



Homework Assignment

Lesson Name: Facebook Audience Targeting

Class Review: We covered building personas and why they're useful, the Facebook Audience Insights tool, and creating a targeted audience.

Assignment:

- Continue to check your Facebook page for any notifications, messages, etc at least once a day
- Create at least one persona using the Hubspot tool
 - <http://www.makemypersona.com/>
- With your persona in mind, begin to think about what kind of content they would like to see you post
 - Think about content you can create and list them in the space below (e.g. graphics, blogs, etc.)
 - Think about content that can be shared from other sources, list them below (e.g. community events, industry news, articles that would be of interest.)
 - Think about keywords and phrases that would grab their attention and list them below
- If you created more than one persona, identify which trait or traits would most strongly impact what sort of content would speak to them.