Social media by generation

**THE FIRST TO FOCUS BY SEGMENT**

Average time spent on social media per day in hh:mm

Baby Boomers

Gen X

Millennials

Gen Z

**SOCIAL MEDIA IN THE PURCHASE JOURNEY**

How can brands reach different generations on social media?

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**MULTI-NETWORKING TRENDS**

Other generations are adopting steady growth in Instagram and WhatsApp usage in the main reasons why the following generations use social media

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**SEARCH ENGINES**

Search engines are overtaken brand social media accounts as a research source at 25% on par with social media ads +5%, and +66% on live chat endorsements reopening

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