



**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?

SET  
BUSINESS  
GOALS

OPTIMIZE  
YOUR  
PROFILE

GATHER  
DATA

FIGURE OUT  
HOW YOUR  
AUDIENCE  
SPENT THEIR  
ONLINE TIME

CREATE  
ENGAGING  
CONTENT

UNDERSTAND  
YOUR  
ADVERTISING  
OPTIONS



ENCOURAGE  
INTERACTION

CREATE  
COMPELLING  
CONTANT

DO A  
SOCIAL  
MEDIA  
AUDIT

FIND  
INSPERATIUN

CREATE A  
SOCIAL  
MEDIA  
CONTANT  
CALENDER

SETUP  
ACCOUNTS  
AND  
IMPROVE  
PROFILES



**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?