

Engaging Your Community

Now more than ever, people are flocking to social networks to socialize, to network, to be informed and to be entertained. What's the one thing all of these have in common? The people.

To cultivate a healthy community, you need to interact with other people on your networks. Did someone follow your Twitter or Instagram account? Follow them back. Like other people's posts. Comment. Share. Ask questions and start conversations. Pay attention to the other people in your networks, learn their interests and use those to build meaningful relationships.

People follow other people on social networks. Even if you're running a 100% corporate Facebook page, the unspoken assumption is that a real person is there behind the keyboard. The more you interact with your followers, the more human your brand appears and the larger your community becomes.

One of the great things about managing a brand on social media is the immediate feedback. Depending on the network, you have access to a wide array of analytical statistics. There are three core numbers you should focus on: reach, engagement and click-throughs.

- **Reach** is how many people have seen your posts.
- **Engagement** is all about interactions: likes, shares, comments. These are all signs of a healthy network and you increase these numbers by encouraging conversation.
- **Click-throughs** count the number of times people click the links you put in your posts. This statistic is great to track if you're directing traffic back to your blog or website.

Once you get used to reading your analytics, you can start tweaking your social strategies. Do you get more likes and shares when you post late at night? That probably means your audience is made up of night owls (or lives in a different time zone). Queue up your posts to hit when your followers are active on each of your social media platforms.



Do your photos reach thousands of followers but your links only reach a couple hundred? Prioritize your photo posts and consider sharing your links in the comments. Notice a drastic drop in your stats? What are you doing differently? Are you posting too often? Not enough? Always keep an eye on your analytics and adjust your strategies as needed.

Managing your social accounts is one part customer service, one part community relations and one part being the hostess with the most-est. Once you find your groove, everyone will want to join your party.

ADDITIONAL RESOURCES

[15 Tips to Building a Better Social Media Presence](#)

[5 Proven Social Media Engagement Strategies for 2020](#)

[The 8 Best Ways to Increase Social Media Engagement for Your Brand](#)