

ENGAGE 4 GENERATIONS IN THE WORKPLACE WITH DIGITAL SIGNAGE

Different generations in the workplace communicate and respond to technology very differently. Here are some tips for how to optimize your digital signage to engage each of these groups:

BOOMERS – Born 1946-1965

Boomers want to express themselves and are very focused on work. They are all about knowing what's happening and why.

- . You can speed up playlists and add more items
- . Add in video and animations
- . Post messages with your mission statement
- . Recognize teams for hitting targets – make sure to include everyone who contributed
- . Productivity and safety stats let them know that management is paying attention to how they are doing
- . Health tips and benefits announcements are likely to appeal to this generation
- . Community announcements, blood drives, fundraisers and family days are sure to get noticed by this generation, especially anything that lets them combine work with family and friends



GENERATION X – Born 1966-1985

Xers want the big picture, but they also want specifics and transparency. They're comfortable getting their info in many different formats.

- . Use multi-window layouts and ticker feeds
- . Give them company strategies and tactics, as well as the reasoning behind them
- . Post quarterly performance and financial info
- . Show best practices and policies, and keep them updated on any changes
- . Invite their participation by letting your Xers submit messages
- . Include ROI triggers to get their feedback
- . Use storytelling techniques for a series of messages or campaigns
- . Balance your work bulletins with lifestyle messages
- . Display webpages on your displays
- . Consider adding interactive screens



MILLENNIALS – Born 1986-2005

Millennials are not only comfortable with digital communication – they expect it. They're unhappy with push messaging and like info to be interactive.

- . Show more messages, more often, in multi-screen layouts – you can't overload millennials
- . Load up playlists with lots of animations and videos
- . Extend your digital signage to include mobile devices
- . Bring in social media, YouTube videos and other popular online infotainment feeds they're already using
- . Display birthdays, shout outs, and other micro-recognition
- . Show training videos, messages and quizzes
- . Include touchscreens – they expect interactivity
- . Foster competition and engagement with contests – be sure to reward both teams and individuals
- . Add in gamification elements to foster community, participation and interest
- . Funny memes and irreverent humor go a long way with millennials – think "viral" messaging



GEN Z (ZOOMERS) – Born 2005-2012

Gen Z can handle a lot of info, quickly, on multiple channels. You can do everything you do for millennials, but even more so.

- . As the first "digital natives", you almost can't overwhelm them with too much content
- . Vary methods of communication to keep things interesting – you're competing for their attention
- . Enable messaging to be seen on mobile devices, so they can access things in their own time (with QR codes, short URLs, etc.)
- . Wellbeing and safety messages will be greatly appreciated, as well any good works done outside the organization
- . Strive for an authentic tone of voice, and don't make promises you can't keep – walk your talk
- . Because they're so social, community and teambuilding messaging will be well received
- . Recognition and kudos are important to a generation that is constantly be evaluated by others in their day-to-day lives



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800.572.4935
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