Build A Persona

Don’t forget to:

* Complete every section
* Consider the most relevant aspects of the persona and focus on them
* Link their behaviour and interests to their online habits - with a focus on the specific social media platforms they use to support your choice of platforms. These are the most important insights to pull out under ‘interests’ and ‘routine’
* Really think through your reasons to engage and not to engage - this insight will really help you with your campaign plan and also content strategy - these should naturally flow from the rest of your insight
* To differentiate behaviours, habits and best times to post, during the week and at the weekends - this is key.

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|  | Hi my name is… |

# Who am I in nutshell...

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# My interests….

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# My personality...

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# My routine...

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# My dreams...

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# 3 reasons for me to engage...

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# 3 reasons for me not to engage...

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# Where to find me?

## Which channels

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## Best times to get me

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