

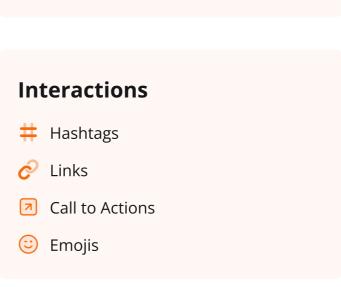
Style Guide for Social Media



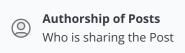
Brand Voice and Tone	
Friendly	Formal
Helpful	Serious
Trendy	Authoritative
Witty	

Language & Text Formatting	
Acronyms	Usage of jargons
Grammar	Sentence Length
Spelling	Paragraph length
Puntuaction	No. of Characters





Don't forget to check



Replying to Comments
Do's and Don'ts



