



You Drive the Future is revolutionizing Michigan’s automotive and mobility sector by inspiring Gen Z to pursue high-tech careers. Through social media content, creators and high-tech companies in the state share unique paths to these top careers, the innovative high-tech equipment they get to work with, and the opportunities outside of work that their careers provide them.

7,985
FOLLOWERS ON
INSTAGRAM, TIKTOK,
AND YOUTUBE

20M +
VIEWS BY
GEN Z AUDIENCE
IN MICHIGAN



Social ads have expanded You Drive’s reach among Gen Z Michigan residents.

113%
POPULATION
ON META
(1.5 MILLION
USERS)

117%
POPULATION
ON TIKTOK
(1.6 MILLION
USERS)

Employers can leverage this platform to showcase a day in the life of young team members, the company culture, or unique pieces of high-tech equipment the company produces, drawing top candidates and boosting their company’s appeal.

WAYS TO PARTICIPATE

(1) NOMINATE A YOUNG PROFESSIONAL AS A CREATOR

- Do not need content creator experience, but should be knowledgeable about social media and have a phone.
- Does not need video editing experience.
- Responsible for filming a minimum of three, maximum of eight pieces of content per month over a three-month pilot period.
- Each video is approximately a two-hour commitment.
- Will be compensated \$250 per video.

(2) SUBMIT COMPANY CREATED CONTENT

- Submit previously created videos (marketing or recruitment purposes) or create unique content that features young professionals.
- Videos will be edited for length and relevance.