

Afrodescendencia en México

JULY 2020



MÉXICO
EMBAJADA EN ESTADOS UNIDOS



MEXICAN
CULTURAL
INSTITUTE
WASHINGTON DC

AMBULANTE

AMBULANTE
+ALLÁ



MEDIA CAMPAIGN

JULY 15 - 30

The **Mexican Cultural Institute in DC** presented **Afrodescendencia en México**, a series of activities to talk, reflect and get to know better the diverse cultural representations of Afro-Mexican communities.



VIRTUAL EXHIBITION

FROM AFRICA TO MEXICO: LOS AFROMEXICANOS BY YVES TCHAKOMI



AVAILABLE ON THE LINK: [RB.GY/6AQPK4](https://rb.gy/6AQPK4)



TWITTER

13 MENTIONS 1 VIDEO 237 VIEWS 29,498 IMPRESSIONS



FACEBOOK

7 MENTIONS 2 VIDEOS (1,373 VIEWS) 24,100 IMPRESSIONS



INSTAGRAM

1 POST 3 STORIES 1,261 IMPRESSIONS



YOUTUBE

1 VIDEO 283 VIEWS 14H WATCH TIME



LINKTREE

1 MENTION 351 VIEWS

MÉXICO AFRO EN EL CINE

DOCUMENTAL

AMBULANTE Y AMBULANTE MÁS ALLÁ





TWITTER

8 MENTIONS 44,927 IMPRESSIONS 1,641 ENGAGEMENT



FACEBOOK

6 MENTIONS 2 VIDEOS 1,044 VIEWS 35,214 IMPRESSIONS



INSTAGRAM

1 POST 3 STORIES 781 IMPRESSIONS

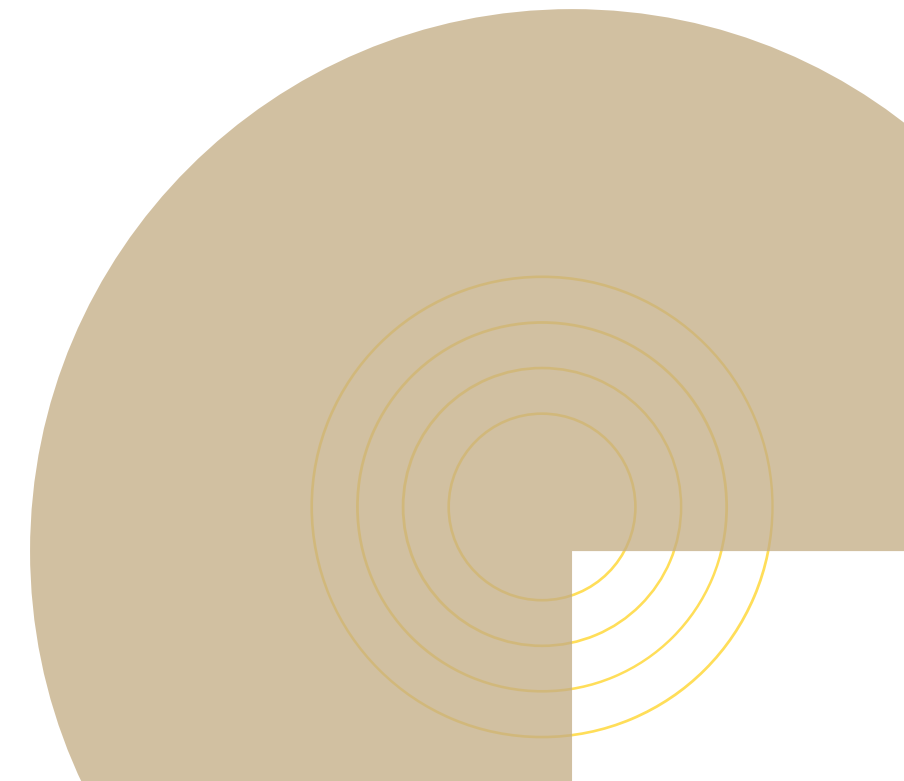
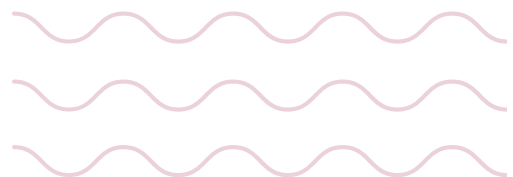


LINKTREE

1 MENTION 351 VIEWS

CONVERSATORY

CHARLA VIRTUAL: LOS AFROMEXICANOS CON ALEXANDRA HAAS Y JUMKO OGATA





TWITTER

4 MENTIONS **16,311** IMPRESSIONS



FACEBOOK

5 MENTIONS **1** VIDEO (708 VIEWS) **29,700** IMPRESSIONS



INSTAGRAM

1 POST **2** STORIES **823** IMPRESSIONS



LINKTREE

1 MENTION **351** VIEWS

ADDITIONAL MEDIA

VIDEO POSTS

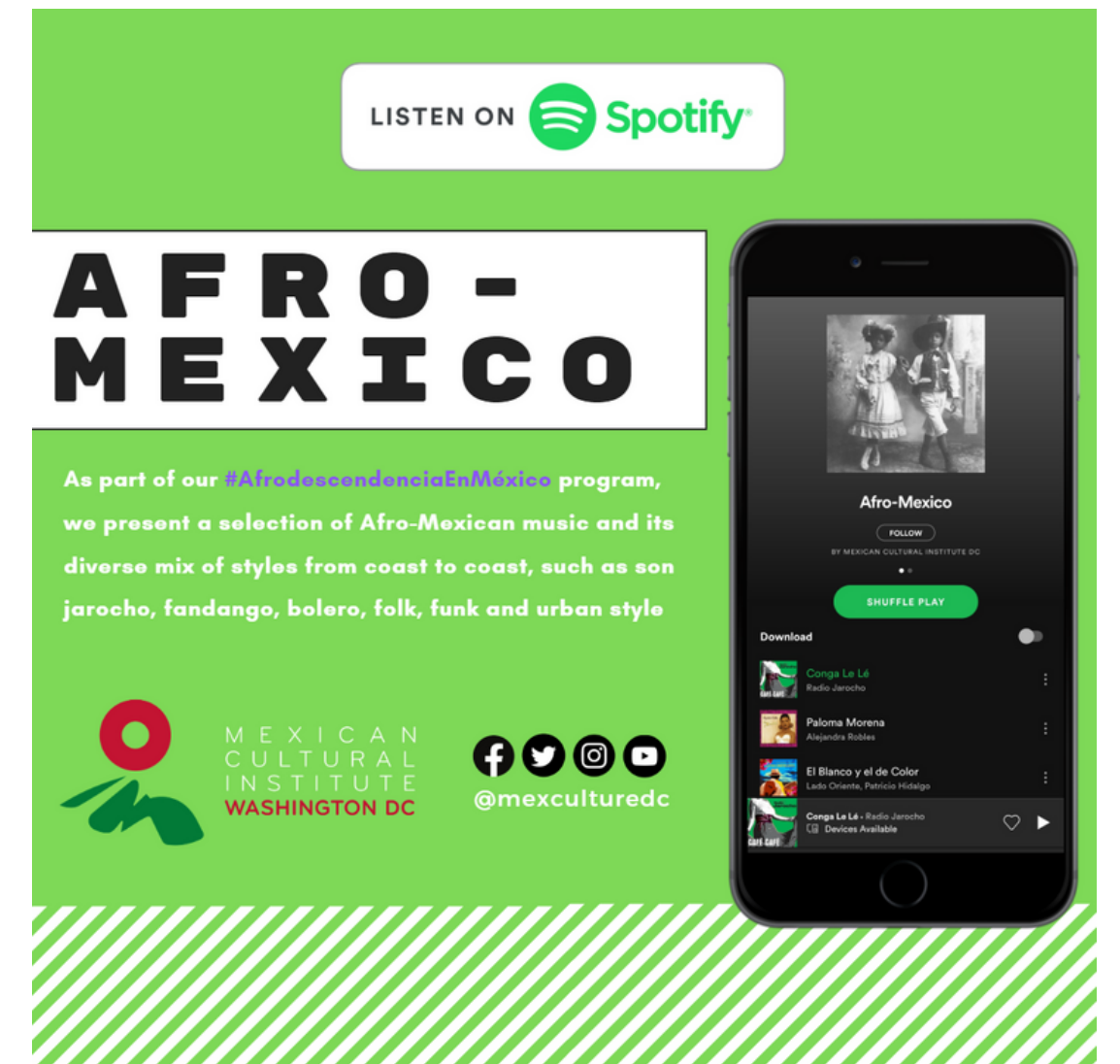


3 MENTIONS 1,740 VIEWS



3 MENTIONS 4,392 VIEWS

PLAYLIST



3 MENTIONS 41 FOLLOWERS