



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?



Feels

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



Does

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

SOCIAL MEDIA
CAMPAIGN

Coordinated
marketing
efforts

Platform for
social
media

Assist with
business
goals

Builds bad
reputation

Promote
your
content

Manage
your
campaign

positivity

Sometimes
confusion

Excitement

Targeting
audience

Strategic
plan

Brand
awareness