

TWEENAGE CLICKS

THE SOCIAL MEDIA LIVES OF TWEENS AND EARLY TEENS

What did we do?

Clients often ask us for our take on social media trends amongst young audiences and advice on how best to connect with them. With this in mind, in partnership with The Lounge Group, we conducted a study of social media usage, with Facebook as the focal point, among 11-16 years olds across the UK. For brevity, we've called this age group Tweens. Using a combination of blogs, video uploads, qualitative telephone interviews and street vox pops, we uncovered some fascinating insights into this age group's online behaviour and attitudes towards social media and online brand activity. We've translated these insights into a series of workable guidelines for brands to follow when marketing to this age group.