



# FREE SOCIAL MEDIA STYLE CHECKLIST

Your brand deserves consistency, visually and emotionally.



## When to use?

Use it every time  
you create or  
review content.



# SOCIAL MEDIA STYLE Checklist

## VISUAL IDENTITY

- ☐ Do your posts use your brand colors consistently?
- ☐ Are your fonts the same across all designs?
- ☐ Are your logo and icons used correctly?
- ☐ Are your images edited in a consistent style (lighting, tone, filters)?

## LAYOUT & COMPOSITION

- ☐ Is there a clear visual hierarchy (headline, supporting text, CTA)?
- ☐ Are your margins and spacing consistent?
- ☐ Does your content feel balanced, not overcrowded?

## BRAND PERSONALITY

- ☐ Does the tone of text match your brand's vibe? (friendly, bold, etc.)
- ☐ Do visuals reflect your brand's emotions or values?
- ☐ Is your message clear and intentional?

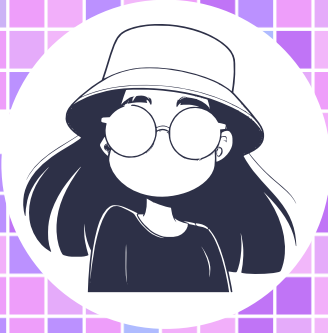
## PLATFORM CONSISTENCY

- ☐ Does your Instagram grid align with your overall brand theme?
- ☐ Do your LinkedIn posts feel like they're from the same brand?
- ☐ Are your story highlights designed to match your brand identity?

## STRATEGY ALIGNMENT

- ☐ Is this post supporting your brand's current goal (awareness, engagement, conversion)?
- ☐ Does it feel like a piece of your overall brand story?





If you checked everything, your brand's visuals are solid.

# **IF NOT, DON'T WORRY! THIS IS WHERE I CAN HELP**

create brand systems that keep your designs consistent and intentional.  
Let's make your online presence actually look like your brand.



**Book a Free Brand Audit Call**

