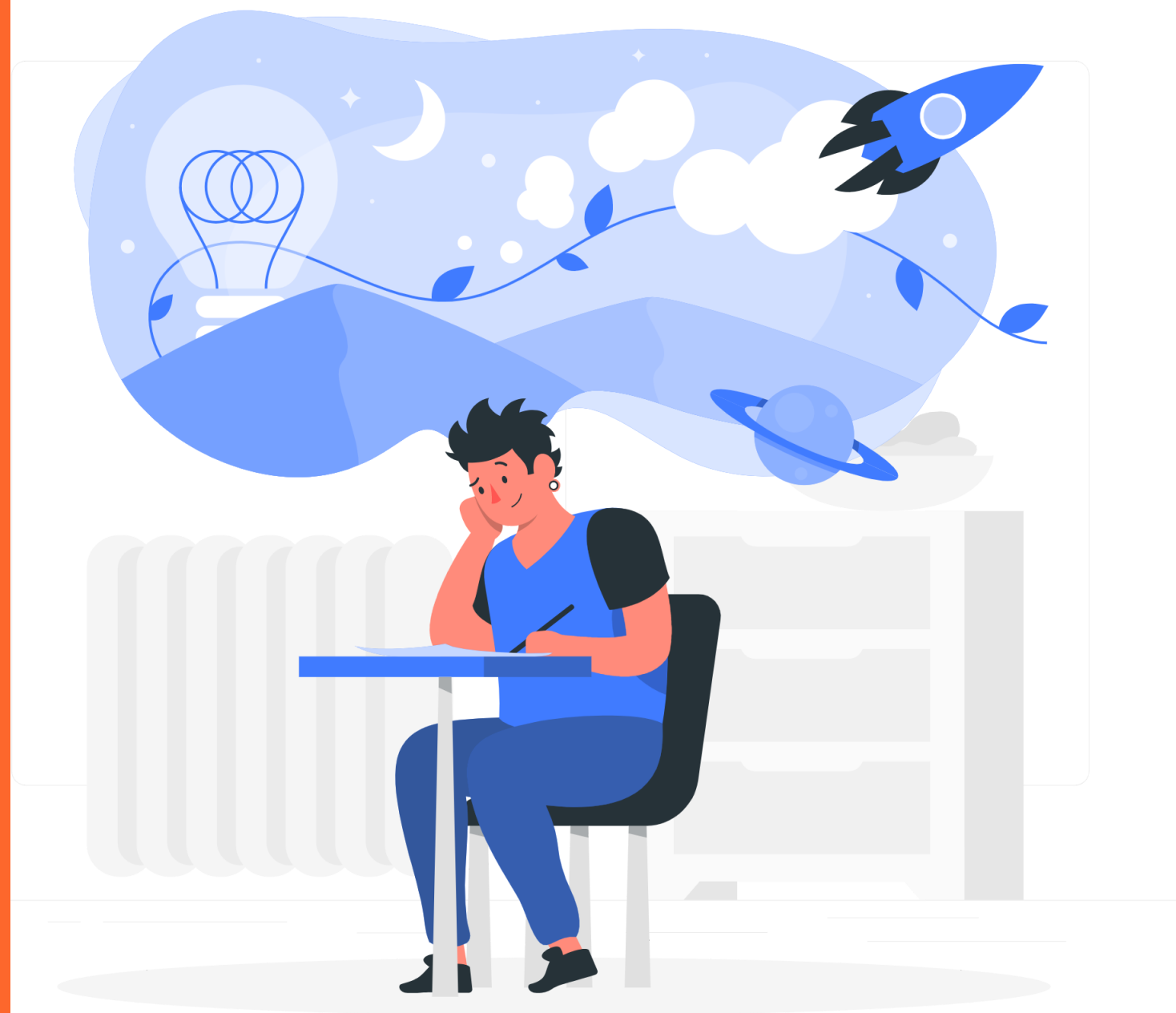


2021

# Social Media Plan

THINK POSITIVELY



Presented by samir mustafa

# About Think positively

Think positively is a nonprofit service that can provide information and advice to help teenagers how to behave in their life in a positive way that can affect their life

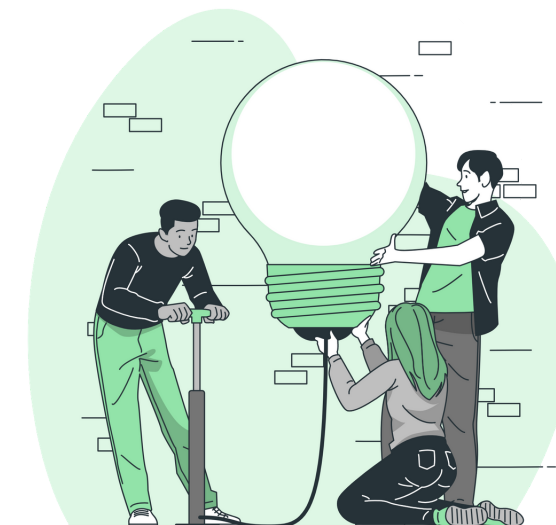


# Mission & Vision

We want everyone (teenager) to think by positively way in which to define what they are going on in their future

&

We strive to be the source of your success and happiness in your life



# Smart goals

- reach to 100K audiences in the first 3 months on social media
- get 80K engagement in the next 3 months
- traffic 150K for our website to make downloads and listen to our podcasts

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## KPIs

- for awareness: impression
- for engagement: likes and shares
- for conversation: leads, traffic

# Our content for 2021

All these are done at the right times at the right media channels, creating a personalized experience.

Today, modern content strategy ensures that content is:

- daily quotes
- books discussion
- short copy for blog
- short copy for podcast episodes



# Social Media Platforms

we will use for sharing

- Facebook
- Instagram
- Twitter
- tiktok



we will use for listening

- sound cloud
- Anghami
- Spotify
- google podcast
- apple podcasts
- RSS





# For Instagram

- establish a business profile
- use an attractive bio
- use attractive stories
- use high-quality images and videos
- use content calendar
- use high related hashtags



# For Facebook



- set up custom tabs
- establish a business account
- use a clear description
- use attractive stories
- use high-quality images, videos, and GIF
- create content calendar
- create events
- Share a story
- use limited hashtags



# For Tiktok

- establish a business profile
- use an attractive bio
- use Vertical Videos
- Limit the Video Length
- use high-quality videos
- use high related hashtags
- tell a story



# For Twitter

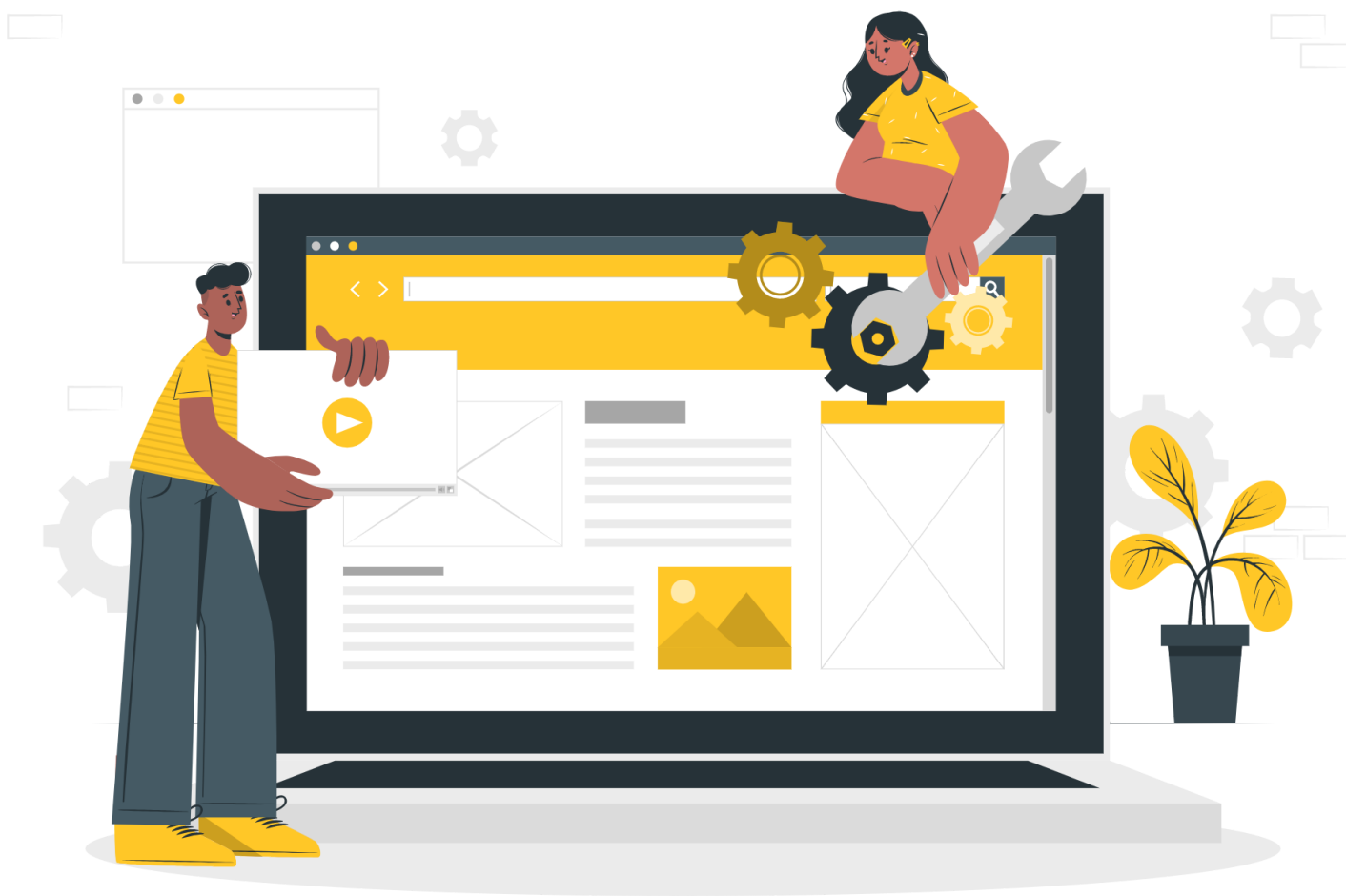


- establish a business account
- use a clear description
- use attractive stories
- use high-quality images, videos, and GIF
- create content calendar
- Share a story
- use limited hashtags
- Keep your copy short and sweet

# For the website

The website must be

- faster
- mobile-friendly
- responsive
- simple
- higher SEO
- use sitemap
- use call to actions
- use cookies
- use landing pages



# Ad campaigns

- use the campaign steps (campaign then ad group then ad)
- set a goal
- target audience
- set a budget
- use A/B testing
- create landing page
- set a clear message with a strong CTA
- use KPI



**Thank you!**

**Questions?**

**Let us  
know!**

