



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 short form type of content or message that gets published on social media platforms. Such as facebook, Instagram, twitter, linked in and other similar channels.

Highlight industry News
Share curated content

It takes several different forms that result from mixing text, images, videos, links and audio files.

It is important to understand you audience and post content that you know will be engaging to them

Share Quick tips and Advice.
Post New job listings

Promote and Event
Post inspirational Quotes



Social Media Post

Short summary of the persona

Using social media it also relates to psychological states.

Let people easily communicate and exchange ideas or content.

Business and product marketing

For example whether we have low self esteem, narcissism anxiety or depression

Can equate to the need for administration external validation or other traits leading us to post online.

Businesses can also use social media to maintain a following and test new markets.



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?

 See an example