



# Social Media Tone of Voice Worksheet

1. Define your organisation's tone of voice in one sentence that can be understood by everyone:

---

---

2. Decide who your brand idol is: \_\_\_\_\_

3. Detail your brand's social media voice in more depth by defining the character, language, tone, and purpose of your organisation.

<b>Character</b> (E.g. Warm, professional, friendly)	<b>Language</b> (E.g. Simple, fun, local, insider)
<b>Tone</b> (E.g. Humble, personal, scientific)	<b>Purpose</b> (E.g. Educate, delight, sell, entertain)