



Know your audience

Episode 2 Worksheet
classintercom.com

Name:

Date:

1. What are some important things to know about your target audience?

2. What are some things you can do to learn who your audience is?

3. Think about your personal brand. Develop a persona for the audience of your brand. What's their name? How old are they? What do they like? What do they dislike? Where do they live? What problems do they have that you are solving?



4. Who is your school's target audience? Segment them out by the three main platforms: Facebook, Twitter, and Instagram. Give a brief description of your different audiences and which platforms they use most.

5. Create an engaging post to promote an event coming up at your school. Feel free to draw it up on the back of this worksheet. Pick whichever platform you think would work best to promote the event.

Call to Action: Get together with your social media team/club at your school and work as a group to develop a persona for your four largest audience segments: students, teachers/staff, alumni, and the community/parents. Use these personas to guide the content you plan out moving forward.