Twitter Persona Development Questionnaire

1. What are your top goals related to your personal and professional use of Twitter, social media?

2. If you could reach any person or business persona (i.e., CMOs of large corporations, parents, business owners, college students, teens) via Twitter, who would it be?

3. What strategic partnerships or relationships do you have offline that could be further nurtured online?

4. What has been your greatest learning using Twitter to date?

5. What is your favorite thing about Twitter?

6. What frustrates you the most regarding the use of Twitter?

7. What is the tone of your conversations online? (i.e., friendly, helpful, business, serious)

8. Do the tone of your conversations differ online vs offline?

9. On a scale of 1-5 (5 being high), how comfortable are you sharing personal information online?

10. Who is your favorite author?

11. Are you inspired by quotes of leaders who interest you? If yes, who are they?

12. Do you have an interest in sharing quotes to inspire others? If yes, what authors/leaders do you recommend? (Fact: quotes are the #1 retweeted content on Twitter)

13. What are your hobbies? (i.e., sports, weight lifting, P90x, collectibles, boating, crafts, travel, causes)

14. Do you have a speaking / communications platform that can be leveraged for content?

15. Do you blog? If not, do you have an interest in blogging?

16. What medium do you prefer for communicating with external audiences? (i.e., video, blog, Twitter, Facebook, podcasts)

17. How much time can you commit to Twitter daily and weekly?

18. Do you send your own tweets? If not, who sends them for you?

19. Do you automate any of your tweets? Why or why not?

20. Do you currently use Twitter as a one-way communication or are you also listening and responding to people who talk to you?

21. What does social business success look like to you in one year, three years, five years?