

# Engaging Gen Z Through Social Media Marketing Strategies

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**Abstract:** *Gen Z, the first generation of true digital natives, demands authenticity, personalization, and social responsibility from brands. To effectively engage this audience, marketers must adopt innovative strategies on platforms like TikTok, Instagram, and Snapchat. Key tactics include leveraging influencer partnerships, interactive content, and storytelling that aligns with Gen Z's values and desire for creativity. By prioritizing short-form video, user-generated content, and purpose-driven messaging, brands can build trust and foster meaningful connections with Gen Z, turning social media into a powerful tool for sustained engagement and loyalty.*

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