



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?

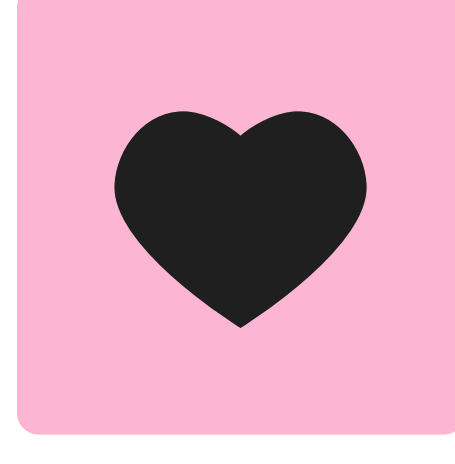


Persona's name
Short summary of the persona



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?

Envision the actions and behaviors your audience might take in response to your post.

Describe the context or environment in which your audience encounters your social media post.

What's happening in their lives, and how might this post fit into their current situation?

: Explore the emotional and cognitive aspects of how your audience might react to your post.

Identify the potential pain points or challenges your audience might have that relate to the topic of your post.

These could be problems your post aims to address.

This includes both what they might comment or share (say) and how they might engage with the content (do).

Are they excited, intrigued, indifferent, or upset? What are they thinking while viewing your post?

These could be actual comments or what you expect people to say.

Consider the benefits, interests, and desires that your audience may have in connection to your post. What do they hope to gain from engaging with it?

Consider external influences, such as what your audience might hear from their peers, news sources, or other social media content that could impact their perception of your post.

Gather or imagine quotes from your audience that reflect their reactions, thoughts, and feelings regarding your social media post.

Type your paragraph...