Twitter Thread by Buffer



Buffer
@buffer

The eight key components of a social media style guide

A thread ■■■■■ (with a free template at the end)

1. The style guide tl;dr

If someone doesn't want to read everything in the full style guide, they can at least come to this section and get the gist.

2. Voice and tone

You have the same voice all the time, but your tone changes. Your voice and tone humanize your brand and let you take part in conversations naturally.

3. Spelling, grammar, and punctuation

You'll want to carry over many of your spelling and grammar guidelines from your overall content guide, but keep in mind you may want to modify for social media constraints.

4. Formatting

With so many different platforms, formatting on social media is especially important to ensure you are consistent and make your brand recognizable.

5. Emoji usage

You'd be hard pressed to find anything that can inject as much fun and personality into your social media as emoji! (Though it might not be suitable for every platform.)

6. Hashtags usage

Hashtags are important for everything from campaigns to joining in conversations. You can include a list of branded and campaign specific hashtags.

7. Multimedia usage

Your multimedia usage guidelines can include the content, context, and style (informational, whimsical, etc.).

8. Breaking news

In today’s increasingly connected world, it’s imperative that your brand be mindful of how you’re perceived on social media, particularly in relation to breaking news stories.

Find our full social media style guide here: https://t.co/vOXZWaFLSy

Free template: https://t.co/OWrJ1akQTF