

Like + Dislike

ON SOCIAL MEDIA

People value different attributes when choosing who they follow online. And who they UNFOLLOW!

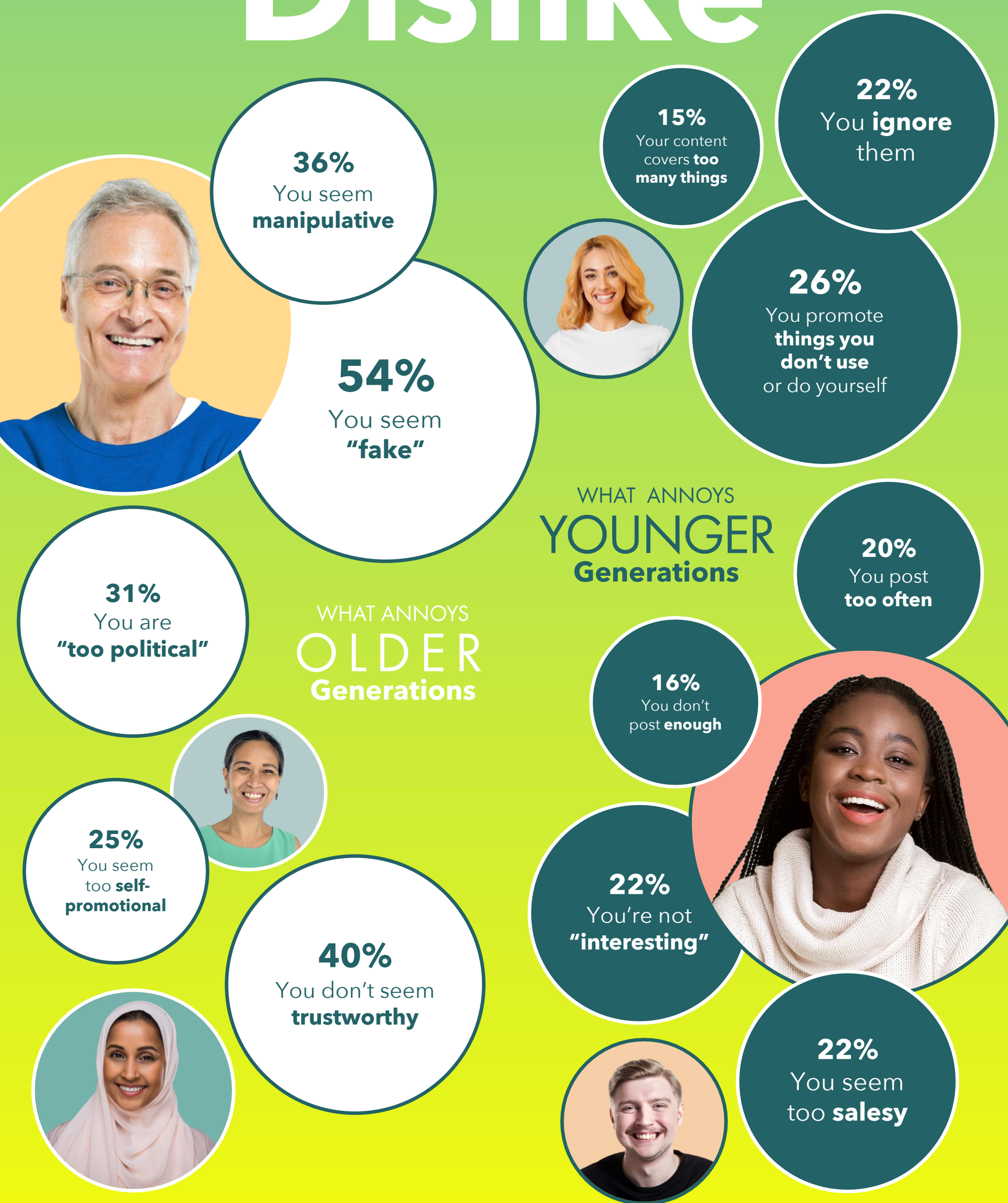
We conducted a **National Research Study** where we asked **younger and older generations** to share what **attributes and behaviors matter the most** to them when it comes to following someone online.

Read through this infographic to make sure you're not guilty of doing any of the **things people dislike on social media**. You'll also come away with some **ideas for things you should do more of** on social media.

The results of this study are **fascinating (and actionable!)**



Dislike



*YOUNGER GENERATION (GEN Z – MILLENNIALS, 18 TO 24) | OLDER GENERATION (GEN X – BOOMERS, 45-65)

CUSTOM 27-QUESTION SURVEY COMPLETED BY 1,005 U.S. PARTICIPANTS (50% WOMEN, 50% MEN) WEIGHTED TO THE U.S. CENSUS FOR AGE, REGION, GENDER, AND ETHNICITY.

Trends in Personal Branding

NATIONAL RESEARCH STUDY

brand builders X CGK THE CENTER FOR GENERATIONAL KINETICS

The "Trends in Personal Branding National Research Study" was conducted by Brand Builders Group in partnership with and fielded by independent research firm, The Center for Generational Kinetics.



Brand Builders Group is a personal brand strategy firm that helps **speakers, authors, influencers, entrepreneurs and executives** to clarify their positioning, expand their reach and grow their revenue.

Our methodologies, frameworks and teachings are based on our personal track record of releasing **New York Times bestselling books, giving viral TEDx talks, building 8-figure businesses**, amassing millions of online followers, hosting top-ranked podcasts, and creating Hall of Fame Keynote Speakers.

Learn more about us and download a copy of the full study at www.brandbuildersgroup.com/study