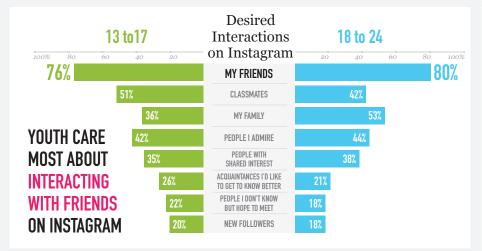
# MILLENNIALS AND (INSTAGRACIAN EMERGING ALPHAS ON INSTAGRACIAN EMERGING ALPHAS EMERGING ALPHAS



# FRIENDS ARE MORE IMPORTANT THAN INSTAFAME

Stereotypes would have us believe that teens are self-obsessed fame seekers.

In reality, most care more about interacting with friends, role models, and likeminded people.



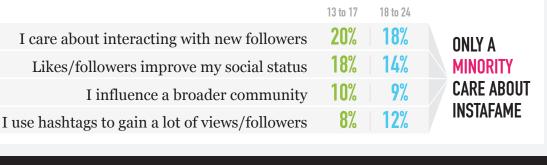
18 to 24 13 to 17 I have developed 28% new friendships. I have a broader group of friends.

YOUNGER TEENS ARE MORE LIKELY TO MAKE NEW FRIENDS, INCLUDING "PRE-FRIENDING"

> Friending someone online who you want to meet IRL

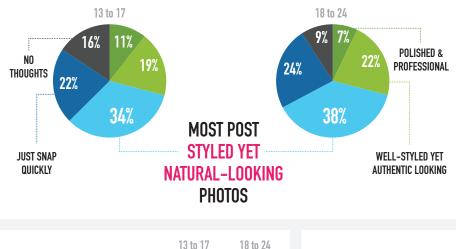


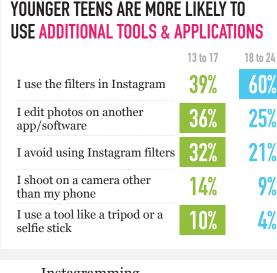
"PEEK INTO THE LIVES OF PEOPLE [THEY] ADMIRE."

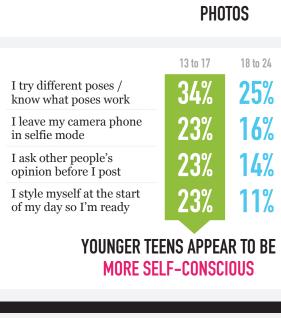


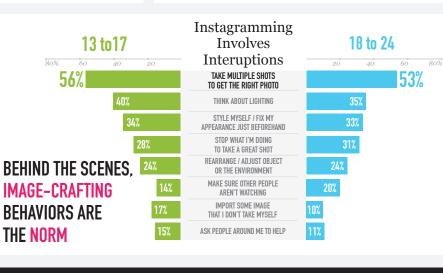
### **AUTHENTICITY IN THE AGE OF INSTAGRAM** Young instagrammers are attracted to art-directed authenticity.

Type of Photos Posted Most Often









# Young Instagrammers use Instagram in a personal way and value their privacy.

It has become "Facebook without the clutter."

As one user states, due to throwbacks, her account

features "my entire life—baby to my current age."

YOUTH GET SMART ABOUT PRIVACY

13 to 17 MAINTAIN

YOUNG INSTAGRAMMERS

SHARE A LOT OF VERY

I felt insecure

**PROFILES** nf 13 tn 24 -MORE THAN OLDER USERS\* \*Analysis by Optical Cortex found 28% of Instagram accounts were set to private.

PERSONAL INFORMATION. For teens, the majority of posts are "selfies/myself" and images of "daily life."

TEENS USE INSTAGRAM PRIMARILY FOR SOCIAL INTERACTION

13 to 17

24%

18 to 24

24%

#### SELFIES / MYSELF 63% DAILY LIFE **56**% 48% **EXCITING ACTIVITIES** 52% MY PETS DAILY LIFE 46% 51% SOCIAL OUTINGS THROWBACKS FOOD OR DRINNK 39% 49% SELFIES / MYSELF MY PETS 37% 48% ACCOMPLISHMENTS 37% TRAVEL 46% 36% 42% SOCIAL OUTINGS THROWBACKS **EXCITING ACTIVITIES** ATHLETIC ACTIVITY 30% FUNNY OBSERVATIONS 29% LANDSCAPES / CITYSCAPES TRAVEL 28% **FUNNY OBSERVATIONS** 25% ACCOMPLISHMENTS 31% FOOD OR DRINNK 25% LANDSCAPES / CITYSCAPES ATHLETIC ACTIVITY Hashtag Frequency



3 IN 4 HAVE HAD A **NEGATIVE EXPERIENCE** SUCH AS BULLYING

**NEARLY** 

I don't really 31% use them I generally use a few TEENS ARE LESS LIKELY TO USE HASHTAGS OR SHARE INSTAGRAM POSTS ON OTHER SOCIAL MEDIA Crosspost to Other Social Media 18 to 24 13 to 17

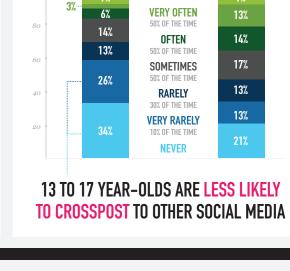
**ALWAYS** 

13 to 17

18 to 24

18 to 24

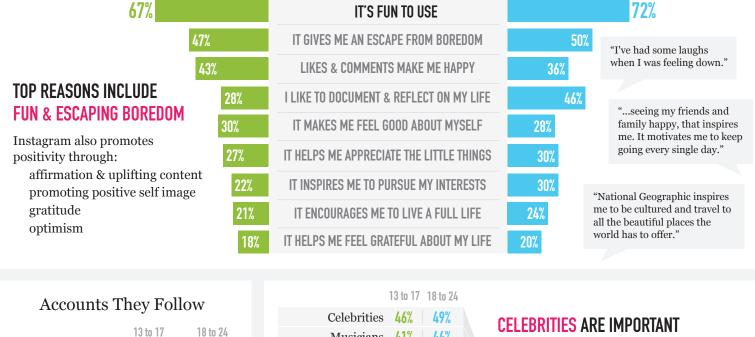




18 to 24

#### 13 to 17 Instagram's Role In Their Lives

They look to Instagram content for entertainment, emotional regulation, and enrichment.



**75% 83%** I follow my friends. 50% 48% I follow people I admire.

AND PEOPLE THEY ADMIRE.

**HOW ABOUT BRANDS?** 

A minority are following

WHO DO THEY LOOK TO? MOSTLY. IT'S THEIR FRIENDS.

Musicians 41% 44% Actors 37% 37% Photographers 36% 32% 31% 34% Comedians 30% Artists 32% 33% 28% Athletes Models 29% 26% **Fashion Designers** 21% **17**% Stylists 14% Activists 13% 17%

18 to 24

13 to 17

Retail

Stores

#### **CELEBRITIES ARE IMPORTANT** —AND THE KARDASHIANS COULD BE A CATEGORY UNTO THEMSELVES But they're also inspired by

related to their interests. I think that Nev Shulman's account (star of Catfish on MTV) inspires me. He is a great

creators & achievers, and accounts

scenes. He inspires me to see the world."

Small

**Brands** 

18 to 24

photographer and captures tons of cool city



millennialplus

businesses.

Large

**Brands** 

13 to 17

18 to 24