

HOW TO ACTIVATE YOUTH

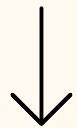


No shame
FUNDACJA BEZ WSTYDU

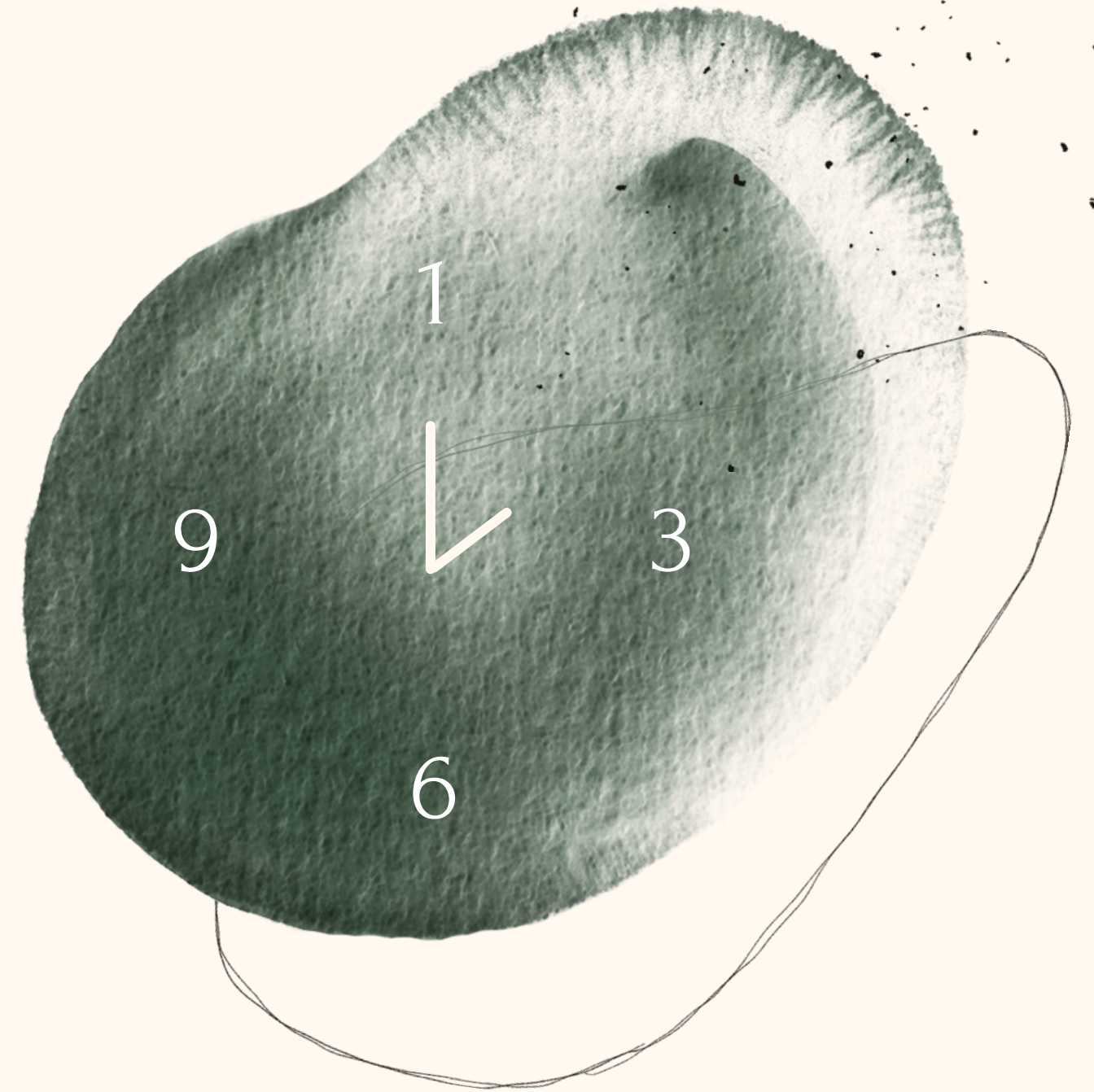


WHAT IS THE THEORY OF GENERATIONS ?

DOES IT HAVE ANY IMPACT?



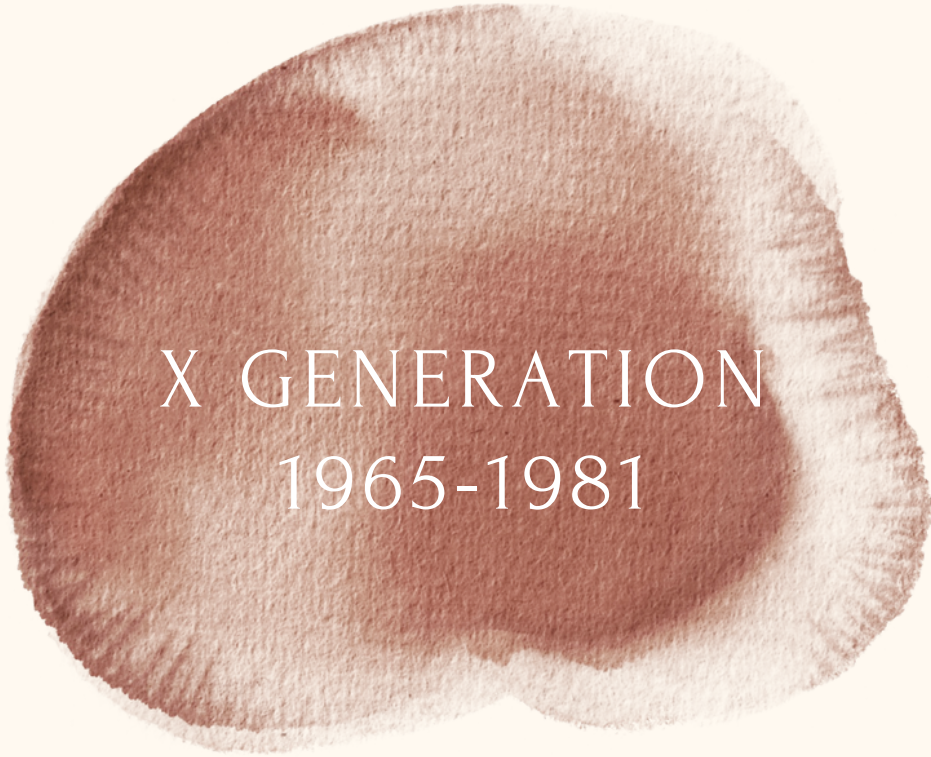
THE GENERATION THEORY
ACCORDING TO WHICH THE HISTORY
OF THE WESTERN CULTURAL CIRCLE
IS REPEATED IN CYCLES OF
APPROXIMATELY EIGHTY YEARS,
DIVIDED INTO FOUR PHASES.
GENERATIONS BROUGHT UP IN A
SPECIFIC PHASE OF THE CYCLE ARE
ASSIGNED SPECIFIC
CHARACTERISTICS.



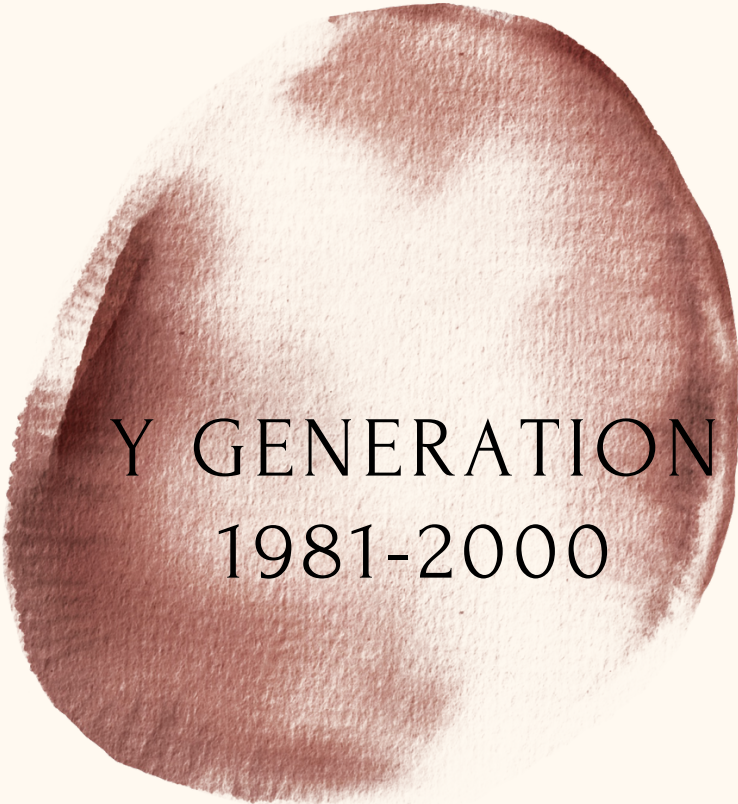
GENERATION STRAUSSA- HOWE'A



BABY BOOMERS
1946-1964



X GENERATION
1965-1981



Y GENERATION
1981-2000



Z GENERATION
2000-2015



GENERATION BABY BOOMERS

Representatives of this generation value independence. Their strengths at work are commitment, optimism and a global view of problems. Baby boomers rarely change their workplace and position.



GENERATION X

Generation X are mature workers. They are loyal to the employer and trustworthy. They value values such as personal development, independence, diversity and diligence. Unlike baby boomers, they are results-driven, not process-driven.



GENERATION Y

Generation Y is the first of the generations collectively referred to as "millennials". Those born in the 1980s on the labor market often turn out to be multitaskers, open to new challenges. They engage in the work that interests them, but appreciate flexibility in terms of hours and places.



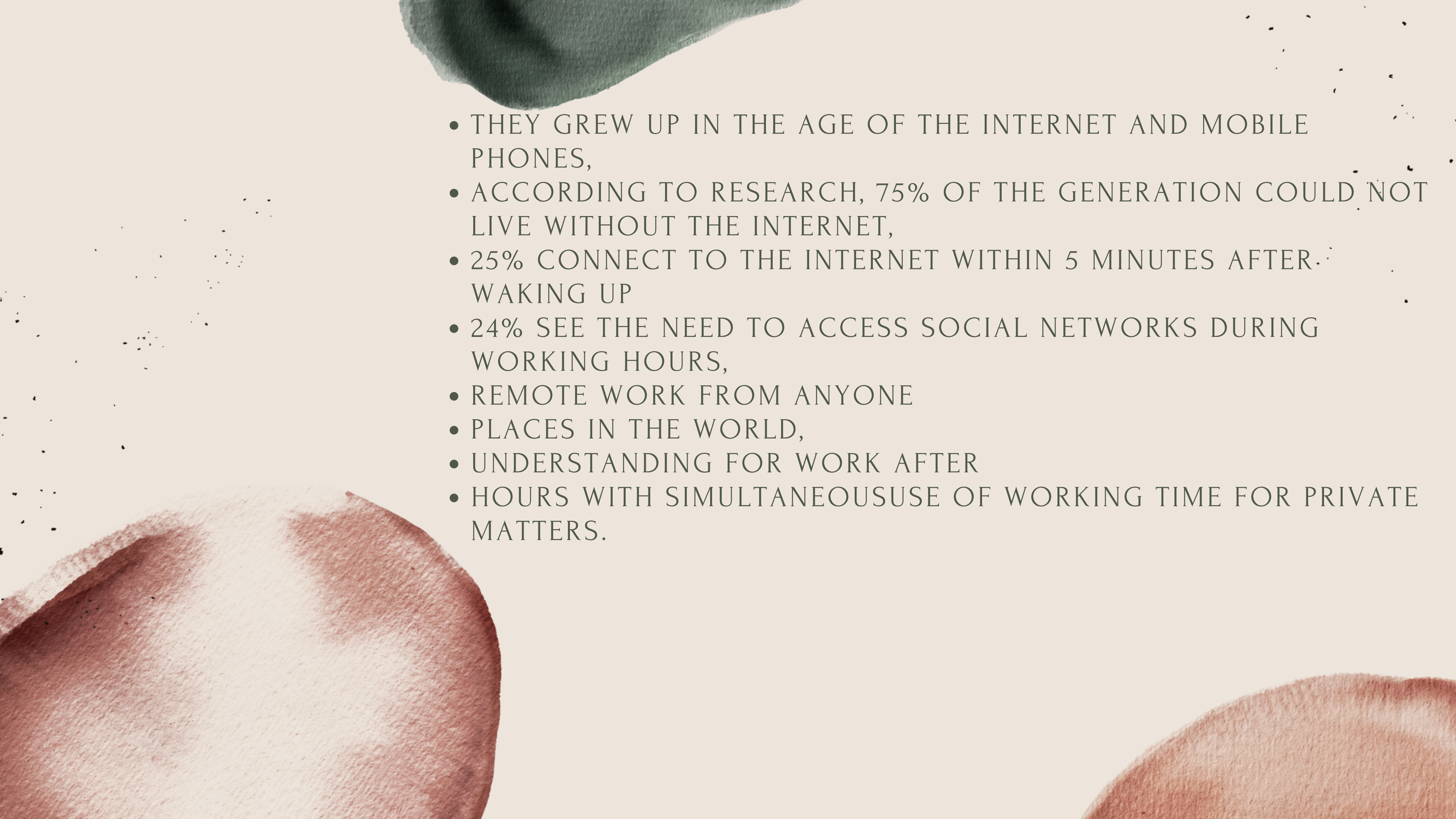
GENERATION Z

The youngest generation on the labor market is sometimes known as the Z generation. They are described as people open to new and creative solutions. At the same time, the boundary between the virtual and the real world is blurring, they value both close friends and acquaintances from social media.



LET'S FOCUS ON GENERATION Z



- 
- THEY GREW UP IN THE AGE OF THE INTERNET AND MOBILE PHONES,
 - ACCORDING TO RESEARCH, 75% OF THE GENERATION COULD NOT LIVE WITHOUT THE INTERNET,
 - 25% CONNECT TO THE INTERNET WITHIN 5 MINUTES AFTER WAKING UP
 - 24% SEE THE NEED TO ACCESS SOCIAL NETWORKS DURING WORKING HOURS,
 - REMOTE WORK FROM ANYONE
 - PLACES IN THE WORLD,
 - UNDERSTANDING FOR WORK AFTER
 - HOURS WITH SIMULTANEOUS USE OF WORKING TIME FOR PRIVATE MATTERS.

HOW TO ACTIVATE GENERATION Z?



How to communicate?
How to talk?
How to educate.?



HOW TO COMMUNICATE WITH THE GENERATION Z



When contacting Generation Z, first of all, remember about social media. Facebook and YouTube are an absolute must. You cannot forget about running activities on websites such as Snapchat or Instagram.

SOCIAL MEDIA

TIK TOK

EASY

IN WHAT FORM TO CONVEY THE CONTENT TO YOUNG PEOPLE



QUICK!

Fast delivery is the motto of the message addressed to the Z Generation. It is very important to use the minimum content, the maximum of knowledge and development in one message. posts Messages containing graphics or a video will always be more attractive and engaging than text-only ones.

HOW TO CREATE A MESSAGE ON SOCIAL MEDIA?

- VISUAL MESSAGE
- TEXT MESSAGE
- CONSISTENT MESSAGE
- EMOTICONS
- SEARCHING FOR SHORT FORMS OF COMMUNICATION

TIPS FOR THE TEXT MESSAGE


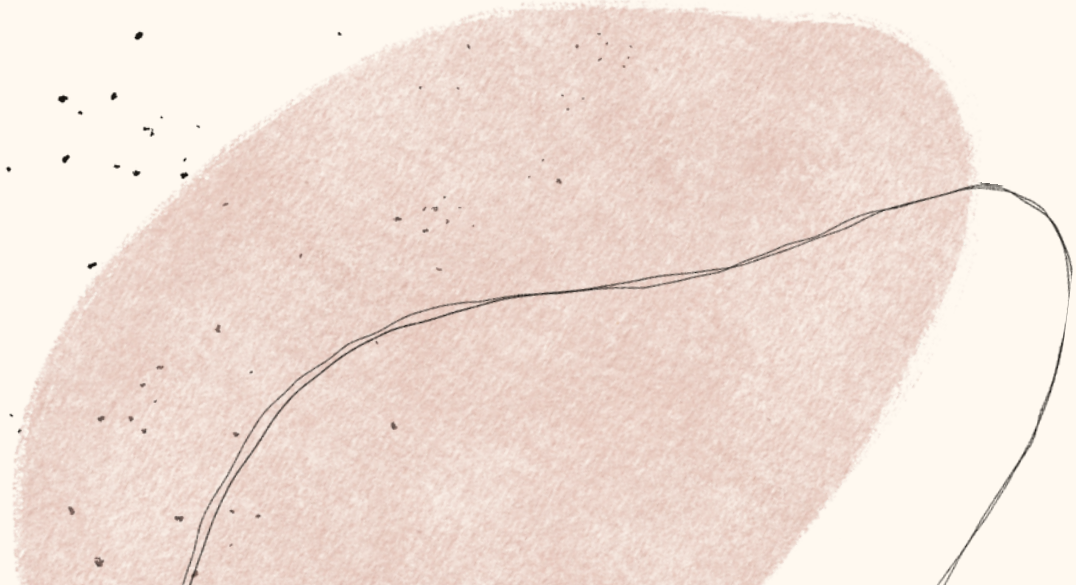
The text is the main element of the message - but the least attractive and engaging for the recipient. Do not write long and overloaded posts. It is worth focusing on minimalism - use short and accurate phrases (sometimes a slogan or a short question is enough). It is good to use more text in the referring link, further description of the post, When writing your posts, try to be natural - use light, simple phrases and clear and transparent phrases. Make the content interesting for the recipient, let him see the benefits of the fact that he has focused on reading it



GUIDELINES FOR VISUAL COMMUNICATION.

- single photo / graphic - graphic or illustration with description
- gallery - a set of graphics or photos placed in one post with a description

Do not use dry text. Properly selected graphics evoke much greater emotions and interaction than the text itself, and thus affects the reception of the entire post and you as its creator.



FILM BROADCAST


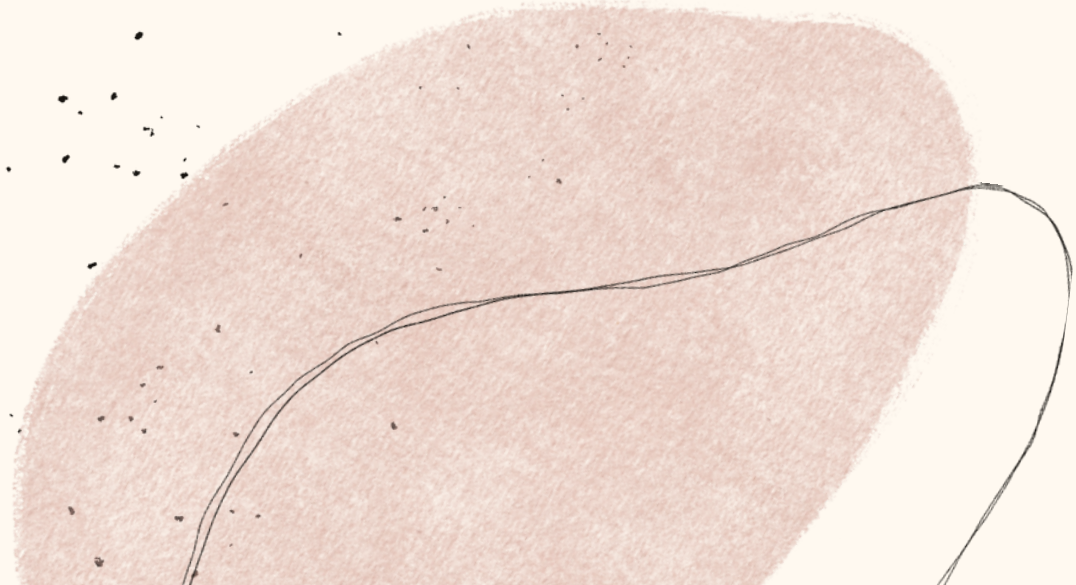
Give short, several-second videos that quickly reach the recipient. Stick to one subject and quality of videos

New
Video



STANDARDIZATION OF POSTS

When designing a post's art, it's a good idea to standardize its appearance - it's not about the content, but the overall appearance. It is worth trying to work out an appropriate scheme in which the graphics will be placed. The form of the template should not cover the content of the graphic. You should focus on small elements that will not be visible at first glance, but will be noticeable in deeper interaction. Multimedia elements prepared in this way will be more easily associated by the Internet user and thus will have an impact on the recognition of the posts



EMOTIONS

The conducted research clearly showed that the use of emotes in posts resulted in 25% greater engagement of recipients when writing comments than the text with graphics alone.

Examples of emojis to use in posts:

□ ➡ ✓ ✔ ☑ - for organizing paragraphs or subpoints, pointing to links

1□ 2□ 3□ - instead of the usual ordinal numbers

□ □ □ ⚠ ✖ - for warnings or important points

□ ☎ □ □ - to indicate contact details or encourage contact

□ □ □ - hot offer, new, exciting information



VOTE BY REACTION


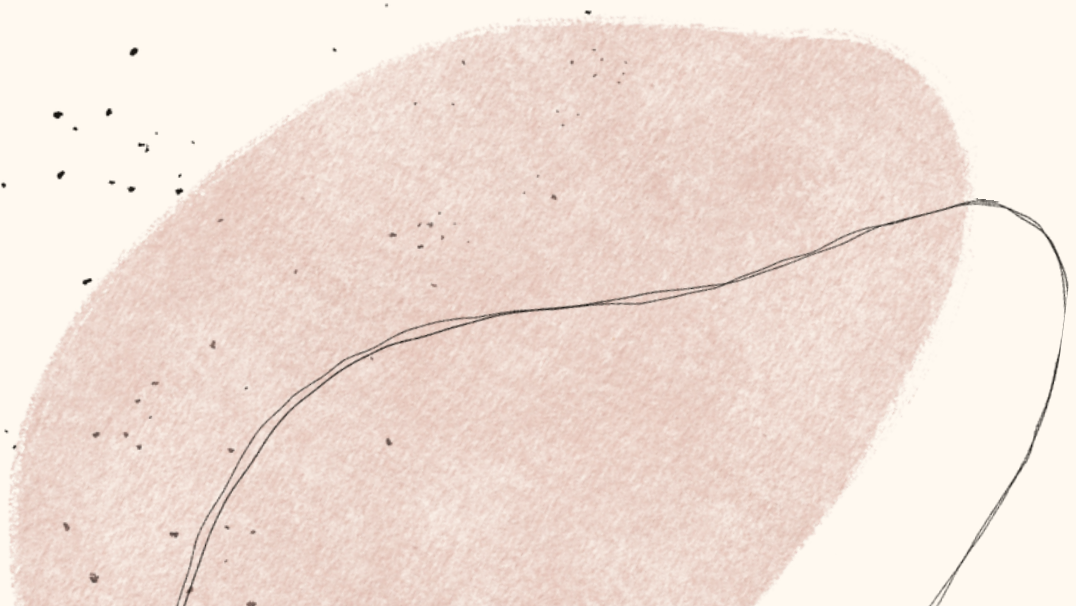
Encourage your fans to vote by reacting to one of two or more of your proposed options. For this type of graphics, you can use your offer or any topic that is consistent with the topic of the profile.

After changing its algorithms, Facebook announced a decline in the reach of posts of this type. However, our observations show that voting by reaction is still popular, even on the profiles of big brands.



QUESTIONNAIRES

The use of questionnaires is a good way to find out about the preferences of observers. Give them the right to choose and see what will get the most commitment. In the polls, in addition to graphics, you can also use gifs, which will surely be an interesting diversification to your message. Additionally, if the choice goes your way, you can publish the survey results and propose a discount for a given product / service chosen by users.





QUESTION

Maintain a dialogue with your audience. Ask them questions in the copy or in the graphic. Ask for anything related to your profile in some way. This is a great way to learn even more about the tastes or expectations of your community. This form works very well when choosing topics for posts, where the recipients decide what they want to read. The form in which fans can finish the given sentence is also engaging.

CONTESTS

Organize contests on your fanpage. Try to make the rewards you prepare attractive to your fans and you will see their engagement grow. Remember that for each fanpage competition you have to create separate regulations, and that you cannot force the user to take action with the post.



REBUS

Nothing makes you think more than a thematic rebus or a mathematical puzzle. These types of posts may seem unfashionable to you, but on many profiles they work really well. It's worth testing them.

THINK FORWARD
NOT BACKWARDS