



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 message  
published online  
by a user on a  
message board,  
comment section,  
or social network

Don't say  
anything  
online that you  
wouldn't say in  
real life.

You make  
my heart  
smile.

Make it clear  
what readers  
can expect in  
the post

Social media  
allows users to  
connect and  
share content  
online

can spare you  
some  
embarrassment  
and future  
backlash.



a message  
published online  
by a user on a  
message board,  
comment section,  
or social network

Make it clear  
what readers  
can expect in  
the post.

Don't post  
when you're  
feeling  
emotional.

Share  
something  
popular.

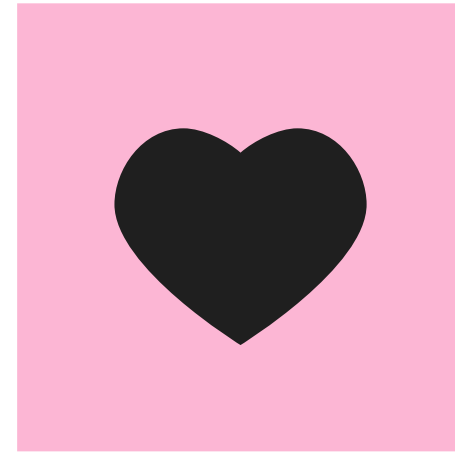
increases FOMO  
and feelings of  
inadequacy,  
dissatisfaction,  
and isolation.

we share to  
feel good.



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?