**How Gen Z is Influencing Social Video**

Mikey Dunn takes a look at the social video viewing habits of Generation Z, spanning YouTube, the popularity of vlogs, educational video, vertical Snap Original programming and TikTok. He advises marketers that, "if you're looking to connect with younger audiences, shorter, purpose-created content may perform better."

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<https://www.socialmediatoday.com/news/what-gen-z-is-watching-online-and-what-that-means-for-marketers-in-2020/572021/>

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<http://3.bp.blogspot.com/-81M0_M5_8Is/VYCfWH74qmI/AAAAAAAAALc/qQcz8chNhac/s1600/generation-z.png>