# **SOCIAL MEDIA POST IDEAS THAT** CAN INCREASE ENGAGEMENT

DEVELOPING ENGAGING CONTENT IS ONE OF THE BIGGEST CHALLENGES OF **DIGITAL COMMUNICATION.** With so much content vying for our attention, there are

tried and true ways to capture and hold a viewer's interest.

Visuals are an essential element for any post, and because the brain is attuned to motion, using video almost always increases engagement.

### Choose a relevant topic for your audience and

1. Create how-to posts.

create a mini "how-to" video to show them a step-by-step guide to doing something they'll want to learn.





#### scenes business experience. Reveal the journey your products or services take from concept to creation. Walk your reader

2. Share a behind-the-

through the design and development process, highlighting the creativity, research, and attention to detail that goes into every project.

### your business than your customers, so explore

3. Post testimonials.

ways to create content that features their experiences with your product or service.

No one is a more credible spokesperson for



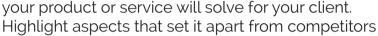


## controlled or ignored. Needs regular monitoring.

from others.

4. Take a poll.

Social media can be influenced but not



This can be anything from a teaser about an upcoming launch to a video about what problem

and invite readers to share their thoughts in the comments section.





#### to always attribute the content to its original creator. Give them a shout-out to help recognize their work, as well.

6. Repost relevant content

Reposting can build community but remember

7. Run a contest or giveaway.

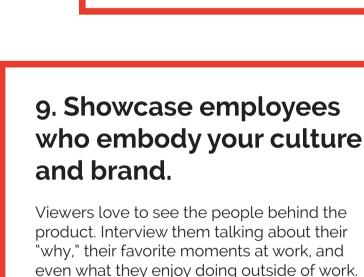


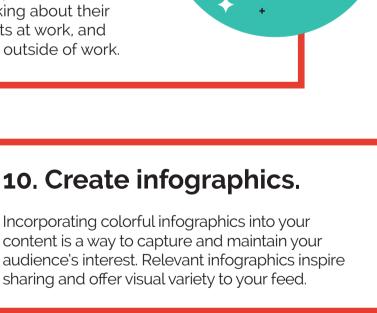
Contests on social media can grow your

followers and increase engagement because they expose your business to new audiences. Whether it's sharing a post, tagging friends, or



8. Create an FAQ. Addressing common questions your audience has is a way to add value to your content. Consider inviting your audience to submit questions and be sure to respond promptly to encourage engagement.







area of expertise.

conversation.

**LIVE VIDEOS.** Hosting live Q&A sessions, announcements, product demonstrations, or

new blog post, or even as a Story on Facebook or Instagram. Consider the preferences of your audience and decide which format would be most compelling. CASE STUDIES can give your audience an inside, in-depth look at the work you've done or the projects you're working on and builds credibility.

timely content for your audience. When you can, tie it back into the work you do or a core value of your company. **EDUCATIONAL CONTENT** Look for ways to offer valuable educational content in your

**CELEBRATE** Take the opportunity to celebrate national holidays by creating relevant,

**FAVORITE THINGS** Create content that puts a spotlight on some of your favorite products, services, people, or brands.

FREE DOWNLOADS Have you created something that your audience might find value from? Offer it as a free download from your website.

humor—lean into it. INTERACTIVE POSTS like quizzes can make it fun for viewers to participate in the

**HUMOROUS POSTS/MEMES** are popular topics for sharing. So, if you have a gift for

**CAPTION CONTESTS** Invite followers to come up with creative captions for a photo.