What Generation Z’s Migration Away From Social Means for Marketers

For Generation Z, swiping, tapping and scrolling are about as second nature as breathing. For those born after 1997, life without the internet is a foreign concept. 85 percent of Gen Zers use social platforms to learn about new products, and about one-half say they “can’t live without” YouTube. So it might come as a… https://www.adweek.com/digital/what-generation-zs-migration-away-from-social-means-for-marketers/