

FREE ACKPOST TEMPLATE

Brand Voice Guidelines

A simple voice reference that keeps captions consistent across platforms, creators, and campaign moments.

TYPE

One-page doc

CATEGORY

Content

BEST FOR

Brand and content teams

What this includes

Voice traits

Do and do not

Platform tone rules

Example captions

Voice foundation

Define the brand in three traits. For each trait, explain what it sounds like and what it should never become.

Platform rules

LinkedIn can be more direct and useful. Instagram can be warmer and more visual. X can be sharper and shorter. TikTok can be casual but still on-brand.

Approval shortcut

Approvers should review against the voice guide, not personal taste. This keeps feedback consistent and easier to apply.

How to use this resource

Make a copy of the structure, adapt the fields to your team, and review it during your weekly publishing meeting. If a field does not help a real decision, remove it. If a repeated mistake keeps happening, add a field that makes the risk visible.