

# DANA CLUB

## SOCIAL MEDIA STRATEGY & 1MONTH CONTENT PLAN

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*Summer Membership Campaign · May 2026*

- 01 Accounts Health Check**
- 02 Strategic Action Plan: Instagram/Snapchat/TikTok**
- 03 Content Brief & Pillars**
- 04 Monthly Calendar**
- 05 Post-by-Post Breakdown**
- 06 Accounts Improvement**
- 07 Stories Interactive Layer**
- 08 UGC Program #MyDanaClub**
- 09 Paid Media Plan**
- 10 Instagram Feed Design System**
- 11 Social Media Guidelines**
- 12 Mood board**
- 13 KPIs-Benchmarked**

# 01 Accounts Health Check

## 01.1 INSTAGRAM

INSTAGRAM  
@danaclubdoha  
**5.4 / 10**  
NEEDS WORK

### ACCOUNT OVERVIEW

FOLLOWERS 9,027	TOTAL POSTS 945	FOLLOWING 72	EST. ENGAGEMENT ~0.4–0.8%
PLATFORM Instagram	INDUSTRY Leisure & Hospitality	LANGUAGE Bilingual AR/EN	AUDIT DATE 19 April 2026

### DIMENSION SCORES

DIMENSION	SCORE	ASSESSMENT
Profile & Branding	7/10	Clear bilingual bio, consistent handle across all platforms. Strong tagline (Home Away from Home). Missing a direct membership CTA link in bio.
Content Quality	5/10	Heavy reliance on static promotional posts. Minimal Reels adoption despite them being the #1 reach driver. Bilingual captions are positive but CTAs are absent in most posts.
Posting Consistency	5/10	945 posts shows volume, but cadence is uneven — activity peaks around Ramadan and events, then flatlines. No visible editorial rhythm week-to-week.
Engagement Rate	3/10	Estimated 0.4–0.8% vs. 1.5–2%+ benchmark for this follower bracket. Low saves, shares, and comments indicate a passive audience, not an active community.
Content Strategy	5/10	Content is service-announcement heavy with no visible content pillars. No storytelling, member narratives, or behind-the-scenes programming to build identity.
Follower Growth	5/10	9K followers for a 25-year established West Bay club is modest. Newer competitors with less heritage are outpacing this from a much younger start.
Platform Optimisation	4/10	No Reels strategy. Outdated hashtag approach (30-tag style) vs. the current 3–5 keyword SEO method. No evidence of Stories cadence or broadcast channels.
Competitive Positioning	6/10	Family-first heritage is a real differentiator in Doha. However, newer entrants (The Ned, Sanad) have stronger visual identity and lifestyle content online.

## STRENGTHS

Bilingual content (AR + EN)	25+ year brand heritage	Unique ladies-only offering
Consistent cross-platform handle	High post volume (945 posts)	Active event programming

## WEAKNESSES

No Reels strategy	Critical engagement rate gap	No content pillars / brand story
Weak or absent CTAs	Outdated hashtag approach	No membership conversion funnel
Passive community : no UGC	Inconsistent posting cadence	

### 01.2 TIKTOK

**Current Health Score: 3.5 / 10**

#### Dimension Scorecard

Dimension	Score	Diagnosis
Profile	3 / 10	Logo and name are strong; bio is generic, no link in bio, no CTA, no value proposition.
Consistency	5 / 10	Posting regularly but cadence is event-driven (Ramadan, Eid, National Day, Sports Day) with quiet stretches between.
Content Quality	4 / 10	Major performance gap: cinematic motion videos exceed 240K views, while static-poster "videos" sit at 200–500 views.
Engagement	3 / 10	3,050 total likes are low for the brand size. The bottleneck is reach and content format, not audience affinity.
Strategy	3 / 10	No visible content pillars, no funnel logic, no membership conversion path on the platform.
Growth	2 / 10	363 TikTok follower's vs 9K on Instagram represents a 25x gap that cannot be explained by platform difference alone.
Platform Optimization	2 / 10	Static graphics treated as videos, no trending audio usage, no native TikTok formats (POV, voiceover, talking head).
Competitive Positioning	4 / 10	The category bar in Qatar premium clubs is low — this is an opportunity to win share by moving first.
<b>OVERALL, HEALTH SCORE</b>	<b>3.5 / 10</b>	Underperforming — high upside if structural fixes are made before summer launch.

## Strengths

- Strong brand visual identity, logo, color palette, and architectural shots are consistently premium.
- Two breakout hits have already been proven (229.9K and 246.2K views) the algorithm can and does distribute this account when the format is right.
- Bilingual Arabic / English copy appropriate for the Doha audience.
- Real venue accesses a beautiful, photogenic property that most accounts in the category cannot match.
- Event coverage discipline (Ramadan, Eid, National Day, Sports Day, Ooredoo Marathon) demonstrates production reliability.

## Weaknesses (in priority order)

- **The bio is killing conversion.** No link in bio, no offer mention, no membership CTA, generic “Home away from Home” tagline. The two viral videos drove ~500K combined impressions to a profile that gave them nowhere to go.
- **Static posters posing as videos.** The Iftar Buffet card (262 views), Suhoor menu (329), Eid Mubarak poster (275), and Ramadan Catering card (500) are still graphics. TikTok’s algorithm penalizes these. Real motion content scores 760, 858, 1,044 — and the cinematic ones break 200K.
- **Severe Instagram-to-TikTok mismatch.** 9,027 IG followers but 363 on TikTok. Brand equity exists but is not being ported across platforms.
- **Zero member-driven content.** No member testimonials, no “day in the life,” no kids club POV, no pool / AC-haven angle for the upcoming summer push.
- **The two viral hits were not capitalized on.** 476K combined views did not trigger a follower bump or content-series follow-up. That is a missed compounding opportunity.
- **No clear content pillars.** Content jumps between F&B, event recaps, kids’ programs, marathons, and venue beauty shots without a repeatable framework.

Note...

# danaclubdoha

Dana Club

850 posts 9,035 followers 47 following

Private Lifestyle Club in Doha

Leisure • Wellness • Dining & Social Experience

Your Daily Escape

Dana Club, Doha P.o. Box 7995

[wa.me/97466987757](https://wa.me/97466987757)

الدانة  
DANA

نادي  
CLUB

## Weaknesses (in priority order)

- **Dormancy the #1 issue.** Four weeks with no new Stories on a Snapchat-first market is the single highest-impact problem on this audit. Nothing else matters until posting resumes.
- **No Stories strategy.** The account appears to be posting only on Spotlights. Snapchat's algorithm — and user habit — reward daily Stories cadence. Without Stories, subscriber retention drops fast.
- **No branded geofilter.** For a venue-based business in Qatar, this is a massive miss. A custom geofilter active 24/7 at Dana Club would turn every member's personal Snap into organic brand promotion.
- **No AR lens.** A summer-campaign-branded face lens is one of the highest-ROI Snapchat plays available and is standard practice for premium brands in the GCC.
- **Static-poster content problems are carried over from TikTok.** The Iftar menu and Suhoor set menu cards were published as Spotlights instead of being reshot as native vertical video.
- **Content is Ramadan-heavy and seasonal.** No evergreen content pillars. When the holy month ends, the catalogue collapses.
- **Topic tags are misconfigured.** Only "Athletics" and "Soccer" are tagged — misses Family, Food, Lifestyle, Wellness, Qatar, Doha.

## 02 Strategic Action Plan: Instagram/Snapchat/TikTok

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### Month 1 — Foundation + Summer Drive

- Launch the revised 16-post feed plan with 7 content pillars, Heritage & Prestige and Ladies Only active for the first time
- Launch #MyDanaClub UGC program + monthly challenge (Month 1 theme: 'Your Summer Moment')
- Launch the Stories interactive layer, poll, quiz, countdown, Q&A, BTS, UGC reshare, link-in-bio, 5–7 Stories/day
- Rebuild all 8 Story Highlight covers on Day 1, the fastest visible signal the feed has changed
- Implement new feed design system 'Editorial Heritage' 8 templates, 9-cell chapter grid
- Run paid campaign across 3 Meta Ads campaigns
- Revise Instagram bio, select from 5 options and update link-in-bio tool

### Month 2 — Growth & Reach Layer

- Creator program, onboard 3 Doha nano/micro creators for monthly hosted visits (Doha lifestyle, family, F&B niches)
- Blog launch on website, first 2 SEO-targeted posts: 'Family Club Doha' and 'Ladies Gym West Bay'
- First member video testimonials, 4–5 filmed in-house, deployable across feed, website, and paid creatives

## 01.3 Snapchat

**Current Health Score: 3 / 10**

### Dimension Scorecard

Dimension	Score	Diagnosis
Profile	4 / 10	Public Profile is indexed but no profile image visible publicly, topic tags limited to Athletics and Soccer — missing Family, Food, Lifestyle, Wellness.
Consistency	2 / 10	~4-week dormancy is catastrophic on a platform where daily Stories are baseline. The subscriber algorithm penalizes inactive accounts quickly.
Content Quality	4 / 10	Same asset-reuse issue as TikTok, static Iftar and Suhoor menu cards treated as Spotlight videos. Strong cinematic Ramadan event tour exists but is outnumbered by static promos.
Engagement	5 / 10	4.6K Spotlight hit proves the audience exists. For a Qatari-targeted premium brand, consistent 10K–50K Spotlight performance should be achievable.
Strategy	2 / 10	No daily Stories strategy, no member-exclusive angle, no branded geofilter, no AR lens — the four Snapchat-native levers are all absent.
Growth	3 / 10	Subscriber growth flatlined during the 4-week dormancy. On Snapchat, subscribers are lost passively as much as they are gained — inactivity compounds downward.
Platform Optimization	2 / 10	Content appears to be cross-posted from TikTok / Instagram rather than shot native-vertical for Snap. Snapchat audiences detect recycled content instantly.
Competitive Positioning	5 / 10	The Qatari premium-club category has weak Snapchat presence overall — this is a land-grab opportunity if Dana Club moves first with discipline.
<b>OVERALL, HEALTH SCORE</b>	<b>3 / 10</b>	<i>Underperforming — highest-priority channel of the three audited. Dormancy must be reversed immediately.</i>

### Strengths

- Correct platform presence — the brand is at least active on the most important channel for the Qatari buyer.
- Diverse content catalogue — Spa, Swimming classes, Little Mr. & Ms. Dana Club 2024, Ooredoo Marathon, kids' events, Ramadan programming, catering, National Sports Day.
- **“Little Mr. & Ms. Dana Club”** is a strong proprietary IP that can be rebuilt into an annual flagship Snapchat series with nominations via Stories.
- Ramadan Iftar / Suhoor Spotlight reached 4,600 views — proof the target audience is findable on the platform.
- Public Profile is properly indexed and discoverable via Snapchat search and share links.

- Reallocate content mix based on Month 1 retrospective data, cut the bottom 3 content types, double the top 2
- Launch AR filter for #MyDanaClub, branded pool/lifestyle overlay for member Stories

### Month 3 — Conversion Engine & Compound Growth

- Live events calendar on the website, indexable by Google, retention engine for members
- Weddings & Events microsite section, Al Jewan Hall + Bayt Al Dana with gallery, capacity, and Get a Quote form
- First Member Spotlight short film, deploy across Reels, website, and B2B pitches
- 90-day KPI dashboard review, decide Month 4 reinvestment split (paid vs. organic vs. creator)
- Open member portal / login scoping with vendor partners

## 03 Content Brief & Pillars

**Client** Dana Club, Qatar — 25-year private members club

**Platform** Instagram (@danaclubdoha): Feed + Reels + Stories + Highlights

**Campaign** Summer Membership Drive — Month 1

**Frequency** 4x per week · 16 feed posts + 5–7 Stories/day

**Languages** English + Arabic — dual caption, same post, equal creative weight

**Content Mix** 80% value · 20% direct promotion

**Brand Voice (EN)** Warm, elevated, confident. Prestige through restraint, never volume.

**Brand Voice (AR)** فصحي مُيسر، راقية ودافئة. تتحدث كأنيس لا كبائع.

**Audience** Qatar-based families, couples, and individuals 28–50 seeking a premium summer alternative.

### Seven Content Pillars

Pillar	Posts	Post #s	Role
Heritage & Prestige	1	#02	25 years in Doha. Ownable territory no competitor can replicate.
Membership Benefits & Offers	4	#01,05,10,15	Core campaign spine. Tracked DM keywords: SUMMER / JOIN / FIT.
F&B / Restaurant & Catering	3	#03,08,13	Culinary authority. 'From Prep to Perfection' anchors the craft narrative.
Pool, Spa & Wellness	1	#12	Emotional anchor. Dawn and golden-hour light only.
Ladies Only	1	#07	NEW — All-day ladies' gym, only club in Qatar. Rose Sand color is exclusive to this pillar.
Kids & Family	3	#04,09,14	Solves the summer-break parent problem. Friday is the priority slot.
Events & Entertainment	3	#06,11,16	FOMO engine. Thursday event rhythm. Members first-access always stated.

## 04 Monthly Calendar

Week / Theme	Day	Pillar	Format	Hook (EN)
<b>Week 1</b> <i>The Summer Escape Starts Here</i>	Sunday	<b>Membership Benefits</b>	Reel (15–20s)	<i>45°C outside. 24°C inside Dana Club.</i>
<b>Week 1</b> <i>The Summer Escape Starts Here</i>	Tuesday	★ <b>Heritage &amp; Prestige</b>	Reel (25–30s) Then & Now	<i>25 summers in Doha. And counting.</i>
<b>Week 1</b> <i>The Summer Escape Starts Here</i>	Thursday	<b>F&amp;B / Restaurant</b>	Carousel (6 slides)	<i>The menu that made us famous.</i>
<b>Week 1</b> <i>The Summer Escape Starts Here</i>	Friday	<b>Kids &amp; Family</b>	Reel (15–20s)	<i>Finally, a Friday the whole family agrees on.</i>
<b>Week 2</b> <i>The Members-Only Advantage</i>	Sunday	<b>Membership Benefits (Promo)</b>	Carousel (7 slides)	<i>What you get when you join Dana Club.</i>
<b>Week 2</b> <i>The Members-Only Advantage</i>	Tuesday	<b>Events &amp; Entertainment</b>	Reel (20–30s)	<i>Save every Thursday. Thank you later.</i>
<b>Week 2</b> <i>The Members-Only Advantage</i>	Wednesday	★ <b>Ladies Only</b>	Carousel (6 slides)	<i>The only lady's gym in Qatar opens all day. Every day.</i>
<b>Week 2</b> <i>The Members-Only Advantage</i>	Friday	<b>F&amp;B / Restaurant</b>	Reel (15s — Prep to Perfection)	<i>Watch this plate come together in 15 seconds.</i>
<b>Week 3</b> <i>Built for This Season</i>	Sunday	<b>Kids &amp; Family</b>	Carousel (6 slides)	<i>Your summer childcare problem — solved.</i>
<b>Week 3</b> <i>Built for This Season</i>	Tuesday	<b>Membership Benefits</b>	Static (Branded Graphic)	<i>Three memberships. One that fits you.</i>
<b>Week 3</b> <i>Built for This Season</i>	Thursday	★ <b>Member Spotlight</b>	Reel (25–30s interview)	<i>Nour joined Dana Club in 2004. Her daughter swims here now.</i>
<b>Week 3</b> <i>Built for This Season</i>	Friday	<b>Pool, Spa &amp; Wellness</b>	Reel (15–20s)	<i>5 AM alarm. Sunrise swim. Worth it.</i>
<b>Week 4</b> <i>The Season Is Just Getting Started</i>	Sunday	<b>F&amp;B / Restaurant</b>	Carousel (6 slides)	<i>A summer menu written for Qatar — not for Instagram.</i>
<b>Week 4</b> <i>The Season Is Just Getting Started</i>	Tuesday	<b>Kids &amp; Family</b>	Reel (20–30s)	<i>We asked the kids what they loved most. Their answers surprised us.</i>
<b>Week 4</b> <i>The Season Is Just Getting Started</i>	Wednesday	<b>Membership Benefits (Promo)</b>	Static (Branded Graphic)	<i>Last call for summer membership.</i>
<b>Week 4</b> <i>The Season Is Just Getting Started</i>	Friday	<b>Events &amp; Entertainment</b>	Reel (20–30s)	<i>The weekend is worth showing off.</i>

# 05 Post-by-Post Breakdown

## Week 1: The Summer Escape Starts Here

### POST 01 • Membership Benefits

<b>Format</b>	Reel (15–20s)
<b>Goal</b>	Campaign launch, anchor the season in an emotional contrast

**HOOK**

**"45°C outside. 24°C inside Dana Club."**

**CAPTION**

Summer in Qatar isn't subtle. But your weekends don't have to suffer for it. At Dana Club, summer means cooled pools, shaded lounges, chilled signatures, and a calendar worth looking forward to. From sunrise laps to sunset plates — we've built a season worth staying for.

Summer memberships are now open.

Comment "SUMMER" below or DM us to secure your spot.

**CTA (EN)** Comment "SUMMER" / DM to join

**(AR) CTA** اكتب "صيف" / تواصل معنا للانضمام

**HASHTAGS** #DanaClub #PrivateClubDoha #FamilyClubQatar #QatarSummerMembership #MyDanaClub

### ◆ MOODBOARD



<b>Palette</b>	Searing amber exterior vs. cool navy-teal interior, the temperature visible in the color temperature itself.
<b>Lighting</b>	Harsh midday sun outside, then soft diffused cool light once inside. Hard white-balance shift at the threshold.
<b>Props &amp; Wardrobe</b>	Thermometer graphic overlay, glass entrance door. Wardrobe: minimalist resort wear, linen, sand, off-white.
<b>Sound / Music</b>	Opens with a warped heat-shimmer sound design, shifts into cool ambient synth the moment we step inside.

## ◆ SYNOPSIS

Extreme close-up of a thermometer reading 45°C against a blown-out Doha skyline (0–2s). Hard cut to the brass door handle pulling open (3s). Dolly-in through the entrance — as we cross the threshold the frame cools by 15 degrees of color temp (4–7s). Quick montage: pool ripples, empty lounge, mocktail being poured, a child laughing in shade, sunset by the pool (8–14s). End card: '24°C. All summer. Dana Club.' (15–18s).

## ◆ REFERENCES

*Specific, searchable pre-production references. Screen at least three before shoot day.*

- **Emirates "Hello Tomorrow" (2012–2015)** Threshold moments and environmental contrast. How luxury stages 'arrival' as emotional payoff.
- **Four Seasons Hotels & Resorts — YouTube channel** Cool-tone interior grading and luxury stillness. Specifically, 'Four Seasons Moments' series.
- **Apple "Shot on iPhone — Summer" (2022–2024)** Heat-shimmer and environmental storytelling shots — the warped-air POV as opening visual grammar.
- **Qatar Tourism brand films (visitqatar.com)** Local authenticity reference — how Doha skyline is framed by regional creatives, not foreign import.
- **Music: Tycho — "A Walk" or Bonobo — "Kerala"** — Ambient/cinematic pace for cool-interior transition. Cue the shift on the threshold cut.

## | POST 02 • Heritage &amp; Prestige

<b>Format</b>	Reel (25–30s)
<b>Goal</b>	<i>Claim the prestige territory no competitor can touch, 25 years of Doha heritage</i>

## HOOK / EN

**"25 summers in Doha. And counting."**

## HOOK / AR

« ٢٥ صيفاً في الدوحة، والحكاية لم تنتهِ. »

## CAPTION / EN

Some clubs are new. We've been here since 2000.

Same pool. Different summers. The same families are returning year after year, and now their children are bringing children.

Heritage isn't something you can open on opening day. It's something you earn, quietly, one summer at a time.

Tag someone who's been coming since the beginning.

Link in bio to discover the next 25 years with us.

## CAPTION / AR

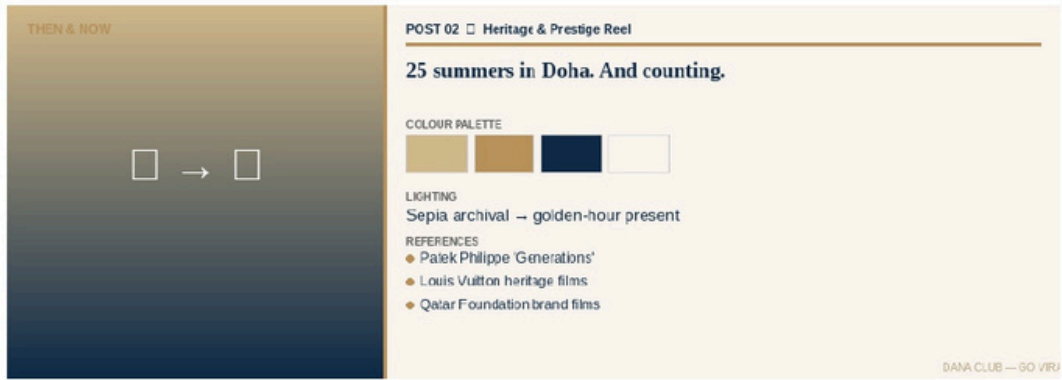
بعض الأندية جديدة. نحن هنا منذ عام ٢٠٠٠.  
المسيح ذاته. صيفيات مختلفة. العائلات نفسها تعود عاماً بعد عام — وأطفالها الآن يُحضرون أطفالهم.  
الإرث لا يُفتتح مع الباب. بل يُكتسب بهدوء، صيفاً تلو صيف.  
شارك من يذكرنا منذ البداية.  
الرابط في البايو لنكتب معاً الـ ٢٥ سنة القادمة.

**CTA (EN)** Tag someone who remembers / Link in bio

**(AR) CTA** شارك من يتذكر / الرابط في البايو

**HASHTAGS** #DanaClub #25YearsInDoha #HeritageClubQatar #WestBayClub #MyDanaClub

◆ MOODBOARD



<b>Palette</b>	Warm sepia archival tones bleeding into rich present-day navy-and-gold. Two temporal palettes within a single film.
<b>Lighting</b>	Archival footage carries its original soft-grainy quality — do not over-restore. Present-day shots filmed at golden hour for tonal continuity.
<b>Props &amp; Wardrobe</b>	Archival footage first, then: two generations of the same family together — matriarch with granddaughter is ideal. Wardrobe reads timeless (linen, natural fibers), nothing that dates the present-day footage.
<b>Sound / Music</b>	Strings-forward cinematic instrumental with a slow build. Restrained — this is legacy, not nostalgia.

◆ SYNOPSIS

Open on a grainy archival photograph of the pool ca. 2001, slight film texture (0–3s). Slow cross-dissolve to the same angle today — nearly identical composition (4–6s). Cut to a founding-era member walking through the entrance, hand in hand with a young child (7–10s). Montage: archival family photos layered with present-day shots of the same family, 25 years apart (11–18s). Wide pullback — the pool at golden hour, full of families, drone reveal (19–23s). End card: '25 summers. Same home. Still yours.' + Est. 2000 mark (24–28s).

◆ REFERENCES

- Specific, searchable pre-production references. Screen at least three before shoot day.*
- **Patek Philippe — "Generations" (1996–present)** Master reference for legacy storytelling. The matriarch-and-grandchild frame is directly borrowed from this campaign.
  - **Louis Vuitton — heritage trunk films** — How a luxury brand treats its archival footage with dignity, not nostalgia. Restraint in grading.
  - **Emirates Palace Abu Dhabi — anniversary films (YouTube)** GCC-market benchmark for premium heritage storytelling. Slow pacing, natural light.
  - **Terrence Malick — "The Tree of Life" (cinematography)** Tonal inspiration for two-generation intergenerational frames. The quality of reverent observation.
  - **Music: Max Richter — "On the Nature of Daylight" / Ólafur Arnalds — "Near Light"** Strings-forward cinematic slow build. The opposite of hype.

**POST 03 • F&B / Restaurant**

<b>Format</b>	Carousel (6 slides)
<b>Goal</b>	<i>Positioning the kitchen as a destination, not an add-on</i>

HOOK / EN

**"The menu that made us famous."**

HOOK / AR

**«القائمة التي صنعت شهرتنا.»**

CAPTION / EN

From slow-cooked Mediterranean plates to signature mocktails built for the heat, our kitchen doesn't just feed you, it gives you a reason to stay longer.

Swipe through this season's must-try dishes → and book a table via the link in bio.

CAPTION / AR

من أطباق المتوسط المطبوخة على مهل إلى مشروباتنا المبتكرة المصنوعة لحرارة الصيف، مطبخنا لا يُشبعك فحسب، بل يمنحك سبباً للبقاء أطول.  
تصفح أبرز أطباق الموسم ← واحجز طاولتك عبر الرابط في البايو.

**CTA (EN) Swipe / Book a table via bio****(AR) CTA احجز عبر البايو**

**HASHTAGS** #DanaClubKitchen #WhereToEatDoha #MediterraneanRestaurantDoha #WestBayRestaurant #MyDanaClub

**POST 04 • Friday Kids & Family**

<b>Format</b>	Reel (15–20s)
<b>Goal</b>	<i>Own the Friday family slot — the biggest decision point of the week in Qatar</i>

HOOK / EN

**"Finally, a Friday the whole family agrees on."**

CAPTION / EN

While the parents unwind by the pool, the kids are busy with supervised activities, splash zones, and a menu made just for them.

Friday at Dana Club is where every age wins.

Bring the family this weekend. Details in bio.

CAPTION / AR

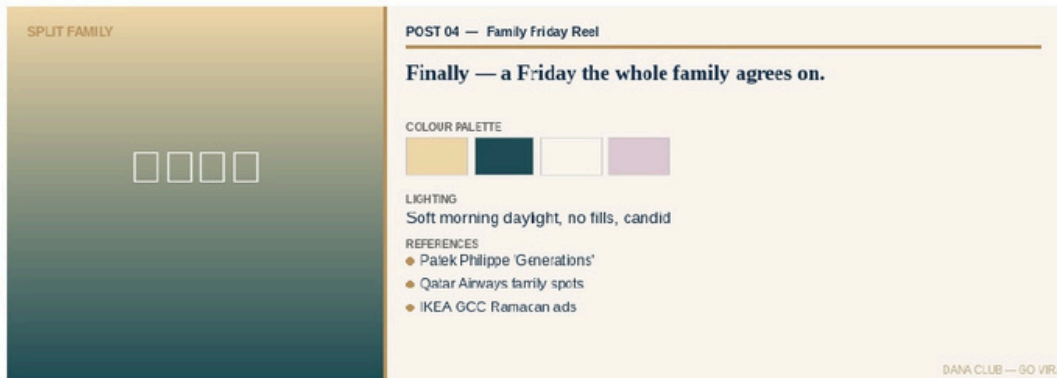
بينما يستمتع الأهل بلحظاتهم قرب المسبح، ينشغل الأطفال بأنشطة مُنظمة، ومناطق ألعاب مائية، وقائمة طعام مصنوعة خصيصاً لهم.  
الجمعة في نادي الدانة... يوم يستمتع فيه الجميع.  
اصطحب العائلة هذه العطلة.  
التفاصيل في البايو.

**CTA (EN) Details in bio**

**(AR) CTA التفاصيل في البايو**

**HASHTAGS** #FamilyClubDoha #KidsActivitiesDoha #FamilyFridayQatar #WeekendInDoha #MyDanaClub

**◆ MOODBOARD**



<b>Palette</b>	Warm family-centric whites and golds, with bursts of primary color from the kids' area.
<b>Lighting</b>	Soft morning-to-midday family light. Natural, no stylized filters. L.L.Bean, not Chanel.
<b>Props &amp; Wardrobe</b>	Family brunch table, pool toys, shared ice cream bowls. Coordinated neutrals for adults, playful bright swimwear for kids.
<b>Sound / Music</b>	Warm acoustic track with gentle uplift — indie-pop family-friendly.

**◆ SYNOPSIS**

Open on split-screen — parents relaxing on loungers (left), kids mid-jump into splash zone (right) (0–3s). Quick cuts: dad reading, mom sipping iced tea, supervisor high-fiving a kid, kids laughing underwater (4–9s). Wide family reunion shot at the poolside lunch table (10–13s). Slow zoom on the parents' unbothered smiles (14–16s). End card: 'Friday. Finally, for everyone.' (17–20s).

**◆ REFERENCES**

*Specific, searchable pre-production references. Screen at least three before shoot day.*

- **Patek Philippe — "Generations" Campaign** Tonal benchmark for multi-generational luxury family advertising. Warm, never saccharine.
- **Qatar Airways — family-oriented brand spots (YouTube)** Direct regional aesthetic that reads correctly to Gulf audiences.
- **IKEA GCC — Ramadan/family commercials** regional family tone with warmth that doesn't feel imported from Western markets.
- **L.L. Bean — "Be an Outsider" family film series** Authentic candid-family energy over polished production, we want this honesty.
- **Music: Novo Amor — "Anchor" / Kings of Convenience instrumentals** Warm acoustic with gentle rise. Nothing with lyrics.

## Week 2: The Members-Only Advantage

### POST 05 • Membership Benefits (Promo)

Format	Carousel (7 slides)
Goal	Clarity post — remove objections and explain the offer without a sales tone

HOOK / EN

**"What you actually get when you join Dana Club."**

HOOK / AR

«ما تحصل عليه فعلياً عند انضمامك إلى نادي دانة.»

CAPTION / EN

We'll spare you the sales pitch.

Here's what your summer membership really includes — no asterisks, no fine print.

Swipe to see the full list → then DM us "JOIN" and we'll walk you through the next step.

CAPTION / AR

لن نبالغ في الكلام التسويقي.  
إليك ما تتضمنه عضوية الصيف حقاً، دون استثناءات ولا شروط خفية.  
تصفح القائمة الكاملة ← ثم راسلنا "انضم" ونرشدك للخطوة التالية.

CTA (EN) DM "JOIN"

(AR) CTA "راسلنا "انضم"

HASHTAGS #DanaClubMembership #DohaMembershipClub #QatarFamilyMembership  
#PrivateMembershipDoha #MyDanaClub

### POST 06 • Events & Entertainment

Format	Reel (20–30s)
Goal	Build event FOMO — train the audience to expect something every Thursday

HOOK / EN

**"Save every Thursday. You'll thank us later."**

HOOK / AR

«احجز كل خميس. ستشكرنا لاحقاً.»

CAPTION / EN

Live music under the stars. Rooftop sunsets. Poolside live sets.

Our summer events calendar is stacked, and members get first access every time.

What's coming up this month? Full calendar via the link in bio.

CAPTION / AR

موسيقى حية تحت النجوم. غروب فوق الأسطح. عروض حية قرب المسبح.  
أجندة فعاليات الصيف لدينا لا تتوقف — والأعضاء يحصلون على الأولوية في كل مرة.

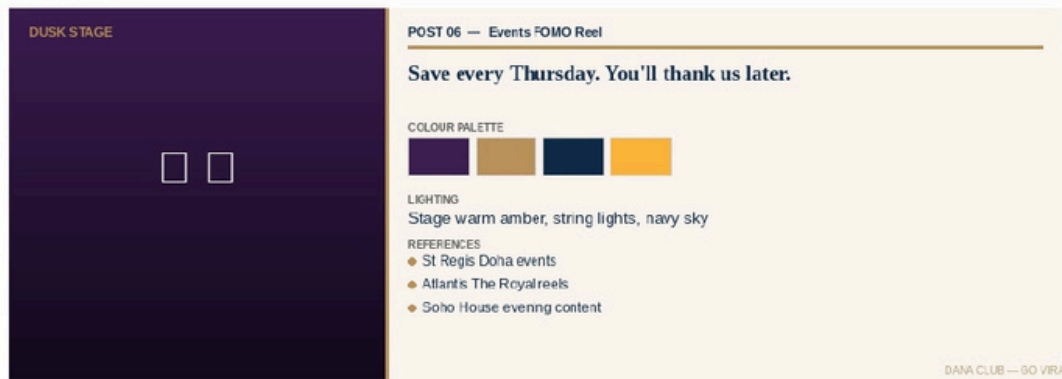
ما الجديد هذا الشهر؟ الأجندة الكاملة عبر الرابط في البايو.

**CTA (EN) Full calendar in bio**

**(AR) CTA الأجندة الكاملة في البايو**

**HASHTAGS** #DohaEvents #ThursdayNightDoha #LiveMusicDoha #DohaNightlife #MyDanaClub

### ◆ MOODBOARD



<b>Palette</b>	Deep navy night sky, warm amber stage lights, glowing string lights as practical sources.
<b>Lighting</b>	Low-key dramatic. All motivated by in-frame light — stage, candles, string lights. Minimal fill.
<b>Props &amp; Wardrobe</b>	Bar setup, live band mic, candles, string lights. Elegant-casual — linen shirts, flowy dresses, gold accents.
<b>Sound / Music</b>	Live saxophone or acoustic guitar layered with crowd ambient — use actual event audio where possible.

### ◆ SYNOPSIS

Sunset-to-night timelapse over the venue (0–3s). Quick cuts: guitar strum, cocktail shaker mid-shake, a laugh, stage lights flickering on (4–8s). Mid-shot: band starts playing, a few heads turn (9–12s). Drone reveal: the full venue glowing against the night sky, crowd thickening (13–16s). End card: 'Every Thursday. Dana Club.' (17–20s).

### ◆ REFERENCES

*Specific, searchable pre-production references. Screen at least three before shoot day.*

- **St Regis Doha — rooftop event content (@stregisdoha)** Direct Doha-market venue reference. Composition and guest framing.
- **@atlantistheroyal — event recap reels** regional production-quality benchmark. Scale and editing pace.
- **Soho House — evening/event reels (@sohohouse)** Intimacy with guests, candid laughter, editorial low-light grading.
- **Jumeirah Al Naseem — event content** Gulf luxury event framing. Practical lighting is the primary visual element.
- **Music: Satin Jackets — "Reparations" / Klangkarussell (instrumental)** Indie-electronic for event pacing. Or layer actual live band audio.

**"Watch this plate come together in 15 seconds."**

HOOK / AR

«شاهد هذا الطبق يُصنع في ١٥ ثانية.»

CAPTION / EN

From Prep to Perfection, that's how every plate lands on your table.

This week: our signature dish. Fresh ingredients, fire, timing, and a team that doesn't cut corners.

Reserve your weekend table via the link in bio.

CAPTION / AR

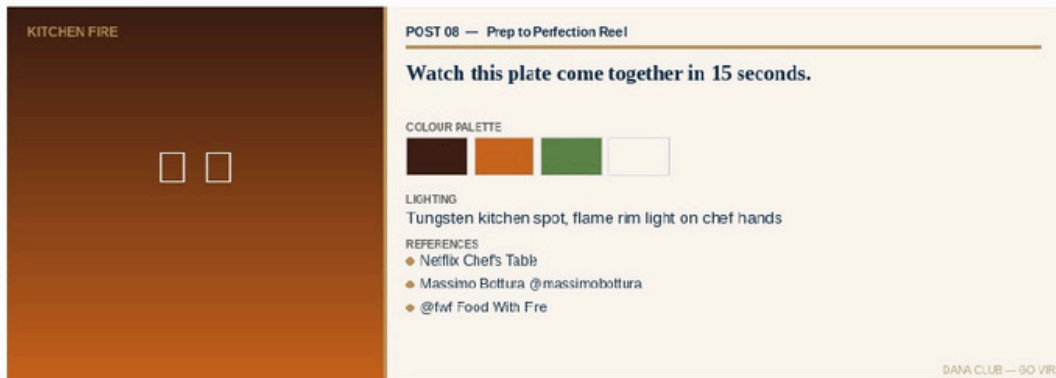
من التحضير إلى الإتقان، هكذا يصل كل طبق إلى مائدتك.  
 هذا الأسبوع: طبقنا المُمَيِّز. مكوّنات طازجة، نار، توقيت دقيق، وفريق لا يختصر خطوة.  
 احجز طاولتك لعطلة نهاية الأسبوع عبر الرابط في البايو.

CTA (EN) Reserve via bio

(AR) CTA احجز عبر البايو

HASHTAGS #FromPrepToPerfection #DohaChef #MediterraneanRestaurantDoha #QatarFineDining  
 #MyDanaClub

## ◆ MOODBOARD



<b>Palette</b>	Warm kitchen tones. Flame orange, char black, herb green, white porcelain.
<b>Lighting</b>	Dramatic kitchen spot lighting. Tungsten warm. Flame highlights create natural rim light on the chef's hands.
<b>Props &amp; Wardrobe</b>	Cast iron pans, tweezers, fresh herbs, sauce squeeze bottles, flame bursts. Pristine white chef's jacket.
<b>Sound / Music</b>	Fast-paced percussive track with a build. Real kitchen sounds — sizzle, chop, plate — mixed prominently.

## ◆ SYNOPSIS

Macro close-up: knife slicing fresh herbs, single flick of the wrist (0–2s). Cut: flame burst under a pan, ingredients dropped in (3–5s). Hands toss the pan, smoke rising (6–8s). Plating sequence: sauce drizzle, garnish placed with tweezers (9–12s). Final reveal: finished dish glowing under the spot (13–15s). Text overlay locks in: 'From Prep to Perfection.' (15–18s).

## ◆ REFERENCES

Specific, searchable pre-production references. Screen at least three before shoot day.

**POST 07 • Wednesday Ladies Only**

<b>Format</b>	Carousel (7 slides)
<b>Goal</b>	<i>Claim Dana Club's single most defensible competitive asset, the best all-day ladies' gym in Qatar</i>

**HOOK / EN**

**"The best lady's gym in Qatar opens all day. Every day."**

**HOOK / AR**

«أفضل صالة للسيدات في قطر مفتوحة طوال اليوم. كل يوم.»

**CAPTION / EN**

Most ladies' gyms in Qatar operate on limited hours. Ours doesn't.

A full gym floor, reserved for women. All-female staff. Every day from 6 AM to 10 PM. A spa floor designed around privacy, and classes that don't make you choose between your schedule and your workout.

It's not a perk. It's the core of why our members chose us.

Swipe through → then DM "LADIES" to book a private tour.

**CAPTION / AR**

معظم صالات السيدات في قطر تعمل بساعات محدودة. صالتنا لا.  
صالة رياضية كاملة، مُخصّصة للسيدات. فريق عمل نسائي بالكامل. كل يوم من السادسة صباحاً حتى العاشرة مساءً. وسبا مُصمّم  
بخصوصية تامة، وحصص لا تُجبرك على الاختيار بين جدولك وتمرينك.  
هذه ليست ميزة إضافية. بل السبب الجوهرى الذي اختارتنا من أجله عضواتنا.  
تصفّحي التفاصيل ← ثم راسلينا "سيدات" لحجز جولة خاصة.

**CTA (EN) DM "LADIES" for a private tour**

راسلينا "سيدات" لجولة خاصة **CTA (AR)**

**HASHTAGS** #LadiesGymDoha #WomensGymQatar #LadiesOnlyClubDoha #WestBayLadiesClub  
#MyDanaClub

**◆ CAROUSEL SLIDE STRUCTURE**

Slide 1 — COVER: The claim. Full rose-sand + navy split with gold circle accent. Headline in cream serif.

Slide 2 — HOURS: 'Open 6 AM to 10 PM. Every day.' with a clean hour-grid graphic.

Slide 3 — STAFF: 'An entire female team. From trainers to reception.' Portrait of the team (with consent).

Slide 4 — EQUIPMENT: 'A full floor. Not a corner.' Wide photograph of the gym floor.

Slide 5 — PRIVACY: 'Frosted privacy throughout. Dedicated entrance. Members-only policy.' Architectural detail shot.

Slide 6 — SPA: 'Spa rituals integrated into the same wing.' Soft spa treatment photograph.

Slide 7 — CTA: 'Book a private tour. Meet the team. See the difference.' DM "LADIES" in gold serif.

**POST 08 • Friday F&B / Restaurant**

<b>Format</b>	Reel (15s — Prep to Perfection)
<b>Goal</b>	<i>Leverage the 'From Prep to Perfection' kitchen reel concept already in production</i>

**HOOK / EN**

- **Netflix "Chef's Table" visual grammar** Industry-standard cinematic kitchen close-ups. Macro lens work and flame rim-lighting.
- **Massimo Bottura — kitchen content (@massimobottura)** Plating choreography and the dignity of the chef-at-work frame.
- **@fwf (Food with Fire)** Flame-centric cooking reels — direct visual parallel to our flame-burst shots.
- **@gordongram fast kitchen cuts** Fast-paced kitchen macro reels for pace and cut rhythm.
- **Music: Justice "Genesis" / Kasabian "Club Foot" (instrumental)** Percussive builds for the prep-to-plate arc. Sync cuts to the beat.

## Week 3 Built for This Season

### POST 09 • Kids & Family

<b>Format</b>	Carousel (6 slides)
<b>Goal</b>	<i>Solving the summer break pain point for parents</i>

HOOK / EN

**"Your summer childcare problem — solved."**

HOOK / AR

«مشكلة إجازة الصيف للأهل — هنا حلها.»

CAPTION / EN

Summer break is long. Too long.

Our Kids Club runs supervised activities, swimming sessions, arts, and games — so you get the afternoon back, and they want to come back tomorrow.

Swipe through the weekly schedule → DM to book a spot.

CAPTION / AR

إجازة الصيف طويلة. طويلة جداً.  
نادي الأطفال لدينا يُقَمّ أنشطة تحت إشراف، وجلسات سباحة، وفنوناً، وألعاباً، فتستعيد ما بعد الظهر لنفسك، ويعود أطفالك متشوقين ليوم غد.  
تصفح الجدول الأسبوعي ← راسلنا للحجز.

**CTA (EN) DM to book**

**(AR) CTA راسلنا للحجز**

**HASHTAGS** #KidsClubDoha #SummerCampQatar #KidsActivitiesDoha #FamilyClubQatar #MyDanaClub

### POST 10 • Membership Benefits

<b>Format</b>	Static (Branded Graphic)
<b>Goal</b>	<i>Straight-up consideration post — explain the tiers so DMs come in more qualified</i>

HOOK / EN

**"Three memberships. One that fits you."**

HOOK / AR

«ثلاث عضويات. واحدة تناسبك أنت.»

CAPTION / EN

Individual. Couple. Family.

Each one is built for a different lifestyle — and each one comes with full access to the pool, gym, F&amp;B, and events.

Not sure which fits? Send us a DM with "FIT" and our team will walk you through it.

CAPTION / AR

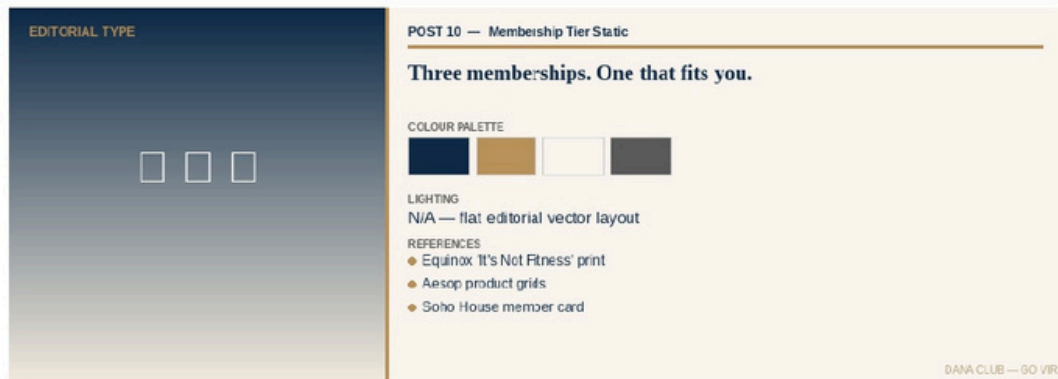
فردية. للزوجين. عائلية.  
كل عضوية مُصمَّمة لأسلوب حياة مختلف، وكلها تمنحك وصولاً كاملاً للمسبح، والصالة الرياضية، والمطبخ، والفعاليات.  
غير متأكد أيها الأنسب؟ راسلنا "اختياري" وفريقنا يرشدك للاختيار الصحيح.

CTA (EN) DM "FIT"

(AR) CTA "راسلنا اختياري"

**HASHTAGS** #DanaClubMembership #DohaMembershipClub #PrivateMembershipDoha  
#QatarClubMembership #MyDanaClub

## ◆ MOODBOARD



<b>Palette</b>	Cream background with brand navy and brand gold accents. Zero photography — pure typography + line iconography.
<b>Lighting</b>	N/A — flat editorial vector layout.
<b>Props &amp; Wardrobe</b>	Three simple line-art icons: single silhouette, couple, family of four. Thin gold divider lines between columns.
<b>Sound / Music</b>	N/A — static post. Pair with a Story slide that has ambient music.

## ◆ SYNOPSIS

Vertical 1080×1350. Cream background. Headline centered top in gold serif: 'Three memberships. One that fits you.' Three equal vertical columns separated by thin gold rules. Each column: line-art icon (80px), tier name in bold navy serif, three short benefit lines in 14pt grey sans-serif, and a small gold 'Learn more →'. Bottom centered: Dana Club logomark, tagline in navy — 'DM FIT to find yours.' Arabic version mirrors right-to-left with Arabic serif headlines.

## ◆ REFERENCES

Specific, searchable pre-production references. Screen at least three before shoot day.

- **Equinox "It's Not Fitness. It's Life." print campaign** Gold-standard editorial typography for membership-tier brands. White space.
- **Aesop — product grid layouts** Minimalist column design and restraint in iconography. Direct structural reference.
- **The Row — lookbook and seasonal guides** Premium restraint and generous margins. Informs grid proportions.
- **Soho House — member card / house rules design** Physical-card typography hierarchy translated to feed graphic.
- **Kenya Hara — MUJI art direction (book: "Designing Design")** Typographic restraint philosophy. The absence is the design.

## POST 11 • Events & Entertainment

<b>Format</b>	Reel (20–30s recap)
<b>Goal</b>	Social proof through a recap of the previous Thursday event

HOOK / EN

**"Last Thursday at Dana Club looked like this."**

HOOK / AR

«هكذا بدا الخميس الماضي في نادي دانة.»

CAPTION / EN

Sunset. Live band. A crowd that didn't want to leave.

This is what members show up for — and this Thursday's lineup is even bigger.

Full calendar via bio link.

CAPTION / AR

غروب. فرقة حيّة. حضور لم يرغب في المغادرة.  
هذا ما يأتي من أجله الأعضاء — وخميس هذا الأسبوع أكبر.  
الأجندة الكاملة عبر الرابط في البايو.

**CTA (EN) Calendar in bio**

**(AR) CTA** الأجنّدة في البايو

**HASHTAGS** #DohaEvents #ThursdayNightDoha #LiveMusicDoha #DohaEventsThisWeek #MyDanaClub

## ◆ MOODBOARD


INTERVIEW



POST 11 □ Member Spotlight Reel

**Nour joined Dana Club in 2004. Her daughter swims here now.**

COLOUR PALETTE



LIGHTING

Natural daylight, golden hour, candid interview

REFERENCES

- Apple 'Shot on iPhone'
- Chobani 'A Love Letter'
- Dove Real Beauty

DANA CLUB — GO VIRU

<b>Palette</b>	Warm amber stage light, deep sunset pink-orange, glowing practical lights against navy sky.
<b>Lighting</b>	Natural event lighting — sunset plus stage wash. Embrace high contrast and real light direction.
<b>Props &amp; Wardrobe</b>	No styling — this is documentary. Whatever guests wore on the night.
<b>Sound / Music</b>	Ideally actual live band audio layered under an energetic beat. Authenticity over polish.

◆ **SYNOPSIS**

Handheld POV walking into the venue, sunset still in frame (0–2s). Rapid documentary cuts: band mid-song, hands up in crowd, drinks clinking, candid laughs, a couple dancing, sparklers or a fireworks moment (3–14s). Closing wide shot: the venue at peak energy, crowd silhouetted against the last of the sunset (15–17s). End card: 'Thursday. At Dana Club.' (18–20s).

◆ **REFERENCES**

*Specific, searchable pre-production references. Screen at least three before shoot day.*

- **@mdlbeast — Soundstorm recap reels** Regional (Saudi) event-recap benchmark for GCC audience expectations.
- **@coachella — official recap reels** Documentary-style event storytelling. Rhythm of cuts vs. wide establishing shots.
- **Tomorrowland — "Aftermovie" series (YouTube)** Cinematic event-film craft. The reveal-shot structure for our closing wide.
- **Red Bull — event coverage style (@redbull)** Handheld authenticity and candid framing.
- **Music: Layer actual live band audio under a 90–110 BPM deep-house bed** Trust live audio first. Consider Dixon / Innervations catalogue.

**POST 12 • Pool, Spa & Wellness**

<b>Format</b>	Reel (15–20s)
<b>Goal</b>	<i>Wellness lifestyle angle — appeal to prospects who want the early-access perk</i>

**HOOK / EN**

**"5 AM alarm. Sunrise swim. Worth it."**

**HOOK / AR**

«منبّه الخامسة فجراً. سباحة مع الشروق. تستحق.»

**CAPTION / EN**

There's a reason our earliest members set 5 AM alarms. Empty lanes, cool water, a quiet city waking up. The kind of summer morning you can't scroll to. Members swim from 5 AM daily. Membership link in bio.

**CAPTION / AR**

هناك سبب يجعل أوائل أعضائنا يضبطون منبه الخامسة فجرًا. مسارات فارغة، ماء بارد، ومدينة هادئة تستيقظ. صباح صيفي لا تجده على الشاشات. الأعضاء يسبحون من الخامسة فجرًا يوميًا. رابط العضوية في البايو.

**CTA (EN) Link in bio**

**(AR) CTA** الرابط في البايو

**HASHTAGS** #MorningSwimDoha #SwimmingPoolDoha #WellnessQatar #SunriseDoha #MyDanaClub

**◆ MOODBOARD**



<b>Palette</b>	Cool pre-dawn blues transitioning into warm sunrise oranges and pinks — full color arc in one reel.
<b>Lighting</b>	Natural dawn only. Starts nearly dark, resolves into breaking sunlight. No artificial fills.
<b>Props &amp; Wardrobe</b>	Digital watch showing 5:00 AM, goggles, swim cap, towel. Minimalist athletic — black or navy swimwear.
<b>Sound / Music</b>	Ambient cinematic track with a slow build. No beat drop — meditative, not hype.

**◆ SYNOPSIS**

Close-up of a phone alarm reading 5:00 AM being dismissed (0–2s). POV walking through a quiet club corridor (3–5s). Wide: the empty pool, still water, first breaking light on the horizon (6–9s). Slow-motion: swimmer dives in, breaks the surface, pool now lit by sunrise (10–14s). Overhead drone: swimmer doing laps alone as the sun rises behind (15–18s). End card: 'Members swim from 5 AM.' (19–22s).

**◆ REFERENCES**

*Specific, searchable pre-production references. Screen at least three before shoot day.*

- **Nike — "Morning Run" global campaign** Athletic-routine storytelling. How they elevate the alarm clock moment.
- **Peloton "Together We Go Far" sunrise content** Early-morning emotional register without hype. Meditative, not aggressive.
- **Emmanuel Lubezki — Terrence Malick films** Master reference for natural dawn light. No fills, commit to the real sun.
- **@stravaclips — athlete sunrise edits** Real-world athletic dawn content.
- **Music: Max Richter / Ólafur Arnalds** Meditative slow build. No drop. The sun is the climax, not the music.

## Week 4 The Season Is Just Getting Started

### POST 13 • F&B / Restaurant

<b>Format</b>	Carousel (6 slides)
<b>Goal</b>	Reinforce culinary authority and show depth of the summer menu

#### HOOK / EN

**"A summer menu written for Qatar — not for Instagram."**

#### HOOK / AR

«قائمة صيف كتبت لقطر... لا لإنستغرام.»

#### CAPTION / EN

Light plates. Cold starters. Shareable mezze. Hydrating signatures.

Our chef built this season's menu around how people eat in 40+ degree heat — not what looks best in a photo.

Swipe through the highlights → book via DM.

#### CAPTION / AR

أطباق خفيفة. مقبلات باردة. مازات للمشاركة. مشروبات مُرطبة.  
صمّم الشيف قائمة هذا الموسم حول طريقة الأكل الفعلية في حرارة تتجاوز الأربعين — لا حول الصورة الأجل.  
تصفح الأبرز ← احجز عبر الرسائل.

#### CTA (EN) Book via DM

(AR) CTA احجز عبر الرسائل

**HASHTAGS** #DanaClubKitchen #WhereToEatDoha #SummerMenuDoha #QatarFineDining #MyDanaClub

### POST 14 • Kids & Family

<b>Format</b>	Reel (20–30s)
<b>Goal</b>	Warm UGC-style reel featuring young members — high organic shareability

#### HOOK / EN

**"We asked the kids what they loved most. Their answers surprised us."**

#### HOOK / AR

«سألنا الأطفال عما يحبونه أكثر. أجوبتهم فاجأتنا.»

#### CAPTION / EN

Spoiler, it wasn't just the pool. (Okay, it was also the pool.)

From ice cream Fridays to the splash park to the games room, here's what our youngest members can't stop talking about.

Tag a parent who needs this weekend off.

Family memberships in bio.

## CAPTION / AR

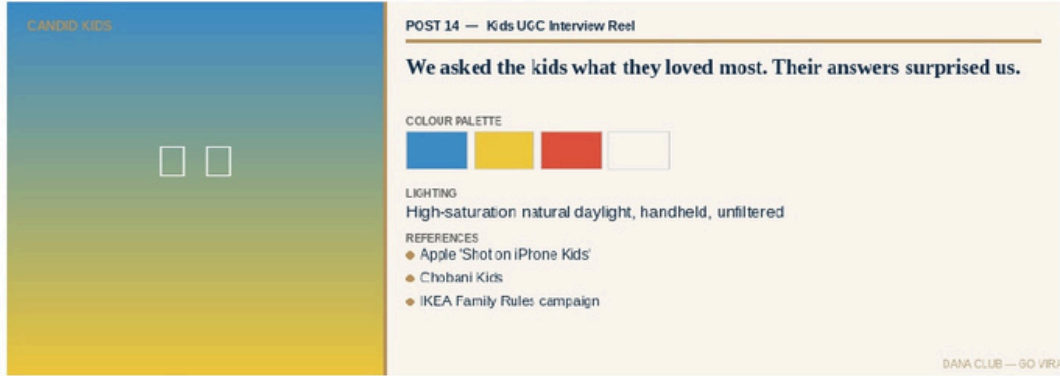
للمفاجأة، لم يكن فقط المسيح. (حسناً، كان المسيح أيضاً).  
من جمعات الأيس كريم، إلى حديقة الألعاب المائية، إلى غرفة الألعاب — هذا ما لا يتوقف صغارنا عن الحديث عنه.  
شارك هذا مع والد/والدة يستحق هذه العطلة.  
العضويات العائلية في البايو.

## CTA (EN) Family memberships in bio

(AR) CTA العضويات العائلية في البايو

HASHTAGS #KidsClubDoha #FamilyClubQatar #KidsActivitiesDoha #SummerFunDoha #MyDanaClub

## ◆ MOODBOARD



<b>Palette</b>	Bright playful tones — primary reds and yellows, pool blues, grass greens. High saturation, honest daylight.
<b>Lighting</b>	Natural daylight only. Warm, inviting, unfiltered. Handheld energy.
<b>Props &amp; Wardrobe</b>	Popsides, goggles, pool toys, the kids' menu, a handheld lavalier mic visible in frame (adds authenticity).
<b>Sound / Music</b>	Light, bouncy, acoustic. No lyrics. Let the kids' voices carry the track.

## ◆ SYNOPSIS

Interviewer off-camera asking, 'What's your favorite thing at Dana Club?' — a kid on a lounge thinks (0–3s). Fast cuts of kids giving candid answers: 'The ice cream!' / 'The big slide!' / 'The games room!' / 'The pool!!!' (4–11s). B-roll of each activity mentioned plays briefly under their answer (12–16s). Final cut: the youngest kid just says, 'all of it!' and runs off laughing (17–20s). End card: 'Family memberships — link in bio.' (21–23s).

## ◆ REFERENCES

*Specific, searchable pre-production references. Screen at least three before shoot day.*

- **Apple — "Shot on iPhone — Kids" series** Honest kid portraiture in bright daylight. The visible lavalier mic is an Apple trick we borrow.
- **Chobani — "A Love Letter to Kids" Campaign** UGC-style interview tone. Kid voices are the performance; production stays invisible.
- **IKEA — "Family Rules" campaign** Kids giving real unscripted answers with the brand quietly in the background.
- **Dove "Real Kids" content** Unposed authenticity and the discipline of not over-directing children.
- **Music: Nils Frahm — "Says" / The xx instrumental cuts** Light acoustic beds that leave room for voice. No lyrical interference.

**POST 15 • Membership Benefits (Promo)**

<b>Format</b>	Static (Branded Graphic)
<b>Goal</b>	<i>Urgency close — drive the final DM wave before intake closes</i>

HOOK / EN

**"Last call for summer membership."**

HOOK / AR

«آخر فرصة لعضوية الصيف.»

CAPTION / EN

We're approaching capacity for this season's intake.

If Dana Club has been on your radar, this is the moment.

DM us "SUMMER" and we'll walk you through the next step before spots close.

CAPTION / AR

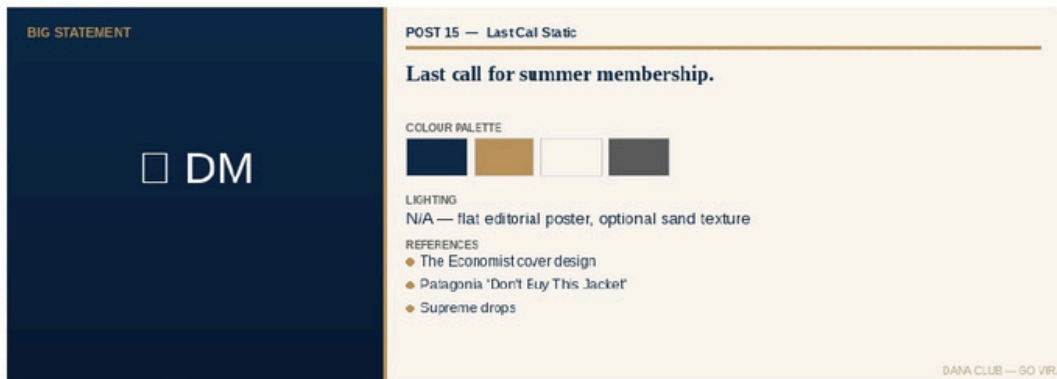
نقترب من الوصول إلى الحد الأقصى لعضويات هذا الموسم.  
إن كان نادي الدانة على بالك، فهذه هي اللحظة.  
راسلنا "صيف" ونرشدك للخطوة التالية قبل إغلاق الباب.

**CTA (EN) DM "SUMMER"**

**(AR) CTA "راسلنا "صيف"**

**HASHTAGS** #DanaClubMembership #LimitedSpotsDoha #JoinDanaClub #QatarSummerMembership #MyDanaClub

**◆ MOODBOARD**



<b>Palette</b>	Brand navy dominant background. Gold headlines. Cream body text.
<b>Lighting</b>	N/A — flat editorial poster.
<b>Props &amp; Wardrobe</b>	Zero imagery. Typography-driven only. Option: subtle gold sand-texture overlay at 8% opacity.
<b>Sound / Music</b>	N/A — pair with a short Story Reel countdown timer to amplify urgency.

**◆ SYNOPSIS**

Vertical 1080×1350. Full navy background. Small gold tag top-left: 'CAPACITY UPDATE'. Large gold serif headline center: 'Last call for summer membership.' Below in cream sans-serif, three short lines

of body copy. Near the bottom: a thin gold rule, then the CTA in bold gold 'DM SUMMER →'. Logomark at the very foot in cream. Arabic version right justified with Arabic serif.

#### ◆ REFERENCES

*Specific, searchable pre-production references. Screen at least three before shoot day.*

- **The Economist — cover design system** Bold single-message posters. One headline, one color accent, one clear action.
- **Patagonia "Don't Buy This Jacket" (NYT, 2011)** Urgency achieved through editorial restraint rather than volume.
- **Supreme — drop announcement posts** Scarcity signaling without shouting. Confidence is the design.
- **Dieter Rams — Braun product poster archive** Color logic: one primary ground, one accent, one neutral. Nothing more.
- **Japanese theatre posters — Kazumasa Nagai** Urgency expressed through negative space and typographic rhythm.

#### POST 16 • Events & Entertainment

<b>Format</b>	Reel (20–30s)
<b>Goal</b>	Close the month on a high-energy aspirational note — keep the brand top-of-mind into Month 2

HOOK / EN

**"The weekend worth showing off."**

HOOK / AR

«نهاية أسبوع تستحق أن تُعرض.»

CAPTION / EN

Music. Food. Sunsets. Friends who don't want to go home.

This weekend at Dana Club has it all — and members get every ticket, every table, every perk first.

Members-only early access closes on Thursday. Link in bio.

CAPTION / AR

موسيقى. طعام. غروب. أصدقاء لا يريدون المغادرة.

نهاية هذا الأسبوع في نادي دانة تجمع كل شيء، والأعضاء يحصلون على كل تذكرة وكل طاولة وكل ميزة أولاً.

الوصول المبكر الحصري للأعضاء يُغلق الخميس. الرابط في البايو.

**CTA (EN) Link in bio**

**(AR) CTA** الرابط في البايو

**HASHTAGS** #DohaWeekend #DohaThingsToDo #WeekendInDoha #DohaEventsThisWeek #MyDanaClub

#### ◆ MOODBOARD

DAY-TO-NIGHT ARC



POST 16 — Weekend Closer Reel

**The weekend worth showing off.**

COLOUR PALETTE



LIGHTING  
Full day-to-night arc — each beat lit differently

REFERENCES

- Soho House weekend recaps
- Pacha Ibiza reels
- Atlantis The Royal Saturday

DANA CLUB — GO VIRJ

<b>Palette</b>	The full Dana Club color arc — turquoise pool, sunset amber, night navy, stage gold. Color as storytelling.
<b>Lighting</b>	Day-to-night arc. Each beat lit differently. Golden hour held as long as possible.
<b>Props &amp; Wardrobe</b>	Pool, food, stage, crowd — mixed wardrobe, day-to-night progression (swim → resort-casual → evening).
<b>Sound / Music</b>	Upbeat deep house with a clear drop. Cuts locked to the beat — this reel should feel like a trailer.

**◆ SYNOPSIS**

Dawn swim (0–2s). Quick cut to brunch spread, hands pouring coffee (3–5s). Pool afternoon — kids jumping, adults clinking glasses (6–9s). Sunset transition — DJ starting the set, first beat kicks in (10–12s). Night energy — crowd, stage lights, dance floor in full motion (13–16s). Fireworks or sparkler finale (17–19s). End card: 'Dana Club Weekend. Members first.' (20–22s).

**◆ REFERENCES**

- Specific, searchable pre-production references. Screen at least three before shoot day.*
- **Soho House — weekend recap reels** Tonal benchmark for aspirational-yet-warm. Day-to-night arc directly applicable.
  - **Pacha Ibiza — promotional reels** Trailer-like pacing. Cut-to-beat discipline.
  - **F1 — Grand Prix weekend recap films** multi-location narrative pacing across a single event.
  - **Atlantis The Royal — Saturday reels** Direct regional benchmark for production quality and crowd energy.
  - **Music: Purple Disco Machine "Hypnotized" / ZHU "Faded"** Deep house with a clean drop. Lock every cut to the beat.

## 06 Accounts Improvement

Profile-level upgrades to be implemented on Day 1 before the first post of Month 1 goes live. These are the first things a profile visitor sees — they must match the new content direction immediately.

### 06.1 INSTAGRAM

#### Instagram Bio (5 Options)

Select one bio to activate. Recommendation at the foot of this table.

#	Bio (English)
<b>Option 1</b> <i>Strong Luxury Identity</i>	Private Lifestyle Club in Doha Where families, wellness & elegance meet Your daily escape 🏡 🧘 ✨
<b>Option 2</b> <i>Sensual / Cinematic</i>	More than a club... A lifestyle in Doha For families, moments & memories 🌿
<b>Option 3</b> <i>Clear + Marketing</i>	Doha's private family club QA Fitness • Kids • Dining • Events Experience it your way
<b>Option 4</b> <i>Luxury + Exclusive</i>	Your private lifestyle in Doha Family • Wellness • Social By membership only 🔑
<b>Option 5</b> <i>Strong Hook</i>	This is where Doha lives differently Family. Wellness. Moments. Welcome to Dana Club 🏡

★ **Recommendation: Option 4 (Luxury + Exclusive).** Aligns with the 'prestige through restraint' brand direction, anchors the membership narrative with 'By membership only.'

#### Link-in-Bio: Linktree / Landing Page Structure

The link-in-bio is the bridge between Instagram and every conversion. Structure it so that the most frequent viewer intent (memberships, F&B reservations, events) gets the fewest clicks.

🔗 **Landing Page Title: Welcome to Dana Club**

#	Link Label	Destination	Icon
1	What's On at Dana Club	Events calendar page — F&B events, kid's activities, pool programming	📅
2	Book a Table / Event	Reservations: Bayt Al Dana restaurant, catering, Al Jewan Hall, events	🍴
3	Become a member	Membership enquiry form / pricing page	🔑

#	Link Label	Destination	Icon
4	Contact Us — WhatsApp	Direct WhatsApp chat button	
5	Our website	danaclub.com.qa	
6	Find Us	Google Maps embed / location page	

Social icons visible on the landing page: Instagram · TikTok · Snapchat · Facebook · YouTube · LinkedIn

## Story Highlights 10 Categories

Icon	Highlight Name	Content to Include
	Kids Time	Kids Club activities, swimming lessons, family games, summer camp programming
	Activities	Fitness classes, tennis, gym, group sports, timetable updates
	F&B	Restaurant menu highlights, signature dishes, drinks, reservation links
	Wellness	Spa treatments, ladies' gym, sunrise swims, wellness programming
	Sports	Sports facilities, courts, leagues, tennis program, fitness events
	Events	All upcoming events, live music nights, seasonal activations
	Weddings	Al Jewan Hall + Bayt Al Dana — capacity, gallery, packages, contact
QA	QND	Qatar National Day content archive
	Ramadan	Ramadan programming, Iftar packages, family nights
	Location	How to find us, parking, map, WhatsApp button

## Instagram Grid Design - 9-Cell Chapter Rhythm

Grid Position	Template Type	Visual Ground	Rule
Row 1 — L, C, R	Photo / Heritage Marker / Lifestyle Photo	Dark / Cream / Dark	Chapter opener. Contrast established immediately.
Row 2 — L, C, R	Ladies Exclusive / Tier Card / Event Card	Soft Rose / Navy / Night	Middle rhythm. Ladies post anchors the chapter center.
Row 3 — L, C, R	Member Polaroid / Editorial Quote / Big Statement	Cream / Cream / Navy	Closer. Social proof → heritage thought → urgency.

## 07 Stories Interactive Layer

Stories publish daily 5 to 7 per day. This weekly rhythm converts passive feed viewers into an active community. Each mechanic has a designated day, so the audience learns to expect it.

Day	Mechanic	Example	Why It Works
Sunday	Feed post amplification	"Share the day's feed post + 'See more →'"	Drives fresh eyes to the new post immediately.
Monday	Poll — This or That	"Friday plans?" Pool 🏊 vs. Kids Club 🎮"	Low-effort tap. Segments audience for retargeting.
Tuesday	Quiz — Member trivia	"What year did Dana Club open?" 4 choices"	Reinforces heritage. Drives save.
Wednesday	Countdown sticker	"Next ladies class starts in..." — drives DM"	Instagram notifies users when timer hits zero.
Thursday	Q&A sticker	"Ask us anything about membership"	Highest DM-lift mechanic of the week.
Friday	Behind-the-scenes	"Kitchen prep clip or pool-setup BTS"	Humanizes the brand. Drives share.
Saturday	UGC reshare	"Reshare one #MyDanaClub post + thank-you frame"	Members feel seen — drives more UGC posting.

## 08 UGC Program #MyDanaClub

**Branded Hashtags:** #MyDanaClub / #الدانة\_بيتي

### Launch Mechanic — Week 1

- Announcement via Story series on Week 1 Sunday — alongside the first feed post.
- Explain the hashtag, the monthly challenge, and the reward (complimentary F&B voucher or guest pass).
- Month 1 challenge theme: 'Your Summer Moment' any photo from any summer day at the club.

### Monthly Theme & Challenge

- Members share a photo from any summer day at the club. Tag #MyDanaClub or #الدانة\_بيتي. opt in by tagging @danaclubdoha.
- Winner announced end of month — featured as the first post of Month 2.

### Reshare Cadence

- Saturday Stories slot reshares one member post with a founder credit every week.
- Monthly Member Spotlight (Post 11) is a story-led interview with a named member — anchors the whole program.

### Legal + Ops



Heritage



Catering



Dining



Activities



Al Jewan hall



Ramadan



Kids Time

- One-time member consent form at check-in captures image rights for reshare. Standard hospitality boilerplate.
- Ops owner: community manager. Time: 30 min/week.
- Measurement: #MyDanaClub mentions tracked weekly. Month 1 success marker: 25+ member-generated users by Day 30.

## 09 Paid Media Plan

A focused 3-campaign Meta Ads structure concentrating on the posts most likely to drive qualified DMs and membership enquiries. Every QAR is accountable.

### Budget Split by Objective

Campaign Objective	Budget (QAR)	% of Total	Primary Placements
Awareness — Reach / Video Views	3,500	35%	IG Reels, IG Stories, IG Feed
Consideration — Traffic / Engagement	3,000	30%	IG Feed (Carousels), IG Explore, Stories
Conversion — Messages / Leads	2,500	25%	IG + FB Feed, Messenger, IG Stories
Always-On Retargeting	1,000	10%	All IG + FB placements, capped at 3x/week
<b>TOTAL</b>	<b>QAR 10,000</b>	<b>100%</b>	<b>≈ USD 2,750</b>

### Post-Level Budget — Tier System

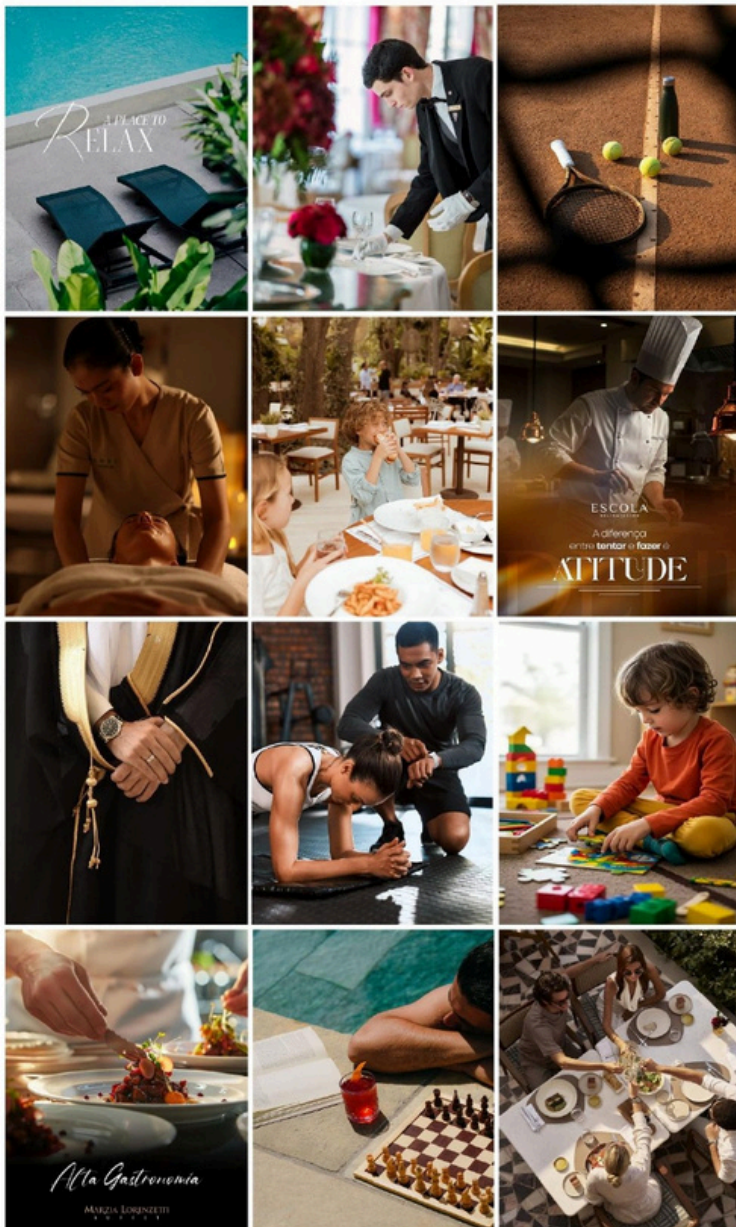
#	Tier	Format	Objective	Placements	Days	QAR	Est. Reach
1	HERO	Reel	Reach + Video Views	IG Reels + Stories + FB	7	1,500	~60K–90K
2	PRIORITY	Reel ★	Video Views	IG Reels + Stories	6	1,000	~40K–55K
3	ORGANIC	Carousel	—	—	—	0	Organic
4	PRIORITY	Reel	Video Views + Engage	IG Reels + Stories	5	800	~30K–45K
5	HERO	Carousel	Engagement + Traffic	IG Feed + Explore + Stories	7	1,200	~35K–55K
6	SUPPORT	Reel	Video Views	IG Reels	3	400	~15K–20K
7	PRIORITY	Carousel ★	Traffic + Messages	IG Feed + Stories + FB	6	700	~25K–35K
8	PRIORITY	Reel	Video Views	IG Reels + Explore	5	600	~25K–35K
9	PRIORITY	Carousel	Traffic + Messages	IG Feed + FB + Messenger	6	700	~28K–40K
10	SUPPORT	Static	Traffic	IG Feed + Stories	5	300	~12K–18K
11	PRIORITY	Reel ★	Video Views + Share	IG Reels + Stories	5	500	~18K–28K
12	SUPPORT	Reel	Video Views	IG Reels	3	300	~12K–18K

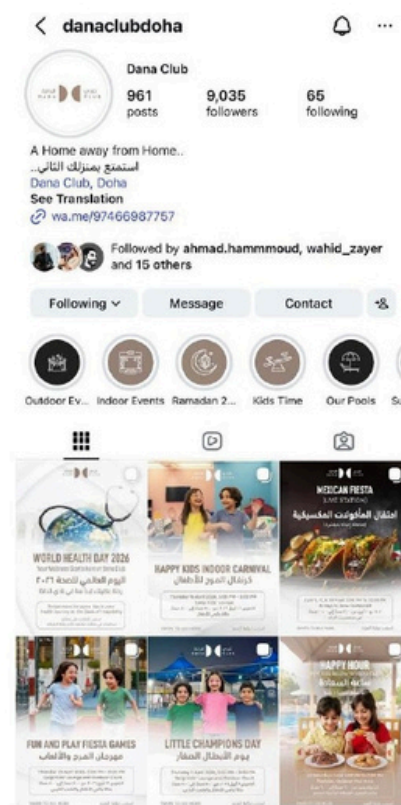
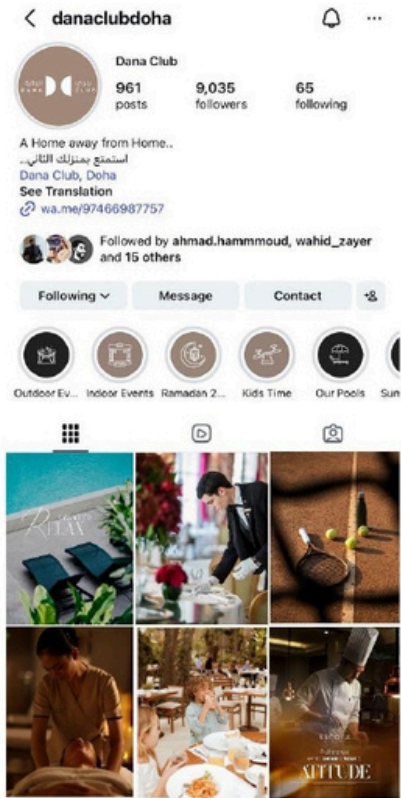
#	Tier	Format	Objective	Placements	Days	QAR	Est. Reach
13	ORGANIC	Carousel	—	—	—	0	Organic
14	PRIORITY	Reel	Video Views	IG Reels + Stories	5	500	~18K–28K
15	HERO	Static	Messages + Leads	IG + FB + Messenger	5	1,200	~20K–30K qualified
16	PRIORITY	Reel	Traffic + Messages	IG Reels + FB + Messenger	4	800	~28K–40K
—	<b>TOTAL</b>	16 posts	14 paid + 2 organics	IG Reels / Feed / Stories / FB	—	9,000	~350K–500K total

QAR 1,000 allocated to always-on retargeting campaign.

## 10 Instagram Feed Design System

### Proposed Grid Rhythm





### Color System

Color	Hex	Role	Applied On
Brand Navy	#0E2A47	Primary ground / authority	Membership posts, Big Statements
Brand Gold	#B8925A	Accent / prestige	Headlines, rules, CTAs, Heritage borders
Brand Cream	#FAF6EF	Light ground / editorial rest	Quote posts, Heritage Markers, Tier Cards
Deep Teal	#1E4D56	Pool / wellness photo grade	Applied as color grade on pool/wellness imagery
Rose Sand	#DCC8D2	Ladies Only — exclusive signal	Reserved ONLY for Ladies Only pillar

# 11 Social Media Guidelines

## 11.1 Brand Voice

We Are	We Are Not	In Practice
<b>Warm</b>	<i>Cold or corporate</i>	We address the audience as 'you'. We sound like a person, not a press release.
<b>Elevated</b>	<i>Flashy or boastful</i>	We let the quality speak. We do not use exclamation marks to manufacture excitement.
<b>Confident</b>	<i>Aggressive or sales-heavy</i>	We state our value clearly and move on. We do not plead.
<b>Unhurried</b>	<i>Hyped or breathless</i>	Short sentences. Measured rhythm. Never have three adjectives where one will do.
<b>Bilingual</b>	<i>English-first</i>	Arabic is not a courtesy translation. It carries equal weight, equal care, equal creativity.

## 11.2 Brand Vocabulary

✓ Use These Words	✗ Avoid These Words
Member · Heritage · Home · Season · Ritual · Reserve · Private · Prestige · Curated · For you · Still yours · Est. 2000	Amazing! · Don't miss out! · Limited time! · We're excited to announce · World-class · Click here · Check this out

## 11.3 Caption Structure

Part	Name	Rule	Example
01	<b>Hook</b>	First line. One sentence. Must stop the scroll.	"45°C outside. 24°C inside Dana Club."
02	<b>Body</b>	2–4 short paragraphs with line breaks. Tell the story, add warmth.	"At Dana Club, summer means..."
03	<b>CTA</b>	One specific call to action with a tracked keyword.	"Comment SUMMER or DM us."
04	<b>Hashtags</b>	5 targeted SEO-keyword hashtags on the final line.	"#DanaClub #PrivateClubDoha #MyDanaClub..."

## 11.4 Posting Schedule

Day	Feed Post	Pillar Priority	Optimal Time	Rationale
Sunday	✓ Publish	Membership / Heritage / Family	8:00–9:00 AM	First working day — highest intent browsing in Qatar.
Monday	Stories only	—	Throughout day	Poll or quiz Story only.
Tuesday	✓ Publish	Events / Ladies / F&B	12:00–1:00 PM	Mid-week lunch break — second-highest reach slot.
Wednesday	Stories only	—	Throughout day	Countdown or BTS Story.
Thursday	✓ Publish	Events (event night preview)	3:00–5:00 PM	Before the Thursday event — drives same-day decisions.
Friday	✓ Publish	Family / Kids / Wellness	8:00–10:00 AM	Friday morning — highest-traffic family decision window.
Saturday	Stories only	UGC reshare	10:00 AM–12:00 PM	Reshare one #MyDanaClub member post.

## 11.5 The Ten Brand Rules

### 01 One idea per post.

If you can't say what the post is about in one sentence, it has too many ideas.

### 02 The hook earns the scroll.

The first line and the first 3 seconds of every Reel must stop a thumb in motion.

### 03 Arabic is a parallel creation, not a translation.

Every Arabic caption is written independently by a fluent speaker. Copy-paste is a brand violation.

### 04 Restraint is a luxury signal.

No exclamation marks. No three adjectives where one works. Quite confidence is the premium signal.

### 05 Rose Sand belongs to Ladies Only.

#DCC8D2 is reserved exclusively for the Ladies Only pillar. Using it elsewhere dilutes the signal.

### 06 Every post has a tracked CTA.

Every feed post ends with a keyword: SUMMER / JOIN / FIT / LADIES. We cannot measure what we don't track.

### 07 #MyDanaClub appears in every post.

The UGC seed hashtag appears in every single post's hashtag block, always.

### 08 No person appears without consent.

Members, staff, and guests require signed written consent. Children require explicit parental consent.

### 09 Ladies-only areas require all-female crews.

No male crew member may enter the lady's gym or spa for content creation. Schedule for ladies-only hours.

**10 Approve before you publish - never after.**

No content is published without completing the approval workflow. Publishing first is a brand and legal risk.

### 11.6 Community Management Response Times

Channel	Message Type	Response Time	Owner
Instagram DM	Membership enquiry (tracked keyword)	Within 2 hours	Dana Club / Agency
Instagram DM	Complaint or concern	Within 1 hour — escalate	Agency + Dana Club
Feed comment	Positive / question	Within 6 hours	Agency CM
Feed comment	Negative / complaint	Within 1 hour — escalate	Agency + Dana Club
Story reply	Any reply	Within 4 hours	Agency CM

## 12 Mood board

### 12.01 Staff



### 12.02 Catering



### 12.03 Kids



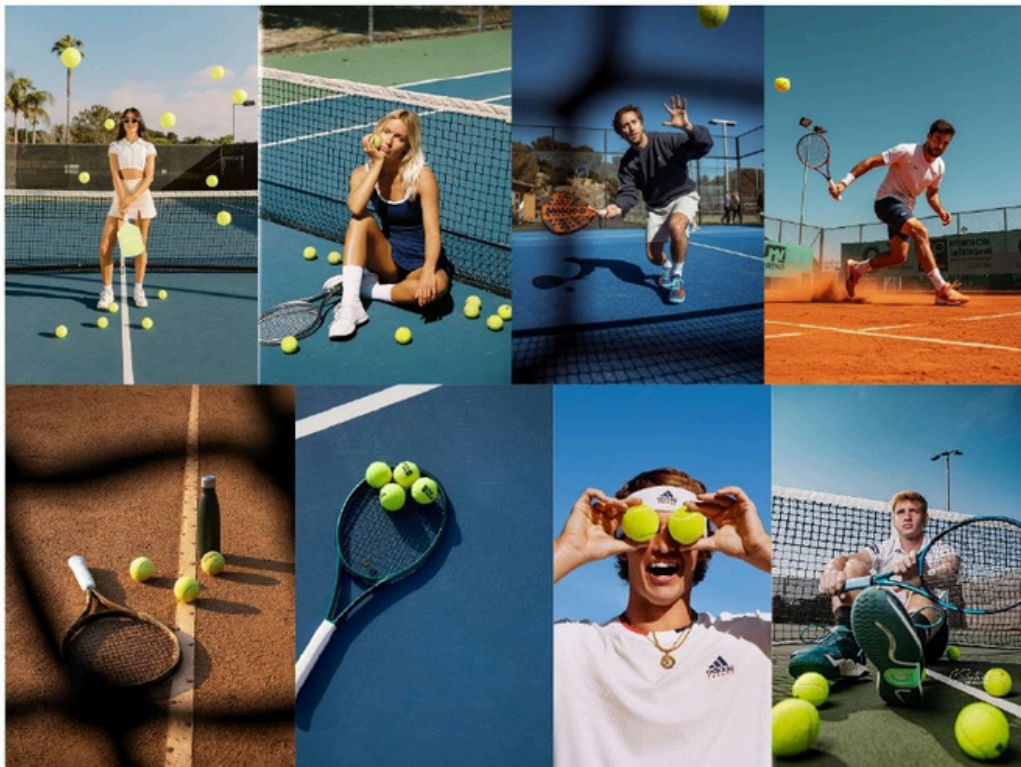
### 12.04 Male wedding



## 12.05 Afternoon Tea



## 12.06 Tennis & Sports



## 12.07 Gym



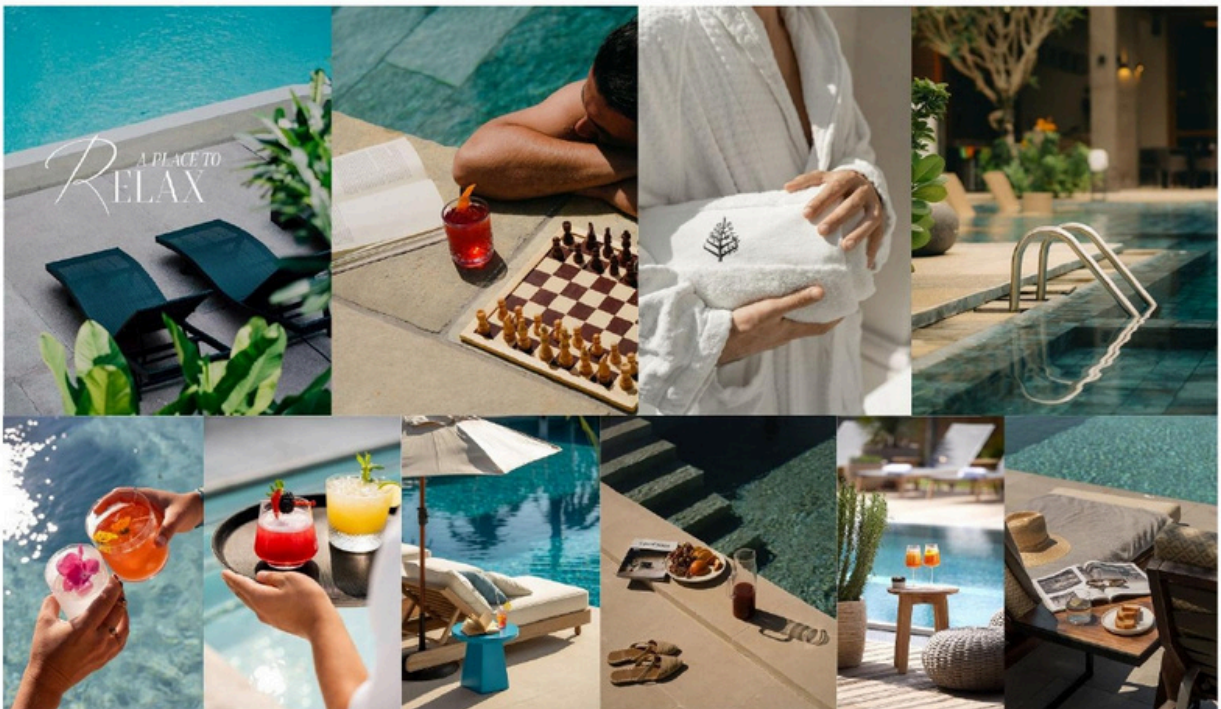
## 12.08 Family & Gathering



## 12.09 Spa & Wellness



## 12.10 Outdoor Pool



# 13 KPIs - Benchmarked

<p><b>INSTAGRAM</b></p> <p><b>3.5 /10</b></p> <p>Current health score</p> <p>M3 target: <b>8 /10</b></p>	<p><b>TIKTOK</b></p> <p><b>3.5 /10</b></p> <p>Current health score</p> <p>M3 target: <b>7.5 /10</b></p>	<p><b>SNAPCHAT</b></p> <p><b>3.0 /10</b></p> <p>Current health score</p> <p>M3 target: <b>7.5 /10</b></p>
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Instagram	@danaclubdoha · 9,027 followers		Current Health Score: <b>3.5 / 10</b>		
KPI	Baseline	GCC Benchmark	Month 1	Month 2	Month 3
<b>GROWTH</b>					
<b>Followers</b> <i>Organic + paid combined</i>	9,027	—	<b>9,327 (+300)</b>	<b>10,100 (+773)</b>	<b>11,800 (+1,700)</b>
<b>Monthly follower growth rate</b> <i>Benchmarked vs. category average</i>	~1%	3–5%	<b>+3.3%</b>	<b>+8.3%</b>	<b>+16.8%</b>
<b>ENGAGEMENT</b>					
<b>Engagement rate (ER)</b> <i>Likes + comments + saves + followers</i>	~0.8%	2.5–4%	<b>2.5%</b>	<b>3.5%</b>	<b>4.5%</b>
<b>Avg Reel views</b> <i>Excluding prior viral outliers (229K + 246K)</i>	~600	5K–15K	<b>8,000</b>	<b>15,000</b>	<b>25,000</b>
<b>Avg carousel saves</b> <i>Saves = algorithm distribution signal</i>	~15	80–200	<b>120</b>	<b>250</b>	<b>400</b>
<b>Story views / day</b> <i>5–7 Stories cadence launched Month 1</i>	~200	5–15% of followers	<b>800</b>	<b>1,500</b>	<b>2,500</b>
<b>Story poll / quiz response rate</b> <i>Interactive layer KPI</i>	—	8–15%	<b>8%</b>	<b>12%</b>	<b>15%</b>
<b>REACH &amp; DISCOVERY</b>					
<b>Reach per post</b> <i>Followers + non-followers</i>	~2,500	10K–30K	<b>12,000</b>	<b>22,000</b>	<b>35,000</b>
<b>Profile visits / month</b> <i>Bio fix is primary driver in Month 1</i>	~800	3K–8K	<b>3,500</b>	<b>6,000</b>	<b>9,000</b>
<b>Link-in-bio clicks / month</b> <i>Currently 0 — no link in bio</i>	0	3–6% of profile visits	<b>400</b>	<b>800</b>	<b>1,400</b>
<b>CONVERSION</b>					
<b>DM keyword triggers / month</b> <i>SUMMER · JOIN · FIT tracked replies</i>	~10	—	<b>80</b>	<b>150</b>	<b>250</b>
<b>Paid ad CTR (Meta)</b> <i>3 campaigns: Awareness / Traffic / Lead</i>	—	1.5–3%	<b>2%</b>	<b>2.8%</b>	<b>3.5%</b>
<b>UGC posts #MyDanaClub / month</b> <i>Member-generated content across feed</i>	0	—	<b>25</b>	<b>60</b>	<b>120</b>

TikTok		@danaclubdoha · 363 followers		Current Health Score: <b>3.5 / 10</b>		
KPI	Baseline	GCC Benchmark	Month 1	Month 2	Month 3	
<b>GROWTH</b>						
<b>Followers</b> <i>9,027 on Instagram — gap to close urgently</i>	363	—	<b>900 (+537)</b>	<b>2,500 (+1,600)</b>	<b>6,000 (+3,500)</b>	
<b>Monthly follower growth rate</b> <i>Motion-only content removes algorithm penalty</i>	~5%	15–25%	<b>+148%</b>	<b>+178%</b>	<b>+140%</b>	
<b>CONTENT PERFORMANCE</b>						
<b>Avg video views</b> <i>Baseline excl. viral outliers (229K + 246K)</i>	~600	3K–10K	<b>3,500</b>	<b>8,000</b>	<b>18,000</b>	
<b>% reaching For You Page</b> <i>Static poster policy was suppressing FYP distribution</i>	~20%	40–60%	<b>45%</b>	<b>55%</b>	<b>65%</b>	
<b>Watch-through rate (avg)</b> <i>15–20s format optimized for completion</i>	~35%	50–70%	<b>50%</b>	<b>60%</b>	<b>70%</b>	
<b>Viral breakout videos / month</b> <i>100K+ views threshold</i>	2 (total ever)	1–2 / month	<b>1</b>	<b>2</b>	<b>2–3</b>	
<b>ENGAGEMENT</b>						
<b>Engagement rate</b> <i>Likes + comments + shares + views</i>	~2%	3–6%	<b>3.5%</b>	<b>5%</b>	<b>6.5%</b>	
<b>Share rate</b> <i>Primary organic growth engine on TikTok</i>	~0.5%	1.5–3%	<b>1.5%</b>	<b>2.5%</b>	<b>3.5%</b>	

Snapchat		danaclubdoha · 363 subscribers · 3,050 likes		Current Health Score: <b>3.0 / 10</b>		
KPI	Baseline	GCC Benchmark	Month 1	Month 2	Month 3	
<b>GROWTH</b>						
<b>Subscribers (Public Profile)</b> <i>Qatar's #1 platform — most critical gap</i>	363	—	<b>750 (+387)</b>	<b>1,500 (+750)</b>	<b>3,000 (+1,500)</b>	
<b>Monthly subscriber growth rate</b> <i>Driven by daily Stories cadence</i>	~3%	10–20%	<b>+107%</b>	<b>+100%</b>	<b>+100%</b>	
<b>STORIES PERFORMANCE</b>						
<b>Daily Stories posted</b> <i>Currently: 0 (fully dormant — highest priority fix)</i>	0	5–10 / day	<b>5–7</b>	<b>7–10</b>	<b>7–10</b>	
<b>Story views / day</b> <i>Key Qatari audience signal</i>	~0	20–40% of subs	<b>1,500</b>	<b>5,000</b>	<b>10,000</b>	
<b>Story reply / DM rate</b> <i>Swipe-up equivalent engagement</i>	—	2–5%	<b>2%</b>	<b>3.5%</b>	<b>5%</b>	
<b>SPOTLIGHT PERFORMANCE</b>						
<b>Avg Spotlight views</b> <i>Baseline: 262–858 (static graphic content)</i>	~500	2K–10K	<b>3,500</b>	<b>7,000</b>	<b>15,000</b>	
<b>Peak Spotlight views (best post)</b> <i>Ramadan Iftar record: 4,600</i>	4,600	10K–50K	<b>20,000</b>	<b>50,000</b>	<b>100,000</b>	

<b>Snapchat</b>		<i>danaclubdoha</i> · 363 subscribers · 3,050 likes		Current Health Score: <b>3.0 / 10</b>		
KPI	Baseline	GCC Benchmark	Month 1	Month 2	Month 3	
<b>BRAND TOUCHPOINTS</b>						
<b>Geofilter uses / month</b> <i>Not yet activated — high-ROI quick win</i>	0	200–1K	Launch	400	800	
<b>AR Lens uses / month</b> <i>#MyDanaClub summer pool overlay</i>	0	500–2K	—	Launch	1,500	
<b>Topic tags configured</b> <i>Currently only: Athletics + Soccer (2 of 8)</i>	2 tags	6–8 tags	8 tags	8 tags	8 tags	