

The Millennial Approach to Work Life vs. Personal Life

For technology and social media, Millennial activity at work differs from off-hours.



When it comes to finding a work vs. life balance for Millennials, their active use of technology and social media make for an interesting challenge. In May 2015, Pew Research reported that Millennials now make up more than one of every three workers; and in 2015, Millennials became the largest generation in the current US workforce. If there was ever an appropriate time to understand the connections between Millennials' use of technology and social media the time is now!

Technology Use

Let's first consider Millennials' technology preferences in the workplace. Our client, [Outsell](#), an information industry research and advisory firm, recently conducted a survey on [Market Performance with Millennial Knowledge Workers](#) between the ages of 18-35 who are employed full-time. Among their findings, over 90% of respondents prefer to use computers compared to other technology (i.e. smart phone, tablet, print, e-reader) in the workplace. In terms of an eight hour professional day, Millennials reported spending just under half of a day on laptops.



You're likely wondering, "What about smart phones? Aren't Millennials supposed to be nearly inseparable from their smart phones?"

At work, the surveyed Millennials reported using their cell phones for 1.3 hours of an eight hour work day. This comes in stark contrast to their activity during personal hours.

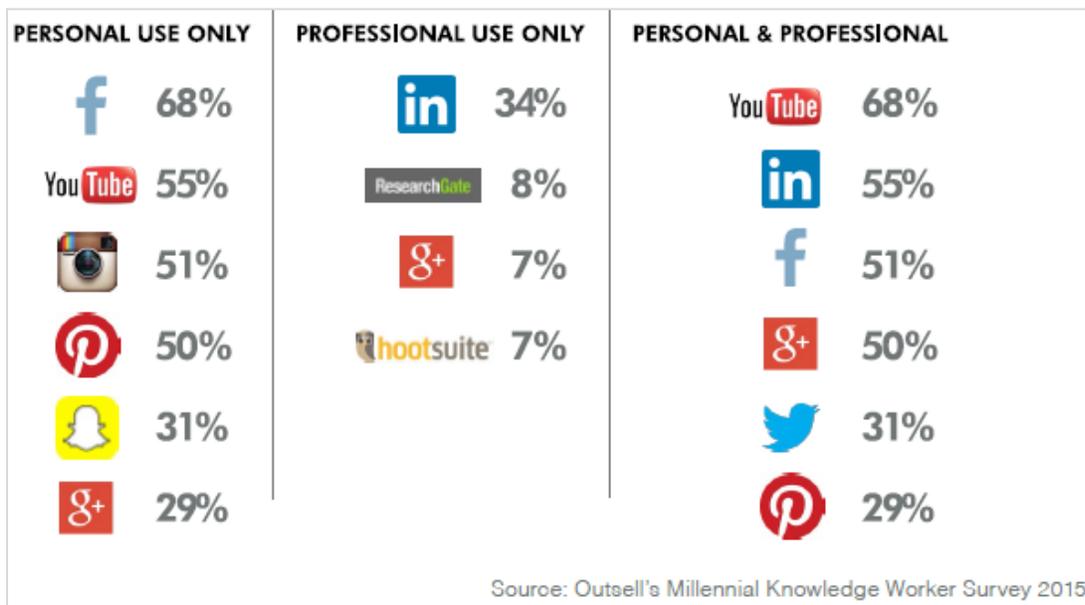
According to Outsell's report, smart phones are the leading preferred device for personal use for Millennials. During an 11 hour personal day, respondents reported spending about four hours per day on their phones. Combined with their professional smart phone use, Millennials self-report spending 5.1 hours engaged with their cell phone every day.

The Technology Takeaway: If you are looking to target Millennials, take into consideration where and at what time they are spending their "screen time". When at work, Millennials are linked to their computers for just about half of the day. During their personal time, Millennials spend a lot of time consuming content from their smart phones.

As you draft new content for the New Year, consider *when* you expect your readers to engage with the content; and then, consider *how* you would like them to engage with it. If you are planning to share long form text, you will likely want to share this while Millennials are behind a desktop or laptop computer. Sharing an infographic, image, or short form text? Why not try targeting Millennials when they'll likely be on their smart phones - during personal hours!

Social Media Use

For Millennials, there is a difference between the social media platforms they use for work purposes and personal use. This graph provides a simplistic view of how Millennials approach the various platforms available to them.



Facebook leads for social media personal use; while LinkedIn is the strong first for social media professional use among Millennials.

The Social Media Takeaway: Millennials view social media in categories. When you're wondering what platforms your business should be on in the new year, consider where your audience will be looking.

Are you a B2B company? If so, you'll have the best luck reaching Millennials on professional platforms and personal/professional platforms. Are you a B2C company? It's best to stick with the personal and personal/professional platforms.

One thing we think is well worth noting about this graph... Each of the platforms in the personal category are visually driven platforms. Visual based social media platforms have grown exponentially over the past few years. In 2012, there were only 40 million users registered on Instagram. In 2015, Instagram hit over [400 million monthly](#) active users. In 2012, Pinterest had 11.7 million unique visitors per month. During this past year, Pinterest surpassed [100 million users](#). As we begin a new year, and as you work to strategically connect with Millennials, be sure you are engaging with them in a visually stimulating way.

Work Life vs. Personal Life Balance

Are you ready to market to the Millennial workforce? How about the Millennial consumer-force? Our [M2M team](#) at Warner Communications can get your business, organization, or non-profit ready for new opportunities to reach this important target audience in the new year!