

HOW TO BUILD ENGAGEMENT FOR SOCIAL MEDIA PLATFORMS

- Keep your accounts active and growing!
- Use images/graphics. You can always **share** a relevant image/graphic that your audience will relate to and share.
- Make sure content is interesting and relevant to followers.
- **Content Ideas:** behind the scenes photos, event photos, and photo spotlights of employees, partners, and customers. Host photo contests, post reminders of events, and/or host contests and giveaways.
- Create posts asking your followers questions like “What are plans for the weekend?” or “Who inspires you?”
- Follow similar sites (people, organizations, movements) and link to them using hashtags and tagging users (@username).
- Share or repost content from similar sites and give them credit using the @ sign. This leads to reciprocity, expanding your reach and generating engagement.
- Actively respond to comments and direct messages.
- Ask followers to leave reviews and feedback as comments or on your review page.
- Repurpose content to fit specific social media audiences. For example, you could write a post for LinkedIn and highlight some of that content into an infographic for Facebook.
- Use live video to increase interaction. People are more likely to spend a few minutes engaging with a video than they are to read a long social media post.
- Share a surprising one-sentence statistic relevant to your organization. Think about making an infographic using the statistic to visually display the information.

What about paid boosts?

Not all of your followers see your content in their timeline due to the Facebook algorithm. To counteract this, you can use paid boosts (pay to get content posted in front of a larger Facebook audience).

With paid social media boosting, you can gain more visibility to current followers, expand to new audiences, and specify an audience through targeting certain demographics.

Helpful Links:

Getting Started on Social Media: <https://www.aauw.org/resource/social-media-handbook/>

Increasing Social Media Visibility: <https://www.aauw.org/resource/how-to-use-social-media-for-advocacy/>

Building Online Presence: <https://www.aauw.org/resource/site-resources/>

