SOCIAL MEDIA, GENERATIONAL SHIFT AND YOU...

By Liz Kerns, MA, IOM
A small bit about me... **Elizabeth Kerns, MA, IOM**

- Strategic Communication Strategist, Strategic Impact Consulting
- Project Development Manager, LinkPoint Media

**Historical Professional Experience:**
- Assistant Professor of Communication and Public Relations, Olivet Nazarene University
- **Director of NonProfit Organization Management Program and Assistant Professor of Public Relations, Central Washington University**
- Former President, [Illinois Association of Chamber of Commerce Executives](https://www.illinoiscceb.org) and Director of Local Chamber Relations and Event Management, [Illinois Chamber of Commerce](https://www.illinoiscceb.org)
“WELL, YES, WE COULD READ YOUR BLOG.... OR YOU COULD JUST TELL US ABOUT YOUR SCHOOL DAY.”
Socialnomics…
https://www.youtube.com/watch?v=PWa8-43kE-Q
4Ps of Marketing

PRODUCT

PROMOTION

PLACE

PRICING
HELLO 4 C’S OF DIGITAL:

CREATING CURATING CONNECTING CULTURE
WHAT IS A brand?
WHAT IS A brand?

**B** - BLUEPRINT
A brand is a master plan of your customer experience. It needs to be delivered consistently across all areas of your business to help build trust and loyalty in your brand.

**R** - RELATIONSHIP
A brand is the thoughts, feelings and psychological relationship between a business and a customer.

**A** - AGREEMENT
A brand is a promise of what the consumer will experience from your business.

**N** - NATURE
A brand is the inherent nature of your business - the personality, the character, the style. It is the emotional association to your brand.

**D** - DISTINCTIVE
Branding makes your business stand out from the crowd. It is the unique identity of your business.
Perception is reality...

"A brand is no longer what we tell the consumer it is. It's what consumers tell each other it is."
How many people are on social media?

GLOBAL DIGITAL SNAPSHOT
THE LATEST NUMBERS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USAGE AROUND THE WORLD

TOTAL POPULATION: 7.524 BILLION
INTERNET USERS: 3.819 BILLION
ACTIVE SOCIAL MEDIA USERS: 3.028 BILLION
UNIQUE MOBILE USERS: 5.052 BILLION
ACTIVE MOBILE SOCIAL USERS: 2.780 BILLION

URBANISATION: 54%
PENETRATION: 51%
PENETRATION: 40%
PENETRATION: 67%
PENETRATION: 37%
2018: This is what happens in an Internet minute.

- Facebook: 973,000 logins
- Google: 3.7 million search queries
- Netflix: 266,000 hours watched
- YouTube: 4.3 million videos viewed
- Apps downloaded: 375,000
- Scrolling Instagram: 174,000
- Tweets sent: 481,000
- Snapchat: 2.4 million snaps created
- Messages: 38 million
- Emails sent: 187 million
- GIFs sent via Messenger: 25,000
- Swipe rights: 1.1 million
- Money spent online: $862,823
Half the battle is to know who you are, what you want to accomplish, and who your target audience is.

Develop a strategy and think through what you want to accomplish. There are scores of social media sites, and you can’t be everywhere—nor do you want to be.
PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY
LARGEST OPPORTUNITIES

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE
LARGEST OPPORTUNITIES

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

INSTAGRAM

COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY
LARGEST OPPORTUNITIES

BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO

GOOGLE+

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

USERs ARE:

32% MALE

560 MILLION ACTIVE USERS

70 MILLION ACTIVE USERS

79% OF USERS ARE 35 OR OLDER

68% FEMALE

5,700 TWEETS HAPPEN EVERY SECOND

1 BILLION ACTIVE USERS

400 MILLION ACTIVE USERS

NEW USERS EVERY DAY

GROWING RAPIDLY WITH 925,000

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

MOST FOLLOWED BRAND IS

IN THE US

BUT SPREADING SLOWLY AND STEADILY
STATISTICS: BREAKING DOWN THE DEMOGRAPHICS
The Generations Defined

The Millennial Generation*
Born: 1981 to 1997
Age of adults in 2015: 18 to 34

Generation X
Born: 1965 to 1980
Age in 2015: 35 to 50

The Baby Boom Generation
Born: 1946 to 1964
Age in 2015: 51 to 69

The Silent Generation
Born: 1928 to 1945
Age in 2015: 70 to 87

The Greatest Generation
Born: before 1928
Age in 2015: 88 to 100

* The youngest Millennials are in their teens. No chronological end point has been set for this group. For the purpose of following a cleanly defined group, Millennials are defined as those age 18 to 34 in 2015.

PEW RESEARCH CENTER
## Comparing Generational Definitions

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Builders</td>
<td>1925 – 1945</td>
<td>Greatest Generation Pre-1928</td>
</tr>
<tr>
<td></td>
<td>Aged 70s – 80s</td>
<td>Silent Generation 1928 - 1945</td>
</tr>
<tr>
<td></td>
<td>Aged 50s – 60s</td>
<td>Older Boomers 1946 - 1954</td>
</tr>
<tr>
<td></td>
<td>Aged 30s – 40s</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Aged 20s – Early 30s</td>
<td>No Definition</td>
</tr>
<tr>
<td>Generation Z</td>
<td>1995 – Present</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Aged Kids - Teens</td>
<td></td>
</tr>
</tbody>
</table>

*Generation Z is one name used for the cohort of people born after the Millennial Generation. There is no agreement on the exact dates of the generation with some sources starting it at the mid or late 1990s or from the mid 2000s to the present day.*
Reach of selected social networks in the United States as of February 2017, by age group

Source: Statista Survey ID 305245
Who uses social media?
% of U.S. adults who use each social media platform

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Pinterest</th>
<th>Linkedin</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>68%</td>
<td>28%</td>
<td>26%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Men</td>
<td>67%</td>
<td>23%</td>
<td>15%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>Women</td>
<td>69%</td>
<td>32%</td>
<td>38%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Ages 18-29</td>
<td>88%</td>
<td>59%</td>
<td>36%</td>
<td>34%</td>
<td>36%</td>
</tr>
<tr>
<td>30-49</td>
<td>79%</td>
<td>31%</td>
<td>32%</td>
<td>31%</td>
<td>22%</td>
</tr>
<tr>
<td>50-64</td>
<td>61%</td>
<td>13%</td>
<td>24%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>65+</td>
<td>36%</td>
<td>5%</td>
<td>9%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>High school or less</td>
<td>56%</td>
<td>19%</td>
<td>18%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Some college</td>
<td>77%</td>
<td>35%</td>
<td>31%</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>College graduate</td>
<td>77%</td>
<td>32%</td>
<td>33%</td>
<td>49%</td>
<td>28%</td>
</tr>
<tr>
<td>Less than $30,000</td>
<td>65%</td>
<td>29%</td>
<td>23%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>68%</td>
<td>27%</td>
<td>27%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>70%</td>
<td>30%</td>
<td>29%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>76%</td>
<td>30%</td>
<td>34%</td>
<td>45%</td>
<td>30%</td>
</tr>
<tr>
<td>Urban</td>
<td>70%</td>
<td>34%</td>
<td>26%</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Suburban</td>
<td>68%</td>
<td>24%</td>
<td>29%</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Rural</td>
<td>65%</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: Pew Research Institute
EXPERIENCES AND USES
WHEN WE USE SOCIAL MEDIA

- after work / evening: 58%
- before I go to bed: 48%
- first thing in the morning: 42%
- during breaks: 31%
- lunchtime: 30%
- during work: 21%
- commuting: 17%
## U.S. tangible social media benefits 2017, by age group

**Share of internet users in the United States who have ever had positive, tangible benefits from being active on social media as of August 2017, by age group**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>18-29 years</th>
<th>30-59 years</th>
<th>60+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Found a new apartment or house</td>
<td>45%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>Made a connection regarding a job opportunity</td>
<td>55%</td>
<td>41%</td>
<td>17%</td>
</tr>
<tr>
<td>Received a good suggestion for something to try</td>
<td>83%</td>
<td>80%</td>
<td>72%</td>
</tr>
<tr>
<td>Made a new friend</td>
<td>82%</td>
<td>68%</td>
<td>56%</td>
</tr>
<tr>
<td>Got something cheaper than in the store</td>
<td>78%</td>
<td>69%</td>
<td>48%</td>
</tr>
</tbody>
</table>
## U.S. negative social media experiences 2017, by age group

### Share of internet users in the United States who have ever had negative experiences as a result of being active on social media as of August 2017, by age group

<table>
<thead>
<tr>
<th>Experience</th>
<th>18-29 years</th>
<th>30-59 years</th>
<th>60+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Been offended by posts, comments or pictures I’ve seen</td>
<td>75%</td>
<td>71%</td>
<td>64%</td>
</tr>
<tr>
<td>Unintended persons viewed links I posted or comments I made</td>
<td>56%</td>
<td>45%</td>
<td>28%</td>
</tr>
<tr>
<td>Got in trouble with school or work because of pictures posted of me online</td>
<td>21%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Lost a potential job opportunity because of pictures or posts I’ve made online</td>
<td>20%</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Bought something/spent money online I did not intend to</td>
<td>48%</td>
<td>37%</td>
<td>17%</td>
</tr>
</tbody>
</table>
10 TRENDS THAT SHOULD IMPACT YOUR DECISIONS

*According to Entrepreneur.com*
1. Rise of augmented reality
2. Increasing popularity of Instagram Stories

Over 200 million people use Instagram Stories each month, which is over 50 million more than those who use Snapchat.
3. Continued investment in influencer marketing
4. Focus on Generation Z

GENERATION Z

The Next Generation

1. SOCIAL
   Gen Z is naturally social and spend 7.6 hours per day socializing with friends and family.

2. MULTI-TASKERS
   Gen Z prefers to work on multiple tasks at the same time. On average, Gen Z will work off of 5 screens at once.

3. ENTREPRENEURS
   Gen Z desires independent work environments. 72% of teens want to start their own business someday.

4. EDUCATED
   Gen Z is constantly learning. 1 in 2 will have a college education.

5. PHILANTHROPISTS
   Gen Z wants to do good in the world. 93% say that an organization’s impact on society affects their decision to work there.

6. DIGITAL NATIVES
   Gen Z are the first true natives to the digital era. This generation spends 15.4 hours per week on their smartphones.

7. INTERACTIVE
   Gen Z likes to interact with people. 34% are most concerned with boosting their people management skills.

8. TECH-SAVVY
   Have a question? Google it. 66% say that technology makes them feel that anything is possible.

9. LESS FOCUSED
   Gen Z needs continuous updates and stimulation. It’s no surprise that this generation has an attention span of 8 seconds.

10. CAUTIOUS
    As a result of growing up during the Great Recession, Gen Z tends to be more careful with their expenses. 57% would rather save their money than spend.
5. Increasing brand participation in messaging platforms

Messaging Platforms by Number of Users

- **Messenger**: 900M Monthly Users
- **WhatsApp**: 1,000M Monthly Users
- **Twitter**: 305M Monthly Users
- **WeChat**: 650M Monthly Users
- **Line**: 215M Monthly Users
- **Kik**: 275M Monthly Users
- **Kakao**: 160M Monthly Users
- **Telegram**: 100M Monthly Users
- **Viber**: 236M Monthly Users
- **Tango**: 48.5M Monthly Users
- **BBM**: 91M Monthly Users
- **SMS**: All phone owners!

*Your grandma text*
6. Expansion of live streaming
7. Rethinking Twitter
8. Digital hangouts go mainstream
9. Facebook Spaces goes mainstream
10. Social platforms embrace stronger governance policies
Elizabeth Kerns, MA, IOM

Email: fialakerns@gmail.com
Cell: 509.901.6509
LinkedIn: FialaKerns
Twitter: @FialaKerns
Instagram: FialaKerns