

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

IHSAN
CONSULTING



Report

SUMMER CYCLE
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قال رسول الله صلى الله عليه وسلم:
إذا مات ابن آدم انقطع عمله إلا من ثلاثة
صدقية جارية ، أو علم ينتفع به، أو ولد صالح يدعوه له
(رواه مسلم)

Allāh's Messenger ﷺ said:
“When a son of Adam dies,
his deeds cease, except for three:
Ongoing charity, beneficial knowledge, or a righteous
child who will pray for him”
(Reported by Muslim)



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EXECUTIVE SUMMARY

This report presents the findings, insights, and recommendations developed by student consultants at Ihsan Consulting for the Political Literacy Project (PLP). PLP is a grassroots educational initiative aiming to enhance political literacy within the British Muslim community and assist students of politics through in-person workshops, primarily delivered via university Islamic Societies. The organisation is now looking to scale its offering through the development of an online learning platform. The purpose of this engagement was to support PLP in establishing a clear, cost-effective marketing strategy, monetisation model, and content delivery framework to guide its transition and ensure long-term sustainability.

Our team conducted research and strategic analysis across four core areas. Firstly, we evaluated the current in-person workshop delivery method and proposed a phased transition to the intended LMS-based framework, with IPWs, in contrast, serving in more of a complementary role to support visibility, community engagement, and premium learning. Secondly, we developed tailored social media channel strategies for platforms such as Instagram and LinkedIn, including recommendations for short-, long-form and written content formats. Thirdly, we explored how PLP can improve discoverability through SEO-driven content strategies and traffic funnels via platforms like LinkedIn and website such as paid ads, email marketing and organic content. Lastly, we provided a financial and branding strategy focusing on long-term sustainability, drawing from research into youth-led educational platforms and social movements. This part covered platform structuring, diversified income and streams, a tiered LMS membership model, alongside engagement strategies rooted in community building and political relevance.

Together, our recommendations enable PLP to grow into a scalable, mission-driven platform without compromising its grassroots ethos.


Nabil Khan
Project Manager



IPW-LMS STRATEGY

Key Characteristics of the Current IPW Model

Delivery Method: Live, interactive sessions

Partnership Structure: Dependent on ISoc partnerships for venue access and audience

Geographic Limitation: Restricted to local university communities and specific regions

Capacity Constraints: Limited to small group sizes

Resource Requirements: Significant logistical coordination, travel costs and venue dependencies



Implementation Gap

Business Impact

Content Digitalisation

Requires comprehensive content restructuring and professional video production to create engaging digital modules

Engagement Deficit

Potential reduction in learner engagement and community building compared to live interaction

Technical Infrastructure

Requirement for robust digital platform, payment processing, and content management systems



IPW-LMS STRATEGY

Key Characteristics of the Current IPW Model

While transitioning to a Learning Management System offers a cost-effective and scalable way to deliver structured educational content, in-person workshops have been a core part of PLP and continue to offer key benefits such as high-trust engagement, personal interaction, and brand visibility within university spaces.

Implementation Gap	Strategic Recommendations
Content Digitalisation	Implement phased content creation starting with highest-impact topics. Develop 15-20 minute modular content pieces with professional editing and consistent branding
Engagement Deficit	Integrate community features including discussion forums, peer networking, and scheduled live Q&A sessions. Implement gamification elements and progress tracking
Technical Infrastructure	See Monetisation Strategies

Delivery Method: Online delivery via LMS, supplemented by occasional live IPWs for community engagement, promotion and premium learning

Partnership Structure: ISoc/org partnerships repositioned for outreach, events and onboarding

Geographic Reach: LMS removes constraints, IPWs maintain on-campus presence

Capacity Constraints: Unlimited online users, IPWs engage with target audiences

Resource Requirements: Upfront investment in platform/content for LMS, IPWs are occasional and varied

The proposed hybrid model allows PLP to retain the community-focused strengths of in-person workshops (IPWs) while building the digital infrastructure needed for long-term growth. In this model, IPWs support visibility, foster meaningful connections, and sustain a strong sense of community. While the LMS will be the primary delivery platform, IPWs provide valuable offline opportunities to engage learners and reinforce participation.



IPW-LMS STRATEGY

IPW (Outreach)

Attracts and engages new audiences
Google Forms and QR Codes

PLP's free in-person workshops, currently introductory taster sessions, can be rebranded as a campuses tour initiative and a key outreach tool, introducing students and wider BMC to PLP, building trust and brand recognition, and encouraging sign-ups to the LMS through QR codes linking to Google Forms/LMS, with optional exclusive discounts offered to attendees.

LMS

PLP's flagship courses
Online community

The Learning Management System (LMS) will serve as the digital core of PLP's educational model, hosting its flagship courses and enabling the growth of a scalable online community. Outreach for the LMS aims to extend engagement beyond the limitations of in-person workshops by creating a dynamic and accessible learning environment. Key features include integrated discussion forums to facilitate peer-to-peer interaction, along with regular touchpoints such as newsletters, community highlights, and gamified incentives designed to sustain learner interest and build long-term engagement.

IPW Gold Community Retention

Exclusive seasonal sessions provide LMS learners with the chance to engage in real-life discussions and network with instructors and peers. Events such as live Q&As, panel discussions, or in-person masterclasses linked to specific LMS modules can add to the experience as they help to retain subscribers and increase loyalty over a longer period of time.



YouTube strategy

Contents of YouTube section

- 1.Upload Schedule
- 2.YouTube description
- 3.Methods of increasing engagement
- 4.YouTube Analytics of Topic Fatigue

Upload schedule

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4pm	3pm	4pm	4pm	3pm	5pm	3pm

Best day to post=Blue Worst day to post=Green Best time to post on the week=Bold Best time to post on YouTube short=grey

For each day, the best time to post is 3pm-5 pm, but these are the optimal times for each day.

(Buffer,2025)

Video description

There are 2 types of YouTube description:

Channel description: the text on the channel's about page; its purpose is to help viewers know what to expect from the brand and gauge their interest.

YouTube video description: text below each video help viewers understand more about the content and convince them to watch it.

(Slides and Fleerackers,2023)

Both are picked up by SEO and contribute to video's ranking therefore it can impact engagement, for the case of videos it is important to have a good description. The maximum length of a video description is 5,000 characters and the algorithm as well as viewers particular focus on the first 100-150 characters (Slides and Fleerackers,2023). Here are suggestions:



SOCIAL MEDIA CONTENT STRATEGY

- Be specific about what the video goes into as it can lead to better use of key words and appear less broad.
- Using related words on the description to draw attention, for instance if the topic is on Palestine, mention Palestine as well as other words that are included in the video such as “Gaza”, “Gaza strip”, and “West Bank”.
- As you focus on series video, on the description, have the title of videos from each episode of the series on the description, but not on the first 150 characters.
- Use two or three related keywords in each channel and video description and repeat them twice or three times to make it stand out (Slides and Fleerackers,2023).
- Keywords should show up at least once in the first three sentences/100-150 first characters (Slides and Fleerackers,2023).
- Include CTA and links to website or other social media pages, to increase traffic across different platforms and possibly add to keyword count->encourage people to check the description
- Organise videos with timestamps which would also be placed on the description.

Most of these should also apply to the channel description, ensuring keywords are used 2-3 times is important, having one of each keyword on the first 150 characters. For social media links, they may not need to be on the channel description as it can be placed on the banner, however having a link to the website on the channel description is important.



SOCIAL MEDIA CONTENT STRATEGY

📈 Strategies for Increasing Engagement

Ways of Increasing Engagement	Explanation/Examples	Where Does It Impact
Presence of Face	The use of face on social media has positive relationship with consumer engagement, especially for people with low following. It is most effective if face is visible during the beginning of the video (<i>Wang, Ding and Hu, 2025</i>).	Increases usual engagement metrics → likes, comments, shares, views
Segmenting	This is breaking down the video in multiple sections, an example would be making videos structured to accommodate timestamps, which can help learners keep track of material (<i>Shen, 2023</i>).	Increase cognitive engagement → students engage with material more and get into more discussion → Increases comment section and watch time
Visual Signalling	Guiding viewers to help them understand where to focus on, however visually, not through words. Example of this would be through the use of arrows and highlighting sections (<i>Shen, 2023</i>).	Increases all types of engagement (including cognitive engagement) → Increases watch time, comments, views and likes
Usage of Cards & Icons	Examples of this are pop-ups that appear referencing another video, which can help people know where to go if they need another topic.	Increases views and likes but doesn't increase comments
End Screen	At the end of the video links can be placed to promote an activity, such as subscribing or clicking another video or clicking a link. It is optimal to have 3-4 links like those on the end screen at maximum (<i>Blacklingo, 2020</i>).	This may not increase the number of views or likes, but it could lead to more subscribers and overall watch time through people clicking other videos
Building Strategies to Gain More Comments	Comments can influence YouTube videos ranking, therefore strategies to increase comments can be good (<i>Blacklingo, 2020</i>).	Appears more when people search results → leads to more views → comments can increase engagement

Examples of visual signals

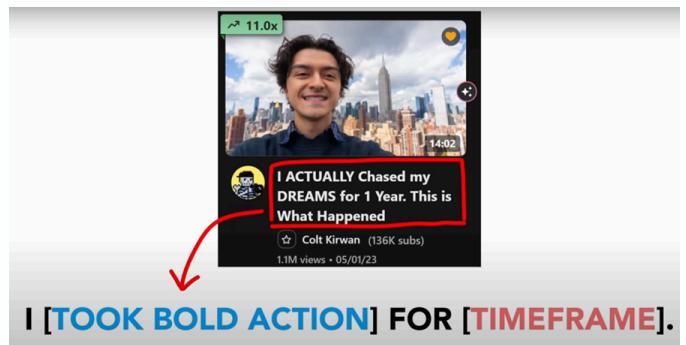


- The first example highlights a box and then draws a box within the practice paper. It also includes a dialogue box, instructing readers to draw a box. This places emphasis on the box and gets reader to focus on it (Mr Bruff,2019).

QUESTIONS

- WHY DID YOU FLY SO FAR TO EAT THERE?
- WHAT KIND OF FOOD DO THEY SERVE?
- WAS IT WORTH IT?

ANTONY



- The 2nd and 3rd example are simpler, they clearly circle what the focus should be on. This is complimented by text on the side, for instance on the 3rd image it highlights aspects to focus on based on the title. On the 2nd image, it uses questions to reflect on what the highlight section could indicate (Aprilynne Alter,2025).

Strategies to gain more comments under Youtube videos:

- Asking viewers to leave their thoughts on a topic that was brought up on the video in the comments, this can not only boost engagement but can also provide information about PLP's audience.
 - Making a comment asking viewers a question and then pinning, this is a good way to drive engagement as it comments under a comment can lead to answers and discussing, driving further engagement and cognitive thinking.
 - Replying in 24-48 hours to every comment to boost engagement in the comment section- this will not be realistic depending on the number of comments but answering them and liking comments can build more engagement.
- (Backlingo, 2020)

YouTube Analytics of Topic Fatigue

Just like other online platforms like Instagram and TikTok, YouTube also has its own algorithm system. The YouTube algorithm recommends videos to users based on their interests, viewing history, and engagement patterns (Macready, 2024) in which it factors in:

- Watch time – The total amount of time viewers spend watching your videos, it's a crucial metric as it directly correlates with user satisfaction (Lazard, 2024).
 - Retention – Refers to how long a viewer watches a video before clicking away (Lazard, 2024)
 - Session Time – Refers to the total time a viewer spends on YouTube after watching your video. If your content leads viewers to continue watching more videos on the platform, YouTube sees this as a positive sign (Lazard, 2024).
- Click-through-rate (CTR) – Displays how many users watched your video after being registered as an impression (Pavlinek, 2022)
 - Visual signals (see page 11) and video descriptions (see page 8) will be important pieces of advice to facilitate CTRs

It is important to note that there are two other factors (satisfaction surveys & viewing habits) that affects YouTube's video recommendations, however it is the Watch time and Click-through-rate that the PLP can greatly influence to its benefit.

As previously mentioned, the PLP must take into account the importance of things like visual signals, segmenting, and the usage of icons. While these aforementioned factors are important, they arguably pale in comparison to the topic of the content made itself.



SOCIAL MEDIA CONTENT STRATEGY

As the Political Literacy Project has an interest in targeting Muslim students of Politics, it is crucial that the PLP structures their content in a way which holds their interest as well as the wider Muslim community. The overuse and constant recycling of old content will impact the PLPs YouTube prospects in a negative way. With this in mind, lets now discuss how the PLP should organize their uploads in terms of the topics discussed.

1.Time Series Uploads on Real Life Events such as Ramadan

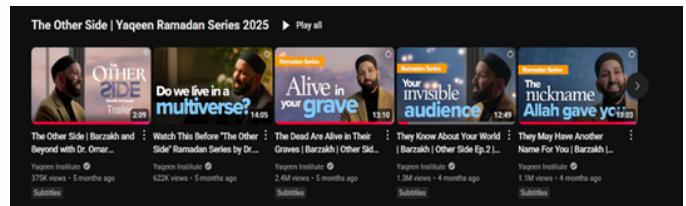
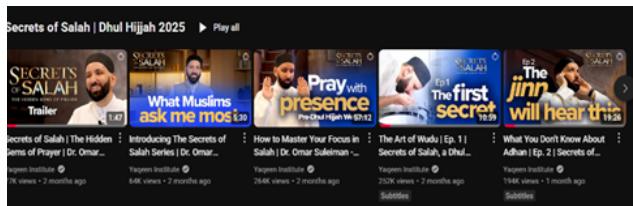
2.Focus on More than 1 Series at a Time

- Show comparisions with Yaqeen Institute and the Armchair Historian
- Ramadan vs Salah Series views comparison
- Engagement Rate Comparisons

The solutions the team has devised, with regards to preventing topic fatigue on YouTube, is for the PLP to:

1)Time Series Uploads on Real Life Events such as Ramadan

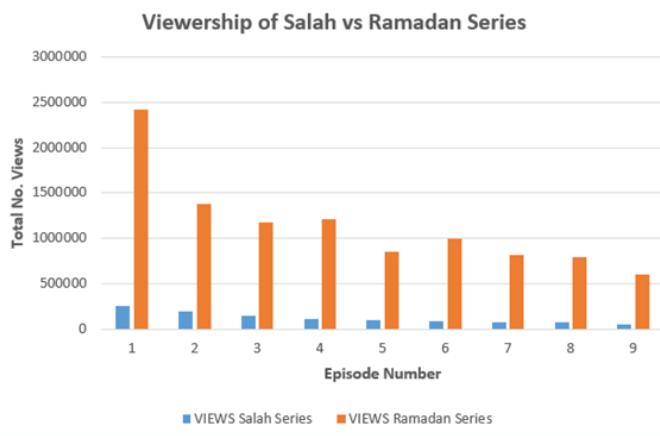
By timing the upload of a series congruent to occurring events, such as during Ramadan, the PLP will be able to capitalize on the seasonal spikes of Islamic activity on YouTube. Let's take a dive on a concrete example from the Yaqeen Institute.



The Yaqeen institute runs several series on its YouTube channel such as the annual Ramadan series and, up until recently, the “Secrets of Salah” series. The Salah series took place 2 months after the end of the Ramadan series, the different in raw viewership and Engagement rate (No. Views/Total Subscribers *100%) is significant.

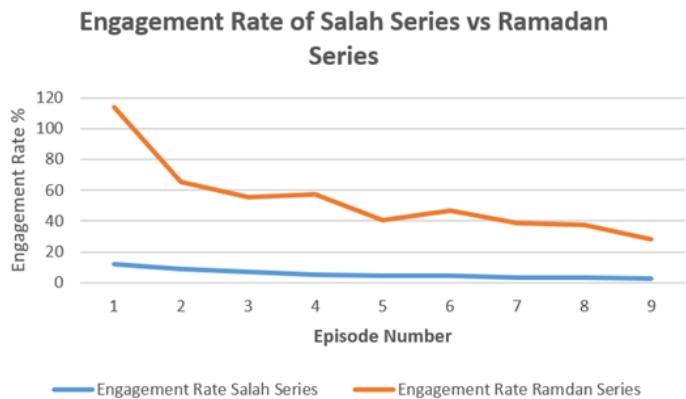


SOCIAL MEDIA CONTENT STRATEGY



Views as a percentage of the total number of channel subscribers also differ significantly in which the Ramadan series scores above 50% for 4 episodes straight, which greatly enhances the chance of attracting new subscribers to the channel.

As seen in the graph situated next to this text, the Ramadan series consistently outperforms the Salah series in each episode number. While both, over the course of their respective series, see a gradual decrease in viewership the Ramadan series still tops in raw view numbers.



Although both series see a gradual decline in Engagement rates, the Salah series average engagement rate is below 20% which is suggestive to the fact that there was extremely low subscriber growth generated during the series' lifetime.

Therefore, with these facts in mind, we can conclude to say that the PLP should attempt to target their work on a YouTube series during/around a time of special events in the Islamic/world calendar.

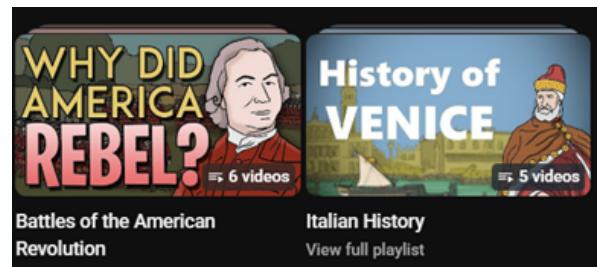
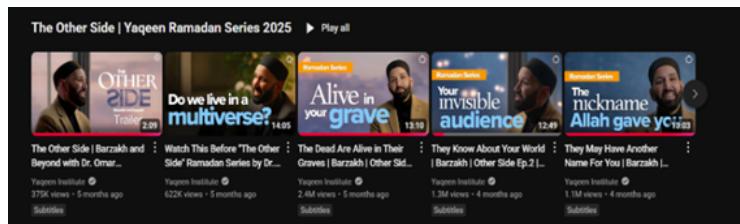


SOCIAL MEDIA CONTENT STRATEGY

2) Focus on More than 1 Series at a Time

The issue of topic fatigue is discussed heavily in our work on the Instagram content strategy recommendations, however, they are just as viable for YouTube as well.

As previously mentioned, without the content of the topics taught on YouTube being of interest to the groups that PLP intends to target, no level of editing expertise will bring about success in the PLPs YouTube ambitions.



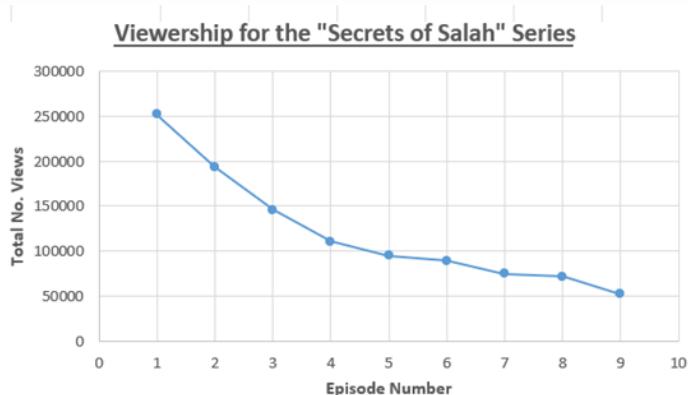
With this in mind, the team has conducted research to further back up our hypothesis. We will look at the examples of Yaqeen's institutes "Ramadan" and "Secrets of Salah" series, and the Armchair Historians "American Revolution" and "Italian History" series. The differences and similarities of each channel are summed up in the following table:

Similarities	Differences
Both have their respective founders as figureheads for their organizations	Yaqeen Institute is religious in nature The Armchair Historian is secular
Hire/recruit outside talent to work/volunteer in the production of videos (PLP should consider recruiting <u>volunteers in the short/medium term</u>)	Yaqeen Institute focuses on 1 series at a time Armchair Historian focuses on multiple series
Yaqeen Institute – 2.12M subscribers The Armchair Historian – 2.45M subscribers	
The founders themselves narrate, but bring in guests from time to time	



SOCIAL MEDIA CONTENT STRATEGY

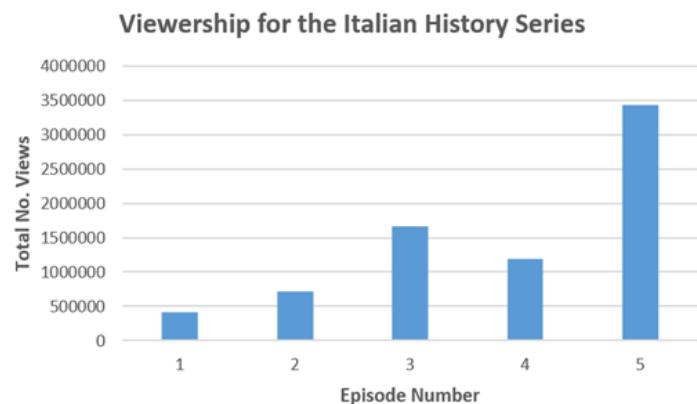
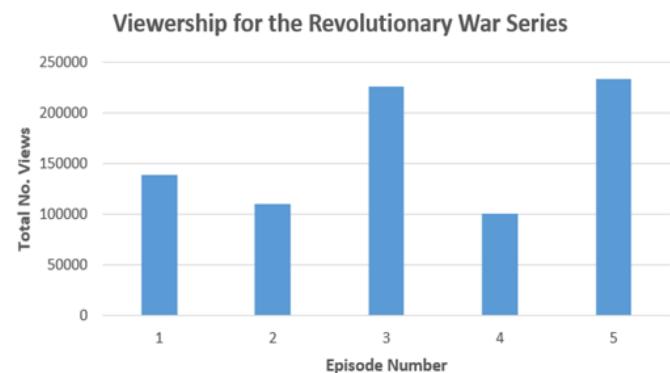
When conducting our research on the uploading timetables that the Yaqeen Institute used for their aforementioned series, we realized that their videos were uploaded once every single day. While we will keep the Ramadan series as a reasonable exception, we noticed how such an uploading cycle negatively affected their outreach rates.



On the other hand, the uploading cycle for the series that the Armchair historian made followed a different style. Although not completely optimal, this YouTube channel would leave weeks in between uploading on a particular series to focus on uploads for different ongoing series. This effectively allowed time for audience members to “recover” in which they’ll watch the new upload with revitalized interest.

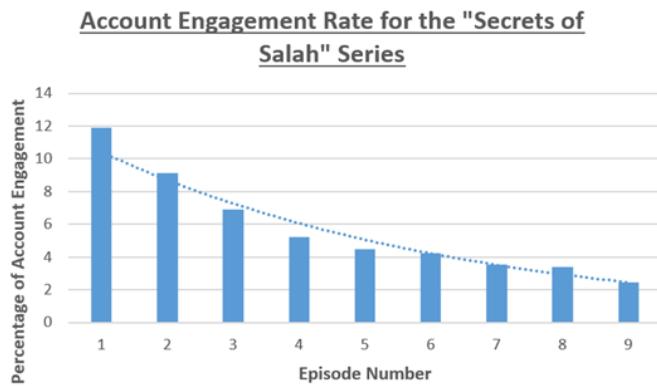
For the revolutionary war series, viewership rates stayed consistent in which there were significant sparks of interest for episodes 3 & 4. The Italian series saw consistent growth in which viewership, from episode 1 to episode 5, grew by 735.8%.

As the upload cycle for the Salah series was one video everyday up until completion, it is likely that topic fatigue amongst audience members took effect. Due to such a cycle, their viewership from episode 1 to episode 5 fell by 166%.





SOCIAL MEDIA CONTENT STRATEGY

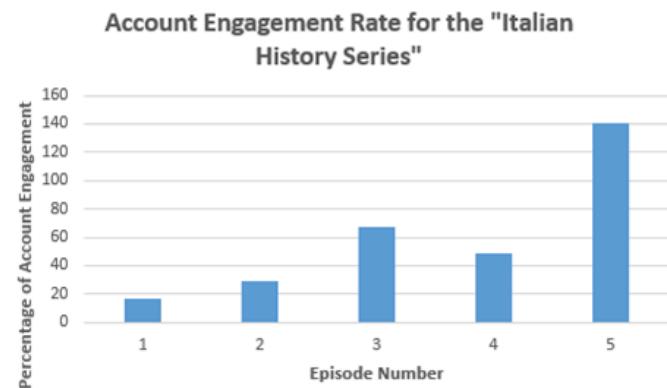


In terms of Account Engagement rate for the “Secrets of Salah Series”, it reached a peak of 12% in the first episode but then declined by 8 percentage points by the time of the 5th episode.

The engagement rates for the series that the Armchair Historian carried out were more productive and balanced.

The Revolutionary War series had a more balanced engagement rate, however, growth was overall a gradual phenomena as seen by the increase in heights of the graph bars (with the 5th bar being the highest by a small margin).

The Italian History series saw tremendous growth, successfully topping 140% engagement rate which means atleast 40% of viewers were non-subscribers which would've resulted in a significant growth in the fanbase (more newly subscribed users).





SOCIAL MEDIA CONTENT STRATEGY

Therefore, with this in mind, we can conclude that for the PLP to maximize its YouTube growth potential the PLP should try to:

- Focus on more than one series at a time

- Evidence from the Yaqeen's Institutes episode's performance shows focusing on only 1 series at a time may cause topic fatigue to set in early

- Leave a few days in between uploads to allow users to consume the content and “digest”

- Every 3-4 days – Ideal for a momentum-driven series (Fresher's Week, Islamophobia Awareness Month)

- Every 5-7 days – Optimal balance of quality and visibility but lower growth may occur if not paired with shorts/promotion



SOCIAL MEDIA CONTENT STRATEGY

Instagram strategy

Why must the PLP Consider the Usage of Instagram?

A business growth plan without the mention of social-media strategy is a business plan doomed to failure. This section includes information for the way the Political Literacy Project can improve their outreach on social media, ranging from content structure and the effective utilization of Instagrams provided features.

The Utilization of social media is crucial for the PLP for two overview reasons:

1. Market Penetration

The utilization of social media for small businesses, such as the Political Literacy Project, is vital for market penetration. A study conducted on 70 SMEs (Small-Medium Enterprises) at Yaya Centre in Nairobi Kenya, it was concluded that social media networks helped increase penetration into global markets by SMEs by 62.8% (Bichanga, 2014). With around 57% of SMEs stating that social media has been beneficial to their business (Hubspot, 2012), the benefits of social media usage for the PLP include:

- Increased brand exposure – According to an Industry report (Chapman, 2023) published by Stelzner, increased exposure is the major benefit from Social Media Marketing due to several factors which include the diverse range of active audience members
- Increased targeted traffic – Social Media usage is now at a record high with around 64.7% of the world's population or 5.31 billion social media users around the world as of April 2025 (Datareportal, 2025). Social media advertisements have allowed for high volumes of users to be redirected to company websites.



SOCIAL MEDIA CONTENT STRATEGY

- Market Insights – Social media has allowed for companies to track consumer trends as it allows for SME's to track the performance of certain products of marketing campaigns (Comparables.ai, 2025), which will be crucial given the PLP's unique target audience traits. It has also allowed for SME's to spy on competition, allowing brands to monitor competitor websites, blogs, and social media sites (Celine, 2012).
- Customer Engagement – Social media facilitates interactions between SME's and their current/potential customers. Social media enables companies to connect with customers in a personal and interactive way, building a community. According to emplifi (2024), a platform with 20,000 brands represented, customer engagement is facilitated by social media by:
 - Increased brand awareness
 - Improved customer experience and satisfaction
 - Customer feedback and loyalty facilitation
 - Increased website traffic and eCommerce conversions
- Marketing Effectiveness – SME's such as the PLP do not have the financial capabilities to run long and expensive marketing campaigns. Social media will allow the PLP to complete outreach campaigns for considerably higher return when judged against how little time/financial resources are needed. This effectively leads us to our second reason below.

2. Islamic Nature of Social Media Usage

With the constant ongoing rise in the developments of Social Media platforms and AI, social media channels such as Instagram & TikTok has become a new frontier for Dawah (Fida, 2024).





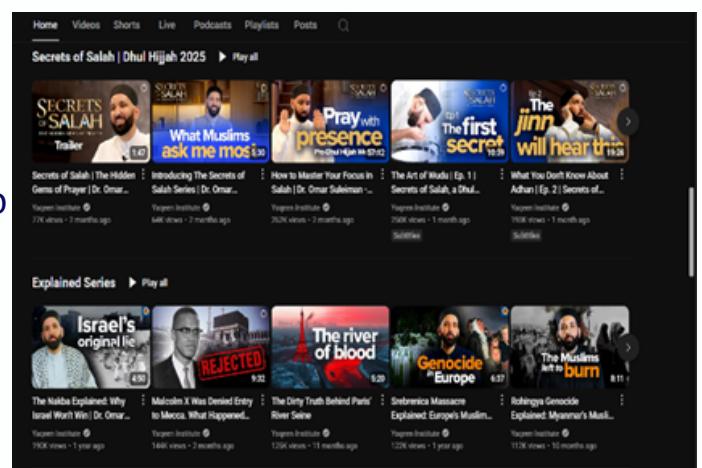
SOCIAL MEDIA CONTENT STRATEGY

With over 83.3% of Muslims using Instagram (Muslimcensus, 2022), there's been a growing trend of Muslims relying on Instagram & TikTok to strengthen their faith and knowledge, especially among gen z Muslims (Afridi, 2024). This emerging trend has been recognized by Islamic institutions around the world, with around 52% of mosques located in the western world utilizing a webpage for their mosque and with atleast 17% and 19% utilizing Instagram and YouTube respectively (Veldkamp, 2021).



With well-known names such as Mufti Menk (famous for his viral Ramadan series “Let’s start Ramadan with a bang” and Dr. Omar Suleiman, famous for founding the Yaqeen Institute and uploading videos on YouTube related to Deen and political issues sensitive to the followers of Islam), social media is part of the essential toolkit for PLP to utilize.

With these established facts in mind regarding the vitality of Instagram/social media usage for the PLP, we will now look into the strategies that the Political Literacy Project can utilize to grow its presence on Instagram.





SOCIAL MEDIA CONTENT STRATEGY

Content Strategy Overview

Instagram allows users to consume visually storytelling content and connect with friends through the sharing of such content. Instagram has proven to be one of the most effective platforms for young Muslims seeking wisdom, with particularly high influence among students and young adults (Roslan, 2025) who are one of the demographics that the PLP seeks to target.

This segment will cover two key parts which include:

1. Uploading Framework:

- a) What are the best days/times of the day that PLP should target their uploads?
- b) Audience Fatigue:
 - o Content type variety
 - o Topic Repetition & Over-saturation

2. Content Quality Management

- a) Usage of 'Sounds'
- b) How many slides per post is optimum?

UPLOADING FRAMEWORK

Part 1A: What are the best days of the week/times of the day that PLP should target their uploading schedule for Instagram?

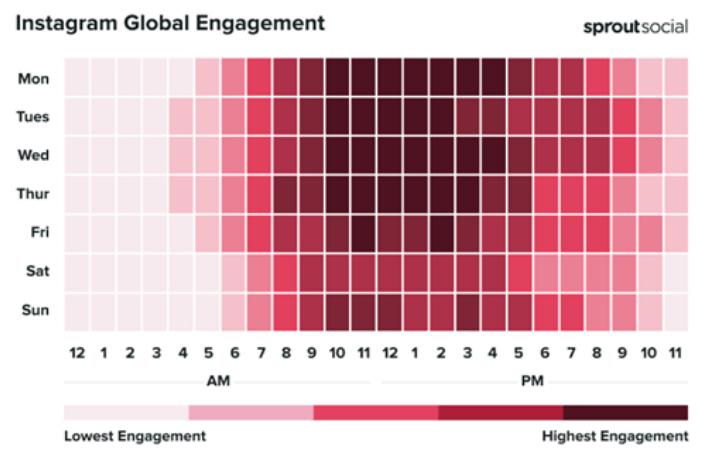
The below table constructed by Sprout Social (Keutelian, 2025), a prominent social media management tools utilized by the likes of UNICEF and HP Inc., demonstrates the optimal time to post on Instagram measured by user activity.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
10AM - 4PM	10AM - 2PM	10AM - 4PM	10AM - 3PM	11AM - 2PM	9AM - 4PM	10AM - 12PM and 3PM



SOCIAL MEDIA CONTENT STRATEGY

As evident by the figure next to this text, Monday to Thursday from 10AM to 4PM would be most optimal as these times/days have higher activity rates compared to the rest of the week. Therefore, it is vital that the Political Literacy Project establishes a day between Monday-Thursday between 10AM to 4PM to schedule its Instagram uploads, assuming the PLP has a capacity of one Instagram post per week.

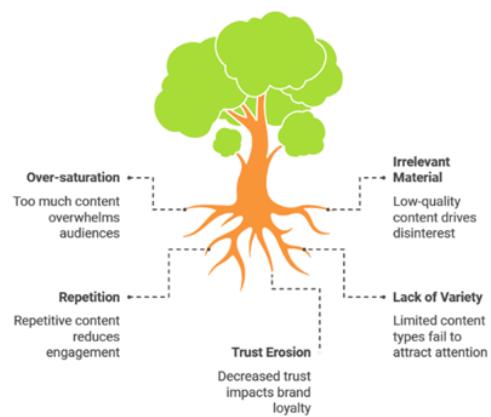


Part 1B: Audience Fatigue

While there isn't much in depth scientific research into audience fatigue regarding social media, we can define it as the phenomenon where an audience loses interest in a certain piece/and or series of content due to repeated exposure. Understanding this psychological reality will be crucial for the PLP as a growing entity as understanding this phenomenon will directly affect the content that is posted about and taught to students in seminars. In the age of this currently fast-paced digital landscape, it is crucial that the Political Literacy Project focuses on quality over quantity to captivate its target audience, build trust, and stay relevant (Ikram, 2024).

There are some key elements, as shown by the image next to this text, that the Political Literacy Project as a small business must understand with regards to content creation:

Content Overload Leading to Audience Fatigue



Content Overload Leading to Audience Fatigue

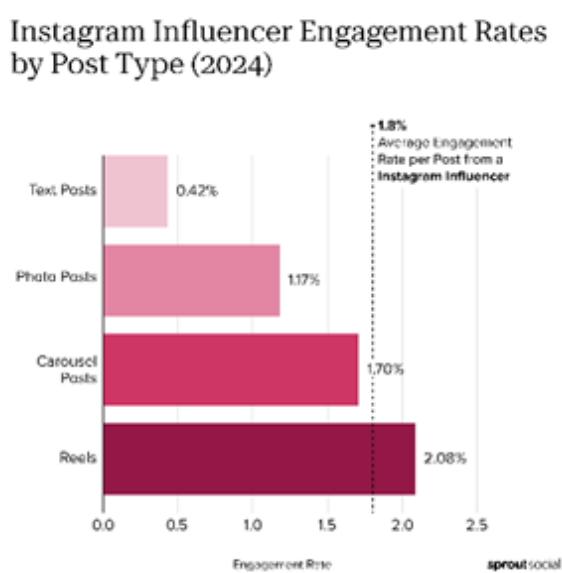


SOCIAL MEDIA CONTENT STRATEGY

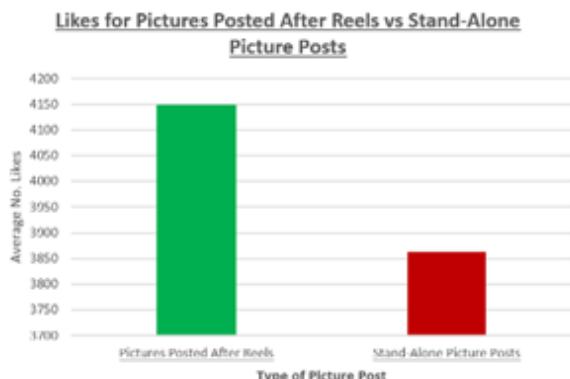
1. Lack of Content Type Variety

On Instagram's main feed, the three main types of content that can be posted are picture-posts, carousels (which will be covered further in the next point), and Reels (video content).

The content type variety that the PLP will utilize will be important as an effective combination of all three could yield significant results for the PLP's engagement prospects.



The figure besides this text shows the average social media account engagement rates for each type of content, with Reels, Carousels, and photo posts grabbing the top spots (Zote, 2025). However, only utilizing Instagram Reels & Carousels alone without a proper structure will not yield fruit for PLP's engagement targets, therefore, it is crucial that PLP has an idea of how it should move forward with social media.



In the below figure the terms are defined as:

- **Stand-Alone Picture Posts** – Picture/photo posts uploaded following a previous picture/photo post upload

- **Pictures Posted After Reels** – Unlike Stand-Alone Picture Posts, PPAR posts are picture posts uploaded after a reel has been uploaded (could be uploaded right after a reel, or sometime after a reel (2-3 days maximum for the algorithm to count it)) According to the research the Content Strategy team has conducted (as shown in the above graph), picture posts that have been uploaded right after/or sometime after a reel was uploaded will receive approximately 7.5% more likes than stand-alone uploads.



SOCIAL MEDIA CONTENT STRATEGY

Pictures Posted After Reels vs Stand-Alone Picture Posts

Type of Post	Likes	Comments	Shares	Interation Ratio
Pictures Posted After Reels	4149.55	15.65	7.2	196.4354395
Stand-Alone Picture Posts	3862.23304	12.97777778	6.244444	248.9192666

According to the table above (which is a collation of the data collected), Pictures posted after reels achieve 21% more comments and 15.3% more shares. The Interaction Ratio details out how many likes need to be achieved to achieve either 1 comment or 1 share (interactions) which are crucial for the PLP's social media growth. This ratio can act as performance indicators for any content that the PLP experiments with (the lower the ratio number the better). According to the summarized table above, Pictures posted after reels achieve 26.7% more interactions than stand-alone posts.

The chain reaction is due to the fact that reels have higher engagement, usually encompassing over 35% of screentime each time a person logs on Instagram according to digital marketing/growth experts (Opena, 2025).

Therefore, it would be optimal for the Political Literacy Project to target their picture-posts/carousels to be uploaded right after reels to optimize outreach and engagement.

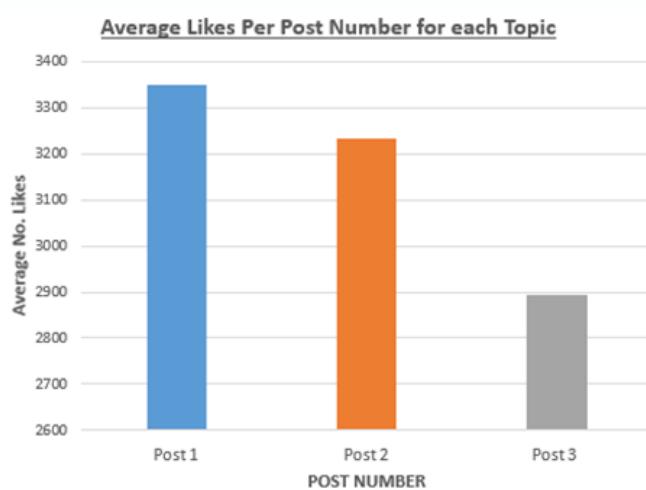
2. Repetition and Over-Saturation

The issues of repetition and over-saturation can be argued to go hand in hand in an array of circumstances. For example, during a scheduled client meeting that took place a few weeks back, the founder of the PLP reflected on a situation regarding an Islamophobia workshop he conducted. He reflected on a conversation he had with someone regarding the unusually low turnout that was there for the event, which was where he was first introduced to the concept of Content/Topic fatigue.



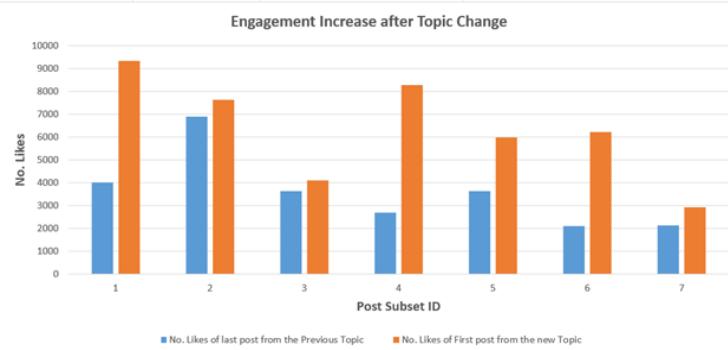
SOCIAL MEDIA CONTENT STRATEGY

Islamophobia is undeniably a pressing issue that British Muslims should look into, despite Muslims making up only 6.5% of the UK population over 38% of all religious hate crimes have been directed at Muslims (Amla, 2025). However, due to the high volume of information and abundance of anti-islamophobia training available at British institutions, the turnout to that specific PLP workshop was considerably low.



According to the research that the team has conducted, the average number of likes that the 1st and 2nd posts on a single topic is around 3290. However, that figure will drop by over 12% once a 3rd post is uploaded. Therefore, we could argue that doing 2 posts on a single topic at a time would be most optimal for outreach sustainability.

To further back up this statement, lets analyze the graph situated on the right-hand side of this text. This graph is showing the comparison between the average number of likes the first post of a new topic receives vs the last post of an old topic. On average, the first post of a new topic will receive 77% more likes and overall engagement, regardless of what the topic content is about.



With these facts in mind, it is crucial that the PLP schedules its content series accordingly in order to achieve high engagement on its posts.



SOCIAL MEDIA CONTENT STRATEGY

CONTENT QUALITY MANAGEMENT

Part 2A1: Usage of Sounds

The effective usage of Instagram sounds can greatly influence the emotional and behavioral responses of PLPs target audience towards the PLP platform in terms of improved user engagement and brand perception (Nechiporenko, 2025). According to a thesis study done on the impacts of Instagram sounds (Nechiporenko, Pg 21, 2025), approximately 68% of users will remember a piece of content based on the audio they hear.

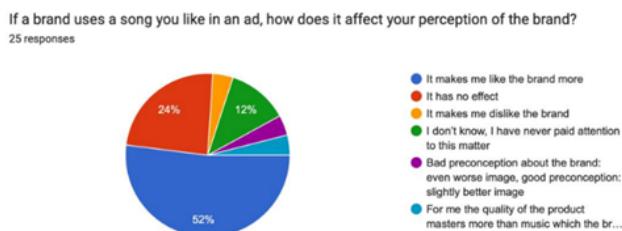
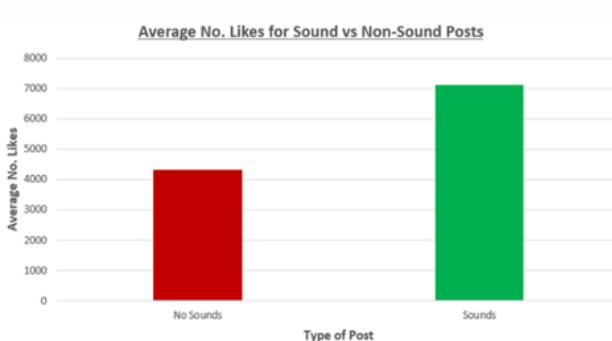


Figure 6. Liked songs and the influence on brand perception (reference)



In addition, according to the above pie chart (Nechiporenko, Pg 22, 2025) consumers positive perceptions of a brand will increase by 52%. Furthermore, according to our own primary research, Instagram uploads which utilize sounds will achieve approximately 64.5% more likes than uploads that do not utilize Instagram sounds. The 64.5% increase in likes would take place over longer period of time (10-12 months potentially), but to get an idea on the shorter timespan of benefits, let us now look into the short-term projection models we have set up.

Part 2A1.1: Forecast Monthly Increases

Just to recap from the previous section, the long-term increases in likes/outreach is estimated to be around 64.5%. However, to achieve this, it is crucial that the PLP adheres to a strict weekly cycle in order to meet its monthly growth targets which we have set out in the following writing.

In order to estimate the monthly increases in likes/outreach caused by sound, we collected data from an Islamic Instagram influencer who goes by the hashtag of @ayla.alj. We collected data on the uploads she made in the time of October 2024.

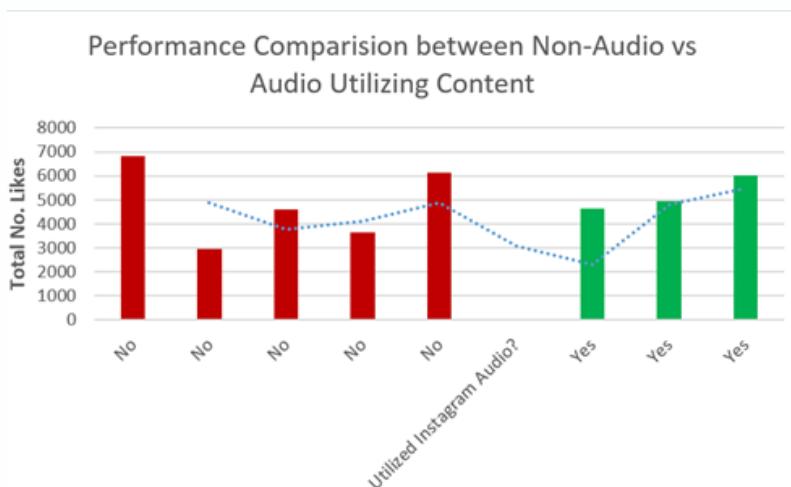


SOCIAL MEDIA CONTENT STRATEGY

ESTIMATE PROJECTIONS FOR 1 MONTHS GROWTH			
Date when Uploaded	Utilized Instagram Audio?	Likes	Comments + Shares
30/10/2024	No	6838	23
29/10/2024	No	2954	2
17/10/2024	No	4593	29
12/10/2024	No	3646	23
02/10/2024	No	6143	54
	Average	4834.8	26.2
Date when Uploaded	Utilized Instagram Audio?	Likes	Comments + Shares
26/10/2024	Yes	4635	29
22/10/2024	Yes	4963	27
16/10/2024	Yes	6011	30
	Average	5203	28.66666667

Key things to keep in mind about @ayla.alj:

- o Ayla is an young university student Islamic influencer who's content is made up of:
 - o Modest fashion
 - o Day in the life content
 - o Travel
 - o Seasonal Ramadan/Eid content
- o Target Audience are young Muslims while PLP targets the Muslim community more broadly, as well as Muslim Politics students
- o Utilizes Instagram Audio that may not be appropriate for the content that the Political Literacy Project intends to produce



When we produce the statistics we collected in a graphical format, we notice a few distinct features:

- o The sizes of the graphs in red are unpredictable
- o The sizes of the graphs in green show steady increases and improvements

On the red side of the graph there are two outliers, the first and last red bar, this reminds us that there are a multitude of factors at play when it comes to improving an Instagram page's content outreach. However, as shown in the attached table, the content which don't utilize audio only achieved an average of 4834.8 likes per post for the month of October, while the content which utilized audio achieved an average of 5203 likes per post for the same month.



SOCIAL MEDIA CONTENT STRATEGY

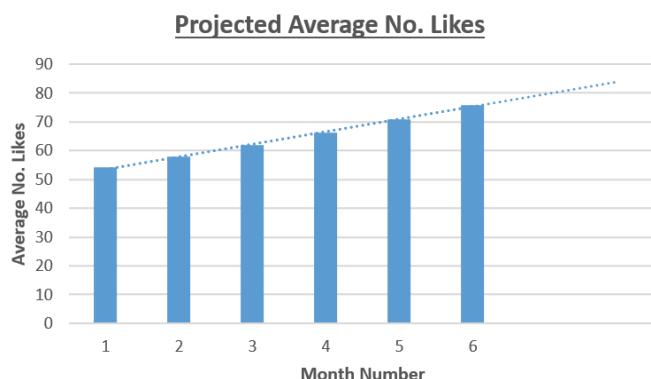
From these two averages, we calculated that uploads which utilize sounds will perform 7.62% better than uploads which do not utilize sounds in terms of likes achieved on average. In terms of comments + shares, utilizing audio will increase this by at least 9.41% according to the statistics available on the table.

This brings us back to the point regarding the stability of the green bars on the graph. If the PLP utilizes Instagram sounds effectively every month, there would be a possible 7% growth rate per month.

PROJECTIONS FOR THE PLP

Date when Posted	Likes	Project Likes if Sound was Used
6/2/2025	47	50.5814
7/2/2025	58	62.4196
15/2/2025	51	54.8862
21/2/2025	45	48.429
Average for the month	50.25	54.07905

Firstly, we analyzed PLPs uploads for the month of February and we used the formula ($\text{Likes} \times 107.62/100$) = Project Likes if Sound was Used (Potential Likes for that post if sound was utilized). We then replicated the formula and calculated an average of 50.25 likes for month 1 (February).



According to the graph projections the average number of likes, from month 1 of implementation to month 6 of implementation, will increase by 40.3%.

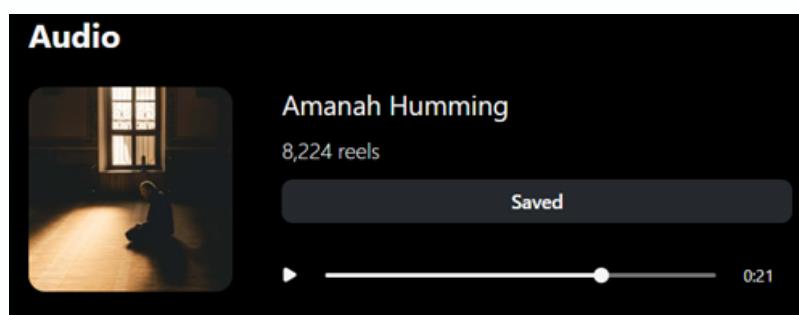
At the start the increase in averages may seem like a minuscule amount, however, later on the compound effect will take place which may result in significant growth for the PLP Instagram page.

What the PLP must do now is adhere to a strict uploading schedule where sounds are effectively utilized, which brings us to the next section.

Part 2A2: Examples of popular Islamic Audios

A doubt that may be on the mind of the Political Literacy Project would be the concerns of utilizing the appropriate Instagram audios considering the haram nature of some forms of music. However, we as the Ihsan Consulting PLP team recognize these concerns and have researched a couple of Islamic oriented Instagram audios that the PLP could utilize for its own content.

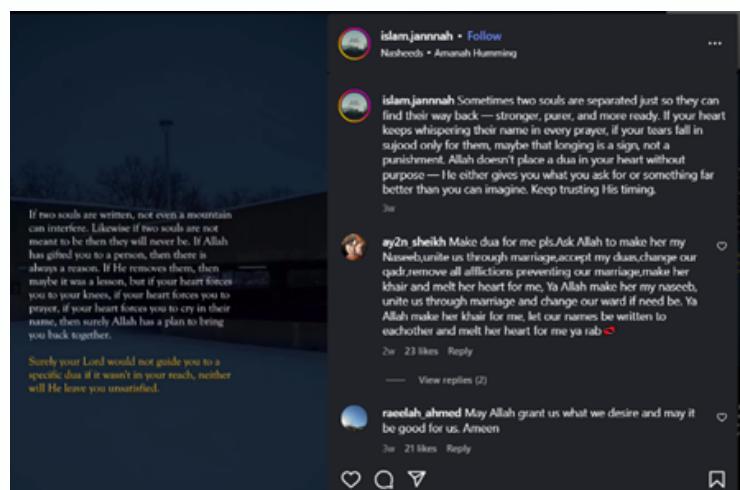
1. Amanah Humming - Link



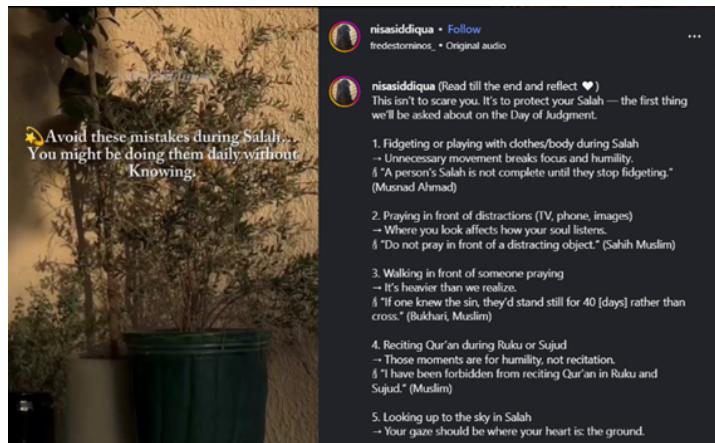
This sound has been uploaded in multiple different files but all give the same audio each time.

Known for its smooth humming, these types of sounds are commonly used in Islamic motivation posts and content revealing the all-encompassing mercy of Allah SWT.

As shown on the screenshot besides, the usage of this sound along with an Islamically motivational quote has resulted in high levels of engagement, with this post achieving 6000 likes and 72 comments for 114k views (5.26% Instagram account engagement rate, higher than the average 1.23% engagement rate that the average reel achieves) (Zote, 2025).



2. Tabalagh Bil Qaleel - Link



Similar to the previously mentioned audio, this sound has also been uploaded as multiple different files, often differing from each other in pitch but using the exact same lyrics.

This sound is commonly used in awareness content, mainly pertaining to prayer and acts of sunnah. As shown in the screenshot beside this text, this particular post achieved 27931 likes with 652k views which is an engagement rate of 4.3% which is higher than the average rate of 1.23% that the average reel achieves.

3.Fiya Hubbun Nasheed - Link

This audio is one of the most popular widespread Islamic audios used by different types of Islamic Instagram accounts (influencers, educational, institutional).

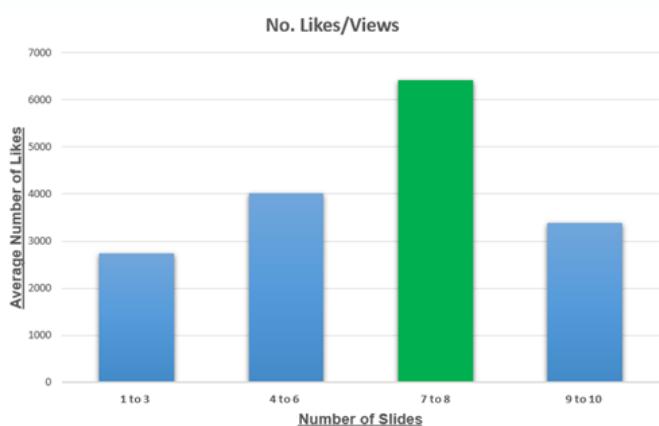


This sound is commonly used in content purposed to induce a sense of comfort and belonging with Allah SWT. The post besides this text achieved 130k likes with 1.2M views which is an engagement rate of 10.83%, significantly higher than most other regular uploads.



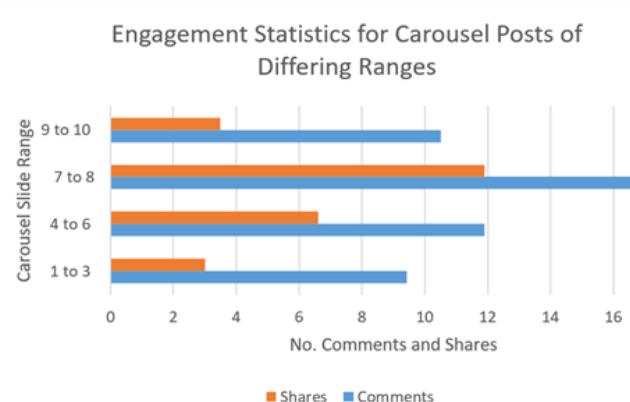
SOCIAL MEDIA CONTENT STRATEGY

Part 2B: How many slides per Carousel post is optimum?



Carousel posts are posts that can be uploaded with up to 10 slides as a mix of photos and videos to your Instagram feed (Instagram, 2017). Instagram allows for up to 10 slides to be used per carousel, however to maintain quality and maintain audience interest, it's best for the PLP to use the optimum amount of slides to maintain its relevancy.

According to the teams own primary research, carousel posts with a range of 7-8 slides outperform the 2nd highest achieving range (4-6) by 59.57%.



As further evident by this preceding graph, carousel posts with a slide range of 7 to 8 consistently outperform the other slide ranges in terms of interactions. Carousels with ranges averaging 7 to 8 outperform the 2nd best performing range (4 to 6) by 80% and 39.5% in shares and comments respectively.

Final Note:

However, it is crucial to understand that there are a myriad of factors at play when it comes to improving the PLPs Instagram outreach capabilities. From the time a piece of content is uploaded, to the Instagram audio that is utilized, many factors must be considered to maximize the outreach of a piece of content.

There will be times where the PLP may not achieve the outreach results it was hoping for, but it is absolutely crucial that the PLP remains resilient and consistent.

LinkedIn strategy

1. Upload Schedule
2. Optimising Posts
3. Hashtags strategy
4. Personal LinkedIn page vs Company LinkedIn page

Uploading Schedule

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8am, 10am, 11am	10am, 11am, 12am	3pm, 2pm and 10am	10am- 11am	11am- 1pm	8am, 10am, 12pm	8am, 10am, 12pm

Generally 7am-4pm is a good time to post on the weekdays but weekends usually see much less engagement, so it is best not to post during that time unless analytics show that your audience is more active during that time (Buffer,2025).

The table shows the most optimal times to post for each day.

Blue colours: best time to post Green: worst time to post Bold: best time out of the day

It is optimal to post at least once-twice per week (Buffer,2025)

Optimising Posts

A core aspect of LinkedIn is its value for meaningful conversation and its highly personalised to fit each accounts interests; this avoids posts that go viral and such posts should not be used as inspiration. Due to the way in which LinkedIn algorithm is set up, it avoids content considered spam, so certain practices should be avoided to prevent posts from being flagged as spam:

- 1.Excessive use of hashtags(3-5 are optimal)
- 2.Constantly tagging unrelated accounts
- 3.Low quality content
- 4.Having frequent posts in short time spans-have each posts be at least 12 hours apart (Hootsuite,2025).



There also ways to take advantage of the algorithm, for instance an account constantly posting about a niche topic will be considered an expert by the algorithm and may promote more to an audience, which suits PLP's case. Furthermore, using interactive measures such as polls can be good way to increase engagement while potentially getting research from the target audience (Hootsuite,2025).

Video posts typically do the best however both photo posts and carousel (PDF) posts do relatively as well, with video posts only do 0.1% better than photo posts and carousel (PDF) posts only do 0.4% better. Comparatively text posts and posts that include link garner lower attention(Buffer,2024). These results show that prioritising between one of video, photo or carousel posts will lead to more engagement however each posts have different purposes and have an optimal length.

Text posts:

Usually for simple text posts, 150-200 characters is optimal as it can draw attention, however it can be slightly higher. This length is also applicable to posts that include videos, pictures and polls.

For more in depth posts, posts between 1,300-2,000 characters see more engagement and posts between 1,900-2,000 characters typically see more impressions.

(Daugieras,2025)

Video posts:

The lenght of the video can differ for different purposes. To increase brand awareness, 30 seconds is optimal- however this mostly applies to ads(Hootsuit,2024). Normal video posts should be around 30- 90 seconds as short-form content is seen to generate more completion. In both cases, the first 10 seconds should provide a hook(Daugieras,2025).

Carousel posts:

Carousel posts are for more informative and educational posts. 6-10 slides is typically optimal however it can depend on the purpose of the post(Daugieras,2025). The first slide of carousel posts should be something that draws reader's atention and shouldn't be filled with text. Having a CTA at the end is also important to either increase engagement or website visits.



SOCIAL MEDIA CONTENT STRATEGY

A structure that can be followed for Carousel posts is: introduce the problem(slide 1-2)->Why it is important(slide 3-4)->recommendations or actions to take(following slides). Carousel posts can also be used to repurpose existing content by summarising key points or insights in a video or blog and then encouraging readers to watch the full video or read the blog (Usevisuals,2025).

Articles & Newsletters:

These are LinkedIn's method of posting blog posts which can be a useful way for PLP to share insights; this can also promote the website by stating that more blogs can be found on the website. Posts that are 1,900-2,000 words typically see the most reach(Daugieras,2025).

The Usage of Hashtags:

LinkedIn hashtags are any combination of letters or numbers, without spaces, that follow the # symbol. For example, "#PoliticalLiteracyProject" and "#Ramadan2025" are hashtags.

LinkedIn hashtags are any combination of letters or numbers, without spaces, that follow the # symbol. For example, "#PoliticalLiteracyProject" and "#Ramadan2025" are hashtags.

LinkedIn hashtags will benefit the Political Literacy Project by:

- o Finding and connecting with people with similar interests
 - o Potential business/Islamic partners
 - o Potential volunteers
- o Build a professional community around your organization
 - o Increased referrals by organizations and people with similar goals and insights
 - o Builds the brands reputation

Tips to optimize your hashtags on LinkedIn

1) Combine hashtags with an effective keyword strategy

Hashtags should be combined with a keyword strategy which includes optimizing each section on PLPs LinkedIn page with keywords relating to its niche industry (Kendall, 2025).

Some examples of LinkedIn hashtags the PLP could use are:

#Innovation – Previously been the No. 1 followed hashtag

#StartUps – Useful for engaging with the entrepreneurial community

#Education – Would be especially useful as PLP seeks to also target Muslim politics students

#PersonalDevelopment – PLP seeks to develop the political knowledge of the Muslim community in the UK

#MuslimOwned/ #BritishMuslim – Significant communities form around this shared identify

2) Use hashtags sparingly and strategically

It is a general rule to aim for the usage of 1-5 hashtags per LinkedIn post, while also ensuring that the hashtags used are relevant to your business and the piece of content being created (Kendall, 2025).



Aisha Ansari  • 2nd
Founder and CEO at MONOS Islamic Technology and Events @...
TW • 

The Halal Economy is currently valued at £7 TRILLION with rapid growth expected over the next year, In Sha Allah. This figure just proves that Muslims are intelligent business owners and there is a significant demand for Halal products.

I personally love working with Vendors, Retailers and Partners globally.

Seeing their unique creations, innovative conceptions and family collaborations makes MONOS strengthen its mission and boost the Halal Economy!

#aishaansari #monos #monosmarkets #halalbrands #halal #muslimowned
#halaleconomy #brownpound #trillionaire



The post attached on the left is a post talking about the halal economy (Ansari, 2025). The post praises Muslim business owners as well as promotes the sisters brand called MONOS.

The usage of hashtags could be lessened, however, what this business owner got right regarding hashtags was:



SOCIAL MEDIA CONTENT STRATEGY

- o Promotes her Brand - #aishaansari, #monos, #monosmarkets
- o Relevant to what she talks about - #halaleconomy, #trillionaire
- o Expands her professional network/outreach - #muslimowned, #halalbrands, #halal, #brownpound (outreach to brown British community)

She has combined these hashtags with strategic trending keywords (Economy, Halal) which significantly aided her outreach in which she achieved 190 likes on this particular post. This represents a 507% improvement to the 31.125 likes she usually receives on her uploads.



SOCIAL MEDIA CONTENT STRATEGY

Personal LinkedIn page vs Company page

Features of personal page	Features of LinkedIn page
Features connections	Features followers
Have to set up a company page to run ads	Can run ads which are highly targeted
Includes section such as activity, experience, skills, endorsement, recommendation and interests	Includes section like such as Overview, About, Jobs and People
Allows you to be more proactive and leverage relationship-building(people don't interact with brands). This gives more opportunities to increase engagement.	More opportunities for your page to be found- company pages are usually SEO-friendly and come up more in search results when someone googles your company name.
Allows you to be more personal and have one-to-one conversations, rather than depending on organic interactions and paid sponsored updates-which can be expensive.	Is professional and can add credibility to the business, as the company would have an official page to represent it- however failing to be professional can do more harm than good.
Due to how LinkedIn algorithm updates, meaningful engaging conversations are valued therefore LinkedIn personal page posts will see more engagement.	There are better tools to measure the success of a page with LinkedIn analytics.



(Priebe,2024)

Recommendation:

Personal and company LinkedIn accounts can be connected, allowing ads to run through the personal profile(LinkedIn,2025). This setup supports different content strategies-company pages can focus on updates and events, while personal accounts can be used to drive higher engagement from the audience. However, managing both can be time consuming, especially since company page rely on consistent organic content(Dodara, n.d.). The personal account can also be the user's current profile, which can occasionally post about PLP.

It is recommended to:

- 1.Set up a company page and connect it to a personal LinkedIn account.
- 2.Focus on LinkedIn after having built an audience on YouTube and Instagram as adapting to multiple platforms with limited time can be difficult.



SEO STRATEGY

Brief Summary of SEO Plan

This following strategy combines SEO, advertising, and email marketing to build awareness, drive traffic, and grow PLP's student user base.

At the core is a **LinkedIn-to-Website funnel**, where short, keyword-rich snippets from blog content are posted on LinkedIn, directing users to the PLP website to improve search rankings and engagement. **LinkedIn Ads** will be used to reach university students, a key demographic active on the platform.

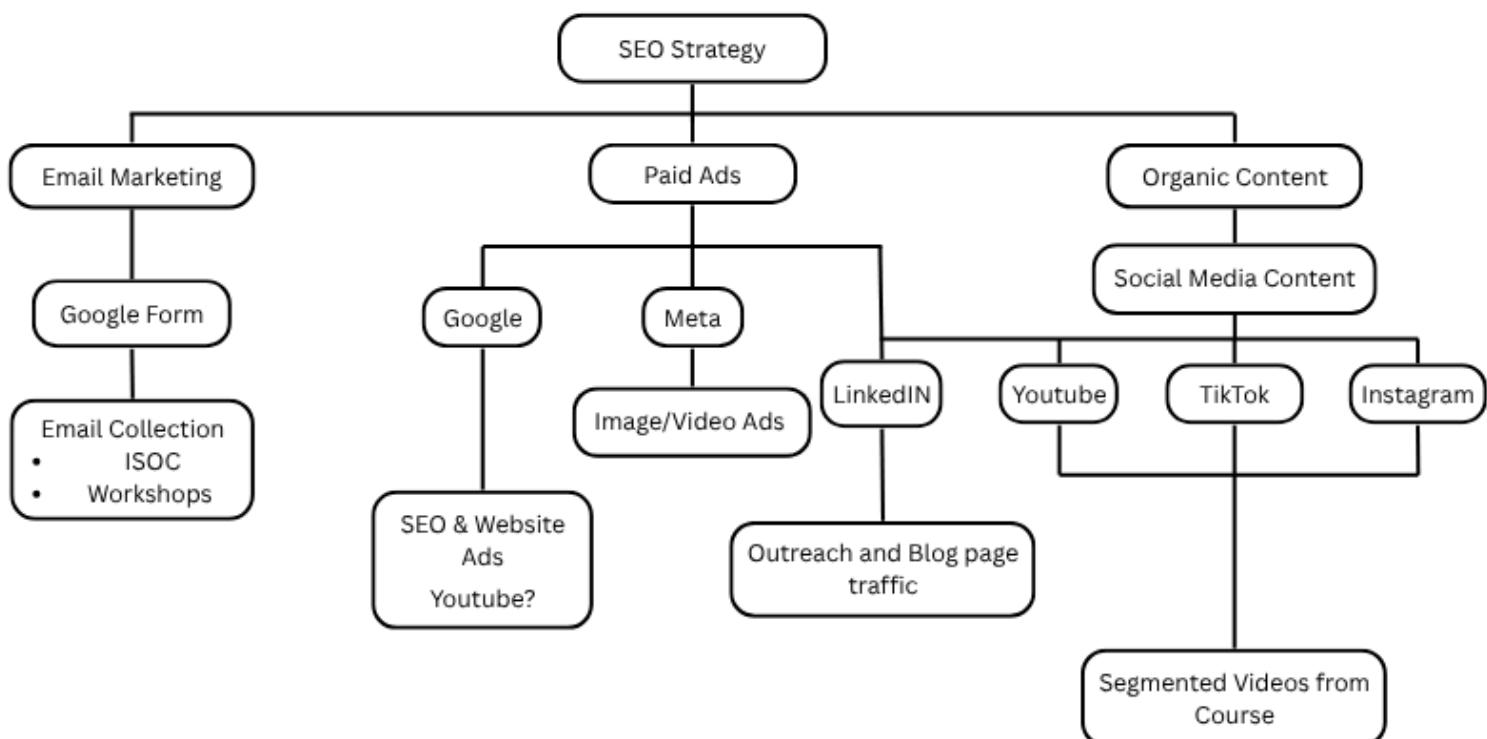
To prepare for launch, **Google Forms** will collect **email addresses** for future outreach. Once live, leads will be nurtured via platforms like Mailchimp or ConvertKit through automated email campaigns.

Meta Ads will drive engagement across the funnel:

- **Video Ads** (Hook → Problem → Solution → CTA) will build awareness and drive action.
- **Image Ads** will be used for conversions and promotional offers.

Google Ads will support SEO and visibility through intent-driven **long-tail keywords**, reinforced by a clean, professional URL structure.

This sets the foundation for the full strategy detailed below and illustrated in the tree diagram.





WEBSITE SEO STRATEGY

1.1 Objectives

- Improve organic visibility in Google search results.
- Create sustainable traffic growth through high-quality, educational content.
- Build long-term domain authority and credibility.

1.2 Keyword and Content Recommendations

- Explanation of keyword strategy (short-tail vs. long-tail keywords).
- Recommended keyword examples relevant to students and political literacy (e.g., "UK voting guide for students", "understanding politics at university").
- Suggested content topics and formats:
 - Blog articles (educational guides, topical explainers).
 - Interactive quizzes and downloadable resources.
 - Short videos segmented from course on-posts to boost engagement.

1.3 Technical SEO Recommendations

- Detailed explanation of on-page SEO elements:
 - Title tags and meta descriptions with keyword examples.
 - Proper heading structure (H1, H2, H3 tags).
- Website structure recommendations:
 - Mobile-friendly (responsive design).
 - Fast loading speed (<3 seconds recommended).
- URL structure and internal linking best practices.

1.4 Link-building and Outreach

- Recommended methods for obtaining quality backlinks.
 - Backlink example: If someone shares your content which has a link to your website.
- Potential partners (student organisations, educational blogs).





LINKEDIN-TO-WBSITE FUNNEL



LinkedIn will play a key role in the early-stage awareness and traffic strategy, particularly due to its strong presence among university students, recent graduates, and young professionals – many of whom align with PLP's target demographic.

The strategy involves regularly posting short, professional snippets from blog content directly to LinkedIn. These posts will include relevant keywords and link back to full articles on the PLP website. This serves three purposes:

- 1. Drives qualified traffic to the site,**
- 2. Boosts SEO performance through increased click-through rates and backlinks,**
- 3. Positions PLP as a credible thought leader in the political education space.**

Once the blog is live and content is being produced consistently, this funnel can help nurture organic engagement, improve visibility in search engines, and strengthen brand recognition within academic and activist circles.

Potential Integration of LinkedIn Ads

To amplify reach and accelerate traction, LinkedIn Ads can be integrated into the strategy. These would allow PLP to directly target students at specific UK universities, as well as users with interests in political science, activism, and social change.

Sponsored content or single-image ads can be used to promote high-value posts or resources, ensuring that they reach the right audience at scale. Given LinkedIn's professional targeting capabilities, even a modest ad budget could significantly increase engagement and drive qualified traffic into the website and email marketing funnel.





Why PLP Needs a Business LinkedIn Account

Setting up a LinkedIn Company Page gives PLP a professional public presence, making it easier to share content, run ads, and build brand recognition.

With a business account:

- PLP can run LinkedIn Ads and view analytics.
- Any team member with a personal LinkedIn account can be added as an admin.
- It provides legitimacy and discoverability, especially when users search for the brand.

LinkedIn Ad Strategy for PLP

The strategy is to use LinkedIn Ads to drive high-quality traffic from a well-aligned audience. This includes:

Promoted Blog Content:

- Share short, keyword-rich posts linking back to full blogs on the website. Boost selected posts to reach a wider student audience and improve SEO through backlinks and engagement.

Targeted Audience Building:

- Ads will be aimed at UK university students and graduates with interests in politics, education, or social impact; reaching them while they're actively engaging with professional and academic content.
- Ad Types to Use:
 - **Single Image Ads** – for blog posts and announcements
 - **Video Ads** – for top-of-funnel brand awareness
 - **Lead Gen Ads** – to collect emails directly within LinkedIn

Budget Strategy:

- Start small (e.g., £x/day), test one or two creatives, and optimise based on engagement and click-through rate.



EMAIL MARKETING

Email marketing will serve as a key retention and conversion tool once initial awareness has been built through LinkedIn, Meta, and organic traffic. The goal is to develop a growing email list of students and interested individuals ahead of the platform launch, then use that list to drive engagement, course sign-ups, and long-term participation.

Email Collection:

A generalised Google Form will be shared across ISOCs, student groups, and social channels to collect email addresses from the target audience. The form will also include consent to receive marketing communications in line with GDPR.

Automation & Campaigns:

Once the service launches, automated email campaigns will be sent using platforms like Mailchimp, ActiveCampaign, or ConvertKit. These platforms allow for:

- Scheduled launch announcements and updates
- Educational content previews and blog highlights
- Personalised journeys based on user interests

This email funnel will directly support course registrations, maintain community engagement, and provide long-term value to users.

To strengthen lead quality, a **second follow-up Google Form** will be sent to those who initially signed up. This form will include content-specific questions to better understand user interests and preferences, helping to segment the audience and prioritise more engaged leads for future campaigns.



Meta Ads Strategy (Facebook & Instagram)

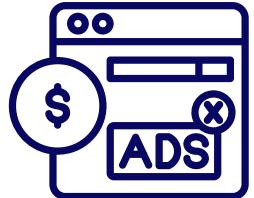
Meta Ads will be used to build awareness, drive engagement, and support conversions across the campaign funnel. With the majority of university students active on Instagram and Facebook, Meta provides a cost-effective way to reach a highly relevant audience.

Ad Formats:

- **Video Ads:** Ideal for top, middle, and bottom-of-funnel engagement. Recommended structure: **Hook → Problem → Solution → Call to Action.**
- **Image Ads:** Best for bottom-funnel campaigns, offering concise messaging around course benefits, discounts, or launch announcements.

Targeting Strategy:

- **Location:** United Kingdom
- **Age:** 18–24
- **Interests:** Politics, education, activism, student life
- **Custom Audiences:** Retarget users who have engaged with the website or submitted email forms



Budget Strategy:

Begin with a modest budget (e.g. £5–10/day), test multiple creatives, and optimise based on performance metrics such as click-through rate (CTR) and cost-per-click (CPC). Focus on driving traffic to the website and capturing leads for email marketing.

Meta Ads will complement the SEO and LinkedIn efforts by providing scale, visual engagement, and direct targeting of the student demographic.

Use **CBOs (Campaign Budget Optimisation)** for broader, **automated** budget control across multiple ad sets, and **ABOs (Ad Set Budget Optimisation)** when **manually** testing specific audiences or creatives. Start with ABOs to test performance, then scale with CBOs for efficiency.



Google Ads Strategy

Google Ads will support SEO efforts by driving targeted traffic to the PLP website using **long-tail keywords**, which capture users actively searching for specific political education content. This is ideal for reaching high-intent users who are closer to taking action (e.g. reading a guide, signing up, or exploring a course).

Ad Types:

- **Search Ads:** Appear in Google search results for relevant queries (e.g. “political education for students UK”).
- **Display Ads:** Cost-effective visual banners shown across partner websites; useful for re-marketing or broader awareness.
- **YouTube Ads:** Short video ads to build brand visibility among a younger, student-based audience.

Targeting Strategy:

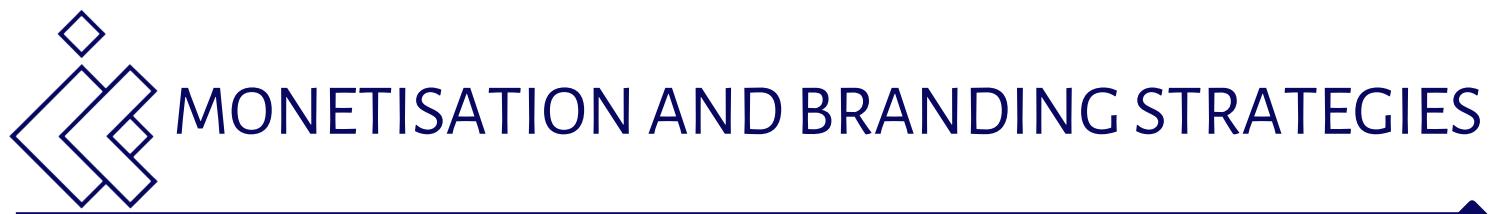
- Use keywords that reflect student search behaviour (e.g. “how to vote UK student,” “intro to political theory”).
- Apply demographic and location filters to target UK university students.

Budget Strategy:

Start with a low daily spend (e.g. £5–10), focus on exact and phrase match keywords, and use manual CPC (Cost Per Click) bidding for tighter cost control. Prioritise Search and YouTube ads for the most effective spend-to-impact ratio.

Ad Structure Tip:

Group similar keywords into themed ad groups for higher Quality Scores and lower CPCs, improving overall performance.



Brief Summary of the strategy

This strategy outlines a practical roadmap for PLP, built through first-hand research into successful youth-led political education platforms and social movements. By analysing how similar brands grew, monetised, and engaged their audiences, the following suggestions offer a clear, actionable model aligned with PLP's goals. The focus includes:

- 1. Website and Platform Structure
- 2. Income Streams and Monetisation Strategy
- 3. Organisational Identity & Social Movement Building
- 4. Content Framing & Engagement Strategy
- 5. LMS and Membership Structure

1. Website and Platform Structure

These are suggestions of how to organise and display the brand on the different platforms. Some of them could be implemented in the long term rather than a mid or short-term window; therefore, these are more flexible approaches, and the order of implementation could be altered.

Main Home Landing for PLP

Since most early content will be on YouTube, audiences may equate PLP with you (PLP = Humza). This isn't ideal for a political education platform. To maintain neutrality and credibility, it's important to separate the narrator from the brand and present PLP as a nonpartisan organisation—not a personal channel.

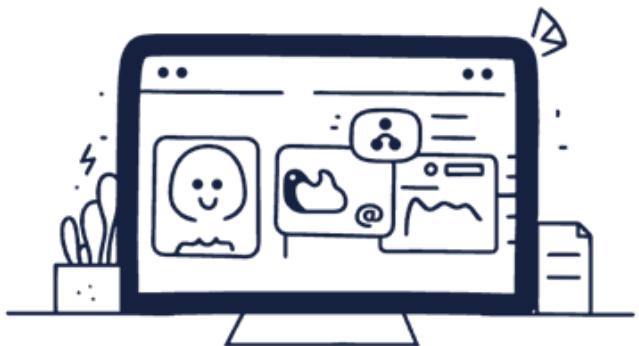
Assuming PLP uses **LearnWorlds** as its learning management system, there's no need to build a separate HTML landing page. LearnWorlds already provides a fully customisable drag-and-drop builder that allows you to create a dedicated brand homepage in addition to the LMS course platform.



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Establishing this brand homepage offers four key advantages:

- **Brand Identity & Growth:** Creating an organisational brand (like PLP) rather than a personal one (e.g., Nouman Khan) helps establish long-term credibility and makes it clear that the platform offers more than just one narrator and is a serious and bigger project.
- **Collaboration & Operations:** It's easier to form brand partnerships and hire team members under an organisation than a personal influencer brand.
- **User Experience & Clarity:** A structured site improves navigation, clarifies what PLP offers (e.g., free vs. premium content, donations, community), and helps new visitors understand how to engage or support.
- **Reputation & Continuity:** As the brand grows, separating the founder from the platform ensures PLP can survive and continue even if you need to step back or bring in new hosts. The brand stays strong—with or without the original narrator.



Structure of the webpage

These are important features to add to the LMS and Brand page to market the courses and brand (**subliminal marketing to let them know how important political literacy is**), these are:

- **Display quotes or verses:** Use quotes or verses that reflect the company's values, or as a powerful tool to show the importance of your service
(“Democracy cannot succeed unless those who express their choice are prepared to choose wisely. The real safeguard of democracy, therefore, is education.” — Franklin D. Roosevelt)
- **Add a section for testimonials and Stories of people:** This can be feedback from irl events or from courses, including also testimonials of people who were victims of populism. (eg, council politicians promising changes that are not in their competencies to sound better in their propaganda and get votes by making promises that can not be made)
- **Add a hero page:** Its purpose:
 - Grab attention immediately
 - Communicate your value proposition (what you offer and why it matters)
 - Encourage action (like exploring content, donating, or subscribing)

Example:

"We Empower the Next Generation to Understand and Influence Politics."

Free courses, deep dives, and toolkits to make politics accessible for all.

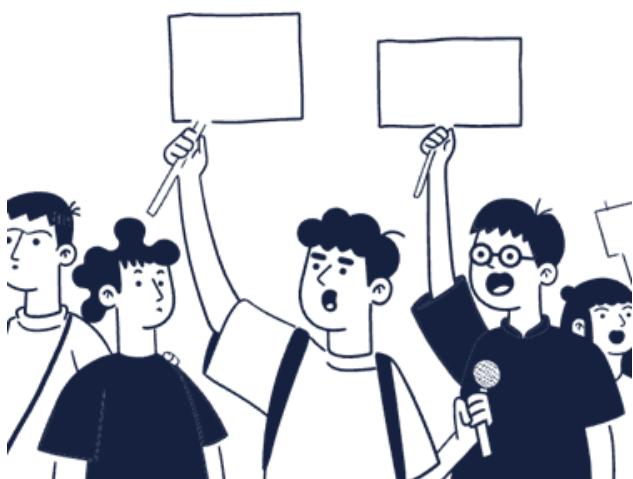
This would be placed with a call-to-action button (e.g. “Start Learning” or “Join the Movement”), and a clean design that hooks the viewer.

2. Organisational Identity & Social Movement

PLP can grow beyond an educational platform by positioning itself as a **youth-led social movement** focused on political empowerment—similar to *My Life My Say* or SOUK. This builds identity, emotional connection, and community ownership. By framing PLP as a collective voice for underrepresented youth, it strengthens credibility, attracts support, and encourages real-world action—making the brand feel alive, not just informative. Encouragement of BMC to participate in politics and understanding it (political literacy)

Use emotionally charged slogans and catchphrases

- Examples: “We Have a Voice”, “The Ummah Deserves Representation”, “Youth Matters in Politics”, “This is Bigger Than Voting”.
- **Showcase real people and participation**
- Use imagery and testimonials from students, young Muslims, activists, and volunteers involved in events, workshops, or online campaigns to make people feel seen and part of the movement.
- **Create symbolic visuals and aesthetic identity (long-term)**
- Design stickers, posters, social templates, and merchandise that people can wear, repost, or display as part of the PLP identity. This encourages emotional loyalty and brand affinity (with involvement of Community Advocacy ambassadors)



3. Income Streams and Monetisation Strategy

In this section, I will cover the different Income streams that PLP should have and potential products to monetise. The strategy is basically to implement as many streams as possible, whether direct or indirect, since the marginal cost to produce these products is minimal, the content is highly reusable, and all these integrate organically.

This is the breakdown:

Direct Monetisation/Sales

These are materials and products that generate money through their sale to the audience, so the audience or target is the followers

- Paid Courses (one-off or bundles)
- Memberships / Subscriptions (monthly or annual)

→ This was the original membership model, but marketed differently: Disguised as a donation system or donor program in exchange for some benefits

- Offering a free trial and annual discounts

→ Free trials to attract more people and offer bundles

- Donations via platforms (e.g. Buy Me a Coffee, Ko-fi, Donorbox).

→ Offer multiple donation methods. Include flexible donation options (e.g., one-time, monthly) and accept multiple payment methods (Reliable platforms like PayPal or Stripe)

- Direct sales of educational kits or toolkits (E-guides, PDFs,...)

→ These E-guides and PDFs can be summaries of seminars or workshops, and can also be provided for free in exchange for their emails (email collection for newsletter)

Direct Social Media Monetisation

Active income from social media.

- *Patreon memberships (tiered content & perks)*
- *It already has many features to tier the membership to give different benefits and build a community. It could be a short-term alternative or a definite platform in the PLP ecosystem.*
- *YouTube Premium subscriptions (members-only videos & perks)*
- *Short-term alternative, also use if not starting with LMS directly. However, moving audiences will not be easy.*
- *Streaming donations from YT Live, Instagram Live, Twitch, TikTok Live...*
- *Brand partnerships or sponsorships*

Indirect Social Media Income

A passive way to make income. Compared to the other direct methods that rely on conversion rate (how many followers buy (active action of donating or buying)), these streams do not rely on that, and it's the platforms that pay you for organic growth and views.

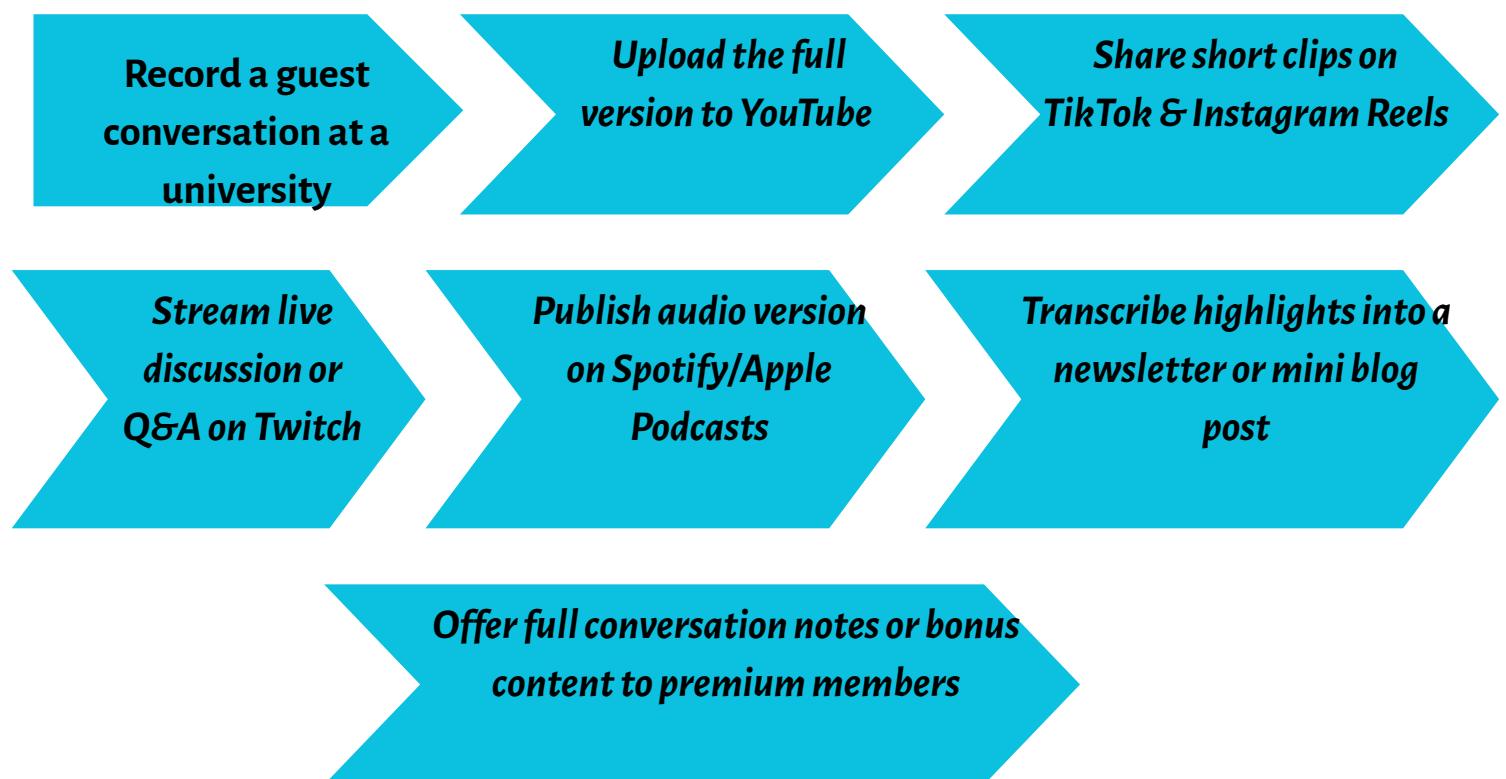
- *YouTube ad revenue (from views)*
- *TikTok Creator Fund earnings*
- *Twitch monetisation (ad revenue + donations)*
- *Spotify Podcast ads and affiliate marketing*
- *Apple/Google Podcast monetisation options*
- *Podcast sponsorships (e.g., mid-roll ads)*



Additional Benefits for premium members

- 1–2 live sessions per week: (Q&As on current political events, Live debates on trending topics, polls & chat)
- Members could suggest future video topics or courses, and vote in polls
- Exclusive Interactive Workshops (“Build Your Own Manifesto” toolkit, “How to Analyse a Political Speech” workshop, How to Write to Your MP”.
- Downloadable Resources (1-page cheat sheets per topic, Full PDF workbooks accompany each course, interactive e-guides, Quizzes...)

Re-usable content model



4. Content & Engagement Strategy

To increase engagement and clarity, each course should have a compelling **cover or intro section** that explains *why the course matters*, outlines the *real-world implications*, and clearly states the *key takeaways* for learners. This helps build urgency, trust, and motivation—especially for political or sensitive topics.

Implementation steps:

- Create a short **intro video or cover slide** for each course explaining:
 - Why the topic is important
 - The consequences of not understanding it (with real-world examples or stats)
 - What users will gain (skills, insights, perspectives)
- The page should include **detailed course information** (length, structure, time commitment) to help users plan.
- Add **course previews**—such as sample lessons or slides—to let users experience the tone and content before committing.
- An Example → Counter Extremism course (SOUK) explains the implications of the problem, including real-world cases and statistics (more important than you think). Takeaways include critical knowledge about the topic, an objective view, judgment or analysis skills...



5. Membership Structure

This is a matrix for studying the audience and maximising engagement, monetisation, and participation through different strategies. The tier system does not imply following it in order.

TIER 1 (NON-PAID, FREE CONTENT)	<p>1. Casual Viewer</p> <ul style="list-style-type: none"> • This is someone who's just discovered PLP. They've watched a few YouTube videos, found a reel on Instagram. They're not fully aware of the mission yet, but they're curious. • Goal: Hook their interest through sharp, relevant, and engaging content. • Platform: YouTube, TikTok, Instagram. • Call-to-action: "Subscribe for more," "Join our newsletter," "Check out the full video series."
TIER 1 (NON-PAID, FREE CONTENT)	<p>2. Engaged Follower / Event Attendee</p> <ul style="list-style-type: none"> • This viewer has started following PLP more consistently. They've attended a university or ISOC event, followed on social media, and maybe even completed a free video series. They're learning and beginning to see value. • Goal: Turn interest into consistent engagement and deeper learning. • Platform: Discord, Email list, Website, Uni Events. • Call-to-action: "Sign up to access extra resources," "Join our learning community," "Subscribe for behind-the-scenes updates."
TIER 2 (DONOR/PATREON SUPPORTER)	<p>3. One-Time Supporter</p> <ul style="list-style-type: none"> • They believe in the project, are interested in politics, and want to learn more. Maybe they saw a really powerful piece of content or attended a strong talk. They want to give back, so they donate to support more content. • Goal: Give them a frictionless way to donate and feel appreciated. • Platform: Buy Me A Coffee, PayPal, Stripe donations, Patreon... • Call-to-action: "Support this video," "Help fund future content," "Make a one-time impact."
TIER 2 (DONOR/PATREON SUPPORTER)	<p>4. Active Member</p> <ul style="list-style-type: none"> • They've taken the next step: becoming a monthly supporter through Patreon, a paid newsletter, or a platform subscription. In return, they get exclusive access — extended podcasts, bonus videos, workshops, and live Q&As. They now feel like insiders. • Goal: Build trust, deliver real value, and retain. • Platform: Patreon, Thinkific, private YouTube playlists, Discord premium roles. • Call-to-action: "Join our members club," "Get exclusive content," "Be part of shaping our direction."



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TIER 3 (BUY WORKSHOPS/ONE-OFF COURSE)	<p>5. The 4 are the same (active members), but they are interested in buying the one-off courses on Udemy directly from your LME (think fic)...</p>
TIER 4 (FUTURE) AND FLEXIBLE	<p>6. Community Advocate (Future)</p> <p>Represent the PLP Social Movement. These are the people who wear your merch, speak at events, run student-led chapters, and promote the movement. They treat PLP like part of their identity.</p> <ul style="list-style-type: none"> • Goal: Empower them with tools, recognition, and leadership roles. • Platform: Ambassador program, branded merch, leadership pathways. • Call-to-action: “Become a PLP ambassador,” “Host a PLP event at your uni,” “Lead change in your community.”

Free Viewer → Curious Learner → Premium Member → Community Advocate

Tier	Price	What They Get
1(free)	£0	Access to public content (YouTube, socials), newsletters, basic resources.
2 (Donnor)	£3-6/month	Early access to videos, voting on future topics, shoutout in newsletter.
3 (One-off payments)	£15-20/course Based on Udemy	All of the above + bonus videos, live Q&As, downloadable
4 Student Ambassador (invite-only)	Free or Custom	Leads uni-based PLP circles, gets merch discounts, featured in content/events.



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وَصَلَى اللَّهُ عَلَى سَيِّدِنَا مُحَمَّدٍ وَعَلَى آلِهِ وَصَحْبِهِ وَسَلَّمَ
تَسْلِيمًا كَثِيرًا

