



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?



Use hastags in your social media posts.

Tailor ypur social media posts for each network.

Harness the power of emoji's for your social media posts.

when it has aconnection to them as an individual.

can be it political,emotional,cute or funny

social media platforms allow people to access information connect.

itshould catch the users attention.

it should be interesting to look at.

make it clear what readers can expect in the post.

visiobiliophobia is an anxiety disorder moretto.

this diseas was first outlined in an attempt.

rives social media users to check their notifications.



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?