Online Persona Plan

This is the Online Persona Plan for Lorelle's WordPress School and blog exercises. It is designed to help you create your online persona and character for your blog and social media.

This persona maybe you, the person for which you are ghost blogging for blogging for, or a made up, anonymous character to keep your identity private or hidden.

Answer the following as your online persona. The more specific you are with the development of your online person, the better and more consistently you will perform, write, and respond on your site and social media.

Review the form closely to ensure that it describes your online persona well. Do you know this person well? Will readers know this person? Will they identify with this person?

Your online identity and persona leaks out all over the web. It shows up in the choices you make about what you share through social media and on your site. It shouts to readers about your personality, reputation, abilities, and skills when you use the words of a teacher, trainer, intellect, student, explorer, leader, follower, or campaigner.

The greatest reward your online persona will receive is having a fan tell you that they know you so well, you are like a long-time best friend.

Many bloggers blog under pseudonyms and personas similar or distinctly different from their own as an experiment or to meet their site goals. This maybe you, with all of your positive and negative qualities, a part of you, or nothing at all.

It is your choice to share the part of you that you wish to be known publicly online. Once you've completed the form, take a red or colored pen and cross out the details you wish to keep private. If you have children, consider changing their names, or taking other action, or non-action, to protect their privacy and identity. Same applies to family members, co-workers, and employers.

Look for other information you may wish to keep private. Consider changing your location to match your persona and continue to protect your privacy (say you live in the Portland area rather than name your neighborhood or town) while still being fairly transparent and "you."

If you wish people to know specific information important to your site's mission and goals, use a highlighter pen to single these out. If it is important for readers to know you are a teacher, then highlight that to remind yourself to inject it into your bio, profile, writing, and publishing. If it is important to know you are a life-long resident of the community you blog about and represent online, highlight it. If you blog about being a full-time parent, then make sure your family and children make an appearance.

Turn the page to begin the process of establishing who you are online.

Character Name:

Email: (different email for this persona?)

Contact: (list all the ways people can find and contact you online)

▢ Site Contact Page URL: _____

▢ Facebook URL: _____

▢ Twitter URL: _____

▢ LinkedIn URL: _____

▢ Google+ URL: _____

▢ Pinterest URL: _____

▢ Tumblr URL: _____

▢ Flicker URL: _____

▢ Instagram URL: _____

▢ Meetup.com URL: _____

▢ Reddit Username: _____

▢ MySpace URL: _____

▢ Vines URL: _____

▢ VK URL: _____

▢ YouTube Channel: _____

▢ Vimeo/Viddler/Etc Channel: _____

▢ AOL Messenger/Chat Username: _____

▢ Other Chat Username: _____

▢ Forums URL/Usernames: _____

▢ Other: _____

Sex: ▢ Male   ▢ Female ▢ Trans ▢ Other | **Age:**

Age Identification: Do you consider yourself a young person in an old body, an old soul, your exact age, a relic from the past, eternally young, or...

Relationship Status:
▢ Under-age ▢ Single ▢ Married ▢ Divorced ▢ Re-married ▢ Hunting ▢ Unimportant ▢ Other

Religion: (if applicable)

Ethnic Heritage: (if applicable)

Birth Place:	Current Residence:
Geolocation/Time Period Identification: We all identify with a place and time such as being stuck in the 90s or a proud Brit. Where does your persona identify?	Location: Date:

Accent: ☐ None ☐ American ☐ British ☐ Canadian ☐ Mexican ☐ Other

Self-Physical Description: (be as specific as possible to height, weight, hair, eyes, scars, disabilities, etc.)

True Physical Description: (How do others describe you to other people)

Identifying Marks or Features: (tattoos, birthmarks, disabilities (glasses), hair color, skin color, style of walk, use of hands when you talk, height, weight - what makes you stand out in a crowd?)

Family History, Background, and Upbringing

Family Background/History: (parents, children, siblings, relatives, and their involvement in your life)

Childhood Environment: You were raised in: (choose all that apply)

□ Countryside □ Farm □ City □ Suburbs □ Wooded Area □ Mountains □ Desert □ Seaside □ Lakeside

□ Closeknit Community □ Religious Community □ Isolated Community

□ Closeknit Family □ With Non-Family Members □ With Relatives

□ Away from Family □ Orphanage □ Foster Family □ Adopted Family

□ Never moved (during childhood) □ Moved rarely □ Moved often □ Moved constantly

□ Other

Job, Income, and Lifestyle

Job Description: (be as specific and detailed as possible)

Annual Income:

Income Lifestyle: (upper, middle class)

Past Employment and Job History:

Strongest Skills:

Accomplishments:

Education: (List all applicable education that supports your persona and the site and include links)

Favorite Charities:

Volunteer Efforts:

Relationships and Favorites

Friends: (describe your best and close friends)

Partner/Spouse/Boy-Girl Friend: (describe your loved one with personality and physicality)

Favorite Sports/Exercise:	**Favorite Books/Reading:**

Favorite Animals/Pets:	**Favorite Transportation Type:**

Favorite Foods:	**Favorite Travel Destinations:**

Favorite Movies/TV Shows:	**Favorite Blogs/Websites:**
Favorite Personal Possession:	**Favorite Place to Hang Out:**

Hobbies and Special Interests: (be specific such as Intarsia Knitting not just knitting in general)

Favorite Topics to Blog About:

Favorite Subjects to Share on Social Media:

Personality Traits

What is your strongest personality trait and why?

What is your weakest personality trait and why?

Describe your lifestyle. Do you party and socialize? Go to theater and plays? Movies? Enjoy traveling? Collect things? Spend quiet time with family? Have more alone time than group time?

Describe your home and living conditions. Is your home spotless all the time or cluttered? Mementoes everywhere or just in a display cabinet? Pictures on the wall? Furniture type and styles? Victorian, modern? Musical instruments in the home? Technology? Exercise equipment?

Do you exercise regularly/irregularly/not at all? When you do exercise, how and why? What are your goals? If not, why don't you exercise?

What are you known to be courageous and forthright about?

What makes you want to stand in the background and let pass by you?

If you are known for just one thing, what would it be? Why?

What is your speaking voice style? Do you tend to speak softly, loudly, authoritatively, gently, calmly, excitedly, use passive voice, use confident or aggressive phrasing?

What is your writing style? Do you teach, share, tell, comment, consider, report, or regurgitate (repeat what others say)? Do you tend to use excessive passive voice or aggressive phrasing?

What do people like about you?

What do people not like about you?

If someone was to describe your personality to others, what would they say?

What one thing would you like to change about your personality? Why?

Goals, Mission, and Purposes

Define your top 10 life goals:

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

List the top 10 things you wish to accomplish in the next 5 years:

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

✓ Circle the items on the lists above that will be accomplished, helped, or motivated by your blog.

Write your mission statement, the sentence that defines your personality and purpose in life:

What is your greatest ambition in life? How are you manifesting it?

What gets in your way the most?

What motivates and inspires you?

When things are going wrong around you, what happens? Do you get depressed? Do you get sad? Do you charge forward? Do you take control? Do you freeze? Do you analyze everything? Procrastinate? Question? Challenge? Wonder?

If you could be anyone in the world, dead or alive, who would you be? Why?

List 5 things you want to be known for and listed in your obituary when you die.

1.

2.

3.

4.

5.

Character Building Persona Challenge

This section is optional, but if undertaken will help you create a stronger online identity.

On a separate piece of paper or in your word processor, write a very brief essay answer and response to a minimum of three of the following questions or statements. These are designed to explore your character and persona only as part of this workshop, not for public release unless the result serves the purpose and needs of your site.

It is important that you have a strong handle on who your online persona is and understand their character to help you make decisions and take actions online.

Once written, review the essays to compare them to the persona descriptions and answers above. Are the actions, attitudes, beliefs, decisions, experiences, and behaviors in line with the descriptions? If not, tweak them until they are representative of your online identity.

1.   The happiest moment of my life was...

2.   My life changed direction when...

3.   I can best describe my mother/father in four words...

4.   I didn't sleep last night because...

5.   I lost my last job because...

6.   What is the best thing that ever happened to you? Tell the story.

7.   What is the worst thing that ever happened to you? Tell the story.

8.   Share a lie you told and the consequences.

9.   If you could go back and grow up again different, describe how it would be. If not, then what single thing would you change about your childhood and why?

10.   Have you ever been with someone who died (accidental or on purpose)? Describe your experience.

11.   Have you ever rescued anyone or any thing from harm? Describe your experience.

12.   Have you ever been the butt of a practical joke? Describe your experience.

13.   Have you ever received a reward or award? Describe your experience.

14.   How old were you when you were kissed for the first time? Tell a story that begins with that kiss and leads to falling in love with your best love and lover.

15.   Describe your best friend and tell a story about an adventure you two shared together.

Thoughts? Conclusions?

Persona Summary

In approximately 400 words or less, describe your character. Be as specific as possible and focus on defining the persona so reading it out loud to someone else, they would identify with this person immediately.

In approximately 100 words or less, condense the above into an online bio.

Summary

Use all of this information for the following on your site and social media:

1. **Email Address:** The email address should represent your persona and identity online such as sallysparrow@myemailsite.com or jumpingjack1st@example.com

2. **Site Name:** Matching your site's master plan and goals with your online identity helps with the naming of the site from the company or project name to your persona's name such as "Sally's Thoughts."

3. **Site Tagline:** The descriptive subtitle of your site explains its purpose and mission, such as "Sally's lessons on learning to be a published author" or "Serving up intarsia knitting patterns daily."

4. **Gravatar (Globally Recognized Avatar):** The personal representative image found on author images, comments, and other avatar locations within a WordPress Theme or site network.

5. **Blavatar:** The WordPress.com name for your site's avatar or logo, used as the favicon for your site, and throughout WordPress.com and other places where your site is mentioned or listed.

6. **WordPress > My Profile**
   a. Display Name
   b. About You (bio seen on author web pages and bios at the bottom of posts)
   c. Other Profile information such as location and contact information

7. **Site About Page:** Your about web page serves two purposes by explaining the purpose of your site and who you, the author, are in respect to your qualifications. It must answer the question, "What gives you the right to tell me?" as extracted from your online persona information.

8. **Writing Guide and Voice:** The voice you write with must align with your online persona and identity. The clearer your identity, the clearer the voice, to the point that people will actually hear it in their heads even though they may have never heard your voice.

9. **Content:** The persona dictates the type of content published on the site. Consider the stereotypical personalities of those that publish thoughtful, original content, as opposed to those that publish mostly content from other sources. Think about the content you will present: all original, partly original (with your thoughts on the matter), highly visual content, written content, a mix, or other people's content. What does that say about your personality and lifestyle?

10. **Comment Responses and Behavior:** Your online persona influences how you treat comments and commenters on your site. Your personality and site goals may choose not even to open comments. If your attitude is open and devil-may-care, then you are likely

not to edit or delete comments, and may enjoy nasty or argumentative comments. If your personality is more conservative or faith-based, your comment policy may be harsh, deleting or editing comments that don't meet your site's goals and needs. All this influences how maintain the comment box atmosphere as pleasant and peaceful or a war zone.

11. **Social Media Integration:** Those who thrive on social interaction may make design decisions that integrate social media and interactivity on their sites, while others may keep it at a minimum.

12. **Policies:** Your online persona is reflected in the decisions you make regarding your various site policies including copyright, privacy, disclosure, comments, liability, etc.

13. **Web Design:** The web design you choose reflects the personality of the persona, young, colorful, frisky, and risky, or staid, minimalistic, and quiet, or somewhere in between. It influences colors, graphics, layout, structure, navigation, all the parts and pieces of the site.

14. **Social Media Channels:** Much research has been done about the personalities, characteristics, ages, geolocation, etc., about the users of specific social media channels and networks. While this research is assumptive and generalized, where you play online matches your online persona. You go where your people are, right? Where would your character play and socialize online? Remember to include forums and group discussions as part of your social networks.

15. **Social Media Profiles:** The persona bios are used in the profiles and to create and select usernames and identities for social media sites, including forums and group discussion profiles.

As you develop your site, you may keep coming back here to tweak your online persona, consciously choosing the personality and decisions you make online.

Make a note to yourself to review and update this information annually, making changes across your various profiles, as your persona evolves online.