

How to increase engagement on social media

Get>
Ahead
your virtual agency

You've got your social media accounts set up – now it's time to get them working for you! Try...

Tagging people – make your posts personal and draw people's attention to them. Say thank you, share a memory or ask for insight.

Interacting – don't just post your own news. Sharing and commenting on other people's posts could help you make new connections.

Mixing it up – not another product photo! Experiment with video, success stories, awareness day posts or even a pet photo.

Being authentic – sharing some emotion helps others connect with you. Tell them how you feel, what you're excited about and what challenges you've overcome.

Following influencers – switch on notifications so you know when an influencer has posted. Being the first to comment can help get your brand noticed.



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