

*A quick guide for
thoughtful brands*

Show Up Like You Mean It

A guide to making your brand more recognizable on social media.

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& word*
COMMUNICATIONS ✱

If someone saw three of your posts in a row, would they recognize the same brand behind all of them? Brand building on social media is not about saying everything. It's about giving people enough consistency, personality and point of view that they remember you.



Social Media Tune Up

A strong brand post has:

- One clear theme
- One recognizable voice
- One takeaway worth remembering

Tips to Build Your Brand on Social Media:

 **Choose 3 brand themes and stay with them.** If every post is different, your audience has nothing to hold onto. Pick themes to help people recognize what you do, how you think and what to remember.

 **Build repeatable content, not random posts.** A strong brand presence feels familiar. Create 2-4 repeatable content types people can come to expect like quick tips, behind-the-scenes process or lessons learned.

 **Make your voice recognizable.** Visual identity matters, but voice is what makes your brand feel human. Look at your most recent captions and ask, could this have come from anyone?

A stronger brand presence starts with stronger content choices.

Creative Prompt

What should people come to your page expecting from you?

Finish this sentence: When people land on my social media, I want them to feel: “_____”

That sentence is the clue to your brand presence.

When your social starts reflecting what makes your work unique, it gets easier to build recognition, trust and momentum. If your content feels scattered, generic or harder than it should, West & Word can help.



Work with West & Word

We'll help you sharpen your message and build communications that are easier to recognize - and a lot harder to ignore. www.westandword.com



Try This

Write down 2 things you want someone to associate with your brand after following you for one month.

If a post does not support one of those ideas, it may not be pulling its weight.