

Latino Creator & Amplifier Programs on YouTube

September 2026

Agenda

Context

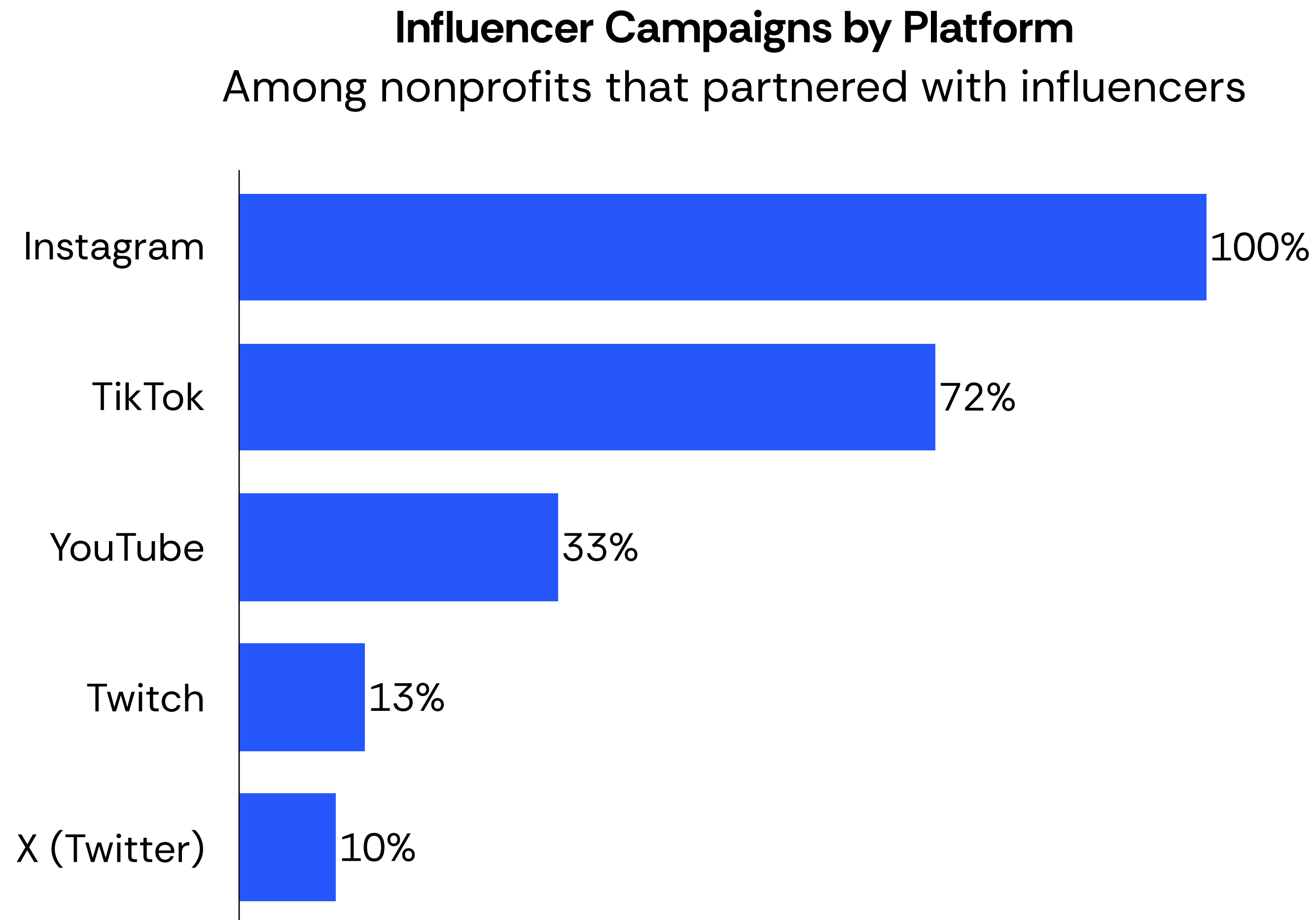
Program Overview

Program Findings

Takeaways & Recommendations

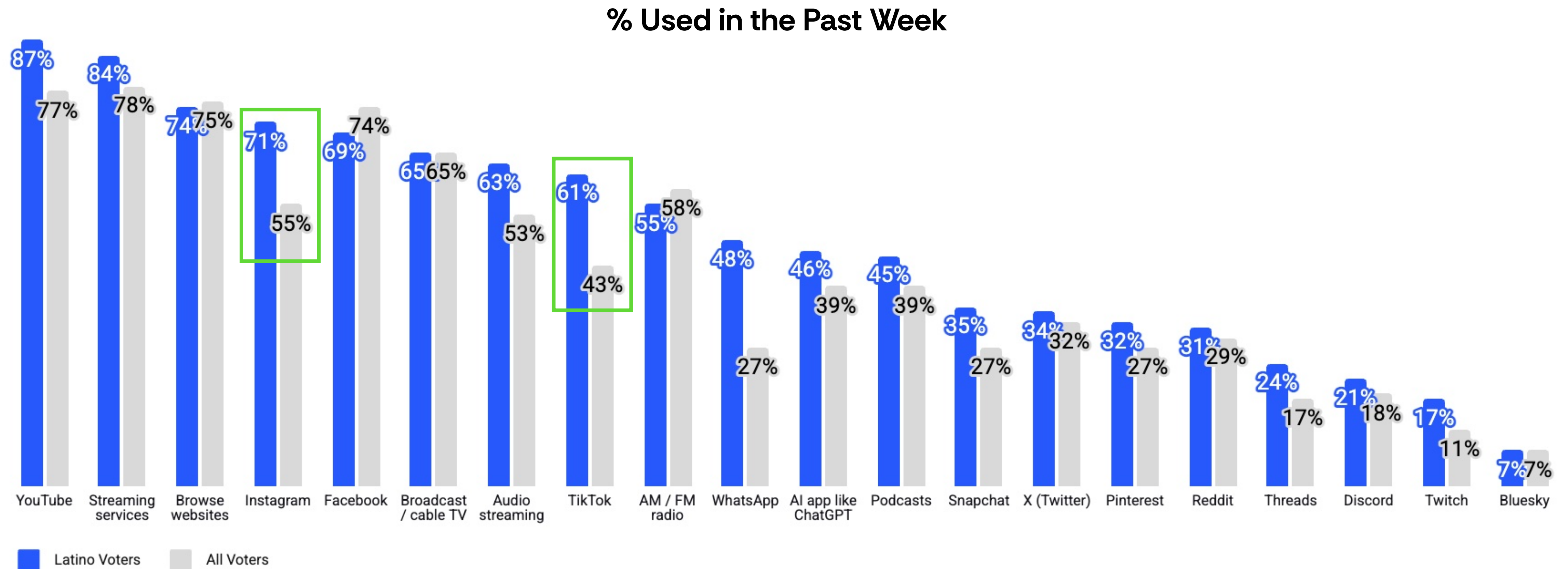
Campaigns and organizations with creator partnerships prioritize Instagram and TikTok

Only a third of groups have activated partnerships on YouTube



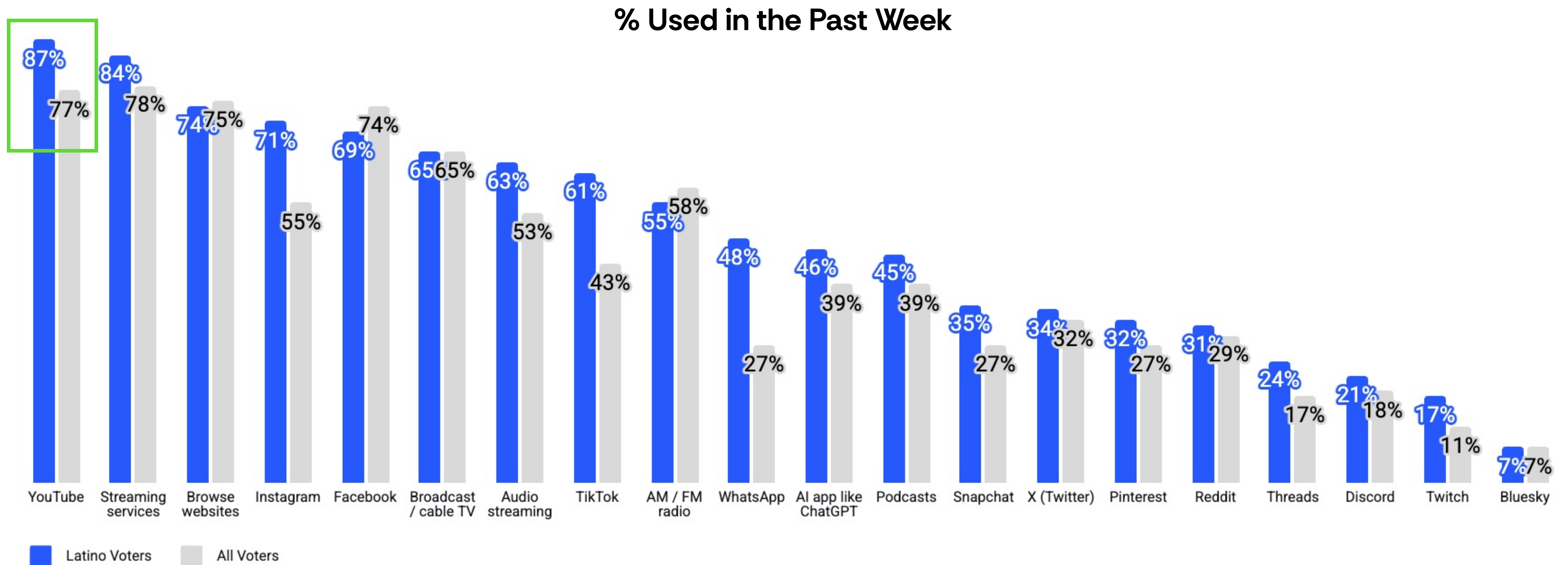
Latinos over-index on YouTube, Instagram, and TikTok — but they use YouTube the most

Nearly 9-in-10 Latinos report using YouTube in the past week



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Amplifier (AKA clipping) accounts are on the rise

But most are on Instagram and TikTok, with no clear roadmaps for how to translate to YouTube

THE WALL STREET JOURNAL.

s U.S. Politics Economy Tech Markets & Finance Opinion Free Expression Arts

TECHNOLOGY

The Big Money Behind All Those Bite-Size Social-Media Videos

Companies are hiring ‘clippers’ to flood TikTok and Instagram with short, promotional videos

By Ben Raab

Aug. 13, 2025 11:00 am ET

Newsletters

The Atlantic

PODCASTS

How Short-Form Clips Took Over the Internet

You’re not watching the show. You’re watching the clips.

By Charlie Warzel

Program Overview

**To better understand
how to leverage Latino
creator and amplifier
programs on YouTube,
we partnered with
Vocal Media on a
two-part program**

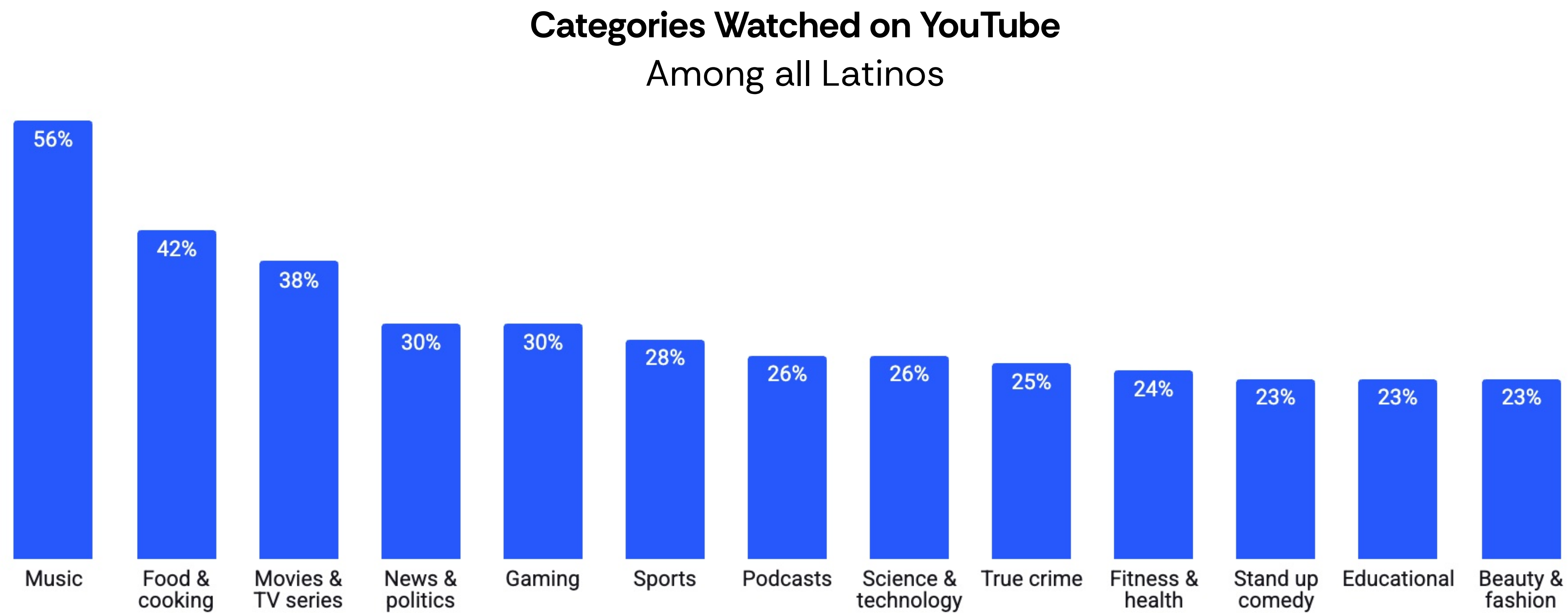
Creators

Leveraging existing Latino creator audiences, allowing them to weave issue messaging into their content in organic ways

Amplifiers

Creating Latino amplifiers to push culturally-relevant content, including issue-specific messaging

Popular YouTube content categories from Warbler media research drove decision-making on accounts
Both creator and amplifier programs prioritized accounts in the most popular categories for Latinos





Heidy Torres
News/politics
DR in FL
Spanish



Rodner Figueroa
Pop culture
VZ in FL
Spanish



Stephanie Caraballo
Lifestyle
DR in FL
English



Wendy Becerra
Family
MX in CA
English



Todo Chido
Podcast
CA
English



Alejandra Gonzalez
Cooking
VZ/PR in FL
Spanish



Karen Cruz
Lifestyle
CO in FL
Spanish



Jannese Torres
Finance
PR in NY
English



Fernando Petrocelli
Sports podcast
VZ in FL
Spanish



Kathe Ulloa
Family
SA in TX
Spanish



Stephanie Ramos
Cooking
MX in TX
English



Jose Delgado
Comedy
MX in FL
English/Bilingual

Creators were given three creative briefs to choose from:

Economy

Theme: Costs keep rising, making it harder for families to plan ahead — and get ahead.

Example messaging guidance:

- Share stories of the impact of rising costs on your daily life
- Talk about a tough choice you've had to make recently to save money

Immigration

Theme: Hardworking Latinos are getting separated from their families, detained, and deported — and it's having an impact on all of us.

Example messaging guidance:

- Separating families and targeting children doesn't make our communities safer
- Instead of prioritizing violent criminals, they're tearing families apart

Economy + Immigration

Theme: Immigration enforcement has gone too far, all while people are struggling to afford basic necessities.

Example messaging guidance:

- It's getting harder to afford everyday necessities even with hard work
- Share stories of the impact of immigration enforcement in your community

Content Spotlight: Economy

Alejandra Sanet
(@alejandrasanet_)

Used a \$127 grocery haul video to highlight the rising cost of groceries. Alejandra shared how to meal prep on a budget and how rising costs have affected the amount of food her monthly budget allows.

Creators Program



Content Spotlight: Immigration

Kathe Ulloa
(@KatheyGrace)

As a family content creator, Kathe used the immigration brief to connect it to her experience as a Latina mom in TX, and the presence of ICE in communities separating families.





@N.ostalgiaMix
Culture/nostalgia
English



@CasaConMaña
Economy/budgeting
Spanish



@TheLatinSound
Music
English



@NotiLocal
News
Spanish



@LO_Latino
Comedy
English

Best practices incorporated throughout the programs

- **Latino messengers/creators**
 - Equis research shows the messengers Latino audiences feel most connected to are: Latinos, Spanish-speakers, and immigrants or children of immigrants.
- **Testimonials and storytelling styles**
 - Consistently the most effective style for moving Latinos.
- **Culturally specific content in English**
 - Recent research from Equis and Warbler shows culturally specific content has high reach, even if it doesn't make up a significant portion of Latinos' media diet.
 - In a YouTube watch history analysis, 77% of Latinos watched at least one video about "Latino-specific" content, even as these videos only represented about 2% of their total videos watched.

Primary Research Questions

How does issue content perform relative to non-issue content?

What are some unique YouTube challenges and opportunities?

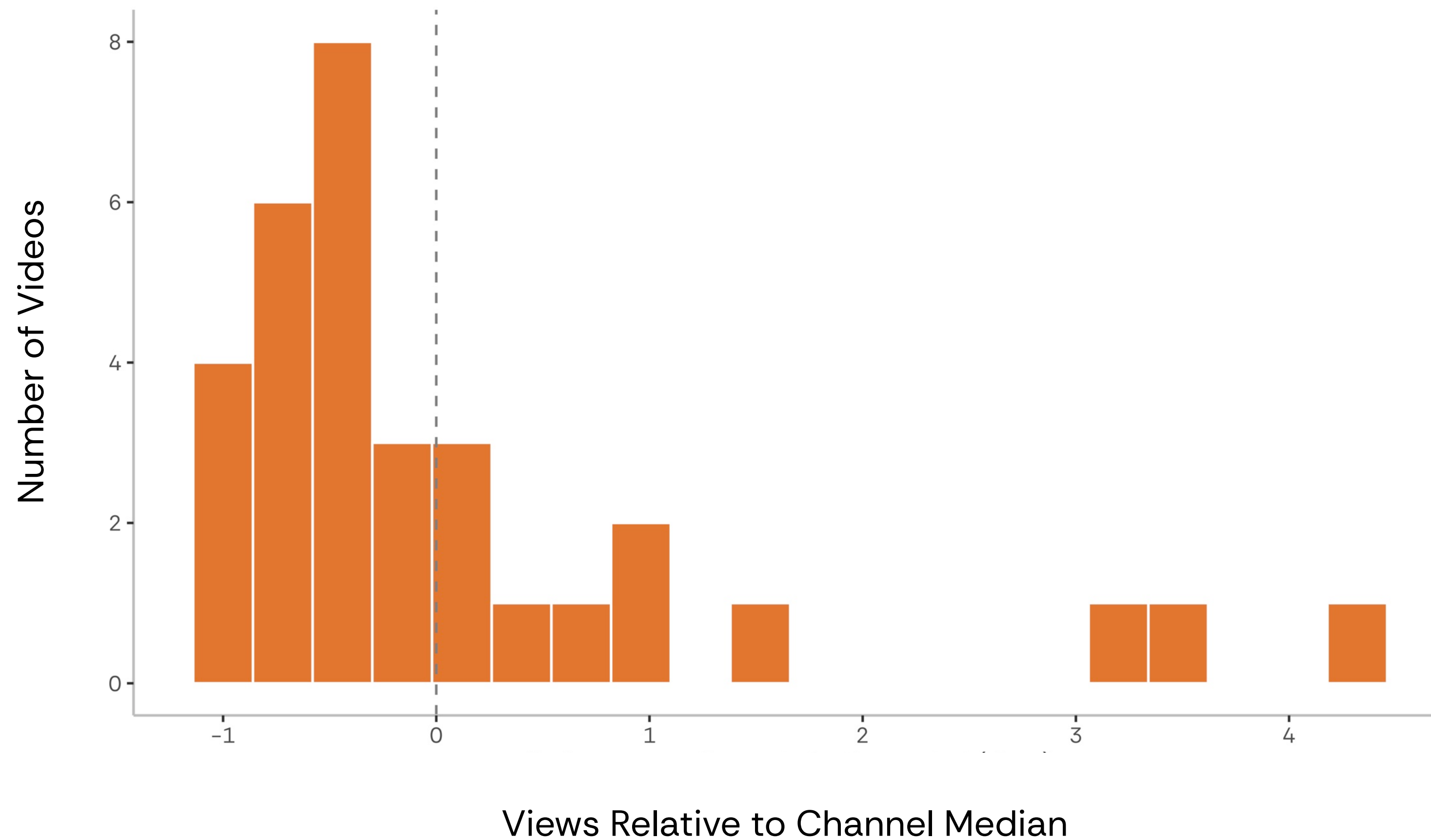
What are uniquely Latino factors?

Program Findings

**How does issue content perform
relative to non-issue content?**

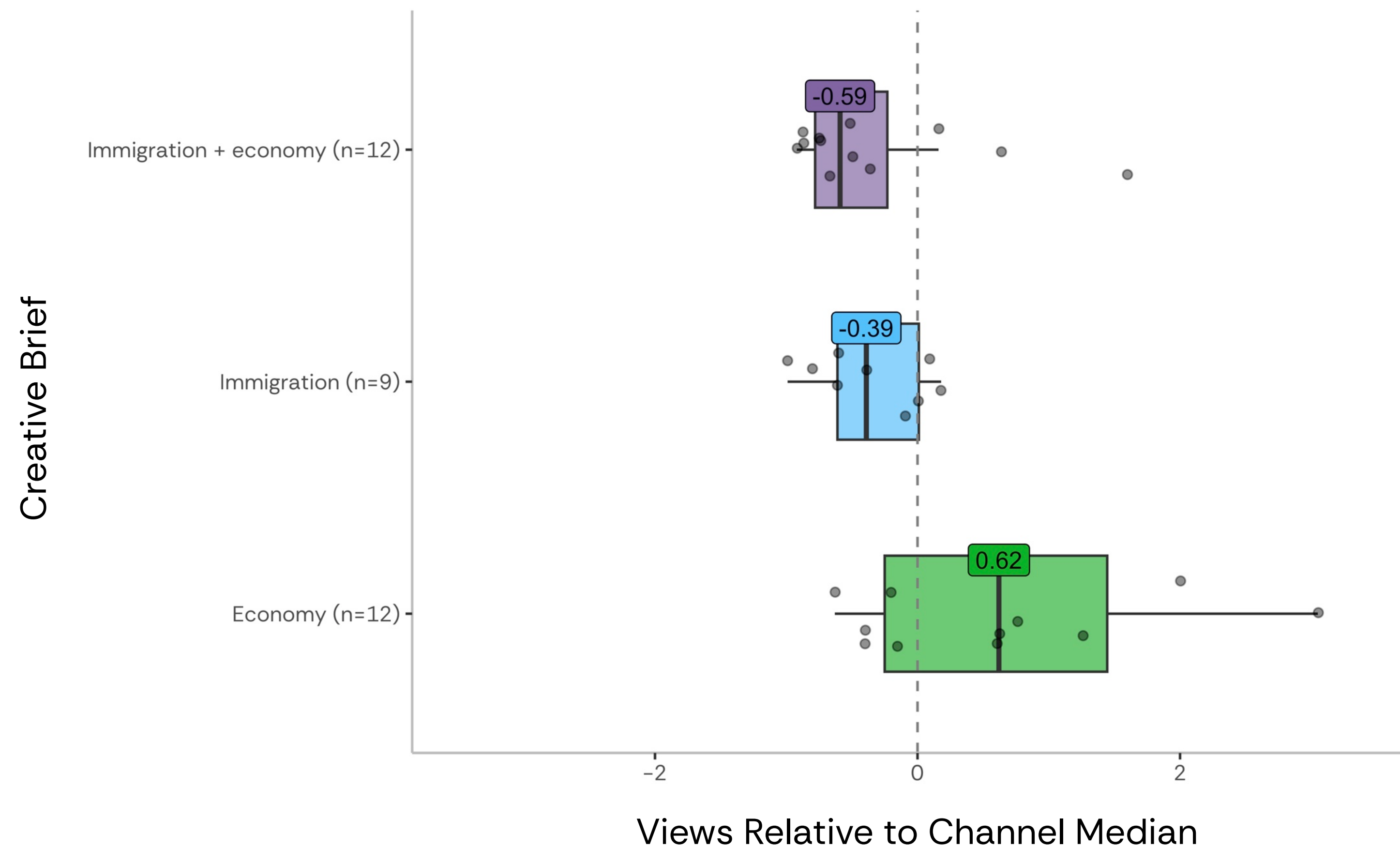
While most creator issue posts got fewer views than the channel median, about a third overperformed

Issue-Specific Video Performance Compared to Channel Median



Creator videos about the economy were most likely to outperform the channel median
Economy content seems to be performing best across the ecosystem

Video Performance Compared to Channel Median by Creative Brief



**Stephanie Ramos
(@viewsontheroad)**

Used a budget-friendly recipe to highlight the rising cost-of-living. She used her personal narrative to resonate with audiences, driving a high volume of comments and prompting viewers to share similar experiences of their own.

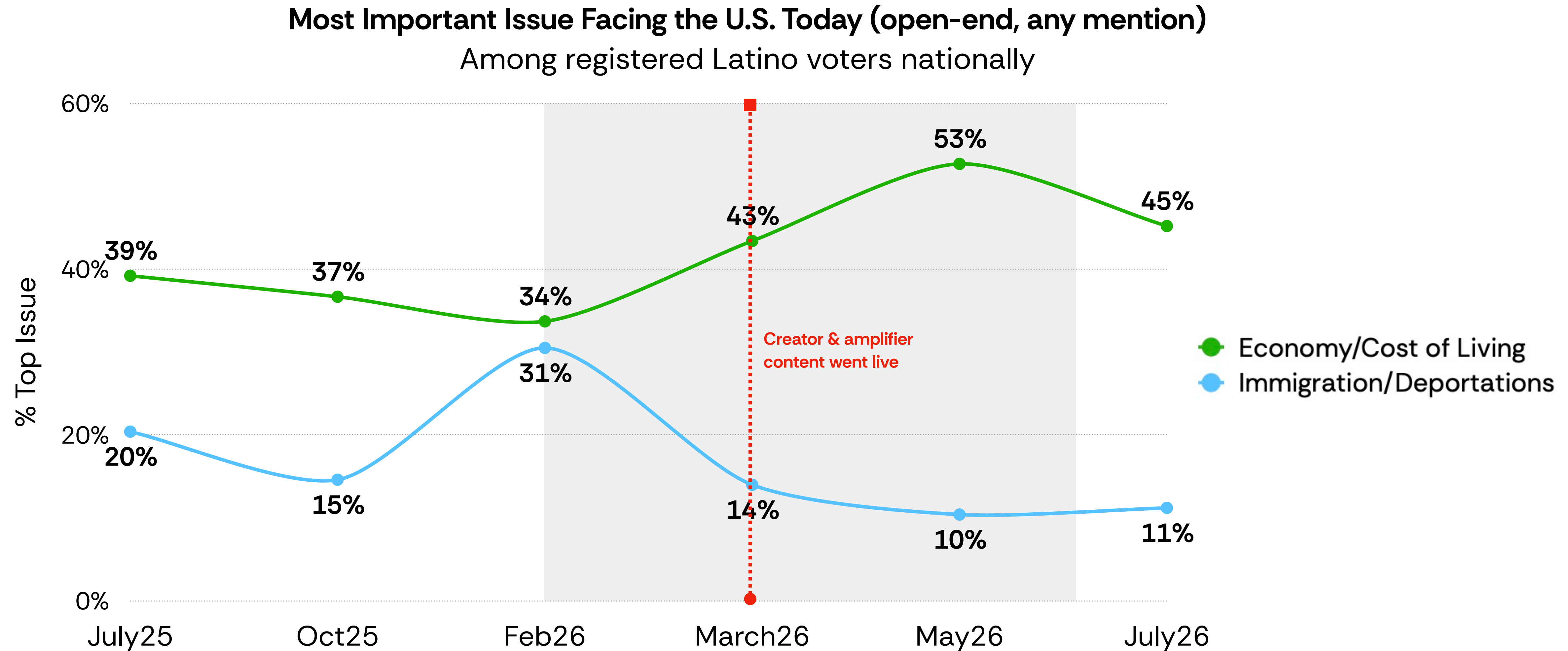


"I like your budget friendly recipe and I **really like your message about the struggle that a majority of us are going through.** Mantente Fuerte!"

"These look so good! Omg. And **the way you relate to your audience is something I don't see on any other cooking channels.** It's like you're not just cooking; you're also having true heart-to-heart conversations with your audience. I can see now how your channel became so successful."

"**It makes me sad to know that you and many others are struggling due to rising costs.** I totally agree that those who have the power to make decisions right now have little understanding and don't really care that so many are having to cut back and be more frugal. Thank you for speaking out, and thank you for offering up tasty, economical recipes that we can use."

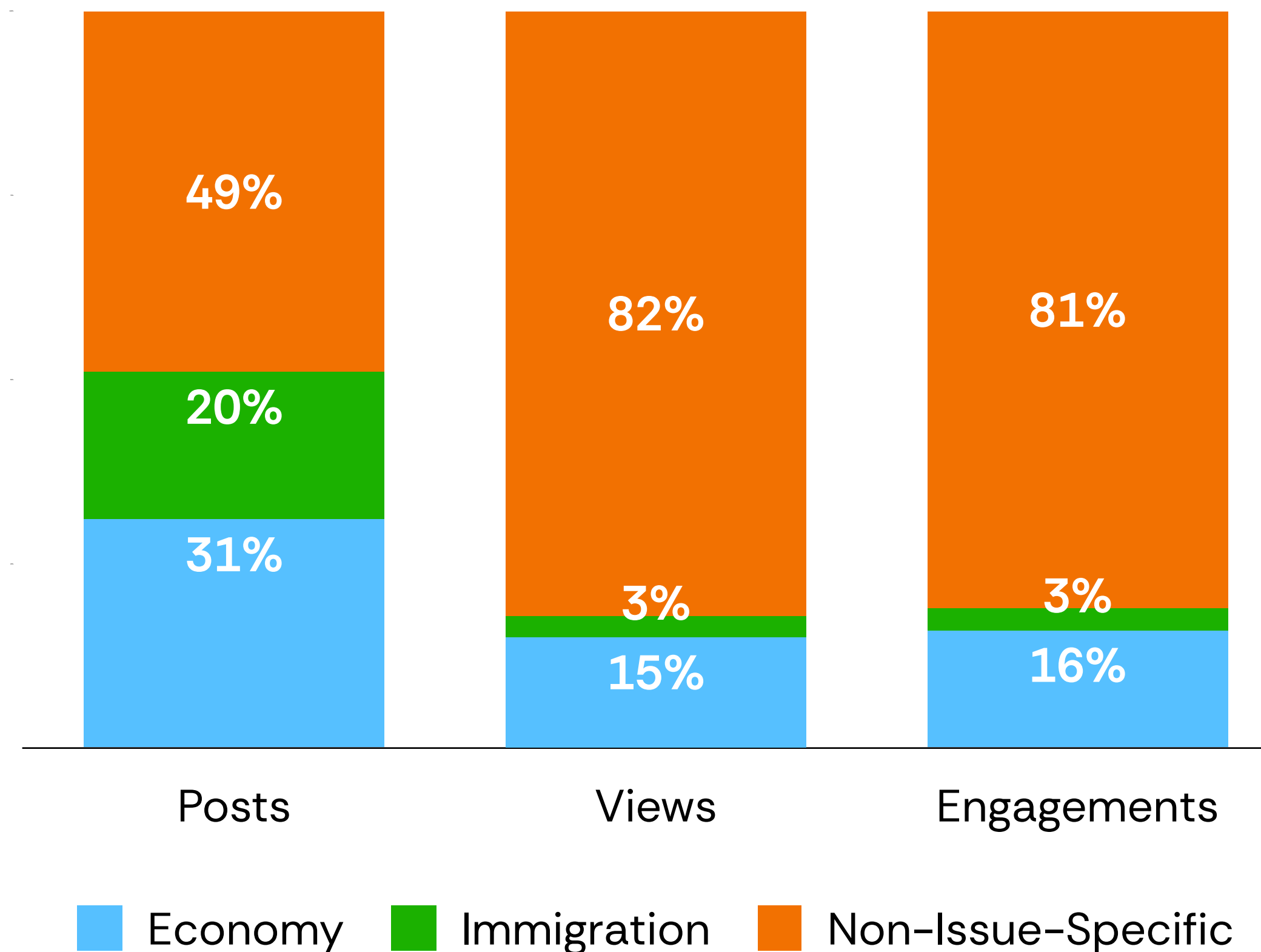
Important context: the economy increased in salience and immigration lowered between February and June



Non-issue-specific content made up half of amplifier posts, but drove over 80% of views and engagements

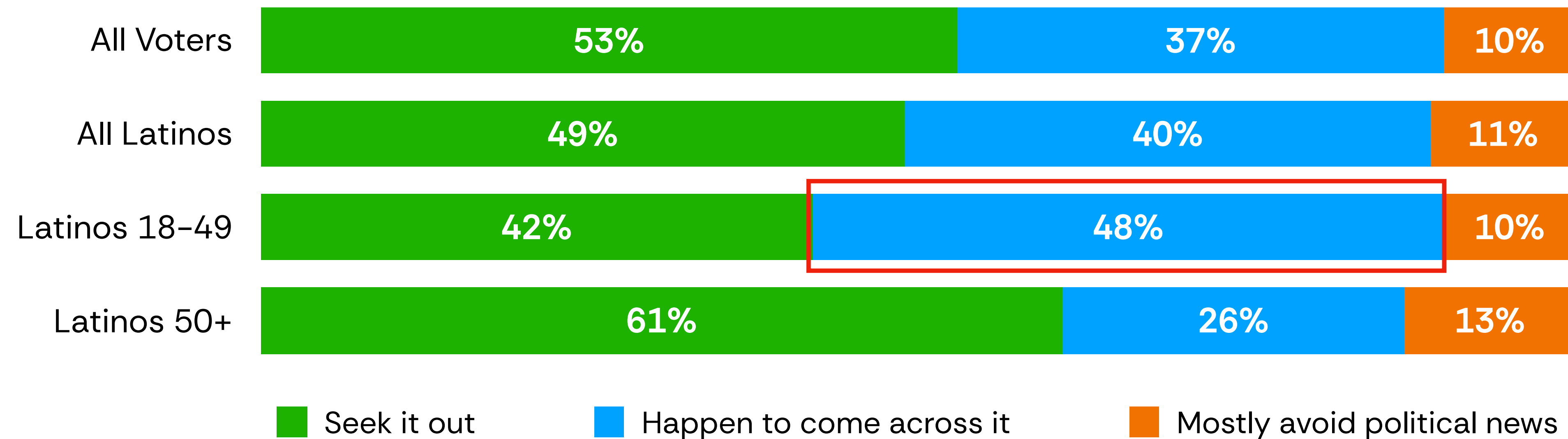
Cultural content captures less-engaged voters' attention while exposing them to issue content

Posts vs Engagement by Content Type



Latinos are more likely than the average voter to say they “happen to come across” political news, not seek it out
This is especially true among younger voters

Q. Do you get political news mostly because you seek it out or because you happen to come across it? Or, do you mostly avoid political news?



How does issue content perform relative to non-issue content?

It can depend on the issue and the context. Today, economy creator content outperforms while immigration creator content does not.

Issue content gets less views and engagement on amplifier accounts relative to their share of posts generally, but is a key way to engage less-politically-engaged Latinos.

What are some unique YouTube challenges and opportunities?

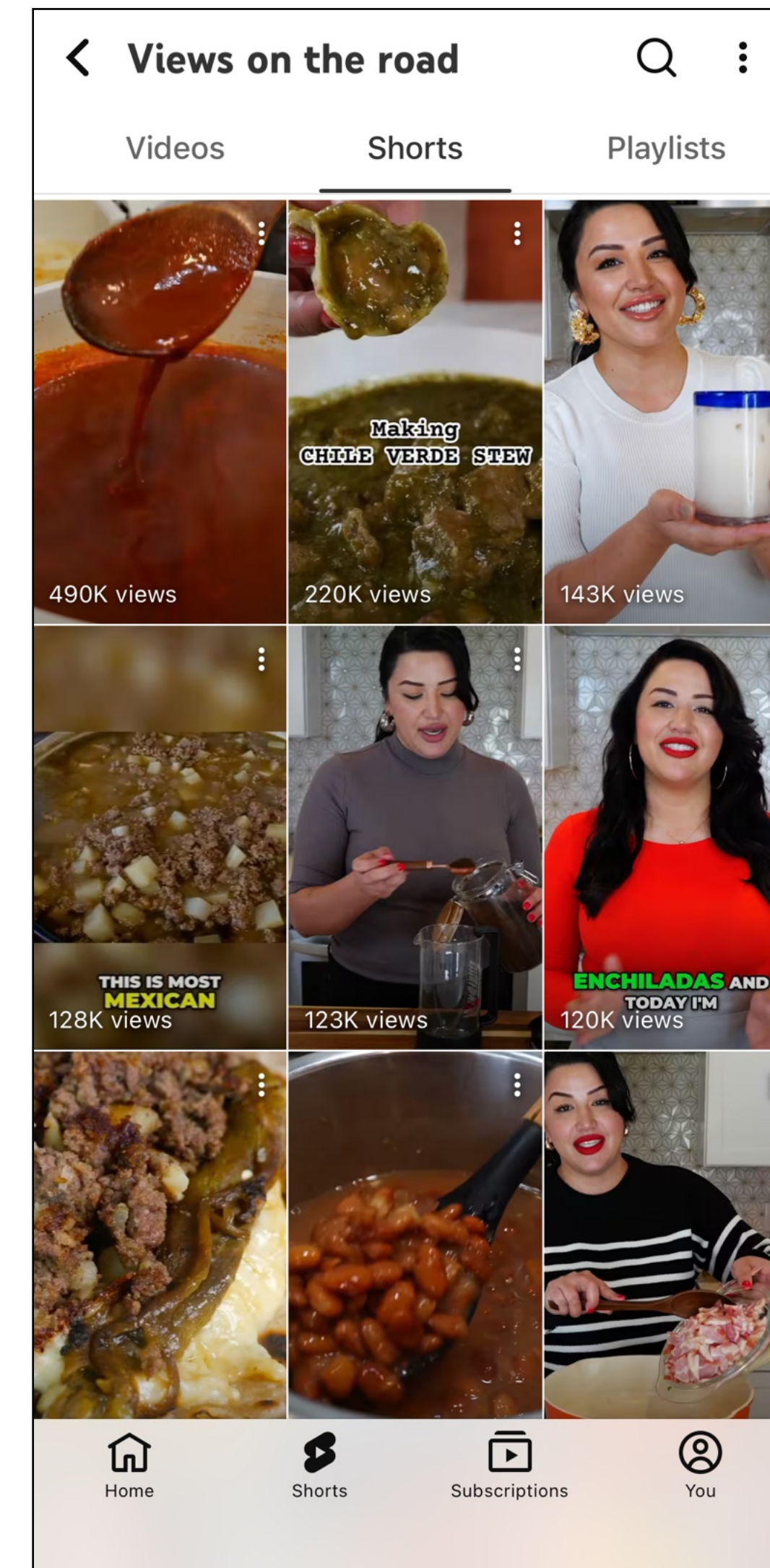
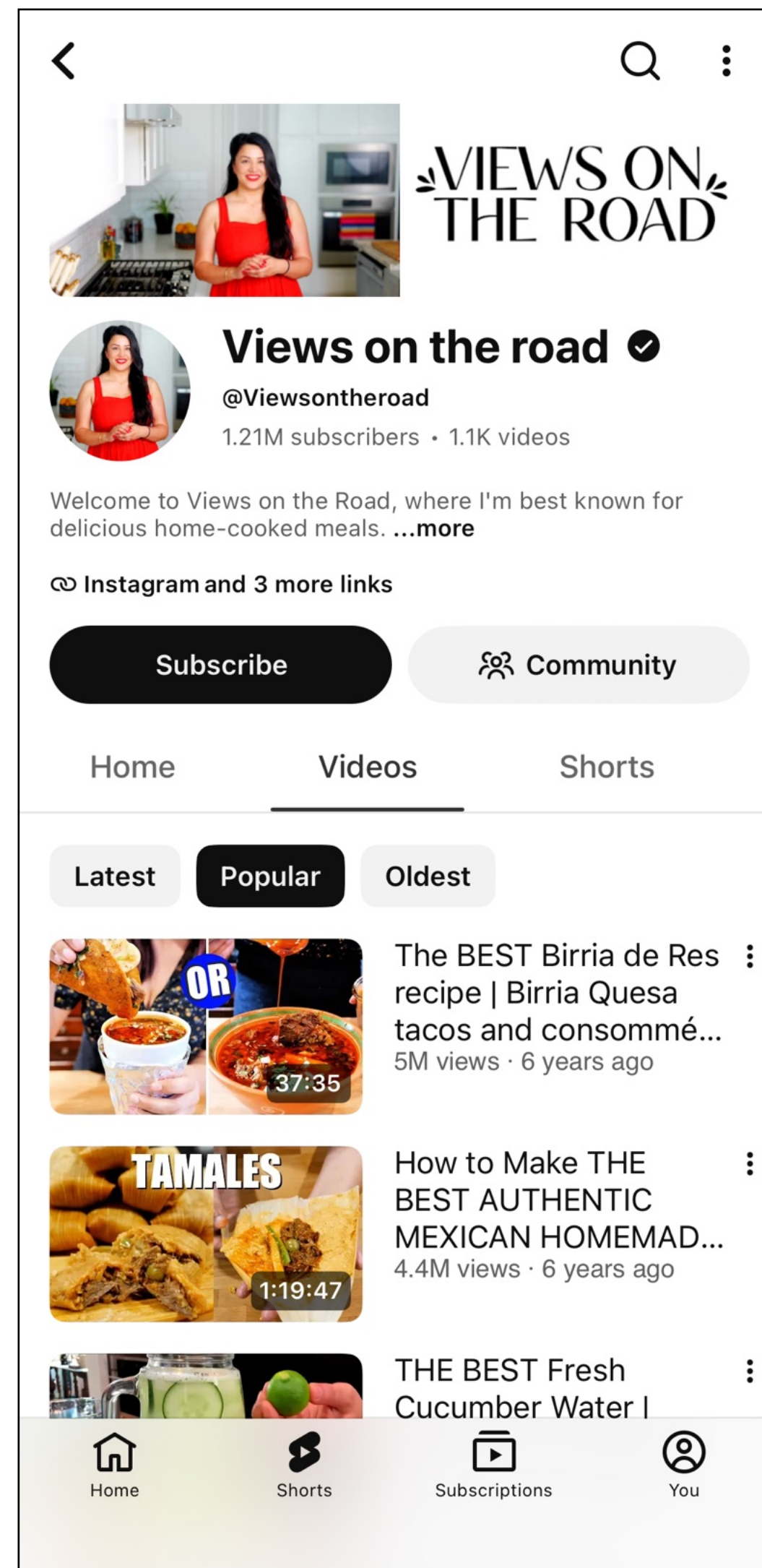
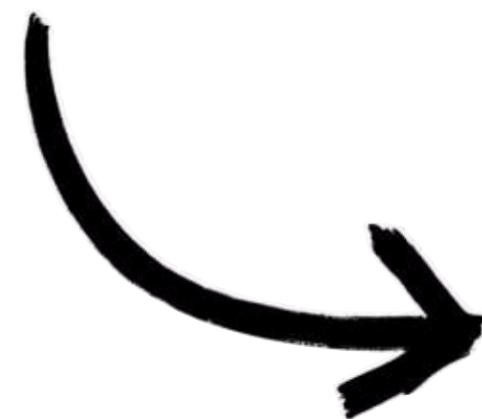
Long-form vs Shorts

YouTube Amplifiers

US Viewership

YouTube has two major categories of content: long-form videos and Shorts

Classic,
long-form
videos

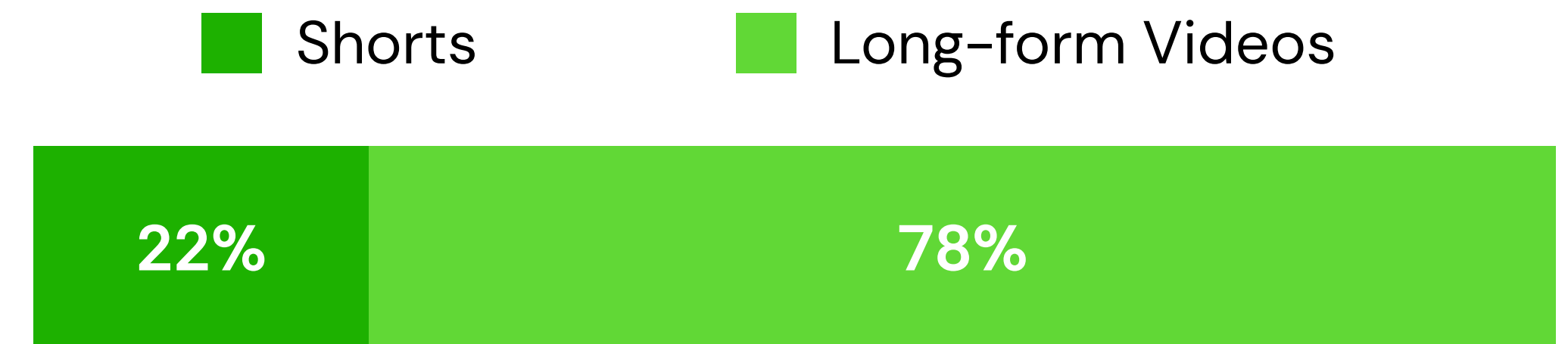


Shorts that
mimic IG Reels
or TikTok

While YouTube is investing in the growth of its Shorts offering, it is still primarily a long-form video platform.

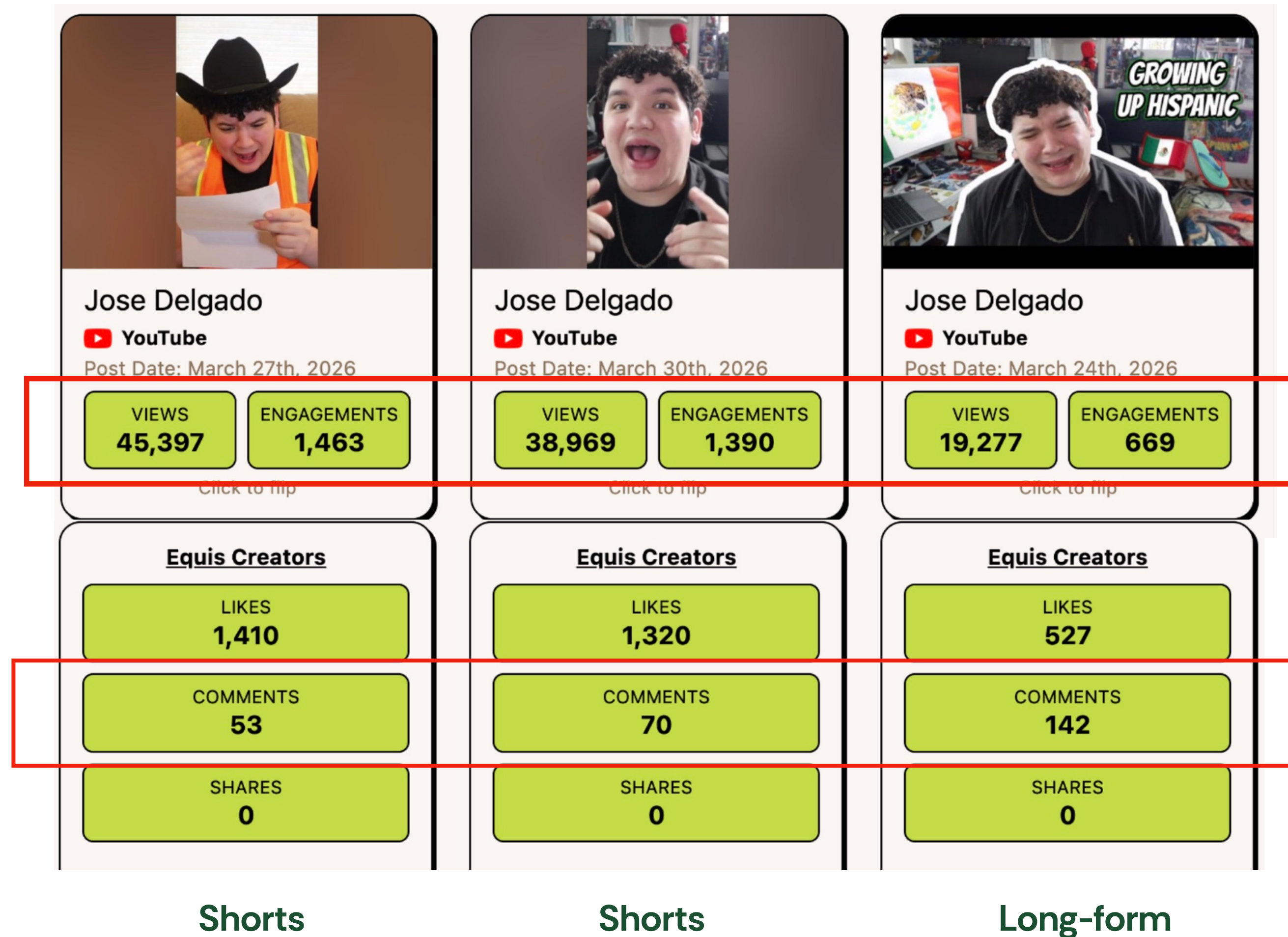
Just 22% of the videos watched by Latinos in a 2025 study were Shorts.

YouTube Video Format Consumption Among Latino Adults



YouTube-first programs should invest in both formats

Shorts have potential for higher reach, while long-form has potential for deeper audience engagement



Invest in strategies for Shorts and long-form

- We suspect most will launch or have launched YouTube programs that repurpose IG and TikTok content for YouTube Shorts alone, but long-form creator programs don't need to be as complicated as you think.
- Long-form investment can look like starting major channels – like More Perfect Union – but it can also look like a regular creative brief shared with existing creators.
- In fact, working with existing long-form creators can lead to higher reach and engagement in the short term (with lower start-up costs) vs a longer term investment in a new channel.

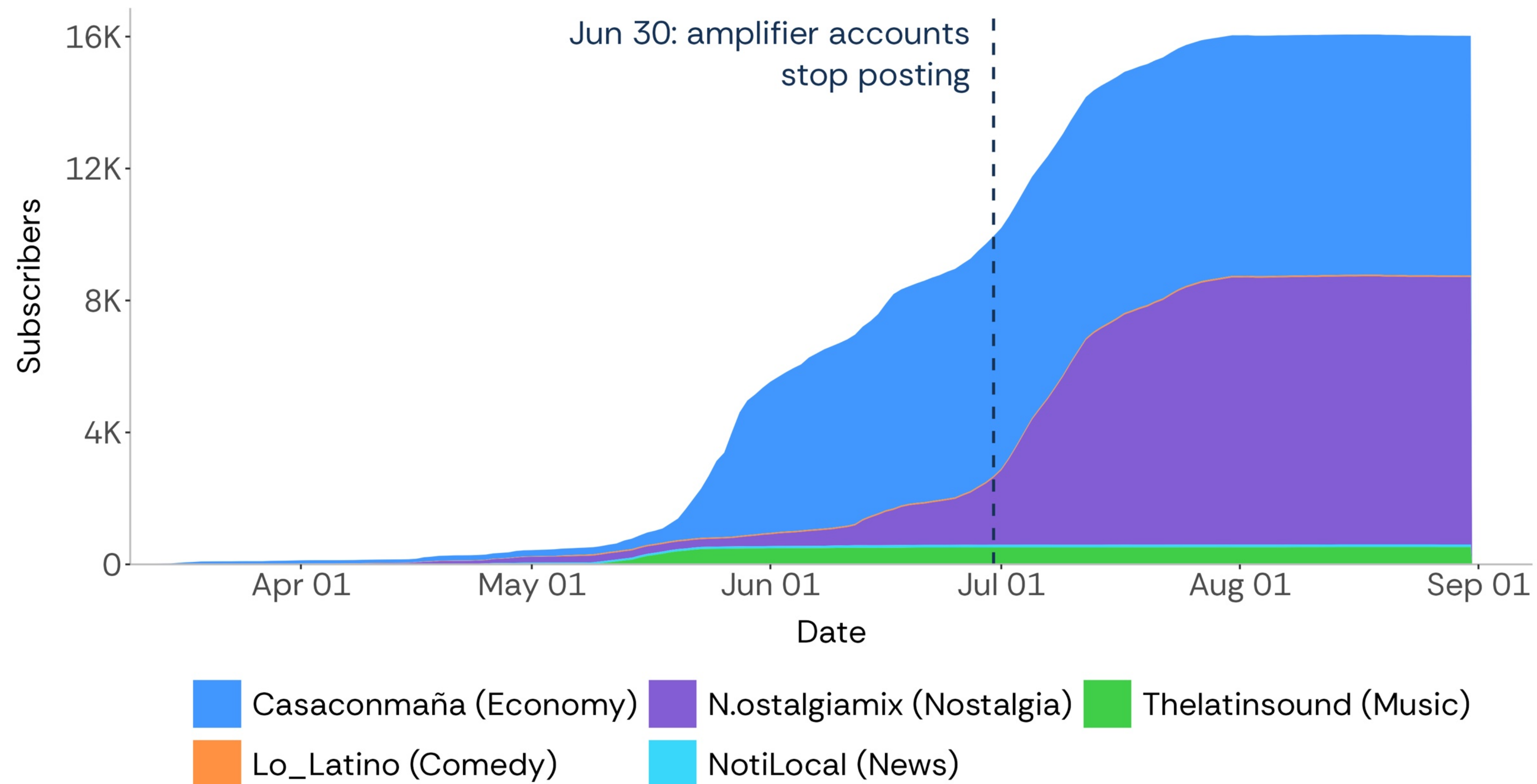
YouTube Amplifiers

- **Growth curves differ by platform.** TikTok tends to see high virality early but hits a view ceiling. Instagram is slower to break out but can grow to a higher long-term ceiling than TikTok. YouTube is most similar to IG's slow-build model — it rewards longevity and subscriber accumulation over time.
- **YouTube's algorithm doesn't consistently reward volume.** Unlike on Instagram and TikTok, accounts that post less often outperform high-frequency posting accounts.
- **Individual videos have a much longer shelf life on YouTube.** On TikTok, a video is largely a one-day event before the algorithm moves on. On YouTube, a single video can stay relevant and keep driving reach for years — we've seen legacy videos still influencing performance long after they were posted.
- **Subscriber base is a double-edged sword.** Because YouTube is subscriber-driven, growing your base means more content lands directly on subscribers' homepages. If those subscribers don't watch or engage, it can actually hurt that video's placement and algorithmic recommendation — meaning past success can create a drag on future performance. Bigger isn't automatically better if engagement doesn't keep pace with subscriber count.

A well-curated amplifier can build a real following fast, even if slower growth is more common on YouTube
Even after the program ended, the nostalgia account's subscriber count increased significantly

Subscriber Growth by Amplifier Account

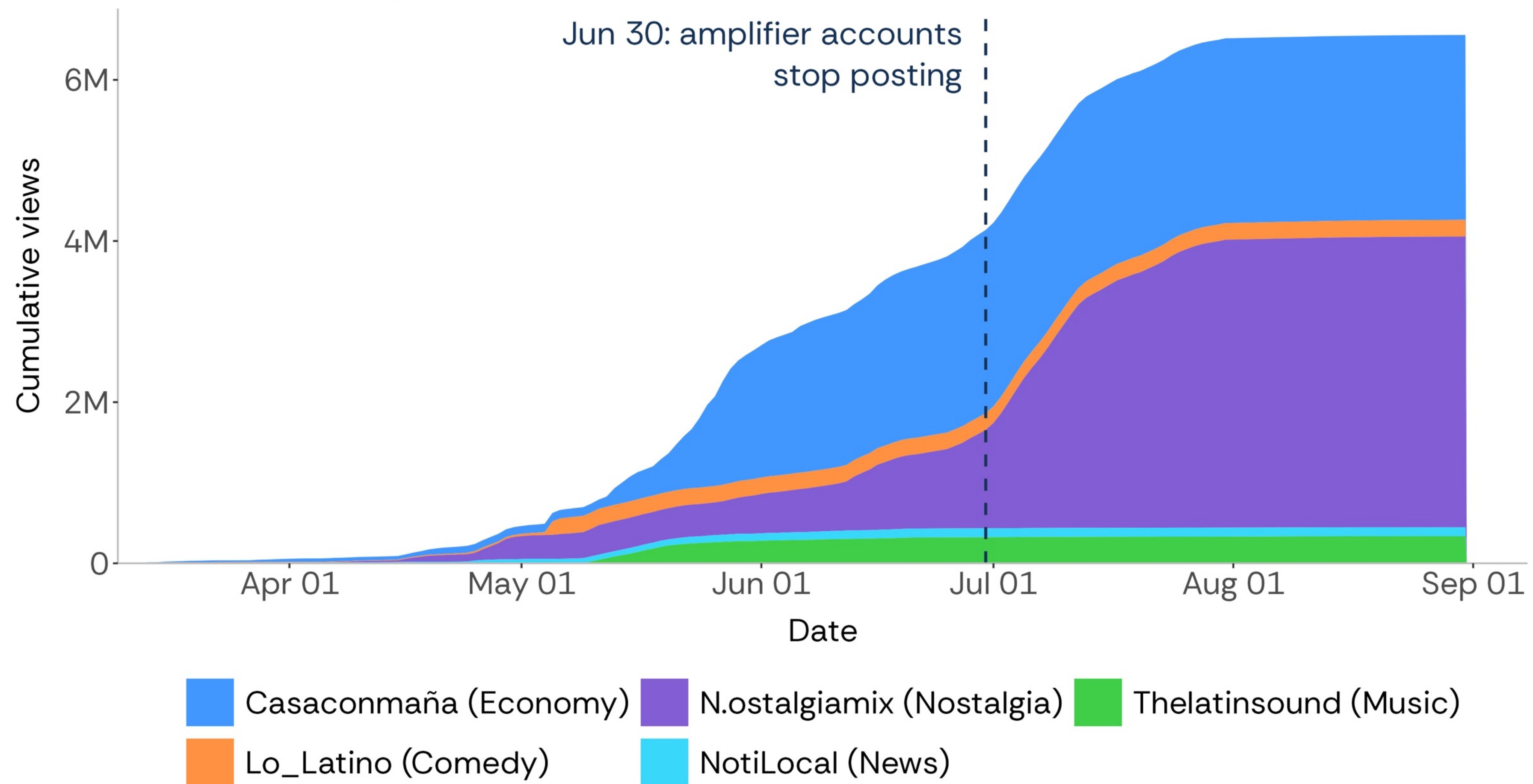
March 10 – September 1



Viral videos can transform an amplifier account's reach in the short-term AND long-term

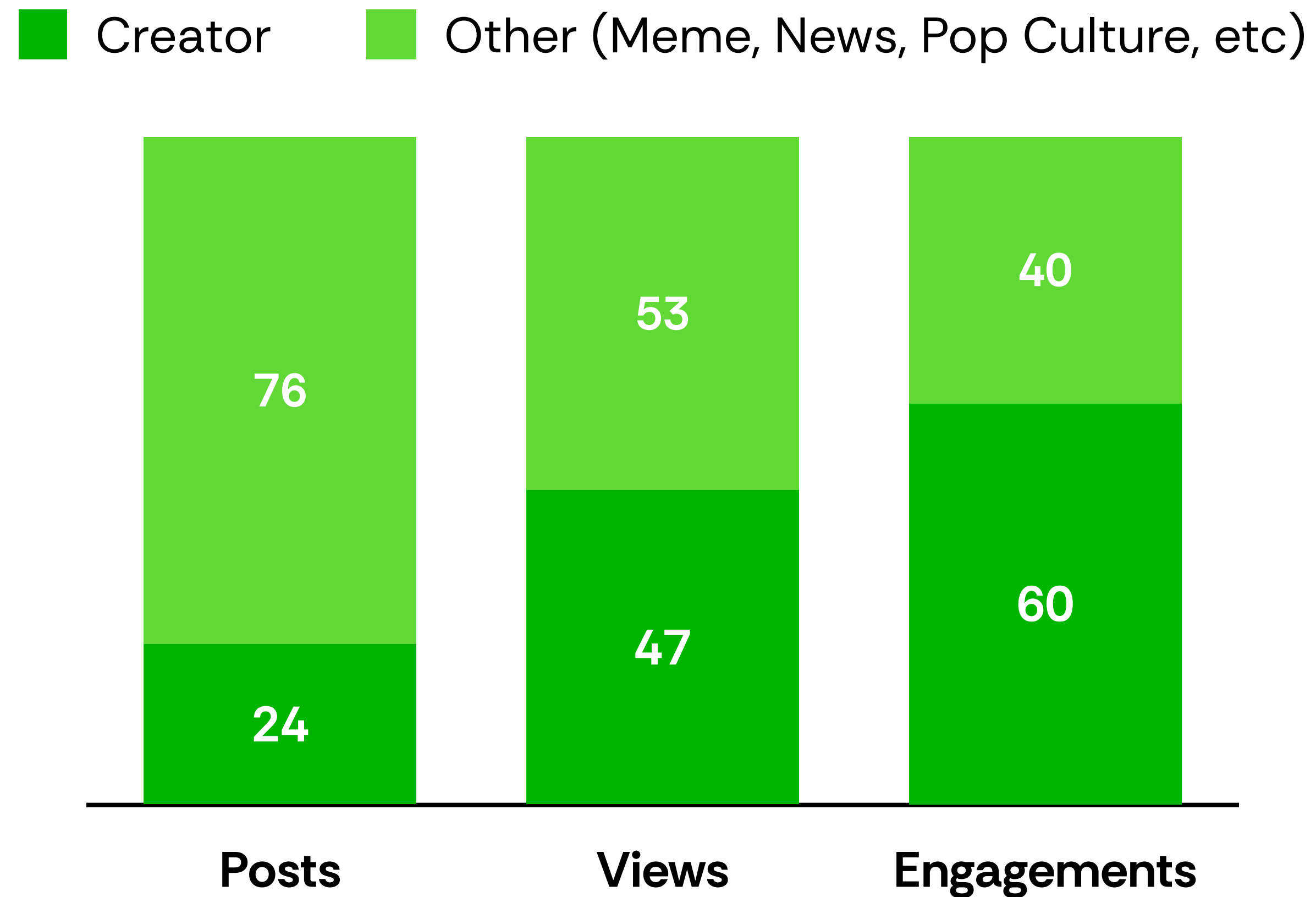
Cumulative Views by Amplifier Account

March 10 – Sept 1



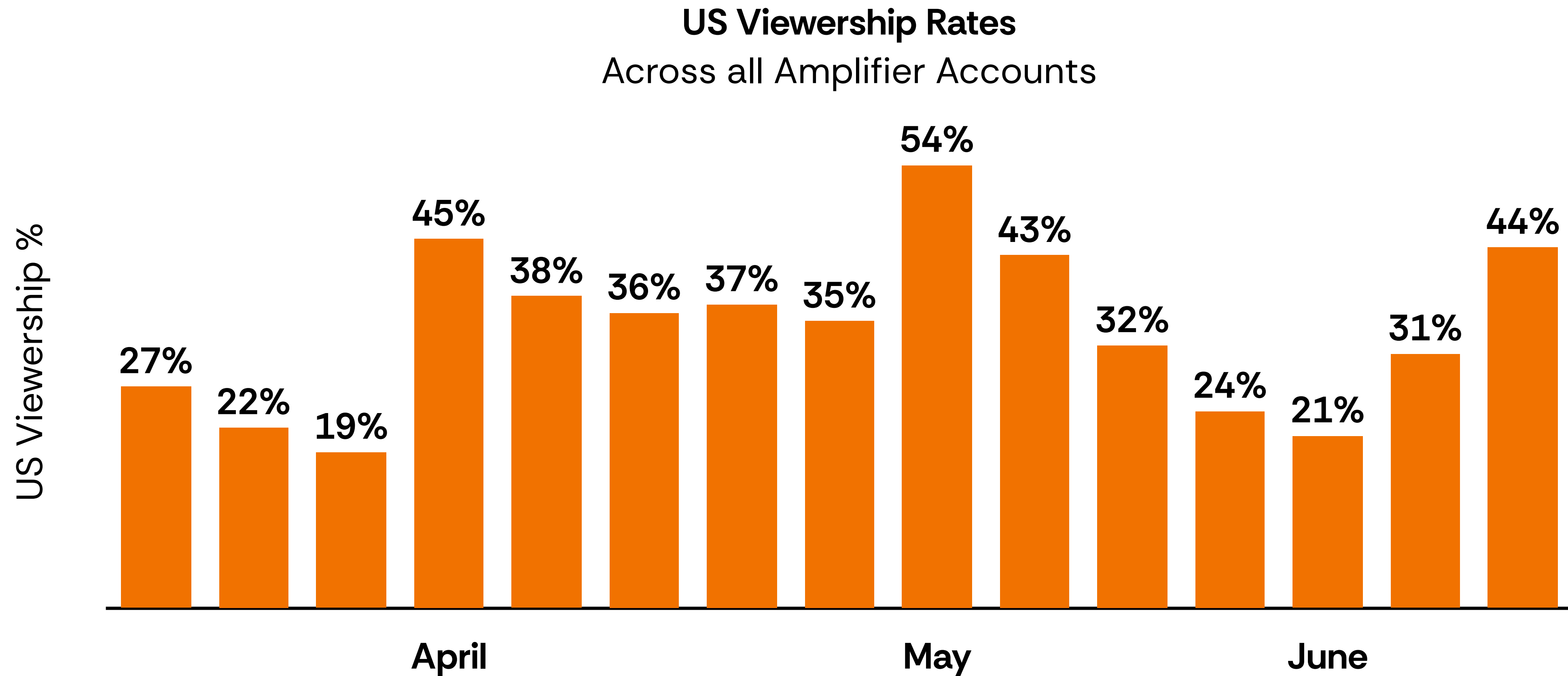
Tip: Repurposed creator content made up a greater share of views/engagement relative to their share of posts
Different YouTube program investments can feed into each other to boost effectiveness

Amplifier Video Performance by Post Type

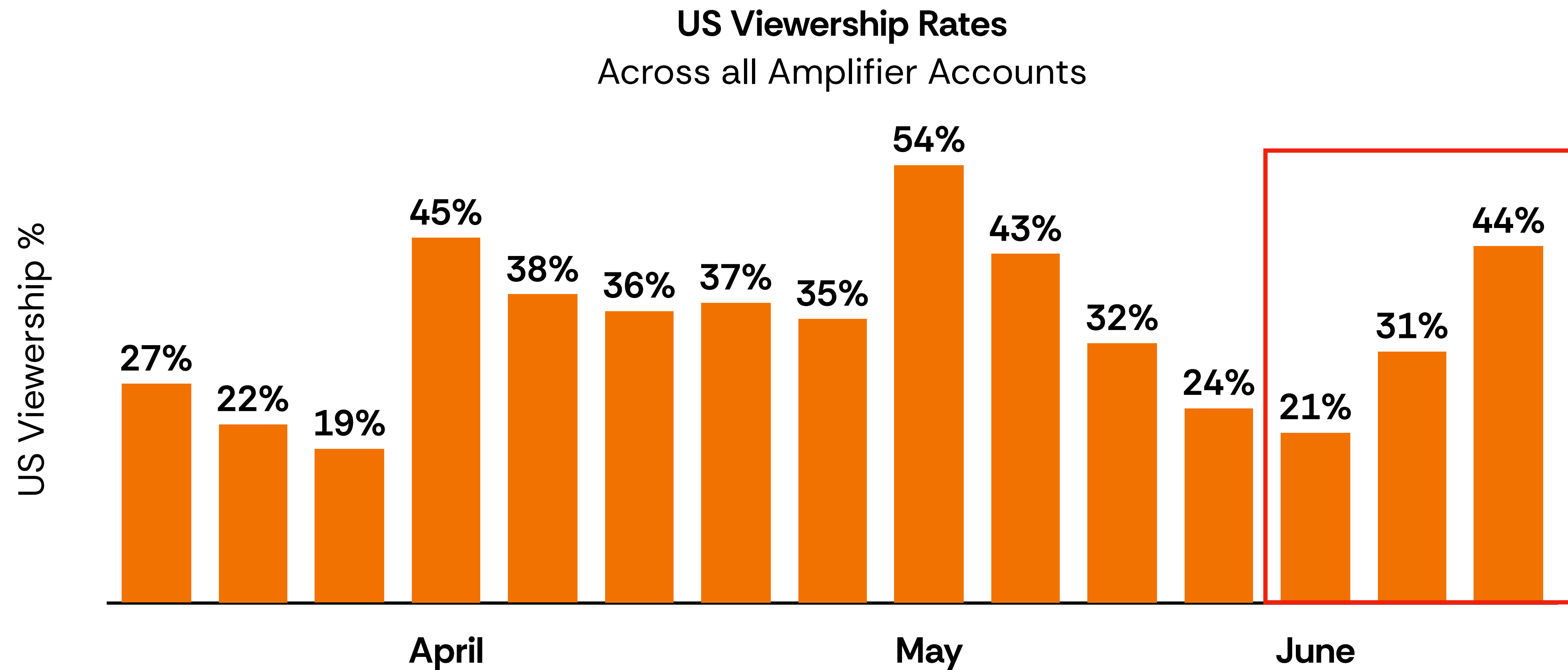


YouTube amplifiers are more likely to reach non-US audiences compared to IG and TT accounts

According to Vocal, YouTube amplifiers typically have between 40–60% US-based viewership



A targeted, highly-localized content strategy can meaningfully increase US viewership rates
An intentional local content push doubled the US viewership rate at the end of the campaign

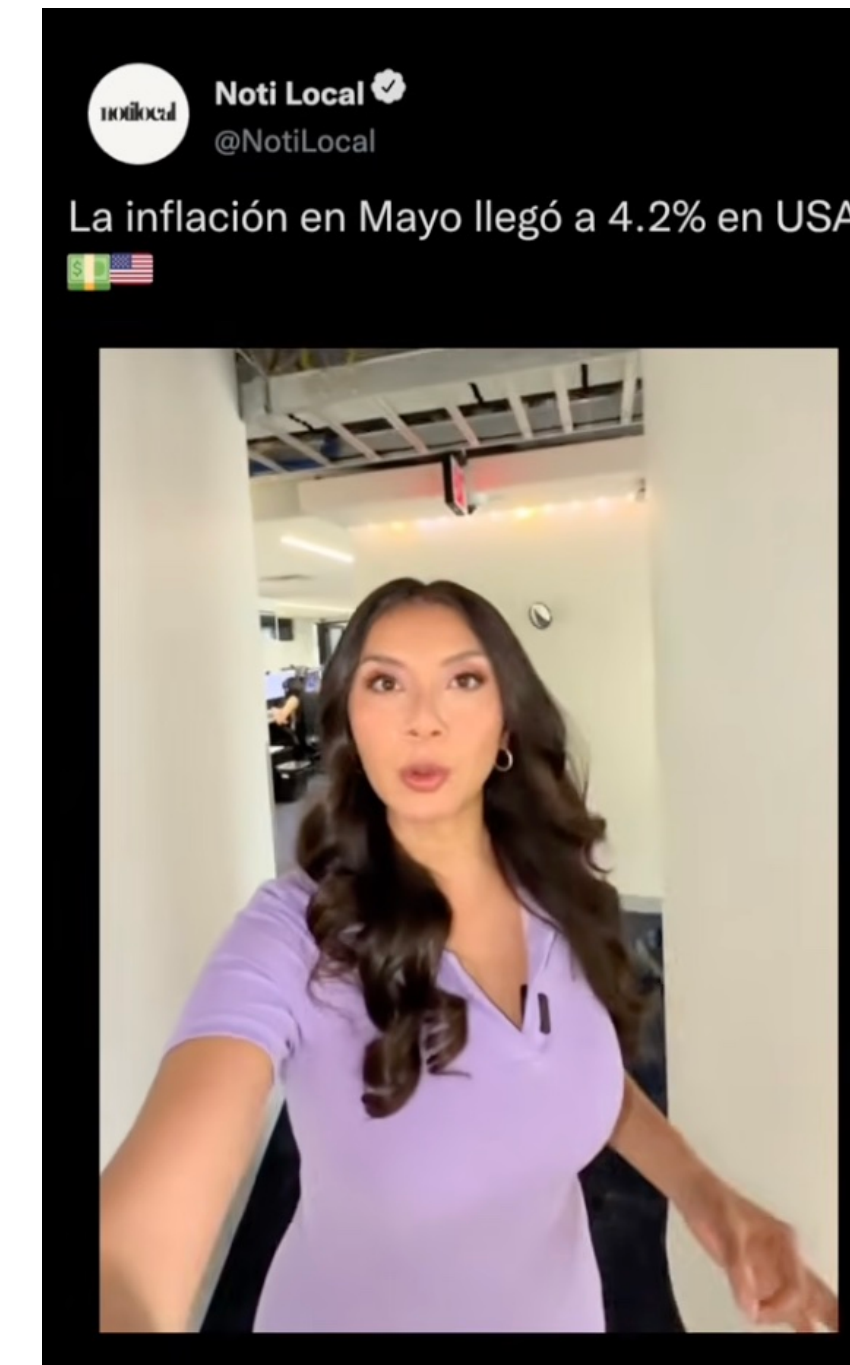


Yes, but: viral content is still the best way to reliably reach large numbers of US viewers

Prioritize US view counts over viewership rates to maximize US reach



Total views: 874,000
US viewership: less than 10%
US views: 83,400



Total views: 833
US viewership: 84%
US views: 706

What are some unique YouTube challenges and opportunities?

Invest in both long-form and shorts, but tailor strategies to each content type.

YouTube amplifiers are more of a long-term play than TikTok accounts, but can still be scaled fairly quickly with the right strategies.

Expect US viewership rates to be lower on YouTube amplifiers.
Prioritize US views over a high rate.

What are uniquely Latino factors?

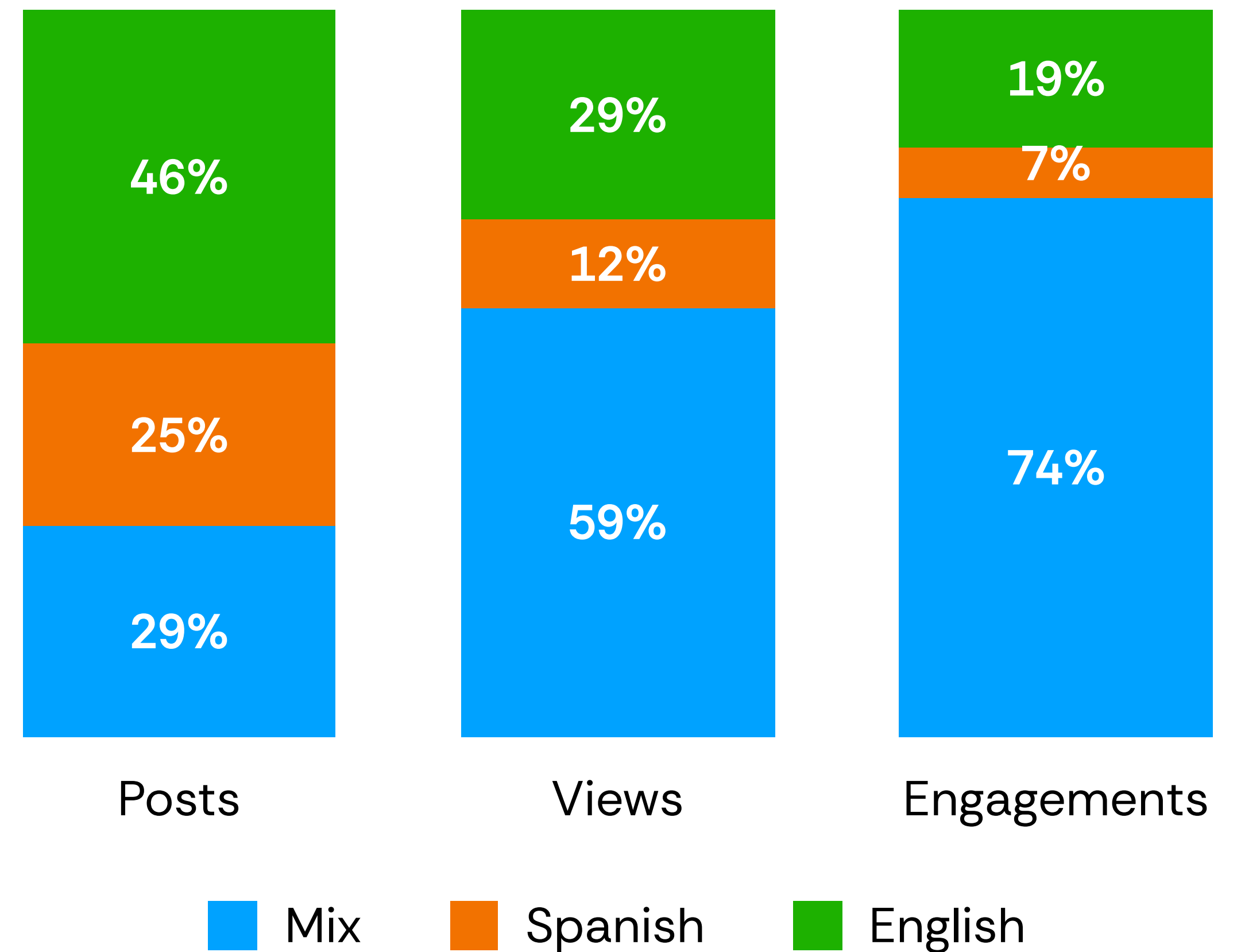
Bilingual vs Monolingual Content

Culturally-Specific English Content

Spanish videos paired with English titles and descriptions overperformed compared to their number of posts.

Suggestive evidence that playing with language approaches may boost reach and engagement.

Performance by Content Language
In Top 100 Amplifier Posts



The nostalgia amplifier — focused on culturally-specific English content — saw the highest subscriber count, and got the greatest share of views.

This adds to growing evidence that **culturally-specific English content can capture Latino attention in unique ways.** We should continue to invest in and experiment with Latino English-language approaches.



Nostalgia Mix

@N.ostalgiaMix • 8.1K subscribers • 184 videos

Where nostalgia y cultura meet. ...more

Subscribe

Shorts



Latest

Popular

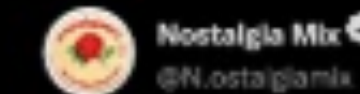
Oldest



This is the current Texas economy 🇺🇸🇲🇽



Texas prices are INSANE! 🤔🇺🇸🇲🇽 | #usa ...



As first gen, we don't want to disappoint our parents 🇺🇸🇲🇽



Everything for them 🤔🇺🇸🇲🇽 | #firstgen #usa ...



POV: you grew up Mexican-American 🇲🇽🇺🇸



De aquí y de allá 🇲🇽🇺🇸 | #usa #latino #hispanic...

What are uniquely Latino factors?

Playing with language (English titles/descriptions on Spanish videos) can boost video effectiveness.

Experiment with and invest in culturally-specific English outreach to Latinos, as we continue to see its potential to uniquely capture Latino attention.

Takeaways & Recommendations

Key Takeaways and Recommendations

- **Invest in YouTube for both creator and amplifier work**, even if it feels harder than other platforms. Latinos spend more time on YouTube than on Instagram or TikTok (though those platforms remain important), and the more organizations invest and share findings, the stronger the whole ecosystem can become.
- **Work with a diversity of Latino creators, and lean into/amplify cultural content — including in English —** to capture Latino attention and to connect culturally.
- **Activate culture-first amplifiers as a way to reach less-engaged audiences.** Issue content will likely make up a lower share of views and engagement relative to its share of posts, but reaching less-engaged Latino audiences is critical. Expect these investments to scale on a longer timeline than TikTok amplifiers (months vs days).
- **Prioritize economic messaging, especially for creator programs.** Latinos' top issue is the economy and cost of living. Economy content outperformed other issue content and was most likely to outperform channel medians.
- **Develop YouTube-first creator program strategies for both long-form videos and Shorts.** Both offer unique opportunities for audience engagement, but remember YouTube is still primarily a long-form platform. Instead of just repurposing creative from IG or TikTok programs for Shorts, adapt creative briefs for long-form content and seek out long-form creators on YouTube to partner with.
- **Prioritize US view counts over viewership rates on YouTube.** Viral content is a more reliable way to reach large numbers of US viewers, even if US viewership rates are low. Where necessary, however, focusing on hyper-local content can help boost those viewership rates.
- **Play with language as a way to boost video effectiveness.** Using English video titles with Spanish videos increased views and engagement relative to share of posts.

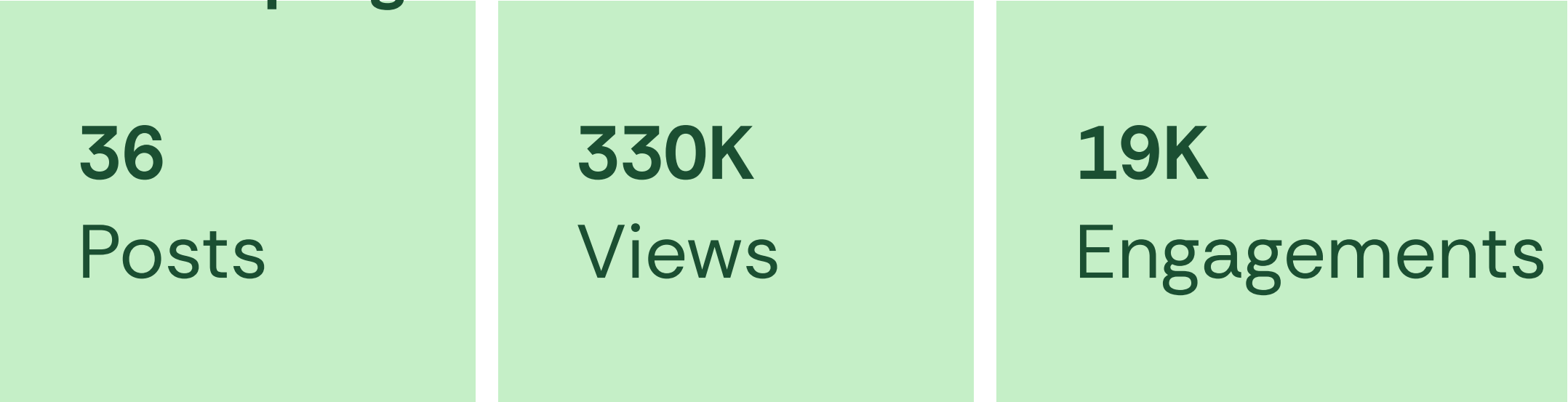
Appendix

Program Performance, February-June 2026

Programs combined

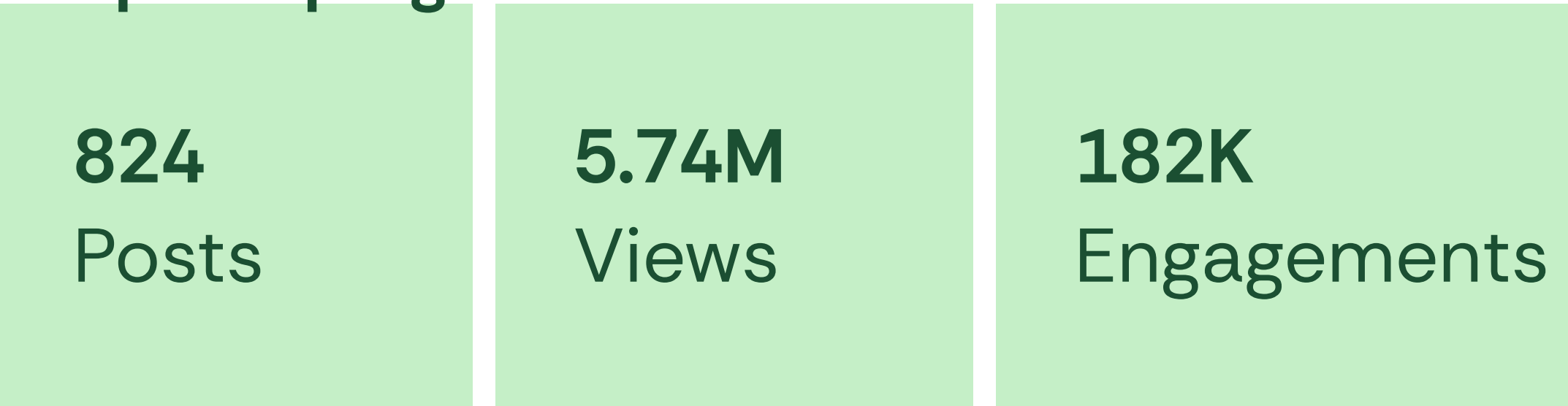


Creator program



Creator program averages: 27.4K views, 108 comments, and 1.5K engagements per creator

Amplifier program



Amplifier program grew to 14.5K subscribers across 5 accounts

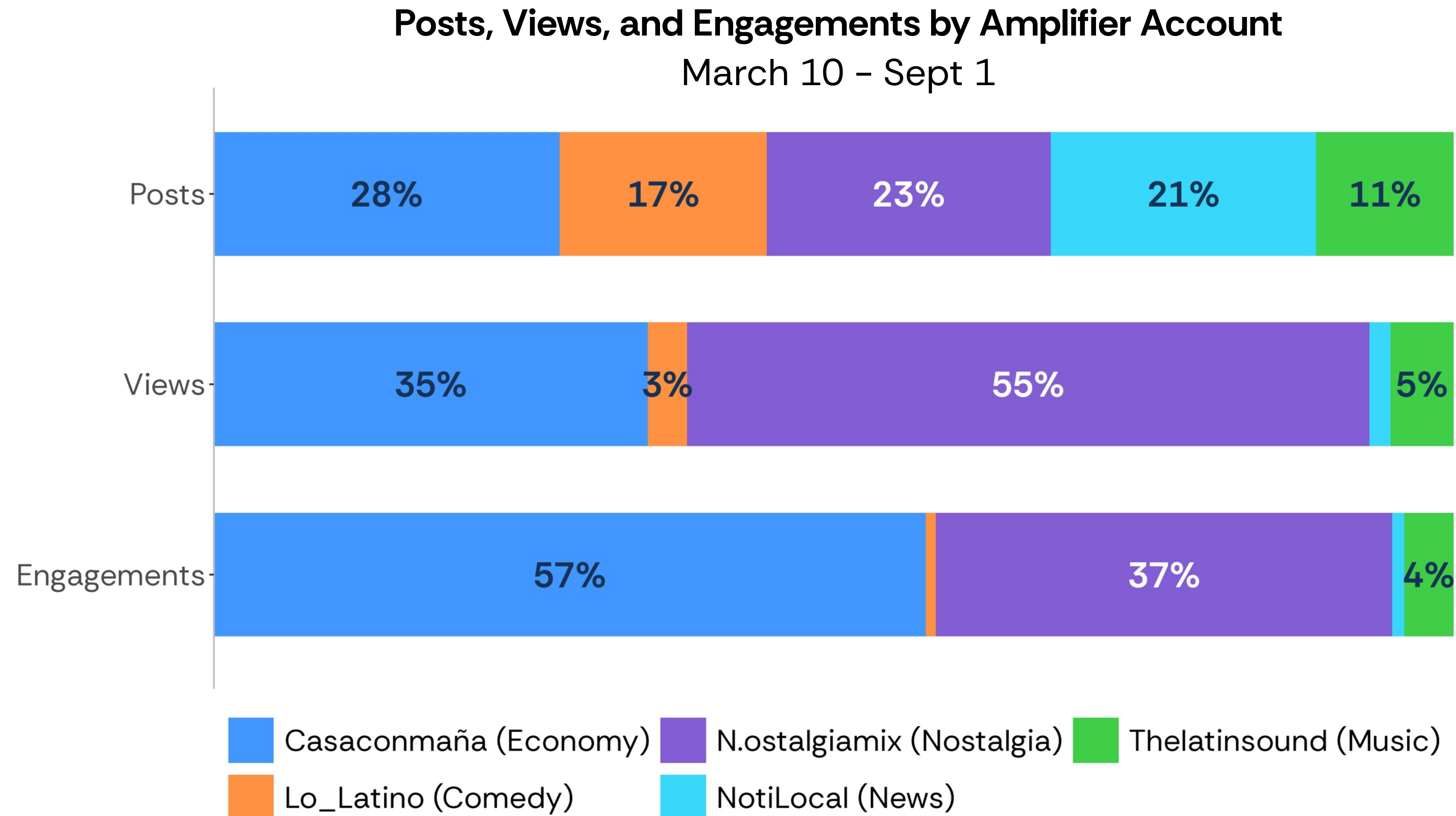
Feedback From Creators

- After the creator program wrapped, we shared a feedback survey with creators to capture how the partnership process felt like on their end, and how organizations can support them to deliver content talking about the issues. Some creators asked for:
 - More examples of content tailored to their niche, rather than generic examples written into the briefs, so they could see what messaging might look like in practice.
 - Specific guidance on where to send their audiences for further resources or information.
 - More clarity on the underlying topics themselves, so they could speak about them confidently and accurately in their own voice.

In a creator's own words — survey response:

I started by identifying the core message of the campaign and then adapted it to fit the voice and style that our audience already knows and trusts. Rather than simply repeating the brief, I connected it to topics and stories that are meaningful to our community, using a natural and conversational approach.

Different amplifiers will have different outcomes — one won on views, another pulled in the most engagement
Both the nostalgia and budgeting amplifiers overperformed compared to their share of posts



YouTube Spanish amplifiers saw similar US viewership rates compared to English accounts

According to Vocal, YouTube amplifiers typically have between 40–60% US-based viewership

