



STRATEGY FOR MANAGING CONTENT ON

# Social media

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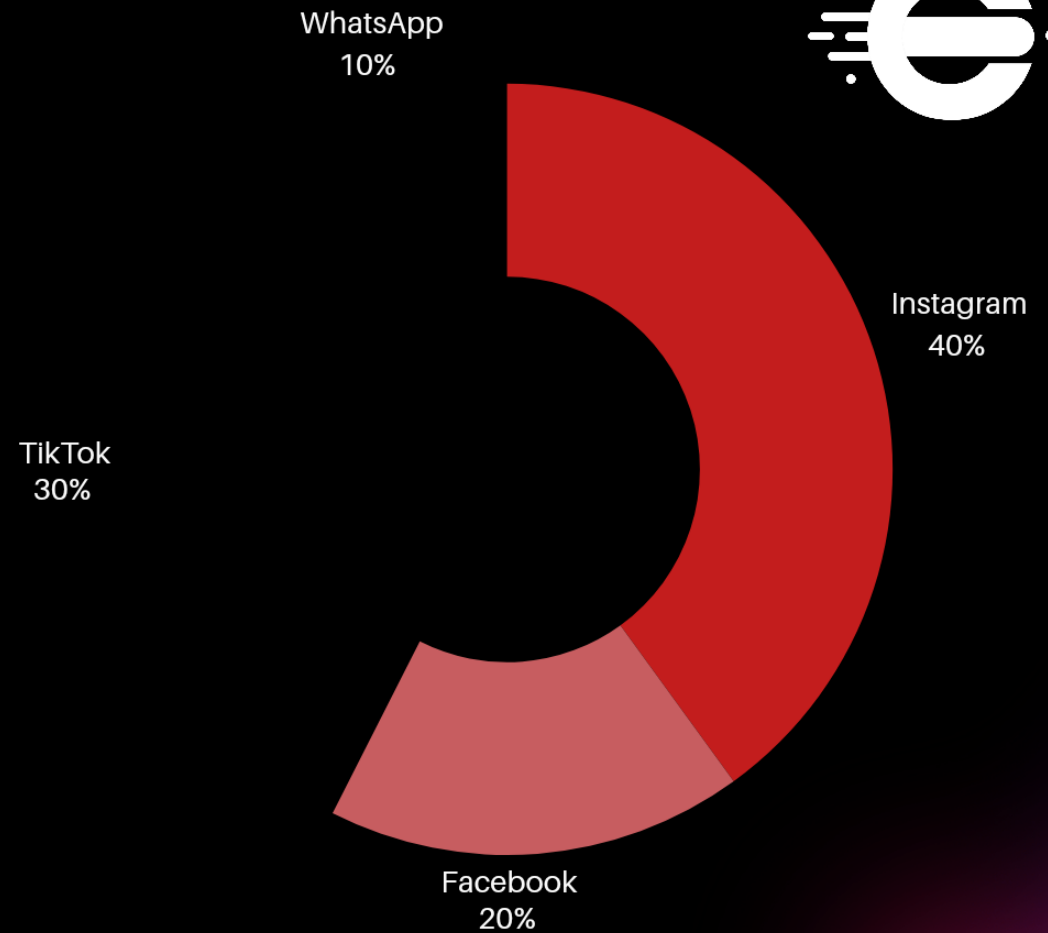
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# Our Goal

- To establish our startup as a knowledge leader in business, marketing, and entrepreneurship among university students, while building an engaged community and generating high-quality leads for our services

# Platform Selection



# Platform strategy



a) Instagram: 

–content :feed posts: Educational posts, Quotes, team spotlights

reels: tips and tricks, trends in business, fun moments, vlogs

Stories: Behind-the-scenes, polls, Q&A, Countdown

Frequency: 5–7 posts per week, 3–5 stories daily

–Best times: 11 AM – 2 AM and 6 PM – 9 PM





## B) TikTok

- content : tips and tricks, Educational reels, vlogs, tends in business
- Frequency : 5-7 videos per week

Best times : 6PM – 10 PM

## C) Facebook :

Content:

-feed posts: Educational posts

Reels: tips and tricks, Educational reels

Stories: Poll, Q&A, Countdown, Behind-the-scenes

Frequency: 5-7 per week , 3-5 stories daily

Best times 6PM – 9PM

# Content Strategy

A) Educational content

50%

- Marketing

- Business

- entrepreneurship

B) Inspiration and success stories 30%

- student Entrepreneurs:

Stories of student starting businesses

- highlight of graduated people who made successful companies





### C) Behind-the-scenes conten.20%

- Daily life: A day in the life of student Entrepreneur.
- Startup development: the journey of creating our startup

### D) Interactive content 20%

- online sessions with successful Entrepreneurs
- Q&A
- polls: interactive polls on business challenges





# hashtag Strategy

-limit hashtag 5-10 on Instagram posts

A) branded hashtag :  
-by creating a unique  
hashtag for our startup  
#Entrepreno

B) Topic related to  
hashtags  
-#studentEntrepreneur  
##MarketingTips  
#StartupLife

C) Trending  
hashtags  
-by using relevant  
Trending hashtags



# Engagement Tactics

- Respond to all comments within 2 hours in facebook, TikTok, Instagram
- posts weekly "ask me anything" sessions in stories in Instagram
- Use "add yours" sticker to encourage user generated content in Instagram
- partner with university entrepreneurship clubs
- cross-promote with complementary Startups
- create a branded hashtag for our startups community
- make a WhatsApp group for our followers



# Metrics Tracking

## A) Growth metrics

- follower Growth rate  
(aim for 5-10% Monthly)
- reach and impressions  
(10% increase Monthly)

## B) Engagement metrics

- 3-5% on Instagram /facebook monthly  
5-7% in facebook
- comments and shares  
(aim for 5-10% increase monthly)



# Thank you

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