

Alaska Child Support Services Division & Millennial Social Media



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MILLENNIALS

Millennials (also known as **Generation Y**) are the demographic cohort following Generation X. There are no precise dates for when this cohort starts or ends; demographers and **researchers typically use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years.**

Millennials are sometimes referred to as "Echo Boomers" due to a major surge in birth rates in the 1980s and 1990s, and because Millennials are often the children of the Baby boomers. The 20th-century trend toward smaller families in developed countries continued, however, so the relative impact of the "baby boom echo" was generally less pronounced than the post–World War II baby boom.

Millennial characteristics vary by region, depending on social and economic conditions. However, the generation is **generally marked by an increased use and familiarity with communications, media, and digital technologies.** In most parts of the world, their upbringing was marked by an increase in a liberal approach to politics and economics; the effects of this environment are disputed. The Great Recession has had a major impact on this generation because it has caused historically high levels of unemployment among young people, and has led to speculation about possible long-term economic and social damage to this generation.





HOW TO TALK TO MILLENNIALS

Millennials are setting their own course for how they use technology and consume content. As a result, marketers have to learn how to effectively target them.



Offer chat for customer service and sales to millennials.



Incorporate video into your digital media offering.



Be present on social media networking sites, particularly Facebook and Twitter.



81%
check Twitter at least once a day



15%
access Twitter more than 10x a day



60%
tweet at least once a day

Can You Recall The Last Time Your Phone Was **Not** Within Ear Shot?

63% of smartphone owners keep their phone with them for all but an hour of their waking day. 79% keep it with them for all but two hours of their day.

1 out of 4 of all respondents didn't recall a time in their day when their phone was not within reach or in the same room.

Whether it is a weekday or weekend, the amount of time away from one's phone didn't vary—it is a critical tool for connecting with friends, family and colleagues every day.



17%
3 hours or more

9%
2-3 hours

19%
1-2 hours

23%
30 minutes to 1 hour

24%
Less than 30 minutes throughout the day

25%
Never that I can recall was it not close to me





PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

150
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

6,000 TWEETS
HAPPEN
EVERY
SECOND

313
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1.86 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

f



1.86
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 60 SECOND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF
HASHTAGS

AND POSTING
PICTURES
CONSUMERS
CAN RELATE TO
(30 HASHTAGS
MAX PER PIC)



600
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
NEW USERS EVERY DAY



375
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE**
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**

79% OF USERS
ARE **35**
OR OLDER



467
MILLION
ACTIVE USERS

2014 Design by: Leverage, 2017 Design By: MarketingStrategyX.com



unique
monthly
users

317
MILLION

TWITTER

Most oversaturated

predominantly male
22% of online men
15% of online women



mostly 18-29
year-olds

AGES
18-29

53% of Twitter users never
post any updates

53%

users only spend an average of 2.7 minutes
on Twitter's mobile app per day

2.7
MINUTES

SOCIAL MEDIA FACT SHEET

FACEBOOK

Most popular

1.9
BILLION

unique
monthly
users



predominantly female
83% of online women
75% of online men

AGES
18-49

best place to reach Millennials and Generation X
Generation X spends almost 7 hours per week on social media

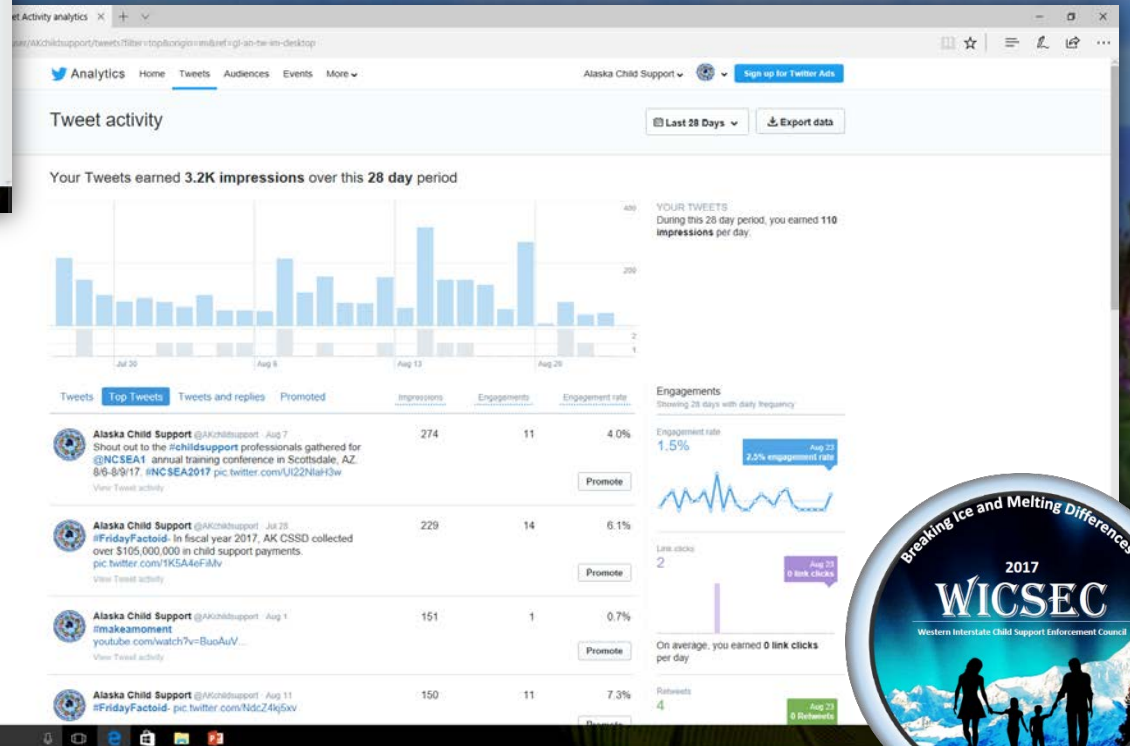
75%

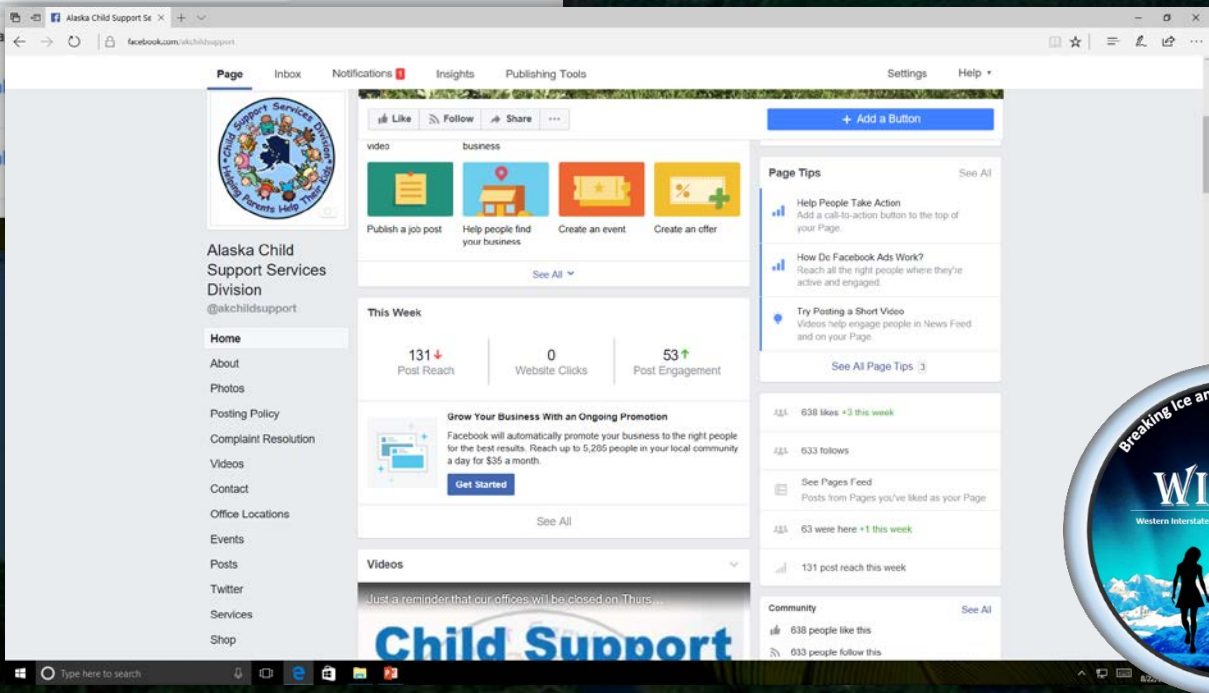
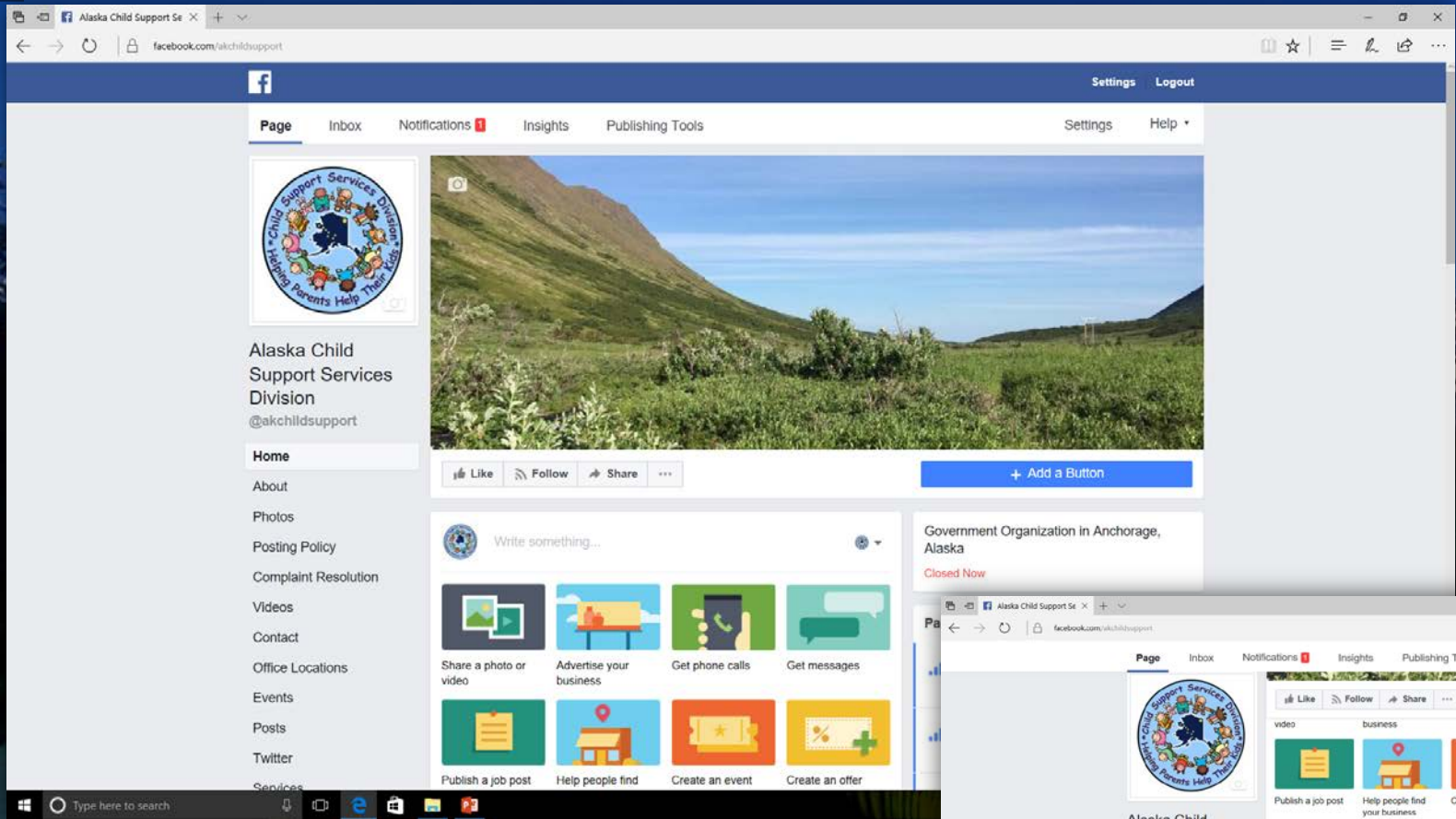
of users spend 20 minutes or
more on Facebook every day





@AKchilddsupport





Page Summary

Last 7 days

Export Data

Results from Aug 15, 2017 - Aug 21, 2017

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic

Paid

Actions on Page

August 15 - August 21

We don't have data to show you this week.

Page Views

August 15 - August 21

30

Total Page Views ▼12%

Page Previews

August 15 - August 21

1

Page Previews ▲0%

Page Likes

August 15 - August 21

3

Page Likes ▼25%

Reach

August 15 - August 21

132

People Reached ▼58%

Post Engagements

August 15 - August 21

53

Post Engagement ▲77%

Videos

August 15 - August 21

We don't have data to show you this week.

Page Followers

August 15 - August 21

3

Page Followers ▼25%

Your 5 Most Recent Posts

>

Reach: Organic / Paid

Post Clicks

Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/22/2017 10:01 am	 #Childsupportawareness			48	2 1	Boost Post
08/21/2017 8:15 am	 The Fairbanks Office will be closed from 2-4:30 PM today (8/21).			87	0 0	Boost Post
08/15/2017 3:00 pm	 Timeline Photos			70	0 0	Boost Post
08/14/2017 8:30 am	 The Fairbanks Office will be closed from 2-4:30 PM today (8/14).			89	0 0	Boost Post
08/13/2017 4:00 pm	 HUGSS (Helping Us Give School Supplies) is once again helping c			209	9 2	Boost Post

See All Posts



Send to... 0

Compose message...

My First Tab x AKchilddsupport (Twitter) untitled

+ Add Stream + Add Social Network

Home AKchilddsupport

Kevin Steger @StartupReport
1 hour ago
Cloud computing startup raises funding to beef up its data protection capability [bit.ly/2ipVvkQ](#)

21st Century Retail @efairness
Aug 7
CO businesses deserve a level playing field. It's time for a federal #EFairness solution. [efairness.org](#)

TELL CONGRESS:
CLOSE THE ONLINE
SALES TAX LOOPHOLE.
#EFairness

Promoted by 21st Century Retail

Kevin Steger @StartupReport
4 hours ago
AI-powered job search Leap.ai raises \$2.4M in seed round [bit.ly/2inP295](#)

Robbie Endris @rnwendris
5 hours ago
Time to be alert! Hurricane season in the Gulf South! Here comes Harvey. [#getagameplan](#) [#hurricane](#)

Mentions AKchilddsupport

In reply to [rnwendris](#) and 3 more
Tim Lightner @LightnerTim
5 days ago
Can't wait to see you my friend! [@rnwendris](#)

Robbie Endris @rnwendris
6 days ago
Looking forward to participating in [@WICSEC1983](#) in Alaska! [@ConduentGovServ](#) [#childdsupport](#) [@LightnerTim](#) [@AKchilddsupport](#)

Conduent Gov Svcs @ConduentGovServ
@NCSEA1 Leadership Symposium was great this year, as always! [#NCSEA2017](#) Now it's time to start getting ready for [@WICSEC1983](#) [#childdsupport](#)

Kim Danek @KimDanek
Aug 8
Listening to Leadership vs Management at [#ncsea2017](#) [@LekanScott](#) [@AKchilddsupport](#) [@MikeMorenoPDX](#)

Scheduled AKchilddsupport

Alaska CSSD scheduled
[@AKchilddsupport](#)
Aug 25 at 1:00pm
[#FridayFactoid-](#)
release of passports.


Alaska CSSD scheduled
[@AKchilddsupport](#)
Aug 28 at 3:00pm
[#childdsupportawareness](#)


Alaska CSSD scheduled
[@AKchilddsupport](#)
Aug 30 at 11:30am

My Tweets AKchilddsupport

Alaska Child Support @AKchilddsupport
13 hours ago
[#Childsupportawareness](#)

Child Support Awareness Month!!

Alaska Child Support @AKchilddsupport
2 days ago
The Fairbanks Office will be closed from 2-4:30 PM today (8/21). For assistance, please call our Customer Service Center at [800-478-3300](#).


Alaska Child Support @AKchilddsupport
7 days ago

Scheduled Alaska Child Support S...

Alaska CSSD scheduled
Alaska Child Support Services Division
Aug 25 at 1:00pm
[#FridayFactoid-](#)
release of passports.


Alaska CSSD scheduled
Alaska Child Support Services Division
Aug 28 at 3:00pm
[#childdsupportawareness](#)


Alaska CSSD scheduled
Alaska Child Support
Aug 29 at 11:30am

Type here to search





BENEFITS

- Real-time
- Connecting with your clients
- Immediacy of information
- Increase brand awareness/loyalty
- Education and promotion
- Share content faster/easier
- Build relationships/trust
- Opportunity for customer feedback



"We don't have a choice on whether we **DO** social media, **the question is how well we DO it.**"
— Erik Qualman

RISKS

- Unless checked often, disgruntled clients can publish negative comments
- Risk of reputation
- Negative feedback
- Potential for embarrassment
- Time sensitive
- Time investment

