SOCCER MOM? NOPE. IT’S NOW THE #MOBILEMOM

How to communicate with Millennials
Millennials

BORN BETWEEN 1980-2000

AKA: PETER PAN GENERATION, BOOMERANG GENERATION, GENERATION ME, ETC.
2020: 1 of 3 adults will be Millennials
IS YOUR WEBSITE COMPATIBLE WITH SMARTPHONES? IT NEEDS TO BE.
75% OF MILLENIALS LIKE, RETWEET, OR SHARE CONTENT ON SOCIAL MEDIA
Millenials want their info fast...

Use YouTube, Instagram, or Hyperlapse for videos to visually stimulate your audience.
Always had computers...very dependent on technology. Be sure you are using the latest technology (apps, up-to-date websites, electronic flyer sharing, etc.)
They like being interactive and need instant gratification (be sure to engage in conversation via Facebook or Twitter)
Millennials want to feel like they have open communication with organizations. Be honest.
Millennials are multi-tasking pros and can juggle many things at once. They want to see that schools are also.
Attention spans are shot. Get info and points out quick and efficiently. Millennials don’t like long stories.
Millennials document everything (Facebook, Twitter, etc.) Make sure what they have about you is positive.
Pictures! This generation responds more frequently to stories/info when pictures are attached.
Millennials want transparency and to trust the organization. Be open and trustworthy.
Sources