**Social Media Strategy Plan**

**1. Objectives**

* Increase brand awareness and establish credibility.
* Drive more engagement (likes, shares, comments, and saves).
* Grow followers across platforms.
* Generate traffic to the future website.
* Optimize content for virality on TikTok & Instagram Reels.

**2. Content Pillars**

These categories will ensure a balanced and engaging content mix:

✅ **Educational Content (30%)**

* Historical facts & myths about Egypt.
* ‘Did you know?’ posts with bite-sized knowledge.
* Expert opinions and analysis on artifacts & history.

✅ **Storytelling & Nostalgia (25%)**

* Short stories from Egyptian history with engaging visuals.
* Before & After comparisons (ancient vs. modern Egypt).
* First-person narrative (e.g., “A Day in Ancient Egypt”).

✅ **Engaging & Interactive Content (20%)**

* Polls & quizzes on myths, kings, and artifacts.
* “Spot the difference” between real and AI-generated historical images.
* User-generated content (sharing followers’ experiences or thoughts).

✅ **Behind the Scenes & Documentary-style Content (15%)**

* Footage from museums or historical sites.
* Interviews with experts or tourists.
* Restoration process of artifacts.

✅ **Trendy & Viral Content (10%)**

* Memes and pop culture references related to history.
* Reaction videos or comparisons with modern-day trends.
* AI-generated visuals or historical reimaginings.

**3. Platform-Specific Strategy**

Each platform serves a different purpose. Here’s how to optimize for each:

**📌 Facebook Strategy**

* Post high-quality images & detailed captions (historical storytelling works well).
* Share trending history-related news and discussions in comments.
* Engage in Facebook groups related to history & culture.
* Utilize carousel posts for storytelling & listicle-style content.
* **1 Post + 1 Reel or Short Video per day**.

🔹 **Best Times to Post**: 12 PM – 3 PM or 7 PM – 9 PM.

**📌 Instagram Strategy**

* Reels-first approach (short engaging historical facts & comparisons).
* Carousel posts for storytelling and interactive quizzes.
* Aesthetic-focused images (high-res visuals, AI-enhanced images).
* Use trending sounds & effects to increase reach.
* Leverage hashtags & collaborations with history/travel pages.
* **1 Post + 1 Reel or Story per day**.

🔹 **Best Times to Post**: 11 AM – 1 PM or 6 PM – 8 PM.

**📌 TikTok Strategy**

* Short-form engaging videos (less than 30 seconds) with hook-based intros.
* Use viral trends, challenges, and sounds to boost visibility.
* Focus on duet & stitch formats to interact with viral videos.
* Reply to comments with videos for more engagement.
* AI/3D reconstructions of ancient sites to go viral.
* **1 Video per day** (or every 2 days for better quality).

🔹 **Best Times to Post**: 9 AM – 11 AM or 7 PM – 10 PM.

**📌 Future Website Strategy**

* SEO-driven blog content (long-form articles on Egyptian history).
* Exclusive members-only content (behind-the-scenes footage, interviews).
* Newsletter for updates (to retain audience outside social media).
* E-commerce Integration (sell merchandise, e-books, or courses).

**📌 X (Twitter) Strategy**

* Short, witty historical facts & threads.
* Live-tweeting historical events on anniversaries.
* Engage in hashtags & trends (#AncientEgypt, #HistoryLovers).
* Post **3-5 tweets per day** (mix of fun & educational).

**4. Engagement & Growth Plan**

✅ Engage with followers by responding to comments & DMs daily.  
✅ Cross-post between platforms (repurpose content in different formats).  
✅ Collaborate with influencers in the history/travel niche.  
✅ Use analytics to refine strategy (adjust based on what works).

**5. Content Calendar Example (Weekly)**

|  |  |  |
| --- | --- | --- |
| **Day** | **Facebook & Instagram** | **TikTok** |
| Mon | Ancient Egypt Fact (Image) | Viral Trend Remix |
| Tue | Interactive Quiz (Story) | Duet with Expert |
| Wed | "A Day in Ancient Egypt" (Carousel) | Storytelling (Short Video) |
| Thu | Myth-busting Post | Reaction Video |
| Fri | Before & After Ancient vs. Now | AI-Generated History Art |
| Sat | User-generated Content | TikTok Challenge |
| Sun | Poll on Favorite Egyptian King | Funny History Meme |

**6. Tools & Analytics**

🔹 **Scheduling Tools**: Meta Business Suite, Later, or Hootsuite.  
🔹 **Editing Apps**: Canva (for posts), CapCut (for videos).  
🔹 **Analytics**: Facebook & Instagram Insights, TikTok Creator Dashboard.

**7. Success Metrics**

To track performance, focus on:

* **Engagement Rate** (likes, shares, comments per post).
* **Follower Growth Rate**.
* **Reach & Impressions** (how many people see the content).
* **Website Clicks** (once launched).

**Final Notes**

* Keep a **consistent brand voice** (educational but fun & engaging).
* Experiment with **different content styles** and double down on what works best.
* Use **storytelling, emotions, and curiosity-driven hooks** to keep audiences engaged.