



HOW TO INCREASE ENGAGEMENT ON SOCIAL MEDIA



RUN CONTESTS



Contests are a great way to increase engagement and reward your audience for being awesome! Reward engagement by requiring liking, tagging and following as forms of contest entry.

TAG POSTS



Tagging other relevant accounts in images, adding a specific location and including frequently searched hashtags are all great ways to increase interaction with your content!

ASK QUESTIONS



Questions involve your audience and can open up conversation! When asking questions in your posts, make sure to switch up the type of questions you're asking to keep your followers interested and engaged.

BOOST POSTS



Boosted posts help you reach a larger audience and ensure your posts are not getting lost in your audience's feed. Make smart spending decisions: Try boosting posts that already have a strong organic reach. This content has been tried and tested.