



Social Media Audience Personas

Personas

Examples of the ideal audience that we're trying to engage through our social media efforts.



**Established
Alumni**

Age: 40-65+

Gender: All

Traits: Professional, well-established in career and location, active in local alumni club

MSUA Goals to Engage: Inform, share pride points, encourage donations, encourage MSUA flagship program participation

Platforms Used: Facebook, Twitter



**Young
Alumni**

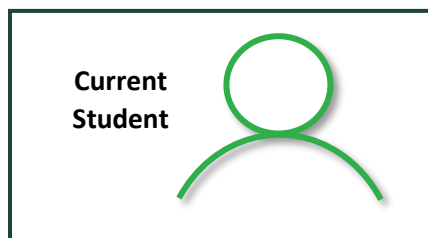
Age: 21-35

Gender: All

Traits: Professional, new in career and may not be in a permanent location, beginning to become involved in local alumni club

MSUA Goals to Engage: Connect to campus, share pride points

Platforms Used: Twitter, Instagram



**Current
Student**

Age: 17-21

Gender: All

Traits: Professional, well-established in career and location, active in local alumni club

MSUA Goals to Engage: Entertain, peak interest, stay on trend, make them aware of the MSU Alumni Office

Platforms Used: Instagram, Twitter

Audience Demographics

- Facebook
 - Main Audience: Established Alumni, MSU



- Majority of Followers
 - Ages 25-44
 - 59% women
- Majority of People Engaging
 - 44% women ages 45-65+
- Twitter
 - Main audience: MSU Faculty/Staff, Professional Alumni, Community
 - Majority of Followers
 - Ages 18-35
- Instagram
 - Main audience: Current Students, Recent Graduates, Young Alumni
 - Majority of Followers
 - Ages 25-34
- LinkedIn
 - Main audience: Professional alumni and MSU Faculty/Staff
- WhatsApp
 - Main audience: International alumni



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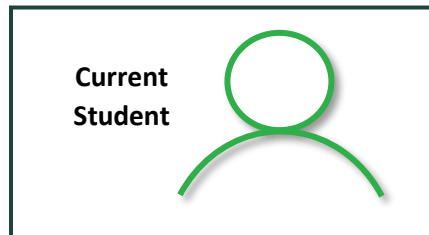
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