

SAY

“Social media is not a media.
The key is to listen, engage,
and build relationships.”
“Engage rather than sell ...
Work as a co-creator, not a
marketer.”

THING

Clarity. Your posts should
communicate the main
message, call to action or
proposition clearly and
concisely, directly addressing
the audience and avoiding
jargon.

DOSE

*Social media refers to the
means of interactions among
people in which they create,
share, and/or exchange
information and ideas in
virtual communities and
networks*

Feel

great a social media post was
very exiting for us because its
very interesting to do

empathy map



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graph TD; SAY[SAY] --> EM[empathy map]; THING[THING] --> EM; DOSE[DOSE] --> EM; FEEL[Feel] --> EM;
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