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Myth #3: Being "Liked" on Facebook Means Millennials "Actually Like You"

The Reality Is: Millennials view relationships with retailers on social media as transactional

Girl: I really don't follow many retailers on Facebook or Twitter

Girl: Facebook I just use to stay in touch with my friends

Boy: Social media, I use it to get deals

Girl: I do like certain retailers on social media especially if it gives me access to certain coupons or to deals or just more information

Girl: I like when some stores give out Facebook only offers

Girl: I have to be pretty moved emotionally to just like it for no reason

The Reality Is: Just having a presence on Facebook isn't enough, you need to be infused in the Millennial conversation

Girl: I love to share about stuff that I've found or deals that I've gotten

Girl: You can share on there and I'll go on my mom's boards, I'll go on my friends boards and I'll take some of their ideas or I'll call them and be like, 'Did you see this on Pinterest? Did you see this outfit or this pair of shoes?' and it's definitely something very social, but a more productive social

Boy: It's not like you're communicating the deal to them, it's like, hey I got this new thing, this new toy

The Reality Is: Where retailers are embedding themselves in the conversation is constantly evolving

Girl: I am on Facebook

Boy: I'll go on Facebook from time to time

Boy: Only several times a week do I even go on their anymore, it's kind of died down

Girl: Twitter

Girl: LinkedIn

Girl: Instagram

Girl: My social media is mostly Pinterest

Girl: I am definitely on there a lot

Girl: Social media is huge, especially in my generation right now – it's everything