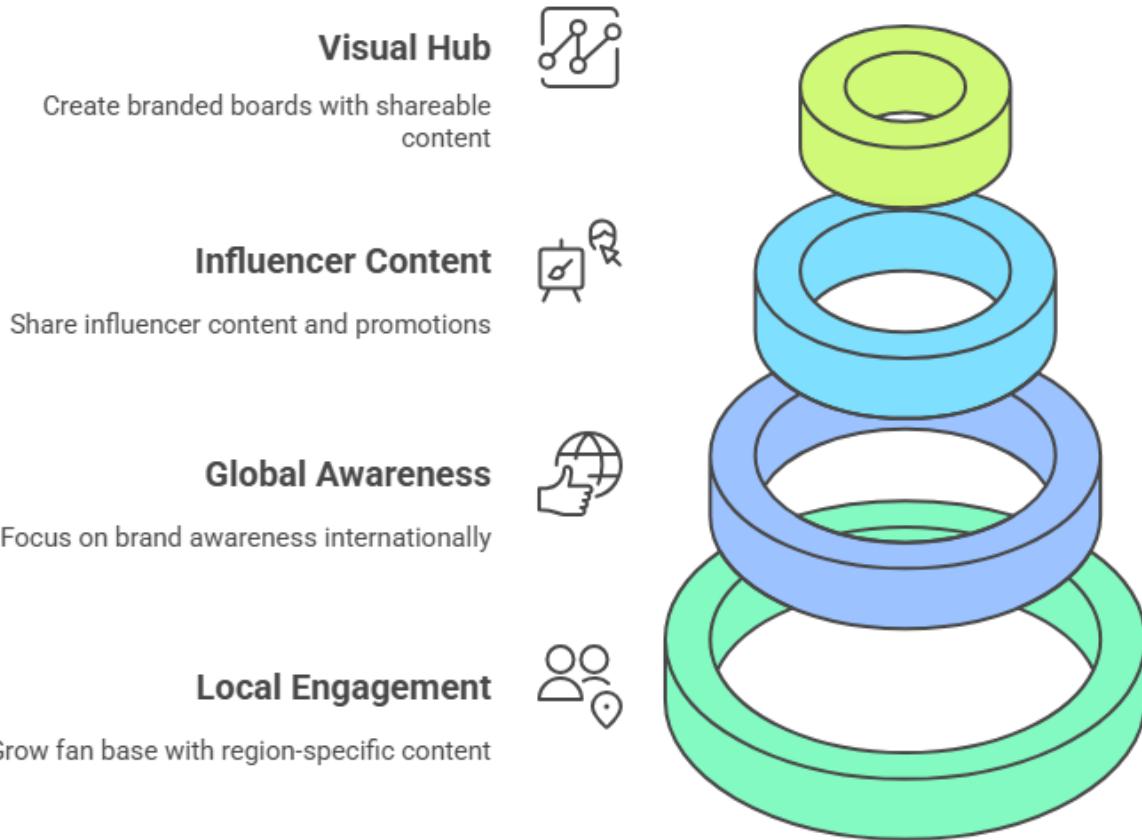
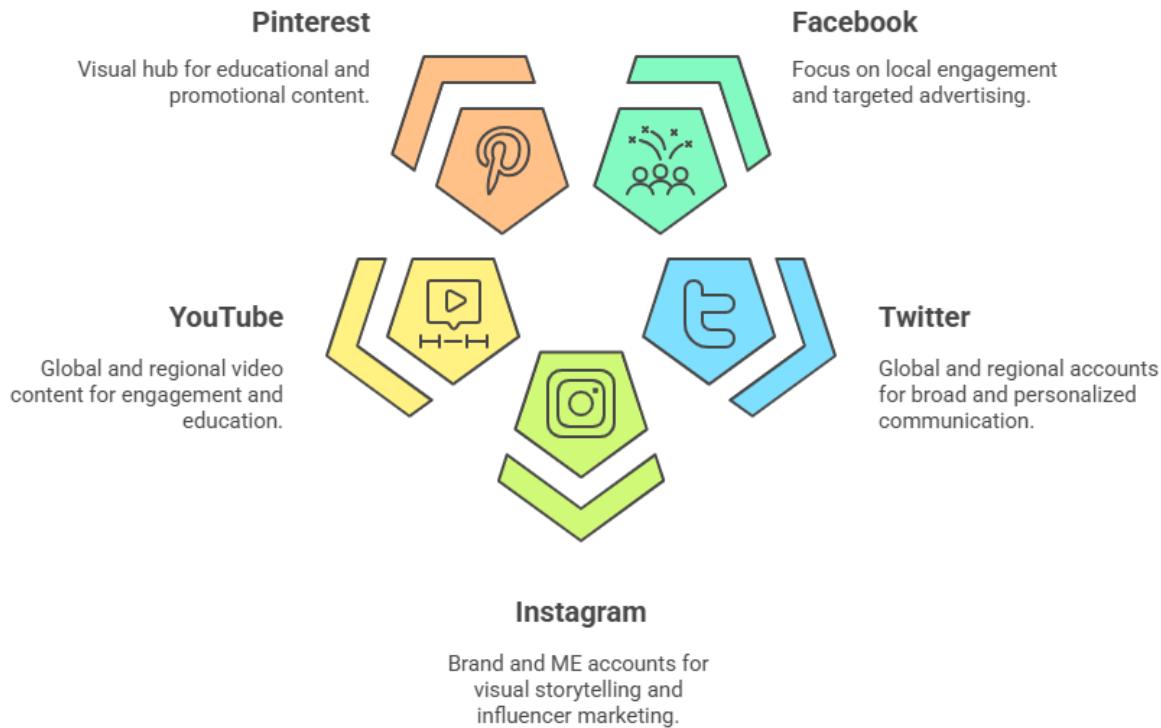


## Social Media Strategy Pyramid



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## Social Media Strategy Framework



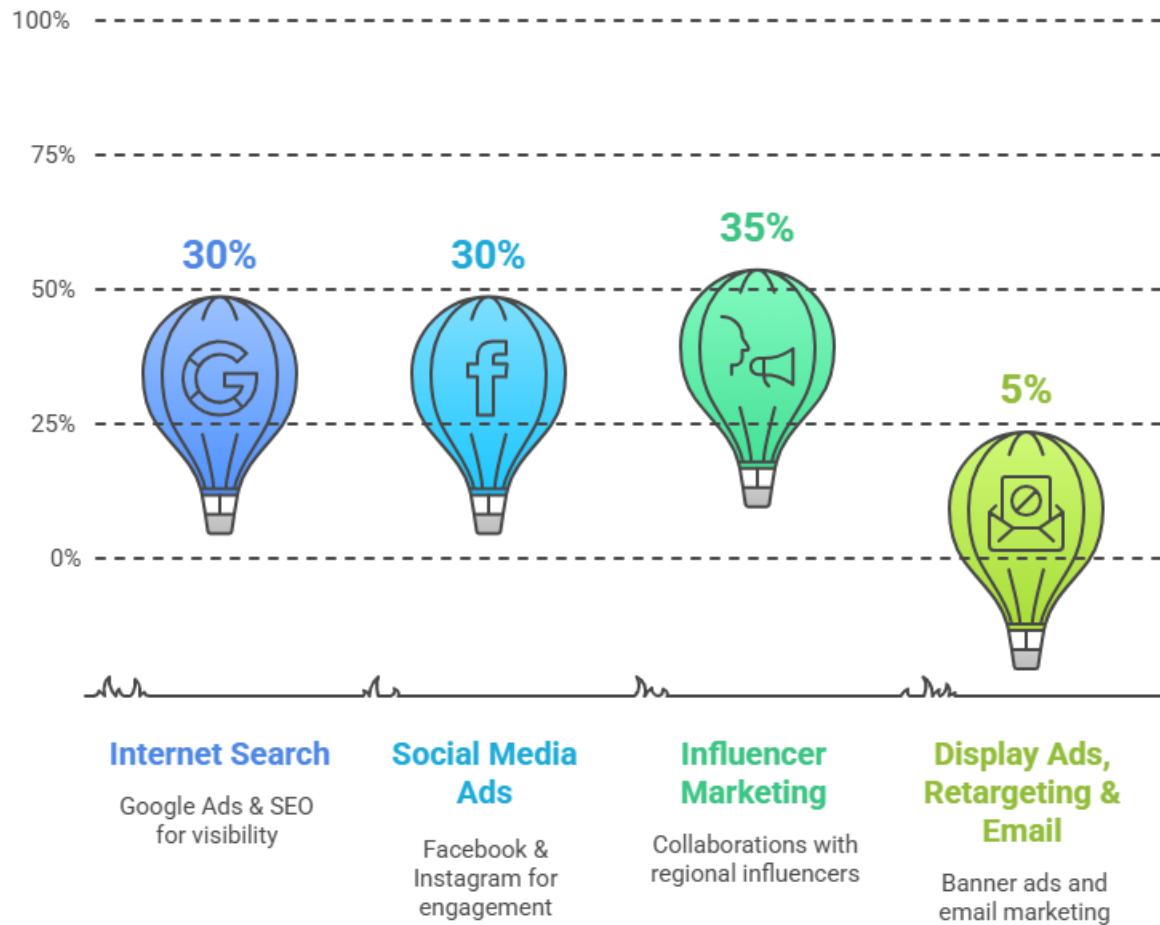
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### Social Media Strategy by Platform

Characteristic	Facebook	Twitter	Instagram	YouTube	Pinterest
 Audience Focus	Grow local fan base	Global and ME accounts	Brand and ME-focused	Global and regional videos	Branded visual hub
 Content Strategy	Region-specific content, promotions	Local content, weather, events	Influencer content, health & fitness	PR events, campaigns, testimonials	Educational infographics, visuals
 Engagement Tactics	Tailor content, optimize ad spend	Direct, personalized communication	Stories, reels, strategic hashtags	Comments and shares encouraged	Drive virality, shareable content
 Objectives	Track market growth, brand resonance	Brand awareness, international fans	Build global buzz and awareness	Inspirational and educational videos	Promote influencers, key figures

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## Marketing Strategy Budget Allocation



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