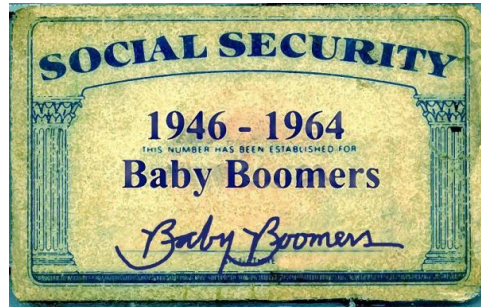


# Talking about generations

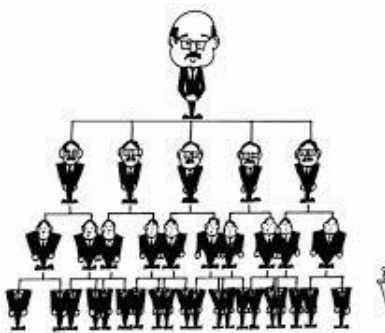
William Shepherd





GREATER  
**GOOD**

1945 – 1965



If only I didn't have to  
learn Flash. I could be  
spending time with my  
grandkids.





Friends are the family you get to choose for yourself.  
*Mia Sheridan*

meetville.com



1965 – 1980

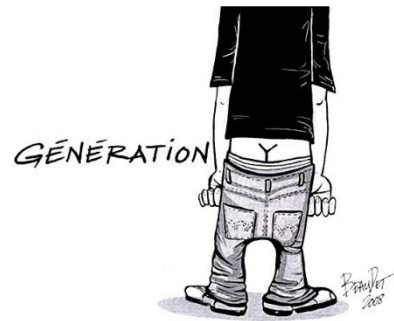


- GAY
- LESBIAN
- BISEXUAL
- STRAIGHT
- HUMAN



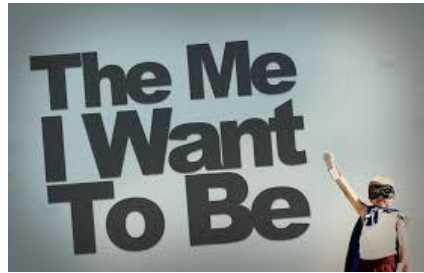


**WHAT YOU  
CAN DO**



1980 – 2000



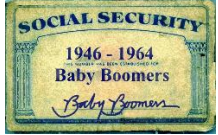





GENERATION

Z

1998+



				
Language	Formal	Informal	Pictures	Short Video
Focus	Past achievements	Current achievements	Future Change	Possibilities
Format	Formal – Brochure/letter	Emails & Texts	Social Media	Integrated
Sharing	Personal	Links to website	Infographics	Short video
Credibility	Trade bodies & Awards	Website / Facebook	Friend recommendation	Zeitgeist
Amount of Information	Detailed with supporting facts	Top headlines with links to supporting facts	2 or 3 key facts	1 killer fact that makes them a hero