

PERSONA *Method* Est. 2016 MARKETING

The Social Media Voice Map

**Keep Your Brand Voice Consistent Across Every Post,
Platform & Conversation**

Created by Heather Gifford-Jenkins, inspired by The
PersonaMarketing™ Method

QUICK START: Use Your Voice Map in 3 Steps

- Choose ONE platform you post on regularly.
- Write down 3 Core Voice Attributes from your Brand Persona.
- Use the "Connection Points" table to plan your next post - with your real voice and their real emotions in mind.

Why Use This Voice Map?

You've done the deep work. You know who your brand *really* is. You know who you're meant to serve. But when it comes to posting on social media? Your content still feels... off. Flat. Or like you're performing someone else's voice.

The **Social Media Voice Map** helps you align everything you say with the personality and energy of your Brand Persona - across every platform. It keeps your content sounding like *you*, while deeply resonating with the people you're here to serve.

Because when your content sounds like your truest self? People lean in, trust grows and aligned sales follow.

Your Brand Voice, Everywhere You Show Up

This Voice Map has three layers:

Step 1: Define Your Core Voice Attributes

Core Voice Attributes (Consistent Across All Platforms)

These are the **non-negotiables** of your brand voice - how your Brand Persona naturally sounds *everywhere*. Choose 3–5 core qualities:

Examples:

- Encouraging
- Playfully cheeky
- Calm and precise
- Warm and direct
- Curious and thought-provoking
- Fiercely empowering

Your 3–5 Core Attributes:

Step 2: Platform Adaptations (Flexible, But Still You)

Each platform has its own rhythm. Instead of fighting it, adapt your voice *without changing your personality*.

Fill in the blanks for each of your chosen platforms:

Instagram

Length & Tone: Shorter, more visual, emotive

Common Content: Behind-the-scenes, stories, lifestyle shots

Voice Adaptation: _____

Facebook

Length & Tone: Medium-form, conversational

Common Content: Reflections, tips, community threads

Voice Adaptation: _____

LinkedIn

Length & Tone: Professional insight, expertise-led

Common Content: Lessons, articles, curated thought leadership

Voice Adaptation: _____

Podcast or YouTube

Length & Tone: Deep-dive, narrative or conversational

Common Content: Teaching, storytelling, guest interviews

Voice Adaptation: _____

Other (e.g. TikTok, Email, Blog):

Platform: _____

Voice Adaptation: _____

Step 3: The FOUR Connection Points in Your Content

Every post or piece of content should reflect **at least one** of these connection points:

Connection Point Question to Ask Before Posting

Pain Point Am I acknowledging a challenge they're *actually* facing?

Value Does this reflect what matters most to them *and* to us?

Language Am I using words they actually use or relate to?

Narrative Am I sharing a story or angle that hits home?

Pro tip: You don't need all 4 in every post—but aiming for 2+ creates stronger resonance.

Step 4: Social Caption Frameworks That Sound Like You

Use these plug-and-play ideas to keep your voice consistent:

Story Starter:

"Here's something I've never shared before..."

"Yesterday I noticed something small - but it stopped me in my tracks..."

Pain Point Connection:

"If you've ever felt [emotion/challenge], you're not alone."
"Let me guess: you've tried everything... and nothing sticks."

Value Statement:

"We believe beauty should *feel* like home - not a showroom."
"Here, we don't hustle harder. We align deeper."

CTA (Brand-Consistent):

"Drop a 🧡 if this hit home."
"DM me the word ALIGN if you want help applying this."
"Want to dive deeper into this? I saved a spot in the guide I made—let me know."

Final Tips

- Revisit this Voice Map every quarter - your business evolves, and so will your expression.
- Share this with your team, VA, or copywriter—this becomes your **brand language source of truth**.
- If a post doesn't sound like *you*, trust your gut—it probably isn't aligned yet.

Want Help Writing Like Your Brand Persona?

Inside the PersonaMarketing™ Method Membership, we have templates, trainings, and even a Custom GPT that writes in your voice.

Start at ThePersonaMethod.com

The strongest social media strategy? Being more of who your brand already is.