

Community Management Strategy Worksheet

This worksheet has been designed to help you find your brand's social tone of voice and establish an understanding of how to apply that voice in a community management situation. Use your answers to help kick-start your thinking as you shape your community management strategy.

What's your brand's key promise and message?

Imagine your brand is a person in real life.
What do they look like? What do they sound like?
How do they think?

What does your brand promise lead people to expect when they engage with you?

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What are the two most frequently asked questions by customers?

Using your brand's new TOV, how would you go about answering those questions?

This is an exercise you can repeat against all your brand's top FAQ's. Use these responses to build a spreadsheet of FAQs and answers. This will help you respond quickly and provide consistency in the responses provided to customers across your team.

If you're unsure how to answer one of these questions, who's your go-to contact to find an answer?

Name

Email

Phone