

Social Media and Generation Z

DSAESPRACTICE has put together a catalog of digital resources around Social Media and Generation Z. We hope that they can help give you more insight regarding trends in social media around Gen Z, how they communicate through and use social media, and best practices and tools in using social media to connect with them.

About Generation Z:

Generation Z consists of those born between 1995 and 2014 and currently makes up 25.9% of the United States population. Gen Z'ers live in a world of continuous updates and process information faster than other generations due to being born into such a technological time period. Nearly 92% of Gen Z has some type of a digital footprint. This generation seeks uniqueness in all walks of life. Research shows that members of Gen Z spend an average of 74% of their free time online, which proves that social media is a prime avenue to get content delivered effectively.

Digital Media Resources:

[10 Tips for Marketing to Gen Z via Social Media \(Forbes\)](#)

[Gen Z and Social Media Usage Study](#)

[How Gen Z Spends Their Time on Social Media](#)

[4 Ways to Appeal to Generation Z via Social Media](#)

[HootSuite Guide to Generation Z and Social Media](#)

Video/Podcast Resources:

This podcast is designed to engage those looking to market to Generation Z through social media.

[Marketing to Generation Z: What Marketers Need To Know](#)

This video discusses how Gen Z engages with social media.

[Social Media for a New Generation](#)

This video features a discussion with a Forbes 30 Under 30 CEO and Youth Marketing Strategist.

[Conner Blakely on Generation Z Marketing](#)

Additional Resources:

[How Millennials and Generation Z Are Using Social Media for Good](#)

[Ten Best University Twitters and What They Do Right](#)

[Five Universities Killing It on Snapchat](#)

[How Social Media Connects Underrepresented Students to College](#)