

Social Media Branding Guidelines - A Checklist for Startups

Mission statement <i>What is our mission statement? What are we trying to achieve or accomplish with our online presence?</i>	
Brand voice <i>What does our brand sound like? How do we talk about our company? How do we talk to our clients/customers? Are we professional, fun, bubbly, witty, sarcastic? What story are we trying to tell?</i>	
Company title and name <i>How do we abbreviate our name, if at all? What is capitalized, what isn't? Be consistent!</i>	
Slang to use/avoid <i>What company jargon is okay? What internal speak shouldn't be used externally?</i>	
Visuals <i>Are we consistent in our aesthetic? Do we use a similar filter or feel of images across the board? Do our social sites/posts match one another other? Do they match our website?</i>	
PR 101 <i>How do we respond to negative comments or posts online? How do we handle a publicized mistake?</i>	
General dos and don'ts <i>How can we put our best branding foot forward at all times?</i>	