Social media guidelines

When there’s more than one of you running the company's social media account, inconsistencies can be a huge issue.

From language, tone of voice, to graphics – your company needs a single source of truth for all things social media.

So what should your guidelines include?

Follow this simple framework to build an accessible guide to all things social media.

| **Company overview** |  |
| --- | --- |
| Overview | Include a short, concise version of your company overview, including the core messaging featured in your position statement. |
| Goals & metrics | Write a summary of your company’s goals and metrics here. |
| Personas | Include your customer personas in this section, including their pain points. This allows your team to focus on creating content that’s relevant to your target personas. |
| **Messaging consistency** |  |
| Tone of voice | Summarize your tone of voice here. Add details with adjectives in easy-to-read bullet points. |
| Hashtags | List your branded hashtags and the context they should be used in. |
| Brand language | Include your language rules for social posts and images, including formats such as dates, etc. Point out words, phrases, and emojis to avoid. |
| Content pillars | Outline your content pillars and the topics you want to post about on social media. |
| **Social media platforms** |  |
| Social media information | Include a list of social accounts the company uses and the information your colleagues will need to successfully post on them. |
| Tagging guide | Include rules on when you should tag a company or individual, where to include the tag, and when it’s necessary to ask permission. |
| Crediting sources | When and how a source should be credited. |
| Types of posts | Outline relevant social posts for each channel; a wordier post may mean more engagement on LinkedIn, but with a tight character limit on Twitter will need some adjustment.  Share examples of previous, successful posts you’ve published or templates you find. |
| **Employee policy** | Including your company’s social media policy in the final section is a good way for employees to reference guidance and advice in best and worst-case scenarios on social media. |

Organic social media marketing can be one of the most effective inbound marketing strategies your business can invest in. Ensure consistency across the board, target well-researched personas, and you can’t go far wrong.