



# Background



## Your target users

### Age

15 to 25  
(Gen Z & Alpha)

### Motivators

Environment, online privacy  
& social justice

Roy Morgan Research  
Australia and the use of social  
media platforms

## Media consumption habits

- Consume media content from organisations that align with key motivators/ values.
- Foremost concern is trustworthy & transparent media - want to avoid 'fake news'.
- Utilise a broad range of social media platforms (Facebook, Instagram, YouTube & TikTok).

2021 Deloitte Global Millennial Survey

## How this applies to you

- ABC Friends Victoria is promoting the ABC - Australia's most trusted media organisation, legislated absence of bias.
- ABC is taxpayer-funded, audience has a vested interest in understanding where their money is going.
- ABC has a strong social media presence which ABC Friends Victoria can leverage.



# Instagram



## Userbase

3rd most popular in  
Australia for Gen Z &  
Alpha

## Key Consideration

Instagram is visual and  
video reels are growing

## Ideal content

- High-quality visual content
- Include a call to action which is mobile-friendly
- Instagram reels that are entertaining

## Suggested approach for you

- Engage with a personal voice
- Create shareable content
- Interact with your followers through stories & comments
- Create polls and asking questions like how you think or feel about X?
- Interact with ABC Victoria's Instagram account for others to see



# YouTube



## Userbase

Most popular and universal platform in Australia

## Key Consideration

YouTube is the second most used search bar behind Google

## Ideal content

- ABCFV can create explainer videos on the importance of the ABC to all Australian's and how it is taxpayer-funded
- Posting videos 10 + minutes
- Algorithm friendly

## Suggested approach for you

- Create a consistent look
- Have a goal for each video
- Include a call to action



# Facebook



## Userbase

2nd most popular in  
Australia  
82% of Gen Z.

## Key Consideration

Facebook is largely pay  
to play.

## Ideal content

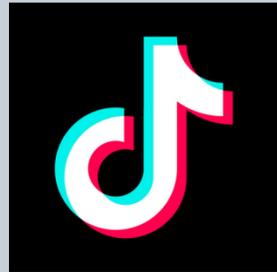
- Post like a personal account
- Native posting
- Create posts that prompts users to engage
- Aim for love reacts

## Suggested approach for you

- Go live
- Post stories
- Create a Facebook group
- Post videos (rewarded for how long the user watches)



# TikTok



## Userbase

Only second behind YouTube for Gen Alpha

## Key Consideration

Short video platform with young users base

## Ideal content

- Under 3 minute short videos
- A mixture of informational, dance and lip-syncing videos
- The platform & users reward accounts taking part in the community
- Contribute to current trends

## Suggested approach for you

- ABCFV can create explainer series on who funds the ABC & its importance to all Australians
- Create content that encourages users to join in on the conversations
- Add to relevant popular trends