



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?

A collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.

LEARN ABOUT YOUR AUDIENCE. STUDYING YOUR AUDIENCE CAN HELP YOU DECIDE WHAT TYPES OF POSTS WILL PERFORM BEST. ---

Any type of post a brand shares on their social media platforms to reach their target audience⁰

Invite and encourage interaction, feedback and sharing from the audience.



A short-form type of content or message that gets published on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and other similar channels

when it has a connection to them as an individual, be it political, emotional, cute, or funny.

Make it clear what readers can expect in the post.

Inadequacy about your life or appearance



Does

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



Feels

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