Birthdays bring people closer together. People **share and express** what matters to them.

Pre-existing relationships matter when wishing other people's birthdays

	Acquaintances	Friends	Best Friends
How	None ——— Post ——— Private Messaging		
Length	None ——— Short ——— Long		
Emotions Thoughts	• Feels awkward • Feels indifferent • Tends to ignore the need to send wishes	• Stressed because user doesn't know what to write • Willing to maintain/build relationship	• Excited to celebrate friends birthday • Feels good writing the message
Examples	"Happy Birthday!'"	"Happy Birthday! I hope you have a good day! :) '"	"Happy birthday!! I wish you all the best and hope everything you wish comes true…Thanks for being such a sweet and chill friend…"