

Appendix 2: Example persona

PERSONA

Matt Johnson, 2nd year uni student

Bachelor of Social Work, Deakin University



"I would love to do more environmental volunteering, but I don't have much time and can only get involved every now and then."

Age: **19 years**
Profession: **Student**
Family: **Single**
Location: **Warrnambool, VIC**

Matt's main channels

- Instagram
- Facebook marketplace
- WhatsApp
- Poster at uni, local pub, supermarket, footy club
- Footy club newsletter
- Stall at local market, footy or festival

Time poor

Digital native

Eager to learn

Seeking to further career

Matt's daily life

- Up around 7am and travel to uni via bus
- Scrolls social media on way to uni
- Works in the local pub about 4 times/week
- Plays footy/cricket most weekends or off to festivals/weekends away
- Evenings at home flicking social media, or out at footy training or pub with mates

How he gets most information

- Group messaging apps - WhatsApp, Facebook Messenger
- Social media - posts & ads
- Text messages
- Google searches
- Podcasts
- News apps - ABC, Apple News
- Posters at uni, pub
- Bus stop ads
- Emails from footy club

Main barriers to volunteering

- Time-poor: Can't commit to weekly or regular activities
- None of his mates volunteer
- Worried he'd need to cancel at late notice if offered a work shift