SOCIAL MEDIA OPTIMIZATIONS

CONTENT

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OVERVIEW

This presentation highlights key optimization opportunities to improve brand clarity, profile structure, and overall social media performance

OPTIMIZATION OBJECTIVE

- Improve the clarity and positioning of the academy’s brand across social media platforms
- Communicate the academy’s value proposition more effectively to users
- Create a stronger and more professional first impression for new visitors
- Enhance user experience and ease of navigation within the profile
- Support increased engagement and improve conversion from profile visits

OPTIMIZATIONS

Instagram

TikTok

Facebook

Bio

From Tech to Creative & More

WHY

Short, catchy, and easy to remember
Highlights the academy’s diverse courses
Platform-neutral (works on (Instagram, TikTok, Facebook
Leaves room for a clear CTA or link

Instagram

Colors & Grid

,The color palette consists of white, black
.light purple, and yellow
We will use the same colors for the highlight covers, maintaining the grid style
.with a gradient and background

OPTIMIZATIONS

Testimonials

Courses

Results

Reviews

Events

Instagram

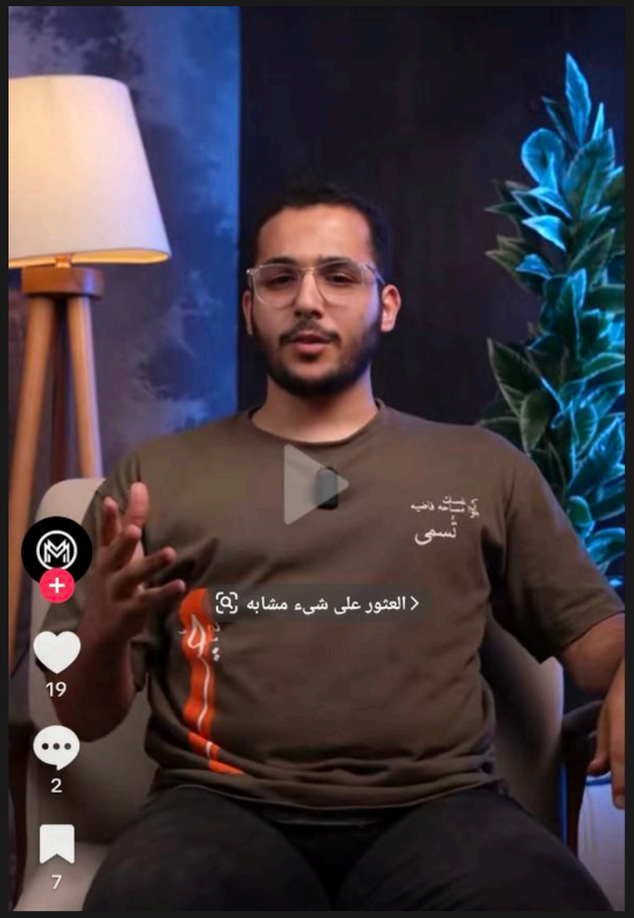
Highlights

OPTIMIZATIONS

Editing / Montage

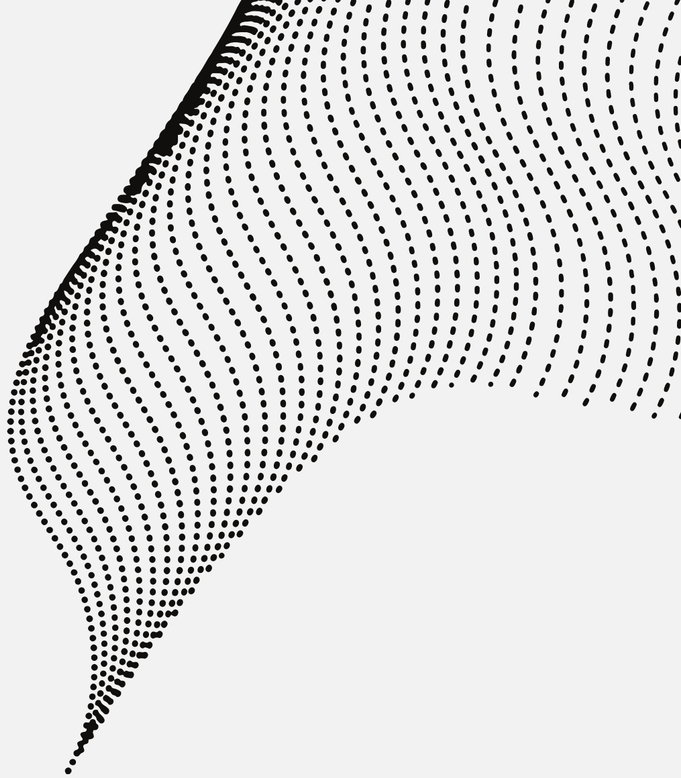
We will ensure correct spelling and .grammar in all text
We will maintain a consistent brand identity in fonts and colors across animations and .graphics
Zoom-in and zoom-out effects will be used selectively, smoothly and naturally, not .consecutively in a rushed manner
Animations, graphics, and zoom effects will .occur at most every 5 seconds
The microphone used in most videos .produces a muffled sound
We can use the microphone from this video as it provides a clearer audio quality

OPTIMIZATIONS



TikTok

Prepare content guidelines and categorize them according to video types
If posting a carousel on TikTok, ensure the design is implemented in TikTok dimensions, not Instagram
Add a WhatsApp link or any contact link in the profile

OPTIMIZATIONS

THANK YOU