

5 Habits to Boost Social Media Engagement

1) Interact with your audience in an authentic way.

- Here's Why: Nowadays, you have to go beyond liking posts and commenting fire emojis. I'm guilty of doing exactly this, but it just won't cut it anymore. It's important to show up in a genuine way in stories, captions, reels, comments, DMs, etc. This can look like simply thanking someone for complimenting your content or sharing a personal story that relates to a post from another creator. In short, show up on social media exactly how you would show up in person, and think about building connections. In addition, don't forget to nurture the connections you already have with other creators.
- Here's How: Take 10-15 minutes every day to...
 - Respond to comments, DMs, etc.
 - Like and comment on other creator's content (again, go beyond the fire emojis!).
 - Research popular/relevant hashtags for your niche, and like and comment on a few of the most recent posts using those hashtags.
 - Tip: Engage with your audience just after you post to encourage them to engage with your latest content.

2) Create content that is worth engaging with.

- Here's Why: No one is going to engage with your content if it isn't valuable. In fact, if your audience finds your content annoying or unappealing, it's more than likely they're going to unfollow you. So, when I say, "valuable", what do I mean? The majority of valuable content falls into three categories: educational, entertaining or empowering (or a combination).
- Here's How:
 - Educational Content: When sharing educational content, you want to frame the information in a unique and attention-grabbing way. Some common examples are capturing the processes of making a product or performing a service, using Instagram Stickers such as Quizzes and Polls in your stories and presenting a startling statistic or other fact, followed by your take or more information to back it up. Tip: Also, be sure you've done your research before sharing educational content. Everyone makes mistakes, but your audience will trust you more if you can back up what you're telling them.
 - Entertaining Content: There are multiple ways to go about creating entertaining content, but overall you want the content to be genuine and generally aligned with you and your brand. More importantly, you want it to be relatable to your audience. Think about what they would find funny,

what music they're listening to right now, what they're talking about on their social media, etc. One of the best ways to show off entertaining content is on your Instagram stories. As an example, say you own a café or a shop that is dog-friendly; you could have treats and your phone ready to capture every furry friend that comes in the door (because who doesn't love cute doggos?!). Tip: Also, think about the shareability of your content. Here's a scenario to show how you can easily do this on your accounts. Maybe you're scrolling through your feed and see a meme or a quote that you think would appeal to your audience. Share that on your stories, and add a Question Sticker asking if they agree or can relate. If they do, they're more likely to reshare that story on their account.

- Empowering Content: Now, for empowering content, you want to think about your audience's pain points and how your brand's purpose and products interact with those pain points. As an example, one of my clients is a boudoir photographer, and one of her main brand pillars is body positivity. Something I might share on her account is a reel or carousel post that highlights five body-positive affirmations to say to yourself every morning.

3) Share content from others.

- Here's Why: Despite the negativity that is often associated with social media, there are a lot of people supporting each other rather than tearing each other down. Since starting my business accounts, I've been blown away by the support of others in my industry. So, I challenge you to stop thinking of others in your industry as competition, and start thinking of them as a community.
- Here's How: Share their content in your stories if you think it's valuable (don't forget to credit them!), or even go the step further and collaborate with them on a giveaway or other promotion. Of course, not everyone will want to collaborate or support you and your business, but it doesn't hurt to slide into the DMs of creators you admire.

4) Show who you are with stories and captions.

- Here's Why: Your audience wants to see behind the logo; they want to see your face, and they want to get to know you. Stories and captions both serve as an informal way to let your audience into your world; the only difference is that stories can be about literally anything, whereas captions should in general stick more to your niche.
- Here's How:
 - I recommend showing your face on your stories at least once a week, which I admit is scary and an area I slack on at times. However, this is one of the easiest ways to be transparent with your audience and show your personality. Get a great compliment from a client? Share a photo of

you cheesin on your stories saying how happy this compliment made you. Or maybe you're going out to lunch with coworkers? Take a video of you all walking into the restaurant and all the delicious food you ate. Bonus: Ask your audience where you should go for lunch next with the Question Sticker.

- As for captions, I recommend a healthy mix of short, snappy captions and longer, more detailed captions. The shorter captions can be anything from quotes that align with you and your brand to culturally relevant phrases or anecdotes. The longer captions are where you can tell your brand story. Things such as brand milestones, client/customer success stories and experiences with other creators are excellent times to write out a genuine and more lengthy caption.

5) Look at your insights to audit your content.

- Here's Why: There are a couple of reasons. One, a super simple way to help boost your engagement is to post when your audience is most active, which you can see if you take a look at your insights within social media platforms. You can also level up your insights with a program like Later or Sprout Social (these are two I've used, but there are tons more!). Two, you can't adapt and pivot in your social media strategy (which you should be doing) if you have no idea how your content is performing. Tip: Look beyond how many likes you get! Shares and saves and other engagements are also super important.
- Here's How: The how is pretty self-explanatory, but here's a practice you can try to get started. Look at your top three stories based on reach, top three posts based on reach and top three reels based on reach. Note: You can also do this based on Engagement. Now, jot down any similarities you see between your top three stories, then do the same for your top posts and top reels. These similarities can include things such as general subject matter, hook/CTA style, aesthetics, etc. After you've made a list of similarities for each content type, see if any of those similarities align across all content types. You may be surprised by what you learn from doing this exercise.