Social Media Guidelines

Introduction

These guidelines ensure consistent, professional, and engaging social media presence across all platforms. Follow these standards when creating content for company accounts.

Brand Voice

Tone and Personality:

- bullet Professional yet approachable and friendly
- bullet Helpful and informative, not overly promotional
- bullet Authentic and transparent
- bullet Respectful and inclusive

Content Guidelines

Do's:

- bullet Share valuable insights and industry news
- bullet Celebrate team milestones and achievements
- bullet Engage with followers genuinely
- bullet Use relevant hashtags strategically (3-5 per post)
- bullet Include visuals with every post when possible
- bullet Proofread all content before publishing

Don'ts:

- bullet Don't engage in online arguments
- bullet Don't share confidential information

bullet Don't post without proper review

bullet Don't use excessive automation

bullet Don't ignore negative comments - address professionally

Platform-Specific Guidelines

LinkedIn:

bullet Professional tone and industry insights

bullet Focus on thought leadership and company news

bullet Ideal posting: 1-2 times per weekday

Twitter/X:

bullet Concise, timely updates

bullet Engage in industry conversations

bullet Ideal posting: 3-5 times per day

Instagram:

bullet Visual-first with high-quality images

bullet Behind-the-scenes and team culture

bullet Ideal posting: 4-5 times per week

Facebook:

bullet Community-focused content

bullet Longer-form updates and events

bullet Ideal posting: 2-3 times per week

Approval Process

bullet All posts must be drafted 24 hours in advance

bullet Manager approval required for: announcements, crisis communications, partnerships

- bullet Marketing team approval for: campaign content, product launches
- bullet Use the social media content calendar for scheduling

Crisis Management

- bullet Immediately notify the PR team for any negative situations
- bullet Don't respond to negative press without approval
- bullet Document all interactions for internal review
- bullet Follow the crisis communications protocol

For questions or clarifications, contact the Marketing Team.