

MEMORANDUM

TO: Students in ENGW3304 and Ted Moss, Instructor

FROM: Jessica Holoschutz Berger

DATE: March 19, 2018

SUBJECT: Project 2 Context

Millennials are slowly entering the workforce, changing the way business is done and how we advertise to them. As shown in project 1 this generation also loves sharing what they do. Social media is a staple to everyday life and increasingly a job requirement for most Millennials. They are driving business into social media, flexible schedules and a decrease in micromanagement. As Millennials influence and shape the workforce, it's important to understand them, what they want in a job, and what motivates them; but do they even know themselves? This report will humorously state what Millennials want in the workplace based on research done on project 1; that found millennial motivational factors and tips for retention, recruiting and advertising. Its main purpose serves as an entertaining explanation of attractive job qualities for the BuzzFeed audience mostly comprised of this generation.

Publication/Audience

This publication is intended to be placed on BuzzFeed. BuzzFeed addresses a specific group of potential users and readers, composed mostly of millennials with about 200 million users (Smith, 2018). Their news and entertainment divisions are driven by the next generation with global access. This highly engaged, knowledgeable audience, rapidly consumes content and videos across multiple platforms, mostly mobile ones. About half of the audience is around 18-35 years of age (Smith, 2018). The majority of the sites traffic and views, come from mobile devices. Its audience is mostly educated young individuals with short attention spans. The average person spends about 5 minutes browsing on BuzzFeed (Buzzfeed.com, 2018). In fact, BuzzFeed gets almost half of its monthly "unique" visitors through social media. This audience enjoys humor and constantly shares articles or posts they like. They have the expectation that media will be entertaining, relevant, and will connect to their lives which makes for easily shareable content that is accessible almost everywhere.

The initial research stating that millennials are most likely to view content on mobile and enjoy sharing funny posts strengthens the impact of the publication and its humor, as online content is mostly seen in mobile devices by this generation. The audience mainly reads and browses through post on or like BuzzFeed for sheer entertainment. Most of the time they go on just to kill time. Since many (70%), use mobile devices to access this information, it's obvious that they have a short amount of time to view entertainment content (Smith, 2018). Most people check sites such as these while waiting or commuting. The audience uses this time to learn small interesting facts about their interests or likes, the news or just keep informed. Pictures for this format type are used to grab attention and reduce explanation and retention time, they are used as visual aids. The writings are short and sweet to keep the busy tech savvy multitasker entertained and up to date.

Shortness is also used to keep the idea complete in reader's mind's and motivate them to finish reading.

Thesis/Focus of Content

Millennials enjoy collaborative work, flexible schedules, social media use, tech friendly company's, and personal development; good benefits and pay are a plus. They love to participate, create and share experiences. They are most likely to share these experiences if the content is funny, entertaining and aligns with their lifestyle.

Purpose

The purpose of this BuzzFeed publication is to entertain and inform key facts about the majority of its audience in a humorous tone, informing the audience not only of the 7 common job factors they enjoy but wittily expressing why.

Persona

This article was written in accordance with BuzzFeed style. Short and sweet with many amusing visuals. Content takes less than 5 minutes to read. This was planned as the average person spends 5 minutes on BuzzFeed and is usually on mobile devices (Buzzfeed.com, 2018). This means attention spans run low and content must be interesting and concise. Some of the images are gifs to catch the reader's attention and add to the comical tone. The content is brief making it appropriate for the audience and publication. It's also funny which increases visibility and how sharable the material is, supported by the research report as well as the 7 perks we know millennials enjoy at work.

Access to the content is directly related to internet availability and usage motivation. Its accessible wherever digital media is accessible. Most of the target audience views this content on mobile devices which suggest that people are on the move, possibly commuting or killing short periods off wait time. This suggest that content that is short, attractive and fun is more successful. Content is usually filled of images. BuzzFeed is comprised of breaking news, vital journalism, quizzes, videos, celebrity news, food videos "tasty", life hacks, tips and all kinds of trendy buzz and information people want to share with their friends. This is why the article is included in the community section, written in a brief humorous, colloquial manner.

This website posts and news-source pride itself in having good, fun, interesting and original content. The most successful posts connect with people on a massive scale and motivate people to connect with each other. Most content in here is of celebrity gossip, picture stories, breaking news and humorous lists. For this assignment I've created an article style funny factsheet stating workplace perks millennials enjoy and why, using strategies to catch their attention mentioned in project 1 for entertainment purposes. A humorous list with many pictures depicting common priorities millennials have when searching for jobs was created. This relates to the target audience and fits the common profile BuzzFeed posts should have. It's eye-catching and short as the audience has a small attention spans and about 5 minutes (average time spent on site) to choose and read this particular post (Buzzfeed.com, 2018).

The post is funny as it's restating things most millennials want but are perhaps in denial about using methods suggested by the research from project 1 to catch millennials attention. Stating things that this generation find most appealing in a job post, in a colloquial manner with many images showing: collaborative work, flexible schedules, social media use, meaningful work, tech friendliness, personal development and good pay (student debt, tight budget) with a small description as to why they are appealing. This is not to say that all millennials are the same and would align to the research perfectly.

The article is designed in a list form. Some listings have a sentence or two explaining the choice of list and or something funny about it, a smirky' remark. As can be seen in the interruption done of the explanation of the second listing flexible schedules: "Working when best fits your schedule and focusing when a great idea of inspiration comes along is quite rewarding and, oh wait! it's time to stretch" or as can be seen in the third listing about coworkers indiscreetly using social media at work. Each listing also has a picture and or a meme to compliment the listing serving as visual aids and to attract attention. Most add a comical remark about each job preference listing serving as the sad truth as can be seen in pictures from listing: 1 Full Collaborative work, 3 Allowed social media use, 4 meaningful work, and 7 the dream: good pay and benefits). They also serve as nonsensical ridiculous statements that add to the piece as can be seen in pictures from listing: 2 Flexible schedules, 5 tech-friendly atmosphere and the Obama meme in the personal development listing.

This also helps ensure that reader is interested and finishes the article. The graphics are also a big part of the tone of the publication and the spirit of BuzzFeed. The writing is brief and colloquial, with a rhetorical question: "We know college debt and first time job is a pain right?" that helps state how millennials are price sensitive, however that is not what they value most in a job. The simple titles with little explanations make the content easier to read and a more enjoyable experience. The 7 listings are short and are mainly explained by the gif or meme, adding value to the content while making it more interactive and relatable. It also enforces the entertainment factor while giving the organization of the images great importance for the tone of the post. 7 listings where chosen as they seem to summarize the research accurately and it's a short enough list to attract the readers eye while keeping it short. The short explanations on each listing is meant to provide some insight to the reason millennials enjoy these job perks. For example, for collaborative work we know that people want "to be able to work at convenient times and enjoy a creative flexible atmosphere" while "sharing the stress and responsibility". For social media use the approach was more humorous as it's known that people use their phones and personal social media during work upon occasion.

Article Link: https://www.buzzfeed.com/cms_preview_ui/4771614

Published Link:

7 Things You Know You Want In A Job https://www.buzzfeed.com/jessholo/7-things-you-know-you-want-in-a-job-3d0c2?utm_term=.qcaNrgq8m

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