

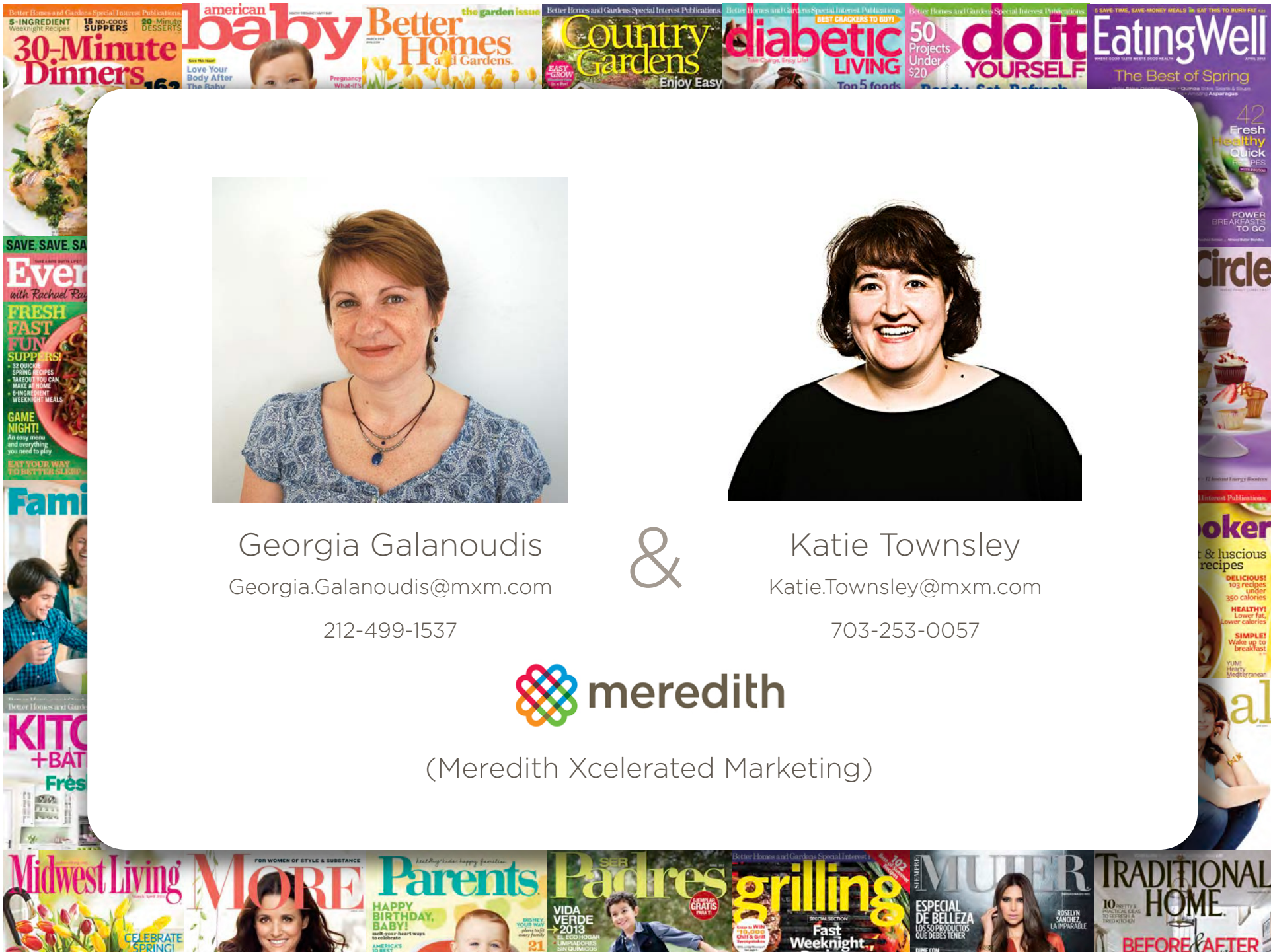


Communicating with Your Millennial WIC Participants



9/18/2013





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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

A prehistoric cave painting on a textured, brownish rock surface. The scene depicts a group of hunters in the upper portion, some holding bows and arrows, and several animals, including deer and stags, in various poses. The animals are rendered in dark, earthy tones. The overall style is simple and characteristic of ancient cave art.

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



twitter

Search



CNN ✓

@CNN

Breaking News, U.S., World, Weather, Entertainment & Video News
<http://www.cnn.com>

✓ Following

Tweet to @CNN

Tweets

Favorites

Following

Followers

Lists



CNN CNN

Buildings fall as powerful earthquake hits eastern Turkey.
on.cnn.com/otSYEv
23 minutes ago



CNN CNN

BREAKING: A 7.3 magnitude earthquake hits eastern Turkey, USGS reports. on.cnn.com/otSYEv
4 hours ago



CNN CNN

Shark kills...



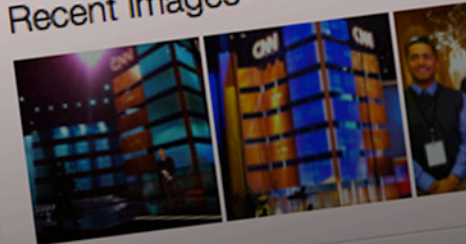
About @CNN

21,610
Tweets

539
Following

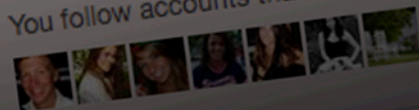
3,026,079
Followers

Recent Images · view all



You and @CNN

You follow accounts that follow @CNN

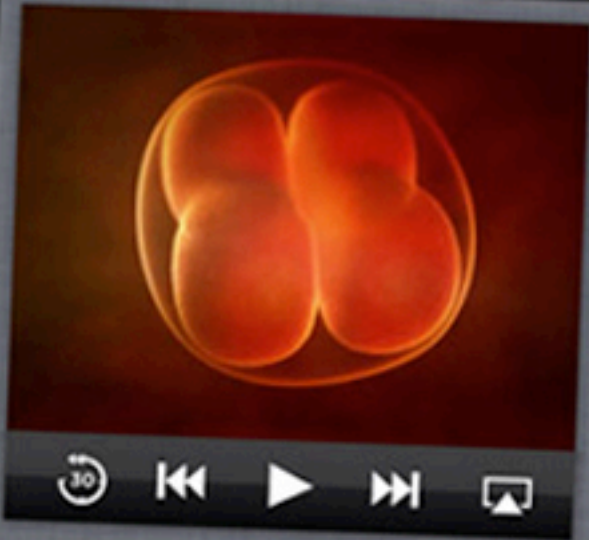


Similar to @CNN · view all



sanjayguptaCNN Dr. S
Staff Neurosurgeon

News/ Information



Notes

Cell Division

Time: 0:05

Jun 29, 2012 10:55 AM

Differentiation is the process by which cells become specialized



Enrichment

Recent Posts By Others



Judy Nelson

Do you or someone you know depend on SNAP (food stamps) to stay wed 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>)...

See More



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 no... The money saved is yours and only yours! But... money is not your aim, then this also helps slow down climate change and global w...

Page: 280 like this

Like · Comment · Share · 5 hours ago

Create Page

Recent

2010s

2000s

Founded

Sponsored

A Timely Conference

Personal Identity

8 Delicious Dessert Recipes

71 repins 8 likes



Pinned by keri bassett (shaken together)



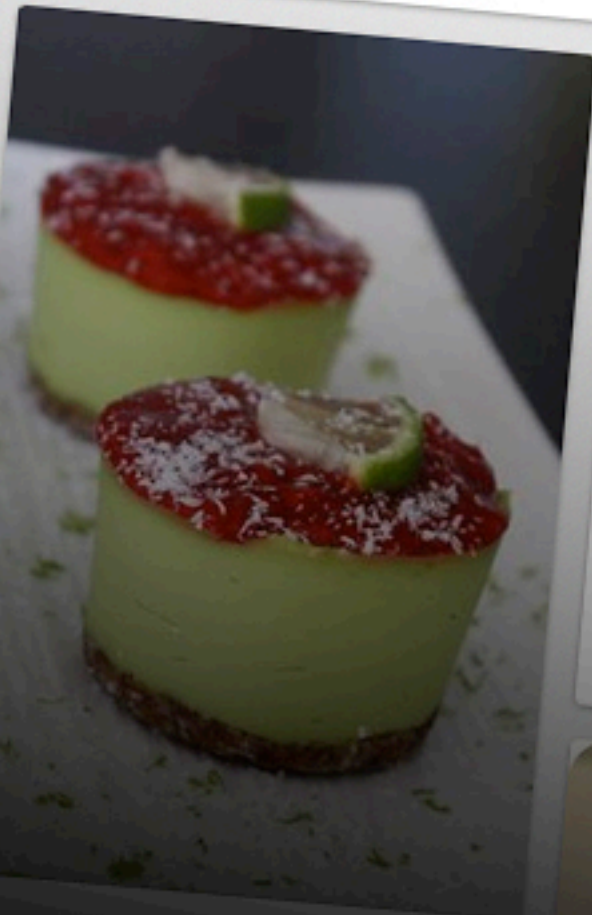
onto Dessert Recipes



Pinned by The Dating Divas



onto Dessert Recipes



we healthy dessert

FREE dessert recipes app for android!



Pinned by a matchgirl



onto Recipe Ideas

Inspiration

Favourite Healthy Dessert Recipes

131 repins 17 likes



GriefShare Support Group - Open to the public

← Events

Join

M

Public · By Mt Pocono Umc

Going (1)



Mt Pocono Umc (Host)

Export · Share · Report

Wednesday

11:00am until 12:00pm

Clear 64°F / 43°F

We have had some conversations with experts on grief in our area and want to extend a hand to those in our area who have lost a loved one, 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.

Community

3:59
0

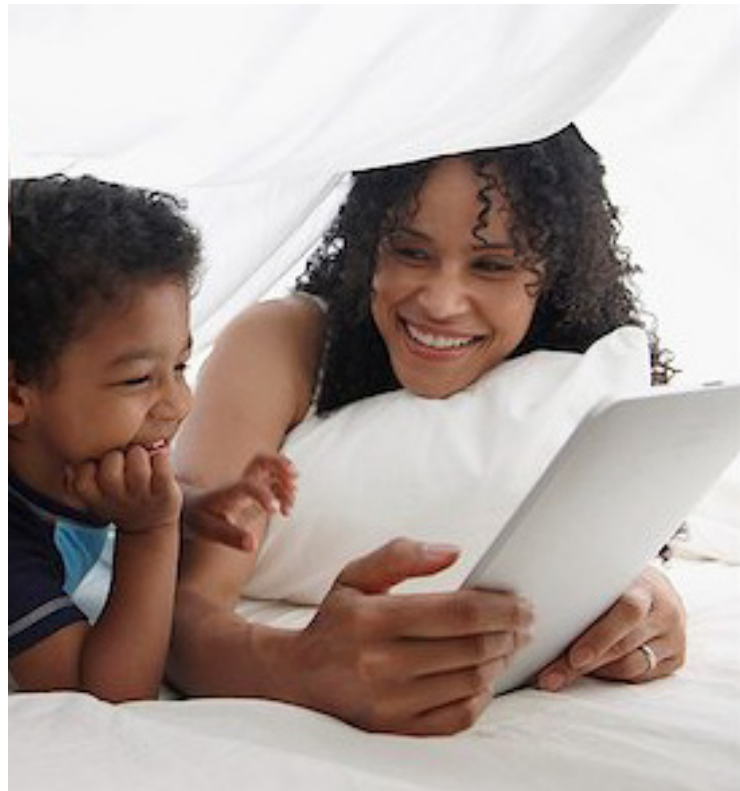
1

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



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

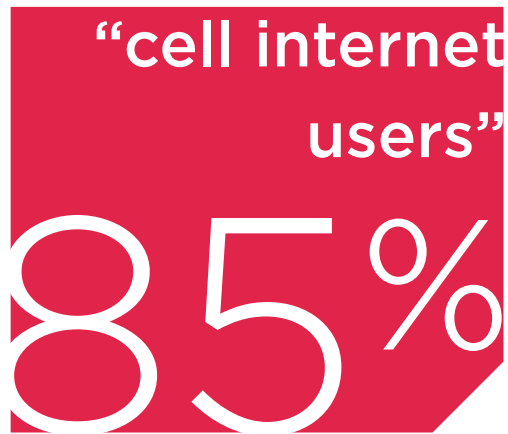
Sources:

eMarketer, Feb 2013; Scarborough USA+ Study, Release 1, 2012-
Scarborough/GfK MRI Attitudinal Insights Data

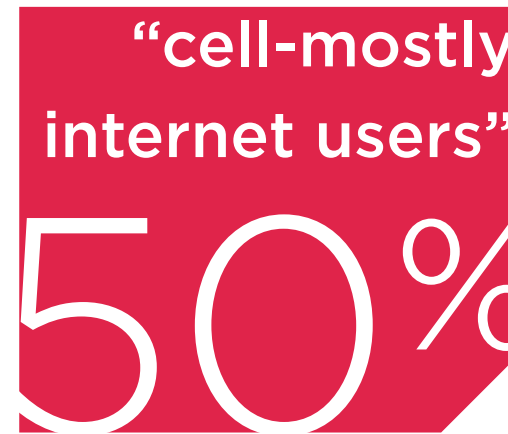


Untethered

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



use their phone
to go online



mostly use their
phone to go online

Sources:

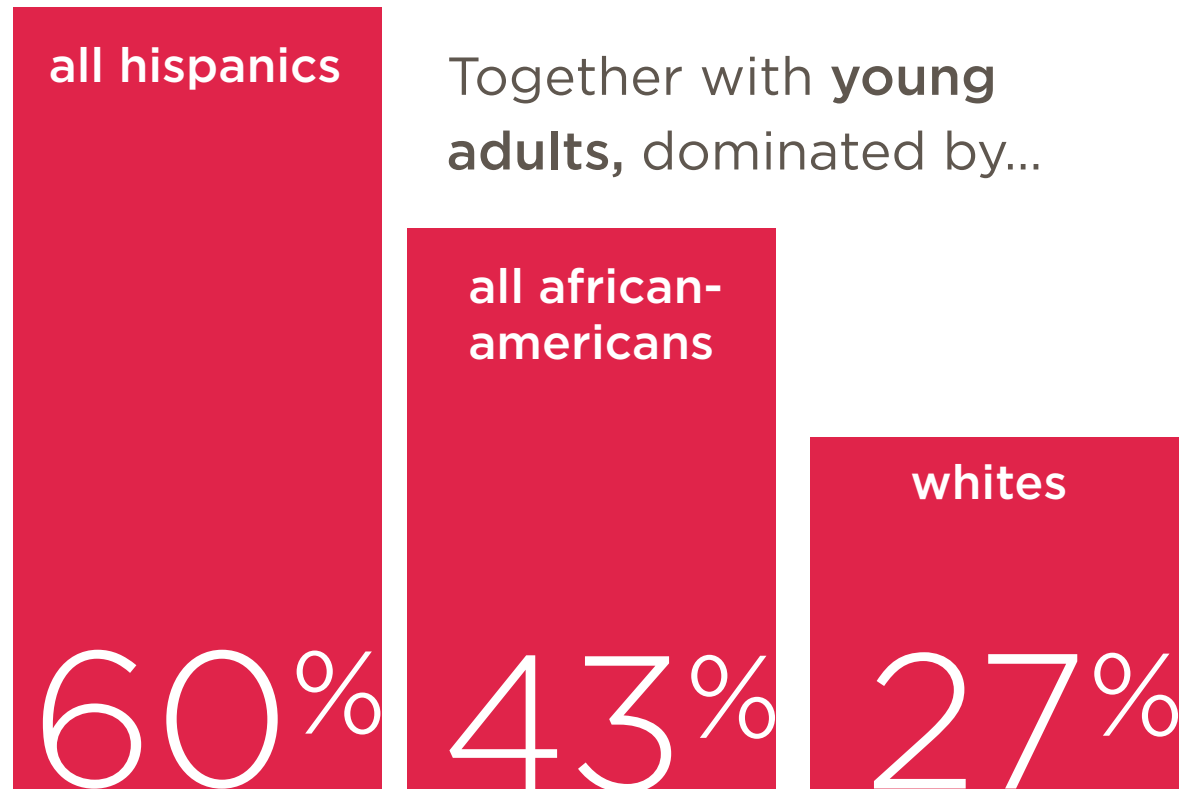
eMarketer; Nielsen;

Pew Research Center, *Cell Internet Use 2013*, 9.16.13;



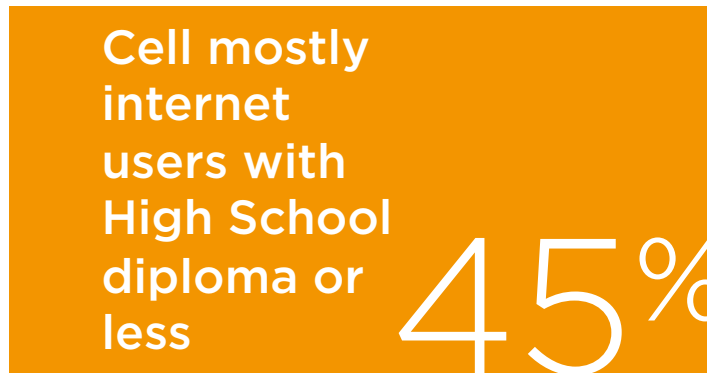
Untethered Abounds

Cell-
mostly
internet
usage
is not
just for
Millennials.

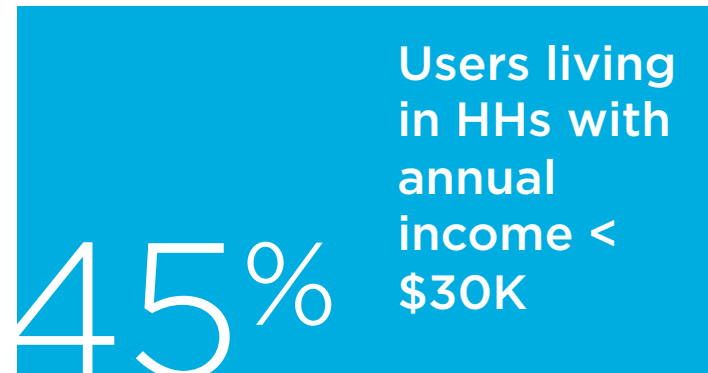


Untethered Abounds

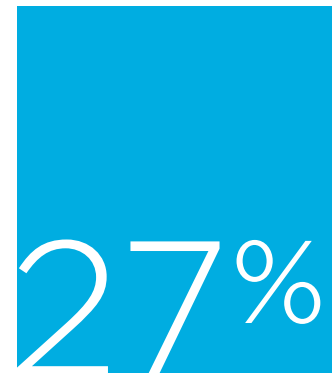
...the **less-educated**



...the **less-affluent**



Cell mostly internet users with a college degree



Users living in HHs with annual income 75K+

Millennial Moms

mxm

New Family Configurations

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

Single/never married

32% of Millennial Moms

16%

of moms in general

61% of Millennial Moms married/living with partner

Majority contributor to their HH income

33% of Millennial Moms

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%

Hispanic moms
in their 30s

34%

Less likely to be married

Hispanic
millennial moms

52%

Hispanic moms
in their 30s

70%

English-dominant

Hispanic
millennial moms

65%

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

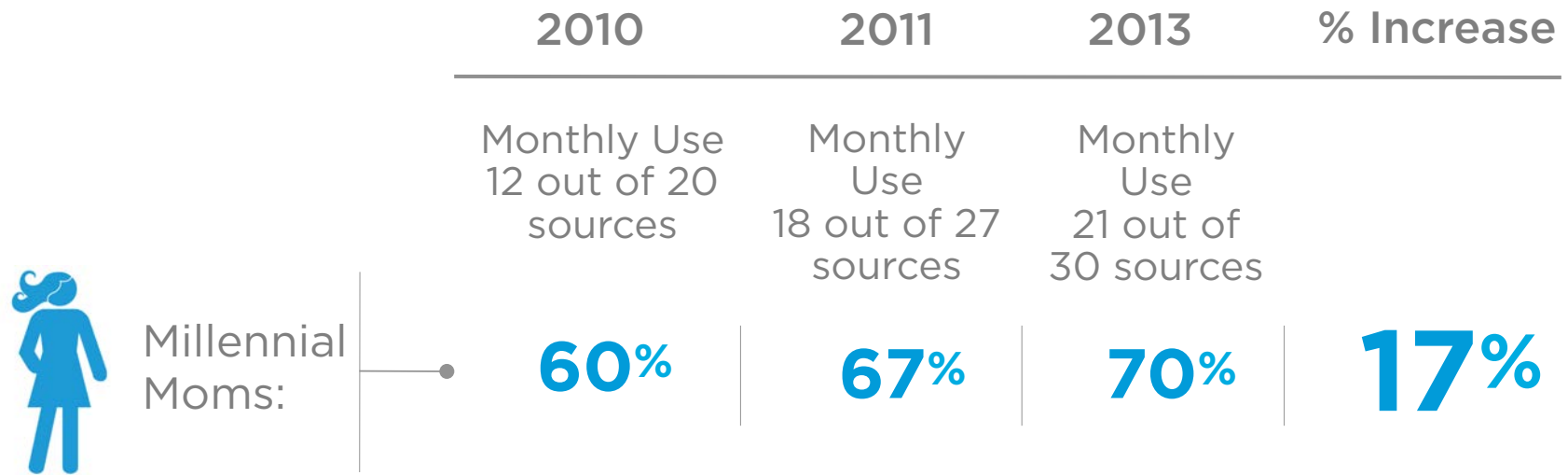
30 *media & information sources*

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



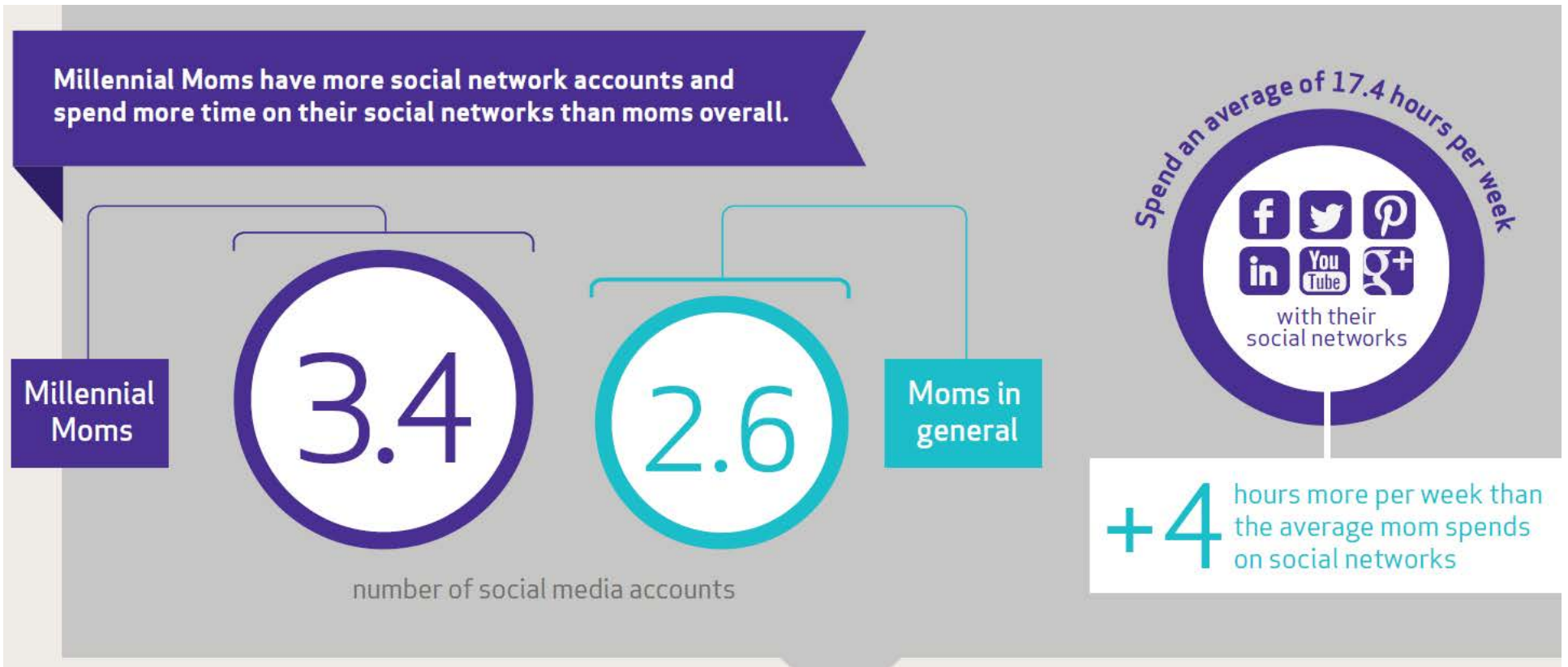
It's not Decreasing - It's Expanding!



Source:
Meredith Parents Network MomTrak®, Moms & Media 2, March
2012



Social is a Clear Leader for Her Attention



Source:
KRC Research "Digital Women Influencers"



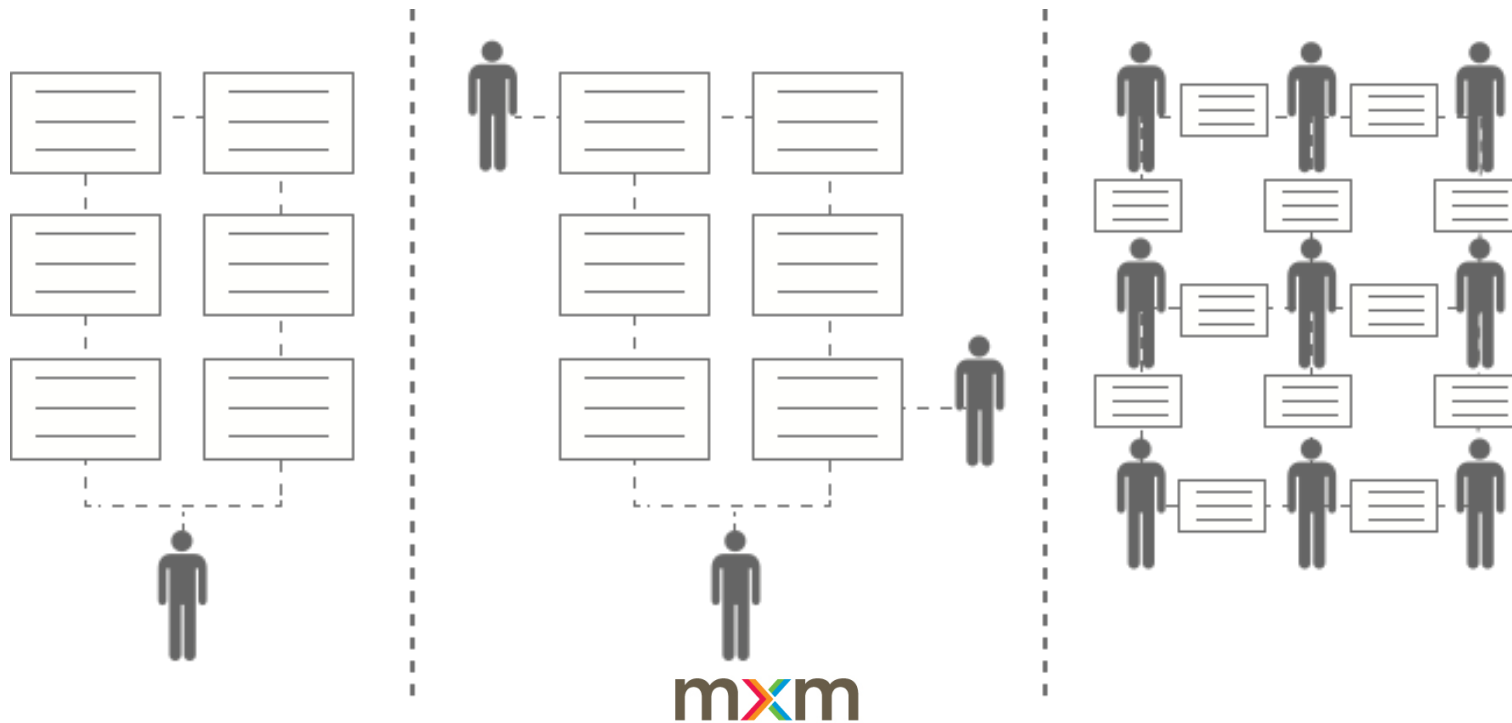
The Shift to Social



What is 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.”*

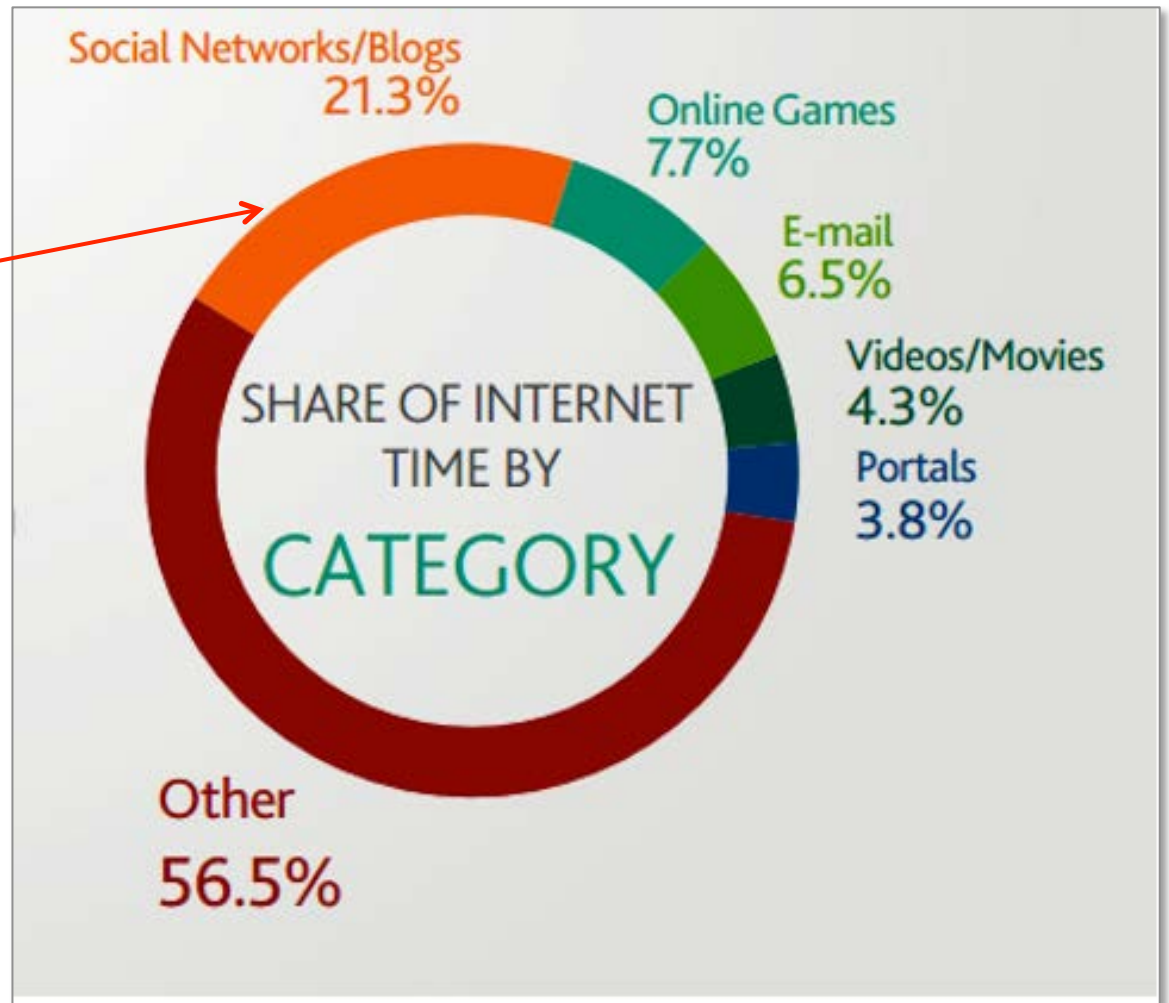
-Paul Adams, Global Head of Design, Facebook



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



Browse

1993

Browsing the web



Search

2003

Searching for information



Discover

2013

Discovery through friends



And Online Social Behavior is Growing



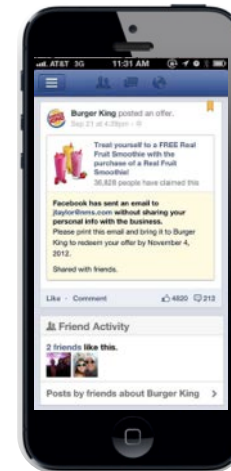
“We expect this rate [of sharing] will double every year... So in 10 years from now, people will be sharing about **1,000 times** as many things as they do today.”

—Zuckerberg’s Law

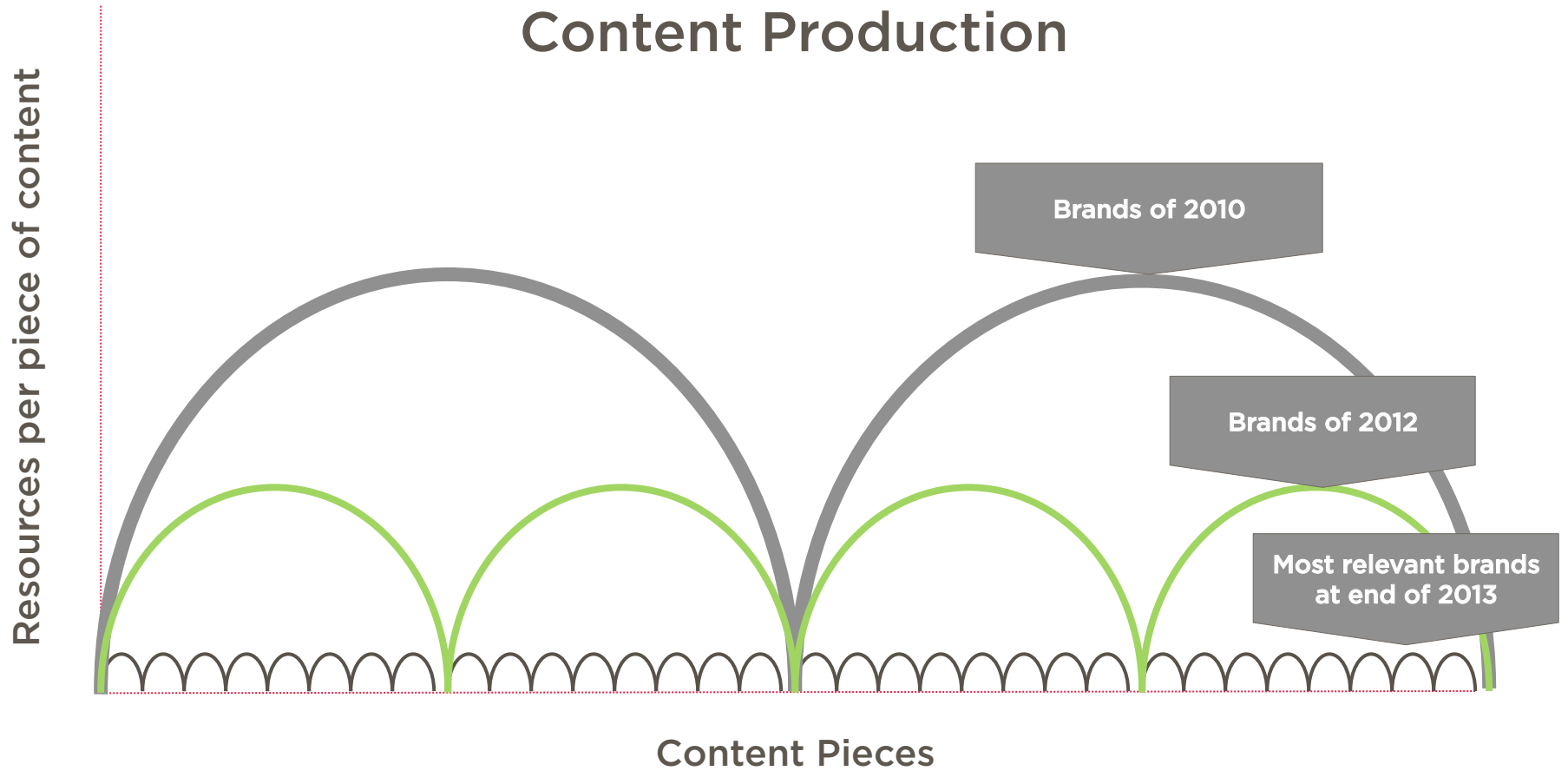
Consumer Habits are Going Mobile

from 15" screens

to 4" screens



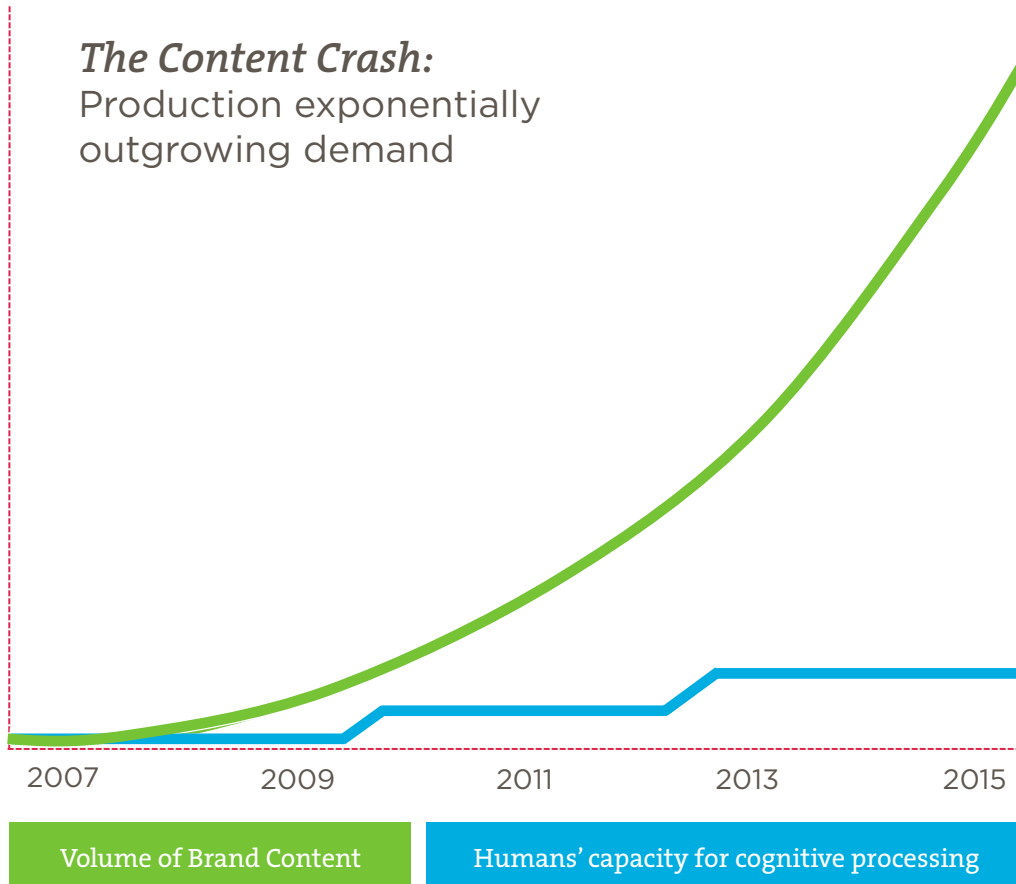
Creating Content at the Speed of Social



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*

Don't Beg for Likes

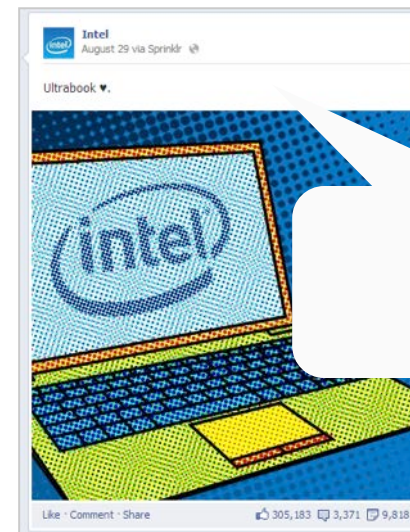
In 2011 – 2012, many brands would talk to their consumers as if they were toddlers: asking **pointless questions**, **begging for Likes** and – in many ways – **wasting consumers' time**.

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.



“Click ‘like’ if you think technology in the classroom makes learning more exciting...”

38 people like this content



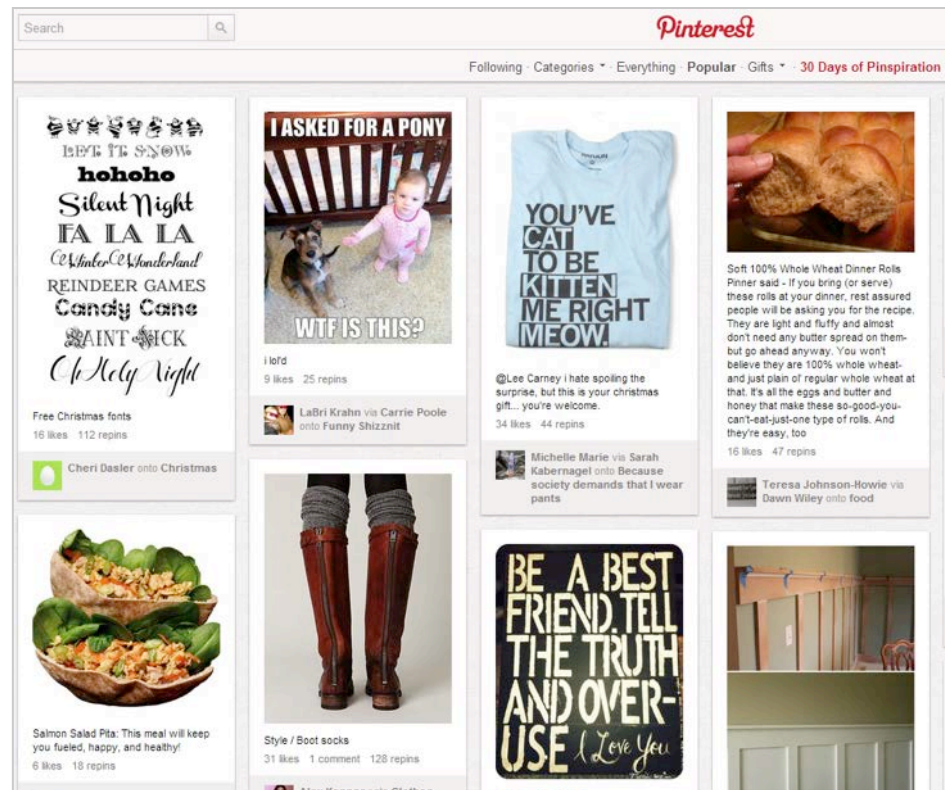
“Ultrabook <3>”

305,183 people like this content

Let's Get Visual

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

Instagram



Diversify Content to Channel



Diversify Content to Channel

Kids should know:

 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

Make it Personal for Everyone



Social Media is an individual's personal connection

to the digital world.



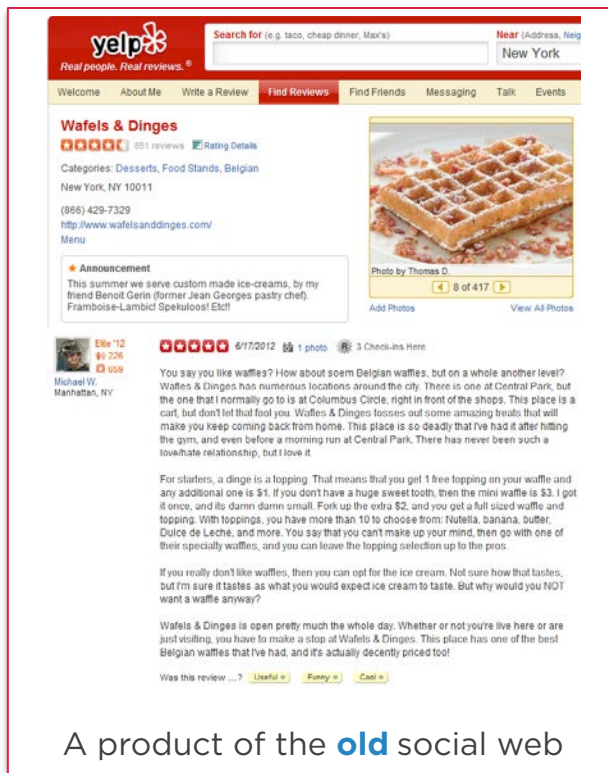
Talk with *US*, where *WE* are talking



Make it Snackable

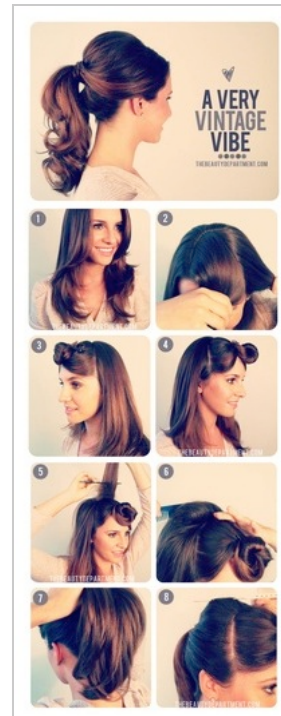
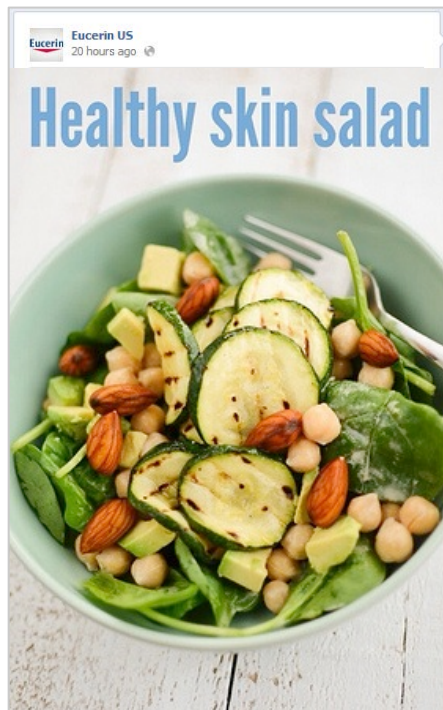
The overwhelmed consumer favors **content snacks** over **app buffet**.
Evolve your approach to focus on creating content that:

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



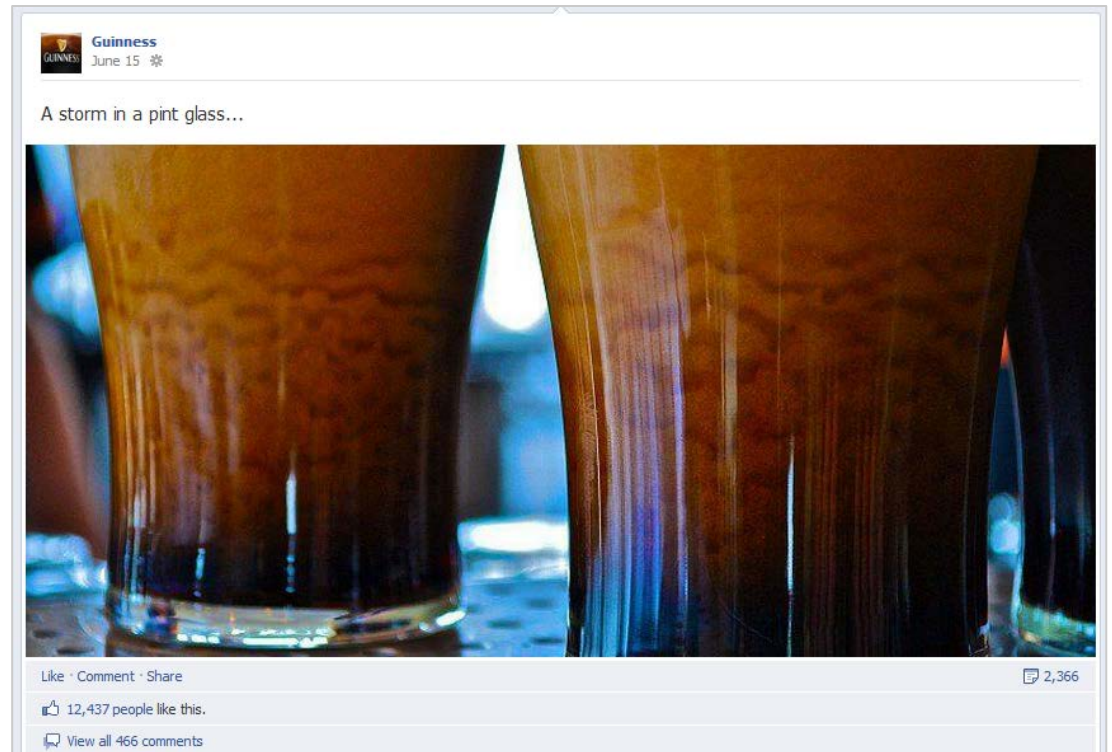
Photography is the Core of Storytelling

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

 **Coffee-mate**
April 20

"It's no use crying over spilled milk." We think Coffee-mate is a different story.



Like · Comment · Share 19

614 people like this.

View all 50 comments

Write a comment...

 **The Wine Bar**
January 30

Just one of those days...

Error ✕

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

Yes No


FACEBOOK.COM/THEWINEBAR

Unlike · Comment · Share 944

You, Amanda Ohbayashi, Joe Gizzi, Katie Townsley and 979 others like this.

View 45 more comments


But Don't Forget What You are Trying to Achieve

 **Coffee-mate**
February 29


If it rained Coffee-mate, what flavor would the raindrops be?



Like · Comment · Share 1,161 1,647 70

 **The Wine Bar**
November 7, 2012

What movie do you love to watch with a glass of wine?



“ON WEDNESDAYS WE DRINK PINK”

Unlike · Comment · Share 223 28 14

Social Strategy

Start with a Strategy



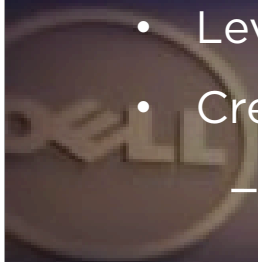
Integrate Social into Communications

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

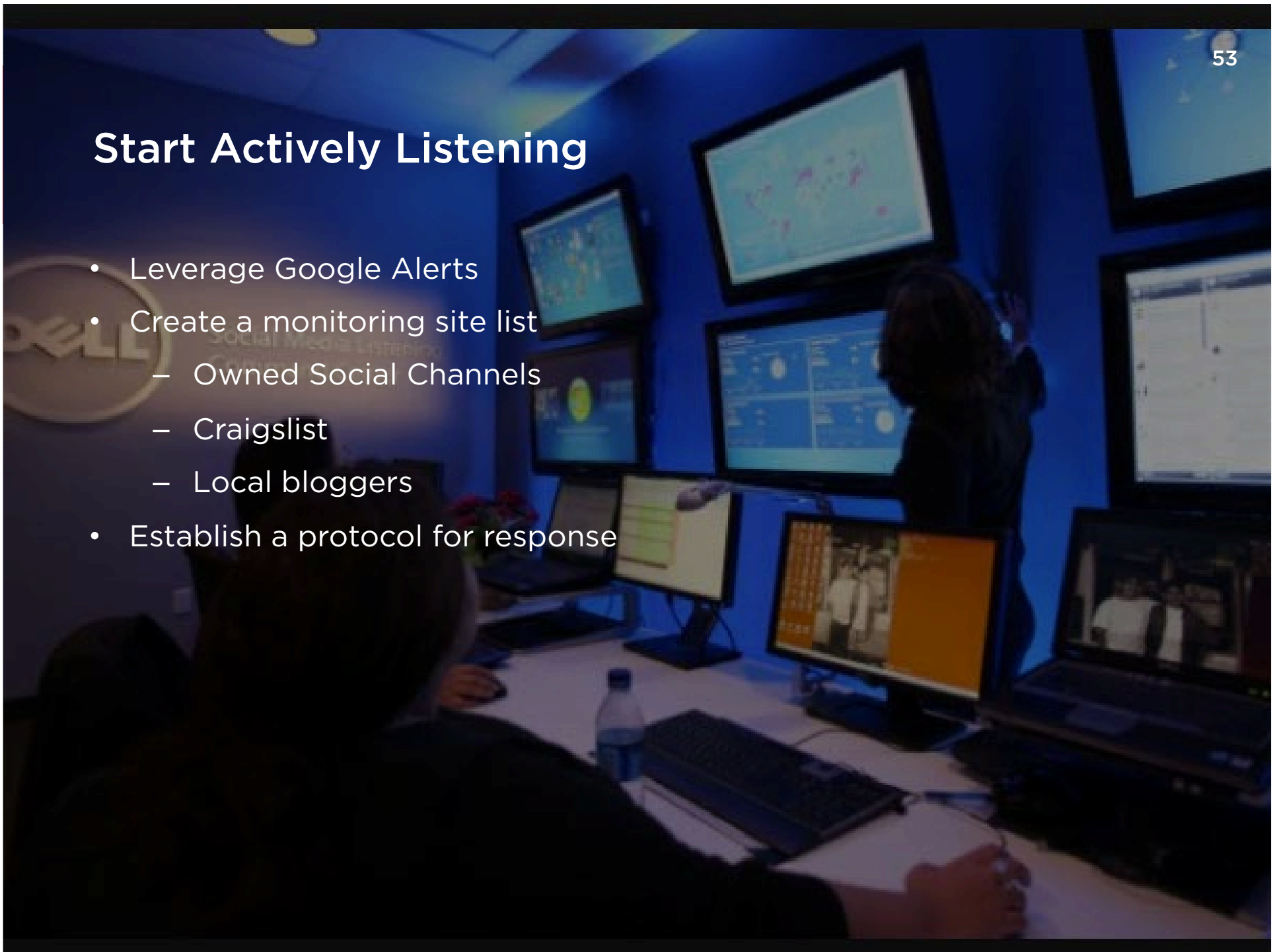


Start Actively Listening

- Leverage Google Alerts
- Create a monitoring site list
 - Owned Social Channels
 - Craigslist
 - Local bloggers
- Establish a protocol for response



SOCIAL MEDIA LISTENING





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

Kids should know:

 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

CALIFORNIA WIC ASSOCIATION
WORKING FOR BETTER HEALTH

WIC needs YOU!

California WIC Association
1,131 likes · 30 talking about this

Like Message

California WIC Association shared a link.
September 13 near Davis, CA

It's great when hospitals take a stand and don't let formula companies market to new moms who want to breastfeed. What's your local hospital's policy?

 **Keep Infant Formula Marketing Out of Healthcare Facilities**
www.citizen.org

Sign Public Citizen's petition, calling on the three major formula companies to stop marketing infant formula to new mothers in

Like · Comment · Share 3

5 people like this.

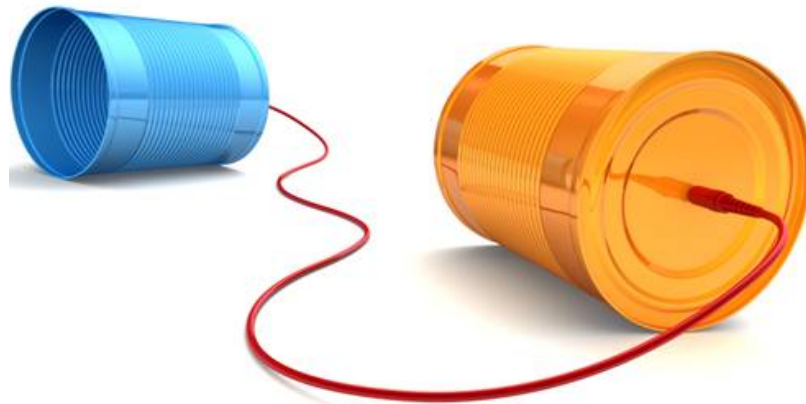
Write a comment...

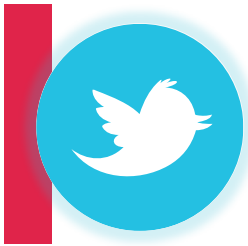
Share When You'll be Heard

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



Nancy Huehnergath @nyshepa

15 Sep

Quote of the day from Walter Willet: Obesity epidemic "is the natural consequence of a capitalistic food supply." huff.to/1gaJaDZ

Retweeted by CA WIC Association

[View summary](#)



A Place at the Table @PlaceAtTheTable

15 Sep

MYTH: #SNAP is welfare. FACT: #SNAP helps keep people OFF welfare...Learn the truth about food stamps: bit.ly/15qI7iP

Retweeted by CA WIC Association

Expand



CA WIC Association @calwic

13 Sep

Rich Man's Recovery nyti.ms/15oq1wM

[View summary](#)



CA WIC Association @calwic

13 Sep

Drinking Milk in Pregnancy May Lead to Taller Children nyti.ms/15pCpfX

[View summary](#)

- 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

- 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+



You
Tube

- 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

A dark blue circular icon containing a white lowercase letter 't', representing the Tumblr logo.

t

- 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

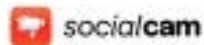
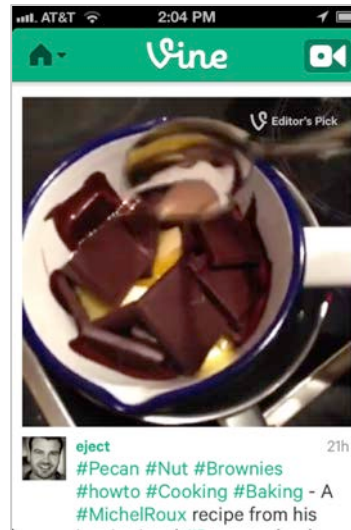
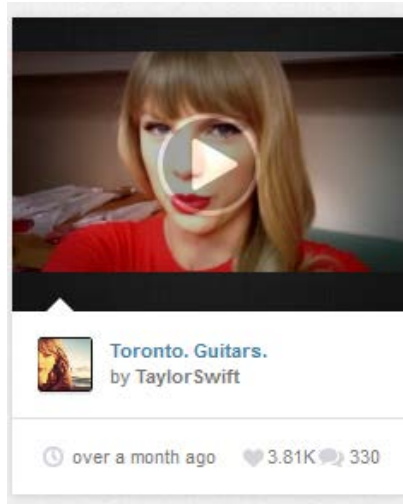
Users can create as many groups as they want - up to 25 individuals

- 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



Donate to Help End Hunger 

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 screenshot shows the Thunderclap website interface for the '#NowIsTheTime to act' campaign. The top navigation bar includes 'EXPLORE THUNDERCLAPS' and 'START A THUNDERCLAP'. The main content area is divided into several sections:

- CAUSE:** '#NowIsTheTime to act' with a blue banner containing the text: "I support common-sense steps to reduce gun violence. #NowIsTheTime to act. Share this if you agree: <http://thndr.it/ZCv5wX>". Below the banner, it says "Join The White House in sharing this message together at the same time - automatically." and a large orange "Complete!" button.
- THE STORY:** A section with a header image of the White House and the text "NOW IS THE TIME TO DO SOMETHING ABOUT GUN VIOLENCE." Below this, there are three paragraphs of text explaining the campaign's purpose and providing links to learn more.
- STATISTICS:** A sidebar on the right provides key metrics:
 - SUPPORTERS:** 18,413 of 10,000 (104% of goal supported)
 - SOCIAL REACH:** 16,106,170 People
 - TIME LEFT:** Complete! Ends Apr 17, 2:30 PM EDT
- ORGANIZER:** The White House (@whitehouse) with a description: "This is an official White House thunderclap. Learn more about the President's plan to reduce gun violence at wh.gov/nowisthetime."
- THUNDEROUS SUPPORTERS:** A list of supporters including The White House (3,708,792 Connections), Russell Simmons (2,661,056 Connections), JASMINE V (1,641,680 Connections), and Brent Spiner (1,361,484 Connections).
- RECENT SUPPORTERS:** A list of recent supporters including cenk kabahasanoju (17 days ago) and Alisa Camp (about 1 month ago).

The Future: Generation Z



Digital Natives → Digital Homesteaders

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 the 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. Its 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