



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](#)

create a social media post

Social media continues to remain one of the best ways to reach connect with the target audience in any business industry

Social media is a powerful too for reaching and engaging your audience, but it can also be challenging to create posts that out and resonate with them.

The strength of your social media is determined by the strength of your content

You know that your pontential aistomersb exists on social media, you have the platform to reach and interact with them, all you need is that right content

Before you start writing your post map out a clear idea of what you want to achieve with ii.

Depeoal you will need to adjust your to one, message, format and call to action.

Social media helps people to keep in touch with friends and extended family and expant their person networks to include people with similar interests.

Some people use social media professional networking and finding carer opportunities.

Social media may primate negative experience such as inadeqway about your life or appearance.

Social media is also an increasingly important part of many companies marketing campaigns.

Even if you know that image you are viewing on social media are manipvlated about how you look or whats going on in your own life.

Even if you know that image you reviewing on social media are manipulated they can still make you feel.