

Content Strategy: The “Scholar Clips” Account

Brand Identity

Feel: Professional, respectful, and clean. The focus is on the knowledge being shared.

Colors: Use a consistent color palette (e.g., deep purple, gold, white, and black) for all text overlays and branding.

Fonts: Choose a clear, modern, and easy-to-read font for all captions and headlines.

Reels & Short-Form Videos

Visual Structure of a Reel

This is the core of your content. Every video should look consistent and professional.

[**HEADLINE:** The Topic of the Clip]

[Video of the scholar speaking fills this area]

[Dynamic, easy-to-read subtitles appear here as the scholar speaks]

Subtle watermark/logo in one corner

- **Headline:** A compelling title or question at the top to grab attention (e.g., “The Power of Forgiveness”).
- **Video:** The clip of the scholar speaking. Ensure audio is clear.
- **Subtitles:** Dynamic, word-by-word captions are highly engaging. They must be 100% accurate.
- **Branding:** A small, non-intrusive logo or your @handle.
- **Length:** 30-90 seconds. Focus on one single, powerful point per video.

Static Feed Posts (Images & Carousels)

1. Powerful Quote Cards

A shareable image that reinforces a key message from a video.

“The strongest among you is the one who controls his anger.”

— Sheikh [Name]

2. “Key Takeaways” Carousels

Summarize a video clip in a digestible format to encourage saves.

Slide 1: How to Attain Peace of Mind

Slide 2: 1. The Remembrance of Allah

Slide 3: 2. Trusting in the Divine Decree

Slide 4: 3. Helping Others

Slide 5: Save this post for later!

3. Scholar Profiles

Builds trust by introducing the scholars you feature.

[Respectful Photo of Scholar]

Sheikh [Name]

Brief bio: Area of expertise, education, etc.

Instagram Story Highlights Strategy

Highlights are crucial for organizing your content and helping new followers understand your page. Each highlight should have a custom-designed cover that matches your brand colors.

Highlight Categories

- **About Us:** A few slides explaining the mission of your page.
- **Scholars:** Create a dedicated highlight for each main scholar you feature. Add their profile post and all clips featuring them to their highlight.
- **Topics (e.g., “Salah”, “Family”, “Patience”):** Organize your clips by theme. When you post a clip about patience, add it to the “Patience” highlight. This creates a valuable, organized library for your followers.
- **Q&A:** If you run question-and-answer sessions in your stories, save the answers here.
- **Resources:** Provide links to the full lectures, recommended books, or websites for further learning.