**Study: Facebook Still King of Social**

Facebook is still the favorite social site of every generation, preferred by 65.2% of baby boomers and 64.7% of Generation X, compared with 33% of millennials, per Sprout Social. Generation X and baby boomers follow brands on social to be made aware of offers, while millennials follow brands to be educated or entertained, the study shows.

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[***http://www.adweek.com/digital/report-every-generation-is-the-facebook-generation/***](http://www.adweek.com/digital/report-every-generation-is-the-facebook-generation/)