

# Appendix 4

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**“Is Social Media the  
Most Relevant  
Public Relations Tool  
in Latin America?:  
Examining PR  
in Colombia and Peru”**

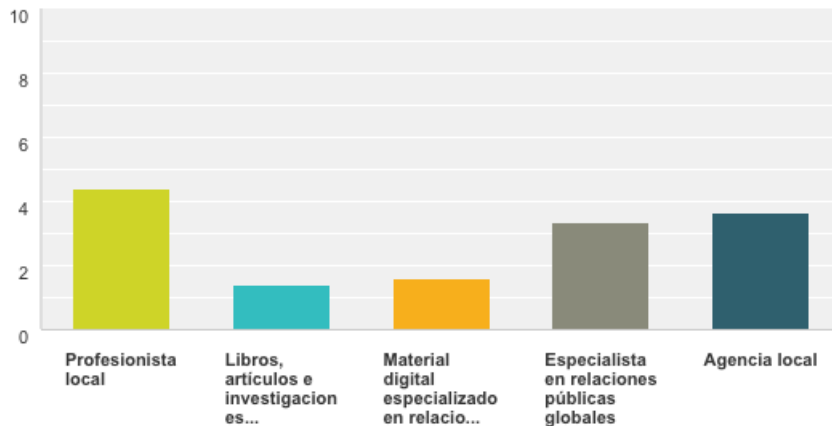


## Question 1

What is the best consulting tool for a foreign practitioner for creation of a public relations campaign in Colombia/Peru? (Order from 1-5, giving 1 to the best option)

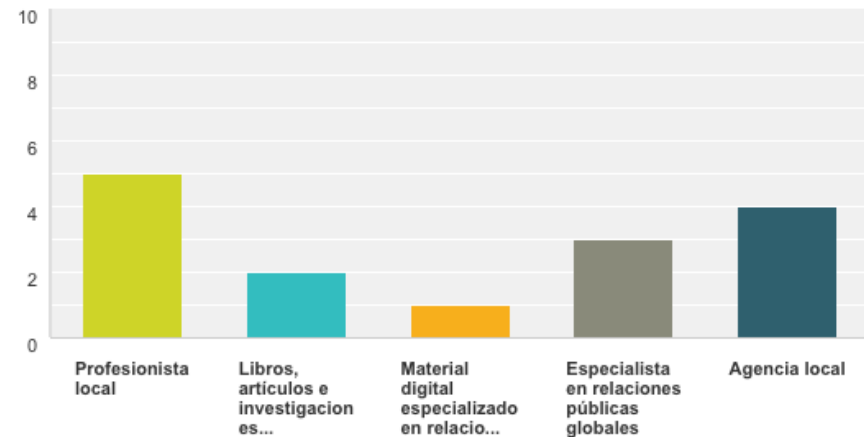
¿Cuál crees que es la mejor herramienta de consulta para un relacionista extranjero en la creación de una campaña de relaciones públicas en Colombia? (Ordena del 1-5, dando 1 a la mejor opción)

Respondido: 6 Omitido: 0



¿Cuál crees que es la mejor herramienta de consulta para un relacionista extranjero en la creación de una campaña de relaciones públicas en Perú? (Ordena del 1-5, dando 1 a la mejor opción)

Respondido: 4 Omitido: 0



Local practitioner. Books, articles and research on global public relations. Digital material specialized in global public relations (research, articles, statistics). Global public relations specialist. Local agency.

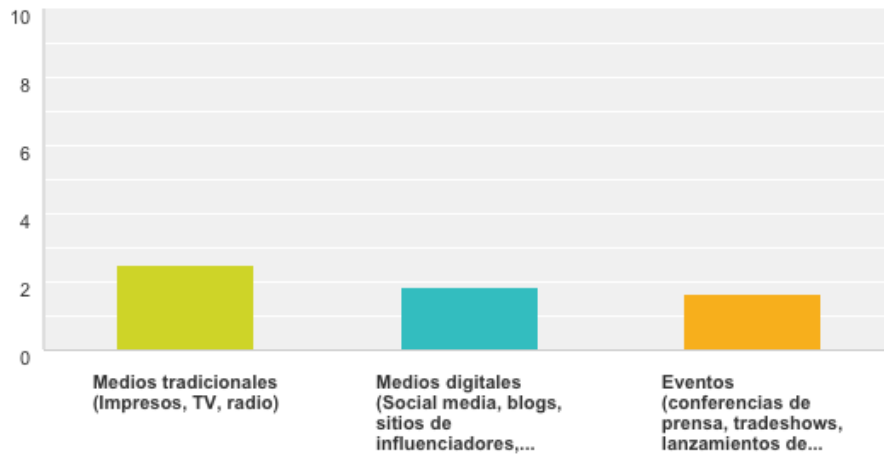
**33% believe that hiring a PR local freelancer is the best option for a foreign practitioner or agency when creating a PR campaign in Colombia and Peru. About 20% think a local agency or a global PR specialist is the best option and only about 13% believe that digital articles and research specialized in global PR or written material could be the best tool use as a guide for a foreign firm.**

## Question 2

What is the best tool to reach the public in Colombia/Peru? (Order from 1-3, giving 1 to the best option)

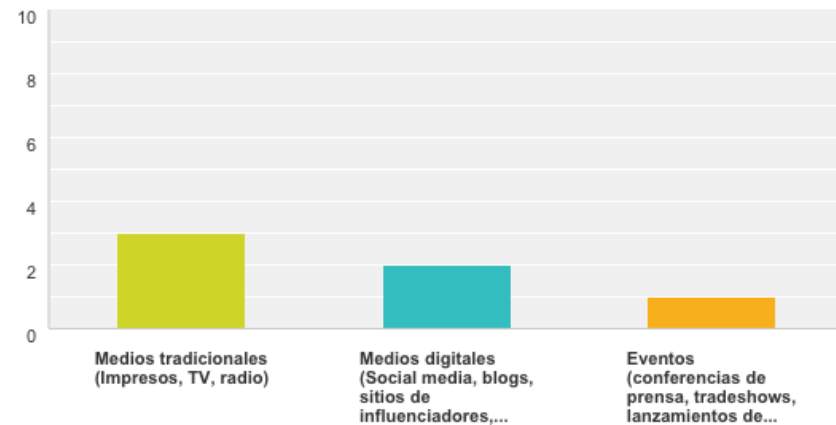
¿Cuál es la mejor herramienta para llegar al público en Colombia? (Ordena del 1-3, dando 1 a la mejor opción)

Respondido: 6 Omitido: 0



¿Cuál es la mejor herramienta para llegar al público peruano? (Ordena del 1-3, dando 1 a la mejor opción)

Respondido: 4 Omitido: 0



Traditional media (print, TV, radio). Digital media (social media, blogs, influencers' websites, news and entertainment websites). Events (press conferences, tradeshows, product launches)

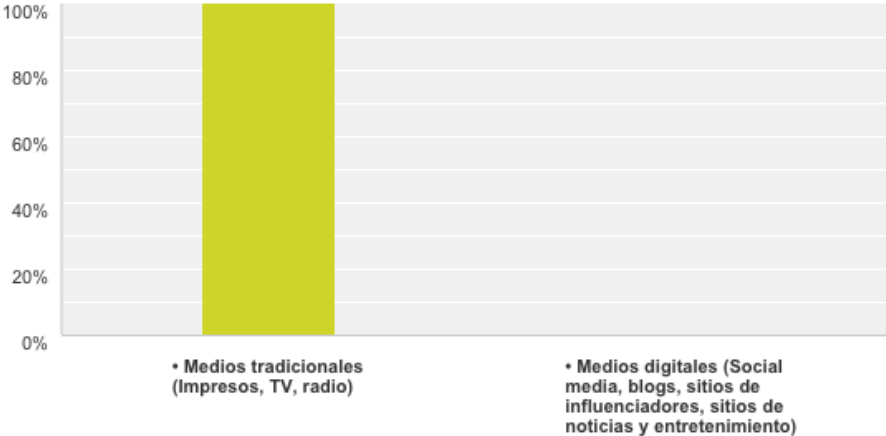
**50% say that the best approach to reach publics in Colombia/Peru is traditional media (print, TV, radio). 30% believe that digital media (social media, blogs, influencers sites, news and entertainment sites) is the best option. The last remaining 20% chose events (press conferences, tradeshows, product launches).**

### Question 3

What is the most trusted media in Colombia/Peru?

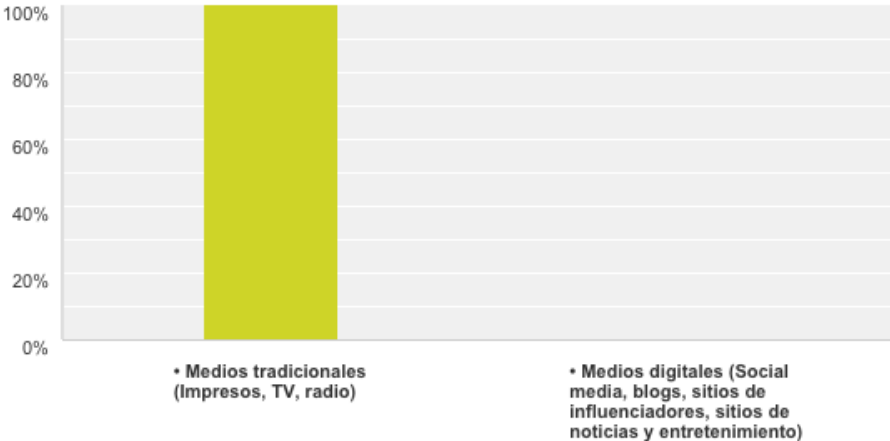
¿Cuáles son los medios más confiados en Colombia?

Respondido: 6 Omitido: 0



¿Cuáles son los medios más confiados en Perú?

Respondido: 4 Omitido: 0



Traditional media (print, TV, radio). Digital media (social media, blogs, influencers' websites, news and entertainment websites)

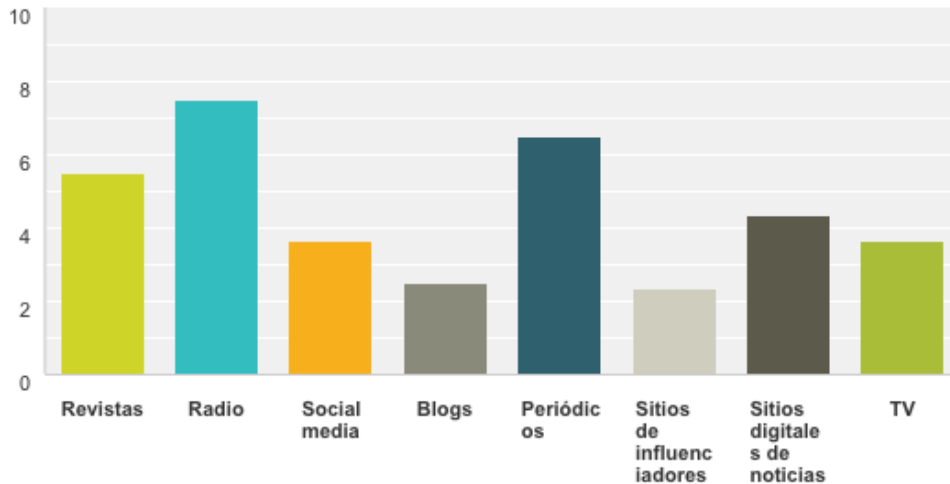
**100% think traditional media is the most trusted outlet to reach publics in Colombia and Peru.**

## Question 4

Regarding trust, popularity and relevance what is the most influential outlet for the Colombian/Peruvian public? (Order from 1-8, giving 1 to the best option)

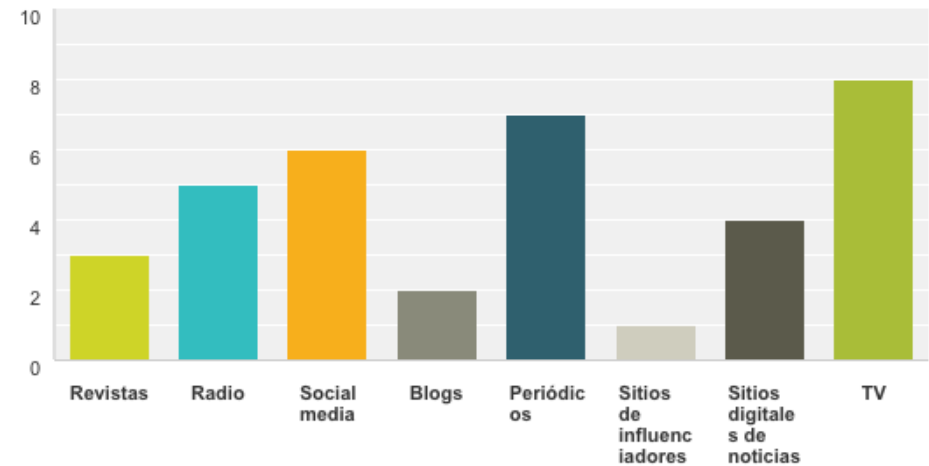
**Ordena por preferencia según veracidad, popularidad y relevancia para el público colombiano (Del 1-8, dando 1 a la mejor opción)**

Respondido: 6 Omitido: 0



**Ordena por preferencia según veracidad, popularidad y relevancia para el público peruano (Del 1-8, dando 1 a la mejor opción)**

Respondido: 4 Omitido: 0



Magazines. Radio. Social media. Blogs. Newspapers. Influencers' websites. Digital news sites. TV

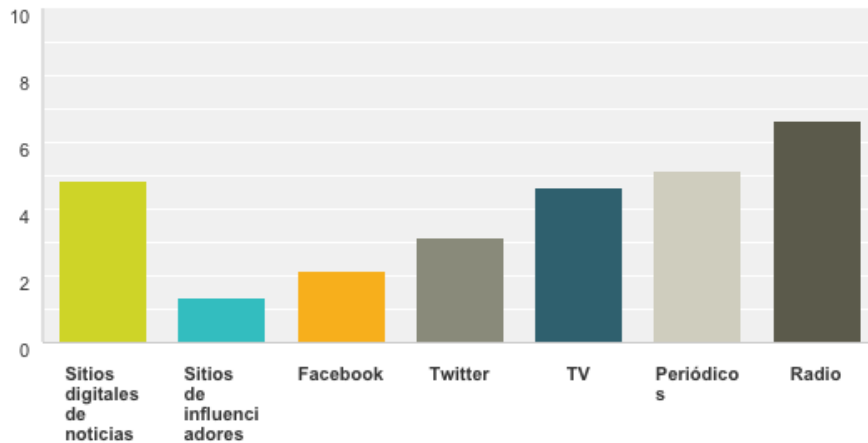
**Taking into account veracity, popularity and relevancy, radio and TV were chosen as the main media with about 26% of mentions, followed by newspapers and with a 17% each. While radio is pretty dominant, social media and digital news sites had more mentions in Peru. Blogs and influencers sites obtained less than 10% each.**

## Question 6

By what outlet the Colombian/Peruvian public become informed? (Order from 1-7, giving 1 to the best option)

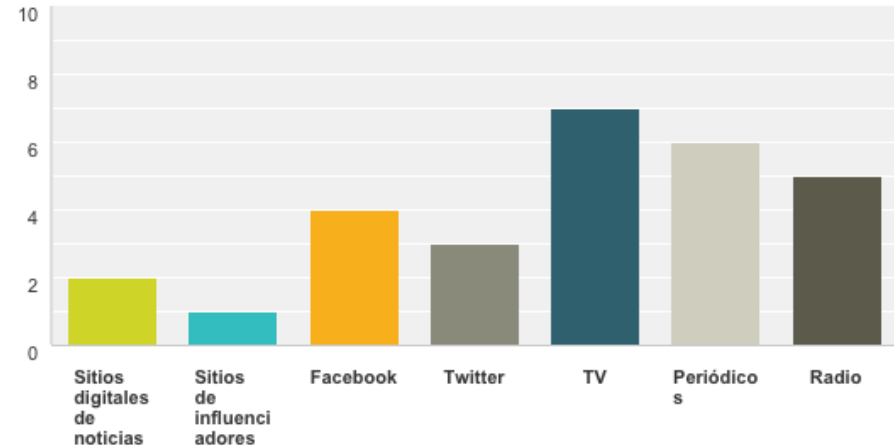
¿Por qué medios se informa el público colombiano en materia de noticias? (Ordena del 1-7, dando 1 a la mejor opción)

Respondido: 6 Omitido: 0



¿Por qué medios se informa el público peruano en materia de noticias? (Ordena del 1-7, dando 1 a la mejor opción)

Respondido: 4 Omitido: 0



Digital news sites. Influencers' websites. Facebook. Twitter. TV. Newspapers. Radio

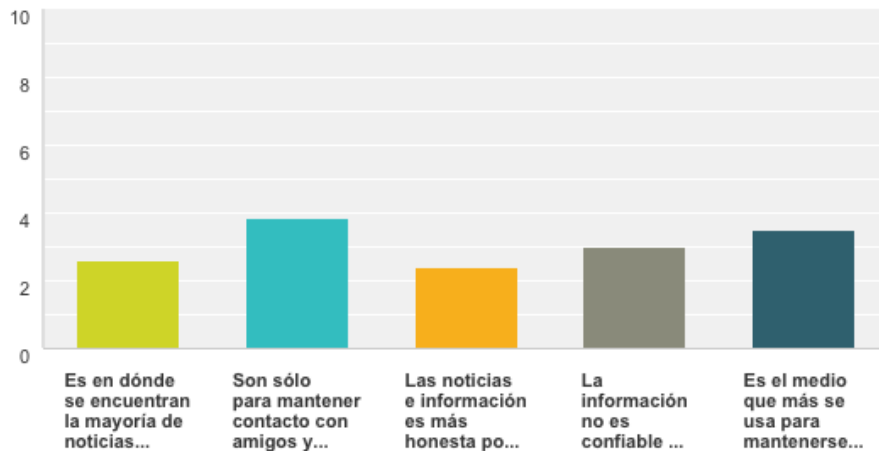
The most trusted media in Colombia include the radio newspapers and digital news sites. Some media include *El Espectador*, *Portafolio* and *El Tiempo*, Caracol TV, and Caracol Radio. In Peru, TV is on the top of preferences followed by newspapers and radio. Some of this media include TV Frecuencia Latina, *El Peruano*, *El Comercio* and *La Republica* newspapers and Radio Programas del Peru (RPP).

## Question 7

What is the Colombian/Peruvian public perception about social networks like Facebook or Twitter? (Give 1 to the most assertive statement and 5 to the least)

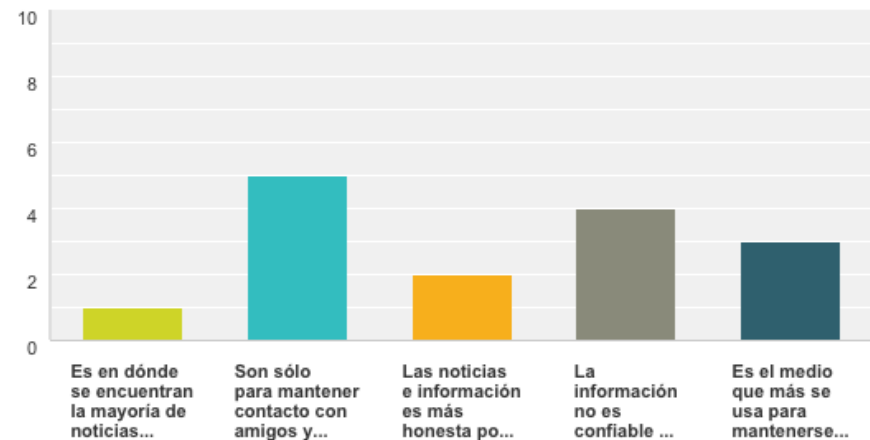
**¿Cuál es la perspectiva que el público colombiano tiene acerca de las redes sociales como Facebook o Twitter? (Da 1 al más asertivo y 5 al menos)**

Respondido: 6 Omitido: 0



**¿Cuál es la perspectiva que el público peruano tiene acerca de las redes sociales como Facebook o Twitter? (Da 1 al más asertivo y 5 al menos)**

Respondido: 4 Omitido: 0



It is where most of the relevant news are. They are just to keep in touch with friends and for entertainment. The news and information is more candid because it comes from the general public. The information is not reliable or achúrate. It is the most used outlet to become informed

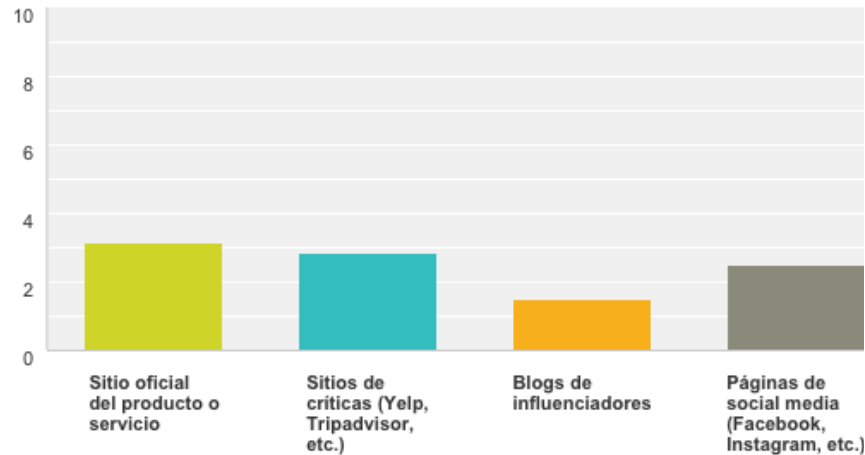
**According to about 30% of the respondents, social media is only an entertainment tool to keep in contact with friends and family. Comparatively, 25% think social media is the most popular tool for publics to become informed on a regular basis.**

## Question 8

What is the most used outlet for the Colombian/Peruvian public when becoming informed before purchasing a product or service? (Order in order of 1-4, giving 1 to the best option)

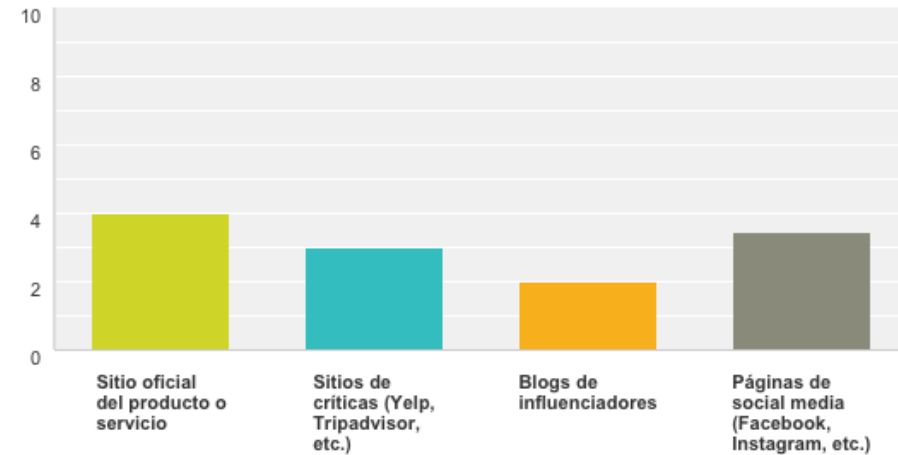
¿Por qué medios se informa el público Colombiano antes de adquirir un producto o servicio? (Ordena en orden del 1-4, dando 1 a la mejor opción)

Respondido: 6 Omitido: 0



¿Por qué medios se informa el público peruano antes de adquirir un producto o servicio? (Ordena en orden del 1-4, dando 1 a la mejor opción)

Respondido: 4 Omitido: 0



Official site of the product or service. Review websites (Yelp, Tripadvisor, etc.) Influencers' blogs or websites. Social media pages (Facebook, Instagram and more)

**According to the participants, about 25% of the customers use social media to know about the brands and product performance before acquiring a product or service.**