

Emoji Guideline

Emojis are small symbols that are used in texts to visualize emotions, moods, or ideas. They make texts more lively and expressive by helping to convey the intention behind a statement more clearly and to avoid misunderstandings.

They also help to organize texts and create structure. Posts with visual elements, such as emojis, often get more attention and therefore increase engagement on social media.

There is a wide range of emojis available, but not all of them are suitable for writing in a professional manner.

Below are some emojis that we recommend using in different contexts.

To express positive emotions:




Scroll stoppers:




POST boosters (to increase interaction):













 (Party Popper) - celebrating successes or milestones

 (Clapping Hands) - recognition and applause

 (Rocket) - progress, growth, or a new start

 (Light Bulb) - ideas and innovations

 (Chart Increasing) - success and growth

-  (Magnifying Glass) - focus and attention to detail
-  (Calendar) - important dates and events
-  (Envelope) - communication and making contact
-  (Glowing Star) - outstanding achievements and highlights
-  (Hammer and Wrench) - work, projects, and improvements
-  (Handshake) - collaboration and partnerships
-  (Globe) - global reach and sustainability
-  (Loudspeaker) - announcements and important news
-  (Red Heart) - passion and commitment