

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
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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]
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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
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Social Media Examples

Positive Example

“We’re excited to bring you our latest tips for productivity! How do you stay focused each day? Let us know below.”

Negative Example

“You must do this to be productive. If you disagree, you’re wrong.”

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.