

SIMPLE TIPS TO BOOST ENGAGEMENT IN

Social Media

“Here are a few things that work well for me, and for the clients who use them too. As with anything, please test for yourself!”

- Rachna

Dr. Rachna Jain



As the owner of two +six figure businesses built from Internet Marketing, and a psychologist by training, Rachna brings real world expertise to helping her clients use the Internet to make money more efficiently as they become more well known. Her methods have worked within a wide range of industries because they rely on human motivations which haven't really changed much in thousands of years. An acclaimed writer and speaker, Rachna is also a novice potter, mosaicist, jewelry maker, digital photographer and social dancer.

- 1) Make it a habit to give at least 15 likes per day, including some likes for people you don't know as well. Likes are quick and easy, but get you on people's radars and activate a sense of need to reciprocate. I usually do this a bit more when I'm about to make an offer or share something for sale. But I keep a standard practice of liking stuff at least this much each day. I see it as social etiquette.
- 2) Post a bit less often. It used to be that posting 3-5x a day was getting good engagement, but now I'm seeing better engagement with fewer posts.
- 3) Give some background and context to your post. It needs to be a mini "story" that people can follow. When people can't understand your update (because there is no background or context), they are likely to ignore it.
- 4) People respond well to messages of hope, inspiration, courage. Can you include more of these emotions or ways to elicit them in what you post?
- 5) Emotional and relevant posts get more attention. Sharing about yourself also tends to get better response. As does asking people to share about themselves.

Keep track of the kinds of posts you make and what creates the most response. For me, personally, the types of posts I get best responses on are ones where I make a wry observation, share some of my hobbies, or encourage people to share their wins or things they are happy about. I do that last kind of post because it makes me feel good, and it does engage people too.

Anything useful for you in here? I hope you can use these tips for good engagement! :)