Communicating with Your Millennial WIC Participants
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(Meredith Xcelerated Marketing)
Content Consumption Trends
How We Consume Content

• Fundamentally changed

• Changing our very biology

• Differs by gender, generation, income, ethnicity and personal preference

• Is rapidly evolving
Some Things Haven’t Changed...
What Gets Our Attention

- Movement
- Novelty or Unpredictability
- Emotion
- Social Import
- Pleasure

Danger or Opportunity
Why it Gets Our Attention
Utility
News/Information
Differentiation is the process by which cells become specialized.
Judy Nelson
Do you or someone you know depend on SNAP (food stamps) to stay fed and make ends meet? Well, they need your help, as congress wants to cut billions off that program while increasing farm subsidies (goes to the big mega-farms). Vote for those who need help feeding their family. (No cost to you, just your action.)

Like - Comment - 4 hours ago near Hood River, OR

Sue Jaffe Bröhm
A brilliant efficiency program by Teens for Teens.

Please visit their page and "Like" or "Share" to show them your support.

(https://www.facebook.com/TeenEnergy)...

Teen Energy – The Money Maker
We are Josie and Suné, and it would really mean a lot if you just follow our tips on how to save. Non of the money saved you have to give to us, this is not a plan. The money saved is yours and only yours! But also getting money is not your aim, then this also helps slow down climate change and global w...
Inspiration
GriefShare Support Group – Open to the public

Public · By Mt Pocono Umc

Going (1)

Mt Pocono Umc (Host)

Export · Share · Report

| Events | Join | More |

Wednesday

11:00am until 12:00pm

Clear 64°F / 43°F

We have had some conversations with local experts on grief in our area and want to extend a welcome to anyone that may have love lost a job, or any other grief. We are looking for anyone who would like to share their story as well as be a support for someone else dealing with grief.

Please call the church office 570-828-0800.
Entertainment and Diversion
Today’s Content Consumption Trends

- Multiple Devices
- Parallel Consumption
- Divided Attention
- On-demand
- Personalized
- Snackable
- Shareable
- Mobile
A Closer Look at the Millennial Generation
Hyperconnected

Millennials spend a huge amount of their lives online

91% are daily internet users

Source: Forrester
Highly Social

Highest social networking penetration of any generation

Over 82 minutes a day on social networking activities of all Twitter users are Millennials

Young Americans are 53% more likely than U.S. adults to feel that social media sites are very important for finding information about news and current events

Sources:
emarketer, Feb 2013; Scarborough USA+ Study, Release 1, 2012-Scarborough/GfK MRI Attitudinal Insights Data
Untethered

Far less likely then their Boomer parents to have ever had a land line

“cell internet users”
85%
use their phone to go online

“cell-mostly internet users”
50%
mostly use their phone to go online

Sources:
eMarketer; Nielsen;
Pew Research Center, Cell Internet Use 2013, 9.16.13;
Untethered Abounds

Cell-mostly internet usage is not just for Millennials. Together with young adults, dominated by...

- **60%** all hispanics
- **43%** all african-americans
- **27%** whites

Pew research Center, Cell Internet Use 2013, 9.16.13
Untethered Abounds

...the less-educated

| Cell mostly internet users with High School diploma or less | 45% |
| Cell mostly internet users with a college degree | 21% |

...the less-affluent

| Users living in HHs with annual income < $30K | 45% |
| Users living in HHs with annual income 75K+ | 27% |
Millennial Moms
New Family Configurations

Millennial Moms are experiencing motherhood from a much different perspective than older moms.

Single/never married:

32% of Millennial Moms vs. 16% of moms in general

61% of Millennial Moms married/living with partner

Majority contributor to their HH income:

33% of Millennial Moms vs. 26% of moms in general

Source: KRC Research “Digital Women Influencers”
Sharing the Responsibility of Children Under Age 18 with the Grandparents

In 2011

2.7 million grandparents responsible for the basic needs of one or more grandchildren, living with them

$45,526
Median income for families with grandparent householders responsible for grandchildren

$33,627
Median income where a parent of the grandchildren was not present

Source: U.S. Census Bureau, 2011 American Community Survey
Hispanic Millennial Moms

She is a blend of mainstream American and Latin influences that makes her distinct even from Latina moms in their thirties.

- More U.S.-born: Hispanic millennial moms (61%) vs. Hispanic moms in their 30s (34%)
- Less likely to be married: Hispanic millennial moms (52%) vs. Hispanic moms in their 30s (70%)
- English-dominant: Hispanic millennial moms (65%) vs. Hispanic moms in their 30s (39%)

Source: Experian
WIC Moms

Millennials place high importance on feeling connected to other women; the same is true for WIC moms:

- **82%** use social networks

- Friendships with other women provide them with:
  - Perspective and non-judgmental support
  - Adult interaction and socialization
  - Advice and honest assessments

- They find this support in a variety of places:
  - Best friends
  - Mothers
  - Social network friends
  - Mommy groups

Sources:
Meredith Parents Network MomTrak®, Moms & Media, January 2011; Meredith Millennial Research Study, Zeldis Research Associates, June 2008; Pew and American Life Project
All Using a Rich Combination of Expert and Peer Monthly Sources

30 media & information sources

Healthcare professionals...friends & family...health/medical websites...product review websites...search...general information websites...retailer websites...parenthood advice & information websites...product/brand/company websites...parenthood shopping & discount websites...women’s lifestyle websites...books...parenthood magazines...women’s health/fitness magazines...women’s lifestyle magazines...women’s fashion/beauty magazines...celebrity magazines...store personnel...online mom/women’s communities/blogs...baby gift registry guides...product manufacturer catalogs...social networks...mobile apps...digital parenthood magazines...newspapers & coupon/advertising inserts...emails/texts/e-newsletters...television

Source: Meredith Parents Network MomTrak®, Moms & Media 2, March 2012
It’s not Decreasing – It’s Expanding!

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2013</th>
<th>% Increase</th>
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<tbody>
<tr>
<td>Monthly Use</td>
<td>12 out of 20</td>
<td>18 out of 27</td>
<td>21 out of 30</td>
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<td>Sources</td>
<td></td>
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<td></td>
<td>60%</td>
<td>67%</td>
<td>70%</td>
<td>17%</td>
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Source: Meredith Parents Network MomTrak®, Moms & Media 2, March 2012
Social is a Clear Leader for Her Attention

Millennial Moms have more social network accounts and spend more time on their social networks than moms overall.

- Millennial Moms: 3.4
- Moms in general: 2.6

Spend an average of 17.4 hours per week with their social networks.

+ 4 hours more per week than the average mom spends on social networks.

Source: KRC Research “Digital Women Influencers”
The Shift to Social
“We are now entering a phase where websites are built and rebuilt around people. **Social behavior** is the key feature, it is not bolted on.”

-Paul Adams, Global Head of Design, Facebook
Social Media Most Popular Activity

This figure was 17.2% at the beginning of 2011.

24% increase in share of total time spent online.
Social Behavior Has Evolved

1993
Browsing the web

2003
Searching for information

2013
Discovery through friends
And Online Social Behavior is Growing

“We expect this rate [of sharing] will double every year... So in 10 years from now, people will be sharing about 1,000 times as many things as they do today.”

—Zuckerberg’s Law
Consumer Habits are Going Mobile

from 15” screens to 4” screens
Creating Content at the Speed of Social

Content Production

Resources per piece of content

Content Pieces

Brands of 2010

Brands of 2012

Most relevant brands at end of 2013

mxm
About to be Cause Content Crash

The Content Crash:
Production exponentially outgrowing demand

- Everyone online is now a publisher, resulting in a growing, vast sea of content
- Yet our brains have a finite capacity for cognitive processing—a factor exacerbated by the quick-moving habits people have picked up as they shift social time to mobile
- Growing gap in content versus consumption combined with technology creates the crash
Make It Personal

Great Content + Data & Technology = Made for ME

mXm
Don’t Beg for Likes

In 2011 – 2012, many brands would talk to their consumers as if they were toddlers: asking **pointless questions, begging for Likes** and – in many ways – wasting consumers’ time.

But as the war on noise emerges in 2013, consumers and algorithms will narrow their lenses and only allow truly **compelling, unique and relevant** content through.
Let’s Get Visual

The two biggest social entrants of the past year are photo-centric: Instagram and Pinterest.

Instagram

Pinterest

Search

Following | Categories | Everything | Popular | Gifts | 30 Days of Personalisation

I asked for a pony

You've got to be jolly, you've got to be gay

WTF is this?

I said 9 likes 25 Retweets

Lolita Jolly via Carrie Poole onto Family Shizzle

Free Christmas форк

16 likes 512 Retweets

Chen Baxter onto Christmas

I asked for a pony

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Be a best friend tell the truth and overuse

I love you

Michelle Marie via Sarah Kaltmeier onto Romance society demands that I wear pants

Soft 100% wool sweater. Perfect for cold days. Wool sweater.

Soft 100% wool sweater. Perfect for cold days. Wool sweater.

Soft 100% wool sweater. Perfect for cold days. Wool sweater.

Soft 100% wool sweater. Perfect for cold days. Wool sweater.

Soft 100% wool sweater. Perfect for cold days. Wool sweater.
Diversify Content to Channel

Kids should know:

Eating healthy will help them do their best in school, have energy to do well in sports, and grow and stay strong.
Diversify Content to Channel

- Broad content hub for information
- Awareness generator and photo stream
- SEO and web traffic generator
- Short form videos to share on Twitter
- Breaking news, conversations, and customer service
- Short form blogging and multimedia content
- SEO and exclusive video content
- SEO and web traffic generator
Make it Personal for Everyone

Make it for **ME**

Show **ME** you ‘get it’

Tell **ME** I have options

Talk with **US**, where **WE** are talking

Participate in **MY** community

Show **ME** you fit **MY** needs

**Childhood nutrition is a complex issue**

**BUT WE HAVE TO KEEP MAKING PROGRESS**
Make it Personal for Everyone

Social Media is an individual’s personal connection to the digital world.

- Make it for ME
- Show ME you ‘get it’
- Participate in MY community
- Tell ME I have options
- Talk with US, where WE are talking
- Show ME you fit MY needs
Make it Snackable

The overwhelmed consumer favors **content snacks** over **app buffet**. Evolve your approach to focus on creating content that:

- Tells a self-contained, clear story with each post
- Moves the dial on your digital story

*Image 1: A product of the *old* social web

*Image 2: A product of *today’s* social web*
Photography is the Core of Storytelling

As photos become the central means of communicating on the social web, adapt your approach to produce visual, digestible social stories.
Leave Room for Imagination

• Close-up, partial photography leaves room for imagination

• Holding back from telling the whole story results in increased engagement, as the audience is compelled to fill in the blanks
Humor is Okay

“IT’s no use crying over spilled milk.” We think Coffee-mate is a different story.

The file you’re looking for appears to be missing. Would you like a glass of wine instead?

Yes   No
But Don’t Forget What You are Trying to Achieve
Social Strategy
Start with a Strategy

social media strategy

learn
listen
define
engage
control
measure
prioritize
develop
Integrate Social into Communications

1. Don’t treat social media as a silo

2. Understand that social is a daily communication and monitoring commitment

3. Offer social media training to your entire team
Start Actively Listening

- Leverage Google Alerts
- Create a monitoring site list
  - Owned Social Channels
  - Craigslist
  - Local bloggers
- Establish a protocol for response
10 Questions to Answer Before You Begin

1. What are the goals of your social media policy?
2. How will you update your policy and reinforce it across the organization?
3. Will you encourage employees to participate in social as a representative of your brand?
4. Which social networks will you maintain a presence on?
5. How will you maintain a consistent voice and style across networks?
6. What information can your employees share?
7. How will you monitor conversations about your brand on social channels?
8. How will you respond to questions in social from participants?
9. What authorization and legal compliance standards do you need to address?
10. What constitutes a social media “crisis”? What is your process for escalation and resolution in social?
Establish Your Voice

Determine your target audience and think about how you want them to interact with you, we want to inspire the feeling, “This is my trusted friend and resource talking about nutrition.”

Core personality traits:

• Passionate about food and family
• Respectful of busy, complicated lives
• Fresh (not repetitive)
• Informative but not prescriptive
• Trendsetting
• Speaks in a tone that resonates especially well with the younger, female, millennial audience
Channel Landscape
Diversify Content to Channel

- Broad content hub for information
- Awareness generator and photo stream
- SEO and web traffic generator
- Short form videos to share on Twitter
- Breaking news, conversations, and customer service
- Short form blogging and multimedia content
- SEO and exclusive video content
- SEO and web traffic generator
Facebook

- Highest traffic social platform
- Capacity to build viral awareness
- Drives real-time engagement
- Variety of content and apps available to engage audiences
- Consumer insights becoming more available
Share When You’ll be Heard

You have **3-6 CHANCES**
to engage with fans on Facebook

96% of users **NEVER RETURN** to a brand page after their initial visit

Facebook users spend **19/20 MINUTES**
on their news feed
Twitter

- Allows multiple daily touch points
- Take advantage of real time trends and discussion
- Influencers on the platform focused on content sharing
- Generates substantial live engagement and buzz
- Hashtags help to build engaging conversations
- Pinterest is a virtual “pinboard” where users “pin” or upload images and video
- Gain early channel buzz among growing user base, particularly women
- Highlight visual assets to drive traffic to other channels
- Show behind the scenes and exclusive first looks
- Very strong content sharing platform for food, home décor, and retail
**YouTube & Google+**

- Fuel discovery and complement SEO strategy
- Showcase scripted and UGC video content
- Works in tandem with a Facebook video subscription strategy
- Supports pin-able/expandable video needs on Twitter and Pinterest

- Augments search engine optimization & marketing
- Video hangouts provide interactive fan engagement opportunity
Tumblr & Instagram

• Serves as primary hub for fan created-content
• Take advantage of short, visual posts
• Easily browsable will better encourage reblogging and liking (or ‘hearting’)
• Users can reblog a post that they like and add their own additional commentary

• Offers “intimate” behind-the-scenes access
• Influencers can tag photos to be included in content feeds
• Builds and incentivizes user-generated content
• Can be syndicated to website and other social networks
GroupMe & Snapchat

- Users send out a message that arrives as an interruptive SMS or push notification.

  Users can create as many groups as they want - up to 25 individuals.

- Functionality could also be used to execute a conference call or knowledge sharing opportunity.

- Allows users to share photos and video directly with friends as temporary media.

  Items are viewable for only a few seconds and then self-destruct.

- Audience is primarily 13-25, and app has unfavorable association with lewd messaging.

- Limited service with no brand/ad integration.
The Rise Of Short Form Video

Whether you are hoping to capture a film masterpiece in 3, 15, or 60+ seconds, there are a dizzying number of apps claiming to be the Instagram of video.
Thunderclap

- Asks fans to **donate their status updates** to drive immediate attention to a cause or campaign
- The “**crowd speaking**” concept collects and stores supporting tweets releasing them as part of a simultaneous announcement or “Thunderclap”
- Create instant visibility within Facebook and Twitter to capture enough attention and create a viral effect
- Site’s mission is mainly philanthropic

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**Dine Out this September**
Thunderclap: White House & Gun Violence

The goal was to send a wave of tweets across Twitter on the day of the US Senate vote on Gun Control.
The Future: Generation Z
Generation Z
or Young Millennials
are born between the
mid-1990s and 2010.
Digital Homesteaders

- Comfortable with and overly dependent on technology
- Constantly multitasking
- Crave interactivity and stimulation
- Always connected
- More socially responsible

Source: grail research “Consumers of Tomorrow Insights and Observations About Generation Z” November 2011
Generation Z: Always Connected

- **100%** are connected for 1+ hours per day
- **46%** are connected for 1+ hours per day
- **25%** are actively connected (checking email, messages, etc.) within five minutes of waking up
- **75%** connecting in an hour or less

*Source: Ipsos MediaCT “GenZ: The Limitless Generation”*
Generation Z: Rarely Unplugged

There are few “sacred” times away from technology

- 63% say they are “unplugged” during work/school
- 44% say they are “unplugged” while at religious services
- 44% say they are “unplugged” while doing homework/studying

Only 43% agree that they value the time when they’re unplugged

Source: Ipsos MediaCT “GenZ: The Limitless Generation”
Generation Z: Crave Social Connectivity

Value constant connectivity with peers...

- Prefer communicating through social networks and instant messaging, and consider email “so yesterday”
- Many feel that social networking is more important than other aspects of their life, including their family
- According to a study, when kept away from social networking devices such as laptops and mobile phones
  - 79% displayed symptoms of distress

Source:
grail research “Consumers of Tomorrow Insights and Observations About Generation Z” November 2011
Generation Z: “Glocalism”

Hyper-connected both to their local neighborhoods as well as the world at large

- According to a global survey:
  - 50% of all tweens (8-12 years) are online globally everyday and
  - 25% interact daily with peers in other countries
  - 76% agree that their experience with technology will help them reach their goals
  - 66% agree that technology makes them feel like anything is possible.

Source:
Scarborough USA+ Study, Release 1, 2012-Scarborough/GfK MRI Attitudinal Insights Data; Forrester; Ipsos MediaCT “GenZ: The Limitless Generation”
Planning for the Future
What Does Success Look Like?

- Increased, positive discussion and engagement
- Increased traffic to your website and/or resources
- Content shares and referrals
- Positive awareness for program within the community
- Strong relationships within local and national editorial community
Top 10 Tips

1. Don’t Mind The Channel
2. It’s All About The Content
3. Listen & Respond
4. Be Quick and Authentic
5. Empower Your Staff To Participate
6. Make It Snackable
7. Make It Sharable
8. Allow For A Conversation
9. Keep It Personal
10. Leverage Your Advocates
Thank You