



Latino(a)s in Tech Innovation  
& Social Media

# LATISM 5 NYC

#LATISM13



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# ABOUT #LATISM

Founded in 2009, Latinos in Tech Innovation & Social Media (LATISM) is a 501(c)4 nonprofit, nonpartisan organization dedicated to advancing the social, civic and economic status of the Latino community.

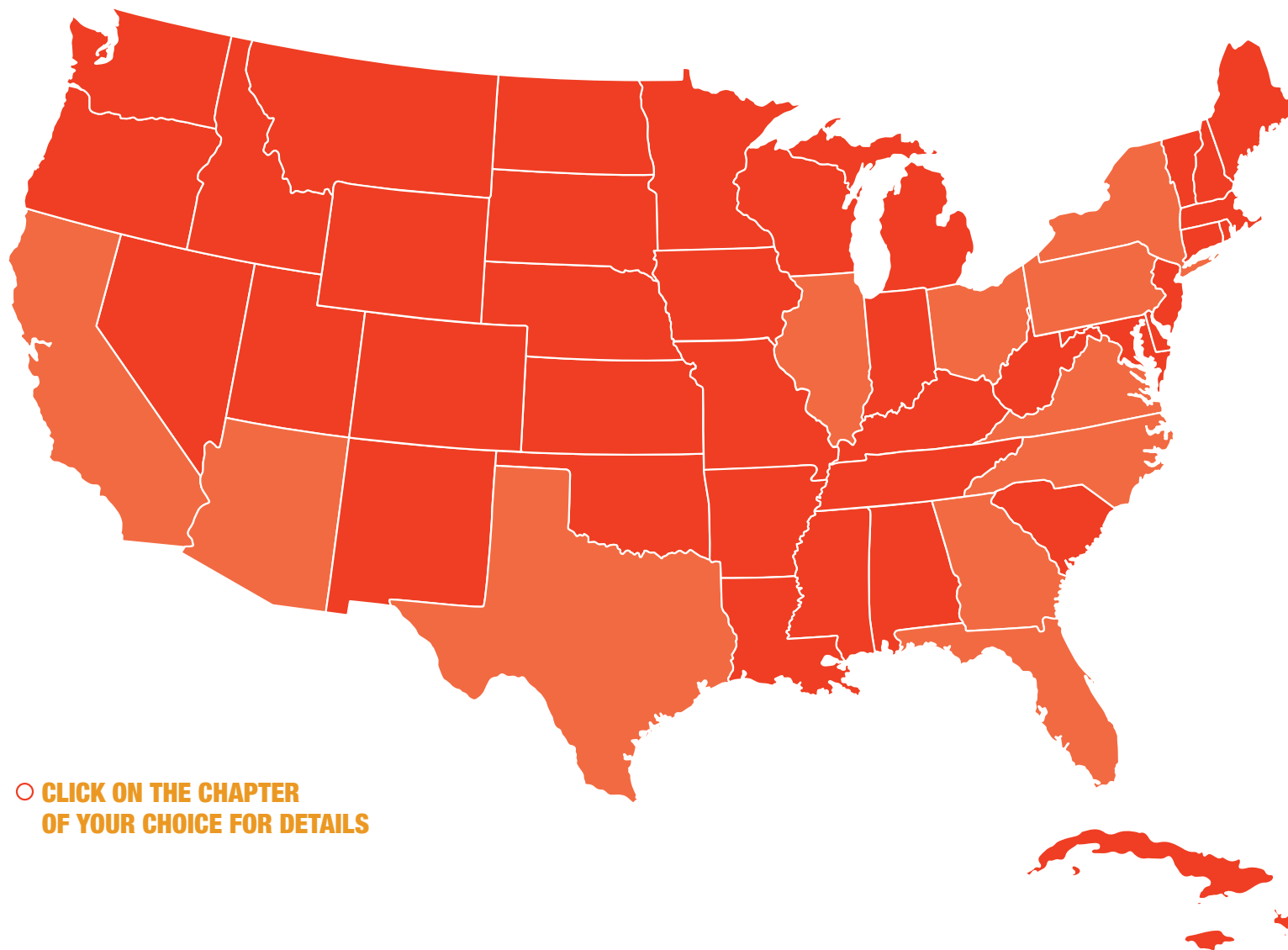
LATISM actively engages in digital communities to ensure that online discourse more accurately reflects the rich diversity of thought, heritage and culture in our changing society.

We empower Latinos in the areas of education, health and economic development through the use of social media. We ensure that the Hispanic community adopts and makes full use of online social networks and applications by providing capacity-building training, information, resources and networking opportunities.

LATISM also researches and analyzes Latino use of online social networks to inform decision-making by businesses, nonprofits, policymakers and others seeking to reach or mobilize Latinos.

**ONLINE TO OFFLINE**

# CHAPTERS



○ **CLICK ON THE CHAPTER  
OF YOUR CHOICE FOR DETAILS**

## **EXISTING LATISM CHAPTERS**

- **NEW YORK, NY**
- **CHICAGO, IL**
- **WASHINGTON, DC**
- **LOS ANGELES, CA**
- **PHILADELPHIA, PA**
- **ATLANTA, GA**
- **AUSTIN, TX**
- **DALLAS, TX**
- **HOUSTON, TX**
- **PHOENIX, AZ**
- **CHARLOTTE, NC**
- **SOUTH FLORIDA, FL**
- **CENTRAL FLORIDA, FL**
- **SILICON VALLEY, CA**
- **MONTECRISTI, DR**

### **COMING UP:**

- **MEXICO**
- **PUERTO RICO**
- **YOUR STATE?**

# OUR NETWORK

160,380

The Number of bloggers/influencers under the Latism umbrella.

LATISM is the most powerful and influential network of Latinos/as involved in social media. Whether in the virtual world or in their physical communities, LATISM members are thought leaders, influencers, educators, health care providers, artists, opinion makers, grassroots advocates, policymakers, communications and marketing experts, corporate executives, and successful entrepreneurs. Our common denominator is how we use social media to amplify our influence.

**#POWERFUL**  
INSPIRATIONAL ACCOMPLISHED  
TRAIL-BLAZERS • FORWARD-THINKING

**#INFLUENCE**  
MULTI-LINGUAL • ACCOMPLISHED  
FORWARD-THINKING

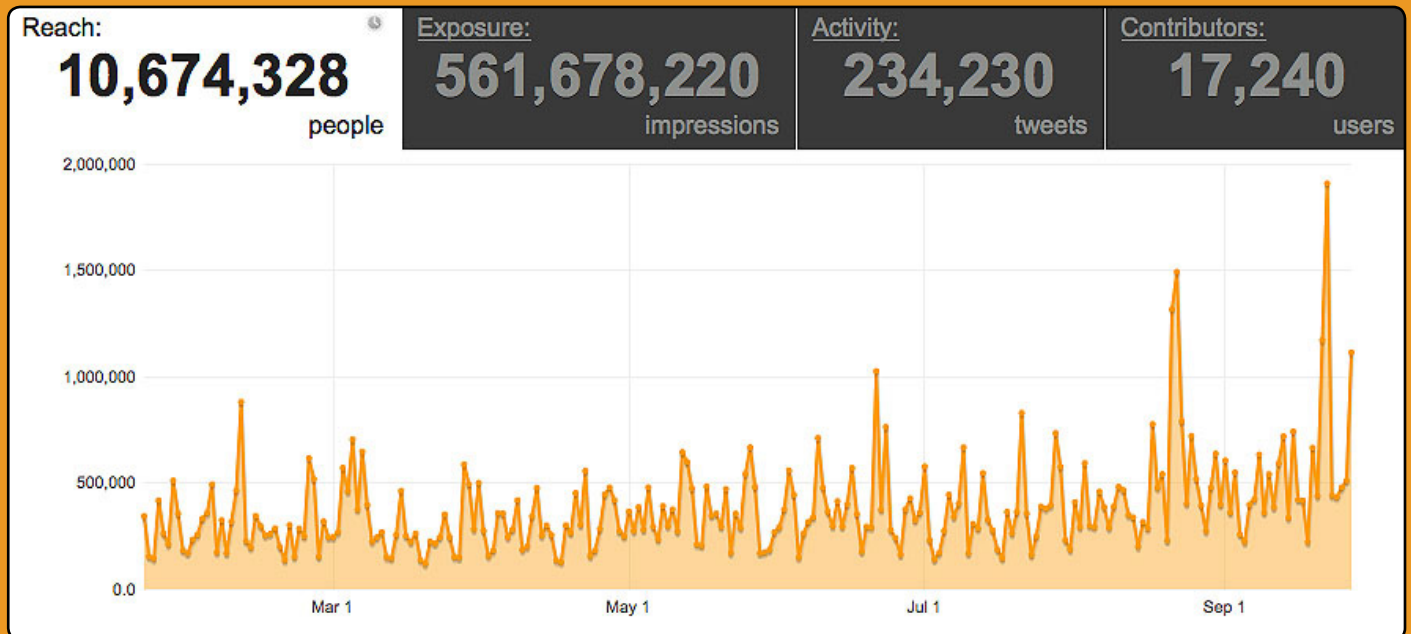
HEALTH  
MOVEMENT  
BUSINESS  
TECHNOLOGY  
EDUCATION

ADVOCATES • EDUCATORS • VISIONARIES • COMUNIDAD CONNECTED • TOGETHER • POWERFUL INFLUENCE • VOICE • APOYO • GLOBAL PEOPLE

PEOPLE  
APOYO  
GATEKEEPERS  
MOVEMENT  
INNOVATIVE

# LEVERAGE OF OUR POWER

Partnering with **LATISM** — whether as a core program sponsor, event underwriter, or party co-host — offers significant opportunities to foster awareness about your cause, brand, campaign or organization.



**AVERAGE DAILY REACH: 1,024,868 • AVERAGE DAILY IMPRESSIONS: 10,000,000+**

## NOTE

The data in this chart is representative of a typical period of the LATISM hashtag's reach and influence on Twitter. It does not include LATISM's metrics in other social media platforms.

# LEVERAGE OF OUR POWER

## FACEBOOK FANDOM

#LATISM  
latinos in social media

**PRICELESS...**

**Latinos In Social Media**  
150,127 likes · 96 talking about this

✓ Liked

Non-Profit Organization  
Latinos In Tech Innovation and Social Media (LATISM), a 501(c) 4 nonprofit, nonpartisan organization dedicated to advancing the social, civic and economic status of the Latino

IMMINENT AUTOMATIC CUTS MARCH 1  
WE HAVE ALREADY PAID OUR FAIR SHARE, BUT THERE IS STILL SO MUCH AT STAKE.  
70,000

150k

#LATISM  
latinos in social media

About Photos Likes Events Photos

### NOTE

Actual screen shot of the Latinos in Social Media Fan page on FaceBook as of 3/26/2013. Screen shot does not include LATISM's metrics in other social media platforms.

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# OUR PARTNERS

**COMPANIES THAT HAVE SUPPORTED  
LATISM'S PROGRAMS & EVENTS**





# 2013

# SNAPSHOT

## **SXSW LATINO TECH STARTUP**

Provide premier access to Latinos in Tech Startups to close the new digital divide: Access to capital and Tech Innovation ownership.

## **JUNE 2013 – LATINO2**

Meet the top Latinos in Tech Startups. A place for hackathons, pitch competitions and disruptive innovations. Moving Latino tech entrepreneurs from technology consumers, to technology owners and producers!

## **SEPTEMBER 2013 – TOP150 LATINA LEADERS RETREAT**

Connect in an intimate setting with the top 150 voices in the Latino community. A capacity building MBA where top brand executives and top influencers meet to learn about causes, services and products to find synergies for collaboration.

## **SEPTEMBER 2013 – LATISM'13 NATIONAL CONFERENCE**

The largest conference of Latino(a)s in Tech Innovation & Social Media. An epicenter where public service officials, private enterprises and community influencers engage in meaningful conversations to improve our community in the areas of education, health, business and technology.

## **NOVEMBER 2013 – CYBER - SUSTAINABLE DEVELOPMENT PROJECT**

LATISM takes social good to the ground! Last year we went to Perú. This year, we are bringing a cyber room, a mobile clinic and a Creative Camp to our fellow Latinos from (TBA).

## **SUSTAINABLE DEVELOPMENT PROJECTS**

**2013**  
EL SALVADOR

**2012**  
CUZCO, PERÚ

**2011**  
BORDER OF HAITI

# 2013 SNAPSHOT

UPCOMING CONFERENCE:  
**SXSW LATISM ACCESS**  
**MARCH 8-12 2013 • AUSTIN, TX**  
*Empowering Our Community*

## 1ST YEAR GRANTING ACCESS TO LATINOS IN TECH STARTUPS TO SXSW

LATISM enables Tech Entrepreneurs to access the SXSW Startup Village by providing housing, badges, air tickets and transportation to entrepreneurs who cannot afford it.



# 2013 SNAPSHOT

## 2ND YEAR EMPOWERING LATINOS IN TECH STARTUPS

LATISM hosts national and regional conferences and trainings throughout the year.

### UPCOMING CONFERENCE:

## LATINO 2 – TECH STARTUP CONFERENCE JUNE 2013 • MOUNTAIN VIEW, CA

*Empowering Our Community*

### JOIN THE LATINO INNOVATORS

Ensuring that Latino(a)s are included in Tech innovation. Help us share best practices, entrepreneurs experiences and VC requirements to build capacity and feed the pipeline. All sponsorships are deposited in the Latino2 Opportunity Fund. A non-profit fund focused on supporting Tech Startups with seed capital to close the new digital divide.

# 2013 SNAPSHOT

## 3RD YEAR BRINGING ECONOMIC EMPOWERMENT TO LATIN AMERICA

LATISM empowers an entire community with connectivity and e-commerce.

### UPCOMING CONFERENCE:

## CYBER SUSTAINABLE DEVELOPMENT PROJECT NOVEMBER 2013 • TBA - LATIN AMERICA

*Empowering Our Community*

### TURNING THE ONLINE MOVEMENT TO OFFLINE ACTIONS

Using social media for social good is LATISM. We take an isolated community and connect it to the world. Once connected, we build a cyber room and help them create e-commerce and e-Learning opportunities. Help our volunteers bring a message of hope.

# 2013 SNAPSHOT

## 1ST YEAR EMPOWERING LATINOS YOUTH TO GRADUATE AND LEARN TO CODE

LATISM will open it's first DropIn2Code Centers in New York City and Austin.

### UPCOMING CONFERENCE:

## LATINO 2 – DROPIN2CODE JULY-AUGUST 2013 • NEW YORK, NY

*Empowering Our Community*

### BUILDING THE PIPELINE OF LATINO INNOVATORS

Ensuring that Latino(a)s are included in Tech innovation. Help us engage the next generation of tech leaders. DropIn2Code is a coding school for teens that focuses on school retention by monitoring the student's performance. The program focuses at the balanced child to ensure college readiness from every angles. This includes academics, social skill and a supportive/informed family.

# 2013 SNAPSHOT

## MINI MBA TO EMPOWER THE TOP 100 LATINA VOICES

LATISM hosts national and regional conferences and trainings throughout the year.

### UPCOMING CONFERENCE:

## TOP 100 WOMEN LEADERS RETREAT SEPTEMBER 17-18 2013 • NEW YORK, NY

*Empowering Our Community*

### BY INVITATION ONLY

Request an invitation to connect with the top 100 Latina leaders in the country. All Executives will be partnered with Digital Leaders who share a similar passion or niche.

# LATISM TWITTER PARTIES

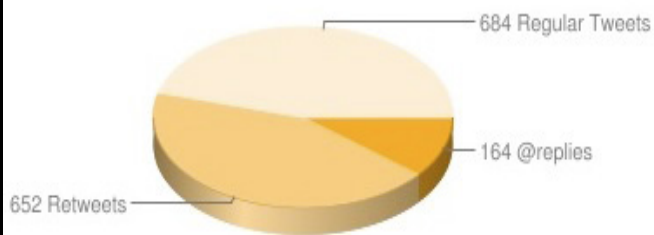
Latism twitter parties are hosted online gatherings where hundreds of Latino(a)s of all nationalities, shapes and colors come together. These chats provide the platform for sponsors to touch social media influencers who, in turn, reach their thousands of readers, followers, friends and connections in the social media world.

## TweetReach for #latism

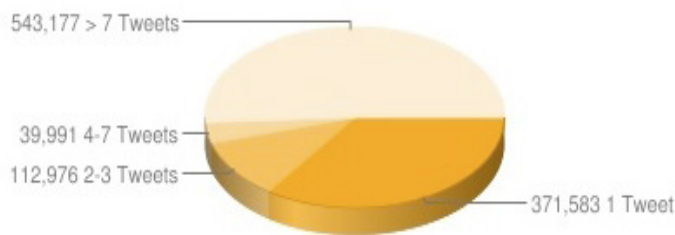
Reached **1,067,727 people** via **1,500 tweets**

*Searching maximum tweets permitted by Twitter*

Tweet Types



Exposure: 14,643,754 Impressions



Each pie slice shows how many people saw how many tweets

**NOTE**  
TweetReach report based on tweets posted during a Twitter party held on September 21, 2011.





# WE ARE @YOUR SERVICE

LATISM welcomes the opportunity to collaborate with funders on innovative new projects that help us empower online Latino(a)s and social media entrepreneurs.

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**WANT TO:**

**Speak, Sponsor, Volunteer  
or Attend LATISM13'?**



**Scan or Click on  
the QR Code**



TECH-INNOVATION VISIONARIE

HEALTH  
CONNECTED  
BUSINESS

LATIN@ EDUCATION TECHNOLOGY  
GATEKEEPERS SEIRVANOISIA DELECCINNOO  
MOVEMENT  
ENTERTAINING  
COMMUNIDAD EDUCATORS DAD  
INSPIRATIONAL  
#WEPA HEALTH BUSINESS

FAMILIA  
INFLUENCE  
LATISM  
IN  
NYC  
CONFERENCE