**What You Need to Know About Generation Alpha**

Generation Alpha -- individuals born between 2010 and 2025 -- is an emerging demographic group with consumer buying power and influence, writes Stephen Dupont, APR. He predicts they'll be the generation with the most technical prowess that'll leave behind reams of data, and offers ways that PR pros can engage Alphas such as through video stories and mobile devices.

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<https://prsay.prsa.org/2019/10/17/what-pr-pros-need-to-know-about-the-worlds-next-age-group-generation-alpha/>

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