**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Market Audience Profile**

**Task:**

Create a synthesized market audience profile for the entire school based on the data and audience profiles you’ve analyzed for each subgroup. This synthesized plan should include suggestions for how to best reach your audience with social media and to improve your publications based on their suggestions.

**Process:**

Based on the results of the compiled class surveys of each sub-group, answer the following questions about your school:

1. Write a paragraph (5-7 sentences) that describes your target audience: their age, likes and dislikes, their engagement with your publication, social media use, etc. Consider:
   1. What makes these kids “tick”? What kind of people are they?
   2. What kinds of hobbies do they have? What do they enjoy doing most?
   3. Do they read/interact with your publications? Why or why not?
   4. What kinds of social media outlets do they use?
2. Write a reflection (8-10 sentences) on this data that considers next steps for your publication, including:
   1. Which audience engagement strategies are currently working with your audience? Which are not? How do you know? Use specific data to back up your points.
   2. How is your current social media strategy working with your audience? How do you know? Use specific data to back up your points.
   3. What types of holes exist in your data? In other words, what conclusions are you *unable* to draw, based on what you have discovered?
   4. Realistically, how should you proceed to better engage this audience?

Please write your profile on a sheet of lined paper. See the back of this sheet for a rubric.