Social Media Content Strategy & Visual Language

الـتـمـيـمـي و مـشـاركـوه
AL TAMIMI & CO.

CREATE MEDIA

Content Strategy

CREATE MEDIA

Content Pillars

COMMUNITY

EDUCATION

THOUGHT LEADERSHIP

AL TAMIMI
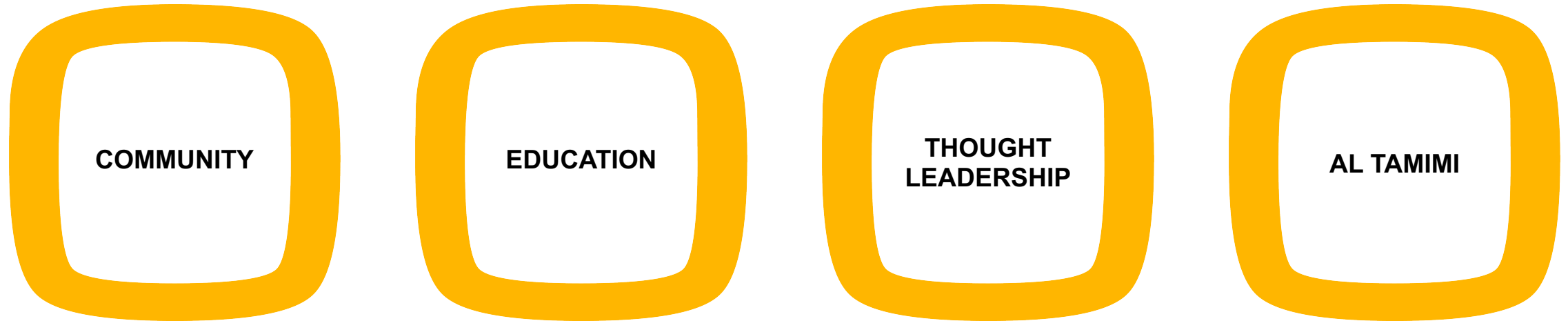
CREATE MEDIA

Facebook

CREATE MEDIA

Facebook

Encourage the legal community on Facebook to join the discussion through sharing insightful and engagement content.

Primary Audience

- General Public
- Clients

Secondary Audience

- Students
- Potential employees

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Community

> **Expert Talks**

Creating a series of content with key lawyers in different departments giving key insights from their department. For example; key updates from arbitration or real estate sector. This type of content will only work with a certain type of audience that is interested in videos like this, such as people from the legal community and clients. This would also be targeted to a specific audience to opitimise maximum engagement.

> **Event Pages**

Create different event pages for big events while targeting the right audience. This will create the right community for the platform.

> **Humans of Al Tamimi**

We want to publish static imagery of people that have had different experiences with Al Tamimi, their story/case.

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Education

> **Trending News**

Facebook has recently noted that users are mainly using this platform to be informed of latest and trending news and having a discussion about this. Therefore, we want to post this type of content regularly onto this platform. We also recommend sharing different pieces of content from the website, to drive more traffic.

> **General Knowledge/Did you Know?**

We want to create content that the will not only interest the audience but educate them on this platform. Therefore, we want to create engaging and dynamic animations on certain topics that is relevant to this audience.

> **Dictionary**

Teaching the audience about different jargon of words used in the law community, that people have wondered what it meant. This would be displayed as a simple and clean carousel post and looked at as word of the week.

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Thought Leadership

> **Expert Talks**

As Facebook is the perfect content for long form video, this type of content is relevant for the platform. Targeting the right audience will also optimize engagement.

> **Law Updates**

As the primary audience for Facebook is general public, we want to keep the law updates as a monthly post and consolidate key updates into one post, this will be in the form of video for a better engagement.

Instagram

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Instagram

A storytelling and educating platform that adds value to the community in a social friendly manner.

Primary Audience

- General public
- Students
- Potential employees

Secondary Audience

- Clients

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Community

> **Q&A with Al Tamimi Lawyers**

Creating a series of content questioning different lawyers in a friendly manner, it is important to note that these will not be corporate videos as they live on Instagram and will be for the general public, therefore they will need to understand and interested in this type of content. These can be executed as IGTV videos or they can also be live content on stories where we encourage people to ask what they want, making content more interactive.

> **Humans of Al Tamimi**

This type of content will emotive on Instagram in a simplistic but effective way. We want to publish static imagery of people that have had different experiences with Al Tamimi, their story/case.

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Education

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We want to create content that the will not only interest the audience but educate them on this platform. Therefore, we want to create engaging and dynamic animations on certain topics that is relevant to this audience.

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> **Trending News**

As our aim is to educate and give insight to our audience we want people to refer to our page for the latest and trending news.

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Thought Leadership

> **Expert Talks**

This type of content is more for a certain type of audience that is interested in this content. However, for Instagram we can make the topics more general such as key lawyers giving further information on tax or the real estate sector which the audience can relate to.

> **Law Updates**

As this platform is focused on visual more than text, we recommend to not post every law update and have a monthly post where we highlight the key updates in one video. We then can create different stories on certain law updates, where we can drive the users to the article by swiping up.

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Al Tamimi

> **Key Learnings from Events**

Instead of publishing images from events, we want to make this content more insightful. Therefore, posting points to take from events that our Instagram audience will be interested in, this would be executed either as a static or carousel post.

Twitter

Twitter

In a constant and evolving market where the legal world is consistently changing, we want to position Al Tamimi as the account that people follow to keep updated with the latest news.

Primary Audience

- Clients
- Students
- Potential employees

Secondary Audience

- General public

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Community

> **Twitter Polls**

As Twitter is a conversational platform we want to use the different functionalities that the platform has to offer and creating that conversation – using Twitter polls on trending news will encourage people to engage with the platform more.

> **Humans of Al Tamimi**

This type of content can easily trend on Twitter where we have a brief snippet of people's stories and we can re-direct them to another platform (Instagram).

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Education

> Trending News

We want to be the leaders in spreading the news to our community, therefore re-purposing the 'trending news' content from Instagram onto Twitter but only news that is relatable to the general public. Not only do we want to use our own content but it is very effective to re-purpose other accounts content, to position ourselves into their conversation.

> General News

Similar to the above, we want to be on up to date with the latest news. Therefore, by following the relevant accounts we want to re-tweet news that is relatable to Al Tamimi. For example; Middle East, Innovation, global law changes.

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Thought Leadership

> **Law Updates**

For this particular platform, we will be posting the important law updates more frequently on Twitter using the similar template we have been using so it is similar and consistent.

> **Webinars**

Posting webinars to ensure that people are up to date with the latest webinars Al Tamimi has to offer. We will do this is in a simplistic way with a quick summary on what the webinar is about.

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Al Tamimi

> **Key Learnings from Events**

Similar to Instagram, we will post key learnings from different events that Al Tamimi has hosted and to inform the audience in a social friendly manner.

> **Client Alerts**

As one of our key audiences is clients, we want to ensure that they are aware we are posting about them. Therefore, we will be posting key alerts that are important to share but also relevant.

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LinkedIn

LinkedIn

To position Al Tamimi as a thought leadership channel on LinkedIn, this platform will also be the main hub for recruitment.

Primary Audience

- Clients
- Potential employees

Secondary Audience

- General public
- Students

Community

> **Expert Talks**

Creating a series of content with key lawyers in different departments giving key insights from their department. For example; key updates from arbitration or real estate sector. As LinkedIn is focused primarily on a specific type of content that will be more technical, this is the more relevant type of content for this is platform.

> **Sharing Articles**

LinkedIn has its own community, where they get the latest news and relevant information on this platform. We want to share different articles that is relevant to Al Tamimi but also to our audience.

Thought Leadership

> Need to Know

Creating content that is catered to LinkedIn, as potential employees is part of our primary audience. We want to create specific content. For example: What you need to know when moving to Dubai? This makes the content more relatable but also informative for LinkedIn.

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Al Tamimi

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> **CSR/Achievements**

Post key updates from Al Tamimi CSR program and highlight key achievements.
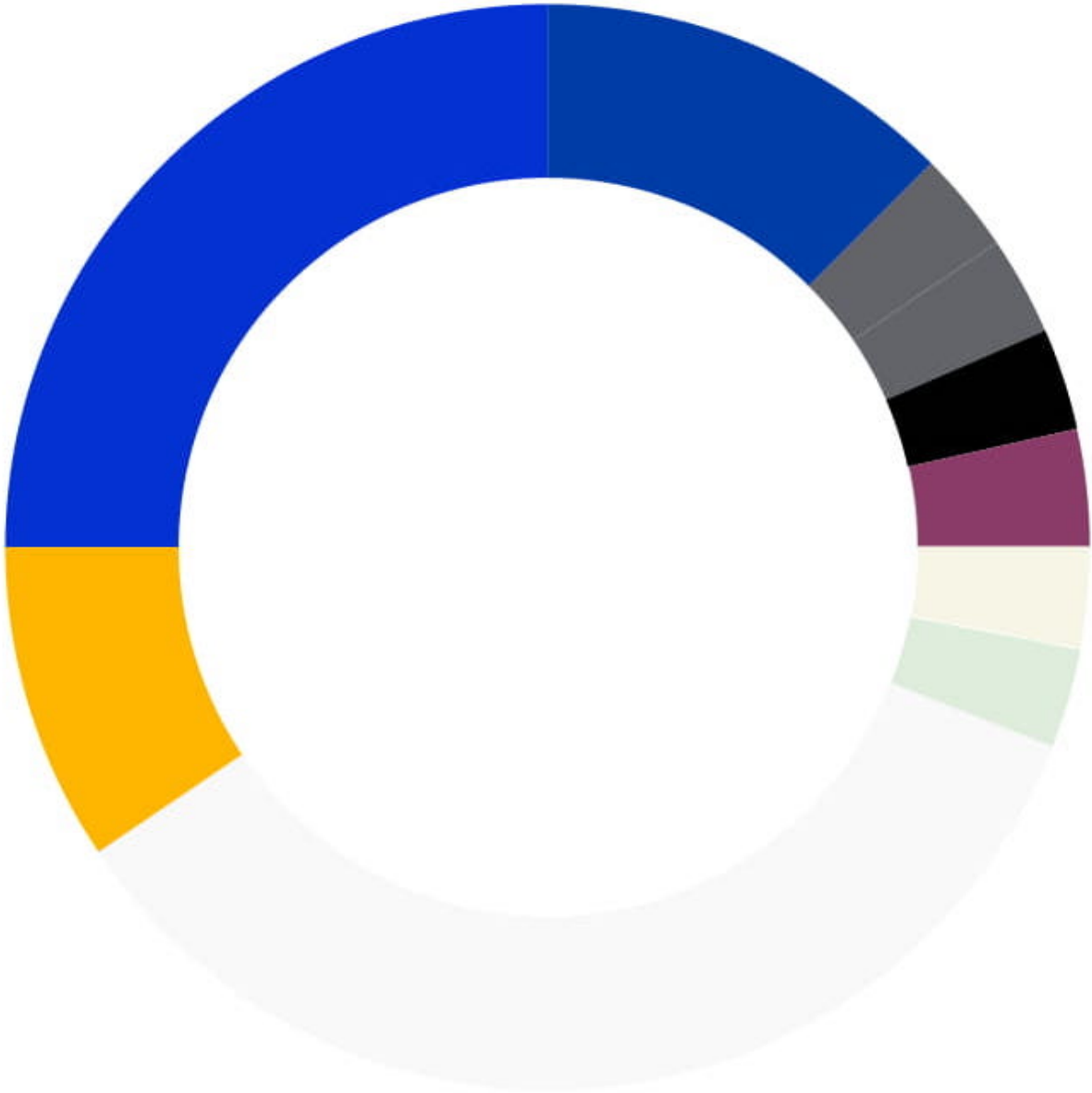
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Visual Guidelines

Colour - Distribution

The new colour palette retains some of the existing Al Tamimi & co colours, specifically the blue.

We have also added a rich and vibrant blue to add warmth and modernity. A shot of volcano red to incorporate a feeling of passion and warmth.

Typography - Typefaces

Simple, minimal, modern, highly readable and consistent. The new corporate typefaces are available in both english in Arabic styles for consistency.

Hello. I'm Loew Next Arabic.

Simple, minimal, modern and highly readable

Headline copy
Regular & **Black**

Body copy
Thin, Regular & **Bold**

ABCDEFGHIJKLMnopqrstuvwxyz
01234567890!@#$%^&*()_+

ABCDEFGHIJKLMnopqrstuvwxyz
01234567890!@#$%^&*()_+

**ABCDEFGHIJKLMnopqrstuvwxyz
01234567890!@#$%^&*()_+**

ش س ز ر ذ د خ ح ج ث ت ب ا
ي و ه ن م ل ك ق ف غ ع ظ ط ض
+()@&^%$#@01234567890

ش س ز ر ذ د خ ح ج ث ت ب ا
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**ش س ز ر ذ د خ ح ج ث ت ب ا
ي و ه ن م ل ك ق ف غ ع ظ ط ض
+()@&^%$#@01234567890**

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Photography - Style

Our style allows for a mix of black & white and colour photography.

The sale has more lifestyle edge with warm and engaging candid shots that feel humble and positive on the subject matter.

The graphic elements used Graphic elements set out from the Tamimi logo and iconography can also be used to interact with the subject to either frame, mask or to add a point of interest.

Illustration - Styles

Style B - Linear

The linear style is connected and depicts situations via taking the viewer on a journey. When using this style the scene should have a sense of flow.

If animated the illustrations could build sense and further take the consumer on a journey.

Iconography - Style

Our iconography is also twofold, it should convey a sense of movement. The outline weight should be consistent throughout.

They fit into two categories

1. Abstract - Due to the nature, these would be with a text description to explain the key function.

2. Visual - For when something requires a universal pictograph.
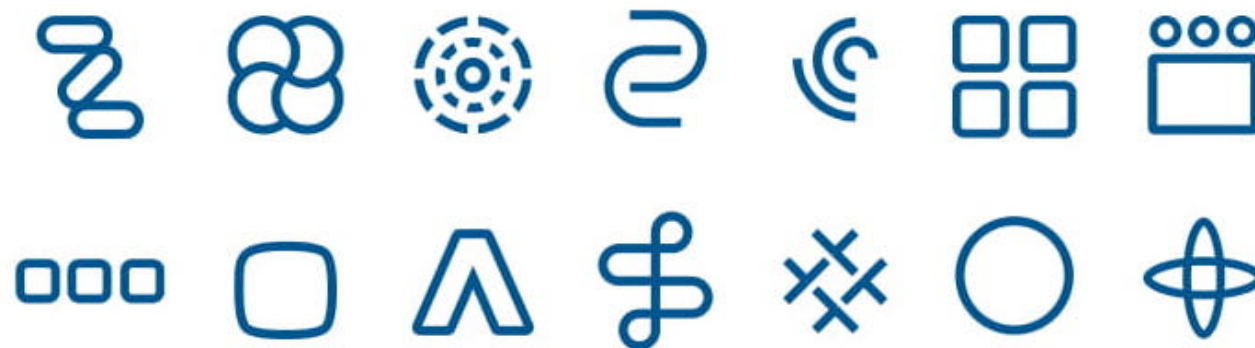
Abstract

Visual

Patterns - Build up

To build on a graphic language we
have developed are range of
patterns, each unique to Al Tamimi
& co, as they are constructed from
our identity.

1. Shape identification

2. Extraction.

3. Randomised or repeating pattern generated

Patterns - Examples

The patterns are all shown static, but would also look and feel great animated where possible.
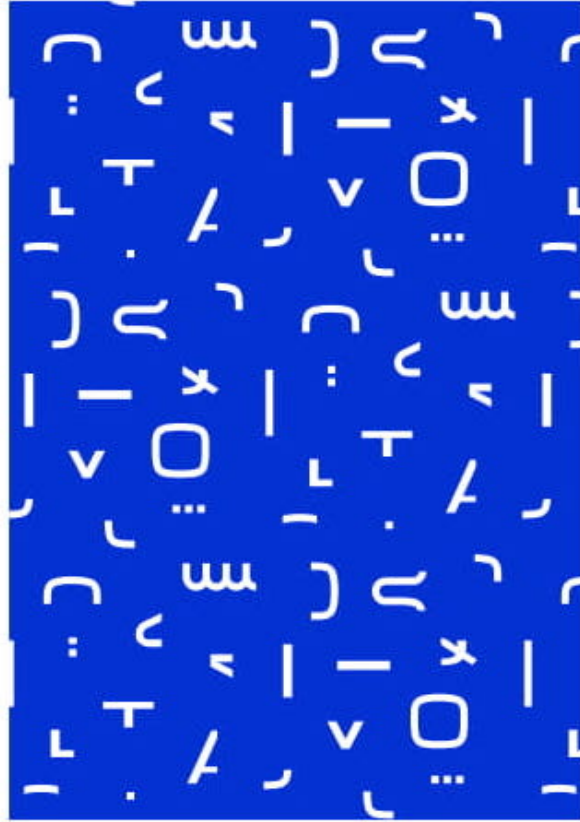
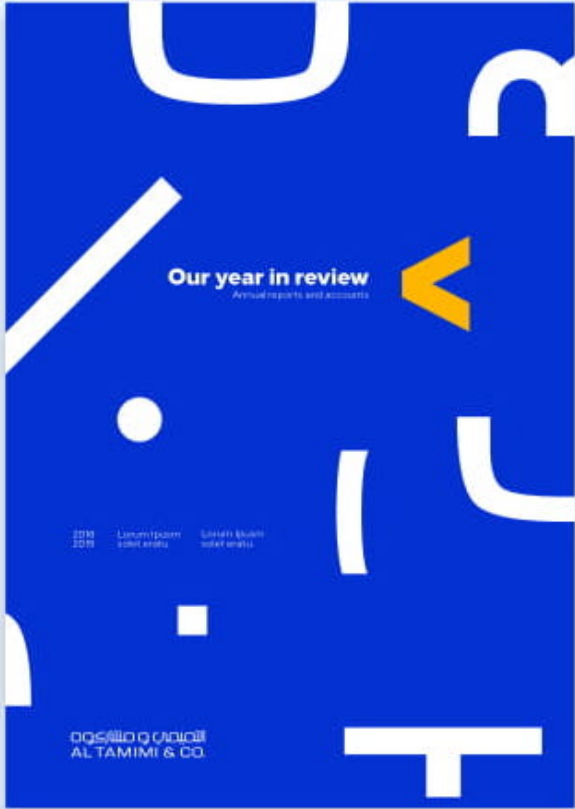The core pattern is infinitely repeating and can expand to any size media.
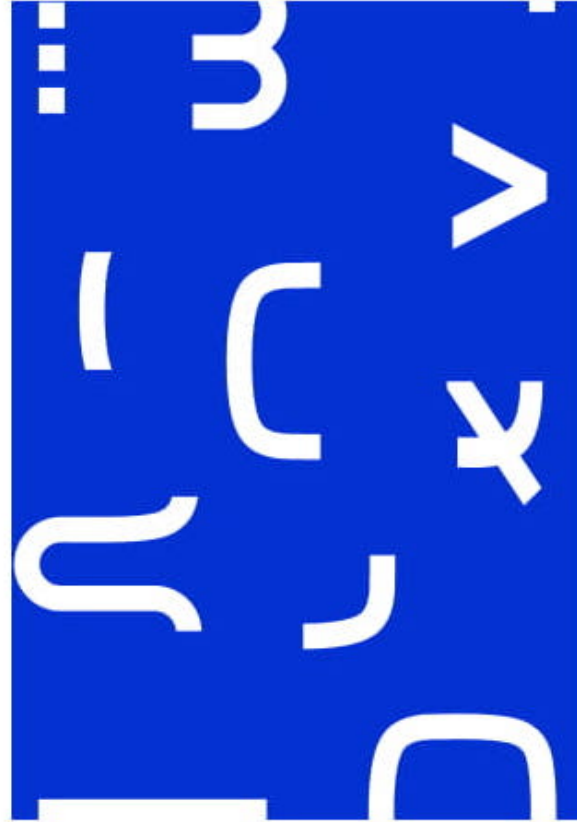
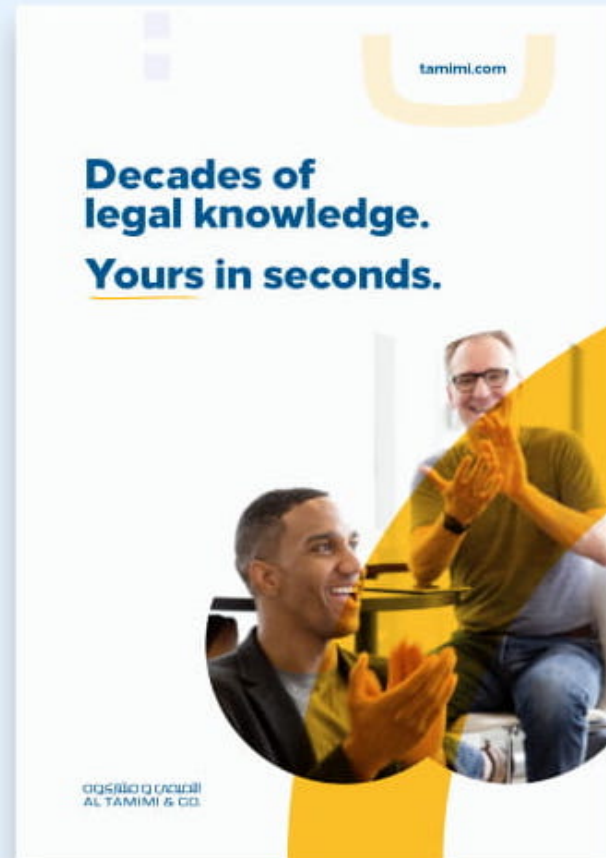By playing with scale and crops areas of intrigue can be created to fit any application.
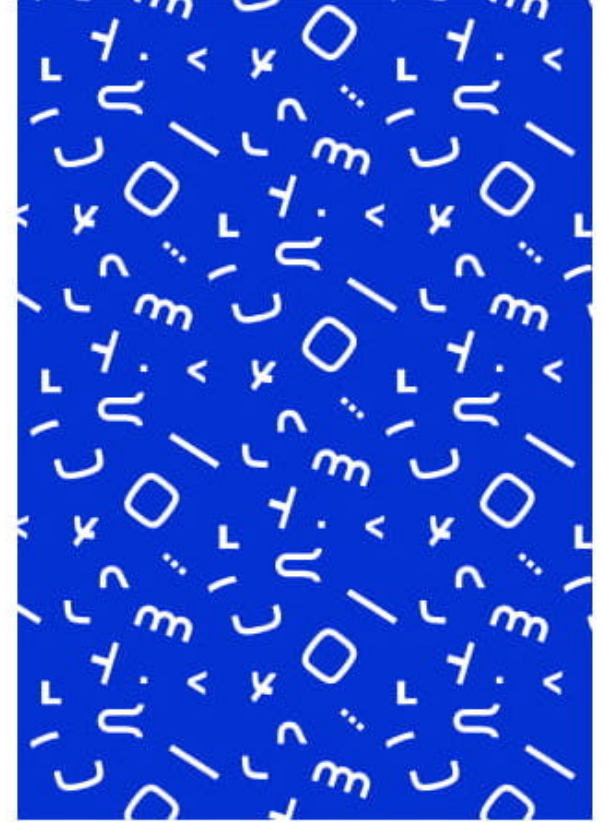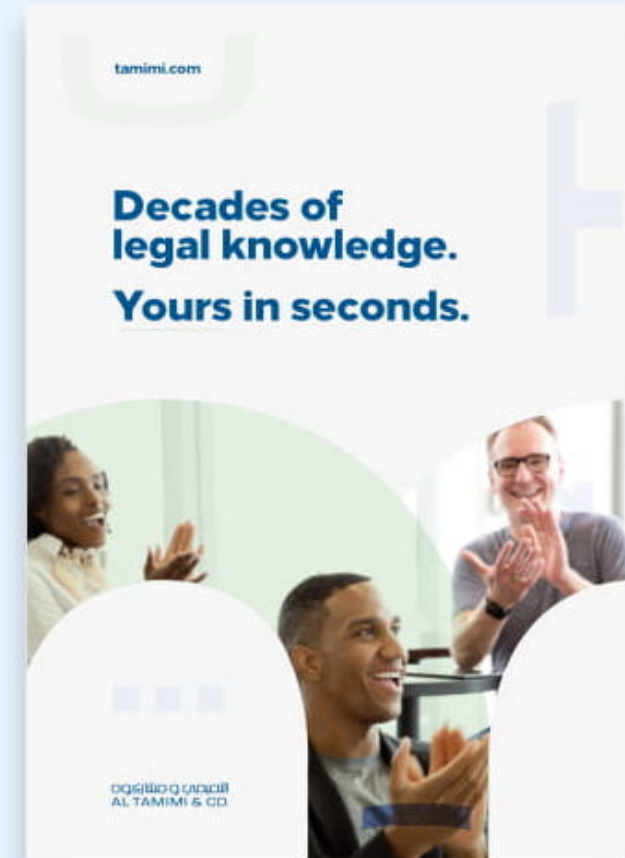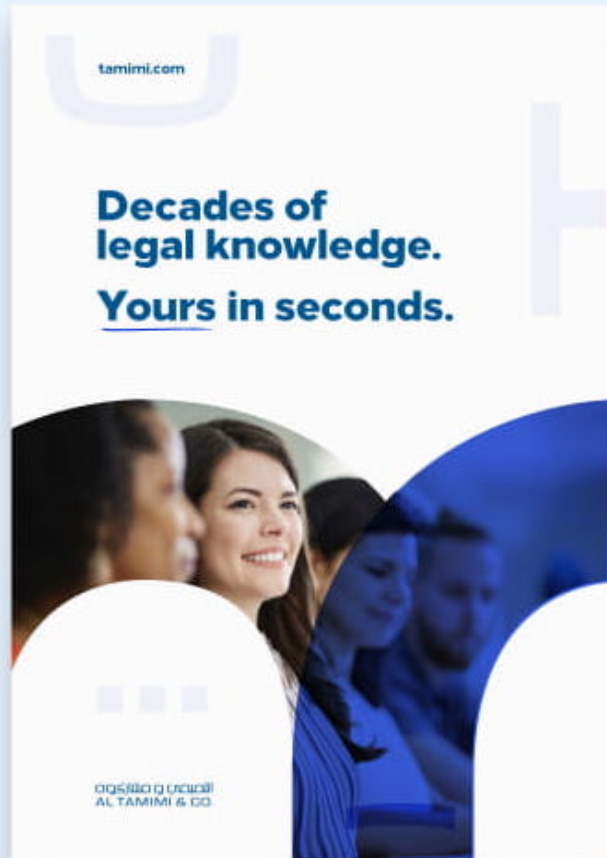

A more playful version has also been created that can be used for non corporate facing communication.
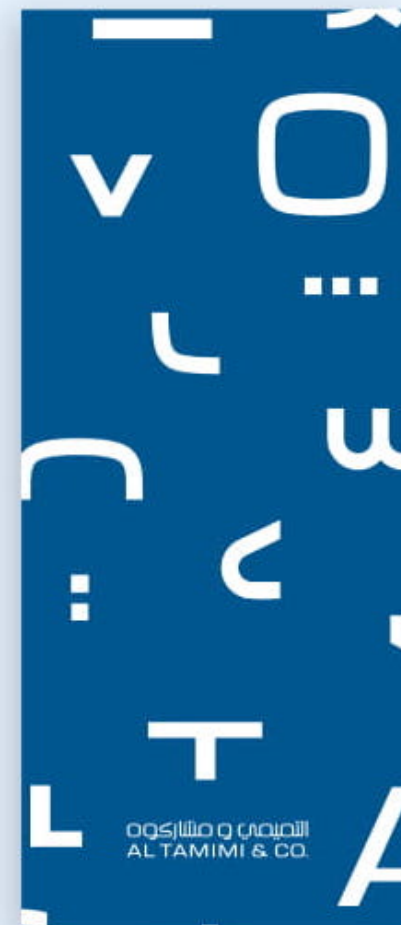
Application - Brochure Cover & Spread

Application - Magazine Ads

Application - Pull Up Banners

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Application - Pull Up Banners

Application - Promotional bag
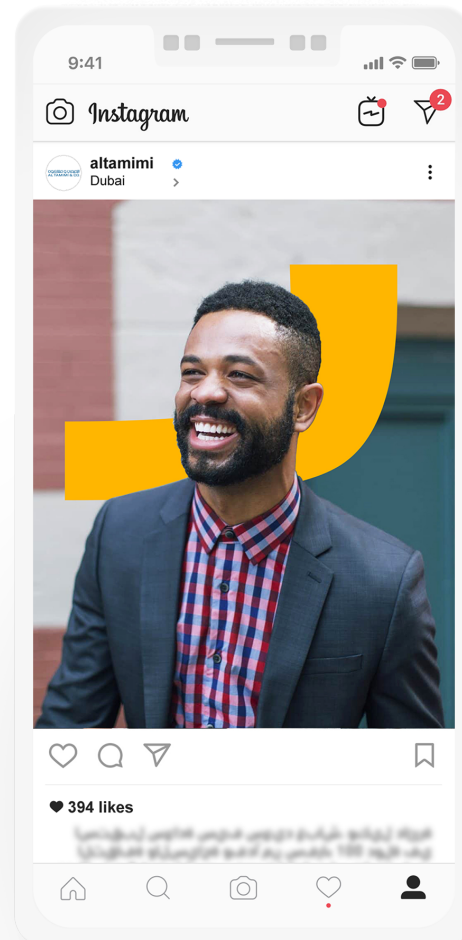
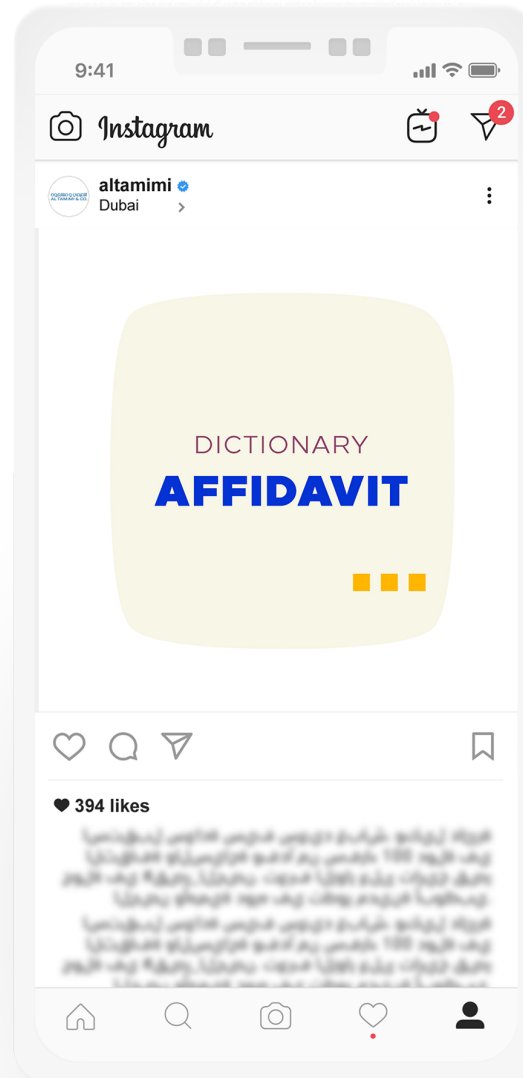**Application -** Promotional Tote bag

Q&A
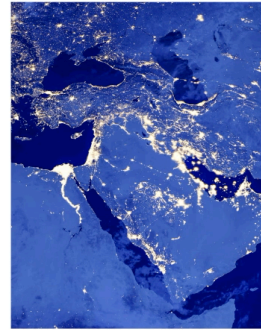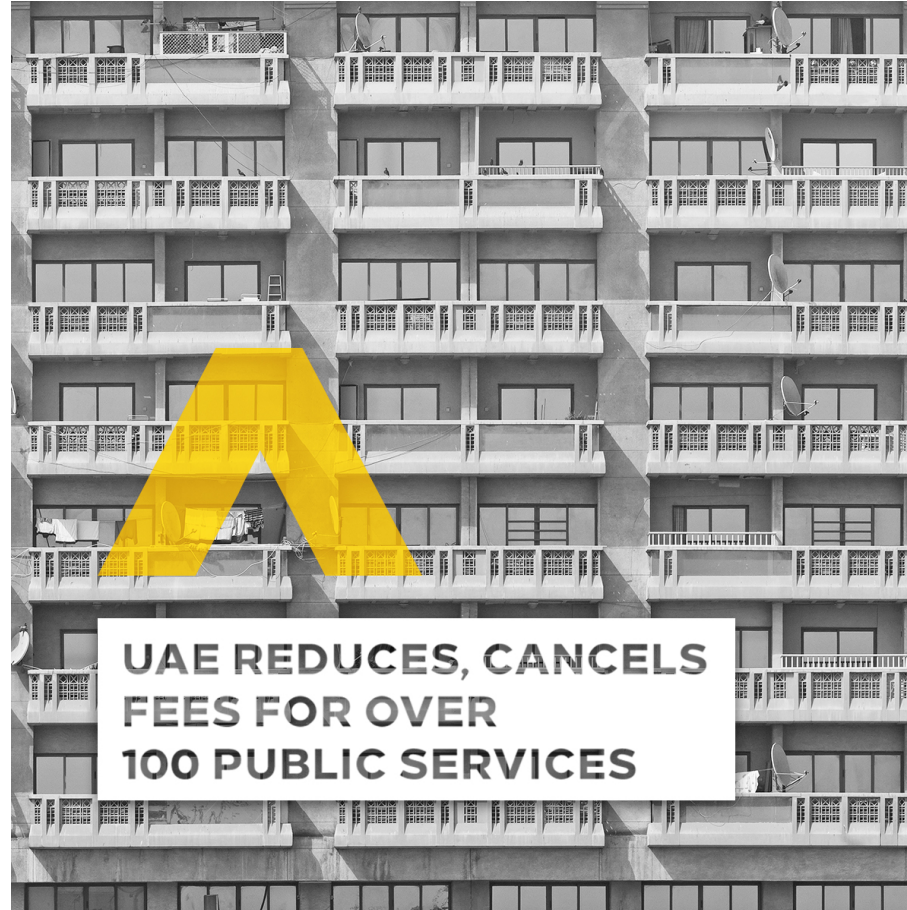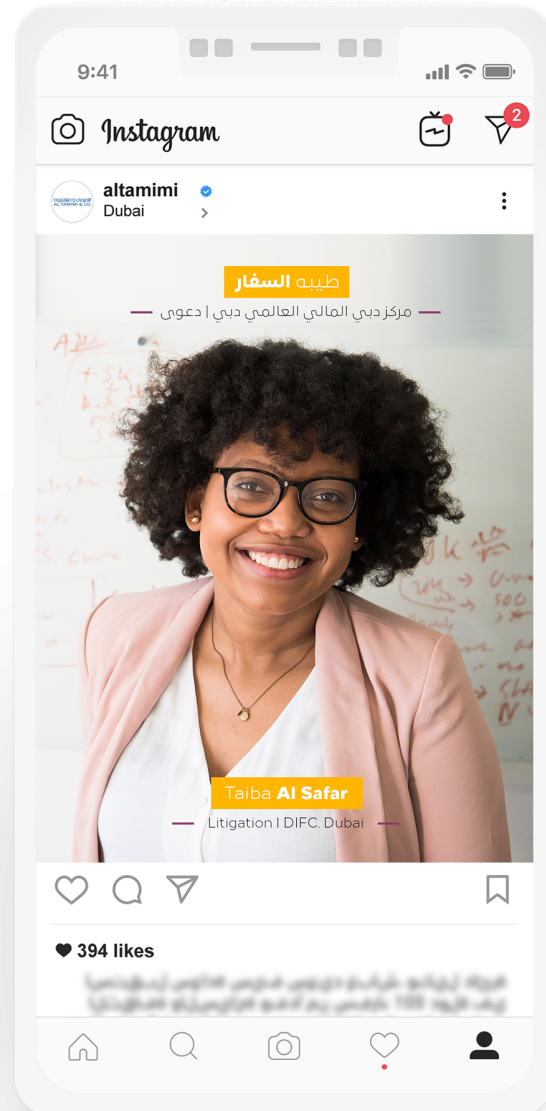
Humans of Al Tamimi

Did you know?

Did you know?

DICTIONARY

AFFIDAVIT

A document containing information the person swears to be true.
Usually sworn to in the presence of a Notary Public.

altamimi
Dubai

394 likes

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Trending News

UAE REDUCES, CANCELS FEES FOR OVER 100 PUBLIC SERVICES

Expert Talks

*This will be the cover photo

Key Learnings from Events

Client Alerts

CLIENT ALERT

RECENT CHANGES IN ABU DHABI GLOBAL MARKET'S LAWS

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Webinars

WEBINAR

**NEW DIFC EMPLOYMENT LAW
LEGAL AND HR IMPLICATIONS**

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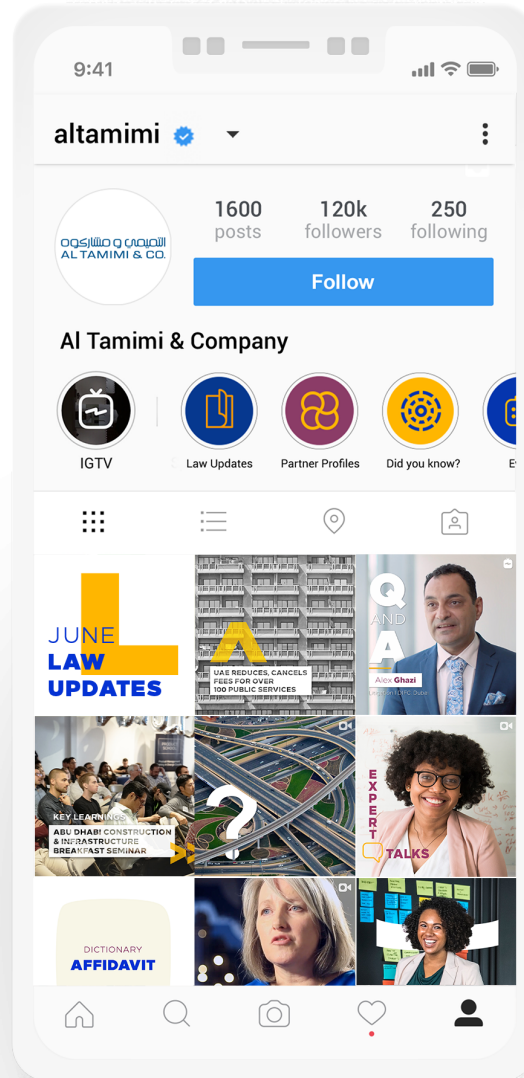
Instagram Preview

Video Content

We have a number of lawyers who have **clinical expertise**.

لدينا عدد من المحامين الذين لديهم **خبرة سريرية**
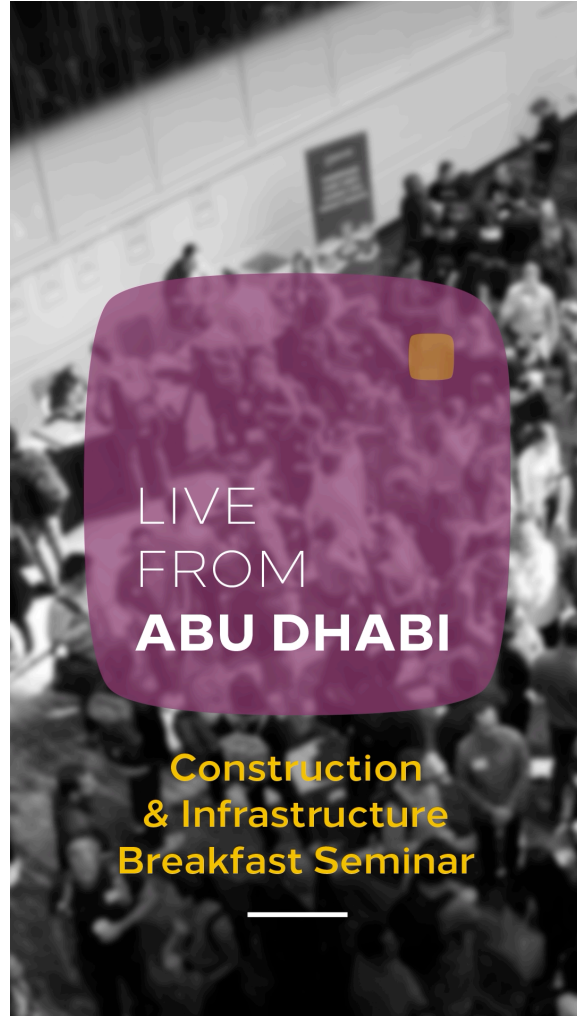
Subtitles in the brand font, with key words and phrases highlighted for emphasis**.**

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Content Dividers

LIVE FROM
ABU DHABI

Construction
& Infrastructure
Breakfast Seminar

CREATE MEDIA

Content Dividers

Logo Animation

THANK YOU

CREATE MEDIA