

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
- Punctuation
- No. of Characters

Visual (Image) Formatting

- Colors
- Images
- Typography
- Logos
- Iconography
- Grids & Spacing

Interactions

- # Hashtags
-  Links
-  Call to Actions
-  Emojis

Don't forget to check



Authorship of Posts
Who is sharing the Post



Replying to Comments
Do's and Don'ts



User-Generated Content
Brand Consistency