

5 Quick Tips for Developing Your Brand's Social Voice

Your brand's social voice is important: it allows you to connect with your audience and differentiate your business from the competition. Here are 5 quick tips to developing your brand's voice.

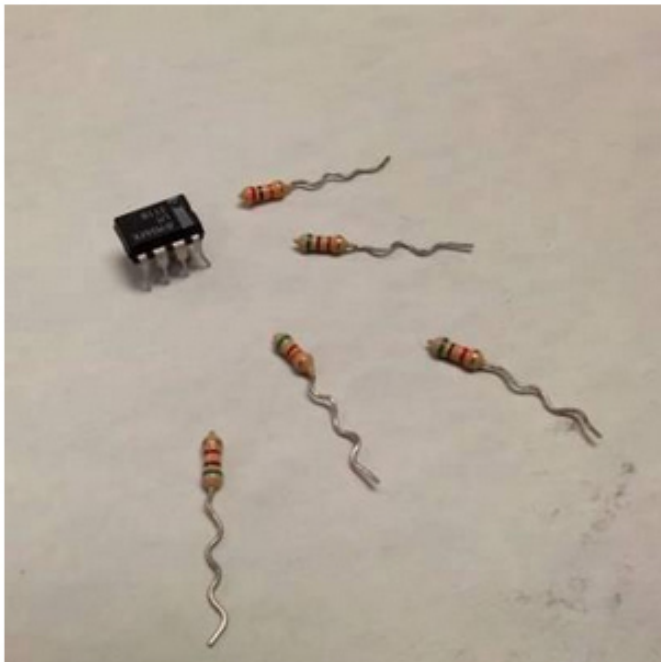
1. Understand What Your Brand Stands For And Who You Are Talking To

Your brand's mission, tagline, promises, target audience and USPs should guide your social voice. Ask yourself some of the following questions:

- What are your brand's core values?
- What qualities do you want associated with your brand?
- Why does your brand/property appeal to travelers?
- How does your brand/property differ from the competition?
- What demographics visit your brand/property? And how do they use social media?
- What demographics are you trying to attract to your property/brand?



How computers were made.



2. Choose A Persona

Once you understand your brand and target audience, you need to develop a persona that fits accordingly. What kind of personality will your messaging have? Is your brand serious? Funny? Smart? Quirky? Geeky? Sophisticated?

3. Develop Your Tone & Language

What kind of vibe will your brand radiate? Are you going for shock value like Intel (see image to the left)? Is your brand an insider? Lovable? Hip? Identifying these tones will allow you to set appropriate wording, phrases and slang to use to develop an authentic, credible brand voice.

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4. Keep it consistent

With multiple people often managing a brand's social communication, it can be tough to ensure your brand's voice always sounds consistent across platforms and times of day. However, keeping the persona and tone consistent is crucial to grow your audience and carve out your niche.

5. Revise and Perfect

One of the great things about social media is that you can learn and get feedback in near real time, presenting brands a couple of great opportunities: 1. Monitor what your audience is talking about to gauge their interested and chime in/revise your strategy accordingly. 2. Test out new waters. Try out a new topic or post a joke. If it falls flat, you will know quickly and can move on.



About TrustYou

TrustYou's mission is to positively influence travelers' decisions. We know that customers digest and leverage lots of opinions to make good choices, and we are passionate about better travel, tourism and hospitality experiences.

Since 2008, TrustYou has set the standard for online reputation management with solutions for hotels, restaurants and destinations to analyze online reviews, tweets and posts across the social web, to gather trusted reviews directly from its customers and to use these authentic conversations to successfully market online reputations. We aggregate all reviews across the internet and compile updates, sentiment and trends into one central dashboard for hoteliers to understand what is being said about them online and proactively manage its reputation.

Learn more about us here: www.trusty.com or [contact us](#) for a free demo.