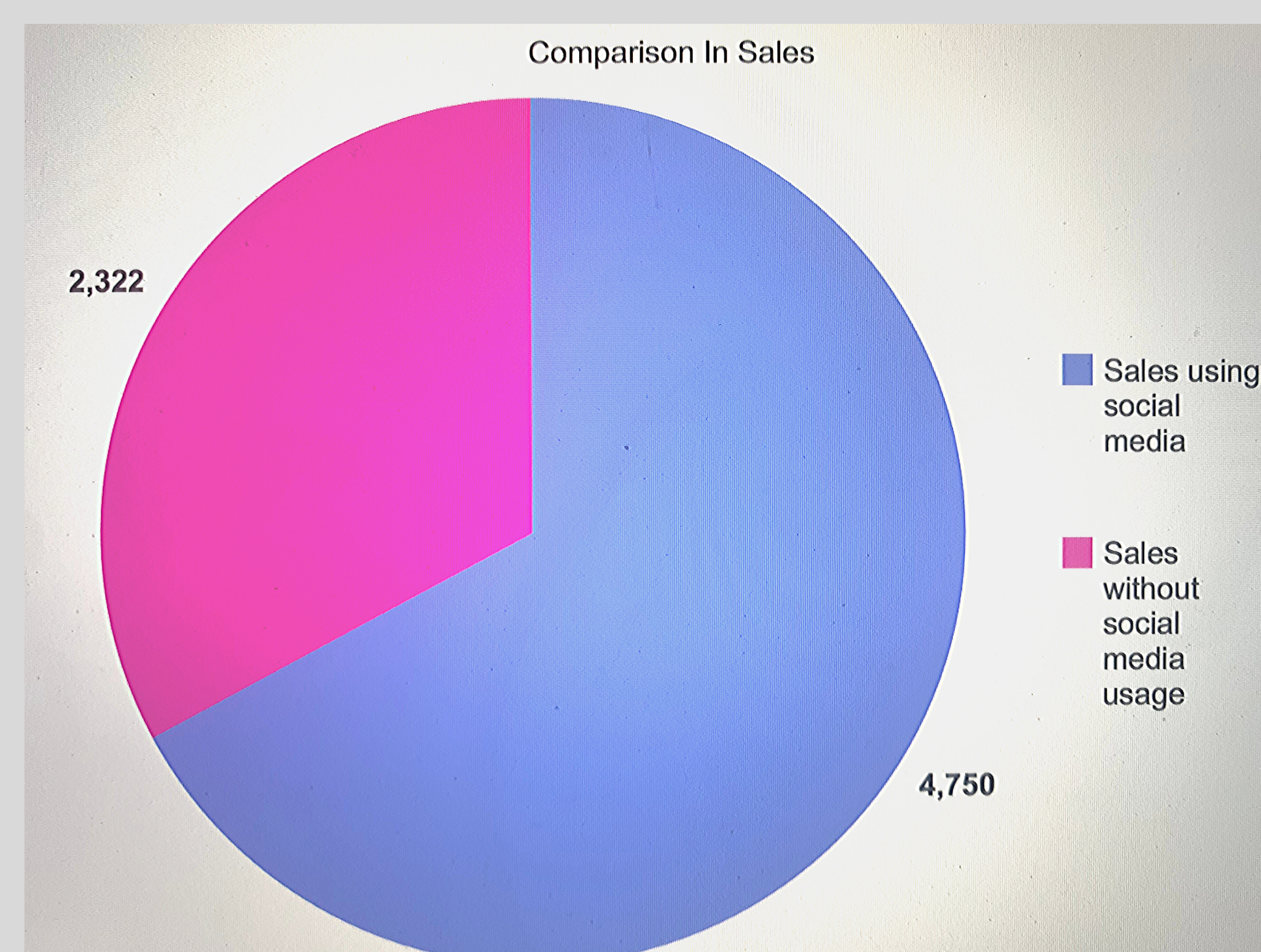
Can social networking help grow your business?

Methods & Materials

- Interviews
- Correlational studies
- Latin restaurants
- Latinx Entrepreneurs

Results

Latinx entrepreneurs and business owners were able to grow their careers by using social networking sites



Aztecas Margarita Bar&Grill sales in comparison with and without social media. Each on a different Friday.



conclusion

- Growth in sales
- Increase in connections
- Growth of entrepreneurs
- Reach more people
- Overall growth

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Latinx business owners

Social Networking Sites

Growth