Latin America is one of the largest growing social media populations in the world.

As of 2012, 65% of Latin American companies are active on at least one social media platform compared to 45% in 2010.

- Mexico has the 5th fastest growing social media market in the world.
- 90% of social media users in Mexico are on Facebook.
- 65 million Facebook users in Brazil.
- 47% increase in Latin American Facebook users from June 2011 to June 2012.
- Argentina's population of 38 million includes 19 million Facebook users.
- Most active Twitter population: 15% of Argentina's population is active on Twitter (Brazil and Mexico are also included in the global top ten).