



# 5 ways to improve communication efforts with Gen Z in higher education

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Final Project





"Gen Z has adapted to process information quicker than its predecessors, with the ability to filter and make decisions about content in eight seconds or less."

-Instabrain: The new rules for marketing to Generation Z







As a result, higher education communicators need to rethink their strategies.





# What to do:

**01** Be strategic

**02** Personalize

**03** Email

**04** Nano-influencers

**05** Consistency







# Be more strategic

Gen Z treat each social media platform differently.

As a result, a "one size fits all" approach to social media simply won't cut it.



# Is your content...



snapshot-able?

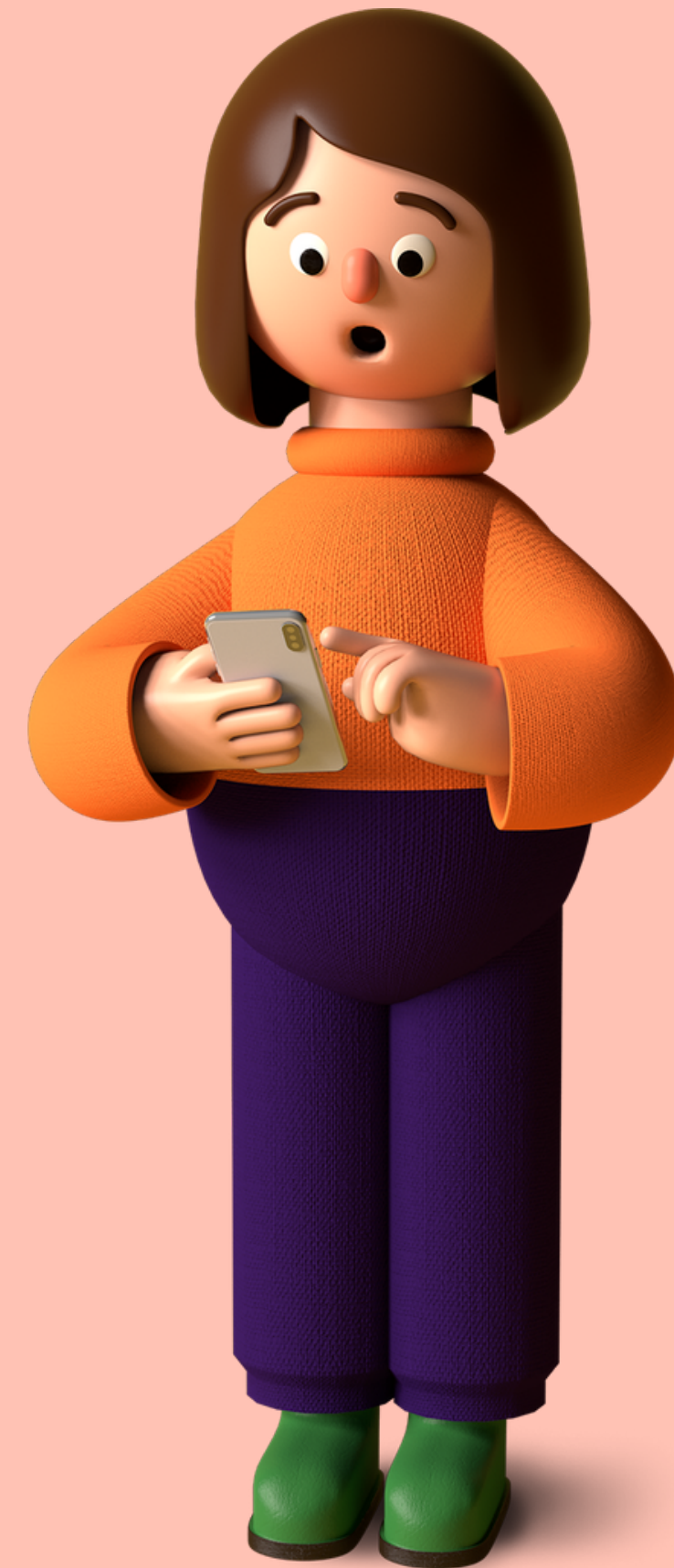
Gen Z regularly screenshot content and save it for future reference.

Create easy-to-understand branded-graphics that outline important deadlines, instructions, announcements or policy changes.



# Personalize

A recent Salesforce survey found that **nearly half** of students surveyed said they would like to receive more personalized communications from their institutions.







# Surprise - email isn't dead!

85 percent of Gen Z cite an overwhelming preference for email as a communication channel, compared to 89 percent of Millennials.





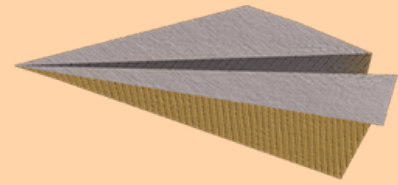


# Nano-influencers

Defined as less than 10,000 highly engaged social media followers within a niche community.

Use institution's nano-influencers - student organization leaders, athletes, advisors, administrators, and resident assistants - to get messages directly to target audiences.





# Be consistent

Nearly six in 10 students say the gap between students and institution leaders is due to a lack of consistent communications.





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