



#WeAreTwitter

Brand Voice

why brand voice?

- Our consumer brand voice to-date has been muddled
- We owe it to ourselves and the world to tell our story
- To do that authentically, we must find our voice



What the brand voice toolkit will include

Voice Strategy

1. Voice manifesto: the emotionally powerful prose that shows how “who we are” (our personality) and “what we stand for” (our beliefs) affect how we sound

2. Voice objectives

- **EMOTIONAL:** how the user should feel
- **TONAL:** how it should sound

3. Voice descriptions

- **WHAT** does that sound like?
- **WHY** do we sound like that?
- **HOW** do we channel it?
- **YES/NO** examples

Illustration and Application

4. Before & Afters: How can the same content be rewritten to sounds like it has the brand voice?

5. Dos & Don'ts: What are the practical things to do (or *not* to do) to apply it?

6. Vocabulary: What words or phrases should we often use vs. words or phrases we don't?

7. Touch point variation: How should voice dial up or down across communications touch points?

8. Checklist: How do writers review their work to know it is on brand?



what we stand for

and

who we are

affects

how we sound



what we stand for = our perspective

who we are = our personality

how we sound = our voice





The world comes alive on Twitter

Influencers inspire

Revolutionaries confront the status quo

Eyewitnesses bring the action to us

Twitter is alive with perspectives and personalities



Our perspective

We think everyone has the right to join the open exchange of information and ideas. The pulse of the planet beats stronger with every voice. We're on a mission to remove barriers, so that everyone has direct, live access. Access to the conversation as it unfolds. Access to the moment as it happens. We stand for freedom of expression, speaking truth to power, and empowering dialogue.





Our personality

Our style is lively, empowering, and human.



Our personality: Lively

We've always had some good-natured feistiness in us. To us, "fresh with a little edge" beats "polished without personality" any day. We get a kick out of hacking a constraint with a little creativity. We love being surprised by quick cleverness — imagination peeking out unexpectedly. Whether used to make a point or simply entertain, we're all for the thrill of unexpected discovery.





Our personality: Empowering

We stand for the power of people. The awe-inspiring raw power of a human voice. The power that every voice can have. *Be bold, be brave, we say.*

Speak up. Speak out. Challenge what's there or declare your support. Put something out there that wasn't there before. Or dare to take it all in. See differently. Discover. Overcome ordinary.

Twitter is for feeling alive with what's happening. Because in a people-powered world, anything is possible. And the feeling is electrifying.



Our personality: Human

We will take a stand when it comes to what we believe, but we *don't* take sides. Sharing life's moments connects us to humanity. It is the human interaction — one to one or one to many — that makes the exchange so powerful. So we set the tone that all are welcome. All are invited in to be part of something so much bigger than any one of us.



The Twitter logo, a blue silhouette of a bird in flight, is positioned behind the text. The text "Let's begin with our brand." is written in a bold, sans-serif font. The words "begin with" are white and overlaid on the bird's body, while "Let's" and "our brand." are black.

Let's begin with our brand.

What we believe

Our beliefs

Freedom of expression — Speaking truth to power — Empowering dialogue

- Access to the open exchange of information and ideas is a fundamental human right.
- Every voice has the power to shape the world in ways big and small.
- Diverse perspectives enrich our lives and challenge us to be better together.
- Participating in shared experiences brings the world together.
- When communities thrive around interests and convictions, they can transcend boundaries and borders.



What we believe

Our brand purpose

We connect people to the worlds they care about. We remove barriers, giving everyone direct, immediate access to the moment as it happens.



The value we deliver

Our value proposition

Twitter is the global communications network where everyone can share and access information and ideas directly, instantly and openly.

Our promise

The world comes alive on Twitter.



How we're different

Instant

When things happen in the world, you hear about them first on Twitter. And what's happening is ever changing, ever evolving, forever new.

You can take part in the moment as it unfolds; it's here now — live, raw and surprising.

Open

On Twitter, everyone is invited so information and ideas can quickly spread across boundaries and borders, porous communities easily form, and small voices can have incredible impact.

Twitter is the pulse of the planet, bringing you direct, open access to the most current information, events, ideas and conversations, and the people at their center.

Conversational

Twitter is created by people, for people — diverse, unfiltered and real. Discussions and debates are more colorful and more powerful when anyone can participate and be heard.

The conversation is always evolving, and you decide how you want to engage and contribute.



Twitter Brand Positioning Summary

Beliefs	Freedom of expression — Speaking truth to power — Empowering dialogue <ol style="list-style-type: none">1. Access to the open exchange of information and ideas is a fundamental human right.2. Every voice has the power to shape the world in ways big and small.3. Diverse perspectives enrich our lives and challenge us to be better together.4. Participating in shared experiences as they unfold brings the world together.5. When communities thrive around interests and convictions, they can transcend boundaries and borders.
Purpose	We connect people to the worlds they care about. We remove barriers, giving everyone direct, immediate access to the moment as it happens.
Value Proposition	Twitter is the global communications network where everyone can share and access information and ideas directly, instantly and openly.
Promise	The world comes alive on Twitter.
Pillars	INSTANT OPEN CONVERSATIONAL
Personality	Lively Empowering Human

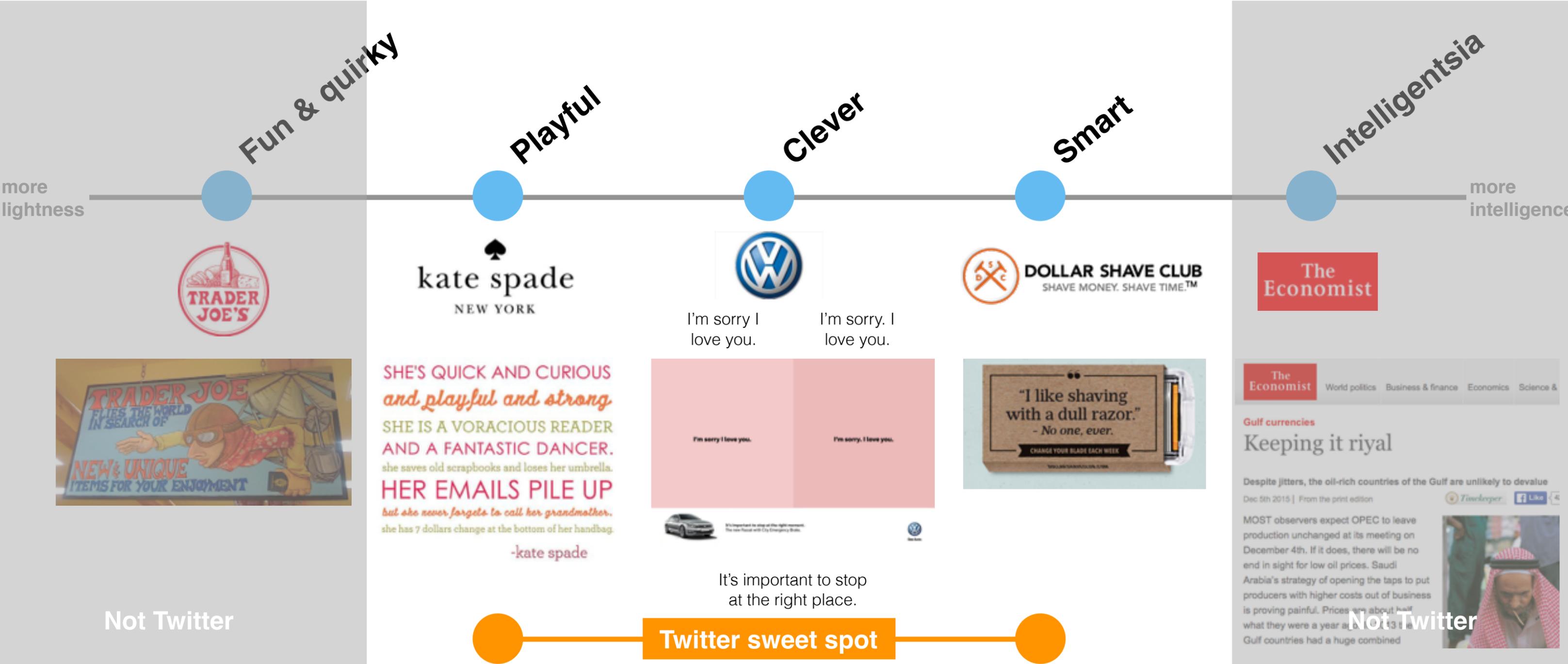


Voice territory exploration

We explored what each personality attribute implies for our voice.



How **LIVELY** will come through in our voice



SHE'S QUICK AND CURIOUS
and playful and strong
 SHE IS A VORACIOUS READER
 AND A FANTASTIC DANCER.
 she saves old scrapbooks and loses her umbrella.
 HER EMAILS PILE UP
but she never forgets to call her grandmother.
 she has 7 dollars change at the bottom of her handbag.

-kate spade



I'm sorry I love you. I'm sorry. I love you.



It's important to stop at the right place.



Gulf currencies
Keeping it riyal
 Despite jitters, the oil-rich countries of the Gulf are unlikely to devalue
 Dec 5th 2015 | From the print edition
 MOST observers expect OPEC to leave production unchanged at its meeting on December 4th. If it does, there will be no end in sight for low oil prices. Saudi Arabia's strategy of opening the taps to put producers with higher costs out of business is proving painful. Prices are about half what they were a year ago. The 13 Gulf countries had a huge combined

Not Twitter

Not Twitter

Twitter sweet spot

but sometimes we're Playful or Smart if the context is right



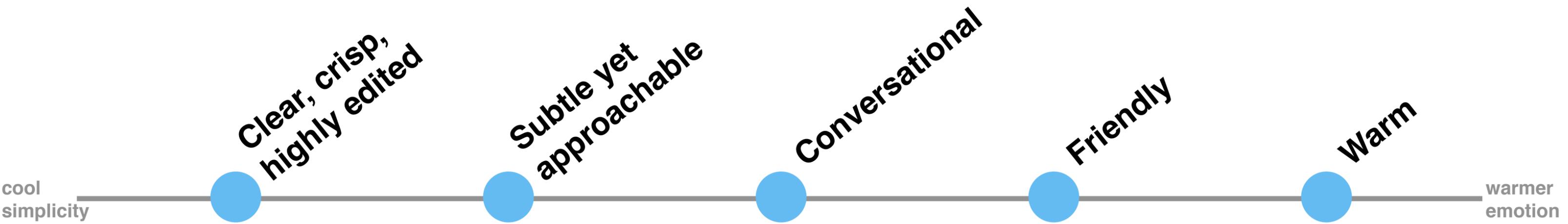
How **EMPOWERING** will come through in our voice



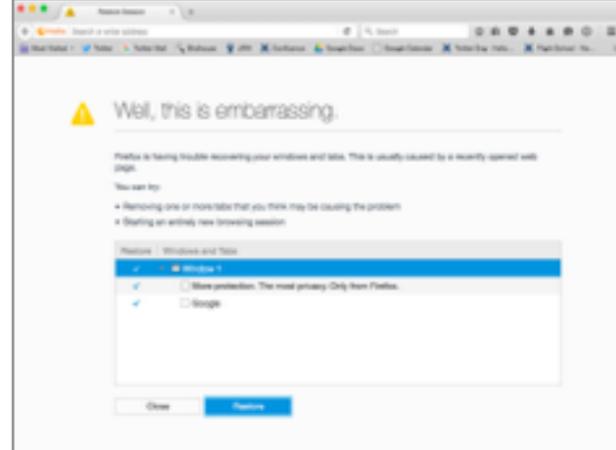
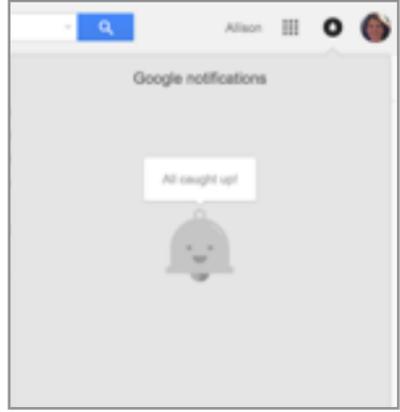
Twitter sweet spot

but sometimes we're
Motivating or Provocative
if the context is right

How **HUMAN** will come through in our voice



iPhone 6 (S)
The only thing that's changed is everything.
[Learn more >](#) [Buy >](#)
Or visit an [Apple Retail Store](#) today.



Heart sets us apart
Introducing a vibrant look inspired by our love of People.

You're open to adventure. We like that about you.
Click on your interest to find the lowest fares for your next trip.

Twitter sweet spot

Conversational and Approachable
but not wordy; sometimes we're
Warm if the context is right



Refined voice territories

We've honed the wording and are ready to socialize for feedback.



Our
personality

Lively

Empowering

Human

How it
feels

**Thrill of unexpected
discovery**

**Alive with what's
happening**

**Invited to be part of
something bigger**

How it
sounds

**Crisp, current
and quick-witted**

**Filled with energy
and momentum**

**Conversational yet
purpose-driven**



**What, why and how
does Lively sound?**



LIVELY



Our
personality

Lively

How it
feels

**Thrill of unexpected
discovery**

How it
sounds

**Crisp, current
and quick-witted**



Lively like Twitter What does that sound like?

Crisp, current and quick-witted

Like a friend who's up to speed and totally gets you, we're always ready with an insightful comment, little word play or quick comeback



Lively like Twitter What does that sound like?

Crisp, current and quick-witted

Like a friend who's up to speed and totally gets you, we're always ready with an insightful comment, little word play or quick comeback



Lively like Twitter Why do we sound like that?

Because live means we're tuned in and on our game

Because constraint inspires creativity

Because unexpected discovery feels magical



Lively like Twitter How do we sound like that?

Pack a punch with a bit of wit.

- Keep it crisp and catchy using word play to make fewer words work harder
- Throw in a common expression to get more mileage from a phrase
- Mix up an idiom to catch a reader's attention

Yes: mix up an idiom

There's no such thing as giver's remorse.
#GivingTuesday

No: be boring when the moment is exciting

Current status: The final 22 laps of
the #DAYTONA500

Knowledge drop. But be cool about it.

- Drop in a current event or pop culture reference (e.g. song lyrics) when the moment is right
- Channel your inner psychic; reflect what you know your audience is thinking or feeling
- Show don't tell

Yes: reflect what they feel or think

Remember October? We don't either.
Feels like years ago.

No: exclude people from the joke

If you don't get this ad, don't worry.
You're not our target market.

Walk the line, my friend.

- Be playful when the context is playful (e.g. GIF launch not Mute launch)
- Bring people in — if you need to explain the joke, it's not that funny
- Be smart, not a smart ass
- Avoid corny, quirky or cringe-worthy

Yes: playful when the context is playful

Tap the GIF icon to unleash the awesome.

No: make people think too much

WHAT TO SAY WHEN YOUR FRIEND FINDS OUT YOU'RE MISSING HER WEDDING FOR A VACATION...

Let the fallout begin. Yesterday, Valeant added a job posting to its LinkedIn page.

No: be a smart ass

"I like shaving
with a dull razor."
- No one, ever.



LIVELY

Before & After



Lively like Twitter Before & After

Before



Twitter. Your window to the world.
JOIN NOW

After



Let's get this party started #GIFparty
You're invited.

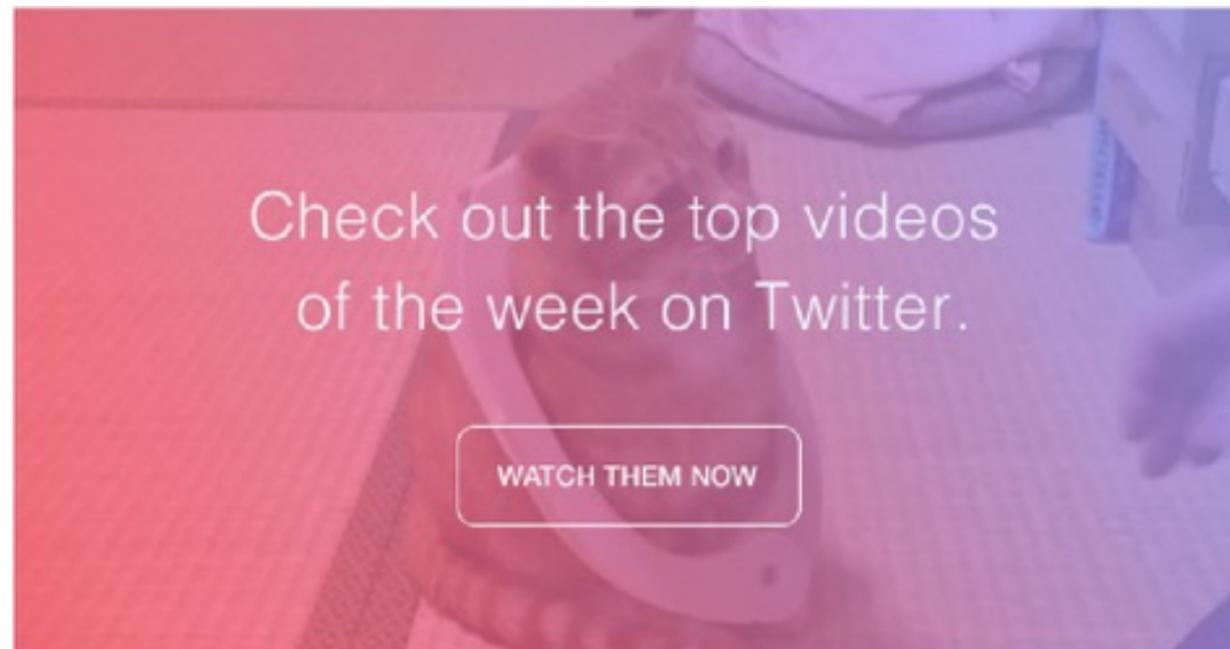
Pop song lyrics that most people know, alluding to what they may discover if they log on

Trending hashtag shows what's happening now

Makes audience feel part of it, not outside

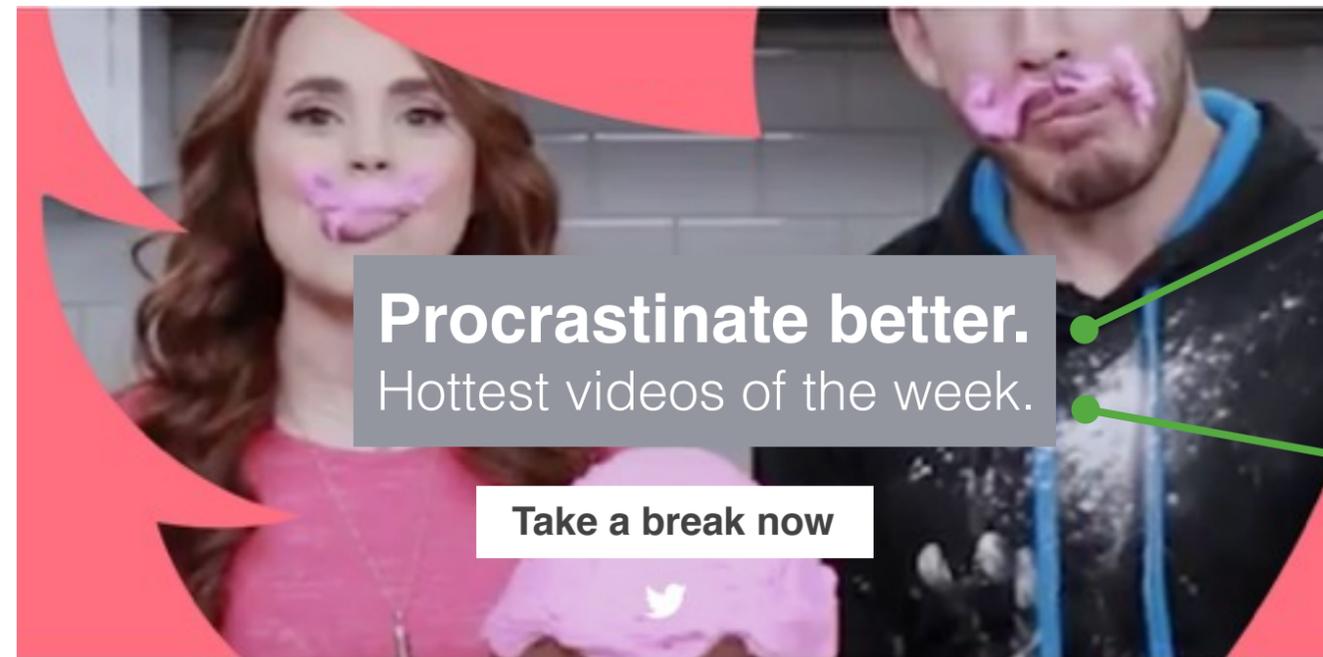
Lively like Twitter Before & After

Before



Check out the top videos of the week on Twitter.
WATCH THEM NOW

After



Procrastinate better.
Hottest videos of the week.

Shows we get what the audience is thinking

Crisp, not boringly descriptive

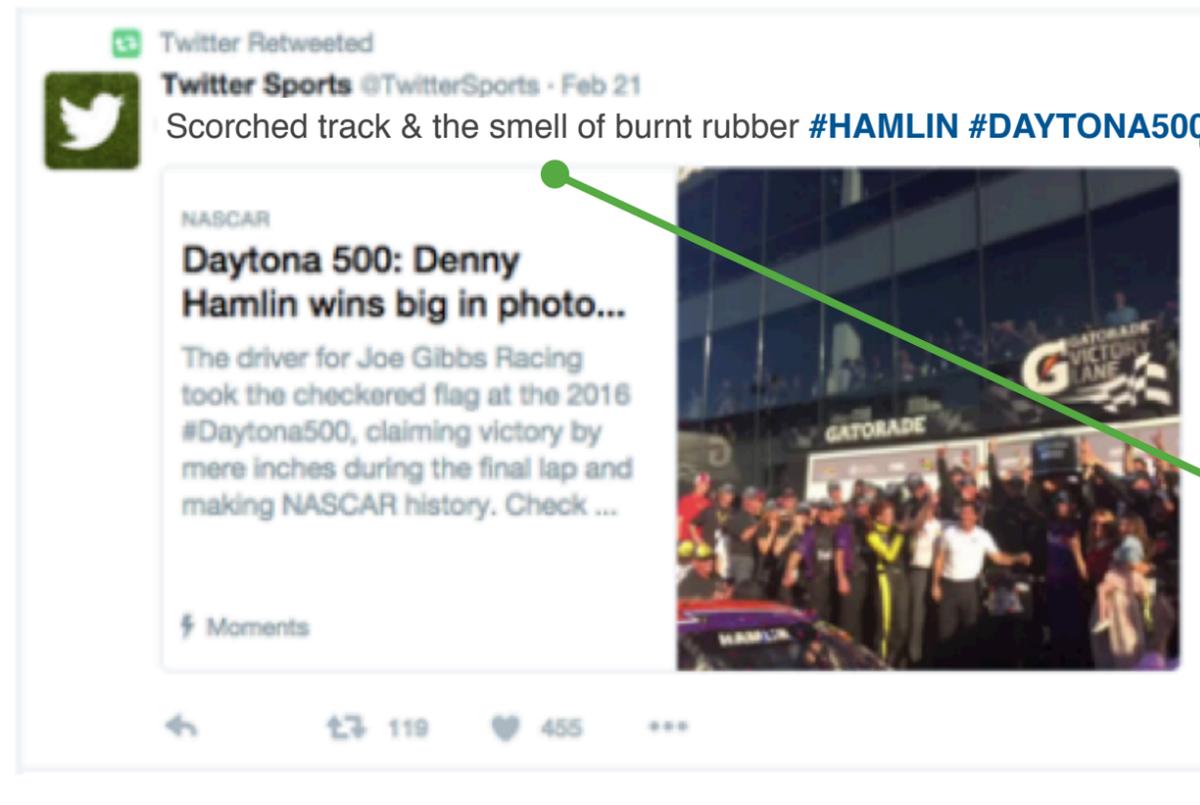
Lively like Twitter Before & After

Before



Current status: The final 22 laps of the **#DAYTONA500**

After



captures live nature and real-time updates

Show don't tell

Scorched track & the smell of burnt rubber **#HAMLIN #DAYTONA500**

LIVELY

all together now



Lively like Twitter SUMMARY: what, why and how

WHAT does that sound like? Like a friend who's up to speed and totally gets you, we're always ready with an insightful comment, little word play or quick comeback.

WHY do we sound like that?
 Because live means we're tuned in and on our game
 Because constraint inspires creativity
 Because unexpected discovery feels magical

HOW do we channel it?
Pack a punch with a bit of wit.

- Keep it crisp and catchy using word play to make fewer words work harder
- Throw in a common expression to get more mileage from a phrase
- Mix up an idiom to catch a reader's attention

Knowledge drop. But be cool about it.

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 Tap the GIF icon to unleash the awesome.

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WHAT TO SAY WHEN YOUR FRIEND FINDS OUT YOU'RE MISSING HER WEDDING FOR A VACATION...
 Let the fallout begin. Yesterday, Valeant added a job posting to its LinkedIn page.

No: be a smart ass
 "I like shaving with a dull razor."
 - No one, ever.



**What, why and how does
Empowering sound?**



EMPOWERING

all together now



Empower

em·pow·er

əm'pou(ə)r/

verb

1. give (someone) the authority or power to do something.

synonyms: authorize, entitle, permit, allow, license, sanction, warrant, commission, delegate, qualify, enable, equip

2. make (someone) stronger and more confident, especially in controlling their life and claiming their rights.

synonyms: emancipate, unshackle, set free, liberate

← What the **platform** does

← What the **brand** does





Our personality: Empowering

We stand for the power of people. The awe-inspiring raw power of a human voice. The power that every voice can have. *Be bold, be brave, we say.*

Speak up. Speak out. Challenge what's there or declare your support. Put something out there that wasn't there before. Or dare to take it all in. See differently. Discover. Overcome ordinary.

Twitter is for feeling alive with what's happening. Because in a people-powered world, anything is possible. And the feeling is electrifying.



Empowering like Twitter SUMMARY: what, why and how

WHAT does that sound like?

Like a friend who defies ordinary and writes new rules

WHY do we sound like that?

Because we believe every voice can make an impact and that you only live once

Because diverse points of view make us stretch, challenging us to be better

Because feeling of the world coming alive on Twitter is electrifying

HOW do we channel it?

Activate your words.

- Motivate through calls to action: use imperatives, use active voice, choose action verbs
- Show confidence and with powerful words and definitive statements, not exclamation points
- Take your audience there; give a visceral sense of being there live by describing sensory detail (e.g. smell, touch) and emotional effects

Energy

- Use short sentences, sometimes clustered to create momentum
- Start a sentence with So, And, or But if it helps make your point. Or add a period for emphasis. Works. Every. Time.

Yes: make it visceral

Silence blankets the crowd.
Heartbeats quicken. The serve
“pops”. Be there now.
#Wimbledon2016

No: xxx

xxx

Yes: xxx

xxx

No: xxx

xxx

- exudes confidence and boldness, a little provocative — a conversation starter — not shy
- rawness that makes you feel viscerally there

Ideas for empowering

- original
- the best type of friend is the one who helps you become the best version of yourself
- Ok to go against the grain
- "We set out"
- rather than "break the rules" we "write new rules"
- Twitter is an original and we love other originals.
- motivate creativity
- were against ordinary. We're for extraordinary
- vu ja dey. Opposite of de ja vu. Seeing with new eyes.
- "find your originality. Find the original you"
- "originals welcome"
- originality is a choice
- comfort with continual change

No: xxx

xxx

No: be a smart ass



bonus material

**What will the full
voice toolkit include?**



Brand voice toolkit overview

1. Voice manifesto

Voice manifesto: the emotionally powerful prose that shows how “who we are” (our personality) and “what we stand for” (our beliefs) affect how we sound

what we stand for
and
who we are
affects
how we sound

The world comes alive on Twitter
Influencers inspire
Revolutionaries confront the status quo
Eyewitnesses bring the action to us
Twitter is alive with perspectives and personalities

Our perspective
We think everyone has the right to join the open exchange of information and ideas. Yes. Every. One. Because the pulse of the planet beats stronger with every voice. We're on a mission to remove barriers, so that everyone has direct, live access to the moment as it happens. We stand for freedom of expression, speaking truth to power and empowering dialogue.

Our personality
Our style is lively, empowering, and human.

Our personality: Lively
We've always had a dose of good-natured feistiness. We'll take fresh with a little edge over polished without personality any day. Our favorite is when constraints inspire creativity. We love being surprised by a little cleverness — imagination peeking out unexpectedly. Whether used to make a point or simply entertain, we're all for the thrill of unexpected discovery.

Our personality: Empowering
We have big goals and can't help but rally others to action. We believe in choosing your own adventure. We say, do more than exist. Because life's short. Let's get out there. Let's feel alive with what's happening.

Our personality: Human
We will take a stand when it comes to what we believe, but we *don't* take sides. Sharing life's moments makes us feel more alive. We set the tone that all are welcome, invited in to be part of something so much bigger than any one of us.

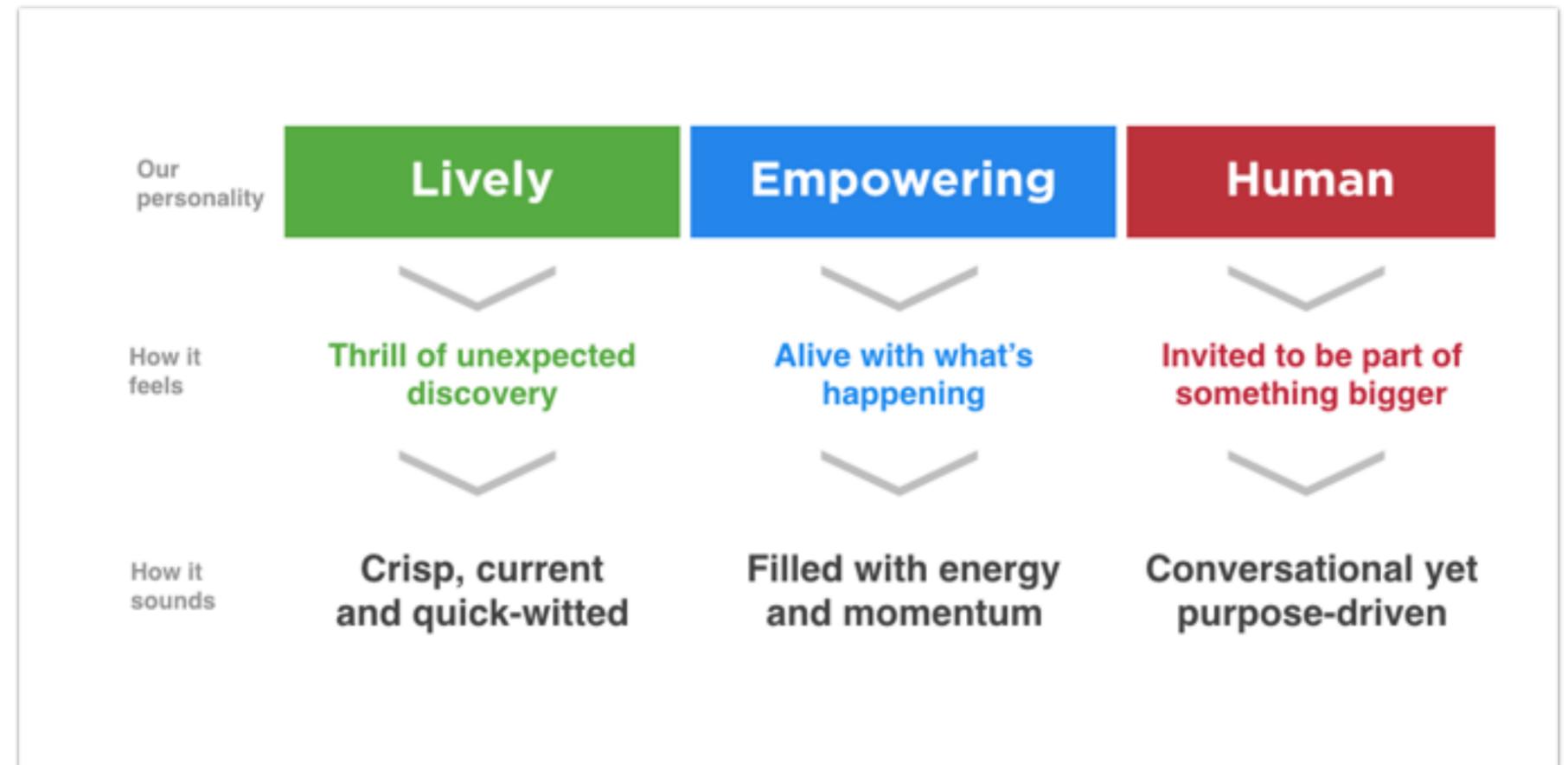


Brand voice toolkit overview

2. Voice objectives

Voice objectives

- **EMOTIONAL**: how the user should feel
- **TONAL**: how it should sound



Brand voice toolkit overview

3. Voice descriptions

Voice descriptions

- **WHAT** does that sound like?
- **WHY** do we sound like that?
- **HOW** do we channel it?
- **YES/NO** examples

WHAT does that sound like?	Like a friend who's up to speed and totally gets you, we're always ready with an insightful comment, little word play or quick comeback.		
WHY do we sound like that?	Because live means we're tuned in and tuned on Because constraint inspires creativity Because unexpected discovery feels magical		
HOW do we channel it?	<p>Pack a punch with a bit of wit.</p> <ul style="list-style-type: none"> • Keep it crisp and catchy using word play to make fewer words work harder • Throw in a common expression to get more mileage from a phrase • Mix up an idiom to catch a reader's attention • Show don't tell 	<p>Knowledge drop. But be cool about it.</p> <ul style="list-style-type: none"> • Drop in a current event or pop culture reference (e.g. song lyrics) when the moment is right • Channel your inner psychic; reflect what you know your audience is thinking or feeling • Don't be afraid to make up a word; just check that it's 100% clear first 	<p>Walk the line, my friend.</p> <ul style="list-style-type: none"> • Be playful when the context is playful (e.g. GIF launch not Mute launch) • Bring people in — if you need to explain the joke, it's not that funny • Be smart, not a smart ass • Avoid corny, quirky or cringe worthy
	<p>Yes: mix up an idiom</p> <p>There's no such thing as giver's remorse. #GivingTuesday</p> <p>No: be boring when the moment is exciting</p> <p>Current status: The final 22 laps of the #DAYTONA500</p>	<p>Yes: reflect what they feel or think</p> <p>Remember October? We don't either. Feels like years ago.</p> <p>No: exclude people from the joke</p> <p>If you don't get this ad, don't worry. You're not our target market.</p>	<p>Yes: playful when the context is playful</p> <p>Tap the GIF icon to unleash the awesome.</p> <p>No: make people think too much</p> <p>WHAT TO SAY WHEN YOUR FRIEND FINDS OUT YOU'RE MISSING HER WEDDING FOR A VACATION... Let the fallout begin. Yesterday, Valeant added a job posting to its LinkedIn page.</p> <p>No: be a smart ass</p> <p>"I like shaving with a dull razor." - No one, ever.</p>



Brand voice toolkit overview

4. Before & Afters

Principle 1: Personalize the experience

Tone of Voice: Communicating the Refined strategy

Refined should be an experience of discovery for each visitor to the site. Use these directives to personalize the "experience" for them:

1. **Emphasize individual impact** by always highlighting the benefits
2. Use phrases **suggesting emotional/physical proximity**, like "From us to you", "Can't wait to meet again"
3. **Use storytelling** by drawing from specific instances to share our perspective
4. **Integrate questions** into communications, like asking them how they might style/place a piece

Instead of...

Thanks for stopping by.

We'd love to stay in touch and keep you in the loop with all our new arrivals, exclusive content, event invitations, and enjoy 15% off your first purchase...just for signing up. [Source](#)

Try...

We've got so many new, gorgeous pieces to share with you, you'll definitely be making a statement with whatever you choose. ①

Let's stay in touch so we can keep you posted on the statement-worthy items we come across, and the unique ways you can state them.

Ready to explore and express? Let's go inside... ②

BEFORE

AFTER



Brand voice toolkit overview

5. Dos & Don'ts example

Our tone of voice

speaks with tone, not 'tude

Do

Employ provable truths, substantiated statistics, and solution-oriented messages.

For example
 is a global investment manager committed to delivering better client outcomes."

Use active verbs to add momentum to messages.

For example
"We rigorously analyze and debate investment ideas to deliver clients a disciplined investment approach."

Address clients with "you" to engage them, and use "we" and "us" to convey our alignment in interest with them.

For example
"Your objectives are also our goals. We will only be satisfied when you get there."

Don't

Be arrogant or overly clever.

Not
"Join the winning team by investing your assets with "

Use passive sentence structures.

Not
"A disciplined investment approach is consistently executed to debate investment ideas."

Address clients with "clients" and "they", whenever possible.

Not
"Clients' goals are also our goals. We will only be satisfied when we help them achieve them."



Brand voice toolkit overview

6. Vocabulary

Our research revealed that our customers respond more positively to certain words phrases than to others when discussing relationships and guidance. Here are some examples to help your writing resonate with the reader as much as possible:

Use these

- Getting to know you (financially)
- Understanding your needs (financially)
- We care about you
- We value you/appreciate you
- We put your interests first
- Respect your time
- We're there for you when you need us
- We're listening
- We're flexible
- Through the ups and downs
- Over time/longevity
- We'll help you solve problems
- We're looking out for you
- Relevant options based on your needs
- We'll help you get on a path to reach your goals

Avoid these

- Using the word "relationship" itself – instead focus on the behaviors that evoke a relationship
- Use "guidance" rather than "advice."
- Loyalty, enduring, and "lasting" – particularly with new/newer customers.
- Hard-selling/cross-selling
- Vague terms such as "great," "smart," or "best"
- Never let humor overshadow the idea of "working together"

How to be more concise

Instead of...	Consider...
for additional information	to learn more
conduct a transaction at	bank at
due to the fact that	because
have not alternative but	need to
in a timely manner	soon; promptly
in reference to; regarding	about
in the event that	if
pursuant to our conversation	as we discussed
to assist in the preparation of	to help you prepare
we are in receipt of	we received
within x-business days of this notification	by <date>
you have the ability to	you can

How to create a friendlier tone

Instead of...	Consider...
advise; inform; notify	let you know
available to assist you	here to help you
cure the default	bring your account current
debited	withdrawn; deducted
delinquent status	past due
deposit account	checking/savings account
payment is expected	please make a payment
sufficient funds	enough money
the following steps are required	what you need to do
this notification confirms that	we're writing to confirm that
you remain responsible for payment	please continue to make your monthly payments
your assistance is needed	we need your help

Source: Customer Friendly Communications



Brand voice toolkit overview

7. Touch point variation

Our tone varies by communication type

While our communications should be recognizably on-brand, we'll apply our tactics differently according to the circumstances*.

Informal channels

Accessible

For example:

- Print advertising headlines
- Billboards
- Direct mail
- High-level web copy
- Social media
- Videos

We can be a bit more casual and clever when we're trying to catch the interest of an audience.

Example copy:
"Let's get to work."

Standard

For example:

- Flyers
- Internal memos
- Marketing bulletins
- Press releases
- Print advertising copy
- Product brochures
- Sales presentations
- Trade shows

This is our brand voice in its natural form: a balance between approachable and appropriate.

Example copy:
"Rental is a flexible solution that promises our customers reliable results."

Formal channels

Technical

For example:

- Bid specs
- Catalogs
- Comparative or competitive bulletins
- Datasheets
- Instructor training materials
- Parts manuals
- Salesgrams
- Specalogs

We sometimes need to err on the side of formality to explain product or business details.

Example copy:
"Repeatable fine modulation gives you superior bucket control with less spillage."

Finding your place on the spectrum

Most communications will be Standard. But if you come across a touch point that isn't listed on the previous page and you aren't sure where it falls, ask yourself:

Informal channels

- Is my primary purpose to engage and perhaps even to entertain?
- Do I want my audience to feel we're having a one-on-one conversation?
- Is this a communication that's likely to flex or change fairly often?
- Am I catching customers' attention to draw them to other communications?

If yes... Accessible

IBM example copy:



It looks like Tom Brady is going into the @SuperBowl as the Social MVP:
ibm.co/wJK13N

© 2014 IBM Corp.

If your answers to the questions under Accessible and Technical steer you to the middle, then you should continue to use our brand voice in its natural form.

Standard

IBM example copy:

By smarter, we mean the world is becoming:



Formal channels

- Am I providing technical details that a customer or prospective customer would want or need?
- Is this communication bound by legal formalities or restrictions?
- Is this communication something that would need to be sought out by a person wanting more information?

If yes... Technical

IBM example copy:

- On-site repair (parts are replaced by IBM)
- Flexible contract terms
- Flexible billing options
- Hard drive retention (optional add on)
- Microcode update support (optional add on)



Brand voice toolkit overview

8. Checklist

Checklist

Tone of Voice: Communicating the Refined strategy

Am I personalizing the experience by:

- Emphasizing individual impact
- Using phrases suggesting emotional/physical proximity
- Using storytelling
- Integrating questions

Am I using empowering language by:

- Using calls-to-action and action-oriented language
- Using emotive words
- Using alliteration (sparingly)
- Using punctuation and contractions (deliberately)

Am I demonstrating a fresh perspective by:

- Highlighting versatility
- Sharing examples
- Varying sentence structure

Am I being approachable by:

- Using the first and second person
- Using clear, accessible language
- Inviting our friends in
- Peppering in short, punchy phrases

