

Note to brands: young people are sick of you targeting them on social media

Build trust by talking WITH, not AT your customers

Harris Poll of **2,374 US consumers** examines generational differences in how people feel about connecting with brands on digital channels.

Younger Generations

Older Generations

“Generation Z”

16-19 years old

“Millennials”

20-39 years old

“Generation X”

40-59 years old

“Baby Boomers”

60-70 years old



74%

of younger people (Gen Z and millennials) don't like being targeted by brands on social media



57%

have actually stopped or cut down using certain social media sites because of paid advertising that appears in their news feed

For social networks, blogs, online communities and celebrity endorsements the trust disparity between young and old is huge:

Trust in social networks



54%
of younger people



32%
for older adults

Trust in blogs



50%
of younger people



30%
for older adults

Trust in online communities



61%
of younger people



45%
for older adults

Trust in celebrity endorsements



35%
of younger people



19%
for older adults

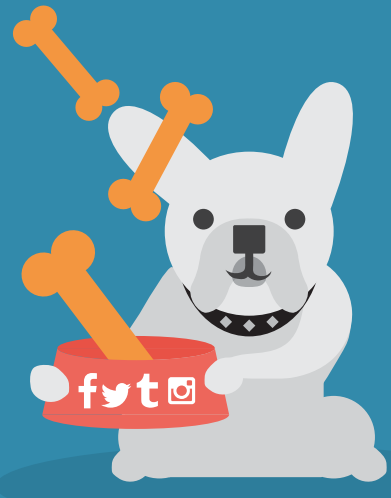
So what to do?

Build trust with younger people – online millennials make up more than 69 million consumers, a third of the US online adult population



Stop “broadcasting” to customers

Be present in the right places if you want to win (online communities, blogs, social networks)



Take a Total Community approach to digital - build a network of trusted stakeholders around your brand

Lithium

For more information about how Lithium helps their customers reinvent how they connect with their customers, visit lithium.com

Harris Poll conducted the survey online on behalf of Lithium Technologies within the United States from January 19-29, 2016, among a total of 2,374 US people ages 16-70. For full methodology or more information about the study please contact eddie.mcgraw@lithium.com.

¹Forrester Research: May The Force Of The Millennials Be With You!, Mary Shea, 2016