



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?

Are there
common
phrases o

What does
your
audience say
about the
topic

Are there
common
phrases o

What might
your
audience be
thinking when

What
do they
encounter
your post?

What
questions or
concerns
might be on
their minds?



Persona's name

Short summary of
the persona

What actions
might your
audience
take

What
will they
do after seeing
your post?
Are they
likely to

What
emotions
might your
audience

What
will they
experience
when
viewing your
post? Are

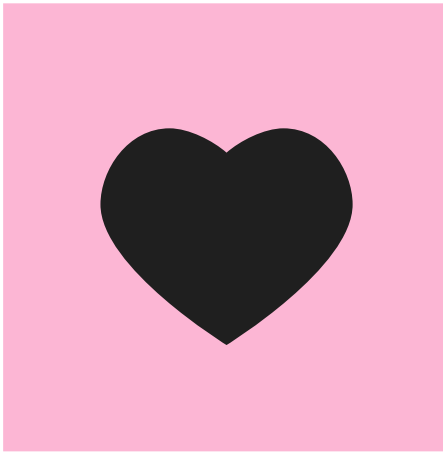
What
will they
likely to feel
happy, curious,
inspired, or
perhaps
frustrated?

What
will they
share,
comment, or
ignore it?



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?