

Susan McCorkindale
Author and Speaker
SusanMcCorkindale.com | susanmccorkindale@gmail.com

Tips for boosting engagement on social media

Have a new video and want to spread the word?

- Put the link in all your email signatures. Add some text to drive people to it. “Check out my new video, below!”
- Share it on social media. Use appropriate hashtags and tag others who might be involved.
- Share it with any lists you manage, with the appropriate introductory text.
- Ask those (friends, associates) who manage their own lists to share your video with them. Provide those people the appropriate introductory text. Make it as easy as possible for them. Offer to share something of theirs with your list.

Maximize positive comments

Copy and save positive comments on your video or text/photo posts about your product/business. Use them as headlines for another post about the same item. For example, I saved a really nice compliment on my TEDx Talk and shared the link to it (again, a few weeks after the initial share) with the compliment as the headline.

Subtitles

Lots of people watch videos with the sound off, so subtitles are very important. I make mine using Zubtitle.com - \$49 per month and worth every penny. I upload the video, the software renders it, the video pops up on the left and all the words I’ve spoken appear on the right. You can go in and clean up what you’ve said, add a headline, and produce a very professional-looking video.

Instagram stories

Be sure to share your text/photo and video posts to your stories. Your followers will see them across the top of the feed and, hopefully, click on them and share them. Also, if you see a post that complements your message/branding, share it the same way.

Hmmm. What else?

Always “like” your post after posting. This helps the platform’s search engine see it as active and bumps it up in your followers’ feeds. Then tag someone who can relate and (ask them to) comment, then reply to that person’s comment. Also, always post at the same time every day.

Get creative with comments on your own posts. (Sounds weird, but again, it demonstrates activity on your post and bumps it up.) Let’s say you posted about the importance of vulnerability in the workplace. Find a quote about that topic and post it in the comment section below your content. Or let’s say you posted about the importance of a clutter-free work space. Find a quote from Marie Kondo and post it in the comment section.

Follow the hashtags you use. I've found that this works best on LinkedIn. In the search bar, type a hashtag you use frequently. For example, #strategicpartnerships. You'll then be given the chance to follow that hashtag. Do so because when one of your posts is performing well – trending – in that hashtag, LinkedIn will alert you. This lets you know when you've hit a nerve, so you can (hopefully) do it again with another post. Some hashtags have millions of followers, so it's very rewarding to know your post is in front of so many eyeballs.