Governing Brand Identity in the Age of Social Media

In the digital age, brand identity is more important than ever. The way we interact with customers and potential customers is changing, and brands need to adapt to these changes in order to remain relevant and successful. In this article, we will explore the challenges of governing brand identity in the age of social media.

1. Understand the social media context

Social media platforms are not just places to share information, they are also places to form communities and build relationships. Brands need to understand how their messages are perceived in these environments, and how they can use social media to build a strong brand identity.

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2. Define strategy

Brands need to define their social media strategy in order to ensure that they are using the platform effectively. This means understanding the tools available, the audience they are trying to reach, and how they will measure success.

Marketing strategy: Understanding the tools available

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3. Develop policy

Brands need to develop a clear policy for using social media and ensure that they are following it. This will help to ensure that their social media strategy is consistent, and that they are using the platform in a way that is true to their brand identity.

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4. Define standards

Brands need to define standards for using social media in order to ensure that they are using the platform consistently and effectively.

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Conclusion

In conclusion, governing brand identity in the age of social media requires a clear understanding of the context, a well-defined strategy, a clear policy, and consistent standards. By following these guidelines, brands can use social media to build a strong and consistent brand identity.