

Engagement ideas and tips to consider when posting content to your social media properties.



Announcements / shout outs

Announce upcoming events and welcome guests.
Congratulate achievements and highlight important dates.

Photos

Posts that include images get more engagement. On Facebook, photos get more likes, more comments and more click-throughs than text-based posts. Share photos of our office building and scenery, events or staff.

Upcoming events

Promote events and corporate pride. Share events that office groups are organizing and encourage others to attend. Build anticipation leading to an event or announcement by counting down days, sharing behind the scenes photos, or other relevant content.

Stat / fact / ranking

Highlight your inclusion in a ranking list or a fun fact about the business brand.

Tips and how-tos

Offer your audience some tips, advice and how-to tutorials. For example, when tax time is approaching, share a blog post about seven ways to defer your income.

Third-party content

When appropriate, share third-party content like blog articles, videos, photos and news articles if it relates to a department, an employee office or upcoming event.

Questions, polls, fill in the blank

Research shows that question posts get more comments on Facebook, but fewer likes and shares. (e.g., "What's your favourite Investment?" or "If you were the CEO for a day, what would you change?"). Include words like "should", "would", "which", "who", and "when". Note: questions with "why" and "how" make users think more to articulate their answer and may not receive as many comments.

Links

Like photos, links appeal to social media users. On Twitter, links are more likely to increase your number of retweets than your engagement rate. Whenever possible, content should link back to the appropriate brand website. Increase the likelihood of engagement by coupling the link with a question for opinions. Consider using a URL shortener when adding links to track the performance of your links. Further, social media should not be used to communicate complex procedures and policies. Point to an area on the Brand's website with further information or provide contact information to a staff member who deals directly with the area of interest.

Video

Incorporate a video attachment. Call Al at Picture Story for a good one. 250-589-2251

Giveaway / trivia / contest

Offer a prize if fans take some action or post a comment. Consider starting "Trivia Tuesdays" and ask questions about "the Brand", its history, or any relevant topic. "Caption this photo" style contests bring in many more comments than regular posts.

Keep it short

Tweets and Facebook posts that are shorter, tend to garner more engagement. Keep tweets to less than 100 characters or 120 to 130 characters if you're incorporating links. On Facebook, keep posts between 80 and 250 characters.

Don't forget critical information

Don't forget to include critical information in your post including dates, times, links, eligibility, etc.

Include a call to action

Phrases like "click on the link below", "register online", "sign up today", "share your thoughts" will encourage people to interact with you.

Plan around the seasons and holidays

Share content relevant to upcoming holidays and seasons. Take a look at the Brand's event calendar to see if there are any events planned. Ask followers what their holiday traditions are. Post a seasonal-themed Facebook cover photo. Do a web search on unique holidays like "national kindness day" and encourage your followers to participate.

Ask for the retweet

Your tweets have a higher chance of being retweeted if you ask for it, and even higher chance if you spell out the word "retweet". Pick and choose posts to ask for a retweet.

Include hashtags

Tweets with hashtags get twice the engagement. But keep hashtags to a minimum. Always include #brand in your tweet and if you like, choose one or two others.

Offer a coupon or discount

If you're a revenue-generating department, use social media to offer your fans exclusive discounts or coupons. According to reports, 42% of Facebook fans like a page to get a discount or coupons and coupon-based campaigns received the highest engagement rates.

Take the conversation offline

Social media is only a starting point. Create meetups, tweetups and other offline events to get your community together and interacting with your organization and each other.

Some do's and don'ts to keep in mind when posting:

Don't

Don't use social media as a megaphone: resist the urge to use social media like a fire hose of the Brand's news and events - to solely push promotional messages.

Don't auto-post: you can replicate content across platforms but keep in mind the different communities and audiences you are reaching. Refrain from using tools to automatically populate content, such as auto-feed from Twitter to populate the Facebook feed.

Don't delete negative comments: a negative response is still a response. Life is not all sunshine, puppies and rainbows and social media reflects this. However, DO delete comments that are spamming, hateful, deceptive or contain foul language.

Don't post confidential or proprietary information about your Brand's employees.

Don't post embarrassing content: Do not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light.

Don't post content that is vulgar or condescending.

Don't post content in areas outside of your authority or expertise.

Don't use language that is vulgar or condescending.

Do:

Use an authentic, honest, transparent voice.

Be respectful: Use a civil tone and mind your Ps and Qs. Do not engage in arguments or post-inflammatory comments or statements in response to any negative or derogatory comments about the Brand, its employees, services, or units.

Follow the terms and conditions of the social service you are using.

Have a personality: people talk to people, not brands.

Use humour: it makes you seem more human.

Add value: share information others would find interesting or beneficial.

Correct mistakes: If you unintentionally post something online that is incorrect, correct it visibly and publicly as soon as you can.

Obtain consent (preferably written) before posting images of identifiable individuals.

Use social media to drive people back to your website: it's the one place where you control everything.

Follow and listen to your followers: take what the community is saying to guide your content.

Manage expectations: answering a tweet at 2 a.m. can seem like dedication, but your followers will begin to expect this of you. Try saying hello in the morning when you sign on, and goodbye when you sign off.

Use social media to test: get feedback on photos, stories, event ideas, etc.

Develop and nurture relationships.

Be present: being present is different from having a presence. Make sure you are monitoring your social property and are present to answer questions and engage with your followers.

Report back to your leaders: we are the eyes and ears of the Company. Report back any interesting findings.

Tie social media activities to institutional goals: forget measuring social media by the number of fans you have. This is great, but the best measurements link to Company or Brand goals.

Determine your content strategy and create an editorial calendar: you can use a simple excel sheet, Google or Outlook calendar or search online for a free tool.

Market your social media channels offline: promote your social media presence in your brochures and other print materials.

Integrate your social channels on your website.

Be mindful of the copyright and intellectual property rights of others and the Brand or Company.

