

Six ways to increase your social media engagement

Social media is a powerful tool to help you build your brand and connect with potential clients. Here are six strategies to try:



Turn on notifications for key accounts you follow. This helps you see updates as soon as they're posted, putting you in a strong position to leave comments that will get noticed.



Leave meaningful comments. You could develop the original idea or provide an alternative point of view. It will also help position you as a thought leader.



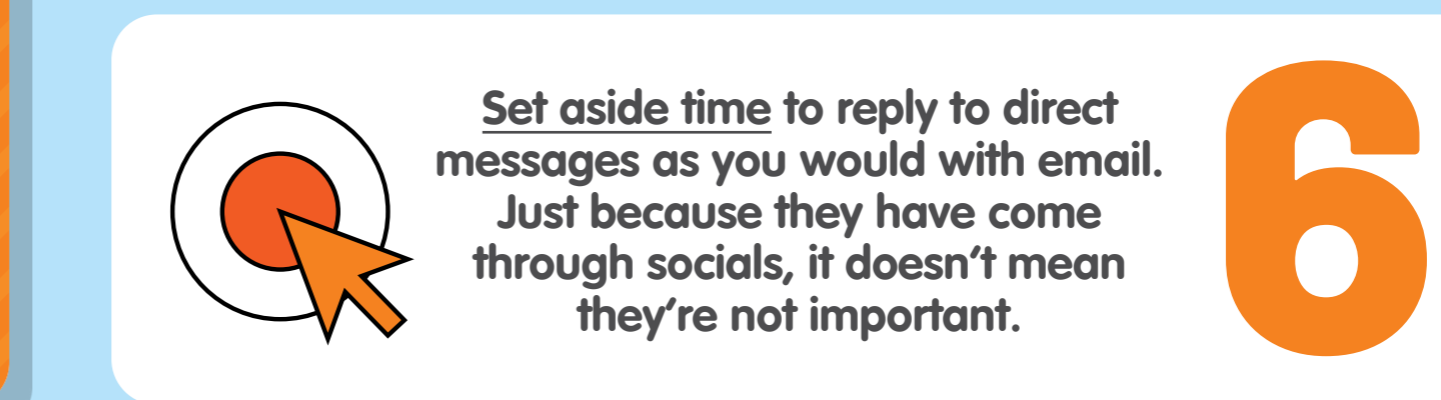
Engage with comments as well as the original post. Replying to others' comments can powerfully increase your network.



Check out the profiles of other commenters – connect with them if you see a crossover in what you both offer.



Send personalised direct messages to initiate connections. Refer to the other person's work and achievements – don't just talk about yourself!



Set aside time to reply to direct messages as you would with email. Just because they have come through socials, it doesn't mean they're not important.

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