Personas

A way to make your target groups more real

What are personas?

- fictitious characters, archetypes

- represent the different types of people that you want to reach

- Your target group summed up in names, photos and descriptions

Why personas?

- Force you to put your feet in your «customer's» shoes

- Makes it easier to remember who you are trying to reach

- Remind you that you are talking to real people, not an audience

How to make good personas

- Define the type (discriminated, employer, expert etc
- Add demographics (gender, age, kids/husband wife, education etc)
- Add values, beliefs, political view etc
- Add their understanding of discrimination
- Add as much else as you can to get under their skin and make them real!

How will Bodil feel about this post?

- Will she understand all the words you have used?

- Will it make her laugh or cry?

- Will she want to share it with her friends?

- If NO, don't post it on Facebook

Results

- Posts that are less bureaucratic, more like stories you'd tell over dinner

- Easier language

- More pictures and videos

- Less internal and external «pleasing»

Which again has resultet in

- Tripled reach in one year
- Doubled number of followers
- Higher engagements
- Younger and more diverse followers
- 15% increase in people contacting our help line