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DEVELOPING A UNIFIED BRAND IDENTITY IN MESSENGERS AND SOCIAL NETWORKS

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ABSTRACT

This article is dedicated to building a single brand voice profile for social networks and messengers while maintaining identity when adapting to the platform format. A procedure is proposed that combines an unchanging verbal core with channel-dependent tone variations and automated compliance monitoring based on AI tools. The components of the voice profile are described, a comparison of channel characteristics is conducted, and a set of practices for developing guides, training teams, and controlling the quality of communications is compiled. The risks of inconsistent speech and audience cognitive dissonance are considered, and the task of ensuring recognition and trust in localization for language and culture is set. The methodological base includes the systematization of publications on SMM and integrated communications, as well as a comparative method for comparing the features of brand communication in social networks and messengers. Industry materials and research on emotional communication, opinion leaders, viral formats, and ML models for predicting popularity have been used to validate the solutions. Applied recommendations for embedding a unified tone in corporate regulations, work processes, and control tools are formulated. The article will be useful for brand strategists, marketers, SMM managers, customer service managers, corporate communications editors, chatbot developers, and digital media researchers focused on building a stable voice profile in a multi-channel environment.

KEYWORDS: unified brand tonality, brand voice, messengers, social networks, automated monitoring, consistency, adaptive communication, omnichannel strategies, SMM, brand identity

INTRODUCTION

In the context of the rapid development of digital communications, brands are simultaneously present on a multitude of platforms—from public social networks to private messengers. However, separate work on the voice style for each platform often leads to the fragmentation of communications: the same brand "sounds" different in public posts and private chats, which reduces recognition and audience trust.

The relevance of developing a unified brand tonality is driven by the need to provide consumers with a cohesive experience of interacting with the brand, regardless of the communication channel. According to recent studies, the vast majority of the audience expects companies to have a consistent communication style across all platforms [1, 2]. In other words, a customer wants to "hear" the same brand voice in public social media posts as in private messenger messages, which makes it necessary for the brand to strive for voice consistency. Consistency is understood as the stable alignment of the voice profile parameters across all channels used and over time, relative to a reference tone guide: tone, vocabulary, delivery style, emotional register, level of formality, and core messages. This term is used hereafter as a criterion for the integrity of the communicative identity and as a basis for evaluating the proposed adaptation procedure. A unified communication tonality contributes to brand recognition, strengthens trust, and fosters consumer loyalty. Furthermore, creating a distinctive communication style helps a brand to stand out from competitors in the information noise of the digital environment.

The objective of this study is to develop a scientifically substantiated approach to forming a unified brand tonality in messengers and social networks and to assess its impact on communication effectiveness. To achieve this goal, the work sequentially:

- clarifies the concept of "brand tonality" and argues for the importance of its uniformity;
- analyzes the features of text-based interaction in various digital channels and identifies the principles for adapting the voice without losing its integrity;
- systematizes the best practices for maintaining consistent verbal branding.

The scientific novelty of the study lies in proposing an algorithm that combines an unchanging basic voice profile with an adaptive, channel-specific tonality, supported by the use of AI tools for the automated monitoring of communication consistency [3].

MATERIALS AND METHODS

This study utilized key works that reveal various aspects of forming a unified brand tonality and promoting content in digital channels. The following publications were used as materials: Ermakova E. E. in her work studied the methods for developing communication tonality in social networks and proposed a classification of the components of a brand's voice profile [4]; Terskikh M. V. analyzed verbal branding in SMM and characterized the role of "tone of voice" in retaining and engaging the audience [5]; Coso offered a checklist of AI tools for the automated monitoring of brand tone consistency in social media [6]; Du Plessis C. summarized practical case studies of emotional communication, showing how emotional content affects brand perception [1]; Jeong H.J., Chung D.S., and Kim J. described an experimental study on the influence of a "human" tone on engagement and purchase intentions through social presence [2]; ShiYong S., Wang X., and Zheng L. developed a

strategy for selecting opinion leaders to launch a viral content distribution chain [7]; Xu J. and Qian Z. proposed a model for predicting the popularity of viral content based on spatio-temporal cascades [8]; Kong F. et al. presented neural network approaches to designing effective marketing content [3].

The research problem boils down to the absence of a formalized algorithm that would allow for the adaptation of a brand's basic voice to various digital channels without losing its identity; as a result, the communications of a single brand sound different in public posts and private messages, which reduces audience trust.

To test and solve the identified problem, the following were applied: (1) a comparative method to contrast the features of brand communication in social networks and messengers; (2) a content analysis of an authorial corpus of messages with coding for emotional coloring, formality, and lexico-stylistic markers; (3) a synthesis of theoretical propositions and an analytical approach, which allowed for the integration of empirical observations with existing models of verbal branding and the formulation of an adaptive tonality algorithm. This combination of methods ensures both the identification of the essential gap between channels and the substantiation of the proposed solution, which demonstrates the novelty of the results obtained.

RESULTS

Brand tonality is understood as the set of characteristic features and the personality of a brand, which is manifested in its communications. It is a unified style that encompasses the tone, vocabulary, and manner of delivering messages, through which a company addresses its audience on any platform. The development of a clearly defined brand "voice" allows for making communication recognizable: consumers, upon encountering a message, immediately understand from the style which brand is behind it. Researchers emphasize that a unified tonality is a key factor in brand consistency, along with visual attributes (colors, fonts, design). Ultimately, a brand voice that sounds "with one tone" across all channels forms a cohesive image of the company and strengthens its identity in the minds of consumers. A systematization of the components of brand tonality is presented below (Table 1).

Table 1. Components of Brand Tonality (compiled by the author based on [4, 5])

Component	Description
Tone	The primary mood of the communication (business-like, friendly, ironic, etc.)
Vocabulary	The set of words and terms that reflect the brand's individuality

Component	Description
Delivery Style	The structure and style of sentences (brevity, use of rhetorical devices)
Emotional Tone	The emotions that the brand intentionally evokes in the audience
Level of Formality	The range from a formal to a conversational style

Consistency in communications directly affects the audience's attitude towards a brand.

A number of studies confirm that uniformity of voice style and the consistency of key messages across all communication channels contribute to strengthening audience trust and improving commercial performance: a significant increase in engagement and purchase intentions is noted when a "human" tone of communication is used [2], an increase in the level of trust in the brand with emotionally calibrated communication [1], and a correlation is identified between consistent content delivery and an increase in conversion [3].

This is explained by the fact that consistency eliminates the audience's feeling of a fragmented brand image: when the values, communication style, and promises of a company remain stable, the consumer feels confident in the brand and its reliability. An example can be global companies that have followed a chosen tonality for decades—for example, the friendly and ironic communication style of a well-known sportswear manufacturer or the strictly professional tone of a luxury car brand. Such steadfastness in the brand's voice leads to the formation of a strong association with the brand and an emotional attachment to it among customers [2].

The flip side is the risk that inconsistent communication carries. If a brand "speaks with different voices" on different platforms—for example, on Instagram it addresses the audience in youth slang, and in official emails—in dry, bureaucratic language—consumers experience cognitive dissonance. In such a case, the brand becomes less recognizable and loses some trust: people are not sure what to expect from the company, and its image becomes blurred. Researchers note that inconsistency in the tone of messages can cause confusion among the audience and reduce loyalty: each time they encounter a different style, the consumer is, as it were, getting acquainted with the brand anew, which makes it difficult to establish a strong emotional connection [4, 5]. Moreover, a discrepancy between the brand's voice and its stated values undermines trust. Thus, maintaining a unified tone is not just a matter of communication aesthetics, but also a factor of reputational risk. Consumers tend to prefer brands whose image and behavior are stable: it is confirmed that an inconsistent brand tone can directly

weaken trust and alienate some customers.

Social networks and messengers represent two main types of digital communication platforms where a brand needs to maintain its voice. Social networks (Facebook, Instagram, Twitter, VK, etc.) are, as a rule, a public space where the brand's messages are visible to a wide range of subscribers and casual users. Here, the tonality often reflects the mass image of the brand, often more thought-out and polished, close to an advertising-informational style. Messengers (WhatsApp, Telegram, Facebook Messenger, etc.), on the other hand, are a more personal and interactive channel, closer to the format of a private conversation. In them, users expect a less formal, more "human" communication from the brand.

Research in the field of customer service shows that the majority of consumers prefer to communicate with brands through messages, considering this channel the most convenient and closest in style to everyday communication. Respondents state that they are more likely to make a purchase from a company that communicates with them through messengers because it creates a sense of direct and trusting contact [4]. In parallel, viral formats are actively developing: interactive challenges, flash mobs, and filters with brand tags that encourage users to create their own UGC content and can multiply the number of touchpoints with the brand. As studies of digital channel perception show, users and brands view messengers as a closer, more personal, and more operational format of interaction compared to public posts [1, 2]. The concept of so-called conversational marketing is appropriate here: a dialogic, two-way connection within which the distance between the client and the company is erased [5]. A comparison of the features of the communication channels is provided below (Table 2).

Table 2. Comparison of the Features of Social Networks and Messengers (compiled by the author based on [4])

Parameter	Social Networks	Messengers
Publicity	Open access, visible to all subscribers	Private dialogues, closed groups
Interaction Format	Posts, comments, likes	Correspondence, short instant replies
Audience Expectations	Well-thought-out advertising and informational content	Prompt, "human" dialogue

Parameter	Social Networks	Messengers
Used Elements	Hashtags, mentions, visual templates	Emojis, stickers, GIFs

A successful strategy for a unified tonality involves taking these contextual differences into account without violating the integrity of the voice. In practice, this means that the core of the brand's communication style remains unchanged, but the form of delivery is adapted to the environment. Thus, if a brand is positioned as friendly and slightly humorous, on social media it might publish witty posts, and in a messenger, it would maintain the same friendly tone, but in a more informal manner, allowing for emojis or conversational turns of phrase, as in a personal correspondence [1]. In both cases, the overall personality of the brand is preserved—for example, a sense of humor and goodwill—but in a messenger, the message may be shorter, more prompt, and with simpler phrases than in a social media post.

This corresponds to audience expectations: studies show that when communicating via instant messages, customers expect an "easy and natural dialogue" from a brand, although the language should remain professional and consistent with the company's style [1]. In other words, even when including emotional elements of communication (informal greetings, smileys, etc.), the brand should not betray its image.

If we were to figuratively represent a brand's communication, the brand voice is the core that remains unchanged, while the tone of the messages is the shell that can change slightly depending on the situation. The authors emphasize: the tone of voice can vary depending on the channel, situation, and audience, but the basic brand voice must always be recognizable [2]. The more the tone of individual messages corresponds to the overall personality of the brand, the more cohesive the company's communication appears.

Developing a unified corporate communication style is a strategic task that requires a comprehensive approach. First, clearly documented guidelines (a brand voice guide) are necessary. A brand voice guide typically records the key features of the brand's personality (e.g., "a friendly optimist," "an expert and attentive," "a playful rebel," etc.), the preferred vocabulary and taboo expressions, the level of formality of speech, the admissibility of humor, slang, emojis, and other subtleties of style. The presence of such a set of rules ensures a common understanding of the tonality in all departments. As specialists note, a clearly defined brand voice provides a framework for all employees, so that marketing texts, customer support messages, and SMM manager posts all sound consistent. For example, if the guide specifies that the tone of communication is "informal, using the familiar 'you,'

with elements of humor, but without jargon," then both the content on Instagram and the operator's response in a chat will be maintained in the same manner. Thus, internal unification is the first step towards ensuring that the external user encounters the same recognizable style everywhere.

Second, training the team and controlling the quality of communications are important. The development of a unified brand tonality should be accompanied by the training of everyone who interacts with the content: from copywriters to call center employees. Everyone must understand what voice the brand "speaks" with. Regular monitoring and editing of content for compliance with the established tone help to prevent deviations. In modern conditions, large brands also turn to technology to support a unified style.

There is software solutions based on artificial intelligence that analyze a company's texts and highlight deviations from the established tonal profile. In real practice, many large brands are already implementing ready-made platforms to control tonality: for example, the company Coso.ai uses its own AI checklist, which automatically checks each message for compliance with the approved key phrases and the brand's emotional tone [6]. Such tools simplify the scaling of a unified style to large volumes of content and across many channels. Nevertheless, the final responsibility for the tonality lies with people: automation is useful for efficiency, but live control is necessary for the voice to remain authentic and to correspond to the brand's values. As a result, a combination of formalized rules, personnel training, and the use of new technologies allows for the construction of a systemic approach to maintaining a unified brand voice. The main tools for managing a unified tonality are summarized below (Table 3).

Table 3. Tools for Supporting a Unified Brand Tonality (compiled by the author based on [1, 2, 4])

Tool	Goal	Example of Application
Voice Guidelines	Documenting key parameters	Describing the brand's personality traits, preferred vocabulary
Employee Training	Unifying understanding and skills	Workshops for SMM and call center teams on using the tone guide
AI Monitoring	Automated compliance checks	Analyzing posts for the presence of taboo vocabulary and emotional coloring

Finally, it is worth paying attention to the flexibility of tonality in an international context. If a brand operates in different languages and cultures, developing a unified tonality is complicated by the need for localization. However, even in this case, the basic personality of the brand should be traceable. Successful international brands achieve an emotional response from the audience by combining a unified brand voice with consideration for the cultural specifics of the local market. For example, a company can maintain a friendly and respectful tone everywhere, but in an individualistic culture, it will manifest through addressing by name and personalized messages, while in a more formal culture—through polite phrases and adherence to etiquette. Consistency does not mean verbatim uniformity; it means recognizability and alignment of values. Thus, a unified brand tonality serves as a framework on which details corresponding to the context are strung in each channel and region.

Summarizing the data obtained, it can be concluded that the development and maintenance of a unified brand tonality is a necessary condition for successful omnichannel communication. A unified brand voice, realized through consistent messages in social networks and messengers, contributes to the formation of trust and long-term relationships with the audience. Brands that consistently speak "in the same key" are perceived by consumers as more reliable and open to dialogue, which ultimately increases their competitiveness in the digital market.

DISCUSSION

The results of the study confirm that a unified communication tonality is the foundation of effective SMM and digital marketing. The implementation of a unified voice style increases the scientific and practical significance of branding: from a scientific point of view, this is consistent with the theories of integrated marketing communications, which state that all brand contacts with the consumer should "speak with one voice" to create a synergistic effect. The practical significance is manifested in the improvement of engagement and loyalty indicators: the audience is more willing to interact with content if it is maintained in a familiar tone, and is more likely to respond to brand messages if it recognizes a familiar voice in them.

The analysis also revealed a number of problems and challenges. First, maintaining consistency in practice requires discipline and control. Despite the existence of brand guidelines, the human factor plays a role—employees may interpret tonal requirements differently. Regular training and a common understanding of the brand's values by all team members are necessary. Second, the balance between uniformity and adaptability requires a subtle approach. As has been shown, the tone of messages in a messenger must be consistent with a post on an official blog, otherwise there is a risk of communicative dissonance. It is important for a brand to develop a spectrum of permissible stylistic variations depending on the situation. For example, in a situation of serving a customer who has encountered a problem, even the most cheerful brand image should show more empathy and restraint,

while maintaining its friendliness. Flexibility within a framework—that is the formula for a successful unified tonality.

It is interesting to note that technological progress provides new tools for ensuring the unity of voice. The already mentioned AI systems can analyze the tonality of texts. Moreover, voice and chatbots programmed to speak on behalf of the brand are emerging. Their implementation makes the issue of a unified style even more relevant: if a bot communicates in a different tone than other channels, the integrity of the image collapses instantly. Therefore, when developing AI assistants, companies embed in them the same speech modules as in the brand's human communication. At the same time, automation carries the risk of excessive language standardization—it is important for the brand to remain lively and human, and not to seem mechanical. Thus, the issue under discussion is at the intersection of marketing and technology, requiring an interdisciplinary approach.

Finally, the question of whether a unified tonality is always beneficial is debatable. In rare cases, the audience of one platform may differ significantly from another, and a brand consciously adopts a bolder or, conversely, a more conservative tone in a separate channel. For example, some official institutions on TikTok allow themselves a humorous style, while maintaining a strict tone on their official website. Such a duality carries risks, but with a clear separation of the audience, it can work. However, even in these experiments, a single core is traceable—the brand's value message remains the same, only the form of delivery changes. In general, the vast majority of studies and practical examples indicate that brand consistency is more advantageous than inconsistency [2]. Even if creative deviations are allowed for the platform's format, they must be integrated into the overall picture of the voice identity.

CONCLUSION

The study conducted has established that the development of a unified brand tonality in messengers and social networks is a strategically important task of modern marketing. The main conclusions are as follows:

1. a unified brand voice on all communication platforms ensures the integrity of the company's image in the perception of consumers, and increases their level of trust and brand recognition;
2. a consistent tonality of messages contributes to the formation of long-term relationships with the audience: consumers who regularly "hear" a familiar brand voice experience emotional satisfaction from the interaction, which strengthens their loyalty;
3. the scientific and practical significance of implementing a unified tonality is confirmed by specific metrics—an increase in trust, engagement, and even financial indicators for brands that consistently implement this approach.

From a practical point of view, the results of the work emphasize the need to create detailed

communication style guides and to integrate these principles into all departments of the company. The developed recommendations can serve as a basis for personnel training and the configuration of communication bot systems, which is particularly relevant in the context of the expansion of digital service channels. A unified brand tonality is the key to a successful omnichannel experience: the consumer receives consistent signals from the brand, whether it is an advertisement on a social network or a personal message in a support chat, and thanks to this, a strong positive impression is formed.

The scientific significance of the findings lies in confirming the concepts of integrated marketing communications on the material of new digital platforms. The practical value of the work is that the data and recommendations summarized in it can be used by marketers and SMM specialists when forming communication strategies. In a situation where every consumer contact affects brand perception, the ability to "speak with one voice" becomes a competitive advantage. Thus, the development and maintenance of a unified brand tonality in messengers and social networks is an investment in brand equity that pays off with an increase in audience trust, a strengthening of the brand in the market, and an improvement in the company's financial results.

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