

[INSERT COMPANY LOGO]

Social Media Style Guide

[DATE]

When interacting with the [COMPANY] social media audience it is important to maintain a consistency of voice, tone, and substance. An engaging and consistent style provides credibility and better communicates the nature of the business. This guide is intended to provide direction for any social media posts made on behalf of, or in connection to [COMPANY].

Social Media Goals:

Purpose:

The [COMPANY'S] social media channel purpose is to...

Managed Social Media Accounts:

POST LINKS TO ALL ACCOUNTS.

Facebook:

Instagram:

Pinterest:

Twitter:

Linkedin:

Demographics:

Voice and Tone:

Engagement Style:

[INSERT COMPANY LOGO]

Posting Schedules:

HOW MANY TIMES PER WEEK/DAY WILL CONTENT BE POSTED ON EACH CHANNEL?

Facebook:

Instagram:

Pinterest:

Twitter:

Linkedin:

Posting Styles:

WHAT SPECIFIC TYPE OF CONTENT SHOULD BE POSTED ON EACH CHANNEL?

Facebook:

Instagram:

Pinterest:

Twitter:

LinkedIn:

Imagery:

All media must be of high resolution. Post original content when available and credit work when necessary.

Hashtags:

INCLUDE ANY BRAND SPECIFIC HASHTAGS HERE