SOCIAL MEDIA BRAND IDENTITY TEMPLATE

Many organizations have brand identity guidelines for traditional media designers/writers. Yet social media pros have a less static more personal medium. Use this template to develop a **Brand Social ID** to personalize and **Categorize** your offering. Because social is about interaction also develop a **Buyer Social ID** built around their needs. When Brand and Buyer IDs match buyers **Identify** with brand social media storytelling. Micro connections build brand community and **Group Social ID** that drives favorable **Comparison** to competitors and brand loyalty.



Brand Social ID: (Personal Identity)	Group Social ID	Buyer Social ID: (Personal Identity)
From vision, values, mission, goals of organization	(Social Identity)	From vision, values, mission, goals of person (B2C/B2B)
Qualities:	Connect and Co-Develop	Qualities:
(Distinctive characteristics or attributes of the brand)		(Distinctive characteristics or attributes of the person)
Beliefs:		Beliefs:
(Opinions/convictions that instill confidence, faith, trust)	T Visual and Written	(The things they feel are good, right or valuable)
Personality:	Brand Narrative Story Told In Selected Social Channels Build community and loyalty	Personality:
(Organized pattern of behavior expressing character)		(Patterns of behavior or visible signs of character)
Look:		Look:
(Visual elements communicating particular qualities)		(Favored qualities in style and appearance)
Expression:		Expression:
(Manner or form of words and phrases in writing)		(Preferred manner or form of communication)
Offer(s):		Need(s):
(Explicit proposals to specified people)		(Clear requirements that are necessary/very important)
Categorize	Identify	Compare
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