

A stylized illustration of a desk setup. At the top left is a map with orange lines on a teal grid. Below it is a stack of three books. In the center is an open laptop with a teal screen and keyboard. To the right of the laptop is a teal pen holder with a pink base, containing three pens. In the bottom left is a potted plant with green leaves. In the bottom right is a computer monitor displaying a webpage layout.

CROSSROADS INTERNSHIP
PRESENTATION

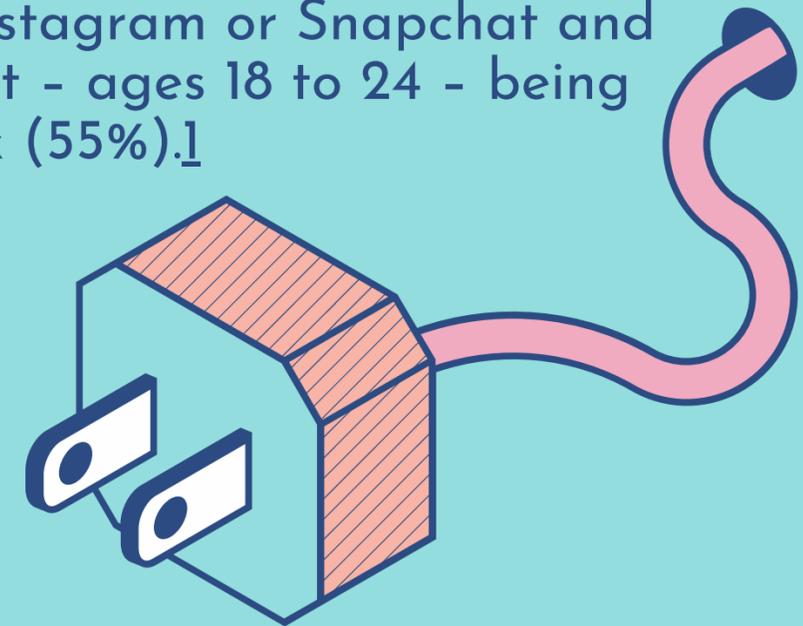


The Digital Natives: A Gen Z Profile

A quick overview of Generation Z and
how they interact with online content

Some Interesting Facts about How Gen Z Interacts with Social Media //

- 8 Second Roll—"The attention span of a Gen Zer is just eight seconds—that's four seconds less than their millennial counterparts."
- Pew Research Center says, "Majorities of 18- to 29-year-olds say they use Instagram or Snapchat and about half say they use TikTok, with those on the younger end of this cohort - ages 18 to 24 - being especially likely to report using Instagram (76%), Snapchat (75%) or TikTok (55%).¹
- 73% of 18- to 29-year-old Instagram users say they visit the site every day, with roughly half (53%) reporting they do so several times per day.
- 95% of those 18 to 29 say they use Youtube
- YouTube is used daily by 54% its users.
- YouTube is the first platform Generation Z turns to when they want to be cheered up or entertained.
- 85% of teenagers actively using Youtube, 80% do so to expand their knowledge, and 68% to improve or gain new skills.
- Nearly half (46%) of college students polled claim that they purposefully like, comment on, or share content to "train the algorithms" to give them the content that they're after. One thing to think about: Gen-Z is very information-savvy. They like the content they like, and are adept at getting the online content they want (and less of what they don't).





MILLENNIALS

Born between about

1980 & 1996

B MOST WERE RAISED BY **BABY BOOMERS**

 GREW UP DURING AN **ECONOMIC BOOM**

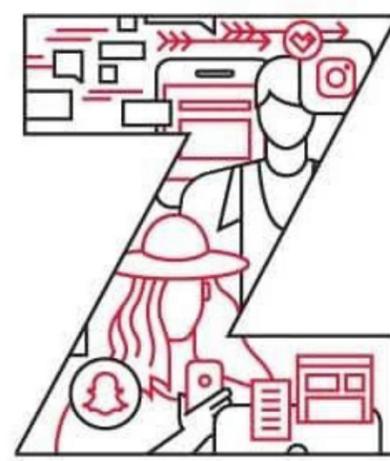
 TEND TO BE **IDEALISTIC**

 FOCUSED ON HAVING **EXPERIENCES**

 **MOBILE PIONEERS**

 PREFER BRANDS THAT **SHARE THEIR VALUES**

 PREFER **FACEBOOK & INSTAGRAM**



GENERATION Z

Born between about

1997 & 2010s

X MOST WERE RAISED BY **GEN XERS**

 GREW UP DURING A **RECESSION**

 TEND TO BE **PRAGMATIC**

 FOCUSED ON **SAVING MONEY**

 **MOBILE NATIVES**

 PREFER BRANDS THAT **FEEL AUTHENTIC**

 PREFER **SNAPCHAT & INSTAGRAM**

Influencing Factors to How Gen Z Processes Information //

- Raised by Gen X
- Interested in starting their own business over pursuing formal education.
- Can't remember a day without smartphone/technology
- Values Authenticity
- Values Visuals above all else



How to Talk to Millennials vs. Gen Zers

Millennials

- Millennials have 12-second attention spans.
- Millennials like perfectly curated content (aesthetically pleasing feeds).
- Millennials are more concerned about how a brand aligns with their own values.
- Millennials are more concerned getting a college education.

Generation Z

- Because of their limited attention spans, short, snappy videos that capture their attention.
- Gen Z wants authenticity and personality.
- Generation Z also doesn't value formal education as much as other generations do. They get their education via the Internet.
- Gen Z is not afraid to share their opinion. Engage them in debate/controversy.

How Gen Z is Using Each Platform



1



2



3



4



5

FACEBOOK

Where they glean information.

This is the generation that has been raised on Facebook-style posts and where they glean information.

INSTAGRAM

Where they post their aspirational life.

This is where they post their perfectly filtered life.

TWITTER

Where they gather news.

Twitter is not dead. This is where they post activism, news, and connect to companies.

SNAPCHAT

Where they post their personal life.

Snapchat showcases their personal "unfiltered" lives and personalities.

YOUTUBE

Where they are entertained, educated, and find connection.

Youtube is the first platform they turn to to be entertained, educated, and cheered up.

How to apply this information //



- "Gen Z is the loneliest generation in America, so they're actively looking for ways to engage and connect with like-minded individuals." Meet them where they are because they're craving to connect.
- Create highly shareable content.
- Create highly interactive content (polls, feedback, competition, games, debates, etc.)
- Gen Z wants personal feedback. "76% of Gen Zers have stated they want brands to respond to feedback and view this responsiveness as key to determining the authenticity of a brand."
- Because 75% have a mobile phone, make content mobile adaptive (like the website).



How to Blog for Gen Z

Gen Z is mobile-first

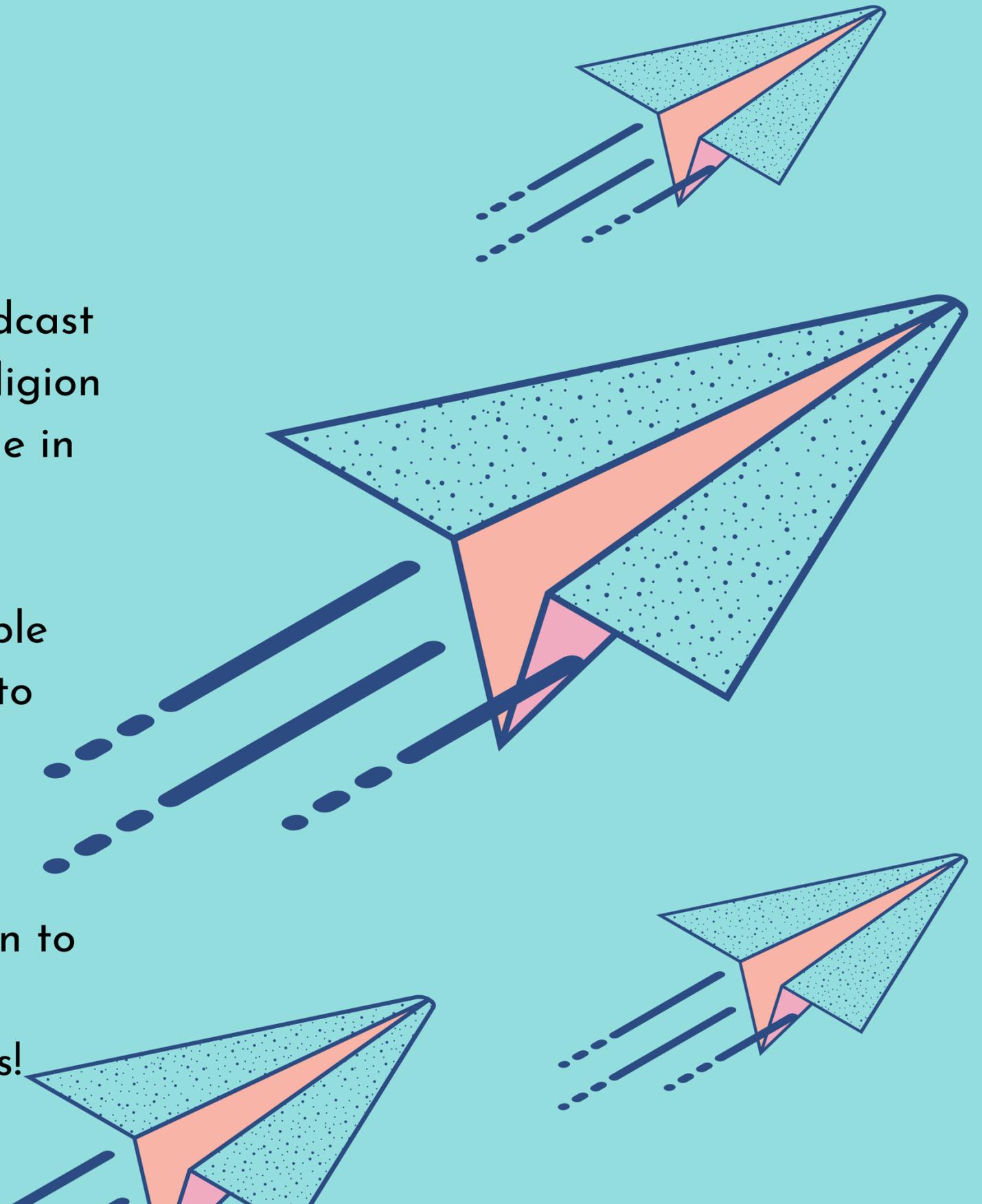
Content needs to be mobile adaptive. Keep in mind *how* Gen Z is gathering information.

Gen Z wants to connect to authentic personable stories.

Gen Z wants to see you are authentic, personable, and eager to respond. Make it honest. Make it funny. Include personality.

How to Podcast for Gen Z //

- 32% of Generation Z classify themselves as regular podcast listeners with the same percentage listening to faith/religion topics—This is small but full of untapped potential. Zone in on your niche group to be most effective!
- 25-34-year-olds drove a 60% rise in the number of people listening to podcasts via mobile apps, when compared to January 2018—This shows that more "intellectual" conversations can be made here.
- 41% of 13-37-year-old podcast listeners saying they listen to Comedy—Adding personable and engaging stories and anecdotes to help support/prove/apply your point helps! Think of a good hook like an engaging TEDtalk.



Gen Z & Emails //

HOW GEN Z INTERACTS WITH EMAILS &
EMAILING CAMPAIGNS / EMAIL IS NOT DEAD



How often do they check their email?

58% of Gen Z respondents check their email multiple times a day.

What determines how they open the email?

Next to sender, SUBJECT LINE is the key most important part to getting Gen Z to open the email.

How many times do Gen Z like to receive emails?

31.8%—says they like to hear from brands a couple of times a week.

What do they look for in an email?

Personableness. Again, story-driven, personal, anecdotal communication is the love language of Gen Z. Delight and engage to inform.

What do they use email for?

Over half (64%) use for personal communication. 95% said it is the most essential channel of communication next to text.

How long should an email be?

Gen Z aren't big on image-only emails. They prefer a few sentences in the mix.

A Quick Comparison of Newsletter Platforms



Moosend

Benefits:

- Free option
- Allows unlimited emails per month
- no coding necessary
- tracks how subscribers are interacting w/content

★ ConvertKit

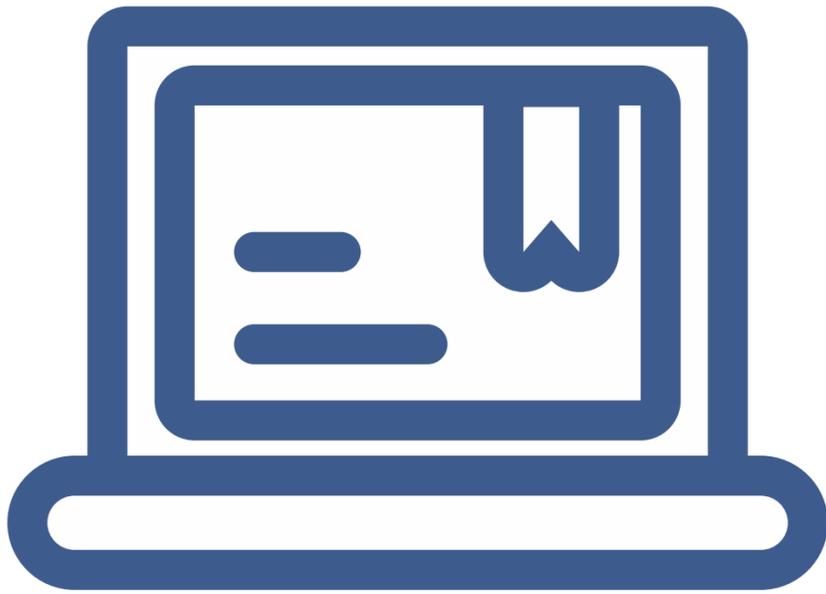
Benefits:

- Free options
- Specifically made for bloggers and publishers
- Converts social media "browsers" into blog readers
- Offers downloadable content (great for pdf/sermon notes)

Campaign Monitor

Benefits:

- Free option
- Extremely simple to use
- Dashboard is very similar to Squarespace
- Offers professional templates



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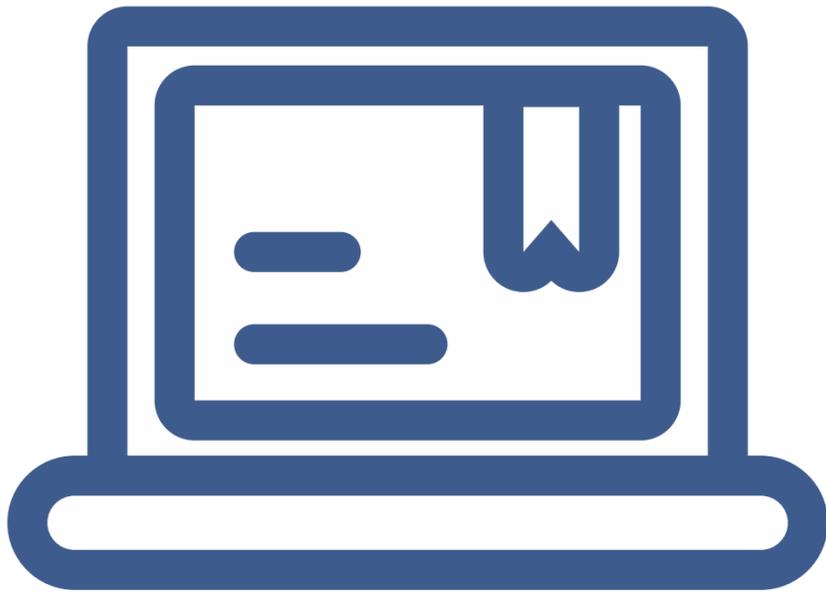
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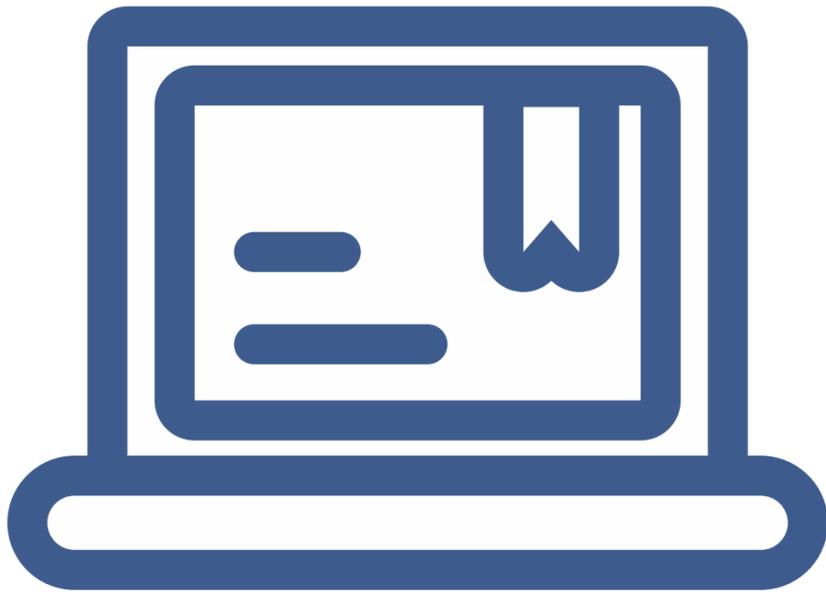
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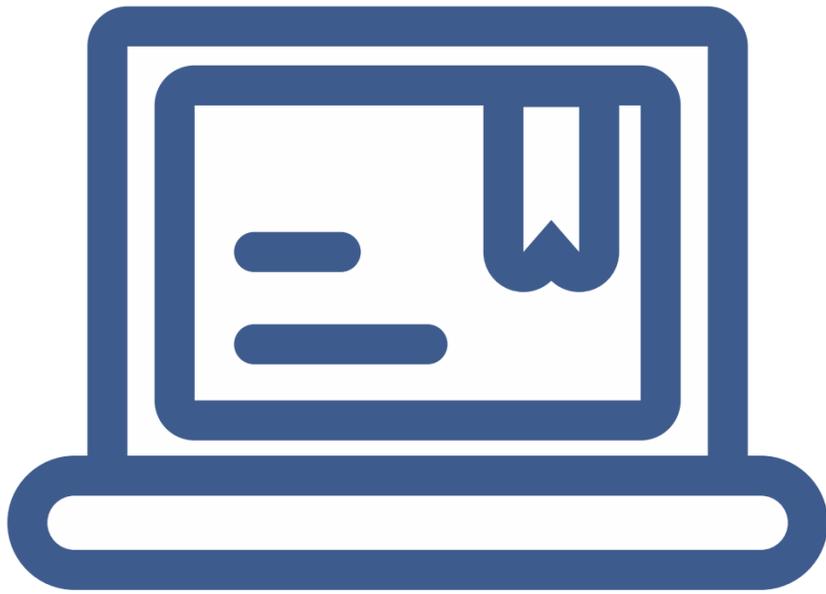
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