



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

What do your target audience members say about the type of content they like on social media?

Are there specific words or phrases they use to describe their ideal social media posts?

Do they mention any key topics or interests they engage with regularly?

Do they interact with posts by liking, sharing, or commenting?

Do they scroll past posts that don't capture their attention?



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



sp selvam. team mates

What actions do your audience members take when they come across a social media post?

What thoughts are likely to go through your audience's minds when they encounter a social media post?

Are they looking for entertainment, information, inspiration, or connection?

How do your audience members feel when they see a social media post?

Do they feel a sense of connection with the content or the brand behind it?

**Thinks**

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

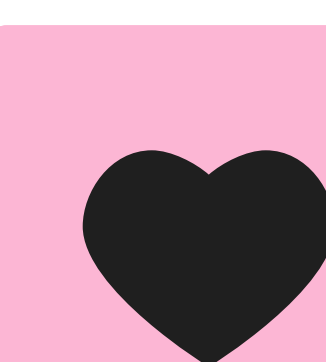


Do they assess the post's relevance to their interests or problems?

Are they excited, entertained, or informed?

**Feels**

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



[See an example](#)