

Who Is Gen-Z?

DATA

BIRTH YEAR

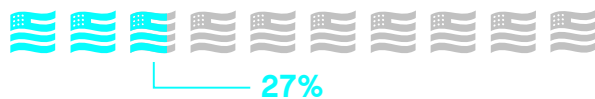
Averaged consensus dates among leading news and research firms



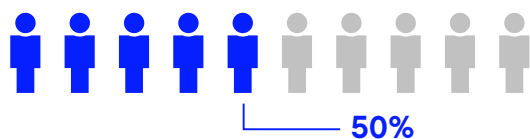
CURRENT AGE

9-26

PERCENT OF U.S. POPULATION



IDENTIFY AS A RACIAL AND/OR ETHNIC MINORITY



VALUES



ETHICAL CONSUMPTION



POLITICAL ACTIVISM + PROGRESSIVISM



SOCIAL ISSUES

Race, economic, inequality, etc.

INSIGHTS



THE FIRST “DIGITAL NATIVES”



8-SECOND ATTENTION SPAN



PREFER IN-PERSON AND DIGITAL COMMUNICATIONS EQUALLY

MINDSET



CLIMATE CHANGE



TECHNOLOGY + SECURITY



PRIVACY



OPTIMISM



MENTAL + PHYSICAL HEALTH



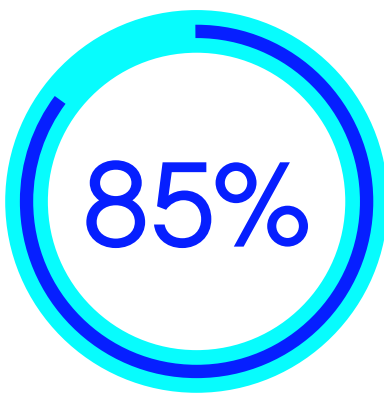
Gen-Z Platform Use +
Messaging Strategy Q1 2022

Gen-Z Platform Use

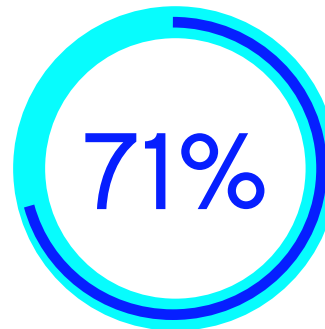
(surveyed from 4,000 representative 18-25-year-old Gen-Zs from around the country)

WHAT PLATFORMS ARE THEY USING? (% daily use)

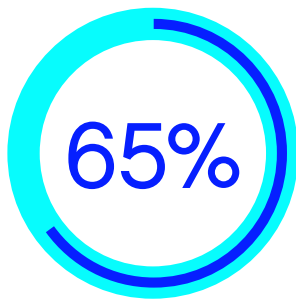
^ trending up v trending down > trending neutral



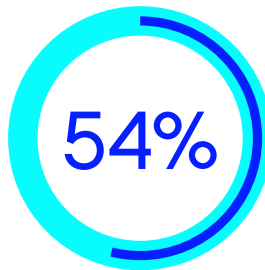
YOUTUBE ^



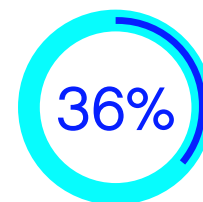
INSTAGRAM v



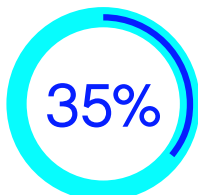
SNAPCHAT ^



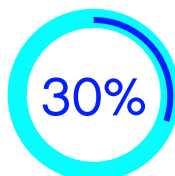
TIKTOK ^



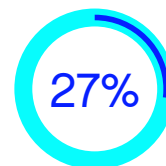
FACEBOOK v



DISCORD ^



TWITTER ^



PINTEREST >



FORTNITE ^



TUMBLR ^



HOW GEN-Z IS USING THESE PLATFORMS AND HOW YOU SHOULD TAILOR YOUR MESSAGING

YOUTUBE

favorite creators, discovery of new creators, short engaging/interesting/funny content

- post informational videos
- use popular searched keywords
- tell relatable stories—longer-form storytelling

INSTAGRAM

highly visual and quality aspirational content from friends, influencers, and brands

- be visually on-brand
- post 2-3 times per week in-feed
- post regularly to stories to share "in-the-moment" content
- focus on aspirational content (feed, reels)
- use lots of hashtags below the break

SNAPCHAT

spontaneous "in-the-moment" storytelling through photos with lenses and filters

- post bite-sized "in-the-moment" content
- tell short relevant stories
- use filters and lenses

TIKTOK

discovery of interesting viral and educational content

- be prolific and show off your personality
- leverage trends and themes
- use features like stitch/duet/repost to engage with other users' content
- create educational content

FACEBOOK

limited video and educational content viewing

- focus on short-form (<1m) video
- post educational and/or humorous content
- remember that paid spend is key

TWITTER

conversations around their values

- join the conversation around relevant moments
- follow and use relevant hashtags
- post as much as sensible

DISCORD

interest area/sub-culture group chat

- participate in relevant channels
- add expertise/education to the conversation
- converse as much as feasible/relevant

PINTEREST

shopping and hobby discovery and learning

FORTNITE

gaming, music, community

TUMBLR

deeply authentic and relatable culture content; highly niche