



HI MY NAME IS...JENNI

Who am I in nutshell?

My Name is Jenni and I am a 31-year-old first time mum. I live in London and I am currently on maternity leave from my job as a HR Director for a well-known chocolate company. I used to work long hours and have a long commute to my role but loved my team and organising my day. My day is now very different, and I am organising a baby, which somehow seems to be much more hard work than a team of 12 people. I like my day to be quite structured, but this is not always how it works with a small person. I am finding I need to be very flexible.

My parents live in the countryside, just outside London. I feel fortunate that they do not live too far away, and we often visit them for the weekend. They have a beautiful house and garden and I cannot wait until my little girl is big enough to be running around in the garden with their dogs

My husband, Greg, is an IT Director and has a very demanding job and works long hours, but I am lucky that he works from home one day a week. This is usually Friday night and he likes to cook us both a nice meal. We like to sit at our large dining room table and have it all laid out for a cosy romantic meal, and hope the baby does not wake up too soon.

My interests....

We moved into our new house just before the baby was born and we are still planning each room. I love interior design. I like nothing better than picking up a home styling magazine or browsing through beautiful photos on Instagram. I find that I due to having a busy day with a baby I have short bursts on social media, such as when I am feeding her, or while she is napping, and I am waiting for the pasta to boil. I am always looking for inspiration on how I can make my rooms look stylish and I have a couple of boards on Pinterest.

I have always been interested in food but have found that since having a baby some of my choices have changed a little. I used to like making quite complicated recipes, but now I find

that quick and healthy meals are top of my list. I like to read celebrity chef books such as Jamie Oliver, who has quick and healthy recipes. I will also pick up magazines when I see they have interesting looking recipes. I get my best inspiration from Instagram. Just looking through all the lovely pictures of food is divine.

I love socialising but even that is different since I had the baby. Whilst pregnant, I joined an NCT group and now that we have had our babies we like to meet up at least weekly for a coffee or for lunch. It is usually my job to find out a new venue for us that is suitable for babies and buggys. I follow several local community and restaurant pages on Facebook to see what is available for us. I like to try and find venues for us that remind us of live before babies, but are baby friendly.

My personality...

I have always thought of myself as a people person and working in HR has always been a good fit for me. I love being organised and like a structured day and this was a very big part of working life. I am finding having a baby rather than a team of adults means that I must be flexible and work around someone else. I like using tools to help me with my day and my iPhone contains my whole life.

My routine...

I am up early in the morning and start the day by feeding the baby. I pop her down for a nap and quickly pop in the shower and try and make my hair presentable. While she is still napping I am back downstairs and making myself a pot of coffee and some porridge. While I eat my breakfast at the kitchen breakfast bar I usually have a browse on my iPad. Facebook is usually first so that I can catch up with what friends, family and colleagues are up to. I have started to use Twitter a little bit more and find it useful for finding out what is happening locally. Next up will be my fix of Instagram and Pinterest.

By now the baby will be waking so I will feed her and get her dressed for going out. Most days we go somewhere, such as baby massage, or baby signing or a catch up with the NCT girls. I always have my phone with me and will usually check in to a location via Facebook. Most days I am also posting up pictures to Facebook while we are out and about. Whilst posting I am also checking out my Facebook feed.

If we do not have lunch out I will come back home and make a small lunch for myself, feed the baby and then she will go down for a nap. While she is napping I usually have to catch up on housework that is getting out of hand.

In the afternoon we are usually pottering around the house and I am nearly always online looking for inspiration for dinner.

I usually bath and feed the baby and get her ready for bed and then start dinner. If we are lucky then Greg will get home before I put her down for the night. After we have had dinner we usually sit down and relax and watch TV. I am usually multitasking though and browsing through my iPad to see what people are up to on Facebook, or looking for inspiration on Instagram and Pinterest.

My dreams...

I dream of living in a house as beautiful as my parent's house and filling it with beautiful things. I would also like to spend more time by the beach in Cornwall or our friends' house in the South of France.

3 reasons for me to engage...

1. I am always looking for inspiration to kit out the baby's nursery. She will be moving out of our room soon and I would like it to reflect my tastes rather than a Disney princess.
2. My house needs to become a home, so I need beautiful pieces that will make it look stylish and not mass produced
3. I love quality and I love handmade. I am influenced by stylish interiors and high-end products.

3 reasons for me not to engage...

1. Social media posts that look poor - that are endless text or badly worded or with spelling mistakes or poor quality images. These need to reflect the brand quality or I will scroll past assuming the quality is not there.
2. I want to understand behind the brand. Why is the brand high end? What are the quality aspects? How is it made – handmade or mass produced. I want pieces that I can tell my friends about.
3. I generally have short bursts of time on social media. Posting infrequently or at times when I am not online may cause me to miss your posts.

Which channels?

Although Jenni uses Pinterest, it is not as often as some of the other channels.

She is a relatively new user of Twitter and it sounds like she does check it out but maybe not as frequently as other channels.

Facebook would be an excellent choice. She uses it for several reasons, such as keeping in touch with friends, updating people about what she is doing and checking out what is happening locally. Using good quality imagery, especially of the products in aspirational settings would really appeal to Jenni, if there is not a hard sell aspect. There would also be scope for sharing the personality of the brand with some behind the scenes posts.

She is also a big user of Instagram and she uses it for home styling and food. Instagram is also very good for short burst of social media usage. Again, using beautiful images that sells the lifestyle rather than just the products.

Best times to post

These will usually be when the baby is asleep because this is when Jenni usually seems to get the quality time to sit down and scroll through her phone or iPad. First thing in the morning, after lunch and the early evening. Jenni does also post to social media when she is out in the mornings, so she may react to posts there and then if she sees them, if they catch her attention.

So, the best times are likely to be 6-8am, 1-3pm, and after 7pm. Although there is likely to be some scope between 9am and 12pm if Jenni is posting to Facebook herself.



HI MY NAME IS... CATHERINE

Who am I in nutshell?

My name is Catherine and I am a 41-year-old mother of a little boy who is in primary school. I live in Bounds Green and I am a Commissioning Editor for the BBC. I am married to Chaz who is an editor in a publishing house. We both have very busy jobs and a very busy family life.

I am lucky that I can fit my job around my little boy's school hours which means I can drop him off at school every day and pick him up 3 days a week. Chaz picks him up on Thursdays and Fridays. I commute on the train and usually in the mornings try and catch up on work emails and then a bit of sneaky social media. I love Facebook and Chaz tells me that I am addicted to it. I just find it so useful for catching up with friends, liking their posts, and even the school and the PTA are on there. It is very similar on my commute home, which is catching up on work and a bit more sneaky social media.

We have recently had a two storey extension completed on the house. Friends had told me how hellish it would be, and I am glad it is completed now, apart from some of the finishing touches.

My parents are both retired, and they live just outside London, but spend quite a lot of their time living in their second home in Spain. They have a lovely house in Villanova I La Geltru, just outside Barcelona. My little boy loves visiting them.

My interests....

I love socialising. Now that my little boy is a little bit older he is quite happy to stay over with my parents when they are in the UK. I am a member of the PTA and they are quite a social bunch. I am often out for a few drinks with some of the other mums and Chaz and I go to most of the PTA fundraisers.

Chaz and I also like to have a monthly date night, usually at a restaurant. Which leads me to another one of my passions – food. I love really good food and I am always looking for high end restaurants. I use Facebook and Twitter to follow restaurants that I like and to look out for new ones that are opening or for new menus in my favourite restaurants. I find the images and the reviews on Facebook useful. I also like cooking

good food and have recently discovered Instagram for looking at beautiful pictures of food, although my creations do not look quite as good.

Since having the extension, I have found that Instagram has been inspiring me to stylishly fit out the new rooms. I had been using Pinterest for room inspiration, but Instagram seems to be taking over my time. I love being able to scroll through while I am on the train or use the hashtags for colours and styles.

My personality...

I am a bit of a go with the flow type of person. Time is very important to me and I always seem to need to be somewhere at a certain time, but I like to try and get out of the structure as much as possible and see where life takes me. I am a very social person and love catching up with people, whether it is at the school gates or on Facebook.

My routine...

I am quite an early riser and will usually be the first up in a morning. I grab a shower and get dressed, by which time Chaz is usually appearing. Then after shouting my little boy to get out of bed and dressed, it is straight downstairs to get breakfast ready and a large cup of tea. Although breakfast is just cereal for everyone it just takes forever. I am usually rushing around trying get everyone out of the door, so I can start the school run. I do not even glance at my phone before I stuff it in my work bag.

After doing the school run I go to the station. My commute is not too long but at least I am sat down and have a chance to read through any work emails or check any minutes and agendas for today's meetings. Usually at this time get the chance for checking out my Facebook. I am usually n there for quite a while and will check out what my friends are doing and what is happening locally. More recently I have been scrolling through Instagram too as it is a good opportunity to just look for inspiration for the new extension.

Work is usually back to back meetings with a short break for lunch. I usually eat lunch at my desk and usually work at the same time. I do usually have a little look at my phone though just to see if I have missed anything.

The commute back home is very similar to the commute to work.

Three evenings a week we have after school activities and get home for dinner, where we usually have a quick meal like pasta. The other evenings I will usually cook a much nicer meal. Then it's the struggle of getting my son to bed. After bedtime I sit down with a glass of wine and relax watching a box set with Chaz. Usually I have my iPad on my lap and make sure that I keep up with what is happening on Facebook.

Our weekends are usually jam-packed meeting with friends or doing family orientated things with our son. If we are not out in the evenings, we relax with a takeaway and I generally browse online.

My dreams...

I would love a second house in Spain like my parents. I would also like to travel more now that my son is older. I would love to visit countries like India and Sri Lanka. I am fascinated by the colours and the fabrics from these countries.

3 reasons for me to engage...

1. Since we have completed the house extension and now that my son is a little older my I am more interested in buying good quality items for my home. I want to choose fabrics that are high end and reflect my good taste.
2. Most of my friends are also expanding their homes, or moving into larger houses and I like to buy special gifts for them. I like to put a lot of thought into choosing gifts that will complement their homes and add a touch of luxury
3. I am a real fan of small businesses and the originality and quality they can provide over the high street chains. I love to browse online looking for that special something.

3 reasons for me not to engage...

1. I like to know a little about the personality of the brand that I am investing in and the process in which the products are made. I like to be able to share this information with my friends what I purchase an item
2. I am not able to browse online all day, so the timeliness of posts is important to me. Posts need to be new and fresh when I am online and stand out from the crowd with inspiring images.
3. Poor quality images of products would reflect on my perception of the product. Simple products pictures that do not show the potential use and positioning of the products would make me scroll past. I prefer to see the whole picture.

Which channels

Although Catherine does use Twitter and Pinterest it is mainly for food related searches and it sounds like her usage is less than the other platforms she engages on.

She is a big fan of Facebook and uses it for many reasons. Facebook would be the primary choice because it is quite integral to her day and she check in with it throughout the day when she has a spare moment or two. She also mentions that she engages on posts on this platform.

Catherine also uses Instagram for inspiration for her home and for food. This is another platform that she engages on several times a day.

Best times to post

Catherine is very busy through the day, and especially in the early morning. She only seems to get a chance to browse her social media whilst she is commuting to and from work and in the evenings. She does mention that she often has time during her lunch for a quick look at social media. She does go online in the evenings, and this is when she may be able to be more engaged.

The best times would be 9am to 10am on Monday to Friday. Her commute back would be 2pm to 3pm. Every evening Monday to Sunday after 8pm would also be a prime time to post. Posting during the lunchtime slot of 12pm to 1pm may also be useful.

HI MY NAME IS... JILL



Who am I in nutshell?

My name is Jill. I am 51 years old and I have two grown up daughters of 29 and 31 and one grandchild who is 6 months old. I live in Henley on Thames and I am a retired Marketing Director. I am married to David, who retired from the RAF a little while ago.

I love having a grandchild and see her as often as I can. I love to spoil her as much as possible and love to buy her gorgeous things that will last well and look lovely. I just love buying things that have that personalised touch and look and feel different from the high street shops.

Most of my friends are also retired and we have our Ladies That Lunch club and we meet at least a couple of times a week to have lunch, and some wine, and chat about our grandchildren. Many of my friends also have young grandchildren or they are about to have them. I seem to be always looking for that special present for buy for them. I like to take my time and find something that I think they will adore as much as I do.

When David and I are not at home, we are usually spending time in our second home in Italy. When we bought it, we had to do a fair bit of work on it and I have loved using my creative flair to design the rooms and add those luxurious finishing touches. My husband keeps complaining that I have an addiction to bedding and towels. My daughters also love visiting us there and we love entertaining in our wonderful garden.

My interests....

My major interest now is my granddaughter. I like to spoil her and take her out. I have major plans for decorating one of our smaller bedrooms as a nursery and playroom for when she stays over. My youngest daughter has just introduced me to Instagram and I have been getting some real inspiration for the nursery

I am very outgoing and love to meet up with my friends and family. Most of my friends are now retired as well and I meet up with them most days. I use Facebook to keep in touch with friends and family which is really useful when we are in Italy. Many friends also have second homes in France or Italy, so we often share pictures on Facebook.

I have also had quite a creative flair, but when we bought our home in Italy I developed a real taste for interior design. It was fun having a blank canvas to work with and I have thoroughly enjoyed searching for the right pieces to add to our home. I was not a big user of social media

before we bought the house, but I have found it invaluable in finding unusual and high-end products that I would not have found otherwise. I enjoy scrolling through Instagram, looking for themes and colours.

My personality...

I am an outgoing person and I really like meet people and enjoy new experiences. I feel that retiring at the young age of 50 has allowed me to socialise more and spend time with my family. I feel at my best when I am surrounded by friends and family. I love to spoil them and love to see their faces when I have picked just the right gift for them.

My routine...

Even though I am not longer working I am still an early riser, although still not as early as David. After so long in the RAF, David just cannot lie in the morning. I am usually up by 7am and wander downstairs for a large pot of tea and some toast. It is s lovely having a leisurely breakfast, which is so different to when I was working. While David reads his morning paper, I will usually grab my iPad and have a look through Facebook. I like being able to take the time to look through their photos and comment on them. I even read most of my daily news via Facebook.

After breakfast I will pop in the shower and get ready for the day. Three days a week I do a Pilates class. Many of the ladies there are also retired and there are a couple of girls who when to school with my eldest daughter. One of them is pregnant with her second child.

Two to three days a week I will be meeting friends for lunch. The other days I have lunch with David, if he is not at golf, or my daughter and granddaughter might pop round.

If I have met friends for lunch, then we might pop to the shops for a browse. If I am at home on my own I will probably catch up on some tv and maybe glance through Facebook. One afternoon a week I will usually look after my granddaughter.

I will usually cook an evening meal for myself and David. We do like to sit down together in the evening with some good food and a nice bottle of wine. We have a rule about no phones during dinner. After dinner we will relax and listen to music or maybe watch a film. I am also looking Facebook and arranging lunch dates, or looking through Instagram for room inspiration.

Our weekends are very similar to our weekdays now. The only difference is that we will probably spend more time with our family. We very often have our daughters over for Sunday lunch, which David cooks.

When in Italy we will probably be out more, usually walking in the beautiful countryside. We do use Facebook a little more to see what our friends and family are doing, and we Skype our daughters at least every few days.

My dreams...

I would love to have more grandchildren to dote upon. Being a grandparent is an absolute joy.

My job was a creative job and now that I am retired I would love to do something more creative. I have enjoyed filling my house in Italy with my ideas so would like to spend some time studying something that would complement my interest in interior design.

3 reasons for me to engage with the business...

1. I like to spoil my granddaughter and like the more traditional style of designs and prefer handmade items that reflect the thought I have put into the gift.
2. I like to feel that I personally know the brand. It really helps me to choose a brand or a product if I can see that thought and care has been put into making it. The process and the philosophy of the brand is very important to me.
3. I am always searching for high end gifts for my friends and family and I prefer them to be special pieces that will stand out from the usual mass-produced gifts. I like quality items that will stand the test of time and become long time family favourites.

3 reasons for me not to engage with the business...

1. I am a visual person and I much prefer images to lots and lots of text. If social media posts were predominantly text without images, then I would be very unlikely to engage.
2. I pride myself on the thought I put into buying gifts. I need to know that what I am buying is high end and of the best quality. I put a lot of thought into choosing gifts and I like to feel that as much care and attention has been put into making the products. If the images and the personality do not reflect this I will tune out.
3. I view many images online, whether pictures of family and friends or aspirational home images. The images need to really stand out to me otherwise they will get lost in my feed.

Which channels

Jill seems to only use two main social media platforms, both Facebook and Instagram. She even mentions that she even gets her daily news articles via Facebook. It sounds like a platform she is very comfortable with.

Clearly it will make sense to use these two channels. Jill appears to be very bought into using Facebook for most of her online time. She is also actively engaging on Facebook, liking photos and uploading images herself. She is relatively new to Instagram but uses it for aspirational home styling.

Best times to post

Jill is clearly a very busy lady and very much enjoying her retirement. However, there are some valuable times in her day when she has quality time to sit down and look through her social media. She appears to like the opportunity not to rush too much. The best, regular, times of day with plenty of time appear to be breakfast times and evenings.

Peak posting times for engagement with Jill would be 7am to 9am and then after 8pm. There is potentially some scope for afternoons, but the mornings and the evening would provide an excellent opportunity for better engagement.