

Episode 7 Worksheet



Finding Your Voice

This worksheet will help you take action after (or along with) tuning in to Episode 7 of Social Strategy Fundamentals. If you've downloaded our [Fundamentals of Social Media Strategy](#) book, chapter 6 shares more detail about finding and documenting your voice.

Find Your GIFT

Goal

How do you want your audience to feel after they see or interact with your social media account?

Identity

How will your campus or department refer to itself?

Formality

Will you be more formal or informal in your approach? What does that look like?

Tone

How serious will you be in your content and interactions with your audience?

Document Your Voice

Chapter 6 of *Fundamentals of Social Media Strategy* shares some examples of how various campuses document their voice guidelines. Review the examples, then document your own guidelines. Consider:

Is voice included in your brand guidelines?

Are your guidelines accessible and shareable?

How does your team communicate or share guidelines?

[Episode 6](#) of the training series shares more about creating and drafting guidelines and policies.