



Engaging Young People

Participation People
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Instructions

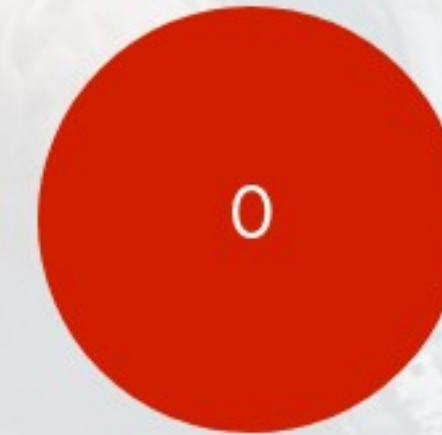


Q0. Would you rather have eyelashes for fingernails or fingernails for eyelashes?

Eyelashes for fingernails



Fingernails for eyelashes





Q1. Which generation were you born into?

0	0	0	0	0	0
Silent Generation - 1925 - 1945	Baby Boomers - 1946 - 1964	Gen X - 1965 - 1980	Millennials - 1981 - 1996	Gen Z - 1997 - 2012	Gen Alpha - 2013 - 2025

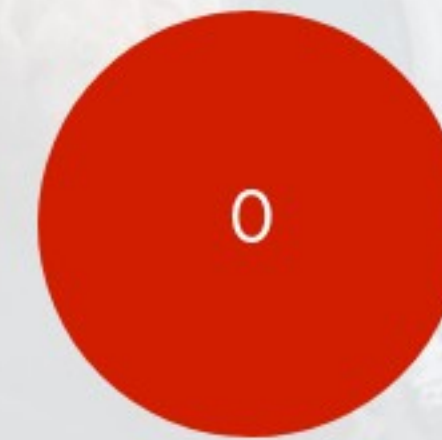


Q2. Which generation will soon overtake millennials as the largest generation?

Gen X



Gen Z



Q3a. How many platforms can a Gen Z juggle simultaneously

3

✓ 5

8



Q3b. How many platforms can you juggle, remaining on task and present to what you are doing?

Waiting for responses ...



Q4. How long do you have to engage Gen Z in a communications campaign/ public health message?

5

✓ 8

15

Q5. Around 1 in ? of Gen Z say they're more likely to engage with a brand with lots of "likes" or positive comments.

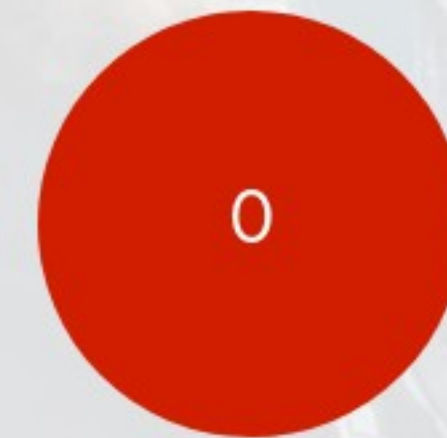


Q6. Which would Gen Z go to first when researching something/ reviewing a brand or product?

Google



TikTok

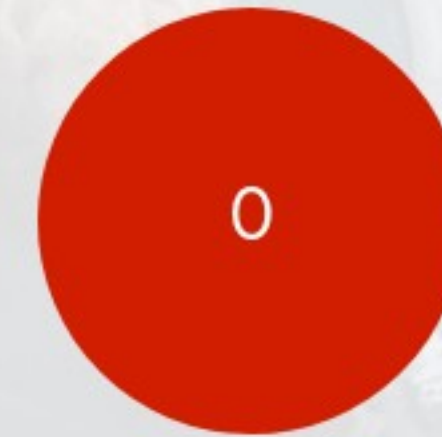


Q7. For organisations looking to engage with Gen Z online, what is most relatable to them?

Meme

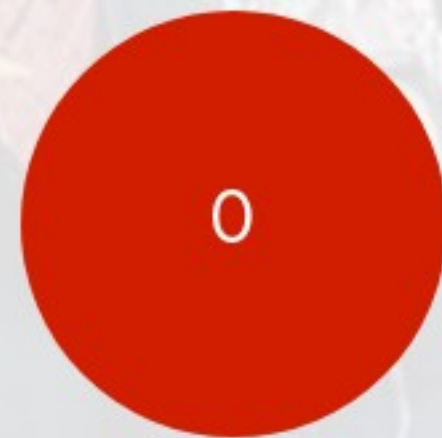


GIF

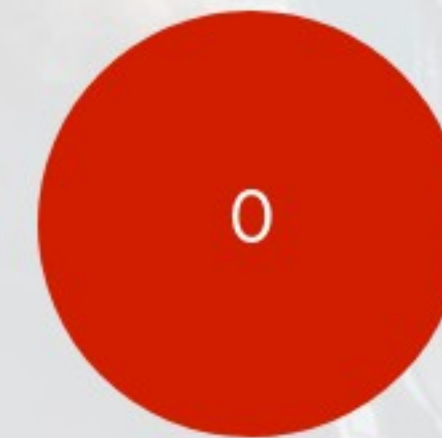


What % of Gen Z say memes help them express ideas they would normally struggle to communicate

< 50%



> 50%



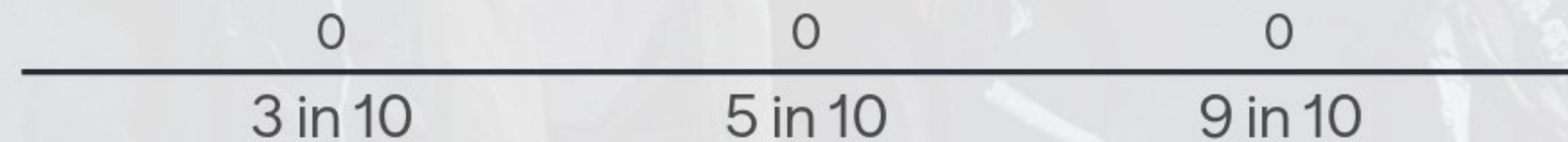
Q9. What % of Gen Z say that seeing business leaders speak out on sustainability has influenced their thinking and behaviour.

10

✓ 33

50

Q10. Gaming is big for our generation; ? in 10 Gen Z are gamers on any device

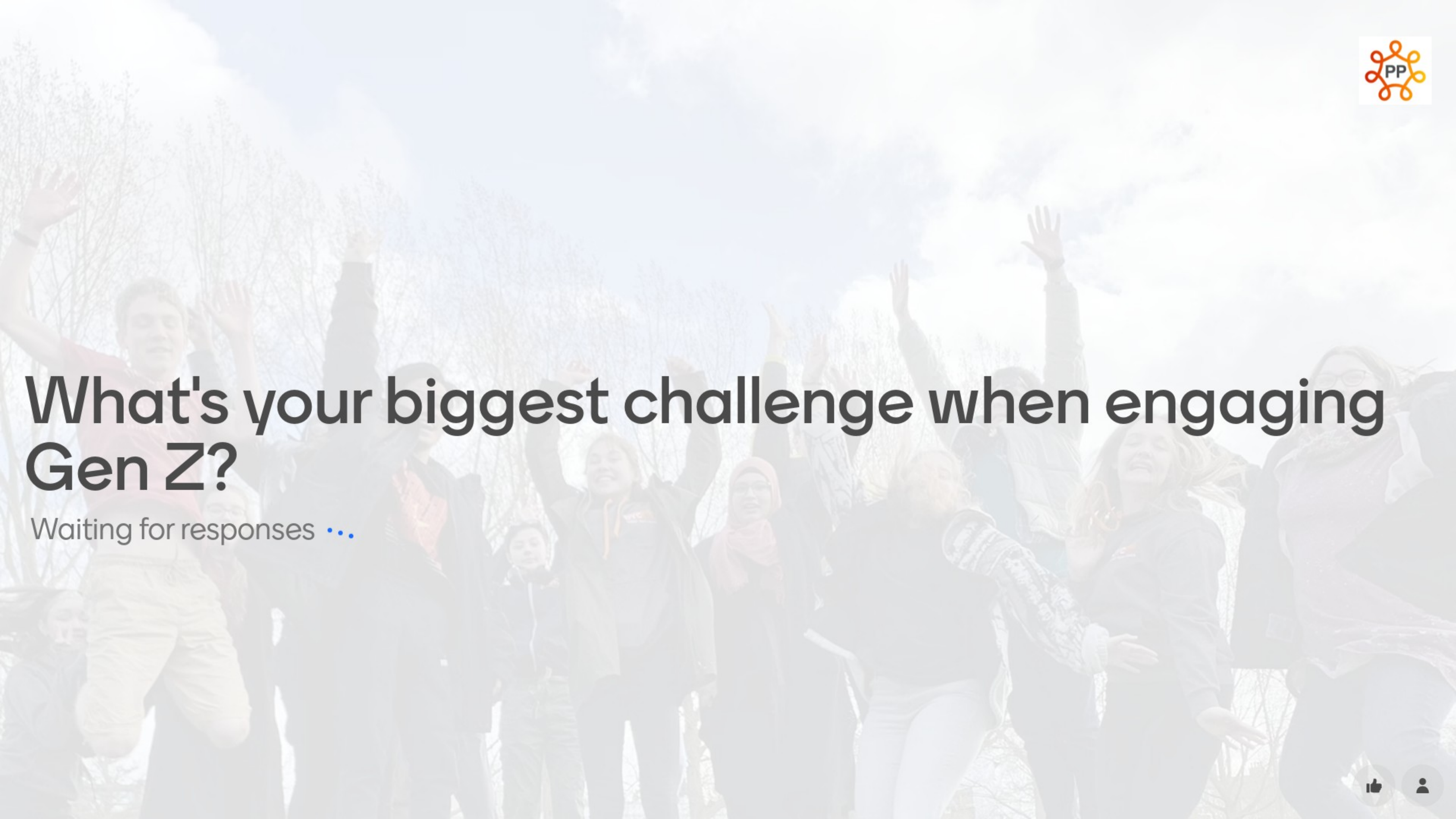




PUT US ON THE SPOT

What's your biggest communication challenge?





What's your biggest challenge when engaging Gen Z?

Waiting for responses ...



GEN Z PROBLEM | Short Attention Spans

- SOLUTION | TikTok, YouTube and SnapChat are your new best friends.
- SOLUTION | Work with young people to co-produce regular content with you.
- SOLUTION | More pictures, fewer words.

GEN Z PROBLEM | Authenticity

- SOLUTION | Train senior leaders in youth engagement by young people.
- SOLUTION | Young people mentor senior leaders (mentoring, in reverse).
- SOLUTION | Sense check messages with young people first.

GEN Z PROBLEM | Digital Overload

- SOLUTION | KEEP IT SIMPLE STUPID.
- SOLUTION | Gamify your content.
- SOLUTION | Consider young people's timetables.

Remember...

- It's young people's right to choose to take part / engage
- It's also their choice also on how much they take part / engage
- It's our legal duty to listen (Article 12, UNCRC)



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How has this session left you feeling AND what one learning moment will you be taking back to your team?

Waiting for responses ...





Thank you!

