

Managing Social Engagement

Managing social engagement is a lot like hosting a party, and even though we're not going to be hosting any parties anytime soon, your party planning skills can still be applied to your company's social media presence.

- You want to make sure that the banter is lively and that everyone is having a good time.
- You want to encourage your guests to share their ideas throughout your conversations.
- You definitely, absolutely, wholeheartedly do NOT want to be the only person speaking.

How do we transition those skills from in-person event hosting to social media management? The first step is both the easiest and the hardest: you have to show up. The key to a healthy social community is a consistent posting strategy. Staying active on your social accounts shows your followers that you're there, you're available and you're paying attention.

Showing up, however, isn't just about posting to your own social feed. It means you have to engage with the people on their feeds. To continue the party analogy, only posting on your own social feed is the equivalent of standing by the appetizer table and only talking to the people who wander by.

Get out there. Mingle. Leave comments on other people's posts. Share good content forward. Participate.

Most of the algorithms that populate our news feeds are based on engagement. The more people that interact with a post on Facebook, LinkedIn and Instagram, the more likely it is going to be the first thing your followers see when they open their apps. In order to encourage engagement on social media, you need to rethink your marketing materials.



When posting to a social network, don't advertise to your followers, especially now. Instead, talk them. Converse with them. Your agenda shouldn't be to sell, it should be to host that awesome party that everyone talks about weeks afterwards.

ADDITIONAL RESOURCES

[What Is Social Media Engagement & Why Should I care?](#)

[How to Increase Social Media Engagement](#)

[Social Media Engagement is the New Social Media Marketing: How To Do it Well](#)