



The Delta Kappa Gamma Society International May/June 2021

## Population and Demographics

### Active Generations

#### **Maturists** (pre1945)

**Strengths**- loyal, respectful, hardworking, dependable, prudent

**Weaknesses** – less tech savvy, prefer traditional ways

#### **Baby Boomers** (1946-1964)

**Strengths** – team players, strong mentors, committed to their roles

**Weaknesses** – competitive, prefer structure and discipline, often resist change

#### **Generation X** (1965-1980)

**Strengths** – ‘best overall workers,’ committed to work/life balance

**Weaknesses** – prefer to finish tasks quickly, less likely to speak up in disagreement

#### **Millennials or Gen Y** (1981-97)

**Strengths** – work well independently, concerned with ethics and social responsibilities

**Weaknesses** – do not enjoy teamwork, weaker work ethic, impatient for growth

#### **Gen Z or Centennials** (1998-2010)

**Strengths** – tech savvy, ambitious, multitaskers

**Weaknesses** – prefer a realistic outlook, can be cynical, reliant on technology

#### **Generation Alpha** (2011-2025)

They are the future DKG members! Strengths and weaknesses to be determined. What part will education have in determining these traits?

*Generational descriptions were combined from numerous resources.*

## Promoting DKG Visibility

Fall 2020, the International Communications and Marketing (C&M) Committee asked state C&M committee chairs how they promoted visibility of DKG to non-members. The answers included methods such as websites, newsletters, social media, public news articles, and DKG brochures. As a result of the data provided, the International C&M Committee invites you to explore alternate options for promoting DKG using electronic platforms that can appeal to all generations.

**Pinterest** – This site is a resource for followers looking for personal and professional information. Refer non-members to this site as an additional resource, another way that DKG supports educators.

[The Delta Kappa Gamma Society International Pinterest page](#)

**YouTube** – This site is a storehouse of sorts for DKG related videos. Refer non-members to this site as it offers current updates and programs, and showcases countless aspects of the Society overall.

[DKG: The Delta Kappa Gamma Society International YouTube channel](#)

**Facebook** – Social media is a marketing tool appreciated by all ages. Current trend is that Millennials and Centennials follow FB pages more heavily but will abandon quickly if a post opposes their views. Refer non-members to either site for fresh, timely, and applicable Society information.

[The Delta Kappa Gamma Society International Facebook page](#) \*Hosted by DKG Staff

[The Delta Kappa Gamma Society International public group](#) \*Hosted by DKG members

**Instagram** – Social media sharing app that allows users to edit and share photos and videos to followers. Refer non-members to this site to offer them a visual snapshot into the Society.

[Delta Kappa Gamma Instagram](#)

**LinkedIn** – Often considered a “career-building” site but so much more. Refer non-members to this site as it explains what DKG is, it’s role in the education profession, and offers means for building a professional connection.

[DKG: The Delta Kappa Gamma Society International LinkedIn page](#)

**Twitter** – Refer non-members here for the latest news and developments of the Society. Quick, easy, and “hot off the press” knowledge that can be used for marketing the Society.

[The Delta Kappa Gamma Society International twitter page](#)

What are we missing? Snapchat, Tumblr, WhatsApp, Reddit, and more are other social media, communication sites that are available. Consider your population as you explore and implement social media tools to communicate and market membership to non-members. Remember non-members are often prospective members, donors, and community affiliates.

*Electronic platforms are listed in a similar order as the given generations. This information is based on reading articles, talking with persons from each generation, and personal experiences.*