

# Staying Current with Gen-Z: Digital Resources & Tools

December 2022

## Overview

These are accounts that the Klick Health Policy and Advocacy team have found useful in keeping a finger on the pulse of Gen Z culture, especially online. While these are points of reference, expect that platforms and trends will change quickly and it's important to continue updating your sources of information. We intend to update this document quarterly with new resources.

Disclaimer: Klick is not responsible for the content of these outlets. We recommend that you reference your organizational security and IT policies before visiting external websites.

## Resources

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### Substack

[The Trend Report](#)

[After School](#)

[okay zoomer](#)

[I<3 Mess](#)

Our top four regularly updated email newsletters that feature analysis and insight on Gen Z culture, current trends, and what may be coming next!

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### Facebook Groups

[graphic design is my passion](#)

[New Urbanist Memes for Transit-Oriented Teens](#)

[MTA Memes for Perpetually-Swiping Teens](#)

[Single-Tracking Memes for Congressionally Disenfranchised Teens](#)

[subtle asian traits](#)

These are good Facebook groups to keep on top of local trends: Many of these have local counterparts, and should especially be taken as examples – MTA Memes, for example, is New York-centric. Checking for groups centered around other artists is a great way to get content.

Note: These are private groups, which means you will have to request that they approve your entry to the group before you see any of their content. Reference your organizational policies on appropriate use or monitoring of private online groups before requesting access.

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## Public Institutions

[Oklahoma Dept. of Wildlife \(Tik Tok\)](#)

[NJGov \(TikTok\)](#)

[NJGov \(Twitter\)](#)

[Mass. Public Health \(Twitter\)](#)

[Milwaukee Public Library \(TikTok\)](#)

[US Consumer Product Safety Commission \(Twitter\)](#)

Some public institutions take a very Gen-Z friendly tone online, others (like Mass. Public Health) have great branding – all are great resources and examples for content development and digital strategy.

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## Free Digital Campaign Tools

[Hootsuite](#)

[Buffer](#)

[Tweetdeck](#)

[Later](#)

A short list of our favorite social media management tools, from link management to scheduling these resources will help streamline your digital engagement.

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## Free Design Tools

[Canva](#)

[UpSplash](#)

[Pexels](#)

[Affect The Verb](#)

[Nappy](#)

[iStockPhoto by Getty Images](#)

Free design software such as Canva, is easy to learn and has many ready to use templates. No Adobe skills needed! Stock photography sites are improving their quality of photos and diversity. There are hundreds of stock image sites, these are just a few of our favorites - some are free and some have paid options for image use.

Note: Always check the copyright usage guidelines of your organization prior to using digital images from a photo service.