

# Social Media

## Brand and Style

- Upon onboarding you will be presented with a Web logo among your company logos, this is the logo that should be used as the profile picture on company social media profiles (including The News Funnel).
- Use the same profile name across all social channels when possible. When it is not possible, use as close a variation of the desired name as possible.
- For the theme of your social media profiles, use an NAI color scheme.
- Remember social media posts using an NAI related account reflect back on all of NAI. Refrain from sharing political or religious statements or material that could be seen as offensive or unprofessional.

## Voice and Style

- When referencing your office or NAI Global please only use NAI YOUR OFFICE NAME or when speaking about NAI Global do not abbreviate to just NAI.
- NAI's voice is relatable, approachable, genuine, and inclusive. NAI's tone varies, based on the situation. We let empathy inform our tone.
- Write succinctly, for the most part. Experiment often.
- Be thoughtful and intentional with the use of emojis, hashtags, and multimedia.
- Don't alter the spelling or punctuation of words in order to reduce the number of characters. Don't abbreviate beyond standard abbreviations (like "info" for "information").
- Avoid using first-person singular pronouns, unless you're replying to someone (and your first name is included in your reply).

### Example Web Logo



If there are any questions regarding social media conduct or usage please reach out to [help@naiglobal.com](mailto:help@naiglobal.com).