# Activity

## Your audience profile

Now is the super exciting bit- I want you to think about your own target audience, and come up with an audience profile for them.

Need more help with this? Check out the resource “4.6 Finding out about your audience: what you can do and who can help”

Don’t worry if your audience profile doesn’t seem super in depth- that is totally ok- you already know way more about your audience than when you started this course!

Start by giving your fictitious character a name, then go through the five elements of the audience profile.

Name:

1. Demographics: are characteristics that can be used to describe your target group.

For example, it can include (but is not limited to):

* Age and generation groups
* Sex, gender or sexual orientation
* Nationality
* Race
* Education level
* Occupation
* Household income

3. Barriers: “What barriers might people face when engaging with me?”

1. Psychographics: attitudes, aspirations, interests, values, opinions and lifestyles

5. The Whys: “Why do they care about what I am saying?”.

You can ask yourself questions such as “What is in it for them?”.

This is where you can give something of value to your target audience- for example something that might help their life/career/family/friends/values/beliefs etc.

4. Channels and content:

What channel/s do they tend to use for content? For example: social media, newspapers, festivals, talks

What content type do they prefer? For example videos, written articles, face-face interactions