

HONDURAS STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS ANALYSIS

STRENGTHS	The influence of social media on young people and adults has allowed quick and effective spread of positive and negative information about the current regime. Surveys, opinions of qualified analysts, analysis of experts that are broadcast on Facebook, Instagram, X and YouTube generate a range of ideas and opinions that the current government struggle to overshadow.
WEAKNESSES	The economic and social crisis experienced at the moment by Honduras has impacted traditional media, press, radio, and TV. These have cut down the number of their pages (in written media), television has reduced its staff of journalists, as has radio, which has forced many media outlets to beg for government advertising support, but this has been selectively granted to related media.
OPPORTUNITIES	According to a recently released survey, over 70% of Hondurans realize, through social media, the meaning of having more information compared to the broadcast of information and news taking place in the country that these alternative media deliver. To a certain extent, traditional media could restrict the broadcast of some information that does not suit their interests.
THREATS	Social media can also be manipulated, there are companies devoted to generating bots favoring a specific interest or approving tampered information, in order to influence public opinion about a piece of news. In addition, there is a lot of information on the media that has such lack of control or foundation that in a great deal promotes hate, misinformation and campaigns with plenty of highly ideologized content.

