



# INSIDER TIPS

TO BOOST ENGAGEMENT ON

# SOCIAL MEDIA

## FACEBOOK



In order to achieve maximum engagement, be sure to not overcrowd your users feeds. For a 71% higher user engagement, try posting no more than 4x per week.



The easiest way to create engagement on your posts is to ask questions - entice your users to provide feedback, ask a question, fill in the blank, etc...

## INSTAGRAM

Your Instagram feed is a visual representation of your brand. Try to use a common theme of colors throughout your posts to create a cohesive feel.



Instagram is the most popular social media platform in 2019, so be sure to leverage as much video, story content, and even IGTV, Instagram's latest release.



## LINKEDIN



Monitor and optimize your Social Selling Index (SSI) for optimal engagement and visibility. To find out your SSI, you can visit [this page](#) while logged in.



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## TWITTER

In order to extend your reach, research and utilize relevant hashtags that your IDEAL AUDIENCE are already engaging with. Consider listing hashtags in a note or spreadsheet for easy copy/paste tagging.



To increase visibility further, get in the habit of sharing popular tweets and using all 280 characters to share your thoughts. This doubles the posting power.

