

# DR. SHERIF GALAL

DEPI Graduation Project

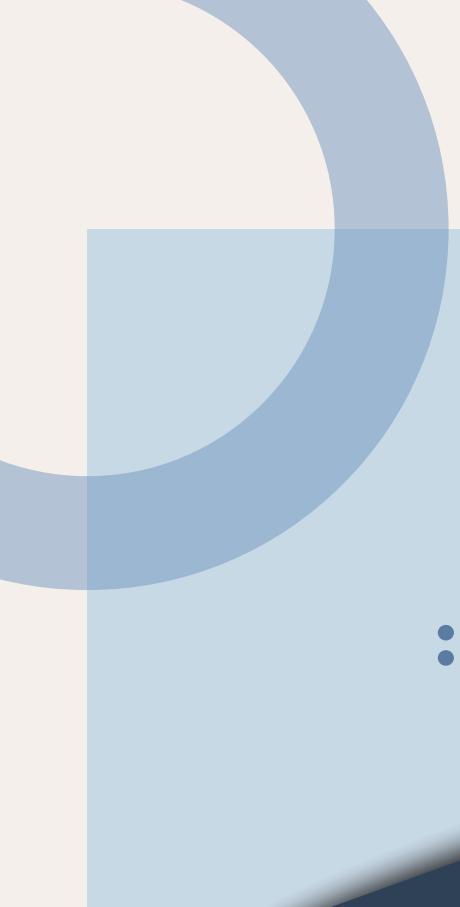
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# Business Brief

- The project aims to build and enhance Dr. Sherif Galal's digital presence as a cybersecurity, GRC, and BCM expert.
- Transform his professional expertise into valuable and educational online content.
- Establish him as a trusted voice in cybersecurity awareness within Egypt and the Arab region.
- Create a consistent brand identity, content plan, and engagement strategy.

**Turning expertise into education and education into influence**



# Vision | Mission | Value

## Vision

To make Dr. Sherif Galal a recognized cybersecurity thought leader in the Arab world, known for simplifying complex concepts and empowering others to learn.

## Mission

To deliver trustworthy, simplified Arabic cybersecurity content that bridges the gap between academic theory and real-world application.

## Value Proposition

A cybersecurity expert who blends academic knowledge with executive experience, providing accessible, engaging, and practical cybersecurity education for all levels

# Business Model Canva

## Business Model Canva

DESIGNED FOR :

Dr Sherif Galal Project

DATE:

Oct 2025

<p><b>KEY PARTNERS</b></p> <ul style="list-style-type: none"><li>• <b>Universities and training centers</b> → invite him to speak or train students.</li><li>• <b>Cybersecurity organizations</b> → increase his credibility.</li><li>• <b>Event organizers</b> → give him exposure.</li><li>• <b>Marketing/content creators</b> → help with videos, posts, and branding.</li><li>• <b>Tech experts</b> → for collaborations and discussions.</li></ul>	<p><b>KEY ACTIVITIES</b></p> <ul style="list-style-type: none"><li>• Create valuable and easy to understand content about cybersecurity.</li><li>• Give workshops, talks, and consultations.</li><li>• Stay active on LinkedIn and Facebook.</li><li>• Keep learning and updating his certificates.</li><li>• Join conferences and networking events.</li></ul> <p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"><li>• His knowledge, experience, and certificates.</li><li>• Personal brand (logo, style, tone).</li><li>• Online platforms and social media pages.</li><li>• Training materials and slides.</li><li>• Support team for marketing and design</li></ul>	<p><b>VALUE PROPOSITIONS</b></p> <ul style="list-style-type: none"><li>• Makes complicated cybersecurity topics simple for everyone.</li><li>• Combines strong academic background with real-world experience.</li><li>• Helps students and professionals learn and grow in the tech field.</li><li>• Provides trusted Arabic content in a mostly English-speaking industry.</li><li>• Inspires people to protect themselves online.</li></ul>	<p><b>CUSTOMER RELATIONSHIP</b></p> <ul style="list-style-type: none"><li>• Builds trust through honest, valuable content.</li><li>• Replies to comments and messages to help followers.</li><li>• Creates a friendly learning community.</li><li>• Keeps long-term contact with trainees and clients.</li></ul> <p><b>CHANNEL</b></p> <ul style="list-style-type: none"><li>• <b>LinkedIn:</b> for professionals and companies.</li><li>• <b>Facebook:</b> for the general audience and students.</li><li>• <b>Events and workshops:</b> for face-to-face engagement.</li></ul>	<p><b>CUSTOMER SEGMENTS</b></p> <ul style="list-style-type: none"><li>• Students who want to start learning cybersecurity.</li><li>• Professionals who want to stay updated in the field.</li><li>• General audience who want simple awareness about online safety.</li><li>• Universities &amp; institutions that need guest lectures or training sessions.</li></ul>
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### COST STRUCTURE

- Cost of creating videos and designs.
- Marketing ads on social media.
- Website and platform expenses.
- Continuous education and certifications.

### REVENUE STREAM

- Paid online/offline workshops.
- One-on-one consulting sessions.
- Speaking at events.
- Online courses or recorded lessons.
- Sponsored partnerships or collaborations.

# Key highlights

01

## Key Partners

- Universities.
- Cybersecurity organizations.
- Events.

03

## Key Resources

- Deep professional expertise & certifications.
- Academic background + industry experience.
- Personal brand identity & digital platforms (LinkedIn, Facebook)

## Key Activities

02

- Creating educational content (videos, posts, infographics).
- Delivering workshops and public talks.
- Continuous learning & networking.

04

## Value Proposition

- Simplifies complex cybersecurity concepts in Arabic.
- Combines academic and real-world experience.
- Builds awareness & empowers learners.

# Key highlights

05

## Customer Segments

- Students (learning & mentorship).
- Professionals (career updates).
- General audience (digital safety & awareness).

07

## Customer Relationship

- Builds trust through honest, valuable content.
- Replies to comments and messages to help followers.
- Creates a friendly learning community.

## Channels

06

- LinkedIn: credibility & professional reach.
- Facebook: broader awareness & interaction.
- Workshops & events: offline engagement.

08

## Revenue and Cost

- **Revenue:** Training sessions, consultations, speaking events, partnerships.
- **Cost:** Content creation tools, paid ads, branding, and event participation

# SOSTAC

## SOSTAC Model

### S- Situation

Strong professional experience,  
but weak online presence.

01

### T- Tactics

**Platforms:** LinkedIn, Facebook.  
**Formats:** posts, Videos, infographics.

### O- Objective

Build awareness, grow audience by  
15%, improve engagement.

02

### S- Strategy

Focus on education, awareness,  
and simplicity; Arabic content.

03

### A- Actions

Weekly content plan (2025-2026),  
task division, Consistent publishing.

05

### C- Control

Track KPIs (reach, engagement,  
followers), adjust monthly.

06



# Situation Analysis

Dr. Sherif Galal is a recognized expert in Cybersecurity, GRC, Business Continuity, Information Security, Sustainability, and Excellence standards. He has an established academic and professional presence and regularly engages in training and consulting environment

## Current Situation:

1. Strong professional credibility through academic roles & certifications
2. Growing presence on LinkedIn with a knowledgeable audience
3. Increasing interest in cybersecurity & governance in Egypt and MENA
4. High demand for trusted voices & simplified education in cybersecurity



# SWOT

## Strengths

- Deep multidisciplinary expertise (GRC, BCM, Cybersecurity, ISO standards, Sustainability)
- Engaging trainer & speaker
- Credible academic profileExisting recognition in industry circles
- Ability to simplify complex topics

## Weakness

- Limited diversified digital content formats (Reels, carousel, long-form thought pieces)
- Content publishing frequency varies
- Brand identity not yet positioned as a regional authority online

## Opportunities

- Rapid growth of digital transformation cybersecurity mandates & Increasing awareness demand post-global cyber breaches
- Growing youth & corporate interest in cyber careers & governance programs
- Partnerships with universities, cyber institutions & digital media platforms

## Threats

- High competition from global cybersecurity educators
- Misleading content from non-qualified influencers
- Digital attention-span challenges- content must be engaging and simple

# Objectives

## Goal

- Brand Visibility
- Engagement
- Public Awareness

## Objective

- Increase LinkedIn followers by 15%
- Reach 6% in 2 months
- engagement rate average 10% in 2 months
- Launch with 4 educational short videos per 2 months

## KPIs

- Followers growth, impressions
- Likes, comments, share
- Video views, shares

# Buyer Persona

## Persona 1

### Future Cyber Leader

**Name:** Omar

**Profile Background:** University student (IT/Business), fresh graduate, junior analyst, cybersecurity learner

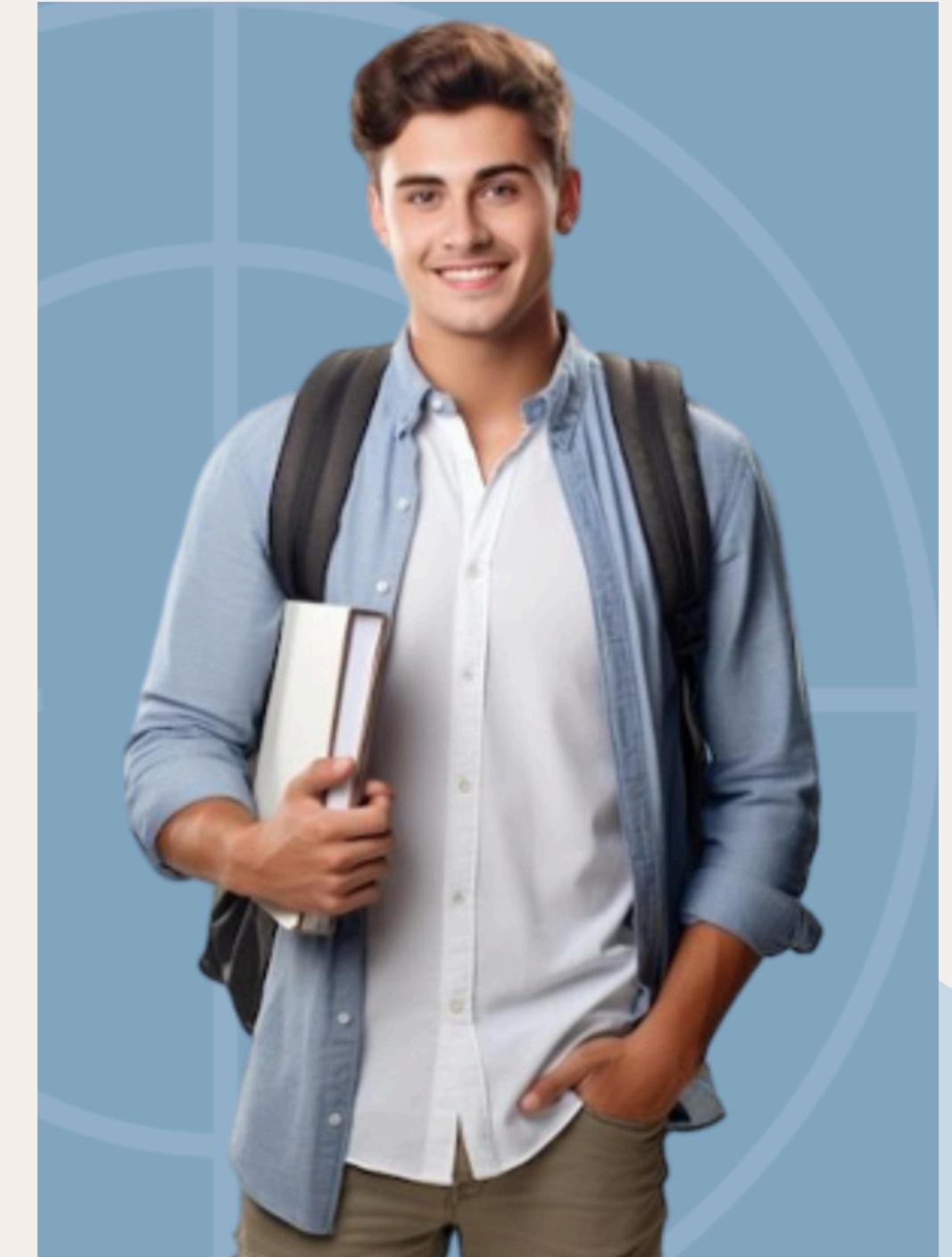
**Location:** Egypt / MENA region

**Digital Behavior:** Active on LinkedIn, cyber learning platforms

**Age:** 20-28

**Goals:** Build a cybersecurity career, understand cybersecurity fundamentals

**Pain Points:** So many learning paths online, doesn't know where to start. Needs guidance from experts in the field



# Buyer Persona

## Persona 2

### Cybersecurity Technical

**Name:** Aly

**Profile Background:** Mid-level cybersecurity and GRC professionals seeking advanced knowledge in governance, risk, compliance, and real-world security operations

**Location:** Egypt / MENA region

**Digital Behavior:** Active on LinkedIn, attends webinars, follows cyber leader

**Age:** 30-50

**Goals:** Advance technical and governance skillsPrepare for advanced certifications

**Pain Points:** Unsure what to learn next or how to structure growth, Academic content doesn't match real industry workflow



# Buyer Persona

## Persona 3

### Digital Everyday Citizens

**Profile Background:** Employee, freelancer, active social media user, daily internet consumer

**Location:** Egypt / MENA region

**Digital Behavior:** Uses smartphone for payments, banking apps, online shopping, social media, cloud storage

**Goals:** Wants to stay safe online and protect personal data, Interested in digital privacy, fraud awareness, hacking stories

**Pain Points:** Doesn't know how hackers attack or how to stay safe, Worries about bank account hacks, mobile scams, phishing



# Business Strategy

01 Brand positioning

02 Tone of Voice

03 Key Messaging

04 Content Pillars

# 4 Ps

## Product

- Educational cybersecurity content.
- Simplified Arabic explanations.
- Infographics, reels, carousels, awareness tips.
- Practical insights from real experience.

## Price

- Free educational content.
- Paid services in the future:
  - 1.Trainings & workshops
  - 2.Consulting sessions
  - 3.Speaking engagements

## Place

- **LinkedIn:** main platform for authority and professional audience.
- **Facebook:** wider reach and general audience.
- Events, webinars, and workshops for offline presence.

## Promotion

- Reels, carousels, storytelling posts.
- Consistent posting (3× per week).
- Hashtags & visual branding.
- Interactive tools: polls, Q&A, engagement posts.

# Brand Positioning

**“Educational. Professional. Trust-Based.”**

**Position Dr. Sherif Galal as a trusted Arabic cybersecurity and GRC thought leader who simplifies complex concepts into actionable, human-centered insights.**

**He stands at the intersection of academic credibility and practical industry experience, turning expertise into influence through authentic educational storytelling.**

# Tone of Voice

## Educational

- Informs and teaches in Arabic.
- Example:

”في وقت الهجوم السيبراني، أول 10 دقائق أهم من أي حاجة تانية..”

## Trustworthy

- Expert, fact-based tone with real-world context
- Example:

”أنا د. شريف جلال على مدار مسيرتي المهنية، التي امتدت أكثر من 25 عام من الأدوار التقنية إلى المناصب القيادية والآن كرئيس تنفيذي للعمليات (COO) ورئيس لقطاع الحكومة والمخاطر والالتزام..”

## Empowering

- Encourages continuous learning and curiosity
- Example:

”هنتكلم فيها بطريقة بسيطة عن إزاي تحمي نفسك ومؤسستك من أي مخاطر رقمية، من أول خطوات صغيرة زي الباسورد لحد مفاهيم أعمق زي إدارة المخاطر”

## Approachable

- Friendly and inclusive
- Example:
- ”الأمن السيبراني مش حاجة تخص المتخصصين بس“  
”ده ببساطة الطريقة اللي بنحمي فيها نفسها وبياناتنا من السرقة أو الاختراق.“



# Key Messaging

- “Cybersecurity is for everyone – knowledge is the best defense.”
- “From academic insight to real-world protection.”
- “Learning cyber in Arabic – clear, simple, and practical.”

# Content Pillars



## Education

- Core 70%
- Simplifying complex cybersecurity and GRC topics in Arabic to educate professionals, students, and the general public.

## Awareness

- 15%
- Timely content around cyber trends, digital safety, and incident responses.
- Posts during Cybersecurity Awareness Month.
- Posts about how to protect yourself online

# Content Pillars

## Personal Branding

- 10%
- Behind-the-scenes insights from teaching, speaking, and consulting.
- Certifications, media mentions, or collaborations that strengthen credibility.

## Engagement

- 5%
- Light, story-based posts that humanize cybersecurity concepts.

# Tactics

01

LinkedIn

02

Facebook

03

Workshop/Events

# Channel Strategy

Platform	Purpose	Content Type
LinkedIn	Build authority & reach professionals	Educational posts, workshop recaps
Facebook	Broader awareness & public engagement	Educational posts, workshop recaps
Workshops/Events	Offline credibility	Participation in global conferences, keynote reflections, cybersecurity panels

# Action

Area	Objective	Platform	Who	When	Status
Event coverage & highlights	Post updates and visuals from attended events and certificates to increase credibility.		Salma	During Events	Strong engagement and reach improvement.
Content creation	Create and publish awareness, educational, and professional posts using clear and understandable language to engage the audience effectively.	Facebook & LinkedIn	Nehal	Monthly	Consistent posting and audience growth maintained.

Visuals & AI tools	Use AI and editing tools to select, organize, and enhance visuals for posts to improve clarity and audience engagement.	Gehad	Weekly	Better visual appeal and interaction achieved.
Performance monitoring	Track insights and metrics to optimize future content strategies.	Hagar	Monthly	Continuous improvement in engagement metrics.
Community management	Engage with followers by replying to comments and messages to maintain active communication and support audience interaction.	Asmaa	Ongoing	Boosted interaction and follower connection.

**Noting that there was weekly rotations between the team members**

For more click [here](#)

# Control

Platform	Frequency	Tools	Metrics Tracked	Insights & Key findings	Target
Facebook	Weekly	Facebook insights	Reach & Engagement	Event & awareness posts had the highest engagement	Improve engagement and page growth
LinkedIn		LinkedIn analysis	Impressions, Engagement rate	Professional tone and visuals improved visibility	Increase visibility and followers
Content Review	Monthly	Manual tracking	Post type, timing, topic	Educational posts generated consistent and positive interactions	Maintain steady growth
Overall Evaluation		Manual observation	Overall social media performance, followers growth	Continuous growth in audience engagement	Sustain engagement rate

For more click [here](#)

# Our Work

من خلال عملى في التحول الرقمي وإدارة التغيير، دائمًا بلا قي  
ناس يخلطون بين مفهوم الأمان السيبراني وأمن المعلومات.

الاتنين مرتبطين بعض جذأ، لكن الفرق بينهم بسيط و مهم في  
نفس الوقت:

## ◆ أمن المعلومات (Information Security)

هو المفهوم الأشمل، وهدفه حماية أي نوع من المعلومات سواء كانت رقمية أو ورقية من أي وصول غير مصرح به، أو تعديل، أو فقدان.  
ويركز على 3 مبادئ أساسية: السرية، السلامة، والتوازن.

## ◆ الأمان السيبراني (Cybersecurity)

ده جزء من أمن المعلومات، لكنه يركز تحديداً على حماية الأنظمة الرقمية والشبكات والبيانات من الهجمات الإلكترونية ومحاولات الاختراق.

### الخلاصة:

كل سبباني يعتبر جزء من أمن المعلومات.  
لكن مش كل أمن معلومات هو أمن سبباني.

التمييز البسيط ده مش مجرد تعريفات نظرية.  
ده أساس أي استراتيجية أمنية ناجحة تمشي جتنا إلى جنب مع التحول الرقمي الحقيقي لأي مؤسسة.

#الأمن\_السيبراني #أمن\_المعلومات #التحول\_الرقمي  
Dr\_Sherif\_Galal#

**Sherif Galal**  
13 Oct · 13 Oct

بداية جديدة 🌟  
هنبدأ مع بعض حملة توعية بعنوان «الوعي السيبراني هو خط الدفاع الأول» 🛡️

هتكلم فيها بطريقة بسيطة عن إزاي تحمي نفسك ومؤسستك من أي مخاطر رقمية، من أول خطوات صغيرة زي الباسورد لحد مفاهيم أعمق زي إدارة المخاطر.

الهدف مش إنك تبقى خبير،  
الهدف إنك تبقى واعي 🔮  
لأن الوعي هو أول خطوة في طريق الأمان.

تابعوني الفترة الجاية... هنمسيها خطوة بخطوة

#الأمن\_السيبراني #تكنولوجيا #قيادة #Dr\_Sherif\_Galal

See insights and ads      Boost post

Khaled Elsayed Ahmed + 15      2 comments 1 share

**Dr. Sherif Galal** in · Following  
COO | Lecturer | Speaker | Trainer | GRC, BCM, ...  
[View my services](#)  
4w · ④

سعدت بالمشاركة في مؤتمر بصمة التغيير 21 من خلال جلسة تناولت دور القيادة في صناعة التغيير وإدارة التحول المؤسسي، والتي كانت فرصة لمناقشة كيف يمكن للمؤسسات مواجهة التغيرات المتسرعة وبناء ثقافة داخلية تدعم الابتكار والاستدامة.

التفاعل والنقاشات مع الزملاء والخبراء من مختلف الدول كانت ثرية جداً، وأبرزت أهمية استمرار الحوار حول القيادة في عصر التحول الرقمي.

كل الشكر والتقدير لـ أكاديمية المرجع للاستشارات والتطوير الإداري على التنظيم المميز ولجميع المشاركين الذين أثروا النقاش بخبراتهم وتجاربهم.

#Leadership #ChangeManagement  
#DigitalTransformation #Cybersecurity  
#Dr\_Sherif\_Galal"

Show translation

بصمة\_التغيير #Dr\_Sherif\_Galal

Salma Nabhan and 40 others      5 comments

**Sherif Galal**  
20 Oct · 20 Oct

تخيل إن فيه أكثر من 300 ألف عملية اختراق حسابات بتحصل كل يوم حول العالم ! رقم ضخم، صح؟  
بس الأخطر إن أغلب الناس لسه فاكرة إن الاختراق بيحصل بس للشاشات أو الشركات الكبيرة.

الحقيقة إن أي حساب مش محمي كويس ممكن يتعرض لهجوم في أي لحظة، ومعظم الهجمات بيبدأ بخطوة بسيطة جداً: لينك غريب، رسالة فيها جازة، أو موقع بيقولك "حدث بيانتك دلوقي".

علشان كده، خد بالك قبل ما تضطط على أي رابط، واستخدم كلمات مرور قوية ومختلفة، وفعلاً التحقق بخطوتين.💡

الوعي هنا هو خط الدفاع الأول.

الأمن السيبراني مش رفاهية ولا مسؤولية المختصين بس، ده واجب كل واحد فينا.

#الأمن\_السيبراني #حماية\_البيانات #توعية\_رقمية  
#Dr\_Sherif\_Galal# #احمي\_نفسك#

See insights and ads      Boost post

Naglaa Reffat + 13      6 comments

**Dr. Sherif Galal** in · 1st  
COO | Lecturer | Speaker | Trainer | GRC, BCM, Cy...  
[View my services](#)  
3d · ④

من الأمان إلى التحول: كيف يقود الوعي الرقمي التغيير الحقيقي.

كل يوم، تصبح الحاجة إلى فهم أعمق للتحول الرقمي أكبر من أي وقت مضى. لم تعد التوعية الأمنية مجرد إجراءات تقنية... بل أصبحت أساساً لبناء ثقافة قادرة على التغيير.

التحول الحقيقي يبدأ عندما ندرك أن التكنولوجيا ليست الهدف، بل هي وسيلة تساعدنا على تحسين القرارات، وتطوير العمليات، وبناء منظومة عمل أكثر مرونة.🌐

يجب علينا الحديث عن الأمان والوقاية، التركيز على كيف يقود الوعي الرقمي عملية التحول بالكامل داخل المؤسسات.

مرحلة جديدة من الفهم... ومن التفكير الاستراتيجي... ومن الاستعداد لمستقبل أكثر تعقيداً وتنافسية.

#Cybersecurity #Dr\_Sherif\_Galal

Show translation





Channel	Own Business	Competitor 1	Competitor 2
LinkedIn	Dr. SHERIF GALAL	AYA MAGDY	ALSHIMAA MOHAMED
Link of channel	<a href="http://linkedin.com/in/sherif-galal-galal">http://linkedin.com/in/sherif-galal-galal</a>	<a href="http://linkedin.com/in/ayamagdy80888">http://linkedin.com/in/ayamagdy80888</a>	<a href="https://www.linkedin.com/in/lshimaa-mohamed-1a1111">https://www.linkedin.com/in/lshimaa-mohamed-1a1111</a>
Likes	—	—	—
Followers	3639	10212	21111
Reviews	21 received recommendation	6 recommendations	—
About	<p>Dr. Sherif Galal is a seasoned expert in Governance, Risk, and Compliance (GRC), Information Security, and Cybersecurity with over 20 years of experience. He holds a DBA, MBA, and a Computer Science degree, alongside an extensive portfolio of international certifications in ISACA, standards, cybersecurity, and risk management. He has served in leadership roles including COO of Front Shields for Cybersecurity, Head of GRC at TSS, and Information Security Governance Manager at EG Bank. Passionate about education, he lectures at institutions like the National Training Academy and the Arab Academy, driving resilience and innovation in today's digital landscape.</p>	<p>Aya Magdy is a cybersecurity researcher and teaching professional with experience as a Teaching Assistant supporting courses in networks and artificial intelligence. She has guided undergraduate students, supervised graduation projects, and conducted workshops to simplify complex technical concepts. Her thesis, "AI and Security: Exploring the Intersection of Artificial Intelligence and Cybersecurity", explores how machine learning can enhance threat detection and vulnerability assessment, reflecting her passion for the integration of AI and cybersecurity.</p>	<p>Passionate cybersecurity professional with over 500 learners through NAs a Cisco-certified trainer &amp; aspiring cyber professional: guidance.</p>
Posting Regular or not	Yes	Yes	yes
# of posts/week	3	2	12
average likes/post	19	160	30
average Comments/post	3	60	5
average Reposts	0.7	4	5
Engagement Rate	3%	8%	5%
paid posts/not	no	No	NO
Type of content	images, achievements	Images and texts	text, images, reposts
Tone of voice	professional	technical and motivational	friendly, informal
Call-to-Action	—	—	—
Comments Replies	Replies often	replies	yes
Designs?	—	no designs	no
Keep Identity	—	—	—
Where in buyer journey	—	—	—
Contacts through?	DM	through:	—
Strengths	<ul style="list-style-type: none"> <li>Strong academic foundation: Holds a DBA, MBA, and BSc in Computer Science.</li> <li>Highly diversified certifications: Extensive portfolio across ISO and industry GRC, and cybersecurity.</li> <li>Public speaking &amp; training: Experienced lecturer and trainer at leading institutions such as the National Training Academy and the Arab Academy.</li> <li>International recognition: Large number of global accreditations, adding significant credibility.</li> </ul>	<p>• Strong academic foundation: Holds a DBA, MBA, and BSc in Computer Science.</p> <p>• Highly diversified certifications: Extensive portfolio across ISO and industry GRC, and cybersecurity.</p> <p>• Public speaking &amp; training: Experienced lecturer and trainer at leading institutions such as the National Training Academy and the Arab Academy.</p> <p>• International recognition: Large number of global accreditations, adding significant credibility.</p>	<p>• Strong academic foundation: Holds a DBA, MBA, and BSc in Computer Science.</p> <p>• Highly diversified certifications: Extensive portfolio across ISO and industry GRC, and cybersecurity.</p> <p>• Public speaking &amp; training: Experienced lecturer and trainer at leading institutions such as the National Training Academy and the Arab Academy.</p> <p>• International recognition: Large number of global accreditations, adding significant credibility.</p>
Weakness	<ul style="list-style-type: none"> <li>Overly technical: Content is highly specialized, making it difficult for non-experts to follow.</li> <li>Certifications not contextualized: The importance or impact of each credential is not clearly explained.</li> <li>Unclear positioning: Core focus (GRC leadership, executive consulting, or training) isn't sharply defined.</li> </ul>	<p>• Overly technical: Content is highly specialized, making it difficult for non-experts to follow.</p> <p>• Certifications not contextualized: The importance or impact of each credential is not clearly explained.</p> <p>• Unclear positioning: Core focus (GRC leadership, executive consulting, or training) isn't sharply defined.</p>	<p>• Overly technical: Content is highly specialized, making it difficult for non-experts to follow.</p> <p>• Certifications not contextualized: The importance or impact of each credential is not clearly explained.</p> <p>• Unclear positioning: Core focus (GRC leadership, executive consulting, or training) isn't sharply defined.</p>
Comments	<p>Dr. Sherif Galal is a highly credible and technically accomplished leader in GRC and cybersecurity. However, simplifying the way his expertise is communicated, highlighting the practical value of his certifications, and defining a clearer professional positioning would make his profile even more impactful and accessible.</p>	<p>LinkedIn authority ability to recognize the quality of her content and the recognition she could receive from others.</p>	<p>Don't Lose Campaign</p>



Watch video

See more

هل حان الوقت للاعتماد الكلي على الذكاء الاصطناعي؟

Dr. Sherif Galal updated his cover photo.

23 Sep · 20

Sherif Galal updated his cover photo.

23 Sep · 20

Dr. Sherif Galal

Cybersecurity | GRC | BCM | Public Speaker

Passionate cybersecurity in over 500 learners through NAs a Cisco-certified trainer & aspiring cyber professional: guidance.

2025/2026 Social Media Content Calendar

OUR CONTENT PILLARS	SEP-FEB					
	SEP	OCT	NOV	DEC	JAN	FEB
Awareness & Education	Content Pillar 1					Content Pillar 2
	Content Pillar 3					Content Pillar 4
	Content Pillar 5					Content Pillar 6
	Content Pillar 7					Content Pillar 8
	Content Pillar 9					Content Pillar 10
Key Dates	Cybersecurity Awareness Month				Data Privacy Day (28 January 2026)	Safer Internet Day
	World Cybersecurity Day (International)				National Police Day / Revolution Day	Ramadan
	The Prophet's birthday	The glorious October 6th War	White Friday	Christmas	New Year's Day	Eid
Social Media Holidays	Halloween				International Children's Day	International Education Day
	The beginning of the school year				World Students' Day	Human Rights Day
	International Literacy Day				International Men's Day	International Women's Day
Our Marketing Campaigns	Get Ready for Cybersecurity Awareness Month				Don't Lose Campaign	Building a Safer Internet Together with Dr Sherif Galal
	World Cybersecurity Day webinar with Dr Sherif Galal				Protecting Privacy in a Digital World with Dr Sherif Galal	Building a Safer Internet Together with Dr Sherif Galal
	Events				Contests	Contests
CORNERSTONE CONTENT	Blog Posts				Promotions	Events
	Promotions				Events	Contests
	Events				Contests	Contests

5 comments 194 views

You and 9 others

# Our Work



# Opinions



Amal Hadi · 4w

كل النجاح والتوفيق يا شريف. العمل الجاد عمره ما  
بيضيع



Reply Hide  1 



Hany Adel · 4w

Totally agree ya Doctor , people , process ,  
technology



Reply Hide  1 



Mohammed Amr  · 2nd

Empowering Organizations Drive Their Digital Transfo...

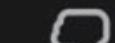
جزاك الله خيراً أخي وصديقي [Dr. Sherif Galal](#) على هذا النشر  
الثري نرجو منك المزيد من المحتوى لكي نستفيد جمياً بعلمك  
العزيز الجميل (زادك الله بسطة فيه) عن مثل هذه الحالات  
وكيفية الوقاية منها فإذا توفرت كثير من حالات الإستخدام للوقاية  
الدفاعية زاد معهاوعي ومن ثم تم تصميم طرق للوقاية  
الإستباقية

 موفق دائماً في مسعاك صديقنا العزيز



Abdullah Abdelkawy · 2w

بالتوفيق دايما يا استاذ شريف  
كلام محترم

Reply Hide  1 

# Result Analysis

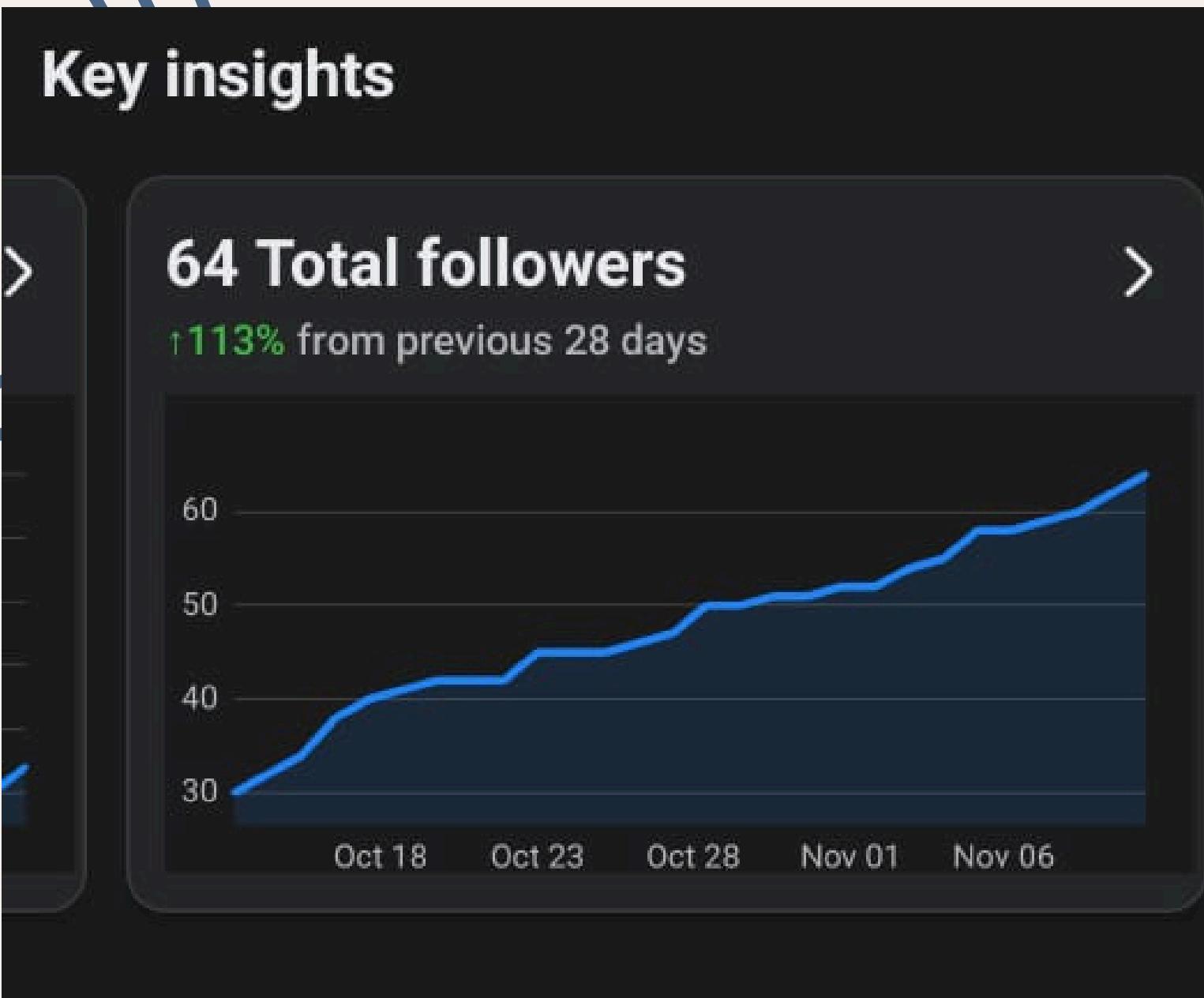
## Growth and Analysis

Significant increase in followers (10.38%) from 3,553 to 3,922, boosting brand awareness and reach, especially on LinkedIn and Facebook.

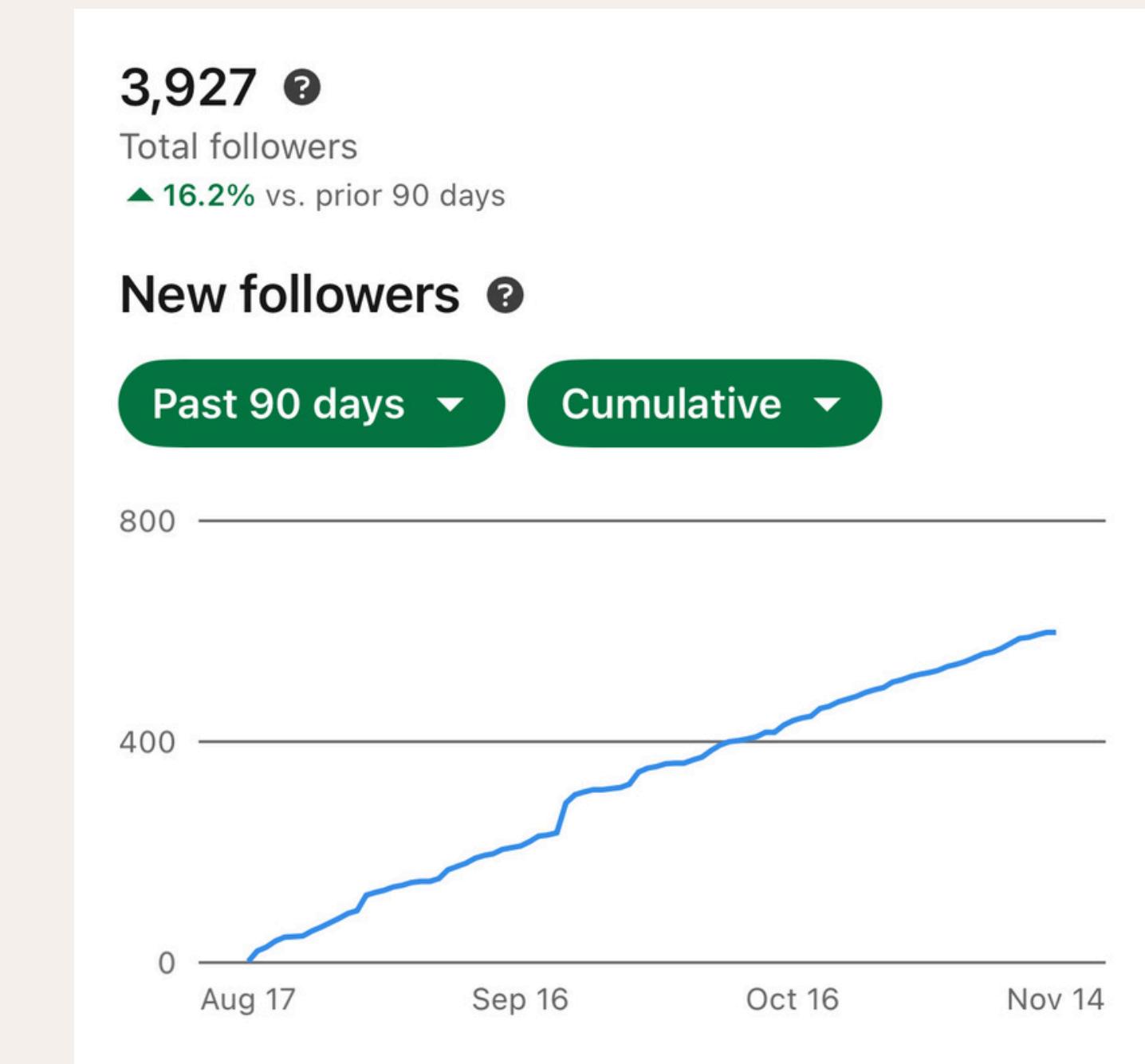
3,553 followers · 500+ connections

3,922 followers · 500+ connections

# Growth and Analysis



**Facebook**

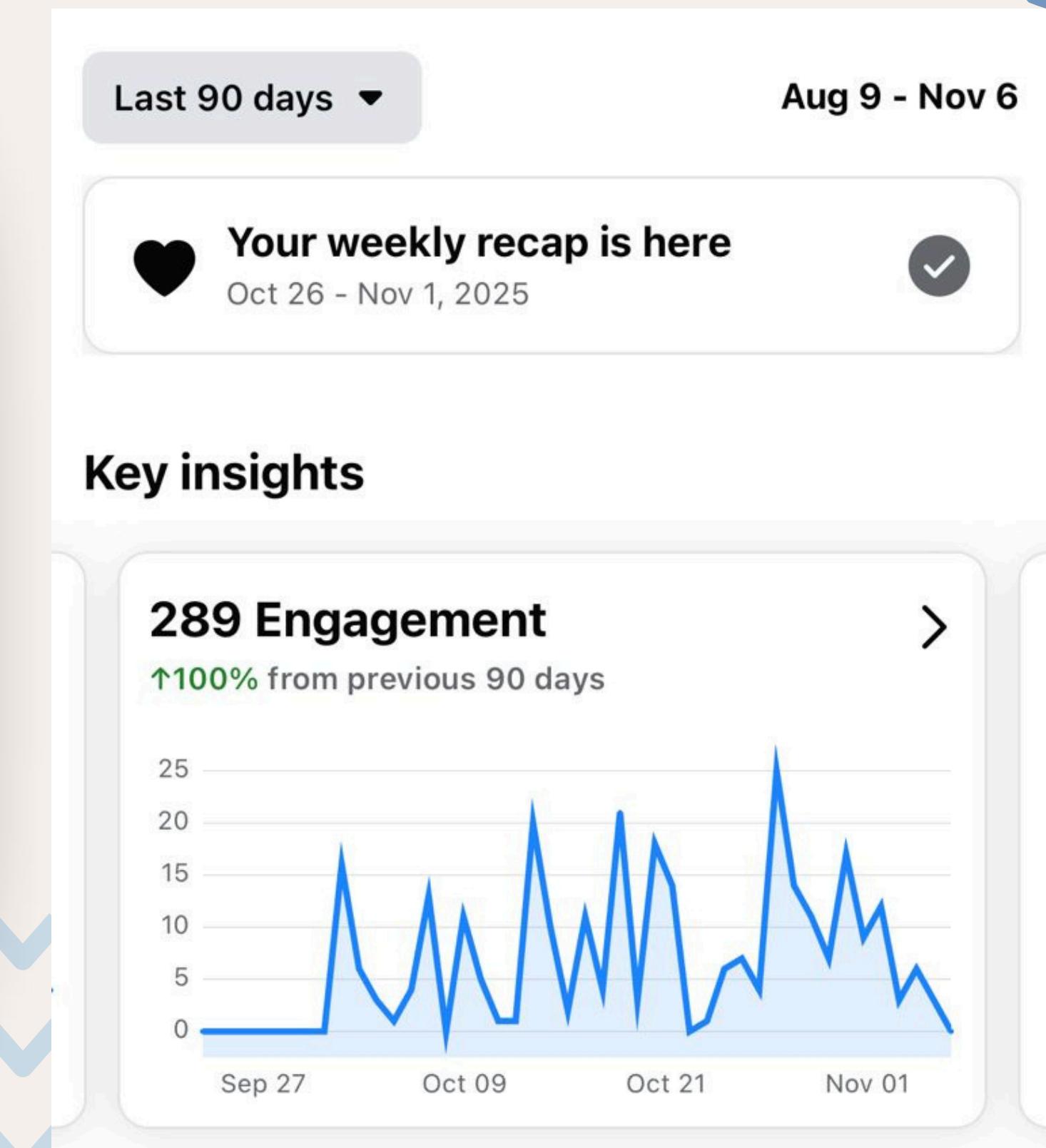


**LinkedIn**

# Result Analysis

## Engagement

Engagement rate improved steadily, with Reels and posts driving the best interaction. Educational content received strong audience response.



# Result Analysis

**Content Performance**  
Educational Arabic posts and cybersecurity topics generated the highest saves and shares. Short, visual content delivered superior reach.

## Content performance ?

30,843

Impressions

▲ 97.8% vs. prior 90 days

Cumulative ▾

40,000

20,000

0

Aug 17

Sep 16

Oct 16

Nov 14

Daily data is recorded in UTC

## Discovery ?

30,843

Impressions

▲ 97.8% vs. prior 90 days

6,728

Members reached

▲ 26% vs. prior 90 days

# Result Analysis

## Brand Image

Profile credibility increased; content clearly reflects Dr. Sheriff's expertise and teaching style, highlighted by positive audience feedback on clarity and trustworthiness.

**30,843**  
Impressions  
▲ 97.8% vs. prior 90 days

**6,728**  
Members reached  
▲ 26% vs. prior 90 days

### Key insights

**5,498 Views**

↑22K% from previous 90 days



# Recommendations

## Content Production & Efficiency

- Outsource Drafting: Utilize a specialist writer for content drafts, allowing Dr. Sherif to focus on final review and quality.
- Prioritize Video: Focus heavily on creating short videos and tutorials to simplify complex topics and boost engagement.
- Targeted Focus: Continue high-performing Arabic educational content.

# Recommendations

## Engagement & Community

- Increase Webinars: Host more live webinars, separating them for specialists and youth audiences.
- Direct Interaction: Use Q&As and Lives for direct engagement, and build an email/group channel for direct communication.

## Performance & Growth

- Address Organic Reach: Allocate budget for Paid Ads (boosting) to compensate for weak organic reach and achieve faster audience growth.
- Data-Driven: Review analytics monthly to adjust topics and content formats accordingly.

# Recommendations

## Platforms & Branding

- Expand Reach: Launch a YouTube channel for long-form content and explore younger platforms.
- Maintain Professionalism: Ensure consistent posting (3 times/week) and apply a unified visual identity across all channels.

# Our Team



**Salma Nabhan**  
Team Leader



**Asmaa Mahfouz**



**Hagar Tareq**



**Nehal Adel**



**Gehad Konsowa**

A multidisciplinary team working hand-in-hand to turn ideas into impactful outcomes



A large dark blue circle overlaps a smaller light gray circle on the left. A white arrow points from the center of the gray circle towards the right. Below the circles is a cluster of small blue dots. In the bottom left corner, there are several larger blue dots and a light blue circle with diagonal stripes.  
**THANK  
YOU!**