

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.

