



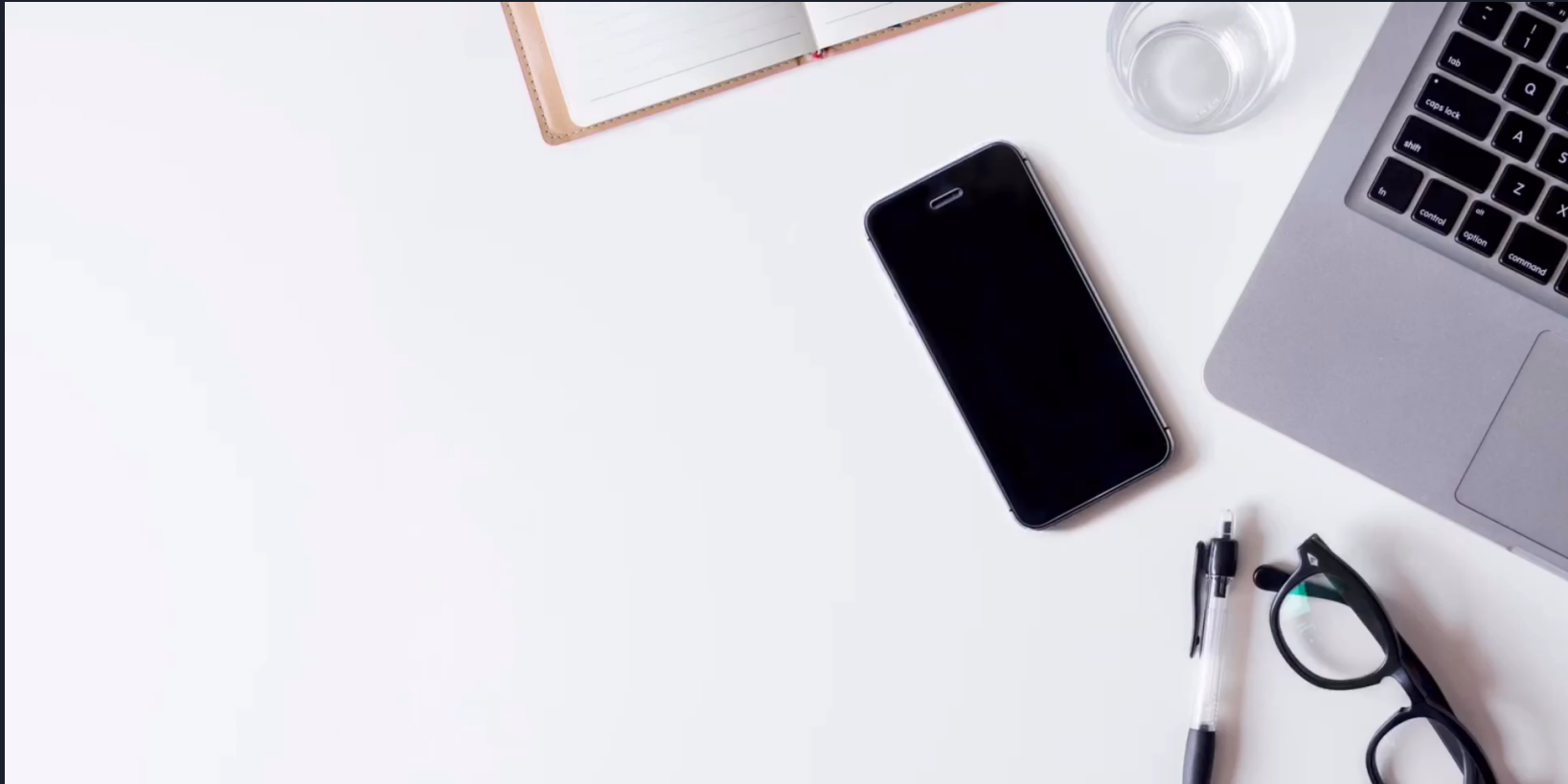
Brand study

THE DIGITAL LANDSCAPE IN OMAN

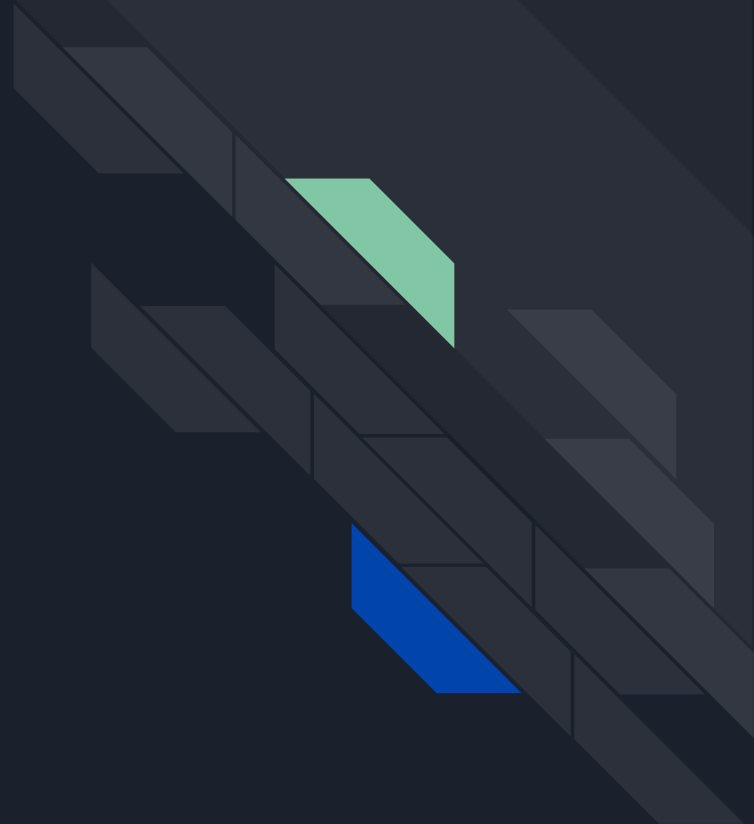
INTER



THE MOST POPULAR SOCIAL MEDIA ACCOUNT IN OMAN



Instagram





Regularity in content:

Regularly publish your content and if you are busy there are programs to help you publish and schedule your content on social networks.



Hootsuite



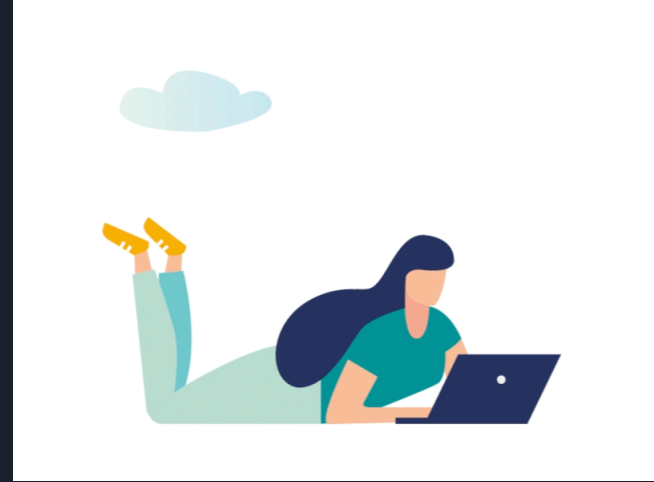
iconosquare



Buffer

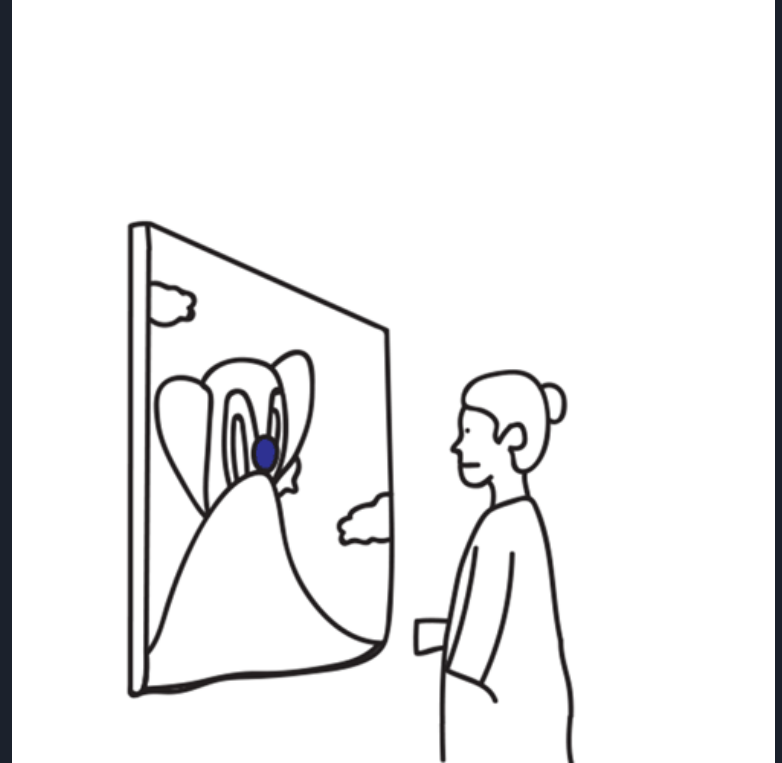
Who's you?

- Stay away from nicknames and write your real name and about you, and also write ways to communicate with you and write interesting Bio.



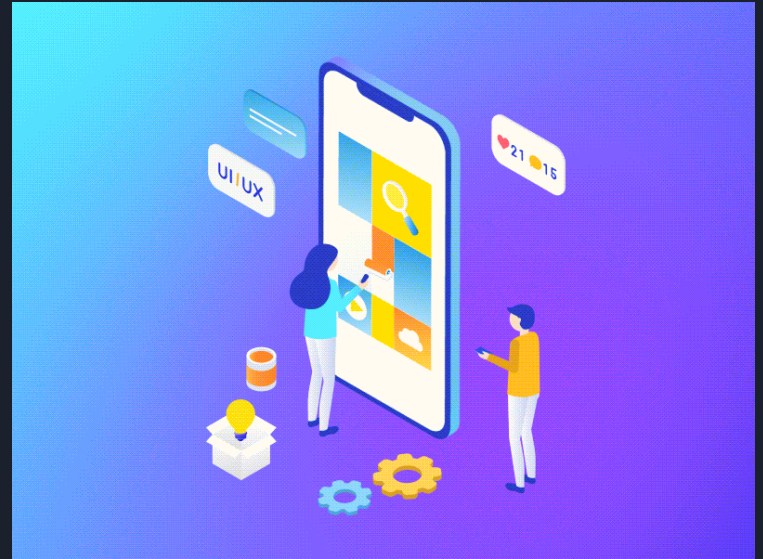
Exterior

- The last 9 images in your profile give only the first impression of the new follower, the use of style Maine or specific theme and do not delete your photos, but archive them.



Specialize in content

- Interested in technology? A food photographer? Interested in games and new? The more you specialize, the more you follow



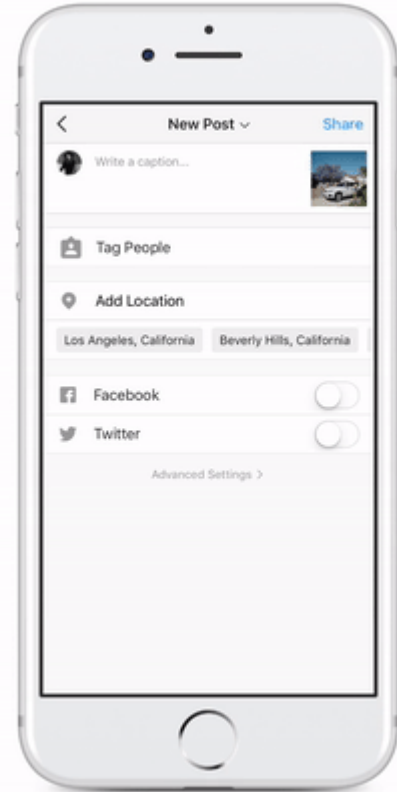
Use Hashtags

- Using the hashtag increases the interaction rate by 12% and increases the chance of trading and republishing from interested accounts.



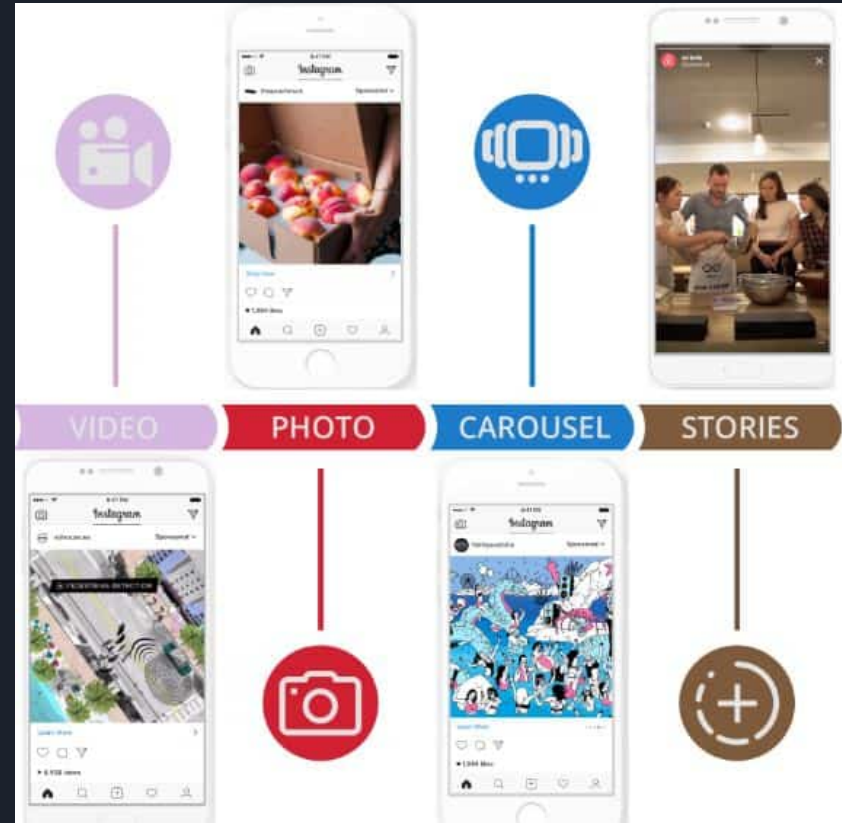
Type The Details

- Where and when I took the picture? and what is the reason for it? and where and why I used to put TAG and Location? Briefly write your story!!



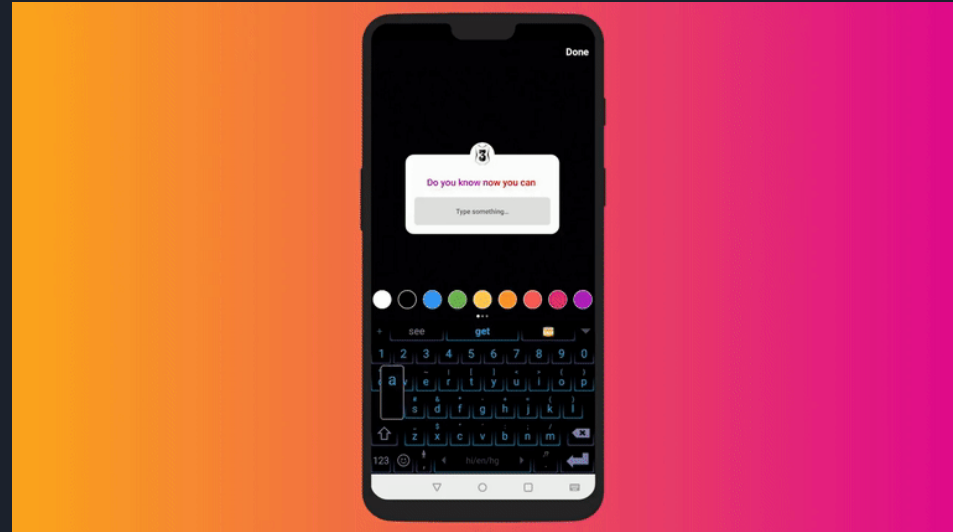
Variety Your Content

- Post a photo. Share a story (multiple images). Backstage your work. Post an image vertical and horizontal.



Variety Your Content in Story

- Ask.
- Teaser Story.
- Save the Highlight.
- Quiz.
- Use the Mention.
- Do competitions in the store.



Do Not Be Shy!!

- Ask your followers to interact with your photos and activate notifications to receive all new from you.

a ghost thinks you're cute.



CHIBIRD

CHIBIRD

Ten Things You Don't Do

- Do not buy likes.
- Do not buy followers.
- Don't ask anyone to publish about your account.
- Do not block anyone.
- Don't unfollow.
- Do not criticize in public
- Answer all private messages.
- Don't take off your account
- Do not become a sheep with others
- Do not delete comments



Thank you!

Aseel Al Balushi

