

Learner Persona

Social Media for Solopreneurs



Solopreneur Sandy Background/Demographics

- Woman
- Age range: 35–55 years
- All ethnicities
- Turned side-gig, passion, or hobby into a full time business
- Early stages of solopreneurship, 0-5 years in business
- Has at least one client
- Offers a product or service
- Identified a clear goal as to how she expects social media to to grow her business

Real Quotes

About goals, challenges, etc.

- Social media is just overwhelming!
- I just don't have the time to post and engage.
- I know I need to do it.
- I post stuff, but how do I know it's working?
- I'm afraid I'll be glued to my phone all the time.
- Designers are expensive.

Identifiers for Readiness

Qualifying criteria for identifying ideal learner for this course

- She regularly posts content so she already commits a set time to the task
- Her business has thrived on word-of-mouth, but now she wants to grow organically

Prior Knowledge

What my persona needs to have familiarity with in order to be successful

- Use social media daily
- Online research skills
- Understanding of algorithms
- App subscription for creating social media art
- Critical thinking
- Time commitment for social media production
- Reading charts and graphs
- Flexibility for ongoing improvements

Goals/Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- She puts out content on different social media without strategy.
- She sees little engagement with content and followers have plateaued.
- She uses the same content format on all social media.
- She starts and stops—participates when she can.

How will this course help?

By course end, the persona will be able to...

- Identify and develop her target consumer
- Devise content pillars to guide her social media strategy
- Analyze social media engagement data tools to gain insights that inform future content development