You need to work out who your audience is – where they are on social media, and how you’re going to reach them.

Knowing more about your audience allows you to think about them when you’re creating content – put yourself in their shoes and think about what they might want to receive, and how they might react.

Here is an example:



*(source: http://blog.tbhcreative.com/2013/01/know-your-audience-value-of-audience.html)*

**Complete this table.**
You may find it easiest to determine your goals first.

Be creative and have fun - it is a great group activity.
Give your personas a name and find a photo on the internet that represents them.

It’s not unusual to have more than 4 different personas. Regularly refer back to this doc and update if necessary.

|  | **What do they do?** | **Where are they at?** | **Confidence points or issues** | **What do they want?** | **What frustrates them?** | **Why do they stand out?** | **What Social Media do they use?** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name & photo** |
|  | * Work status
* Education level
* Hobbies
 | * Age
* Gender
* Marital status
* Family status
 |  |  |  |  |  |
| **Name & photo** |  |  |  |  |  |  |  |
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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name & photo** |  |  |  |  |  |  |  |
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| **Name & photo** |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Name & photo** |  |  |  |  |  |  |  |
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