






SOCIAL MEDIA PLATFORMS: What You Need to Know About Your Gen Z Audience

Gen Z Basics

-  Teens and young adults born between the years of 1997 and 2015
-  Never lived in a world without omnipresent cell phones, computers and internet
-  Passed Millennials in 2019 to become the largest population segment globally (32 percent of population)¹
-  They are on track to be nearly 30% of the workforce by 2030 according to the US Bureau of Labor Statistics²
-  They are also on track to be the most diverse and well-educated generation³



How Do Gen Z Use Tech, Apps and Other Media?



Smartphones made the shift from luxury items to necessities as many members of Gen Z were coming of age.



The ubiquitous use of personal electronic devices (primarily smartphones) has made the internet and social media accessible to them 24/7.



Gen Z is more likely to use technology to search for the best prices, companies or options when making purchasing decisions.⁴

Social Media and Gen Z⁵

Unlike older generations that tend to prefer Facebook, Gen Z spends the majority of their time on three apps:



Instagram



Snapchat



YouTube

They reportedly have an attention span of 8 seconds, which is reflected in their app preferences.

Generally, they appreciate quick, focused, short-form content rather than the long-form approaches of the past.

FYI: Gen Z and Their Purchasing Power⁶



say their main consideration when making purchases is quality



are willing to buy products or services that are targeted specifically to their personalities



They appreciate diversity in advertising and expect brands to contribute to society



A majority of them are willing to pay more for sustainably and ethically made products

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¹<https://www.bloomberg.com/news/articles/2018-08-20/gen-z-to-outnumber-millennials-within-a-year-demographic-trends>

²<https://www.bls.gov/spotlight/2016/a-look-at-the-future-of-the-us-labor-force-to-2060/home.htm>

³<https://www.pewsocialtrends.org/2018/11/15/early-benchmarks-show-post-millennials-on-track-to-be-most-diverse-best-educated-generation-yet/>

⁴<https://www.businessinsider.com/gen-z-loves-snapchat-instagram-and-youtube-social-media-2019-6>

⁵<https://www.forbes.com/sites/julianvigo/2019/08/31/generation-z-and-new-technologys-effect-on-culture/?sh=55c40d205c2a>

⁶<https://www.forbes.com/sites/blakemorgan/2020/02/28/50-stats-all-marketers-must-know-about-gen-z/?sh=5352e41376d0>