



SIMPLE STRATEGIES TO KEEPING YOUR ONLINE COMMUNITY ENGAGED AND INSPIRED

by
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Introduction

Whether it's to remain timely and on topic, or to keep top of mind, there are simple and more importantly proven ways to keep your online community engaged and inspired.

Now more than ever, brands and businesses need to keep the attention of their social media followers, as feeds are full of content that can distract your audience from the messages, products or services that you would usually be presenting them with.

Here are some tried and tested ways to retain, engage and truly inspire your followers.

1. Tell your story by using images



A surprising fact you might not know - image posts on Facebook get 179% more interaction than other posts.

Focus your images on telling a story. Whether it's how to use your product or service, how your product or service is relevant and helpful at present time, to how it's changed the lives of current users, photos have a huge impact at generating cut-through on social media than text alone.

Another helpful statistic to keep in mind: content with relevant images attract up to 94% more views than content without images.



The more creative and emotionally focused your image is, the more your community will engage with your post. Visuals are high performers on social media, so be sure to include an eye-catching, colourful image or graphics with each post.

Compared to other types of content, visual content is more likely to get shared on social media by 40x plus!

Where appropriate, include yourself in images as this helps to build familiarity and trust. Instagram photos showing faces get 38% more likes than photos without faces.

2. Stay topical and on trend



Another proven way to engage your audience is by pivoting your content to be topical as to what's currently trending on social media.

Timing is key to remain relevant, especially when there are bigger news trends that are capturing the attention of your audience. Be mindful that it's a delicate balance between being topical to coming across as opportunistic and ghoulish, particularly during times of panic or crisis. Only comment in this area if you feel confident in your position. There are plenty of examples where this has backfired on brands, so don't put yourself in this position if you're unsure.



The simplest way to do this is to offer your product or service as a form of expertise or assistance that can help and benefit others. This provides you a platform to position yourself as a voice of knowledge and authority, rather than someone jumping on the bandwagon.

By actively angling your content on big, current trends, you're able to instantly connect with your audience since those events are likely top of mind for them already.



3. Be transparent

Show your customer every facet of your business. They may be there for your product or service, but by going “behind the scenes” your customers will get to know the people behind the products.

Seeing the faces behind the business can create a personal connection with your customers and will help to humanise your business.



4. Be proactive in listening to and responding to your online community

Did you know that 83% of Facebook followers now expect a response from you on the same day that they pose a question?

Give your followers a fantastic user experience by being exceptionally responsive. Listen to their needs and respond accordingly. Whether it's a question, comment or complaint, being timely allows you the opportunity to show you genuinely care, and potentially turn a negative into a positive.

You should always acknowledge and thank your followers who comment on your social pages. When you make your online community feel heard and acknowledged, they're more likely to become even bigger fans, and your most loyal social media ambassadors.



5. Don't be afraid to ask your audience for help

Whether it's asking for insights as part of a research project, general feedback or something they'd like to see in the future from you, it's a great way to give your community the feeling that they matter in the decisions that will shape your brand

In summary

Be visual, be honest and be helpful. These three key pillars will help you nurture and grow your online community. A single inspiring, vibrant image can speak more than a thousand words, so be sure to make your visuals speak volumes about you and your brand.

Show your personality and allow your followers to bond with you through your ability to engage with them on a genuine, more personal level. These are the ingredients to create a truly engaged and inspired community.



Contact Sharon, Director & Founder, Agent99

Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



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