

Audience Profile Worksheet

The audience segment for this profile is:
For example, Women age 35-50 who follow our Facebook page.

Now, put yourself in their shoes...

1. What do they care about?
I care about... I really value...
2. Whom do they trust?
I really like to hear from... When [MESSENGER] has something to say, I stop and listen...
3. Where do they get their news and information?
I get my news from... I listen to...
4. What is keeping them from being supportive?
I worry that... It frustrates me when...
5. Why should your audience care about your cause/organization?
I should support [ORG] because... I should engage with [ORG] because...