

DEVELOPING YOUR BRAND'S SOCIAL MEDIA VOICE

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WHY YOU NEED A STRONG VOICE

Creating a strong, consistent brand voice is essential to success.

3 REASONS TO CRAFT YOUR VOICE



Sticky Content

Authentic communication style sticks with people in a real, lasting way



Differentiation

Capitalize on distinguishing points and relay your value propositions in an authentic way



Connectivity

Familiarity of brand persona creates and strengthens emotional connections

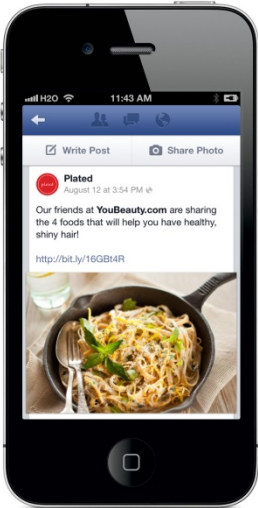
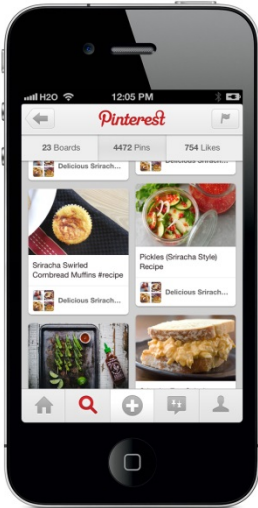
4 PILLARS

- » Personality: Who is your audience, and who are you to them?
- » Tone: How do you want your audience to perceive you?
- » Language: What words do you use to differentiate?
- » Purpose: Why are you speaking to them?



NEXT STEPS

- » Use overarching brand guidelines
- » Research companies you admire
- » Create a social media guide
- » Accept imperfection



“

A brand for a company is like a reputation is for a person. You earn reputation by trying to do hard things well.

”

Jeff Bezos



THANK YOU

Emily Grant
Communications Director
emily@plated.com
@emily_fran