



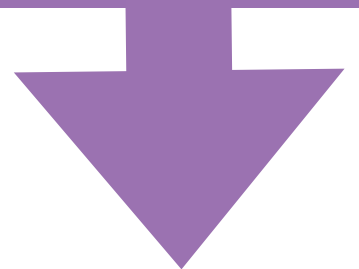
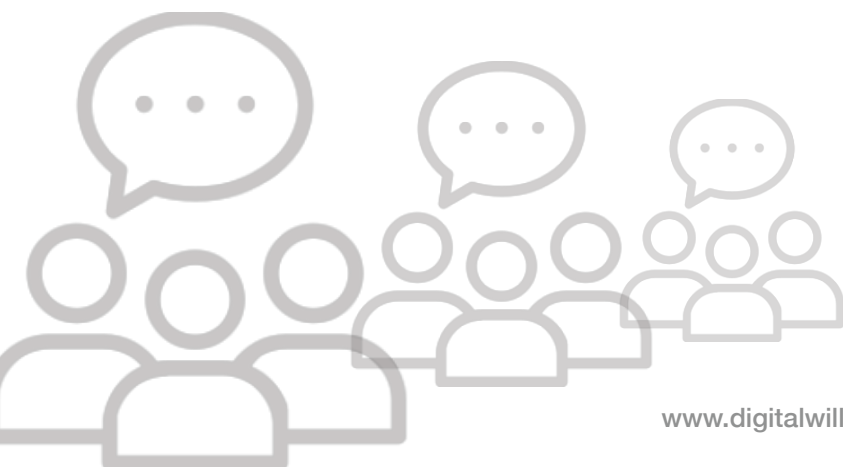
HOW TO INCREASE ENGAGEMENTS ON SOCIAL MEDIA



Engagements are slipping. Posts aren't staying at the top of the news feed. What is going on in the world of social media?

Facebook users are sharing 684k posts a minute and each day 500 million tweets and 80 million images are posted to Twitter and Instagram, respectively. With such an influx of content on social media, it is more difficult than ever for brands to stand out and create engagement. We define an engagement in this context as a; like, comment, video view or share on a social media platform. Recently, Facebook changed their algorithm to favour engagements making it even more important to focus on posting engaging content. Quality over quantity has never been truer for a strong social media presence.

Each social network has a different algorithm and figuring out how to outsmart it can be like a game of Mastermind. In this eBook we will be providing useful tips to help increase the level of engagements your posts are receiving and the amount of time your content is displayed on the News Feed.



1. VIDEOS

Stories: On Instagram in particular, 'Video Stories' perform well, as they are typically the first thing that users will see. Stories are also available on Facebook and WhatsApp, but these tend to see fewer engagements.

Live Videos: These are a great way to excite users by providing real-time experiences and behind the scene shots. Consider the best time of day to run your Live Videos in accordance with your target market.

Video Posts: Posting a video is a powerful way of building brand engagement in a short period of time (15 – 30 seconds). As the most consumed form of content on the internet, they are easy to digest and extremely impactful.



2. QUESTIONS & ANSWERS

We have seen Q and A's to be a **very effective tool to increase post engagements**. Ask users to submit questions or answers either by commenting on a post, live video stream or via story questions.



- Ensure your Q and A is relevant to your brand. For example, ask your followers what they would like to see next from your business or what information they would like to know about a newly released product.
- Before you run a question and answer session, it is worth building up the anticipation with planned content. Create social posts promoting the session's time, date and any guest influencers.

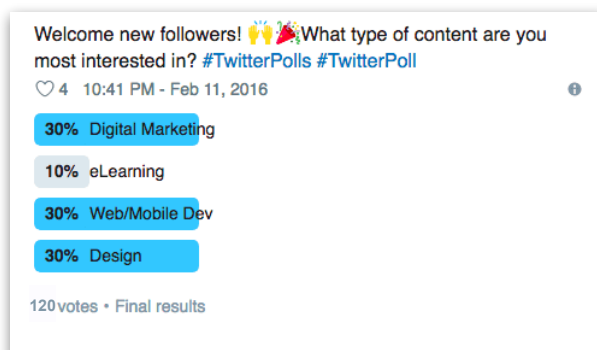
3. REVIEWS

With permission, use real customer reviews as content. According to Spiegel Research Centre 2018, **nearly 95% of shoppers read online reviews before making a purchase**. As a quick way to further increase engagements, tag the user who left the review as they will be more likely to share, comment and like the post.



4. POLLS

These can be used across Facebook, Instagram and Twitter. Polls allow businesses to ask questions and obtain feedback from their following.



They differ from Q and A's in that responses are limited to predefined answers. Polls may therefore deliver more engagements as the user simply taps their response.

Once submitted, users can view the percentage each answer received, providing interesting and immediate feedback.

Copy (the main text included in a post) can be tweaked to increase engagements by incorporating these tactics:



Hashtags

These are a great way to get involved with topical and trending content whilst allowing your content to be shown to a new audience. We recommend using at least 3 -4 hashtags per post. Hashtags do not always have to be immediately relevant to your brand either. For example, supporting your national team in a sporting event could be a very effective way to reach audiences you may not normally.



Tagging users

When posting content, tag relevant users, groups or organisations. This will increase the likelihood of them engaging with the content. For example, tag pages who you have partnered with or recently met, as well as influencers who fall in into your target audience. Another useful way of tagging users is via the comments section. You can tag users who have interacted with similar posts, suggesting they may like this content.



Action orientated

Tell users exactly which action you would like them to take. This could be asking users to share, like or comment on your post. An example of this could include: 'Share this content if you agree' or 'Tag a friend'.



Questions

As mentioned, questions are a great way to drive engagements through Q and As or Polls, however even simply including questions throughout the copy will increase the likelihood of users interacting. For example, ending your copy with 'Which product colour do you prefer?'.

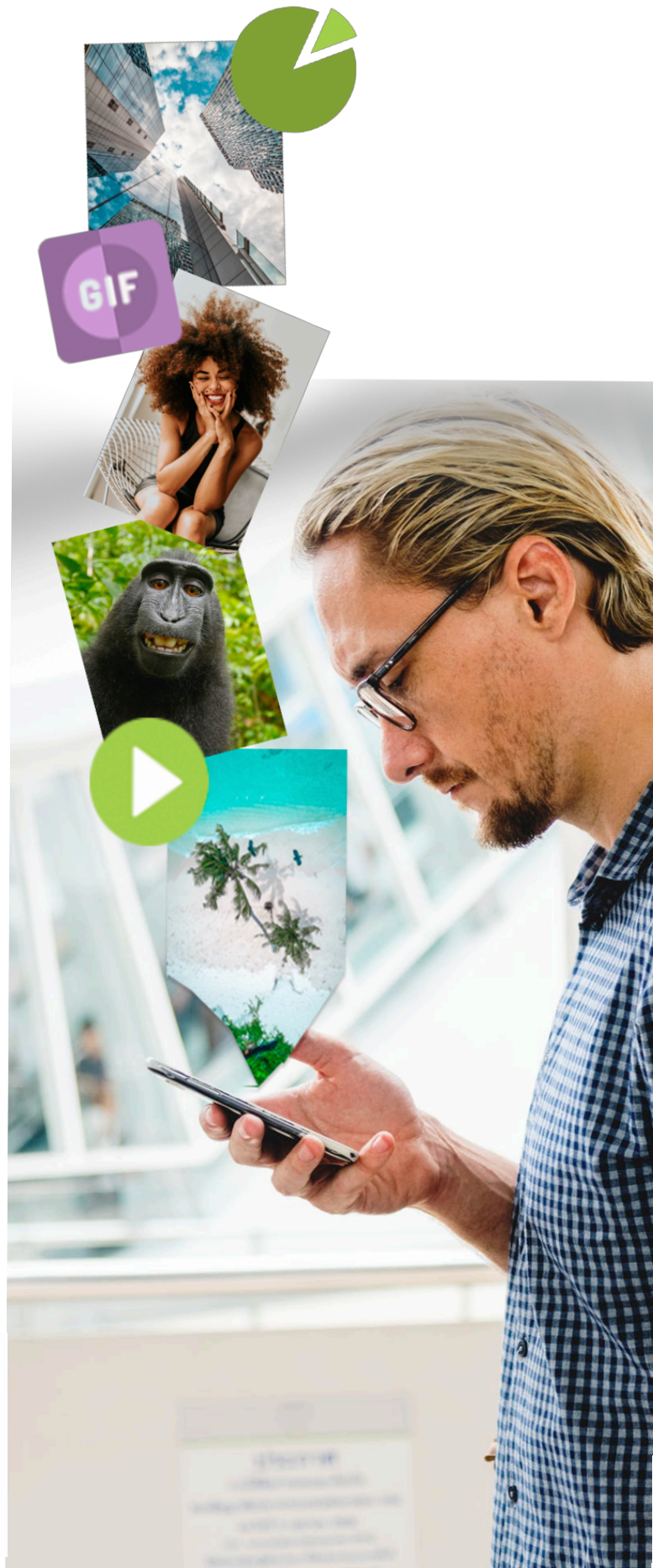
Before we can expect users to engage with a post, we need to capture their attention. The image or video used in your posts can make or break your engagement levels. **Did you know that on average users scroll through their newsfeed at a rate of 3 posts per second?**

Images and videos therefore need to stand out **with personality, an eye-catching design and images which feature people, tend to perform better.** Avoid stock images where you can, as most are extremely over-used.

TIP

Another way in which you can make your creative more engaging (which is often overlooked), **is by making your images & videos as relevant to your target audience as possible.**

For example, if your target audience falls into a particular age bracket like 14-21 years, then ensure the people used in your creative are younger and thus representative.



DON'T IGNORE COMMENTS



Like



Love



Haha



Yay



Wow



Sad



Angry

You wouldn't ignore someone in your shop or office, so don't do it on Social Media

All comments, whether they are positive or negative, should be responded too. **The more comments, the better.** In fact, regardless of the sentiment, the more comments you have will increase your chance of being shown on a user's News Feed and with a higher page position.

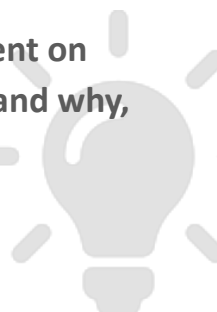
Always ensure you comment from your businesses page in you response and consider encouraging your employees to also comment on posts.

AND THE WINNER IS...



Competitions are a great way to encourage users to get involved if there is something worthwhile to be won. You can ask users to engage with a piece of content and like the social page for a chance to win a prize. This can also be used to increase the page's following.

For example, **ask the community to comment on your post, sharing their favourite product and why, then ask them to 'like' your page to win.**



GROUPS ARE THE FUTURE

Facebook recently changed their algorithm to be more favourable to content with more comments. Groups have benefitted greatly from this update, as content posted within groups tends to produce higher levels of conversation.

It is worth spending some time finding which groups are relevant to your business to maximise the number of people in your target audience that see and interact with your content. For example, a Financial Services brand may want to target 'Business Owner' social groups.

With the right commitment you could even set up your own social community on Facebook or LinkedIn. Whilst extremely powerful once up and running, we urge caution on this idea as it takes a lot of planning and long-term commitment.

In summary, there are many ways in which you can increase the engagements your content receives. Testing is key to finding out which tactics work best for your business.

A large, solid white arrow pointing to the right, positioned on the left side of the bottom purple section.

Of course, if you'd rather a team of professionals do this for you, then feel free to get in touch with the team at sayhello@digitalwillow.biz.