

SOCIAL MEDIA PERSONA WORKSHEET

*First, what is your goal for your social media, besides more clicks or donors?
How do you want people to feel when they see your posts?*

Come up with a short phrase describing who you want to reach (e.g. Science Friday wants to reach people who are not afraid to geek out).

Now that we have that, let's flesh it out! Answer the following questions:

1. What are some adjectives that describe your organization? Come up with at least three.
2. Using those adjectives, what are some of the hobbies (that are unrelated to your mission) that this person would have?
3. What are their demographics? How old are they? Where do they live?
4. Where is the most likely place you would run into this person? Where would they most likely be on a Wednesday night, after work?
5. Is there a quote you can imagine them saying?
6. How would you describe this person to a friend at a party?

How to make your branded account sound human: A Science Friday case study

@bechter - @SciFri - #nprdigital

Now that you have a better idea of who this persona might be, let's come up with a phrase to help guide what your social media.

Fill in the blanks:

My friend [my org] _____

is the [short description] _____

at the [location] _____

who wants [their goal – NOT your mission]

Now that you have this phrase, you can use it to help guide your social media!

Pretend this persona you've created is a role that your organization plays on social media, and use that to determine what tone, language, and content you use.