



# **CASE STUDY** Social Media Design for **DiaLink**



## CLIENT OVERVIEW

**CLIENT : DIALINK**

**WEBSITE : WWW.DIALINK.ORG**

**INDUSTRY : HEALTH TECH / DIABETES MANAGEMENT**

**PLATFORMS : INSTAGRAM, FACEBOOK, LINKEDIN, TWITTER**

DiaLink is a digital health platform designed to simplify diabetes management for patients, making it easier to monitor insulin dosage, blood sugar levels, and overall health data. The goal of their social media strategy is to educate, inform, and build trust with their target audience primarily individuals managing diabetes and their families.



## PROJECT OBJECTIVE

The main objective of this project was to create a series of engaging, educational, and visually cohesive social media posts to promote DiaLink's digital health services and drive traffic to their website and mobile app

### **Key Goals:**

- • Increase brand visibility and trust on social media
- • Educate users about diabetes self-management
- • Communicate DiaLink's features and benefits in a simple, visual way
- • Support Arabic and English language audiences

## VISUAL DESIGNER

- • Translating the researched content into compelling visual stories
- • Designing visually consistent and user-friendly templates
- • Balancing English and Arabic layouts effectively
- • Ensuring alignment with DiaLink's brand identity (color, typography, tone)

### Content Collaboration

The content used in these posts was written by a professional content writer after conducting in-depth research into the pain points and behavioral needs of diabetic patients. I worked closely with the content team to make sure each visual element aligned with the key messages.



## DESIGN PROCESS

### **1. Brief & Strategy Alignment:**

Understood Dialink's brand vision and user personas.

### **2. Content Mapping:**

Identified content types—educational, promotional, feature highlights, etc.

### **3. Visual Moodboarding:**

Set the visual tone based on healthcare UX, simplicity, and clarity.

### **4. Mockup Creation:**

Created mobile device mockups to showcase app functionality.

### **5. Typography & Colors:**

Stuck to a calming, trustworthy blue palette, with legible fonts.

### **6. Arabic Adaptation:**

Paid special attention to RTL design rules for Arabic versions.



## DESIGN HIGHLIGHTS

**DiaLink**

**STRUGGLING WITH INSULIN DOSAGE?**

DiaLink simplifies the process for YOU.

Log Book

Log Blood Pressure

Sugar

HbA1C Logs

My AGP Report

Log Book

**DiaLink**

**Dialink.org**

**DiaLink**

**ما الذي يميز ديا لينك؟**

البرمجة الصحية المتكاملة لمرضى السكري

**DiaLink**

**Dialink.org**

**DiaLink**

**TAKE CONTROL OF YOUR HEALTH NOW!**

Join thousands improving their diabetes management with DiaLink.

**DOWNLOAD NOW**

**DiaLink**

**Dialink.org**

**DiaLink**

**فهم الاتجاهات يمكن أن يؤدي إلى نتائج أفضل**

ديا لينك يساعدك على تفسير مستويات السكر لديك لاتخاذ قرارات صحية أكثر ذكاء

**DiaLink**

**Dialink.org**

**DiaLink**

**UNDERSTANDING TRENDS CAN LEAD TO BETTER OUTCOMES!**

DiaLink helps you interpret your sugar levels for smarter health decisions.

**DiaLink**

**Dialink.org**

**DiaLink**

**إدارة جرعات الإنسولين قد تبهر مرهقة**

**DiaLink**

**Dialink.org**

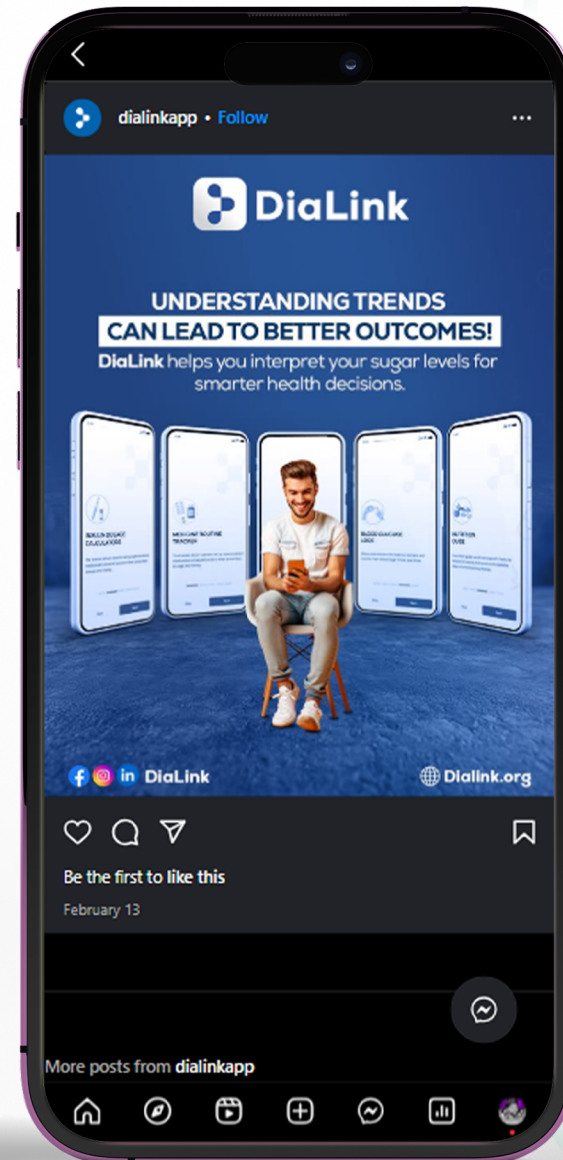
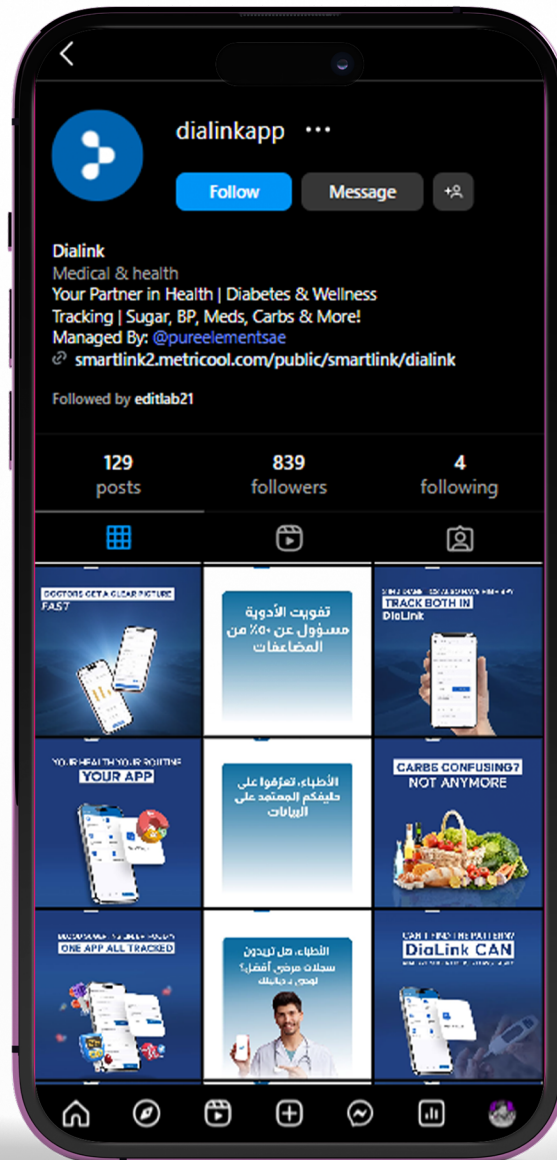
**DiaLink**

**ALL YOUR HEALTH STATS IN ONE PLACE**

From blood pressure to HbA1c, DiaLink keeps you organized and stress-free

**DiaLink**

**Dialink.org**





## RESULTS & IMPACT

- Increased Instagram engagement by 42% within 2 weeks of publishing
- Improved website traffic from social platforms by 18%
- Positive feedback from DiaLink's internal team and community





## CONCLUSION

This project demonstrates the power of strong visual communication in the healthcare space. With a careful blend of research-driven content and empathetic design, the DiaLink social campaign successfully translated complex medical tools into accessible, relatable visuals.

I ensured that every post matched the platform's goal—whether it was educational, promotional, or bilingual—while keeping the brand identity cohesive and clear.