

10 Tips for Social Media Engagement



Create the Perfect Post

To catch the attention of your followers as they scroll through their feed, make sure to include informative and creative copy, a great image, a link to your website or other source and a clear call to action when necessary.



Get Involved

Increase your store's likability by showing your community involvement. Is there a parade on Main Street? Share a photo of your staff participating. Do you sponsor a Little League team? Tell them "good luck."



When and How Often to Post

There's no predefined rule that says when and how frequently to post. Consider how much you have to say, and experiment with your posting schedule. Evaluate regularly and change it accordingly.



Create a Contest

Contests are a great way to grow your following. Ask your followers to share a post for a chance to win a gift card. Have your customers snap a picture in the store and tag your page for a chance to win a product.



Join the Conversation

Give your company a voice. Respond to all comments and have a conversation with your customers and other local businesses. There's great value in being present and showing you care about what your followers have to say.



Add Value

Don't bog down your social media pages with too many new products and promotions. Share unique and interesting content from other sources, such as how-to advice, community news and "shop local" messages.



Maintain Your Brand Identity

Present your brand in a strong, consistent manner. Use a sharp version of your logo for your profile picture. Make sure your photos and graphics reflect your company. Small details make a difference.



Be Mindful

When a tragedy strikes, the world turns to social media for news and information. When this happens, make sure to cancel scheduled posts and avoid posting unrelated content to avoid appearing insensitive.



Keep a Consistent Voice

Whether you have one person running social media or a team of people posting, keep the tone consistent. Fluctuate between fun and serious posts, but don't stray from the general "voice" of your store.



Track Your Efforts

Pay attention to your most popular and unpopular posts and take that information into consideration. Evaluating your social media analytics helps you improve and provide your followers with the content they want.