**Boca’s Personality:**

We are laidback, fun casual and passionate about what we do. We see our consumers as peers, they are our friends and we relate to them in this fashion. We care about what is going on in their lives. Tell us about your long day, what’s the stock market saying? What’s new in the media scene? We are aware and we care. As a homegrown brand Dubai is an indelible part of our DNA, and we reflect this in our personality and the diversity of our team.

BOCA is never pretentious or imposing, we assume that people enjoy the good things of life and we encourage them to experiment through us.

Simplicity is our watchword.

**Social Media Goals:**

1. To promote BOCA
2. To share the BOCA personality
3. To narrate the BOCA story (Staff, Concept etc)
4. To promote unique BOCA products
5. To highlight the BOCA community

**Sharing System (4:1)**

The basic type of updates we use include the following:

1. Links
2. Images
3. Quotes
4. Updates
5. Reshares

4:1 sharing strategy. BOCA’s staple is imagery on all platforms. For every 4 staples, we publish one variety i.e. 4 images and 1 quote.

**Ideal posting schedule:**

* Facebook: 5- 10 x a week
* Twitter: 5x + a day
* Instagram: 2x + a day

**Ideal posting time:**

* Facebook: 1- 4pm
* Twitter: 1-3pm | 7- 10pm
* Instagram: 5-6 pm

**Content Strategy**

**Twitter:**  It is very popular among media personalities (editors, bloggers) posts should be targeted to them. It needs to be efficient and regularly updated.

* Identify key profiles to follow on the platform (ongoing)
* Post 1- 8 times a day
* Reply tweets in real time
* Automated response/direct messages to new followers (Buffer)
* Refer people to BOCA.ae daily
* Develop lists for Market lunch & Wine Cellar Monday Night
* Retweet relevant information
* Share photos
* Encourage the #BOCAdubai hashtag
* Expand community

**Facebook:** This is useful for real-time updates and interactions, with the added advantage of longer posts and add-ons like event pages, groups, and applications. It is strategic for all BOCA events.

* Share relevant articles
* Post 3 times a week
* Share photos of daily market lunch & menu
* Highlight Market Lunch & Monday event
* Encourage people to like/share page posts (Call to action)
* Tag like minded organizations
* Boost post (Advertisement?)

**Instagram:** This is our most successful online platform till date. We need to maintain our engagement rate and build follower base.

* Daily posts
* Repost
* Comment
* Like all photos we are tagged in
* Reply all comments
* Engage with Key influencers

**Zomato**

* We need to reply all comments cautiously in real time
* Update Market Launch menu

**Trip Advisor:**

* We need to reply all comments cautiously in real time

**Evaluation: Weekly Progress Tracking**

**Tools**

* Buffer App: a reporting tool, gives a breakdown of how each post performed in the important areas of views, clicks, shares, likes, and comments.
* Mention App: Sends you an alert every time you’re mentioned online
* Google Alerts

**Metrics**

* Numbers
* Engagement
* Influence

**Target Communication Audience**

*See Database*

1. High profile bloggers
2. Media Editors
3. PR Agencies
4. Event Companies
5. Guests
   1. From DIFC
   2. In Dubai from outside DIFC
   3. From outside Dubai

**Editorial Calendar Template - Draft**

Includes all information on BOCA projects and relevant dates to help schedule communication.

(I need approval for the template before I draft messages)

|  |  |  |
| --- | --- | --- |
| **Day** | **Media Outlet** | **Message/Template** |
| **Thursday 20th 2015**  *BOCA*   * *Daily Market Lunch* * *Pinxto Hour* * *What’s On Awards*   *Lemonade Day*  *National Chocolate Pecan Day*  *Engagement*  *- New in Dubai News*  *- New in DIFC News* | Facebook   * Lunch Menu   Twitter   * Lunch Menu * Pinxto Hour   Instagram   * Repost clear pic |  |
| **Friday 21st 2015**  *BOCA*   * *Weekend Feast* * *Pinxto Hour* * *What’s On Awards*   *National pecan Torte Day*  *Engagement*  *- New in Dubai News*  *- New in DIFC News* | Facebook  Twitter  Instagram |  |
| **Saturday 22nd 2015**  *BOCA*   * *Weekend Feast* * *Pinxto Hour* * *What’s On Awards*   *National Spumoni Day*  *Eat a Peach Day*  *Engagement*  *- New in Dubai News*  *- New in DIFC News* | Facebook  Twitter  Instagram |  |
| **Sunday 23rd 2015**  *BOCA*   * *Daily Market Lunch* * *Pinxto Hour* * *What’s On Awards*   *National Sponge Cake Day*  *Engagement*  *- New in Dubai News*  *- New in DIFC News* | Facebook  Twitter  Instagram |  |
| **Monday 24th 2015**  *BOCA*   * *Wine Cellar Night* * *Daily Market Lunch* * *Pinxto Hour* * *What’s On Awards*   *National Peach Pie Day*  *National Waffle Day*  *Engagement*  *- New in Dubai News*  *- New in DIFC News* | Facebook  Twitter  Instagram  Zomato  Trip Advisor    Email |  |

**Important Dates**: New Menu, Terrace Opening and Christmas

Daily

* Update all channels