



# Stand Out to Gen Z on LinkedIn

Brands should focus on marketing with purpose, reliability and authenticity to reach this audience.



The number of U.S. Gen Z digital buyers will surpass 37 million in 2021 and it is the fastest growing global audience demographic on LinkedIn – and brands are taking note. This pocket guide is designed to provide marketers with examples of best-in-class creative to connect with and stand out to Gen Z members on our platform.

Let's get started.



Today's Gen Z members have **three key considerations** when looking at brands. They must be:



Eco-friendly

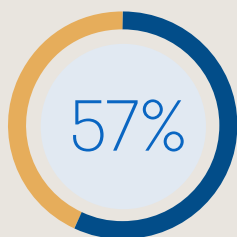


Socially Responsible

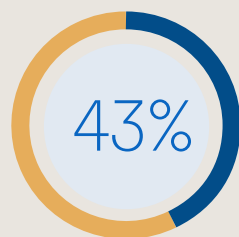


Listening to customer feedback

Gen Z wants to be a part of the conversation, yet just 21% feel they are represented in advertising. To connect with them, keep in mind:

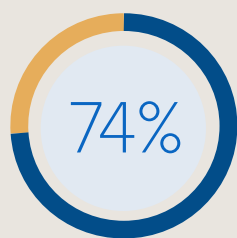


say brands should be **reliable**

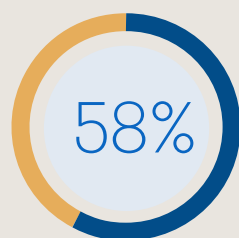


say brands should **make** them feel valued

Reach them where they are with quality content and offerings.



would rather save up and wait to buy a **quality product**



of Gen Z would pay more for a **familiar brand**

# Gen Z looks for brands that are reliable, socially conscious, and promote growth.

## Reliable and trendy brands win

- Over half of Gen Z members say they look for reliability in a brand
- Gen Z members show an affinity for brands that are reliable, innovative, smart
- Connect with them on the channels they already frequent, using the interests and personality traits they identify with

## They are ambitious and looking to grow

- 3 in 5 consider learning new skills as important
- 4 in 10 say brands should help improve knowledge
- Gen Z members want to be the best they can be and will opt for brands that reciprocate this, too

## They are altruistic and eco-conscious

- 79% of Gen Z members say sustainability is even more important now following the past year
- Environmentally friendly and socially conscious brands will win favor with this audience
- 62% would pay more for an eco-friendly product



# How Brands are Creating Relevant Content on LinkedIn

The brands that successfully connect with **Gen Zers focus on four things:**

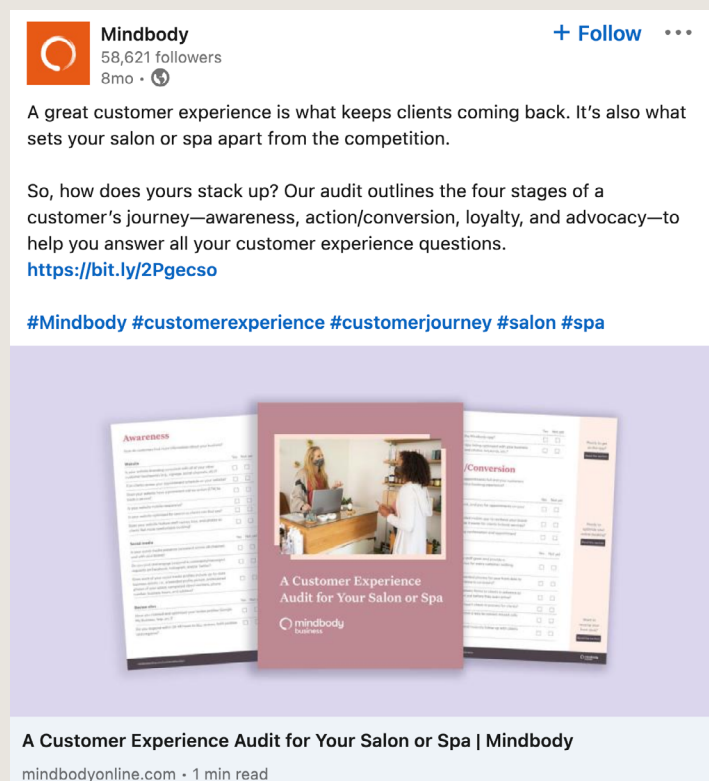
## 1. Real Stories

This **Mailchimp** post highlights a theme of wellbeing to connect with Gen Z while sharing real stories from real people.



## 2. Tools and Guides

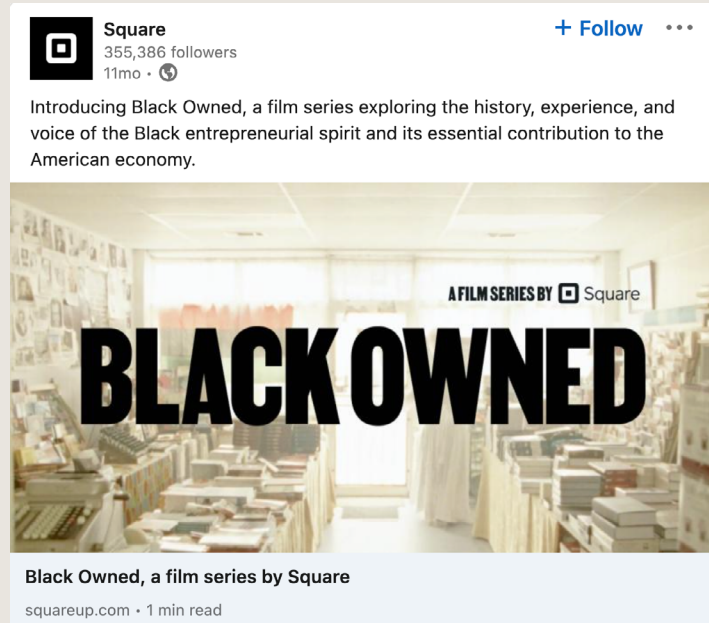
Gen Zers on LinkedIn value learning and are analytical and well-researched, which is why this post from **Mindbody** is appealing.





### 3. Celebrating Diverse Stories and Voices

**Square** tells an inclusive story by exploring the history, experience, and voice of the Black entrepreneurial spirit and its essential contribution to the American economy.



### 4. Providing Great Ideas and Inspiration

This post from **Wix.com** features both instructional advice and examples of creative ideas, both of which interest Gen Z.

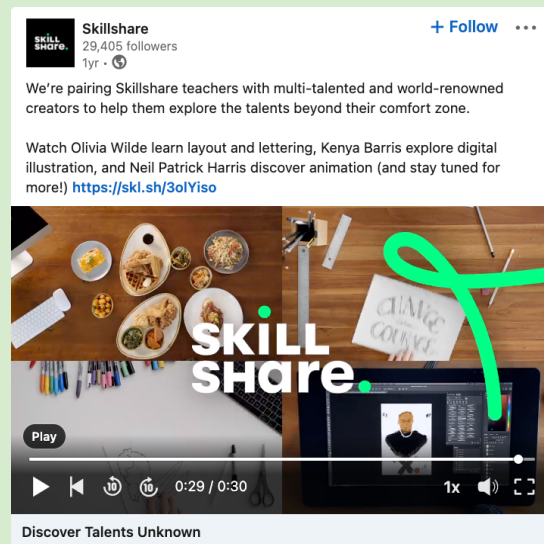


# How Some Brands Use LinkedIn to Reach Gen Z

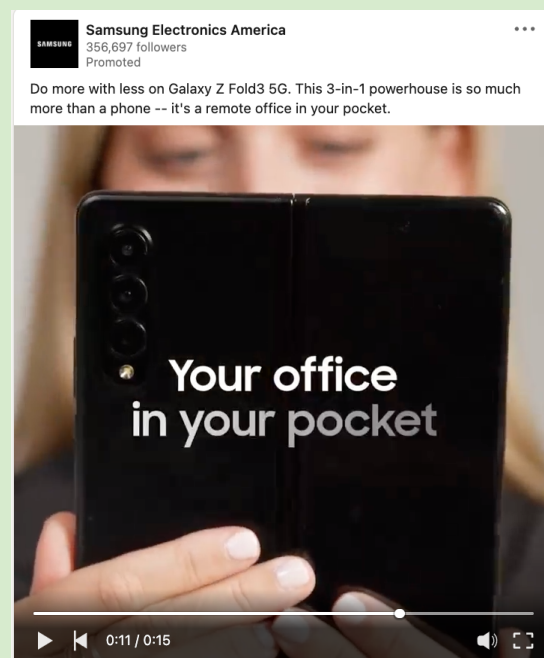
**YouTube** appeals to Gen Z's sense of community and their interest in health and wellness in this video.



**Skillshare** helps Gen Z grow their skillset (one of their top priorities)—and keeps it fun!



**Samsung** understands the new work-life paradigm and demonstrates how its technology is worth the investment. (Gen Z will save for the right purchase!)

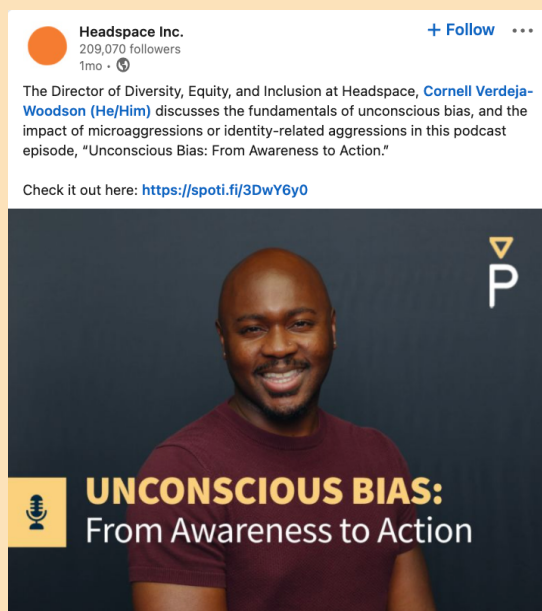


# Brands Highlighting Their Company Culture to Attract Gen Z Talent

**Oracle** pulls back the curtain and places its interns centerstage in their LinkedIn Live series *The Intern Report*.



**The LEGO Group** appeals to Gen Z's ambitiousness and drive to be successful while maintaining their playful (literally!) brand identity.



**Headspace** spotlights real, relatable human stories.

# How Brands Use Their Leadership to Connect With Gen Z

## Dr. Candice Schaefer,

Twitter's Global Head of Employee Wellness, is transparent and authentic on LinkedIn.



### Growing Twitter: Meet Dr. Candice, Global Head of Employee Wellness

Published on November 12, 2020



Candice Schaefer, PhD, ABPP

Board-Certified Licensed Clinical Psychologist. Corporate Mental Health and Wellness Strategist. International Speaker and Thought Leader.

1 article

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Ryan Gellert, Patagonia CEO, takes a stand for an equitable future and shares opportunities for people to get involved.



Ryan Gellert • 2nd

Chief Executive Officer at Patagonia

4mo •

+ Follow

I'm excited to announce that our team at Patagonia just launched Skills for Action on Patagonia Action Works to inspire you to volunteer your skills to support environmental organizations.



Connect With Environmental Action Groups - Patagonia Action Works

patagonia.com • 1 min read

## Dan Price,

Gravity Payments CEO and Founder, isn't afraid to speak his mind and promote his unique point of view.



Dan Price • 2nd

Founder/CEO, Gravity Payments

1mo •

The only acceptable response to an advanced time off request:

"OK"

Employees earned their time off and can use it however they want. Making them feel guilty about it (i.e., "we're really short-staffed right now, we could use your help"), even while approving the request, defeats the purpose of time off. You wouldn't give someone a paycheck while saying "this really hurts our cash flow right now," and the time off benefit should be no different.

And you may have good intentions in asking why they want time off - thinking it shows interest in your employees' lives - but in a lot of cases it puts unnecessary personal pressure on people to come up with a "real" reason. They may just want a day off to sit on the couch and do nothing and not want to justify that to their boss. If they're taking a fun trip and want to tell you about it, they will.

Time off is in every company's best interest, too. Better rested employees are more engaged, make fewer mistakes and are less likely to quit. Having to deal with hassles just to use the benefits you earned is a great way to make employees feel bitter and disengaged.

28,687 • 753 Comments



Dan Price • 2nd

Founder/CEO, Gravity Payments

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when you see "we're like a family" in a job ad, run like hell

23,781

1,294 comments



Like



Comment



Share



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### Celebrate America by Standing Up for Voting Rights

Published on July 15, 2021



Patagonia

933,545 followers

+ Follow

By Ryan Gellert, Patagonia CEO

I've always liked the old saying that everyone is entitled to their own opinions but not their own set of facts. And so putting opinions aside, consider this fact: Recent decisions from the Supreme Court, Congress and state houses across the country are fundamentally shifting who can vote in this country and how. You can argue why this is happening and who it will affect, but not that a national reckoning on voting rights is underway.



Gen Z is active on the platform, career-focused, ambitious, and looking for brands that they can trust. Adapt your messaging to this generation's unique characteristics to find success.

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Source: LinkedIn data, Based on total members in the Gen Z Audience (members born after 1997), Sept 2021 and GWI data 2021.

