



Nuevas tendencias digitales

- Inteligencia artificial (chatbots, campañas automatizadas)
- Realidad virtual
- Búsqueda por voz
- Gamificación
- Streaming multicanal
- Automatización del marketing (CRM)
- Contenidos en video
- Listening tools

¿Qué otras?

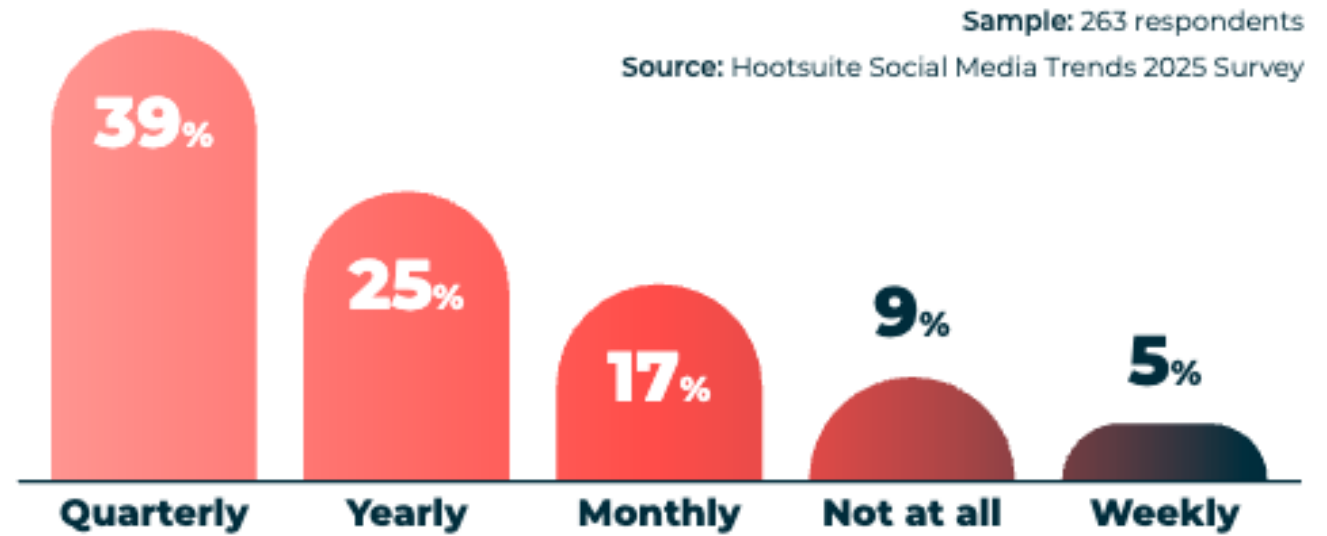
What **social platforms** are nonprofit organizations using?



Sample: 520 respondents

Source: Hootsuite Social Media Trends 2025 Survey

How often are nonprofits **updating** their social strategy?



What causes nonprofit organizations to **make changes** to their social strategy?



Sample: 300 respondents

Source: Hootsuite Social Media Trends 2025 Survey