MEMES, AND GIFS, AND EMOJIS, OH MY!

The Art of communicating with Generation Z
GENERATION Z

Born in 1996 and later

Defining Moments

Still evolving

What we do know

- Live the majority of their lives online
- Frugal
  - Average student loan debt for the class of 2016 was $37,173
- Want to make a difference
- Want to access information quickly and conveniently
  - Attention span 8 seconds
**WHAT DOES THE RESEARCH SAY?**

*Digital Media Use and Social Engagement: How social media and smartphone use influence social activities of college students (2016)*

2 Findings:

1. “The higher levels of desire students have to be a part of a social group and to be loved, the higher chance they will engage in communication through digital media”

2. “The more college students use social media and smartphones to interact with others, the more they participated in social activities”

Social media can facilitate face-to-face engagement
COMMUNICATION STYLES

• Communicate primarily through images, icons and symbols
• Videos need to be short with subtitles
• Tailor messaging to the platform & the audience
THE FINSTAGRAM

What does this tell us about the online habits of Generation Z

- Understand the consequences of an online persona
- Online image conscious
- Online anonymity
• Word of Mouth influences 20 to 50% of all purchasing decisions
• Social Influencer: Using the highly engaged following of a Youtube, Twitter or Instagram Creator to promote a product or behavior
• According to Twitter research, “nearly 40% of Twitter users said they had made a purchase as a direct result of an influencer’s Tweet."
Campaign Goals:

• Increasing student awareness of indirect bystander intervention strategies. In other words, of the methods “direct, delegate, and distract,” we are specifically targeting “distract.”
• Identifying social media-based concerns and how to be an effective bystander in the social media realm.
CAMPAIGN ELEMENTS

My friend told me they had experienced violence in their current relationship, so I walked them to the SAVIP office.

#WhatWouldCockyDo
Stand Up Carolina
sc.edu/standup

My friend had too much to drink, so I suggested we get something to eat instead of going to the next bar.

#WhatWouldCockyDo
Stand Up Carolina
sc.edu/standup

I saw someone get into a fight, so I called the police for help.

#WhatWouldCockyDo
Stand Up Carolina
sc.edu/standup

My roommate has been acting quiet and withdrawn lately, so I checked in with them to make sure that they were okay.

#WhatWouldCockyDo
Stand Up Carolina
sc.edu/standup

My friend was upset over the death of a family member, so I gave them the number for the counseling office.

#WhatWouldCockyDo
Stand Up Carolina
sc.edu/standup

I saw an offensive comment on my Newsfeed, so I asked the person who posted it to remove it.

#WhatWouldCockyDo
Stand Up Carolina
sc.edu/standup
EXAMPLE POSTS

Me: that’s none of my business
Me to me: make it your business

“THEIR SITUATION IS NONE OF MY BUSINESS”
FALSE. THE CAROLINIAN CREED MAKES IT YOUR BUSINESS.
INTERVENE IN A HARMFUL SITUATION?
CHALLENGE ACCEPTED

SEES COUPLE FIGHTING IN BAR
DANCES BETWEEN THEM

NO PATRICK
MAYONNAISE IS NOT AN ACTIVE BYSTANDER

I DON’T KNOW WHO YOU ARE
BUT I WILL FIND YOU AND GIVE YOU A SAFE RIDE HOME

HEY GIRL
I LOVE WHEN YOU REPORT OFFENSIVE VIDEOS ON FACEBOOK
MOVE MORE CAROLINA

Campaign Goals:

• Increase the percentage of students meeting the weekly physical activity guidelines for 150 minutes of moderate to vigorous cardiovascular movement (measured by NCHA)
• Increase the percentage of students meeting the weekly physical activity guideline for resistance training (measured by NCHA)
• Increase student, faculty, and staff understanding of the physical activity guidelines. (Student intercept survey pre-campaign: 58% accuracy)
• Decrease barriers to physical activity for students, faculty, and staff.
CAMPAIGN ELEMENTS

#MoveMoreCarolina

Move More Carolina
Student Health Services

Move More
Stress Less
Student Health Services
sa.sc.edu/shs/movemore
#MoveMoreCarolina

Move More
Get Fit
Student Health Services
sa.sc.edu/shs/movemore
#MoveMoreCarolina

Move More
Study Better
Student Health Services
sa.sc.edu/shs/movemore
#MoveMoreCarolina

Move More
Feel Better
Student Health Services
sa.sc.edu/shs/movemore
#MoveMoreCarolina
EXAMPLE POSTS

When you see someone else being active on campus #MoveMoreCarolina

When you wake up, eat breakfast AND workout before your first class #MoveMoreCarolina

Happy Friday Carolina! Have fun, stay safe and keep moving! #MoveMoreCarolina #MoveMoreStressLess #WhatWouldCockyDo
ACTIVITY TIME!

• Grab your group members
• Choose a college population health topic

Using your health topic
• Determine a health behavior goal
• Tweet at @MyHlthyCarolina with
  • A relevant health message
  • A unique hashtag & #HCSummit17
  • Some type of graphic, gif or emoji
• Create a poll on your Instagram story and tag @healthycarolinauofsc
GROUP DISCUSSION

• How can your organization use social media to promote healthy behaviors to Generation Z

• What is your organization already doing to target Generation Z specifically with health messages