



TheTalentPeople



GetMyFirstJob

Engaging
with Gen Z
FITT, Mar 2024

Engaging with Gen Z through Social Media + Streaming.



Who We Are.

In the last 5 years...



1.3M

Individuals Using Advice



146K

Adverts



561K

Vacancies



801K

Applications



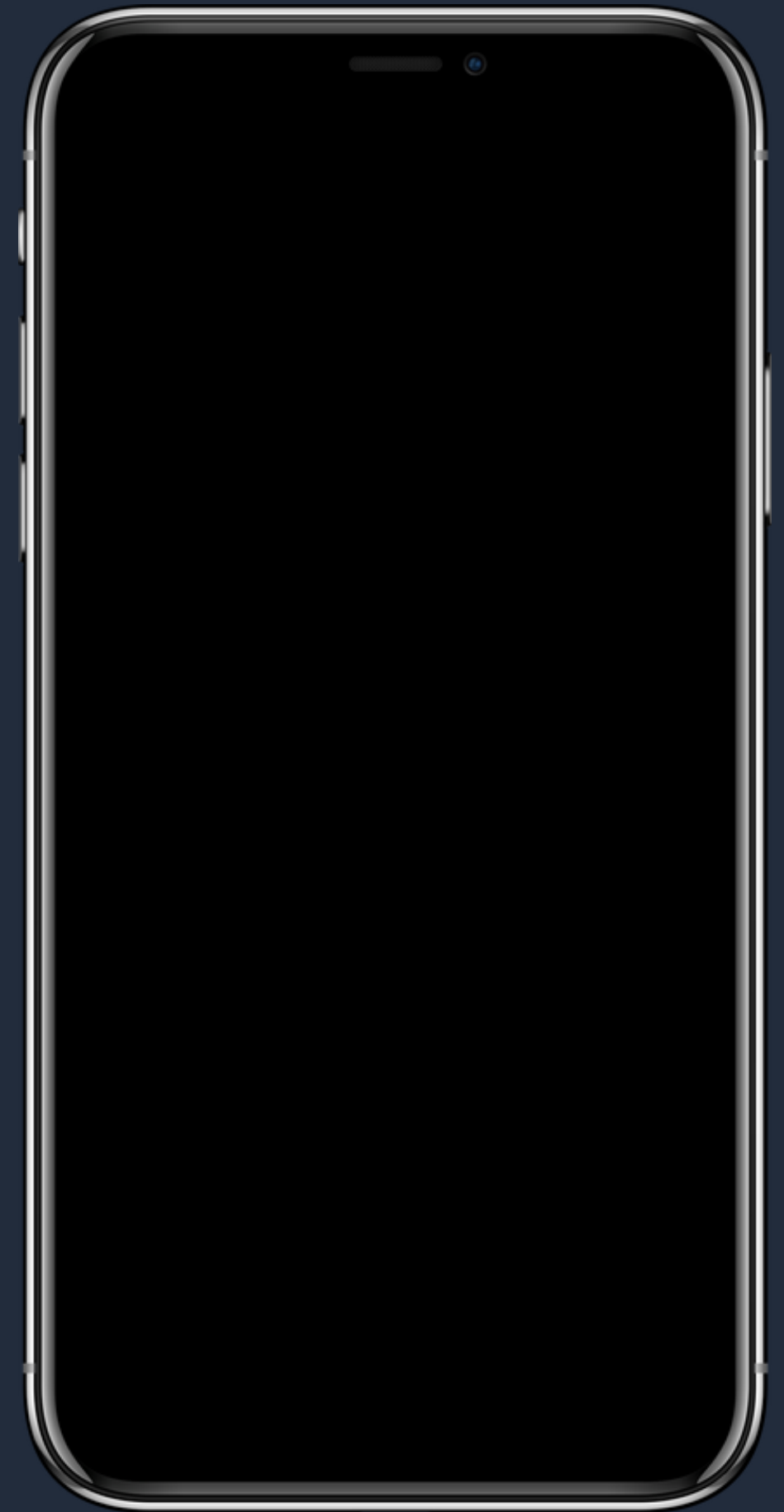
1.1M

Proactive Search



176K

Vacancies Filled



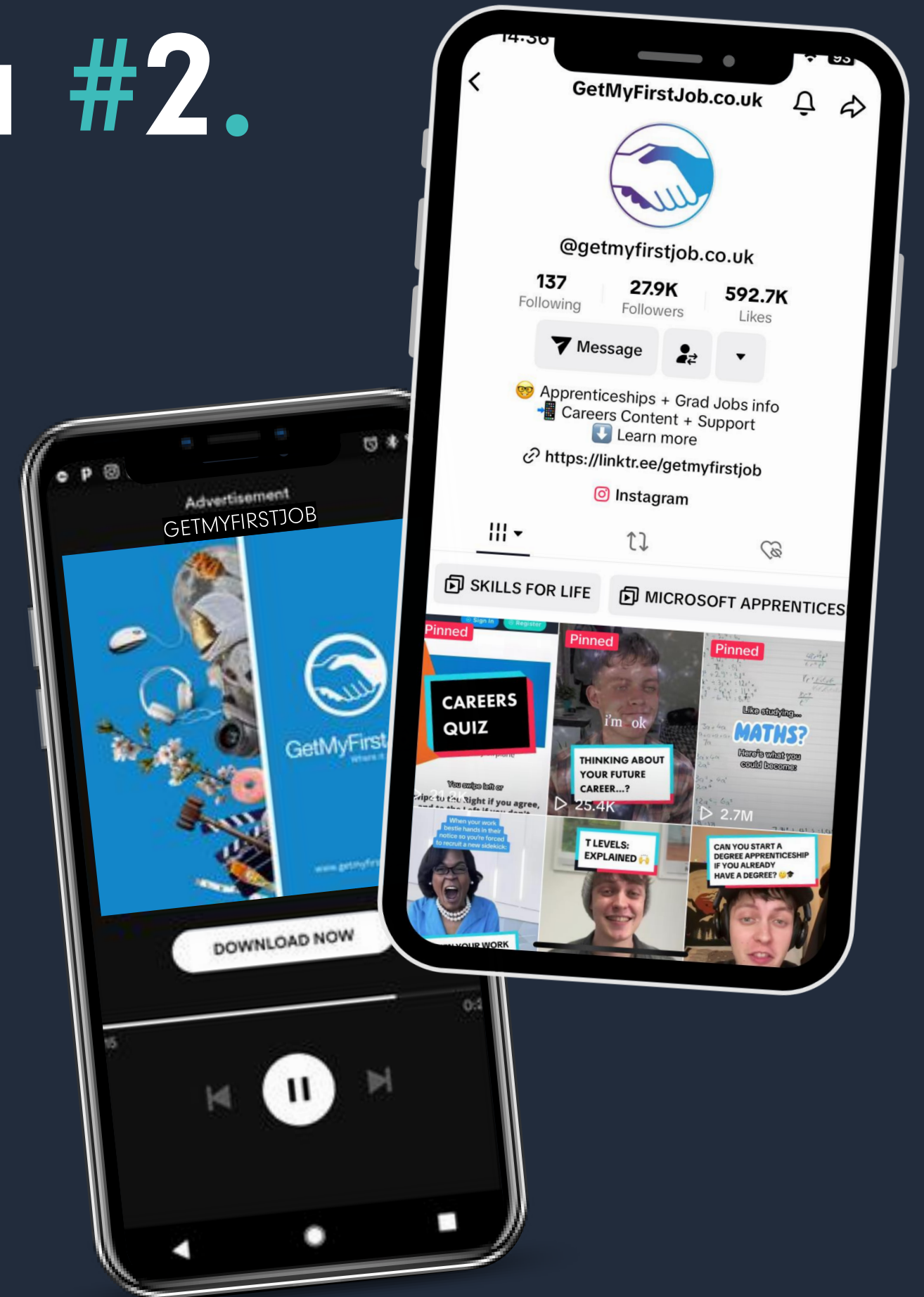
Social Media: The Data #1.

- Nearly **40% of Gen Z** (born 1997-2012) prefer TikTok and Instagram over Google for online search.
- Main reasons 16-64s use the internet (2024):
 - **Finding information** – 60.9%
 - **Watching videos**, TV shows, or movies – 52.3%
 - Finding new ideas or **inspiration** – 46.1%
 - Researching products + **brands** – 43.7%
 - Filling up spare time + **general browsing** – 42.6%
 - **Education** + study-related purposes – 38.8%
 - **Business-related** research – 29.9%

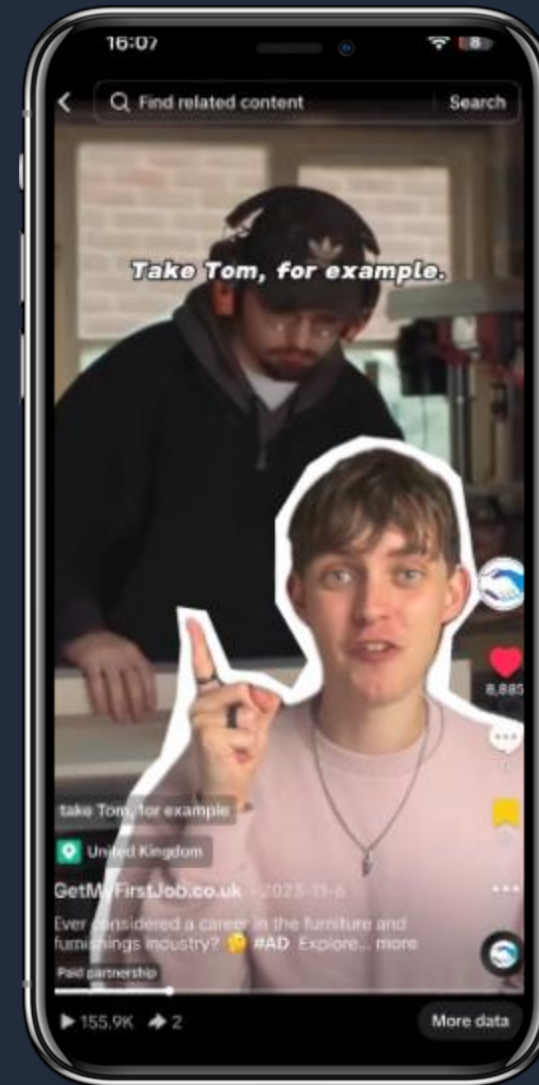
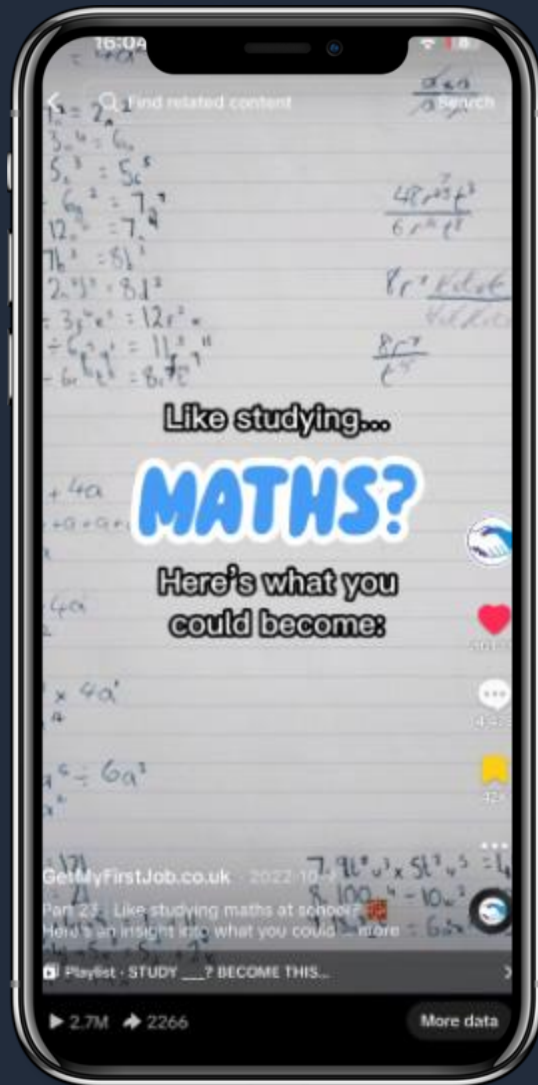


Social Media: The Data #2.

- TikTok's powerful '**For You Page**' (FYP) delivers content straight to a user's screen based on their interests, measured by what they're engaging with.
- Avg. time a day internet users 16-64s spend online (2024):
 - **6hrs 40mins** a day using the internet
 - **2hrs 23mins** a day using social media
 - **1hr 23mins** a day streaming music
 - **49mins** a day listening to podcasts



Example Content & Brands.



2023 Social Impact Stats...



7.2M+

Views /
impressions

539K+

Engagements
(likes, shares,
comments,
favourites, etc.)

4.9K+

New followers
gained

52.7K+

Followers across
all social media
channels



Key Takeaways #1.

Social Search:

- SEO-friendly content.
- Address audience pain points, answer questions + highlight your company culture.

Social Listening:

- Take inspiration from outside your niche.
- What are your communities + competitors saying and doing? Use your strengths, goals + knowledge to stand out + provide value.



Key Takeaways #2.

Harness Analytics:

- Track your content's performance + make tweaks to your content as you go.
- 'Follower count' isn't everything — engagement is.

Strategise:

- Think about your target audience + where they 'exist'.
- Build your brand TOV. Establish 'content pillars'.
- Decide on how you will measure your success.
- What is your goal?



Oct 06 - Nov 02

Last 28 days ▾

Engagement ⓘ >

▶ Video views

3.2M (+944,668.05%)

☰ Profile views

126.8K (+269,644.68%)

♥ Likes

349.3K (+2,183,106.25%)

💬 Comments

10.6K (+352,733.33%)

➦ Shares

9,199 (>999%)

Followers ⓘ >

20,285 in total

Net +19.8K in Oct 06 - Nov 02

Key Takeaways #3.

Show, don't tell:

- Have fun with your content to engage + attract new talent. When talent can see themselves reflected in your content + workforce, they'll feel compelled.

Be Real + Platform Workforce:

- Reveal how your existing talent is thriving through different content types, such as:
 - Day-in-the-life videos
 - Social takeovers
 - Storytimes



**Still facing blockers
building an online
presence...?**



TheTalentPeople / GetMyFirstJob can help!



thetalentpeople.co.uk



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