

Engaging Gen Z on Social

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A New Generation Is Preparing for College

Who is Gen Z?

What is Gen Z's
viewpoint?

How do they use
social?

Strategy

- Action requires ability, motivation, and a prompt
- Know your audience to produce the right action
- Plan themes and messaging over a time frame

Tactics

- Tailor messages to the social platform
- Focus on engagement
- Think of it as a conversation



Engaging Gen Z requires a more sophisticated social strategy

Gen Z has specific uses for each of the social media platforms they use, and connecting with them requires understanding the etiquette and playing by their rules.



Rule #1 of Gen Z: They are NOT Millennials

- **Born:** Mid 1990's-2010
- **Influences:** Raised primarily by Gen X, heavily influenced by watching Millennials enter adulthood
- **Technology:** Plugged in and social from a very early age, but they have different views on technology and use of social
- **Worldview:** Combine traditional and non-conformist values and behaviors

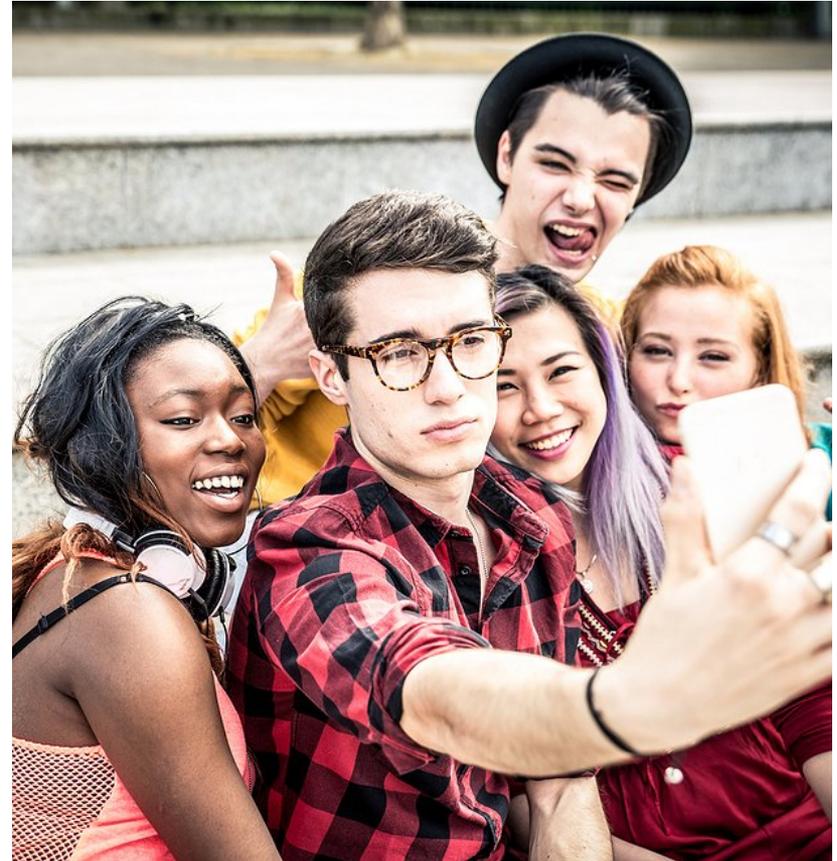


Photo from Shutterstock

Quick Comparison

Millennials

- **Optimistic:** All thanks to their Boomer parents, still desire the lifestyle of their parents
- **Communal:** More likely to assemble desks into a circle
- **Digitally fluent:** Witnessed the rise of the internet and mobile devices
- **Public:** Put their whole life on display
- **Formal Education:** More likely to have a post-secondary degree and student debt

Gen Z

- **Realistic:** Grew up in a recession and the 9-11 era, not as coddled, and harder to sell to
- **Independent:** More likely to want their own workspace, but like to collaborate
- **Digital Natives:** Born into the Digital era
- **Private:** More cognizant of privacy, tend to prefer time-bound content sharing
- **On-Demand Learning:** More likely to pursue online or piecemeal learning



Influencing Gen Z

Their Parents: Cynics of Gen X

- Raised them to question everything and not settle for the status quo
- Did not believe in everyone gets a trophy
- Struggled financially after layoffs and recession

Millennial Siblings

- Went out into the world, having been told they could do anything and fully expecting to do so
- Ratcheted up massive student loan debt
- Returned home to live with their parents

Gen Z has a cautious outlook on their finances and expect to work hard to achieve their goals. They're looking for support and return on their investments.



Gen Z Perspective on Technology

Technology

- Born and raised in a high-speed, connected world
- Don't believe technology will save the world; it's just a tool
- Expect on-demand, low-barrier to access learning tools
- Have access to unlimited new information, making them more self-reliant

Social Media

- Watched the evolution of social media and started sharing early
- More judicious in what and how they share
- 44% use social media hourly
- *Have their own etiquette when it comes to social media*

Gen Z expect digital learning tools to be deeply integrated into their education and want to collaborate and share in person or using technology.



The Duality of Gen Z

Traditional

- Value hard work and expect to have to work for what they get
- Want to be supported in their efforts, but maintain independence
- Financially responsible, even cautious
- Determined to succeed
- Crave authenticity

Non-conformist

- Liberal in their views on race, gender, identity, and sexuality
- Want to define themselves, not be labeled
- Champions of justice and equality
- Socially and technologically empowered to drive a progressive, even radical, agenda

Gen Z are more traditional in their ideas of success, money, education, and career, but they have fiercely liberal views on diversity and inclusion. Equality is non-negotiable.



Gen Z and the Future

- Gen Z believes college is important, but they want to see the return on the investment of tuition. They worry about student loan debt.
- They expect their education to be focused on preparing them for the real world. College is a tool for getting to the best job possible, so they are highly motivated by career outcomes.
- 13% have already started a business on their own. This entrepreneurial spirit drives their desire to customize their curriculum and learning environment.
- They're willing to sacrifice a challenging or inspiring career in favor of one that will provide financial and social stability. Their top priorities are getting a job, graduating from college, and saving for the future.



Themes that Resonate with Gen Z



Top Social Platforms for Gen Z

- >**60%** of Gen Z uses each of these platforms
1. Facebook
 2. YouTube
 3. Instagram
 4. Snapchat
 5. Twitter
- 45%** use Twitter

Gen Z is the heaviest user segment for 9 of the top 16 social media platforms, and they use each differently.

Intense use of social may be just part of being a teenager, but researchers* believe it's more likely a result of social media and digital technology being engrained in all aspects of their lives, for their whole lives.

The divide between real life and digital is much less significant to Gen Z than older generations.



Facebook

The only platform where Gen Z isn't the largest user segment, Facebook is still their most used platform.

Facebook is more for browsing than engaging for Gen Z. They scroll for information more than they post.

Gen Z is less likely to engage with content posted on Facebook than other platforms.

- Gen Z is still seeing what you post on Facebook.
- Most engaging content for Gen Z is video, followed by photos.
- It's a great platform for reaching and engaging with parents of college prospects.

** Facebook's recent data issues and role in the 2016 election cycle could still impact how Gen Z uses it.*

FACEBOOK

Most popular

1.9
BILLION

unique
monthly
users



predominantly female

83% of online women

75% of online men

AGES
18-49

best place to reach Millennials and Generation X

Generation X spends almost **7 hours per week** on social media

75%

of users spend 20 minutes or
more on Facebook every day

Source: Demographics of the Top 7 Social Networks, [Marketing Profs](#)



Video on Facebook

8
BILLION

average daily video views on Facebook. Facebook users watch 100 million hours of video every day.

85%

of users watch video on Facebook with the sound off. Make sure you caption your content!

20%

of videos on Facebook are live streams

Source: [Sprout Social, Facebook Stats for Marketers](#)



Facebook (or Instagram) Live

- Choose a **topic that is relevant** to the conversation
- **Strong wi-fi** connection is necessary
- **Fully charged phone** or connect to a **power source**
- Use a **tripod**
- Think about **sound**
 - Lavalier mics and a splitter
- **Choose a static background** and frame your shot
- **Interact** with commenters
 - A white board or poster board to write questions on is helpful



Instagram

63% of Gen Z uses Instagram

Instagram feeds are highly curated and groomed by Gen Z

Teens are very careful how they use Instagram, favoring higher-quality images

They will delete photos to optimize their “likes” per photo

- Don't over post on Instagram and “clog” their feeds
- Quality over quantity
- Aspirational content engages best
- Teens are looking to be inspired



INSTAGRAM

Fastest growing



unique
monthly
users



predominantly female
38% of online women
26% of online men



90% of Instagram users
are under 35



of Instagram users
follow brands

Source: Demographics of the Top 7 Social Networks, [Marketing Profs](#)



Instagram Stories

- Snapchat copycat feature: photos and video
- Disappear after 24 hours
- Featured at the top of everyone's Instagram feed
- Can edit photos and add captions inside the app
- "Live" video option similar to Facebook



Don't be afraid to have fun!



Snapchat

61% of Gen Z uses Snapchat

Less curated and more real life content

Manual selection of who receives content makes them more selective in who they choose

Quickly becoming the new texting for teens

- Platform for “in the moment”
- Not about the perfect, sharable moment
- Tell stories through pictures
- Snapchat filters are a way to engage



SNAPCHAT

100
MILLION

daily
active
users

54%

of users log in
every day

60%

of users are
age 13-24

400%

year-over-year increase in
daily video views (more than Facebook)



Source: Demographics of the Top 7 Social Networks, [Marketing Profs](#)



Snapchat Stories and Geofilters

- Snapchat geofilters are graphic frames that overlay snaps.
- You can purchase a geofilter through the [Snapchat website](#).
- Once you've created a geofilter, make a Snapchat story, so users can submit their snaps from your event for all to see.



Twitter

Lowest use by Gen Z, but still used by 45%

Content is more about volume than curating an image

Looking for what's happening right now

#MarchForOurLives shows the powerful voice of Gen Z on Twitter and their savvy in wielding it

- Another “in the moment” platform
- Gen Z engages with others in conversation, doesn't just broadcast
- Use their voices to progress their agenda and show support for others
- Conversations happen on Twitter

TWITTER

Most oversaturated

unique
monthly
users

317
MILLION

predominantly male
22% of online men
15% of online women



mostly 18-29
year-olds

AGES
18-29

53% of Twitter users never
post any updates

53%

users only spend an average of 2.7 minutes
on Twitter's mobile app per day

2.7
MINUTES

Source: Demographics of the Top 7 Social Networks, [Marketing Profs](#)





Denton A. Cohen
@DentonCohen

Follow

My tour of @AmericanU ✓ Such a great campus and overall atmosphere; I'd love to go there if they would take me... 😊



6:51 PM - 15 Jun 2016

22 Likes



3



22



American University
@AmericanU

Replying to @DentonCohen

Campus looks good on you! Hope you'll apply!

11:39 AM - 16 Jun 2016

1 Retweet 5 Likes



1



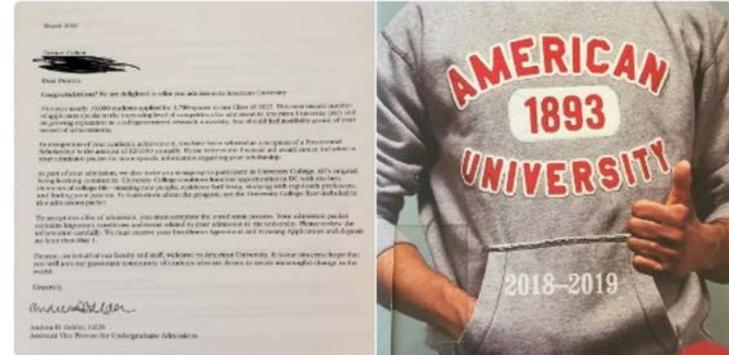
5



Denton A. Cohen
@DentonCohen

Follow

nearly two years later...



4:06 PM - 26 Mar 2018

1 Retweet 48 Likes



AmericanU Admissions



1



48



American University
@AmericanU

Replying to @DentonCohen

From touring to admission--what a difference two years makes! Welcome, #NewAUEagle



5:34 PM - 26 Mar 2018

1 Like



1



1



Have a conversation (and a sense of humor)

 **Oregon State University** ✓
@OregonState

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Settle the debate forever. The ability to fly or the ability to go invisible? Which would you choose? #BigQuestions #College

1:15 PM - 17 May 2017

16 Likes

19 16

 **Sylvia M. Burwell** ✓
@SylviaBurwell

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15 minutes here won't save you money on your car insurance... 🦎

But it could improve your experience at AU!
Click here to participate: bit.ly/AU2018NSSE

It will only take 15 minutes for you to help...

SHAPE AU'S FUTURE

The link to participate in this year's National Survey of Student Engagement (NSSE) is already in your inbox.
Click the link and share your thoughts.

 **American University** ✓
@AmericanU

This is Cindy Bear. She was nervous about finals. Not anymore, thanks to her new study group. 13/10, would give extra credit cc: @dog_rates



12:15 PM - 27 Apr 2017

87 Retweets 1,133 Likes

5 87 1.1K



YouTube

Used by 91% of Gen Z

They use YouTube as a search engine, as much as for entertainment

Consuming content, not necessarily creating it

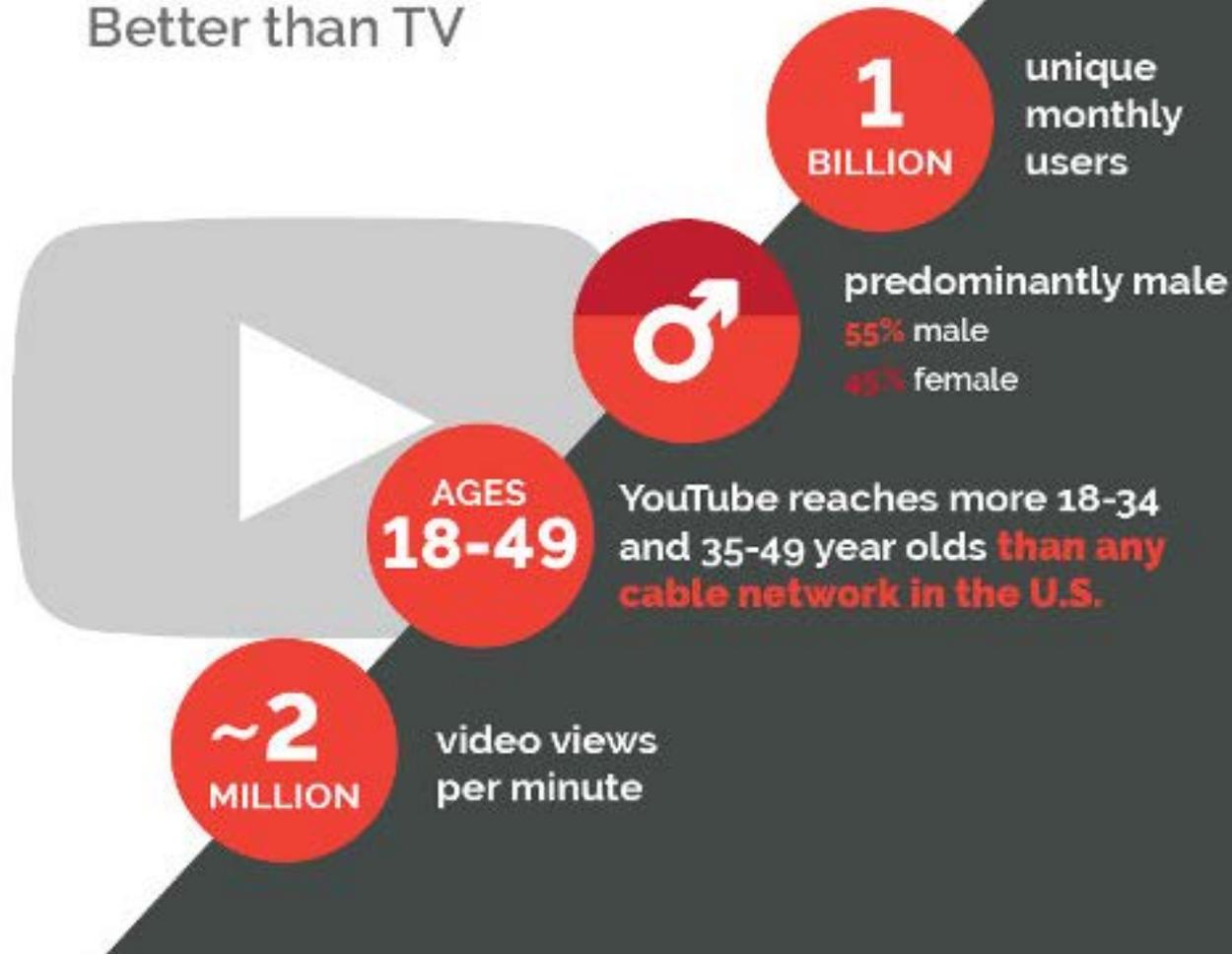
Trust YouTube “celebrities” as much as main stream celebrities

- Keep it short
- Be sure to caption videos for accessibility
- Does not need to be highly produced
- Keep it real; it’s OK to talk to the camera
- Focus your message in each video; don’t try to cover too much
- Did we mention KEEP IT SHORT?



YOUTUBE

Better than TV



Source: Demographics of the Top 7 Social Networks, [Marketing Profs](#)

If you remember nothing else ...

- Customize content for the platform, as well as the audience
- Ease into sharing and increase frequency to find the sweet spot
- Use social media to have a conversation; don't just broadcast
- Listen as much as you “talk”
- Leverage video and photos to boost engagement
- Don't be afraid to have some fun!



Questions?

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Articles

- <https://www.inc.com/ryan-jenkins/generation-z-vs-millennials-the-8-differences-you-.html>
- <https://socialmediaweek.org/blog/2017/12/7-ways-engage-millennials-gen-z-social-media-2018/>
- <https://www.cbsnews.com/pictures/meet-generation-z/>
- <https://www.campaignlive.com/article/gen-z-quitting-social-media-droves-unhappy-study-finds/1459007>
- <http://www.thedrum.com/opinion/2018/01/22/has-gen-z-od-d-social-media>
- <http://www.adweek.com/digital/infographic-50-of-gen-z-cant-live-without-youtube-and-other-stats-that-will-make-you-feel-old/>

Articles

- <https://www.campaignlive.com/article/gen-z-quitting-social-media-droves-makes-unhappy-study-finds/1459007>
- <http://blog.ryan-jenkins.com/2017/03/27/how-generation-z-will-transform-the-workplace-with-david-and-jonah-stillman-podcast>
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- Report: *Getting to Know Gen Z - Exploring Middle and High Schoolers' Expectations for Higher Education*, Barnes & Noble College
- Report: *Social Media Use in 2018*, Pew Research Center
- Report: *Getting to Know Gen Z: How the Pivotal Generation Is Different from Millennials*, Barkley, Inc. and Futurecast, LLC

