**How to Reach Millennials on Social Media**

Social media influencer Cayla Gallagher, who has more than 300,000 followers across Instagram, YouTube and Facebook, advises marketers who want to engage millennials, the demographic with the biggest spending power by 2018. Create holiday-themed content, give products to followers to create social buzz, increase video shareability by surprising viewers at the start, and become more searchable on social media by using niche hashtags.

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<https://www.forbes.com/sites/julesschroeder/2017/10/31/how-to-tap-into-the-millennial-200-billion-buying-power-with-social-media/#69ac61fd1161>

Image credit:

<http://www.sjsdigital.com/wp-content/uploads/2016/10/marketing-to-millennials.jpg>