

# Digital Bytes

Low to no-cost digital marketing best practices to help you grow your business

## What

Five super simple post idea types to increase social media engagement

## Why

Engagement is the measurement of how many people are paying attention to and interacting with your business (likes, comments, shares).

**Engagement** aids in helping your pages to have a wider reach. The **more** people that engage with you, the greater the number of people who will be able to view your post.

Engaged audiences are more likely to share your content when they find it useful, relevant and valuable.

Engagement helps build trust and loyalty. People don't use social networks for a one-way experience. They're seeking connections — with people and with brands.

Engagement benchmarks

- > Less than 1% = low engagement rate
- > 1% and 3.5% = average/good engagement rate
- > 3.5% and 6% = high engagement rate
- > Above 6% = very high engagement rate.

## How

One easy way to increase engagement is to create very specific types of interactive posts that draw attention and responses. Be sure to integrate these posts into your regular social media rotation.

### VOTE

Ask your audience to vote or express a preference. For example:

- > Post two new potential menu or inventory items and ask which they prefer
- > Use the poll feature to query fans. Use polls to learn more about your audience, i.e., Would you be interested in participating in a VIP program?

Voting is also a great strategy to use before you purchase inventory or add menu items to gauge potential adoption.

## How

### FILL IN THE BLANK

- > Ask followers to engage in a very simple way by offering one-word thoughts on a topic. Choose subjects people are passionate about and evoke emotion, such as:

I feel like \_\_\_\_\_ when I eat a truffle.

The thing I miss most about traveling is \_\_\_\_\_.

### TAG A FRIEND

- > Invite followers to tag someone who might like the subject matter or to nominate them for a specific reason. For example:

Tag a friend who would like this dessert.

Tag or nominate a friend who has shown exceptional kindness to their community during the pandemic.

### GO LIVE

- > Live broadcasts get over 200% more reach than prerecorded videos. You can use the live feature to demonstrate a product, show a dish made in your kitchen or even interview a great client.

### OFFER A REWARD FOR ENGAGEMENT

- > To increase engagement even further, you can add a reward element to any of these types of posts. Ask people to comment or like and randomly choose a winner on a predetermined date. The prize doesn't have to be big or grand, just a token that favorably represents your business.

## Tip

Social media is about building relationships, not just selling your product. Pretend your followers are friends and communicate with them about a variety of topics. An occasional invitation to post photos of furry friends will delight your audience as well as increase engagement and interest.