

Is Your Media Placement Just Serving Your Ego

Are you tired of posting content that serves your ego instead of providing value to your audience? Well, fear not! This activity workbook is here to help you get your media placement back on track.

Get ready to laugh, reflect, and take charge of your media presence. We'll take a deep dive into your motivations for posting, assess your current media habits, and provide a roadmap for creating a more audience-focused approach. So grab a pen, sit back, and let's get started on transforming your media placement from ego-driven to audience-focused.

Activity 1: Self-Reflection

What are your reasons for posting content on social media and other media platforms? Make a list of your motivations for posting content on social media.

1. _____
2. _____
3. _____
4. _____
5. _____

How often do you post about yourself compared to other topics? Reflect on the proportion of content you post about yourself versus other topics.

What do you hope to gain from your social media presence? Think about the outcomes you hope to achieve through your social media presence.

Activity 2: Audience Analysis

Who is your target audience and what do they want to see from you? Identify who your target audience is and what they want to see from you on social media.

Are you providing value to your audience or just serving your ego? Evaluate whether you are providing value to your audience or just serving your ego through your social media presence.

How can you adjust your media placement to better serve your audience? Think about how you can adjust your media placement to better serve your audience.

Activity 3: Implementation

What specific steps can you take to adjust your media placement to better serve your audience? Write down a list of actionable steps you can take to improve your media placement.

How can you ensure that your media placement remains audience-focused in the future? Determine how you will maintain an audience-focused approach to your media placement in the future.

How will you measure your success in serving your audience through your media placement? Determine how you will track your progress in serving your audience through your media placement.

What You'll Learn From The Activity

In this activity workbook, you'll learn how to assess your current media habits and determine whether your media placement is serving your ego or your audience. You'll reflect on your

motivations for posting content, evaluate the proportion of content you post about yourself versus other topics, and think about the outcomes you hope to achieve through your social media presence. With this information, you'll have a better understanding of your current media habits and be able to determine whether your media placement needs to be adjusted.

Finally, you'll learn how to analyze your target audience and determine whether you are providing value to them through your media placement. You'll evaluate whether you are serving your ego or your audience and think about how you can adjust your media placement to better serve your audience. This section will help you understand the importance of considering your audience and how to tailor your media presence to meet their needs.