Oktopost

Cracking the code: Reaching Gen Z professionals through LinkedIn and social media



Table of Contents

LinkedIn for Gen Z: Are they there, and how can you reach them? 03
- Who is Gen Z?
- Gen Z's unique digital habits

The role of social media in Gen Z's professional life 04
- Social media as an information source
- Influence of social media on career development

B2B social media strategy: How to engage Gen Z 05
- Content preferences of Gen Z professionals
- Building relationships through engagement

LinkedIn for Gen Z: Are they there, and how can you reach them? 06
- LinkedIn and Gen Z presence
- LinkedIn content that resonates with Gen Z

Where else does Gen Z consume work-related content? 07
- Instagram and TikTok for professional insights
- YouTube as a learning platform
- Podcasts as a business resource

Which other social platforms should you consider for B2B marketing to reach Gen Z? 08
- Instagram
- TikTok
- X

Developing long-term relationships with Gen Z professionals 09
- Authenticity and purpose in branding
- Personalization and tailored experiences
- Building a community

Future-proofing your B2B strategy for Gen Z

Future-proofing your B2B strategy for Gen Z 10

Next steps: Actionable tips for your business 11

Recommended for further reading 12

Understanding Gen Z in the workforce

01

Who is Gen Z?

Gen Z, born between 1997 and 2012, is the first generation to grow up entirely in the digital age. They are now entering the workforce, with the oldest members of this cohort already taking on professional roles. According to ManpowerGroup research, this generation will comprise 27% of the global workforce by 2025. They are tech-savvy, socially conscious, and highly adaptive to digital tools, which makes understanding their preferences crucial for businesses looking to engage them effectively.

Gen Z's unique digital habits

Unlike previous generations, Gen Z relies heavily on digital platforms for personal communication, information gathering, decision-making, and career development. According to **Pew Research**, over 55% of Gen Zers spend over 5 hours daily on their smartphones, engaging primarily through social media. They seek content that is not only informative but also visually engaging and purpose-driven. They prefer short-form content that can be consumed quickly, such as TikTok, Instagram Stories, and bite-sized articles.

The role of social media in Gen Z's professional life

02

Social media as an information source

Social media has evolved from a social networking tool to a primary source of information for Gen Z. According to **HubSpot**, 71% of Gen Z use social media as their primary news source, and this trend spills over into their professional lives. Platforms like LinkedIn, Instagram, and TikTok are now used to gather industry insights, learn new skills, and stay up-to-date with business trends.

Gen Z's reliance on social media for content consumption is linked to their preference for user-generated content, peer reviews, and influencer opinions over traditional marketing. They trust people over brands, making influencer and peer-to-peer recommendations powerful in B2B marketing strategies targeting this group.

Influence of social media on career development

For Gen Z, social media isn't just a space for entertainment; it's also a crucial tool for networking and career development. LinkedIn's 2024 Workforce Report highlights that Gen Z is the fastest-growing demographic on the platform, with a 70% increase in their engagement since 2020. Gen Z professionals also increasingly turn to platforms like TikTok and Instagram to gain career advice, follow industry thought leaders and seek mentorship.

They're attracted to brands that offer insights into their industries and showcase their company culture, values, and real-world impact. This generation is purpose-driven, and businesses must emphasize their mission and commitment to sustainability, diversity, and social responsibility to effectively engage Gen Z.

B2B social media strategy: How to engage Gen Z

03

Content preferences of Gen Z professionals

To effectively reach Gen Z professionals, B2B brands need to adapt their content strategies to align with their preferences. Gen Z values content that is:

1. **Short-form and visual**

Gen Z has an average attention span of 8 seconds **(Sparks & Honey)**. This generation prefers digestible content like infographics, short-form videos, and memes over long-form articles.

2. **Interactive**

Engaging content such as polls, Q&A sessions, or interactive quizzes captures their attention. Encouraging two-way conversations, where they can provide feedback or share opinions, builds stronger relationships.

3. **Purpose-driven**

According to a **Deloitte study**, 77% of Gen Z say that a company's purpose is important when engaging with them. This generation cares about social issues and seeks out brands that demonstrate real-world impact, such as initiatives around sustainability or equality.

Building relationships through engagement

It's not enough to just post content—Gen Z expects brands to actively engage with their audience. Responding to comments, participating in discussions, and showing real-time responsiveness signals to Gen Z that your brand is attentive and authentic. Engaging Gen Z in a personalized manner, such as addressing individuals by name in comments or referencing their insights, also enhances connection.
Businesses can also leverage user-generated content (UGC) to create authenticity. Encouraging Gen Z to share their stories, experiences, or feedback related to your brand will amplify engagement and foster a sense of community.

LinkedIn for Gen Z: Are they there, and how can we reach them?

04

LinkedIn and Gen Z presence

Despite LinkedIn traditionally catering to an older professional demographic, Gen Z is rapidly adopting the platform for networking, job searching, and learning. As mentioned, LinkedIn has reported significant growth in Gen Z activity, with this group using the platform to build professional profiles and actively consume content related to their industries.

LinkedIn content that resonates with Gen Z

To connect with Gen Z on LinkedIn, consider the following content strategies:

1. **Career development posts**

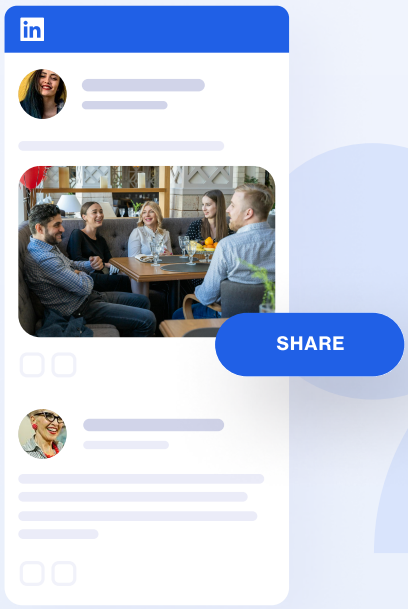
Offer advice on skills development, career progression, and workforce navigation. Gen Z is actively looking for mentorship and career insights from thought leaders.

3. **LinkedIn articles & videos**

Publish short, actionable posts or articles related to industry trends or professional tips. Video content, particularly LinkedIn Stories and LinkedIn Live sessions, appeals to Gen Z's preference for visual and interactive media.

3. **Showcase company culture**

Highlight your company's internal culture, diversity initiatives, and purpose-driven projects. Transparency and authenticity are key to earning Gen Z's trust.



Where else does Gen Z consume work-related content?

05

Instagram and TikTok for professional insights

Platforms like Instagram and TikTok have expanded beyond entertainment to serve as resources for professional development. TikTok's hashtag #careertok, with over 3 billion views, showcases how users, including Gen Z professionals, turn to short-form video content for career tips, business advice, and skill-building tutorials.

B2B brands can leverage these platforms by creating engaging, bite-sized video content that provides educational insights or highlights industry innovations. Featuring employees or collaborating with credible micro-influencers within your industry can also elevate your content.

1 YouTube as a learning platform

With over 2 billion users, **YouTube** remains one of the top platforms for professional learning. Gen Z turns to YouTube for in-depth how-to videos, tutorials, and expert interviews. Creating branded, educational video content on YouTube can position your business as a thought leader in your industry while also building long-term relationships with Gen Z professionals.

2 Podcasts as a business resource

Podcasts have exploded in popularity, particularly among younger audiences. **NPR's 2023 Podcast Report** notes that nearly **50% of Gen Z** listens to podcasts regularly, with a significant portion of them focusing on professional development, business news, and entrepreneurship. Consider launching a branded podcast or sponsoring existing ones to reach Gen Z professionals in an intimate, educational format.

Which other social platforms should you consider for B2B marketing to reach Gen Z?

06

Instagram

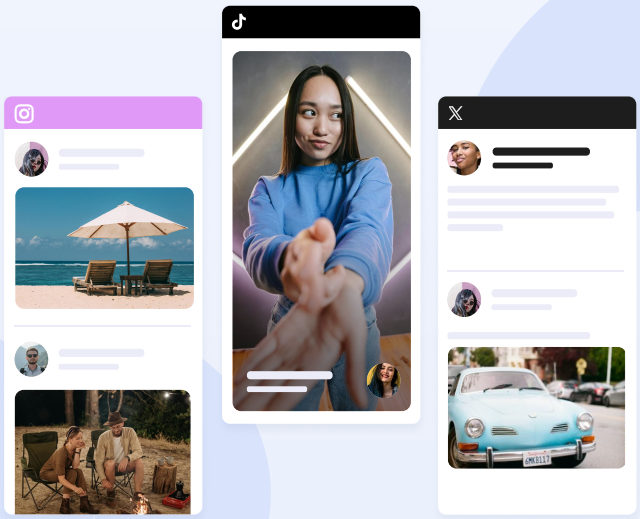
While Instagram is traditionally more consumer-focused, it can still be a powerful tool for B2B marketing if used effectively. Features like Stories, Reels, and IGTV allow brands to share company culture, behind-the-scenes content, and thought leadership in an engaging format.

TikTok

TikTok's meteoric rise among Gen Z makes it a platform worth considering for B2B marketing. Brands can use TikTok to create short, impactful videos that simplify complex industry concepts or highlight real-world applications of their products or services.

X

X remains a powerful platform for real-time industry discussions. Gen Z professionals follow hashtags related to their fields, such as #MarketingX or #TechX, to engage with industry influencers, share their opinions, and stay updated on trends.



Developing long-term relationships with Gen Z professionals

07

Authenticity and purpose in branding

Gen Z is drawn to brands that align with their values. A study by **Porter Novelli** shows that 83% of Gen Z expects brands to take a stand on social issues. To build loyalty, B2B brands should emphasize their social responsibility, sustainability efforts, and ethical business practices.

Personalization and tailored experiences

Gen Z expects a personalized experience across all touchpoints. By utilizing data analytics and AI-driven personalization tools, businesses can deliver content and recommendations that resonate with Gen Z's specific interests and needs.

Building a community

Create spaces—whether on LinkedIn, Instagram, or private communities—where Gen Z professionals can engage with each other and your brand. Foster discussions on industry challenges, innovations, or career tips to build trust and deepen their connection with your business.

Future-proofing your B2B social strategy for Gen Z

08

Gen Z's workplace and social media habits are constantly evolving. To remain competitive, businesses must embrace flexibility, authenticity, and purpose in their B2B marketing strategies.

Businesses can build long-term, meaningful relationships with this critical audience by actively engaging with Gen Z where they are—on platforms like LinkedIn, TikTok, and Instagram—and offering value-driven content.



Next steps: Actionable tips for your business

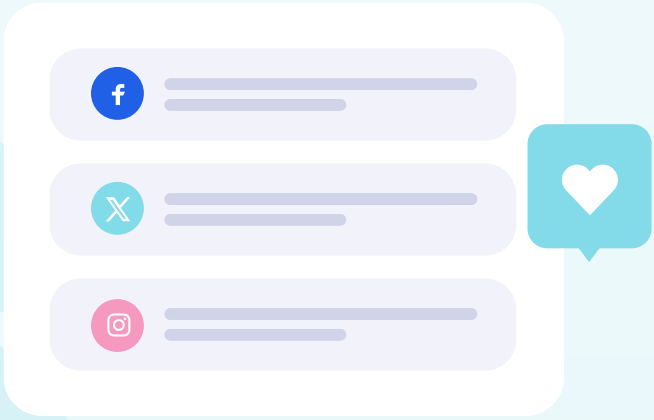
09

Create a content calendar that focuses on short-form video and interactive content.

Engage Gen Z on LinkedIn through tailored thought leadership and community building.

Start leveraging Instagram and TikTok for professional insights and brand storytelling.

Explore podcasts and YouTube for in-depth industry insights targeting Gen Z professionals.



Sources for additional reading

- ManpowerGroup: “2024 Talent Shortage Survey”
- Pew Research: “Mobile Fact Sheet”
- HubSpot: “2024 Social Trends Report”
- LinkedIn: “August 2024 Workforce Report”
- NPR: “Podcasting in 2023”
- Deloitte: “2024 Global Millennial and Gen Z Survey”
- Porter Novelli: “2023 Purpose Perception Study”

Oktopost

About us

Oktopost is a B2B social media management platform that helps marketing and revenue teams drive engagement, measure success, and link social media to revenue growth. Trusted by thousands of marketing professionals in some of the world's leading B2B technology and financial services companies, Oktopost provides a robust suite of solutions for social media publishing, business intelligence, social listening, and employee advocacy, all in one platform.

Learn how to measure social media impact and increase revenues with Oktopost’s specialized B2B social media management platform.

Book a demo