

humanizer

Social Media Brief

Strong social media presence is important for a lot of companies. The proliferation of video across all social media platforms means it's a good idea to bring your brand to social media in a cohesive way. A good design package will support your brand, give you flexibility and efficiency.

1. Your social media channels should be focused on a narrow group of topics. What topics will you focus on?

In content marketing we often hear the terms Content Pillars. Usually you'd have 2-4 content pillars, and you can break them down into sub-topics or Clusters.

2. Now let's talk about your brand's personality online. What tone and personality will your organization take on social media?

You can mind-map this, or maybe you have them in your mind already. If your organization were a person, what would they be like? Fun? Professional? Warm? Assertive?

3. Let's look at your audience. Who is this content for?

Write a description of your target audience including their age, places they visit online, things that they like to do, and brands that they enjoy.

4. What will stand out about your content and brand?

What value do you provide with your content? Why will your audience pay attention?

5. How do you want your customers to feel when they interact with your brand?

6. Who are your main competitors?

Which accounts are your competitors using?

7. What sets your brand apart from your competitors?

What offerings, values or attitudes set you apart from your competitors? You can list these against each competitor if they compare differently.

8. What social channels will you be using?

9. What assets will you need?

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|---|--|--|
| <input type="checkbox"/> Story (IG/TikTok/YT) | <input type="checkbox"/> Post (FB/IG/X) | <input type="checkbox"/> Banner (YT/FB/IG/X) |
| <input type="checkbox"/> Title Card (YT) | <input type="checkbox"/> Overlay graphics (YT) | <input type="checkbox"/> Thumbnails (YT) |

All done! While this document is to help get clarity on your social media needs, hopefully it also helps you start thinking about your content strategy. The more clarity you have on your needs, the more efficiently we can produce designs that work.