



Social Content Formatting Standards

Tone Selection Guide

1. Serious Professional

- **Tone:** Formal, fact-based, informative
 - **Best for Topics Like:**
 - Regulations
 - Economic policy
 - Cybersecurity
 - Healthcare systems
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2. Moderate Business

- **Tone:** Professional, concise, lightly conversational
 - **Best for Topics Like:**
 - AI for business
 - Team management
 - Marketing strategies
 - Work culture
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3. Casual Educational

- **Tone:** Clear, friendly, slightly informal
- **Best for Topics Like:**
 - Beginner tools
 - Productivity tips
 - Simple how-tos

- Lifestyle tech

Platform-Specific Formatting

◆ LinkedIn

- **Title Structure:** Clear, benefit-driven headline (*max 60 characters*)
- **Ideal Length:** 300–600 words
- **Content Layout:**
 1. Headline (Newspaper-style)
 2. Lede (1–2 sentence intro with key takeaway)
 3. Body (2–3 sections, subheaded)
 4. Conclusion (summary or CTA)
- **Language Style:** Adapted newspaper tone

◆ Twitter / X

- **Title Structure:** Concise core message (*max 280 characters*)
- **Ideal Length:** 1–3 tweets
- **Content Layout:**
 1. Tweet 1: Core statement (lede)
 2. Tweet 2–3: Supporting data or comment
 3. Optional CTA

- **Language Style:** Punchy, news-blurb style
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◆ Instagram

- **Title Structure:** Short hook (*max 50 characters*)
 - **Ideal Length:** 100–150 words
 - **Content Layout:**
 1. Headline/first line hook
 2. 2–3 short paragraphs (1–2 sentences each)
 3. Hashtags (3–7 relevant, no fluff)
 - **Language Style:** Visually appealing, plain language
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◆ Medium

- **Title Structure:** Informative headline (*max 80 characters*)
 - **Ideal Length:** 600–900 words
 - **Content Layout:**
 1. Title (newspaper-style)
 2. Lede (1 paragraph summary)
 3. Body (2–4 sections with subheads)
 4. Closing (insight or actionable point)
 - **Language Style:** Editorial, adaptive tone based on topic
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◆ **Newsletter**

- **Title Structure:** Straightforward subject line (*max 60 characters*)
- **Ideal Length:** 400–700 words
- **Content Layout:**
 1. Greeting (optional, 1 line)
 2. Lede or key update
 3. Main content (bullets or paragraphs)
 4. Action item or summary
 5. Sign-off
- **Language Style:** Business-journalistic tone
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