

# Top tips to increase your Social engagement

For many, following you on social media may be their first experience of your brand. So making a good first impression and ensuring your audience is engaged is key for success.

After all, the more likes, shares, and comments you get the wider your reach and lead potential.

## 1 Get to know the algorithms

Social media can be a really powerful communication tool when you take the time to understand the technicalities.

Luckily for you we've done the research so you don't have to.

For example, Facebook or Twitter might put posts from your closest friends and family front-and-centre in your feed because those are the accounts you interact with most often.

“  
Social media algorithms are a way of sorting posts in a users' feed based on relevancy instead of publish time.  
”



## 2 Reach your potential

Once you've spent some time understanding how the social media algorithms work, you can then start to ensure that the percentage of people who will actually see your posts are seeing exactly what they want to see.

It's a case of quality over quantity and harnessing this factor to reach your social engagement potential.

Those people who are interacting with your brand are more likely to complete the task you want them to or send to a friend and push your reach even further.

# Don't forget your hashtags

## 3 Create your ideal following

Think about who your ideal customers are:

Is this their first interaction with your brand?

What journey do you want them to go on once they've seen your posts?

Are they ready to buy, or do they need to be nurtured?

These are all things you should consider when thinking about how you approach your social media channels.

You want to ensure your social channels are exactly what your ideal customer wants to see and engage with.



Think about completing a customer insight task to understand what your ideal customers are looking for.

## 4 Keep your message clear

Who has time to read through paragraphs of content these days? Even a long post on Facebook can seem like a daunting read when you're scrolling through your news feed.

So, keep it short and sweet, think about how you can cut your message down into a quick catchy header or sentence that will catch the eye and draw people in to click on a link or engage with your post.

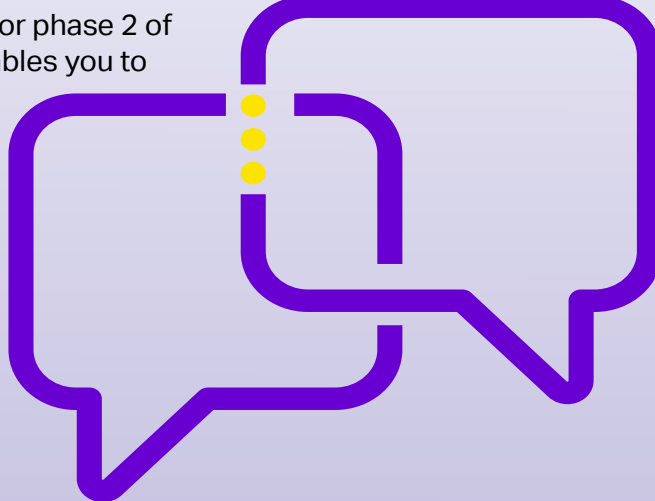
It's the behind the scenes or phase 2 of your social post which enables you to provide those who really want to learn more with the nitty gritty, let's get down to business detail.



Did you know

Tuesday at 11AM

Is the best time to post for engagement



## 5 Stay engaged

Social engagement shouldn't be one way. Of course, we want our audience to interact with our posts, but we need to ensure that we are responding and engaging back too.

Whether it's a customer seeking advice, a follow up from an issue they've had, or it's a share or like. It's great for brand reputation to be responsive and available for your audience.

Make it a two-way conversation



## 6 Measure success

The only way to truly measure your social engagement success is by analysing the data and drilling down into the different engagement factors.

Create a table of current results. This will be your starting point. Then ensure that you update your table monthly with the exact same measurements to see what trends you have.

Over time you should start to clearly see your social strengths and weaknesses and take learnings from this to build your social strategy.

