

Social Media Content Guidelines Starter

Basic tone, do's/don'ts, and posting rhythm so anyone posting sounds like the same brand.

Voice & Tone

Three words that describe how we sound: _____

What we sound like: _____

What we don't sound like: _____

Posting Rhythm

Platforms actually in use: _____

Target posting frequency: _____

Who's responsible for posting and responding?: _____

Content Do's

☐ Post content that's genuinely useful or interesting, not just self-promotional

☐ Respond to comments and messages within a set window

☐ Credit sources and tag people/businesses appropriately

Content Don'ts

☐ Don't post without a second set of eyes on anything sensitive or customer-related

☐ Don't argue publicly with a customer; take it to a private conversation

☐ Don't post customer information or photos without permission

Approval Process

What needs review before posting, and by whom? What can be posted without approval?

If something goes wrong publicly (a complaint goes viral, a mistake is made), pause scheduled content and follow the Crisis Communication Plan rather than posting as normal.