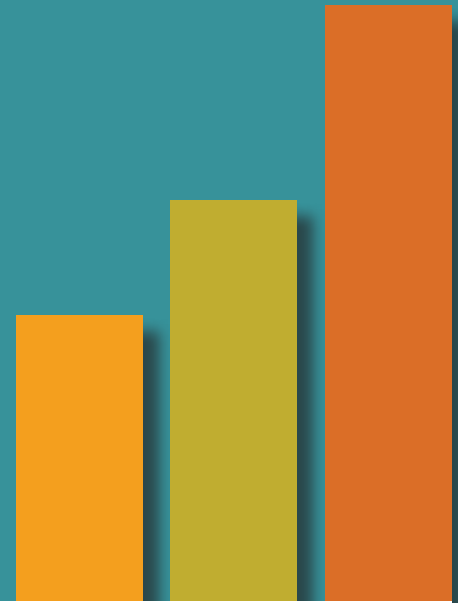


---

---

# HOW TO BOOST SOCIAL MEDIA ENGAGEMENT

---



Tips for Connecting with Customers  
to Keep Them Coming Back



## INTRODUCTION

An active social media program can keep customers coming back, improve your company's visibility in customers' social circles, and help you reach new customers. Engaging with your customers and their friends can significantly improve your business results. Facebook and Twitter are the two most important social media channels, and each has unique attributes that can help you increase customer engagement. **But first, three general tips will serve you well across all of your social media efforts.**



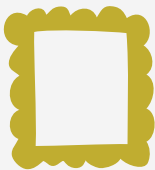
### BE HUMAN AND APPROACHABLE

On social media networks, people expect to share ideas and opinions with other people—not faceless companies or brands. Be prepared to share yours too. Even if your company or product is serious, decide what your company's appropriate “voice” should be and make it approachable and consistent.



### PROVIDE A PERSONAL TOUCH

Get to know your customers' interests beyond your product or service. Don't be afraid to experiment a little—you might be surprised by what sparks conversations among your customers. However, be sure to have a clear, consistent policy with your social media manager(s) about what constitutes a personal touch and what is too personal.



### USE PICTURES

A picture is worth...a lot. People respond to visual stimulus, and posts that include photos can generate two to three times the level of engagement as those without photos.

## 5 WAYS TO INCREASE ENGAGEMENT ON FACEBOOK

Facebook is probably the most important place to increase engagement with customers. But what are the best ways to use it? Here are five tips that can help you maximize your presence.

### 1. LEARN HOW EDGERANK WORKS

Every social media manager must understand what EdgeRank is and how it affects the visibility of your posts. EdgeRank is a formula that determines whether your posts show up in your fans' newsfeeds. **It is based on three things:**

#### AFFINITY

This measures the amount of interaction between two Facebook users. The more often that you interact with a customer or fan, the greater your affinity and more likely that your posts will show up in their newsfeeds.



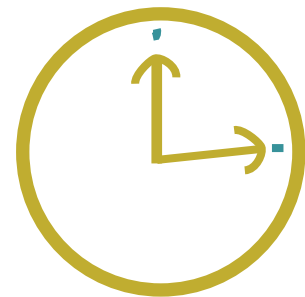
#### WEIGHT

Different types of posts have different weight. Going from least to greatest weight, a click has the least weight. A Like has more weight than a click; a comment has more weight than a Like; and a share is "heavier" than a comment.



#### TIMELINESS

Fresh information is more likely to be included. The older a post, the less likely it is to appear in users' newsfeeds.



Understanding EdgeRank helps you direct your social media strategy more effectively. For example, frequent interaction with key customers help increase affinity. Fresh, useful information is more likely to be read and shared, driving up weight and sparking more conversation.

## 2. MIX UP YOUR CONTENT

Although your goal is to increase engagement and drive business growth, keep sales messages to a minimum. Fans become quickly bored with sales pushes and are likely to ignore them or mark them as spam. This can cause negative EdgeRank, which discourages engagement. Instead, try asking questions, running a contest, highlighting your company's local involvement, or providing an incentive to follow you. Develop a messaging mix that you know is interesting to customers.

## 3. STAY ACTIVE

Once you start posting, keep posting. Don't let your channel go dark. That sends a message to your customers that your business doesn't have follow-through. It's best to make at least two to three updates each week and respond to questions, complaints, and issues publicly. Instead of deleting customer complaints, show that you care by addressing their concerns quickly, professionally, and publicly. Responsiveness encourages other people to reach out and engage.



## 4. ADD MEDIA CONTENT

People primarily use Facebook to pass time and have fun, so keep posts fun for readers and yourself. Multimedia content, such as pictures and video, provide more impact and boost interaction significantly over plain text or link updates.



## 5. TELL PEOPLE WHAT TO DO NEXT

Boost engagement by adding a call to action to your post. Tell them what you want them to do: "Like this...," "Share this...," "Leave your comment...," etc. Simply asking readers to take a step can dramatically boost engagement rates.

### NOW HAVE FUN

If you have fun with your postings, your fans will too! Take your time, plan your content, and enjoy the experience. Before you know it, your page will be receiving the engagement you're looking for.



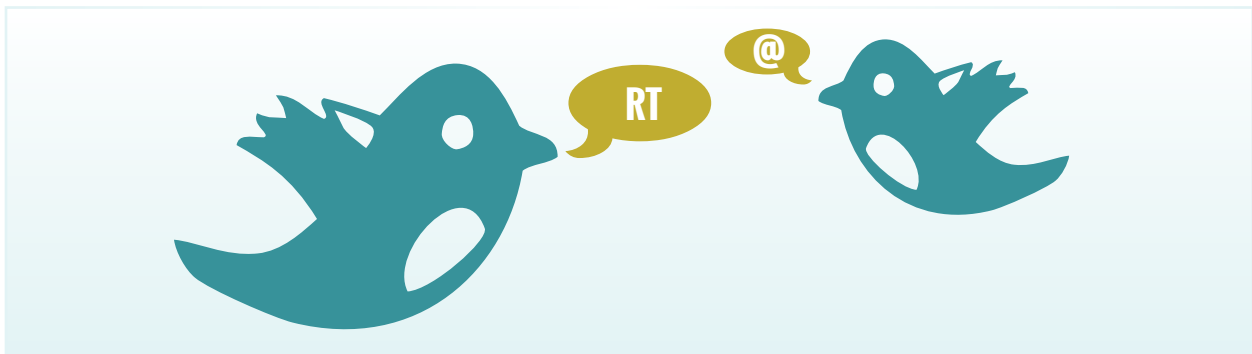
## 5 WAYS TO INCREASE ENGAGEMENT ON TWITTER

One of the most frequently asked questions from Twitter users is “How do I engage my audience and get them to notice me?” Here are five ways to pump up your Twitter engagement.

### 1. SHARE OTHER PEOPLE’S CONTENT FREQUENTLY

Re-posting someone else’s content is called “re-tweeting.” You will see the retweet icon with a tweet and you might also see “RT” at the beginning of a tweet, both of which indicate that the person is re-posting someone else’s content. Start off by adding your own “two cents.” It could be a question that you thought of or a note about something you thought was interesting. If you find something fascinating or fun, it’s likely that your audience will find it interesting too.

Simplify retweeting by creating lists of people you want to engage with and separate them by theme. This makes your Twitter feed much easier to read through. Consider making a news list, a fun list, and an industry-specific list. Then watch their streams and look for opportunities to retweet them when the topic is relevant to your audience. Sharing good information makes you a trusted resource and helps build relationships with the people whose content you share.



### 2. ENCOURAGE INTERACTION AND CONVERSATION WITH @MENTIONS

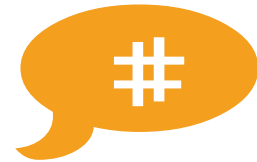
Reach out and mention your followers directly in your tweets. This is a great way to build relationships with your followers. Mentions personalize thousands of faceless tweets and encourage followers to come back and to share your tweets. Be careful however—if you are posting as a store or brand, never @mention someone and say something negative. Remarks like these travel fast and can damage your brand and reputation

### 3. TWEET REGULARLY

Content gaps and periods of silence give the impression that your company does not follow through. Monitor your feed for responses and tweet back as quickly as possible. If you start tweeting, keep tweeting! The more you demonstrate engagement, the more engaging followers will be with you.

### 4. JOIN AND CREATE CONVERSATIONS USING HASHTAGS

“The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.” Hashtags allow you to categorize tweets by keyword so they can be found more easily in Twitter searches. Find hashtags that are relevant to your audience to identify topics of interest to them. You can tweet on these topics and use hashtags to increase visibility of your tweet. Also, jump into existing hashtagged conversations when appropriate to encourage further engagement.



### 5. LISTEN TO YOUR AUDIENCE

People are always talking, and smart businesses listen. Pay attention to your Twitter feed and direct messages because customers are not shy to share their experiences with your business or product. Listening offers fantastic opportunities to reach out and offer a solution, a thank you, or ask for more information. Keep track of the posts or topics that garner high levels of engagement and let them inspire you about creating relevant topics. You can also use surveys, promotions, emails, and marketing research to find out what your followers like and need.





## HOW RIGNITE HELPS

How do you know if your social media efforts are actually delivering new customers and increasing sales? Rignite makes it obvious. Rignite is an easy-to-use platform that lets you manage, integrate, and measure the impact of social activity on customer behavior.

## REGISTER FOR THE BETA TEST

Register for our beta test. We are looking for social marketers to help us shape our product.

[Click here to register](#)

## INSIGHT & TOOLS

Give your executive team, marketing directors, and social media managers the actionable insight and tools they need to:

- GROW YOUR CUSTOMER COMMUNITY AND IMPROVE ENGAGEMENT
- DRIVE REVENUE, NOT IDLE CONVERSATIONS
- GET A COMPLETE CUSTOMER PICTURE

## OUR PLATFORM

Our integrated platform is unique because it enables you to easily manage social activity in one place, combine social activity with marketing and other campaigns, and use results to improve your team's effectiveness. And as a subscription-based service, Rignite is fast and easy to implement so that you can begin transforming customer relationships quickly. Our team has more than 15 years of experience in technology, enterprise software, cloud-based computing, consumer marketing, and security technologies.

Keep Up with Us

