

The social Flavour

Revised

Communicating Content.

A quantitative research study conducted by Getup Inc

November, 2023

YOU CAN ALSO CALL THIS **THE**

XYZ

REPORT.

Gen X, Millennials (Gen Y), Gen Z

Why we worked on this: we want you to put more attention on building a community.

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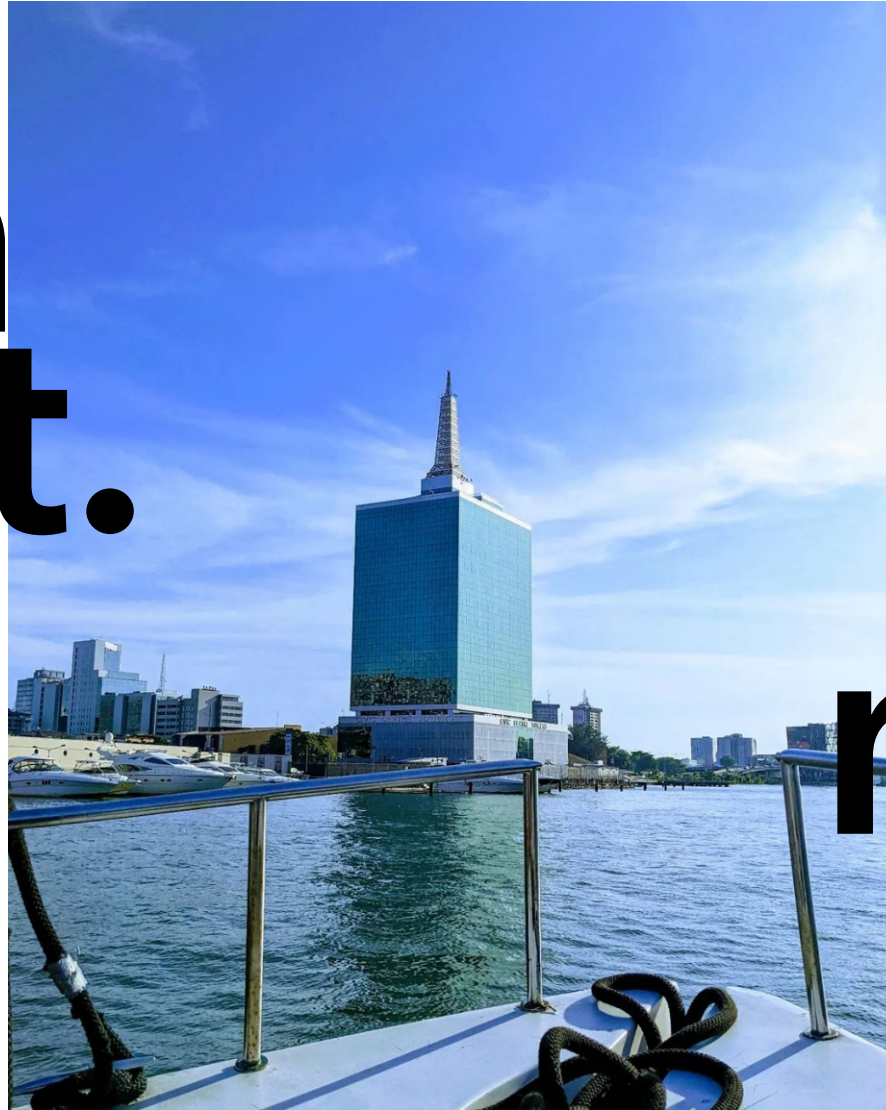
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content.



community.

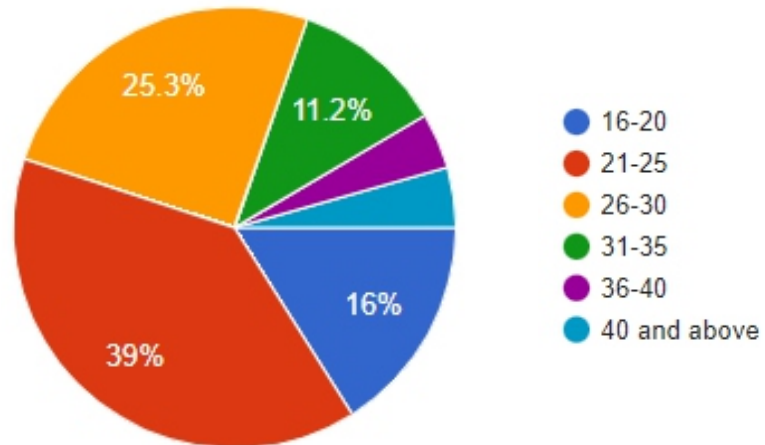
Methodology

In the first half of 2022, Getup Inc conducted a research across multiple states in Nigeria and relevant data gathered were entries of 636 fills from different generations (Gen X, Millennials, Gen Z).

The result reveals their preferences with the use of social media platforms and what content format they enjoy online interactions in.

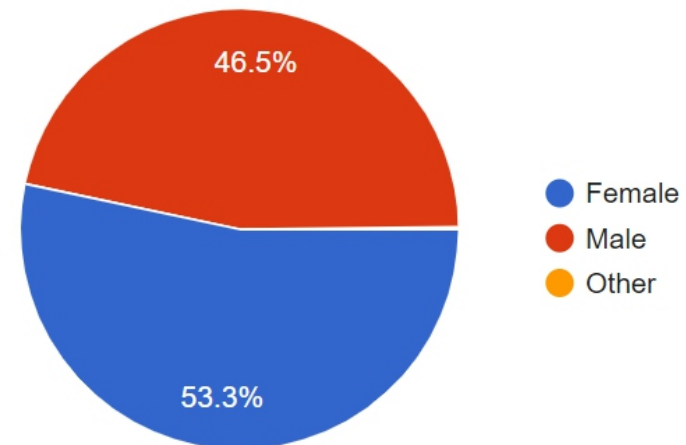


Age:



Gen-X (40+): **4.4%**
Millennials (26-40): **40.6%**
Gen-Z (16-25): **55.0%**

Gender:



Female: **53.3%**
Male: **46.5%**
Others: **0.2%**

Definition of Generations/ Demographic

Gen X

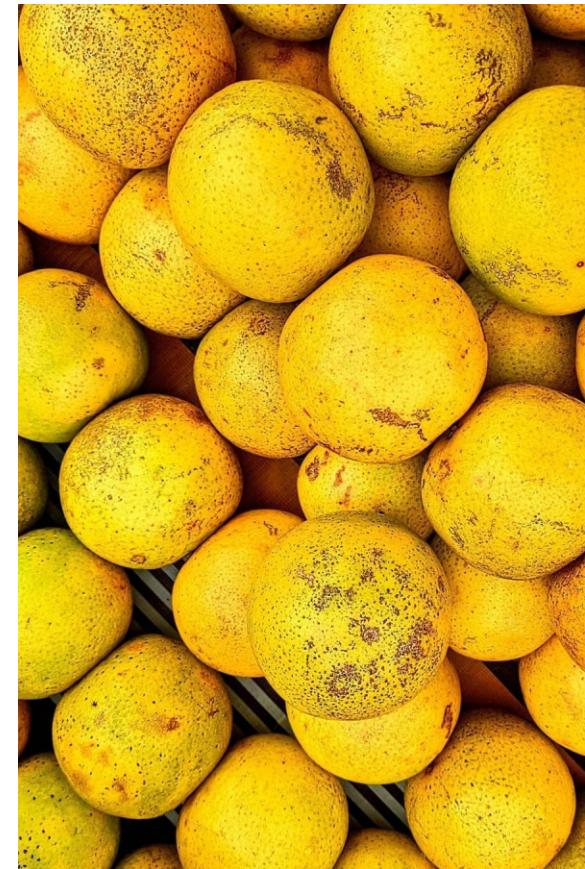
Gen X are born between 1960s and the early 1980s.

Millennials

Millennial refer to individuals who were born between the 1980s and early 1990s.

Gen Z

Gen Z were born after Millennials, between the late 1990s and early 2010s.



CONTENT.

1. DISTINCTION BETWEEN DEMOGRAPHICS
2. ONLINE COMMUNITY
3. IMPORTANCE OF BUILDING AN ONLINE COMMUNITY
4. EXAMPLES OF GLOBAL BRANDS WITH ONLINE COMMUNITIES
5. DATA ON:
 - PREFERENCE
 - APPEAL
 - FEATURE
 - INTEREST & CONSUMPTION TYPES
 - REACH
 - STRATEGY
6. BUILD
7. ABOUT

Distinctions Between Generations

Each of the three generations demonstrate distinct characteristics brought about by the difference in birth window, the difference in ideology they were introduced to and their approach to society and social concepts.

Work

Millennials thrive on acquiring skills that enable them work effectively. This contributes to the entrepreneurial nature of millennial employees with private practices. In the mid 2010s, the gig-economy* approach was created by corporations to efficiently accommodate millennials in the workforce. Millennials pride themselves as good team players and have gone on to create tech solutions to increase the effectiveness of team work in organisations today. Gen-Zs are the more expressive versions of millennials with an edge of risk-taking, curiosity, creativity and questioning systems.

Gen Xers are more managerial. They pride themselves in climbing up the ranks in structure and are highly intra-preneurial. The daring ones among them tested the waters of entrepreneurship by creating solutions to problems the big giants couldn't see. They encouraged millennials to be entrepreneurs and assisted by bringing structure to the growth of the unicorns and technologically-driven solutions we have today.

*In a gig economy, large numbers of people work in part-time or temporary positions or as independent contractors.



Distinction Between Generations

Money

Millennials hold more money than the other generations and are the highest-earning generation. Gen-X on the other hand earned money but had a lot of debt to pay off. The risk-taking nature of Gen-Z makes them innovative and financially wise, making them sharp business owners no matter how little the enterprise is. They stay up-to-date on financial trends such as trading in crypto currency, stock, and planning for their future.

Politics

Gen Zs take politics more seriously than other generations. They are progressive and pro-government. Meanwhile millennials only started caring about politics as they grew older. The Gen-X are not politically or culturally pre-eminent except a few of them.

Family

Gen-Xers prioritize parenting and are very interested in learning about better parenting. They also tried to balance work-life and family at the same time. Because of the current work-life demand of millennials and travel culture, they sometimes out-source their parenting responsibilities. They like spending time with siblings and favorite members of the extended families. Currently, family to Gen Z is more casual, they prefer to be on their own whether they have a family or not. They typically attend to family issues when they feel the need to.

Distinction Between Generations

Lifestyle

Gen X are described as resourceful, independent and they are very keen on maintaining a good work-life balance. They enjoy spending time connecting with friends on their favorite social media platform, Facebook. Millennial lifestyle is more focused on making a difference. They are committed to finding solutions and they tend to rebel against tradition. They interpret “things have always been done this way” as bad vibes. Gen Zs are big on self-care and doing things that improve their mental health. They spend their free time online, watching TV and hanging out with friends.





Everyone has a role to play.
Everyone has a role to play.
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Online Community

An online community is a group of internet users.

As a brand or business, building an online community helps to cultivate a group of online users that consistently consume and interact with your content.

Importance of building an online brand community

- Building a community increases the exposure of your brand/business. It gives your products and services a perception of credibility.
- Human beings as social creatures thrive in communities. Growing a community around your brand increases capacity for growth, reinforces trust and opens up more channels for reach.
- Having a community brings the customers or followers closer to the brand they are interested in.
- Building a community guarantees user content generation which is the best marketing strategy. Customers will continue to interact with the brand long after their purchase or initial engagement.
- Foster brand loyalty as customers become more invested in the brand.
- It reduces customer support cost since customers can ask questions and get answers from other customers within the community therefore reducing the cost of customer service.

bringing
customers
closer.

Examples of **global brands** and **businesses** with **strong online communities.**

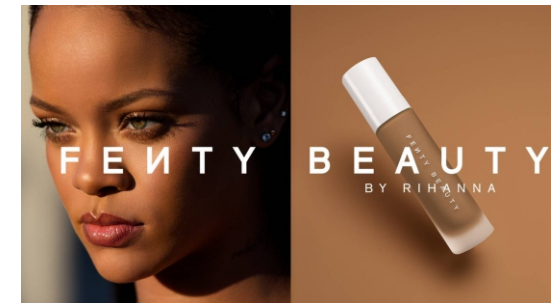
TONY ELUMELU

Over a decade ago, Tony Elumelu through his foundation, THE TONY ELUMELU FOUNDATION, assisted the growth of millions of young entrepreneurs in Africa by offering them training and grants. With the mentorship programs and seed funding, he unlocked potentials and touched the hearts of young and vibrant millennials who have grown to impact their worlds positively everywhere they are. Today, Tony Elumelu has a global community of brilliant entrepreneurs and upwardly-mobile young Africans who identify with and share his (brand) values and business principles.



FENTY

Fenty emphasized inclusion by addressing the needs of people all around the world to feel beautiful and worthy regardless of their gender, sexuality, skin color, body type, shape or size. This brought reviews from diverse types of people and cultural backgrounds which amplified the campaigns and growth for the brand.



TESLA

Tesla was founded in 2003 by a group of engineers who wanted to make electric cars accessible. Tesla's marketing strategy is word-of-mouth, one of the most effective methods of marketing. Consumers tend to trust recommendations from people they know and this has created such a strong community that has gone on to increase the valuation of Tesla.



NIKE

Nike built a community through their shared love for sport. By interacting with the community and promoting their products through celebrities and professional athletes, Nike created and sustained a strong bond with their customers.



APPLE

Jobs built the 'iecosystem' by prioritizing user experience and aesthetically-pleasing designs. Their dedication to excellence in customer support as evident in their physical stores and online interaction increased customer satisfaction and experience, which also is a big factor in successfully building the Apple community.



GTCO

Guaranty Trust Bank built a community by prioritizing good customer service through the use of technology, user-friendliness and social events that brings their customers together and encourage their enterprise growth. They introduced a cool way to bank and made access to that service free with the Zero Naira limit on account openings. They indeed grew with the millennial generation in Nigeria.



Today, growing numbers in internet-followership alone limits your expansion potential as a brand or business. It is simply unsustainable. People change and they move to new things that appeal to them.

Understanding the behavioral pattern of internet users will help you consistently position your content in the right places, and connect to the right audience.

To build loyalty, your content has to appeal to the values of your followers and potential followers. YOU HAVE TO COMMUNICATE THE RIGHT WAY.

In communicating your content, there are certain factors to note, highlighted along-side data on Preference, Appeal, Features, Interest & Consumption Types, Reach and some notes to consider when creating your content strategy.

Note: Data gathered in Nigeria.



PREFERENCE



Content like videos and photos are more enjoyed than articles and infographics.

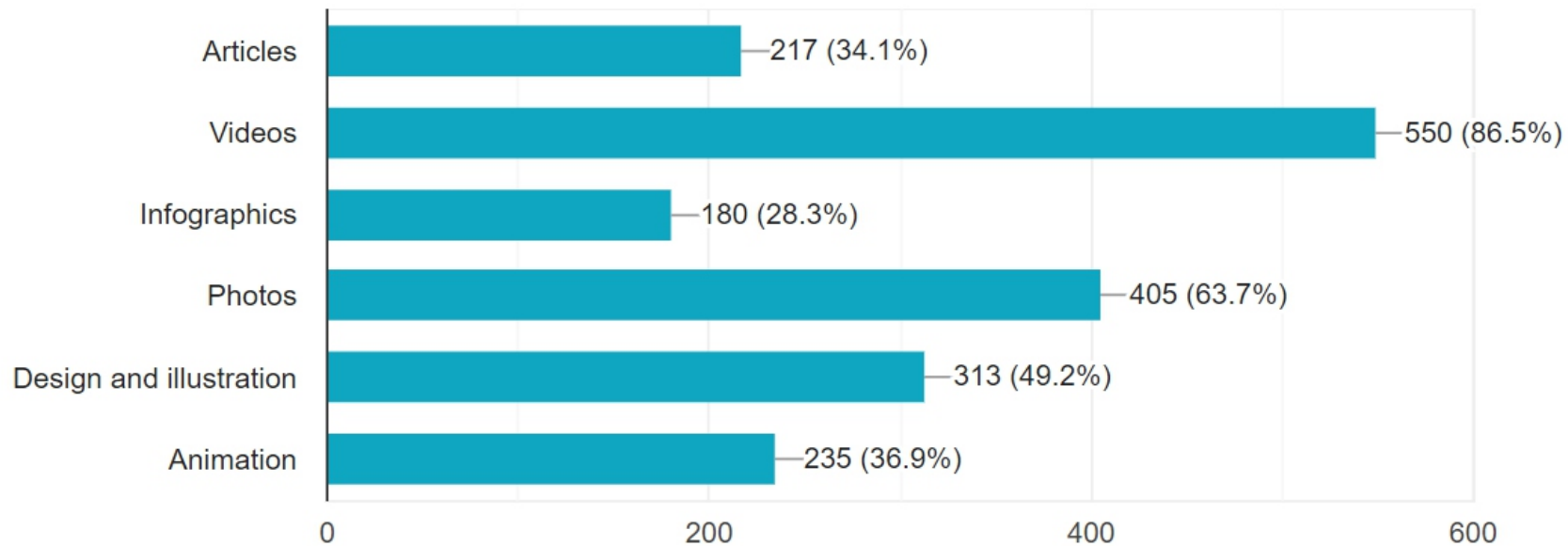


Fig: When asked what form they prefer enjoying content in.

Social media platforms like Instagram, Whatsapp, Twitter and Youtube get more use than all the other social media platforms.

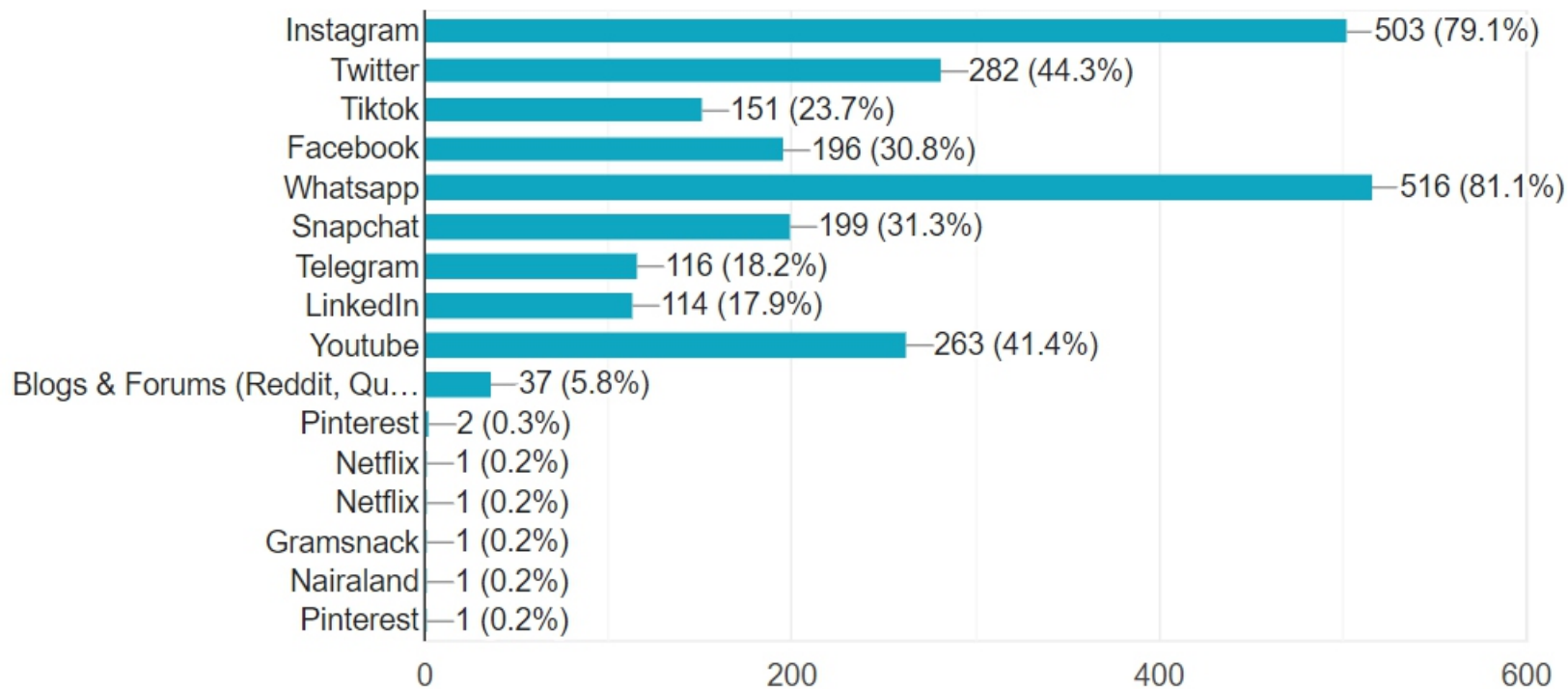


Fig: When asked about their most used social media platform.

8/10

**people say WhatsApp is their most
used social media platform.**

Most people spend time on social media between 5pm -12am everyday.

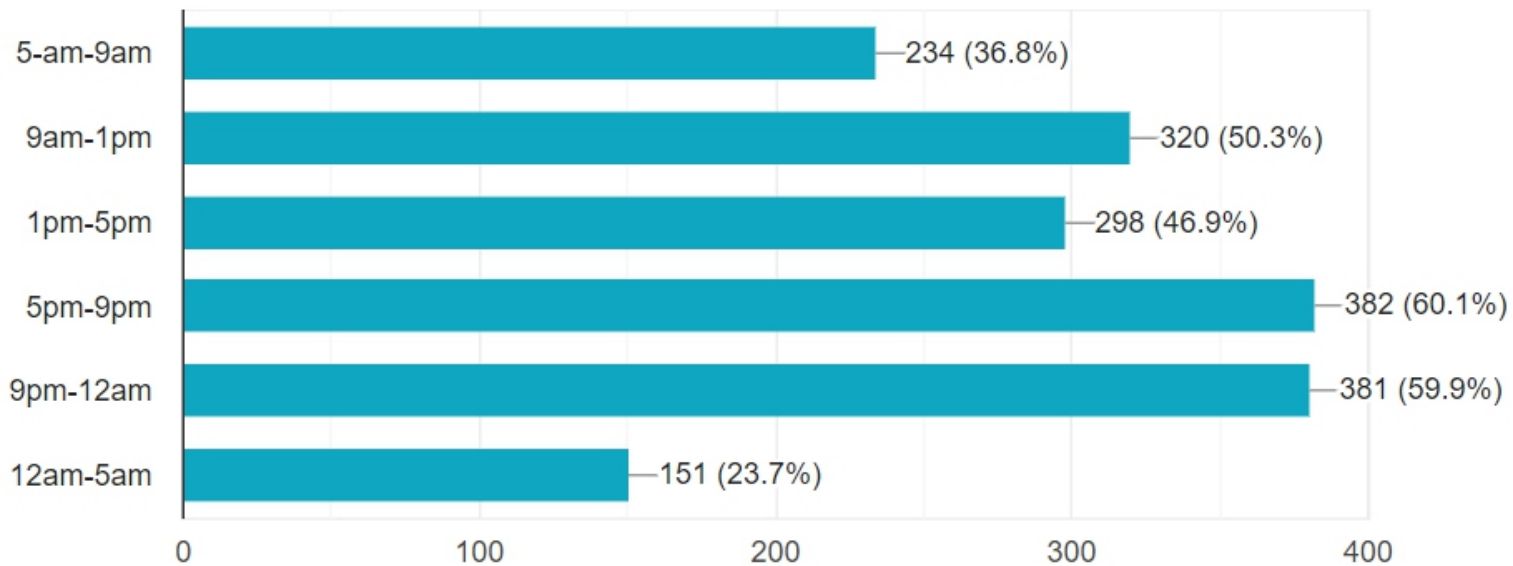


Fig: When asked about the time of day they check their socials:

A higher percentage of people prefer Live Videos to Live Chat Rooms like Club House and Twitter spaces.

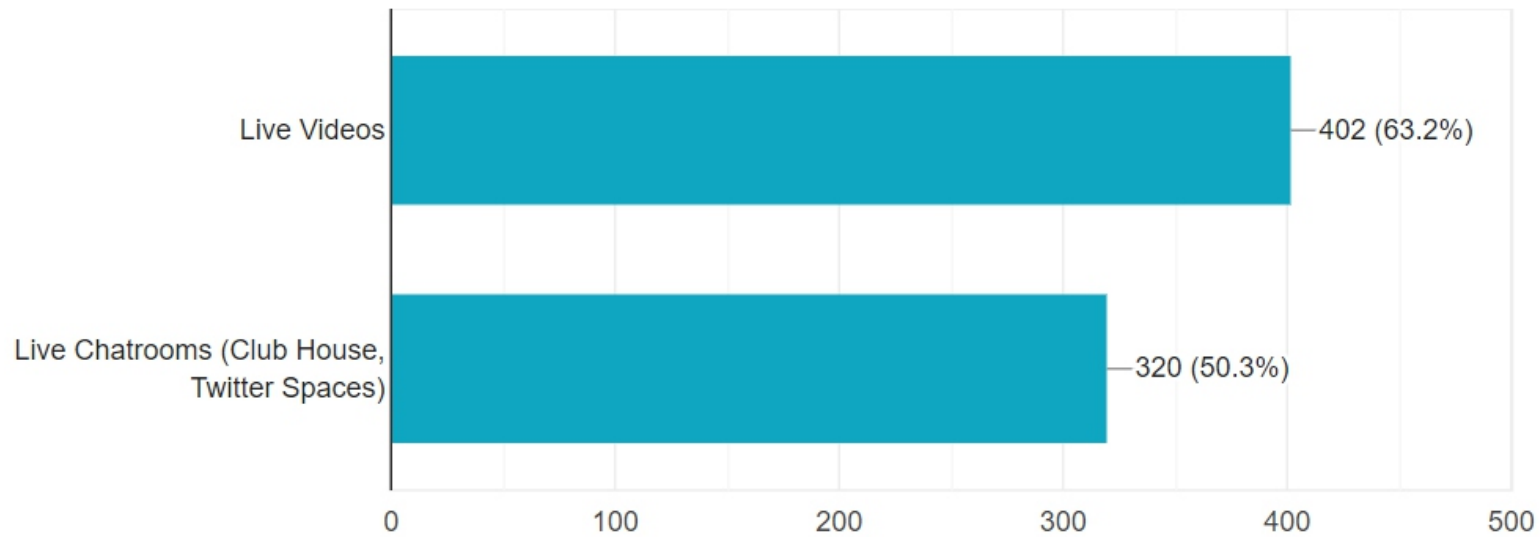


Fig: When asked about Live Videos and Live Chat Rooms

Youtube, Instagram and TikTok rank higher on the scale of preference in that order when it comes to video content.

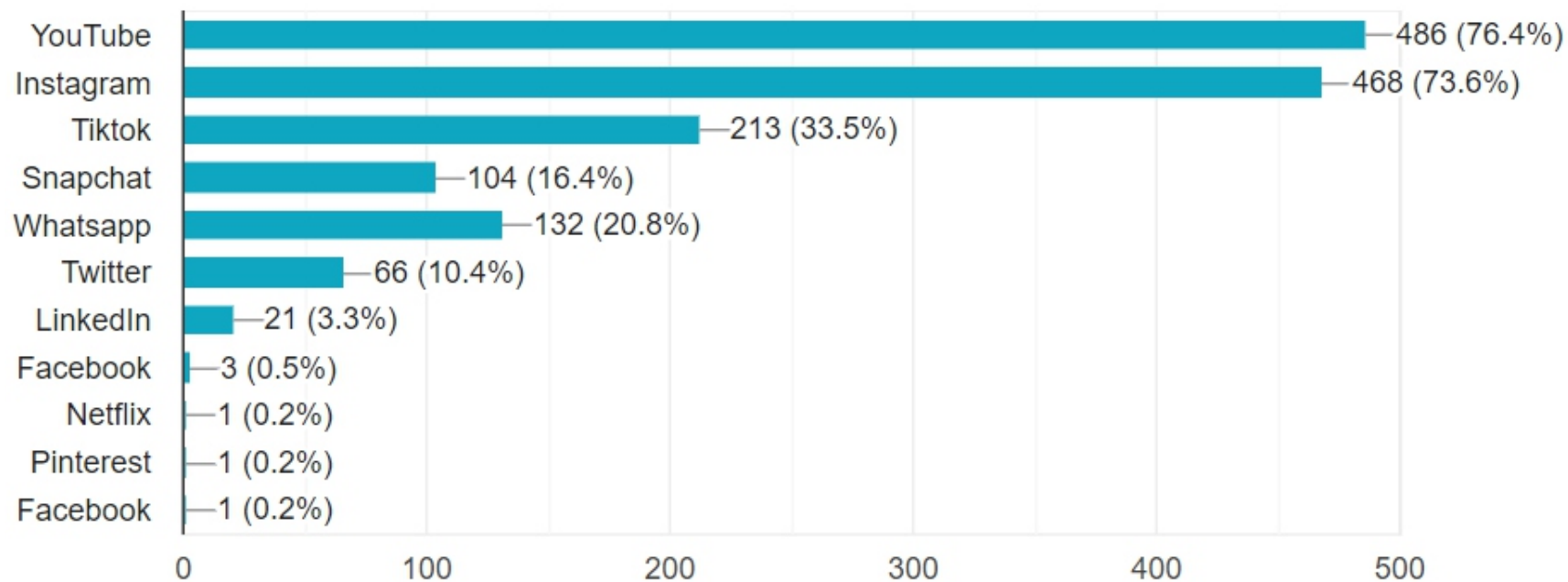


Fig: When asked about their go-to social media platform for video content:

7/10

people say they go to Instagram for
video content.

Google is the most used search engine according to the results of the survey.

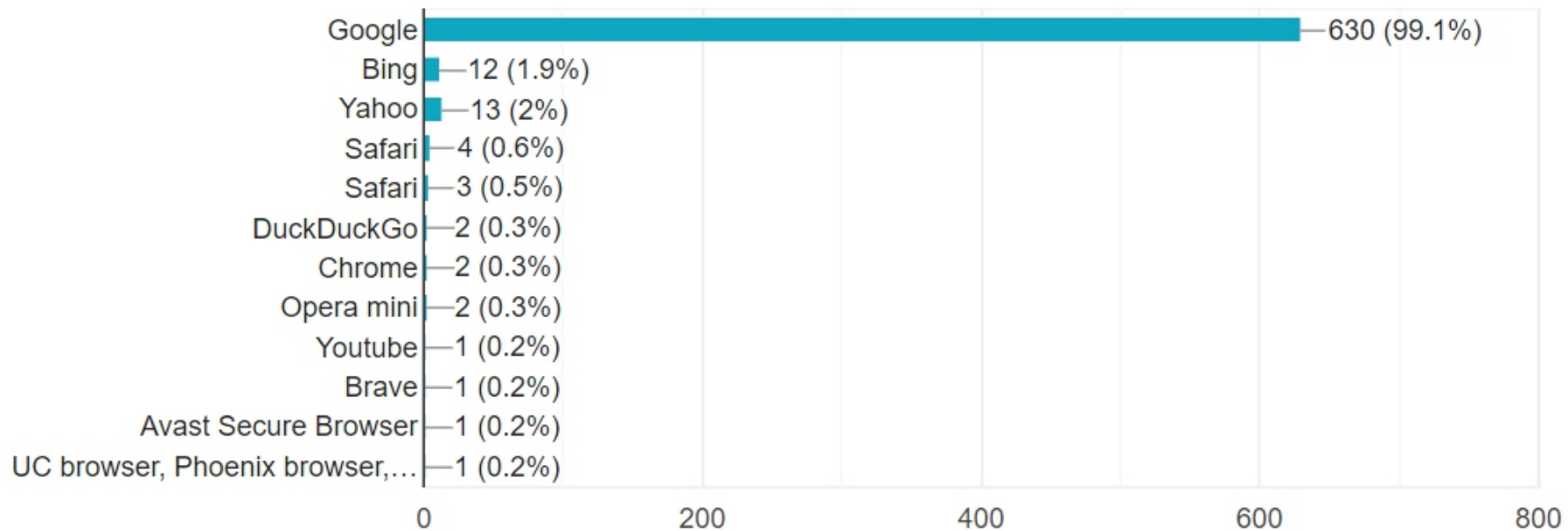


Fig: When asked about their most used search engine.

Most people trust their friend's testimony and reviews from other users over a celebrity or influencer's word.

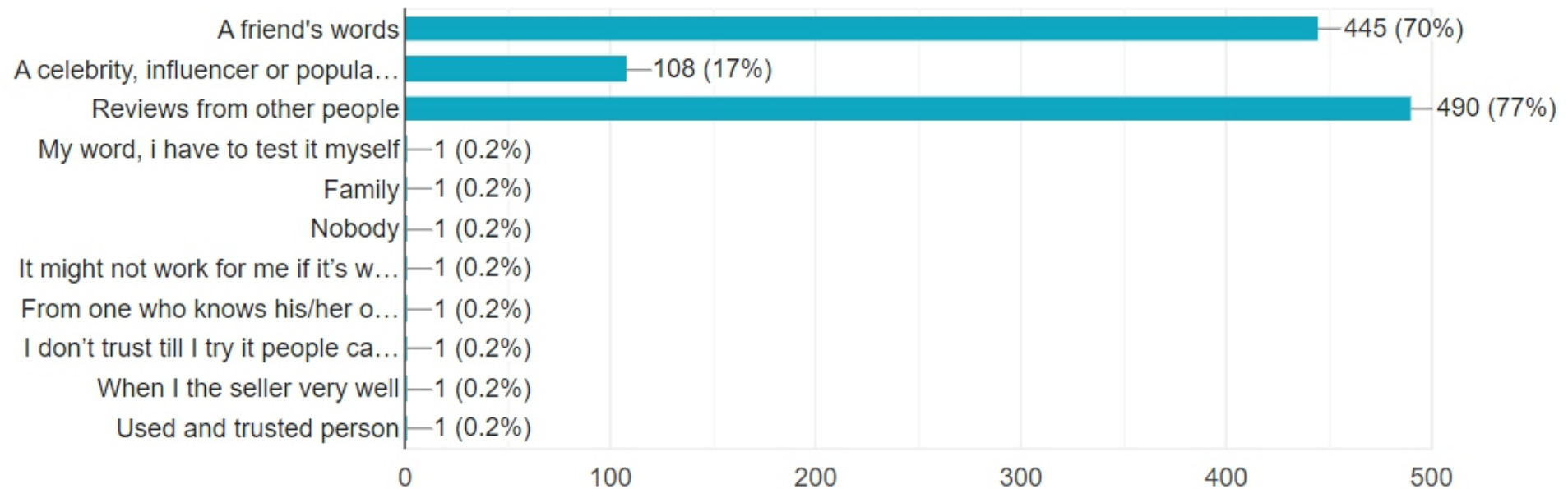


Fig: When asked about whose words to trust about a product.

A higher percentage of people access the internet with their mobile phones, few use their PC and fewer use a tablet.

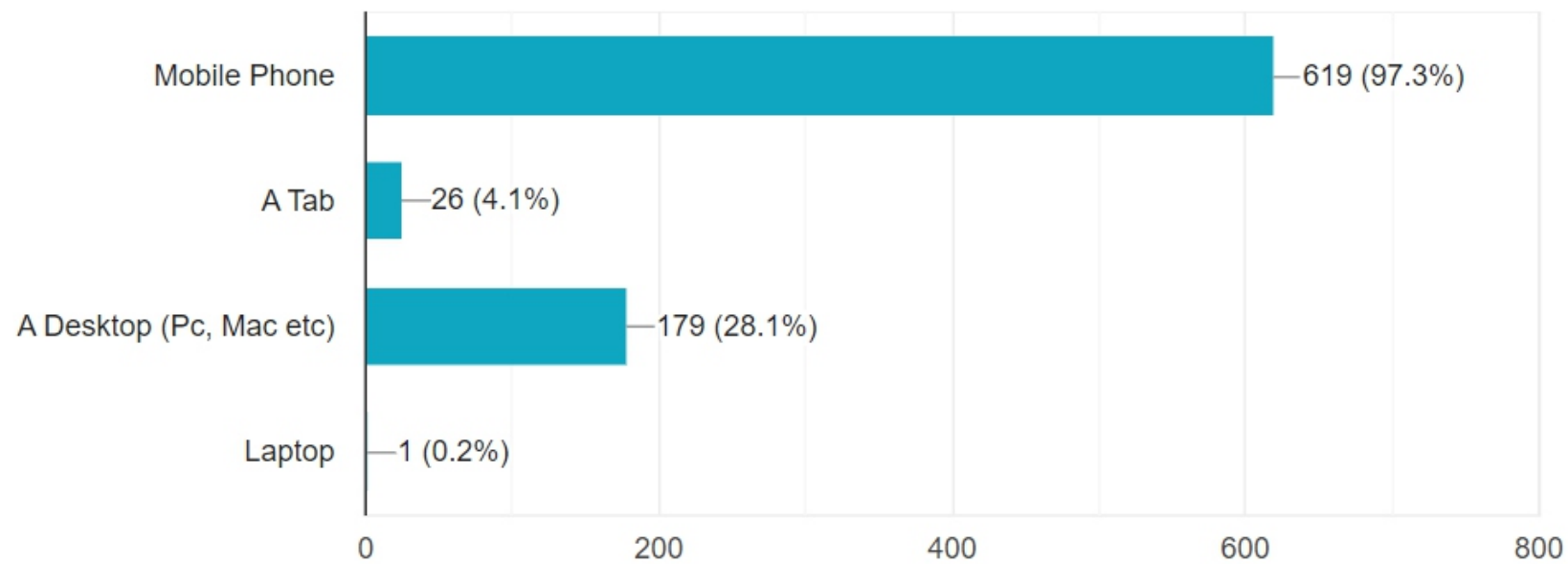


Fig: When asked what device mostly used for browsing.

9/10

people use their mobile phones to
check the internet.

Most people do not watch TV.

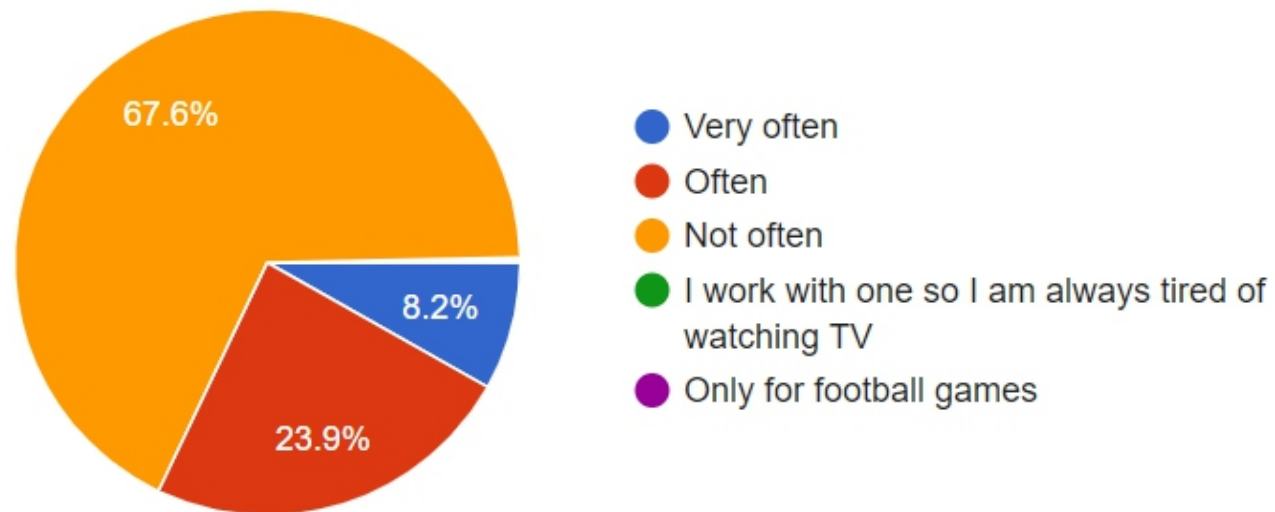


Fig: When asked how often they watch TV.

APPEAL



Definitely, pictures enhance the effectiveness of a post.

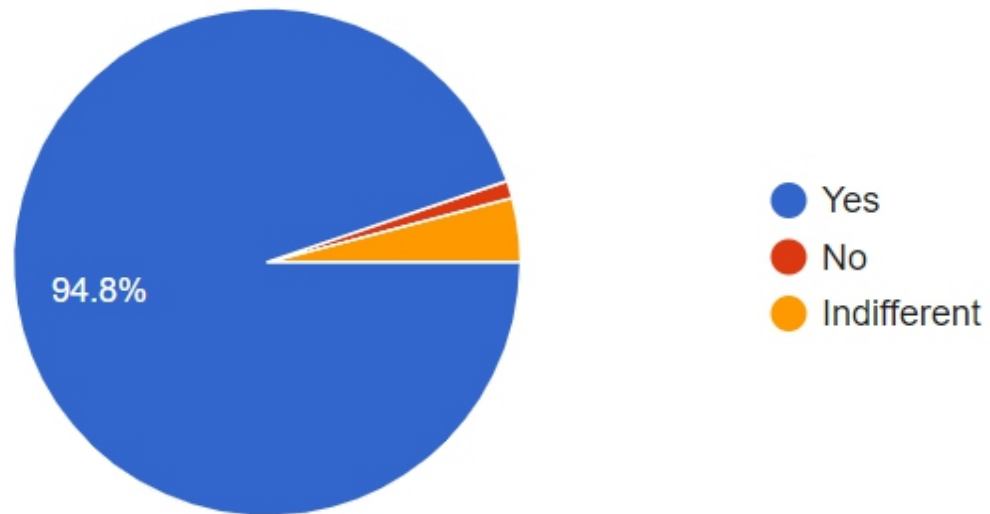


Fig: When asked if they think pictures enhance the effectiveness of posts.

More people think Live Videos are good and fantastic.
About 4/10 people are indifferent; this is where the creativity of your content makes the difference.

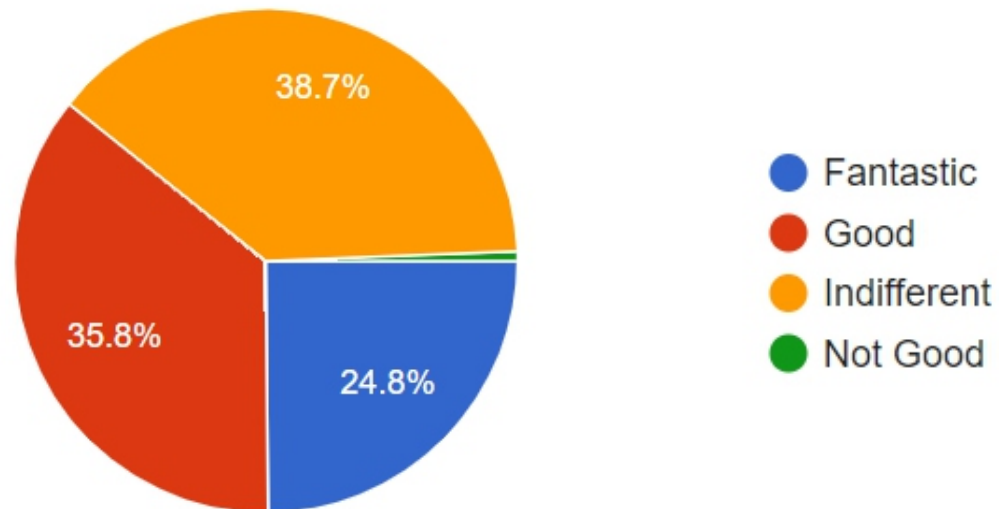


Fig: When asked what they think about Live Videos.

**When making a post,
add a picture. Just put a jpeg
somewhere, and do not forget
to use alt text.**



A product review from a friend or other people who have used the product has more appeal than the word of a celebrity or an influencer.

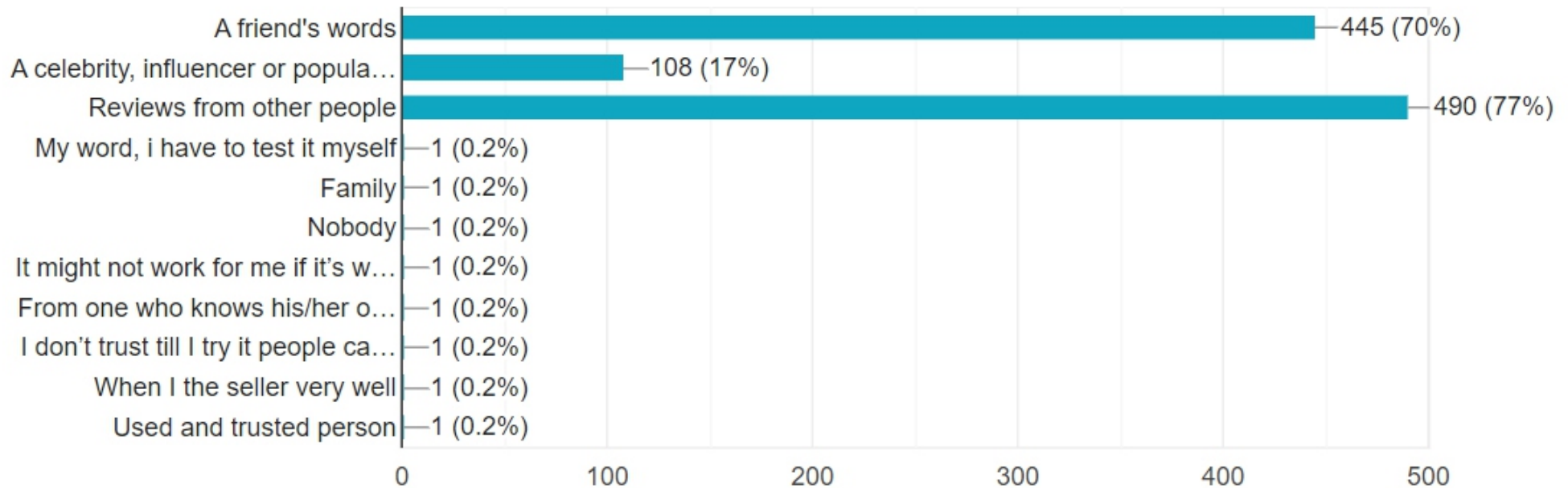


Fig: When asked about whose words to trust about a product.

The content TV gives are already on mobile devices and on the go. TV no longer has as much appeal on entertainment and information as it used to be.

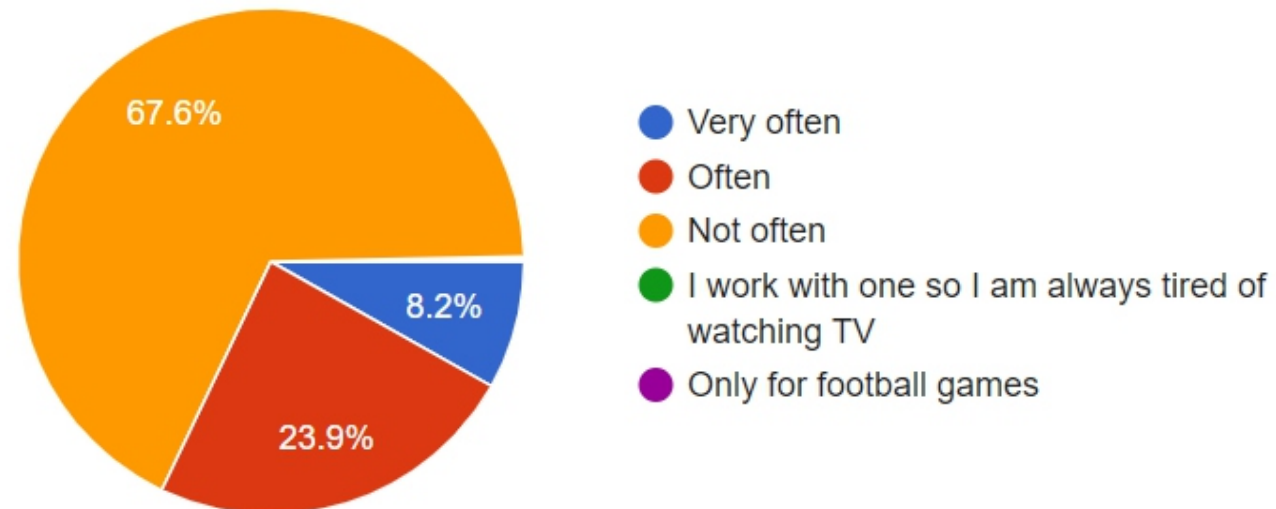


Fig: When asked how often they watch TV.

FEATURE



More people share content on Whatsapp, Instagram and Twitter than on other social media platform.

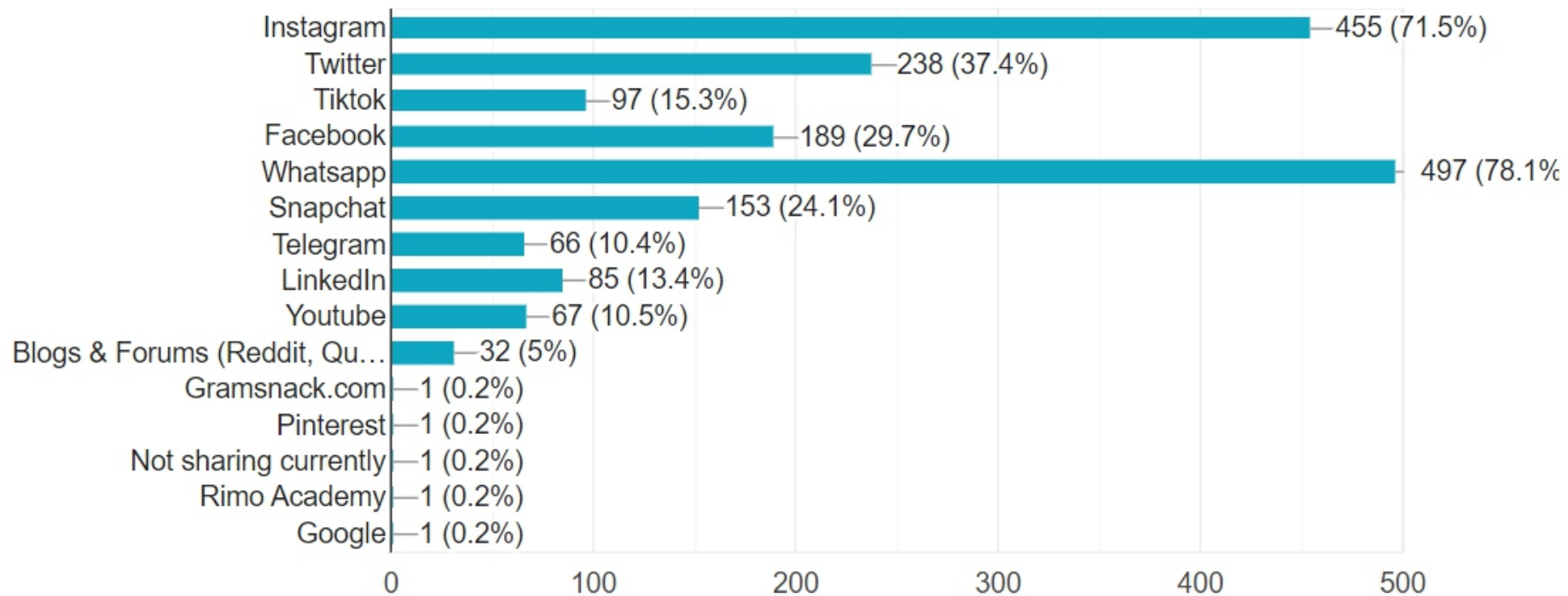


Fig: When asked where they often share content.

A larger percentage of people prefer to use Whatsapp and Instagram for direct messaging.

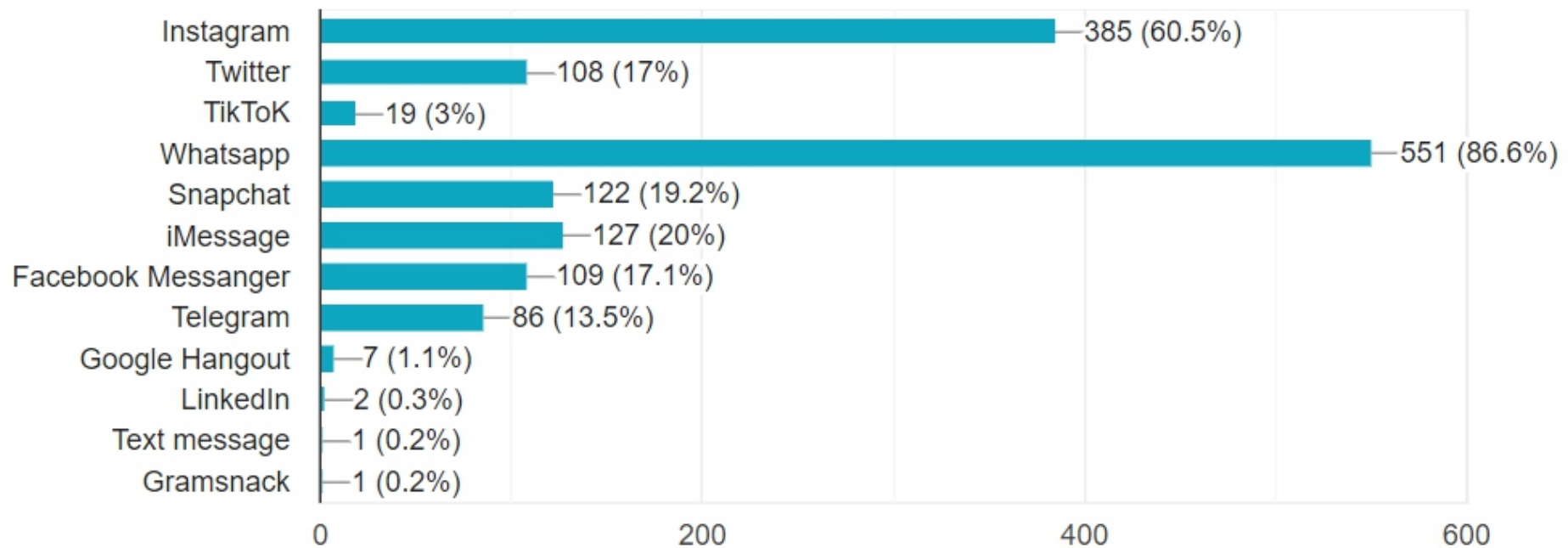


Fig: When asked about preferred platforms for Direct Messaging.

**NEWS ABOUT YOU
WOULD BE SHARED MORE
ON WHATSAPP AND
INSTAGRAM THAN ANY
OTHER PLATFORM.**

Most people use the story feature on Whatsapp and Instagram than story features on other social media apps.

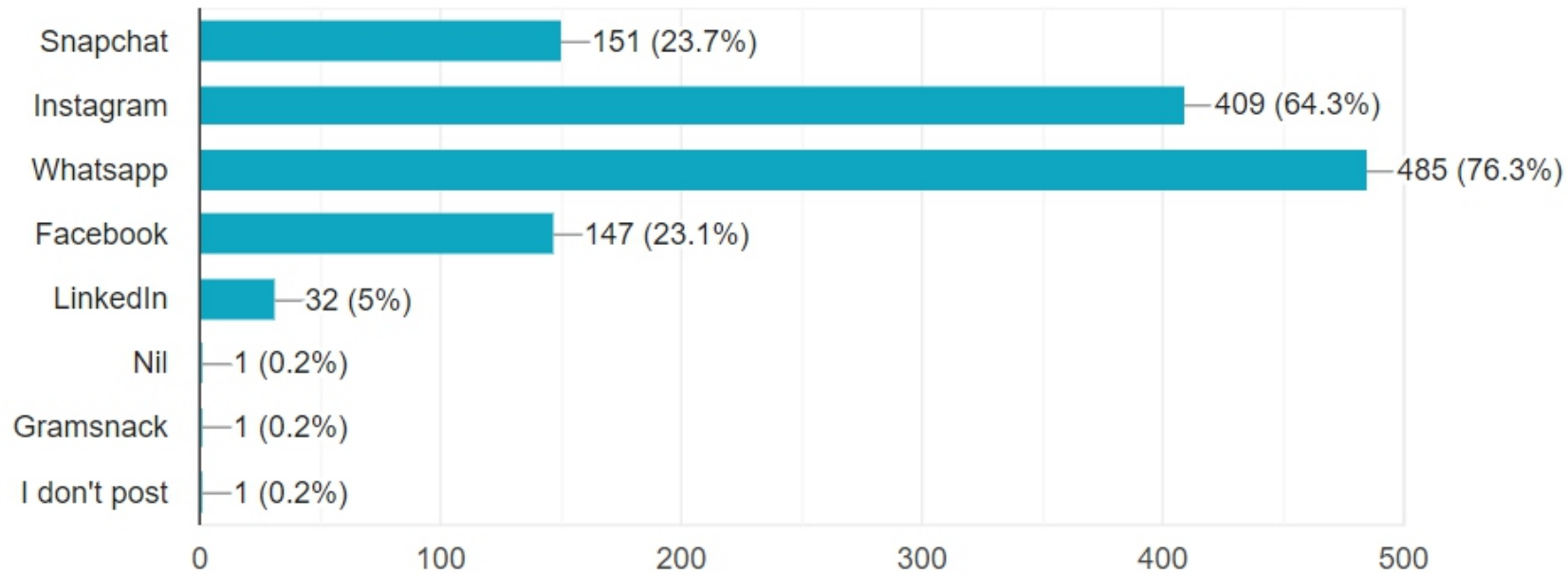


Fig: When asked about their most used Stories.

When it comes to Live Videos, more people are indifferent, some people think it is good, a few think it is fantastic and a handful of people think it is not good.

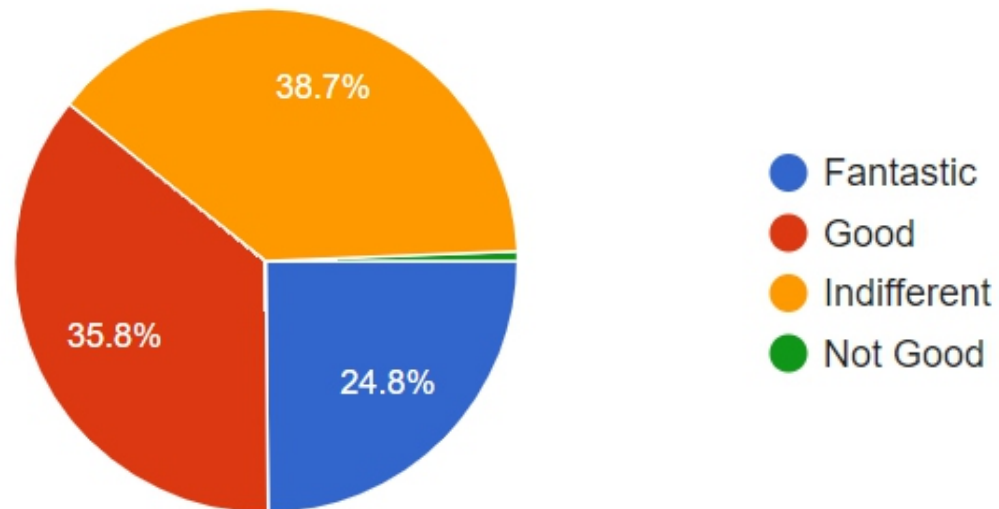


Fig: When asked what they think about Live Videos.

A higher percentage of people access the internet with their mobile phones, some use their Mac/PC and a few use a tablet.

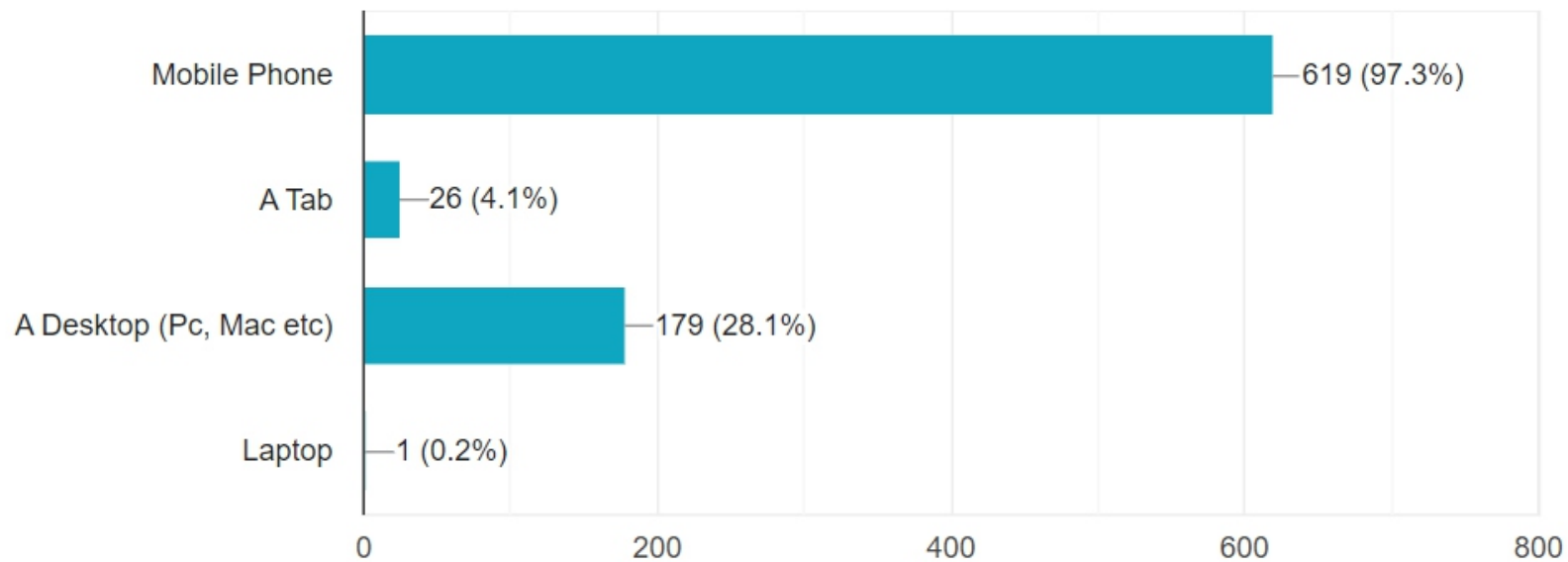
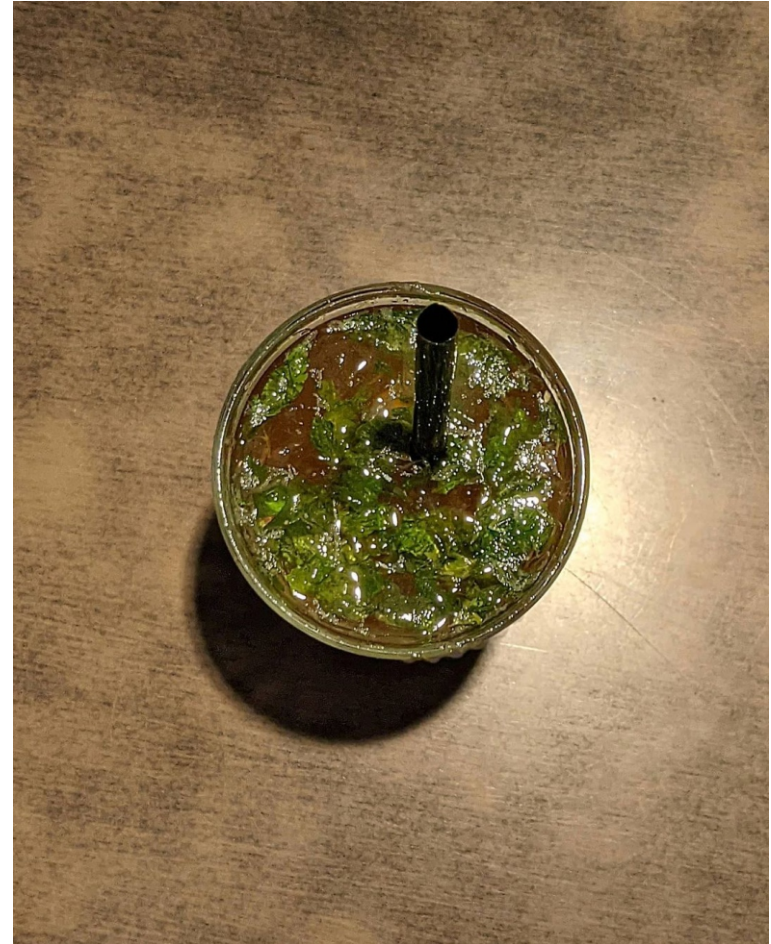


Fig: When asked what devise mostly used for browsing

ON INTEREST AND CONSUMPTION TYPE



A higher percentage of people are interested in informative content, brief and funny content and content that is relevant to them.

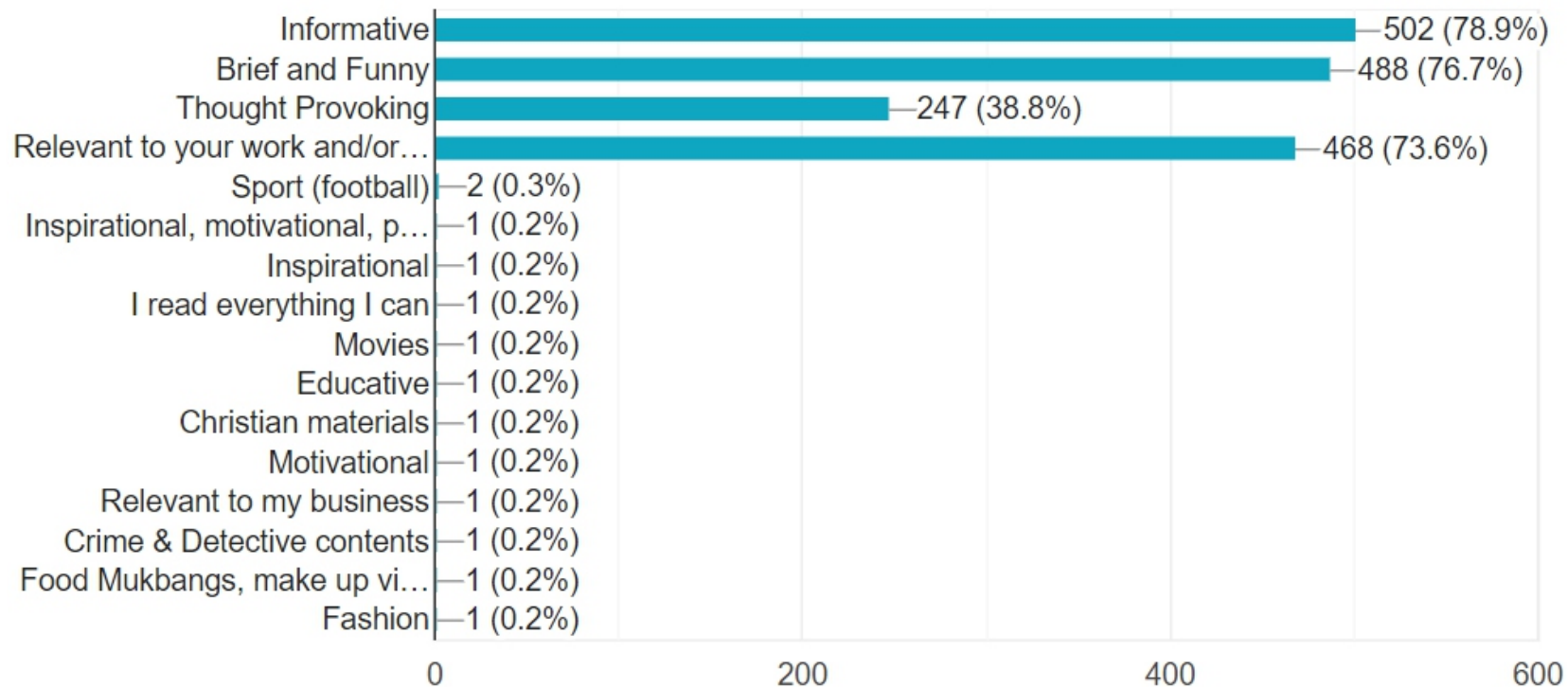


Fig: When asked what type of content is more appealing.

More people would engage with authentic visual content, videos and memes.

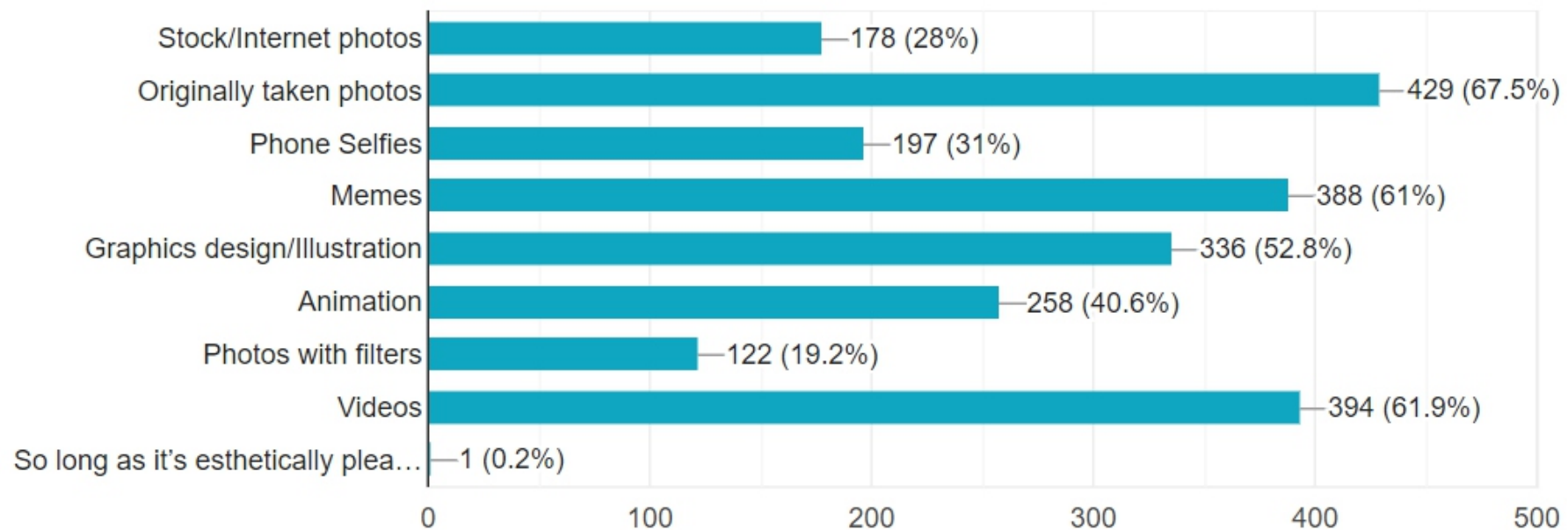


Fig: When asked about what type of visuals they would engage with.

Learn Phone-Photography

**67% of people want to
see originally-taken
photos... and videos.**



Sponsored ads as a form of advertisement piques the interest of more people than any other type of advertisement.

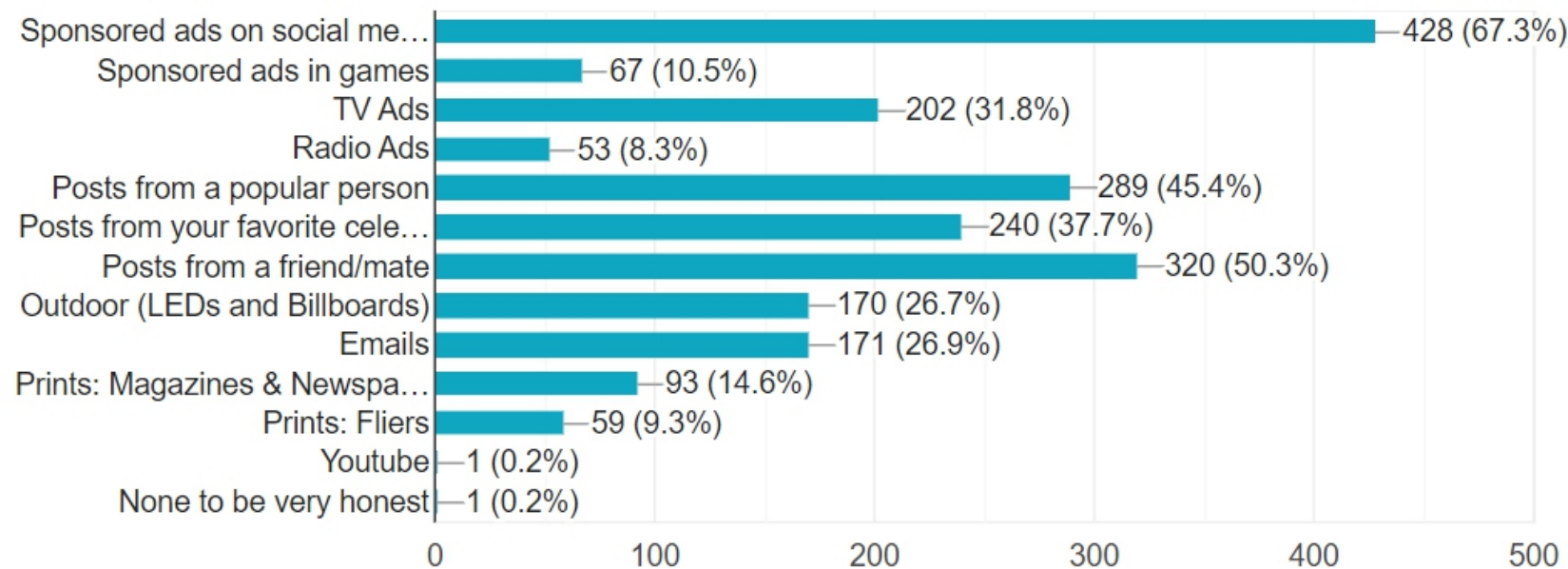


Fig: When asked about the form of advertising that gets their attention.

A large percentage of people are interested in the opinion of their friends and reviews from other consumers.

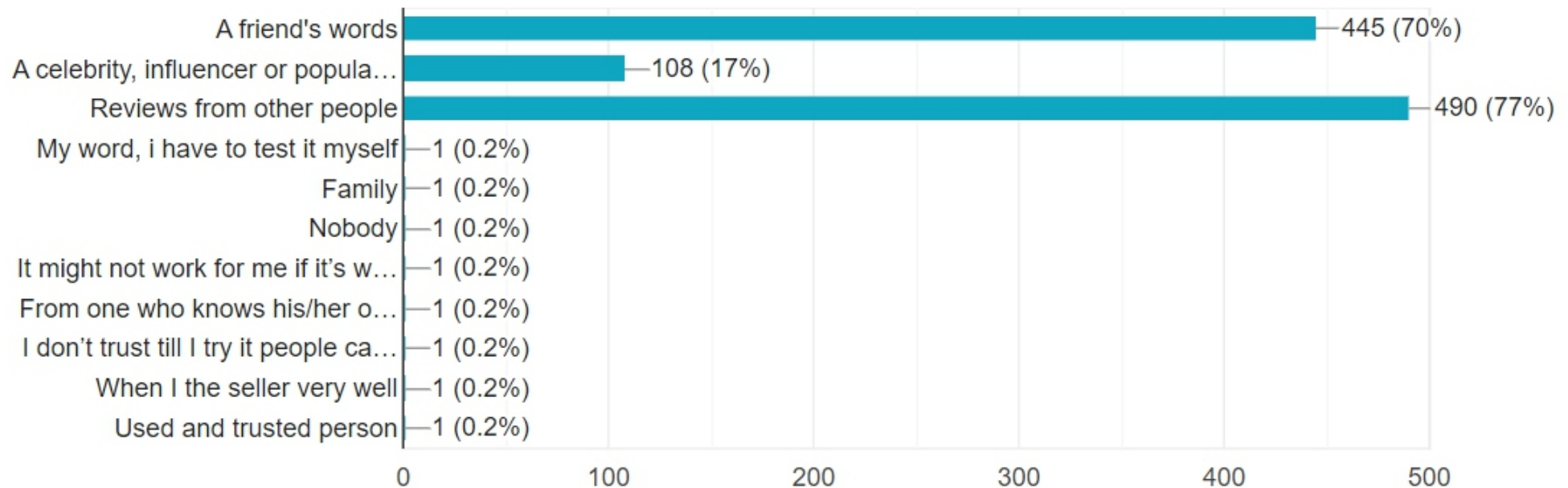


Fig: When asked about whose words to trust about a product.

Most people check their emails quite frequently.

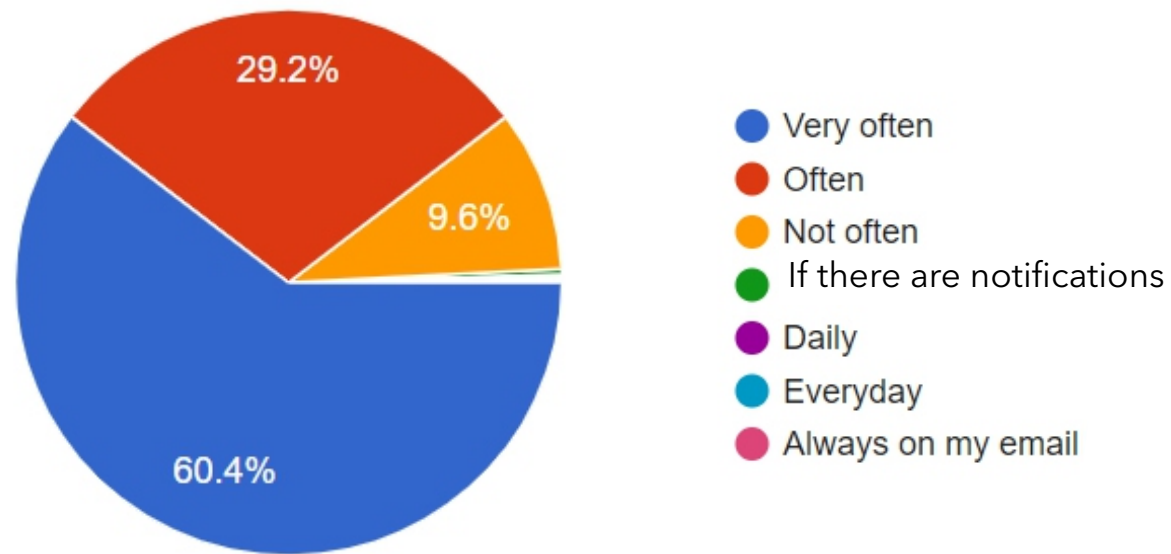
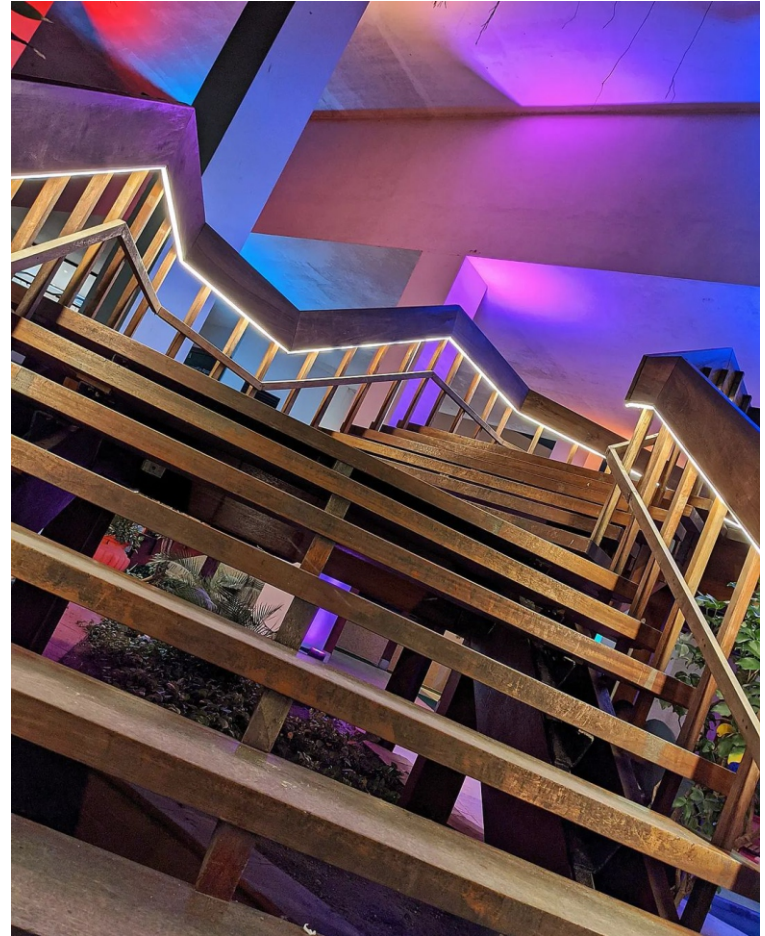


Fig: When asked how frequently they check their mails.

REACH



Instagram, Whatsapp, Youtube and Twitter have more reach than other social media platform.

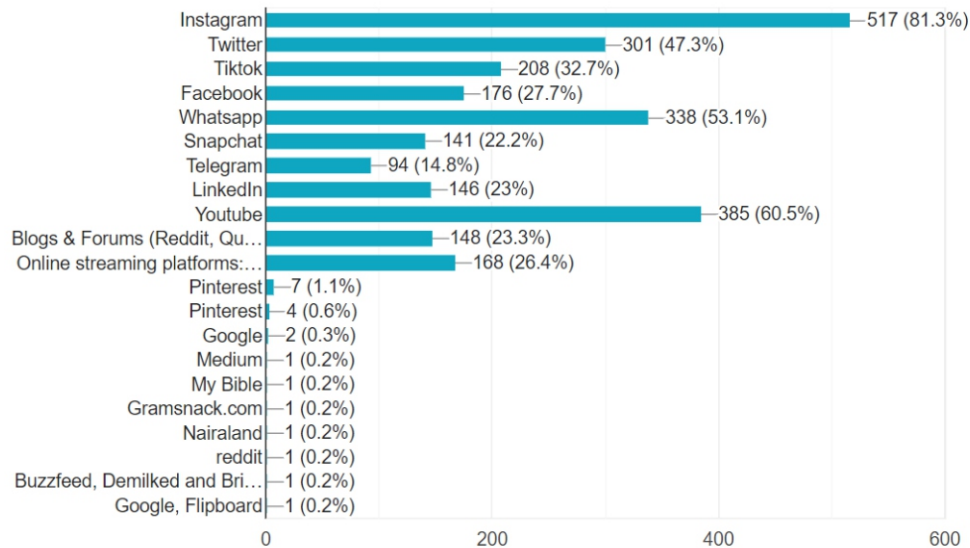


Fig1: When asked where they discover content they are interested in.

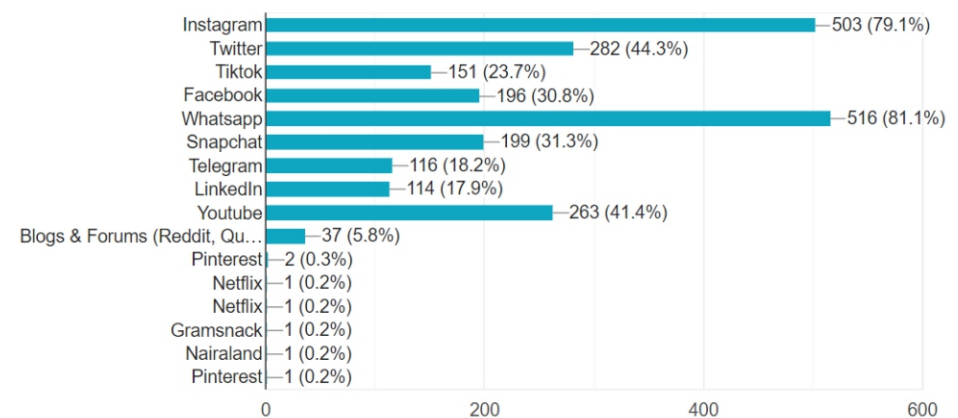


Fig2: When asked about their most used social media platform.

Because more people use social media from 5pm to 12am, content shared and seen around that time will have more reach.

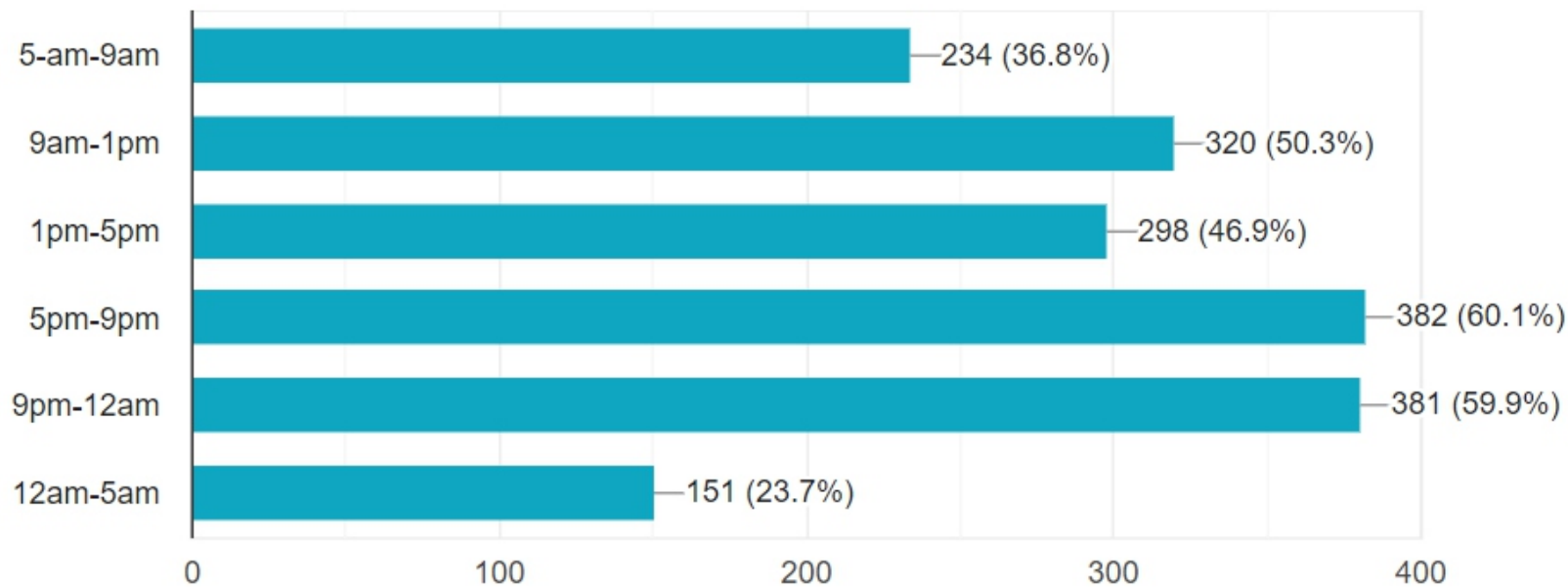


Fig: When asked about the time of day they check their socials.



**PREPARE CONTENT
PEOPLE WOULD
LOVE TO SHARE
AFTER A LONG DAY'S
WORK. 5PM-12AM IS
A GOOD 7-HOUR
PERIOD FOR PEOPLE
TO TALK ABOUT YOU.**

Video content has more reach on Youtube and Instagram

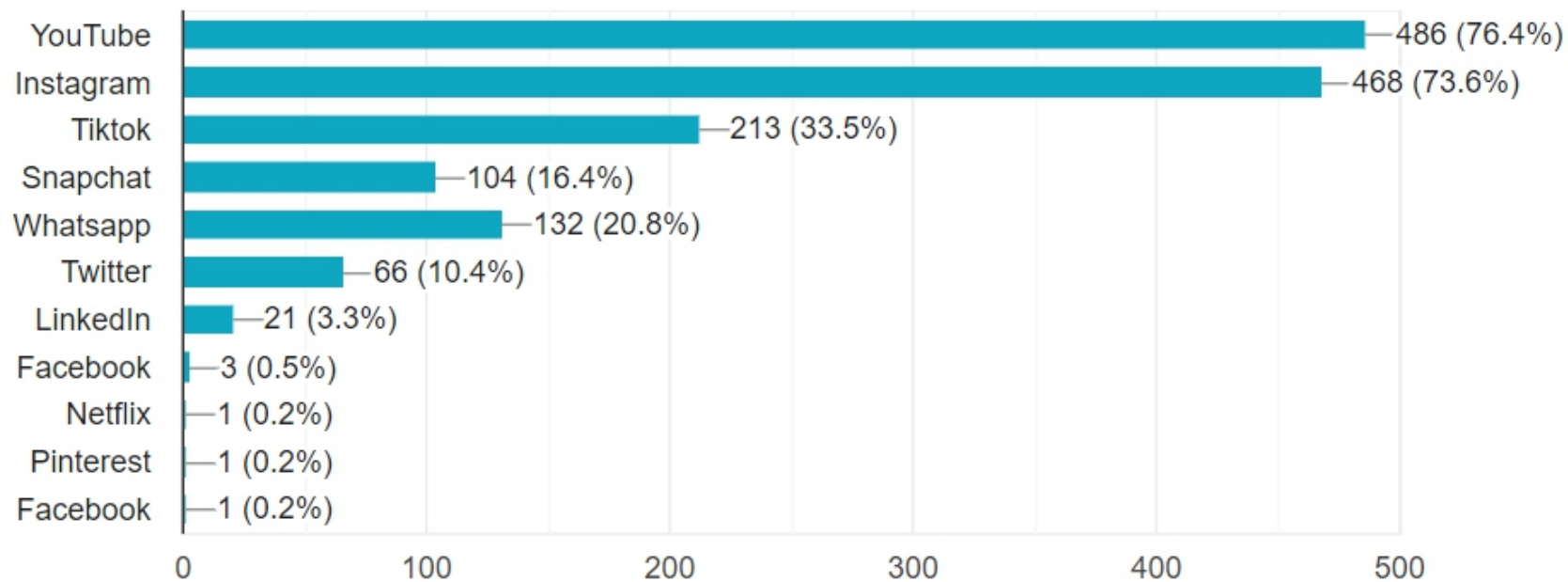
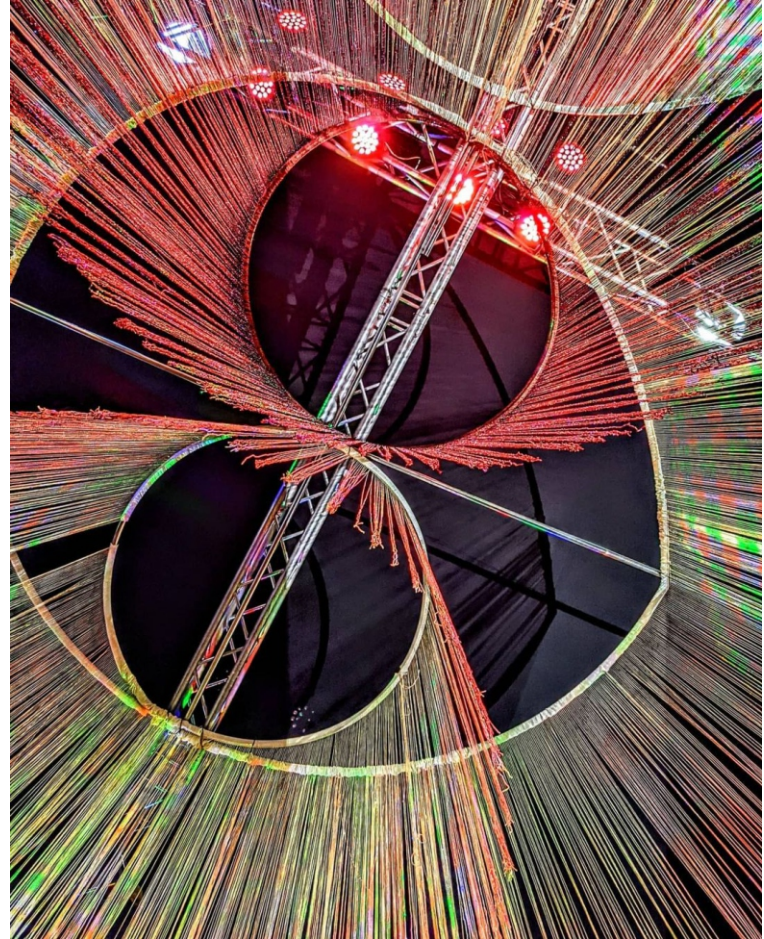


Fig: When asked about their go-to social media platform for video content.

STRATEGY



Sponsoring ads on social media is a great way to get the attention of people on social media.

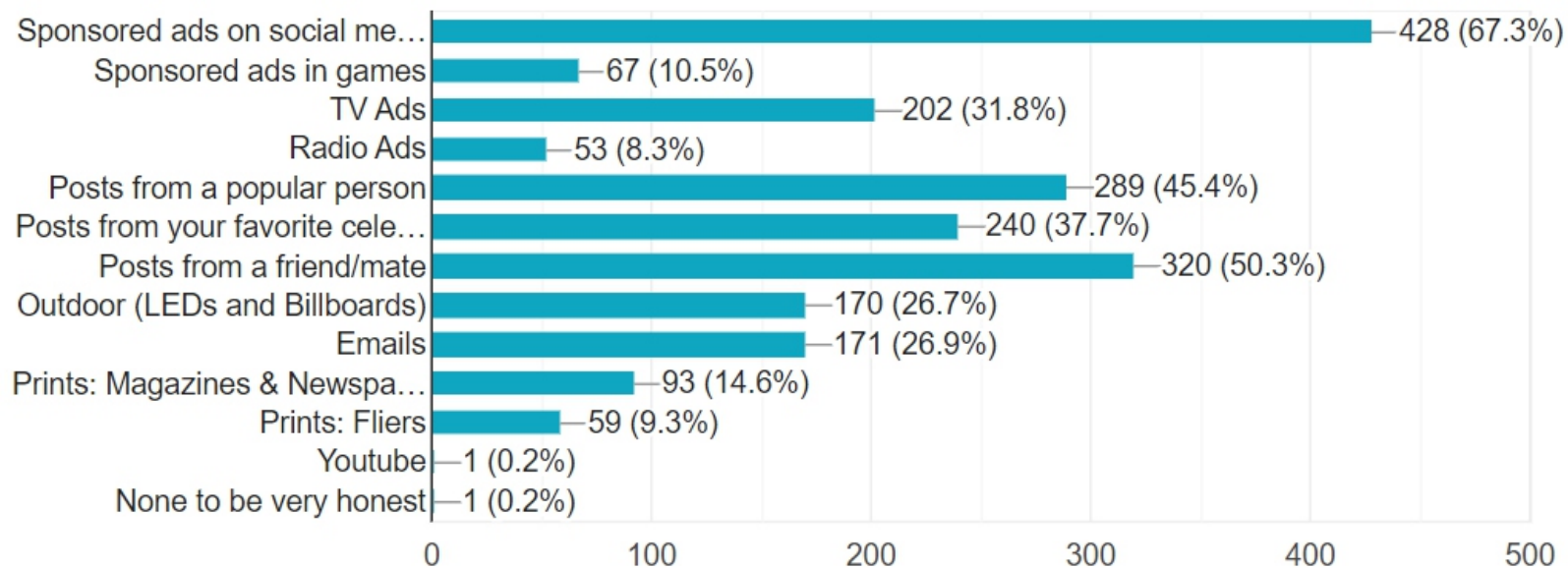


Fig: When asked about the form of advertising that gets their attention.

Building a community of loyal customers who also leave reviews is a great strategy.

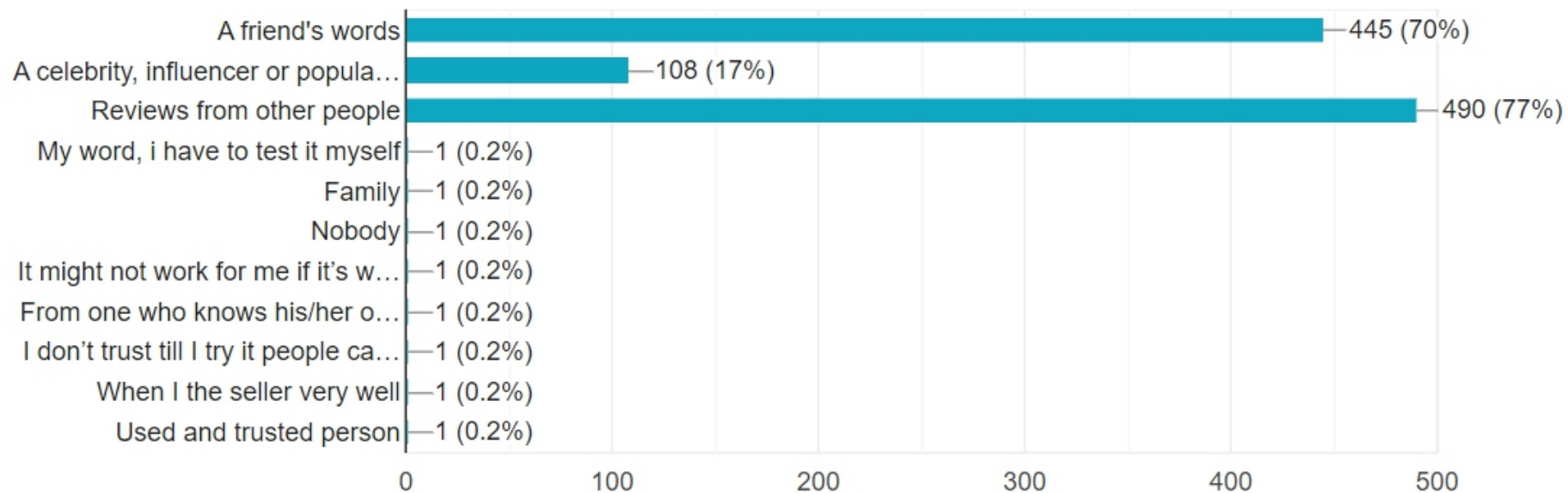


Fig: When asked about whose words to trust about a product.

**When all is said and done,
nothing beats word of mouth.
You need a community to talk
about you.**

**Let that be a major goal as
you prepare your campaign,
marketing and brand
strategies.**



Communities are the bedrock of civilisation. The ingenuity we possess informs the richness in the general advancement we enjoy as humans; the thoughts leading to businesses and global corporations are testament to how creative we are with what we think. Growing a community with these thoughts will indeed create a better environment for geographies to thrive on and build for the future.

With the survey taken and data shared, we hope you now make the right and more informed decisions in creating the world you desire.

Build.

About Getup Inc.

We are a creative
strategy company
in Lagos, Nigeria.

TAP TO LEARN MORE



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