

Brand voice checklist for social media

Printable worksheet | Version 1 | 11 October 2026

Use this without an account, email or form. Fill in the fields by hand and check each item, then keep your specification with your post notes. Keep customer details out of shared copies. The examples are fictional teaching examples, not claims about a real brand or product output.

1. Audience and purpose

Brand

Specification owner

Version / last reviewed

We speak to [people in a buying/use situation]

They need to understand [question or concern]

Evidence for this audience, or "assumption to check"

This post's job and useful next step

- ☐ I can name the reader and the information they need.
- ☐ I have separated audience evidence from assumptions.

2. Voice and tone

Choose a few traits and turn each into a writing instruction.

Trait	What the writer does	What the writer avoids

Illustrative example: Practical -> include a confirmed size or care detail -> avoid vague praise.

Everyday post tone

Product release tone

Complaint / problem tone

Spelling, sentence style, emoji and hashtag rules

- ☐ Each trait has an observable writing rule.
- ☐ The tone changes appropriately when a customer has a problem.

Brand voice checklist

3. Preferred language and prohibited phrases

Content language(s)

Preferred word / phrase	Prohibited word / phrase	Reason or acceptable replacement

Illustrative example: "300 ml mug" -> avoid "ultimate mug" -> describe capacity rather than make an unsupported superlative claim.

Claims we cannot make without evidence

- ☐ Style preferences and factual limits are both recorded.
- ☐ Scarcity, quality and service promises require confirmation.

4. Facts and approved examples

Verified facts for the post

Fact source / checked by / checked date

Product introduction caption

Useful product-detail caption

Customer-care reply using our real support route

One unsuitable draft -> our rewrite -> reason

- ☐ The captions use confirmed facts and a real next step.
- ☐ The examples demonstrate the rules rather than just name them.
- ☐ Any AI-assisted draft has received the same factual and voice review.

Brand voice checklist

5. Review before posting

- ☐ The audience and post's purpose are clear.
- ☐ Product facts, availability and service promises have been checked.
- ☐ Tone suits the situation; a complaint receives an attentive response.
- ☐ Preferred language is used naturally.
- ☐ Prohibited phrases, pressure and unsupported claims are removed.
- ☐ Caption, image text and hashtags agree with the specification.
- ☐ Links and next steps work.
- ☐ Private customer information is absent from public copy and shared briefs.
- ☐ The copy sounds natural when read aloud.
- ☐ The named reviewer has approved the final wording.

Reviewer

Decision / changes needed

Approved date

6. Keep the specification useful

Recurring correction to add to the rules

Changed audience, offer or tone to revisit

- ☐ I saved a dated specification and two approved captions with a customer reply.
- ☐ I can use it for the next post without needing Zoisial access.

Prepared by Zoisial with AI assistance.