

Social media guidelines

When there’s more than one of you running the company’s social media account, inconsistencies can be a huge issue.

From language, tone of voice, to graphics – your company needs a single source of truth for all things social media.

So what should your guidelines include?

Follow this simple framework to build an accessible guide to all things social media.

Company overview	
Overview	Include a short, concise version of your company overview, including the core messaging featured in your position statement.
Goals & metrics	Write a summary of your company’s goals and metrics here.
Personas	Include your customer personas in this section, including their pain points. This allows your team to focus on creating content that’s relevant to your target personas.
Messaging consistency	
Tone of voice	Summarize your tone of voice here. Add details with adjectives in easy-to-read bullet points.
Hashtags	List your branded hashtags and the context they should be used in.

Brand language	Include your language rules for social posts and images, including formats such as dates, etc. Point out words, phrases, and emojis to avoid.
Content pillars	Outline your content pillars and the topics you want to post about on social media.
Social media platforms	
Social media information	Include a list of social accounts the company uses and the information your colleagues will need to successfully post on them.
Tagging guide	Include rules on when you should tag a company or individual, where to include the tag, and when it's necessary to ask permission.
Crediting sources	When and how a source should be credited.
Types of posts	Outline relevant social posts for each channel; a wordier post may mean more engagement on LinkedIn, but with a tight character limit on Twitter will need some adjustment. Share examples of previous, successful posts you've published or templates you find.
Employee policy	Including your company's social media policy in the final section is a good way for employees to reference guidance and advice in best and worst-case scenarios on social media.

Organic social media marketing can be one of the most effective inbound marketing strategies your business can invest in. Ensure consistency across the board, target well-researched personas, and you can't go far wrong.