Brand Voice

Words + Visuals you use online to stay recognisable

Brand Voice Guide

Brand voice is the way you put yourself out there with the words you choose, how you say them and the visuals you use to match.

It's like your clothing style - but online. It's important to be on-brand when posting on social media as much as possible in order to stay recognisable and professional in the midst of a busy online space.

Tone of Voice - Words

Social media tone of voice is usually less of a professional-board-room-billboard and more of a conversational style. Social media should humanise your brand while still maintaining a sense of professionalism.

If your brand was a person across the table from you, what adjectives would you use to describe them? What would others say?
_____
_____

Stuck for ideas? Here are some to get started:

Strong Whimsical Calming Relatable Educated Joyful Flirty Classic Shocking Classy Easy Going Contentious Professional

Who's your target market?
_____
_____

If your brand was a person meeting someone from your target market for a drink, answer these questions:
- What three topics of conversation would your brand cover that is <u>NOT</u> about business? (i.e. family, extracurriculars, team members, etc.)
_____
_____

- What three topics would your brand discuss with an individual regarding business over a drink? (i.e. Packages, offers, events)
_____
_____

- What topics wouldn't you discuss at all? (i.e. politics, religion, family, personal)
_____
_____

How long are your sentences? Short/Sharp/Punchy   Longer/Well   Established   Mix

Do you use contractions? Yes   No   Some

Do you use emojis? All of them   None   Some

How would your brand say hello or goodbye? Formal   Informal   A mix

If you answer some: circle a few of the classics which feel appropriate for your brand and add others we may have missed

You can use the above information to shape your content and maintain consistency throughout your online conversations.

Visual Branding

Tiles

Do you ever have something to say but no image to help you say it? Why not consider creating a brand tile, using fonts, colours and icons that are unique to you and your brand? For example, GRM uses the below tiles that we create on Canva to achieve a more professional and interesting way to capture people's attention without using a photograph.

What 3 colours are unique to you personally or your brand:

_____

Do you have any icons, logos or shapes that feature in your brand or creative?

_____

Do you have specific fonts that are unique to your brand?

_____

Whether or not you have a formally designed brand kit (i.e. specific fonts and brand colours) or not is irrelevant - you can achieve brand consistency on your social media platforms through the following avenues.

Imagery & Filters

Do you have curated, on-brand professional photography on file?

Yes - great! No - don't fret, you can achieve visual harmony by using a mixture of low res, easily sourced shots with the help of a few editing tools and filters. Although we do promote investing in high-quality photography as it often is worth every penny and can be used across a range of marketing collateral - it is not the be-all and end-all.

Where appropriate, professional shots mixed in with more ad hoc and in the moment snaps are a great way to keep your brand professional but also adds a sense of personality, and approachability and gives a glimpse at the humans behind the brand. Our top tip, pick one filter and stick to it!

What applications do you use to filter and add creativity to your imagery?

_____

Some that we like are Lightroom, Snapseed, and VSCO.

Layout of text

When writing a post, do you ever consider the layout of your text?

This can often be something that is overlooked but is another easy way to gain visual uniformity whilst being able to custom each post to suit the topic. Whether or not you stick to short, snappy captions or you tend to write long, in-depth scripts by sticking to a rough format, you can feel more polished when it comes time to hit publish.

Check out this GRM example - remember this is just how we operate, there are no rules!
- We always start off with an opening statement or question and then drop down to a new line.
- When writing a long caption, we break our text into smaller, more readable chunks.
- If our caption involves a list, we always tend to use emojis as bullet points.
- When it comes to emojis, we feature some but don't overdo it.
- On Instagram, we drop one line and then feature our hashtags.

Grass Roots Media
19h · 🌐

Reminder: Tomorrow is International Coffee Day! Beyond your average cup-of-joe, here are three ideas depending on how dedicated (or caffeinated) you are in the morning!

☕ Support local - go buy a coffee and give a review and/or shout on social media.
☕☕ Shout your team, share a photo, and have your community guess what everybody's coffee order is!
☕☕☕ Shout a local non-profit and give them a shout out on the socials.

*P.S. Shout out to Arrosta Coffee Roasting Co and My Manawatū for this awesome coffee tasting experience last summer!

grassroots_media Have a favourite photographer - even if just an amateur? Do share! Tag them below so we can follow them too.

Today is World Photography Day. Our Community Chatter, Anna and @grm_bosslady are both keen photographers and, even if they claim to amateurs, they have a real eye for capturing beauty.

#worldphotographyday
#socialmediamarketing,
#socialmediahelp #socialmediaexpert
#socialmediacontent #nzag