

California Presenters

Digital Marketing Intensive:

Finding Your Voice on Social Media

Define your organization's CULTURE.

This could be in the form of a mission or vision statement, or a simple description of your organization's brand.

Identify your COMMUNITY.

Who are your Facebook fans and Instagram followers? What matters to them? How do they communicate with your brand and with one another?

Determine your place in the CONVERSATION.

What is your primary purpose on Facebook? Are you there to support your customers, promote events, or just for fun? If your Facebook identity were a real person, how would they sound? How is this different on Instagram?

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Character

Friendly
Warm
Inspiring
Playful
Authoritative
Professorial

Tone

Personal
Humble
Clinical
Honest
Direct
Scientific

Language

Complex
Savvy
Insider
Serious
Simple
Whimsical

Purpose

Engage
Educate
Inform
Enable
Entertain
Amplify

Source: Stephanie Schwab, Social Media Explorer

Choose 1-3 adjectives that define your Voice's...

CHARACTER/PERSONA

TO NE

LANGUAGE

PURPOSE