SOCIAL MEDIA STYLE GUIDE

Prepared by (NAME)
Last updated on (DATE)

1. The style guide tl;dr

If you don't have time to read everything in this style guide, this section can give you the gist:

- (Point 1)
- (Point 2)
- (Point 3)

2. Voice and tone

Our voice is…

Our tone is…

3. Spelling, grammar, and punctuation

Our style is largely based on…

These are some of the rules that are most likely to come up in your day-to-day writing:

- (Rule 1)
- (Rule 2)
- (Rule 3)

4. Formatting

Here are our formatting guidelines:

- (Guideline 1)
- (Guideline 2)
- (Guideline 3)

5. Emoji usage

When and how we use emoji:

- (Guideline 1)
- (Guideline 2)
- (Guideline 3)

6. Hashtag usage

When and how we use hashtags:

- (Guideline 1)
- (Guideline 2)
- (Guideline 3)

7. Multimedia usage

Here are our multimedia guidelines:

- (Guideline 1)
- (Guideline 2)
- (Guideline 3)

8. Breaking news

What we do with breaking news:

- (Guideline 1)
- (Guideline 2)
- (Guideline 3)