SOCIAL MEDIA STRATEGY 2026

From engineer to designer.

A content strategy built on a story worth telling — in three languages.

STRATEGY	SCRIPTS	POSTING PLAN	CONTENT PILLARS

Brand: Nuux23

Prepared for Hamda

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THE FOUNDATION

What this strategy is built on.

Hamda has something most fashion brands never have: a real story with real tension. Software engineer to fashion designer in Milan. Multiple languages. A mother's question that changed everything. The strategy is built entirely around making that story visible.

THE CORE INSIGHT

Most fashion content shows the product. Hamda's content shows the person behind it. That distinction is the competitive advantage. Audience builds through trust. Trust builds through story. Story is the only thing that cannot be copied.

TARGET AUDIENCE

Who is actually watching.

Primary / 25 to 38, women

Career-driven women navigating identity and self-expression. They relate to the tension between a "sensible" career and a creative soul. They follow people, not brands.

Secondary / Fashion curious, multilingual

European audience across Switzerland, Italy and Germany. Values craftsmanship, intentionality and the story behind what they wear. Responds strongly to behind-the-scenes and process content.

THE BRAND IDEA

One line that holds everything.

THE LINE

Style is intention.

It comes from Hamda's own words, and every post, caption and script should prove it.

TONE OF VOICE

How Hamda sounds.

She sounds like

Calm, precise and honest. Warm and direct. Speaks from experience, not from trend reports. Shows the work, including what went wrong.

She never sounds like

An influencer selling a lifestyle. Loud, trend-chasing or salesy. Polished to the point of feeling fake. Explaining fashion instead of showing it.

CONTENT FRAMEWORK

Five pillars. One consistent voice.

Every post belongs to one of five pillars. This keeps the feed coherent and the audience knowing what to expect without the content ever feeling repetitive.

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01 Origin Story

The narrative arc from engineer to designer. Told in chapters, not all at once. Each post reveals one layer. The mother conversation. The Milan decision. The first sketch.

Examples: "The day I quit my engineering job" / "What my mother asked me" / "Why I moved to Milan"

Post in English. Add German subtitle for Swiss/German reach.

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02 The Process

Behind the scenes of actually making the brand. Sourcing, sketching, pattern-making, fitting. This is what makes fashion feel real to people who have never seen it made.

Examples: "What fashion school actually teaches" / "First time cutting my own pattern" / "Sketch to sample"

Post in English or German. Milan content can be Italian with subtitles.

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03 Style Intelligence

Hamda's point of view on how things are put together. Not trends. Taste. The belief that style is not about money, it is about intention.

Examples: "Three pieces, three ways" / "Why I stopped buying fast fashion" / "What good quality actually looks like"

English primary. Strong shareable format.

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04 Life in Two Cities

The visual contrast and energy of living between Switzerland and Milan. Daily life, markets, fabric stores, coffee, studio. Makes the brand feel anchored in real places.

Examples: "Milan vs Zurich morning routine" / "My favourite fabric market in Milan" / "Working from two cities"

Mix of German and Italian here. English captions. This is the multilingual arc in action.

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05 The Brand Building Process

Transparent, honest content about what it actually takes to build a fashion brand from scratch. This is rare and builds deep loyalty with the audience segment who wants to do something similar.

Examples: "Things I wish I knew before starting" / "What I spent my first 5,000 euros on" / "The mistake I keep making"

English. High save and share rate. Best performing format for long-term growth.

PILLAR MIX

How the feed is balanced.



25%	25%	20%	15%	15%
Origin Story	The Process	Style Intelligence	Two Cities	Brand Building

Rebalance after the Week 4 review: shift 10% towards the pillar with the highest save rate.

POSTING STRATEGY

When to post. Where to post. How often.

Based on Switzerland (CET) and Italy (CET) — same time zone, which simplifies everything. Target audience is active mid-morning and early evening, peaking on weekdays.

Platform	Best days	Best times (CET)	Frequency	Format
Instagram Reels	Tue, Thu, Fri	07:00 to 09:00 18:00 to 20:00	4 to 5 x per week	Vertical video, 15 to 60s
Instagram Feed	Mon, Wed	11:00 to 13:00	2 to 3 x per week	Carousel or single image
Instagram Stories	Daily	08:00 to 09:00 20:00 to 21:00	1 to 3 x daily	Behind scenes, polls, questions
TikTok	Tue, Thu, Sat	06:00 to 08:00 19:00 to 21:00	3 to 4 x per week	Vertical video, 15 to 90s

LANGUAGE SPLIT

English
55%
Primary language for all pillars. Broadest reach. Always caption in English, even on multilingual posts.

German
25%
Swiss and German audience. Use for origin story posts and the "Life in Two Cities" pillar. Strong personal connection.

Italian
15%
Milan content. Fabric markets, fashion school, studio life. Add English subtitles. Creates authenticity for the Italian audience.

Somali
5%
Occasional heritage moments: growing up Swiss-Somali, family, the mother's question. Deepens the origin story and opens a diaspora audience.

CONTENT SYSTEM

One hero video. Five ways to use it.

01 Reel
The hero video. Posted on Instagram first, with the full story in the caption.

02 TikTok cut
Re-edited, not reposted. A faster hook and native on-screen text.

03 Carousel
The key lines of the script as 6 to 8 slides. Built to be saved.

04 Stories
Behind the scenes from the shoot, plus a poll or question.

05 Comments
Reply with a full sentence to every comment in the first hour.

Three scripts × five formats = fifteen pieces of content from three shoots.

ANALYTICS AND METRICS

What to track. What it means.

Analytics are only useful when you know what you are optimising for. At this stage Hamda is building an audience, not converting one. That changes which metrics matter most.

Follower growth rate — Above 3% per month

Raw follower count matters less than how fast it is growing. A consistent upward trend means the content is reaching new people.

Good sign: Steady growth after each post

Watch: Spikes then drops — means content is not retaining

Save rate — Above 5% of reach

Saves are the strongest signal that content is valuable. People save what they want to return to. Style tips, process posts and brand-building content get saved.

Good sign: Style and process content getting saved

Watch: High views, zero saves — surface level content

Watch-through rate (video) — Above 40% average

How many people watch to the end. The hook in the first 2 seconds determines this more than anything else.

Good sign: Story content holding attention past 30 seconds

Watch: Drop-off before 5 seconds — hook needs work

Comments with sentences: Target 1% of reach

Not emoji comments. Actual sentences. This is the metric that shows whether the content is creating genuine connection.

Good sign: People sharing their own story in comments

Watch: Only brand mentions or emoji responses

Reach vs impressions ratio — Ratio above 0.6

High impressions but low reach means the same people are seeing content repeatedly. A healthy ratio means the algorithm is distributing to new people.

Good sign: New account reach growing month on month

Watch: Mostly existing followers, no new reach

EVALUATION SCHEDULE

Week 2: First content check. Are people watching to the end? Which hook performed best? Week 4: Mid-sprint review. Save rate, follower growth, comment quality. Adjust pillar mix if needed. End of sprint: Full debrief. What worked, what to carry forward, recommendations for month two.

SCRIPT 01 OF 3

I quit my engineering job to study fashion in Milan.

PILLAR 01 ORIGIN STORY | IG REELS + TIKTOK | 45 TO 60 SECONDS

THE HOOK (first 2 seconds)

"I had a stable, well-paid job. I quit it. Here is why."

ON CAMERA — DIRECT TO LENS

I studied computer science. I worked as a software engineer for years.
Good salary. Stable career. On paper, everything made sense.

[pause — slight smile]

But I was drawing fashion illustrations in my spare time. Building outfits in my head. Researching designers at 11pm. My mother asked me one day: why did you stop creating the way you used to? And I said, because it will never become reality anyway.

[beat]

She just asked: why?

VOICEOVER OR CONTINUED ON CAMERA

That question broke something open for me. I had the research skills from my tech career. I had savings. I had taste. I had everything I needed. The only thing stopping me was me.

[cut to footage of Milan, street, or studio]

So I enrolled in fashion school in Milan.
And I never looked back.

CLOSING LINE — DIRECT TO LENS

Style has nothing to do with money.
It has everything to do with intention.

[hold — end on face, not on logo]

PRODUCTION NOTES

Film in one location, good natural light, neutral background or meaningful setting. No heavy editing needed — this works on authenticity. Add soft text overlays for key lines: "why?" / "she just asked" / "I never looked back." Caption: the full story written out. First line matches the hook exactly.

LANGUAGE

Film and deliver in English. Add German subtitles as a separate version for Swiss/DE audience. This is the most important video of the three — prioritise quality.

SCRIPT 02 OF 3

What fashion school actually teaches you.

PILLAR 02 THE PROCESS | IG REELS + TIKTOK | 30 TO 45 SECONDS

THE HOOK (first 2 seconds)

"Everyone talks about fashion. Nobody talks about what it actually takes to learn it."

HOOK — ON CAMERA OR VOICEOVER OVER B-ROLL

Most people think fashion is about having good taste.

[cut to hands sketching / cutting fabric / pinning a toile]

It is. But that is maybe 10 percent of it.

VOICEOVER OVER FOOTAGE OF SCHOOL OR STUDIO WORK

What nobody tells you is that knowing what looks good
does not mean you know how to create it.

[cut to close-up: pencil on paper, seam being sewn]

It is like being able to tell whether food tastes good
without knowing how to cook.
Fashion school teaches you to cook.

[footage: draping on mannequin, measuring tape, fabric swatches]

Pattern making. Draping. Construction. The entire value chain.
From concept — to the thing you can actually hold in your hands.

CLOSING — BACK TO CAMERA

I came here because I wanted to understand the whole process.
Not just the final product.

[small smile, direct to lens]

And it changed how I see everything.

PRODUCTION NOTES

Heavy B-roll on this one. Hands, materials, process, school environment. Voice should feel reflective, not fast. Paced like someone who has thought about this. Text overlays: "10 percent" / "knowing how to cook" — these land well as captions. Shoot in Milan environment if possible — adds visual authenticity.

LANGUAGE

English primary with Italian phrases natural to the setting. "Sartoria", "atelier", "tessitura" — do not translate, let the context carry it. Add Italian subtitles on the version posted on Italian-focused channels.

SCRIPT 03 OF 3

Zurich and Milan are two completely different worlds.

PILLAR 04 LIFE IN TWO CITIES IG REELS + TIKTOK 30 TO 40 SECONDS

THE HOOK (first 2 seconds)

"I live between two cities. The contrast never stops surprising me."

SPLIT-SCREEN OR RAPID CUTS BETWEEN CITIES

[cut: Zurich — clean streets, morning coffee, structured]

Zurich is precision. Everything runs on time. The fashion is understated. Quality over statement.

[cut: Milan — colour, noise, movement, energy]

Milan is feeling. Everything is a little louder. The fashion is a conversation.

VOICEOVER — WARM, OBSERVATIONAL TONE

I grew up believing that good style was quiet. Milan is teaching me it can also be bold.

[footage: walking through Brera, fabric market, studio light]

Zurich taught me discipline. Milan is teaching me instinct. Both are in the brand.

CLOSING — DIRECT TO CAMERA OR VOICEOVER

[German line — delivered naturally, not performed]

"Ich lebe zwischen zwei Welten. Und ich glaube, genau das macht meine Arbeit aus."

[English translation appears as subtitle]

"I live between two worlds. And I think that is exactly what defines my work."

PRODUCTION NOTES

This is the multilingual arc video. The German line at the end should feel natural and unannounced — do not introduce it, just say it. The subtitle does the work. Strong on travel footage, b-roll of both cities, day-in-the-life shots. This pillar is highly shareable in Switzerland and Germany — prioritise distribution there.

LANGUAGE

English body, German closing line with English subtitle. Post the Italian-subtitled version for Milan audience. Hashtags: mix of English, German (#SwissDesigner #ZürichMode) and Italian (#MilanStyle #Moda).

EVALUATION AND RECOMMENDATIONS

Built to measure. Built to grow.

These three videos are not just deliverables. They are tests. Each one tests a different variable: origin story resonance, process credibility and multilingual reach. The analytics from these three posts will tell us exactly where to double down in month two.

WHAT HAPPENS AFTER THE SPRINT

End of sprint: full analytics review across all three videos. We look at which pillar drove the most saves, which hook held the most watch-through, and which language version performed best in each market. Recommendations for month two are delivered as a written brief. That brief becomes the foundation of the retainer scope if we continue.

ONE THING TO DO BEFORE WE FILM

Write down five more stories from your journey. Not the polished ones — the uncomfortable ones. The moment you doubted yourself. The first thing that went wrong in Milan. The outfit you wore the day you made the decision. Those are the posts that build loyal audiences. We will use them in month two.

SPRINT AT A GLANCE

WEEKS 1–2
Launch the origin
Script 01 goes live with an origin carousel.

WEEKS 3–4
Show the craft
Script 02 and process content. Mid-sprint review.

WEEKS 5–6
Two cities
Script 03 with the German line. Push in CH and DE.

END OF SPRINT
Double down
Repeat the best hook and pillar. Debrief and brief.