

Social Networkers

Paperless Adoption Persona



Engagement



24% representation in paperless billing.



Not highly engaged with the website or signed up for alerts.



May be a significantly untapped group to approach.

The Social Networker works hard and plays hard. As a group, they may represent an untapped persona for converting to paperless billing customers. He or she earns a modest yet comfortable living as a full-time professional but enjoys more expendable income, as this persona is the least likely to be married or have children.

These people tend to rent their homes more frequently than the other personas, suggesting freedom to fly by the seat of their pants with short notice, whether to move across the country in pursuit of a new job or to make a fresh start in a new city after a divorce.

Ranging in age from their early '20s to late '30s, this group is highly active on social networks when they're not socializing in person. They frequently post photos and status updates to LinkedIn, Facebook and Instagram, as well as respond positively to social media advertising. Conversely, print ads don't usually resonate with these folks.

Messaging



**Best method for outreach:
Social Media Ads**



**Best social channels:
Facebook and Instagram**



**Primary messaging content:
Convenience**

Social Networkers have a prominent online presence and prefer digital technology. Advertising campaigns on Facebook, Instagram, and (to a lesser extent) LinkedIn are likely to reach them.

While Social Networkers care about green values to a certain degree, the environment is not their primary concern. They are most interested in convenience when it comes to mundane tasks like paying bills.

To increase the likelihood they'll adopt, the paperless billing enrollment process must be seamless and carefree.



The Single Life

Social Networkers include the highest number of unmarried people among all personas, and these findings are backed up by a study showing that 51% of people aged 18-34 do not have a partner, or even a romantic attachment.* As a result, this persona includes many younger adults living without the responsibilities of marriage and family who are able to spend more time on social - and in-person - networking.

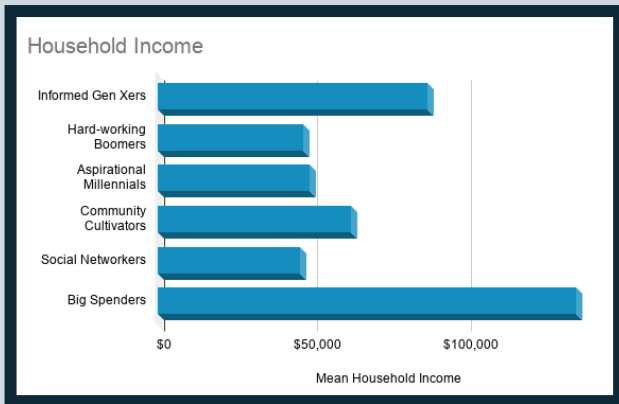
Having a busy social life means that these people may overall have a less "serious" mindset and are mainly motivated to act if something is convenient.

Their relatively low probability of enrolling in the paperless billing program (24%) suggests that they won't take that step unless it requires very little effort. Luckily, their high engagement with social media indicates that an attractive, well-designed advertisement with an easily accessible call to action may yield results.

* "It's not just you: New data shows more than half of young people in America don't have a romantic partner," *Washington Post*, May 2019



Disposable Income



Although they have the lowest mean income among the personas (\$46K), the percentage of poverty level for Social Networkers is fairly low, indicating smaller households. This is supported by the higher percentage of Social Networkers without children, their low marriage rates, as well as by the relatively high percentage of householders living alone (28-29%). As a result, Social Networkers may have more disposable income than some of the affluent personas, who are more likely to have bigger families and higher mortgage bills.

Persona Spotlight: Janelle Miller

35-year-old Janelle Miller is a single freelance writer who supports herself by publishing articles in nutrition and fitness magazines. Just for fun, she runs her own lifestyle and food blog, and is working on a novel in her free time. She loves meeting friends for dinner to try out new restaurants and experiment with new dishes, so she can post about them on social media and create copycat recipes for her blog. Janelle lives alone in an apartment on the second floor of a Victorian house with a small yard on a tree-lined, urban street. Thankfully, her landlord allows pets. She takes Georgie, her yellow lab, out for a jog every morning before settling in to work from her home office, a.k.a., her living room couch.

