

How quickly a month can fly by.

Today signals the fourth edition of your weekly hit of Zoomer inspiration! Read on for a quick and immersive snapshot into the lives of our younger audience, listening into their conversations in real time.

We changed gears recently to put the spotlight more firmly on the broad topic of social causes. Our Zoomers shared not only their comments and images, but mocked up Instagram posts too, as they told us about the issues they care about, gave us a sneak peek into the tactics they would deploy to galvanise support on Instagram and began to reveal the triggers and barriers behind the triumvirate of giving: donating, volunteering and campaigning.

Here's a snippet of what they shared with us, and a few key thoughts to consider:



Social causes know no boundaries.

Zoomers' interests in social causes often extend well beyond the UK's borders. They spoke passionately about their views on gun control and abortion laws in the US, conflict in Ukraine, local struggles in Afghanistan and between Israel and Palestine, as well as food poverty across the world. Their concerns are not just about 'them' or those they identify with most readily.

"After 21 people - including 19 children - were killed in an inhuman act of violence in the small town of Uvalde, Texas, something has to change and that change can only happen if we all work together."

"There are millions of people across the globe that starve to death each year. People shouldn't be dying from starvation in the 21st century with our technology and techniques."



However, older Zoomers – those most likely to be in work and paying for their own bills and mortgages – tended to turn the lens a bit closer to home and focus on issues like the cost of living crisis and the NHS.



SHOW AND TELL: 5 Tips on How Zoomers take action on social media

Lights, Camera, ACTION!

When it comes to Tone of Voice, there's often not a lot of room for ambiguity; their language is centred on being clear and precise, and driving action.



Recession and depression while the rich have a session

Tell your followers what story you have picked - feel free to share links, images or videos to help your followers understand the story

Families are choosing between heating and eating and the government refuses to do anything substantial. See the following video to see the extent of the current crisis from the POV of a good bank: <https://youtu.be/vrHxB4DNv98> And here is the government's reasoning for rejecting petitions:

<https://petition.parliament.uk/petitions/614019>

The Big Short

Facts and figures really matter. The majority of their constructed instagram posts in support of a cause were backed up by punchy, yet compelling, headline statistics. They recognise the importance of independent data as part of a narrative.



WE ARE THE 97%

Tell your followers what story you have picked - feel free to share links, images or videos to help your followers understand the story

An investigation by UN Women UK found that 97% of women aged 18-24 have been sexually harassed. 96% of these events went unreported due to the belief that nothing would be done and to be honest I can't blame them.



A Beautiful Mind

Experts matter to Zoomers. They are aware of the amount of misinformation in the world, so they want to find sources of truth. So why make them search for it – include it in your storytelling, with verified and credible sources from relevant experts in the field.



No plan B

Tell your followers what story you have picked - feel free to share links, images or videos to help your followers understand the story

Guys and gals, we all know climate change is important. Before i start please check out this: <https://uncclearn.org/> This will give you all an insight about how we can help about climate change. Its a website I have used loads.

The Incredibles

This audience already feel like they are the change they want to see in the world, so speak to them in a way that cements this feeling of empowerment. They're never patronised; they're key parts in building a better future which tangibly tackles the causes that matter.

"I would want my generation, the youth, to join me in our fight in this as they are our future doctors, lawyers, presidents, etc."

Endgame

Providing specific and easy-to-follow calls-to-action (CTAs) are vital to garnering momentum. They want to be directed to the most effective and useful actions. Is it a donation? Ok great – here's a direct link. Is it a campaign effort? Here's how you can best get involved.

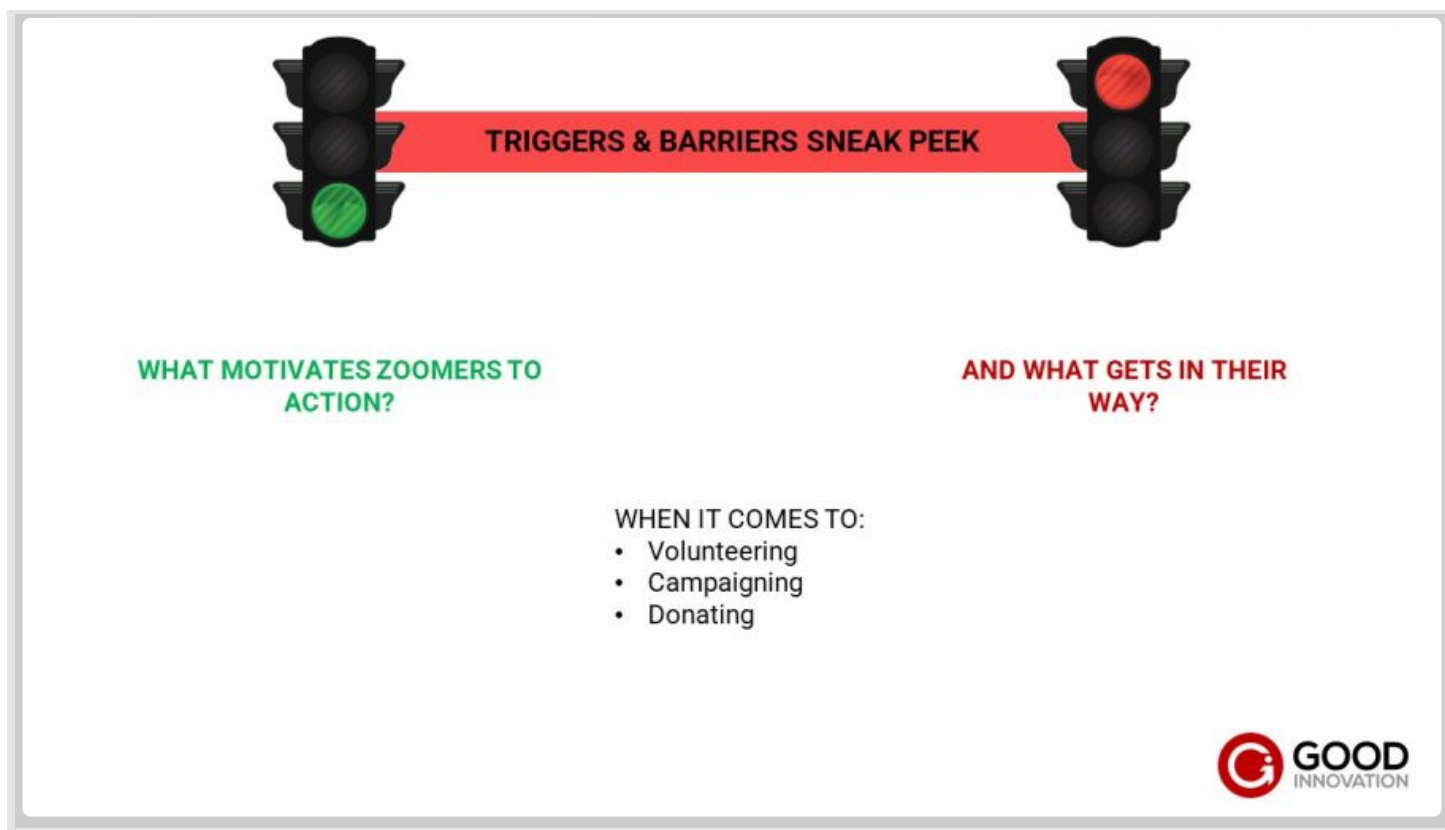
The willing is there, but not always the know-how.

'I do not do as much campaigning as I do not know how much difference it makes but I constantly look at petitions online and make use of resources possible.'

'More information about how to engage. Is sharing twitter and links on social media enough? If not, where else can I engage?'

RED LIGHT, GREEN LIGHT

We opened the envelope more explicitly on Volunteering, Campaigning and Donating to start to understand the key motivations and obstacles to getting more deeply involved across these actions:



Finally, a word of caution for Elon

Our Zoomers are coming for you.

When asked as to who could be doing more when it comes to charitable causes, billionaires were often in the crosshairs of our audience:

'If I had complete freedom I would want to play a role of taking funds from billionaires and redirecting their excessive wealth towards solving the climate crisis.'

'I would make the richest people in society either pay higher tax which goes towards tackling this issue and/or donate a certain amount of their money/salary annually to charities who help people struggling with poverty.'



Next time – We ask our Zoomers to step back and expand their horizons by sharing with us what they think will be key to developing a committed lifelong habit of supporting a charitable cause. Until then!

Built with Flya 