

SheStarts Social and Content Guidelines

“ *SheStarts is on a mission to create a more diverse startup economy. We are turbo charging female leadership in tech & entrepreneurship - to change the face of startups.* ”

Our social media exists to...

- Inspire, engage and educate potential female tech founders.
- Showcase the stories of female entrepreneurs and encourage others to get started.



Who does our social media talk to?

“ We seek to engage potential and current female founders with big tech ideas.

The majority of our fans on Social media are **Australian professional women between the ages of 25-44 years** with an interest in business (small business, business economics and investment).

The SheStarts target audience faces a general lack of support for building a business, at ideation stage (funding, community, expertise, exposure, tech development.) We are changing the narrative of the startup entrepreneur being a white dude in a t-shirt, jeans and sneakers.

What does the SheStarts voice sound like?

If SheStarts were a person, she would be:

Positive, proactive and hopeful. She focuses on how women are ready to grab opportunities, but need support and education finding the runway. She is humble and intelligent, she knows we are not the first ones tackling this issue, but she is brave, bold, optimistic and warm.

She avoids talking about negativity or barriers, instead she focuses on the solution! SheStarts is never jaded, mean or masculine. She avoids rambling on, religious, exclusive, discriminatory or predatory language. She does not engage with or condone bro-culture, blokey, elitist or aggressive conversations and values.

It is useful to keep these statements in mind when writing as SheStarts.

- She is reliable and trustworthy - generous and approachable
- She is succinct - don't waffle on, she gets straight to the point
- She is friendly - warm and familiar
- She is positive - never negative, she uses positive, open language
- She is innovative - always curious about new opportunities, but isn't a tech-head
- She is professional - but never boring
- She exudes bravery and confidence - but is never cocky

The SheStarts tone of voice falls into these dimensions:

Funny <> Serious:

- We aren't punny or cracking jokes. Yet we don't take ourselves too seriously. Imagine our sense of humour being practical and friendly, we like to keep it real without being a stick in the mud.

Formal <> Casual:

- We aren't formal. Our tone is more conversational than casual. We are warm and helpful. We don't speak with airs and graces, we are pleasant and engaging.

Respectful <> Irreverent:

- Nothing we write should be deemed as offensive to anyone. We fall on the professional side of communication, our communication style is as if we are talking to a long time colleague we have developed a friendship with.

Enthusiastic <> matter-of-fact:

- We are excited to bring new information and opportunities to our followers. Our enthusiasm for helping people falls in line with our friendly tone.

The rules of writing as SheStarts

The SheStarts **social and content channels** are as follows:

Instagram <https://www.instagram.com/shestartsau>

Facebook <https://www.facebook.com/SheStarts>

Twitter <https://twitter.com/shestarts>

LinkedIn <https://www.linkedin.com/company/17927828>

YouTube <https://www.youtube.com/channel/UCN7CG9YD1whMQRVxbHSRwIQ>

Blog <https://www.shestarts.com/letstalk/>

Posting, formatting and engagement

General

- Never refer to women as “girls”. Avoid the word awesome where possible
- Location matters, always tag a location where possible
- It is never acceptable for the SheStarts social channels to like it’s own content.
- Always reference sources and attribute credit for external content / photography
- Use in-line comments to reply to users when there is an opportunity to respond
- Like pictures that are **#shestarts** related
- Follow back users who comment frequently or tag @ or **#shestarts** in their photos

Facebook

- Always include media (image, video or link) in a post
- Tag (**@mention**) the correct pages/people within the post

Twitter

- Use **@mentions** at the end or within the copy followed by link
- Max 2 relevant **#hashtags**

Instagram

- Always include **#shestarts**
- Ensure post is legible on mobile
- Tag relevant **@handles** in the image
- A filter is not always required

Posting Cadence

Instagram **1 post daily**

LinkedIn **Varies**

Facebook **1 post daily**

YouTube **Varies**

Twitter **3 posts daily**

General Rules

- Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the BlueChilli Group's workplace. You should also show proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). If you are in a virtual world as a SheStarts representative please behave accordingly. We all appreciate respect.
- Please respect copyright. If it is not yours, don't use it. It is very simple. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.
- Don't cite or reference clients, partners or suppliers without prior agreement. When you do make a reference, where possible, link back to the source.

Visual guidelines

The SheStarts logo consists of two (2) chosen colours. The full colour logo is our most recognised asset and must be used wherever possible. Primarily the SheStarts logo should be used against a white background.

When using a dark background, use the reversed version of the logo.

When colour is not an option, the mono version (either black or white) is to be used.

Ensure you are using the logo with the registered ® mark.



Clear space:

The SheStarts logomark should always be surrounded by a minimum area of clear space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.



Do NOT:

- Rotate, stretch or modify the logo
- Change the colour of the logo
- Add a drop shadow
- Put on a patterned background

Use of imagery

We use **real people and graphics** within our colour palette:



Social images should be rich, powerful, engaging and inspiring, never dull or unpleasant.

We always represent our founders and experts in a warm way - ask yourself *"would I be comfortable if that were me, and my face all over the internet?"*

Colours



SheStarts Red

Uncoated Stock

PMS Uncoated Red 032U

Coated Stock

PMS Coated 3546C

CMYK (Print)

C0 M89 Y76 K0

RGB (Web)

R238 G67 B67

HTML/HEX

#EE4343

Navy

Uncoated Stock

PMS Uncoated 281U

Coated Stock

PMS Coated 295C

CMYK (Print)

C96 M90 Y47 K61

RGB (Web)

R10 G14 B50

HTML/HEX

#0A0E32

White

Uncoated Stock

N/A

Coated Stock

N/A

CMYK (Print)

C0 M0 Y0 K0

RGB (Web)

R255 G255 B255

HTML/HEX

#FFFFFF