

# Social Media Buyer Persona Checklist

## QUESTIONS TO ASK ABOUT YOUR BUYER PERSONA

Consider your buyer persona to be a stereotype of your ideal customer. Here are some additional questions to ask to improve your social media efforts.

- 1. When do they check social media?**
- 2. What device do they typically use?**
- 3. From what location?**
- 4. What languages do they use social in?**
- 5. What content format do they prefer**
- 6. Where do they hang out online?**
- 7. What social channels do they use?**
- 8. What type of content do they prefer?**
- 9. What hashtags do they use?**
- 10. Who are they influenced by?**

