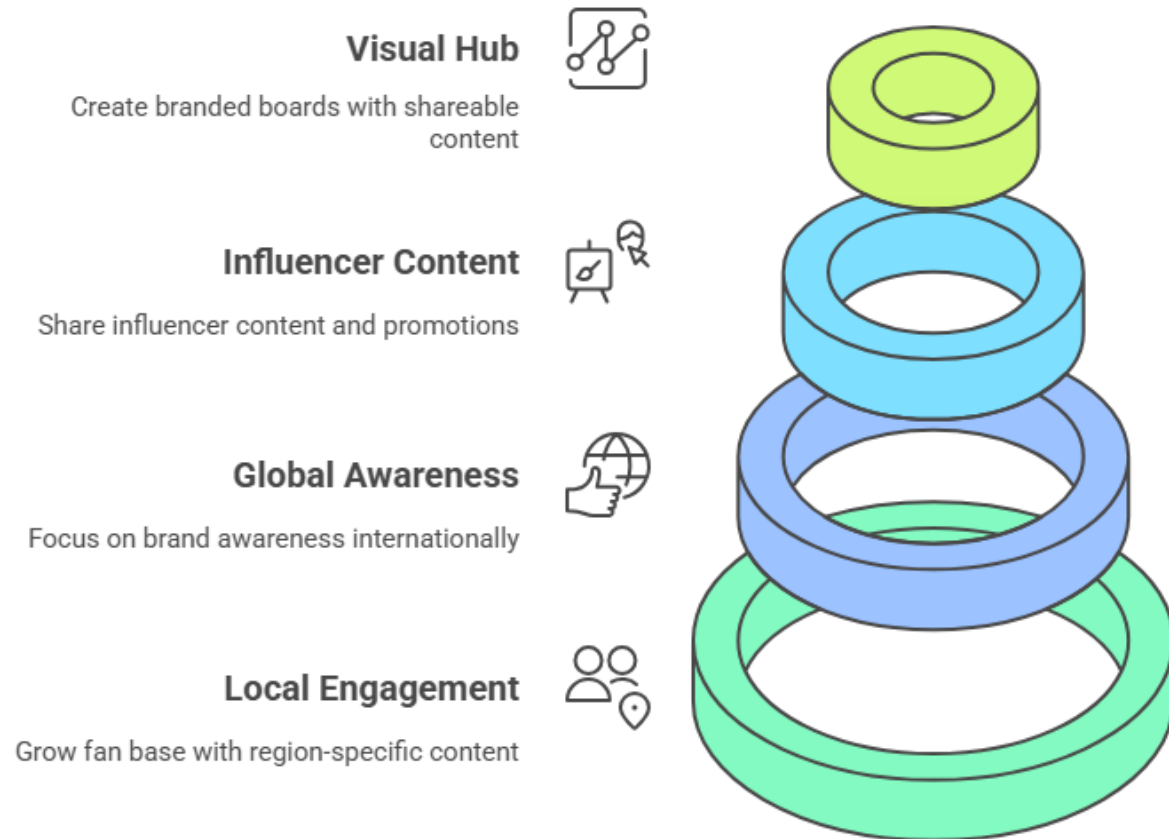
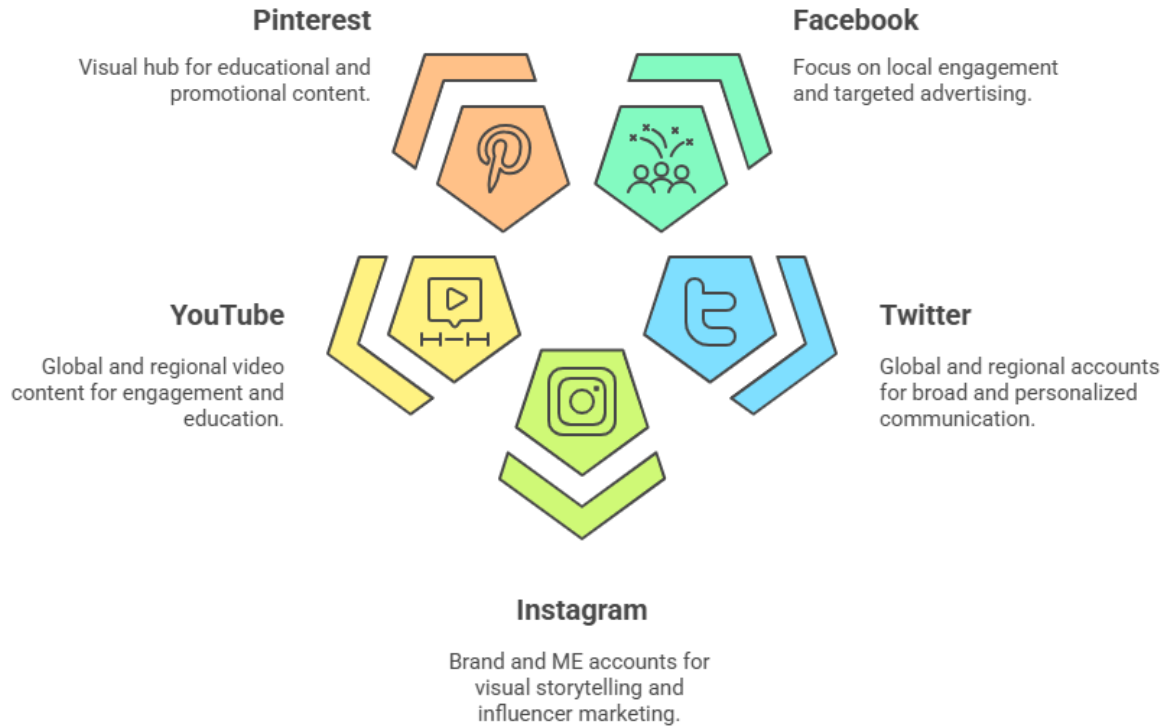


## Social Media Strategy Pyramid



## Social Media Strategy Framework



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## Social Media Strategy by Platform

Characteristic	Facebook	Twitter	Instagram	YouTube	Pinterest
<b>Audience Focus</b>	Grow local fan base	Global and ME accounts	Brand and ME-focused	Global and regional videos	Branded visual hub
<b>Content Strategy</b>	Region-specific content, promotions	Local content, weather, events	Influencer content, health & fitness	PR events, campaigns, testimonials	Educational infographics, visuals
<b>Engagement Tactics</b>	Tailor content, optimize ad spend	Direct, personalized communication	Stories, reels, strategic hashtags	Comments and shares encouraged	Drive virality, shareable content
<b>Objectives</b>	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

