



Digital Marketing Toolkits

Social Media Toolkit

Boosting social media engagement

One of the best ways to think about social media engagement is that it is not just a single interaction with one of your customers but is instead multiple interactions over a prolonged period of time, with customers sometimes using you as a point of reference. Below are some tips that should help you to boost your social media engagement:



Using monitoring tools to see what time of day most people visit your website can ensure that all the relevant content is available when the majority of people are viewing your social media. Monitoring tools can also help ensure that your employees are most alert to answer any queries that followers may have. There are many free monitoring tools available such as Google Alerts, TweetDeck and Social Mention.



Be visual to ensure that you keep all viewers engaged, using images and colours that keep in line with the company branding as this can help to break up any text on webpages and give your webpage a more friendly appearance.



Including some type of contest or giveaway can help boost engagement on all social media platforms, allowing you to give the visitors to your social media account something back. Some common ways to increase engagement through a contest or giveaway is to ask people who enter to provide feedback or share a specific post.



Analysing social media

Social media's ease of use has meant it's rapidly become a favoured tool among marketers, and nearly all social media platforms come with a helpful dashboard that lay out all of the information that you need:



The amount of likes and shares which your social media platform has can be an indication about who is engaging with your content. Monitoring your likes and shares can be a great way to immediately get a sense of how your post is doing and also if it is what your followers want to see.



Look at the amount of followers that you have gained over the last month, week or day – if you notice that you get a slow unreliable amount of people following your account, you may want to increase your posting speed.



Sharing blog posts or third-party content can help you measure the number of times that users have clicked on the links, as this will help you to determine how much traffic your social media efforts are bringing in.



Analytical tools help you to look at the ages, gender, geographic location and even the likes and interests of your followers, and by looking at this you will be able to get a gist of the type of people who are interested and using your social media platforms.



How to get followers

1. Try to engage 'influencers', or people who have a strong power to affect the purchase decisions of others. Viewed as some of the most credible sources for opinions, a positive review from them can influence the opinions of others, and gaining followers from influencers will add credibility to your own social media activity in the eyes of future visitors.
2. Posting unique, original content that none of your competitors can replicate can help to generate positive word-of-mouth exposure for your organisation. Keeping up to date with the news and signing up to Google Alerts will help you to engage in new content that is relevant to your industry, despite original content being difficult to find and create.
3. People do not always find out about your company directly and in some cases may be aware of you through SEO. Having consistent social media usernames will make it easier for people to trace you.
4. When people look at your business cards you will want them to have multiple ways to contact you so it's important to include all relevant social media details. Business cards typically include your name, phone number and the company that you work for, and including your social media platforms on your business card will also ensure that all essential information is on one document.
5. Writing a professional biography will allow visitors to have some background about your organisation prior to viewing your content. When coming across your organisation through social media people will want to have some indication about what it's about, and a couple of lines outlining what your organisation is about will provide visitors with some context.



What to do

1. Responding to each follower to help build a more personal relationship with your audience. Relationship building can also be done through followers knowing the names of your employees or by designating one advisor to a certain number of customers to help build a stronger, personalised bond.
2. Have a plan, because when you know what level of interaction you want to have with your followers then you can decide what type of relationship you want with them. Relationships can vary in their level of interaction and it's important to not come across as overbearing to some followers or make others feel neglected due to a lack of interaction.
3. Social media doesn't communicate body language, leading site visitors to demand more personalised interactions with organizations on social media. Having a bad day or being in a bad mood can come across in any responses you make to your followers and in these situations it is best to respond at a time when you feel calmer.



What not to do

1. Creators of any original work can be given exclusive rights for the use and distribution of what has been produced. Any work that you produce is likely to be seen by your competitors and maybe used by them and so by enforcing copyright laws on your work, you will be ensuring that your competitors cannot take any credit for the work that you produce.
2. Inconsistent and outdated posting can test followers' relationship with your organisation; ensuring reliable up to date posting will make your visitors feel valued because you will be taking the time to update them on any changes. Consistent and reliable posting will increase the likelihood of followers viewing your site and social media feeds as a source of trustworthy information. An uploading schedule will help to facilitate this and will ensure that your followers know when you will next be uploading.
3. Don't underestimate the importance of networking and telling the right people about your social media platforms (customers, sister companies etc.), as with the right exposure and networks you will find that you are always 'in the loop' with any changes and will be the first to report on any updates.
4. Privacy settings are essential to the maintenance and sustainability of your social media platforms, and changing your password every month or encrypting sensitive information can ensure that no data falls into the wrong hands. YouTube videos can provide easy step-by-step guides to manage your privacy setting on social media.
5. Deleting negative comments can anger your followers and give the impression that you have something to hide. As one of the most important images you want to portray is that your company is able to handle any queries or problems that your followers may have, keeping negative comments can be a positive, as they can show how you have reacted to them and can demonstrate how you have resolved the issue.

