

## Social Media Engagement 101: Tips on creating a powerful community

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Content may be king but engagement reigns supreme. They don't call social media "social" for nothing.

Your company and your team has stayed on top of creating great content this past year, you've built an amazing portfolio of content including tips, tricks, engaging visuals and educational advice for your customers – now what?

It's time to reciprocate the love...and "engage."

Remember, social conversations work two ways – just like the saying "love is a two-way street," you've got to give to receive.

YES, you may be talking on social media and posting away, but when someone responds to your comment, what are you doing? ***Are you responding back? How quickly are you responding back?***

These two questions are the cornerstone to social media engagement. You may ask, *Is there a rule on how quickly you*

*respond back? or Is there a rule of thumb to get more people active and talking about you on your social networks?*

**Rule #1: Respond immediately. Be consistent.**

We live in an immediate-response society. With smartphones attached to people's hips, when someone messages you or comments on your post they expect an immediate answer. Don't delay – it may cost you a customer and maybe even a raving fan. Immediate responses are key, but consistency and maintaining these immediate responses yesterday, today and tomorrow are crucial.

**Rule #2: Every social network is different**

Yes, Facebook differs from Twitter and Twitter from Pinterest, yet they all share a lot of the same best practices. Think of your social network community as one gigantic networking event.

Just like an in-person event, if you're not out there giving out your business information and connecting while being extremely charismatic, you are really NOT engaging effectively.

**Rule #3: Make sure you have something interesting to say**

Unless you are posting interesting and engaging things, it's just like that networker – if you do not have anything interesting to contribute to the conversation, people are not going to want to talk to you. You become noise and people will tune you out.

**Rule #4: Content is king, make the most of it. Share and care**

You know this social media rule, everyone does: stop selling, start sharing and storytelling. In other words, if you're just telling people who you are, what you do, and approaching it in a very sales-y way, say goodbye to engagement. Be valuable to the community.

Whether you share an amazing article or a great trend, giving valuable information to people works wonders. If you tag, engage users and are social, they're going to notice and start talking to you in return. Eventually, you might even hit the top and be considered an influencer. Being an influencer is like being at the top of a mountain and that's where you want to be.

Are you ready to start engaging with people in the socialsphere?! Let's get started with a little 101 on how to engage on each network:

# Social Media Engagement 101

Content may be king but engagement reigns supreme. That is why you need to be ready to engage with people in the world of social media. Let's get started with some 101 tips on how to engage on each major social network.



- Favorite tweets
- Retweet and retweet often
- Reply to people on Twitter
- Follow people that can add value to your network and you want to know

**#FF #MM #WW to give shout-outs to new followers**

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- Acting as the page
- Follow other businesses in the industry
- Comment on other pages
- Using your personal profile
- Share posts from your company page
- Tag people that you've worked with to reach their followers

### Use hashtags within your posts

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- Like others pins
- Comment on pins
- Repin and repeat
- Describe the image using hashtags on pins



### Follow boards of influencers

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- Comment on images
- Tag people in comments
- Use hashtags that are relevant to the image
- Follow people in the industry and your connections



### Repost other images via a reposting app like PhotoRepost

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- Follow people
- Add comments
- Follow company pages
- Attend Google hangouts
- Be consistent with keeping your profile active

### Share interesting articles and other peoples' updates

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- Maintain Daily Status Updates
- Comment on other statuses
- Like your connections' status updates
- Endorse colleagues

### Engage in LinkedIn groups