



Social Media & Editorial Style Guide

Overview

GOALS

Increase subscriptions and/or revenue by 50% month over month

Champion audio content and shift the way people think about content from screen-bound reading to universal availability.

AUDIENCE

Marketing decision-influencers and makers at medium-sized startups and businesses who a) are curious about audio content, b) have an interest in novel ways to market, c)

Anyone interested in Smart Speakers/Voice Assistants/Audio Apps

ACCOUNTS

Facebook: <https://www.facebook.com/VoxSnap/>

Twitter: <https://twitter.com/VoxSnap/>

Instagram: <https://www.instagram.com/voxsnap/>

LinkedIn: <https://www.linkedin.com/company/voxsnap/>

Pinterest: <https://www.pinterest.com/voxsnap/>

Creation

CONTENT PILLARS

- Check our [Content Framework Document](#)

POST TIMING

[Link to Content Calendar](#)

Daily content:

- Instagram Stories
 -
- Twitter
 - Respond to thought leaders

Supporting new content:

- Day Of
 - Facebook: 1 post
 - Twitter: 2 posts
 - LinkedIn: 1 post
 - Instagram: 1 post
- Next Day
 - Facebook: 1 post
 - Twitter: 1 post
 - Instagram: 1 story
- End of week/beginning of next week:
 - Twitter: 1 post
 - LinkedIn: 1 post

Text Composition

VOICE AND TONE

Active voice — "the subject does the action described by the verb." Not passive voice, "The action described by the verb is done by the subject."

Audience focused: say "You" or "our customers" more than "us."

First person plural--"We have a platform to transform dust-collecting text into human voice."

- Not geeky but smart
- Not silly but playful

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- Not carefree but hopeful
- Not overly familiar but kind
- Not manicured but attentive to details
- Not gimmick-driven but curious

POST LENGTH

Facebook: 4-6 word title, 12-16 word body, 10-20 words metadescription

Instagram: 100-140 characters.

LinkedIn: 50-100 Characters

Twitter: 100 characters or less (not including a handle at the start of a reply)

CAPITALIZATION

Our brands use camelcase capitalization:

VoxSnap, Audiohub, ILoveAudioApps

STYLEBOOK GUIDE

AP Style Manual: <https://wjea.org/wp-content/uploads/2014/02/WJEA-AP-Style-Cheat-Sheet.pdf>

Visual Style

BRAND IDENTITY

VoxSnap COLORS AND FONTS

https://docs.google.com/document/d/1hw81A55tRM08dZt5GSYeoKcs1_4tmeeORblcvBajjfs/edit?usp=sharing

GUIDELINES FOR VISUALS

Shared visuals:

Created visuals:

Tagging and Interaction

HASHTAGS

Facebook, use hashtags only a) to respond to an organic conversation or b) to tie posts into a campaign.

Twitter, Pinterest: use 1-3 to categorize or tag to assist conversation:

- #DigitalMarketing -- discussing content marketing
- #VoiceFirst -- Voice assistant technology

Instagram, use 6-10 divided between building community, detailing the post, expressing VoxSnap. Vary between posts.

- Community building suggestions:
 - #voicefirst #voicesearch #voicetechnology -- voice assistant technology
 - #technologynews #instatech
 - #googlehome #mini #googleassistant #googleaction
 - #alexaskills #amazonalexa #amazonechodot
 - #smartspeaker #voiceassistants
- Post topic suggestions:
 - #voiceskills -- Voice assistant technology
 - #technologynews -- sharing industry events
 - #podcasting -- discussing audio content
 - #eyesfree -- discussing accessibility and/or freedom and ease of use
 - #digitalmarketing -- discussing content marketing
 - #wearabletechnology -- discussing audio content available anywhere
- Expressing Voxsnap:
 - #instagood -- Happy news
 - #startup #hustle #entrepreneurs #entrepreneurlife #goals #mindset #grind #successful
 - #listen #learn #enjoy

TAGGING GUIDELINES

@ to speak to an individual/company directly, # to discuss the individual or company.

- Tag @ clients who are sharing our content to respond and be positive
- Tag # clients when we share their entry in our library
- Only tag individuals in photos with permission, including internal VoxSnap people

CREDITING GUIDELINES

- Credit the creators of any shared article or insight. This includes crediting the creators of content that we transform into audio.
- Credit individuals with name and abbreviated title. Mention their startup if they are a founder.
- In a thread conversation, just saying the name of someone you are giving credit to is OK:



Todd Campbell-Crow "Dive in" is a colloquialism that references an excited and direct leap into a deep swimming pool--the idea being there is a great deal of content to explore with TGC, so don't worry about where you might start or whether you would finish it all, just pick any given course and give it a go!

Like · Reply · 3m



1



The Great Courses ^ What Todd said!

Like · Reply · 1m

Things to Avoid

CONTENT CURATION BLACKLIST

[insert list of outlets that you do not share content from (i.e., competitors, untrustworthy sources, etc.)]

AVOID THESE WORDS/PHRASES

- Client -- "Customer"
- #Handsfree -- tag in use to discuss trans community

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AVOID THESE EMOJI

- 🍆 🐈 🐈 🐈 🐈 --sexual connotations
- 💡 -- Could mean mansplaining
- 🙅 🙅 -- Unhelpfulness
- 💸 -- Too expensive
- 🥑 -- Lazy/trendy