

P e r f e c t i n g
the Art of

social media

Best-Kept
Secrets of Doha's
Social Media Experts

Doha**Creatives** Community asked some of Doha's social media gurus to exclusively share the one piece of advice they would give to social media enthusiasts.

So grab yourself a Karak, make yourself comfortable, and join us as we dive head first into a fountain of Social Media knowledge.



01

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Ahmed Hussam Azmy

Managing Director, Afqar Studio | Hootsuite EMEA Ambassador | Social Media Consultant and Trainer
Afqar Studio

Always remember that Social Media is a Human to Human (H2H) interaction. Forget about Business to Consumer (B2C) or Business to Business (B2B) interaction, it's all about H2H! Be authentic, have a transparent attitude and a genuine tone of voice.





Don't over-market your content! Rather than promoting your brand and advertising it yourself, it's always best to focus on earned media attention whereby your fans and followers speak positively of your brand.

Content is king! Without creative, entertaining, and relevant content your social media platforms will lose traction no matter how hard you try to promote your brand.

02



Alaa Tarawneh
Senior Marketing Communications Executive
Abdullah Abdulghani & Bros. Co. - Lexus


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Measure... measure... and measure... Don't neglect your KPIs (Key Performance Indicators)!

Measure is the word that brands and agencies must always remember. Measure what your business competitors are doing on their social media while considering your common objectives in order to achieve a physical or non-physical ROI (Return on Investment). Many brands and agencies have not set KPIs to measure their activities, such as social media posts or campaigns...

Having an objective is only successful when you know what to measure and where to go from there.

03

Ana Sena 



Ana Sena
Cultural Manager / Communication Manager
Freelancer

Adapt your content to the platform. Each social network has a different way of working their followers and engaging them. Create good genuine content relevant and exclusive to the platform of choice, don't try to trick your audience into buying what you're selling.

To do that, you can use these 3 simple rules:

- 1- Find out why people would care to follow you
- 2 - Draft content relevant to your target audience and the platform you're using
- 3- Promote and measure the impact of your content

04



Andrew Clark
Social Media Manager
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Read First, Then Write: According to my experience in Doha, working with various clients, I have learned that following local news, and gaining some knowledge about cultural traditions and how your client fits into a wider social narrative goes a long way into figuring out whether your content is going to work or not. I would advise you to make time to squeeze in some outside reading, it will definitely pay off.

05



Bayram Bardi
Digital Content Manager
The Cultural Village Foundation - Katara



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Each social media channel has its own privileges and specifications. In this regard, it is highly advised to avoid using standardised social media messages across different social media channels. The best approach would be to resort to tailor-made messages that suit the nature of every channel in question.

As a result, your key messages will be well-promoted and communicated effectively to your target audience.



06

Engy Zakaria 
Engi Zakaria 

Engy Zakaria Hamed
Social Media Representative
Vodafone Qatar

I believe that happy employees make happy customers, even through your PC, replying to emails or social media posts and messages. Customers can feel how positive and energetic you are.




My advice would be to always be positive and smile. It's miraculous what a smile can do, it can change the world! People can see and feel your smile even when you are millions of miles away from them.

Believe in yourselves!

07



Fatema Hagag Mustafa
Senior Digital Account Executive
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Don't take things personally on social media, otherwise people will take a screenshot and you will be the most popular twitter # for the week!

Be smart, have a sense of humour, don't take things too seriously, and accept that some jokes won't get all of us laughing.

08



Fawaz Tobaileh
Marketing Manager
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Invest in app developers.

An in-house or a freelance developer can create many tools that could offer better branding and design control, greater audience experience and reach without risking having your page suspended, or even shut down for violating policies. Plus, these Tab sites are great for growing your email marketing list.



And if you're on a tight budget, there are plenty of user friendly apps available online, which can significantly enhance your brand's online presence at minimal to no cost.

Give it a try, it's worth it!

09



Ibrahim Khaled Khairallah
Head Of Social Media Section
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People often ask what the best social media platforms for running their businesses are. However, according to statistics about social media users and their categorisation in terms of geography and demography, this question becomes persistent.

This dilemma can be simply solved three steps:

- 1) Define
- 2) Know
- 3) Proceed

Meaning, define your target audience (nationality, age group, gender), then get acquainted with the favourite social media channels (Facebook, Twitter, or Instagram...), then proceed to interact with them on those channels.

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Karyn Jallad Tohme
Digital Marketing Strategist / Founder
dMark Communications

Karyn Jallad Tohme, MBA 

A Facebook page doesn't replace a website.



Many organisations in Qatar tend to run a Facebook page without having a website. Multinational organisations rely on their global website, and small companies do not have the budget for a full-blown website.

Unfortunately, a Facebook page alone doesn't allow potential clients and fans to find all the information they need. Besides, relying solely on Facebook to connect with your fans puts you at the mercy of their algorithm, which can change drastically unexpectedly. The best way to satisfy local clients' needs is to create a website, even a basic one, and link it to the Facebook page.



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Kevin Donohue
Social Media Consultant
Education Above All

Kevin Donohue MSc 
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Integration, Objectives, Measurement. Creativity and innovation live inside these three. Integrate your social into your organisation and website beyond just the feeds. Make your social media mean something more than “hey look at us!” Own the measurement as much as you can, don’t depend on Facebook or online social media metrics software. All of this leads to the philosophy that needs to be adopted, one of value, not vanity. If you had all of your social media followers in a room, what would you do with them, why and how would you know it was working?



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Mahmoud Aldwairi 

Mahmoud Al Al Dwairi
Digital Director
Grayling

Humanise your brand!

I can't stress enough the importance of making brands more human.

People build relationships with one another, and a brand that comes across as human is a brand that has a higher chance of building long-lasting relationships with its audience.

Humanising can be applied to every aspect of your business, whether it is featuring your employees' stories on social media, customizing your customer support answers to each individual, or even creating real-life memorable experiences which go on to become long lasting stories for both you and your audience.



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@SMvip_ 
Mahmoud Hassan 

Mahmoud Hassan
Social Media Expert
Sports Corner / Adidas

Help your fans to trust your Brand, be true, and never ever promise what you can't deliver.

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Maice Al-Shareef
Social Media Account Manager
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Social media is a world meant to connect people who are geographically far from one another, but not at the expense of disconnecting those who are next to each other. Try to exert a measure of control on your social media activities, don't let them control you.

Stay online and up to date in both the real and virtual worlds.

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Michael Stellwag
Founder & CEO
SilverFox Digital

Michael Stellwag 





Have a very distinct reason for being involved in social media; and making the CEO happy doesn't count. If you can list 3 business contributions social media can create for your brand, then it belongs. So, ask this about all social media properties (including fashionable ones like Snapchat and Periscope).

I've seen brands in Qatar get involved in social media for all the wrong reasons, so my biggest tip is not to spend resources unless you want to use social media to solve a real business objective. Social media really works when you've got a world of purpose for your investment.

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Stop selling on social media!

Social media is about human psychology and sociology, it helps people become more communicative. So, if you want to reach your target audience, stop using social media as a sales channel promoting your products. Instead, send out your key messages to meet your customers' needs, use the layouts they love to see, and make gaining your audience's trust your number one goal, because nothing influences people more than trust. If you succeed, your social media following will turn into a volunteer army of promoters! Be the user whose posts people look up daily because they know they will find the inspiration they seek through you. Be a thought leader in your business.

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The biggest problem a content developer faces is the constant need to provide creative content. The question is, where will we constantly find such content? The answer is “newsjacking” that is the art and science of injecting your ideas into a breaking news story so you and your ideas get noticed. Newsjacking generates sales leads and adds new customers. For free! Newsjacking is a great way to grow your business. Faster than ever!

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Mohamed Osman
Digital & Social Media Senior Lead
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- Who you are targeting and why?

In social media, it's important to know who you are targeting and why. This will ultimately guide you to the best platform to use. So, don't squander your resources until you set a plan.

- Use high quality images

People process visual effects 60,000 times faster than text. So use engaging high-quality images to attract your target audience and support your brand voice and online identity.

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Creating constant, fresh, and locally relevant content that tells stories from multiple perspectives, as well as communicating these stories through the right platforms at the right time, is vital to winning big on the digital scene in Qatar.



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Mohammed Muzamil Sadiq
Analytic Practitioner - Ecommerce
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- Aim higher, reaching 1 billion users on social media is not a big deal
- Keep uptrend
- Involve and excite
- Build real relationships. Offline social events will engage a long-lasting brand influence
- Keep the audience waiting for more
- Don't ignore the ignorant(non-mobile savvy user)

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Mohammed Osman Ahmed
Senior Social Media Specialist
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In 2015 digital marketing has changed drastically, with influencer marketing becoming mainstream. Influencers are also using multiple platforms, expanding their reach exponentially. Instagram and Snapchat, which are more visual mediums in comparison to Twitter, are dominating use by influencers in the GCC.

Relevance, in my opinion, is the most important factor when investing in influencer marketing. My advice to anyone spending on influencer marketing is to be smart in your approach and think about quality over quantity. It's always harder to retain a following that has no real interest in what you share.

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Osama Alsaady
Social Media Specialist
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Target audience is the keyword! Know your crowd, know your audience, and fulfil their needs to achieve the greatest marketing outcomes.

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Digital Marketing Expert
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Don't just sell on social media, engage! Fans visit your page or look forward to your content only if it is engaging. If the only content on the page is sales information, then fans wouldn't be interested in following your page. Create and share engaging content. However, it is OK to drop in sales promotions every once in a while.

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Shereen Al Ameer
Digital Content Consultant

Shereen Al Ameer 

Know your audience, be responsive, and engage them in positive discussions about your brand.

Don't post irrelevant content just to increase traffic on the platform you're using. This would negatively impact the reputation of your brand. Let your content speak for itself about how professional you are.

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Stephan Abi Khattar
Account Director
Havas Worldwide Doha

@Social_miser 
Stephan Abi Khattar 

Less Global Hashtags!



It is true that a global hashtag (such as #food) may drive more engagement or increase your following than a local or specific hashtag (such as #qatarfood), but not from your target audience.

When using global hashtags, you are more likely to receive likes and followers from people outside of Qatar, which means that you will never be able to convert them to customers. Therefore, if your marketing objective is to gain more visibility for your brand among your local audience, then make sure you use more specific hashtags to ensure higher engagement with your audience of choice.

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Yacine Hichri
Media Specialist
Milaha (Qatar Navigation)

Yacine Hichri 
Yacine Hichri 

LinkedIn is a great platform for businesses seeking to reach a large audience of professionals. Most of LinkedIn's profiles are authentic and the platform has, so far, been less prone to spamming and malware than Facebook or Twitter.

In Qatar, LinkedIn users currently amount to around 500,000; but they're steadily increasing. If you haven't yet launched a LinkedIn page for your business, then you are missing on a large pool of potential clients and partners.

To all the Gurus who participated in this initiative, we couldn't have done this without you.

Thank you



To everyone who volunteered their time and talent to make this project possible;

Thank you

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Alex Langston

Be a part of Doha's
creative movement and
unleash your creativity.

Join Doha**Creatives**
Community on its quest to
illuminate and motivate!

    Doha**Creatives**