



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?



Persona's name
Short summary of the persona

- Remind people,how your brand got started on social media.
- Share your favorite accounts to follow.
- Write about your mistakes on social media.
- Show some interesting data about your company over the past year.
- Share some memes.

- Learn about your audience.
- Set goals.
- Perform competitive analysis.
- Gather content.
- Evaluate content.
- Create a calendar.
- Develop a content creation plan.
- Adapt your comment to the number of characters allowed on each platform.

- The Ultras.
- The Deniers.
- The Virgins.
- The Peacocks.
- The Lurkers.
- The Ranters.
- The Changelings.
- The Ghosts.

- Receiving negative feedback from others.
- Cyber Bullying.
- Becoming more aware of stressful events occurring in the lives of others.
- And feeling pressure to keep social networks updated.
- Fear of missing out.



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?