**Audience background**

MSN:

-At least one college degree

-White collar

-Interested in hiring articles, general/funny workplace stories,

-More liberal than AOL’s audience (not necessarily left leaning)

AOL:

-HS education and some college

-Blue collar

-Interested in hiring lists, veteran-related pieces, personality quizzes, and sensational headlines

-More conservative than AOL’s audience (though worth noting Huffington Post can sometimes pull in our content if it perorms well, which is an entirely different audience)

**Scenarios worth including:**

**Seeking a new job:**

*“Where do I begin my search? I don’t even know what documents I need.”*

-First-time job hunter

-Career switcher who’s been in the same job for 20 years

-Someone returning to the workforce (parent on family leave or someone who was injured)

**On the job:**

*“When is it time to search and leave my current job?”*

-Millennial or younger navigating their first job

-Middle manager

*“I’m always open to a new job, even if I’m not looking.”*

-Job seeker who needs guidance to update their documents/files and to network

-Someone looking for news and trends on what the job market is like

**Landing a job:**

“Should I hold out for a better job or settle for what’s available now?”

-Job seeker who doesn’t have a grasp on their own career path and figuring out their next steps

“What do I do after I interview? What’s the next step?”

-Job seekers who just don’t know the etiquette and routine of the post-interview process

-Job seekers who think once they’ve interviewed at one place, they’re done and can stop the entire search.