

Social Media Style Guide

Company Name: _____

Welcome to our Social Media Style Guide!

To get the most out of this invaluable resource, we recommend that you have already completed two essential workbooks in our Conscious Creative Series: the Heart-Led Brand Clarity and Strategy Workbook and the Social Media for Social Impact Strategy Workbook. These workbooks lay the foundation for a purpose-driven approach to your brand and social media presence, ensuring that every aspect of your communication reflects your authentic values and resonates with your audience.

By completing the Heart-Led Brand Clarity and Strategy Workbook, you have gained a deep understanding of your brand's mission, core values, and unique voice. This clarity allows you to establish a strong foundation and purpose for your social media presence, aligning every post and interaction with your authentic self. It's like giving your brand a soul that shines through in every digital interaction.

The Social Media for Social Impact Strategy Workbook takes it a step further by guiding you through the process of harnessing the power of social media to drive positive change. It helps you craft a strategic approach that amplifies your message, engages your audience, and sparks meaningful conversations around the issues that matter most to you and your community.

Now, armed with the insights and strategies from these workbooks, our Social Media Style Guide becomes your trusted companion, providing practical guidance and best practices to ensure consistency and effectiveness in your social media communications. From content creation to visual aesthetics, from tone of voice to community engagement, this guide offers a roadmap to elevate your online presence and make a lasting impact.

Remember, this style guide is designed to support and enhance the knowledge you have gained from our previous workbooks. It's the bridge that transforms your heartfelt intentions into a visually captivating and cohesive social media experience. By following the guidelines outlined in this guide, you will create a strong, authentic, and purpose-driven presence that resonates deeply with your audience and creates a ripple effect of positive change.

So, if you're ready to take your brand's social media presence to new heights, dive into this Social Media Style Guide with an open heart and a curious mind. Let its wisdom and insights empower you to create a digital space that captivates, inspires, and fosters connections. Together, we can use social media as a force for good and make a meaningful impact in the world.

Thank you for being part of our conscious creative community, and we can't wait to witness the magic you'll create with this Social Media Style Guide by your side.

With Love,
Jerel and Sádé

P.S. Just a little heads up, our lovely PDF document is designed to make your life easier. Feel free to type away in those convenient fields provided. It's all about simplifying things and giving you the smoothest experience possible. Enjoy!

Accounts

Insert handles or links for every social account run by your organization, a bio for each of your organizations social accounts and the frequency which you'd like to post on each account.

Platform	Bio	Frequency
Facebook		
Instagram		
LinkedIn		
TikTok		
Twitter		
Youtube		

Content Pillars

Insert types of content you post, e.g., self-promotion, partner content, industry news, etc.

1/3

1/3

1/3

Content Themes

List your content themes and sub themes.

Voice and Tone

Summarize the voice and tone of your social media presence with adjectives in the list below.
E.G. Not childish but playful.

Not _____ but _____

Not _____ but _____

Not _____ but _____

Not _____ but _____

Not _____ but _____

Not _____ but _____

Use Of Brand Name In Content

Describe any special rules on how to write your brand's name.

Branded Hashtags

Insert branded hashtags + what context to use them in.

Words And Phrases To Avoid

Insert words/phrases to avoid

Emojis To Use

Insert emojis to use

Emojis To Avoid

Insert emojis to avoid

Capitalization

Identify capitalization style to be used when writing on social media, i.e., sentence case, title case, no capitals, etc.

Timing

Insert a link to your editorial calendar

Bad Post Examples

Insert at least one example of a type of post you don't do per network.

Good Post Examples

Insert at least one example of a top performing post per network

Content Curation Blocklist

Insert list of outlets that you do not share content from (i.e., competitors, untrustworthy sources, etc.)

Inspiring Brands

Insert list of brands that inspire your content creation, include space for notes on what exactly you like about them.

Guidelines For Visuals

Outline the visual standards for your brand's social media presence. Describe any specific colors, fonts, layouts, imagery, or other visual elements that you would like to incorporate into your content.

Tagging Guidelines

Make sure to answer the following questions: When do you tag someone? Do you include a tag in the photo, caption, or both? In which cases do you need to ask permission to tag?

Crediting Guidelines

Make sure to answer the following questions: When do you need to credit someone? What format should the credit follow (i.e., "Name, CCO)? Are there different levels of crediting? If so, what are they? When do you not need to credit someone?

Social Media Style Guide by: **SOLA**

For assistance using this social media style guide email: hello@solacreativestudio.com