



Says

What have we heard them say?
What can we imagine them saying?

Social media has always been a popular medium of communication.

It help to reach out to more people.

It helps us get good sponsers.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Social media is a powerful tool for building and maintaining brand awareness.

To reach and engage your target audience.

To increase your brand visibility and recognition.



User

Attitude in public

Showcase your brand personality, value and voice.

Build trust and credibility with your potential.

Monitor and respond to feedback, questions and complaints.

Being imaginative while posting.

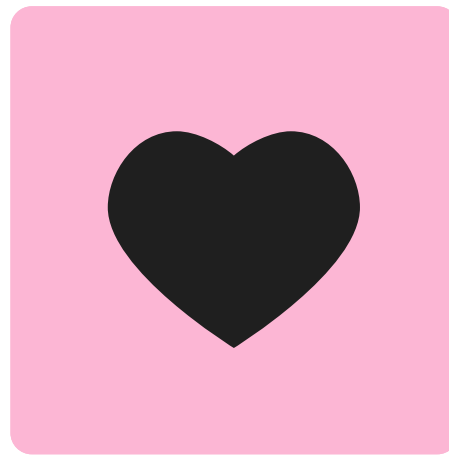
Need to invest time, money and resources to create.

Keep up with changing algorithms, trends and best practices to platform.



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?

See an example