



## User profile worksheet

If you want your audience to engage with you online, you need to look at your web presence from their perspective. Get inside your audience's head by imagining an individual member of one of your key audiences. Complete this worksheet for at least one typical user for each of your key audiences.

Role or profile type:

*The audience this person is part of.*

Your name:

*Give your imaginary user a name.*

Where do you live?

What is your job?

What are your top hobbies or interests outside of work?

What really matters in life is...

1.

2.

3.

Here's what I think of when I hear the phrase: \_\_\_\_\_

*(insert your organization's tagline or the key phrase you use to describe your issue, service or product)*

When I spend time online, it's usually to..

Activity	How often do you do this?

<http://www.socialsignal.com> • [info@socialsignal.com](mailto:info@socialsignal.com) • [twitter: socialsignal](https://twitter.com/socialsignal)

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How did you first hear about our web site or social media presence?

*Your organization's social media presence is your Facebook page, YouTube channel, Twitter feed, etc.*

What content have you seen on our web site?

*If you are focusing on your social media presence rather than your own site, please substitute "Facebook page", "Twitter feed" etc for "web site" in this question and the questions below.*

What else would you like to see?

*I'd like to see stories that tell me....*

*I'd like to see photos that show me...*

*I'd like to see videos that show me...*

What video, stories or photos might you contribute to the site?

What do you need or want to get done today, this week, this month or this year that our web presence might help you with?

What do you know, or what skills do you have, that might be helpful to other users of or visitors to our site?

Who do you want to meet or talk with who you could find through our web site?

What kinds of activities or conversations would you enjoy with others?