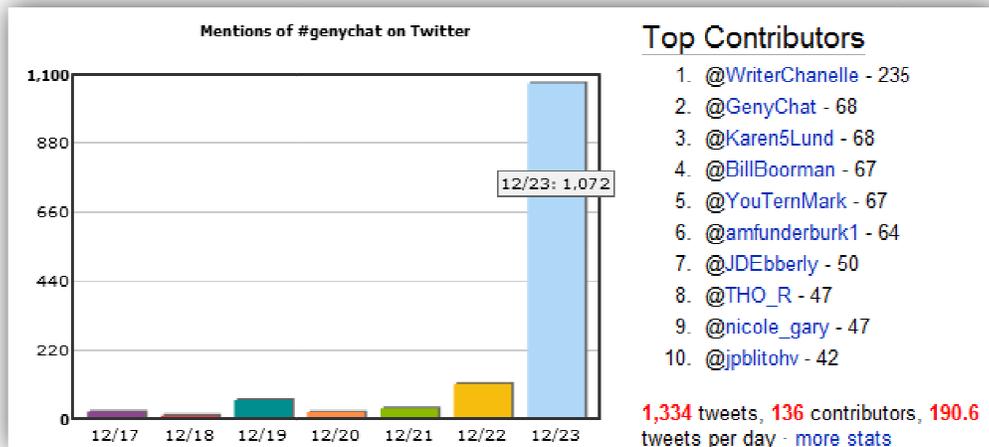


## #GENYCHAT December 22, 2010



In the last 7 days: 1,334 tweets 136 contributors 190.6 tweets per day 56.6% come from "The Top 10" 29.3% are retweets 81.2% are mentions 14.0% have multiple hashtags

**WriterChanelle:** We'll be getting started soon. Here's something to read in the meantime: Thoughts from a Baby Boomer <http://bit.ly/eCqYSn> #genychat

**GenyChat:** Also, a reminder about tonight and why you'll see SWAGG floating around <http://bit.ly/eCaNlt>#genychat (cc @swagmobile)

**CASUDI:** @YouTernMark wondering ~ actually what does too old mean? #Genychat

**YouTernMark:** Caroline, that's what I keep saying!!! RT @CASUDI: @YouTernMark wondering ~ actually what does too old mean? #Genychat

**YouTernMark:** @CASUDI Some think #GenYChat is an exclusive club for #millennials when it is actually a great cross-generational discussion...see ya there!

**WriterChanelle:** @CASUDI I have no clue, but it gets tossed around in here #Genychat

**WriterChanelle:** Please begin the introductions if you're here! #genychat

**GenyChat:** Please begin the introductions if you're here! #genychat

**CASUDI:** @YouTernMark @WriterChanelle Diversity is the spice of life #genychat

**WriterChanelle:** If you'll be lurking, that's fine, just let us know so we can say hi #genychat

**GenyChat:** If you'll be lurking, that's fine, just let us know so we can say hi #genychat

**MarieDenee:** Hello!!! I hope all of you are well! #Genychat

**WriterChanelle:** #genychat is a dialog between generations that began to bridge the gap in understanding

**GenyChat:** #genychat is a dialog between generations that began to bridge the gap in understanding

**CASUDI:** @JDEbberly You should try #Genychat tonight since there is no #smallbizchat ~ your perspective(s) would be appreciated.

**jpblitohv:** Hola everyone #genychat

**carol\_phillips:** I'm here! Looking forward to learning about #hastags. RT @GenyChat: Please begin the introductions if you're here! #genychat

**ToddLiss:** Hi everyone, I'm Todd. Nice to meet you all #genychat

**amfunderburk1:** Hi everyone! Ashley here, PR student at @WCU. @catcomwcu firm director and VP of @wcuprssa#genychat

**amfunderburk1:** @ToddLiss Hi Todd! Nice to "meet" you as well! :) #genychat

**THO\_R:** RT @WriterChanelle: We'll be getting started soon. Here's something to read in the meantime: Thoughts from a Baby Boomer <http://bit.ly/eCqYSn> #genychat

**Josepf:** (been following Chanelle around for 17 #days now) RT @WriterChanelle: lurking, that's fine, just let us know so we can say hi #genychat

**jpblitohv:** I'm JP, aspiring writer but working for a SoMe outfit in Mexico. Nice meeting you all. #genychat

**WriterChanelle:** Mainstream media puts generations into skewed categories. We have a wealth of experience to share, so let's chat! #genychat

**kelly\_ashworth:** may jump in to #genychat for a bit, (im)patiently waiting on my ex to get ready for drinks [or bail on me]. what are we talkin about?

**GenyChat:** Mainstream media puts generations into skewed categories. We have a wealth of experience to share, so let's chat! #genychat

**Karen5Lund:** Karen here for my first visit. Got into good convo w/ @WriterChanelle & @OneJillian recently & came to check out #GenYChat

**Karen5Lund:** @YouTernMark @CASUDI I think the only things that define "too old" are health & attitude. 2nd can be fixed, if willing. #GenYChat

**THO\_R:** RT @GenyChat: #genychat is a dialog between generations that began to bridge the gap in understanding

**CASUDI:** RT@WriterChanelle #genychat is a dialog between generations that began to bridge the gap in understanding c: @JDEbberly

**GenyChat:** Follow the pink umbrella for questions! Questions will come in the form "Q1" Answers: "A1" #genychat

**BillBoorman:** hi all, im in for the chat #GenYChat

**rblake:** Hey all! How is everyone tonight? #genychat

**amfunderburk1:** @rblake Great, how are you!? #genychat

**BillBoorman:** i tweet a bit #GenYChat

**GenyChat:** #genychat Founder @WriterChanelle is leading questions tonight. @rblake is your co-host

**EmilyBennington:** Hello, #genychat! What's the topic tonight?

**GenyChat:** We're talking generational trends tonight #genychat

**amfunderburk1:** Hi! I was wondering the same thing. RT @EmilyBennington: Hello, #genychat! What's the topic tonight?

**rblake:** @amfunderburk1 Doing well! Just got the #failwhale. Hopefully that will not be consistent tonight. #genychat

**jmorganemma:** Checking out #genychat for the first time tonight!

**amfunderburk1:** @rblake I haven't gotten the #failwhale in forever! Do you have the new Twitter? #genychat

**amfunderburk1:** It's a great chat! Hopefully you like it! :) RT @jmorganemma: Checking out #genychat for the first time tonight!

**GenyChat:** Are there any? Are they necessary? Are there good and bad ones? Let's get it going. First question coming up! #genychat

**YouTernMark:** Hello #GenYChat! Hope everyone is ready for the Holidays... happy to joining the chat tonight!

**j2\_whittington:** hello all jack here - 3rd yr lawschool student - avid blogger and sports fan #genychat

**GenyChat:** @jmorganemma Hello hello. Welcome! #genychat

**amfunderburk1:** Tweetgrid is not doing so well lately when it comes to chats. Back to using Tweetdeck for me. #genychat

**GenyChat:** @j2\_whittington Hey Jack! #genychat

**Karen5Lund:** Hello, @Josepf! Nice to see a familiar face that isn't quite Gen Y. ;-) #GenYChat

**KaitlynAliano:** RT @jmorganemma: Checking out #genychat for the first time tonight!

**WriterChanelle:** @YouTernMark Hey old man Twitter ;-) #GenYChat

**Josepf:** #thanks (shhhh @ricdragon here too) RT @Karen5Lund: Hello, @Josepf! Nice to see a familiar face that isn't quite Gen Y. ;-) #GenYChat

**LucyGoldberg:** looking in on #genychat because I saw it on @josepf and @billboorman's timelines!

**GenyChat:** @EmilyBennington Hey there. Generational trends #genychat

**GenyChat:** @BillBoorman Lies. Lol. #GenYChat

**YouTernMark:** @WriterChanelle... is starting already... #GenYChat

**WriterChanelle:** @YouTernMark What?? I don't do anything. #GenYChat

**rblake:** @amfunderburk1 I just got it. I really don't care for it much tho. #genychat

**amfunderburk1:** @jmorganemma You're welcome. It's one of my fave chats. I haven't been here in a while though. cc: @carol\_phillips #genychat

**WriterChanelle:** @ComeRecommended Hey Nikita! Welcome #genychat

**Josepf:** #thanks Lucy the Learner :-)) RT @LucyGoldberg:looking in on #genychat because I saw it on @josepf and @billboorman's timelines! #MBtweeTrace

**RicDragon:** @Josepf no I'm not! And you shouldn't be either; #longinthetooth #genYChat

**JimmySW:** Missing #genychat for the #Boise state game. Have a great convo everyone.

**DaveYouTern:** Uh huh.... RT @WriterChanelle: @YouTernMark What?? I don't do anything. #GenYChat

**amfunderburk1:** @rblake Really? I love it! I would not change back to the old one after using the new one. #genychat

**WriterChanelle:** Welcome RT @RicDragon: @WriterChanelle #genychat oh, man; I am so many alphabets outside of this group

**WriterChanelle:** @kelly\_ashworth Hey hey! #genychat

**GenyChat:** @jpbliothv Whoa Mexico. Nice. Welcome! #genychat

**WriterChanelle:** @Josepf Lol. Hey hey #days #genychat

**YouTernMark:** Yeah... you "don't do anything" like @BillBoorman "tweets a bit"... RT @WriterChanelle: @YouTernMark What?? I don't do anything. #GenYChat

**THO\_R:** Tom here. proud to be the sponsoree of @WriterChanelle for #HiredHolidays. Lets talk hashtags in this #genychat

**jpbliothv:** @GenYChat Thanks for the welcome. Looking forward to the chat. #genychat

**WriterChanelle:** @carol\_phillips Hey Carol! #hastags #genychat

**WriterChanelle:** @MarieDenee Heyyyy. Glad you made it back! #Genychat

**LisaNicoleBell:** @WriterChanelle Checking in for #genychat Greetings everyone!

**prosperitygal:** RT @YouTernMark: @WriterChanelle... is starting already... #GenYChat

**WriterChanelle:** @LisaNicoleBell Welcome! #genychat

**MarieDenee:** @WriterChanelle I saw the hashtag and had to jump in! #Genychat

**amfunderburk1:** Hello! RT @LisaNicoleBell: @WriterChanelle Checking in for #genychat Greetings everyone!

**GenyChat:** I hope I didn't miss anyone. Welcome one and all! #genychat

**THO\_R:** @Karen5Lund Good to see you here. Remind me to respond to you on LI after the chat. #genychat

**CarlSorvino:** Hey all. My second #genychat. How you doin? (Not a GenY'er but a GenX'er)

**amfunderburk1:** Sorry for all of the upcoming tweets. I am participating in #genychat tonight!

**YouTernMark:** Yes!!! RT @THO\_R: Tom here. proud to be the sponsoree of @WriterChanelle for #HiredHolidays. Lets talk hashtags in this #genychat

**GenyChat:** Q1. In what ways are marketers failing to reach each generation and how can it be improved? #genychat

**amfunderburk1:** @CarlSorvino I'm doing well! How are you? Love this chat! :) #genychat

**Karen5Lund:** Has anyone looked at the new census data re: generations/demographics? Admit I haven't & prob won't until January. #GenYChat

- damonklotz:** I'm here for my first #genychat as I saw it thanks to @BillBoorman - what's the go here? I'm a Gen Y HR Consultant and Blogger
- THO\_R:** RT @GenyChat: Q1. In what ways are marketers failing to reach each generation and how can it be improved? #genychat
- kellyhclay:** @GenYChat I think marketers doesn't realize that GenY has more spending potential, and in dif demographics, than before #genychat
- MarieDenee:** @Karen5Lund I have!!! I saw how much or if any states chenged! #GenYChat
- CarlSorvino:** Not sure marketers even understand the way GenY and younger go about things #GenYchat
- amfunderburk1:** A1- I think it depends on what they are marketing. Each generation needs to be targeted differently. #genychat
- GenyChat:** A1. According to L2 Think Tank brands are continuing to spend money on print and analog ads #genychat
- amfunderburk1:** True. RT @CarlSorvino: Not sure marketers even understand the way GenY and younger go about things #GenYchat
- THO\_R:** A1: Boomers just want record players w/ USB, right? Seems to be what FB thinks... #genychat
- CarlSorvino:** Email is dead. Phone calls are dead. The Internet is dead ;) #GenYchat
- Josepf:** A1 % of Adv \$ online vs. other media channels is too low. Need to fish where the fish are #genychat
- kellyhclay:** @CarlSorvino It's true; their interests are totally different, and their source of advertising is "nontraditional" too #GenYchat
- LisaNicoleBell:** @brandonframe @WriterChanelle Good ? #genychat
- rblake:** RT @GenyChat: Q1. In what ways are marketers failing to reach each generation and how can it be improved? #genychat
- YouTernMark:** RT @Josepf: A1 % of Adv \$ online vs. other media channels is too low. Need to fish where the fish are #genychat
- EmilyBennington:** Q1: Probably not a great answer for #genychat, but marketers are ignoring about every generation EXCEPT Y.
- THO\_R:** @damonklotz Getting leads from @BillBoorman is a good way to get around the twitterscape #genychat
- nicole\_gary:** @GenyChat Q1. i think a lot of companies think posting their message/slogan/offers to social sites counts as "engagement". #genychat
- amfunderburk1:** @EmilyBennington I feel that way as well. My generation is being targeted a lot, but what about the other generations? #genychat
- DaveYouTern:** RT @nicole\_gary: @GenyChat Q1. companies think posting their message/slogan/offers to social sites counts as "engagement". #genychat
- nicole\_gary:** @GenyChat btw, first time checking out #genychat! :)

**BillBoorman:** Q1: Marketeers are failing to reach generations by being too generational #GenYChat

**Karen5Lund:** A1: FB totally doesn't get me. Assume I have husband, kids, TV, car, wrinkles... Have none of the above. Age + gender not enough. #GenYChat

**THO\_R:** @YouTernMark #HiredHolidays is a great program. Would love access to the site's code, though... ;) #genychat

**GenyChat:** Quick reminder in case you missed the blog post, tonight's chat is sponsored by @swagmobile. #genychat

**CarlSorvino:** RT @BillBoorman: Q1: Marketeers are failing to reach generations by being too generational #GenYChat <---nicely said

**amfunderburk1:** @nicole\_gary They really do! They do not see the importance of actually engaging with their customers. #genychat

**rblake:** A1: Most marketers are aiming towards a specific age group, which will always leave someone out #genychat

**CarlSorvino:** Does it really matter if I'm 28, 38 or 58 if we all use the same platforms? #GenYChat

**Karen5Lund:** @CarlSorvino I read on the Internet that e-mail is dead. Next day friend e-mailed me that Internet is dead. ;-) #GenYChat

**THO\_R:** RT @CarlSorvino: RT @BillBoorman: A1 Marketeers are failing to reach generations by being too generational #GenYChat <nicely said #genychat

**amfunderburk1:** Very true. RT @rblake: A1: Most marketers are aiming towards a specific age group, which will always leave someone out #genychat

**GenyChat:** They're donating \$1 to Stand Up To Cancer every time their free app is downloaded #genychat

**BillBoorman:** Q1 By thinking Gen Y is the connected generation #GenYChat

**CarlSorvino:** +1 RT @Karen5Lund: @CarlSorvino I read on the Internet that e-mail is dead. Next day friend e-mailed me that Internet is dead. ;-) #GenYChat

**GenyChat:** Download the SWAGG app & @SU2C will receive \$1/registration up to \$125K.<http://j.mp/SWAGGrelease> <spon> #genychat

**rblake:** RT @BillBoorman: Q1: Marketeers are failing to reach generations by being too generational #GenYChat

**THO\_R:** RT @CarlSorvino: Does it really matter if I'm 28, 38 or 58 if we all use the same platforms? #genychat

**YouTernMark:** I like Nicole already... RT @nicole\_gary: A lot of companies think posting their message...to social sites counts as "engagement" #genychat

**MarieDenee:** RT @amfunderburk1: @nicole\_gary They really do! They do not see the importance of actually engaging with their customers. #genychat

**WriterChanelle:** Explain a little more? RT @BillBoorman: Q1 By thinking Gen Y is the connected generation #GenYChat

**DaveYouTern:** As a Gen X, I read that I was a "slacker". I think I do ok... RT @BillBoorman: Q1 By thinking Gen

Y is the connected generation #GenYChat

**amfunderburk1:** @MarieDenee Thanks for the retweet! #genychat

**amfunderburk1:** RT @GenYChat: Quick reminder in case you missed the blog post, tonight's chat is sponsored by @swagmobile. #genychat

**CarlSorvino:** My dad is 66, has an iPhone. Texts regularly and hates email. Doesn't sound like his demo. #GenYChat

**BillBoorman:** Generalisations in marketing miss out huge chunks of the target audience #GenYChat

**nichaelnewhouse:** RT @amfunderburk1: Very true. RT @rblake: A1: Most marketers are aiming towards a specific age group, which will always leave someone out #genychat

**j2\_whittington:** Re: Q1 Marketers are trying to market archetypes to us that we largely don't conform to and outright reject #GenYChat

**WriterChanelle:** LOL RT @Karen5Lund @CarlSorvino I read on the Internet that e-mail is dead. Next day friend e-mailed me that Internet is dead. ;-) #GenYChat

**THO\_R:** It's not? ;) RT @nicole\_gary: A lot of companies think posting their message to social sites counts as "engagement" #genychat

**nicole\_gary:** @amfunderburk1 they tend to think "if i post, they'll buy it!" marketers need to remember to research/listen/adjust. #genychat

**amfunderburk1:** RT @nicole\_gary: @amfunderburk1 they tend to think "if i post, they'll buy it!" marketers need to remember to research/listen/adjust. #genychat

**CarlSorvino:** RT @BillBoorman: Generalisations in marketing miss out huge chunks of the target audience #GenYChat <---stop being brilliant Bill

**MarieDenee:** @CarlSorvino I like you Carl! :) #GenYChat

**amfunderburk1:** @nicole\_gary That really is what they tend to think. They are forgetting the importance of research! #genychat

**rblake:** More avenues have popped up and #geny just uses technology a lot more, that's why we are called more connected #genychat

**GenyChat:** A1. The think tank researched affluent Millennials and produced a study on their media consumption<http://bit.ly/gsbulf> #genychat

**YouTernMark:** Marketers will serve us all better when they market to demographics specific to the individual vs. some arbitrary age group #GenYChat

**Data\_Diva:** I'm going to be quiet ... don't want it known another old person is tweevesdropping LOL #GenYChat

**CarlSorvino:** Check out this post about email usage - it's negative numbers until you the 50's <http://nyti.ms/i5izMV> #GenYChat

**MarieDenee:** Tweethearts, I apologize for the mounds of tweets over the next hour... I'm in two chats! #genychatand #digitalsisterhood

**CatComWCU:** If you are not up to anything, why not join in #genychat. Great convo going on!

**CarlSorvino:** @MarieDenee Why thank you Marie.! #GenYChat

**THO\_R:** Ditto. Of course, should have expected it from a Jersey guy ;) RT @MarieDenee: @CarlSorvino I like you Carl! :) #genychat

**jpblitohv:** A1: Mkters will always target channels with largst audience. Costs are now big players too. Other gens not jumping the new wagons? #genychat

**DaveYouTern:** But when targeting such a huge group, don't you have to dynamite fish a bit? RT @BillBoorman: Generalisations miss out huge chunks #GenYChat

**WriterChanelle:** @Data\_Diva \*stares\* you know the rule Lol #GenYChat

**amfunderburk1:** @MarieDenee What is #digitalsisterhood? #genychat

**MillennialTweet:** Glad to be a part of #genychat right now!

**SaraBallen:** Q1: GenY is renting their first apartments so overly complicated rental sites like Craigslist etc. are losing their audience? #genychat

**BillBoorman:** @WriterChanelle I dont see Gen Y anywhere near as connected as the experts seem to say #GenYChat

**amfunderburk1:** Me to! RT @MillennialTweet: Glad to be a part of #genychat right now!

**EmilyBennington:** RT @CarlSorvino: RT @BillBoorman: Q1: Marketeers are failing to reach generations by being too generational #GenYChat <---nicely said

**WriterChanelle:** Some say it does RT @CarlSorvino: Does it really matter if I'm 28, 38 or 58 if we all use the same platforms? #GenYChat

**rblake:** We consume more technology because there is more technology available than there was for GenX or Baby Boomers. #genychat

**CarlSorvino:** @THO\_R Ha! jersey in the house! #genychat

**amfunderburk1:** @SaraBallen What do you mean by that? #genychat

**WriterChanelle:** @CarlSorvino A lot of people are drinking the Kool Aid #GenYChat

**j2\_whittington:** Q1 - b/c of the vast amount of info more Gen Y'ers have the ability to decide for themselves we r not reliant on commercials alone #genychat

**CarlSorvino:** @WriterChanelle How? Why? #GenYChat

**WriterChanelle:** @BillBoorman Why do you feel that way? #GenYChat

**BillBoorman:** @DaveYouTern You need a multi-channel approach, not assume one place rules #GenYChat

**Karen5Lund:** Usually avoid generalization, but think it's safe that GenY is young & still exploring tech - will try anything but may not stay #GenYChat

**KaitlynAliano:** RT @amfunderburk1: @MarieDenee, what is #digitalsisterhood? #genychat

**nicole\_gary:** @jpblitohv but by targeting the masses via social media, are they missing out on the personalization they claim to be embracing? #genychat

**MarieDenee:** @amfunderburk1 women who harness the power of online media, social, cultural, conferences

and more! #digitalsisterhood #genychat

**amfunderburk1:** @j2\_whittington Exactly! We are not just relying on one source to make a decision. We research before we buy. #genychat

**KaitlynAliano:** +1 RT @rblake: We consume more technology because there is more technology available than there was for GenX or Baby Boomers. #genychat

**amfunderburk1:** @MarieDenee Sounds like an awesome chat to me! :) #digitalsisterhood #genychat

**jpblitohv:** RT @Karen5Lund: GenY - will try anything but may not stay #GenYChat < then marketers will move on to the next new thing

**MillennialTweet:** @SaraBAllen I found my apt on Craigslist. #genychat

**WriterChanelle:** @CarlSorvino People are trying to figure out how they have to differ their strategies to reach the varying generations #GenYChat

**SaraBAllen:** @BillBoorman All of this social media/website stuff takes an education that not all of geny has. #genychat

**DaveYouTern:** I've had some GenY members apologize for not being a blogger! :) RT @BillBoorman: anywhere near as connected as the experts say #GenYChat

**amfunderburk1:** @MillennialTweet @SaraBAllen I have never used Craigslist to look for an apartment. To many creeps on there. #genychat

**GenyChat:** Q2. Is Facebook the Walmart of Social Media? Can sites like Diaspora have a chance in 2011? #genychat

**CarlSorvino:** @WriterChanelle #GenYChat Hmmm....I'm having a tough time with that 28 - 44 is a large demo ;) #GenYChat

**Karen5Lund:** RT @rblake: We consume more technology b/c more technology available | Many older folks do same, now that we can. #GenYChat

**MillennialTweet:** @amfunderburk1 I agree--but beg to differ on that point. My first Craigslist find was a match--LOVE my apt! #genychat

**SaraBAllen:** @amfunderburk1 @millennialtweet It's so sketchy. I think people want well done photographs, real info, a map of where it is etc. #genychat

**rblake:** RT @GenYChat Q2. Is Facebook the Walmart of Social Media? Can sites like Diaspora have a chance in 2011? #genychat

**j2\_whittington:** Gen Yers self image tends to differ greatly from the image that advertisers market - we know we dont have \$ to afford the "look" #genychat

**GenyChat:** Q2. Here is a link to information on Diaspora and the Alpha invite <http://bit.ly/fXh4Gn> #genychat

**amfunderburk1:** A2- I honestly don't think Facebook alone is the Walmart of SM. Twitter is up there at the top as well. #genychat

**YouTernMark:** @MillennialTweet @SaraBAllen But if you ask a marketing expert, 100% of Gen Y is on Craigslist and Facebook, right? #GenYChat

- jpblitohv:** @nicole\_gary: missing out on the personalization #genychat < perso will only reach out as far as it's convenient for the brand.
- THO\_R:** Dia-what? ;) RT @GenYChat: Q2. Is Facebook the Walmart of Social Media? Can sites like Diaspora have a chance in 2011? #genychat
- Art\_By\_IDEITY:** @MarieDenee what is #genychat ?
- CarlSorvino:** @YouTernMark - That marketing "expert" is wrong ;) #GenYChat
- BillBoorman:** Q2 Any platform has a chance, just needs to know who hangs out there and if the audience is right #GenYChat
- amfunderburk1:** @MillennialTweet I guess some people get lucky. I have never even been on the site. Just read scary stories. #genychat
- amfunderburk1:** Yep! RT @BillBoorman: Q2 Any platform has a chance, just needs to know who hangs out there and if the audience is right #GenYChat
- MillennialTweet:** A2: Diaspora? I think FB is THE Social Media of them all. #GenYChat
- amfunderburk1:** @SaraBallen @millennialtweet That is definitely what most people want! I know I do! :) #genychat
- WriterChanelle:** TY! RT @EmilyBennington: Q1: Probably not a great answer for #genychat, but marketers are ignoring about every generation EXCEPT Y.
- DaveYouTern:** Yup. Not just Gen Y. RT @Karen5Lund: RT @rblake: We consume more technology... Many older folks do same, now that we can. #GenYChat
- Data\_Diva:** @WriterChanelle I know ... I was kidding - was gonna let @YouTernMark be "old person" tonight LOL #GenYChat
- jpblitohv:** @nicole\_gary And i don't think SoMe means massification. Targets are segmented even more now than before. #genychat
- SaraBallen:** @YouTernMark I've only ever purchased from one company bc of Facebook. Modcloth.com makes excellent use of Facebook ads. #genychat
- WriterChanelle:** @EmilyBennington Keep in mind that this chat is not just for GenY #genychat
- MillennialTweet:** @YouTernMark I'm afraid "...expert" is thrown around too often these days. #GenYChat
- MarieDenee:** @Art\_By\_Ideity opens a conversation about the differences in generations and how to bridge the gap and so much more! jump in! #genychat
- BillBoorman:** Q2 Im seeing a growth in closed really social networks as the main channels take on a more business/open edge #GenYChat
- BillBoorman:** Q2 Im seeing a growth in closed really social networks as the main channels take on a more business/open edge #GenYChat
- LucyGoldberg:** not as proficient on twitter as those 40+ who were in real PR to start, but I have gotten 3 jobs and 1 internship off craigslist #genychat
- WriterChanelle:** @Data\_Diva U huh...lol. #GenYChat

- YouTernMark:** HEY!!! RT @Data\_Diva: @WriterChanelle I know ... I was kidding - was gonna let @YouTernMark be "old person" tonight LOL #GenYChat
- Karen5Lund:** A2: There are ppl who dislike Walmart solely b/c of its bigness. Same w/ FB perhaps? Web is large enough to find a niche. #GenYChat
- wordyless:** @Sankofa\_Adwoa They are actually twitter "chats". Check #GenYChat or #GradChat which is run by @DrGoddess
- amfunderburk1:** @Karen5Lund I agree! I know plenty of people who dislike FB and never use it even though they have an account. #GenYChat
- WriterChanelle:** @YouTernMark What?? I am not the one saying these things. LOL #GenYChat
- BillBoorman:** 2011 will see more social use outside of the channels via apps IMO #GenYChat
- THO\_R:** 264 twitter chats... RT @jpbliohv: @nicole\_gary Dont think SM means massification. Targets segmented even more now than before. #genychat
- YouTernMark:** Almost as bad as "guru" (\*sigh\*) RT @MillennialTweet: @YouTernMark I'm afraid "...expert" is thrown around too often these days. #GenYChat
- CASUDI:** @WriterChanelle @CarlSorvino I agree w the link U posted earlier ~ a good manager managing "different" ~so GenY is just different #genychat
- nicole\_gary:** @jpbliohv i only meant for the marketers who think social media is one size fits all. that the audience and message are the same. #genychat
- amfunderburk1:** Got to love them! RT @wordyless: @Sankofa\_Adwoa They are actually twitter "chats". Check #GenYChat or #GradChat which is run by @DrGoddess
- Karen5Lund:** @YouTernMark & everyone over 50 is still using AOL & Yahoo for e-mail, none are Tweeting. #GenYChat
- IMPACTMKTPR:** @WriterChanelle @EmilyBennington q1: I try not to. #genychat
- DaveYouTern:** Expertly said! RT @MillennialTweet: @YouTernMark I'm afraid "...expert" is thrown around too often these days. #GenYChat
- amfunderburk1:** It really is. RT @MillennialTweet: @YouTernMark I'm afraid "...expert" is thrown around too often these days. #GenYChat
- SaraBallen:** Q2: There is such a thing as too big. People use Facebook for less when it has family, work, friends, and professors on it. #genychat
- WriterChanelle:** @CASUDI Just as different as GenX was from Boomers as Boomers were from the Silent Generation. #genychat
- IMPACTMKTPR:** RT @amfunderburk1: Yep! RT @BillBoorman: Q2 Any platform has a chance, just needs to know who hangs out there and if the audience is right #GenYChat
- Art\_By\_IDEITY:** @MarieDenee As far as the bridge being "gapped" you mean understanding the differences and working together right? #genychat
- rblake:** Facebook will never become the next Wal-Mart because Facebook can't do everything. ( or can it...dun dun dun ) #genychat

**WriterChanelle:** hehe RT @rblake: Facebook will never become the next Wal-Mart because Facebook can't do everything. ( or can it...dun dun dun ) #genychat

**LucyGoldberg:** @youthernmark @MillennialTweet @SaraBallen probably but majority of that is for casual use. which is useful for marketers #genychat

**YouTernMark:** (Shudders) RT @Karen5Lund: @YouTernMark & everyone over 50 is still using AOL & Yahoo for e-mail, none are Tweeting. #GenYChat

**amfunderburk1:** @rblake It looks like FB is trying to turn into a powerhouse that does do everything! :P #genychat

**THO\_R:** Great point. APPS! Apps, Apps, Apps, Apps, APPS! RT @BillBoorman: 2011 will see more social use outside of channels via apps IMO #genychat

**CarlSorvino:** @amfunderburk1 @rblake can you do everything well? #genychat

**WriterChanelle:** RT @nicole\_gary: Q1. i think a lot of companies think posting their message/slogan/offers to social sites counts as "engagement". #genychat

**BillBoorman:** I can understand marketers targeting the disposable income generation at the moment #GenYChat

**BillBoorman:** I can understand marketers targeting the disposable income generation at the moment #GenYChat

**amfunderburk1:** Definitely not. RT @CarlSorvino: @amfunderburk1 @rblake can you do everything well? #genychat

**nicole\_gary:** @rblake Facebook is certainly going to try! #genychat

**MarieDenee:** @Art\_By\_Ideity Yep!!!! Exactly! and other social media happenings! #genychat

**LucyGoldberg:** older generations more gung-ho abt being engaged w/ As millenial, I am content to watch the stream and be broadcast to #genychat

**CarlSorvino:** RT @BillBoorman: I can understand marketers targeting the disposable income generation at the moment #GenYChat <--- Agree & that's 28 -44

**SaraBallen:** @THO\_R @billboorman I think people are on to paying money for apps that don't do that much. How many apps can one person use? #genychat

**WriterChanelle:** @nicole\_gary That is definitely a problem. Also building up 5000 followers in 3 months shouldn't be a goal #genychat

**BillBoorman:** As channels grow they will always move to where the money is #GenYChat

**jpblitohv:** @nicole\_gary Good point. There is not ONE SM solution, not one blueprint. Personalization there is indeed needed. #genychat

**amfunderburk1:** RT @WriterChanelle: @nicole\_gary That is definitely a problem. Also building up 5000 followers in 3 months shouldn't be a goal #genychat

**Data\_Diva:** AMEN! RT @MillennialTweet: @YouTernMark I'm afraid "...expert" is thrown around too often these days. #GenYChat

**rblake:** #computerfail brb #genychat :P

**amfunderburk1:** So true. RT @BillBoorman: As channels grow they will always move to where the money is #GenYChat

**WriterChanelle:** RT @Karen5Lund: A1: FB totally doesn't get me. Assume I have husband, kids, TV, car, wrinkles... Have none of the above. #GenYChat

**MarieDenee:** @SaraBallen I have never bought an app... I tend to use those I NEED... or I forget what I have! lol #genychat

**MillennialTweet:** A2: I don't know if ppl will go for more SM (i.e. Diaspora), sheerly out of the amt of options out there. #GenYChat

**THO\_R:** AOL still #15 page rank RT @Karen5Lund: @YouTernMark & everyone over 50 is still using AOL & Yahoo for e-mail, none are Tweeting. #genychat

**BillBoorman:** @SaraBallen Apps will stay free on the whole, with paid add ons once they have proved themselves #genychat

**MillennialTweet:** A2: A lot presumes that those that you connect with on SM will follow you and join new platforms as well #GenYChat

**amfunderburk1:** @MarieDenee @SaraBallen I've never purchased an app either. Way to many great free ones! #genychat

**WriterChanelle:** @CatComWCU Thanks for the recommendation! #genychat

**DaveYouTern:** Sure! He's an expert! ... waiiiit... RT @CarlSorvino: @amfunderburk1 @rblake can you do everything well? #genychat

**nicole\_gary:** @rblake Facebook is already doing the work of major search engines when it comes to video. 2nd to Google! <http://bit.ly/e6gtst> #genychat

**IMPACTMKTPR:** @YouTernMark @MillennialTweet @SaraBallen This marketing expert wouldn't answer 100%. B'boomers fastest growing FB segment #genychat

**CASUDI:** RT@Karen5Lund @YouTernMark & everyone over 50 is still using AOL & Yahoo for e-mail, none are Tweeting. #GenYChat

**Art\_By\_IDEITY:** @MarieDenee I don't see that happening. It's interesting learning about generational differences however. #genychat

**BillBoorman:** @SaraBallen Look at Linked In, the average user visits 2.5 times a month and follows via e-mail alerts #genychat

**WriterChanelle:** RT @jpbliohv: A1: Mkters will always target channels with largst audience. Costs are now big players too. #genychat

**amfunderburk1:** @DaveYouTern @CarlSorvino @rblake Everyone has their weaknesses. No one is great at everything. #genychat

**BillBoorman:** @CASUDI Now that is a great idea. id love to host that #Genychat

**WriterChanelle:** @MillennialTweet Glad you're here, too! #genychat

**jpbliohv:** A2: Therell be a point where focalized and/or themed "FBs" will be needed Allinone don't have the sharp focus dedicated biz need. #genychat

- THO\_R:** Never easy RT @MillennialTweet: A2: A lot presumes that those you connect with on SM will follow u and join new platforms as well #genychat
- YouTernMark:** Count me in! RT @BillBoorman: @CASUDI Now that is a great idea. id love to host that #Genychat
- Karen5Lund:** @YouTernMark I shudder at some of the assumptions made about me as a Boomer. Think it's just as bad every generation. #GenYChat
- BillBoorman:** you need to change your whole thinking on engagement. Its not about conversations #GenYChat
- CatComWCU:** You're welcome! :) RT @WriterChanelle: @CatComWCU Thanks for the recommendation! #genychat
- BillBoorman:** you need to change your whole thinking on engagement. Its not about conversations #GenYChat
- SaraBallen:** @amfunderburk1 @billboorman best apps: scrabble, kindle, a to do list thingee, a blog reader, new york times, and some mags. #genychat
- WriterChanelle:** RT @j2\_whittington: Q1 - b/c of the vast amount of info more Gen Y'ers r not reliant on commercials alone #genychat
- CarlSorvino:** @amfunderburk1 @DaveYouTern @rblake - I agree and I wonder if the unforeseen weakness is what finally does it in #genychat
- CASUDI:** @Karen5Lund I dont do FB ~ I have not the time to dedicate to it & actually dont like the like aspect ;-)#genychat
- Data\_Diva:** Not sure if I'll ever be able to open my FB account to so many people -- it's still friends and family mostly #GenYChat
- nicole\_gary:** @WriterChanelle fan drives will only get you so far. you need to listen, add value/content/engage, adjust & listen. rinse. repeat. #genychat
- SaraBallen:** @BillBoorman I don't like Linkedin. I feel like it's for making everyone sound like each other and agree with each other. #genychat
- GenyChat:** Q3. When you hear advice that says "Do this because I did and everyone else does it this way" how do you react? #genychat
- amfunderburk1:** @SaraBallen @billboorman I almost have one of each of those! :P #genychat
- rblake:** @DaveYouTern @CarlSorvino @amfunderburk1 I'm pretty much the bomb. I can do anything well, but only a few things really well :P #genychat
- THO\_R:** Intriguing... What, then? RT @BillBoorman: you need to change your whole thinking on engagement. Its not about conversations #genychat
- jpblitohv:** @Data\_Diva Is that another gen gap? X more private than Y and so on? #genychat re Facebook open or not.
- CASUDI:** @SaraBallen @THO\_R @billboorman YES who has the record for most apps downloaded & used ? #Genychat
- BillBoorman:** FB apps need to be opt in where as twitter are opt out #GenYChat

- THO\_R:** RT @GenyChat: Q3. When you hear advice that says "Do this because I did and everyone else does it this way" how do you react? #genychat
- WriterChanelle:** @nicole\_gary Yes. yes. and yes. But how do you get companies to realize that? They're so stuck in old ways. #genychat
- MillennialTweet:** A3: Take it, consider it, then more than likely see how I can bring about my own perspective. #GenYChat
- amfunderburk1:** @rblake Haha, love your answer! :P cc: @DaveYouTern @CarlSorvino #genychat
- CarlSorvino:** RT @Data\_Diva: Not sure if I'll ever be able to open my FB account to so many people -- it's still friends and family mostly #GenYChat <-yes
- THO\_R:** A3: Ya know the toast that ends with "Fuck you, here's to me?" I think that. #genychat
- Karen5Lund:** @THO\_R I've never had an AOL account... Which makes me unusual for my demographic. #GenYChat
- EmilyBennington:** Q3. I want to punch them in the neck. (j/k) #genychat
- amfunderburk1:** Q3- I will listen, but only I can be the true judge of a product and if I really like it. #genychat
- jpblitohv:** A3: Common sense. We all have a lil of that. #genychat re: do you do what other ppl say you should?
- amfunderburk1:** Haha, nice. RT @EmilyBennington: Q3. I want to punch them in the neck. (j/k) #genychat
- rblake:** Q3. When you hear advice that says "Do this because I did and everyone else does it this way" how do you react? #genychat #genychat
- YouTernMark:** Me too, since I was about 14 years old... RT @THO\_R: A3: Ya know the toast that ends with "F\*\*^\* you, here's to me?" I think that. #genychat
- BillBoorman:** @THO\_R This post on engagement explains my thinking <http://bit.ly/9DBsZn> #genychat
- SaraBallen:** Q3: That's always the explanation my parents gave for Sunday school. #genychat
- CarlSorvino:** RT @amfunderburk1 I will listen, but only I can be the true judge of a product & if I really like it. #genychat <--You have ALL the control!
- nicole\_gary:** @GenYChat i'm always open to good advice, but i try to keep in mind that my audience and goals are different. #genychat
- THO\_R:** @CASUDI @SaraBallen @billboorman I've downloaded many Droid apps. All free. Never used half. #genychat
- MarieDenee:** @jpblitohv Im on the cusp of x and y! I public on Twitter but my profile is private although I friend a lot! #genychat
- BillBoorman:** @THO\_R Between 1 and 5% of any network talk, doesnt mean your failing #genychat
- amfunderburk1:** @CarlSorvino Yep, which is the best part! #genychat
- Data\_Diva:** @jpblitohv I think so to some degree. Plus I've been burned on Twitter work-wise so 2 diff accts here too :) #genychat
- IMPACTMKTPR:** 50+ yo r on Twitter just u not know it. @Karen5Lund: @YouTernMark everyone over 50 use

AOL & Yahoo for e-mail, none are Tweeting. #genychat

**WriterChanelle:** RT @YouTernMark: @MillennialTweet @SaraBallen if you ask a marketing expert, 100% of Gen Y is on Craigslist and Facebook, right? #GenYChat

**Karen5Lund:** RT @jpblitohv: A1: Mkters will always target channels with largest audience. | Or perceived dollars to spend... #GenYChat

**BillBoorman:** @CASUDI @THO\_R By apps im not thinking mobile exclusively, things like Replyz, Jibe, Gist etc #Genychat

**THO\_R:** @BillBoorman Thanks for the link. I love you b/c you've always got the goods. #genychat

**amfunderburk1:** @MarieDenee I'm the same. My FB profile is super private, but my Twitter account is public. cc: @jpblitohv #genychat

**CASUDI:** @THO\_R that proves the point ~ many apps are not really must haves and useful :- ) #genychat

**YouTernMark:** My father used to tell me that if someone fed you a BS line like that to challenge them... I still think THAT is good advice #GenYChat

**WriterChanelle:** @YouTernMark According to the L2 Think Tank study it's somewhere around 81%<http://bit.ly/hJ8JZM> #GenYChat

**amfunderburk1:** So true! Haha. RT @CASUDI: @THO\_R that proves the point ~ many apps are not really must haves and useful :- ) #genychat

**jpblitohv:** @MarieDenee Me too. I mix dirty and nice on FB, so ppl only see what I post and I'm careful bout that. Family and friends mixed up. #genychat

**nicole\_gary:** @WriterChanelle hopefully there is a voice of reason internally who is listening to their audience/fans/etc. #genychat

**GenyChat:** @Art\_By\_Ideity It's a conversation that cuts across all generations #genychat

**Data\_Diva:** As much as we like to share there such a risk of offending professionally so I play it safe and lock down FB #GenYChat

**SaraBallen:** @WriterChanelle @YouTernMark: @MillennialTweet according the social networking movie 1 out of 13 people in the wrld is on FB. #genychat

**PixerLated:** I know that toast :-P RT @THO\_R A3: Ya know the toast that ends with "Fuck you, here's to me?" I think that. #genychat

**Josepf:** +1 RT @YouTernMark: My father used to tell me that -- BS line like that to challenge them... I still think THAT is good advice #GenYChat

**Karen5Lund:** @CASUDI I have a FB acct, rarely visit. As a matter of principle I do not "like" corporate entities - it's NPOs, arts, etc. #GenYChat

**SaraBallen:** What's the dumbest app you've downloaded? Would love to know. #genychat

**WriterChanelle:** So Diaspora has no chance? RT @MillennialTweet: A2: Diaspora? I think FB is THE Social Media of them all. #GenYChat

**amfunderburk1:** Yep. RT @Data\_Diva: As much as we like to share there such a risk of offending professionally so I play it safe and lock down FB #GenYChat

**MillennialTweet:** @WriterChanelle @YouTernMark @SaraBAllen Again, I would doubt the credibility of that "expert." Not all Gen Yers are even online #GenYChat

**IMPACTMKTPR:** RT @SaraBAllen: What's the dumbest app you've downloaded? Would love to know. #genychat

**BillBoorman:** @SaraBAllen The open groups and discussions are adding a social element #GenYChat

**Data\_Diva:** A3. Take it under advisement along with other research and make best choice for me #GenYChat

**Karen5Lund:** @SaraBAllen You don't know some of the LI folks I've met. ;-) But there are many corp-speak types there, too. #GenYChat

**MillennialTweet:** @WriterChanelle Not necessarily. I think the growth of new SM is limited within GenY circles. #GenYChat

**GenyChat:** That's exactly right RT @Art\_By\_Ideity: you mean understanding the differences and working together right? #genychat

**LucyGoldberg:** @josepf and thank YOU! what is life but daily discovery? #mbtweetrace #genychat

**YouTernMark:** Does anyone -- regardless of birth generation -- want to take advice/counsel from a "Because I said so..." type? #GenYChat

**BillBoorman:** just as an app example, who is not following this chat via tweetchat or simmilar? #GenYChat

**BillBoorman:** just as an app example, who is not following this chat via tweetchat or simmilar? #GenYChat

**jpblitohv:** RT @MillennialTweet: growth of new SM is limited within GenY circles. #GenYChat < Why so?

**THO\_R:** @PixerLated Great to see you here, Max! #genychat

**Karen5Lund:** RT @SaraBAllen @MillennialTweet according the social networking movie 1 of 13 ppl in the wrld is on FB. | Active or just has acct? #GenYChat

**WriterChanelle:** RT @LucyGoldberg: older gens more gung-ho abt being engaged w/ As millenial, I am content to watch the stream and be broadcast to #genychat

**CarlSorvino:** OK. A kid needs water. If I don't get back in time have a great holiday. Great chatting with you! Thanks for the RT's and convo! #GenYChat

**YouTernMark:** Yep, TweetDeck here... RT @BillBoorman: just as an app example, who is not following this chat via tweetchat or simmilar? #GenYChat

**damonklotz:** RT @BillBoorman: Q2 Im seeing a growth in closed really social networks as the main channels take on a more business/open edge #GenYChat

**MarieDenee:** @BillBoorman I use tweetdeck for my chats... easier and I do nto have to leave... #GenYChat

**nicole\_gary:** @YouTernMark nope! attitudes like that can turn you off to products and ideas. #genychat

**jpblitohv:** @YouTernMark Gimme a success story that has been replicated a significant amount of times, and maybe. #genychat

**IMPACTMKTPR:** RT @WriterChanelle: @YouTernMark According to the L2 Think Tank study it's somewhere around 81% <http://bit.ly/hJ8JZM> #GenYChat

- Josepf:** Works Gr8 RT @MarieDenee: @BillBoorman I use tweetdeck for my chats... easier and I do nto have to leave... #GenYChat
- Data\_Diva:** This realtime streaming on Tweetdeck is like #GenYChat on crack -- I can't keep up LOL
- Josepf:** adjust settings RT @Data\_Diva: This realtime streaming on Tweetdeck is like #GenYChat on crack -- I can't keep up LOL
- MillennialTweet:** @jpblitohv FB has the monopoly of Gen Y-ers. Twitter might be an exception. No stats to show. #GenYChat
- amfunderburk1:** @Data\_Diva That's what I was thinking! Haha. The actual website is being pretty lame tonight. #GenYChat
- BillBoorman:** @MarieDenee Id say tweetdeck is an app. Your not in twitter home #GenYChat
- SaraAllen:** @BillBoorman @Karen5Lund "Ah yes, Virginia blogging is like journalism but not like journalism but it can be." Linkedin speak. #genychat
- WriterChanelle:** @LucyGoldberg Really? Wow. Can you explain that a bit more? Usually I hear "we" don't like being broadcast to #genychat
- THO\_R:** Interesting query RT @jpblitohv: RT @MillennialTweet: growth of new SM is limited within GenY circles. #GenYChat < Why so? #genychat
- GenyChat:** RT @GenYChat: Q2. Here is a link to information on Diaspora and the Alpha invite<http://bit.ly/fXh4Gn> #genychat
- IMPACTMKTPR:** Until 2011, small is the new big. @Karen5Lund RT @jpblitohv: A1: Mkters will always target channels with largst audience.#GenYChat
- PixerLated:** And I am outta here... Sorry guys maybe another day. RT @THO\_R @PixerLated Great to see you here, Max! #genychat
- JDEbberly:** RT @BillBoorman: @THO\_R This post on engagement explains my thinking <http://bit.ly/9DBsZn>#GenYChat
- YouTernMark:** Good point... hopefully that success story will come with a more articulate introduction. RT @jpblitohv: Gimme a success story...#genychat
- kelly\_ashworth:** heck no RT @YouTernMark Does anyone-regardless of birth generation-want to take advice/counsel from a "Because I said so..." type? #GenYChat
- Karen5Lund:** @ImpactMktPR @YouTernMark 50+ yo r on Twitter just u not know it. #GenYChat | Well I know I'm here. ;-) Pew was surprised, but now knows.
- jpblitohv:** @MillennialTweet But growth means more than fb and tw clones. SoMe is a whole ecosystem of its own. I thinnk growth is viable. #genychat
- damonklotz:** @BillBoorman IMO Business will use SM in daily operations - tools such as Yackstar are the future & great for performance mgmt etc #genychat
- Data\_Diva:** @amfunderburk1 It's flying by lol #GenYChat
- MarieDenee:** @Josepf I had to learn to do that! I could not keep up for a while! #GenYChat
- amfunderburk1:** @Data\_Diva Oh wow! I did not even realize how fast this hour has gone by! It's pretty insane!

:P #genychat

**JDEbberly:** To my followers: Tonight, I am going to try out GenyChat :) I may be tweeting more than usual as I join them already in session :) #GenYChat

**amfunderburk1:** @JDEbberly Nice to see you here! :) #GenYChat

**BillBoorman:** @damonklotz im a big fan of Rypple #genychat

**nicole\_gary:** @amfunderburk1 seriously! fast #genychat!

**Josepf:** #tweetdeck settings for >> RT @Data\_Diva: @amfunderburk1 It's flying by lol #GenYChat<http://yfrog.com/h0ek2p>

**THO\_R:** But how does remora insure shark stays alive? RT @BillBoorman: @MarieDenee Id say tweetdeck is an app. Your not in twitter home #genychat

**GenyChat:** Consider helping: Download the SWAGG app & @SU2C will receive \$1/registration up to \$125K<http://j.mp/SWAGGit> <spon> #genychat

**Data\_Diva:** @JDEbberly Come on in :) #GenYChat

**MillennialTweet:** @jpbliothv "Growth" is broad--not going to get the "following" of those in FB/Twitter b/c THEY need to expand too. #genychat

**amfunderburk1:** RT @GenyChat: Consider helping: Download the SWAGG app & @SU2C will receive \$1/registration up to \$125K <http://j.mp/SWAGGit> <spon> #genychat

**JDEbberly:** RT @GenyChat: Q3. When you hear advice that says "Do this because I did and everyone else does it this way" how do you react? #GenYChat

**amfunderburk1:** It really is! RT @nicole\_gary: @amfunderburk1 seriously! fast #genychat!

**Data\_Diva:** @Josepf Thanks I'm gonna have to -- that's too fast my old eyes LOL #tweetdeck #GenYChat

**kelly\_ashworth:** really enjoying perusing the #genychat conversation so far, even though I missed most of it

**MillennialTweet:** @jpbliothv I think that's a tough reality with Gen Y-ers today when so many are in the FB circle. #genychat

**han\_ma:** RT @GenyChat: Consider helping: Download the SWAGG app & @SU2C will receive \$1/registration up to \$125K <http://j.mp/SWAGGit> <spon> #genychat

**JDEbberly:** May I ask who is the facilitator of GenyChat? I have heard a lot of great things about GenyChat #GenYChat

**amfunderburk1:** @Josepf Thanks! I like the live streaming though. :P cc: @Data\_Diva #tweetdeck #GenYChat

**GenyChat:** Q4. What is your perception of differences in GenY, GenX, Boomers? Are there any? #genychat

**jpbliothv:** @MillennialTweet FB dampening potential growth of other SM in Yers... interesting. #genychat < lemme mull it over :)

**kelly\_ashworth:** re: Q3, despite how much that delivery stinks, I would never discredit advice entirely based on that. could be a great suggestion. #genychat

**IMPACTMKTPR:** LOL! RT @kelly\_ashworth heck no RT @YouTernMark Does anyone-regardless of gen want 2 take advice frm "Because I said so..." type? #GenYChat

**JDEbberly:** Q3 It depends on what it is we are discussing #GenYChat

**THO\_R:** RT @GenYChat: Q4. What is your perception of differences in GenY, GenX, Boomers? Are there any? #genychat

**LucyGoldberg:** @writerchanelle I mean the option to engage w/ brands on twitter is exciting, but I use it as a source of info, i.e. broadcasting #genychat

**IMPACTMKTPR:** RT @GenYChat: Q4. What is your perception of differences in GenY, GenX, Boomers? Are there any? #genychat

**BillBoorman:** Have a look at the @bravenewtalent app shows the parts of your FB you want to be public and locks out the rest #GenYChat

**MillennialTweet:** A4: This could be a whole discussion topic #GenYChat

**Josepf:** Me Too!!! RT @amfunderburk1: @Josepf #Thanks! I like the live streaming though. :P cc: @Data\_Diva #tweetdeck #GenYChat

**JDEbberly:** @YouTernMark Thank you very much! :) #GenYChat

**JDEbberly:** RT @GenYChat: Consider helping: Download the SWAGG app & @SU2C will receive \$1/registration up to \$125K <http://j.mp/SWAGGit> <sp> #GenYChat

**nicole\_gary:** @GenYChat regarding online behavior and trends? #genychat

**LucyGoldberg:** @writerchanelle to me the difference is I can choose what brands I listen to, unlike TV. #genychat

**MarieDenee:** @MillennialTweet Here is a new infographic of Twitter vs. Facebook w age, sex, income, and engagement, and actions! #GenYChat

**Data\_Diva:** @amfunderburk1 @Josepf I like it til my ADD kicks in and I get side-tracked then can't catch up :) #tweetdeck #GenYChat

**IMPACTMKTPR:** Q3. When you hear advice that says "Do this because I did and everyone else does it this way" how do you react? #GenYChat

**BillBoorman:** this is a great post on age demographics of social media users in the US <http://bit.ly/cTaZ8a>#GenYChat

**EmilyBennington:** Q4: By far, the biggest difference I see is communication styles - older gens tend to value face-to-face more. #genychat

**GenYChat:** A4. The Silent Generation ('25?'45): Motivational messages feature respect: ?Your experience is respected here? #genychat

**JDEbberly:** RT @GenYChat: Q4. What is your perception of differences in GenY, GenX, Boomers? Are there any? #GenYChat

**MillennialTweet:** @MarieDenee Where is it? #GenYChat

**MarieDenee:** @JDEbberly welcome! #GenYChat

**dcaplick:** @ImpactMktPR Q 3 I refuse - I'm just naturally contrary #GenYChat

**Data\_Diva:** Agreed! RT @MillennialTweet: A4: This could be a whole discussion topic #GenYChat

- Karen5Lund:** A4: Wondering if difs are result of demographic or age? I am different now than I was in my 20s & Gen Y will be different too. #GenYChat
- CASUDI:** @GenyChat A3 ~ I am not a good example here ~ I tend to do the opposite when I hear everyone does it a certain way :-) #genychat
- BillBoorman:** Q3: I tend to do the opposite. thats not generational #GenYChat
- GenyChat:** The following tweets are what is being said about marketing to different gen's. Do you agree? #genychat
- IMPACTMKTPR:** Interesting. @JDEbberly Q3 It depends on what it is we are discussing #GenYChat
- amfunderburk1:** Haha, exactly! :P RT @Data\_Diva: @amfunderburk1 @Josepf I like it til my ADD kicks in and I get side-tracked (cont.) :) #tweetdeck #GenYChat
- EmilyBennington:** Q4: Should be more focus on face-to-face in my opinion. Hard to be inspiring over email. #genychat
- JDEbberly:** Q4 One of my perceptions in differences between generations is music interests - For example I LOVE 1970s hits like Bee Gees #GenYChat
- amfunderburk1:** So very true. RT @EmilyBennington: Q4: Should be more focus on face-to-face in my opinion. Hard to be inspiring over email. #genychat
- nicole\_gary:** @kelly\_ashworth agreed. i think that is always and will always be the case. #genychat
- kelly\_ashworth:** Q4 as far as diffs. in SM use, I don't think there are really many generational diffs- big factors R openness, willingness 2 learn #genychat
- BillBoorman:** Q4: Is this conversation a bit like preaching to the choir? #GenYChat
- GenyChat:** A4. Baby Boomers (1945 ? 1965) They did not go through economically hard times like their parents #genychat
- jpblitohv:** RT @Karen5Lund: different now than in my 20s & Gen Y will be different too. #GenYChat < X vs Y is diffrent now than it'll be in 10 years.
- CASUDI:** @JDEbberly TY for RTing #genychat Questions ~ I currently have white out on the chat stream
- JDEbberly:** I think I am going to like GenyChat :) :) :) :) :) This discussion would be of interest to marketers #GenyChat
- BillBoorman:** A4: id say times were very tough after 1945 #GenYChat
- BillBoorman:** A4: id say times were very tough after 1945 #GenYChat
- amfunderburk1:** RT @GenYChat: A4. Baby Boomers (1945 ? 1965) They did not go through economically hard times like their parents #genychat
- nicole\_gary:** @JDEbberly definitely! that's my field and it's very relevant! #genychat
- GenyChat:** A4. Boomers have seen their ingrained sense of entitlement ripped apart by unmet expectations #genychat
- JDEbberly:** @MarieDenee Thank you very much :) I hope you have the best Christmas you could ever imagine! :) #GenYChat

- YouTernMark:** @WriterChanelle is a #HiredHolidays candidate -- check out her bio at <http://bit.ly/fvY4ic>. Help spread the word! #GenYChat
- Karen5Lund:** Older gens usually do favor face-to-face but I love that technology lets me 'meet' people geographically distant. #GenYChat
- amfunderburk1:** RT @YouTernMark: @WriterChanelle is a #HiredHolidays candidate -- check out her bio at <http://bit.ly/fvY4ic>. Help spread the word! #GenYChat
- BillBoorman:** The hardest shift has been the swith from job for life thinking #GenYChat
- martymjm:** RT @BillBoorman: The hardest shift has been the swith from job for life thinking #GenYChat
- GenyChat:** A4. Boomers: They grew up as indulged youths during an era of community-spirited progress. #genychat
- jpblitohv:** Sense of entitlement, the very topic I discussed with a tweep yesterday. #genychat
- LisaNicoleBell:** @IMPACTMKTPR To question the "way" & the shower. Experience has taught that the common way is often not the best. #genychat
- THO\_R:** YES! Best Part! RT @Karen5Lund: Older gens usually do favor F2F but I love that tech lets me meet people geographically distant #genychat
- Data\_Diva:** @GenyChat Yeah but a lot of us are now -- that "corporate" safety net got a big old hole in it for some Boomers #genychat
- GenyChat:** A4. Boomers: If they can?t obtain the American Dream they will rent it #genychat
- Karen5Lund:** A4: I've seen Boomers 1946-1964, but small difference. 19 years is a big range. Those born in '40s not so much like '60s. #GenYChat
- CASUDI:** A4 Biggest difference is total acceptance of doing things virtually ( ie GrandTourismo 5 instead of driving the track RealLife ;) #genychat
- BillBoorman:** The real challenge now is if education is really fit for purpose or has gen Y been sold a bit of a pony? #GenYChat
- SaraBallen:** Q4: Our Grandparents just paid insane tax rates up to 50%, boomers borrowed much of what they had, and now we're out of money. #genychat
- THO\_R:** RT @YouTernMark: @WriterChanelle is a #HiredHolidays candidate -- check out her bio at <http://bit.ly/fvY4ic>. Help spread the word! #genychat
- jpblitohv:** Are boomers less eager to collaborate than Yers and Xers? #genychat
- GenyChat:** A4. Boomers: Touch their heart and they will allow you to enter their mind #genychat
- JDEbberly:** @GenyChat I am both a Baby Boomer and a very early Generation X'er lol - Born in 1964 (Yeah - I KNOW I am old lol) #GenYChat
- j2\_whittington:** Boomers - biz types in upper level pstns Gen-Xers mid to uppr mgmt - Gen Y entry level workers - some strife b/w X and Y I believe #genychat
- MarieDenee:** @MillennialTweet #GenYChat <http://bit.ly/fpuUQY> here you go!
- Karen5Lund:** A4: Did we have "ingrained sense of entitlement"? Perhaps unusual that parents grew up in

Depression & talked about it. #GenYChat

**CASUDI:** @Karen5Lund I too appreciate meeting and collaborating with others virtually but NO sub 4 F2F #genychat

**BillBoorman:** Theres always been battles with newcomers at work. this is not new #GenYChat

**Data\_Diva:** Looking for Social Media Expertise? Look No Further Than #GenYChat?s Creator.<http://t.co/mWdxtHL> via @HiredHolidays

**MarieDenee:** @joehodges thank you for this! Shared in the #genychat! #socialmedia

**YouTernMark:** I know which end. RT @BillBoorman: Challenge now is if education is really fit for purpose or has gen Y been sold a bit of a pony? #GenYChat

**Data\_Diva:** @YouTernMark What a WONDERFUL idea! #HiredHolidays #GenYChat

**jmorganemma:** @amfunderburk1 not as hard of times but my parents came out of school in a recession like I did #genychat

**kelly\_ashworth:** @GenYChat re: sense of entitlement, I sort of agree... our gen is learning the hard way, we are NOT entitled to certain luxuries #genychat

**JDEbberly:** @GenYChat This devastating recession plus unprecedented geopolitical change in US government is even MORE difficult for boomers #GenYChat

**Art\_By\_IDEITY:** @GenYChat well some many understand, but choose to be stuck in their ways. #genychat

**Karen5Lund:** RT @GenYChat: A4. Boomers: If they can?t obtain the American Dream they will rent it | Well that's true of some I know!! #GenYChat

**GenyChat:** A4. Gen X (1965 ? 1980) They?re now striving to balance the competing demands of work, family and personal life #genychat

**Data\_Diva:** AMEN! RT @martyjmj: RT @BillBoorman: The hardest shift has been the swith from job for life thinking #GenYChat

**BillBoorman:** Is this recession worse than the depression? #GenYChat

**CASUDI:** GOOD QUESTION? RT@jpblitohv Are boomers less eager to collaborate than Yers and Xers? #genychat

**j2\_whittington:** Im the quintessential Gen Y multitasker - txtng on cell, participating in #genychat playin on FB - watching ftball & sending a email yeesh

**amfunderburk1:** @jmorganemma Yeah, I am scared to see how things will be when I graduate in a year. #genychat

**GenyChat:** A4. Xers? completely integrate the internet into their day to day lives #genychat

**IMPACTMKTPR:** Do you think the "new economy" makes each generation have more "equal" footing? #genychat

**kelly\_ashworth:** @GenYChat however important to note they may not have grown up w/a lot, but grew up thinking they could get it all 1 day, some way #genychat

**Karen5Lund:** RT @jpblitohv: Are boomers less eager to collaborate than Yers and Xers? | I've found Xers

unwilling to collab w/ me. Y will. #GenYChat

**YouTernMark:** We need additional sponsors/mentors...love to have you onboard! RT @Data\_Diva: @YouTernMarkWhat a WONDERFUL idea! #HiredHolidays #GenYChat

**JDEbberly:** RT @GenyChat: A4. Boomers: If they can't obtain the American Dream they will rent it (Hmm-- I'll keep that in mind as I dev my ILE) #GenYChat

**SaraBAllen:** @j2\_whittington and doing all that from the bathtub. #genychat

**nicole\_gary:** @jpbliothv i think it depends on the individual . sometimes boomers are resistant to collaborating WITH Yers. sometimes. #genychat

**GenyChat:** A4. Use statements such as ?There are not a lot of rules here,? or ?Do it your way? when marketing to GenX #genychat

**Karen5Lund:** @CASUDI I've met people online in India, Australia... F2F is not possible, so I'll take virtual any day. #GenYChat

**BillBoorman:** Reverse mentoring in the work place works well for me #GenYChat

**kelly\_ashworth:** @GenYChat gen Y is at a tough place (entering work force) while the world realizes we can't maintain current sense of entitlement #genychat

**YouTernMark:** Sad and true. MRT @nicole\_gary: @jpbliothv ...sometimes boomers are resistant to collaborating WITH Yers. sometimes. #genychat

**damonklotz:** @j2\_whittington But that multi tasking are all tasks that you find interesting I assume. It's a bit different in a work setting. #genychat

**Data\_Diva:** @jpbliothv I'd say no -- it's a mindset -- nothing more aggravating to this Boomer than the "turf" wars I see daily :( #genychat

**IMPACTMKTPR:** @j2\_whittington q4: Yes, multitasker! That does seem to be a trait that sets apart geny and babyboomers. #genychat

**nicole\_gary:** @ImpactMktPR i think Yers will feel as though they can actually answer back when Boomer talk about their financial troubles. #genychat

**kelly\_ashworth:** HUGE example of that would be thinking every1 is entitled to go to college... loan crisis proves this is not maintainable #genychat

**damonklotz:** RT @YouTernMark: I know which end. RT @BillBoorman: Challenge now is if education is really fit for purpose or has gen Y been sold a bit of a pony? #GenYChat

**GenyChat:** A4. Gen Y (1980 ? 2005) They consider a college education critical to their future #genychat

**jpbliothv:** @GenYChat @Karen5Lund I think boomers got stuck on my idea, my biz - hence reluctant to share on SoMe. Xers and Yers not so... #genychat

**Karen5Lund:** A4: Gen X is also caught btwn up & coming Gen Y & Boomers who can't or don't want to retire. They thought they'd get our jobs. #GenYChat

**JDEbberly:** @martyjm Jobs are radically changing - More and more people are becoming self employed (Tremendous niches for blogs/ILEs there) #GenyChat

**nicole\_gary:** @jmorganemma exactly. one of the worst times to be a new graduate. #genychat

**IMPACTMKTPR:** Who knows what will happen in a year. @amfunderburk1 @jmorganemma #genychat

**BillBoorman:** We will see a shift to recognising and rewarding social learning over academics over the next 10 years IMO #GenYChat

**GenyChat:** A4. GenY: They strongly associate brands with their tribes. #genychat

**THO\_R:** Possible if you make it so RT @Karen5Lund: @CASUDI Met people online in India, Australia. F2F not possible. Take virtual any day #genychat

**CASUDI:** @IMPACTMKTPR Yes if you buy into the "new economy" #genychat

**amfunderburk1:** Exactly. RT @ImpactMktPR: Who knows what will happen in a year. @amfunderburk1@jmorganemma #genychat

**jpblitohv:** RT @GenYChat: : They strongly associate brands with their tribes. #genychat Can we call names? Please? :D

**nicole\_gary:** @GenYChat a lot of marketers think they can "wing it" when it comes to GenY and GenX. #genychat

**GenyChat:** A4. 89% of teens would likely switch brands to one associated with a good cause #genychat

**JDEbberly:** @martymjm There are going to be incredible opportunities help ppl who are making shift from former employment to self employment #GenYChat

**BillBoorman:** Sometimes its just people that dont like collaborating. I dont think its an age thing #GenYChat

**kelly\_ashworth:** @BillBoorman agreed, will be a tough and interesting shift to see... not sure HOW it can be, but it undeniably needs to be #genychat

**JDEbberly:** RT @YouTernMark: @WriterChanelle is a #HiredHolidays candidate -- check out her bio at<http://bit.ly/fvY4ic>. Help spread the word! #GenYChat

**IMPACTMKTPR:** @JDEbberly @martymjm Yes, this generation looks to top the most entrepreneurs. #genychat

**GenyChat:** A4. GenY buys: Apple, Whole Foods, Trader Joe's, Ethnic Restaurants, Red Bull, Volkswagen #genychat

**MarieDenee:** @nicole\_gary they (we) can see right through it... #genychat

**carol\_phillips:** Teamwork seems to come more naturally to Gen Y - they think in terms of we and have each other's backs. #genychat

**Karen5Lund:** @nicole\_gary @jpblitohv Education was not so collaborative when I was in school. It can be learned, but takes adjustment. #GenYChat

**THO\_R:** Absolutely! RT @BillBoorman: Sometimes its just people that dont like collaborating. I dont think its an age thing #genychat

**JDEbberly:** RT @GenYChat: A4. Boomers: Touch their heart and they will allow you to enter their mind (That is a BIG 10-4 Good Buddy! :) :) #GenYChat

**YouTernMark:** @BillBoorman Check out our blog on "Social Media as Higher Education" Would love your thoughts.<http://bit.ly/eOhM7i> #GenYChat

**damonklotz:** Uni was critical to developing my first networks & career direction- Since then my career

success had nothing to do with uni #genychat

**GenYChat:** A4. And one more about GenX: They start 70% of the new businesses in the U.S. #genychat

**jpblitohv:** @GenYChat A4. GenY buys: Pabst Blue Ribbon n\_n #genychat

**amfunderburk1:** Thanks for the great chat everyone! Jumping off of here to get a few things done. :) #genychat

**JDEbberly:** RT @GenYChat: A4. Xers? completely integrate the internet into their day to day lives #GenYChat

**MarieDenee:** @carol\_phillips Teamwork seems to be ingrained! Was taught in bus undergrad and my MBA programs! #genychat

**IMPACTMKTPR:** @nicole\_gary @jmorganemma That's why it's impt to stay on top of industry, expand and learn new skills to stand out from crowd. #genychat

**JDEbberly:** @GenYChat In that respect - I am more like an X'er than a Boomer #GenYChat

**kelly\_ashworth:** @YouTernMark @BillBoorman maybe not as bad as it sounds, think the U.S. culture has big awakening re: higher ED going on #genychat

**jpblitohv:** @Karen5Lund Are changes now too fast for the adjustment speed boomers are used to? #genychat

**YouTernMark:** I'd prefer that 21yo single malt we talked about earlier... RT @jpblitohv: @GenYChat A4. GenY buys: Pabst Blue Ribbon n\_n #genychat

**WriterChanelle:** @damonklotz So do you think the degree was necessary? Has it helped to show you're qualified/knowledgeable? #genychat

**nicole\_gary:** @Karen5Lund good point. collaboration is a focus in universities now. group projects. so many headaches. so many good experiences. #genychat

**Karen5Lund:** @THO\_R @Karen5Lund @CASUDI That will have to wait until economy (my personal economy) recovers some more. #GenYChat

**j2\_whittington:** @GenYChat Not as many as you think I bet more Xers buy Wholefoods n Apple b/c they cant afford them - a lot of Yers cant yet #genychat

**JDEbberly:** RT @BillBoorman: We will see a shift to recognising and rewarding social learning over academics over the next 10 years IMO #GenYChat

**WriterChanelle:** @JDEbberly Good to see you here! #GenYChat

**jmorganemma:** @amfunderburk1 I was scared too, I graduated 09. Learned good lessons about money met tho #genychat

**BillBoorman:** My 11 year old son will probably never need to use a pen and says ask google. forget gen y, what about gen z? #GenYChat

**WriterChanelle:** Wonder why RT @nicole\_gary: @GenYChat a lot of marketers think they can "wing it" when it comes to GenY and GenX. #genychat

**JDEbberly:** RT @GenYChat: A4. 89% of teens would likely switch brands to one associated with a good cause #GenYChat

- CASUDI:** @BillBoorman agree U will be rewarded and respected for your knowledge/expertise where ever you get it from #genychat
- JDEbberly:** RT @BillBoorman: Sometimes its just people that dont like collaborating. I dont think its an age thing #GenYChat
- YouTernMark:** @kelly\_ashworth I hope you are right... but the customer (student) has to start demanding much more from the vendor (HigherEd) #GenYChat
- Data\_Diva:** @YouTernMark I'll take a look at site -- don't know how much I could be other than your biggest cheer leader :) #HiredHolidays #GenYChat
- marciamarcia:** Hmm. RT @BillBoorman: We will see a shift to recognising & rewarding social learning over academics over the next 10 yrs IMO #GenYChat
- litlewys:** @BillBoorman My 11 yr old always wants to ask Twitter!! and uses puter 4 everything!! #GenYChat
- JDEbberly:** @WriterChanelle Thank you, it is also great to see you here as well! :) #GenYChat
- Karen5Lund:** @nicole\_gary @jmorganemma I'll agree that it's a bad time to be graduating. Then again '80s weren't all that great... This worse. #GenYChat
- GenYChat:** Q5. In movies like The Breakfast Club the theme was fear of ending up like their parents. Is this still a fear? What changed? #genychat
- damonklotz:** @WriterChanelle I think it was but don't rest on it. It shows I'm qualified but being 21 can turn certain people off regardless #genychat
- kelly\_ashworth:** RT @BillBoorman: My 11 year old son will probably never need to use a pen and says ask google. forget gen y, what about gen z? #GenYChat
- CASUDI:** THIS IS GOOD RT@IMPACTMKTPR @JDEbberly @martymjm Yes, this generation looks to top the most entrepreneurs. #genychat
- BillBoorman:** for anyone interested here is the tweetcloud for #GenYChat URL:<http://bit.ly/h0DsmW>
- Data\_Diva:** I'm going to have to leave #GenYChat to get my #TopChef fix on :) ... it's been a NICE chat tonight. Thanks everyone.
- Karen5Lund:** @THO\_R @BillBoorman Collaboration is a skill that can be learned. Attitude is most important. #GenYChat
- THO\_R:** RT @YouTernMark: @kelly\_ashworth Hope u are right, but the cust. (student) has 2 start demanding much more from vendor (HigherEd) #genychat
- WriterChanelle:** @damonklotz What is it about age that is such a turn off? #genychat
- BillBoorman:** @GenYChat most people fear being like their parents till the bills kick in #genychat
- Karen5Lund:** RT @jpblitohv: @GenYChat A4. GenY buys: Pabst Blue Ribbon n\_n | LOL! So did my Dad when he was young! #GenYChat
- WriterChanelle:** New economy? RT @CASUDI: @IMPACTMKTPR Yes if you buy into the "new economy" #genychat
- THO\_R:** RT @BillBoorman: My 11 year old son will probably never need to use a pen and says ask

google. forget gen y, what about gen z? #genychat

**jpblitohv:** RT @damonklotz: being 21 can turn certain people off #genychat < why so many Yers and Xers are turning to selfemployment and entrepreneurship

**BillBoorman:** @Karen5Lund I dont see collaboration as a skill, much more an attitude #GenYChat

**SaraBallen:** @GenYChat I think most Gen Y fears there parents relationship situation more then the a financial situation. #genychat

**LisaNicoleBell:** @IMPACTMKTPR Yes b/c in the new economy, creativity & problem solving are valued over seniority. #genychat

**jmorganemma:** @Karen5Lund @nicole\_gary def had to do a lot more than applying to random jobs ol. U really have to sell urself #GenYChat

**JDEbberly:** @Carol\_Phillips I LOVE your Twitter background 'Is your brand Millennial Ready?' I am going to need advice lol #GenYChat

**Karen5Lund:** RT @GenYChat: A4. Xers? completely integrate internet into their day to day lives | I know one who won't, tho he's an exception. #GenYChat

**jpblitohv:** @Karen5Lund That's why (name of tribe deleted) drinks it. They pay homage to the working class of old. #genychat

**BillBoorman:** @LisaNicoleBell Do you think thats true? I dont #genychat

**YouTernMark:** I like this guy. RT @damonklotz: I think it was but don't rest on it, shows I'm qualified but being 21 can turn certain people off #genychat

**THO\_R:** RT @GenYChat: Q5. In movies like The Breakfast Club, theme was fear of ending up like parents. Is this still a fear? What changed? #genychat

**WriterChanelle:** RT @kelly\_ashworth: example would be thinking every1 is entitled to go to college... loan crisis proves this is not maintainable #genychat

**nicole\_gary:** @jmorganemma @jpblitohv in my experience, companies aren't as open to entry level as they once were. #genychat

**JDEbberly:** @jpblitohv Bring on the Internet changes!! I LOVE technology!! I love the Technological Singularity! :) #GenYChat

**maryhavlicek:** @kelly\_ashworth @YouTernMark @BillBoorman Do you mean that higher ed may not be worth what was previously thought? #genychat

**WriterChanelle:** @kelly\_ashworth Exactly. This is why I believe we will see a shift towards online universities and a focus on aiding non-grads #genychat

**SaraBallen:** @j2\_whittington Haha a GenY dream come true: a loft apartment between an apple store and a Whole Foods. GenY in a nutshell. #genychat

**kelly\_ashworth:** Q5 I'm def afraid of having to worry abt money as much as my parents have had to (went to college as adults, & helped brother & I) #genychat

**nicole\_gary:** @jmorganemma @jpblitohv then again, a lot of new graduates are not where they need to be in terms of being prepared to work. #genychat

- BillBoorman:** @MaryHavlicek I dont think higher ed is necessarily worth it now #genychat
- jpblitohv:** @nicole\_gary Diffrence btween owners and entry levelers was less than it is now. Same mgmt style, whole different set of applicants #genychat
- nicole\_gary:** @jmorganemma @jpblitohv i had the hardest time finding a qualified intern who had work ethic + willingness to learn. #genychat
- WriterChanelle:** @JDEbberly @BillBoorman Also means we're more likely to work for a company with a good cause #GenYChat
- Karen5Lund:** RT @jpblitohv: Moore's Law proposed when I was 5yo. I've grown up w/ tech doubling every 18-24 mos. <http://wp.me/p11w1J-af> #GenYChat
- MarieDenee:** @nicole\_gary I worked while going to school which enhanced 100x but it was in my field, so I suppose it reinforced #genychat
- IMPACTMKTPR:** @LisaNicoleBell Except when it comes to healthcare. Companies and school districts still weigh costs over quality sometimes.#genychat
- YouTernMark:** @MaryHavlicek IMHO, HigherED (including far too many in Career Services) are stuck in the 1990s... time to adapt and improve #GenYChat
- kelly\_ashworth:** @MaryHavlicek @YouTernMark @BillBoorman exactly. or that it is only worthwhile 3 certain fields. doesn't pay off for everyone. #genychat
- IMPACTMKTPR:** Q5. In movies like The Breakfast Club, theme was fear of ending up like parents. Is this still a fear? What changed? #genychat
- jpblitohv:** @Karen5Lund Did you work for IBM by any chance? ;=) #genychat
- JDEbberly:** Love this [http://en.wikipedia.org/wiki/Technological\\_singularity](http://en.wikipedia.org/wiki/Technological_singularity) I've read[http://en.wikipedia.org/wiki/The\\_Singularity\\_Is\\_Near](http://en.wikipedia.org/wiki/The_Singularity_Is_Near) #GenYChat
- GenyChat:** Last question! And thank you all for coming! Q6. Who still wants to get married and have a family of their own? #genychat
- damonklotz:** Everything changes so fast these days that I don't think I'll end up like my parents - still need to consider burnout & health #genychat
- BillBoorman:** @WriterChanelle Cause is a big factor for the top of the tree, most are driven by security and opportunity #GenYChat
- Karen5Lund:** RT @BillBoorman: shift to recognising & rewarding social learning ... next 10 yrs IMO | Agree on shift, but IMO sooner. #GenYChat
- JDEbberly:** RT @GenyChat Q5 In movies like The Breakfast Club theme was fear of ending up like parents. Is this still a fear? What changed? #GenYChat
- jpblitohv:** RT @damonklotz: still need to consider burnout & health #genychat < I need to consider hair loss and wrinkles
- maryhavlicek:** RT @CASUDI: THIS IS GOOD RT@IMPACTMKTPR @JDEbberly @martymjm Yes, this generation looks to top the most entrepreneurs. #genychat
- kelly\_ashworth:** @WriterChanelle I think online unis would have to change a lot too. maybe an increase in focused, certificate programs? dunno. #genychat

- MarieDenee:** @GenYChat I do!!! :) #genychat
- BillBoorman:** parents are catching up their kids. They have more time for FB #GenYChat
- nicole\_gary:** @jpblitohv very true, but some companies don't want to spend the time/expense on training. #genychat
- damonklotz:** @jpblitohv The rise of the independent knowledge worker will be an interesting and exciting challenge for HR pros #genychat
- jpblitohv:** @nicole\_gary I read somewhere, internship IS the new entry level "job" #genychat
- JDEbberly:** RT @Karen5Lund: @THO\_R @BillBoorman Collaboration is a skill that can be learned. Attitude is most important #GenYChat
- LisaNicoleBell:** @WriterChanelle I think mktng to Gen Y gets a "throw @ wall, see what sticks" is b/c we're perceived finicky & entitled #genychat
- maryhavlicek:** @kelly\_ashworth @YouTernMark @BillBoorman Completely agree. Mine's just ended up being another bill to pay. #genychat
- CASUDI:** BillBoorman @WriterChanelle I agree that working for a company that makes a positive difference is most appealing #genychat
- WriterChanelle:** Yup. CNN had that. RT @jpblitohv: @nicole\_gary I read somewhere, internship IS the new entry level "job" #genychat
- YouTernMark:** RT @damonklotz: @jpblitohv The rise of the independent knowledge worker will be an interesting and exciting challenge for HR pros #genychat
- THO\_R:** RT @GenYChat: Last question! And thank you all for coming! Q6. Who still wants to get married and have a family of their own? #genychat
- BillBoorman:** @kelly\_ashworth i see academic certificates losing there value over vocational knowledge #genychat
- MarieDenee:** RT @LisaNicoleBell: @WriterChanelle I think mktng to Gen Y gets a "throw @ wall, see what sticks" is b/c we're perceived finicky & entitled #genychat
- marciamarcia:** Is that instead of borrowing someone else's family? RT @GenYChat Who still wants to...have a family of their own? #genychat
- JDEbberly:** @WriterChanelle Getting old is no fun. I can't walk near as fast as I used to - In 1987 I was walking at 5.5 mph easily #GenYChat
- damonklotz:** RT @YouTernMark: I like this guy. RT @damonklotz: I think it was but don't rest on it, shows I'm qualified but being 21 can turn certain people off #genychat
- nicole\_gary:** @jpblitohv i hired my intern. he was fantastic. it's very true. #genychat
- jmorganemma:** @nicole\_gary @jpblitohv #genychat I noticed that too when I first applied. Entry level jobs req 5 yrs exp.
- WriterChanelle:** @CASUDI I think we've seen too many companies do others gen's wrong, so we don't want the same #genychat
- marciamarcia:** RT @damonklotz: @jpblitohv The rise of the independent knowledge worker will be an

interesting and exciting challenge for HR pros #genychat

**BillBoorman:** @CASUDI @WriterChanelle good causes are about 3 or 4 on the list for most candidates #genychat

**WriterChanelle:** Exactly RT @jmorganemma: @nicole\_gary @jpbliothv #genychat I noticed that too when I first applied. Entry level jobs req 5 yrs exp.

**JDEbberly:** RT @BillBoorman: @Karen5Lund I dont see collaboration as a skill, much more an attitude #GenyChat

**YouTernMark:** Don't get me started! RT @WriterChanelle: Yup. RT @jpbliothv: @nicole\_gary I read somewhere, internship IS new entry level "job" #genychat

**Karen5Lund:** RT @BillBoorman: I dont see collaboration as a skill, much more an attitude | Either way, it can change. #GenYChat

**kelly\_ashworth:** @MaryHavlicek I loved it but cant think of lesson/class A that helped me do workforce task B etc. hands on exp could've been great #genychat

**IMPACTMKTPR:** @nicole\_gary @jmorganemma @jpbliothv How did you find one? #genychat

**WriterChanelle:** @jmorganemma That is such a problem. And, if you're unable to do an unpaid internship, how do you switch jobs? #genychat

**Brainmaker:** RT @damonklotz: @jpbliothv The rise of the independent knowledge worker will be an interesting and exciting challenge for HR pros #genychat

**marciamarcia:** RT @WriterChanelle: @CASUDI I think we've seen too many companies do others gen's wrong, so we don't want the same #genychat

**blogdiva:** only rich kids need apply RT @WriterChanelle: RT @jpbliothv: @nicole\_gary read somewhere, internship IS the new entry level "job" #genychat

**IMPACTMKTPR:** RT @JDEbberly: RT @BillBoorman: @Karen5Lund I dont see collaboration as a skill, much more an attitude #GenyChat

**JDEbberly:** RT @LisaNicoleBell: @IMPACTMKTPR Yes b/c in the new economy, creativity & problem solving are valued over seniority. #GenyChat

**CASUDI:** @WriterChanelle that's exactly why I have always been in the start up or early stage space or consulting #genychat

**kelly\_ashworth:** @BillBoorman perhaps certificate programs after a few years of hands-on exp? need to have more options for kids right out of HS #genychat

**MarieDenee:** @blogdiva Heyyy! how are you??? #genychat

**nicole\_gary:** @jmorganemma any experience, even in school is a plus. #genychat

**CornoDiBassetto:** RT @JDEbberly: RT @Karen5Lund: @THO\_R @BillBoorman Collaboration is a skill that can be learned. Attitude is most important #GenyChat

**ahomedyHussein:** RT @marciamarcia: Hmm. RT @BillBoorman: We will see a shift to recognising & rewarding social learning over academics over the next 10 yrs IMO #GenyChat

**SaraAllen:** @WriterChanelle @nicole\_gary @jmorganemma Everyone has 5 ys of experience doing

something. It doesn't have to be good experience. #genychat

**YouTernMark:** @ImpactMktPR Agreed, we just need to convince HigherEd to adapt... as a general rule, they don't see the need #GenYChat

**jpblitohv:** @blogdiva is internship such a hardship? #genychat maybe parents should expect to extend the launching deadline for kids...

**MarieDenee:** @SaraBAllen Very true! #genychat

**maryhavlicek:** @kelly\_ashworth I think a lot of actual life lessons would have been more beneficial. More how to actually live life. #genychat

**WriterChanelle:** @blogdiva Exactly! The belief is that everyone should take an internship. Well, what if your parents are on your back to make \$? #genychat

**MarieDenee:** RT @YouTernMark: @ImpactMktPR Agreed, we just need to convince HigherEd to adapt... as a general rule, they don't see the need #GenYChat

**BillBoorman:** you will see more auditions and knowledge tests over taking interviews and traditional selection over the next decade #GenYChat

**nicole\_gary:** @ImpactMktPR i kept interviewing , reaching out to contacts, and student associations. #genychat

**IMPACTMKTPR:** @YouTernMark @MaryHavlicek Biz that are fwd-thinkers will adapt & improve systems, supplies, equip, & train employees 4 new era. #genychat

**LisaNicoleBell:** @ImpactMktPR indeed. Both education & health care need makeovers. #genychat

**damonklotz:** @WriterChanelle age is threatening depending on the persons perception on youth - wreckless, self-indulgent, lazy etc etc #genychat

**WriterChanelle:** @SaraBAllen It does when the ad says you need 5 years of relevant experience #genychat

**CASUDI:** @BillBoorman @WriterChanelle I think there is a diff btw just "cause" & a company that wants to make a LONG TERM positive diff #genychat

**jpblitohv:** @nicole\_gary @ImpactMktPR What about non-students who want the experience? Many i-ships I've seen only accept students. #genychat

**nicole\_gary:** @ImpactMktPR my intern won me over when he looked me in the eye and said, "hire me. i want to be here." personality + drive. #genychat

**marciamarcia:** RT @SaraBAllen Everyone has 5 ys of experience doing something. It doesn't have to be good experience. #genychat

**YouTernMark:** Internships now nearly mandatory... RT @jpblitohv: @blogdiva is internship such a hardship? #genychat

**MarieDenee:** @nicole\_gary that is what I need! and want! Show me!!! #genychat

**boydjane:** RT @BillBoorman: My 11 year old son will probably never need to use a pen and says ask google. forget gen y, what about gen z? #GenYChat

**JDEbberly:** RT @WriterChanelle: @SaraBAllen It does when the ad says you need 5 years of relevant experience #GenYChat

- nicole\_gary:** @jpblitohv i would gladly have interviewed non-students but that's usually up to the company's internship policy. #genychat
- IMPACTMKTPR:** @YouTernMark Not just HigherEd all industries. Some slower to get out of "that's the way we've always done it" mode of thinking. #genychat
- BillBoorman:** @YouTernMark The problem is finding real internships over cheap labor #genychat
- SaraBallen:** @jpblitohv real life doesn't begin until 30. :0) #genychat
- WriterChanelle:** RT @LisaNicoleBell: #genychat Boomers who refuse to change & evolve get let go. Cost of staying the same is too high. Corp is realizing this
- jpblitohv:** @SaraBallen I'm a toddler then. #genychat
- kelly\_ashworth:** @jpblitohv @blogdiva I did 2 internships... they weren't hardships, but the exp wasn't particularly amazing outside of networking #genychat
- WriterChanelle:** Yes. Have you seen that Office Depot ad? RT @BillBoorman: @YouTernMark The problem is finding real internships over cheap labor #genychat
- THO\_R:** Love it. I test well RT @BillBoorman: We'll c more auditions and knowledge tests over ints and trad. selection over next 10 yrs #genychat
- IMPACTMKTPR:** @YouTernMark Often times industries don't even realize they NEED to change until it's too late! #genychat #justsaying
- JDEbberly:** RT @LisaNicoleBell Boomers who refuse to change & evolve get let go. Cost of staying the same is too high. Corp is realizing this #GenyChat
- damonklotz:** RT @BillBoorman The problem is finding real internships over cheap labor - a savvy young pro should be able to tell the difference #genychat
- WriterChanelle:** Risk-averse. Why? RT @ImpactMktPR: Often times industries don't even realize they NEED to change until it's too late! #genychat #justsaying
- kelly\_ashworth:** @jpblitohv great point about internships for students, altho I think more opps R becoming available cc @nicole\_gary @ImpactMktPR #genychat
- DaveYouTern:** Yes. Embarrassing for them. RT @WriterChanelle: Yes. Have you seen that Office Depot ad? RT @BillBoorman: @YouTernMark #genychat
- MarieDenee:** @kelly\_ashworth Me too! But I had a class that we put on the afterparty to a film festival- ent pr class hands on and useful! #genychat
- SaraBallen:** @blogdiva college did not cover remotely what I learned at internships. They are worth it but at times a bit out control. #genychat
- maryhavlicek:** @IMPACTMKTPR @YouTernMark That's what I'm seeing (not changing until it's too late). So many aren't yet. #genychat #justsaying
- damonklotz:** RT @BillBoorman: We'll c more auditions and knowledge tests over ints and trad. selection over next 10 yrs #genychat - that's why I love #HR
- JDEbberly:** RT @BillBoorman: We'll c more auditions and knowledge tests over ints and trad. selection over next 10 yrs #GenyChat

- Karen5Lund:** RT @WriterChanelle @LisaNicoleBell: Boomers who refuse to change & evolve get let go. | True of all gens. Ability to change imp! #GenYChat
- WriterChanelle:** @DaveYouTern So embarrassing. That is such an obnoxious way to sell products. #genychat
- jmorganemma:** @nicole\_gary Yeah I was lucky to have done some good internships #genychat @writerChanelle@SarahBallen
- WriterChanelle:** @Karen5Lund Yes The worker has to be flexible, but what about the company? #GenYChat
- JDEbberly:** Wow @BillBoorman I need to read your tweets much more often #GenyChat
- YouTernMark:** @BillBoorman @WriterChanelle First & foremost, internships are "experiential education"... not free labor, regardless of economy! #GenYChat
- BillBoorman:** @damonklotz i will send you your e mail at the end of chat #genychat #HR
- WriterChanelle:** @YouTernMark Tell that to Office Depot. Lol #GenYChat
- nicole\_gary:** @kelly\_ashworth thinks are definitely starting to open up in marketing. advertising remains slow though. and they need new blood! #genychat
- marciamarcia:** Despite internship griping these days, knowing someone will shine in your org culture is a big plus #genYchat
- btaylorSEO:** RT @Josepf: #tweetdeck settings for >> RT @Data\_Diva: @amfunderburk1 It's flying by lol #GenYChat <http://yfrog.com/h0ek2p>
- SaraBallen:** @jpblitohv just had a flashback to Rugrats. I'm Angelica. #genychat
- jpblitohv:** Has anyone answered Q4. Yes, but I'm under special circumstances, so until the time is right. #genychat
- kelly\_ashworth:** I loved my internships, but I don't think they knew what to do with me; they didn't give me challenging tasks or help w/objectives #genychat
- BillBoorman:** For me internships need to be: 1) paid 2) Have real work to do 3) fit your cv #GenYChat
- damonklotz:** @BillBoorman I look forward to reading it - I dont know how it works but I'd be keen to get involved with gen y on gey y track #genychat #hr
- Karen5Lund:** RT @WriterChanelle: worker has to be flexible, but what about the company? | Company too. Tech + economy = shake-out ahead. #GenYChat
- nicole\_gary:** @damonklotz you can find them. i told my intern that i could get my own coffee, lunch, etc. i needed a future employee. #genychat
- kelly\_ashworth:** 100% agree! RT @BillBoorman For me internships need to be: 1) paid 2) Have real work to do 3) fit your cv #GenYChat
- jpblitohv:** @nicole\_gary You sound like the best boss ever. #genychat
- MiAbbiamoFiglia:** RT @GenyChat: Last question! And thank you all for coming! Q6. Who still wants to get married and have a family of their own? #genychat
- KMbeing:** RT @marciamarcia: Hmm. RT @BillBoorman: We will see a shift to recognising & rewarding social learning over academics over the next 10 yrs IMO #GenyChat

- BillBoorman:** @nicole\_gary the perfect internship. i did the same #genychat
- SaraBallen:** @JDEbberly @writerchanelle There are ways of inventing relevant experience for Account Executive positions. #genychat
- nicole\_gary:** @kelly\_ashworth did you express your feelings to your higher ups? #genychat
- kelly\_ashworth:** as for internships being for the rich, I call BS - I worked paying jobs during both of my internships. you just have to want it. #genychat
- WriterChanelle:** So we shouldn't just take anything? RT @BillBoorman: For me internships need to be: 1) paid 2) Have real work to do 3) fit your cv #GenYChat
- YouTernMark:** @OfficeDepot & those sites touting interns as free labor are embarrassing themselves -- and those that accept the internship #GenYChat
- jpblitohv:** @SaraBallen Wad ad dew talkin about? #genychat
- nicole\_gary:** @genychat some employers think GenYers are lazy. most are just bored. challenge your employees! trust them to get it done. #genychat
- DaveYouTern:** Very very true. RT @kelly\_ashworth: as for internships being for the rich, I call BS - you just have to want it. #genychat
- catewhite:** I would be lucky to end up like my parents! They better understand long-term effects. Age is experience is wisdom is success. #genychat
- LisaNicoleBell:** @Karen5Lund yes-underscores the fact that ppl can't rest on degrees & experience-The new economy demands results - #s, conversions #genychat
- boydjane:** RT @Karen5Lund: RT @WriterChanelle @LisaNicoleBell: Boomers who refuse to change & evolve get let go. | True of all gens. Ability to change impt! #GenYChat
- jpblitohv:** @boydjane It was Q6, sorry. Q6. Who still wants to get married and have a family of their own? #genychat
- WriterChanelle:** @SaraBallen Lol...like? #genychat
- BillBoorman:** @WriterChanelle No, be clear on how this will further you and give you a chance to contribute #GenYChat
- kelly\_ashworth:** @nicole\_gary honestly don't think I realized it at the time. if I had, they prob would have tried to help me change things. #genychat
- CASUDI:** GR8 to meet@Karen5Lund to C @BillBoorman @JDEbberly @YouTernMark + host @WriterChanelleTY all for #genychat
- WriterChanelle:** @BillBoorman So why does everyone advise GenY to just take what jobs we can get? #GenYChat
- damonklotz:** @nicole\_gary Brilliant! I've set up a 3 stage succession planning program to great success. Student Intern - Grad Role - HR role #genychat
- MarieDenee:** @DaveYouTern I concur!!! #genychat
- damonklotz:** RT @BillBoorman: @nicole\_gary the perfect internship. i did the same #genychat

- Karen5Lund:** RT @BillBoorman: For me internships need to be: 1) paid 2) Have real work to do 3) fit your cv | But not in that order. 2 & 3 imp #GenYChat
- jmorganemma:** Time for bed! Enjoyed meeting everyone in the #genychat tonight. Lots of great opinions/insight.
- IMPACTMKTPR:** @kelly\_ashworth @BillBoorman Yes. Don't you think US needs to educate differently to relate to life and problem solve? (not rote) #genychat
- tomboynature:** RT @carol\_phillips: Teamwork seems to come more naturally to Gen Y - they think in terms of we and have each other's backs. #genychat
- WriterChanelle:** @jpbliothv So yes to getting married? #genychat
- YouTernMark:** There are a TON of quality PAID or CREDIT internships that offer real mentorship! No need to take (or put up with) "anything"! #GenYChat
- DaveYouTern:** In a bad internship, one often has options to make it better. Make your own internship within the internship. RT @kelly\_ashworth: #genychat
- nicole\_gary:** @kelly\_ashworth don't be afraid to take initiative and ask for more responsibility. i love when people do that. it's worked well. #genychat
- CASUDI:** TY for RT + convo @MaryHavlicek @amfunderburk1 @THO\_R and all #genychat
- WriterChanelle:** :- ) RT @CASUDI: GR8 to meet @Karen5Lund to C @BillBoorman @JDEbberly @YouTernMark + host @WriterChanelle TY all for #genychat
- nicole\_gary:** @kelly\_ashworth also, sometimes you can turn the job you have into the job you want just by asking for the chance. #genychat
- IMPACTMKTPR:** RT @YouTernMark: There are a TON of quality PAID or CREDIT internships that offer real mentorship! No need to take (or put up with) "anything"! #GenYChat
- jpbliothv:** @WriterChanelle When the time is right, socially and culturally, yes. #genychat
- BillBoorman:** This is a post by my intern and how she found a job <http://bit.ly/emWypE> #GenYChat
- DaveYouTern:** Exactly. Well said. RT @nicole\_gary: @kelly\_ashworth don't be afraid to take initiative and ask for more responsibility. #genychat
- SaraBallen:** @WriterChanelle Also resumes being complete crap are usually full of friends who will vouch for a person. #genychat
- WriterChanelle:** @CASUDI Don't forget that space or it won't get to the person's @ name #genychat
- IMPACTMKTPR:** @jmorganemma Nice mtg you! #genychat
- MarieDenee:** RT @DaveYouTern: In a bad internship, one often has options to make it better. Make your own internship within the internship. RT @kelly\_ashworth: #genychat
- WriterChanelle:** @jpbliothv Wait...socially and culturally? #genychat
- YouTernMark:** Nice! Would love to post on YouTern... RT @BillBoorman: This is a post by my intern and how she found a job <http://bit.ly/emWypE> #GenYChat
- BillBoorman:** I like @SaraBallen #genYChat

- kelly\_ashworth:** Q6 those are both topics I'm very uncertain about. not sure either is right for me; I can be fiercely independent, to a flaw. #genychat
- damonklotz:** @WriterChanelle @BillBoorman Because it's a conspiracy from above that helps bring down youth unemployment #genychat
- SaraBallen:** @BillBoorman Best buddies. #genychat
- nicole\_gary:** @Karen5Lund agreed!! internships should be paid and involve increased responsibility. they should also match your career goals. #genychat
- WriterChanelle:** @SaraBallen Well gee I worked so hard on mine being the opposite of crap. Lol. And full of real references. #genychat
- JDEbberly:** RT @BillBoorman: For me internships need to be: 1) paid 2) Have real work to do 3) fit your cv #GenYChat
- IMPACTMKTPR:** Grad role? @damonklotz @nicole\_gary #genychat
- Karen5Lund:** @WriterChanelle: So we shouldnt just take anything? | You might not get everything you want, but don't settle for nothing. #GenYChat
- kelly\_ashworth:** @DaveYouTern @nicole\_gary wish some1 had been telling me that a few yrs ago-not something I'm afraid of doing now, but had 2 learn #genychat
- IMPACTMKTPR:** RT @LisaNicoleBell: @Karen5Lund yes-underscores the fact that ppl can't rest on degrees & experience-The new economy demands results - #s, conversions #genychat
- WriterChanelle:** Last reminder: Help StandUp2Cancer DL @swaggmoblie app & @SU2C will receive \$1/registration up to \$125K <http://j.mp/SWAGGit> <spon> #genychat
- damonklotz:** @ImpactMktPR @nicole\_gary - A graduate position prgram position within the company.<http://goo.gl/mxUBn> #genychat
- IMPACTMKTPR:** @catewhite "Age is experience is wisdom is success." #genychat
- kelly\_ashworth:** @YouTernMark re: paid or for-credit internships, in my exp that depends a LOT on where you live/your industry. #genychat
- nicole\_gary:** @kelly\_ashworth college teaches a lot, but they don't teach the confidence to ask for challenges/opportunity. they should. #genychat
- SaraBallen:** @WriterChanelle lol list me for a reference. You can be my creative director or whatever you want. I give references all the time #genychat
- Karen5Lund:** A6: I knew in HS I didn't want kids. The one choice I've never had second thoughts, let alone regrets. But not true for everyone. #GenYChat
- WriterChanelle:** @Karen5Lund It's hard not to when no one believes you're qualified to get paid for doing work. Lol #GenYChat
- SaayaY:** RT @BillBoorman This is a post by my intern and how she found a job <http://bit.ly/emWypE>#GenYChat
- YouTernMark:** @damonklotz Boomers talk about this w envy...wishing they had the guts & support to set out on their own, make their own "above" #GenYChat

**IMPACTMKTPR:** RT @SaraBAllen: @JDEbberly @writerchanelle There are ways of inventing relevant experience for Account Executive positions. #genychat

**kelly\_ashworth:** #truth RT @nicole\_gary college teaches a lot, but they don't teach the confidence to ask for challenges/opportunity. they should. #genychat

**ToddLiss:** Internships can be very hit or miss. I had a great one and a poor one but had takeaways from both that help me today #genychat

**damonklotz:** One of my secrets to success - I found a mentor who didn't sugar coat the industry for me and didn't feed me BS on a gold plate #genychat

**WriterChanelle:** @SaraBAllen LMAO...wow #genychat

**YouTernMark:** @kelly\_ashworth You're right. At YouTern, we strongly advocate for paid internships... some industries (fashion, film) won't budge #GenYChat

**kelly\_ashworth:** great convos tonight, glad I was able to jump in :) #genychat

**nicole\_gary:** @jpblitohv lol not quite, but i try. my goal is for everyone to be developed, promotable, and confident in their role. #genychat

**IMPACTMKTPR:** @kelly\_ashworth Next time ask your boss what else you can do to assist. It shows your interest and that you want to be challenged. #genychat

**SaraBAllen:** @WriterChanelle once a publicist. always a publicist. #genychat

**jpblitohv:** @nicole\_gary That qualifies as the best boss ever, in my book. #genychat

**BillBoorman:** people always interview experience but only hire attitude #GenYChat

**damonklotz:** @YouTernMark Whilst it's exciting the grass isn't always greener though. I personally do see myself on multiple projects at once #genychat

**GenyChat:** RT @nicole\_gary: some employers think GenYers are lazy. most are just bored. challenge your employees! trust them to get it done. #genychat

**Karen5Lund:** I've worked in non-profit most of career. Most offer good internship/volunteer oppty's, not paid but real work & support. #GenYChat

**DaveYouTern:** Everything in life fits that description... even fruit! RT @ToddLiss: can be very hit or miss. I had a great one and a poor one #genychat

**MarieDenee:** RT @fashion\_groupie: y sum Of The World\'s Biggest Brands Still Don\'t Get Facebook<http://bit.ly/eXDAkj> via @forbes #genychat

**GenyChat:** @nicole\_gary Yes! #genychat

**Karen5Lund:** If you get an internship with a corporation making big bucks, hold out for pay!! #GenYChat

**MarieDenee:** RT @BillBoorman: If you want to showcase your thinking, record a #truvlog 2010 entry Takes 2 minutes <http://bit.ly/hPpT1l> open to all #GenYChat

**GenyChat:** @catewhite Did you have a good relationship with your parents? #genychat

**BillBoorman:** @Karen5Lund Theres a big difference between volunteering and internships. Both have a real place #GenYChat

**WriterChanelle:** @LisaNicoleBell Can someone without a degree sell themselves well in this new economy? #genychat

**YouTernMark:** @damonklutz @WriterChanelle @BillBoorman Mentor relationships -- student, intern, business -- THAT is a HUGE key to success! #genychat

**nicole\_gary:** @GenYChat i'm fortunate enough to be married to my soulmate. (no joke, he's that awesome.) no kids. not sure about that yet. #genychat

**jpblitohv:** @WriterChanelle Definitely. Many jobs where only skillz and xprience count, papers notwithstanding. #genychat

**damonklutz:** For those of you interested in internships & being a remarkable student tha's what I blog about! Hope it helps <http://goo.gl/BAS1B> #genychat

**LisaNicoleBell:** @WriterChanelle I think so. If you demonstrate competency, you can. Corp is realizing that some degree'd folx graduate incompetent #genychat

**WriterChanelle:** @LisaNicoleBell Are there ways to demonstrate competency via social media? #genychat

**nicole\_gary:** @jpblitohv awww, thanks. i constantly push myself to be better at it. i'm a work in progress. always learning. #genychat

**JDEbberly:** RT @BillBoorman: This is a post by my intern and how she found a job <http://bit.ly/emWypE#GenyChat>

**GenyChat:** I just want to say you guys are great. :-) Loving all the conversations being had. #genychat

**pritharaysircar:** RT @blogdiva: only rich kids need apply RT @WriterChanelle: RT @jpblitohv: @nicole\_gary read somewhere, internship IS the new entry level "job" #genychat

**Karen5Lund:** @BillBoorman intern v vol: True, but most NPOs are set up to use p/t, short-term unpd help productively. Corps are not always. #GenYChat

**YouTernMark:** @damonklutz Damon, would love to chat about your experiences, and posting your blogs on YouTern... #genychat

**JDEbberly:** RT @BillBoorman: If you want to showcase your thinking, record a #truvlog 2010 entry Takes 2 min<http://bit.ly/hPpT1l> open to all #GenyChat

**IMPACTMKTPR:** Exactly RT @WriterChanelle Risk-averse. Why? RT @ImpactMktPR Often industries don't realize they NEED to change until too late! #genychat

**YouTernMark:** Last reminder: Help StandUp2Cancer DL @swagmobile app & @SU2C will receive \$1/registration up to \$125K <http://j.mp/SWAGGit> <spon> #genychat

**BillBoorman:** @Karen5Lund I have no problem with unpaid volunteering, its a great route to skills and employability #GenYChat

**WriterChanelle:** @kelly\_ashworth I've been going back and forth on marriage. These guys out here...sheesh. Lol #genychat

**JDEbberly:** RT @jpblitohv: @boydjane It was Q6, sorry. Q6. Who still wants to get married and have a family of their own? #GenyChat

**JDEbberly:** Q6 I am still not sure - ESPECIALLY with the unbelievable political changes in this country. #GenyChat

- YouTernMark:** Asks permission to scold @WriterChanelle: @LisaNicoleBell Can someone without a degree sell themselves well in this new economy? #genychat
- damonklotz:** RT @JDEbberly: RT @BillBoorman: If you want to showcase your thinking, record a #truvlog 2010 entry Takes 2 min <http://bit.ly/hPpT1l> open to all #GenyChat
- jpblitohv:** @JDEbberly I know I won't do it in MY country, if I ever do. #genychat #getmarried
- Karen5Lund:** RT @nicole\_gary confidence to ask for challenges/opportunity. | If one generalization abt GenY I'll make, they are FEARLESS. #GenYChat
- nicole\_gary:** @genychat great chat, everyone! i have to run now. getting up early for a flight! happy holidays!!! #genychat
- LisaNicoleBell:** @WriterChanelle A well branded person can say so much more via a blog/SM than they ever could on a resume or diploma #genychat
- JDEbberly:** RT @IMPACTMKTPR: @catewhite "Age is experience is wisdom is success." #GenyChat
- damonklotz:** For those of you interested in internships & being a remarkable student thats what I blog about! Hope it helps <http://goo.gl/BAS1B> #genychat
- WriterChanelle:** @YouTernMark What'd I do now? Discount my abilities? Lol #genychat
- IMPACTMKTPR:** @nicole\_gary Good idea. Keep connecting on sm. What abt going to biz's in town you like and offer to help w/x for x time? #genychat
- jpblitohv:** @nicole\_gary Happy holidays for you too! #genychat
- nicole\_gary:** @Karen5Lund agreed! and i hope we don't lose that fearlessness. ever. #genychat
- CornoDiBassetto:** RT @JDEbberly: RT @BillBoorman: For me internships need to be: 1) paid 2) Have real work to do 3) fit your cv #GenyChat
- JDEbberly:** RT @fashion\_groupie: y sum Of The World\'s Biggest Brands Still Don\'t Get Facebook<http://bit.ly/eXDAkj> via @forbes #GenyChat
- WriterChanelle:** @LisaNicoleBell Like! Lol. I hear that people don't like personal branding, though. Does it get a bad rap? #genychat
- LateralWisdom:** RT @JDEbberly: RT @IMPACTMKTPR: @catewhite "Age is experience is wisdom is success." #GenyChat
- MarieDenee:** RT @Karen5Lund: RT @nicole\_gary confidence to ask for challenges/opportunity. | If one generalization abt GenY I'll make, they are FEARLESS. #GenYChat
- YouTernMark:** @WriterChanelle Your marketable skills far outweigh your lack of a degree... an employer would be CRAZY not to see that #GenYChat
- johnYSchen:** How did #genychat go tonight? I meant to hop on but a holiday nap got the better of me
- JDEbberly:** RT @BillBoorman: @Karen5Lund Theres a big difference between volunteering and internships. Both have a real place #GenyChat
- danperezfilms:** I'm already taken - sorry! RT @WriterChanelle @kelly\_ashworth Been going back & forth on marriage. These guys out here...sheesh #genychat

- LisaNicoleBell:** @WriterChanelle B/c most ppl are doing it wrong & throwing around the term w/o knowing what it really means. #genychat
- nicole\_gary:** @ImpactMktPR i'd say reach out to someone via sm or email. it was a little odd to answer the office door and find a stranger. #genychat
- WriterChanelle:** @danperezfilms Drat! \*pouts\* #genychat
- LisaNicoleBell:** @WriterChanelle Every solopreneur/professional has a brand whether they own it or not. Better to have a distinct one, IMO. #genychat
- BillBoorman:** The #GenYChat top 10: # @WriterChanelle - 180# @GenyChat - 66 # @amfunderburk1 - 64 # @Karen5Lund - 63 # @BillBoorman - 60
- damonklotz:** @LisaNicoleBell @WriterChanelle My blog is my online resume - how many young pros can claim their resumes been read 1000s of times #genychat
- IMPACTMKTPR:** @YouTernMark Since SM came on the scene I know of a college that offered SM after PR/Mktg post-graduate students convinced them. #genychat
- nicole\_gary:** @ImpactMktPR but yes, reach out to people where you aspire to work! tactfully. respectfully. network. #genychat
- LisaNicoleBell:** @WriterChanelle This is how ppl get the big jobs/projects/offers - being irreplaceable - setting themselves apart - branding #genychat
- Josepf:** Sorry #genychat pulled off into an IRL call #with @samfiorella
- nicole\_gary:** @genychat ok, this time i'm really going! lol #genychat
- BillBoorman:** The #genYChat Top 10: 6) 6. @YouTernMark - 40 7. @THO\_R - 39 8. @jpbliothv - 38 9. @nicole\_gary - 38 10. @JDEbberly - 37
- SkiSingle:** CEO Bill is noticing the #genychat is happening. Yes you have to have MONEY to #Ski maybe we are a #luxury here @SkiersChat #SkiersChat
- WriterChanelle:** @nicole\_gary No you're not. The generational pull is too strong. Hehe #genychat
- Data\_Diva:** @YouTernMark @WriterChanelle What he said! If I could, I'd hire you tomorrow :) #GenYChat
- BillBoorman:** You can download the #GenYChat transcript here <http://bit.ly/g1zNiL>
- IMPACTMKTPR:** That is what I meant earlier. @MaryHavlicek @kelly\_ashworth RT... actual life lessons beneficial. how to actually live life. #genychat
- MarieDenece:** @LisaNicoleBell Very true I cold not agree more! #genychat
- WriterChanelle:** #25Reasons to hire me Hehe RT @Data\_Diva: @YouTernMark @WriterChanelle What he said! If I could, I'd hire you tomorrow :) #GenYChat
- LisaNicoleBell:** @WriterChanelle Some of the industry titans aren't all that bright or even successful - just masters @ branding & marketing self #genychat
- JDEbberly:** RT @BillBoorman: You can download the #GenYChat transcript here <http://bit.ly/g1zNiL> #GenyChat

- MarieDenee:** @LisaNicoleBell True! #genychat
- MarieDenee:** RT @LisaNicoleBell: @WriterChanelle This is how ppl get the big jobs/projects/offers - being irreplaceable - setting themselves apart - branding #genychat
- IMPACTMKTPR:** @nicole\_gary Well said! #genychat
- BillBoorman:** Tweets about #genychat have reached 35,369 people <http://t.co/W5MWRTN> via @tweetreachapp
- asianpundit:** RT @carol\_phillips: Teamwork seems to come more naturally to Gen Y - they think in terms of we and have each other's backs. #genychat
- samfiorella:** I feel smarter now that I did an hour ago.... RT @Josepf: Sorry #genychat pulled off into an IRL call #with @samfiorella
- YouTernMark:** RT @ImpactMktPR: Since SM came on the scene I know a college that offered SM after PR/Mktg post-graduate students convinced them #genychat
- JDEbberly:** RT @LisaNicoleBell @WriterChanelle Every solopreneur/pro has brand whether they own it or not. Better have distinct one, IMO #GenYChat
- WriterChanelle:** RT @LisaNicoleBell Some of the industry titans aren't all that bright or even successful- just masters @ branding & marketing self #genychat
- danperezfilms:** @WriterChanelle God only made a limited amount of good men - I was one of the last. Sorry Gen Y! #genychat
- WriterChanelle:** @LisaNicoleBell You know, I've noticed that in some cases. It was always a head-scratcher. #genychat
- ToddLiss:** @DaveYouTern very very true. Good point #genychat
- Karen5Lund:** Wow, I ranked 4th among #GenYChat tweets! Guess this Boomer really CAN keep up! ;-)
- YouTernMark:** Yes! RT @samfiorella: I feel smarter now that I did an hour ago... RT @Josepf: Sorry #genychatpulled off into an IRL call with @samfiorella
- SaayaY:** My univ offers the advices to use SM & create an online presence @ImpactMktPR @YouTernMark I know of a college that offered SM... #genychat
- Karen5Lund:** @CASUDI Nice to see you here, too! #GenYChat
- WriterChanelle:** @LisaNicoleBell Being irreplaceable is definitely something I've been focusing on. Finding a way to stand out from the crowd #genychat
- maryhavlicek:** RT @carol\_phillips: Teamwork seems to come more naturally to Gen Y - they think in terms of we and have each other's backs. #genychat
- YouTernMark:** @WriterChanelle GREAT #GenYChat tonight... loved the topic, questions and conversations!
- danperezfilms:** @damonklotz I came with a certificate of authenticity. You? @WriterChanelle #GenYChat#LastoftheGoodMen
- SaayaY:** RT @BillBoorman: You can download the #GenYChat transcript here <http://bit.ly/g1zNiL> #genychat

**WriterChanelle:** @YouTernMark Thankee you! #GenYChat

**JDEbberly:** RT @BillBoorman: Tweets about #genychat have reached 35,369 people <http://t.co/W5MWRTN> via @tweetreachapp #GenyChat

**WriterChanelle:** @JDEbberly @BillBoorman @tweetreachapp Wow. Not sure if that's good or not, but wow regardless. #genychat #GenyChat

**nicole\_gary:** great #genychat tonight! thanks  
@genychat @ImpactMktPR @WriterChanelle @BillBoorman@jpbliohv @Karen5Lund @kelly\_ashworth @DaveYouTern

**MarieDenece:** RT @nicole\_gary: great #genychat tonight! thanks  
@genychat @ImpactMktPR @WriterChanelle@BillBoorman @jpbliohv @Karen5Lund @kelly\_ashworth @DaveYouTern

**Karen5Lund:** Fantastic conversations in #GenYChat. I need to get to bed, but have much to think about. Busting stereotypes here! #GenYChat

**jpbliohv:** Thanks everyone! I'll see you around often, great 1st #genychat for me.