

Top 10 Solutions to Engaging Gen Z



Lack of GenZ Representation

There are too few Gen Z individuals on the communications team, leading to a generation gap.



Advice from the experts

Azisa's top tips to solve this challenge include:

- **WORK EXPERIENCE** - offer short work experience placements for local young people and give them a meaningful communications project to work on.
- **COLLEGE PARTNERSHIPS** - offer to mentor interested local young people in journalism, communications, public relations and media.
- **CAREER DAYS** - go out to local schools and take part in their organised career days and follow up with interested young people with career development opportunities.
- **BEHIND THE SCENES** - offer behind-the-scenes days to show young people what it's like working for the public sector.

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Online Participation Challenges

Difficulty in getting young people to actively participate in online consultations and discussions.



Advice from the experts

Azisa's top tips to solve this challenge include:

- **TASTER EVENTS** - young people sometimes need extra help in new spaces. Offer short taster events to build confidence.
- **SAFEGUARDING** - provide reassurance of the safety measures and event expectations before, during and after each activity.
- **SET UP** - help young people think about the best place for them to be during the online event to encourage their participation.
- **SPACE** - give young people different ways to feed into discussions for example using instant messaging rather than speaking.

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Perceived Boredom

The perception that local government issues are not considered "trendy" or interesting by Gen Z.



Advice from the experts

Sirad's top tips to solve this challenge include:

- **DON'T TRY TO BE SOMETHING YOU AREN'T** - some of us know what you do, some don't. Tell your story, and make it relevant to us.
- **PUT YOURSELF IN OUR SHOES** - we are bombarded with digital content. Work with us to help you curate your messaging and voice for young people. We are the experts, after all!
- **YOUTH PROOF YOUR LINGO** - we won't read committee papers. Sorry! They are full of information we don't understand. Snapshots, soundbites, and BIG stats will grab our attention. Use those more!

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Appropriateness of Content

Struggling to engage young audiences when dealing with serious subjects where memes and fun content might not be suitable.



Advice from the experts

Stasia's top tips to solve this challenge include:

- **DON'T WAIT** - for something bad to happen. Get out there and listen to how we speak and communicate today. Build that into your planning so you know how to get messages out to us faster and better.
- **ANIMATION** - less words, more pictures and films. If filming, use someone we can relate to and know.
- **INTERACTIVE** - we will engage when we see others engaging. Give us those opportunities to steer your decision-making with polls and rating scales on social media platforms.

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Relevance of Content

Difficulty in making council activities and topics feel relevant to young people.



Advice from the experts

Stasia's top tips to solve this challenge include:

- **ASK** - young people what issues they face and create campaigns that speak to that.
- **BE INCLUSIVE** - and check that your pictures, graphics and films represent your youth population.
- **ACKNOWLEDGE** young people's interactions and celebrate them. They need *more* encouragement, not less.
- **COMPETITIONS** - introduce cheeky giveaways, vouchers, or exclusive work experience opportunities tailored for young people.
- **HUMOUR** - make us laugh, we will remember!

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Budget and Platform Accessibility

Challenges related to budget constraints and the need to communicate on accessible platforms to young people.



Advice from the experts

Megan's top tips to solve this challenge include:

- **REPRESENTATION** - If young people make up 20% of your population, why isn't 20% of your communication budget spent, engaging them?
- **THE FUTURE**- we are your future leaders, customers and colleagues, but we are also your residents of today. Give us the tools, opportunities and relatable stories to help you.
- **TIKTOK** - we are there, why aren't you? For us, this platform is our biggest source of information. Time to shake off those hesitations and come and find us!