SOCIAL MEDIA MOGUL SEAN

> "I want my parties to be the focus of my Instagram and Snapchat, but I also want to live in that moment."

Bio

Sean is 25 years old and enjoys throwing parties for his friends at least once a month to make sure everyone gets the chance to spend time together away from their busy work lives. He has a large social media network because of his Instagram and Twitter feeds, and often invites his local followers to join in at the larger parties. For those who can't come, Sean posts photos and short videos during the party and does a wrap-up video the next day to say thank you to everyone who can come.

While Sean likes to have the small parties with just his friends on his apartment's rooftop garden, he prefers that each of the larger parties with his followers to take place at a different location.

Needs

- A way to track hashtags for events
- A way to post his frequent videos and photos on all platforms
- A way to spread the word for his open invitation larger parties

Goals

- Throw a small party for friends and a large party for his social media network each month
- Show off his favorite hang out spots in his city on social media
- Bring people together to enjoy each others' company

Behaviors

- Takes photos and videos almost constantly
- Posts multiple of those photos and videos to social media throughout the party
- Posts status updates about how much people are enjoying the parties

Frustrations

- Finding a new location for each of the larger parties
- Inviting followers across multiple social media platforms
- Keeping his friends who don't use social media updated on plans
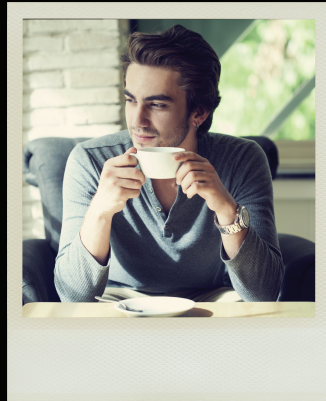
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Thinks

I hope everyone is enjoying the party.
I wonder if everyone knows about this brewery!
I need to post this video!
I want to make sure this night is immortalized forever!

Sees

Party guests having fun and socializing with each other
Other people taking photos
People posting without the hashtag
The awesome cookies one follower brought with his custom logo on them

Hears

"This party is so awesome!"
"Send me that photo! I want to make it my profile pic!"
"This video has so many views!"
"What was the hashtag again?"
"How did you find out about this party?"

Does

Takes photos of every guest at the party
Posts status updates to make sure everyone knows what's happening
Posts the same video to Instagram, Snapchat, and Facebook
Comes up with a hashtag for every party