



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?

• Social media post

Content plays a crucial role in achieving business and social media objectives such as brand recognition, thought leadership, audience engagement, and lead generation.

important of social media

Social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities.

The Importance Of Social Media On Communication

Increased brand recognition

Richer customer experience

How to create perfect social media post

Social media .. How you feel

Conten
Is still king
Capitalize on content that convents best for each of your social communitys

Tailor
Your soacil media post for each social community

it hard to socialize in-person but Behind a screen iam powerful

I'm done with these stupid blue screens They don't let me think

Does

What behavior have we observed?
What can we imagine them doing?

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

 See an example

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