

# XEN | Content **Voice**

Purpose: To define the company voice to apply to content and social posts.

## **Solar Excellence**

Date:  
**30 September 2021**

## Audiences

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Overview of general audiences for the content (blog posts, campaigns, social).  
See also audiences defined in Discovery Canvas.

<b>Audience</b>	<b>Attributes</b>
First home buyers	
Retirees	
Downsizing	
Family with kids	

## Acceptable Content

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The following types of content are acceptable:

<b>Content Type</b>	<b>Attributes</b>
Brands / Suppliers	
Topics	
Installs / Projects	
Testimonials	
Case studies	

Quantity: how many posts per week/month

Who provides install images etc

## Examples

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The following examples are good (include links to content/posts):

Link	Comments
Blog post	
Landing page	
Social post	

The following examples are bad (include links to content/posts):

Link	Comments
Blog post	
Landing page	
Social post	