Michelle's Ten Tips To Increase Engagement on Social Media

Michelle Selnick **is the** *founder and CEO* **of** *webFEAT Complete* **-- Cincinnati's top digital agency. Michelle founded webFEAT over 23 years ago, before Google even existed. She is one of the first women in Cincinnati to own two internet-based companies. From the get-go, Michelle fostered a passion for success, innovation, and education. She is committed to achieving success, both for herself and for her clients.**

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Is your business struggling to get the attention it deserves on social media? Don't worry, you're not alone. As competition in the social media marketing world continues to accelerate, there's a few things you'll need to do in order to make sure your business can reach the top. Check out my 10 Tips To Increase Engagement On Social Media below. I put this list together based off what I've seen work best throughout my 23+ years of running an award-winning digital agency. Whether you're a restaurant owner or a manufacturer marketing manager, these tips will help you grow your business online.

1. Post content that your viewers will want to share or save

The most important step in increasing engagement on social media is to post content that people will want to share and save. Next time you create your posts, try thinking "conversation" rather than "advertise". This kind of content will resonate far more with your viewers, and will bring them back to your page in the future. In addition, accounts with increased engagement tend to be favored by that platform's algorithm. This means that if your posts are getting lots of interaction, they will start to appear more on other people's feeds – whether they are following your page or not.

2. Use Stories to start conversations

Stories are a great way to let your customers to discover the human side of your brand and keep them engaged on a daily basis. You can use Stories to ask

questions, create polls, feature employees, and more. Stories last 24 hours, so in order to make the most out of them, you'll want to make sure you have an effective strategy in place!

3. Use attention-grabbing words in the beginning of your posts.

Social media users do a lot of scrolling, so you'll want to make sure you grab their attention right off the bat to get their eyes on your post. Try using attention grabbing words and capitalizing them at the beginning of your caption to see better engagement. For example, if you are running a giveaway, start the caption with "GIVEAWAY ALERT" or something similar.

4. Be Authentic

Did you know that 90% of consumers say that authenticity plays a role in deciding which companies they like, support, and shop with?

Find a "voice" that embodies your brand and stick to it while interacting with your audience online. Most of the time, people prefer humor and honesty.

5. Follow A Posting Schedule

By following a posting schedule, you can make sure your posts go out at the right time of day and receive the greatest amount of exposure. I recommend using a social media scheduling tool to plan out all of your posts in advance. Most social media scheduling platforms offer analytics tools to help you better understand your audience. Take a look at your data and figure out when your audience is most active to find the best posting times.

You obviously can't be at your desk 24/7, so by cutting out time to schedule posts, you open up time to work on other important tasks during the month.

6. Answer all comments and DMs as soon as possible

In order to increase engagement on social media, you need to be social too. When customers send you a message or leave a comment on a post, they're giving you the opportunity to talk to them. Whether they leave a positive or negative message, you should respond to each customer. Try showing appreciation for positive messages and offer solutions for negative ones.

7. Use Calls-To-Action (CTAs)

Make sure you add a call-to-action (CTA) to the end of your posts. With CTA's, you can ask people to like, comment, share, or hit the link to visit your website. It may seem obvious, but people are far more likely to engage with your post if you simply ask them to.

8. Grow your following

By growing your following, you can increase your brand's engagement on social media significantly. At the end of the day, social media engagement is a numbers game. If you have a larger audience, you'll be more likely to have a higher level of engagement on your posts.

While a large following will certainly help increase engagement, you'll still need to make sure the quality of your posts is high to avoid negative feedback.

9. Use hashtags strategically

Hashtags are a great way to reach an audience that is not following your page. By using a hashtag, that means your post will appear in a library full of other posts who used that same hashtag. Some platforms like LinkedIn and Instagram allow users to follow hashtags, so by utilizing this feature, you are able to gain easier access to your target audience.

10. Run social media contests

Social media contests are one of the greatest ways to increase engagement over a short period of time. Try running a giveaway or a contest to get people talking. Giveaways create buzz, increase the reach of your post, generate new leads, and boost business sales.

These contests should be designed to entice your audience with a prize that they would want, and push them to like, comment, share, follow, and tag their friends. For example, if you are hosting a giveaway, each person who follows your page, likes/shares the post, and tags a friend in the comments would count as an entry.

Work with an expert, experienced firm

By working with an experienced digital agency that has a proven track record of success, you'll be able to focus more on day-to-day business operations while ensuring you get the most out of your marketing budget.

Not only will hiring a digital agency save you time, but it will also ensure your marketing efforts are being leveraged to their fullest potential.

Social media marketing is a lot harder than it looks. Don't have enough time to learn it on your own? Let webFEAT Complete help! Our experienced team has all of the knowledge and expertise needed to help your business achieve online success. It's the reason we've stayed in business for 24+ years.

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