Challenges of the Modern Campaign

Dr. Gayle Alberda
Fairfield University
Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...

### Own a smartphone
- **Millennial** Born 1981-96
- **Gen X** Born 1965-80
- **Boomer** Born 1946-64
- **Silent** Born 1945 and earlier

### Own a tablet computer
- **Millennial**
- **Gen X**
- **Boomer**
- **Silent**

### Use social media

Source: Survey conducted Jan. 3-10, 2018. Trend data are from previous Pew Research Center surveys.

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Top 10 Social Media Tips & Trick

1. Campaigns are a brand – that brand is you
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2. Stay on message and post across all social media platforms
Brenda Kupchick for Fairfield

Kudos to the good people of Fairfield for making this years Diaper Drive a success while making a difference in the lives of parents in need! Operation Hope of Fairfield

Thank you to Saugatuck Sweets Fairfield for donating a free ice cream cone to every donor!

#diaperdrive
#community
#lovemyhometown #bethethechange
Women Are More Likely to Use Pinterest, Facebook and Instagram, While Online Forums Are Popular Among Men

% of online adults by gender who use the following social media and discussion sites

<table>
<thead>
<tr>
<th>Social Media/Forum</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>66</td>
<td>77</td>
</tr>
<tr>
<td>Pinterest</td>
<td>16</td>
<td>44</td>
</tr>
<tr>
<td>Instagram</td>
<td>24</td>
<td>31</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>26</td>
<td>25</td>
</tr>
<tr>
<td>Twitter</td>
<td>25</td>
<td>21</td>
</tr>
<tr>
<td>reddit, Digg or Slashdot</td>
<td>20</td>
<td>11</td>
</tr>
<tr>
<td>Tumblr</td>
<td>10</td>
<td>11</td>
</tr>
</tbody>
</table>

Pew Research Center surveys conducted March 17-April 12, 2015.

PEW RESEARCH CENTER
Network Preferences by Generation

Q1 2017

Source: SproutSocial, 2017
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Palace's royal blunder when sharing Archie's christening photos
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4. Think digitally
Congratulations to all Fairfield students moving up from elementary and middle school and graduating from high school. Fairfield is proud of you!! 🎓

Congratulations!
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7. Promote causes versus just promoting yourself
brendakupchick • Following
The Pilot House Community Farm

brendakupchick Looking for something fun to do? Head on over to Family Fun Day! Games, farm animals, food, corn hole tournament, and live music until 10pm tonight all benefiting the good work of the #ThePilotHouseCommunityFarm #community

brendakupchick • Following
Fairfield, Connecticut

brendakupchick Kudos to Coldwell Banker for sponsoring a pet adoption event today with so many awesome rescues! #coldwellbanker #rescuedog #adoptdontshop @red_leach_rescue @westportwasa @ridgefieldanimalrescue
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10. Make social media work FOR you