



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)



Persona's name

Short summary of
the persona

Create
multiple
visuals for
your content

Social meia is
igital technology
that allows the
sharing of ideas
an information

to bring
valuable and
entertaining
content to
other

Understand
your impact

Think
before
your poost

be
professional

a short type of
content or msg that
gets published on
social media
platforms such as fb
an insta and other
similar channels.

o have
complete an
active social
profiles

regularly
interact
with your
audience

posting to social
meia satifies our
nee to talk to
tell other what
we think

It can help you fin
new interest,
make a new
friends and
enhance your
happiness

feel good
chemical lonked
to pleasureable
activites such as
foodd an social
interaction