



A central red line connects a red YouTube icon at the top to a blue Twitter icon below it. From the bottom of the red line, a green line extends left to a green WhatsApp icon. From the right side of the blue Twitter icon, a purple line extends right to a purple Instagram icon. From the left side of the green WhatsApp icon, a blue line extends up to a blue Facebook icon. From the top of the purple Instagram icon, a grey line extends up to a grey LinkedIn icon.

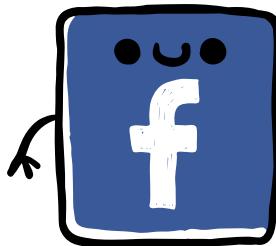
# Redes Sociales

Alondra Berzunza

# Redes Sociales

red social de  
microblogging

X

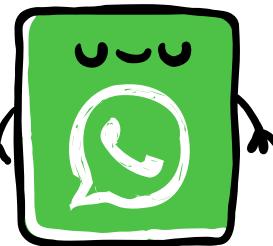
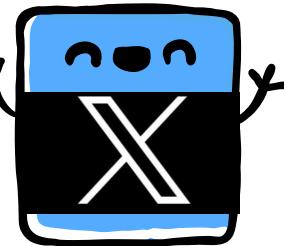


**Facebook**

permite a los usuarios  
conectarse con personas  
con intereses en común  
para compartir contenido

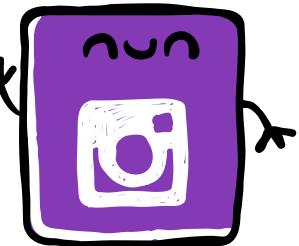
compartir y ver vídeos

**YouTube**



**WhatsApp**

aplicación de mensajería  
instantánea



**Instagram**

compartir fotos y videos

# Redes Sociales

plataformas digitales que permiten a las personas conectarse, interactuar y compartir contenido con otros usuarios

mantener contacto con amigos y familiares

mantenerse informado

ofrecen oportunidades para el entretenimiento, el aprendizaje y el desarrollo profesional

Creación y intercambio de contenido





## Ventajas

- Conectividad global: Permiten mantener el contacto con personas en cualquier parte del mundo.
- Acceso a información: Sirven como una fuente de noticias y tendencias en tiempo real.
- Oportunidades profesionales y de aprendizaje: Facilitan el desarrollo de carreras, la creación de redes profesionales y el acceso a conocimientos.

## Desventajas

- Adicción: Pueden volverse adictivas y tener un impacto negativo en el tiempo dedicado a otras actividades.
- Impacto emocional: Pueden afectar la salud mental, generar ansiedad o depresión, especialmente entre adolescentes, y exponer a acoso cibernético.
- Información errónea: Presentan el riesgo de difundir información sesgada o incorrecta.

FEB  
2025

# MEXICO

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.TOTAL  
POPULATIONwe  
are  
social**131**  
MILLION

YEAR-ON-YEAR CHANGE

**+0.8%**  
**+1.1 MILLION**

URBANISATION

**82.0%**CELLULAR MOBILE  
CONNECTIONS

Meltwater

**127**  
MILLION

YEAR-ON-YEAR CHANGE

**+0.6%**  
**+696 THOUSAND**

TOTAL vs. POPULATION

**96.5%**INDIVIDUALS USING  
THE INTERNET**110**  
MILLION

YEAR-ON-YEAR CHANGE

**+1.0%**  
**+1.1 MILLION**

TOTAL vs. POPULATION

**83.3%**SOCIAL MEDIA  
USER IDENTITIES**93.0**  
MILLION

YEAR-ON-YEAR CHANGE

**+3.0%**  
**+2.8 MILLION**

TOTAL vs. POPULATION

**70.7%**

**SOURCES:** UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMA; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPiOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND MAY NOT REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE INACCURATE RESULTS. PLEASE SEE NOTES ON DATA.

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# MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE



MEXICO

INTERNET: MOBILE PHONE

98.8%

SOCIAL MEDIA

DATAREPORTAL

GWI.

98.2%

TV: LINEAR OR BROADCAST

93.0%

INTERNET: LAPTOP, DESKTOP, OR TABLET

90.7%

MUSIC STREAMING

81.1%

TV: STREAMING OR ONLINE

79.2%

PODCASTS

76.3%

PRESS: ONLINE

72.1%

GAMES CONSOLE

70.6%

RADIO: BROADCAST

68.2%

PRESS: PHYSICAL PRINT

60.0%

**SOURCE:** GWI (Q3 2024) **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA. **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS USE OF DEVICES TO ACCESS THE INTERNET..

# DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY



DAILY TIME SPENT USING THE  
INTERNET ACROSS ALL DEVICES



TIME SPENT USING THE  
INTERNET ON MOBILE PHONES



TIME SPENT USING THE INTERNET  
ON COMPUTERS AND TABLETS



MOBILE'S SHARE OF TOTAL  
DAILY INTERNET TIME



**7H 32M**

**4H 20M**

**3H 13M**

**57.4%**

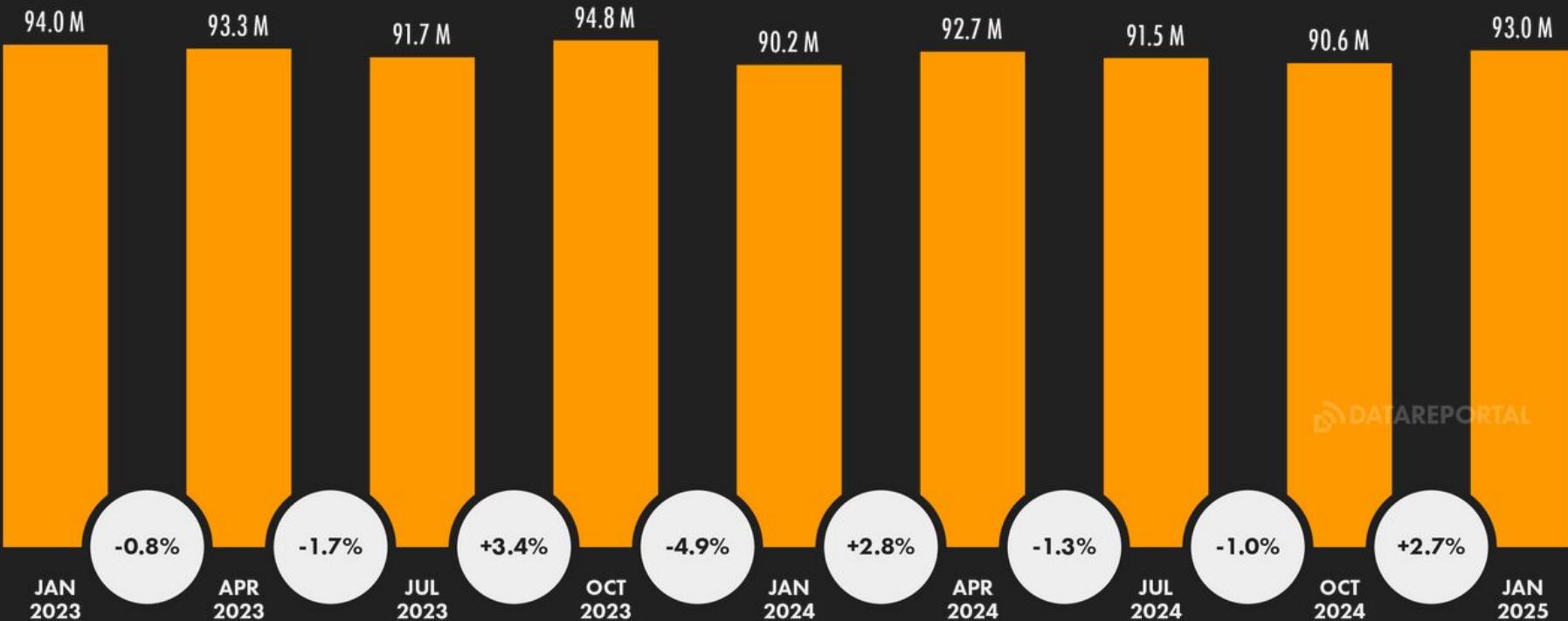
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KEPIOS

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# SOCIAL MEDIA USE OVER TIME (QOQ)

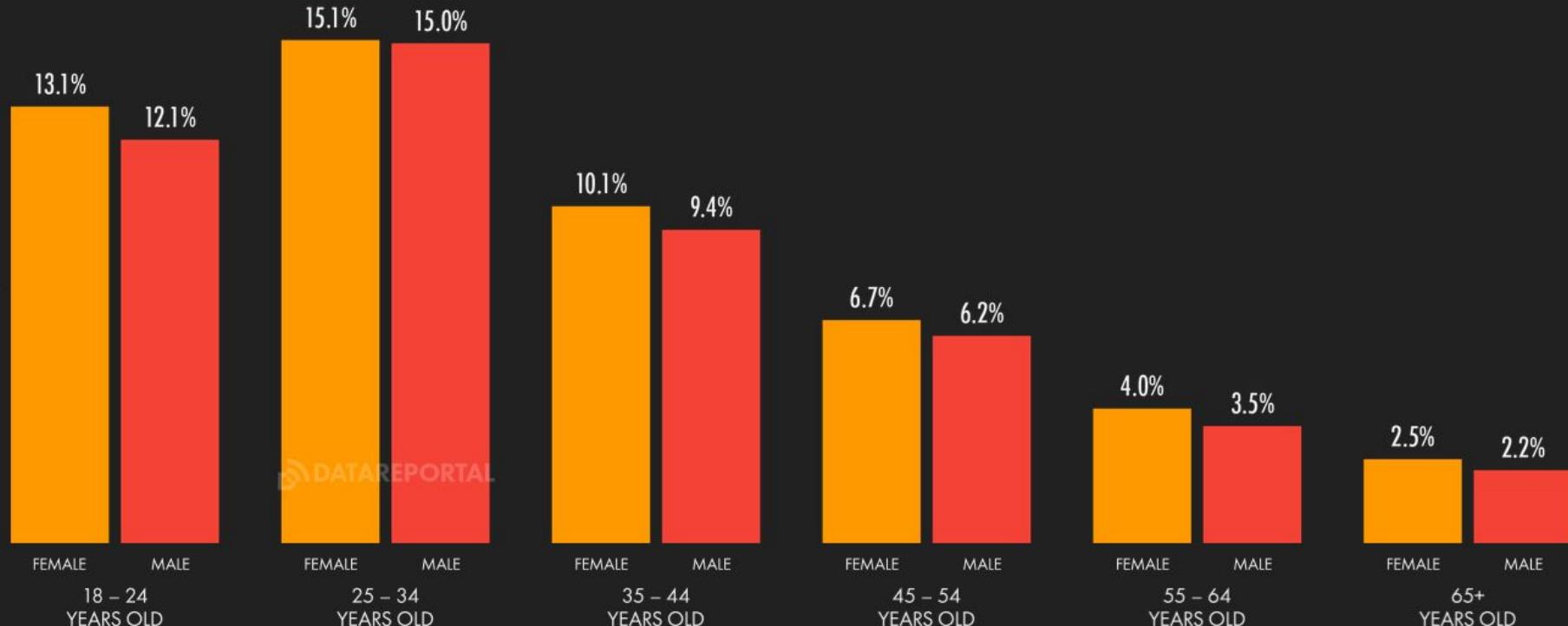
NUMBER OF SOCIAL MEDIA USER IDENTITIES, AND QUARTERLY RATE OF CHANGE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



**SOURCES:** KEPiOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

# DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



**SOURCES:** META'S ADVERTISING RESOURCES; KEPiOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH.

ADVISORY: VALUES MAY NOT MATCH OTHER REPORTS AS THEY ARE BASED ON MIDPOINTS OF PUBLISHED RANGES. THIS MAY DISTORT THE TOTAL AD REACH.

# MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



MEXICO

KEEPING IN TOUCH WITH FRIENDS AND FAMILY

58.4%

READING NEWS STORIES

42.3%

FILLING SPARE TIME

41.4%

FINDING CONTENT (E.G. ARTICLES, VIDEOS)

40.0%

FINDING PRODUCTS TO PURCHASE

32.2%

FINDING INSPIRATION FOR THINGS TO DO AND BUY

30.7%

WORK-RELATED NETWORKING OR RESEARCH

28.4%

SEEING WHAT'S BEING TALKED ABOUT

24.4%

WATCHING OR FOLLOWING SPORTS

24.4%

WATCHING LIVE STREAMS

23.6%

SEEING CONTENT FROM YOUR FAVOURITE BRANDS

23.4%

FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS

21.7%

FOLLOWING CELEBRITIES OR INFLUENCERS

20.8%

MAKING NEW CONTACTS

19.7%

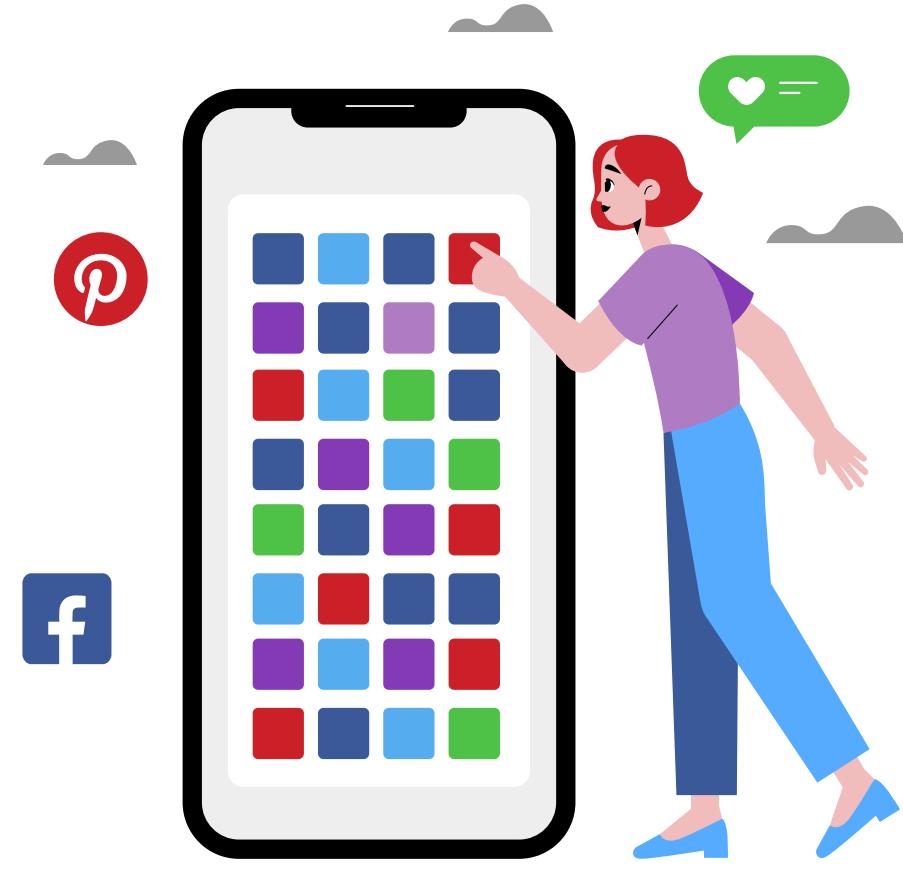
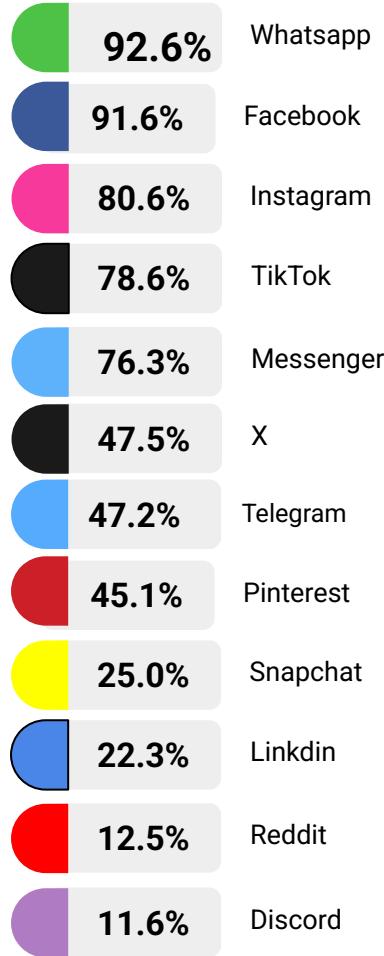
POSTING ABOUT YOUR LIFE

18.6%

DATAREPORTAL

GWI

# Uso de Redes Sociales



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# SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



MEXICO

TIKTOK



45H 25M

YOUTUBE



19H 17M

FACEBOOK

data.ai

17H 55M

WHATSAPP

16H 20M

INSTAGRAM

11H 47M

X 3H 21M

1H 43M TELEGRAM

1H 36M PINTEREST

1H 22M MESSENGER

1H 17M LINE

1H 17M REDDIT

0H 43M SNAPCHAT

0H 29M LINKEDIN

FEB  
2025

# SOCIAL MEDIA APPS: AVERAGE MONTHLY SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH



MEXICO

WHATSAPP



1,004.4

TIKTOK



410.5

INSTAGRAM



340.3

FACEBOOK

319.4

YOUTUBE

166.1

MESSENGER

97.1

X

75.9

66.2 TELEGRAM

LINE

65.0

43.0 PINTEREST

34.3 REDDIT

31.9 SNAPCHAT

23.9 LINKEDIN

**SOURCE:** DATA.AI (A SENSOR TOWER COMPANY). **NOTE:** ONLY INCLUDES DATA FOR A SELECTION OF THE WORLD'S MOST USED SOCIAL MEDIA APPS. "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH IN NOVEMBER 2024.

# Tráfico web

