



CHECKLIST

Brand Voice Checklist

- ☐ Choose three adjectives that describe your brand personality

- ☐ List words and phrases your brand uses and avoids

- ☐ Write example posts that hit and miss your voice

- ☐ Set rules for contractions, punctuation and emoji

- ☐ Save your guide somewhere the whole team can access it

- ☐ Read every post aloud before publishing

- ☐ Check posts against your guide weekly

- ☐ Review your voice every few months as your brand grows
