



The questions answered in tonight's chat were:

Q1 *Should we think of our career as a paycheck? See link for video that offered this advice <http://bit.ly/cWNJPs> #genychat*

Q2. *Do stories make ads and/or articles more compelling? #genychat*

Q3. *Millennials were showered with praise growing up, so they can't take criticism. True/False/Maybe? #genychat*

Q4. *GenX'ers are motivated in the workplace by having freedom to make their own choices. True/False/Maybe? #genychat*

Q5. *GenY/Millennials need structure and collaboration as motivation in the workplace. True/False/Maybe? #genychat*

Boomers are workaholics, GenX are slackers, and GenY wants to be CEO before doing the work. There are problems with every generation. What should we focus on to make the best impact?

- WriterChanelle:** Well...just in case you all need something to do, check out the links that will be discussed in the chat tonight #genychat
- WriterChanelle:** From @jessicamalnik's blog <http://bit.ly/cWNJPs> Advice on How to Follow Your Passion #genychat
- SocialDivo:** @WriterChanelle lol, see if you can't find me an unpaid intern for QLMag/QLnetwork tonight? #GenY#GenYChat
- WriterChanelle:** "Dear Millennials: Your parents lied to you" <http://bit.ly/bm32re> #genychat
- WriterChanelle:** @SocialDivo So I'm your pusher now? Lol. Kidding... #GenY #GenYChat
- WriterChanelle:** @SocialDivo Can you find yourself in the chat tonight?? HmMMMMM #GenY #GenYChat
- josippetrusa:** Looking forward to #GenYChat in about 15 mins!
- rblake:** RT @josippetrusa: Looking forward to #GenYChat in about 15 mins! #genychat
- Tenacious_VA:** I am joining in on the chat tonight in #GenYChat
- WriterChanelle:** Want to be a conference volunteer? @shashib needs help with tasks like audience Q&A at #growsmartbiz this Friday #genychat
- rblake:** Woot! Welcome! RT @Tenacious_VA: I am joining in on the chat tonight in #genychat
- carol_phillips:** Looking forward to #genychat tonight at 9 PM EDT Looks like a good turnout!
- ClickWisdom:** RT @writerchanelle Want to be conference volunteer? @shashib needs help w/ tasks like audience Q&A @ #growsmartbiz this Fri #genychat
- rblake:** 3 minutes till #genychat starts! Get in here! Twitter is being laggy! ./ #genychat
- WriterChanelle:** 2 minute warning for #genychat!
- stephkornblum:** RT @rblake: RT @josippetrusa: Looking forward to #GenYChat in about 15 mins! #genychat
- WriterChanelle:** If you're here, please introduce yourself. We will begin the questions quickly because the first one involves watching a video #genychat
- WriterChanelle:** Welcome to #genychat everyone. If this is your first time, please note the Q & A structure. #genychat
- rblake:** Hello all! My name is Blake, co-host, #genychat, intern for @bloggings4jobs & @youtern --- wanting to get into marketing FT. #genychat
- laurenkgray:** Here for #genYchat for a little bit! Hi everyone!
- josippetrusa:** Hi everyone! Hope you're all well. My name is Josip. I'm a Millennial blogger and marketing guy with some nutty ideas #GenYChat
- WriterChanelle:** Questions will come out as "Q1. xxxxx" Answers should in the form of "A1. xxxx" #genychat
- Tenacious_VA:** Hi there! I am Jaime. I am a Virtual Assistant and focus on Social Media Marketing and Promo for Business/Life/Engery Coaches #GenYChat
- rblake:** @laurenkgray welcome :) #genychat

- WriterChanelle:** For those who might be lurking, #genychat is for all ages. Do not be afraid of us.
- rblake:** Let's get ready to start some questions for this week's chat! #genychat
- rblake:** Q1 Should we think of our career as a paycheck? See link for video that offered this advice <http://bit.ly/cWNJPs> Watch the movie! #genychat
- WriterChanelle:** @Tenacious_VA Hi Jaime. Welcome to the group #GenYChat
- YouTernMark:** Hi all... Mark from YouTern here, a few minutes late for #genychat
- Data_Diva:** They're an interesting group-join in RT @WriterChanelle: For those who might be lurking, #genychat is for all ages. Do not be afraid of us.
- THO_R:** Tom from Jersey here, ready for some... #genychat
- juleszunichPR:** Joining #GenYChat tonight to support my new friend @WriterChanelle | I might be old, but I can do step aerobics like nobodies business
- WriterChanelle:** @YouTernMark Hey Mark. #genychat
- rblake:** We are watching a short video with the first question as some background answer! #genychat
- rblake:** Q1 Should we think of our career as a paycheck? See link for video that offered this advice <http://bit.ly/cWNJPs> Check it out! #genychat
- Irbray:** Joining #GenYChat for a bit before I have to get back to studying.
- SocialDivo:** @WriterChanelle I won't stay too long, b/c ppl (including yourself) are awaiting my awesomeness on quarterlife magazine. lol #GenYChat
- WriterChanelle:** RT @rblake: Q1 Should we think of our career as a paycheck? See link for video that offered this advice <http://bit.ly/cWNJPs> #genychat
- GenyChat:** RT @rblake: Q1 Should we think of our career as a paycheck? See link for video that offered this advice <http://bit.ly/cWNJPs> #genychat
- YouTernMark:** Hey Chanelle... hope today went well! RT @WriterChanelle: @YouTernMark Hey Mark. #genychat
- THO_R:** RT @rblake: Q1 Should we think of our career as a paycheck? See link for video that offered this advice <http://bit.ly/cWNJPs> #genychat
- WriterChanelle:** @SocialDivo Your awesomeness is needed here. At least for the first question...lol #GenYChat
- Tenacious_VA:** A1 I never think of my career as my paycheck. I don't even think of my career as my career. This is my passion! #GenYChat
- jacqteo:** My favourite Gen Y's blog -- <http://www.emilyjasper.com/> #genychat
- WriterChanelle:** @JulesZunichPR Hey hey! Welcome. Did you see the first question? It's a response to the video #GenYChat
- josippetrusa:** Amazed at how many ppl come to my blog to attack me for being a Millennial. I control your long hateful comments ;), ha #genychat
- MNHeadhunter:** --> RT @WriterChanelle: For those who might be lurking, #genychat is for all ages. Do not be afraid of us.

- THO_R:** A1: This only works if you have a job that allows you a proper work/life balance, not one that demands 60-70 hrs/wk #genychat
- laurenkgray:** A1: I love my jobs! some of them I'm paid for and some of them not, but that's okay. I still love what I do! #genYchat
- SocialDivo:** @GenyChat A1: absolutely not! Your career is your vehicle to change the world. If you only want a pay check, just maintain a job. #genychat
- Tenacious_VA:** A1 cont'd I should add in that I did the "J-O-B" think for 7 years for the money. It got worse every year! So I quit! #GenYChat
- JennaLanger:** A1: My career is my passion, but I like what @PaughGinney says about loving what you do outside of work, it will always be there #genychat
- TheKrayzel:** Sorry I'm late...what did I miss? #GenYChat
- lrbray:** A1: Interesting perspective. In an ideal world everyone would LOVE their job...but that's not reality. #GenYChat
- WriterChanelle:** Is everyone watching the video? #genychat Did you catch the advice on finding your passion by treating your job like a paycheck?
- MNHeadhunter:** --> RT @GenyChat: Tonight's topic for #genychat: Advice given by marketers, managers, and writers on dealing with different generations
- YouTernMark:** A1 When being practical wins & we're working just for a paycheck, it helps to think of it as a stepping stone to something better #genychat
- C3_H8:** RT @MNHeadhunter: --> RT @WriterChanelle: For those who might be lurking, #genychat is for all ages. Do not be afraid of us.
- jacqteo:** Just like the Baby Boomers, Gen Y is the next large group of people that is IMPACTING the world. #genychat
- WriterChanelle:** @laurenkgray How did you feel about the advice given in the video? #genYchat
- THO_R:** There's also the chance that extracurricular passions may develop into full-time careers later in life #genychat
- WriterChanelle:** @jacqteo Well said! #genychat
- laurenkgray:** @lrbray agreed. not everyone will love their job, so if you don't, do what the video says and focus on other things. #genYchat
- Tenacious_VA:** its up 2 u 2 chose RT @lrbray: A1: Interesting perspective. In an ideal world everyone would LOVE their job but thats not reality. #GenYChat
- rblake:** RT @jacqteo: Just like the Baby Boomers, Gen Y is the next large group of people that is IMPACTING the world. #genychat
- WriterChanelle:** @MNHeadhunter Heyyy....thanks for the mention. Would love love love your opinion on the first question/video #genychat
- laurenkgray:** @WriterChanelle Like I said in my previous tweet, I think it's important to focus on other things besides work too. #genYchat
- juleszunichPR:** A1 Yes/No. I love #PR. I also am super passionate about sleeping in, so following that passion would = poverty. Love + Realistic #genychat

- josippetrusa:** A1 Let's not kid ourselves, money is important and imperative. Careers are great but we need paychecks as well #genychat
- JennaLanger:** @THO_R That's everyone's dream, right? Except I stopped being a photo major bc I thought my passion to go away if it became my job #genychat
- peterfromottawa:** Let's face it. Sometimes you need a garbage job with a paycheck while you're figuring stuff out. #genychat
- Tenacious_VA:** @YouTernMark I couldn't agree with your answer more! #GenYChat
- rblake:** Q1 Should we think of our career as a paycheck? See link for video that offered this advice<http://bit.ly/cWNJPs> Thoughts? #genychat
- SocialDivo:** @THO_R I completely agree with that! If your current position isn't fulfilling your desires, supplement it. #genychat
- lrbray:** @Tenacious_VA, I don't know that it's always a choice. Sometimes it's not a good fit, and maybe circumstances don't allow 4 change. #GenYChat
- SocialDivo:** @JennaLanger :) I think you just have to work thru that fear of making your passion "work." I think/hope it'll pay off in the end #genychat
- WriterChanelle:** @laurenkgray True. Just seems the advice being given is not to look at your career as something that will bring you happiness #genYchat
- YouTernMark:** Thank you.. have to think to long-term goals and passions RT @Tenacious_VA: @YouTernMark I couldn't agree with your answer more! #GenYChat
- SocialDivo:** @peterfromottawa definitely, as long as it's helping you to that next stage of your career. :) #genychat
- rblake:** @SocialDivo That is def how I feel, supplement it, if I'm not following my dream! #genychat
- JennaLanger:** @SocialDivo Very true. Luckily I found social media and I love it as my job, and I can incorporate my passion into my work :) #genychat
- peterfromottawa:** And for the Q.. Career as a paycheck? Maybe... Job yes, career maybe/no #GenYchat
- Tenacious_VA:** @lrbray thats true. I was at the crossroads this past may and jumped in with my fingers crossed! So far so good! #GenYChat
- WriterChanelle:** @peterfromottawa Is there a difference between a job and a career? #genychat
- SocialDivo:** RT @JennaLanger: @SocialDivo Very true. Luckily I found social media and I love it as my job, and I can incorporate my passion into my work :) #genychat
- peterfromottawa:** @SocialDivo it may not even be that. Just money to pay bills while u get urself repositioned to do something great #genychat
- lrbray:** @Tenacious_VA awesome! Love when risks are worth the reward :) #GenYChat
- THO_R:** @SocialDivo @jennalanger The key is to keep your passion yours, not something that others can use to exploit you #genychat
- jacqteo:** @rblake Nope. integrate my life purpose into my choice of career. It's definitely more than just a paycheck. #genychat

- laurenkgray:** @WriterChanelle oh definitely. your career shouldn't be the only thing in your life that gives you happiness. #genYchat
- rblake:** Let's keep things going! Here's the next question! Q2. Do stories make ads and/or articles more compelling? #genychat
- WriterChanelle:** If I may play devil's advocate with Q1. would you go into a job interview with the opinion that this position is just a paycheck? #genychat
- TheKrayzel:** @WriterChanelle There is a large difference between a job and career. #genychat
- peterfromottawa:** @WriterChanelle I define job as a paychk and career as passion (hopefully also with a paycheck). Devote life to career.Time to job #genychat
- CornOnTheJob:** Hey folks! #genychat
- JennaLanger:** @WriterChanelle i think your career is always your job, but your job isn't always your career. Careers are developed over time #genychat
- laurenkgray:** A1: If i'm applying for a job, I need to like the job and like what I'm doing everyday. You don't want to be miserable. #genYchat
- THO_R:** Also, it's important to know if you are the type who can do a job well without passion driving you #genychat
- THO_R:** RT @rblake: Lets keep things going! Heres the next question! Q2. Do stories make ads and/or articles more compelling? #genychat
- CathyWebSavvyPR:** RT @WriterChanelle: If you're here, please introduce yourself. We will begin the questions quickly because the first one involves watching a video #genychat
- WriterChanelle:** @peterfromottawa Right. So in the video, he said, "think of your career as a paycheck." Does that change how you feel? #genychat
- CathyWebSavvyPR:** RT @WriterChanelle: Want to be a conference volunteer? @shashib needs help with tasks like audience Q&A at #growsmartbiz this Friday #genychat
- jacqteo:** Make sense RT @peterfromottawa: Let's face it. Sometimes you need a garbage job with a paycheck while you're figuring stuff out. #genychat
- peterfromottawa:** Yep i have b4 RT @WriterChanelle If I may play devil's advocate with Q1. wld u go into job inter w opinion of just a paycheck? #genychat
- juleszunichPR:** A2: Yes, if you can tell the story you can sell the story. #GenYChat
- CornOnTheJob:** RT @laurenkgray: @WriterChanelle oh definitely. your career shouldnt be the only thing in your life that gives you happiness. #genychat
- rblake:** RT @peterfromottawa: I define job as a paychk and career as passion. Devote life to career.Time to job (I LIKE THAT) #genychat
- TheKrayzel:** @WriterChanelle Depends on the job interview. If it's just something to get the bills paid then yes. Dream career no. #genychat
- SocialDivo:** @CornOnTheJob Hey stranger! #genychat
- PaughGinney:** @jennalanger Right on! I love being a Community Manager too, but I'm most passionate about the things I don't get paid to do. #GenYChat

- CathyWebSavvyPR:** RT @WriterChanelle: #genychat! Discussing the advice flying around the web on marketing to and managing each generation #geny
- THO_R:** A2: I'm a theater guy who occasionally reviews plays, so I'm a sucker for story, no matter the source #genychat
- oppsproject:** late to #genychat... as usual #genychat
- rblake:** Q2. Do stories make ads and/or articles more compelling? #genychat
- tina_yip:** Gonna tap in #genychat for a bit! I see many familiar faces :) #genychat
- SocialDivo:** @peterfromottawa true, as long as it's kinda relevant to your overall career goals/life aspirations. #genychat
- lizazzolino:** @WriterChanelle That would make life much easier, but much less exciting and rewarding. #genychat
- lrbray:** A2: Of course. That's Journalism 101...stories w/a human component are more compelling/interesting to the audience. #GenYChat
- tina_yip:** @THO_R Nice!!! I LOVE theatre :):) #genychat
- THO_R:** And your product RT @juleszunichPR: A2: Yes, if you can tell the story you can sell the story. #genychat
- Tenacious_VA:** A2 If there is a relevance to the story then of course it would add value. "Painting the Picture" = basics in selling. #GenYChat
- YouTernMark:** @WriterChanelle Do entrepreneurial endeavors fall under the "career" umbrella? #genychat
- tina_yip:** @laurenkgray GIRL!!!! #genychat
- CornOnTheJob:** Q2: I think it depends on the topic... #genychat
- WriterChanelle:** @TheKrayzel Guess I'm just not a fan of the thought of a career as a paycheck. Always been idealistic, though. #genychat
- rblake:** I haven't seen you around in awhile. Welcome back! RT @tina_yip: Gonna tap in #genychat for a bit! I see many familiar faces :) #genychat
- SocialDivo:** @WriterChanelle Of course -- but you'd only be kidding yourself, and it'd show in the interview/subsequent job performance. #genychat
- tina_yip:** Q2. Hmm depends on the product and msg that is being delivered #genychat
- Tenacious_VA:** good point! RT @CornOnTheJob: Q2: I think it depends on the topic... #GenYChat
- juleszunichPR:** @THO_R Exactly! RT And your product RT A2: Yes, if you can tell the story you can sell the story. #genychat
- oppsproject:** A.2- stories make leaders authentic and attractive, same with content #genychat
- peterfromottawa:** In my definition, yes RT @YouTernMark @WriterChanelle Do entrepreneurial endeavors fall under the "career" umbrella? #genychat
- tina_yip:** @rblake Thanks! yah..been really busy with school and missing out on tweetchats. I'm back for tonight though :) how r u? #genychat

- laurenkgray:** @tina_yip what?? #genYchat
- juleszunichPR:** RT @Tenacious_VA: A2 If there is a relevance to the story then of course it would add value. "Painting the Picture" = basics in selling. #GenYChat
- DaveYouTern:** You are correct! RT @lrbray: A2: Of course. That's Journalism 101...stories w/a human component are more compelling/interesting. #GenYChat
- WriterChanelle:** @TheKrayze1 I believe it's possible to have a career that means more than a paycheck because it's what you love doing #genychat
- tina_yip:** @laurenkgray haven't seen u for so dam long :(How are u? #prpillowfight #genychat
- MNHeadhunter:** @WriterChanelle I am on a call for another 20 minutes. Will check the video then #genychat
- WriterChanelle:** In my definition, yes. RT @YouTernMark: @WriterChanelle Do entrepreneurial endeavors fall under the "career" umbrella? #genychat
- Tenacious_VA:** @juleszunichPR Hey! Thanks for the RT! :) #GenYChat
- tina_yip:** @WriterChanelle Definitely. There's of course an ongoing debate on passion vs career. Having an overlap would of course be ideal #genychat
- rblake:** @tina_yip Doing well. I connected with you on LinkedIn the other day. It was good to see you over there -- haha. #genychat
- YouTernMark:** A2 Depends 100% on sincerity... Some stories come across as manipulative, others genuinely help the messaging #genychat
- rblake:** Q2. Do stories make ads and/or articles more compelling? #genychat #genychat
- laurenkgray:** @tina_yip haha I'm doing okay! I have been on Twitter I just never see you on either! #genYchat
- THO_R:** Really, all stories are trying to "sell" us something. Who cares if ads are explicitly looking to do so #genychat
- CathyWebSavvyPR:** @WriterChanelle what's Question 2? - sorry coming in late #genychat
- WriterChanelle:** @YouTernMark However, I would never consider my entrepreneurial endeavors to be just a paycheck #genychat
- Tenacious_VA:** @YouTernMark Your comment made me think of a car salesman telling a "story" #GenYChat
- stephkornblum:** Good point RT @peterfromottawa: I define job as a paychk and career as passion. Devote life to career. Time to job #genychat (via @rblake)
- WriterChanelle:** @MNHeadhunter Alrighty :) #genychat
- CathyWebSavvyPR:** 20 year PR pro who let her inner "Geek Girl" out of the closet 2 help small biz connect w customers #genychat
- SocialDivo:** @rblake A2: Yep -- you gotta tie people in with either ethos, pathos and/or logos #genychat
- CarlSorvino:** RT @WriterChanelle: @TheKrayze1 I believe it's possible to have a career that means more than a paycheck because it's what you love doing #genychat

- peterfromottawa:** Lol @Tina_yip and @writerchanelle it seems like all we ever talk about is passion vs career in #genychat
- tina_yip:** @laurenkgray i've just been less active these days with school...u managing? #genychat
- rblake:** Good answer. I agree! RT @SocialDivo: @rblake A2: Yep -- you gotta tie people in with either ethos, pathos and/or logos #genychat
- josippetrusa:** Ahh, missed Q2. Was dealing with Millennial hating commenter on the blog. What was it? #GenYChat
- rblake:** @peterfromottawa Isn't that what life is founded on? Following your passions vs. working to make ends meat? :P #genychat
- tina_yip:** @peterfromottawa @writerchanelle ahaha well that topic IS important to Gen Ys!!! #genychat
- laurenkgray:** @tina_yip Oh I'm attempting to manage....attempting to survive. #genYchat
- tina_yip:** @CathyWebSavvyPR Welcome!! great to see u after so long :) #genychat
- oppsproject:** a job that pays the bills can supplement a non-career calling. callings come in all shapes and sizes. #genychat
- laurenkgray:** A2: I always loveee a good personal story that I can relate to. #genYchat
- TheKrayze1:** @WriterChanelle I wouldn't think of my career as a paycheck either. #genychat
- WriterChanelle:** @CathyWebSavvyPR RT @rblake: Q2. Do stories make ads and/or articles more compelling? #genychat
- THO_R:** RT @Tenacious_VA: @YouTernMark Your comment made me think of a car salesman telling a "story" #genychat
- jacqteo:** @rblake I love to tell/ hear stories. It definitely keeps our audience engaged and a more effective way to send the msg across #genychat
- tina_yip:** @laurenkgray aw :) I hear u girl! Btw heard #prssa conf was amazing! did you meet @buprssa? #genychat
- peterfromottawa:** @rblake I think life was founded on more than work... #genychat
- tina_yip:** @TheKrayze1 What do you do? Is it your passion? #genychat
- rblake:** @peterfromottawa Well passion could be defined as working or not working :P #genychat
- YouTernMark:** A2 On a recent panel discussion in NYC, former newscaster Garrick Utley told a 30 sec story & said more than others did in 20 min #genychat
- WriterChanelle:** @peterfromottawa I bring up what I see from earlier in the week. #genychat
- laurenkgray:** @tina_yip ohhh #PRSSANC was incredible!! I met SO many people I'm not sure if I met anyone from @buprssa though. #genychat
- tina_yip:** @jacqteo @rblake hmm true. But the way that the story is told is also important. Don't be too long winded! #genychat
- tina_yip:** @laurenkgray aw! dam...i really wanna catch up with #prpillowfight crew some time...we've all been so busy :(#genychat

- rblake:** Q3. Millennials were showered with praise growing up, so they can't take criticism. True/False/Maybe? What do you think? #genychat
- CathyWebSavvyPR:** RT @rblake: Q2. Do stories make ads and/or articles more compelling? Heck YES! A story - done well can get PR coverage #genychat
- oppsproject:** @josippetrusa Q2. Do stories make ads and/or articles more compelling? #genychat
- peterfromottawa:** @WriterChanelle lol! My funemployment? #genychat
- lrbray:** @JessicaMalnik, we hit up your blog tonight during #GenYChat to see the @PaughGinney video!
- CathyWebSavvyPR:** @WriterChanelle Q2 although personally, I find some "stories" in ads to be silly & not connected to the brand reality #genychat
- DaveYouTern:** "Brevity is the soul of wit." RT @YouTernMark: A2... 30 sec story & said more than others did in 20 min #genychat
- tina_yip:** @peterfromottawa man did you know that there's a web series called that? LOL#funemployment#genychat
- WriterChanelle:** @THO_R Lotsa people care. All I hear/see lately are articles advising marketers to tell a story (in order to reach audience) #genychat
- tina_yip:** @CathyWebSavvyPR any examples? don't they grab your attention though? #genychat
- peterfromottawa:** A3.. Can't take criticism. Or resolve conflict. Or do things for themselves. Or be away from mommy and daddy... #genychat
- TheKrayzel:** @tina_yip Working towards my passion. I'm a film major so I make short vlogs and is currently involved with some film projects. #genychat
- tina_yip:** @GIGcoin Welcome! :) how are you tonight? #genychat
- CathyWebSavvyPR:** Q1 on the finding passion inside yr work/job or outside - I think a healthy balance often works. #genychat
- rblake:** Q3. Millennials were showered with praise growing up, so they can't take criticism. True/False/Maybe? #genychat #genychat
- jacqteo:** @tina_yip @rblake Yes! Long winded stories put audience to sleep. It must be short impactful ones that end with a BANG! #genychat
- SocialDivo:** @rblake A3: Love this...we are the generation of the "Participation Awards" Entitlement is a big prob for a lot of #GenY-ers #genychat
- josippetrusa:** @oppsproject Thx! A2 Absolutely! Stories are imperative especially when it comes to Millennials. We want to be a part of the story #genychat
- juleszunichPR:** @rblake ~ Have seen 55 yr old ex-Marines who can't take criticism, but agree that new gens have 2 much emotion wrapped up in work #GenYChat
- WriterChanelle:** RT @CathyWebSavvyPR: 20 year PR pro who let her inner "Geek Girl" out of the closet 2 help small biz connect w customers #genychat
- carol_phillips:** #genychat Stories are more memorable but brand must be integral to the plot. Otherwise, it's borrowed interest.

- oppsproject:** Q.3... no, though it depends how people grew up. Lots of differences. #genychat
- CathyWebSavvyPR:** Q1 - I love mrging PR & Social mediatoools an dfind the right mix for clients - like a cool 3-D Jigsaw puzzle #genychat
- tina_yip:** @rblake In Asia, NOT TRUE. #genychat
- Tenacious_VA:** RT @CathyWebSavvyPR: 20 year PR pro who let her inner "Geek Girl" out of the closet 2 help small biz connect w customers #GenYChat
- peterfromottawa:** @tina_yip I'm getting to the point where I could write, star, direct and produce #funemployment#genychat
- tina_yip:** RT @carol_phillips: #genychat Stories are more memorable but brand must be integral to the plot. Otherwise, its borrowed interest. #genychat
- YouTernMark:** Agreed...RT @carol_phillips: #genychat Stories are more memorable but brand must be integral to the plot. Otherwise, it's borrowed interest.
- lrbray:** @WriterChanelle, reminds me of Toyota's new campaign cc @THO_R #GenYChat
- CathyWebSavvyPR:** @tina_yip Exaample - trend in car ads - 4 pppl go to lak in car, 1 gets on rope swing, swings back hits car,falls cont'd #genychat
- AndreWillis:** What's up #genychat. What question are y'all on?
- rblake:** @tina_yip I haven't been there, but I'd agree 100% I've studied culture for the bigger part of my education. #genychat
- tina_yip:** @peterfromottawa time for a vlog? #genychat
- WriterChanelle:** RT @YouTernMark: A2 On a recent panel, former newscaster Garrick Utley told a 30 sec story & said more than others did in 20 min #genychat
- CathyWebSavvyPR:** @tina_yip Q@ yes - it's a story - but it was nto effective 4 me - so I shd buy the smae car stupod people do? what? #genychat
- rblake:** @AndreWillis Welcome! Q3. Millennials were showered with praise growing up, so they can't take criticism. True/False/Maybe? #genychat
- THO_R:** RT @rblake: Q3. Millennials were showered with praise growing up, so they cant take criticism. True/False/Maybe? #genychat #genychat
- peterfromottawa:** @tina_yip I totally should #genychat
- WriterChanelle:** @lrbray Ah yes. The combination of commercial advertising with Facebook with the Tell Your Story project #GenYChat
- CathyWebSavvyPR:** @tina_yip they are ucky I don't rememer the car co. - I remember the story - but no brand connection #genychat
- tina_yip:** @rblake we were def not showered with praise and take criticism all the time. So Q3 really depends on the culture #genychat
- THO_R:** @peterfromottawa Need a co-star in "Funemployment?" ;) #genychat
- laurenkgray:** A3: I don't think we were showered with praise. I think we have less tolerance & patience & we can handle criticism I think. #genYchat
- tina_yip:** @CathyWebSavvyPR wow which brand is that? #genychat

- saymarale:** RT @josippetrusa: A1 Let's not kid ourselves, money is important and imperative. Careers are great but we need paychecks as well #genychat
- laurenkgray:** @tina_yip agreed! we all have been SO busy lately! #genychat #prpillowfight
- lrbray:** A3: Everyone acts like Gen Yers have such fragile egos. We can take a hit. #GenYChat
- tina_yip:** @CathyWebSavvyPR ahh didnt see the next bit. ok i get your point... relevance is key. #genychat
- carol_phillips:** Re: Q1 Career passion: I would have liked most any job that involved creative problem solving, not limited to marketing. #genychat
- AndreWillis:** @rblake Cool. Thanks for the warm welcome! #genychat
- CathyWebSavvyPR:** @tina_yip now Subaru's commels work better 4 me; show ppl having fun in snow/mud, or city streets; my subaru AWDdrive saved my life #genychat
- AndreWillis:** Amen RT @lrbray: A3: Everyone acts like Gen Yers have such fragile egos. We can take a hit. #GenYChat
- KarasPRlove:** Checking into #genYchat for a little! What's the topic of discussion everyone???
- peterfromottawa:** Just to clarify: millenials are the gen AFTER genY? #genychat
- WriterChanelle:** @CathyWebSavvyPR Unless we're doing the 4 hour work week, the career takes up time. We should have passion for it. #genychat
- josippetrusa:** A3 Ironic topic. I love criticism! But I can't stand prejudice. Especially, the genius Millennial hater on my blog last 30 mins #genychat
- carol_phillips:** It's hard to tell a story in a tweet or :15 second commercial. Shorter formats are a challenge. #genychat
- rblake:** RT @KarasPRlove: Checking into #genYchat for a little! Whats the topic of discussion everyone???
- oppsproject:** RT @CathyWebSavvyPR Unless were doing the 4 hour work week, the career takes up time. We should have passion for it. #genychat
- SocialDivo:** @GenYChat This was fun, but I gotta run -- thanks for the quick chat y'all! #genychat
- CathyWebSavvyPR:** @tina_yip It was a few years ago - seemed 2 b 1st in a trend of " buy our stuff 'cos we show ppl doing dumb things w it"? #genychat
- WriterChanelle:** @CathyWebSavvyPR I do agree that it's not something we should always be doing, but we should like it. Lol #genychat
- CathyWebSavvyPR:** @WriterChanelle sorry ot get off on a tangent with the ads. #genychat
- Lisa1LinenLady:** @carol_phillips <http://lisalinenlady.blogspot.com/2009/06/on-being-sucessful-artist.html> #genychat
- JasmineRBrooks:** I'm taking @SocialDivo's spot! Hello, all! :) #genychat
- THO_R:** RT @AndreWillis: Amen RT @lrbray: A3: Everyone acts like Gen Yers have such fragile egos. We can take a hit. #genychat
- carol_phillips:** False, but I do think they are less decisive. Agree? RT @rblake: Q3. Millennials can't take criticism. True/False/Maybe? #genychat

- WriterChanelle:** @CathyWebSavvyPR You're totally ok. Take all the tangents you want. #genychat
- tina_yip:** @KarasPRlove Welcome! We're talking about how well Gen Ys take criticism #genychat
- CathyWebSavvyPR:** @WriterChanelle I love what I do 4 work, but I also teach an intergenerational pottery class 1wk w a 78 yr old teacher - luv it 2 #genychat
- YouTernMark:** A3 Like any other birth generation, it depends 100% on the person... doesn't it? Some handle criticism well, others don't? #genychat
- CathyWebSavvyPR:** RT @carol_phillips: It's hard to tell a story in a tweet or :15 second commercial. Shorter formats are a challenge #genychat
- TheKrayze1:** A2. I think stories can be a useful tool in an ad/article because it helps to convey or give an example to get the point across. #genychat
- WriterChanelle:** RT @carol_phillips: #genychat Stories are more memorable but brand must be integral to the plot. Otherwise, it's borrowed interest.
- tina_yip:** @carol_phillips Tweeting is more about listening to your audience than telling the story. Can perhaps tell the story in a blog #genychat
- CathyWebSavvyPR:** RT @TheKrayze1: A2. I think stories can be a useful tool in an ad/article because it helps convey/give an example 2 get pt across #genychat
- peterfromottawa:** @carol_phillips their indecisiveness isn't a generational characteristic. Thats an age characteristic #genychat
- WriterChanelle:** @AndreWillis Hey there! Thanks for joining us tonight #genychat
- carol_phillips:** No, same. Gen Y is the demo, Millennial is the mindset. RT @peterfromottawa: Just to clarify: millenials are the gen AFTER genY? #genychat
- tina_yip:** @YouTernMark Agree. How the person was brought up and the culture also come into place #genychat
- rblake:** Q4. GenX'ers are motivated in the workplace by having freedom to make their own choices. True/False/Maybe? What do you think? #genychat
- lrbray:** Yes! Stereotyping does nothing. RT @YouTernMark: A3 Like any other birth generation, it depends 100% on the person... doesn't it? #GenYChat
- THO_R:** RT @YouTernMark: A3 Like any other generation, it depends 100% on the person. Doesnt it? Some handle criticism well, others dont? #genychat
- juleszunichPR:** GenY = Millennial (the demographic cohort following Generation X)http://en.wikipedia.org/wiki/Generation_Y #GenYChat
- CathyWebSavvyPR:** @tina_yip It did leave me wondering - maybe I'm not their target demographic - my 18 yo nephew prolly laughed at it? #genychat
- WriterChanelle:** RT @tina_yip: @rblake we were def not showered with praise and take criticism all the time. So Q3 really depends on the culture #genychat
- CathyWebSavvyPR:** @tina_yip weatr he would remember and buy that car is doubtful -but I was deff. not the targe demogr #genychat
- tina_yip:** @lrbray sigh all these stereotypes about gen ys just drive me nuts sometimes #genychat

- Tenacious_VA:** @tina_yip Thats where Social Media becomes the powerful tool that it is. Driving traffic to your blogs! I do it all day long! #GenYChat
- Lisa1LinenLady:** @carol_phillips But tweets (& shot posts) can help hone your communication skills #Genychat
- WriterChanelle:** Thank you! I don't know where they get it RT @lrbray: A3: Everyone acts like Gen Yers have such fragile egos. We can take a hit. #GenYChat
- juleszunichPR:** I am GenX & my main *personal* goal is to have freedom to make own choices. A4 #GenYChat
- CathyWebSavvyPR:** @WriterChanelle can you retweet question 3 an overall theme - pple are asking (Chat host tip - pit Qu n ALL CAPS = easier 2 see) #genychat
- lrbray:** @tina_yip, seriously! One day we're the most innovative generation, the next day we're the laziest/most entitled. #GenYChat
- tina_yip:** @rblake Maybe. Gen Xs r used to being more vertical working hierarchies. The chance to make own choices shud be able to motivate #genychat
- CathyWebSavvyPR:** @CASUDI hey on Friday - I hope to show #Kaizenblog chat live while on my netbook at @growsmartbiz roundtable discn 12p ET@ #genychat
- AndreWillis:** @WriterChanelle You're welcome! I always enjoy checking out new chats. #genychat
- tina_yip:** @Tenacious_VA Nice! What's your blog? #genychat
- rblake:** Q4. GenX'ers are motivated in the workplace by having freedom to make their own choices. True/False/Maybe? What do you think? #genychat
- GenyChat:** RT @THO_R: RT @rblake: Q3. Millennials were showered with praise growing up, so they cant take criticism. True/False/Maybe? #genychat
- KarasPRlove:** take criticism well bc we realize we need it to learn from and b the 1 to grow and be unique in the eyes of employers in recession!#genYchat
- lrbray:** Gotta get back to homework, but thanks for the chat! Enjoy your night, everyone! #GenYChat
- peterfromottawa:** oh well now that i know what a millenial is, i take back all the nasty things i said #genYchat
- juleszunichPR:** #GenYChat interesting related blog post by @tdefren: The Price of Millenial Flibbertigibbetness?<http://bit.ly/bSpo5N>
- KarasPRlove:** RT @YouTernMark: A3 Like any other birth generation, it depends 100% on the person... doesn't it? Some handle criticism well, others don't? #genychat
- carol_phillips:** @lisa1LinenLady: Stories: Hard to believe but we used to think we needed :60 to tell a story. Now :60 seems like forever. #genYchat
- Tenacious_VA:** @tina_yip I am a virtual assistant and promoting my clients' work is one of the services I offer. I LOVE it #GenYChat
- tina_yip:** @lrbray Aw! Great chatting with u :) Good luck with work! #genychat
- rblake:** @peterfromottawa hahahaha! Nice! #genychat

- preporcollege:** In this day and age, we have to make our dreams happen! #genYchat
- WriterChanelle:** @KarasPRlove Hey hey. Discussing the advice being written on marketing to and handling different generations #genYchat
- TheKrayzel:** A4. False. Most emplyrs are Gen x'ers who are afrd to give Gen y'ers to much frdom/trust/encrgmnt and instead smother our genius. #genychat
- tina_yip:** @Tenacious_VA aw! love how u're passionate about ur job :) #genychat
- josippetrusa:** I've totally been taken out of the chat. But I've found my formidable Millennial hater @adamandheather "insightfu" thoughts #genychat
- peterfromottawa:** Can @WriterChanelle RT that video link now that I'm not walking home in the cold and can watch it? #GenYChat
- Lisa1LinenLady:** I'm not an age-ist. I agree w person who said it's not a generational thing but one of personality #genychat
- GenyChat:** @JasmineRBrooks Hey hey! Welcome #genychat
- tina_yip:** @josippetrusa josip!!!! #genychat
- JasmineRBrooks:** A4 I personally like to have room to move and be creative. I feel happier! :) #genychat
- CathyWebSavvyPR:** @WriterChanelle By the Way - it will be great 2 meet U in DC at @growsmartbiz conference 11/5 - #genychat
- tina_yip:** @Lisa1LinenLady exactly. no more generalization! #genychat
- peterfromottawa:** A4 - I think for both GenX AND GenY the freedom and support to "do our thing" is MUCH appreciated and makes us better employees #genYchat
- TheKrayzel:** A3. I can only speak for myself but I was never showered with praise. To the point that when I get it I think it false flattery. #genychat
- WriterChanelle:** LOL <http://bit.ly/cWNJPs> RT @peterfromottawa: Can @WriterChanelle RT that video link now that I'm not walking home in the cold? #GenYChat
- rblake:** @peterfromottawa here's the link <http://bit.ly/cWNJPs> #genychat
- JasmineRBrooks:** A4 Can't grow with too many boundaries, though it could depend on the job. #genychat
- josippetrusa:** @tina_yip Tina! It's be a while :) How are you? #genychat
- WriterChanelle:** @CathyWebSavvyPR Geez...I feel like we have met. Lol #genychat
- juleszunichPR:** RT @peterfromottawa: A4 - I think for both GenX AND GenY the freedom and support to "do our thing" is MUCH appreciated and makes us better employees #genYchat
- CathyWebSavvyPR:** @peterfromottawa From @jessicamalnik's blog <http://bit.ly/cWNJPs> Advice on How to Follow Your Passion #genychat
- AndreWillis:** RT @WriterChanelle: From @jessicamalnik's blog <http://bit.ly/cWNJPs> Advice on How to Follow Your Passion #genychat
- JasmineRBrooks:** RT @peterfromottawa: I think 4 both GenX & Y the freedom & support 2 "do our thing" is MUCH appreciated, makes us better employees #genychat
- tina_yip:** @josippetrusa I've been well! But not as active on twitter cuz of school :(Gd to see u

here :) How's life? #genychat

WriterChanelle: RT @YouTernMark: A3 Like any other generation, it depends 100% on the person. Some handle criticism well, others don't? #genychat

peterfromottawa: Who is this guy and why am I taking potential advice from him? #GenYChat

Tenacious_VA: A4 I think many people thrive in jobs that allow freedom to express & there are those who want strict rules. Personality based? #GenYChat

rblake: On to question 5 --- Keep up the good conversation! #genychat

rblake: Q5. GenY/Millennials need structure and collaboration as motivation in the workplace. True/False/Maybe? #genychat #genychat

Tenacious_VA: RT @peterfromottawa: Who is this guy and why am I taking potential advice from him? #GenYChat

DaveYouTern: Gen Xers said the same thing about Boomers 15 years ago... RT @TheKrayze1: A4. False. Most employers are Gen x'ers who are afrd... #genychat

jessicamalnik: Wow! Thanks! :) RT @lrbray: @JessicaMalnik, we hit up your blog tonight during #GenYChat to see the @PaughGinney video!

JasmineRBrooks: RT @Tenacious_VA: A4 I think many people thrive in jobs that allow freedom to express & there are those who want strict rules... #genychat

WriterChanelle: @YouTernMark Think if I keep asking for that, people will stop writing about it? Lol #genychat

JasmineRBrooks: RT @rblake: Q5. GenY/Millennials need structure and collaboration as motivation in the workplace. True/False/Maybe? #genychat #genychat

tina_yip: @Tenacious_VA Agree. This could be reflected on whether they work in a big corporate or a start up :) #genychat

peterfromottawa: A5 - I think we like clear expectations with the opportunity and support to make mistakes #GenYchat

JasmineRBrooks: A5 I think it depends on personality. I do well on my own just fine. Others may prefer more guidance. #genychat

WriterChanelle: @TheKrayze1 Jealous of the clarity of your avatar. Lol #genychat

Tenacious_VA: @tina_yip ahhhhhhh corporate! run! run! hehehe jk! #GenYChat

tina_yip: Q5. I think everyone needs that. If there's no structure and collaboration, how will a company even function? #genychat

josippetrusa: @tina_yip Excellent! And school should be no reason to stop tweeting :P Great to see you as well :) #genychat

JasmineRBrooks: @peterfromottawa Yes! Let me know what you expect from me and allow me to deliver. #genychat

YouTernMark: IMHO (50 yo as it is)... "expert" marketing advice that perpetuates stereotypes while setting aside the individual is BULLS**T #genychat

CathyWebSavvyPR: @WriterChanelle I'm feeling "old" I keep missing the questions - Twitter's search API

has been wierd - chd U RT curretn Qu? #genychat

- juleszunichPR:** I think that everyone can benefit from structure & collaboration as motivation in workplace. A5 #GenYChat
- tina_yip:** @Tenacious_VA ahaah i'm still exploring my options ;) #genychat
- rblake:** RT @tina_yip: Q5. I think everyone needs that. If theres no structure and collaboration, how will a company even function? #genychat
- WriterChanelle:** Drive me nuts, too. RT @tina_yip: @lrbray sigh all these stereotypes about gen ys just drive me nuts sometimes #genychat
- tina_yip:** @josippetrusa haah yeh i've been catching up on my tweets lately. but this has been my first tweetchat since like last month #genychat
- JasmineRBrooks:** @Tenacious_VA @tina_yip Hey now, I'm working corporate and it's great. Lol. #genychat
- Tenacious_VA:** EXACTLY RT @tina_yip: Q5. I think everyone needs that. If theres no structure and collaboration how will a company even function? #GenYChat
- DaveYouTern:** Isn't that what most ple want? RT @peterfromottawa: A5 - we like clear expectations with the opportunity and support to make mista #GenYchat
- TheKrayzel:** @DaveYouTern Very true. It's seems that history is doomed to repeat itself unless we change it. #genychat
- tina_yip:** @WriterChanelle HELLO! #genychat
- CathyWebSavvyPR:** @WriterChanelle same here - but IRL adds another layer - pls remind me I may have someone with some sm/blgo gigs #genychat
- Tenacious_VA:** @tina_yip I did corporate for over 6 years - it just wasn't me. But it totally paid the bills! U wont know if u don't try! #GenYChat
- jacqteo:** @rblake Whether someone can take criticisms, it has got a lot to do with maturity. Don't think it's specifically a Gen Y thing #genychat
- peterfromottawa:** @jasminerbrooks AND if I mess it up, work WITH me on making it better #GenYChat
- TheKrayzel:** @WriterChanelle In the words of B-Rad G "Don't be hatin!" #genychat
- Tenacious_VA:** @JasmineRBrooks haha! OK - maybe it was just where I was! #notburningbridges #GenYChat
- carol_phillips:** This is relevant to Q1 of tonight's #genychat: "Is Happiness the New Productivity?"<http://bit.ly/9Nw9Lt>
- WriterChanelle:** slow clap RT @YouTernMark: "expert" marketing advice that perpetuates stereotypes while setting aside the individual is BULLS**T #genychat
- JasmineRBrooks:** Versus being given strict guidelines, yes RT @DaveYouTern: Isn't that what most ple want? cc @peterfromottawa #genychat
- tina_yip:** @Tenacious_VA ah yes of course. the salary and my parents. #genychat
- CathyWebSavvyPR:** @WriterChanelle @YouTernMark all generations get stereotyped - I think shorthand concepts are (annoying) fact of human nature #genychat

- JasmineRBrooks:** @Tenacious_VA Yes. I think I got lucky. Lol! #genychat
- WriterChanelle:** @TheKrayze1 NO you did NOT. omg...lol #genychat
- KarasPRlove:** Q5. I think there is a certain balance that any gen/workplace needs. There needs to b a common direction to work 4 yet creativity #genychat
- jacqteo:** @rblake This, I agree, speaking for myself and the GenYers I know. We're more motivated and happy at work if we have the freedom #genychat
- peterfromottawa:** @DaveYouTern @jasminerbrooks exactly - I was thinking of it being an organic experience, not rigid #GenYChat
- WriterChanelle:** RT @rblake: Q5. GenY/Millennials need structure and collaboration as motivation in the workplace. True/False/Maybe? #genychat
- GenyChat:** RT @rblake: Q5. GenY/Millennials need structure and collaboration as motivation in the workplace. True/False/Maybe? #genychat
- tina_yip:** @JasmineRBrooks @Tenacious_VA oo im interested! I'm still exploring my options..gotta intern at a corp firm soon :) #genychat
- JasmineRBrooks:** My boss is great! RT @peterfromottawa: @jasminerbrooks AND if I mess it up, work WITH me on making it better #genychat
- josippetrusa:** @tina_yip Don't worry, I've been slacking on the chats too. I was happy I made it tonight until I got side tracked #genychat
- rblake:** RT @carol_phillips: This is relevant to Q1 of tonights #genychat: "Is Happiness the New Productivity?" <http://bit.ly/9Nw9Lt> #GenYChat
- CathyWebSavvyPR:** RT @carol_phillips: This is relevant to Q1 of tonights #genychat: "Is Happiness the New Productivity?" <http://bit.ly/9Nw9Lt>
- peterfromottawa:** @jasminerbrooks I want your boss! I've had some reaaaalllll winners... #sarcasm #GenYChat
- tina_yip:** @josippetrusa ahahaha well u're back! #genychat
- carol_phillips:** "Stereotypes" are important for marketing. "In Defense of Generational Stereotypes"<http://bit.ly/9Nw9Lt> #genychat @writerchanelle
- JasmineRBrooks:** @tina_yip Good luck! #genychat
- WriterChanelle:** Exactly RT @juleszunichPR: I think that everyone can benefit from structure & collaboration as motivation in workplace. A5 #GenYChat
- CathyWebSavvyPR:** @JasmineRBrooks That is RARE - treat that boss well! #genychat
- WriterChanelle:** Last question is a...so what have we learned...question. Lol #genychat
- rblake:** RT @juleszunichPR: I think that everyone can benefit from structure & collaboration as motivation in workplace. A5 #GenYChat
- JasmineRBrooks:** I wish she could see this tweet! :) not much of a tweeter though haha RT @peterfromottawa: @jasminerbrooks I want your boss! #genychat
- tina_yip:** @JasmineRBrooks thanks :) u enjoying ur work? #genychat
- KarasPRlove:** @tina_yip agreed I just said the same thing. #genychat

#GENYCHAT November 3, 2010

- CathyWebSavvyPR:** @carol_phillips "Stereotypes" are important 4 mrketing. "In Defense of Generational Stereotypes"<http://bit.ly/9Nw9L> [not read yet] #genychat
- JasmineRBrooks:** Thanks! RT @CathyWebSavvyPR: @JasmineRBrooks That is RARE - treat that boss well! #genychat
- WriterChanelle:** @CathyWebSavvyPR Oh, I'll definitely remind you. LOL #genychat
- JasmineRBrooks:** @tina_yip Yes, I am! Thanks! :) #genychat
- WriterChanelle:** Hi-freaking-FIVE RT @TheKrayze1: @DaveYouTern Very true. It's seems that history is doomed to repeat itself unless we change it. #genychat
- CathyWebSavvyPR:** RT @rblake: Q5. GenY/Millennials need structure and collaboration as motivation in the workplace. True/False/Maybe? #genychat
- tina_yip:** Gotta go back to work...Great chat everyone :) Thanks for all the convo! Have a gd nice #genychat
- WriterChanelle:** RT @jacqteo Whether someone can take criticisms, it has got a lot to do with maturity. Don't think it's specifically a Gen Y thing #genychat
- Tenacious_VA:** @tina_yip nice chatting!!! #GenYChat
- tina_yip:** crap...i mean have a great **nite :) #genychat
- CathyWebSavvyPR:** Q5 All generations would benefit from collboration/motivation in the workplace. Many of use work 4 ourselves - as we didn't get it #genychat
- laurenkgray:** RT @WriterChanelle: RT @jacqteo Whether someone can take criticisms, it has got a lot to do with maturity. Don't think it's specifically a Gen Y thing #genychat
- josippetrusa:** @tina_yip Ha, have no clue what is going on now :(#genychat
- johnpyle:** RT @carol_phillips: "Stereotypes" are important for marketing. "In Defense of Generational Stereotypes" <http://bit.ly/9Nw9Lt> #genychat @writerchanelle
- AndreWillis:** Seeing a lot of familiar faces here! Good stuff. #genychat
- carol_phillips:** Segmentation is based on premise its more powerful to focus on what a target has in common than differences. <http://bit.ly/9Nw9L> #genychat
- laurenkgray:** I think there's a way you can approach criticizing someone, do it with human feeling and not just barking at someone. #genYchat
- CathyWebSavvyPR:** @WriterChanelle she'll be at @growsmartbiz - tried to dm you earlier - but twitter was havving case of the hiccups #genychat
- laurenkgray:** I'm much more receptive if you approach me nicely and with concern about something rather than just going off on me. #genYchat
- tina_yip:** @AndreWillis gahh didnt get to chat!!! hope to talk soon :) #genychat
- jacqteo:** I learn to go with the flow and not worry too much @writerchanelle: Last question is a...so what have we learned...question. Lol #genychat
- rblake:** Here we go all! Before people start leaving. Here is the last question! #GenYChat
- CathyWebSavvyPR:** @carol_phillips the problem with generational stereotyping is if reasearch or premise it wrong - the marketing misses the mark #genychat

- rblake:** Q6: There are problems with every generation. What should we focus on to make the best impact? #GenYChat
- WriterChanelle:** @carol_phillips I will definitely be reading that one #genychat
- RossLeadership:** @WriterChanelle :-(Sorry I missed #GenYChat again
- CathyWebSavvyPR:** RT @laurenkgray: I think there's a way you can approach criticizing someone, do it with human feeling, not just barking at someone #genychat
- YouTernMark:** RT @WriterChanelle Hi-freakingFIVE RT @TheKrayze1 @DaveYouTern It's seems that history is doomed to repeat itself unless we change #genychat
- CathyWebSavvyPR:** @carol_phillips marketing segmentation can have other flaws - in TV - advertiser may assume wrong demographic watches a show #genychat
- WriterChanelle:** RT @rblake: Q6: There are problems with every generation. What should we focus on to make the best impact? #GenYChat
- JasmineRBrooks:** Didn't introduce in the beginning... Recent @univmiami grad, now #marketing in #Atlanta. Follow and I'll do the same! Night! :) #genychat
- GenyChat:** RT @rblake: Q6: There are problems with every generation. What should we focus on to make the best impact? #GenYChat
- AndreWillis:** @tina_yip Hey stranger. Hope all is well. #genychat
- CathyWebSavvyPR:** @carol_phillips however marketing segmentation - can be powerful tools, hen used well - #genychat
- DaveYouTern:** RT @rblake: Q6: There are problems with every generation. What should we focus on to make the best impact? #GenYChat
- peterfromottawa:** A6 Getting our crap together! GenY seems like it's all over the place #genYchat 1/2
- peterfromottawa:** A6 cont'd - we need to look at how history is going to dictate just WHO and WHAT GenY is/was #genYchat
- WriterChanelle:** I continue to discuss these topics because people write these articles offering advice and people take it as truth #genychat
- YouTernMark:** Market to commonalities: sense of humor, humanist issues, geographics, economics, etc... and stereotypes don't come into play #genychat
- CathyWebSavvyPR:** RT @GenyChat: RT @rblake: Q6: There are problems with every generation. What should we focus on to make the best impact? #GenYChat #genychat
- EmilyB_PHR:** RT @CornOnTheJob: RT @laurenkgray: @WriterChanelle oh definitely. your career shouldnt be the only thing in your life that gives you happiness. #genychat
- simplyleapcoach:** RT @rblake: Q6: There are problems with every generation. What should we focus on to make the best impact? #GenYChat
- carol_phillips:** @CathyWebSavvyPR So true! I have seen segmentation go awry. But until 1:1 marketing is efficient, what choice do marketers have? #genychat
- CathyWebSavvyPR:** RT @WriterChanelle: Last question is a...so what have we learned...question. Lol #genychat

- DaveYouTern:** Welcome to your 20s... RT @peterfromottawa: A6 Getting our crap together! GenY seems like it's all over the place #genYchat 1/2
- peterfromottawa:** ROFL @DaveYouTern #GenYChat
- WriterChanelle:** If no one offers the dissenting opinion, then everyone assumes it's true. #genychat
- Tenacious_VA:** A6 Versatility is the key when communicating. I think in order to be successful we must all rethink the process of communicating. #GenYChat
- CathyWebSavvyPR:** Q6 I think focusing on connecting between generations and leaving stereotypes behind can be a starting place? #genychat
- carol_phillips:** RT @YouTernMark: Market to commonalities: humor, humanist issues, geographics, economics, etc and stereotypes don't come into play #genychat
- carol_phillips:** RT @WriterChanelle: If no one offers the dissenting opinion, then everyone assumes it's true. #genychat
- CathyWebSavvyPR:** RT @carol_phillips: So true! I have seen segmentation go awry. But until 1:1 mrkting is efficient, what choice do marketers have? #genychat
- TheKrayzel:** A6. Remember the mistake of the previous generation in how they dealt with us, and let it guide us in how we treat those after us #GenYChat
- jacqteo:** @rblake We should focus on improving ourselves as individual, then positively influence our peers, then move on to society #genychat
- CathyWebSavvyPR:** RT @Lisa1LinenLady: @CathyWebSavvyPR A6: A good education is our (and everybody's) future. #genychat
- YouTernMark:** RT @WriterChanelle I continue to discuss these topics because people write these articles offering advice & people see it as truth #genychat
- Tenacious_VA:** RT @jacqteo: @rblake We should focus on improving ourselves as individual, then positively influence our peers, then society #GenYChat
- carol_phillips:** RT @CathyWebSavvyPR: Q6 Focusing on connecting between generations can mean watering down appeal. We like diff things. #genychat
- CathyWebSavvyPR:** RT @jacqteo: ..Focus on improving ourselves as individual, then positively influence peers, then move on 2 society [YES!] #genychat
- simplyleapcoach:** RT @WriterChanelle: If no one offers the dissenting opinion, then everyone assumes it's true. #genychat
- CathyWebSavvyPR:** @carol_phillips I thik this question was meant to be broader than just marketing - #genychat
- laurenkgray:** A6: I think we need to focus on the way we relate to each other and start working together and appreciating each other more. #genYchat
- rblake:** Thank you all for a wonderful chat tonight! Post links. Share who you are, connect outside of the chat! Come back next week :) #GenYChat
- CathyWebSavvyPR:** @carol_phillips when @SYFY channel ran a chat during 1st warehouse 13 -theywere blown away by age variety of viewers #genychat
- carol_phillips:** A6: Focus marketing on the positive characteristics, relevant culture and unique values of

each generation. #genychat

WriterChanelle: Yes, the stereotypes are annoying, but some people believe in them. I hope we can break down these walls through this chat #genychat

peterfromottawa: Thanks #GenYChat - good job @rblake - I've never seen you mod before. check me out <http://peterfromottawa.wordpress.com> is my blogtastic blg

CathyWebSavvyPR: RT @WriterChanelle: Yes, stereotypes are annoying, but some ppl believe them. I hope we can break down these walls thru this chat #genychat

WriterChanelle: @laurenkgray That's definitely a needed first step. #genYchat

Tenacious_VA: @rblake Thanks! I'll be back next week for sure! #GenYChat

CathyWebSavvyPR: RT @rblake: Thank Uall for a wonderful chat tonight! Post links. Share who you are, connect outside of the chat! Come bck next wk #genychat

WriterChanelle: RT @carol_phillips: A6: Focus marketing on the positive characteristics, relevant culture and unique values of each generation. #genychat

laurenkgray: Devil's advocate: I think some stereotypes are good. Like everyone comes to PR students for information and such here #genYchat

CathyWebSavvyPR: @CASUDI would your twitter stream to night look something like chat ping pong - back & forth :-) #genychat

Tenacious_VA: 4 those who don't know me: I am a Virtual Assistant who specializes in Social Media and Project Management + #GenYChat

WriterChanelle: @CathyWebSavvyPR @jacqteo Yes. I'm hoping this chat #genychat can help improve ourselves, peers and society

rblake: @Tenacious_VA Can't wait :) Thanks for joining us! #GenYChat

CathyWebSavvyPR: Thanks to my followers - sorry to do two chats in a row. thanks for hanging in there #genychat

CathyWebSavvyPR: 20 year PR pro who let her inner "Geek Girl" out of the closet 2 help small biz connect the dots 2 their audience #genychat

WriterChanelle: RT @CathyWebSavvyPR: Q6 I think focusing on connecting between generations and leaving stereotypes behind can be a starting place? #genychat

juleszunichPR: Sharing my @WriterChanelle blog post on getting real about internships: <http://bit.ly/d9ynUH> #GenYChat

WriterChanelle: @CathyWebSavvyPR Exactly. I believe it's time to pass on the GenY sucks, here's why meme. #genychat

josippetrusa: Ugh, weak effort on my part tonight #GenYChat

WriterChanelle: @CathyWebSavvyPR If we really want to work together better, let's focus on us as people with cultures #genychat

YouTernMark: @laurenkgray Is coming to PR students for information a stereotype or implied expertise? Like asking a nurse for medical opinions? #genychat

CathyWebSavvyPR: RT @juleszunichPR: Sharing my @WriterChanelle blog post on getting real about

internships:<http://bit.ly/d9ynUH> #genychat

- CathyWebSavvyPR:** RT @WriterChanelle: If we really want to work together better, let's focus on us as people with cultures #genychat
- laurenkgray:** @YouTernMark I think it's both. It was just an example of how there are some positive stereotypes. #genYchat
- CathyWebSavvyPR:** G'nite all - I have to get my "beauty rest" headed to DC & @GrowSmartBiz conf w 500 ppl - networking thurs pm, event fri #genychat
- WriterChanelle:** RT @carol_phillips: I have seen segmentation go awry. But until 1:1 marketing is efficient, what choice do marketers have? #genychat
- CathyWebSavvyPR:** Tip: make your last tweet count. Make it useful, fun, interesting - it's 1st thing ppl see #genychat
- WriterChanelle:** @carol_phillips Honestly, this is where they're failing. Trying to find one method that works to reach us. #genychat
- BlogMomsConnect:** RT @CathyWebSavvyPR: Tip: make your last tweet count. Make it useful, fun, interesting - it's 1st thing ppl see #genychat
- WriterChanelle:** @carol_phillips Why does a video become viral? Because it's funny, cute, shocking. Why do we spread links? We want friends to see #genychat
- WriterChanelle:** @carol_phillips McDonald's trying to reach me by having someone beatbox their breakfast sandwich? Fail. #genychat
- YouTernMark:** Amen RT @WriterChanelle @carol_phillips Honestly, this is where they're failing. Trying to find one method that works to reach us. #genychat
- juleszunichPR:** Thanks #GenYChat & @WriterChanelle. This GenXer needs to go to bed ;-)
- WriterChanelle:** Ha! I'm tired, too. Lol RT @JulesZunichPR: Thanks #GenYChat & @WriterChanelle. This GenXer needs to go to bed ;-)
- davidpatterson3:** RT @CathyWebSavvyPR: RT @Lisa1LinenLady: @CathyWebSavvyPR A6: A good education is our (and everybody's) future. #genychat
- YouTernMark:** Great #genychat tonight...compelling conversation. Good job @rblake and @WriterChanelle, as always!
- WriterChanelle:** @YouTernMark Thank you! #genychat