

Find your voice on Twitter

Worksheet

Instructions: Print or edit this PDF to answer questions that will help you define your voice on Twitter.

01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity.

Copy

Words, phrases, and topics to incorporate
(Themes? Slogans?)

Words, phrases, and topics NOT to incorporate
(Competitor names? Old company taglines?)

Media

Things to include in images or video
(Diverse representation? Company logos?
Product placement?)

Things NOT to include in images or video
(Licensed material? Is the interior of a bar okay, but
someone drinking too much?)

Emojis

Emojis that are encouraged and relevant to
your brand

Emojis that are NOT okay to use
(Weapons? Gender representation?)

Spice-o-meter:   

02 Create a persona

Fill in the blanks below to start envisioning your brand in its most human form. After all, brands don't Tweet — people do!

If your brand was a person...

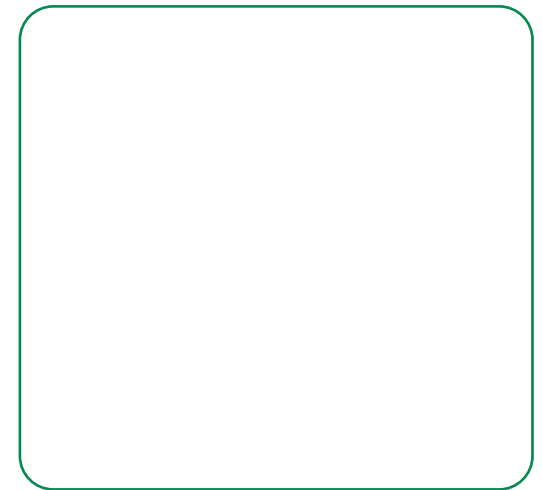
- Its favorite restaurant would be _____.
- Their go-to outfit would be _____.
- Their catchphrase would be _____.
- Their most-used emoji would be _____.
- In their high school yearbook, they won the award for most likely to _____.
- Their coffee shop order would be _____.
- The background image on their laptop would be _____.
- Their most-called phone number is their _____ 's.
- Their pet would be a _____ named _____.
- Their most-played album would be _____.

Narrowing in

- After people interact with our brand they should feel _____.
- Three words I think of when I think of that feeling are _____, _____, and _____.
- A brand that makes me feel that way is _____.
- That brand's tone is _____ and _____.

Draw a portrait

If your brand was a person, what would it look like?



03 Practice, practice!

Put the first two exercises into action with some practice Tweets.

Tweets that fit our brand voice:

A blank Twitter tweet template. It features a circular profile picture placeholder on the left, followed by an '@' symbol and two horizontal lines for the username and text. At the bottom left, there are four small icons: a speech bubble, a retweet symbol, a heart, and an envelope.

A blank Twitter tweet template, identical to the one on the left.

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Tweets that don't fit our brand voice:

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