



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

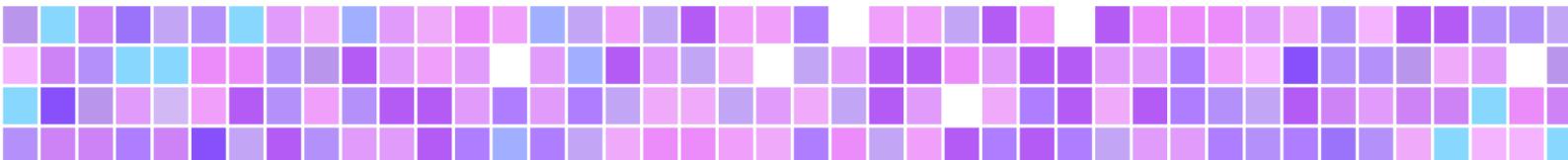
- Does the tone of text match your brand's vibe? (friendly, bold, etc.)
- Do visuals reflect your brand's emotions or values?
- Is your message clear and intentional?

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