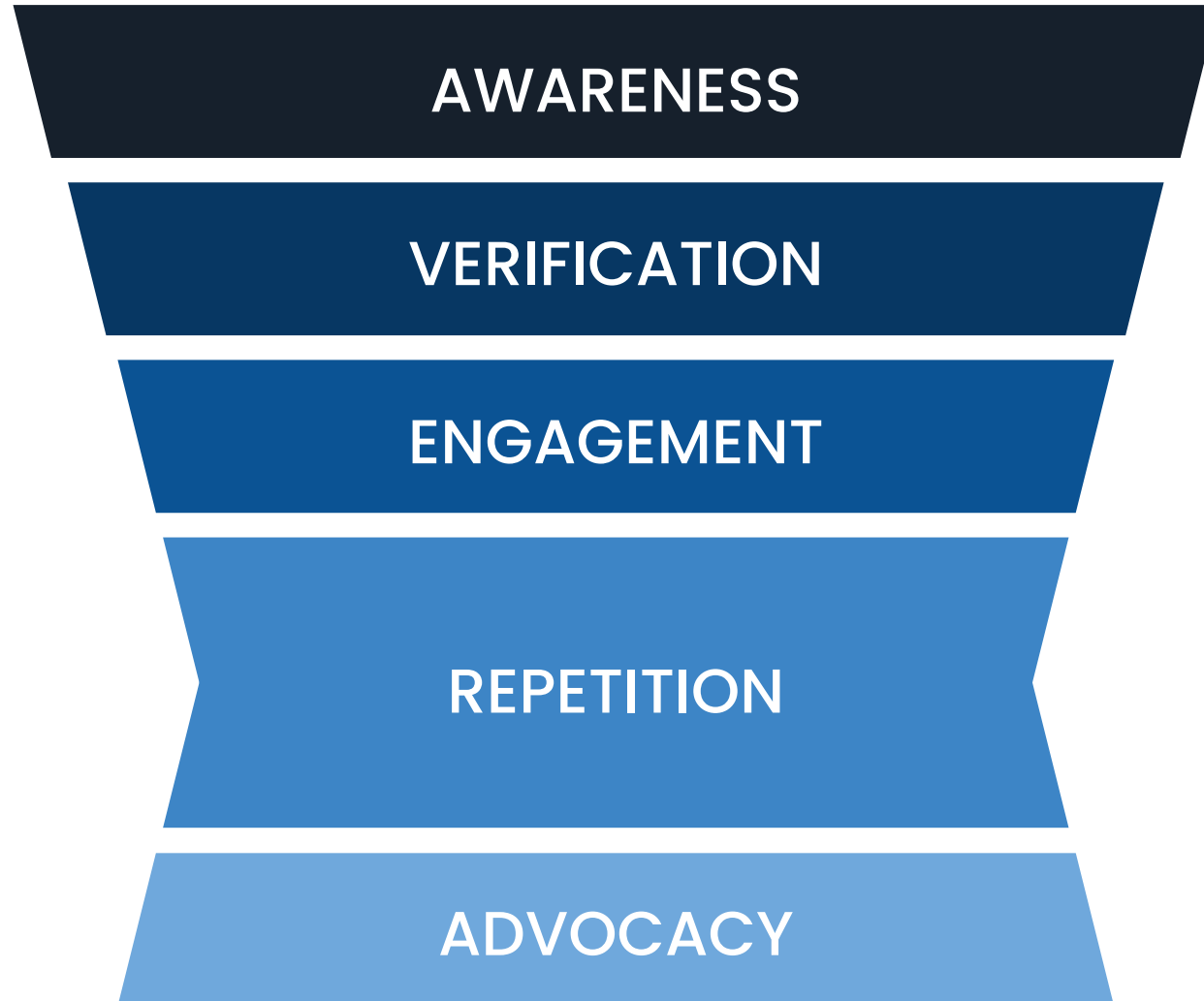


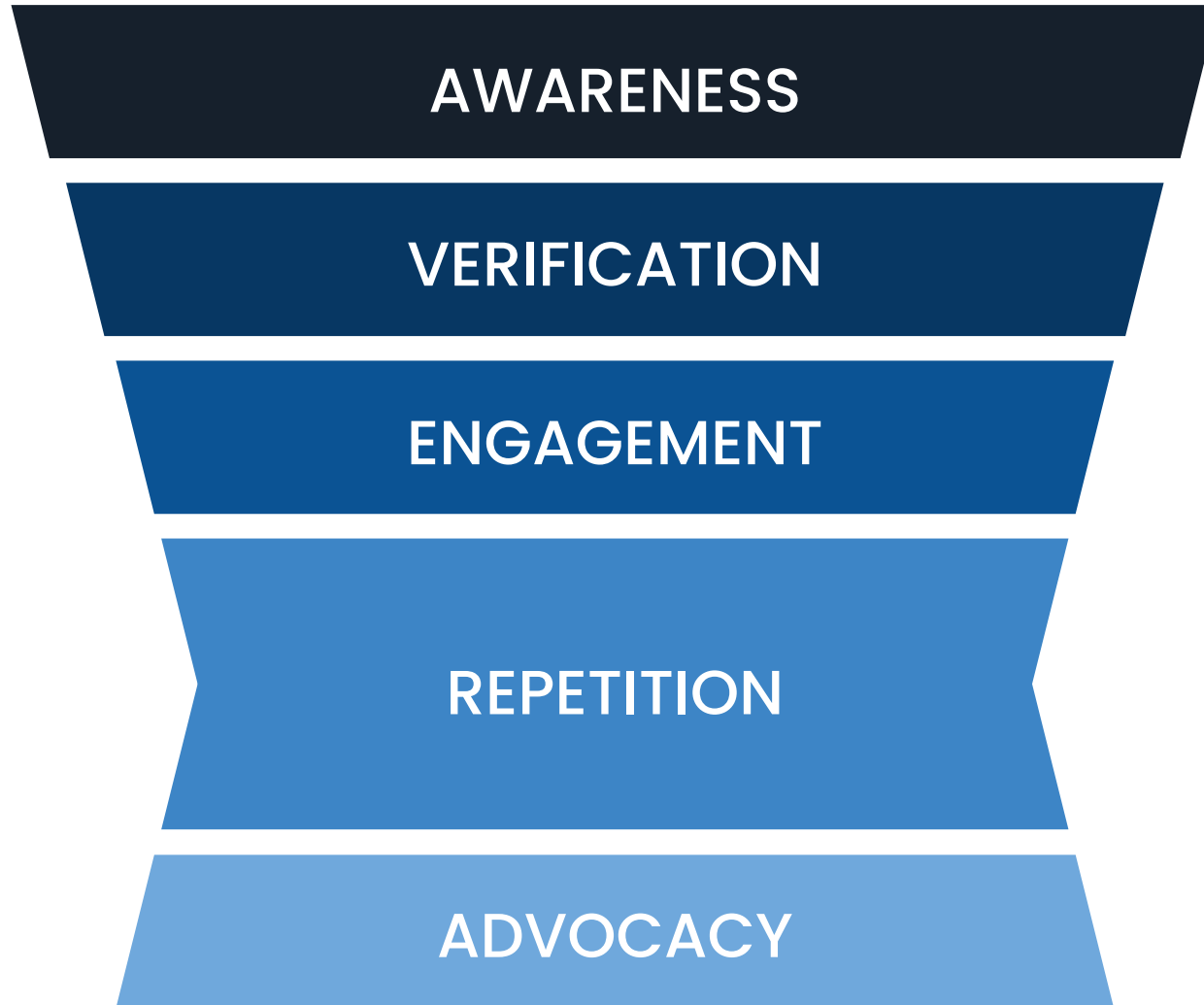
The Generation Z Engagement Framework



This framework has been designed from analysing the behaviours, habits and attitudes of over **100 Generation Z research participants** across a range of tasks and activities.

It is an **adaptation of a classic marketing funnel** in order to represent the typical ways in which Gen Z as a cohort experience, consider and engage with communications on causes and issues that they feel matter, and the charities and organisations behind them.

Before we start, **a view from Good Innovation**



This framework has deliberately been adapted from a traditional marketing funnel, rather than created as a new one, because we believe that many of the **core principles of best practice marketing and communications apply as equally to Gen Z** as other generations and cohorts.

This specifics of this tool highlight the important differences that undeniably exist for Gen Z, but within the context that there is plenty that bonds them to other generations, too.

These fundamentals are detailed in the Gen Z **Communications Cheat Sheet** – which you can find in the **'Talk to Gen Z'** section of this toolkit.

How to Use the Generation Z Engagement Framework

Each stage of the funnel is equipped with overall guidance on Media Selection, Media Tactics and Relevant Narratives:

	Primary Media	Media Tactics	Narrative	
What	Details the most relevant media to engage Gen Z at each stage of the funnel. This includes social media, traditional media, owned channels and media and PR.	These are the tactics that Gen Z are most likely to respond to, at each stage of the funnel. They include the use of influencers, expert voices and credible sources and other important interventions to gain attention & traction.	This guidance is designed to aid the development of tone of voice and how best to pitch communications at each stage of the funnel.	Gen Z Comms Cheat Sheet More specific recommendations and detail on each of the above guidance can be found in the Comms Cheat Sheet in the 'Talk to Gen Z' section.
Why	Explains why this media is important to Gen Z based on their behaviours and attitudes.	Explains why these tactics are effective with Gen Z based on their behaviours and attitudes.	Explains why these narratives are influential with Gen Z based on their behaviours and attitudes.	

The Generation Z Engagement Framework: Driving Charity Outcomes

AWARENESS

How communications can **create and raise awareness** for causes with Gen Z

VERIFICATION

How communications can **feed Gen Z's desire to verify causes** they've seen in other media

ENGAGEMENT

How communications can **convert awareness into desired actions**

REPETITION

How communications can **encourage repeat behaviours** and actions

ADVOCACY

How communications can **empower Gen Z to become advocates** and amplify your messages

AWARENESS

How to **create and raise awareness** for causes with Generation Z

Primary Media

What Social media designed for when Gen Z are casually browsing online content, with no particular aim in mind. The most effective platforms to engage them are:

TikTok, Snapchat, Instagram



Why While casually browsing through their feeds throughout the day, short, entertaining clips with a relevant message are most likely to capture attention.

Media Tactics

Create influencer-led, shareable content and look to establish partnerships with culturally relevant brands to Gen Z, and to your cause.



Meeting Gen Z where they are gives you the best chance of being noticed; in the social feeds of prominent cultural figures.

Narrative

Emotionally engaging stories and anecdotes, but only those that feel authentic and genuine. Including a headline fact or figure can aid credibility.



Like any audience, capture Gen Z interest with emotion, but they come with an expectation of speaking with authenticity in an online world where so much is unrealistically curated.

VERIFICATION

Cater to Generation Z's need to verify causes they've seen in other media

Primary Media

What Credible brands in traditional & digital media sources, including BBC, Guardian etc. (often discovered through a Google Search) as well as verified social media accounts.



Why Gen Z are acutely aware of the age of mis- and dis-information on social media, so they want to verify anything they've come across in memes or trends before deciding on action.

Media Tactics

Lean into the voices of credible, well researched in-depth sources: This can be through PR, editorials, documentaries, podcasts.



Gen Z want to dig deep and be confident that they are accessing unbiased facts of a cause – they desperately want to avoid being duped by fake news.

Narrative

These should have a responsible tone which is expert-backed & verifiable, referencing facts and figures provided by independent 3rd parties.



Before backing a cause, Gen Z have a strong desire to seek comfort in the authenticity of its claims, so as not to fall victim to 'being called out' on a false cause.

ENGAGEMENT

Convert awareness into desired actions

Primary Media

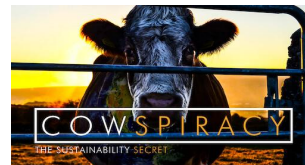
What This is the chance to put your own voice on the conversation, using your Paid, Earned and Owned channels to seed your specific messages (alongside verified social media and partnerships)



Why Gen Z seek to match your specific claims to what they now know about the cause as a final trigger to engage

Media Tactics

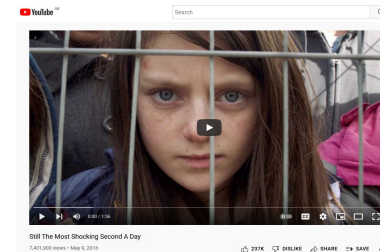
Leaning into advocacy stories of who you're helping, and charity-verified proof of impact are powerful. Creative outlets like podcasts & documentaries are effective.



They want proof that you're having a tangible impact on the lives of those you are helping before they commit

Narrative

Every execution needs to feel authentic, relatable and trustworthy – backed by further stories and facts that prove the impact your cause is having.



Hearing it from the front lines of those most impacted upon builds confidence with Gen Z that their support will make a difference

REPETITION

Encourage repeat behaviours and actions

Primary Media

What Double down on your owned media, but crucially your official charity social media accounts: reinforce with Zoomers on their platforms with your accounts: TikTok, Snap, Instagram.



Why Having earned their trust, and initial support, Gen Z are following you on SM and want to hear your voice and stories in the places they're at.

Media Tactics




Continue to provide them with advocacy stories and charity-verified proof of impact across your cause.



Gen Z want to be reassured that their support is continuing to improve lives, that their donations weren't just a fly by night impact.

Narrative

Provide clear Calls to Action (CTAs) alongside simple, proven, reliable next steps that they can follow and share.

-  UK only
-  30 mins per week
-  Spreading the word

Gen Z may be willing, but they're new to many of the ways to support. Make it as easy as possible to continue supporting your cause in a variety of ways.

ADVOCACY

Empower Generation Z to become advocates and amplify your messages

Primary Media

What Making the most of shareable owned social media content influencer and other relevant partnerships. This should also feature links to the most actionable parts of your website resources.



Why Advocates of your cause want to lean into sources that have the biggest audiences, to make sure they're spreading your key messages as widely as possible.

Media Tactics

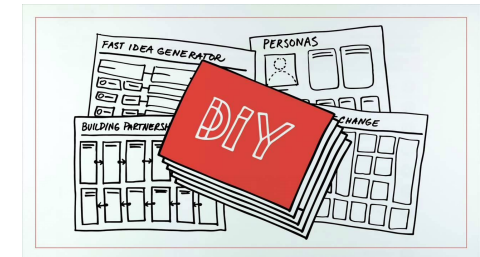
Make sure Gen Z know exactly where to find DIY advice and guidance toolkits, alongside easily shareable content.



Gen Z are new to this so they often need you to lead their efforts rather than expecting them to take charge, across volunteering, campaigning & fundraising.

Narrative

Provide an action-led tone of voice – 'here's what you can do & how it will help' – to galvanise them into action



Gen Z need the confidence that what they're sharing and doing is having the most beneficial impact, but they need this guidance from you.