Find your voice on Twitter

Worksheet

Instructions: Print or edit this PDF to answer questions that will help you define your voice on Twitter.
## 01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity.

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| Words, phrases, and topics to incorporate  
(Themes? Slogans?) | Things to include in images or video  
(Diverse representation? Company logos?  
Product placement?) | Emojis that are encouraged and relevant to your brand |
| Words, phrases, and topics NOT to incorporate  
(Competitor names? Old company taglines?) | Things NOT to include in images or video  
(Licensed material? Is the interior of a bar okay, but someone drinking too much?) | Emojis that are NOT okay to use  
(Weapons? Gender representation?) |

### Spice-o-meter:

- ⚠️

Tip: don’t be afraid to play with different variations of your tone to find what works. Experimentation thrives on Twitter.
Create a persona

Fill in the blanks below to start envisioning your brand in its most human form. After all, brands don’t Tweet — people do!

If your brand was a person...

Its favorite restaurant would be ________________.
Their go-to outfit would be ________________.
Their catchphrase would be ________________.
Their most-used emoji would be ________________.
In their high school yearbook, they won the award for most likely to ________________.
Their coffee shop order would be ________________.
The background image on their laptop would be ________________.
Their most-called phone number is their ____________________ 's.
Their pet would be a ___________ named ___________.
Their most-played album would be ________________.

Narrowing in

After people interact with our brand they should feel ________________.
Three words I think of when I think of that feeling are ________________, ________________, and ________________.
A brand that makes me feel that way is ________________.
That brand’s tone is ________________ and ________________.

Draw a portrait

If your brand was a person, what would it look like?
03 Practice, practice!
Put the first two exercises into action with some practice Tweets.

Tweets that fit our brand voice:

Tweets that don’t fit our brand voice: