Social Media Branding Guide

1. Brand Voice and Tone
   - Brand Voice: Describe your brand's personality in a few words (e.g., friendly, professional, fun).
   - Tone: Decide how your brand will sound in different situations (e.g., casual for daily posts, formal for announcements).

2. Colors and Fonts
   - Primary Colors**: List your main brand colors (e.g., blue, white).
   - Accent Colors**: List secondary colors that add variety but still fit your brand.
   - Fonts**: Write down the main font(s) used for social media posts.

3. Logo Use
   - Logo Style: Note which version of your logo to use (e.g., color, black and white).
   - Placement: Decide where to place your logo on images (e.g., bottom right corner).

4. Profile and Cover Photos
   - Profile Photo: The same photo across all platforms (e.g., logo or brand mascot).
   - Cover Photo: Use a matching image or graphic that shows off your brand.

5. Content Types and Style
   - Main Content Types: List the kinds of posts you'll share (e.g., tips, product photos, customer stories).
   - Image Style: Describe your preferred image look (e.g., bright, clean, minimalistic).
   - Video Style: Write a few notes about your video approach (e.g., fun, quick tips).

6. Hashtags
   - Branded Hashtags: Your unique hashtag for people to follow and use (e.g., #MyBrandName).
   - Popular Hashtags: List a few trending hashtags that fit your brand.

7. Posting Schedule
   - Frequency: How often you'll post on each platform (e.g., 3 times a week on Instagram).
   - Best Times: List the best times to post for engagement (e.g., evenings on Facebook).

8. Target Audience
   - Demographics: Briefly describe your main audience (e.g., young adults, small business owners).
   - Interests: What does your audience care about? (e.g., sustainability, productivity tips).

9. Engagement Style
   - Response Time: Aim to reply to comments/messages within a set time (e.g., within 24 hours).
   - Engagement Tone: Decide how you'll respond to your audience (e.g., friendly, supportive).

10. Social Media Tools
   - Tools Used: List any tools you use for scheduling, creating, or monitoring posts (e.g., Canva, Hootsuite).

This guide can help you create a strong and consistent social media presence that reflects your brand identity on every platform.