



DESIGNING A SOCIAL MEDIA STYLE GUIDE FOR PT. XXX BRAND IDENTITY

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ABSTRACT

Rapid technological advances have encouraged companies to explore new platforms and strategies to increase public visibility and recognition. In the context of increasingly fierce competition, companies need to develop effective strategies and build a strong brand identity in order to stand out and survive in this industry. Social media has become a very important tool in efforts to build brand identity. Therefore, the development of a comprehensive social media style guide is essential. This study uses a descriptive qualitative approach in the form of a project study with the aim of formulating a social media style guide that can provide clear direction and policies. This guide aims to encourage consistency and strengthen the company's brand identity on social media platforms. The research process begins with an analysis of internal and external factors that influence social media strategy, followed by the development of a style guide. The results of the study indicate that a structured and directed social media style guide can improve content consistency and contribute significantly to strengthening brand identity on social media.

1. INTRODUCTION

With the increasingly sophisticated technological developments today, startups must be able to explore new platforms and strategies to attract public attention. Companies must continually explore innovations and update their business strategies, especially in this rapidly evolving era, as innovation is critical (Afriyanti, 2023). One of the companies that needs to keep up with technological advancements is a company in the education sector. Technology makes everything more accessible, especially in the field of education. This technology makes it more appealing (Adit, 2023). The increasing demand for education has led to the emergence of startups in educational technology. One of them is PT. XXX, a company that provides training services.

Given the fierce competition in this field, companies need to develop appropriate strategies and build a strong brand identity to distinguish themselves from competitors and survive. Brand identity is a reference for consumers to gain the value of communicated brand identity (Christianto & Victor, 2019). Brand identity influences people's decisions when purchasing products and services. Therefore, companies must create a good brand identity where the public can gain the added value offered (Tanady & Fuad, 2020). However, currently, PT. XXX does not have a strong identity, particularly on social media. Building a strong brand identity on social media is essential to the business strategy (Kowalewicz, 2023). Social media is where the company's brand is visible (Caliskan, 2022). Therefore, using social media is the best choice.

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A company's success on social media is about consistency. The foundation of this consistency is a robust social media style guide (Williams, 2023). This social media style guide enhances the company's brand credibility and increases audience trust. PT. XXX operates several social media platforms, but they are not well managed, and brand awareness among its target customers is still low. Therefore, PT. XXX needs suitable advertising and marketing strategies to be known as a company with a positive image that can increase audience trust. Choosing the right social media platform is crucial when building a brand identity through social media platforms. To choose the best social media platform, one must first identify the goals and objectives (Administrator, 2023). LinkedIn is the first choice for social media marketing for 92% of B2B marketers (Andini, 2020). Therefore, PT. XXX will use LinkedIn as the platform to build the company's identity and increase trust from potential consumers by creating a social media style guide to convey the brand's value to the audience.

2. METHODS

This study uses a qualitative descriptive approach, which aims to describe and understand social events, phenomena, or situations in depth. Data in this study were collected through several methods, namely:

- **In-depth Interviews:** Interviews were conducted with marketing experts, social media managers, and practitioners who are experienced in building brand identity on social media platforms. These interviews aim to gain rich insights into best practices, challenges, and strategies applied in social media management.
- **Participant Observation:** Observations were conducted on the company's social media activities to understand how the existing style guide is implemented and where there are inconsistencies. These observations also help in identifying emerging patterns and trends in social media content.
- **Document Analysis:** The researcher reviewed documents such as existing social media style guides, company policies, and annual reports. These documents were analyzed to understand the structure, content, and elements that support consistency and brand identity on social media. After the data was collected, the data was analyzed using thematic analysis techniques. This technique involves identifying key themes that emerge from interview data, observations, and documents. The analysis process began with data coding, where important segments of the data were labeled. These codes were then grouped into larger themes that were relevant to the research objectives. The results of this analysis were organized descriptively, outlining key findings and providing recommendations for the development of an effective social media style guide.

3. RESULTS AND DISCUSSION

PT. XXX is a company engaged in business consulting. In the field of teaching and learning services, PT. XXX has experience managing public training and in-house training programs. PT. XXX believes that modern training models are superior to those using classical and conservative approaches. PT. XXX has four core values oriented towards being applicative, contemporary, high impact, and fun & motivational.

Digital Marketing Design

To achieve the planned goals in digital marketing, the author requires a framework. This way, the author can take the necessary steps to achieve the goals precisely.

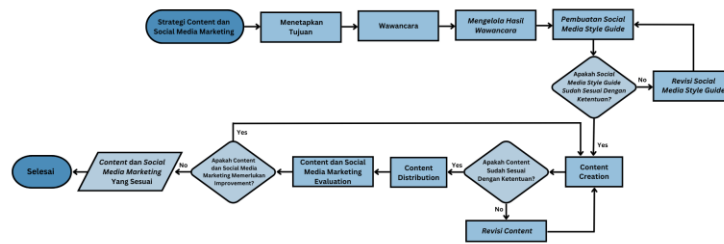


Figure 1 Digital Marketing Planning Strategy
Source: Author's Analysis (2023)

Digital marketing planning includes setting goals, conducting interviews, processing interview results, creating a social media style guide, reviewing the social media style guide, content creation, reviewing content, content distribution, and evaluating content and social media marketing. If the content and social media marketing are on target, the process is complete. The results of the interview are processed and organized into an empathy map so that the author can easily identify and determine the main issues when defining the problem in the next step. This will allow the author to draw conclusions that will become the basis for subsequently creating the social media style guide. To achieve this, a systematic and well-structured framework is also required when creating a social media style guide. The following are the steps that must be followed when creating a social media style guide.

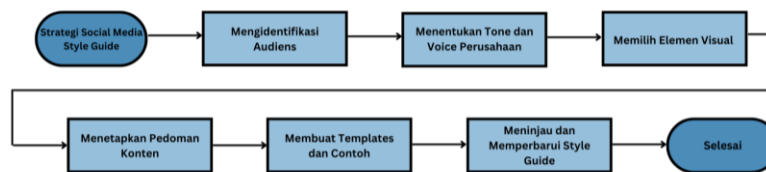


Figure 2 Social Media Style Guide Planning Strategy
Source: Author's Analysis (2023)

To achieve the best results when creating a social media style guide, it is necessary to identify the audience, determine the company's tone and voice, select visual elements, establish content guidelines, create templates and examples, and review and update the style guide.

Setting Goals

This research aims to provide clear guidelines and policies in the content creation process and every communication conducted on LinkedIn social media to align with the company's brand identity, improve LinkedIn social media performance, increase content consistency and interaction on LinkedIn social media, and build trust and a good reputation in the eyes of the audience.

Interview

This is done with the hope that communication between the author and the interviewees can run optimally and effectively, so there is no misunderstanding in receiving and conveying information. Additionally, by conducting interviews, the researcher is expected to empathize directly with the concerns and issues of the interviewees. Finally, the author hopes to gain various unexpected insights that can be implemented in the project. For the convenience of the project and to adjust time and costs, the author uses convenience sampling as the technique for selecting sources. In selecting sources, the author considers several criteria, namely knowing PT. XXX, being LinkedIn users, and being connected with PT. XXX on LinkedIn.

Processing Interview Results

The results from the previous interviews are then summarized into one empathy map to create a good understanding and depiction of who the target audience is, what they have been through, and what they hope to get from PT. XXX's LinkedIn. The empathy map is explained as follows.

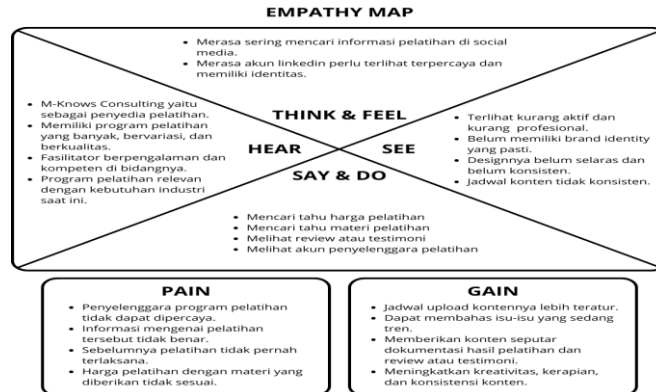


Figure 3 Empathy Map Based on Interview Result

Source: Author's Analysis (2023)

After explaining the interview results in the form of an empathy map, the author identifies the problems felt by the respondents, resulting in the following problem statements:

- The brand identity is not visible on PT. XXX's LinkedIn account.
- The LinkedIn account appears inactive and unprofessional, thus not yet building trust in the audience's eyes.
- The LinkedIn account does not provide the information needed by the audience.
- There is no consistency in terms of posting schedules or design.

After identifying the problems, the next step is to create clear guidelines and policies for the content creation process in the form of a social media style guide.

Creating a Social Media Style Guide

Creating a social media style guide not only helps in the appropriate content creation and social media marketing but also assists in rebranding the company. PT. XXX previously had social media, namely PT. XXX LinkedIn and Instagram. The social media policy formulated for PT XXX helps in the process of using social media. The formulation of this social media policy was carried out because PT. XXX previously did not have a social media policy. PT. XXX previously did not have a color palette so a rebranding of PT. XXX's color palette was carried out. The use of PT. XXX's color palette can emphasize clarity and consistency in choosing colors in each design. The color palette used includes green color with HEX code #C4F\$39 and HEX code #E1F99. As for the blue color with HEX code #46A0F8. and HEX code #1A3C5C. The concept of the selected color palette does not use many color choices, but only uses dominant colors, so this clarifies the brand identity of PT XXX. In addition, these colors have the following philosophy:

- Blue color psychologically means loyalty.
- The green color psychologically means hope, positivity and eternal life.

Content Creation

At this stage, the author edits using applications like Canva, Photoshop, and Figma. Of course, when editing content, all elements used in the content must comply with the social media style guide created by the author.

Content Distribution

The next step is content distribution or sharing content. The author chooses PT. XXX's LinkedIn to share this content with the audience. Of course, during content distribution, it must follow the previously created social media style guide, from captions to hashtags used. At this stage, the author needs a content calendar to ensure systematic and consistent distribution.

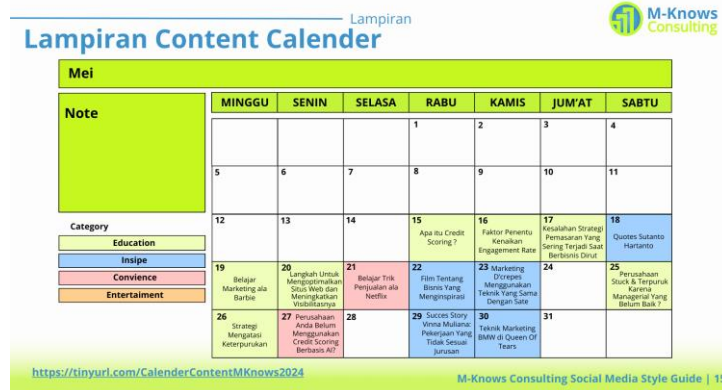


Figure 4 Content Calendar

Based on figure 4, The social media calendar for a month is structured based on the content pillar design. The content pillars used for PT. XXX consist of four parts: education, inspire, convenience, and entertainment.

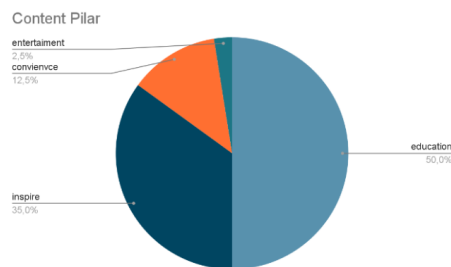


Figure 5 Content Pillar Konten Social Media PT. XXX

The percentage of content pillars used for PT. XXX's content based on the above graph includes 2.5% entertainment, 35% inspire, 12.5% convenience, and 50% education. From the details, it is clear that the largest share is 50%, which is educational content, as PT. XXX is active in the education field and targets people interested in education to improve their skills and abilities. Below is an example of a LinkedIn post display on PT. XXX's social media with a phone model.

Content and Social Media Marketing Evaluation

The project completed by the author for PT. XXX begins with setting goals and continues to the final stage of conducting content and social media marketing evaluation. After completing the entire digital marketing planning process and implementing the social media style guide in content creation, the author conducts a focus group discussion (FGD) session to evaluate with the company. The results show that the company ensures that the content follows the social media style guide and aligns with the company's brand identity. This is also proven by the content generating good traffic. Additionally, the author conducts a customer survey on the success of building the company's identity as part of the research conducted on PT. XXX's LinkedIn, showing that 100% of the audience agrees that PT. XXX Consulting's LinkedIn reflects PT. XXX's brand identity.

Goals dan Target

The goals achieved by the author are the result of implementing the social media style guide for PT. XXX's brand identity. This is implemented through content on PT. XXX's LinkedIn. The goals achieved when applying the social media style guide on PT. XXX's LinkedIn. Based on the stats, from the development of posts before and after implementing the social media style guide, four categories can be seen: reposts, comments, likes, and impressions. The reposts, comments, and likes graphs include data from nine posts before PT. XXX implemented the social media style guide and forty posts after implementing the social media style guide, where in 2021-2022 PT. XXX had not implemented the social media style guide and in 2024 it had. The impressions graph includes data from three posts before implementing the social media style guide and forty posts after, where in 2022 PT. XXX had not implemented the social media style guide and in 2024 it had. Through the graphs above, it can be seen that reposts increased by 8600.00% from 2021-2022 with the last five months applying the social media style guide. For comments, PT. XXX experienced an increase of 2700.00% from 2021-2022 with the last five months applying the social media style guide. Impressions increased by 941.55% from 2022 with the last five months applying the social media style guide. Lastly, likes increased by 1749.15% from 2021-2022 with the last five months applying the social media style guide. In addition to looking at data from post development, the author also considers analytics, which include post views, followers, profile visitors, and search appearances. From the forty pieces of content created by implementing the social media style guide, there was an increase in post views by 14,472, while followers increased by 238. This also proves that these contents performed well.

Based on the data analysis, concluded that the strategy to increase engagement on LinkedIn has achieved significant results. The 78.3% increase in content impressions within 5 months shows an excellent increase in reach. This indicates that the content produced is relevant and interesting to the target audience. Achieving 100% conformance of posts to the style guide shows success in building a consistent brand identity on LinkedIn.

Visual consistency and strong message tonality have helped to increase brand recall in the minds of the audience. In addition, the increase in the number of connections signifies success in expanding the professional network. This will positively impact the company's credibility and opportunities for business collaboration. The key factors that contributed to this success were: Development of a social media style guide: The guide has provided clear direction in content creation, resulting in quality and consistent content. Improved content quality: Relevant, informative and engaging content has successfully captured the attention of the audience. Posting consistency: A regular and consistent posting schedule helps maintain audience engagement. Active interaction with the audience: Prompt response to comments and messages has helped build a better relationship with the audience.

Recommendations for the future: Diversify content formats. In addition to text posts, consider using other content formats such as videos, infographics, or live sessions to increase engagement. Keyword analysis: Conduct keyword analysis to optimize content to be more easily found by the target audience. Measuring ROI: Calculate each campaign's return on investment (ROI) to measure the spending effectiveness. Implement a paid advertising strategy: Utilize the paid advertising feature on LinkedIn to reach a wider audience. In conclusion, the strategies that have been implemented have proven effective in increasing engagement on LinkedIn. By continuing to evaluate and improve, as well as implementing the recommendations above, it is expected that better results can be achieved.

4. CONCLUSION

Data analysis shows that LinkedIn's engagement strategy has successfully achieved its goals. A significant increase in content impressions, consistency in the application of the style guide, and growth in the number of connections are evidence of this success. Factors such as style guide development, improved content quality, posting consistency, and active interaction with the audience were instrumental in achieving these results. To maintain and improve performance, it is necessary to diversify content, keyword analysis, ROI measurement, and utilization of paid advertising.

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