**Social Media Strategy:**

Brand Voice

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# Community Management Strategy

## 1. Social Media Engagement Policy

### 1.a. Social Brand Voice

Each brand has it’s own voice. Nike will always ‘just do it’ and BMW will always be the ‘ultimate driving machine’. It’s important to outline the kind of language that represents your brand, particularly for Social Media, which loses the body language of a salesperson in a shop, and the tone of a person on the phone. It’s vitally important to describe the type of language in a few different ways.

**Descriptors of Language & Voice**

Simply list here all the words that describe the type language, tone and voice you would want to portray.

|  |  |
| --- | --- |
| **Select or Remove any of the following** | **Your own words** |
| **Fun**  **Enthusiastic**  **Carefree**  **Real**  **Fast**  **Male**  **Female**  **Loving**  **Nurturing** |  |

### 1.b. Key Words

In addition to language tone and descriptors, it’s important to know the sort of keywords that should be used in Social Media for your brand. This can be useful for a number of reasons, for example, Search Engine Optimisation and Google rankings, but it’s primarily important because each brand has certain words that are used often, as well as certain words that in context can mean very different things to what they might otherwise normally.

|  |  |
| --- | --- |
| **Keywords to use**  **(Words we should use frequently)** | **Keywords NOT to use**  **(Words we CANNOT use)** |
|  |  |

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### 1.c. Topics

It’s normal for all sorts of conversations to occur on Social Media - just like in real life, people talk about all sorts of things. It’s important to acknowledge that this happens and have rules around what to engage in, and what not to engage in.

This section is for you to outline the key topics that you can talk about, as well as the ones that shouldn’t be engaged in, as well as any key controversial topics that should be avoided and flagged.

|  |  |
| --- | --- |
| **Topics to use**  **(Topics we should use frequently)** | **Topics NOT to use**  **(Topics we CANNOT use)** |
|  |  |

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### 1.d. Example Content

Write below examples of social media content using the tone of voice described above.

|  |
| --- |
| **Example 1** |
|  |
| **Example 2** |
|  |

## 2. Emergency Contacts

In the event you can’t answer a question, reply to a query or they identify a sale opportunity, these are the key contacts who will be able to assist.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Contact** | **Name** | **Phone** | **Email** | **Work Hours** |
| **Sales Enquiries** |  |  |  |  |
| **Technical Enquiries** |  |  |  |  |
| **Complaints** |  |  |  |  |
| **Other…** |  |  |  |  |