



Category 24 - Social Media Campaign

Move to the new ABA campus + Inauguration of the new ABA campus

ABA Oman International School is the leading not-for-profit IB Continuum School in Muscat, Oman, ABA provides international education of the highest quality in a multicultural environment. With over 920 K-12 students, the diverse ABA community is represented by a highly experienced faculty, staff and families from over 70 different nationalities.

In March 2022 ABA Oman International School moved from its old campus at Al Khuwair, established in 1987, to the new campus constructed at Madinat Al Irfan, Muscat. The 100 days countdown campaign through social media / posters/ promotional videos and the big inauguration event garnered a lot of traction. Interest and engagement from the ABA community- parents, students, faculty and the wider community.

100 days to our new home campaign

(Social Media - content cross posted across all social media channels on ABA's official accounts - instagram/facebook/twitter/linkedin/youtube)

Promotional Videos:

1. [100 days to our new campus promo video](#)
2. [ABA Al Irfan Athletics Facilities Reveal](#)
3. [Timeline video](#) - 1987-2022 (Al Khuwair campus to Al Irfan campus)
4. [Live streaming](#) of the inaugural ceremony
5. [New campus Inauguration Video](#) - Filmed and edited by Vortex

Excitement building up:

- [50 days to a new adventure](#) - Instagram
- [40 days to our new campus](#) - vox pop with ABA faculty - Instagram
- [30 days to go](#) - vox pop with ABA parents - Instagram
- [20 days to go](#) - vox pop with ABA students - Instagram
- [Day 1 at the new campus - new memories](#) - Instagram & facebook reel