

Twitter Marketing Research

Why we conducted this research:

- Twitter is the 6th ranked social media app
- 30% of Facebook Users are over 45
- 17% of Twitter users are over 45
- They offer similar services, so figuring out where the difference in preference comes from can help Twitter gain some market share in such a large and competitive industry.

Research Objective:

- To examine the relationship between usage rates for individuals ages 46 and up, versus other similar social media platforms.
- Are adults aged 46+ using Facebook at a disproportionate rate to Twitter?
- What atmosphere/content is the 46+ age demographic seeking when surfing social media?
- What can Twitter marketing do to improve brand image among older potential users?

Sample Size:

- 119 respondents
- 57.5% of the respondents being 46 years of age and older
- 42.5% of the respondents being 45 years of age and older

How did we get our data?

- Created a survey on qualtrics
- Sent out the link of the survey to our friends and family, and asked them if they could send the link to their friends and family as well.
- Snowball Sampling

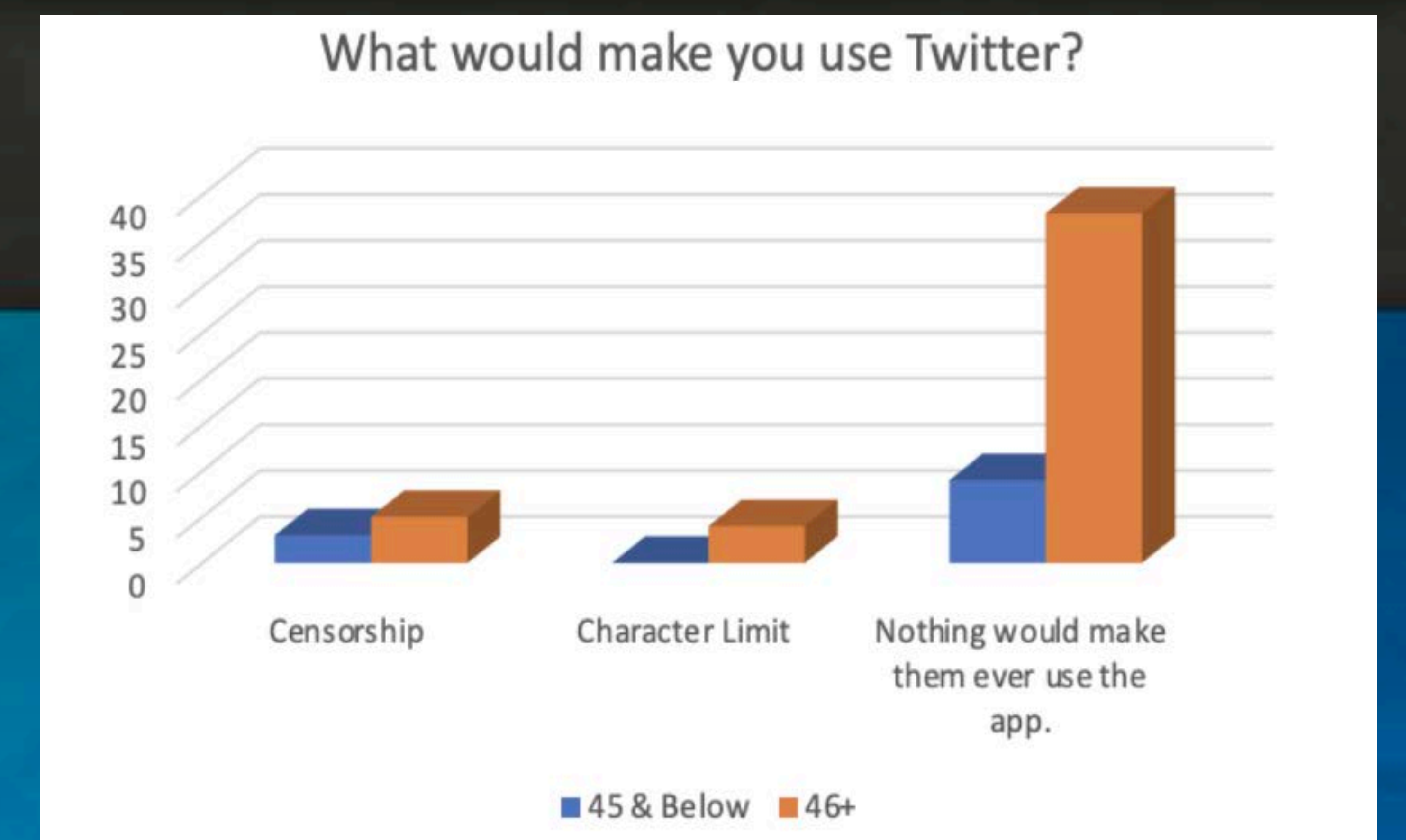
Have you used Twitter in the past year?

	Observed			
	45 below	46+	Total	
Yes	34	29	63	•Expected “No” response for 46+ was 32 No’s
No	17	39	56	•We acquired 39 through our survey
Total	51	68	119	•P-value of .009
				•99% confident that the usage rate differs between the two age demographics.

Rank these services in order of the importance for you to have them on any social media app?
(with 1 being the most important)



What is missing from Twitter’s app that would make you use it?



Recommendations and Future Considerations

- The lack of use from older generations has no backing around a lack of features, just an understanding that facebook has a “culture” that Twitter does not.
- I believe that education or outreach to help older generations understand that Twitter can also offer them the ability to follow their friends and family, as well as all the other services Twitter offers
- Ad campaign centered around “Your nest is what you make it”

