

Brand Voice & Messaging Guidelines for Social Media

Brand Overview

Brand Name: [Your Brand]

Mission: [State the core mission of your brand]

Vision: [State the vision or long-term goal]

Core Values: [List key values guiding your brand, e.g., innovation, empathy, integrity]

Brand Voice

Describe your brand's voice in 3–5 adjectives, for example:

- Friendly
- Confident
- Helpful
- Inclusive
- Approachable

Voice Dos:

- Use positive and encouraging language
- Communicate with clarity and honesty
- Adapt tone for different social platforms
- Use contractions where appropriate

Voice Don'ts:

- Don't use slang or jargon
- Don't be condescending or overly formal
- Don't overuse emojis or hashtags

Messaging Pillars

Our key themes and messages for social media:

1. **[Pillar 1]:** [Description of this key message/theme]
2. **[Pillar 2]:** [Description of this key message/theme]
3. **[Pillar 3]:** [Description of this key message/theme]
4. **[Optional Pillar 4]:** [Description, if applicable]

Writing Style

- Keep sentences clear and concise
- Write in active voice
- Use inclusive and audience-centric language
- Maintain consistency in spelling (choose US or UK English)
- Include calls-to-action where appropriate

Social Media Examples

Positive Example

â€œWeâ€™re excited to bring you our latest tips for productivity! How do you stay focused each day? Let us know below.â€

Negative Example

â€œYou must do this to be productive. If you disagree, youâ€™re wrong.â€

Visual Considerations

- Use approved logo and brand elements
- Maintain consistent image styles and aspect ratios
- Align visual tone with messaging (e.g., vibrant, minimal, friendly)

Approval & Review Process

All social media posts must be reviewed by [Name/Title] before publishing. Approvals ensure brand consistency across all platforms.