

GAME MASTER HINTS

✅ Correct logical matches:

Target Group	Platform
Eco-aware students	TikTok
Busy working mums	Facebook
Fitness & wellness enthusiasts	Instagram
DIY & home décor hobbyists	Pinterest
Sustainability-focused professionals	LinkedIn

💡 Guiding questions and hints:

◆ Level 1

“Each group has their own digital hangout. Where would they scroll, post, or search?”

◆ Level 2

“Think content: short videos? Inspiration boards? Business ideas?”

◆ Level 3

“Young? Think TikTok. Business? LinkedIn. Creativity? Pinterest.”