

# ***BOOSTING YOUR SOCIAL MEDIA STRATEGY DOWNLOADABLE WORKSHEET***

Use this worksheet to create a social media style guide to create consistent content and share it with your marketing team.

**BEFORE YOU CREATE YOUR STYLE GUIDE, DECIDE ON WHAT YOUR BRAND VOICE IS. HERE ARE SOME VOICE IDEAS FOR NONPROFITS:**

## ***EMPATHETIC***

- ➔ Shows deep care and understanding for the cause and beneficiaries
- ➔ Example: "We understand the challenges you face, and we're here to support you every step of the way."

## ***INSPIRATIONAL AND UPLIFTING***

- ➔ Motivates and encourages action, focuses on positive outcomes
- ➔ Example: "Together, we can create a brighter future for teens in need. Join us in helping teens like Joseph walk at his high school graduation."

## ***EDUCATIONAL***

- ➔ Shows deep care and understanding for the cause and beneficiaries
- ➔ Example: "We understand the challenges you face, and we're here to support you every step of the way."

## ***FOCUS ON COMMUNITY AND GRATITUDE***

- ➔ **Emphasizes a sense of community, gratitude towards donors, and trust**
- ➔ **Example: "Join over 500,000 members who support each other's mental health in a safe, online community."**

## ***STRONG ACTIVIST***

- ➔ **Strong, assertive voice that promotes social justice and pushes boundaries**
- ➔ **Example: "We refuse to be silenced, erased, or marginalized. We won't stop until every LGBT+ member we serve feels supported."**

## ***FUN AND CASUAL***

- ➔ **Keeps things fun and makes jokes to lighten the burden of the mission**
- ➔ **Example: "We're serving up delicious vibes and affordable bites for the whole community!"**

## ***ADVENTUROUS***

- ➔ **Invokes curiosity, discovery, and adventure**
- ➔ **"Sign your child up for a summer of limitless adventure, where the wilderness is their playground!"**

Use your brand voice to inspire your visual design and style guide.

# SOCIAL MEDIA STYLE GUIDE

**Brand Voice:**

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**Colors** (with hex codes):

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**Fonts:**

Headers:

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Subheaders:

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Body:

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**Grammar:**

IMPROPER GRAMMAR ALLOWED

PROPER GRAMMAR ONLY

**Emojis:**

YES

NO

**Specific Language Notes:**

(Examples include correct punctuation for brand product names, specific vocabulary to use for sensitive topics, etc.)

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**Formatting notes (optional):**

(Notes on layout, use of headers, use of logos, etc.)

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**Post description guidelines:**

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**Hashtags**
