

GEN Z & SOCIAL MEDIA

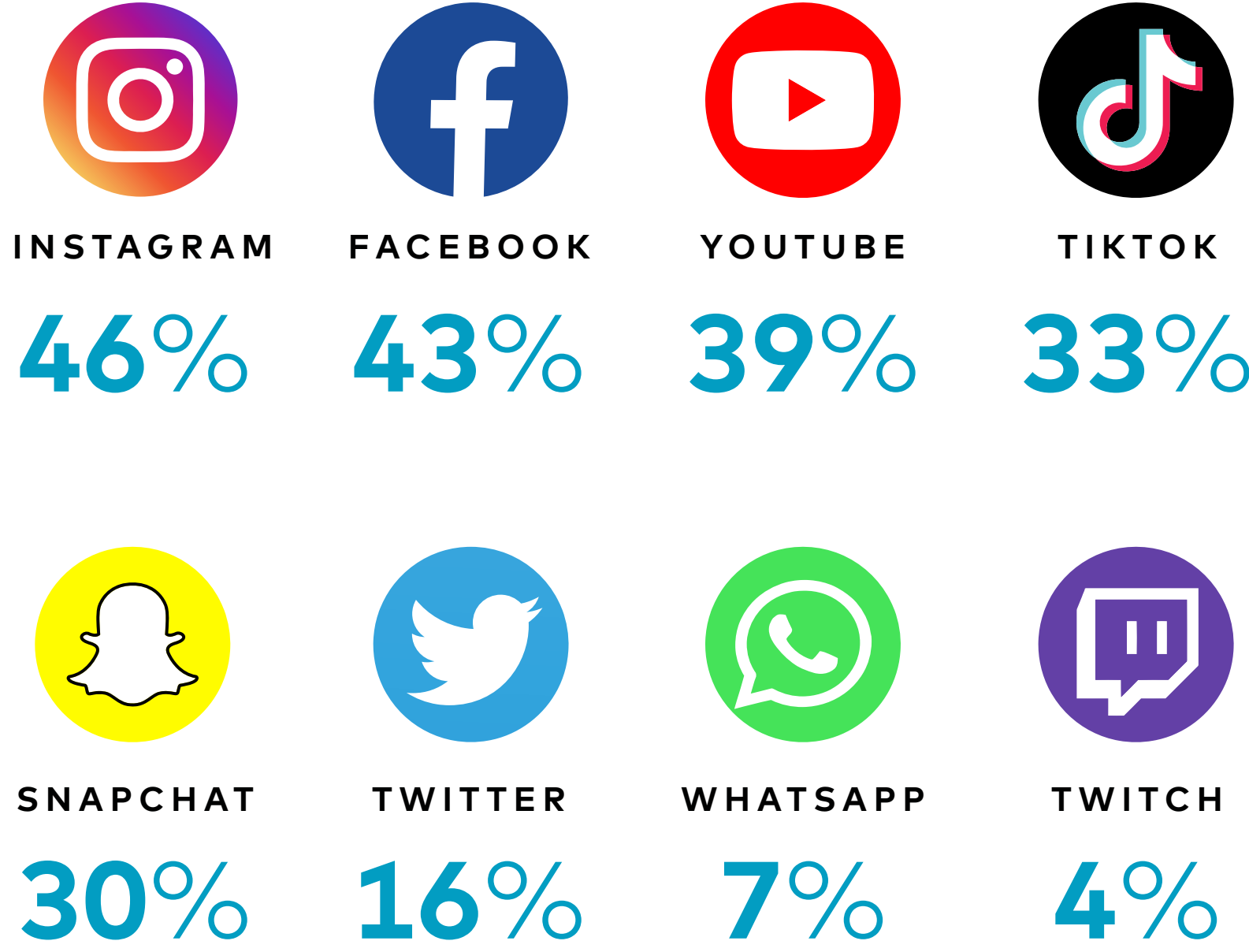


Find out where, how and why Gen Z feels at home on social media so you can win their attention and loyalty

Favorite social channels

We asked more than **10,000** Gen Zers to share their faves:

"Which 3 social media platforms do you use the most?"



17% said "none of the above"

Brand follows

78%
USE SOCIAL TO DISCOVER NEW BRANDS

73%
FOLLOW AT LEAST 1 BRAND

52%
FOLLOW 3 OR MORE BRANDS



Social habits

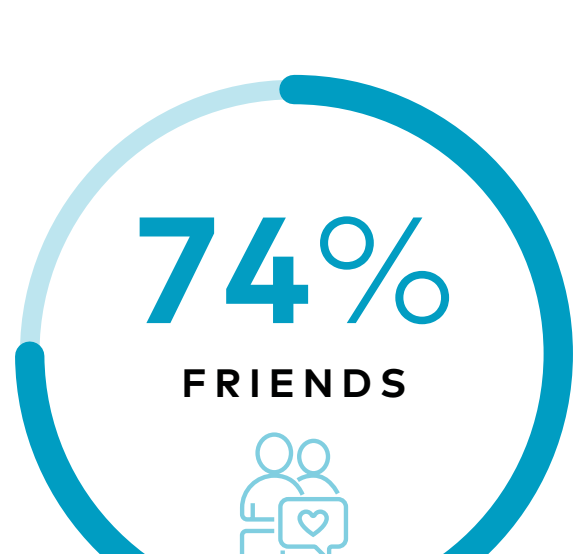
97%
STREAM VIDEOS

55%
5 OR MORE HOURS DAILY

33%
MOST OF THEIR TIME OUTSIDE WORK

Why so social?

When they're on social media, Gen Z **feels connected** with:



5 ways to reach Gen Z

- 1 ENTERTAIN**
Make it **fun** to interact with your brand so Gen Z doesn't skip over your content
- 2 USE STORIES**
They're casual, low pressure and have **huge potential** on almost every channel
- 3 BE INCLUSIVE**
Gen Z is diverse, and they want to **see themselves reflected** on social media
- 4 ENGAGE**
Be **present**, be **consistent** and be **friendly** to win Gen Z loyalty
- 5 SHARE UGC**
69% of Gen Z wants to **see a mix** of professional and user-generated video content

..... **DID YOU KNOW?**
Instagram Stories has **500 million** daily users
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