Master Your Digital Literacy

in speaking with the Millennials and the Generation Z

Diana Zsoldos, Social Media & Web Content Manager

European Commission, DG for Interpretation (SCIC)

Former IVY (Interreg Volunteer Youth)

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Warm-up

How are you? How is Malta treating you so far?

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Warm-up

Which country/region are you joining us from?

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Nice to meet you!

- Social media & Web Content Manager at SCIC

- One of the very first Interreg Volunteers (IVY)

- Interreg Volunteer Youth reporter 2017-18

- From Hungary → Austria → Belgium

- Contributor to the Interreg Youth Manifesto

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Activity

Describe with one word what comes to your mind if you hear the words 'Millennials' or 'Gen Z'?
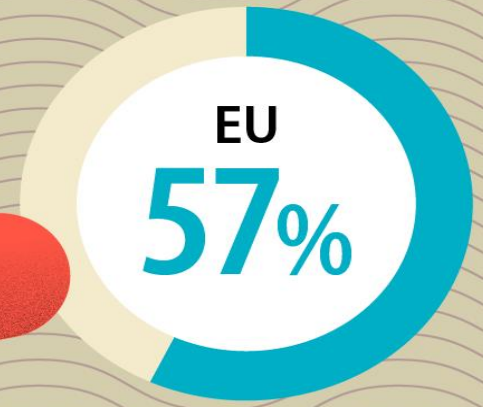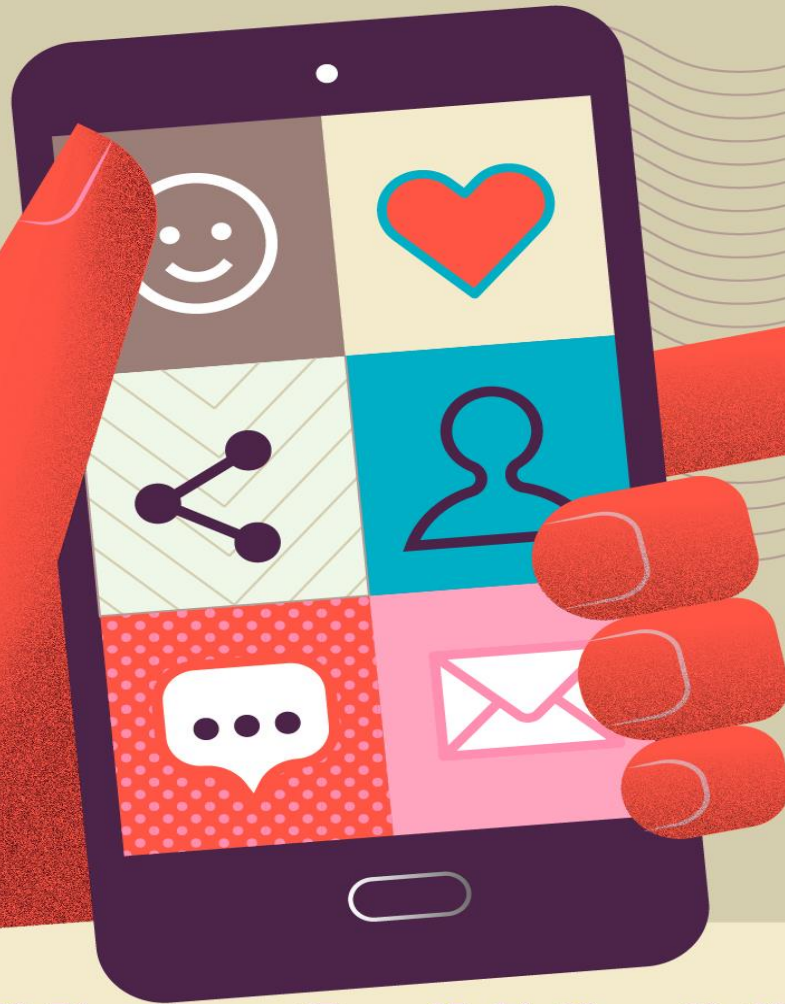
Sli.do registration number: #DigitalNative

Step 1: Open sli.do on your web browser / mobile app

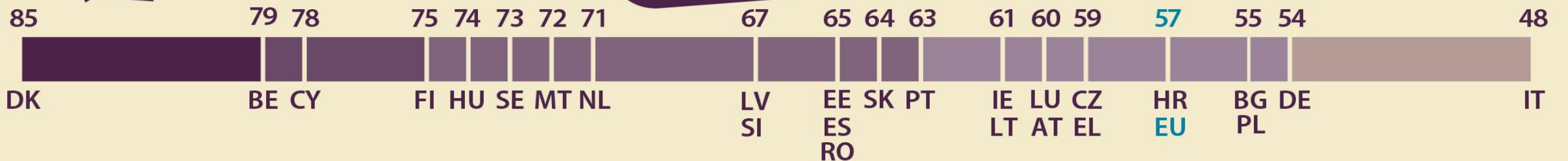Step 2: Enter the registration number #DigitalNative

Participation in social networks in the EU

(share of people aged 16-74, in the last 3 months prior to the survey, 2020)

EU 57%

1 **Denmark 85%**
2 **Belgium 79%**
3 **Cyprus 78%**

85	79	78	75	74	73	72	71	67	65	64	63	61	60	59	57	55	54	48
DK	BE	CY	FI	HU	SE	MT	NL	LV SI	EE ES RO	SK	PT	IE LT	LU AT	CZ EL	HR EU	BG PL	DE	IT

Belgium: data with low reliability. France: 2020 data not available. As a result, the EU aggregate has been estimated.

ec.europa.eu/**eurostat**

Meet Your Audience

Tech-savvy
generation

Hungry for
authentic,
personal stories

Audio-visual
oriented

Purpose &
impact driven,
community
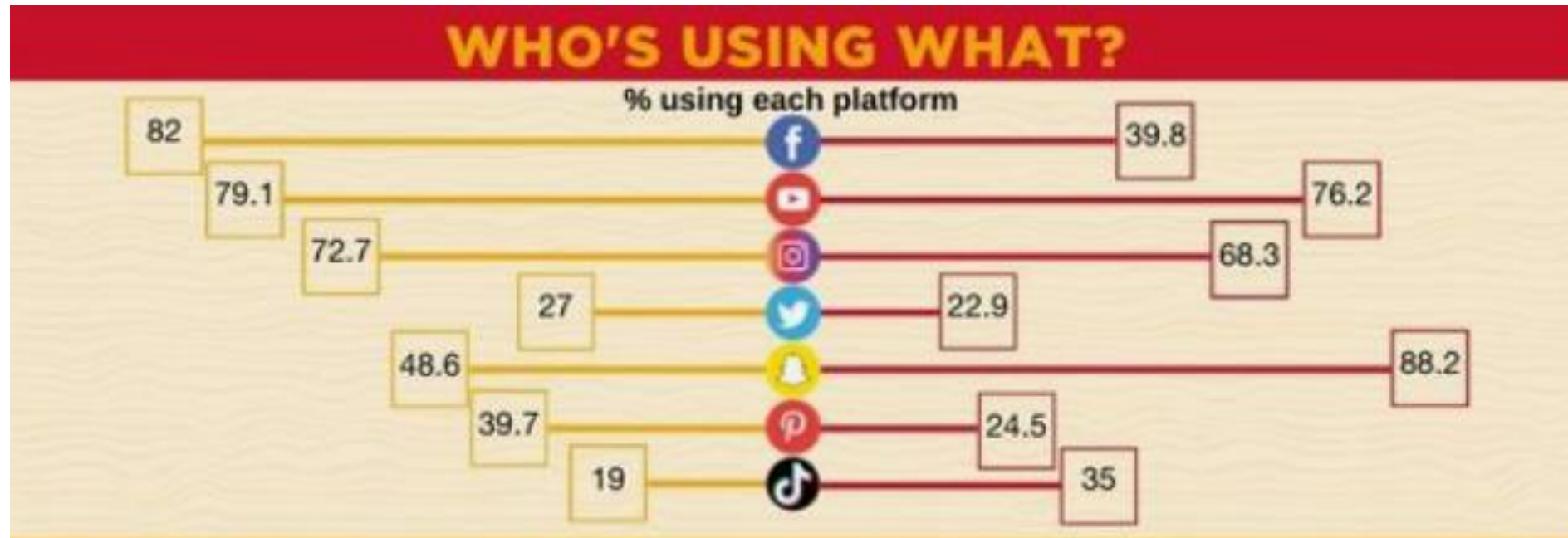focused

Photo source: unsplash.com

Millennials Vs. Gen Z

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Millennials Vs. Gen Z - Platform Usage

WHO'S USING WHAT?
% using each platform

Platform	Millennials	Gen Z
Facebook	82	39.8
YouTube	79.1	76.2
Instagram	72.7	68.3
Twitter	27	22.9
Snapchat	48.6	88.2
Pinterest	39.7	24.5
TikTok	19	35

Source: Pinterest

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Tech-Savvy Generation

- **Modern and available:** i.e. mobile apps

- **Well-designed:** visually appealing websites & social media content

- **Fast:** scrolling time and attention (span)

- **Quick & easy access to information:** i.e. QR codes

- We asked for better digital tools in the Youth Manifesto

‘**Fun Fact**’ The Goldfish Effect: human attention span has dropped from 12 seconds in 2000 to 8 seconds in 2013

Audio-Visual Oriented

- Popularity of podcasts, TED talks (Youngest speaker: Molly Wright (7))

- Why? Personalisation, variety, freedom of medium (Netflix)

- [Link to Interreg Podcast](#) „This is Europe"

Trends & Tools: Instagram Reels, Disappearing Content, Branded effects, Cross-platform content, GIFs, Stickers. Canva, Powtoon, GIPHY

Seeking For Involvement

- Involvement in Manifesto (Alumni groups, Meetups)

- Partnership (Ask their opinion, Involve them, i.e.: Committees)

- Action (Where and how can they contribute?)

- Value & Appreciation

Trends & Tools: Reddit, Twitter storm, Pools and quizzes in disappearing content, Collaborative live or post

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Best Practice

Digital Movements

Call to Action (CTA)

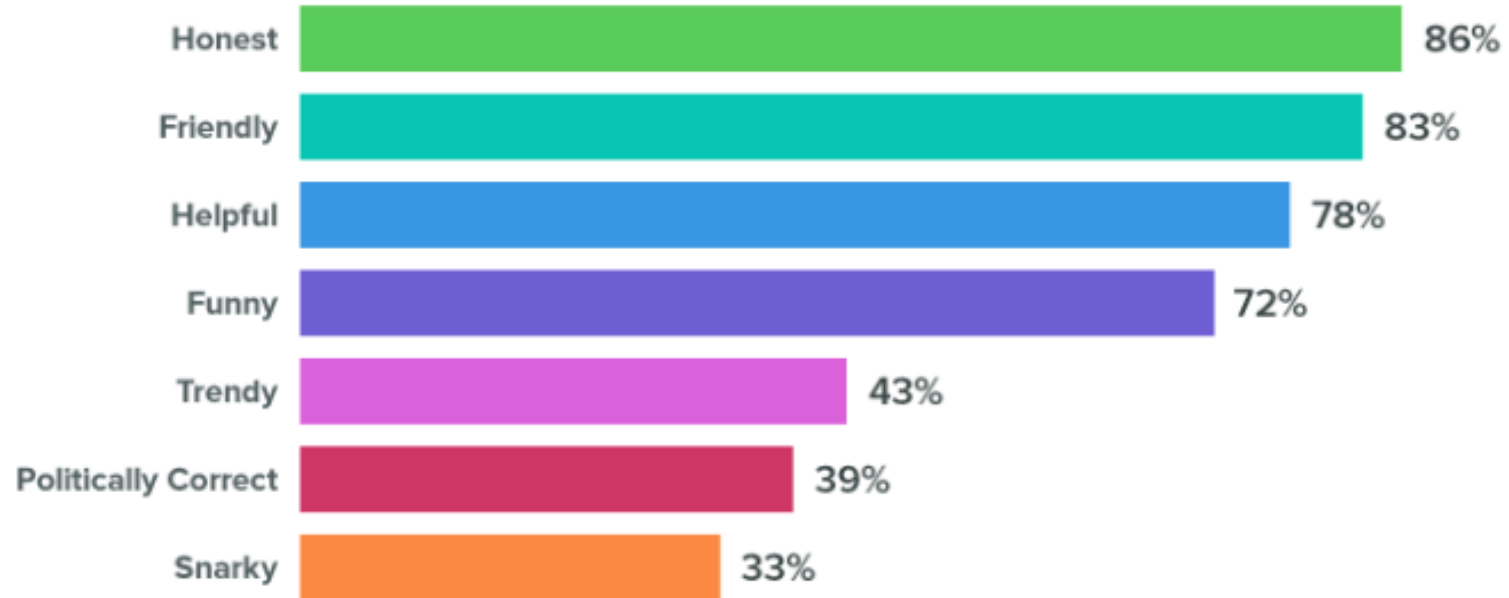European Commission

Speak Their Language

Always ask yourself before publishing

- Does your story convey a message that resonates with your audience?

- Does your story evoke emotions & empathy?

- What is the added value?

- Where you will direct them? How do you engage? (CTA)

Trends &Tools: Collaboration with relatable influencers, „Genuinfluencers"

Hashtag generators (AllHashtag)

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Tone of Voice

Honest	86%
Friendly	83%
Helpful	78%
Funny	72%
Trendy	43%
Politically Correct	39%
Snarky	33%

sproutsocial

sproutsocial.com/index

Source: SproutSocial

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The 3 'C's of Communications

Create original content

Collaborate with your audience

Customise to engage

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Types of Content

Interactive

Pools, Questions in Stories
Mobile Apps
Virtual Reality
Interactive Websites

Static   **Dynamic**

Conventional Photos   Animated Visuals
                             Reels
                             GIFs

Passive

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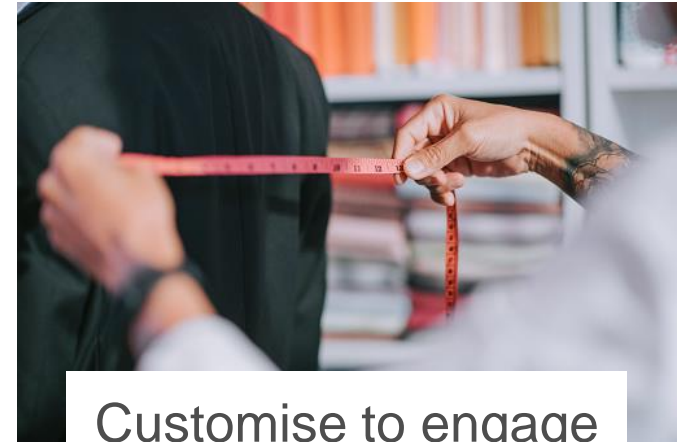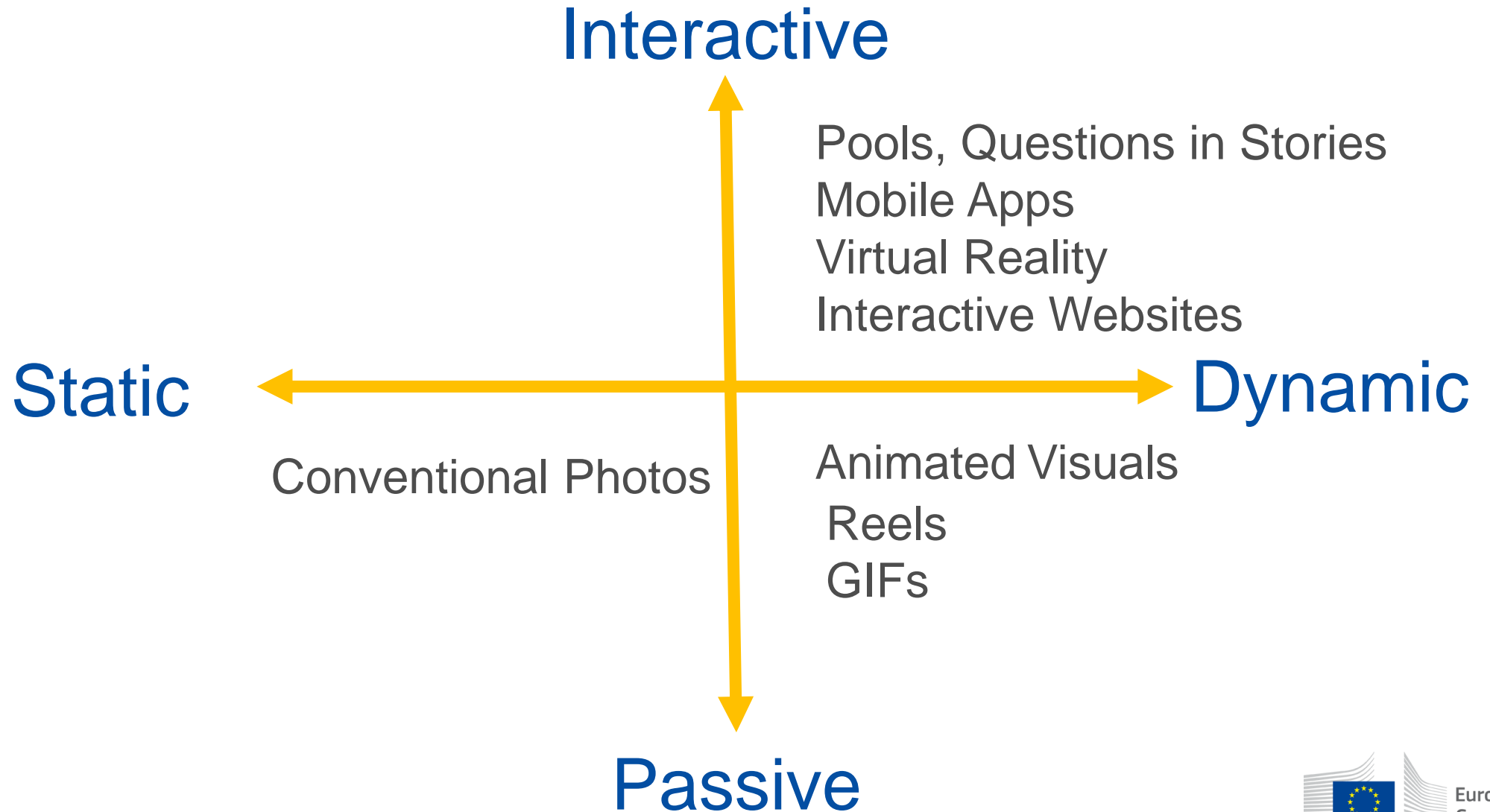
Enjoy & Engage

- Use inclusive & plain language
- Try to be creative
- Hit the right emotional cord
- Use stickers that encourage engagement
- Seize the (holi)day
- Think beyond feed posts (DM, AMA)
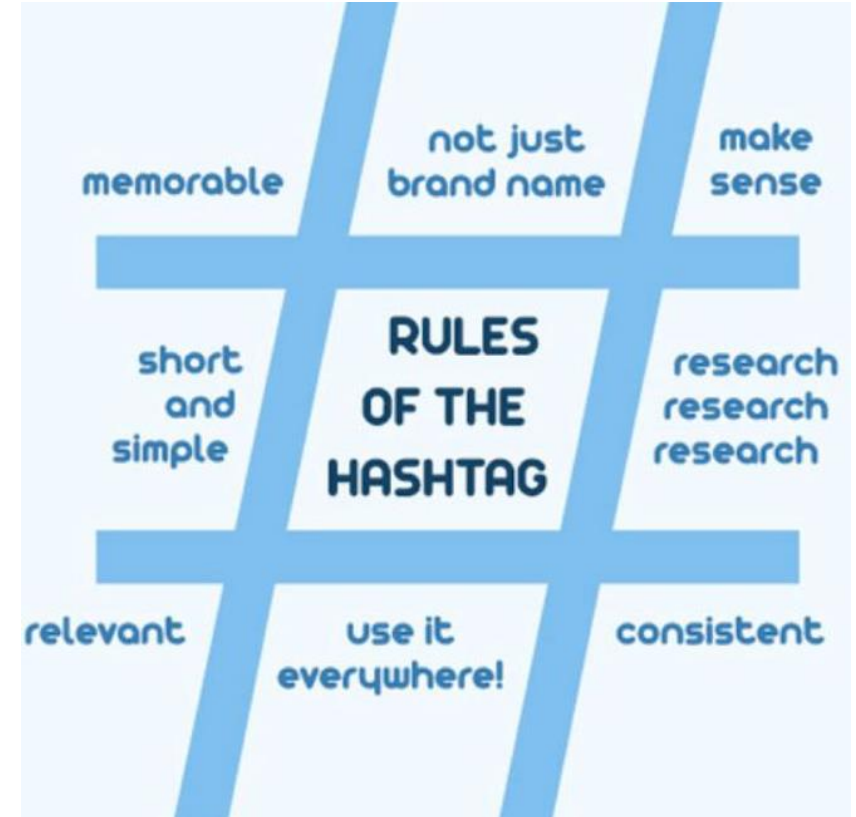
Trends & Tools: Hashtag generators (AllHashtag)

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#GettyMuseumChallenge

Getty is Celebrating 25 Years ✓
@GettyMuseum

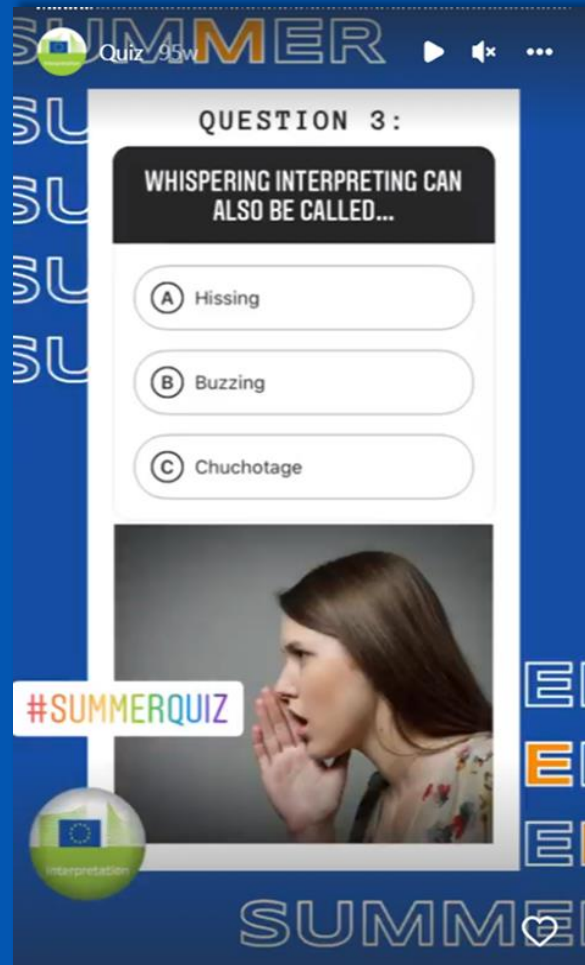We challenge you to recreate a work of art with objects (and people) in your home.

1 Choose your favorite artwork
2 Find three things lying around your house
3 Recreate the artwork with those items

And share with us.

Source: Twitter

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Memes

The word meme was coined by Richard Dawkins in his 1976 book *The Selfish Gene* as an attempt to explain how ideas replicate, mutate, and evolve (memetics). Emoticons are one of the first resemblances of internet memes.

Trends & Tools: Check Trending Memes on 9GAG

Activity

Are you fluent in emojis?

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Guess The Sentence

Sentence #1

🚫 🕛 🖥️ 💥 👗 👜 💲 ↩️

Sentence #2

✈️ 👨‍👩‍👧 🚢 😨 🌊 🚫 🏊

Take Away From The Task

Emojis will not replace good copy

Use them:

- as a finishing touch

- to increase interaction

- to foster positive (brand) association
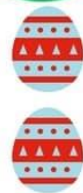
- to express emotions where words alone won't do

Bear in mind:

- Emojis work with human psychology

- Emojis aren't 'low-brow'

- Be aware of hidden meaning

Trends & Tools: EmojiPedia

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Source: Contentworks

Ran out of ideas?

Google Trends

Seize the (Holi)day

User-Generated Content (UGC)

What's already trending on Twitter or FB?

Follow hashtags

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Let's play with languages.

We've listed some popular sayings in different EU languages to celebrate International Mother Language Day. We count on your multilingual skills to explain their meanings in the comments. ☺

As you probably spotted, we are missing some sayings in other EU languages. Can you help us complete the list?

Share your favourites and tell us more about their meanings. ⬇

One of the EU EU's founding principles is multilingualism. We are home to 24 official languages and over 60 regional or minority languages.

📌 Follow @translatingforeurope and @euinterpreters for more on EU languages.

#InternationalMotherLanguageDay #Multilingualism #Language #MotherTongue #UnitedinDiversity #IMLD2022 #EU #EuropeanUnion
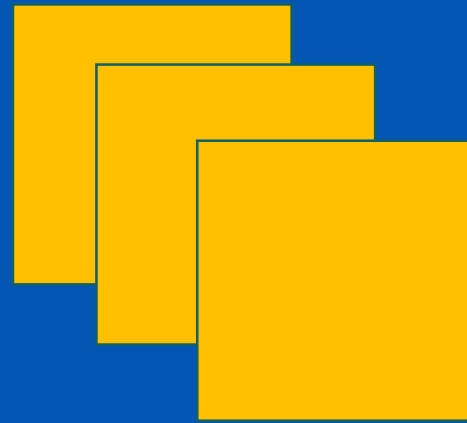
First commet with Call to Action:

Remix this reel with your own sayings. ⬇

1 Tap the three-dot menu at the bottom of the reel.
2 Tap Remix this reel
3 Record your reel
4 Share the remix and tag the @europeancommission account in your caption
5 Set your Instagram profile to public so we can spot your reel.

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Flashcards

Is it still Greek to you?

Link to Quizlet

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Activity

Craft a mantra!
(max. 160 character)

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Every Coin Has Two Sides

- New media is a rapidly growing environment, requires constant learning

- Experiment, but you do not have to use everything

- Be consistent, but not robotic

- Double-check your sources

- Disconnect – be aware of mental health
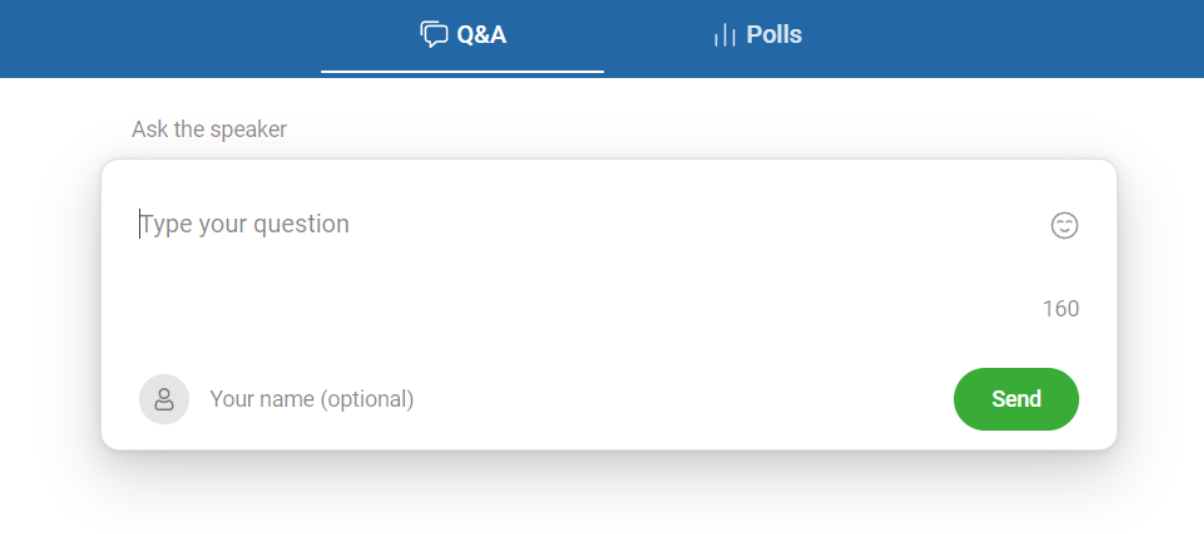
- Take it easy!

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Find and keep your balance!

Don't forget to have fun!

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Q&A or AMA

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Cool down

In one word or emoji, how would you describe this workshop?

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Additional Resources

- [Manifesto for Young People by Young People to Shape the European Cooperation Policy](#)

- Guy Kawasaki – Peg Fitzpatrick: The Art of Social Media

- [Generational Marketing](#)

- [The Netflix Effect: Teens, Binge Watching, and On-Demand Digital Media Trends](#)

- [Podcast Charts](#)

- [Eurostat: Social Media Network Participation](#)

- [Social Media Usage Statistics in Europe](#)

- [Activism and Social Media: Youth Participation](#)

- [Are You Fluent in Emoji?](#)

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Keep in touch

 europa.eu/interpretation

 Diana.zsoldos@ec.europa.eu

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 Diana Zsoldos

Thank you

Diana Zsoldos

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