VOXSNAP

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

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- Twitter
 - Respond to thought leaders

Supporting new content:

Day Of

Facebook: 1 postTwitter: 2 postsLinkedIn: 1 postInstagram: 1 post

Next Day

Facebook: 1 postTwitter: 1 postInstagram: 1 story

• End of week/beginning of next week:

Twitter: 1 postLinkedIn: 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
 - o #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



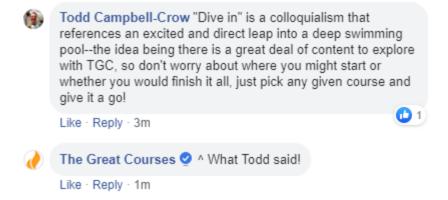
TAGGING GUIDELINES

@ 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:



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