

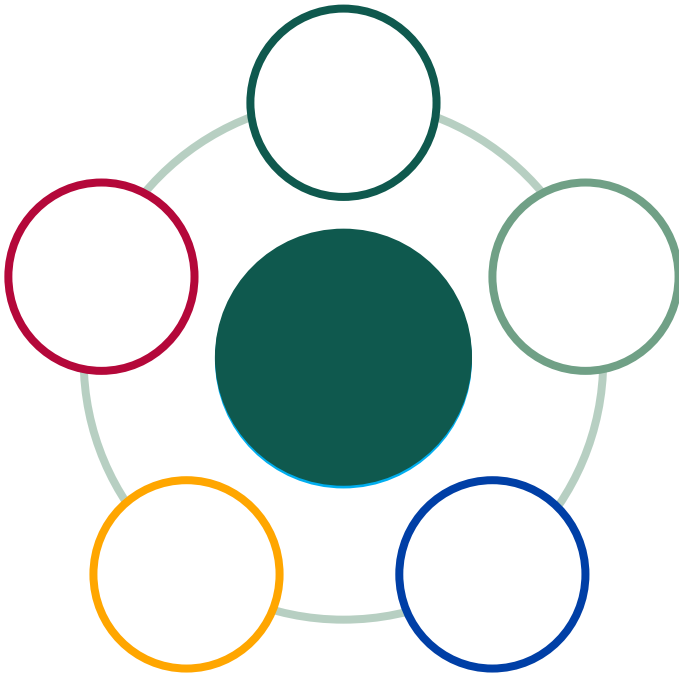
Mapping your online audience

Now that you have done your research, make a note of the platforms your audience(s) are using and fill out the worksheet below to decide where to promote your video.

- **Place your audience(s) in the circles below.**
- Note which social media channels or website each audience is using (if any) and then list the top three platforms. There may be overlap of certain channels between audiences and these will be your main area of focus.

For example:

- Facebook HSE users are predominantly ages 25-44, 86% female and 14% male
- Twitter users are usually between the same ages but about 60/40 female to male
- YouTube users tend to be younger, between ages 18-34, and about 50/50 male to female



1. _____
2. _____
3. _____