

AN AGING EXPERT'S GUIDE TO SOCIAL MEDIA



CREATE YOUR AVATAR

Use this worksheet and focus your social media strategy.

CIRCLE ONE

- Client or Consumer
- Donor or Sponsor
- Influencer
- Intern
- Strategic Partner
- Volunteer

DEMOGRAPHICS

Gender: _____

Age: _____

Race/Ethnic group: _____

Marital Status: _____

Location: _____

Education Level: _____

Type of Housing: _____

Work Status: _____

Income: _____

LIFESTYLE

What do they read?

What do they watch?

What do they listen to?

What places do they frequent?

What philanthropies do they support?

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DEMOGRAPHICS

Gender: Female

Age: 76

Ethnicity: White/European

Location: San Diego Zip 92115

Education Level: High School

Type of Housing: Homeowner

Work Status: Retired

Income: Fixed Pension

LIFESTYLE

Reads: Novels, San Diego Union Tribune, Readers Digest

Watches: Localnews

Listens: Local news

Frequents: Health Club, Library, Senior Center

Supports: Animal Shelters