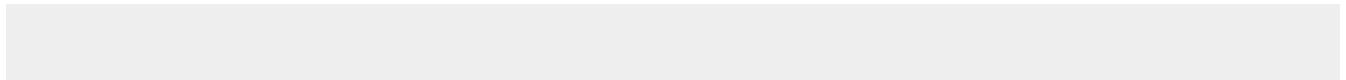
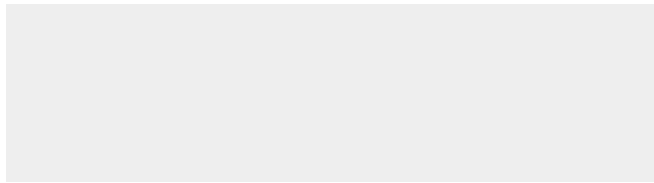


# CREATING MEANINGFUL AUDIENCE PERSONAS

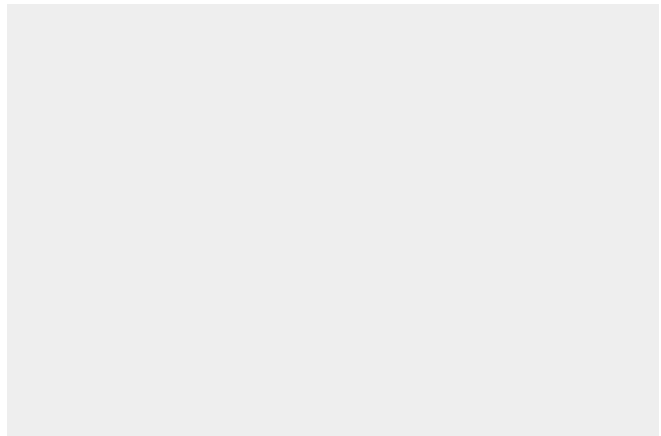
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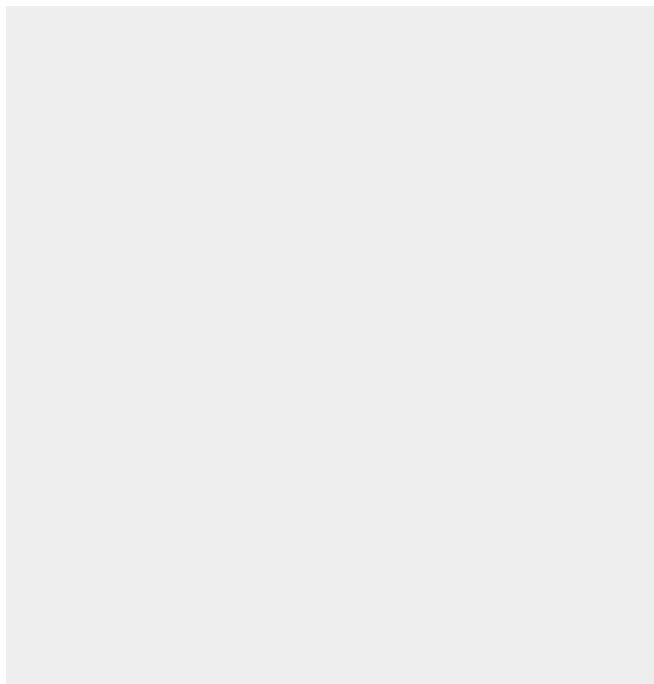
DEMOGRAPHICS



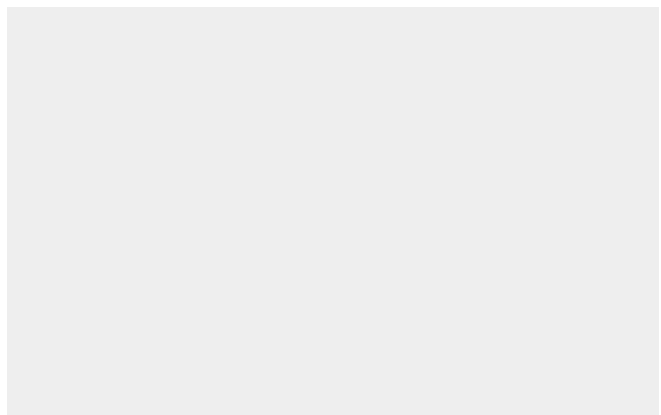
CHALLENGES & PAIN POINTS



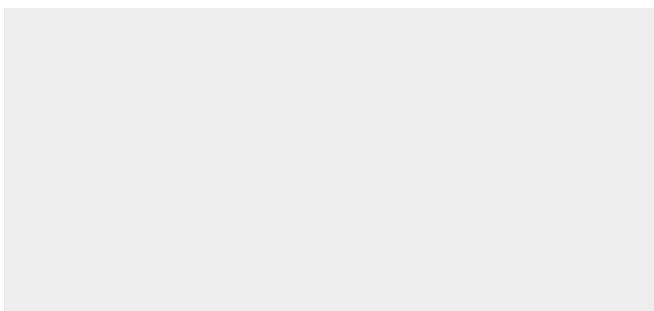
GOALS & INTERESTS



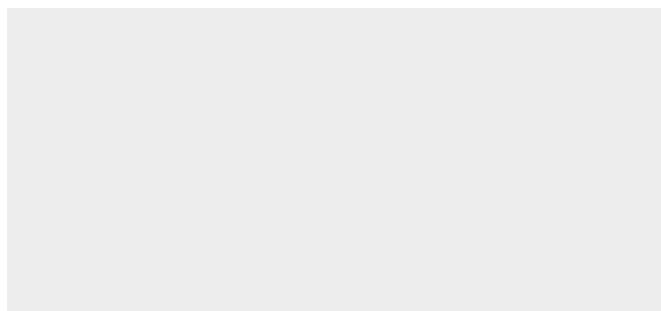
YOUR STORY CONNECTION



SOCIAL PLATFORM OR MEDIUM



ENGAGEMENT TACTICS



# CREATING MEANINGFUL AUDIENCE PERSONAS

## EXAMPLE PERSONA

My community's legislators and elected officials

### DEMOGRAPHICS

Older white men, 50–65, experienced business professionals with interest in improving their local communities

### GOALS & INTERESTS

Support the expansion of K-12 special education funding, want to restrict access to facilities for charter schools, support increased funding for teacher salaries, involved in multiple K-12 education coalitions and commissions

### CHALLENGES & PAIN POINTS

Up for re-election next year, lack support from Latino and African-American voters, have teacher union support

### YOUR STORY CONNECTIONS

- showcase our innovative special education program and highlight a few students and parents
- provide pictures and video to showcase our buildings in need of repairs for students

### SOCIAL PLATFORM OR MEDIUM

- most of the elected officials use Twitter to connect with constituents
- some legislators are using Facebook to post their coffee and in-district events to attend

### ENGAGEMENT TACTICS

- connect with coalition and commission partners who are "friends" to help connect lawmakers with my school
- attend their re-election fundraiser
- attend their regular coffee and in-district hours