

10+ 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.

1. Create how-to posts.

Choose a relevant topic for your audience and create a mini "how-to" video to show them a step-by-step guide to doing something they'll want to learn.



2. Share a behind-the-scenes business experience.

Reveal the journey your products or services take from concept to creation. Walk your reader through the design and development process, highlighting the creativity, research, and attention to detail that goes into every project.



3. Post testimonials.

No one is a more credible spokesperson for your business than your customers, so explore ways to create content that features their experiences with your product or service.



4. Take a poll.

Social media can be influenced but not controlled or ignored. Needs regular monitoring.



5. Feature a product or service.

This can be anything from a teaser about an upcoming launch to a video about what problem your product or service will solve for your client. Highlight aspects that set it apart from competitors and invite readers to share their thoughts in the comments section.



6. Repost relevant content from others.

Reposting can build community but remember to always attribute the content to its original creator. Give them a shout-out to help recognize their work, as well.



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 using specific hashtags, these actions contribute to the organic spread of your content.



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.



9. Showcase employees who embody your culture and brand.

Viewers love to see the people behind the product. Interview them talking about their "why," their favorite moments at work, and even what they enjoy doing outside of work.



10. Create infographics.

Incorporating colorful infographics into your content is a way to capture and maintain your audience's interest. Relevant infographics inspire sharing and offer visual variety to your feed.



NEED MORE IDEAS?

LIVE VIDEOS. Hosting live Q&A sessions, announcements, product demonstrations, or virtual events always draws a crowd.

ANNOUNCEMENTS Have some important news? A company update? This might come in the form of a video, a powerful image combined with a compelling caption, a 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.

CELEBRATE Take the opportunity to celebrate national holidays by creating relevant, 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 area of expertise.

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.

HUMOROUS POSTS/MEMES are popular topics for sharing. So, if you have a gift for humor—lean into it.

INTERACTIVE POSTS like quizzes can make it fun for viewers to participate in the conversation.

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