

Who is Your Social Media Audience?

Target Audience Persona Development

BACKGROUND

- Where does your persona work?
- Does he/she have a college degree?
From where?
- Is your persona married?
- Does he/she have kids?

DEMOGRAPHICS

- How old is your persona?
- What's his/her household income?
- Does your audience skew male or female?
- Where does he/she live?
- Is it useful to call out ethnicity?

IDENTIFIERS

- What are your personas interests?
- What kind of supporter is he/she?
- How did your persona get involved?
- How are you currently communicating with him/her?

GOALS

- What does your persona want from you?
- Can you name any common goals outside of your organization?

CHALLENGES

- What roadblocks does your persona have to achieving his/her goals?
- What other challenges might he/she have?

HOW YOUR NONPROFIT HELPS

- How do you help this persona specifically?
- How can you help this persona achieve his/her goals?
- What can you do to surpass any challenges?

COMMON OBJECTIONS

- What objections might this person have to acting on your call to action or supporting your organization?

ELEVATOR PITCH

- How would you persuade this persona?
- What will your marketing message be?

Attribution: wiredimpact.com