WestVirginiaUniversity®
USING THE
LATEST TRENDS
TO REACH GEN Z.

@DOBIEST
THAT'S ME!

WHO ARE THEY?

- Anyone between the ages of 7-21
- Born between 1995-2010 😱
- Represent 25% of the U.S. population

HOW DO THEY DIFFER?

Millennials		Gen Z
77 million	⟷	68 million
Beyonce	⟷	Shawn Mendes
Facebook	⟷	Instagram
Celebrities	⟷	Influencers
iPod	⟷	iPhone
Netflix	⟷	YouTube
2 screens	⟷	5 screens
Tolerance	⟷	Togetherness
Text	⟷	Images
Focused on the now	⟷	Focused on the future
Optimists	⟷	Realists
Wants to be discovered	⟷	Want to work for success
Team oriented	⟷	Collective conscious

THEY WANT TO CHANGE THE WORLD.

/ They care about human rights and global warming.
/ They want to know how they can create change.
/ Social entrepreneurship is a popular career.
/ They relate to ”authentic” brands.
/ They can access info. easily; self directed.

THEY VALUE THEIR SUPPORT SYSTEM.

/ 1/3 live in single-parent households.
/ Their families are more diverse (ethnically, racially and religiously).
/ Share many of the same values as those who grew up during the Great Depression.
/ 9/10 are extremely close to their parents.

THEY ARE LESS RISKY.

/ They were born around 9/11, watched their parents deal with the recession and are always worried about their safety.
/ 1/4 were targets of bullying.
/ They need to know they “fit in.”
/ Less likely to drink, smoke or do drugs.

THEY ARE THE FIRST “TRUE” DIGITAL NATIVES.

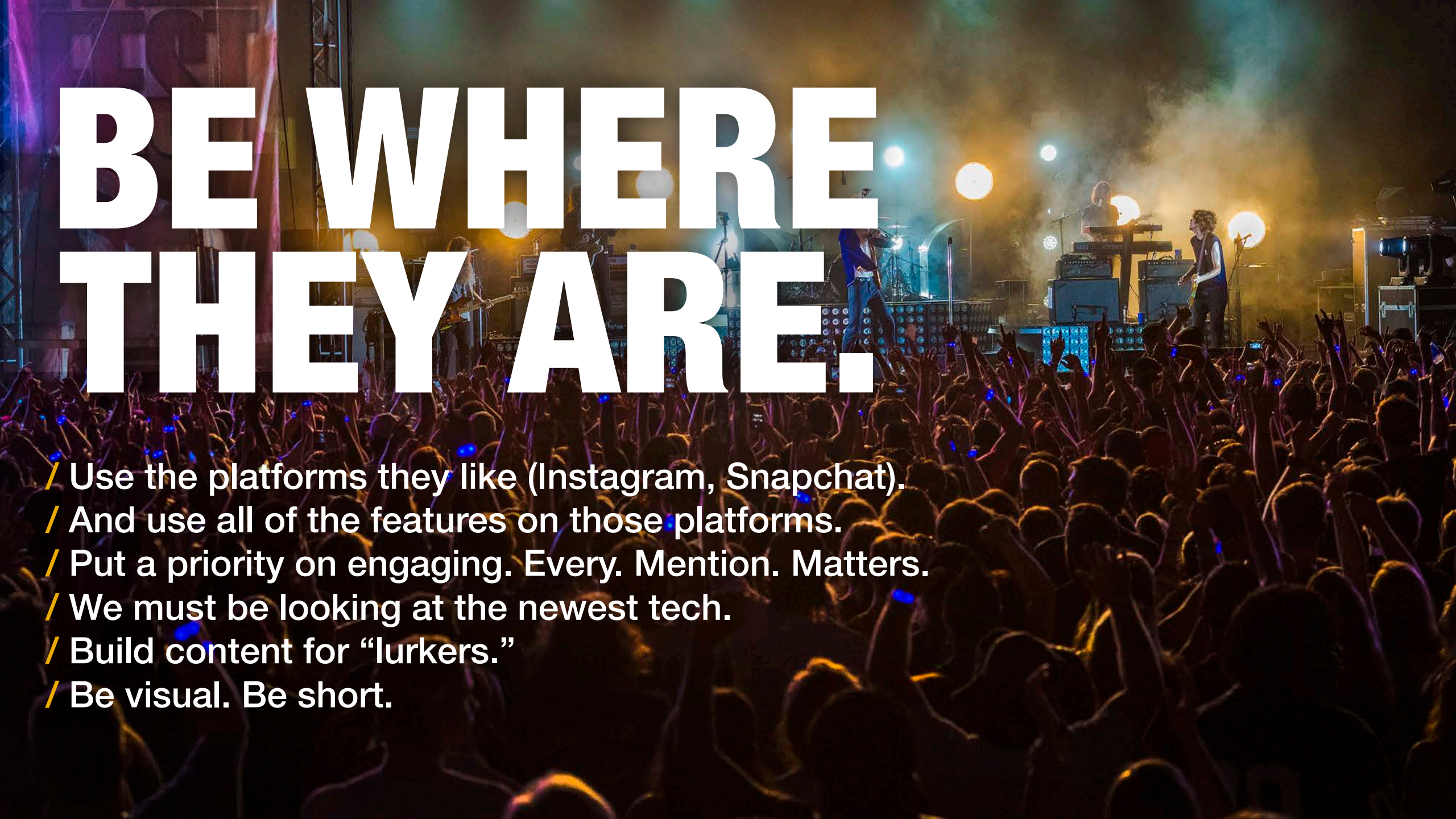
/ They send 100 texts per day.
/ The pay attention for 8 seconds.
/ They multitask across 5 screens.
/ 3/4 want everything personalized.

THEY WANT TO BE ENTERTAINED.

/ They need visuals to keep attention.
/ The connect with misfits (Guardians of the Galaxy, Glee, etc.)
/ They want to escape via books, games, TV, music; but 9/10 are optimistic about the future.

DON'T WORRY,
GEN Z VALUES
HIGHER ED.
PHEW.

SO WHAT SHOULD WE BE DOING?



BE WHERE THEY ARE.

/ Use the platforms they like (Instagram, Snapchat).
/ And use all of the features on those platforms.
/ Put a priority on engaging. Every. Mention. Matters.
/ We must be looking at the newest tech.
/ Build content for “lurkers.”
/ Be visual. Be short.

Like this guy.
HIGHER ED MUST GET BETTER AT YOUTUBE...

... AND FOCUS ON VIDEO PRODUCTION.

“IN 5 YEARS TIME, FACEBOOK WILL DEFINITELY BE MOBILE AND PROBABLY ALL VIDEO.”

Nicola Mendelsohn,
Facebook executive

WE NEED
TO STAY
RELEVANT.

MOUNTAINEERS
GO FIRST.
™
WestVirginiaUniversity.

AND WHEN
MOUNTAINEERS
GO FIRST.
#Go

#GoFirst

WestVirginiaUniversity.
MOUNTAINEERS
GO FIRST

Let's go.
I
PARIS

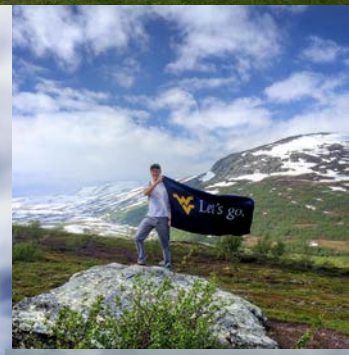
Let's go.

Let's go.

Let's go.

Let's go.

Let's go.


Let's go.

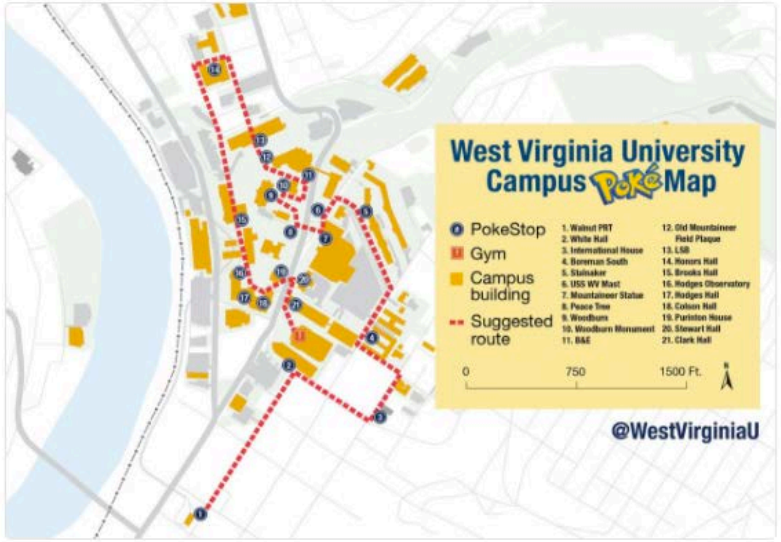
Let's go.

West Virginia University.
BEFORE PRIDE. BEFORE RECOGNITION. THERE IS FIRST.
THE FIRST THOUGHT. THE FIRST STEP. THE FIRST BREAKTHROUGH.
AT WEST VIRGINIA UNIVERSITY, WE ARE
DETERMINED TO GO FIRST.
IT'S IN OUR BLOOD
IT'S IN OUR SWEAT. AND IT'S IN OUR NATURE.
HERE, GOING FIRST MEANS WE'RE BOLD ENOUGH TO
DREAM BIG
TO TAKE RISKS. IT'S WHY WE GO TO THE EDGE
AND INSTEAD OF GOING BACK – WE BUILD A BRIDGE AND WE
KEEP GOING
SO WE WILL GO ABOVE. WE WILL GO BEYOND.
AND WHEN EVERYONE ELSE GOES BACK
MOUNTAINEERS
GO FIRST.
#GoFirst

IMPACT

WVU Mountaineers
@WestVirginiaU

We know it's hard work trying to catch 'em all - so we've made it easy for you: The WVU Campus #PokemonGO Map!



RETWEETS 265 LIKES 384

3:31 PM - 15 Jul 2016

13 265 384 13

WVU Mountaineers
@WestVirginiaU

Happy Thanksgiving to our entire Mountaineer family! 🍗🌽🍴🍁

RETWEETS 157 LIKES 288

10:51 AM - 26 Nov 2015

157 288

WVU Mountaineers
@WestVirginiaU

#MayThe4thBeWithYou but you should still prob study for finals

RETWEETS 66 LIKES 170

9:33 AM - 4 May 2017

2 66 170 2

EXPERIENCES MATTER.

/ So make it Instagram-worthy.

/ And treat every platform a little more like Instagram.

WE MUST
THINK LIKE
INFLUENCERS...

... AND TALK WITH THEIR PERSONAL INFLUENCERS.

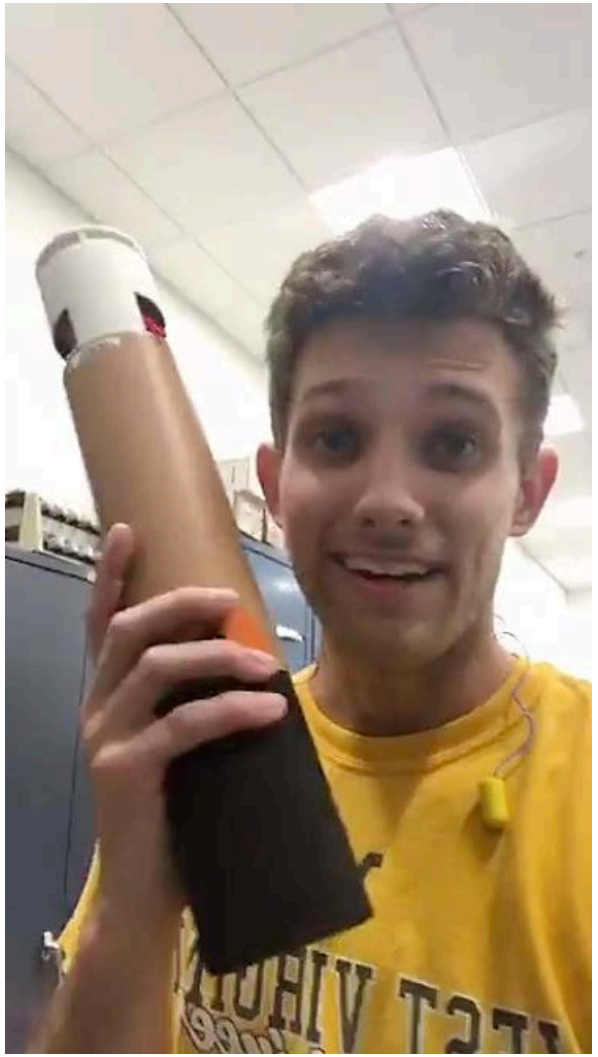
/ Parents, grandparents, counselors, etc.
/ This is where Facebook plays a part.

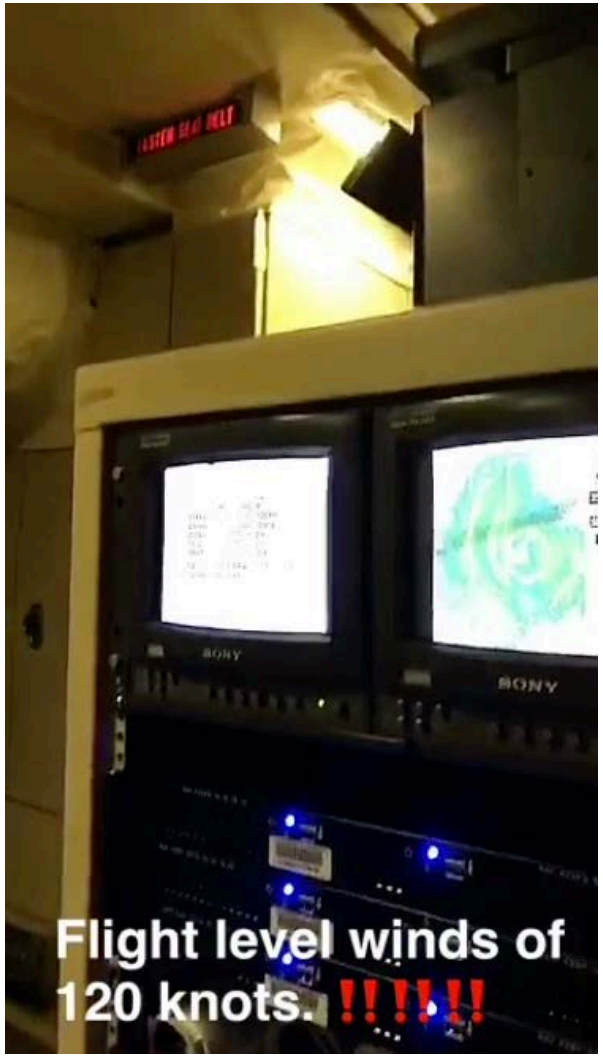
BE AUTHENTIC.

Expectation

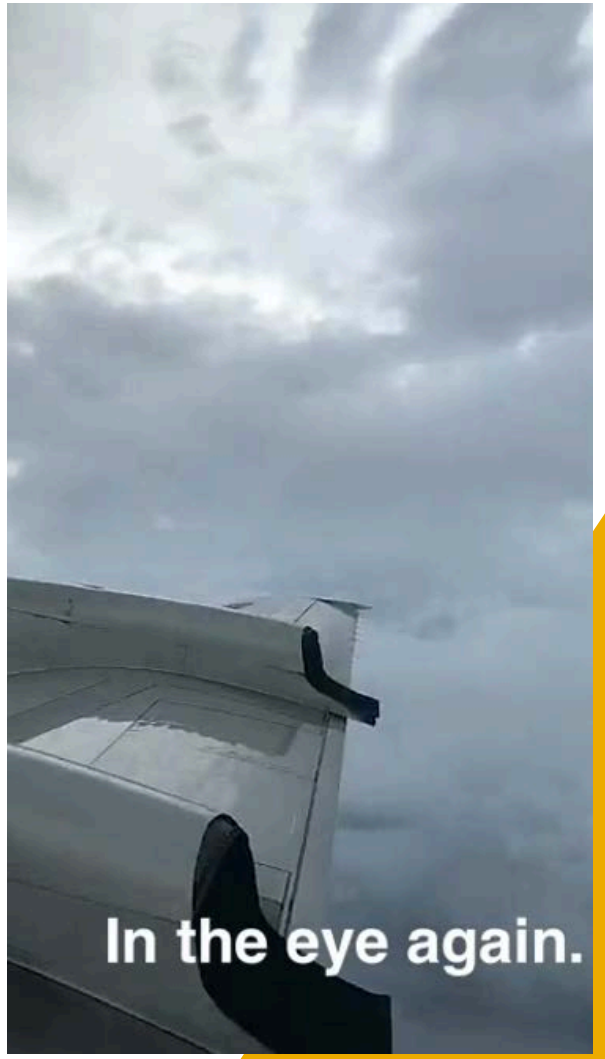
Reality

FOCUS ON OUTCOMES.




Flight level winds of
120 knots. !!!!!

Prepping
sondes in
turbulence


In the eye again.

SEGMENT AND
PERSONALIZE.

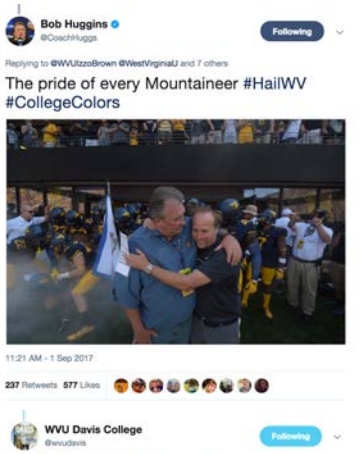
GIVE THEM A REASON TO ENGAGE.

WVU Mountaineers
@WestVirginiaU

Let’s give a rah for West Virginia! #HailWV #CollegeColors 💛💙

8:00 AM - 1 Sep 2017

1,363 Retweets **2,472** Likes



ANDRES
@andres_w5

Follow

WVU has the best college social media accounts don't @ me (read the thread)

WVU Mountaineers @WestVirginiaU
Let's give a rah for West Virginia! #HailWV #CollegeColors 💛💙

12:07 PM - 2 Sep 2017

103 Retweets **310** Likes

Gayle Waters-Waters
@katieee_smithhh

Follow

by far the best twitter thread i ever did see :')

WVU Mountaineers @WestVirginiaU
Let's give a rah for West Virginia! #HailWV #CollegeColors 💛💙

9:11 PM - 2 Sep 2017

7 Likes

Ricki Keller
@slickrick_17

Follow

i'm tearing up in the airport it's fine

WVU Mountaineers @WestVirginiaU
Let's give a rah for West Virginia! #HailWV #CollegeColors 💛💙

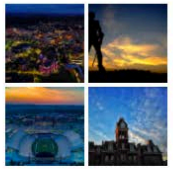
2:43 PM - 2 Sep 2017

1 Like

ob
@liveelove

Follow

i'm DYINGG 😩😩💙💛💙💛💙💛💙
thread of the century



WVU Mountaineers @WestVirginiaU
Let's give a rah for West Virginia! #HailWV #CollegeColors 💛💙

3:42 PM - 2 Sep 2017

4 Retweets **13** Likes

THANK YOU!

Tony Dobies
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@DOBIEST